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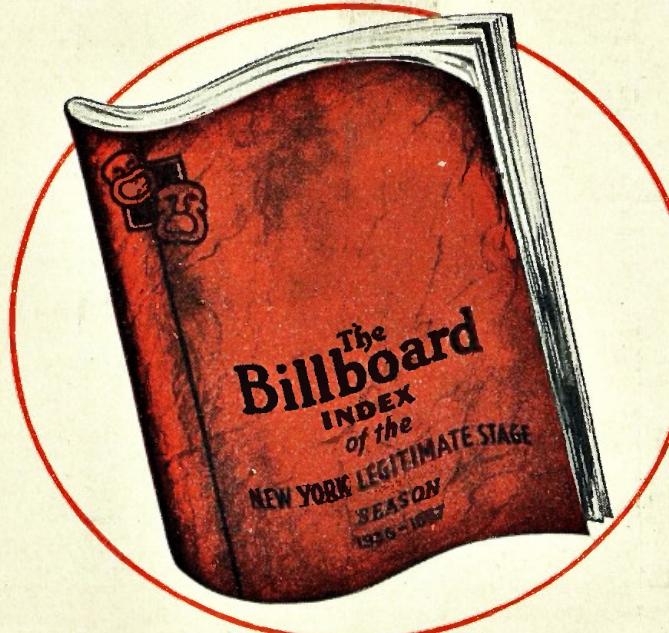
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LABOR LINES UP AGENTS

Gate at Toronto CNE Is Expected To Soar Again With Break in Heat

TORONTO, Sept. 6.—Cool weather moved into Toronto late Saturday afternoon, breaking the heat wave which had been prevalent since the opening of the Canadian National Exhibition. Morning and afternoon attendance was down, but cool breezes from the North brought crowds in the evening. While the big show continues to suffer decreases in attendance, officials are of the opinion that if cool weather continues losses will be cut considerably.

Total decrease to date is 195,000. Circumstances which have tended to affect the exhibition have deterred United States visitors and to a certain extent those from near-by Canadian cities. But aside from children, the Toronto

throngs, on the word of gatemen and park officials who have been on the job each year for a quarter century, have rarely if ever been greater. Imperial Bank branch office on the grounds announced that deposits from exhibitors were much higher than last year in spite of the lowered attendance, showing more money being spent this year.

Exhibits show the trend of better times, with displays of high quality and all available space taken. In full view of thousands at the CNE water front, the Imperial Airways' giant boat Cambria, arriving from England, narrowly escaped a crash when it smashed a pontoon in the first landing in Lake Ontario of a (See GATE AT TORONTO on page 89)

Michigan State Fair's Opening Shows Big Increases Over 1936

DETROIT, Sept. 6.—Michigan State Fair, September 3-12, opened to tremendous attendance increases over last year. With 100 per cent paid this year, including even show people working here, increased patronage is accredited to a heavy publicity campaign, business-like management of the new manager, Frank N. Isbey, and high caliber of the Colosseum show.

Colosseum played to 40,000 on Sunday. It is estimated it will draw 200,000 in the 10 days, featuring Ben Bernie, Wayne

King, Ethel Shutta, Rufe Davis and others, drawing higher class patronage. Midway is doing good business and concessioners so far appear pleased with the pay-gate idea, altho new in Detroit. Four concessions were closed on opening day by Lester Potter, former police censor, who was appointed to full charge by Manager Isbey, and a strict edict issued against gambling, exempting merchandise wheels.

Four name high aerial acts provide (See MICHIGAN STATE on page 89)

Four A Revamp To Provide Sliding Scale, Merged Units

Interchangeability eased by sliding scale—tightening up of jurisdiction to be achieved thru absorption of smaller units—drive for closed shop

NEW YORK, Sept. 4.—Logical steps to complete the reorganization of the Associated Actors and Artistes of America, show biz performer-labor international include adoption of interchangeability, doubling of the per capita tax paid by member unions, a sliding scale of dues for Actors' Equity, an organization drive to secure the closed shop for all the sister unions, and absorption of smaller units by larger. Talks with Four A officials have indicated that each of the above points will be adopted in due time. Problem of interchangeability is so complex that some 50 plans have been considered thus far, latest opinion of some officials being that adoption of a sliding scale system of dues would materially pave the way. Currently, American Federation of Radio Artists and American Guild of Musical Artists have identical scales. That of Screen Actors' Guild is similar to both and would present no serious difficulties (See FOUR A REVAMP on page 10)

AFA Contracts Affect Only Cole Workingmen

NEW YORK, Sept. 6.—Contracts signed last week by the American Federation of Actors and Cole Bros.' Circus, creating a closed shop, affect only the workingmen and not the performers as stated in the circus department of this issue. The men will be forced to join the Circus Division of the AFA as soon as possible. Signing took place in Atlantic City, where officials of the AFA and the circus were called by William Green, presi-

(See AFA CONTRACTS on page 89)

Control of Theater Middlemen Rises; SAG, AFRA May License

Unions with approved agents' lists include Equity, musicians, American Federation of Actors—matter under advisement with SAG and AFRA

NEW YORK, Sept. 4.—Performers' and musicians' unions are definitely moving into a position where they will have the whip hand not only over employers, but also middlemen, or agents. Actors' Equity for a long time has had a list of approved agents. The American Federation of Musicians licenses all agencies. American Federation of Actors does the same in the nitery and vaude fields. Screen Actors' Guild, top organization in the Associated Actors and Artistes of America, has already been approached by leading agents who requested that such a list be drawn up. SAG has the matter under advisement. American Federation of Radio Artists, new Four A's unit, is considering licensing agents.

What the converging lines point to is a foolproof closure of the middle ground of show business, a fact the significance of which has been lost sight of owing to the more spectacular realignment of the different performer groups within the Four A's. Until now, the theatrical unions, while holding considerable control over the agent, have never been (See LABOR LINES on page 12)

Storms Damper On Biz in East

NEW YORK, Sept. 6.—Prospects for record-breaking outdoor business over Labor Day week-end were dimmed throughout the East when violent wind and thunder storms hit generally Saturday night and a steady chilly rain kept a (See STORMS DAMPER on page 89)

Indiana State Fair's Good Start May Mean a New Pay-Gate Mark

INDIANAPOLIS, Sept. 6.—Despite rain on the first day and cold on the second, officials of the 85th annual Indiana State Fair, September 4-10, are confident that all attendance records will be broken. Their expectations are based on the fact that paid attendance on Saturday and Sunday, with unfavorable weather, was more than 10,000 ahead of the first two days last year when a record high of 365,000 paid admissions was registered.

In all other departments the fair is running from 20 to 25 per cent higher than last year. Stock entries are 30 per cent greater than in 1936 and agricultural exhibits are up 20 per cent.

Events for the remainder of the week include: Tuesday, Governor's and Legislators' Day; Wednesday, Educational and Children's Day; Thursday, Farmers' Day; Friday, Indianapolis and Manufacturers' Day. A special feature on Friday will be appearance of Greyhound, champion trotting horse, in a special race. Grand

Circuit racing is being held each afternoon.

Evening entertainment includes vaudeville and fireworks. Saturday night WLS Barn Dance troupe was in front of the grand stand from 6 until 11 p.m. before an audience that had purchased all available tickets several hours before the show started.

Part of Sunday's record-breaking crowd of more than 40,000 paid admissions (See INDIANA STATE on page 89)

Cetlin & Wilson's 4th Blowdown

BEDFORD, Pa., Sept. 6.—A terrific wind and rain storm hit the midway of the Cetlin & Wilson Shows here Saturday afternoon and scored damages in excess of \$5,000. The illusion show and Streets of Cairo were completely demolished and Paradise Revue and Harlem on Parade minstrel show were badly damaged.

The management of the shows immediately set about to repairing and re- (See CETLIN & WILSON'S on page 89)

Miss. Fair Involved In Gruberg Suit

GULFPORT, Miss., Sept. 6.—Max Gruberg, of Philadelphia, as an individual and doing business as the World's Exposition Shows, on September 1 filed a bill of complaint in the Hattiesburg Division of the District Court of the United States for the Southern District of Mississippi seeking damages for \$15,000 for alleged breach of contract.

Defendants in the bill of complaint are named as city of Laurel, Miss.; South Mississippi Fair; G. W. Hosey, mayor-commissioner; E. H. Oden, commissioner;

(See MISS. FAIR on page 89)

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ATC Finally Acts for Road

Discusses road campaign; votes \$750 appropriations —Pemberton on board

NEW YORK, Sept. 4.—The question of bringing back the road, fundamentally tied up with attempts to bring back the popularity of legit thruout the land, was finally touched upon at a meeting of the board of directors of the American Theater Council at the Hotel Astor this week. The council, which had called the first annual convention of the legitimate theater last spring with an avowed purpose of putting legit back on a national scale, also discussed again various problems that had taken precedence over the comeback of the road. The first and only murmurs of a road campaign came when James J. Brennan, vice-president of the IATSE and chairman of the committee on the road, announced that his committee would meet for the first time a little later.

Two appropriations of \$500 and \$250 were announced for the respective committees on suburban promotion, headed by Frank Gillmore, and the committee working on an apprentice theater for young actors. Latter is headed by Antoinette Perry. A report by the committee on ticket sales and box-office conditions was referred to the different orgs of the Theater Council for action.

Brock Pemberton, producer and Theaster League exec, was made a member of the ATC's directorial board, the line-up now including Frank Gillmore of Equity; Marcus Helmam, League of Theaters; Sidney Howard, Dramatists' Guild; Fred Marshall, Scenic Artists; Warren P. Munsell, Theater Guild; Louise Sillcox, Dramatists' Guild; Paul N. Turner, Equity; James J. Brennan, International Alliance of Theatrical Stage Employees, and J. C. McDowell, Stagehands' Union No. 1.

Chi Houses Bar Kids In Drive on Paralysis

CHICAGO, Sept. 4.—Co-operating with the Chicago Board of Health in an effort to check a possible infantile paralysis epidemic, operators of the city's 300-odd theaters have been barring children since Thursday and thereby taking a daily admission loss estimated at several thousand dollars. The leading chains and independents reached a voluntary decision to effect such action during a conference with Dr. Herman N. Bundesen, president of the board of health, who also delayed indefinitely the reopening of the schools to some 700,000 children in the city area. The 42 outdoor park swimming pools and all other crowd-gathering amusement places are also closed to children.

Theater operators who did not attend the meeting with Dr. Bundesen were mailed notices to either abide by the ruling or close their houses.

Dr. Bundesen stated yesterday that he was of the opinion that Chicago has yet to face the peak week in the infantile paralysis wave.

Seeks "Waltz" for Road

CHICAGO, Sept. 4.—N. S. Barger, operator of the Rialto Theater, was in New York this week negotiating a deal with Max Gordon for a road production of *The Great Waltz*. If an agreement is reached a cast will be placed in immediate rehearsal. Return week dates will be played in several key cities, in addition to a crop of one-nighters in the smaller cities. Barger this summer planned a stock company for this area but nothing materialized.



GOVERNOR EARLE OF PENNSYLVANIA signing the Walsh-McGee Bill which provides for licensing of all agents booking talent in Pennsylvania. The bill went into effect Wednesday. Grouped around the governor, from left to right, are Rep. James Walsh, co-sponsor of bill; Ralph Bashore, State Secretary of Labor and Industry; Rep. Leonard McGee, co-sponsor of bill; David Lawrence, chairman of the State Democratic Party; Victor Girard, inspector for the State Department of Labor and Industry, assigned to enforcement of the measure in Eastern Pennsylvania, and Tom Kelly, head of the United Entertainers' Association of Philadelphia, who was instrumental in getting the legislative action.

IA, Screen Guild Break Relationship

HOLLYWOOD, Sept. 4.—Relations between the International Alliance of Theatrical Stage Employees and the Screen Actors' Guild, two powerful American Federation of Labor factions in the motion picture industry, have been severed. This was announced today by William Blof, Coast head of the IATSE, as a result of the recent suspension of Jane Tallant, extra and make-up artist, by the Guild.

Miss Tallant was suspended August 9 by the Guild because of asserted strike-breaking activities during the strike of the Federated Motion Picture Crafts last May. Neither the IATSE nor the Guild recognized the FMPC strike. Miss Tallant, a member of both organizations, worked one day during the strike, according to the testimony.

In a statement made yesterday Blof pointed out that stars and high officials of the Guild were working at the same time and being made up by Miss Tallant and other IATSE make-up artists. A spokesman for the Screen Actors declared that the Guild members working at that time were under contract and could not

violate them by striking. The Guild aided the FMPC with money during the time of the strike, the spokesman said.

"From now on the actors can look out for themselves," Blof declared. "We intend to protect our members. The suspension of Miss Tallant is gross discrimination."

Resumes Columbus School

COLUMBUS, O., Sept. 4.—Jean La Roe has reopened fall dance classes for juveniles for the seventh year. In the recent amateur contest conducted at Olentangy Park here, two of Miss La Roe's pupils were awarded first and second prizes and, in the August Festival of the American Legion at Richwood, Miss La Roe's single entry captured first honors.

Les Minskys Reunite

NEW YORK, Sept. 4.—The Minsky brothers, Abe, Morton and Herbert, who split five years ago when Billy died, have decided to unite again. Morton and Herbert had been operating burly spots in direct competition with Abe. Since the license commission banned the use of Minsky in connection with burlesque—pardon—folies, the name Minsky will probably not grace marques this season.

Int'l Casino Set To Open

Sept. 9 is date—\$500,000 advance cost — 400 employees and 12 to 15 grand

NEW YORK, Sept. 4.—With more than a year now spent in building preparations and with more than \$500,000 already sunk in the venture, Broadway's newest, the International Casino, is putting on its final finishing touches prior to its latest announced opening, September 9. Operators Joe Moss, Lou Brecker and George Olsen are optimistic, despite the apparent tough battle for mass attendance facing them. Occupying the better part of a city block, the Casino will seat 2,500. Its main entrance on Broadway will be 48 feet wide, and the vestibule leading from it affords a clear view to three mezzanines. Directly in front of the lobby is the establishment's leading novelty feature, the Spiral Bar. Starting in the rear of the ground floor, by a series of half turns it climbs the heights of the three mezzanines, more than 200 feet. A two-way stalwart steel escalator runs up to the Cosmopolitan Lounge, spanning the entire Broadway front. On this space are found the rest rooms, the hat-check compartments, a stage and a dance floor to be used during cocktail hours and tea dances, and the entrance to the Casino proper.

The Casino is an oval-shaped auditorium built in six graduated tiers. A completely motorized stage can be raised, lowered or made to vanish in the wings or ceiling. It also involves a vanishing staircase, revolving platforms, treadmills and huge mirrors skirting the perimeter of the stage that can be tilted for desired effects. Dancing by the patrons will be done on a glass floor on the stage.

The talents of more than 125 performers will be drawn upon for the opening revue, *Bravo*. Artists have been gathered from every corner of the world and will include Leonce, French comedian, who will also act as emcee; Stadler and Rose, Jeanne Devereaux, Duo Dell Adam, Gaudschmidt Brothers, Bobby May, Chrysle de la Grange, Caligary Brothers, Myrtle and Paquad, Artini, Sonia and Elizabeth and the Chester

(See INT'L CASINO on page 10)

Cincy FTP Doing "Soldier"

CINCINNATI, Sept. 4.—Cincinnati Federal Theater Project, under the supervision of Theodore Hahn, and with J. Augustus Keogh as director, will present *The Chocolate Soldier* at the outdoor theater in Burlet Woods for two weeks, commencing tomorrow night. Cast of 94 will include a 12-piece band and a 25-piece symphony orchestra under the direction of Nicholas Gabor.

Pitt Hotel Workers Back; Win Wage Increase, Vacation

PITTSBURGH, Sept. 4.—Service resumed normally today at the William Penn and Fort Pitt hotels as 900 service workers moved about their duties operating elevators, cleaning rooms, smashing baggage, serving food and mixing drinks, after settling an 18-hour strike that paralyzed the Pittsburgh Hotel Corporation operation and marooned 1,200 guests.

Moderated by Manager Gerald O'Neill of the hotels and John Bookjans, secretary of the AFL Hotel and Restaurant Employees' Alliance, the walkout, which started at 5:15 p.m. Tuesday during one of the day's busiest hours, ended with a signed agreement guaranteeing wage increases approximating \$10,000 for the striking employees, one week's paid vacation for workers with a year or more service, and other benefits.

Originally pacted last week by verbal accord, the HREA members and sympathetic

strikers walked out when a clause readied for a written accord was viewed as objectionable because it was claimed it would permit the hotel management to evade the closed-shop clause.

Result, pickets surrounded the largest inn between New York and Chicago, as well as its sister Fort Pitt, disgruntled traveling salesmen in town for a merchandise convention were forced to lug their cases down many flights of stairs, while assistant managers and clerks did everything from operating elevators to polishing brass and carrying golf bags.

Irony of the situation was that in the midst of the confusion in walked Federal Labor Mediator James F. Dewey, looking for a room on a stop-over visit. He climbed the stairs like other guests. Unable to serve food or drinks because the Bartenders' Union had walked out in sympathy, the hotel's nitery, the Urban Room, and the Continental Bar were likewise forced to suspend operation after Happy Felton and Sande Williams' orchestras waited until midnight for settlement of the strike.

Hours elapsed before the hotels' service assumed normalcy, altho the workers returned to their posts immediately after the truce was announced.

Negotiating with O'Neill, in addition

(See PITT HOTEL on page 13)

PANCHO

(This Week's Cover Subject)

PANCHO's real name is Adolfo Rosquelles. He was born in Buenos Aires, son of a wealthy rancher. Pancho's first musical contact came when he was five, his father forming a sextet with his family, Pancho studying the violin. In this he sought to emulate his grandfather, a noted violinist who introduced grand opera in Buenos Aires in 1827. But the musical streak in the family was not allowed to have its sway in Pancho, who was sent to law school. Later, however, Pancho's father suffered reverses and Pancho, then 28, organized his first orchestra.

When a steamship company offered cash and free trips to the United States as a publicity stunt, the winner being the author of the best tango submitted, Pancho entered and, as might be suspected, won. In New York he soon was booked at the Embassy Club and stayed there four and a half years. Then the orchestra toured Europe, including Monte Carlo and Biarritz. Pancho has since played at the Central Park Beach Club, the Ambassador and Pierre in New York City, as well as doing picture work. The Plaza has re-engaged the Pancho orchestra for the 1938 season, with three network broadcasts per week scheduled.

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Heavy Legit Slate in Pitt

Nixon set for six plays by Thanksgiving, 16 others penciled—ATS sales soar

PITTSBURGH, Sept. 4.—Legit fans here can anticipate a rich season. Flushed by last year's 38 consecutive weeks of business that except for two turkeys rarely grossed less than "excellent," Manager Harry F. Brown, of the Nixon, this week announced the first six definite dates for his remodeled theater and 18 other pieces tentatively scheduled. At the same time recently appointed Business Manager Martha Arnold, of the Pittsburgh Playhouse, was interviewing prospective pay-rollers in the Oakland Civic Theater, and cataloging types for Director Frederick Burleigh, who is expected to arrive next week to cast the first show, still unannounced.

(See HEAVY LEGIT on page 12)

Evans Now Actor-Manager

NEW YORK, Sept. 4.—Maurice Evans has announced that he intends to turn actor-manager but not until after the end of his return engagement in *Richard II*. Eddie Dowling and Robinson Smith, sponsors of the revival that took New York by storm last spring, will have a percentage of the nation-wide tour that follows. Frederic Worlock has been hired to replace Ian Keith at Bolingbroke in both the return engagement and the tour.



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Realism

MENDON, Mass., Sept. 4.—In one scene of *Let's Laugh Again*, new play done recently at the Nipmuc Park summer theater, the leading woman, Sara Wallace, is supposed to drive off in leading man Edwin Gordon's automobile, leaving him to walk home from a woodland retreat. So Louise Galloway, directing the show, thought it would be a bright bit of stage technique to have Miss Wallace jump in a car waiting outside the stage door and drive off in it on her exit cue, her speeding departure, accompanied by blowing of the auto horn, being visible to the theater audience thru the open doors of the theater.

But nature furnished an even more realistic effect for a subsequent scene, written by the author as occurring during a rainstorm frequently mentioned in the lines. On five of the seven nights in which the show was played real rain fell during that particular scene, pattering on the theater roof in a sound not even film studio experts could improve upon.

Shortage of Acts, Bands in Kansas

KANSAS CITY, Mo., Sept. 4.—The Amy Cox Agency here reports more work for talent in this area. Curt I. Thomas, associate of the agency, says his office has lined up 10 weeks of vaude and 12 weeks of night clubs.

Thomas says the local acts "have worn themselves out and, altho they offer to work for peanuts, they are having a hard time even to book themselves an audition." Night club owners "are willing to pay for suitable acts we import."

Thomas also says it is almost impossible to find bands. Adds: "If the shortage of acts is so acute at this time or the year, what is the indication for the new season? It looks to us here that managers will be begging for acts and holding them for indefinite engagements."

No Exemptions to Pa. 44-Hour Law

PITTSBURGH, Sept. 4.—Exemptions to hotels, restaurants and night clubs from the new State 44-hour employment law were denied this week, altho the Pennsylvania Department of Labor "contemplates further study of the . . . business" and may issue other regulations, the Western Pennsylvania Restaurant Association announced today in a bulletin to its members.

At the same time 20 investigators of (See NO EXEMPTIONS on page 13)

St. Louis Op Sets Record

ST. LOUIS, Sept. 4.—For the second consecutive season the St. Louis Municipal Theater Association has shattered all previous attendance records. It was announced by Paul Beisner, general manager. The 19th season, which closed Sunday night, August 22, showed to a total of 774,938 persons at 86 of the 87 scheduled performances. This is an increase of 26,898 over the previous all-time total of 748,060, recorded in 87 performances last year. Only one performance was canceled by rain, with three performances briefly interrupted by rain, while one was called off after the deadline for issuing rain checks had expired. The 1,700 persons who sat nightly in the free seats at the rear of the auditorium are included in the total attendance figures, but no estimate is made for standees who attended at various times throughout the season. *Babes in Toyland* set a new all-time record for a week's production, drawing 71,365. Weekly attendance figures for the season were as follows: *The Great Waltz* (10 performances), 86,290; *Babes in Toyland*, 71,365; *Wild Violets*, 70,151; *The Barber of Seville*, 70,151; *Salute to Spring*, 66,460; *Louie the 14th*, 63,783; *Robin Hood*, 62,829; *Music in the Air*, 60,921; *The Pink Lady*, 60,174; *The Fortune Teller*, 59,984; *The Prince of Pilsen* (6 performances), 52,884; *The Mikado*, 51,001.

PHILADELPHIA, Sept. 4.—With the season's curtain raiser still to show up, Forrest sets another production for an early-season date. Schwartz-Dietz musical, *Between the Devil*, with Jack Buchanan, Evelyn Laye and Adele Dixon topping the cast, gets a one-week tryout on October 11.

Shelvey Succeeds Merlin on FTP

NEW YORK, Sept. 4.—Matt Shelvey, of the American Federation of Actors' executive council and AFA contact man for the Federal Theater Project, succeeds Frank Merlin as director of the FTP's Variety unit. Merlin resigned September 1, his regime having been attacked often on the grounds of anti-union discrimination.

James R. Ullman, legit producer, is slated for a post in the Federal Theater, but whether it will be in New York is not definitely known. Reported in one quarter that he will assume duties heretofore taken care of by Walter Hart, recently resigned from the FTP planning board.

William P. Farnsworth, FTP exec, made (See SHELVEY SUCCEEDS on page 13)

Variety Club Initiation

PITTSBURGH, Sept. 4.—Variety Club, Tent 1, initiated 25 new members recently, including Howard Adelsberger, Richard Brown, I. D. Butler, Harry Brownsky, Isaac Brownsky, Frank Carver, Robert Clark, Charles Eagle, Morton Frank, R. B. Freeman, George Held, Robert Hughes, Austin Interrante, Jack Judd, Harry Koch, William Mahoney, Sidney Marke, Jack Mundstuk, Leon Reichblum, Jacob Soltz, Samuel Steinberg, Walter Stucky, Sidney Sugarman, Thomas Twigg and Charles Urquhart.

One more initiation will be held, September 18, according to President John Maloney, and the club quota of 150 members will be reached. Then the roster will be closed.

IA Backs Theater Men

NEW YORK, Sept. 4.—Mass meeting this week of porters, watchmen, matrons and charwomen working in show biz was informed that the International Alliance of Theatrical Stage Employees was seeking to unionize theaters 100 per cent in this city, and that the IA would work in close co-operation with the ushers' union and the Building Service Employees' Union, Local 54. Lee Conway, president of Stagehands' Local 54, also spoke.

"Wagon" Opens Pittsburgh

PITTSBURGH, Sept. 4.—Harry Brown will reopen his renovated Nixon Theater September 20 with a pre-New York showing of Maxwell Anderson's *Star-Wagon*, co-starring Burgess Meredith and Lillian Gish, the veteran manager announced this week. Advance information says Anderson will desert verse in his newest drama for "a modern play in prose."

Brown has also announced, without dates, the coming of the Theater Guild series and a half dozen other successes of the past Broadway season.

Opera-Guild Merger Set

NEW YORK, Sept. 11.—Merge of American Guild of Musical Artists and Grand Opera Artists' Association was formally concluded last week, with the Guild receiving the jurisdiction over the field. Under the agreement, GOAA will be represented in the Guild by one vice-president and three men on the board of directors. Organizational campaign by Guild is planned soon.

Seek Ruling on "Divorcement" Act

FARGO, N. D., Sept. 4.—American Amusement Company, which operates the Fargo, Grand and State theaters here, and its affiliates, Paramount Pictures, Inc., and the Minnesota Amusement Company, on September 1 asked the Federal Court to judge the constitutionality of the 1937 North Dakota statute which forbids operation of theaters owned or managed by producers or distributors of films.

The bill, commonly known as the "the-

(See SEEK RULING on page 13)

Gertrude Bromberg Promoted

CHICAGO, Sept. 4.—Gertrude Bromberg, head of publicity for the Shuberts here, was promoted to position of assistant to Sam Gerson, who recently took over the post of general manager for the local Shubert offices. Gerson succeeded Jack J. Garrity, who has left for Mary Pickford.

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Classes in Tap, Modern, Ballet, Ballroom
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NEW DANCE LIST

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WANTED MED. PEOPLE

Real Straight Man and Ingenue with real Spiciness. Change for two weeks. Jobs on wire.

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Experienced in all branches of Show Business:
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Painting of every description. W. L. BENJAMIN,
General Delivery, Memphis, Tenn.

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St. Francis Hotel, Newark, N. J.

HARVEY'S PLAYERS

Want Comedian, leading Man, also young Gen. Bus. Types. All kinds of Specialties. Preference doubling orchestras. All artists wanted. World famous organized Show on percentage basis. Must open September 12. JACK HARVEY HAAS, Kenton, Tenn.

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50 by 100 Dramatic End Tent, complete with Marquee, Sidewall, Poles, Stakes, Blues and Flat Reserves. Ready for one-nighter or rep. Two Ford trucks, 1/2 ton, two Concession Trailers, Kohler Light Plant, Illinois F. A. System, five Cages, Baby Wagons, Sell All or Any part. Address G. FULLER, 103 S. Main St., Tulsa, Okla.

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USED COSTUME SALE

YOUR CHANCE TO GET GOOD COSTUMES CHEAP for the next few weeks.

Chorus Sets of 4, 6, 8, 10, 12, 14 and 16—also Singles and Principals.

Wardrobe of Entire Productions Intact.

Thousands of Costumes in Hundreds of Styles. Shorts, Waltz, Gowns, Parades, Russian, Peasants, Robes, Uniforms—

A Many Types to Mention.

Sets of Properties and Accessories.

We Need Space—You Get the Close-out Prices, To Fit Any Pocketbook.

You'll Save Your Train Fare From Any Part of the Country on These Bargains.

COME IN AT ONCE FOR FIRST CHOICE.

LESTER, LTD.,

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QUALITY STOCK TICKETS

ONE ROLL . . . \$.50

FIVE ROLLS . . . 2.00

TEN ROLLS . . . 3.50

ROLLS 2,000 EACH.

Double Coupons.

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We Send Ev-

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THE TOLEDO TICKET COMPANY

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SPECIAL PRINTED

10,000 . . . \$ 6.95

30,000 . . . 9.85

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100,000 . . . 20.00

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Double Coupons,
Double Price.

TO LICENSE RADIO AGENTS

New Radio Actors' Union Plans Step for Chain, Indie Bureaus

Licensing step to be taken after negotiations for union shop—will set commission scale, sustaining fees — name concert and opera stars included

NEW YORK, Sept. 4.—While its organization drive is under way in seven major cities the American Federation of Radio Artists is giving serious consideration as to what methods and conditions it will employ in the franchising of agents handling radio performers. Next to organization the AFRA's two most important proposals call for the securing of a Guild shop from stations and networks and the enfranchising of agents. Important in the agent picture are the artist and concert bureaus of the two major networks, NBC and CBS. AFRA leaders, it is believed, feel that certain actions on the part of concert and artists bureaus are "unfair" or close to that. Radio actors' union, which is spending considerable time in organizing radio singers as members, also has jurisdiction in radio over members of the American Guild of Musical Artists. The interchangeability of cards of members of the Associated Actors and Artists of America, the AFL show business body of which AFRA and AGMA are members along with Equity and Screen Actors' Guild, also has a bearing on the radio actors' union getting control of performers working in radio. Next week about 400 members of AGMA will be transferred to AFRA, being more active in radio than concert. AGMA has practically the entire name performer concert field sewed up, and of these singers a large number are handled by either the network artist bureaus or subsidiaries thereof. Popular singers are those on whom AFRA is presently concentrating.

Commissions

Union does not consider advertising agencies as talent agents, but rather regards them as contractors or middlemen for employers. Only those agents or agencies actively selling radio talent will be franchised. The American Federation of Musicians recently enfranchised all band bookers, at the same time advising band employers, such as networks, that they could no longer book bands or collect commission therefrom. It is debatable whether AFRA will adopt this policy. Control of commissions and other agency practices, as was exercised when Equity licensed legit agents, is practically certain. The right of unions to license or require license for agents for its members was upheld by the United States Supreme Court when Equity first took this step.

Organization drives are now going on in San Diego, Calif.; San Francisco; Spokane, Wash.; Oakland, Calif.; St. Louis, Boston and Philadelphia. The Chicago local, which will be fully organized shortly, is still in the works. Of a potential 400 members, 185 attended meetings conducted over the past weekend by George Heller, treasurer, organizing committee chairman and assistant exec secretary of the AFRA.

The AFRA will not ask for a closed shop in its negotiations with employers, but a Guild shop. Closed shop means the union bars any further members; Guild shop provides that non-union employees, if hired by the employer, must become members of the union. This really means a closed shop, but an open union.

Payless sustainers will probably also be outlawed by the union.

WHN-ARTA Discuss Station Organization

NEW YORK, Sept. 4.—Negotiations are to be held next week by WHN officials and American Radio Telegraphists' Association to discuss demands of the CIO union. It is understood that both parties are willing to bargain, but the ARTA declares that if WHN refuses to negotiate, the CIO affiliate will continue to press the charges it filed months ago with the National Labor Relations Board.

Radio union at that time charged that the station attempted to form a company union and intimidated employees.

New Radio Actors' Union Plans Step for Chain, Indie Bureaus

Licensing step to be taken after negotiations for union shop—will set commission scale, sustaining fees — name concert and opera stars included

Newsmen's Group Sets Meet Agenda

CHICAGO, Sept. 4.—Illness forced Boake Carter to cancel his scheduled appearance at the convention of the Association of Radio News Writers and Editors at the Sherman Hotel here September 10. Secretary Al Hollender reports. Efforts are being made to receive his address by special wire on the convention floor.

According to the program issued this week, a laboratory discussion of radio news problems will be held Friday afternoon, featuring Earle Smith, of KMBC, Kansas City; Ken Ellington, of WBBM, here, and John B. Hughes, of the Don Lee network. On Saturday an executive of the Penn Tobacco Company is scheduled to talk on what the sponsor expects from the newsroom, followed by an official business meeting and election of officers. Convention program that night will be topped by Leo Fitzpatrick, general manager of WJR, Detroit.

On the closing day, Sunday, the officers will be introduced and plans for the coming year will be made.

Pittsburgh Musicians' Jam

PITTSBURGH, Sept. 4.—Unique in music is the Basin Street Band that broadcasts Saturday afternoons over WWSW. As a unit the musicians have never played a professional date, earning their livelihood at night by appearing for various other orchestras. But once a week they pile into the radio studio to jam as well as pound out previously arranged orchestrations, all for the fun of it.

Sealtest's Agency Shift and New Show

NEW YORK, Sept. 4.—Sealtest division of the National Dairies account shifts shortly to McKee & Albright, Philadelphia ad agency. Account moves over from the New York office of J. Walter Thompson, which in turn recently got the account from N. W. Ayer.

Sealtest will change shows also, dropping the present pop show with James Melton for a symphony orchestra, conducted by Alexander Smallens. Present show folds October 10.

Radio Dramatic Actors, N. S. G. In Theaters, Bring Sponsor Ban

CHICAGO, Sept. 4.—Agencies handling skit shows here are considering a formal order banning their participating artists from making personal appearances in theaters or night clubs. Action has been brought about thru previous flesh engagements filled by exploited radio characters who, judging by the mail received by agencies and stations, disappointed their regular air listeners.

It's been more or less of an established fact that the average listener builds in his imagination a conception of his favorite hero or of any other lead in a show. When coming in contact with the creator of that character, the fan, in

A House in the Country

NEW YORK, Sept. 4.—Nat Abramson, head of the WOR Artists, has just bought a 360-acre farm-estate in up-State New York. Calls it "Ten Per Cent Acres."

More N. Y. Radio Execs Head West

NEW YORK, Sept. 4.—Trek to Hollywood of important radio factors continues undiminished. Following announcement that Tom McAvity, radio head of Lord & Thomas, would open a Coast office for that agency, comes the info that Mann Hollner, of Lennett & Mitchell, leaves for Hollywood next week. Hollner is going in connection with the new Woodbury series starting soon, starring Tyrone Power. As a side comment, the trade is betting that Hollner will be another to settle permanently on the Coast.

Lord & Thomas have no shows commanding at present, but are figured as planning to line up several Coast productions for the forthcoming season.

Another radioite to leave for Hollywood is Nelson Hesse, agent of Hesse & McCaffrey. Hesse, in keeping with other New York agents, is opening an office out West. James Saphier, another New York agent, also set plans some weeks ago for a similar departure, as did Music Corporation of America.

FCC To Appoint Two New Attorneys

WASHINGTON, Sept. 4.—Death of Elmer D. Hays, assistant general counsel of the Federal Communications Commission, in an automobile accident Thursday (2) leaves only one attorney as assistant to general counsel Hampshire Gary. Two legal appointments will be made soon after the full commission meets some time during the next week. One vacancy was caused by the resignation of Carl F. Arnold.

Hays, in his automobile with his wife and son, was almost instantly killed when hit by a bus which had swung into the road to avoid ramming a truck which had stopped suddenly. Also killed in the Hays' car was James R. Leech Jr., a schoolmate of Elmer D. Hays Jr. Both boys were on their way to Hanover, N. H., for the reopening of Dartmouth.

Loretta Lee in Pix

NEW YORK, Sept. 4.—Loretta Lee, radio blues singer, has been set for a part in *Freshmen Follies*, Columbia picture heading into work soon and starring Jimmie Durante. Deal was set by her manager, Jimmy Saphier.

New L. & T. Vice-President

CHICAGO, Sept. 4.—H. G. Little, Dayton (O.) office manager for the Lord & Thomas advertising agency, was elected vice-president of the firm and will move to Chicago, where he will be an active assistant in the executive branch of the company.

most cases, is disillusioned when the physical makeup of the actor fails to meet with his approval. For that reason many agencies are banning audiences from their serial shows where all a visitor can see is someone reading lines in front of a mike.

Of late a number of artists who have developed a reputation in this area thru their activity in skit shows have accepted engagements in neighboring town theaters. While their appearances usually help box-office receipts, the aftermath, according to agencies, results in loss of listeners and squawks from the sponsor.

Cash, Not Men, AFMYardstick

Musicians' union to demand weekly music budget, no specific number of men

NEW YORK, Sept. 4.—Negotiations between broadcasters and the American Federation of Musicians relative to providing increased employment point to a solution along the general plan of each radio station paying a stipulated amount of money per week as salaries to AFM members. Agreement upon these lines is regarded as likely by a spokesman for the AFM executive committee's subcommittee of four. Chief element in the idea is that the Federation would not arbitrarily rule that stations employ a fixed number of men for sustaining shows. Rather the Federation, after consideration of the station's financial condition, would name a sum of money as proper for the station to pay to musicians. How many musicians would be employed in the case of any particular broadcaster would depend upon the prevailing wage scale of the union local in the territory.

Plaint of some Broadcasters that bona fide professional musicians are not available in certain areas and therefore mechanical music must be depended upon is not regarded as a valid argument by the musicians' committee. Federation will supply musicians wherever needed.

Musicians' problems in the movie industry, slated to be ironed out next, are not regarded by the AFM's executive board as acute as those pertaining to radio and recording. In fact, employment in films has increased during the last year or so from 5,000 to between 7,000 and 8,000.

Next Thursday AFM subcommittee meets the committee elected at the recent get-together of the network-affiliated stations. Federation's executive board will then convene September 14, whereas all interests will convene September 16. Talk of a deadline and possibility of a strike is becoming less significant, one AFM exec pointing out that no particular date can be set for the termination of negotiations. Idea of the deadline was simply to insure the appearance of radio reps at the confabs.

WHO Artists' Bureau Books 35 Fair Dates

DES MOINES, Sept. 4.—Artists' bureau of WHO, Des Moines, has booked 35 fairs and events in Iowa, Nebraska and Minnesota this season. This is the first season the bureau has done extensive booking, but results have been so satisfactory it will be continued under direction of Irving Grossman, manager.

Next big date will be the National Beef and Cattle Show at Fort Dodge, Ia., September 7-9, for which following acts have been booked: Grant Family, Three Byrnes, Leonardos, Bouncing Ballards, Berlin and Tull, Capt. James Vaughn (balloon ascension); Jack and Jill, dancing ponies, and Al Anderson, police clown. On the last night the *Swing Time Revue of 1937* will have Karl King's Band playing afternoons and evenings. Charles Pray is musical director for the show.

Revamp Lawes' Show; Go to Jails Nationally

NEW YORK, Sept. 4.—Revamped Warren Lawes' show will be renamed *Behind Prison Bars* and will also take several hypo injections. Locales will not be confined to Sing Sing, but big-time hoosegows in all sections of the country will be included. An audience participating twist will also be added. A "forum" with questions asked by the studio audience and by mail will be included.

Sloan's will continue to sponsor. Cecil, Warwick & Legler the agency.

Triple Audition For Pix, Vaude, Air

NEW YORK, Sept. 4.—A three-way audition, in which talent managed by one office will be simultaneously submitted for radio, pictures and vaude, takes place Tuesday (7) at studio 8D of the local NBC studios. Talent agency involved is Jesse L. Kaufman, Inc.

Kaufman's act will be listened to by NBC and watched by Twentieth Century-Fox, especially with an eye to film shorts thru Educational Pictures, with reps from the William Morris agency also watching the acts. NBC, naturally, wants to catch the acts for radio, with the Morris office looking at the talent with the idea of catching any vaude possibilities.

Among the acts managed by Kaufman are Aldo and his Phantom Strings (Aldo Ricci); Frank Luther (Your Lover); Tony Cabooch; Leon Rothier, Lorraine Barr, Ellen Terry, Bud Rainey.

Skelly Oil's New Ether Show Hits Air Oct. 11

CHICAGO, Sept. 4.—Skelly Oil Company closed negotiations in Kansas City this week for a new 30-minute air show to hit the ether October 11 over CBS-WBBM here. *Court of Missing Heirs* is the tag for the new opus and idea is a dramatization of the story behind actual cases of estates waiting to be probated for lack of legitimate heirs.

Two such dramatizations will be enacted each week with comments and peculiar angles told concerning five or six others. According to reports, the material necessary for these actual case histories has been under research for the last four years. New twist is also added as an incentive for listeners by a reward arrangement which will be given to anyone able to furnish further information about any of the missing heirs mentioned in the scripts.

Blackett-Sample-Hummert Agency is handling account.

Writers' Union Drive

NEW YORK, Sept. 4.—Membership drive by the Radio Writers' Guild is continuing and will for the next several weeks. Scheduled formal meeting and vote on the proposed constitution was postponed from last week. Expected to be held within the next fortnight.

A general election will be held in November.

ACCOUNT PLANS

VICTOR BREWING COMPANY, Jeannette, Pa., has placed a quarter hour news program with WWSW, Pittsburgh, to air seven nights weekly. Using International News Service, reporter will be Edward Kroen, former announcer and program manager at WHBQ, Greensburg. Account is handled by Earl Bothwell agency.

PITTSBURGH INSTITUTE OF AERONAUTICS, with headquarters at Bettis Airport, McKeesport, Pa., began a weekly quarter hour titled *Melodies From the Skies* at 3 p.m. Sunday, August 29. Placed direct.

SEVERAL new accounts have been signed for WCKY airing. Cincinnati outlet has added Dodge Bros.' spot announcements, McKesson & Robbins, Inc. (Pursang) spot announcements, Churngold Margarine Corporation spot announcements and W. S. Industrial Alcohol Sales Company also spots. Ohio Apple Institute is participating in *For Women Only*.

WILLIAM ESTY office practically set on station list using weather reports paid by Baume Bengas.

CONTINENTAL BAKING COMPANY buying time. Thru Benton & Bowles.

RIVERBANK CANNING COMPANY ad-dition to WNEW's New York Joymakers program.

COMET RICE has signed Grady Cole, philosopher, for WBT, Charlotte, N. C.

MORRIS PLAN COMPANY signed for Ports of Call on WOKO, Albany. Script prepared by Atlas Radio Corporation.

OLDS MOTOR WORKS sponsoring all Michigan State College games on WJIM, Lansing, Mich.

Haenschen—Host

NEW YORK, Sept. 4.—Gus Haenschen, orchestra leader on the new Coca-Cola series starting on CBS soon, is throwing a party at his country estate the night after the premiere.

There are 85 people on the show.

RCA To Boost Short Wave Sets

CAMDEN, N. J., Sept. 4.—With scarcely more than a fifth of the radio-equipped homes in the United States having short-wave reception, RCA Victor will launch a tremendous advertising and sales promotion campaign in October to develop that market. Moreover, it is felt that the millions of foreign-born and foreign-language-speaking population provides a ready-made market.

RCA Victor figures the time for exploitation is ripe, since events of history-making importance are happening daily in foreign countries and short-waving provides the listener with a direct contact for news from the trouble centers. Also feels that the number and power of foreign short-wave stations are increasing and the quality and variety of their programs are keeping step with technical progress.

MBS Builds Opposition Act; Tarshish Set on WOR

NEW YORK, Sept. 4.—Signing by the WOR Artists' Bureau of M. Sayle Taylor (Voice of Experience) and slating him for a sustaining series on Mutual means that an act appearing commercially on the WLW-WHN Line, as well as various indie stations throughout the country, including WMCA, New York, will be getting a buildup for Mutual. Trade opinion considered this a strange twist in view of the competition existing between MBS and WLW-WHN.

WOR Artists' Bureau has also signed Jacob Tarshish (*The Lamplighter*).

Taylor starts his MBS sustainers September 13, twice weekly. His commercial appearances are for Lydia Pinkham compound.

Five-Year Chain Figures Show Gains in Summer Biz

NEW YORK, Sept. 4.—Constant climbs upward during the so-called "summer slump" are revealed in a study of major network gross billings. While the summer bugaboo has not been completely eradicated to the satisfaction of webs, it is growing weaker each year, figures show.

These figures of summer increases should be read with the thought in mind that radio billings generally are on a definite climb. Radio is gaining monthly and this probably accounts in part for the summer rise, as well as the gradual breaking down of the old feeling against summer-sponsored shows.

Accompanying chart illustrates the summer trend on the National Broadcasting Company and the Columbia Broadcasting System for June, July, August from 1933 to 1937. NBC figures are for the Red and Blue webs.

Summer Chain Billings

	NBC	% Gain	CBS	% Gain
1933—				
June	\$1,512,139		\$ 553,056	
July	1,370,993		445,414	
August	1,407,843		499,638	
Total	\$4,290,975		\$1,498,108	
1934—				
June	\$2,177,857	44.0	\$ 925,939	67.4
July	1,864,420	38.0	630,290	41.5
August	1,735,555	28.3	513,315	2.7
Total	\$5,777,832	34.7	\$2,069,544	38.1
1935—				
June	\$2,380,845	9.3	\$1,066,729	15.2
July	2,208,935	18.5	910,470	44.4
August	2,021,366	18.5	879,019	71.2
Total	\$6,611,146	14.4	\$2,856,218	38.0
1936—				
June	\$2,323,456	2.0*	\$1,502,768	40.8
July	2,429,983	10.0	1,292,775	42.0
August	2,422,431	19.8	1,232,588	40.2
Total	\$7,175,870	8.5	\$4,028,131	41.0
1937—				
June	\$3,003,387	29.3	\$2,476,576	64.8
July	2,707,450	11.4	1,988,412	53.8
August	2,784,977	15.0	1,955,280	58.6
Total	\$8,495,814	18.4	\$6,420,268	59.4
*Loss.				

Hagedorn, Wilson in New Rep Partnership; Robertson Denies

NEW YORK, Sept. 4.—Altho Graham A. Robertson, of Wilson-Robertson, Inc., station reps, denies a split-up. Horace Hagedorn has announced a "merger" with Howard H. Wilson. Firm name, according to Hagedorn, will continue as Wilson-Robertson, Inc., as Wilson owns the majority of voting stock.

In a letter dated September 2 sent to time buyers and others, Hagedorn stated, in part: "The day before yesterday Howard Wilson signed an agreement, effective September 1, whereby I will operate the Eastern division of Wilson-Robertson, Inc."

"This arrangement will not in any way affect the stations which heretofore have been represented by me. However, under this agreement I can now offer these stations representation in Chicago and Kansas City under my name."

New setup, Hagedorn reported, calls for a share commission arrangement be-

tween his office and Wilson. Ten percent commission will go to the holding stations, while the partner will receive 5 per cent. Additional stations and business added to their mutual list will be split 7½ per cent each way.

Plans are in the works for representation in Los Angeles, and Hagedorn said that 20 stations would be included on the list. First station change calls for the addition of WJBK, Detroit, in place of WMBC. Two other Michigan stations will be added to the listing and a "regional web" formed. Discounts of 10 per cent will go to agencies using two stations, while use of all three will mean a 15 per cent cut.

It is expected that a bid will be made for more Eastern stations, as present list includes only stations in the South and Central States. Hagedorn, who has been sharing offices with Hibbard Ayer, will open his own place. Contract with Wilson runs for two years.

While no definite statement of future plans was obtained from Robertson, he denied "talk" of a split-up and hinted that a solution to the inter-organization difficulties might be found in separate lists. His own interests are in Southern stations and any use of separate lists might include a firm list, a Wilson list and a group of Southern stations for Robertson.

Denial was made by Robertson that he would retire from the representation business. He pointed out that in recent listings of reps he has effected a change calling for listing of himself as an individual as well as the regular firm listing.

Sign Mexican Acts For N. Y. Radio Try

MEXICO, D. F., Sept. 4.—Several Mexican radio artists, including Evira Rios, chanteuse; Cancioneras del Bajío, sister team, and Vincente Gomez, guitarist, have been signed by Shank & Tuvim, New York representatives of XEW and Association of Mexican Authors and Composers, for American engagements. Martinez Brothers, Caballeros and Los Rancheros, currently at the Hotel Weylin and NBC, New York, are also handled by this firm.

Edward Matthews, Negro baritone, is heard on XEW and at the Club Retiro.

Fete Harry Woodman

PITTSBURGH, Sept. 4.—Al Turner has assumed the general management of KDKA following a farewell corn roast given by the NBC-owned station staff at the farm of program manager John Gibson for Harry Woodman, who is being transferred to NBC's New York offices.

At the party Woodman was given a resolution bidding him Godspeed, written on parchment and signed by the 70 station employees.

CBS Renewals

NEW YORK, Sept. 4.—Several sponsors have signed for renewals on Columbia Broadcasting System. Pontiac Motor Company signed for 52 weeks with Katherine Craven on 59 stations, and Ford signed for another 13 weeks with Al Pearce. American Home Products renewed the Helen Trent and Our Gal Sunday script shows.

Philco Gets Cute

DETROIT, Sept. 4.—Beginning September 9, a 16-week series of *Phyl Coe Radio Mysteries*, sponsored by Philco Radio and Television Corporation of Michigan, will be broadcast over CKLW, Detroit-Windsor. Each broadcast will be a complete mystery story.

WLS Acts Shift to WLW

CHICAGO, Sept. 4.—John Lair, musical director for WLS, has resigned to go with WLW, Cincinnati. Leaving with Lair are three WLS entertainers, Red Foley and the Girls of the Golden West. Lair is also a librarian and authority on folklore and will produce two shows for WLW of the WLS Barn Dance type.

Boston Echoes National Gains In Reporting Summer Schedules

Advertising agencies and disc producers cite clients' continued use of spot during hot weather—one firm reports 46 per cent increase over 1936 biz

BOSTON, Sept. 4.—The alleged "summer slump" is slipping, according to local radio station, agency and transcription execs. Seven out of eight interviewed reported gains in biz during the past few months, and the eighth advised keeping audience interest alive during the summer anyway. Spot business showed an increase over 1936, according to John W. Queen, of Queen Advertising Agency. Carleton & Hovey Company, Johnson Educator Food Company, Plymouth Rock Gelatin, Merrimac Mills and Parker Brothers are handled by Queen and have increased their spot business. Station rep James F. Fay saw an increase due in part to products which required summer advertising and greater audience use of radio during the hot weather than in other years.

Business at the Frost agency soared 46 per cent above last year, according to Karl M. Frost, president. Elmer J. Huber Jr., of Huber & Creeden, also had a good summer and predicted an increase of 20 per cent over 1936 in spot advertising. He credits changed buying habits and business conditions with aiding year-round spot business.

Transcription business at Kasper-Gordon Studios, Inc., saw its best year, Aaron S. Bloom, continuity director, reported. Regional spot business showed a healthy increase on this firm's books. Swing, incidentally, is away from murder mysteries and toward better programs, Aaron asserted.

Accounts, generally, of Broadcasting Advertising, Inc., showed little desire to end their spot campaigns during the torrid season. James E. Murley, president, said that this is contrary to clients' policies of four or five years ago. Buying habits and business conditions are again cited as the reason for the increase in

summer sales by J. Raymond Miniter, vice-president of Ingalls Advertising. He concurs with Huber in citing this as the "why" for better summer business. George J. M. Riseman, Commonwealth Advertising Agency, saw clients continuing but with reduced budgets. He blames it on smaller "audience interest, quantitatively and qualitatively, during the summer." Riseman also declared that the advertiser who has made good representation on the air should keep in contact with the public, and that's where spot radio advertising shines."

Many Chain Deals Tough on Surveys

PHILADELPHIA, Sept. 4.—Altho WIP was unsuccessful in snaring the local Mutual link away from WFIL station is receptive to any Mutual business coming its way. Hecker H-O account on Mutual, Myra Kingsley's astrology stuff, will be heard locally over WIP. Time was placed thru WMCA, having an Inter-City deal with WIP until January, 1939, with the New York station getting a commission on the service order. Altho WMCA nixes on Mutual sustainers for WIP, it's oke for commercial accounts. Complex network linkages make it tough for local listeners when answering the telephone on surveys. WFIL airs NBC Blue, Mutual and WLW Line. Now Inter-City's WIP gets a splattering of Mutual.

Too Good an Adv., Sale of WCAM Off

CAMDEN, N. J., Sept. 4.—Plans to buy the municipally owned WCAM were stymied by the city commission last Friday when Commissioner Frank J. Hartmann said he was "unalterably opposed" to such action. Despite the fact that other commissioners pointed out that FCC might revoke the station's license unless expensive improvements were made, Hartmann declared the letters WCAM are an advertisement to the city that should not be lost under any circumstances.

Mayor Brunner, who proposed the sale, said that the actual purchase price at a public auction might be higher than the \$30,000 minimum figure he set in his resolution. However, Hartmann failed to be moved and a final vote found 'em all agreeing, including his son.

A Philadelphia investment group had figured on WCAM as the first step in a triple buy of part-time stations on the same wavelength, combine having made the \$30,000 bid.

Yeast Goes North

NEW YORK, Sept. 4.—Ruthrauff & Ryan placed Ironized Yeast discs on five Canadian stations, effective September 20.

Whispering Jack Smith and orchid to be aired twice weekly for 13 weeks on CKY, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina, and CFCF, Montreal.

Joe Weed reps the Canadian outlets.

WNEW Borrows Film Stunt

NEW YORK, Sept. 4.—Season for sneak previews is now under way. WNEW pulled one last night called "news front." Show consists of transcriptions made on the scene and then aired. Opener consisted of interviews on the perennial—weather for Labor Day. Aviation and railroad officers, weather bureau experts and others gave their views.

No regular announcements made.

Air Briefs

New York

By BENN HALL

JANET GAYNOR, who's heap scared of radio, was finally signed for the Lux show for this coming Monday. Lass had been previously offered plenty, but was weary of the mike. Persistence and more dough won her over. . . . Buildup is due for *Hobby Lobby*. Hudson Motors will pay for it on CBS and WOR. Guest stars and a band will be tossed in. Touring hobby shows will be exhibited in Hudson outlets all over the land. . . . Bob Hope, ending his Woodbury stint, to get a flicker buildup via Paramount.

If you hop into that little restaurant on Sixth avenue near 46th street you'll see silverware bearing this strange symbol, "W.E.A.F." . . . That Eddie Bergen-Judy Casanova "rift" hit the Eastern dailies nicely, thank you, and has the J. Walter Thompson office wondering where the gag originated. Paramount Studios planted the yarn . . . Dave Driscoll back. . . . *Husbands and Wives* again signed by Ponds. . . . Frank Headley, of Kelly-Smith, to be railroaded for a few weeks. Washington and the Southland.

Europe's looking for shows in the U. S. A. American shows are being eyed

for possible e. t. use abroad by an ad agency scout. . . . Barry McKinley, Barrett Ork and Lloyd Schaeffer set on that new Griffin stanza. . . . Lynn McManus pinch-hitting for Carroll Carroll as CC visits New York. . . . Don Shaw, of McCann-Erickson, to Hollywood middle of October. . . . Allen Prescott inked by Borden's for *Special Edition*.

According to Pinky Lee, there is such a thing as vaude if only radio entertainers will take the trouble to find it. Pinky played 27 theaters in a three months' tour which involved a 6,600-mile trek. Says performers can learn what fans want by watching reactions of vaudeville audiences. . . . *Rehearsal Club* now being waxed includes Billy Jones and Ernie Harle, Mitchell Ayres Ork, Guy Robertson and others.

Georgie Jessel and Will Osborne on way for DeSoto. World Broadcasting did the job. . . . George Bijur, Inc., office to handle the MBS account. . . . Joe Boley now with WOV. Ex with WOR and WMCA as announcer. . . . Bill Bacher in to discuss that MGM radio deal which has caused all that blather.

Chicago

By SAM HONIGBERG

FRED WARING turned down the Mutual offer to broadcast twice nightly from the Drake Hotel. Doing a single shot only. . . . Clark Dennis is back from New York, where he made transcriptions with Rubinoff for Chevrolet. . . . Morey Amsterdam's night club show over NBC moved to Thursday to pick up the West Coast stations. . . . WHIP, the new daytime station in Hammond, Ind., will begin to operate September 15 and will be managed by G. F. Courier, commercial head of WWAE in that town. . . . The Rube Appleberry show, which goes commercial September 27, will be transcribed for its presentation on stations where "in the flesh" airings are impossible. Campbell Milling Company, which will foot the bill, signed a three-year contract calling for a six-month presentation of the show yearly. Author Paul Fogarty, incidentally, plays the coach in his own show.

Ned Reglein, of WIND, pens from London that he's coming in with a lot of new ideas for broadcasting. . . . Bob Dyrenforth now doing the lead in Arnold Grimm, replacing Don Merrifield. . . . Busiest radio writer in town seems to be Irna Phillips, who is now doing daily scripts for *The Road to Life*, *The Guiding Light* and *Today's Children*. She acts in her spare time. . . . Lynn Chalmers is the new song charmer with the Harold Stokes outfit. . . . Stan Thompson, CBS supervisor, is one of the late vacationists now in hiding in the Lake of the Woods, Minnesota.

WGN, for the first time in its history, started a morning news program September 1, piped by Quin Ryan, station's broadcast manager. Sponsored three mornings a week and sustaining the other days except Sunday. . . . Weston-Barnett, Inc., placed *Canary Chorus* with five Mutual stations for a period of 31 weeks, starting October 10. Show, sponsored by the American Bird Products, will originate here. . . . Malcolm Claire, the children's radio pappa, started a new series over the NBC-Red network August 31, tracing the origin of articles with which the kiddies come in contact daily. . . . Bob Barrett, WOR rep here, back from New York.

From All Around

LEE DOUGLAS, emcee of WFAM's *Morning Bugle*, is now a columnist. Doing one for a South Bend sheet. Lee's column is called "Radio pinups." . . . Looks like a Success Story is in the works for Dorothy Kimball. Last week she did a pinch-hitting job on KSL, Salt Lake City. Kept the sponsor for six weeks, when she hops to New York for more voice study. . . . Tommy Axelson, of that station, likes blond-colored autos (and orchids). . . . Johnny McAllister and the rest of the Briarhoppers back on WBT, Charlotte, N. C., this week. . . . R. W. Carpenter new auditor at Bill Schudt's station.

Southland

WDSU day at Pontchartrain Beach brought out 50,000. Over 10,000 hats were distributed reading, "I Listen to WDSU". . . Harry Gladstone Harrison Atkinson, head of Harry Atkinson, Inc., ad agency, Chi, was married in Chi to a girl from Poplarville, Miss. . . . Herbert Lateau has been placed in charge of news and dramatics at Station KARK, Little Rock. Lateau was formerly news

commentator for WKY, Oklahoma City. . . . Jack Lewis is new program director at KARK. . . . Bill Rowens, chief announcer for KRMF, Shreveport, deserves an endurance record with a 7 a.m. to 10:45 p.m. stretch one day last week. He ate lunch and dinner at the mike.

New England

Marie Mason, New England's only female manager of a radio station, WMEX, just completed her ninth year. . . . Alfred E. Teachman has affiliated with the WEEL, Boston, technical staff. . . . Northern Broadcasting Company has appointed Edward J. Lord, WEEL assistant production manager, as manager of the new radio station, WLHN, Laconia, N. H. . . . WMEX is piping the second edition of *Curtain Time*, over five stations of the Inter-City Broadcasting System: WATR, Waterbury; WIP, Philadelphia; WORK, York Pa.; WCBM, Baltimore, and WGAL, Lancaster, Pa. . . . Fitzroy Kennedy is the latest addition to the staff of WICC, Bridgeport, Conn. (See FROM ALL AROUND opposite page)

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RADIO'S BIGGEST EARNERS

Promotion Shorts

In a single page bulletin headlined WHIO News Flash, the Dayton, O., outlet calls itself "First in Ohio . . . Third in East North Central Section, 19th in the United States." Copy stresses the August 1 issue of *Sales Management*, which listed WHIO as the 22d among the 50 most popular stations, figured on the amount of national accounts using spot programs during the first three months of 1937. A subsequent issue listed WHIO as first in Ohio, third in the East North Central Section and 19th in the United States in a list of 25 most popular stations based on the number of sponsored spot programs by national accounts in the first quarter of 1937.

Auctions are winning the attention of various stations and one is being used by KSL Salt Lake City, to win Sears, Roebuck & Company into more radio advertising. During three days of the mail-order house's biggest promotion campaign for retail and mail biz an auctioneer will be featured in remote control broadcasts. Stunt will aim to show that even under competitive bidding the firm's sale prices can't be touched. A musical show is also being sponsored by Sears.

Newcomers will receive official Charlotte, N. C., greetings in a new program entitled *Welcome, Stranger*. Town's mayor will extend the glad hand to newcomers of each preceding week. Will be a Monday night half-hour sustainer.

Two reproductions of etchings showing WBIG scenes strike a somewhat new note in station publicity. The Greensboro, N. C., station mailed in one drawing showing the station entrance and another using a view of the antenna as seen from the Union Station. Altho both pictures are nicely done, they lack the more striking qualities ordinarily obtained with good photographs.

Pittsburgh's KDKA tied in with Warner's on the latter's road showing of *Life of Emile Zola* at the legit Nixon to present a "Hollywood Premiere" broadcast direct from the theater lobby, unique in that it brought to the mike, among others, local managers of competing producers' exchanges to air their reactions (all glowing) on the film.

Aimed at attracting city listeners away from competing NBC-Red and CBS programs, NBC-Blue outlet KDKA is conducting a billboard campaign telling Pittsburgh that it is "first," with the

Material

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ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

Fan Stuff

PITTSBURGH, Sept. 4.—Radio listeners seem extra curious about discovering how a station operates here. Recently KDKA announced thru the dailies that a uniformed page had been hired to conduct studio tours. The other day a girl showed up at 6:30 a.m., half an hour before the doors open, to see the works after hitching a ride with a produce truck from her home in Johnstown, Pa., 75 miles away. From 7 she waited inside the NBC station reception room for the guide, who begins toll at 9.

hope being, according to Sales Promotion Manager Lyn Morrow, that air fans will think of KDKA first whenever they turn dials.

WFAM takes care of requests for free time by clubs thru its *Our Engagement Book*, heard at 8:30-8:45 a.m. across the board. All types of shindigs are announced without charge by the South Bend, Ind., outlet on this program.

Creation of store traffic is the chief objective of Philco's \$50,000 cash contest that started September 6 for 16 weeks over 200 stations. Unique in that the series will be the first air adaptation of newspapers' photocomics, contestants must apply to Philco radio tube dealers for entry blanks and contest books. None are mailed. Each mystery book contains diagrams and synopses of four mysteries, and during the life of the contest listeners will have to apply to the dealers four times. Total cost to Philco for the air campaign is figured at \$500,000.

Employees of WNEW, New York, are encouraged to submit program ideas. Encouragement is more than a mere term—it means actual cash prizes. For ideas found usable by the station, prizes of \$15 are awarded. If such shows find sponsors, prize is boosted to \$25. Station's current Yes or No series was developed by two staff secretaries.

A promotional stunt easily adaptable for radio stations desiring to publicize their call letters is being used by RCA. A novel display neon lamp, which "glows" with the letters RCA and screws into the light socket like an ordinary electric light bulb, has been made available to all RCA radio tube dealers thru their wholesalers. Costing only 60 cents and offering a wide variety of display uses, a special registration feature makes it possible to have the letters face in any direction when the lamp is in the socket. Consuming less than two watts of energy, it also makes an ideal night lamp.

Philly Special Events Heads Bury the Hatchet---But Where?

PHILADELPHIA, Sept. 4.—It was only several months ago that Mayor S. Davis Wilson called in local radio row's press agency, and in deference to the city's Constitution Celebration, asked in "a spirit of public welfare" that they bury the hatchet. Hizzoner gave 'em all a regular newspaper man's press card and that's exactly what the boys did. They buried the hatchet. But in each other's back.

Fight over special events scoops became so heated several weeks ago, when WCAU grabbed off an exclusive on the mayor's settlement of the city-wide trucking strike, that pressure was brought to bear on hizzoner's office to outlaw all future exclusives. Calling the lads in for preparations on the September 12 Constitution Week, Joe McCosker, mayor's secretary, handed down the dictum. Ken Stowman, WCAU's demon scooper, suggested they call a scoop a scoop with first come first served and all others respect a gentleman's agreement. It was no dice.

Claim Flamm, WMCA Head, Tops All Radio Execs in Annual Net

Quote between \$400,000 and \$500,000 as Flamm's end from N. Y. indie station this year—only Paley listed as exceeding—Crosley, Levys and others

NEW YORK, Sept. 4.—Regarded as getting the largest income from radio this year, among station and network officials is Donald Flamm, president and owner of WMCA, New York. Flamm may be topped among those broadcasting officials whose income is derived solely from station or network sources—which would exclude such men as David Sarnoff, RCA president—by William Paley, CBS president, altho this is debatable. And if he is topped by Paley it must be borne in mind that Paley's income is network produced, while Flamm's is derived solely from a local station. Radio has numerous heavy sugar collectors, including, in addition to Paley and Flamm, John Shepard III, of Yankee and Colonial networks; Tom Lee, the Philadelphia Levy brothers, station owners and large CBS stockholders, among others.

PHILADELPHIA, Sept. 4.—*The Philadelphia Inquirer*, most gracious of the local dailies swapping space for time with WIP and WFIL, is now seriously considering a retrenchment policy. Sheet's execs will make final decision this week on dropping the radio ties, and from present indications the cuffed space will be no go hereafter. Not to be construed as any indication of a break in press-radio relationships or dissatisfaction over the present arrangement. *Inquirer* is taking this move strictly as an economy measure.

Loss of space will hit both stations' promotional activities, space serving in good stead as payoff for guest name talent, promoting sponsored programs and heavy institutional splurges. Newspaper's time has been mostly chalked off in spot announcements. *Inquirer* step leaves only *The Record* to those stations. *The Ledger* dropping out of WFIL-WIP swaps several months ago in favor of WDAS.

FROM ALL AROUND

(Continued from opposite page)

and Sherman Riley is a new announcer at WELI, New Haven, Conn. Jane Lord, pioneer at WELI, resigned.

Dean Upson, announcer for WTRC, Elkhart, Ind., left this week for Nashville, Tenn. Will join the Three Vagabonds on WSM. Paul Upson replaced Dean on WTRC. John Cummins, formerly with Station WBOW, Terre Haute, also a WTRC newcomer. . . . Kay Karoli has joined WHO, Des Moines. Kay has been traveling with a Major Bowes unit. . . . And Pappy Lynn is a new comedian at WHO, on WHO's *Sunset Corners Frolic* broadcast.

especially the gentleman's part of it.

While they marched out of the mayor's reception room figuring that Stowman had been put in his place, boys forgot to figure on his trump cards. Stowman had pocketed two major exclusives for Constitution Week even before last week's meeting in the mayor's office. Back to their puffings in belief that all events would be free for all, it now comes to light that Constitution mass, on September 12 from Municipal Stadium, had been scooped up by Stowman over a month ago. Official dedicatory exercises conducted by Mayor Wilson for the naming of the Ben Franklin Parkway will be held in Franklin Institute on September 17. This burns the stations because WCAU has exclusive rights on airings from the Franklin Institute.

Special events war led to harsh words last Wednesday (1) when WIP pulled a fast one and grabbed off the Miss Philadelphia beauty contest selection from the Bellevue-Stratford Hotel. To add insult to prestige, WIP was first to spot the beauty winner for a guest-shot on a late evening spot. Philly gets excited easily.



Program Reviews

EDST Unless Otherwise Indicated

"How I Met My Husband"

Reviewed Friday, 11:45-12 p.m.
Style—Dramatization. Sponsor—Armand Cosmetic Company. Agency—Wade Advertising. Station—WLS (Chicago).

This is the type of show that the feminine trade eats up. And as an added attraction each feminine listener has a chance to pick up an extra five spot if her letter on how she met her hubby is used for a dramatization.

Winning letters—one or two, depending on length—are aired each Tuesday and Friday by various free-lance actors. Show caught had Peggy Wail as the bride-to-be; Kay Campbell as the cousin who saw the guy first but couldn't hold him, and Harry Elder as the knight-errant. All work nicely and with just the right amount of feeling. Continuity is interspersed with organ music and a plug for Armand face creams by Jeanne Armand (Ruth Bailey), who talks without the usual gush and explains about a 25-cent postal-card give-away.

Ed Paul announces. Program is written and produced by Edward E. Simmons from the WGN production staff, assisted by Larry Davidson, of the agency.

H. H.

Norman Ross

Reviewed Tuesday, 9:45-10 p.m.
Style—Sports chatter. Sponsor—Pharma-Craft Company. Agency—Young & Rubicam. Station—WMAQ (Chicago).

Another sports talk program, this one designed to sell an athlete's foot remedy. It is of more than passing note because the conductor of the show, Norman Ross, is a former world's swimming champion who has had considerable experience as a newspaper writer and radio announcer.

While his voice is clear in diction and the subjects are intelligently handled, the show, on the whole, lacks conviction and the punch which sport fans expect. Also the show caught displayed lack of preparation. A good opening point in the program is the announcer's listing of the questions which listeners will hear answered following the initial commercial.

Notables in the sports world are interviewed by Ross between comments. In this case it was promoter Joe Foley, who recalled some of his early experiences in the race horse field.

Hon.

Bernie Armstrong

Reviewed Sunday, 4:45-5 p.m. Style—Organ. Sustaining on KDKA (Pittsburgh).

Bernie Armstrong pipes semiclassics and pop tunes so soothingly, without being drab, that his quarter-hour is an entertaining relief. Announcer George Heid, if just a bit less halting on his titlings, combines with Armstrong to form a pair that should be a bet for some quality product sponsor. Heid's voice is class. Tho they are not given chance to display their talents in this brief stint, the organist can be some shakes as an emcee or comedian, while the announcer is a former stage actor and singer.

M. F.

"20 Years Ago—and Today"

Reviewed Monday, 8:30-9 p.m.
Style—News dramatization. Sponsor—Hearn Department Stores. Station—WOR (Mutual network).

Hearn's department store, old-time emporium which has been hyped by new management in recent years, recently added a Bronx branch and is now using radio to ballyhoo both stores as well as its new Newark, N. J., outlet. Store's merchandising and newspaper promotion has been of the highly sensational type and evidently the same is expected of radio. In "20 Years Ago—and Today" there's a good, solid idea, if not a sensational one. Opening production, however, did not make the most of the opportunities offered.

Its chief fault was that of rather loose or "non-vivid" presentation. An attempt was made to offer striking contrasts in giving quick flashes of similar events "now and then." War situation

in the Orient, popular songs, Russian situation, sport events, women's suffrage, fashions, were among the subjects dramatized. This technique calls for sharp and punchy delivery, which author Robert Lewis Shayon, of Fanchon & Marco, producers of the show, did not put over on the first show. Less emphasis on over-accented foreigners and less repetitions of the "What have we gained?" statement would aid. Clearer and snappier dialog and less stilted female players would be further assets. Basic idea is neat and a sharpening and polishing job should put the show in the interest-holder brackets.

John Holbrook, Katherine Renwick, Adele Ronson, Ted Jewett, Ted di Corsia, Ken Delmar and Jean Colbert are in the cast. Mark Hawley and Jewett announced.

B. H.

Alan Scott

Reviewed Monday, 7:30-7:40 p.m.
Style—News commentator. Sustaining on WFIL (Philadelphia).

Rating as the "newsmest" station in town from the standpoint of sponsored news broadcasts, WFIL now grabs itself a news commentator. Despite the fact that Alan Scott has been absent from local airwaves since the early part of the year, station gets a ready-made audience with him. A stormy petrel for many years on WCAU, where he delved only into controversial subjects, Scott left a definite impression upon local listeners who like sharp commentary.

His return was heralded with news-paper ads, space accruing station on time swaps. Initial air stanza served as a warmer-upper to get the feel of the mike again. Devoted the early part of his period to the stage business of being glad to be back and then waxed oratoria on the nostalgia of pre-war hysteria in the current Sino-Japan crisis.

A clear, easy flowing voice to catch the ear, most important tool in Scott's kit is his gift of gab, spinning out the syllables in long strings that make George Jean Nathan's wordage primary reading.

Set for a daily sustaining ride, and slotted after Johnny Q. Public has had a chance to read the newspaper headlines, Scott's sailing should be smooth and steady.

Oro.

"Aunt Jemima"

Reviewed Saturday, 9:45-10 a.m.
Style—Song and comedy. Sponsor—Quaker Oats Company. Agency—Lord & Thomas (Chicago). Station—WZ (NBC network).

Better than many radio blackface shows is this pancake flour production, the Harriette Wldmer, doing the title role, does the mammy business a trifle

too robustly to be as convincing as she might. Musical portion of the show is handled by Roy Brower, soloist, a mixed chorus and the Sammy Williams' Band.

Aunt Jemima holds court at her cabin which is near the cotton fields. It's evidently a general gathering place for the pickers, and this permits folks to drop in to strut their stuff. Aunt Jemima actually emcees the show and gives everyone a rousing send-off.

Music, as to be expected, tops the show. Chorus, directed by Noble Cain, was particularly effective in putting across a spiritual and lent the production much flavor, but a pleasant surprise came from Buck and Wheat, comedy team. They somehow, dug up some fairly new jokes and put them over in fairly quick order, which might serve as a suggestion to some of their contemporaries. Forrest Lewis and Vance McCune do these parts on this Chicago-produced show.

Title is a homey one and is getting occasional listing in dailies from editors who don't tie it up with the product. Spills held down, but forceful, and almost sent this reviewer to the grocery store for a package of the flour.

B. H.

FOUR A REVAMP

(Continued from page 3)
dication now is, however, that Equity whose dues are now \$18 a year, has not been enthusiastic on interchangeability as other organizations understand the term, but has tried to point out that interchangeability already existed. Indication now is, however, that Equity will join the other large Four A groups in embracing a sliding scale, but council has not yet taken the matter up.

Opponents of a facile method of interchangeability argue there is inherent in the system a loss of autonomy by the sister unions. In the Authors' League, where interchangeability exists, no such autonomy decrease has been noticed, however. The sliding scale also is opposed by some officials, the main objections being that it might prove unwieldy and that it would mean a caste system whereby the membership is "classed." As an alternative to the sliding scale, a uniform initiation and dues plan is favored by some.

Whatever the method whereby interchangeability is obtained, it will be a boon for the performer and will mean a more flexible and streamlined international.

In line with the general tightening up, there is indicated an absorption of

Radio Fraternity

DES MOINES, Sept. 4.—Ed Barrett, formerly with the Iowa Broadcasting Company and now head of the radio school of Drake University here, has formed a new national honorary fraternity, Pi Beta Epsilon, for radio students. Major Bowes received a medallion as first honorary member of the fraternity and acknowledged it on his recent program dedicated to Des Moines.

the smaller Four A units, somewhat along the lines—but more amicably if possible—of the recent deal between the American Guild of Musical Artists and the Grand Opera Artists' Association. For a long time the Four A's has struggled along with considerable impediments, and merger of the German White Rats, Burlesque Artists' Association, Hebrew Actors' Union and Choral Alliance with other larger affiliates is regarded as a solution. One member of the Choral Alliance, in fact, is known to have requested the Guild to take over the smaller group.

According to one official, the Four A's will have no difficulty in accomplishing these absorptions, the technique being merely the "show cause why the charter should not be revoked" method. Equity could take in the foreign actors' groups and American Federation of Actors might take the Burlesque Artists' Association and the White Rats.

Question of doubling the per capita tax, now a uniform 75-cent levy for all members of the different unions, is definitely coming and will make possible a treasury sufficient to take care of the expanded costs of the Four A's office. In return, the Four A's will probably launch an organization drive to help the smaller unions attain a closed shop, that is, an open union closed shop.

INT'L CASINO

(Continued from page 4)
Hale and Gertrude Hoffman dance troupe. In addition, there will be scores of showgirls and special ballets. Bookings by MCA.

George Olsen and his band, an MCA outfit, will play for dancing, and Yasha Bunchuk will lead his men during the show. Tentative plans call for dinner and supper shows and a no-cover charge policy at all times.

The I. C. will be serviced by a staff of 360 persons, signed under contract by Local 18 of the Hotel and Restaurant Employees' Union.

Other interesting figures connected with the mammoth cabaret reveal that the 21-year lease held by the holding corporation will cost approximately \$8,000,000. Besides the \$500,000 already spent on the project, it will have a weekly pay roll of \$12,000 to \$15,000 for 400 people.

The Cotton Club reopens its doors September 16 with a show that's figured to put up a stiff battle for its share of patronage. It will bring back the combination of Cab Calloway and Bill Robinson, the Tramp Band and the Charlattees. Another sepia show bistro, Jay Faggen's Harlem Uproar House, beats the Cotton Club by one day for its opening and will again feature the music of Erskine Hawkins' Band.

Other openings include the Frolics in the Winter Garden Building on September 16, with Joe Lewis heading the list of entertainers that will include Grace and Ray McDonald and Terry Lawlor. The Persian Room of the Plaza welcomes the fall season September 14 with the return of Dario and Diane and Pancho's Orchestra. On the East Side the Mon Paris debuts on the 16th, and the Kit Kat, sepia hot spot, follows suit the ensuing evening. On the 17th the Russian Kretschma reopens with a revue headed by Michel Michon and Nadia Ludova.

Two spots in the outlying districts have announced openings for the coming week. They are the Woodside Palm Gardens, Queens, and La Casina, Jamaica.

PHILADELPHIA, Sept. 4.—Frank Palumbo is the first of the summer-dark nabobs to rejoin the nitry field, unshuttering his Latin quarter cabaret on Labor Day. Unshuttering marks the 53d year that the Palumbo family has managed the spot. Show time will bring out Eddie Thomas, the Marloettes, Miller and Millard and Patti Cranford. Band stand once again holds Bobby Morro.

SPRINGFIELD, O., Sept. 4.—Completely remodeled and air-conditioned, the Hotel Shawnee, formerly owned by Harold Van Orman and now under local control, staged its grand opening Wednesday. One of the new features is the "Shawnee Room," where dance music is furnished by the Claude Denny Foursome.

PITTSBURGH, Sept. 4.—Lew Mercury will reopen his Harlem Casino September 10, after installing a new air-conditioning plant, with an all-sport show featuring a pony ballet, LeRoy Bradley's Orchestra and Larry Steele as emcee.

Current Program Comment

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

CBS's *Twelfth Night*, parting shot in the Shakespeare series, fell short on the funny side, missing up on the belly laughs possible in twin mixups. Sir Cedric Hardwicke's Malvolio, consequently, bore the comedy burden single-handed. Script curtailment was carried too far, slaughtering the continuity for those not thoroly familiar with the Bard's lines.

Individually the galaxy of legit names turned in interpretive expressions to make their roles readily identifiable. Helen Menken was as saccharine as Shakespeare meant Olivia to be, and Tallulah Bankhead's really tomboyish presentation of Viola provided a neat opposite. Orson Welles carried thru for the lovesick Duke Orsino, while Estelle Winwood as Maria pulled pranks with alacrity.

Bob Trout tried hard to keep the curtain call twaddle airy and moving at convenient speed, but the prepared scripts proved lumbering. Burns Mantle,

Daily News critic, was stuck with a lengthy speech. So was the audience.

Whether a husband will continue to love his wife while and after she has borne a baby seems to be the problem dissected in *Arnold Grimm's Daughter*, which forms part of the Gold Medal Hour. There was no hint to the obvious answer in the program heard, but wise listeners, familiar to the heart-tugging devices of air sketches, will probably know. Others, less worldly wise, will probably wonder if the impending baby will actually become a barrier between two who love each other. Anyway it's interesting to hear the subject discussed in a rather matter-of-fact manner on a daytime program meant for housewives. Nothing squeamish or unpleasant in the conversation and if nothing more it's healthy sign to hear such matters discussed openly. This hour show combines two sketches, religious hymns and Hollywood backyard news in an informal and friendly fashion.

Conducted by PAUL DENIS—Communications to 1564 Broadway, New York City

Nuts Over Big Apple

Crawford publishes 2 versions of song—Mills calls dance "terpy jamming"

NEW YORK, Sept. 4.—The Battle of the Big Apple entered its second week as three more songwriters threw their hats—or apples—into the ring. George Spivey, who calls the turns in the Roxy Theater Big Apple unit, claims authorship of a torrid Big Apple cantata. Spivey's ditty is the version used in the Roxy show. He hails from Carolina, the birthplace of Applemania.

Another Appleer is Hod Williams, ork leader, who sent the following wire to *The Billboard*:

"Correction on your Apple article, page thirteen, this week. We wrote Big Apple during July and recorded same August first. Written by Hod Williams and Wally Harwood and now Crawford publication." Hod's waxing of *The Big Apple* was a Bluebird number one best seller two weeks ago.

Which puts the Crawford Music Company in the unheard of position of sponsoring simultaneously two songs, based on the same idea, with similar titles. As they say down in Carolina, "If it doesn't beat all get-out." What seems to have happened is this: Crawford got the Williams-Harwood opus first, bought it, and then, deciding they wanted a dancer version with a smarter lyric, they ordered the Bernier-Emeric song which is getting Tommy Dorsey plugs. Crawford professional manager Larry Spear insists the firm is plugging both versions equally hard.

On the Mills Exclusive firing line, Irving Mills, who's exploiting another version of *The Big Apple*, gave his contact men a pep talk at the Hickory House the other afternoon, and delivered his scholarly interpretation of Applemania.

Said Professor Mills: "It's terpsichorean jammin'!" Swing youngsters are trying to imitate on the dance-floor the spontaneous melodic improvisations of the hot virtuosos. "Where musicians are pointed out in a jam session to take chorus after chorus, dancing couples participating in a Big Apple dance are given the floor to take routine after routine." Mills Artists and Consolidated Radio Artists are readying several Big Apple stage units. One unit will be comprised of Dixieland contest winners and Ted Wallace's Savoy Ballroom Ork. A movie short, which will feature the Mills Apple is now rolling and will give Exclusive more bally.

Only hopeful sign on the horizon is the withdrawal of Shapiro-Bernstein from the field of battle. Shapiro-Bernstein had a *Big Apple* of their own all polished up. However, in the words of a Shapiro spokesman: "We have decided to let Exclusive and Crawford fight it out by themselves."

Jelesnik To Double Into New Haven Hotel Taft Spot

NEW YORK, Sept. 4.—Eugene Jelesnik, relief band leader at the Hollywood Restaurant here, is taking a four-week leave of absence to organize and lead a new eight-man Continental combo at the Taft Hotel, New Haven, beginning September 12. Hotel, now being managed by J. O. Volt, former general manager of the Sherry-Netherland here, is booking an out-of-town band for the first time when Jelesnik comes in.

Jelesnik's six-piece outfit remains at the Hollywood and he will come in twice a week to lead it for the WMCA broadcasts.

Detroit Musicians' Scale Up

DETROIT, Sept. 4.—Musicians will receive a dollar pay increase per man per night with the beginning of ballroom week, October 1. Stipulation made by Detroit Federation of Musicians, Local 5, lists also an \$8 minimum for places like the Vanity and Grande. Eastwood Park, Graystone and Arcadia fall into the \$9 class.

An Apple a Day!

LOUISVILLE, Sept. 4.—*The Big Apple* has proved itself a match for the big stick of the law in Louisville. Neighbors complained to police about the noise from a nocturnal swing session and a couple of cops soon arrived at the night club to apply the soft pedal.

The band paused for an announcement, calling for less raucous revelry among the dancers. When the music started again Tubby Roush, pro football coach, and a companion grabbed the coppers by the arms and started swinging them into the *Apple*. The law nagged no further that night.

MCA Reorganizing and Building Up Coast Branch

NEW YORK, Sept. 4.—Music Corporation of America is reorganizing some of its departments. Harold Hackett has left the local office to handle radio for the new MCA office in Hollywood, where he is experimenting with a commercialized audition idea.

Lou Mindling and Jack Carney are handling radio for MCA here now. Matt Shaw is a recent addition to the new Hollywood office, which William Stein will actively manage. Following the trend of the agencies to Hollywood, MCA is constructing its own building there. It expects the new Coast branch to become a big proposition, second only to the local office.

Charlie Miller, of the Chicago office, is going to London for a short trip. Eddie Elkort, also of the Chicago office, left town for Chicago yesterday.

Waller's 2,000 at Akron; But Blue Barron Still Top

AKRON, O., Sept. 4.—Fats Waller's Band placed second for the current season at Summit Beach Park ballroom August 26, when more than 2,000 patrons jammed the big pavilion. Blue Barron previously had registered the top gross when 2,800 persons paid to dance to his music. Lew Platt, managing director, has booked the Charles Stenross, Ace Brigade and Bobby Grayson bands for early September.

Wardrobe Stolen From Car

DETROIT, Sept. 4.—Murray King and Roberta, dance act, lost their entire new wardrobe and music when vandals smashed the windows of their parked car here Thursday night. They were to open tonight at the local Blossom Heath club.

Clean, Highbrow, No Royalties; That's Why Pubs Love Standards

NEW YORK, Sept. 4.—With the song publishing business going thru hectic days, what with songwriters refusing to write and radio stations limiting major plugs to one every three hours, many a popular pub is getting stirred with the idea of branching off into publication of the standard classics. "In the first place," said one this week, "it's nice and clean, what you call highbrow. In the second place, Bach is dead maybe 150 years and can't collect any royalties."

Experience of the Sam Fox Publishing Company, which in addition to plugging 20th Century-Fox scores has an active catalog of standard numbers, shows, however, that the highbrow biz, even the more steady, has headaches of its own.

Fox has been publishing standard band, orchestra and vocal folios for 10 years and doing right well. Chief business comes from schools, which buy new orchestrations, trick numbers like 15-minute versions of grand operas and special choral arrangements. Schools in the Middle West, with new-fangled pedagogical ideas, are more friendly to new music books than the more hide-bound academies in the East. It takes about a year to establish a new folio on a profitable basis, but once established it brings in the dough year after year and will sell in the neighborhood of 5,000,000 copies before it's replaced by a more up-to-date edition. Trick is to get

Crosby's 150,000 "Leilanis" Tops for Decca's Best Year

\$80,000 net for past season—Crosby waxing beats "Music Goes Round" sales of the previous year—Webb, Lunceford, J. Dorsey, Gray are other Decca champs

NEW YORK, Sept. 4.—Climaxing its third and most prosperous year in business, Decca Records, Inc., cut a melon of \$80,000 among its stockholders. Past year has seen sales of 35-cent discs reach astronomical proportions. Best seller in the Decca catalog was Bing Crosby's waxing of *Sweet Leilani*, which has already topped 150,000 and is still moving over the counters. Crosby beat the Riley-Farley *Music Goes Round* and *Round* platter, which sold 125,000. Bing's new records, *Thing To Do*, from the score of *Double or Nothing*, are within distance of the 100,000 mark, altho released August 12. Week of August 14 was the biggest in Decca history, with 145,000 records sold. New sales branch has been opened in Memphis, with J. S. Hornsby, formerly salesman covering that territory, in charge. Macy's is the briskest retail outlet for Deccas locally. Macy's has cut prices as low as 29 cents sometimes.

Decca still retains its leadership in the low-priced record field, in spite of recent competition from the Irving Mills Variety Line and from Victor's Bluebird, with its ace song salesman, Shep Fields. Decca recently entered the 75-cent field with a Personality series, but is having a hard time overcoming the 35-cent tieup with the label. Stephane Grappelli's Quintet of hot strings is the best 75-cent seller.

Chick Webb, Jimmie Lunceford, Jimmie Dorsey and Glen Gray have been other Decca profit makers during the last year. Records of Andy Kirk and his Clouds of Joy, altho not quite in the big name class, have been consistent sellers. Clyde McCoy's jug of corn, sometimes known as *Sugar Blues*, is a steady item and has passed 75,000 sales.

The East goes strongest for swing, the South still wants hillbilly and race records and the West Coast is strong for Hawaiian music.

Akron Ballroom Stays Open

AKRON, O., Sept. 4.—The spacious ballroom at Summit Beach Park here, one of the largest in the Midwest, will continue operation after the regular park closing Labor Day, Lew Platt, managing director, announced. The ballroom will be open three nights weekly throughout September and probably the most of October. Platt reports business at the ballroom the best since the rubber boom days when the park-plan policy topped all ballroom takes in this section of the country. The ballroom has been operating six night a week and has been airing a half hour nightly over WADC, which is credited with doing much toward restoring the ballroom to its former top place.

Chi Music Scale Upped

CHICAGO, Sept. 4.—An increase in wage scales for musicians in musical and dramatic shows here was effected during a meeting with the union's board of directors and representatives of the Shubert Chicago Theaters. New agreement is for two years starting Labor Day.

Scale for extra men in musicals increased from \$10 to \$11 per performance. Salary for dramatic shows per week, eight performances or less, jumped from \$60 to \$66.67. Extra performances increased from \$7.50 to \$8.34 per performance.

In Class 1 theaters where an orchestra is not regularly employed the scale has been increased from \$96 to \$104 per week for eight performances or less, excluding Sunday. Extra performances for side men increased from \$12 to \$13 per performance.

The Big Apple—You Can Eat or Dance It

NEW YORK, Sept. 4.—It was inevitable and here it is. *The Big Apple* craze has inspired a dessert of the same name on the luncheon and dinner menu of the Hotel Piccadilly. Consists of an apple which has been peeled, cored and parboiled, then filled with frozen fruits topped with whipped cream.

Sounds as loose and rambling a mess as the Big Apple dance.

Music Items

JOHN REDMOND and Lee David are to the front again with a new novelty ballad bearing the caption of *Could I Write a Book?*, with the subtitle *About You*. Exclusive Publications has it.

HARRY STIDE, Bernard Maltin and Herman Pincus have placed *Let Rhythm Ring* with Denton & Haskin, New York publishers.

JACK ECOFF, representing Mills Music, Inc., in Philadelphia, was in town last week attending the conference of the firm's branch contact men and executives.

GAUMONT-BRITISH PICTURES has arranged with Jack Mills, Inc., to publish the score of the film musical *Gangway*. Songs, which are by Sammy Lerner, Al Goodhart and Al Hoffman, include *Moon or No Moon*, *Lord and Lady Whoosits*, *When You Gotta Sing You Gotta Sing and Gangway*.

REMICKS has in preparation a new all-star dance folio for the piano compiled by Dick Powell. Format contains popular hits sponsored by the Music Publishers' Holding Company.

E. B. MARKS has just released a novelty hot tune called *The Snake Charmer*, by Teddy Powell and Leonard Whitcup, with arrangement by Larry Clinton.

FRANK Capano, general manager of Tin Pan Alley Music Company, Philadelphia, has assigned three numbers of his catalog to the Lewis Music Company, New York. Buy involves *Summer Girl*, by Frank Cremen and Frank Capano; *Heaven Is Here*, by Rowland Crossdale, and *Sorrglad*, by Jack Jaffe, Frank Capano and Ed Selecto.

IN THE score of 20th Century-Fox's new pix is a novelty number entitled *A Swiss Hill Billy*, Sam Fox Publishing Company, which publishes 20th's ditties, looked over the score and decided they liked everything but the *Hill Billy* song. They were getting ready to forget about it, when Guy Lombardo looked over the music and was taken with the *Hill Billy* more than any other number from the score. The king of the schmaltz saxes is plugging it regularly now as a comedy vocal specialty.

Sheet-Music Leaders

(Week Ending September 4)

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

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

1. So Rare (Robbins) (1)
2. My Cabin of Dreams (Berlin) (6)
3. Whispers in the Dark (Famous) (3)
4. Sailboat in the Moonlight (Crawford) (2)
5. Harbor Light (Mario) (4)
6. First Time I Saw You (Santley) (7)
7. I Know Now (Remick) (10)
8. It Looks Like Rain (Morris) (5)
9. Blue Hawaii (Famous) (9)
10. Josephine (Feist)
11. Stardust on the Moon (Marks)
12. The Old Feeling (Feist)
13. Afraid To Dream (Miller) (12)
14. Have You Got Any Castles, Baby (Harms)
15. Merry-Go-Round Broke Down (Harms) (8)

PHONOGRAPH RECORD best sellers will be found on page 87.

Pubs, Writers Still Play Mad

Yes, no and maybe—each waits and hopes—uniform contract junked

NEW YORK, Sept. 4.—Conflicting reports regarding the war between the publishers and songwriters over synchronization and transcriptions were issued this week. One spokesman for the pubs let it be known that negotiations with the tunesmiths might very well lead to a peaceful settlement shortly. Irving Caesar, president of Songwriters' Protective Association, denied the near probability of an agreement. After simmering down to a long period of "watchful waiting," situation took a sharp turn last week when the writers voted a \$40,000 war chest to take the matter into court and setting up of a Coast SPA branch to align the movie writers.

Harry Fox, chairman of the board of Music Publishers' Protective Association, said the pubs were not yet certain as to the basis upon which a suit by SPA would rest.

General opinion in the music industry is that the publisher is more than essential to the writer for purposes not only of publishing but exploiting tunes. With the standard uniform contract junked, and in view of Caesar's statement that he would back writers in publishing their own tunes, just what will happen is dubious.

General belief is that the writers might get as far as publishing, but doubt exists as to whether the writers are financially capable of proper exploitation. It is pointed out that theoretically a writer could make a special contract with the publisher which would withhold sync and transcription rights, but few, if any, pubs are likely to accede to such a bargain.

Problem is a further indication of the inadequacies of the copyright law of 1910, the provisions of which have been found to be unable to cope with the high-geared music industry, particularly in view of the rapid rise of new uses for music.

Current understanding is that the publisher, as copyright proprietor, controls the following exclusive rights: (1) To print, reprint, publish, copy and sell the copyrighted work. (2) Right to make arrangements and transpositions. (3) Right to reproduce it mechanically. (4) Right to publicly perform it for profit.

HEAVY LEGIT

(Continued from page 5)
nounced, but advertised as opening October 26.

On the Northside, Madeline Skelly Foust is rehearsing *Star Dust*, written and directed by herself, as the opener for the "world's smallest" Kilbuck Theater. Booked for a September 7 preview and premiere the following night, *Star Dust* is a nine-person comedy, being staged by William Holtz, recently of the Garrick Theater, Kennebunk Port.

First Nixon stage offering will be Maxwell Anderson's new prose drama, *Star Wagon*, opening September 20 with Burgess Meredith and Lillian Gish prior to its Broadway unveiling. Other dates set are *Brother Rat* for September 27; the Theater Guild's *Madame Bovary*, with Constance Cummings, for October 11; Tallulah Bankhead and Conway Tearle in *Anthony and Cleopatra* for October 18; *Tovarich*, with Marts Abba, for October 26, and Helen Hayes in *Victoria Regina* for Thanksgiving week.

Likewise penciled in on Brown's calendar are Alfred Lunt and Lynn Fontanne in *Amphytrion 38*, Charlotte Greenwood in *So Long Letty*, Henry Fonda in *The Virginian*, Maurice Evans in *King Richard II*, Ina Claire in a dramatization of Anthony Trollope's *Barchester Towers*, Eddie Cantor in a new Shubert show, Ed Wynn in *Hurrah for What?*, the new Ziegfeld Follies, *High Tor*, *You Can't Take It With You*, *Having Wonderful Time*; *Yes, My Darling Daughter*; *Room Service*, *The Women*, *Stage Door*, *Frederika* and *The Three Waltzes*.

Secretary Thomas Kenyon, of the American Theater Society office here, informs that subscriptions to date have surpassed last year's.

Reviews of Records

By M. H. ORODENKER

Victor

Return of the BENNY GOODMAN QUARTET held promise for the waxophile. But these good men must have lost it on their way to the studio. Undoubtedly offered as a musical tribute to his memory, *The Man I Love* is a slow drag that does justice to neither George Gershwin nor the foursome. Backing with *Avalon* (25644) has 'em back in a groove. But it's way below the standard previous set, and a mighty poor one when we recall the *Avalon* five-pennied some years back by Red Nichols.

TOMMY DORSEY and his clambaking clan go low down on *After You and I* packed up for *All You Want To Do Is Dance* (25647). Tune structure is more to their order than some of their more recent recordings, but we still maintain these Dorseyites can toot, sturdier stuff.

In "hit-parade" fashion rather than the "Ritz-Carlton" billing, RICHARD HIBMER fashions for metatarsal glidings *So Many Memories* and *Till the Clock Strikes Three* (25645). And for the more spirited steppings BUNNY BERIGAN, who will next be heard from Brunswick quarters after schooling on Victor, blows the blues away in *Let 'Er Go and Turn On That Red-Hot Heat* (25646), with Gail Reese, band's newest canary, falling to impress.

The soft-voiced, soothing bary ballading of JEAN SABION, French importation for NBC air pipings, is waxed for the first time. A fetching coupling in his premiere with *Can I Forget You?* and *Afraid To Dream* (25643), the studio crew for the accomps.

Decca

The Bing Crosby *Double or Nothing* flicker dominates the labels here. And while their tune texture doesn't rate among the better movie-lot givings, waxings are both listenable and danceable. BING CROSBY cuts four sides himself, with John Scott Trotter doing the background wavy waves, for *The Moon Got in My Eyes*, *Smarty*, *It's the Natural Thing To Do* and *All You Want To Do Is Dance* (1375, 1376).

JIMMY DORSEY cuts it conventionally for *The Moon Got in My Eyes* and *All You Want To Do Is Dance* (1377), Bob Eberle barying; and with Don Mateson piping the wordage bears down on it for a plenty lift to *It's the Natural Thing To Do*, and especially *After You* (1378). More from the *Double or Nothing* score, with COUNT BASIE whipping out plenty of his pianology for *Listen, My Children, and You Shall Hear* and a smart swing *Smarty* (1379).

EDGAR HAYES continues to skyrocket with syncopation that exemplifies the sepias swingouts, his keyboard knuckling a standout in cat circles. Coupling of *Satin Takes a Holiday* and *High, Wide and Handsome* (1382), with Joe Garland's tenor say riding, is another item for your attention. Seems like a banner day for the Steinway squatters. WILLIE SMITH and his Cubs heating the lids for a bless-you-sister *The Old Stamping Ground* and *Get Acquainted With Yourself* (1380), O'Neill Spencer piping the swingy psalmplay.

The hula-hula harmonists strum in peppery tempo their native nuances in HARRY OWENS and his Royal Hawaiian Hotel Orchestra twirling a laughing song, *Ta-Hu-Wa-Hu-Wa*, and *If Your Aloha Means I Love You* (1381); and RAY KINNEY, tenoring the syllables with Dick McIntire and his Harmony Hawaiians, ditties the *Dusky Polynesian* comedy ditty and the hulihuli *Pua Aloha* (1381).

A "Symposium of Swing" is being readied for marketing by Victor. Hot jazz cults have been clamoring for full courses of swing study, as packed on platters in European countries. And now they aim to feed the cats a heavy dosage. Album will be nothing short of a swing fiesta, with Tommy Dorsey, Benny Goodman, Fats Waller and Bunny Berigan contributing a label. Swing aces have been given a dozen inches to spread their stuff instead of the usual 10. Warren Schall, who had a hand in the Bix Beiderbecke album, which the swing cults turned down as being poor sampling for a dedicatory opus, has prepared the lecture notes on this tome. Candid camera shots of the swing teachers and their instrumental pupils will illustrate this rhythm-roasted textbook.

Bluebird

JESSE CRAWFORD, with Helen Crawford at a second console, stylize their syncopating with organology interludes. There is a smoothie for the hot and sweet steppings, auspiciously cutting their premiere with four sides, *Me, Myself and I*, *Dancing Under the Stars*, *It's the Natural Thing To Do* and *After You* (7105, 7107).

HOD WILLIAMS, another newcomer to the labels with his mechanized music, has four initial sides to display a smooth but undistinguished brand of dance incentives in *The Lady From Fifth Avenue*, *Night Over Shanghai*, *Little Fraternity Pin* and *My Secret Love Affair* (7106, 7108).

DIXIELAND SWINGSTERS is another new name for this label, moniker hiding a jam-up combo which is true to the Hickory House tradition and up to the swing-street standard, beating it out undiluted for *Touched in the Head* and *Swinger's Lullaby* (7109).

TEX DUNN and his Arizona Cowboys, with a demon fiddle tearer who has no respect for time or space, sing the racy rhythms to your likings for *Little Texas Cowgirl* and *Away Out There* (7112).

Vocalion

Here's a threesome of stove lids to make your oven sizzle. And if you've got conservatory leanings they'll get in your hair. Serving notice to those who swear by Ella Fitzgerald and Billie Holiday, MAXINE SULLIVAN (she's Maxine Williams at the Onyx Club) enters her bid for swing-diva idolatry. Takes top billing over Claude Thornhill, who now uses a barrel-house gang to surround his keyboard knuckling for her backing and makes for the swinger sort of song-shouting for *I'm Coming, Virginia*, and guaranteed to make the lads from kiltie lands either shudder or hop, *Loch Lomand* (3654).

Clay wiz Irving Fazzola, with the guitar, bass and xylophone-vibes of Lou Singer, Manny Stein and Lloyd Reiner, let themselves be known as the RHYTHM MANIACS. Beat out their tools for a truly jam-inspired *Pagan Love Song*, with Bud Johnson following the scat formula on the wordage. Platter partner, *Somebody Stole My Gal* (3655), starts down in the cornfields, with the woodpile picking it up to swing street for a wicked windup. Boys have got sumptin' there that bears cultivating.

LOUIS PRIMA is back in the groove with his New Orleans Gang for a Prima-primitive *Tin Roof Blues* and *You Can't Have Everything* (3657). Latter page is replete with drumnastics by the band's new snare beater, Godfrey Hirsch, who comes from the same back yard that put out Prima.

LABOR LINES

(Continued from page 3)
seriously regarded as other than a factor in bettering performer conditions by working thru the employer. Should SAG and AFRA draw up a list of franchised agents, however, the fact that theatrical labor distinctly exercises what might be called a "jurisdiction" over middlemen will stand out sharply.

Situation is one which is developing without benefit of ballyhoo and has the tinge of inevitability. It is perfectly in line with the terrific increase in theatrical labor activity and may be regarded as an innocent or unintentional by-product of the agitated labor scene. It is, in effect, one more step toward what seems to be the gradual development of a "closed shop" for all engaged in show biz.

Thus far, closed shops enjoyed by former unions include Actors' Equity, Chorus Equity, Screen Actors' Guild and Hebrew Actors' Union. The Four A's will undoubtedly make an effort to help the advent of closed shops in the jurisdictions of the American Federation of Actors, the American Federation of Radio Artists and the Burlesque Artists' Association.

No telling where labor's tentacles may ultimately reach, the case of the AFM preparing to license recording and electrical transcription companies being a case in point.

ROY MUSIC COMPANY has added Al J. Neiberg as staff lyric writer.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, August 27, thru Thursday, September 2; and also, for comparative purposes, from Friday, August 20, thru Thursday, August 26. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs	Aug. 27-Sept. 2	Aug. 20-26
				Net. Ind.	Net. Ind.
1.	My Cabin of Dreams.....	Berlin	34	23	30
2.	So Rare	Robbins	32	22	19
3.	I Know Now (F).....	Remick	31	18	30
4.	Whispers in the Dark (F).....	Famous	30	32	28
5.	That Old Feeling (F).....	Feist	28	24	32
6.	Yours and Mine (F).....	Robbins	26	23	18
7.	Stardust on the Moon.....	Marks	25	20	17
8.	Afraid To Dream (F).....	Miller	23	23	19
9.	First Time I Saw You.....	Santly-Joy	21	22	23
9.	Remember Me (F).....	Witmark	21	19	17
10.	You're My Desire.....	Mills	19	12	11
11.	Harbor Lights	Marlo	18	11	11
11.	Folks Who Live on the Hill (F).....	Chappell	18	7	11
11.	Sailboat in the Moonlight.....	Crawford	18	26	18
11.	Where or When (M).....	Chappell	18	15	17
11.	Moon Got in My Eyes (F).....	Select	18	12	11
11.	So Many Memories.....	Shapiro, Bernstein	18	6	13
12.	Can I Forget You? (F).....	Chappell	17	26	23
12.	Have You Got Any Castles, Baby? (F).....	Harms	17	21	20
12.	Stop, You're Breaking My Heart (F).....	Famous	17	17	17
12.	It Looks Like Rain.....	Morris	17	10	11
13.	Moon at Sea	Mills	15	15	16
13.	Miller's Daughter, Marianne.....	Shapiro, Bernstein	15	7	12
14.	Caravan	Exclusive	14	20	16
14.	Gone With the Wind.....	Berlin	14	16	19
14.	You Can't Have Everything (F).....	Miller	14	15	5
14.	The Shag	Ager, Yellen	14	11	9
14.	Am I In Love? (F).....	Witmark	14	7	12
14.	Lovely One (F).....	Feist	14	7	7
15.	Me, Myself and I.....	Words & Music	13	19	20
15.	Loveliness of You (F).....	Miller	13	18	21
15.	Smarty (F).....	Popular	13	16	12
16.	In a Little Carolina Town.....	Crawford	12	11	12
17.	Satan Takes a Holiday.....	Lincoln	11	24	14
17.	Ebb Tide	Poplar	11	3	5
18.	It's the Natural Thing To Do (F).....	Select	10	15	8
18.	Am I Dreaming?	Davis	10	4	10
18.	I Won't Take No for an Answer.....	Schuster-Miller	10	4	8
18.	We'll Ride the Tide Together.....	Pauli-Pioneer	10	3	9
18.	My Secret Love Affair (F).....	Movletone	10	2	4
18.	Moonlight on the Highway.....	Morris	10	0	6
18.	You Can't Stop Me From Dreaming.....	Remick	10	0	0
19.	If I Can Count on You.....	Ager, Yellen	9	19	8
19.	On With the Dance (F).....	Harms	9	4	8
19.	Scatting' at the Kit Kat.....	Exclusive	9	4	3
19.	One Rose	Shapiro, Bernstein	9	3	10
19.	Toodle-oo	Shapiro, Bernstein	9	3	4
19.	Tomorrow Is Another Day (F).....	Robbins	9	2	7
19.	Dreams for Sale.....	Mills	9	0	4
20.	Cause My Baby Says It's So (F).....	Remick	8	14	9
20.	Love Me	Red Star	8	11	7
20.	Big Apple	Crawford	8	9	.
20.	Don't You Know or Don't You Care (M).....	Feist	8	7	9
20.	Study in Brown.....	Lincoln	8	6	6
21.	Posin' (M)	Chappell	7	15	8
21.	Heaven Help This Heart of Mine.....	Chappell	7	9	2
21.	Yankee Doodle Band (F).....	Berlin	7	7	3
21.	Vieni Vieni	Witmark	7	5	6
21.	I Wouldn't Change You for the World.....	Donaldson	7	4	5
21.	Till the Clock Strikes Three.....	Shapiro, Bernstein	7	2	11
21.	Pardon Us, We're in Love (F).....	Miller	7	2	4
21.	Siboney	Feist	7	2	2
21.	Goodbye, Jonah (M)	Robbins	7	1	2
21.	You and I Know (M)	Robbins	7	0	2
22.	Love Is On the Air Tonight (F).....	Harms	6	7	6
22.	Old King Cole (F).....	Harms	6	6	8
22.	Love Is Never Out of Season (F).....	Feist	6	6	3
22.	Is It Love or Is It Infatuation? (F).....	Famous	6	4	4
22.	Life of the Party (F)	Berlin	6	3	0
22.	If You're Ever in My Arms Again.....	Exclusive	6	0	5
22.	You Are So Heavenly	Stasny-Lang	6	0	0

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending September 6.

NO EXEMPTIONS

(Continued from page 5)

The State labor department were preparing to launch a campaign Monday for strict enforcement in the Pittsburgh district, under the supervision of George B. McDonough.

According to the new law, employees may not work more than eight hours a day and the eight hours must be included in 10 consecutive hours. Likewise, they may not work more than 44 hours per week, nor more than six days per week. A rest period of 30 minutes must be allowed after five continuous hours of working. Employees in resort hotels may continue on the present hour schedule until September 10.

SEEK RULING

(Continued from page 5)

After divorce "act, would require the Minnesota and American Amusement companies, because of the direct or indirect interest which Paramount Pictures, Inc., thru stock ownership or otherwise, has in each of the motion pictures which they respectively operate to cease to operate their theaters as of March 15, 1938, or to incur heavy fines and penalties which could, if set forth in the complaint, run to \$50,000 a day.

In substance, the constitutionality of the act is denied on the grounds it deprives plaintiffs of property and property rights without due process of law.

Bruno Kern's Forecast

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

This week's selection:

THE BIG APPLE, published by Exclusive Publications, Inc., New York.

Philly Music Unions Fight

Colored local called strike-breaker by Local 77—fight over cabaret jobs

Band Reviews

Jack Denny and Orchestra

Reviewed at the Chicago Theater, Chicago. Style—Show and dance band.

Instrumentation: Jack Denny, leader and arranger; Fred Crisci, Benny Fairbanks, Tony Castelalo and Dan Burt, saxes; Jerry Brooks, Chick Belle and Marty Astorian, brass; Myron Hanley, violin; Arthur Illardi, piano; Dan D'Andrea, guitar; Ralph D'Camillo, bass; Charles Herstoff, drum, and Sam Amorossi, harp. Bob Pace is featured vocalist.

Denny has been in front of a band for 16 years now and still ranks in a top position. While only two of his original men are in the present outfit, his aggregation has the earmarks of an ace dance band, furnishing silky smooth music that is both listenable and danceable.

Unlike its swing competitors, this orchestra goes in for softer arrangements and for more of a symphonic tempo that is in keeping with the taste of the masses.

A good spot in the band is given to Sam Amorossi, harpist and one of Denny's original men. In medleys he singles in a selection, in this case a neat version of *Little Old Lady*.

At the Chicago Theater band played for two weeks to great business. It recently closed a 17-week stay at the Drake Hotel in Chicago and is penciled in for a return engagement starting in December.

Honigberg.

Joaquin Grill and Orchestra

Reviewed at Fairmont Hotel, San Francisco. Style—Dance band.

Instrumentation: Joaquin Grill, piano and accordion; Jimmy Chanos, trumpet; Carl Barelli, trombone; Bill Holman, Nick Battis, Walter Neuman, saxes; George Maun, violin; Mertan Sass, drums; Elso Razzano, bass; Joe Bruhl, electric guitar and piano; Al Grayco, vocal; Dorothy Allen, vocal.

This young band received its first good break when it was chosen to reopen the Fairmont Hotel a few weeks ago. Before that it had played around the bay area and at various summer resorts, gaining much-needed experience.

Grill is a good-looking young fellow who cuts quite a figure as he directs from the piano. He has a capable bunch of young musicians and works hard with them. The style of the band is smooth and patterned somewhat along the lines of George Olsen—the old Orville Knapp Band. Electric guitar and violins are featured. Many medleys are played, which is good for dancing purposes. Rumbas and tangos well done.

Grayco's vocalizing stops the dancers in the room. Plenty of personality. Dorothy Allen is a gal to watch. The young, she has had a lot of experience both with bands and doing solo work on the air. Lots of class, looks, personality and ability. Should go far.

The band's air work is not as smooth as it should be. Technical trouble for the first few airings might be partly to blame. Should settle down to good running order very soon. All in all, a very likely looking young outfit. Kelly.

SHELVEY SUCCEEDS

(Continued from page 5) his adieus to members on the project this week.

Joint Appeals Board, in reference to dismissals on the Jewish Unit, recently decided that Bernard Freund, director of the unit, was influenced by "certain elements on the project." Board directs that the project, as it existed before July 15, be reviewed by a competent person other than Freund for the purpose of a prompt determination of who properly should be dismissed. Appeals board rep was Lilian L. Poses, Victor S. Gettner and Suzanne Vorse. Hyman Salmonson, attorney, handled the case for the workers, winning their reinstatement.

WE PUBLISH THE ORIGINAL
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1819 Broadway, New York.

Banks and Bondholders Tell Philly Cafes How To Operate

Regimenting hotels and cafes—floor shows during luncheon, standard minimum charge, no covers, no benefits, no price cutting—bankers are the bosses

PHILADELPHIA, Sept. 4.—Banks and bondholders, including the First Mortgage Corporation, stepped in the local hotel and night club situation for the first time with an order that the boys toe the line. Money lenders, seeing red in its deepest hue, handed down an "unless" dictum with the threat of calling in all their financial support and credit. The Hotelmen's Association having adopted a code for their desk business, Arthur H. Padula, Arcadia International House chieftain, was delegated to round robin with the operators of hotel dining rooms and the center-city class niteries. Meeting called for Thursday at the Ritz-Carlton Hotel will bring together representatives of the Adelphia, Philadelphian, Walton, Ben Franklin, Ritz-Carlton, Bellevue-Stratford and Warwick hotels; Padula for the Arcadia, and Benny Vogelman for Benny the Bum's. While some of the hotels limit their dining room entertainment to an orchestra, the banks would force all to add floor shows.

That price cutting and unfair competition be eliminated before they can get the credit to launch the new fall season, operators will be urged to adapt a standard scale. If the bondholders exert sufficient pressure, \$1 and \$1.25 dinners will be out. A uniform minimum price for dinners, to include a floor show and dancing, is set at \$1.50. No cover charges are asked, but a standard minimum supper charge is set for \$1.50 weekdays and \$2.50 Saturdays and holidays, to include a floor show and dancing. A most drastic measure calls for a floor show and dancing during lunch, minimum set at \$1.

The musicians' union and the entertainers themselves having failed to curb the evil, the banks are stepping in to demand taboo on benefits.

Groups insisting upon a hotel's or night club's floor show for their private function will have to pay for both the talent and the privilege. Plan devised by Padula calls for outside parties paying double on a pro rata basis for any acts desired. Performers playing outside dates will be paid pro rata, with the management pocketing the surtax. Altho unapprised of the fact, nabobs will learn that any booking on their part will call for a \$100 license fee, under terms of the McGee-Walsh Bill that went into effect this week.

Bank officials explain that their plan is strictly precautionary and designed to keep the spots operating on a profit basis. Money lords point out that with the musician, performer and waiter demanding increased wages, the city carrying on an amusement tax which adds \$120 to the \$600 license fee, new State law of a 44-hour week for women adding more help to the pay roll, and food prices sky-rocketing, their regimenting the cafe field is strictly a self-preservation move on part of the investors. All operators will have to post a cash bond subject to forfeiture on violating the code.

Storm centers at the meeting will come from the Adelphia Hotel and Benny the Bum's. When the local musicians' union placed Benny's in a Class A wage-scale category, Fogelman complained to the mayor's labor relations board that his spot's take couldn't meet the upped salary level.

At the Hotel Adelphia situation is reversed. Spot is undoubtedly the town's most consistent grosser and Jack Lynch discloses he will fight any attempt to jeopardize his steady clientele by raising prices to help those failing to meet their nut. "I have consistently showed satisfying profits at prices to meet the local pocketbooks, and at the same time have been able to give Philadelphia a floor show and entertainment of the highest caliber," said Lynch. "If the banks force the Hotel Adelphia against the wall, I will open my own club my own way outside the hotel."

A Three-Name Guy

BOSTON, Sept. 4.—Buddy Blasdell, formerly at Steuben's Vienna Room, is a professional with national aliases.

Here he was known as Buddy Blasdell, in New York as Walter Blake, and on the Coast, with Johnny Green's network show, as Jimmy Blair.

NIGHT CLUBS-VAUDEVILLE

Vaudeville Conducted by SIDNEY HARRIS. Communications to 1564 Broadway, New York City.

Get 'Em Young

PHILADELPHIA, Sept. 4.—The accent is definitely on youth when George Hale goes hunting for chorines to glorify at New York's Paradise Cafe. Scanning candidates to sport scanties, Hale auditioned the local crop at Al White's dancing studios. Sorrowfully admitting he couldn't do better than seven possibilities among the half hundred applying last week, Hale explained that the beauties were too old. At 21 they're on the border line and at 22 practically in a home for the aged, mused Hale. He wants 'em 17 or 18.

Club Chatter

New York:

Those taking to ships leaving this port during the past week include MR. AND MRS. CLIFFORD C. FISCHER, headed for Southampton on the Normandie; BERNHARDT AND GRAHAM, en route to Rio de Janeiro for a four-week engagement with options at the Copacabana, September 10, and Russell Swann, going directly to Dorchester House, London, from the local Savoy-Plaza. . . . ELEANOR ETHERIDGE will be among the sailing. October 1, when she leaves the Arrowhead Inn here for the Scala, Berlin. . . . WILL WEBER booking man the season's opener at the Mirador Club with Jack Melvin's 11-piece band, Roy Sedley, Jackie Maye, Vivian Raye, Alma and Roland, Ruth Denning, Jim Moorehead and a Paul Florenz production.

HELEN PAMMER'S September 9 date at the Colony Club, Chicago, and an engagement at the Village Barn, starting September 22 for Elaine and Barry, are also thru Will Weber. . . . MURRAY ROSEN has moved into more spacious quarters in the Palace Theater Building.

WILLIE AND EUGENE HOWARD and Georgie Tapps go into the Paradise Restaurant here September 20. . . . BELLE RIGAS opened Monday at Flynn's, Brooklyn, doubling as singer and emcee.

Talent Demand Up in Pittsburgh

PITTSBURGH, Sept. 4.—A paradox in talent availability exists here. George Jaffee received personal appearances from 85 girls in response to a newspaper ad two weeks ago asking for chorines in his vaudeville line, yet night club bookers are crying for talent, Secretary Larry Kenneth of the Entertainers' Managers' Association reveals.

"We need all kinds of performers, even men," Kenneth wailed. "Business is so good and so many clubs are opening that spots almost have to fight to get half decent acts now."

Added to Kenneth's office accounts this week were new spots in Youngstown, O.; Cumberland, Md., and Indiana, Pa., while other agents likewise reported brisk business. And after Labor Day more clubs are opening.

Wagner Clipped in Court

NEW YORK, Sept. 4.—Failure of one of his acts to click did not relieve Buddy Wagner, orchestra leader and entrepreneur, of paying salaries to his performers, ruled City Court Justice Frank Carlin in allowing \$640 to Gabby Lesley, dancer on a six weeks' tour contract she had had with Wagner. Miss Lesley was a member of Wagner's unsuccessful *Broadway Revue* in Latin-America. Court gave defendant two years in which to pay up or be held for contempt.

N. Y. Kit Kat Resumes

NEW YORK, Sept. 4.—The Kit Kat Club will introduce its new fall all-september revue September 10, featuring the music of Maurice Rocco and his Rocking Rhythm Orchestra. Entertainers will be headed by Dorothy Salter, seen in Walter Wanger's *Vogues of 1938*; the Charloteers and Cook and Brown, dancing team seen in Wanger's 52nd Street. New policy calls for early opening to include the dinner sessions. Club had hitherto catered only to after-theater patronage.

Detroit Clubs Resume

DETROIT, Sept. 4.—The Saks Cafe opens September 14 with the Harriet Smith line of girls. Club 1040 will reopen September 15, featuring Joaquin Garay. Both spots will book thru the Saks Fields office.

Adams Has Harrisburg Spot

HARRISBURG, Sept. 4.—Jack Adams is the new manager and permanent emcee at the Wilson Hotel Club, with plans to specialize in girl acts to support his own dancing. Spot handled thru Philly office of Jay Raymond.

Dallas Casino Has Leanest Week Yet

DALLAS, Sept. 4.—Pan-American Casino has just suffered its leanest week of the season, but advent of Benny Goodman's Orchestra and attendant special promotion Thursday is expected to give the Casino impetus to finish out the autumn months.

The biggest worry at present is filling out the period from September 19 until October 2, when Borrah Minevitch's Harmonica Rascals and Stan Kavanagh return. The apparently empty period will be caused by departure of Goodman, Sybil Bowan, Gil Lamb and the Diamond Boys unless some of those acts are held over.

Anson Weeks' Band will succeed Goodman, and Roger Pryor's Orchestra is under contract for the remaining three weeks of the season after Weeks leaves.

Bookers Seek To Up Philly Wages

PHILADELPHIA, Sept. 11.—With the local musicians' union adding approximately a dollar a day to the tootser-scale, bookers are seeking an appropriate increase for performers working the nitery field. The Theatrical Booking Agents' Association, in co-operation with the United Entertainers' Association, will meet next week to stabilize the nitery scale for entertainers.

Proposals call for weekly net minimum of \$30. Single date and club bookings remain at \$7 per showing, with \$12 for a two-day engagement. TBAA is especially concerned about the scale for out-of-town acts. Current weekly minimum of \$20, plus room, board and transportation, will be hiked to the quarter mark.

To Reopen Canton Club

CANTON, O., Sept. 4.—Slim Howard is planning a near future opening of the Club Continental here. Spot will present a 10-act show nightly, opening show to feature Eileen Prevost, vocalist, and Bill Garnick and band.

Hotel Ohio Reopens Room

YOUNGSTOWN, O., Sept. 4.—Tally-Ho Room in Hotel Ohio has opened for the fall and winter. Spot has been air-conditioned. Johnny White and the Don-All Jon Boys, recently featured at the Great Lakes Exposition, are entertaining currently.

Showing Night Gag Is Again Popular in Chicago Cabarets

CHICAGO, Sept. 4.—Showing night is again becoming a popular feature in night clubs here. Bookers for club talent prefer to see a new act on a nitery floor before buying it. Several agents and bookers have made arrangements with spot operators for the showing of acts during the regular floor show or as an added feature between shows.

Leading showing club is Colosimo's where as many as five acts have been known to preview their wares during one night. Owner Mike Potson does not tax talent buyers with the usual minimum charge.

For the present the musicians' union is giving the operators little trouble for having the orchestra play extra music at no charge. Report is that the union is waiting for the spots to advertise "showing night" as a business stimulant before they will try to collect more money for their men.

Among other clubs showing acts are Hi Hat, College Inn, Villa Moderne, Sky Rocket, Franke's Casino, Harry's New York Bar, Bon Air Country Club, Gay 90's, the Golden Spot, 606 Club and Club Alabama.

Chicago:

DOROTHY BLAINE back from St. Louis, where she closed at the Biltmore Country Club. . . . MARTY WHITE motored with Hal Sherman to New York. . . . ROSEMARY LANE left the Fred Warne outfit to do another picture for Warners.

JUDY LANE to go along with Jack Denny on his one-night-stint tour. . . . JACK LEONARD off to Blue Moon Gardens, Milwaukee. . . . PAUL ROSINI closing the Hi Hat this week and moving into the State-Lake Theater Friday, first of several scheduled vaude dates.

RUTHIE BARNES moved into the Yacht Club. . . . KRETLOW Girls added to Villa Moderne show late last week. . . . JACK KALCHEIM now going in for night club bookings in a big way, having placed talent into the Yacht Club, Villa Moderne and Colony here and Greyhound, Louisville. . . . LOYCE AND LIMA, dance team, in from the Coast to work this area. Slated to open for Paul at the South Bluff Country Club next week.

THE DUANOS are now in their eighth week in Aguas Calientes, Mex. Have a deal on with 20th Century-Fox Pictures for work in a coming musical. . . . ABE SCHILLER, Detroit booker, was in town on business. . . . After Labor Day the Bon Air Country Club here will use shows week-ends only. . . . ROSCOE AILS opens with the new Colosimo's revue Thursday. . . . CATHRYN MILLER ended her vacation in New Orleans and opened an engagement at the Little Club, Houston, Friday.

Here and There:

BOBBY PETERS, who sustained bruises, cuts and a dislocated hip in a recent auto crash, is now convalescing at Gorley's Lake Hotel, Uniontown, Pa. He has been emcee at that spot for the last five seasons. . . . COLLETTE AND GALLE closed at Club Esquire, Seattle, Wash., and are now doubling at the Clover Club and Capitol Theater, Portland, Ore. . . . THE AHERN SISTERS have closed a successful stay at the Royal York Hotel, Toronto. . . . JOSE DEL RIO is current at Club Piccadilly, Baltimore.

HACKER AND SIDELL are being held over again at the Palm Beach Casino, Cannes, France, but expect to open at the Grosvenor House, London, September 23. . . . RONI WARREN enters his second year as emcee at the Club Paree, Hartford. . . . BILLY GEE AND EILEEN PREVOST concluded their three-month engagement at the Checker Club, Cleveland, last week and are headed for the Club Continental, Canton, O., where Gee will take over Jimmie Allen's Orchestra. . . . FRANK CLARK just closed at Club Roma, Kankakee, Ill. . . . LYLE PAGE and his Broadway Playboy Revue is barnstorming the South. . . . EMILE PARRA follows his six-week booking at the Chez Maurice, Montreal, with an engagement at the Club Lido. . . . EMPIRE VAUDEVILLE EXCHANGE, Buffalo, landed a three-month contract for the Alfens at the Niagara Hotel, Niagara Falls, at the close of their present six-month booking.

State Holds Show After Record Week

NEW YORK, Sept. 4.—For the first time in its history the State Theater held over a complete vaude show as against a change of feature picture. It is the current show, co-headlining Ed Sullivan and the Harvest Moon dance winners, which on the first week grossed \$44,388. Just \$80 short of tying the house's money record but nevertheless breaking the attendance record. Picture on first week was *Captains Courageous*, and film for second week is *Stella Dallas*.

Opening day on the second week was in the neighborhood of five grand, with the house seemingly headed for a \$38,000 second week. Rudy Vallee's appearance with the *Libel* Lady pix and the Thanksgiving holiday holds the money record of \$44,468. The State has established a house record four times within a year and eight months.

Vaudeville Notes

GUY ROBERTSON will guest-shot on the Hammerstein Theater of the Air program October 8. . . . Val Irving is now doing his trio act with Bill Steel and Joe Rolle, and they open September 29 at the Yacht Club, Chicago. . . . Carmela Ponselle will play theater dates, going into the Earle, Washington, October 22. . . . Block and Sully have picked up a couple of RKO weeks, playing the Palace theaters in Cleveland and Chicago weeks of September 10 and 17, respectively. May stay two weeks in Chicago. . . . Lela Moore has been set for Coast dates thru the Morris Agency, going into the Orpheum, Los Angeles, September 22, and Golden Gate, San Francisco, October 6. . . . Marvin Lawlor, who will rejoin the *Follies* this fall, opens September 17 at the Oriental, Chicago. . . . Milton Berle left last week for a 10-day vacation in New Hampshire, prior to his two vaude weeks and pin work on the Coast.

MARTY WHYTE, with the Jack Kalmich Agency in Chicago, drove into New York Thursday with Hal Sherman and left Saturday, driving back with Jackie Green, who opens at the Colony Club in the Windy City. . . . Bill Robinson fell out of his RKO, Boston, date, opening this Thursday, and substitute show includes Inc. Ray Hutton Ork, Stan Kavanagh, Buster Shaver and Mitzl Mayfair. . . . Lannie Russell is doubling between dance teaching at Wally Jackson's studio and producing numbers at the 125th Street Apollo, New York. . . . Don La-Vola, wire act, is playing the Bert Levey Circuit, already playing the Beacon, Vancouver, and Palomar, Seattle, where he was held for a second week. Follows with Portland, Spokane, Washington, and the theaters in California. . . . Bell's Hawaiians, piloted by Bob Hicks Page, opened September 4 at Minot, N. D., for the Minnesota Amusement Company, working that chain until October 5, then following with dates for Central States in Iowa, Fox in Colorado, Wyoming and New Mexico, and then into Oklahoma until December 11 for Griffith Theaters. . . . Will J. Harris, Chicago unit producer, has the Northerners, WGN male octet, under his management.

AL BORDE and Dick Bergen planning a night club unit to follow the *Wakiki Wedding* show they are producing with Anton Scibilia. . . . Barr and Estes considering another European trip this fall.

LORIA BROTHERS left Chicago to play the Colonial, Dayton, O., the current week, followed by the Lyric, Indianapolis, and Fox, Detroit. . . . Ross Pierre and Schuster, following two more weeks of fairs for the Barnes-Carruthers office (Indiana State Fair and the Spencer, Ind., County Fair), go into the Fox, Detroit, for a week. Frank Ross and Anita LaPierre have been doubling, respectively, as emcee and prima donna during their outdoor engagements. . . . Max Turner, agent, is shaping a unit for the road. . . . Hal Menken set for Jack Fine's new unit. Fine also dickered for the services of Ross, Pierre and Schuster, but deal fell thru. . . . Nick Bolla's first unit, labeled *Can You Take It?*, set to open in a week. . . . Johnny Dunn emceed the big anniversary show at the Stratford over the Labor Day weekend. (See VAUDEVILLE NOTES on page 17)

Some Bargain

PARIS, Aug. 30.—New spot opening on the Rue Caumartin, the Cupidon, announces a continuous show with one-price policy of 5 francs, which is less than 20 cents. Show billed as vaude-revue in "One Act of Love and 32 Kisses," with 24 nude beauties. A bargain at double the price.

Film Names No Chicago Draw

CHICAGO, Sept. 4.—Personal appearances of film players are losing their standing at the box offices here, as compared with their favor when a movie name in the flesh was a novelty. Their frequency and weak acts have been reacting unfavorably. Sole exception, who caused anything resembling a box-office riot this year, was Martha Raye during her one-week engagement at the Chicago Theater. It is figured that the swing craze was responsible for the heavy traffic attracted by the gal.

Among movie players who filled engagements in the flesh houses in the loop recently and stirred little extra action at the ticket boxes included Jack La Rue and Vince Barnett, Roscoe Ates, Borrah Minevitch's harmonica act, Betty Burgess and Sonny Lamont, Eleanor Whitney, Herman Bing, Gene Autry, Sybil Jason, Harriet Hillard, Bill Robinson, Phil Regan, Al Shaw and Sam Lee, the Three Stooges, Sammy White and Jane Froman.

Hershey's Musical Shows

HERSHEY, Pa., Sept. 4.—Hershey Theater here is continuing its policy of occasionally producing musical comedy shows in addition to its regular vaude shows. First one, *Irene*, was put on in August, and the second is *Little Jesse James*, which opened Thursday for a week's run. Harry Kravit is putting the shows on for Arthur Fisher, who books the theater. Cast of current show includes John Barker, Clarence Nordstrom, Marion Dale, Mary Sutherland, Nina Allen and Helen Namur.

Hollywood Orpheum's Anniversary

HOLLYWOOD, Sept. 4.—A 10-act show opened today at the local Orpheum, the extra acts celebrating the house's fourth anniversary. Show includes Terry Howard, Harry Cahane, Britt Wood, Vernon Draper, Bedini and Young, Stapletons and the Three Jays.

Maggard-Kent Partnership

DALLAS, Sept. 4.—Jack Maggard and William Kent have formed a unit producing partnership, planning to put out five shows this season. The first, *The Pan-American Casino Revue*, is scheduled to open the middle of October on the West Coast.

Europe's Ace Booster of U. S. Talent Visits Land He Praises

NEW YORK, Sept. 4.—Kurt Robitschek, probably Europe's biggest user of American vaude talent, arrived here on Monday on the Normandie, planning a long stay covering the countryside, primarily a rest but also to give some attention to seeking talent and getting ideas for European production. A Czech-Slovakian with a typical Herman Bing dialect, Robitschek had nothing but praise for American talent in an interview on Wednesday, which bears out his statement that during his 25 years of activity in Europe he has used over 1,000 American acts, and his record year was in Paris, when he used 180 acts.

Robitschek has operated the Kabarett Der Komiker, Berlin; Kammerpiel, Vienna; Alhambra, Paris, and Victoria Palace, London. He also has produced legit at the Palace, London, where he has a contract to do one more show. It was in Paris that he ran into difficulties with native performers because of "excessive" use of American talent. In Vienna he introduced Marlene Dietrich to the stage, and another of his discoveries is Peter Lorre. The show he has to do for London will be built here and will comprise all American talent.

He revealed that practically all of Eu-

East Off to a Good Start With Flurry of Vaude Spots

Warner adds five and maybe two more—RKO may put shows into Jefferson—Dows add five—other bookers, except Loew, figure season to be best in long while

NEW YORK, Sept. 4.—The new season is getting off to a good start in the East, with a better than fair sized flurry of houses reopening their stages to flesh, Warner is the top flesh house getter, definitely set on five more houses and with two more practically set. RKO is the only other circuit making plans for additions to its playing time, with Paramount showing mild interest and Loew absolutely nil on putting flesh into its houses. The indie bookers are perking up, with the Dows announcing the landing of five theaters and Eddie Sherman steadily adding to his already large list of houses. Outlook for the vaude season, with this as a starter, is very promising, with all bookers, circuit and indie, feeling that the new season will be the best of the last five or so.

Warner is putting Saturday vaude into three houses on September 11, the spots being the Queen, Wilmington, Del., and the Capitol, Lancaster, and Strand, York, both in Pennsylvania. Astor, Reading, Pa., goes into a two-day vaude policy September 17, while the Stanley, Utica, becomes a three-day flesh stand September 23. Warner is also certain that it will be able to announce full week flesh policies next week for the Strand, Brooklyn, and Branford, Newark, as negotiations with the unions are near completion. Houses currently on the Warner books are the Stanley, Pittsburgh; Earle and Oxford, Philadelphia, and Earle, Washington.

RKO is practically set to put three-day flesh into the Jefferson on 14th street, which is in a pool with Skouras Brothers. Plan is to make it a stage-band policy; if the policy is accepted house will start either September 17 or 24. RKO will also put shows back into the Shubert, Cincinnati, but it will be late this season, probably not until early November. Present houses on the circuit's vaude books are the Keith, Boston; Palace, Cleveland, and Palace, Chicago, altho many other of the RKO theaters get occasional shows. Also, as has already been announced, RKO is putting flesh into Albany, Troy and Schenectady September 10.

Dow office is lining up a lot of houses. State, Hartford, Conn., reopens September 15, the 4,250-seater being completely renovated by the Harris Brothers, operators. House, to be managed by Lou Carroll, will open with four days of flesh, but goes split-week in October. Empire, Providence, goes on the Dow books September 15 as a full-week stand. Maryland, Cumberland, opens September 19 midnight, splitting the week with the Capitol. Wheeling, Broad, Elizabeth, N. J., goes into a one-act policy, playing four days, September 17, opening with Fifi D'Orsay. It is also reported that the Dows will book the Shubert, Newark, which is scheduled to open October 17 as a full-week vaude stand, operated by Jules Leventhal.

Eddie Sherman has a healthy book. The Rajah, Reading, opened yesterday as a split-week stand and Sherman also resumed this week on booking white acts into the Nixon-Grand, Philadelphia, and Howard, Washington, D. C., colored houses. The Majestic, Paterson, N. J., goes on his books September 10 as a split-weeker. In addition he has the Hipp and State, Baltimore; Fay's and Carmen, Philadelphia; Steel Pier, Atlantic City; Colonial, Lancaster, and one day at Camden, Pitman, Vineland, N. J., and Willow Grove and Woodside parks in Philadelphia. Sherman has several other spots lined up and which will be announced shortly.

Local Paramount office has held on consistently to its present crop of flesh houses, taking in the local Paramount, the Metropolitan, Boston; the Chicago and Oriental theaters, Chicago, and the Michigan, Detroit. In addition the office is spot-booking attractions into Springfield, Mass.; New Haven, Conn.; Salt Lake City, Utah, and Ogden and Boise, Idaho. Loew office revealed that it expects no additions or losses in its flesh time, continuing with the State here and the Capitol, Washington, D. C.

11th Bowes Unit for Detroit

DETROIT, Sept. 4.—Michigan Theater here will get another Major Bowes unit week of September 17. This will be the 11th Bowes unit to play the house since August 30, 1935.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Sept. 2)

This week it's a case where the magnificent staging and lighting facilities of this premier house take first honors in bringing the sum total of the stage presentation somewhere near the par of other weeks. Show is unusually short, running some 22 minutes in all, and the lone variety turn is that of Paul Gordon, trick cyclist.

The entire presentation, produced by Russell Markert, is entitled *Lantern Gleams* and is divided into four sections, each one a thing of pictorial beauty and embellishing no end the quasi-performances enacted before them.

Opening layout, *Japanese Lanterns*, has June Forrest intoning an Oriental piece that precedes a turn by the corps de ballet. The same setting produces Jack Cole in an interpretative terp, first half of which is symbolized by a long executioner's ax and the latter half by a fan. Cole's ballet work is smooth but not startlingly expressive.

The second of the series, *Carriage Lantern*, depicts a grand entrance to a toney dining salon of the '90's. It is strictly an atmosphere presentation of the munificent life of the period. A striking novelty touch is the coming and going of hansom and carriages drawn by live livery. The setting also serves to

introduce a song, *Once Around the Park*, written for this show by Penn Davenport and Albert Stillman. The piece is sung in duet form by June Forrest and Caesar Nesi and also by the mixed Singing Ensemble.

Paul Gordon has the stage to himself in the third scene, *Working Lantern*, and by shrewdly refraining from the comedy talk that ordinarily accompanies his trick cycling and also a bit of clarinet playing that he usually performs while perched atop one of his wheels, he presents his offering strictly on the sight angle and thereby profits in appreciative applause. He works on ordinary bike, a high two-wheeler and a long, two-wheeled contraption with three sets of pedals. On this latter affair he garners his best hand by jockeying himself from one set of pedals to the next till he rides the thing as a unicycle. On the other two biked his balancing stunts and maneuvers are done with ease and agility, but routines are not out of the ordinary.

Closing scene, *Venetian Lantern*, is a gorgeous setting of that romantic gondola-laden city. Again Nesi and Miss Forrest engage in a vocal duet, *Chirri, Biri, Biri*, with the woman showing to better advantage. The mixed chorus, too, plugs in with background to the same tune.

The Rockettes close the show with another of their amazing precision routines.

Screen offers *Prisoner of Zenda* (United Artists). House practically filled.

George Colson.

Palace, Chicago

(Reviewed Friday Afternoon, Sept. 3)

A good five-act combination that should move at a faster pace than it did during the opening show. But it's definitely the highlight of this week's bill, the current screen competition, *The Life of the Party* (RKO-Radio musical), being nothing less than an insult to the average human intelligence. A splendid house was on hand, too, many of the customers in to see the Louis-Farr fight films and to get out of the way of the torrential heat wave.

Flying Whirls (two girls and one man), skaters, should polish some of the turn's rough edges which discolor their good tricks and slow their action. Attentive bit is a tap dance on skates to *Man on Flying Trapeze* by one of the gals.

The Three Samuels and Harriet Hays deuced and, as usual, went over big. Their soft shoe, tap and acrobatic dish is primed with popular appeal. Inject laugh-getting comedy bits in their routines and work with mastered ease. Harriet, formerly of the Colette Sisters, singles with a sock acro turn, and Mildred Samuels, other femme in the act, stands out with the vivacity in her work.

Niela Goodelle, one of the better blues singers, scored best with so-called swing tunes. Her personality in front of a mike does not go well with the more dramatic songs, such as *Yours Alone*, which she did here. Her delineations of *Johnny One Note*, *All God's Children Got Rhythm* and *Sunny Side of the Street* went well.

Frank Gaby, ventriloquist, needs better material, now that Bergen's Charlie McCarthy is a weekly nation-wide competitor. He is a hard worker and the way he sold his act netted him a splendid hand. Strong enough, as a matter of fact, to bring him back for an encore, during which he mimed *Goodnight, My Love*, taking it thru his stooge, Bill Curtiss.

California Collegians, youthful 12-piece outfit, closed the bill with practically the same numbers they did at the Chicago Theater on last trip here. As a result, the act lacked freshness and the usual enthusiastic support from the boys. Need arrangements of new tunes badly. Also the speech from the leader that the gang just left the Coast and picture work can stand the scissors. Of their novelty numbers their circus and national character take-off routines stand out the best. Sam Honigberg.

just before his spectacular band finale on *Stormy Weather*.

Getting the first of a series of big hands on their opening *Looks Like Rain*, the 13-piece ork followed into a catchy arrangement of *White Is Black* as sound-board for peppy Patricia, who proceeded to lay the folks in the aisles with her *Posin'* and *Old Man Mose*. With voice, looks and sense of humor, she set a contagious pace for punch that kept the stage lively throughout the rest of the bill. Her encore, good, tho less favorable than her other numbers, was *Devil and the Deep Blue Sea*.

Miriam Verne drew big hands for both her tap numbers, as much for her grace and speedy stepping as for her being native Pittsburgher.

Next, the regular Duchin singer, Stanley Worth, is heard on *Whisper in the Dark*, followed by another ork number, and then—Vic Hyde, the "one-man band," who brought down the house with his instrumentation and home-spun humor. His laugh-provokers, a compromise of the Will Rogers and Bob Burns methods, plus his musical ability make him a standout.

Combining Harlem minor moods and hot swing, the band went to town on *Caravan*, which served as effective contrast for the class ballroom team of Mario and Floria, whose accented movements gained them an encore and heavy applause.

Saving the last big spot for his aggregation, Duchin proceeded to go to town, beginning a 15-minute band session with a solo on *Smoke Gets in Your Eyes*. He then called for audience request numbers, proceeded to pound out a piano medley, topped with a show-stop version of *Star Dust*. Then another medley, during which he successfully encouraged audience whistling, and still a third where he got the shelf to whistle, the downstairs to sing. Result of his psychology, the house pounded palms feverishly for his finale on *Stormy Weather*, vivid for Duchin's flashing fingers and the accompanying flashing colored lights. Screen feature, *San Quentin*, (WB). Standees for first show.

Morton Frank.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Sept. 2)

Twelfth season of the RKO Keith opened today with Harry Howard's second edition of *Hollywood Hotel Revue of 1938* (80 minutes). It is virtually in rehearsal stage and runs too ragged for presentation before the expectant audience which filled the house after the show began. The Three Stooges, originally billed, weren't on hand. They would have helped considerably.

Arren and Broderick, mixed comedy team, got the biggest hand of the show as a result of Miss Arren's comical gestures, wardrobe changes, anatomical gyrations and her gaggy warbling of *Last Rose of Summer* and *Egyptian Ella* in operatic style. Broderick acts as accompanist and plays *Sunrise* on the keyboard, then utilizing the piano's harpsichord for a plucking session. Pair went off to a wild demonstration.

Another hit was scored by the sensational tapsters, Lewis and Van, in machine-gun rapidity challenge work and terrific terping on two miniature five-stepped tandem stairways. They've got one swell act that should guarantee them bookings into any branch of the show biz.

Ethel Merman was the headliner of the show, but she wasn't the Ethel Merman we've always admired. Ditties warbled were culled from *Anything Goes* and *Red, Hot and Blue*. Arrangements were sour and she wasn't aided much by the musicians, who couldn't get hold of themselves throughout the show. However, she got two curtain calls and made a speech for begoff. Undoubtedly she'll pull thru this lethal condition before the week-end.

Marty May's best contribution was his fiddle solo. His gags are old, but the audience laughed at them, as they did at his impersonation of a throaty type of swingy tenor and a belching baritone. Needs better material to click.

Three lads and girl formed a so-so harmony team. Gale and Carson, adagio, were adequate. Line (18) worked a telephone switchboard number and used the switch cords for a tap-jump rope stint. Mirora did a good castanet number in the *Gringola Mexican* production. Line came in on a *La Cucaracha* reprisal. Fem juggler had a lot of misses, but some of her balancing is okey. Line and show girls do a lot of parading in spectacular costumes for the *Living Curtain* and *Water Fountain* productions (out entirely after first show).

Life of the Party (RKO-Radio) was the flicker and saved the day.

Sidney J. Paine.

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 3)

Not a very good layout here this week, three "in one" acts working in succession between the opening and closing scenes. The house line, doing only average curtain raiser and finale numbers, should have been spotted in a novelty somewhere in the middle of things to break the monotony.

The Libonati Trio follow the line's mass rhythm tap with the familiar marimba and dancing routine that is still good. Girl's participation in the dance numbers with the younger Libonati now is a decorative asset to the act. Should change their pipe organ take-off of *Pennies From Heaven* to a more timely number, however.

Joe Dorris, eccentric dancer, is on next and is great as long as he continues to dance. Once he turns to gagging with his red-haired partner billed as Primrose, act sinks to dull proportions. Would be better off alone, doing his two dance numbers sandwiched in with some of his not guitar-playing choruses.

The Three Bredwines, recently at the Palace, go over as well here as they did in the competitive house. Their type of hand-balancing and comedy-fall act has universal appeal. The comic has two sock tricks in his frog and rope-jumping bits.

Roscoe Ates, next-to-closing, had them laughing with his stuttering talk and crossfire routine with his attractive co-worker, Barbara Rae. A fitting act here, his stuff mostly clean and funny.

Edith Fellows, child screen actress, was a distinct disappointment. Has no prepared act and most of the time was lost in front of the mike. After submitting to a brief interview with Verne Buck, house band leader, she sopranoed an operatic piece, then warbles *I'll Never Leave You, Granny Darling*, explaining that the tune is dedicated to her grandmother, whom she prefers to her mother, and digging up her past headline story. Very poor taste. Finale, singing and tapping *Pennies From Heaven* with support from the chorus, is the type of work she should have done in the first place. Someone should take her in hand before attempting any more personal appearances.

Business off second show opening day. On screen Wheeler and Woolsey in *On Again—Off Again* (RKO-Radio).

Sam Honigberg.

Paramount, New York

(Reviewed Wednesday Evening, Sept. 1)

You've got to hand it to this house and all concerned for the marvelous job being done of making those cash registers ring a merry tune. Just got over a four-week stretch and now it has opened with a combo that'll probably stay three weeks. It's a strong layout, the pit show repeating with the Shep Fields Ork, while the screen has those b.o. magicians, Bing Crosby and Martha Raye, in *Double or Nothing*. House is at its wits end in lining up a terrific variety show to back up Fields in case there are those who might object to repeats. Can't squawk with such a show as he has in his support.

In fact, there's too much show, the whole layout running 53 minutes, which is extra long for this policy. Time dragged, too, in view of the fact that Fields has poor control over an audience, with the result that the applause was unduly stretched after each specialty. Of course, it takes years of experience to be able to break up show-stops. There are five specialties to the show, which is one too many, altho they were all swell.

Fields and his 13 boys, the rippling rhythmites, are a musical treat, a relief from the brassy variety of swingsters. Their music is swell to listen to—it's soft and sweet, flowing and cleverly arranged. In handling such numbers as *Swampfire* and *Caravan*, the band is tops. Fields is a quiet leader, mindful of the fact that he's the baton waver or the outfit. Bobby Goday is the orch's vocalist, and his voice blends with the ballads his forte.

First of the specialties is Nicholsberg and Roberts, a pair of Shag dancing youngsters, whose cute work wowed the audience. They couldn't get away, obliging with two encores and then a rehearsed thank you speech. The kids are really clever at this amusing ballrooming. Johnny Woods follows to bat-

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out another terrific show-stop with his clever mimicry that's strung together by entertaining satire and gags. He does a lot of impersonations, but they are all true studies and are brief. When he got to his closing take-off, that of F. D. R., the audience let loose with deafening applause. He's sure-fire stuff, this youngster.

Jane Pickens lends a touch of class to the show with her singing. May not be the tops in singing, but it's different in view of difficult arrangements and unusual jumps in range. She's attractive and sells her work neatly. Barto and Mann are the closers, working their bang-up comedy to heavy returns. Not much space for them on this small stage, but it didn't hamper their knockabout bits, which are thoroly amusing and strong sight stuff. *Stanley Harris.*

Earle, Philadelphia

(Reviewed Friday Afternoon, Sept. 3)

This being a holiday week (Labor Day and the Jewish holidays), house has gone overboard on the drawing, bunching together Clyde McCoy's music, Hal LeRoy, Sheila Barrett, Marjorie Gainsworth, Marty Collins and Harry Peterson and the Bennett Sisters. With greater emphasis placed on the stage fare these past weeks, biz has been terrific, and for the second consecutive week crowds on opening day forced an earlier curtain raising. Performance is a fast-moving hour and a quarter. Silver sheet shows *Wild and Woolly* (20th Century-Fox).

In spite of the ace talent on board it is a heaping share of comedy by Collins and Peterson running thru it all that crumples the customers. Boys are no novices on this score. In spite of their long absences from these ports, and their comeback here augur an ace twain of funsters headed for the heap's top. Emceeing the doings, each entrance was a signal for riotous fun. As in their old act, Marty Collins bears the brunt for ribbing tactics and adds a personal score in his mugged trumpeting and eccentric soft-shoeing. No gutter gags or knockabouts for the guffaws, rather an inspired bit of delicious lunacy.

Hal LeRoy is a solo outstander for tip-top tap terpings. Operates diligently and doesn't miss. Nice reception on entrance, gang remembering his flicker leg swinging.

Sheila Barrett, pulchritudinous wow in white tulle, scores with her mimicry. Engages in some *Gone With the Wind* drollery, with W. C. Fields for the Rhett Butler and Fanny Bruce the Scarlet O'Hara; has Greta Garbo on a nitery floor and a fave radio bit in the Dixie belle who gets tighter with each tipple.

Marjorie Gainsworth, whom Warner Brothers' scouts are eying as a pix possibility, breaks a house precedent in being dated for a repeat performance after showing only a month ago. Remembered and welcome, the former Chip off canary pipes prima donna pipe and makes 'em sit up and take notice. Voice is soft and tremulous with a pleasant range of flexibility from low-down blues to highbrow arias.

The Bennett Sisters (8), coming in

with McCoy's combo, show as swingy-thingsy swing-sings for the W. C. Handy opus, adding another change of pace with a precision military tap. All very well done and received.

Making his first local appearance, Clyde McCoy is no stranger to these town folk, crowds continually yelling for his *Sugar Blues*, which was saved for the windup. Spread on a sliding platform, pit crew accompanied the variety turns, with the McCoy tooters edging to the foots when on their own. Lads dish out a peppery potion of the swing syncopation to everyone's likings, going heavy on the personality angle to match the mood of their music. *Oro.*

Roxie, New York

(Reviewed Friday Evening, Sept. 3)

Roxie show falls below par this week, despite, or perhaps because, of the raft of collegiate Big Apple contest winners hoofing on the stage. Gae Foster girls do not show up as well as usual. Novelty of the Apple biz, tho, should continue to draw well for a while.

Five Co-Eds, acro-tappers, open slowly but gain considerable pep as the act goes along. Combine ensemble work with solo stepping, the work in twists and turns scoring okeh.

Bob Dupont as polished as usual in his juggling. Uses balls, clubs and other media, showing thruout a sharp comedy sense which lifts the act out of the regulation juggling category. Technically, Dupont exhibits a facile sense of timing, particularly apparent in his rapid changes of tempo. An ace performer.

The Debomials, male line of six tap artists, specialize in stylized tap. Work is highly routinized and a relief from the leg-breaking type of hoofing. Element of precision is carefully worked out and shown to best advantage when one man steps to the fore and synchronizes his hoofing with the remaining line. A piece of panto, creating the illusion of an army drill and including a take-off on the sit down strike, is effective in spots. Windup is fast.

Miss Rose Marie sings a few tunes. Delivers *I'm Bubbling Over* and *Remember Me* in one of those throaty female voices. Pleasant and devoid of the raspy effect often found in the type. Received a good hand and introd the Big Apple Contest winners from the colleges of North and South Carolina.

Apple biz is sung by Billy Spivey and Rose Marie, Spivey also calling out the different dances incorporated in the Apple madness, a la barn dance style. The youngsters show plenty of abandon, the effect being that of a hot Harlem session done by white folks.

Pix, *Thin Ice* (20th-Fox). Excellent house. *Paul Ackerman.*

Holborn Empire, London

(Week of August 23)

In all a satisfying bill, altho the bookers pull a bad one by having three vocal acts, Mills Brothers, Aileen Stanley and Anona Winn, among the four headline attractions.

Jack and June Melville, with a smart comedy juggling melange, get the bill well on the way. Russ Carr rates fair with his ventriloquial humor. First real kick comes from the Duffins, mixed dance team, who are great in their rag-doll specialty. Girl is an amazing contortionist and strikes remarkable poses. Work of the duo is fast, clever and clean-cut. Bow off after three recalls.

Anona Winn, English crooner, is the first of the singers to appear. Pipes fair and selection of numbers satisfactory. Archie Glen, English comic with swell ideas and mannerisms but weak material, nevertheless gets the laughs with his souse comedy. Paul Remos and his Wonder Boys, the latter two versatile midgets, register heavily in closing intermission. Jack Edge is a good comedian and monologist, working in one. A good line of gab and plenty of self-assurance help him to click solidly.

Aileen Stanley hits heavily with her appealing style and okeh pipes in a good selection of pops. Is forced to enclose and still leaves them wanting. Falls, Reading and Boyce, American comedy and acro-dancing trio, are well known here. Trio returns to sock good and hard with a corking routine of dandy tricks, plus sure-fire comedy. Act knows its European requirements and is therefore a success at all spots played. Mills Brothers have lost but little of their popularity and still manage to showstop with their trick vocals. Danforth is a neat closer. Man does smart jug-

gling and balancing feats while keeping his feet on a rolling globe.

Bert Ross.

that brought him halfway around the world. Has another contract with the Canadian Pacific Line for five months, beginning January 8, 1938.

... Milton Frome sustained an eye injury last week at the Orpheum, Los Angeles, during a gun-shooting bit with David Heller. . . .

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VAUDEVILLE NOTES

(Continued from page 15)
which included the Hilton Sisters, Don Zelaya, Condors Brothers and a line of 12 girls.

HATTIE ALTHOFF, indie agent, is going to join the Simon Agency, New York. She recently was married to Alphonse Jansley, of the Five Jansleys. . . . Amedeo, magician, has returned to New York after a three-month ship date

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Dir.—Music Corp. of America

Radio City Rainbow Room, New York

The newest show here is a pleasing affair highlighted by the glib comedy of the Stroud Twins, the spectacular dancing by Mary Raye and Naldi and the engrossing badminton exhibition by Thelma Kingsbury and Kenneth David-son.

Director John Roy has again provided that showmanship element of surprise and interest-catching novelty. Without the use of name acts or name bands—the nut is too heavy for that—Roy has managed successfully to offer glittering entertainment just the same. As in the past, when smart booking and even smarter presentation launched comparatively obscure acts to the heights, the current show enables the Stroud Twins, vaude veterans, to really blossom out as class entertainers.

Using a genteel recriminations style and flipping out their gags with the nonchalance of the bored and wealthy, the twins provide an extremely amusing session. Clarence Stroud emcees and takes the lead, brother Claude joining as straight. Their quiet talk is perfect for this room, compelling attention all the time. For a finish they snap off a floor acrobatic stunt and do a bit of hoofing, walking off to a healthy hand.

Raye and Naldi are another example of the importance of proper presentation. When the team came over from Europe and played the Pierre Hotel last year it didn't make any real stir. Yet here it has become something of a sensation, signing a record contract with the room. The team's strength is in its amazingly smooth lifts, Naldi scooping and spinning Miss Raye with remarkable grace. Their technique is adagio refined and lifted to heights. His lift on crooked elbow is something to rave about.

The third pleasing item is the exhibition badminton played by Miss Kingsbury, world's champ, and Davidson, English champ. Much more actionful than table tennis, this game permits spectacular shots and has no trouble keeping close attention. However, it is handicapped by Jyles O'Connor's weak descriptive comment. His comment should build up the game more and should seek to work up more excitement among the patrons.

Emery Deutsch, switching from the adjoining Rainbow Grill, is the main band now and impresses as a good, solid organization providing rhythms that are thoroly danceable. Deutsch leads with his sweet violining and, naturally, offers *When the Gypsy Makes His Violin Cry*. In a gypsy campfire tableau just above the band stand, The Bonners (Carl and Leone) and Ann Kincaid, band vocalist, help in this bit of flash.

Eddie LeBaron, here about a half year, is still enormously popular. His bouncing at the band stand and the sweet Continental and pop tunes of the band are a delight. His orchestra offers a great variety of style, excelling, of course, in tangos and rumbas.

Helen Myers, statuesque and attrac-

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Night Club Reviews

tive, is at the Wurlitzer electric organ and at the piano on the revolving floor for between-show interludes. She is a fine musician. Dr. Sydney Ross, sleight-of-hand entertainer and engaging conversationalist, works the tables, doing much to make the guests feel at home.

Spot is still informal, probably switching to the winter semi-formal policy when the new show comes in October 6. It will have Sheila Barrett, Dario and Diane, and the Al Donahue and LeBaron bands.

Food is excellent and the \$3.50 prix fixe dinner is a genuine bargain. Service is considerate, and the 86th-floor view of the city is always awesome.

Paul Denis.

conclusion of the act was okeh, but audience just wouldn't loosen up for "McGinty's" individual wisecracks, which perhaps were a bit too fast for them to grasp readily.

Marys and Martin, headlining, are a personable dance team whose graceful ballroom routines were well received. They have an easy style of working and offer a pleasing variety.

Molina and his men stick mainly to Latin music, at which they are tops, their rumbas and tangos being just what the dancers like.

The Continental is a restful, appealing room, air-conditioned, with excellent food and service, and with a bit more showmanship in presenting the show it should make a strong buildup.

Nat Green.

Silver Forest Room, Drake Hotel, Chicago

The customary excellence of Fred Waring's Pennsylvanians is missing at his hotel engagement here, possibly because it's the outfit's first supper-room date in five years. Much of the heckling business, hilarious on a theater stage, gets little response and tends to encourage inebriates with untimely wise cracking.

And, too, the setup of the room is disadvantageous to this 36-peopple organization, some of the boys obstructed from view by the massive posts facing the band stand. Fred's informal emceeing is okeh and some of his bits with Art McFarland, heckler in chief, get laughs.

The band opens with *Alabama Barbecue*, followed by Ferne, girl violinist, and the Three Fellows, songsters, with *The Miller's Daughter*, nicely done. The band's veteran drummer, "Poley" McClintock, cuts up with the old *Let's All Sing Like the Birdies Sing*, which is far better in a theater. Here the sight comedy is almost wasted.

Betty Atkinson, a cute baton-twirling tappist, has a novel *Don't Give Up the Ship* number, presenting several unusual applause-getting tricks. Gordon Goodwin, Waring's new tenor, has a good voice, but needs more polish in his appearance and delivery. Warbles Diane and leaves the spot for Charles Newman, sock harmonica player, who excels with his version of Ravel's *Bolero*. Band should go easy on the last chorus, however, as it completely drowns out Newman's work.

Priscilla Lane, honey-blond songstress, does *The Kid in the Three-Cornered Pants* and *I'm Dependable*, latter a duet with Waring from their *Varsity Show* picture. Kid is a good looker and makes a pleasing appearance.

Tom Waring tenors his own *Love Is on the Air Tonight* before the boys, in glee club formation, close the show with *The Night Is Young*. Rather a weak finale for such a large aggregation.

The band is in for a month and business the first few days, despite the heat, has been quite good. The Gold Coasters and particularly the youthful elites patronizing this room should enjoy the mellow dance tunes these boys are capable of dishing out. Sam Honigberg.

Continental Room, Stevens Hotel, Chicago

The Stevens will have to augment its Continental Room floor show if it expects to successfully meet the competition of other Loop hotel spots. Last few shows have been rather thin. Not that individual acts are below par, but the shows as a whole have lacked some necessary element. Carlos Molina and his Latin-American Orchestra are doing a grand job, their music being very popular. Current show, which opened last Thursday, has three acts of pleasing variety.

Avis Kent, young local singer, who has appeared in many Chicago spots, opens the show. She makes a pleasing appearance and her singing of popular ballads is excellent.

Herbert Dexter and Company, presenting "Jerry McGinty," offer a clever ventriloquial act that is first-rate entertainment. Dexter has a snappy line of patter which he puts across nicely and as an added novelty the dummy strolls across the floor with his manipulator. Opening night audience was a tough one from which to extract laughs and Dexter made the mistake of "riding" them for their unapreciativeness, although he had ample provocation. Applause at

the conclusion of the act was okeh, but audience just wouldn't loosen up for "McGinty's" individual wisecracks, which perhaps were a bit too fast for them to grasp readily.

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Nat Green.

Astor Hotel Roof, New York

Decorated in charming taste, cooling to the eye and practically cooled by conditioning, Astor Roof is an inviting spot for dinner or supper. In the renaissance of the Astor since Bob Christenberry became manager, the Roof, as well as the hotel's other entertainment spots, have improved vastly and are now more than holding their own with other hosteries. One important Astor asset is its noted cuisine. Dinners start at \$2, no cover obtaining until 10 p.m., when it's 75 cents. Saturdays it's \$1.

Floor show when caught ran about 25 minutes and despite its brevity was spotty. Edna Sedgwick, dancer, is the opening turn. A good-looking and nicely formed girl, Miss Sedgwick's metier is not in toe work, the type dance she did in her first number. She appeared to lack grace and fluidity of movement. Her second number was much better and is a good routine for any class nitery. With Miss Sedgwick garbed in a metal dress, the number's called "An American Bolero" and is a sort of interpretive slow-time tap that was well liked. Second act is Shirley Lloyd, vocalist with Ozzie Nelson's Band, playing the spot. She's an extremely self-confident lass, with a good delivery and satisfactory voice. Sang *Hallelujah and Johnny One Note*.

Bob Dupont is an effective juggler working for comedy effects with so-so results. He drags his act out too long. His work with rubber balls and Indian clubs is quite deft, but he should drop his apple eating bit, which follows a tambourine routine in which he juggles three of the clinking pans, keeping the rhythm of a song.

Closing act is the Olympic Trio. Two men and girl doing a skating act on a small table, it's a fast rink bit, highlighted by the work of one of the men and the girl doing various whirls. Caller of the act is of strong night club appeal.

Ozzie Nelson and his orchestra, dishing out the dance music, are so-so. The music lacks sparkle. Ozzie does the vocals, alternating with Miss Lloyd. His voice is as pleasing as ever.

Jerry Franken.

Terrace Room, Hotel New Yorker, New York

It looks as tho there's a new comedy sensation in New York, a comic who, if properly handled by way of good management and exploitation, should really go places.

It's Jackie Marshall, trombonist with Benny Meroff's Band, opening at the New Yorker ace dine and dance spot September 2 for a five-week stay. Marshall has what it takes. He's a nut comic who misses no tricks, his tomfoolery running to both mugging and material—which he writes himself. He has a rubber phiz, the most plastic and pliable puss seen in ages. And what he doesn't do with it isn't in the books. On top of that he does scat singing, seemingly faster than any other scat holler in a long time. At Meroff's opening Marshall took the house by storm and just couldn't get off. The New Yorker has a winner in this fellow and if he doesn't kill the visitors there's something wrong.

Meroff and his men stage a floor show, this augmenting the nifty ice balloon novelty, a holdover. Rink show features the vets, Norval Baptie and Gladys Lamb, second honors going to the Four Debutantes, another sock act. Girls are good looking, excellent skaters and have several good routines. They were trained by Baptie. Lemaire and Reyn-

olds, another skate pair, do a European number, and Bobby Duffy, in addition to a duet with Miss Lamb, works okeh on a fast solo.

This is Meroff's first big New York break. He has a good entertaining band. As an emcee Meroff is n. s. g. His humor—calling it humor is somewhat of a compliment—is elemental, to say the least. But Meroff, if nothing else, at least kills himself. He has a trick way of saying "Hello" during a performance, echoed by his men, and he also seeks to have the house follow suit. It may catch on. Sonia and Florence Gast (Mrs. Meroff) are the gal vocalists, neither especially strong entries. Marshall really tears the house down, following these girls, and surprisingly enough the following routine—supposed to have been written by Marshall—doesn't let down. It's a hilarious travesty on film-house newscasts, burlesquing the usual stilted shots. Meroff has another comic, Larry Powell, who gets a satisfactory quota of laughs, mostly along Hebe lines, save for, believe it or not, a funny Irish number.

As a dance band, Meroff has an okeh group, altho production was much too loud at the opening. Meroff does an effective specialty, playing a number of instruments, with the comedy angle well handled.

Service and food still tops.

Jerry Franken.

Lobby Cafe, Juarez, Mexico

This spot, just across the Rio Grande from El Paso, using American performers, has been doing good business for the tourist trade all summer. Managed by Fred Borland. Acts booked thru Lew Dorn, Los Angeles.

Current show is below par. Albert Lee, filling in as emcee, works under a handicap because of his faulty accent.

Leon Sisters, a shapely pair, one blond and one brunet, opened the show with a tap number to *Shoe Shine Boy*. Standard tap work, but possess classy costumes. Lee sang *La Paloma* in Spanish as his bit and Laura Lee did a Spanish castanet dance.

Jeanne Ellis, blond rhythm singer, is headliner. She got the best hand of the evening. Opened with *What Will I Tell My Heart?*, then went into two old-timers, *Nobody's Sweetheart* and *Some of These Days*. Her style is imitation of Martha Raye with plenty of body rhythm. She makes a good appearance and her singing is okeh.

The Gregoys, ballroom team, closed the show to a good hand with an original dance called *Machinery Rhythm*, modernistic in tempo and action. The woman wears her hair dyed a light purple shade. Dore makes a good appearance in black satin costumes. Their modernistic dancing features plenty of body twisting and arm swinging, but is not too "intellectual" to displease night club crowds.

An 11-piece orchestra, with Roberto Ulrich handling the baton, furnishes very danceable music and good show music.

Show changes every three to six weeks.

Hal Middlesworth.

The Versailles, New York

Despite complete wall and ceiling alterations going on, this spot is running as usual by erecting a temporary set of false walls to hide the working decorators. Interior will be much more beautiful when the alterations are completed, proprietors Nick and Arnold assure us.

Meanwhile a new show is not up to par. Booked by the William Morris Agency, it has Doris Rhodes and the Three Titans. Miss Rhodes is a comely blonde whose red and blue gown was a bit garish, but whose voice and personality are pleasant and interesting. Miss Rhodes is a poised singer, who offered such ditties as *After You*, from the new Bing Crosby picture; *They Can't Take That Away From Me*, *Lorelei* and for an encore *That Old Feeling*. The last named was her best.

The Three Titans, youths clad only in tight-fitting trunks, work thru an interesting routine of lifts and balancing stunts. Their routine is truly above ordinary and some of the stunts are sock stuff. However, the glaring white light and their proximity to the table sitters makes for an unpleasant display of flesh. Should either dress more or use more careful lighting.

Harry Rosenthal's Orchestra and Joe Rodriguez's continental combo alternate on the dance music. Rosenthal also introducing the acts.

In a few weeks when the fall season is in full swing the Versailles will resume its three-act name shows.

Paul Denis.

Hotel Adelphia Roof Garden, Philadelphia

This is the last of the summer revues showing at the hostelry's roof top, Jack Lynch moving the night-living back to the ground floor Cafe Marguerite September 22. And while the swan show isn't the season's achievement, talent is on par with the top shows Lynch dishes out.

Sinclair Sisters (two) set it off with a rhythm tap. Gals are compact bundles of personality, with genuine pairs of tap toesies for the auditors. Look cute, do not work overmuch on their precisions but go over well. Return at midmark for another rhythm and rumba routine.

Bert Lynn, billed as the originator of the vibrolynn, on next with his electrified music that sounds like a cross between the electric guitar and an organ. Has an infectious smile that wins 'em over before going into his instrumental strummings. Makes music in a satisfying manner, plucking a string of hula-hula and ballading melodies. Nifty nov-

eity for a nitery. Would sell stronger if he prefaced with some explanatory remarks about the steel plectrum played like a Hawaiian git-box, claimed to be the only one of its kind.

Earl and Josephine Leach show as a standout terp twain for the ballroomatics. Both carrot-topped, male is a corking caption and fem an eyeful. Mix some sharp whirling in a smooth medley set to Latin and American rhythms, cinching the favorable impression with an effective bit of Hawaiian terpsichore.

A standard that registers as a hit is turned in by Bobby May with his club and ball jugglings. An engaging juve, May offers his various talents with a neat nonchalance that ingratiates him with ringsiders and exceeds the qualities of his efforts. Flash finale that wows 'em finds May pivoting on his head on a revolving crystal bowl and at the same time bouncing three balls on a bass drum.

Paul Duke, a suave and persuasive hocus-pocuser, winds it up with his "symphony of smoke." After warming up with cards, Duke pulls cigarettes, cigars and pipes from the thin air. Fags and bowls are all lit, making for a steady stream of smoke. Tall on the showmanship, Duke makes an effective finale-clicker.

Jack Hillard does the conventional introducing, plugging a wait with fairly strong pipes for the wide-open-spaces pops.

Harold Knight, batoning for the show and dance music, winds up this week with relief maestro Vincent Rizzo taking over the helm. Max Essner coming in with the big-little combo for relief duty. Agnes Toole still remains for the harp interludes.

None of the mill run folderol here for the floor shows. Lynch gives it to 'em heavy on the novelty, and that's what his patronage likes.

Tables carry a full program of the floor talent, adding a personal touch between performer and patron without depending on an emcee's mumblings to catch a name. In all, a manifestation of Jack Lynch's showmanship in supper club bonifacings. M. H. Orodener.

Show Boat, Pittsburgh

Pittsburgh's "newest" nitery, a couple years ago the town's speediest spot before floods and suspension of its liquor license closed its doors, looks like a good bet to cop some of the heavy spenders' money.

Operated by John Maganotti, well-known and well-liked club host who for the past few years had been operating the midtown basement Plaza Cafe, this water rendezvous has been redecorated from stem to stern, inside and out, in a red and white nautical motif. In addition, Maganotti has installed a circular bar at one end of the room, facing the band stand.

Including balcony that runs three-fourths around first floor, spot can seat about 600.

Less promising than the physical club is its opening show. A Noel Sherman production, it manages to be fairly entertaining most of the time without being spectacular or unusual. Weakest of the entire bill is the band, Wayne Thomas', which since being reviewed by the writer has been supplanted by the local Al Marsico outfit.

The 20-person show includes Mozzelle, who wears long treases instead of clothing for her exotic solo dance; ballroom team Vito and Piri, whose most interesting number is a dimly lighted *Death Takes a Holiday*, and Lily Lido, semi-hearty blues bellower.

A house line of 12 gals shows plenty of pep, tho their voices and beauty aren't much to write visiting firemen about, and manages to keep the parade alive in their four routine numbers.

Minimum is \$1.50 week nights, \$2 Saturday. No cover. The food's good. Drinks are priced moderately.

Morton Frank.

The Summit, Baltimore, Md.

This picturesquely rendezvous, amid delightfully cool, wooded surroundings, furnishes pleasant retreat from the stuffiness of the city.

A fair-sized mid-week crowd consisting mostly of the smart younger set present at this reviewing seemed to enjoy the dancing both in and outdoors to the music of Bernhardt Thall's Orchestra. Terrace portion of the Summit has its own dance floor amid tables separated by spreading palm trees, but the atmosphere on the interior is equally inviting with its dim lights and tables spaced well apart between archways.

Thall's orchestra consists of 10 men, all seemingly well versed, while their clever orchestrations cover a wide range

of different type bands. Unusual renditions of both sweet and hot swing left the dancers calling for more.

Spot has been doing heavy business all summer, its second season under operation of Mr. and Mrs. Fred Weber.

Floor show, presented twice nightly, is a bit thin. Is headed by Newell and Thorpe, comedy dance team, whose efforts provoked peals of laughter. Dwight Newell, weighing on the other side of 200 pounds and with a protruding waistline much to his as well as his partner's annoyance, but much to the amusement of the customers, proves he can be graceful and light on his feet. Josie Thorpe is an attractive girl of very slight build. The combination doing a satire of popular dance teams is a rare bit of comedy.

Eve Lane, torch singer, follows. An attractive brunet, she has a pleasing blues voice and sells herself well.

The Hall trio (clarinet, guitar and accordion) steps off the platform for *Dark Eyes*. Number was probably put in to lengthen show and, altho presented well, failed to hold the audience.

El Gary, tenor, concluded the 30-minute show in grand fashion. His excellent voice and ability to hit the high notes caught the fancy of the crowd and he was forced to give several encores.

No cover, with minimum of \$1 week nights and \$1.50 week-ends prevailing.

Phil Lehman.

Villa Moderne, Chicago

This out-of-town spot is making a real effort to keep open indefinitely by using a name act as a business stimulant. It is a wise move, even if in this case it means a trimming of the budget for other acts.

Morey Amsterdam, in for six weeks, is not only a good comedian, but has developed a following in this area with his NBC Night Club Show. He plugs the spot on his weekly program and, in the long run, is helping business.

Show caught was presented in the outdoor garden. Only two acts in addition to Amsterdam and fare on the whole offered nothing exciting.

Rita and Rubens, dance team, followed Amsterdam's opening gags with a fair waltz routine. Cecil Blair, an acrobatic dancer, had a tricky offering that was well presented. Girl works with ease and displays a lot of ability.

Amsterdam, in the next spot, had a tough time warming up the small house, but succeeded before exit time. His comedy has a tendency to develop a good response, steadily but surely. Has some clever material on hand and knows how and when to use it to fit any situation.

Rita and Rubens close the brief show with a military toy-soldier routine, excelling in acrobatic and adagio work. A well-trained colorfully costumed number.

Paul Meeker's Band continues to furnish the show and dance music. Three shows nightly. Never a cover and a 50-cent minimum in effect Saturdays only.

Sam Honigberg.

Hollywood Restaurant, N. Y.

This spot has been building up its 10 o'clock show as bait to catch the crowds that miss the early show and yet don't want to hang around until the midnight or the 2 a.m. presentations.

The 10 o'clock layout uses only a couple of production numbers and some of the principals. As a whole, it is pleasant entertainment—altho the four shows a night must make a pretty tough grind for the chorus girls.

NTG is back, replacing Joey Ray, who had been in temporarily. NTG did not bother to emcee this extra show, blond Joan Gaylord doing emcee, and nicely, too. The first production number, *Strutting on Sutton Place*, has the 16 chorines and eight showgirls showing their charms, while pretty Ruth Gaylor sings and band leader Eugene Jelenski offers an exquisite muted violin solo at the mike. Romantic tenor Don Lamont warbles and then Freddie and Betty Roberts step out for a Viennese waltz climaxed by a shoulder-spin finish. They encore with a sprightly Bavarian number.

The pygmy number closes the show, the girls out in clever black-skin costumes, while the showgirls parade as animals, getting some startling effects. Parade girls include Dorothy Daniel, Jeannette Waldron, Jackie Dailey, Letty Kemple, Maxine More, Mona Joy, Linda Grey, Dotty Denmark, Charlotte Hiteman, Nancy Miller and June Sitar.

Jelenski and his six men play the show competently and then do a couple of hours of relief dance music, displaying unusual verve and fullness for such a small outfit. Jelenski's fine violin leads the triple saxes, trumpet, piano and drums. Band broadcasts over

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KAY KYSER opens his run at the Blackhawk Cafe, Chicago, September 15, succeeding Joe Sanders, who will take a three-week vacation before starting on his extended tour.

MARK FISHER and orchestra open at the Royale Frolics, Chicago, September 20, when the club, operated by Dennis Cooney, opens for the season.

NAT BRANDWYNNE, leader at Essex House, New York, took time out last week to nurse an attack of the grippe.

JOHNNY MCKEEVER has been retained as vocalist with Jerry Blaine's Orchestra at the Park Central Hotel, New York.

LES BROWN and his Duke Blue Devils will make six recordings for Decca this week.

JACK RUSSELL's Waco Pavilion, Syracuse, Ind., engagement, which started September 2 under a CRA banner, will run indefinitely.

ELI DANTZIG'S first booking since joining the CRA fold starts him at the Hotel St. George, Brooklyn, with an NBC wire, September 15.

DON BESTOR is back on the road again, recovered from a minor operation.

KEN HOWELL brought to a close a two-month contract at Campbell Inn, Roscoe, N. Y., Labor Day.

"SHADES OF BLUE," New Orleans all-girl orchestra, featuring Betty Walker, is playing one-nighters. Played Crystal Club, Natchez, Miss., August 28.

CECIL KRISTAL'S original contract at the Hotel Dempsey, Macon, Ga., has been extended from one to two months.

MILTON KELLEM has been extended until October 1 at the Arcadia International House, Philadelphia, MCA following with name-band bookings.

REOPENING of Palumbo's Cabaret, Philadelphia, brings back Bobby Morro.

JACK ADCOCK is set for an unlimited run at Manoa Inn, Philadelphia road-house.

DANCE PALACE, new ballroom, West Collingswood Heights, N. J., will bring in Ray Cathrall.

JOHNNY HAUSER was set jointly by F. & M. and CRA to open at the Mayfair Casino, Cleveland, September 22.

JESS HAWKINS, closing at the New Penn, Pittsburgh, September 10, will come back to the spot the first of December. Rita Rio follows Hawkins into the New Penn September 10.

FLETCHER HENDERSON comes into the Roseland Ballroom, New York, September 20. It was here that Henderson got his start, playing at that time for about \$500 a week. Today, thanks to Christopher Columbus, he has command-ed as high as \$2,000 for one night.

FRANK CASTLE and Paul Martin, both San Francisco bands, now handled by CRA.

MIKE REILLY will play the Fontaine Ferry Park, Louisville, September 12 to 24, and then go into the Wagon Wheel, Nashville, for two weeks.

ALEX PASSERELLO, owner of the New Penn Club, Library, Pa., has signed with CRA for bands during November. Already set are Jack Denny, Harold Stern, Jolly Coburn and Carl (Deacon) Moore.

BLANCHE CALLOWAY to play the Brockton Fair, Brockton, Mass., September 12 to 18. She returns to the Southland, Boston, September 22 for the winter season.

CHARLIE FISCHER and orchestra from Kalamazoo, Mich., recently booked the

Remote Control!

ROCKAWAY BEACH, N. Y., Sept. 4.—In the cabaret region here on Beach 103d street joy spots are bunched so closely together that it's almost impossible to go out of one without falling into another, especially if one has been imbibing.

Some of the spots use bands for music, others don't. A few of those in the latter bracket attract customers to wait for the orchestras at adjoining locations to play before they do their dancing. The dancers listen in on the neighbors' tunes and trip their light fantasies accordingly.

But here's the payoff: One emcee in a bandless cabaret announced the group of numbers to be played by the band next door!

Centerville Fair and this year will also play the Hartford Fair for the first time in six years. Fischer had previously played this fair for 14 consecutive years.

PAUL WOLFE and band leave the Crystal Club, Virginia Beach, Va., September 11 and start on a Southern tour.

BOB HERRON and orchestra set to open September 15 at the Trimble Springs Hotel, Durango, Colo., for indefinite run.

CAB CALLOWAY, when he opens at the Cotton Club, New York, September 16, will air over the NBC chain instead of the Mutual network.

HUDSON AND DELANGE play a sentimental date at the Roadside Rest, Ocean-side, Long Island, N. Y., September 14. Spot gave them their first boost.

INA RAY HUTTON has been set for six consecutive weeks of theater dates by the Mills office. Boston, Baltimore, Washington, Cleveland, Chicago and Detroit form the route.

PAUL PENDARVIS, replaced in the Palace Hotel Rose Room Bowl, San Francisco, goes to the Olympic Hotel, Seattle, for two weeks. Archie Loveland will move from the Olympic to the Uptown Ballroom for this period. Sterling Young replaced Pendavis at the Palace.

SID HOFF, Oakland band leader, has been signed by the Associated American Artists. They are sending the band to Pendleton, Ore., for the big Roundup, with Harry Barris out front. They will one-night up and back.

GORDON HECHE, ex-Stanford orchestra leader, is representing Consolidated Radio Artists in San Francisco. He has

signed the bands of Carvel Craig and Dick Reinhardt. They will do casuals in the Bay area.

MCA has opened offices in Frisco. Lyle Thayer reported slated for the job. Competition for local business by Associated American Artists is said to be one of the main reasons for the opening of the branch. Then, too, MCA has eyes for the business during the big fair in 1938.

BOB SAUNDERS and band go to the Hotel Utah, Salt Lake City, September 17.

ORRIN TUCKER began a series of broadcasts over NBC-KDKA at 1 a.m. Friday from the William Penn Urban Room, Pittsburgh, featuring the Bailey Sisters as vocalists.

BILLIE NICKLES and her orchestra opened at the Cafe de Paree, Los Angeles, August 31.

JACK WARDLAW closed at the Pavilion, Hendersonville, N. C., September 4 and began a tour of theaters and one-nighters in Tennessee, West Virginia and Kentucky, including the Coal Carnival at Hazard, Ky. Dave Brummitt is now manager for Wardlaw.

JACK HAMPTON and band will finish their 17th week at the Green Mill Cafe, Saginaw, Mich., September 12 and open at Knickerbocker Gardens, Flint, Mich., September 14 for an indefinite stay. Combo features Wibby Fischer, Owen Jesse and Hampton, vocalists, and Forrest Hurley, comedian.

ALAN BROOKS' corporation band of 10 men is currently at the Glen Park Casino, Williamsburg, N. Y., under direction of George Breckenridge. Personnel includes Ignatius (Iggy) Private, Dick Lecksell, Ray Rogeman, Lew Bradley, Dan Anze, Walter Dickman, Sandy Graff, Carl Stunich and Norman Gray. Breckenridge is vocalist and arranger.

HERBIE HOLMES and orchestra opened the New Casino, Walled Lake, Mich., September 4.

DICK SNYDER closed at Sand Lake, Mich., Labor Day and began 10 days of one-nighters. Band opens at Coral Gables night club, Lansing, Mich., September 17 for four weeks. Evelyn Gill is vocalist.

THE FOUR DICTATORS, now at the Rose Bowl, Chicago, are joining the piano team of Pilner and Earle to form the Musical Dictators outfit. Open their first engagement at the Medinah Country Club in that city September 18.

ARLIE VANDERBELT and orchestra are playing their 26th week at the Villa de Romero Club, Albuquerque, N. M.

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market for small units this season, Producer Harry Clark reports. Advance indications point to greater combo house activity in those States, particularly for week-ends. Clark placed three shows in rehearsal at the Performers' Club this week, each one to take to the road in the next two weeks.

His first, Monte Carlo Revue, opens at the Orpheum, Winnipeg, today for a week. Unit is headed by Bill Irbecker and band. His second, Park Avenue Revue, breaks in in Jacksonville, Fla., next Saturday and will continue in Southern territory. Cavalcade of Hits, the third show, opens in Lancaster, O., September 16 for the Sun office and starts a string of dates for T. D. Kemp, beginning in Bluefield, W. Va., September 24. Included in the lineup are Spud Miller's Orchestra; Bill Talent, comedy juggler; Happy Tom and Jerry, skaters; Don Maldon, hand balancer; Johnny Devant, magician, and the Lark Sisters.

**Ohio and Michigan
Towns Unit-Minded**

CHICAGO, Sept. 4.—Many new towns in Ohio and Michigan will be in the

Reviews of Acts

Lorraine and Rognan

Reviewed at Roxy Theater, New York.
Setting—Full stage. Style—Comedy and dance satire. Time—Eight minutes.

Appearing with Paul Ash's Tomorrow's Stars revue, this team easily showed promise of graduating very soon into the big time, working on their own and not herded under the patronage of a talent revue. The feminine member was some time ago half of the team of Lorraine and Digby and to a large extent did the same type of knockout and spoofing-hoofing.

They open with some comedy chatter and situations, the kick in one being the undraping of a live dog around her neck that she had been using as a fur piece. A bit of hilarious walking around by the girl in which she actually seems to change gears with her hips as she switches her limp from one foot to the other and another bit that necessitates amazing torso twisting and arm movements of the gal closes the first half of their act. A soft-shoe number by the boy serves as a sort of interlude between the first and second halves. Purposely, but very subtly, faking and missing a few of the steps, he also accomplishes several difficult ones.

Last half is a double dance to a beautiful waltz, very legitimately begun but soon broken by a prodigious bump by the girl. From that instance on the satire follows routine procedure, with

muggings, awkward spins and lifts, bumping, etc., only they do it better than the average pair of berserk ballroomers. The dance is distinguished by the really excellent comic ability of Lorraine and the expert but reserved foiling by Rognan. The team is evenly matched in every respect and should find encouraging support. They did when caught here. G. C.

Buddy Rich

Reviewed at Roxy Theater, New York.
Setting—Full stage. Style—Novelty drumming, singing and dancing. Time—Four minutes.

Young fellow opening with a take-off on Jack Powell, without blackface, drumming on chairs and floor. Accompanies himself with song, doing *Rhythm Is My Business*. Second half of his offering consists of a tap routine, rather ordinary, but working in a few eccentric steps and a smattering of *Suzi-Q* to relieve the plainness of his terping bit. Fresh and lively appearance and delivery upped his composite score. G. C.

Tex Wagner

Reviewed at Roxy Theater, New York.
Setting—Full stage. Style—Imitations. Time—Four minutes.

A short but punchy turn of imitations of barnyard animals and surrounding noises, strikingly portrayed and smoothly offered. Among imitations are included all of the farm animals, several birds and also the sounds of motors and winds. His sock number, and with which he closes, is a novel simulation on the harmonica of the way a small church organ and a church choir sound together. G. C.

Judy Lane

Reviewed at Chicago Theater, Chicago.
Style—Singing. Setting—Front of band. Time—Four minutes.

A good saleslady of song who proved her worth at this stand in particular because of the Martha Raye competition on the screen. She, too, is a swing songstress and, undaunted by the Raye appearance, turned on a pair of strong pipes and a goodly amount of showmanship and scored. She is a good performer, which helps her immeasurably in selling her pop tunes. Delivered I'm the *Lady Who Swings the Band* and Devil and the Deep Blue Sea and came back for two bows. Hon.

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skillful number which she performed with artistic ease. Combined good ballet work with fancy control and acro tricks, backgrounded with a fitting musical score. Hon.

Jack LaRue and Vince Barnett
Reviewed at Oriental Theater, Chicago.
Style—Comedy. Setting—in two. Time—
Fifteen minutes.

Two boys from Hollywood, Jack of gangster-role note, and Vince, of the comedy crop. The boys make a good combination, altho it will take some time, if they intend to stick to vaude, before they will have a polished routine to sell.

Vince, bald and having a naturally funny pan, gets the laughs with little effort. With better material, well-timed, he should be a cinch to score in a next-to-closing spot. LaRue does the straight work well and singles with a dramatic skit, announced as a takeoff of Otis Skinner in *Blood and Sand*. A good bit of emoting, altho somewhat out of place in an act of this type. Hon.

Frank Evers and Dolores

Reviewed at Palace Theater, Chicago.
Style—Wire walkers. Setting—in three.
Time—Seven minutes.

Fancy wire-walking team, exhibiting difficult steps to American, Russian and Latin music. Evers holds most of the spot with frequent returns on the wire in new and brief feats. His Russian foot steps are real highlight. Dolores furnishes excellent support, being a capable artist on the wire in addition to a decorative asset in hula and fox-trot numbers. Hon.

Vera Fern

Reviewed at Palace Theater, Chicago.
Style—Dancing. Setting—Front of band.
Time—Three minutes.

A better class acrobatic dancer, possessing a shapely figure, youth and an abundance of grace. The girl, here with Red Norvo's Band, was spotted in a

colorless blues singer and out of the running in a field that is overcrowded with good talent. Before doing anything else she should improve her appearance and learn how to make a showmanlike entrance. Her voice has a fabricated puffiness that distorts the better qualities in her songs. Choice of old tunes didn't help matters any, either. Did *Plenty of Money and You, Where Are You, I'm Bubbling Over* and milked back for *Feeling Like a Million*. Hon.

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Phillips Squawks to Four A's On AFA Setup of Hirst Circuit

Four A's plan to meet to decide on jurisdiction of Hirst shows—head of burly actors sends complaint from Indianapolis—answer expected from AFA

NEW YORK, Sept. 4.—The Burlesque Artists' Association finally showed its hand this week in the matter of its losing the Hirst Circuit to the American Federation of Actors. Tom Phillips, head of the BAA, wired from Indianapolis yesterday to Frank Gillmore, president of the Associated Actors and Artistes of America, making his complaint against the AFA for stepping out of its jurisdiction. Paul Dullzell, acting for Gillmore, notified the AFA of the complaint and is planning a meeting of the Four A's to settle this dispute. Phillips' wire was to the effect that an AFA organizer in Indianapolis was demanding IOUs from each member of the cast, same to be deducted from the salaries, under threat of immediate discharge in case of refusal. He claimed the same held true in Milwaukee. Phillips alleged that the organizer claimed he was acting on instructions of Ralph Whitehead, executive secretary of the AFA, and I. Hirst, head of the circuit. In his wire Phillips requested that Whitehead be notified to advise organizer to collect no money until a decision is rendered as to jurisdiction. He also claims that his evidence is complete.

Dullzell advised Whitehead that this complaint is a jurisdictional controversy which will have to be thrashed out by the Four A's. He also asked Whitehead to comply with Phillips' request to notify organizers not to put any pressure on or collect money from those playing in what the BAA claims is its jurisdiction. This to be done until after a hearing and a decision is rendered by the Four A's.

The AFA, in collecting dues from performers playing the Hirst Circuit, feels it is acting within its rights, having recently effected a closed-shop agreement with the circuit. It signed a contract with the circuit when the operators agreed that they would operate with variety shows instead of burlesque, to that end taking down burlesque signs over their theaters. In view of the BAA complaint, the only matter for the Four A's to decide is whether these shows are variety or burlesque and what constitutes either type of entertainment.

Whitehead is at present out of town and until his return there will be no answer to Dullzell's letter and as a result no date set for a Four A's meeting.

MURRAY FRIEDMAN and his former Gaetz and Gotham, New York, orgs go into the Eltinge, New York, pit September 10, relieving the outfit headed by Murray Austin.

Burch Opens Canton Oct. 1

CANTON, O., Sept. 4.—Bob Burch is readying a stock burly troupe to open at the Grand Theater here October 1. Burch had a company at the house last winter. Grand is being renovated for the new season.

Reviews

Republic, New York

(Reviewed Friday Afternoon, Sept. 3)

Lots of laughs and snickers for the cash customers on opening day, but little to offer on the eye-filling stuff. There are some good comics and talking women at this "ex" burlesque temple, but the line of kids are evidently amateurs. They need, whatever they are, plenty of practice and competent instruction before they achieve any degree of poise or make a Major Bowes unit.

Opening afternoon biz was on the up, with a thin sprinkling of femmes on hand. And some alone. The trend toward comedy was never more evident than in this reopening and it's a healthy sign. Customers seemed to go for it, but that's no reason for neglecting the hoofing. Usual burly routine is followed, minus the peeling. Of course, there's an artist's model number to replace the outlawed bumps and twists.

Male lineup includes Gus Schilling, Fred Binder, Jack Rosen, James X. Franklin, Eddie Eubel and Joey Shaw. All work well together and with the talking women, the Schilling and Rosen steal honors. Gals were Dorothy Lawrence, Irene Austin, Dawn DeLee, Lillian Murray, Jane Dobbins and Betty Rowland. Two vaude teams, both hoofers, appeared on the bill. Perry and Green, good-looking, fast-stepping mixed team, and two gals, Toddy and Honey, appeared. Late kids are lookers but their work lacked any novelty.

Show needed better dancing from the line, of 10 kids and 8 showgirls. If vaude is to be used, and it would do much to lend variety to the production, it might be wiser to mix the acts and not stick to dancing. Sammy Gluck, also known as Gluck-Sandor, produced the dance numbers, and it's a loose, weak job he did. Gals need poise and training. As a group they possess looks. Pepped-up bits included the holdup, doctor's office, crazy woman, bedroom number in two languages and a lady bank. Crazy dame sketch with Miss Lawrence and Schilling was one of the funniest things seen in recent productions, and both Miss Lawrence and Schilling took a nice piece of palming for their good work. More like this would help any bill. Jane Dobbins was particularly attractive and took a big hand. All principals went thru their numbers okeh, but the lack of help from the line handicapped the dancing numbers, which included Egyptian and ostrich scenes.

Benn Hall.

Gayety, Cincinnati

(Reviewed Friday Afternoon, Sept. 3)

This Clamage & Rothstein stand, with the affable Morris Zeldins back as house boss, cracks its Hirst Circuit show season with Babes in Charms. Thoroughly reconditioned, house makes a wholesome appearance. Altho the thermometer hovered near the 90 mark, both outside and inside the house, business was surprisingly good at this initial look-in.

With the elimination of the few slow spots which popped up at this first showing, Babes in Charms should find it a cinch to please the circuit patrons. Show is neatly garbed, handsomely staged and tones plenty of talent. Production numbers are above the average in class. From the standpoints of clean material and nudity censors should have nothing to beef over. Comics toss few blue lines, while the nudity is confined to a couple of epidermic flashes and two breast poses by the chorines, all nicely presented. Show's entertainment value is further enhanced by several pleasing vaude specialties.

Comedy is well taken care of by Jack Greenman, Sam Weston and Bobby Bernard. Altho offering nothing new, the lads pull a goodly measure of laughs in the various sessions. It seems, tho, that two comics could take care of comedy duties just as efficiently, provided a comic could be effected for another fem principal. Comedy scenes are Zum Zum (Ber- (See REVIEWS on page 29)

Pennsy One-Nighters Start Sept. 16 on Hirst Circuit

NEW YORK, Sept. 6.—The week of Pennsylvania one-nighters on the Hirst Circuit will get started September 16, with Reading as the opening town. Atlantic City and Allentown are included in the week, with A. C. a three-day stand.

Gayety, Milwaukee, was given its two-week notice last week by the circuit when it disobeyed a circuit ruling by advertising its shows as burlesque. The Keith, Indianapolis, bows off the circuit after this week.

Wilmers in Washington

NEW YORK, Sept. 6.—Emmett Callahan, managing director for the Wilmers, operators of the Apollo here and Shubert, Philadelphia, revealed this week that his firm will put shows into the Rialto, Washington. He said that no definite date has been decided upon as yet, but that it will open early in October.

FRANK X. SILK, Floyd Halliday and Jack Lyons opened August 27 at the 42d Street Apollo, New York.

U-Notes

By UNO

VERA AND ROMEZ TRIO, adagio and ballroom dance combo, spotted by Charles Merrick into the Eltinge, New York, week of August 27, was formerly a duo, Romeo and Verona. Recent addition of Tommy Marsh made it a triple. Girl in the act is Vera Grandall.

CONTINENTAL THRILLERS (Ralph Collins, Patti Rodgers and Manny Nathanson), booked by Murray Rosen into the 42d Street Apollo, New York, moved to the Club Cavalier, a few block farther up town, September 3 for an indefinite stay.

JEAN WADE, rid of her appendix after an operation in Frisco, returned all recovered and opened August 30 as extra attraction at the Howard, Boston.

FAY TOBY, Betty Louden and Valyne Courtney, formerly Kitty Marshall, new principals at the Clover, Baltimore.

CHET ATLAND, tenor-juve, shifted from the Eltinge to the Irving Place, New York, opening at the latter September 3.

DIANE ROWLAND decided a spot in NTG's revue at the Hollywood Restaurant, New York, where she opens September 15, was better than one in the new International Casino offering, for which she was originally slated.

LEO STEVENS, costume and song supervisor for the Hirst Circuit, left New York headquarters for Louisville, where he will take care of all shows.

HELEN DAVIS, former burlesque soubrette, is now an emcee, singer and dancer at Harry Butler's Tap Room, New York.

FRED BINDER, after an all-summer vacash at home in Cincinnati, drove to New York with Mrs. Binder and was immediately booked for the Republic.

EVELYN TAYLOR replaced Gypsy Nini at the Eltinge, New York, September 3.

LILLIAN MURRAY and Russell Trent finished a vacash by selling many stacks of wheat and corn on their 122-acre farm at Sweet Springs, Mo., and motored back east. Trent to renew straightening at the Globe, Atlantic City, leaving September 4 to open September 10 at the Casino, Brooklyn. Miss Murray opened September 3 at the Republic, New York.

RUSSELL CAREW has quit life-saving near Sea Gate, Coney Island, an all-summer engagement, to return to the managerial post at the Century, Brooklyn.

MARKIE WOOD goes back to the Eltinge, New York, September 10 after a lengthy engagement at the Red Ram Inn, Mountain Top, Pa.

DAVE COHN booked Steve Mills, Harry Lander, Jack Shaw, John Grant, Dorothy May and Shirley O'Day for the Oxford, Brooklyn, September 3; Fields and McAllister, Oxford, for four weeks, beginning September 10; Eddie Kaplan, Charles LaFord, Phil Silvers, Allen Firth, Marjorie Ray, Roxanne, Mary Joyce, Marie Cord and St. Clair and Yvonne Irving, New York, September 3, and Aunt Hattie, Six Lindy Hoppers and Elma Dade, People's, New York, September 3.

2 More Units Set For Hirst Circuit

NEW YORK, Sept. 4.—Two more new units have been set to make the tour of the Hirst Circuit, one opening September 12 in Buffalo and the other September 13 in Pittsburgh. Buffalo show is being produced by Lester Montgomery, and cast includes Charlie Stuart, Ida Shibley, Herbie Barris, Pinto and Della, Florence Carroll, Dan Evans, Jean Wade, Ruliana, Anna Smith and Perry Green.

The Pittsburgh show is being produced by Frank Bryan, and the cast comprises Harry (Hickey) Levan, Little Boles, Billy Foster, Danny Jacobs, Benson and Hartzell, Marion Mason, Zuzu Serro, Evelyn Whitney and Curtis and Virginia.

Briefs

JACK DeSYLVA has been signed to produce at the 42d Street Apollo, New York, succeeding Allen Gilbert, who goes with Warner Brothers to direct shorts. DeSylva formerly produced at the Paramount, Newark. . . . Johnny McGuinness, stagehand on the Hirst Circuit's Pennsylvania one-nighters, has been made business agent of the Camden, N. J., stagehands' local. . . . Joyce Breazzelle goes into the Eltinge, New York, September 10, set by Nat Morton. Latter also set Johnny Kane to open September 10 at the Oriental, New York, as straight and stage director. . . . Gayety, Minneapolis, operated by Harry Hirsch, assisted by Harry Katz, is running stock this season. Last week's principals included Carrie Pinnell, Marion Morgan, Tommy Raft, Harry Clexx, Dorsey, Marie Voe, Gaye Knight, June March, Mitch Todd and Billy Miller. Bobbie Pegrin is doing the producing, while Fred Oldre and his pit crew are furnishing the music.

CHICAGO BRIEFS: Helen Colby, June

St. Clair's sister, pens from the Coast that she opened an indefinite engagement at the reopened Burbank Theater, Los Angeles, Sunday (29) following a stay at the Capitol, San Francisco. June, too, has been on the Coast for the last three months. . . . Dorothy Dee's mother has returned from her visit to the Cleveland Exposition. . . . Virginia Darling has closed a two-week engagement at the National, Detroit. . . . Milt Schuster rebooked Diane Ray into George Jaffe's Casino, Pittsburgh, which reopened Sunday, and Zorita, the snake dancer, into the Old Howard, Boston. . . . Louise Stewart moved into the Rialto here as a stock performer. . . . Charmaine left for St. Louis and an engagement at the Garrick.

BARRY THOMPSON back at Boston's Old Howard stage door for his 10th year after spending the summer at Boston's L Street Swimmers, Newport, R. I., and Nantasket Beach. . . . Sammy Paine in his 20th year booking the special attractions at the Old Howard, Boston.

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"Topper"

(MGM)

Time, 97 minutes. Release date, July 16. Screen play by Jack Jeane, Eric Hatch and Eddie Moran, from the novel by Thorne Smith. Directed by Norman Z. McLeod. Produced by Hal Roach. Cast: Constance Bennett, Cary Grant, Roland Young, Billie Burke, Alan Mowbray, Eugene Pallette, Arthur Lake and others. Reviewed at the Capitol, New York.

Comic fantasies are few enough and rare enough to be cherished with care on the screen—which makes it all the more a pity that Hal Roach's production of *Topper* just misses fire because either Norman Z. McLeod, the director, or else the cutting room went to sleep somewhere around the middle of the picture. It's amusing even as it stands—but if the middle sequences had been tightened a bit it could have offered competition to *The Ghost Goes West*. And that's a mark worth aiming at.

Thorne Smith addicts (of whom this reporter is not one) know the story. It's all about a couple of young and wealthy loonies, married to each other, who crash themselves in their car. They wake up to find they're dead, and sit around on a convenient tree trunk wondering when the trumpets are going to sound to herald them to heaven. They try to think of the bad things they've done—without result—and the good things they've done—also without result—and finally decide that another good mark in St. Peter's ledger won't do any harm. So they decide to bring happiness to Topper, a much-married and wistful little banker who has always looked upon their escapades with ill-concealed envy.

How they do it is a howl—a howl that fades away into a forced snicker in mid-career, but picks up again at the end. It's really too bad that Director McLeod didn't manage to keep up the pace.

Roland Young is expectedly Milquetoastish in the title role, Carey Grant is both able and pleasant as the gay male ghost and Constance Bennett, as the lady ghost, proves again that she is probably the worst actress on the screen. She poses so painfully that you never know whether she's supposed to be a Javanese dancer or a caricature of Constance Bennett. Billie Burke, as Topper's wife, and Alan Mowbray, as his butler, walk off with the picture. Mowbray is one of the screen's smoothest performers and the sooner the screen realizes it the better for all concerned.

It's an amusing picture now, but it will probably turn out to be even more amusing in the neighborhood theaters when it's cut down to double-feature length.

Eugene Burr.

"The Firefly"

(MGM)

Time, 138 minutes. Release date not given. Screen play by Frances Goodrich and Albert Hackett, from an adaptation by Ogden Nash, suggested by the original book and lyrics by Otto A. Harbach. Music by Rudolf Friml. Additional lyrics by Gus Kahn, Bob Wright and Chet Forrest. Directed by Robert Z. Leonard. Musical direction by Herbert Stothart. Dances staged by Albertina Rasch. Produced by Hunt Stromberg. Cast: Jeanette MacDonald, Allan Jones, Warren William, Billy Gilbert, Henry Daniell, Douglas Dumbrille, Leonard Penn, Tom Rutherford, Belle Mitchell, George Zucco and others. Reviewed at the Astor Theatre, New York.

Those misanthropes who contend that light opera or operetta belongs only in the warehouse may be wrong (tho I doubt it), but at any rate there can be no argument about the fact that it doesn't belong on the screen. MGM, enough exercised over this academic problem to spend quite a large hunk of production dough in order to prove it, proved it conclusively with *The Firefly*, which opened its two-a-day run at the Astor, New York, Wednesday. Even if *The Firefly* had closed Thursday, which it didn't, the run would have been a long one—or at least it would have seemed long to the embattled customers.

In the first place, there was the story. Ogden Nash was assigned to bring Otto Harbach's old warhorse up to date, but, tho he changed it considerably, he never brought it beyond 1914. It's now all about a Spanish spy (female) during the Napoleonic wars in Spain, who wheedles French officers and is wheedled in turn by a French spy with sideburns. She finally unmasks him, with the aid of Wellington, love and a set of educated tonsils that give no great aid to Mr. Friml's 25-year-old melodies.

In the second place, the music. It is

the film's only saving grace, but there's not enough of it to smother the plot—which would have been its only real excuse. For, it seems, this sort of operetta stuff is only incipient opera music that wasn't good enough to make the grade (in that respect it's distinct from real, honest, unabashed jazz, which is a form in itself)—and this reviewer can't quite see why anyone should particularly want second-rate stuff. Much better to wait until the Met opens and hear *Bonheme* or *Traviata* or what have you—or else to go to Maestro Salsaggi's cut-rate barn on Sixth avenue, where at least the music is first-rate.

In the third place, the performances. Miss Jeanette MacDonald's voice is highly praised by a lot of people who ought to know better, but even granting for the sake of argument that Miss MacDonald is able to carry the musical demands, her performance is, to say the least, unfortunate. Her acting is about as bad as acting usually is in stage operettas—which is about as bad as any acting can be—and she is also rather cruelly called upon to dance. As for Mr. Allan Jones, he might have had a voice once, but he hasn't now—and his pretending is often embarrassingly painful. Even fine performers such as Henry Daniell, George Zucco, Douglas Dumbrille and Warren William manage to appear like actors forced to go thru lines that they don't particularly like. Which, after all, is probably precisely what they were.

In the fourth place, the direction of Mr. Robert Z. Leonard. Mr. Leonard not only permitted the performers to perpetrate their characterizations; he also permitted the picture to run two hours and 18 minutes, which is about two hours longer than its entertainment value manages to last. And he also introduced neat tricks of what one supposes is symbolism; for example, the shells in the battle scenes flash on the screen as death's heads.

There are other things, too, but that really should be enough.

Eugene Burr.

"Confession"

(FIRST NATIONAL)

Time, 86 minutes. Release date, August 28. Screen play by Hans Rameau. Adaptation by Julius J. Epstein and Margaret LeVine. Directed by Joe May. Cast: Kay Francis, Ian Hunter, Basil Rathbone, Jane Bryan, Donald Crisp, Dorothy Peterson, Laura Hope Crews, Robert Barrat, Ben Welden and Veda Ann Borg. Reviewed at the Strand, New York.

That motherly sacrifice is with us again, only this time it's dished out by that none too great a mother-artist, Kay Francis—bleached. The plotters repeat without even faking a rehash, the story of a feminine derelict who is willing to take a severe court rap rather than testify in her own behalf with data which would reveal her identity to and hence besmirch an unaware offspring.

Here is the yarn now celebrating its 99th birthday. So long as Madame Kirow, a retired contralto, stays home and sober she retains an unblemished reputation. But she ups and attends a ball while her husband is at war, and drinks to the point where that esteemed

Eel, Basil Rathbone, can add her to his compromised victims. Her goose is singed because Warsaw husbands think more of their superficial honor than the welfare of their loved ones. The law booted her from daughter, husband, house and home into gutter cabarets, the only places she can sell her tinny voice now for a meal ticket. At one of these assignments she catches clammy Basil seducing her grown daughter. A gat is handy and the gal's aim isn't so bad. On trial for murder, she refuses to talk until granted a private session at which time she turns on the autobiography without her daughter's ever learning the truth.

It's likely that without the aid of spirited onions this supposed tragedy couldn't stir up a tear among chicken-hearted hicks.

Sylvia Weiss.

"The Man in Blue"

(UNIVERSAL)

Time, 70 minutes. Release date, May 30. Screen play by Lester Cole, from a story by Kubec Glasmon. Directed by Milton Carruth. Cast: Robert Wilcox, Edward Ellis, Nan Grey, Richard Carle, Ralph Morgan, Alma Kruger, Billy Burrud and others. Reviewed at the Central Theater, New York.

The kid's father is a crook. Ellis, cop, shoots pater in course of a holdup. Adopts kid. Kid grows up honest. Gets job in bank. Falls in love with Nan

Frye. Falsely accused of theft. Gets mad and actually robs some bonds. Blood will tell. All very so-so. Better a whisky sour for a quarter. The man in blue is Edward Ellis. Ellis always a good actor and gives pic whatever life it has. Still better a whisky sour. Or take a walk around the block, followed by a cold shower, if you still can't sleep. Kid goes to jail, but he returns the bonds in the end. It always comes out all right in the end except in these foreign pictures. I'll have another one, Maurice Zolotow.

foggy prof), which provide the comedy backbone to the film.

The alleged plot gives a chance for Fred Warling to make a good impression in his first big picture. He screens well and his flock of musicians and singers comes thru nicely too. Priscilla Lane plays the heroine, screening well. She sings *Little Fraternity Pin* sweetly and also duets with Powell in a few other saccharine tunes (by Dick Whiting and Johnny Mercer) intended to show to the great American public the heartaches of attending our big co-ed temples of learning. Other songs are *Have You Got Any Castles, Baby?*; *You've Got Something There*, *Moonlight on the Campus*, *Love Is on the Air Tonight*, *Old King Cole*, *On With the Dance* and *We're Working Our Way Thru College*. Harms and Words and Music are publishing most of the tunes. *Love Is on the Air Tonight*, *On With the Dance* and *Little Fraternity Pin* look the best bets for popularity.

McClintock and Davis get the biggest play of any of the Waring men, while both the Lane girls make a nice impression. Buck and Bubbles do their vaude specialty and also handle lines, getting over well; while Dixon comes thru nicely with a hoofing part and Roy Atwell gets quite a few laughs with his garbled talk.

The Busby Berkley finale, in which stupendous scenes move smoothly on the stage of a theater, allegedly, is typical of his work. It's colossal.

Despite its hocus pocus quality this one is easily box office. Paul Denis.

"Love Under Fire"

(20TH CENTURY-FOX)

Time, 75 minutes. Release date, August 20. Screen play by Gene Fowler, Allen Rivkin and Ernest Pascal, from the play by Walter Hackett. Directed by George Marshal. Cast: Loretta Young, Don Ameche, Frances Drake, Walter Catlett, Borrah Minevitch and gang and others. Reviewed at the Roxy, New York.

With two leading b-o names co-starred and a title that is as tempting as it is timely, the film will enjoy a gratifying degree of popularity and success. But the multiplicity of authors, all three of them prolific gents, is reflected in the scripting. Using the Spanish Civil War as a background, the plot deals with an international gem thief, but before the intrigue and the chase go very far the string of pearls that has everyone playing *Button-Button* becomes entangled with a diamond necklace that creeps in as an object of chase, and generally the story becomes hopelessly snarled. However, the magic of the celluloids being greater than the power of Aladdin's genii, everything clears up in a way, preposterous and ridiculous tho it may be, and the story spends itself out to a custom-made finish. If the faults in the plot and the many incongruities can be winked at, one can have a fairly amusing time viewing this comedy romance, for you have the two stars, there is plenty of action, the antics of Minevitch and his gang, as well as Clive and Catlett, provide ample slapstick relief, and the angle of love or duty that confronts Ameche can always be depended upon for interest and suspense.

Miss Young, a social secretary, and Ameche, a young Scotland Yarder, meet in Madrid while vacationing and fall in love. His love for her quickly loses first place when he is informed by the home office that she is the sought purloiner of her mistress' valuable pearls. Honor bound, he arrests her and starts to escort her to England and prison. Then start the complications, with the plot becoming a mixture of farce, drama, fighting and slapstick, not to mention the introduction of a diamond necklace that somehow weaves in and the antics of Minevitch's rascals. The windup is, tho the persons suspected of the robbers turn out to be honest, Scotland Yard is satisfied and so is the majority of the audience.

George Colson.

"Varsity Show"

(WARNER)

Time, 92 minutes. Release date, September 3. Screen play by Jerry Wald, Richard Macaulay, Sig Herzig and Warren Duff. From an original story by Duff and Herzig. Finale created and directed by Busby Berkley. Music and lyrics by Dick Whiting and Johnny Mercer. Directed by William Keighley. Cast: Dick Powell; Fred Waring and his Pennsylvanians, including Priscilla Lane, Johnnie Davis, Pooley McClinton, and Walter Catlett, Buck and Bubbles, Sterling Holloway, Mabel Todd, Lee Dixon, Roy Atwell, Ted Healy. Reviewed at the Strand, New York.

The latest of the Warner musical extravaganzas, this one follows the tried and time-worn pattern. Somebody wants to put on a musical show on a shoestring; there are a lot of heartaches and headaches; the show finally goes on; it is a spectacular affair and everybody is happy, including the Messrs. Warner.

It's one of those things. Its plot is so hackneyed that you will yawn. But, on the other hand, some of the comedy is so amusing and some of the music so tuneful that you will enjoy the picture, generally speaking. It's all about Dickie Powell returning to his alma mater, Winfield College, to help the youngsters put on their annual varsity show. He's a big Broadway producer, but finds the old-time faculty resisting his attempt to jazz up the show. This means that Ted Healy, as Powell's buddy, has a lot of run-ins with Walter Catlett (the old

"Prisoner of Zenda"

(UA)

Time, 65 minutes. Release date, September 3. Screen play by John L. Baldwin, from the novel by Anthony Hope. Directed by John Cromwell. Cast: Ronald Colman, Madeleine Carroll, Douglas Fairbanks Jr., Mary Astor, C. Aubrey Smith, Raymond Massey, David Niven and others. Reviewed at the Radio City Music Hall, New York.

Produced on a lavish scale, both in the matter of cast and production, this perennial fairy-tale romance cannot help but be a box-office success. The cast alone is enough to guarantee this, but, in addition, because of expert direction and beautiful, picturesque settings (some scenes in sepia true-color), none of the entrancing charm and mythical kingdom appeal has been lost, as might easily have been the case with overburdening of a fragile vehicle with a ponderous "name" cast and production.

The acting is excellent as a whole, with Fairbanks Jr. and C. Aubrey Smith stealing the play from Colman and Miss Carroll. Colman plays the dual role of the hapless, weakling king-to-be and the adventurous Englishman who saves his throne with just the right amount of sober understanding and mischievousness, but he lacks the crackling spark that has colored most of his work to date. Madeleine Carroll, as Princess Flavia, is exquisitely beautiful, and Mary Astor, in her few short scenes, imparts a vibrant depth to her role of Antoinette, who loved sinister Black Michael too well. In true Fairbanks tradition, young Doug flourishes and swashbuckles in a grand impersonation of the naughty Rupert, and C. Aubrey Smith is fine as the faithful old counselor to both kings. George Colson.

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Summer Theater Reviews

"The Trunk"

THE INN THEATER
(East Jaffrey, N. H.)

A four-act mystery melodrama, by Parker Wood. Presented by the Actor-Associates for four days, beginning Aug. 19. Directed by William O. Partidge; assistant director, Fritz Eisenmann.

Cast: Lorraine Miller, Parker Wood, Robert Dumont, Virginia Rice, Betty Pierce, Emery Battis, Russell Curry, Hubert O'Neill, Fritz Eisenmann, John Bell, Carlos Cook, Edward Hale, Norman Tucker.

This mystery melodrama rates high in its field and looks okeh. All branches of mystery plot digger-uppers will like this one. When the gag is known it leaves the customer plenty satisfied. While the title makes the clew quite obvious, the author is clever enough to take the patrons for a ride.

Young Richard Heath is prey of an arms manufacturing outfit. His sister Barbara has two suitors, George Grimshaw, a natty, uncouth guy, and Roger Fletcher, a nervous, jealous sculptor. Barbara accepts Fletcher. Grimshaw is a poor loser and leaves in a huff. Later Fletcher runs over Grimshaw in the driveway, quite accidentally, so he avows. The knockdown apparently isn't serious, the 15 months elapse while he convalesces. Grimshaw meets Fletcher again and the latter is suspicious over his kindness and courtesy. There's an apparent feeling that something exciting is going to happen.

In the interim Heath loses his position and together with his sister loses ownership of their house, now tenanted by Fletcher. Barbara isn't so hot for this setup. Richard is so vexed over adversity that he makes an attempt to plug Fletcher. Grimshaw comes to Fletcher's rescue, and the mystery deepens.

Fletcher, two midnights later, sculptors some sort of statue in his drawing room. His butler, Everett Boggs, enters and announces the art dealer with a delivery which he is expecting, but not at such an hour. Fletcher thinks it unusual. The delivery is a small trunk.

A creepy note pops up as the trunk's lid slowly raises while Fletcher is continuing with his sculpturing. An arm with a pygmy blow gun sticks out and shoots Fletcher in the throat. A police investigation follows and Inspector Burns conducts a good session of queries, centering on Grimshaw.

Later Grimshaw visits the Heaths, and Richard, after a phone call from Burns, heats a poker in the fireplace and, while Grimshaw is conversing with Barbara, sneaks up behind him and applies the poker against his leg with no reaction from Grimshaw. That's the climax. The auto accident cost Grimshaw both his legs, which means that he could very well fit into the trunk. Burns comes in time and shoots Grimshaw as the latter attacks young Heath.

Sidney J. Paine.

"The Dramatist"

CASINO THEATER
(Newport, R. I.)

Three-act comedy by Abby Merchant, produced by Actor-Managers, Inc., August 31 to September 4. Staged by Agnes Morgan, setting by Emeline Clark Roche. Cast: Alexander Kirkland, Franklin G. Ray, Philip Tonge, Joanne Roos, Edgar Kent, Miriam Jordan, Elizabeth Dean Farrar, Charles Trexler, Bettina Cervi, Hayden Rorke, Hathaway Kale, Neil O'Day, Jus Addis.

With Alexander Kirkland as guest star and such added attractions as an electric organ imported (with organist) from Providence, and a mixed ballet sextet from the Hanya Holm school at Bennington, Vt., the Newport Casino summer theater rounded out its eight-week season by unvelling this story of a man with a zest for enjoying life and possessed with an imagination which dramatizes every situation into which he runs. Curiosity and a desire for experience leads him into plenty of situations, among them an impulsive marriage. But even when his bank roll is exhausted he remains unchanged, undissillusioned, still finding a thrill in life and passing as a hero, even to his wife.

It's an ambitious and at times distinguished bit of writing which gives Alexander Kirkland a difficult role that he

Conducted by EUGENE BURR—Communications to 1564 Broadway, New York City

New Haven Awaits A Banner Season

NEW HAVEN, Conn., Sept. 4.—That Connecticut will have an opportunity to see a full season of outstanding legitimate stage hits and new plays this coming season was revealed in the announcement of the local Shubert Theater program for 1937-'38. The Elm City theater is the last survivor of the legitimate houses in Connecticut. Parson's Theater in Hartford having been torn down some years ago.

The Shubert interests spent several thousands of dollars this summer getting the theater into shape, with paint, new carpets, etc. The program will open September 9 with the new play *Honor Bright*, by Michael O'Hara. Katherine Alexander is cast in the leading role and the play will open on Broadway after the New Haven premiere.

Other productions and the stars include Helen Hayes, in *Victoria Regina*; Elsia Landi, in a new comedy, *Jean; You Can't Take It With You*; Room Service: *The Women; Yes, My Darling Daughter*; Tovarich; Burgess Meredith, in *High Tor; Babes in Arms*; the new Ziegfeld Follies; *The Show Is On; Frederika*; Charlotte Greenwood, in the musical, *Leaving on Letty*; Ed Wynn in a new musical production; *Having Won-*

derful Time; the Abbey Players; the Theater Guild production of *The Masque of Kings*; Maurice Evans, in *Richard II*; Ina Claire in a new play, the Ballet Russe and others.

Nixon, Pittsburgh, Set

PITTSBURGH, Aug. 28.—With a couple dozen plays tentatively penciled in, pending completion of the \$50,000 renovation, the Nixon will open probably the second week in September, according to Manager Harry Brown.

Being promised American Theater Society season subscription prospects are *Madam Bowery*, with Constance Cummings; *The Masque of Kings*, with Dudley Digges and Pauline Frederick; *Amphitryon 38*, with Alfred Lunt and Lynn Fontanne, and three other Theater Guild productions. Also being advertised is *Victoria Regina*, with Helen Hayes; while Charlotte Greenwood in *Linger Longer, Letty*, is being puffed as a November bet.

Etcheverry's Civic Job

INDIANAPOLIS, Sept. 4.—Alfred Etcheverry, of New York, has been appointed director of the Civic Theater, replacing Frederick Burleigh, who resigned last spring to assume the directorship of the Pittsburgh Playhouse.

New Play on Broadway

Reviewed by Eugene Burr

CENTER

Beginning Thursday Evening, September 2, 1937

VIRGINIA

A musical romance with book by Laurence Stallings and Owen Davis, lyrics by Albert Stillman, and music by Arthur Schwartz. Staged by Leon Leonidoff. Book directed by Edward Clark Littley. Settings designed by Lee Simonson. Costumes designed by Irene Sharaff. Dances directed by Florence Rogge. Presented by the Rockefeller interests (John Kenneth Haft, managing director of the Center Theater, in charge). Scenery built by Valli Scene Construction Company and T. B. McDonald Construction Company and painted by R. W. Bergman Studio, Triangle Studio, and Studio Alliance. Lighting effects by Eugene Braun. Costumes executed by Veronica Costumes, N. Lazilli-Otti and Hattie Rogge. Paul Porter, stage manager.

Lady Agatha Mona Barrie

Captain Somerset, A.D.C. to the Governor Gordon Richards

Captain Boyd, of the Virginia Rangers Lansing Hartfield

Sir Guy Carlton Dennis Hoey

Fortesque, of Drury Lane Gene Lockhart

Minnie Fortesque Bertha Belmonte

Sylvia Laurence Anne Booth

Miranda Avis Andrews

Daphne Helen Carroll

Phyllis Esta Elman

Major-Domo Tom Tempert

His Excellency, Governor of the Colony Nigel Bruce

Scipio John W. Bubbles

Hannibal Ford L. Buck

Colonel Richard Fairfax, of the Virginia Rangers Ronald Graham

Stage Doorman Tom Tempert

Prima Ballerina of Drury Lane, Patricia Bowman

Premier Dancer of Drury Lane, Valli Valentino

Town Crier Herbert Carritt

A Patriot John Ravold

Players of the Fair George Prentice

Puppet Master Ajax

Fire-Eater Jugglers

Clarence Beasley, Charles Timpson

CHILDREN OF THE CENTRY: Peggy Romano, Doris Fischer, Billy Redfield.

SLAVE CHILDREN: Bubblette Leacock, Clarence Beasley, Charles Timpson.

ACT I—Wharf at Yorktown, Coach Road to Williamsburg, Street in Williamsburg. Outside the Raleigh Tavern, Gates of the Governor's Palace Slave Quarters, Ballroom of the Palace, Palace Garden. ACT TWO—Next Day: A Street Fair, Stage Door, Sylvia's Dressing Room, Fortesque's Dressing Room, Green Room in the Theater. At the Play, Slave Quarters, Daphne Room, Raleigh Tavern.

Radio City's Center Theater, still pathetically faithful to its ideal of pretentious boredom, opened what is sometimes known as the legitimate season Thursday night with the presentation of a spectacle operetta called *Virginia*. It is in the tradition of the other colossal bores that infested the house.

The Great Waltz and White Horse Inn.

Stage Whispers

Despite the untimely and regretted death of Harry Moses, who had planned to return to production this season after a long illness, his schedule will be carried thru. Elsa Lazareff, his widow, who directed his production of *Dangerous Corner*, has taken over, and *Tough to Chew*, the Robert Carlson comedy that Moses had announced, will be presented in October as originally planned. . . . Fortune Gallo and the Shuberts were turned down by Equity council this week when they asked that the casts of the operettas at Jones Beach and Randalls Island be docked for the evenings when rain prevented performances. The idea was to pay for performances played on a pro-rata basis, the producer contending that rain was an act of God, and was so provided for in standard Equity contracts. The council, blandly refusing to argue the religious angle of the question, decided that all producers of outdoor shows had to take rain into account, and that performers couldn't be penalized because they had failed to do so. . . . Rudolph Forster, who used to be leading man for Elisabeth Bergner in Europe, has been hired by Gilbert Miller to play opposite Marta Abba in the first company of *Tovarich*, which opens September 20 in Montreal. . . . McKay Morris has been hired to play the same part in the second company, with Eugenie Leontovich in the starring role, opening the same night in Columbus, O. . . . When Maurice Evans brings *Richard II* back to the St. James Theater there'll be two major cast changes in addition to the substitution of Frederic Worlock for Ian Keith. Lee Baker will play John of Gaunt, formerly played by Augustin Duncan, and Eleanor Phelps will succeed Olive Deering as Mr. Evans' queen. . . . Henry Tobias, who has spent 11 summers directing heat-spell stock at Totem Lodge, Averill Park, N. Y., intends to give Leonard Silliman some competition this fall. He's planning a revue tentatively titled *Young Ideas of 1938*, in which he intends to feature youthful talent that he's found at the summer resort. He'll also do the music, lyrics being furnished by Charles Tobias. The Fulton has been tentatively set as the Broadway house, and the whole thing shapes up as competition to Mr. Silliman and his *New Faces* series. . . . The Little Theater Players, at 145 West 45th street, claim that they're in the market for original one-act or full-length plays, to be presented during their 1937-'38 season.

the theater scene, amusingly conceived and excellently and charmingly danced by Patricia Bowman and Valli Valentino, both of whom do nice work throughout.

Arthur Schwartz, who furnished the music, has written some nice tunes, but most of them are buried beneath dull production and inadequate voices. *My Bridal Gown* is a lovely number; *It's Our Duty to the King* is an extremely cute affair, and *Meet Me at the Fair* is a jolly, stirring tune. There are others, too. Mr. Schwartz did his share, even if he isn't given a fair break by the performers.

The management sent over to England for its leading lady, a soprano named Anne Zeigler, whose name, for American consumption and evidently Rockefeller prestige, was changed to Anne Booth. Why she was imported is a mystery. There are hundreds of native singers just as bad as she and a good many much better. Possessing nothing but a falsetto, she does scant justice to Mr. Schwartz. Treating the composer somewhat better but leaving practically everything to be desired so far as stage presence is concerned is young Ronald Graham from radio, who assaults the role of the Virginian colonel. Nigel Bruce brings welcome relief with his reading of lines as the governor; Mona Barrie, of film fame, poses painfully as his daughter: Gene Lockhart tries hard to furnish comedy relief as the actor-manager; Buck and Bubbles are saddled with impossible material as a couple of willing slaves, and Avis Andrews, Negro soprano, emerges as by long odds the most capable female performer in the show.

Virginia represents the first venture in the production field for the Rockefeller interests, which are pledged to the high ideal of putting the methods of Big Business (two capital Bs, please) into the unsuspecting theater. It proves pretty conclusively that oil and ham won't mix.

Summer Theater News

Phenomenal business is reported by the Barnstormers of Tamworth, N. H. Now in their third season, the company has been playing to standing room most of the summer. Operating on a circuit which includes such near-by towns as Conway and Wolfeboro, as well as the more distant Poland Spring House in Maine, they have built two theaters of their own, both thru the box office, the organization never having been subsidized or guaranteed in any way. On the strength of this year's unusual response they are adding an extra week to the season by producing *There's Always Juliet*, starting August 30.

For the final bill of the season at the Newport (R. I.) Casino Theater, beginning August 31, the Actor-Managers offered their fifth new play of the summer, *The Dramatist*, a romantic comedy, with music, and a small ballet by Abby Merchant, starring Alexander Kirkland and featuring Joanna Roos and Phillip Tonge. In the supporting cast were Franklin Gray, Miriam Jordan, Nell O'Day, Bettina Cerf, Edgar Kent, Elizabeth Dean Farrar, Hathaway Kale, Charles Trexler, Hayden Rorke and Jus Addis. The music was played by Hans Hanke, and the ballet danced by members of the Hanya Holm Group, including Elizabeth Waters, who has done the choreography for this production. Agnes Morgan directed, and Emeline Clark Roche designed the settings.

Rockside Theater, cowbarn outpost on the Rockville Pike, near Washington, opened a two-week run September 5 of its old stand-by, *Murder in the Red Barn*. It will be the third successive season during which the Roadsiders have presented the English meller, which on each of the previous tries was voted best production of the season. *Murder* closes the barn, lanterns being doused September 18.

The Starlight Theater, Pawling, N. Y., continues its summer season for two weeks, according to the announcement of Maryverne Jones, who has been its managing director for four years.

Labor Day saw a special matinee opening of *Arms and the Man*, the George Bernard Shaw comedy, with Starr West in the leading role, created in New York by Alfred Lunt, and Isobel Rose in the Lynn Fontanne part.

For the 16th and final production, the Starlight will offer another play with music, *The Cowboy*, a romance which will introduce a number of songs and dances and will have in addition a cowboy orchestra.

A brand-new play had its premiere at the Priscilla Beach Theater, Plymouth, Mass., Monday evening, September 6, and will continue thru Saturday. A. Franklin Trask, managing director of the theater, presents *Howard Warren Comstock's No Scandal, Please!*, co-authored by Bert Hughes.

The play was directed by Paul A. Foley, and features two guest stars, Edelweiss French and John Balmer. Others in the cast include Mary Elsie Reser, Catherine Cosgrove, Emerald Reynolds, Homer McDowell, Melvin E. Berg, Allison Hawley, Luise Holman, Lee Parry, John Dighton, Betty Carpenter and William Bonewell.

John Gordan has closed as director with the Guy Palmerton Players at the Whalom Park Theater, Fitchburg, Mass., to return to Philadelphia.

Janet Dempsey, seven-year-old Worcester, Mass., actress, will furnish the season with the Nipmuc Park Players, Mendon, Mass. She is slated for picture work in the fall.

WPA "Faustus" for Fair

DETROIT, Sept. 4.—Fred Morrow, director of the WPA Theater, has announced plans for giving one performance of *Doctor Faustus* at the Michigan State Fair September 10. WPA will use a repertoire system this fall with spot bookings around town. Repertoire will include *Doctor Faustus* and *Let Freedom Ring*. New plays to be added will be *A Touch of Brimstone*, *Chalk Dust*, *Pygmalion*, *Anna Christie*, 595 F. O. B., *Farmer Takes a Wife* and *Living Newspaper*.

Howard Players Give Tryout

NEW YORK, Sept. 4.—Last Monday night in the hot and crowded Villa Venice on East 60th street where Rudy Vallee used to hold forth as moon-eyed debutantes swooned beneath his megaphone, the Louise Howard Players presented the tryout of a new comedy by an author billed modestly as G. Lipkind. The play, *Here's Hoping*, was announced as being under option, with Miss Howard's presentation being made by arrangement with the producer.

Whether or not *Here's Hoping* will be a worthy Broadway contender this reviewer will fail to learn until it is presented professionally. For Miss Howard, with what can only be regarded as mistaken enthusiasm, sent out or sold more tickets than her capacity warranted. As a result the Villa Venice, at curtain time, resembled the famous Black Hole in Calcutta, filled to overflowing with an undeniably smart—but just as undeniably perspiring—audience. Not a seat remained unoccupied, and some of the

gayer blades of the ultra set that seems to patronize Miss Howard's offerings had even squatted on the tables which, relics of the Villa's former glories, had been pushed to the sides of the auditorium. Since the stage, formerly the band stand from which Mr. Vallee regaled the susceptible, is on the long side of the room, the tables' visibility as well as their seating comfort left something to be desired.

Nor was there an usher or even a ticket taker, from whom the usual courtesies accorded a press pass might have been forthcoming, anywhere in evidence in the milling throng of evening-gowned and stiff-shirted sophisticates. Your reporter, realizing that he wouldn't be able to see the play anyhow, took a walk in the park.

For the sake of the records, the tryout cast included Miss Howard, William Lord, Eileen Stantial, Marita and Daphne Sylva (daughters of Mme. Marguerita Sylva), Bob McIlwaine, Walter Clarke, Stanley Scheftel and Alan Thorpe. Entr'acte divertissements, written by Miss

BROADWAY RUNS

Performances to September 4, inclusive.

Dramatic	Opened	Perf.
Brother Rat (Biltmore)	Dec. 16 ..	306
Having Wonderful Time (Lyceum)	Feb. 19 ..	227
Room Service (Cort)	May 10 ..	126
Tobacco Road (Forrest)	Dec. 14 ..	1004
You Can't Take It With You (Ethel Barrymore)	Dec. 26 ..	307
Woman, The (Barrymore)	Dec. 26 ..	292
Yes, My Darling Daughter (Playhouse)	Feb. 9 ..	237

Rabes in Arms (Shubert) Apr. 14 .. 167

Virginia (Center) Sept. 2 .. 4

Howard and Claude Lapham, were sung by Helen Mestelle.

If Miss Howard really wants reviews—one presumed she does, because she sends out press passes—I'd suggest that she rope off a small section for at least those reporters who manage to arrive before curtain time.

Eugene Burr.

From Out Front

By EUGENE BURR

The summer theater season is about over, and the cows, who have been gazing moodily at their old homes, can return to mangers evacuated by actors and prepare to spend a snug winter. Where the actors can return, and how snug their winters will be, are moot questions.

The summer season was nowhere near as widespread this year as it was during previous beach-and-bathtub spells—which probably means something or other concerning the declining tendency toward masochism on the part of vacationists. That the tendency hasn't entirely disappeared, however, is attested by the popularity of those spots that did open. Records were broken all over the Atlantic seaboard by name players who were lured to the rural thickets or by plays that the summer residents wanted, for some reason or other, to see. And it seems, without making any sort of numerical survey, that there were almost as many summer tryouts as ever, despite the reduced number of sylvan show-sinks. The fate of the plays that were tried out will probably average about as usual: most of them won't come in, and the few that do will come in with new casts, leaving in the lurch the eager young hopefuls who were lured out to Cowflop Corners during the summer by glowing promises of meals, board and a part in the show when it came to Broadway. Just why so few of the summer tryouts ever do come in, and why so few of those that do open manage to make the Broadway grade, are questions that ought to be answered. Obviously, of course, one reason is the comparative cheapness of a summer tryout and the

fact that the rural spots are eager to present new plays, no matter what their quality. A lot of shows seeing the light in bucolic drama dens would otherwise continue to gather dust in their agents' offices. Another reason, I suspect—and an important one—is that it takes a very good play to seem good when it is presented under the conditions that prevail at a number of the cowbarn theaters. And still another reason is the fact that a good many producers are willing to trust incipiently good plays to the mercies of the yokels and their summer guests without first making obviously necessary changes. The idea seems to be that the changes can be made more easily after seeing the play on a stage—and who cares about the dollars and half dollars of the peasants on whom the experiment is tried? It doesn't work out that way, tho. An incipiently good play is presented in an obviously unfinished form, under conditions that would try the qualities of a masterpiece, and wholeheartedly fails to click. The producer thereupon relinquishes his option in disgust, and an unfortunate author has another script to tuck away in his trunk. That happened in several instances this summer.

In any case, the summer season is about over. It's a nice, the belated, break for the cows. In my mind's eye I can see the wistful actors, trudging with their bags along the dusty road to the station, looking at those cows with envy.

In the new issue of *One Act Play Magazine* (which, incidentally, maintains the high standards of the publication) Mr. John W. Gassner, the enthusiastic young social reviewer who was called to task here a couple of columns ago, does something that looks suspiciously like an about-face. Or, at any rate, he twists around far enough to look over his shoulder.

The chief fault that this corner found with Mr. Gassner's not-quite pell-mell pronouncements was that, in his theatrical lexicon, a "significant drama" meant one that possessed immediate social import. I found it hard to discover the comparative insignificance of *Hamlet*, *Lear*, *Cyrano* and a couple of other plays.

Now Mr. Gassner says, in so many words (in many more words than that, really—and most of them studiously abstruse) that other plays may also be significant. One suspects that he is not in wholehearted accord with his own admission, however, for immediately thereafter we find him once more using the phrase, "significant drama," to refer to the narrow class of plays with surface social content. But he does at least make good sense in a discussion of specific left-wing plays and the need for drama in all of them—and, whether he really convinced himself or not, he did try to turn around, or at least to peer over his shoulder. One supposes it was the left shoulder.

Mr. Gassner seeks, he says, "to demonstrate that topical interests are not excluded from tragic enlightenment and catharsis." Of course they're not excluded. Some of them, in dramatic form, offer outstanding examples of tragic power, and have marched down thru the years as great and noble dramas. But they were plays as well as social preachments. And one should not hold them up as the only dramatic means of experiencing "tragic enlightenment and catharsis," as Mr. Gassner and so many of his colleagues seemed very definitely to be doing. That was the only point I tried to make.

Chi WPA Presenting Series of One-Acters

CHICAGO, Sept. 4.—With *O, Say, Can You Sing?* and *The Lonely Man* off the boards since last week, the Federal Theater office here is now actively preparing for the new season. Initial attractions are a series of short plays for the Princess Theater, scheduled to open last night, and the Yiddish Unit's production of the oft-postponed *Moresh*, which is to move into the Great Northern September 7.

The Princess plays include Eugene O'Neill's *The Long Voyage Home*, Thornton Wilder's *Love and How To Cure It*, Molly Day Theatcher's *Blocks* and Sean O'Casey's *The End of the Beginning*.

George Kondolf, general director of the local project, was in the East last week conferring with Federal Theater heads on future productions in this area.

Chorus Equity Notes

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

Two new members joined the Chorus Equity Association in the past week.

Chorus Equity has just received the following letter from the management of the St. Louis Municipal Opera Company: "As the season grows to a close we find that there will be a small surplus on hand. The board of directors of the Municipal Theater Association of St. Louis has recognized the unflinching loyalty and hard work of our chorus by awarding to each member of the ensemble who finished the season a cash bonus. The 84 boys and girls who appeared in all 12 productions received \$40 each. Seven other singers and dancers were rewarded proportionately." Chorus Equity is most happy for its members and deeply grateful for the appreciation shown by the Municipal Theater Association.

Be sure that your correct address and telephone number are on file in this office. In the past week two different managements called for the addresses of members who had neglected to notify us that they had moved. Do not lose an engagement thru carelessness in notifying this office of a change in address.

Again we remind members of the special concession the council has made to members working in presentations and cabarets: any member who is delinquent in dues may place himself in good standing upon the payment of \$6 providing that payment is made while the member is working.

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FALL TERM BEGINS OCTOBER 26

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

Thru Sugar's Domino

MAYBE we are still too naive and optimistic after our many years in the theater but we had hoped for more tangible results up until now from the Convention of the Legitimate Theater held by the American Theater Council. Perhaps it would have been more fitting to the occasion to conclude that tangible results are not to be expected; that the best one could hope for is that the publicity given the proceedings accomplished something towards making theatergoers more conscious of the existence of vital forces at work in the theater and of the more important fact that the theater is far removed from being decadent. However all of this might be, we are heartened to some extent by the news that the Committee on the Road, appointed by the Council's executive committee, has actually started to hold meetings. In themselves meetings are not progress; merely a road to progress. At least the issue is not dead. At least there is still burning the embers of a movement that is far more important than any other factor in our own mixed metaphors of the theater picture. We are further heartened by the knowledge that James J. Brennan, a business man and a lad with more than the average share of common sense, is chairman of the committee and has as his colleagues such true and tried experts as Jules Murray, Gus Pitou, Elmer Kenyon and the revered authority on several phases of the theater, Owen Davis.

* * *

The Committee on the Road can do more in one sweep than a supercolossal convention attended by every stray in theaterdom. With such men as have been chosen to serve on the committee there will be no waste of time in useless patter, didactics and flagwaving. If we know these men right they will get down to business and keep on plodding until they have actually accomplished something. It is a foregone conclusion that the prescription they write out can be filled only by all factors of the theater working in close harmony. Whether or not this is possible remains to be seen but a good start is made when the prescription is put down on paper. This prescription or formula is what a troubled theater needs before it can proceed further to administer to its ills.

The Committee on the Road is infinitesimally more important to the theater than the cackling being made about improving the situation for suburbanite theatergoers or any of the other comic opera projects that they promised to launch following the closing of the convention. The theater cannot make progress as a strictly Broadway institution. A healthy, prosperous theater needs provincial expansion, consistent playing time and audiences primed to the shows it is possible to produce economically and in accordance to the desires of the masses.

An interesting feature of the Committee on the Road setup is that Jim Brennan has been put on the spot. Without deceit, in fact, as openly as eating pop corn at a country fair, the legitimate stage groups put the harness of responsibility for reviving the road on a man highly influential in the stagehands' union. Managers have often complained, among other things, that the stagehands have been standing in the way of prosperity returning to the theater. It is up to Jim, who usually meets a problem with eyes ahead and shoulders squared, to show that the stagehands are not quite as bad as they have been depicted. And he can go further and show that stagehands can and will do more to rehabilitate the theater than most of the boys on the managerial side who are making all the noise and doing nothing. We shall watch Jim's work with interest.

+

WITH the French Casino sitting quite easy in the saddle as a well established institution that can count on continued business throughout most of the year and with the International Casino getting ready to open in a labyrinth of striking painters, masons, carpenters, etc., the complexion of Broadway has undergone thru this combination of circumstances a definite change. That is, a change from the Broadway of several years ago when "flesh" was exiled from the large-capacity film theaters and when night clubs were starting to make a barely visible dent on the surface of the world's most famous street. The change is that of live attractions again holding the Main Stem spotlight. And in this there lies great hope for the branch of show business that caters to audiences who prefer personal contact with artists.

So-called patriots and other loud talkers have been complaining about the casinos, their squawks being based on the assumption that these spots contribute little or nothing to the American talent market. This is only half true and it is our frank opinion that it lies with American talent builder-uppers as to whether the trend in the future will be away from or towards the exploitation of American attractions at the two big spots and others that will surely open up in strategic spots all over the country when and if the success of the International Casino is assured.

The other day we had a talk with our old friend, Pierre Sandrini, co-producer of the International Casino show, about his plans, policies and other details in connection with the International. Sandrini stated without being aware of talking for publication (altho no confidences are being violated) that a certain proportion of his talent will have to be foreign in order to be in keeping with the atmosphere of the spot. But, he insisted, there is no reason, other than a possible paucity of talent available here, for the International to go abroad for the backbone of its shows. Sandrini is committed to the proposition (as we understand the French Casino management has also been) that attractions booked into the spot be new to Broadway. That, he emphasized, is the important requirement. From which astute talent promoters and performers themselves can draw the conclusion that there is a new field right here for talent that is novel, original and entirely new. The prospect of employment in such spots controlled by the French Casino group and its opposition, the International Casino, is much brighter from many angles than theater work. The hours are better, the work steadier and general conditions more tolerable.

It would be just as well for the "flesh" business in America if the concentration of employment in the beginning were in night spots run by responsible, generously financed organizations. The natural consequence would be not only the resuscitation of the talent market but the revival of activity in theaters. The theaters will feel the opposition sooner or later and the only thing they can do about it is to use talent, too. There is every reason to look forward with optimism to the influence on American show business of these opposition spots. There is plenty of room for them on Broadway. Judging from the joints we visited in the line of duty these last several sweltering weeks.

The Broadway Beat

By BENN HALL

"George Spelvin has gone off on a nine-week vacation, instituting the staff can't write this column without him. And, so, staff members will pinch-hit until his return."

WITHOUT naming names, one of those weekly news reviews is up against it again, but hard. . . . The gals of the nation will have more chance than ever to remain sweet and simple with Beatrice Fairfax back on the air. At a clambake to introduce Marie Manning (who is B. F.) to the radio crowd, she told of an attempt at her redemption. One evening, returning to the National Arts Club at Gramercy Park, she thought she was being followed. She walked faster. The shadow quickened its gait. She ran; the shadow followed suit. Suddenly the pursuer overtook Beatrice Fairfax, thrust a handbill at her and fled. It was an ad for a mission, advising, "Solace to the weary and hope for fallen women. Also meals."

Add Incongruous Items. That blowup of a newspaper clipping in front of the Apollo. It's a reproduction of an item in that rather respectable gazette, *The Times*. *The Times* masthead is blown up till it's visible across the street. On the ample white space surrounding the notice is a comely wench, drawn only as burlesque sign painters draw the creatures. She seems, somehow, ill at ease in the company of *The Times*.

Maybe there's no connection, but some of the paper containing releases from one of the better networks has an awful stench. This is the literal truth, for one whiff of the paper almost knocked out a burlesque critic. . . . "Free Shows in the Parks" is the ad for the Federal Theater Project now on posters in sub stations. . . . Archie Bleyer practically set for a Bing Crosby film and an air sponsor. . . . It took the legit boys only \$600 to lick the Dunnigan Bill last spring. Which ought to encourage those who affirm that things can be done without a too heavy b. r.

Success story, but no moral. The case of that lass who used to check fedoras at one of the better night spots. She's touring Europe now, with all expenses paid—and not tourist. It was market tips that financed the trip. She does know people. And if only that slave bracelet could talk. . . . Ralph Whitehead, of the AFA, received a long petition congratulating him on organization of the First Circuit. From the Lambs Club. . . . Union stagehands averaged \$800 a year three years, so they're not making the top money you thought they were.

Fred Allen is a machinist, Phil Baker a furniture mover, Jack Benny sells shoes, W. C. Fields peddles strings, Benny Goodman sells human hair, while Jack Pearl makes artificial flowers. It's all in the telephone directory, anyway. . . . Mario, of Mario and Flora, is a champ high diver. Claims it helps his dancing. . . . Shirley Temple novelties receiving heavy advertising play in Roxy programs. . . . According to a survey made by Paramount, women newswear fans have very definite likes and dislikes. They demand entertainment in their news. They like fashion news, sports, then personalities and human-interest clips. But most of the gals frown on shots of war, strikes, crime and politics. . . . Mr. Spelvin, returning from a successful season at Ossining, N. Y., resumes this column next week, provided his behavior warrants it.

Chicago Chat

By NAT GREEN

THE large number of unit shows projected for the new season indicate that Chicago again will be a production center for this particular brand of entertainment. At the present time a dozen or more units are in process of formation, most of them with substantial backing and a few shoestrings. It would be fine if we could visualize all of these units as successful. Undoubtedly those that are well managed and financed will be. But each season has its quota of shows that are organized by promoters whose sole objective seems to be to get together a troupe as cheaply as possible, make extravagant claims that have no foundation in fact, get what bookings they can from unvary theater operators, and then when the inevitable blowup comes leave the performers and staff holding the bag. It happens every season. The mystery is how the same promoter can do it over and over again and get by with it. Rialtoites can cite several such promoters, well but not favorably known, who somehow inveigle performers, managers and agents to take a chance with them, altho they should know from past experience that if the show doesn't click there will be no salaries forthcoming. The promoter stands to lose little. His investment is small and quite frequently somebody else's money finances the venture, while Mr. Promoter has his dough safely salted away. Not so with the performers. The loss of several weeks' salary means a lot to them—in fact, it is often a real calamity. Perhaps this season, with an unusually heavy demand for acts and with the AFA functioning much better than formerly, the rats in the promoting game may find it more difficult to get away with their dirty work. Which would mighty please the square shooters!

Scarcity of chorus girls was well illustrated this week when Max Gallin, of the Count Berni Vici show, tried to find a couple to fill his line. . . . When last seen he was bewailing the fact that even tho he was offering \$30 a week there were no girls to be had. . . . Gardner Wilson, who last spring left the Sally Rand show to become a circus press agent—and a darned good one—is all set to handle publicity for a string of Florida resort hotels during the winter. . . . Roger Pryor, band leader at the Edgewater Beach Hotel, celebrated his 34th birthday a few days ago. . . . Russell Swann, suave magic man who was a favorite in local swanky night spots last season, drops us a note that he sailed for London September 1 to open in a new Hotel Dorchester revue.

Phil Fein, now with the Chicago Civic Opera Quartet on a Barnes-Carruthers revue, will be stage director of the St. Paul Civic Opera Company this fall and of the Chicago Opera Company from October 30 to December 18. . . . Today's Children definitely will not go off the air this fall as had been rumored. . . . It is set until next June 15. . . . Sponsor may add another all show. . . . Ed Paul, WLS announcer, and Eileen Jensen (Sally of Winnie, Lou and Sally), of the same studio, will be married soon—or has it already happened? . . . Geraldine Ross, 20-year-old dancer playing her fifth engagement in the Walnut Room of the Bismarck, has developed into one of the best eccentric dancers in town. . . . The tricky taps and versatile vocalizing of 16-year-old Donna Dae still drawing acclaim from College Inn audiences.

Macon Is Big For Tolbert Show

MACON, Ga., Sept. 4.—Milt Tolbert Show, featuring Lasses White and Honey Wilds, played to huge business here Wednesday. Tent was in Central City Park, a stone's throw from huge baseball stadium where Macon team was battling Columbus for league pennant.

Despite the fact the baseball game attracted record-breaking crowd of more than 5,000, the Tolbert show sold standing room and turned 'em away.

Show had an unusually good break with city license, obtaining permit for only \$25. City reader is \$100 per day for tent vaudeville shows, subject to increase or decrease by mayor or license committee. Low reader here attributed to great personal following of Lasses White in this section.

Billroy Briefs

PIQUA, O., Sept. 4.—Members of the troupe were scattered out Sunday. Manager Billy Wehle was called to Louisville owing to the illness of his father. Mrs. Wehle, Winona, Billy Jr. and several others attended family reunion in Detroit. The Crider and Nelson families went to Indian Lake and the writer to bed.

Last Saturday in Kenton, O., we played on the same lot with the Madge Kinsey Players, one of the finest equipped week-end rep shows on the road and a fine bunch of people. It was regrettable that we had to play opposition, but there was a mixup in the lot contracts. Anyway everything went along nicely except Cal West walked on the wrong stage to do his single. On the same night Morris Nelson made his first appearance on a Coast-to-Coast hit-cup.

Charles Catanzaro, our clarinet virtuoso, suffered a painful injury while experimenting with gasoline, but so far hasn't missed a performance. He is still able to play hot licks to Mayo Holland's "waltz-over-kick."

Mr. and Mrs. Wehle and the writer journeyed over to Thistledown track to see Gadsby, who, by the way, is owned by Sherry Ballerars, make his initial effort on that track. A fine horse, Sherry. Lots better than some of the other ones Wehle bet on, especially the one that finished so far behind that a reward was posted for his return.

Visitors included Alec MacDougal; his brother, Jimmy, and wife and that sweet little master of the terpsichorean art, the one and only Kitty Watkins. After the show all were guests of the management at a party thrown at "Isley's."

WAYNE BARTLETT.

MANSFIELD, O., Sept. 4.—I've often wanted to write these briefs but this is the first opportunity I have had. Bartlett is always writing about everybody else but never says anything about himself. So why was he left in Canton, O., the other Sunday and why does that third valve on that trumpet always stick down?

A new girl who answers to the name of Dinky Stewart was supposed to join us' several days ago and everyone is wondering what happened to her. Maybe Mr. Bartlett could tell.

A new act, the Bundy Brothers, just joined our show. The little short trombone player is very good; can't say so much for the trumpet player. But after a few more seasons on here he will probably get with it.

Carl Denton was a visitor on the show this week; also Johnnie Wages, the "one-man band."

Arline Beyer is carrying a torch about six feet long. I wonder for whom!

EDITH (STRIP) FARLEY.

Snap Boyes Folk for "Life"

LINCOLN, Neb., Sept. 6.—Story of *In Old Kentucky* will be illustrated in pictures taken of the Chick Boyes Players here in a soon-to-come issue of *Life*. Lensers spent all day on the lot with the troupe and took shots clear into early morning. Illustrating the old meller-Mag crew had tried on a previous bill, but the editors decided it would be better with the old hoke.

JANE ELLEN BALL, formerly connected with the New York professional stage and last year associated part time with the Pittsburgh Playhouse, will open an acting school in Pittsburgh the middle of this month.

Attention! Managers-Players

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

Williams Show Heading for Florida

LEBANON, Tenn., Sept. 4.—Original Williams Show, after concluding a successful tour thru Ohio and Pennsylvania, is now heading southward towards its winter quarters in Jacksonville, Fla.

The trip thru Indiana was a disappointment, with business way below normal. However, box-office returns perked back up where they belonged as soon as the show hit the Kentucky line. Carrollton, Ky., was big, while Shelbyville, Lebanon and Elizabethtown, all in Kentucky, brought turnaway crowds. It was necessary to do two shows in the two last named towns.

Show is managed by Elmer Lazone, with Vic Spouse as general agent. A billing crew of three is under George Lockhart. Performance is along hillbilly lines, featuring several well-known radio acts, including Lee (Zeke) Allen, formerly with Otto Gray's Oklahoma Cowboys; Griff and Hi, comedy team from WSB, Atlanta, and the Hoosier Merrymakers, of WAVA, Wheeling, W. Va. Another feature are the 12 Dancing Dairy Maids. Sex appeal is furnished by Corrine and her apple dance.

Top is a 70 with three 30s, with 800 reserves and 400 blues. Equipment is transported on six trucks.

Abbott May Try Stock Again

PORLTAND, Me., Sept. 4.—Forrest Abbott, formerly of the Abbott Players, is now located in Portland. It is reported that he may try dramatic stock here this winter.

Finn Quits Tent Sept. 20; Business Best Since 1928

CINCINNATI, Sept. 4.—Thomas L. Finn's Congress of Novelties, which opened under canvas June 2 for a tour of three-day and week stands, winds up its season September 20, when Finn begins his fall and winter run in high schools. Company of eight has been working under a 35 by 80 top, and business, Finn says, has been the best since 1928.

In the roster are Thomas L. Finn, manager; Vaughn Dell, stage manager; Joe Smith, musical comedian; Mrs. Jimenez, Mexican musical act; Charles H. Aldridge, dancing comedian; Coyne, magic and vent, and Hayden and Myers, sketch team.

Rep Ripples

L. E. GORTATOWSKY writes from Albany, Ga., that there is no infantile paralysis in that section and, consequently, no ban on tent shows. "Crops are fine and money is plentiful," Gortatowsky says.

CHARLES W. BODINE has returned to his home in Pittsfield, Ill., after a six-week visit with his brother in Lampson, Wis. "Had a wonderful time," Bodine pencils. "Caught the Ringling show on the way back. I might do some troupers this fall on a house show. A good minstrel ought to go well."

MRS. EDNA V. O'BRIEN, who has been in ill health for some time, underwent a major operation August 27 at St. Thomas Hospital, Nashville, Tenn. Operation proved successful and she is now faring as good as can be expected. Friends are urged to drop her a line. Room 416, above hospital, will get her.

ROY E. AND HAZEL FOX and their younger daughter, Hazel, well-known rep folk, have been holding forth all season at the Pan-American Exposition in Dallas. The veteran Roy was caught recently executing a set of back nips-ups in celebration of the birth of his second granddaughter to Mickie Fox (Mrs. Bob Keheley) in Tallahassee, Fla. Bob Keheley, who labels himself Roy's worst son-in-law, is currently advancing Jimmy Flounoy's Orchestra out of Tallahassee.

FRANK THOMAS, veteran New England repertoire actor, has been playing leads during the summer with the Federal Theater Stock Company at Salem, Mass.

LILLIAN CARROLL, former stock and rep actress in New England, has been directing amateur groups in New Hampshire this summer.

THE BARNSTORMERS, circle group with headquarters at Tamworth, N. H., have extended their season to the middle of September.

MRS. CHARLES B. CLEAR, pianist and vibraphone artist, posts from Kaibab Forest, Ariz., that she has had a perfectly ducky time touring Southern California the last three months.

MILTON SAVITT, formerly of the Galvin Players, is in charge of playground dramatic work in Fitchburg, Mass.

Kansas City Jottings

KANSAS CITY, Mo., Sept. 4.—Joey and Mae La Palmer recently joined the Fred Brunk show in New Mexico.

Lodema Corey, after finishing her work in advance of the Cliff Carl and Ward Hatcher shows, is visiting friends and relatives in the village.

The Musical Ishams, former rep musicians and for the last five years local night club entertainers, have gone to Denver.

Billy Cornish and Marie Belmar, for the last five years with the Jack Kelly show, have recently joined the Frank Smith Players.

Arnold and Thelma Kloxin, after closing the season with the Gagnon-Pollock Show in Wisconsin, are visiting friends and relatives in Missouri.

Cliff and Bunny Olson have closed with Porter's Comedians on the West Coast.

Rice-Percy Players are slated to close the season next week.

Ossie Johnson and Lola LaRue closed with the Jack Ripley Players this week.

Austin and Gladys Rush are vacationing in Detroit after the closing of Jack Kelly's show in Michigan.

Danny Hendricks was a visitor here after closing his circle in Montana recently.

Earl and Joey Gregg, with the Jack Kelly show all season, have joined the Frieda McOwen Stock Company.

Mr. and Mrs. Dick Caldwell have rejoined the Boyes No. 2 show after being with the Boyes stock in Lincoln, Neb., nearly all summer.

Mac and Maree McDonald are Arkansas bound for a vacation following the close of the Ben Wilkes show in Illinois.

Famous Players are scheduled to close the season at Humboldt, Ia., next week.

Phil Duncan is making arrangements (See KANSAS CITY on opposite page)



BILL SACHS

On Your Toes!

By BILL SACHS

THE tent repertoire end of show business, which, with the depression and the advent of talkies, dropped lower than a turtle's chest and which for a time actually was believed to be on the verge of extinction, has experienced a noticeable revival the last two seasons. The current season, already passed the climax stage, promises to make a better showing than the last two seasons, despite the inclement weather which nearly all the shows experienced this summer.

Contrary to general belief, the tent show industry did not suffer so much from the depression or the coming of the talking screen as it did from the outmodedness and lack of showmanship on the part of those who piloted the various attractions. Like Topsy the tent show industry of the past "just growed," with too little attention being given to the matter of showmanship and with little or no effort being made to keep abreast of the times.

In too many cases the tent show manager of a few years back used his attraction solely to further his own histrionic ambitions or those of his wife. In 9 cases out of 10 the show manager was cast in the featured comedy parts (when his own actors knew that he was as funny as an open grave), while his wife, who should have been doing characters at the best, had to have the sweet young thing parts or no go. On such shows, and there were many of them, quality of performance, modern methods and sound business sense were overlooked entirely. Consequently such shows fell an easy prey to the depression and talkies which were to come. Unfortunately many such shows still parade under the guise of tent repertoire shows, but they merely struggle along to die sooner or later of self strangulation. The quicker such turks fade from the picture the better it will be for the entire industry.

Tiring of a steady diet of talkie fare and long denied the privilege of looking at flesh attractions there are thousands of sizable towns throughout the country that would welcome tent show entertainment, providing it's the right sort. There's money to be made in just such towns with the proper type of show, the right kind of business methods and a liberal injection of common sense and showmanship. That has been proved by several alert tent showmen in recent years. It cannot be achieved, however, with a 1917 show presented in 1917 fashion. Neither can it be obtained by managers who resort to childish operations, who spite themselves in order to make it tough for an opposition show in the same territory.

The tent show field has never been dead; certain managers have merely permitted the rush of modernism and the lack of common sense to throw them.

Tab Tattles

By BILL SACHS

HARRY HARVEY, formerly with Lewis H. Mack, Joe Barnett and other tabs, is now doing okeh for himself in pictures. He has just finished playing the heavy in *Here's Flash Casey* for Grand National and has just signed a managerial contract with the Middleton & Sackin Agency, Hollywood. . . . **Bobby Jones**, formerly of tabdom, is now in his eighth week at the Talk of the Town, Peoria, Ill., as emcee, with about 12 more weeks to go at the same spot. . . . **Lew Green**, now with the Hoosier Comedy Company in Indiana, pipes in to say that he's been getting in some fine fishing up that way recently. . . . **Vic Spouse**, agent ahead of the Original Williams Shows, scribes from Lebanon, Tenn.: "How about a line from Charles A. (Kid) Koster? It's about time." . . . **Art Gleason** was in Chicago last week buying talent for his first show of the new season, now in rehearsal at the Performers' Club, that city. . . . **Hoskins L. (Dud) Deterly**, last season with Ches Davis' *Cavalcade of Stars*, left his home in Natchez, Miss., last week to join Emmett Miller's tab in Charlotte, N.C. The new Miller unit was slated to leave Charlotte Labor Day for an extended tour of the Southland.

KANSAS CITY

(Continued from opposite page)
for the opening of a circle to play Texas territory.

Colley and Rosalea, with Choate's Comedians all season, are making plans for the opening of their own show in Alabama.

Original McOwen Stock Company started on its string of Nebraska fair dates recently.

Tip Tyler's Comedians, after many weeks in Missouri, have invaded Kansas.

Mrs. J. Graham Thatcher is now in Minneapolis making arrangements to reopen the Thatcher Players September 23 at Glencoe, Minn.

Boyes No. 2 company, having finished its Kansas fairs, has started playing its Nebraska dates.

Helvey-Morgan show, after playing all summer in Illinois, laid off two days recently in order to make a long jump to Texas for its regular fall and winter season.

Laura Stone, of the Hal Stone Players, is in Mercy Hospital, Council Bluffs, Ia., where she underwent a major operation. Friends may write her as above.

Jack Kelly's No. 2 show is slated to close the season tonight at Dexter, Mich. No. 1 show closed last week.

Roberson Players are opening an indefinite engagement Labor Day at Galesburg, Ill.

REVIEWS

(Continued from page 22)
nard, Love Potion (Weston), a night club session (Greenman), stage-to-box crossfire (Greenman), *The Cobbler* (Weston) and *The Drum Major* (Greenman). Bernard also does a dramatic bit, which, altho fair, could be eliminated for speed's sake.

Jack Heath handles the comics in ace fashion. Also sings fair in the show's tasty Chinese number. Jack Sevier Juve, also impressed with his work in the various comedy scenes. Ann Stryker was outstanding on the warbling end, her sweet and pleasing voice registering nicely on *Sailboat in the Moonlight* and *Sweet Mystery of Life* without the aid of a mike. Also did well with her lines. Freda West works well on the talking end and scored easily with her violin and accordion specialties. Cynthia Michel sings only fair but reveals good form and a lovely body in her dance efforts. Jade Rhodora, tall and stately featured damsel, did nicely in the Chinese number and scored in splendid fashion with a classy exotic dance offering. Handles the subdued peel in classy style and stole off to sound palm-whacking.

Al and Ann Stryker fill their spot with a neat contortion turn, with Al handling the bends and twists and Ann looking after the announcements. Scored handily. Jack White and Betty Burke, youthful team, did nicely in a pair of novelty dance sessions. Chorus, schooled by Lilian Hunt, is okeh on looks and does well with its standard routines. Dave Plat's pit lads play the show in tip-top shape. Al Curtis is company manager.

Bill Sachs.

THEATER REVIEWS

(Continued from page 24)

plays unusually well. But the play moves slowly and fails to achieve its point with clarity. It isn't likely to be a premiere that the Casino will look back on in years to come as the birth of a hit.

Charles A. RossKam.

"Cassandra Kelly"

THEATER-BY-THE-SEA

(Matunuck, R.I.)

Three-act play by Ralph and Eugene Berton, produced by Theater-by-the-Sea in association with Sidney Harmon, August 31 for one week. Staged by Halsted Welles, setting by Eugene Pike. Cast: Jessie Royce Landis, Millard Mitchell, Ernest Woodward, Calvin Thomas, Ann Merrill, Robert de Sano Marzano, Neil Flynn, A. William Packer, Gregory Paulo, Harold Michelman, Robert Hutchinson.

Not with a desire to "knock the t' out of Kelly (Cassandra)" but as our duty as a reviewer we must say that in giving this play its first performance as the last production of its summer season the Theater-by-the-Sea has, unless we miss our guess, given it its last. Not that the Brothers Berton don't write dialog fairly well, nor that the players who carried off the roles in the premiere didn't do their part valorously. *Cassandra Kelly* falls short chiefly in that its plot is old and worn and its "brilliant" lines are not sufficiently "brilliant" to overcome the plot's shortcomings.

The story concerns an opera singer who is about to retire, with matrimony with a wealthy business man her object. Said Babbitt suspects his son is also interested in the singer, really quite an unnecessary suspicion, for son's interest is in a pretty young Russian. But while suspecting sonny boy Mr. Babbitt fails to give suf-

ficient attention to his desired one's ex-husband, who pops into the picture and persuades the operatic lady to spurn the Babbitt's gold and return with him to the land of the theater, its make-believe and heartaches. Curtain.

Good performances by Miss Landis, Mr. Mitchell and some of the others help, but the paying customers "no like."

Charles A. RossKam.

New Faces of 1937*

CAPE PLAYHOUSE

(Dennis, Mass.)

Revue in two acts. A Leonard Sillman production. Book by Everett Marcy and Leonard Sillman, music by Baldwin Bergerson, Irving Graham and James Shelton; lyrics by June Sillman, Irving Gramham and James Shelton; additional numbers by Morgan Lewis, Paul McGrain, Lew Kesler, Louis C. Bellin, Robert Bilde, Neville Fleeson; lyrics by Ted Fetter, Al Stillman and George Walbridge; additional sketches by Mort Lewis, Lawrence Riley, Irving Graham, H. John Friedman, Luther Davis, John De Vries, Rags Ragland, Richard Lewine. Idea suggested by Mercedes, realized by Eugene C. Fisch; dances conceived by Lew Kesler, entire production staged by Leonard Sillman. Presented by Raymond Moore for one week, beginning August 30.

Cast: Erika Mann, Rags Ragland, Lotte Gaslar, Leone Sousa, Michael Loring, Mildred Todd, James Shelton, Joseph Beale, Edna Russell, Jack and June Blair, Elisabeth Wilde, June Sillman, Mara Alexander, Lou Babian, Bowen Tufts, Peter Renwick, Van Johnson, Grace Gillern, Claire Ellis, Paul Roberts, Vera Deane, Henry Arthur, Henrietta Boyd, Johnnie Tunsil, Remi Martel and the Johnsons: Willie, Howard and Robert.

Leonard Sillman is currently trying out his *New Faces* at this summer theater, the first of its type of production the summer circuit has seen this season. It's still in its formative stage and needs lot of slicing before it hits even Boston before its Broadway debut. Third night performance had several sketches out since opening, yet it runs two hours and 45 minutes. It needs speedier gait overall and some slowing up to make several sketches more effective. All sketches are on a sophisticated formula; they are funny, meaty and good take-offs on what they symbolize. Tunes are catchy, particularly *Rinka Tinka, You're the Hit of the Season* and *Train Time*.

Jack and June Blair, tap duo, will endeavor themselves to audiences. Rags Ragland is click as a comedian. Willie Johnson is a sweet sepiam fem tapster with good vocal apparatus, and her brothers Stretch and Bobby are adequate tapsters. Johnnie Tunsil is a sepia gal who can strike out some neat warbling. Edna Russell will be aces as a good-looking comedienne and songstress and will do much to steal a good portion of the applause. Lotte Gaslar is a riot with her eccentric dances. Michael Loring is the handsome juve with capable bartone apparatus. Elisabeth Wilde is a YWCA type of girl with good lines that she delivers to advantage. Joseph Beale is a sincere and effective bit player. Erika Mann has much to do in introductions, and her Continental accent is effervescent and plenty sustaining. She's got personality of the first water. June Sillman is okeh on the dramatic singing. Shelton takes his chores of singing and acting quite convincingly. Leone Sousa is a good straight and can read lines. After editing, Sillman will have an ace show.

Sid Paine.

"Let's Laugh Again"

NIPMUC PARK THEATER

(Mendon, Mass.)

Three-act comedy by Warren Reid. Opened August 22 for one week. Produced by Nipmuc Park Players, directed and staged by Louise Galloway. Sets by Edmund G. Dinsmore. Cast: Sara Wallace, Edwin Gordon, Louise Galloway, Edmund G. Dinsmore, William Bryan, Peter Cookson.

Warren Reid, business manager of the summer troupe which Louise Galloway is shepherding in her second summer at Nipmuc Park, revealed his first attempt at playwrighting to audiences at the summer playhouse last week. For a first offense it isn't bad, but Mr. Reid as an author still has a long way to go.

The play is one of those "smart" society things with dialog not as "smart" as its background and characters. Cora MacCormack, wealthy widow, invites a week-end house party in which her guests include a couple divorced that day, another couple looking for an excuse to get divorced, a callow youth anxious to marry the newly Reno-vated woman and an untiring suitor who for years has waited for the widow to take him as a protector. There's also a butler, which could be written into a good role for, say, Arthur Treacher.

The widow's hope is to bring back together the divorced pair, a plan which the divorce-seeking femme is anxious to thwart, inasmuch as she has her hat set on capturing the newly freed male for her second spouse. Both women get into the leading man's bedroom, singly and together, but with no exciting consequences. A fair first act and possibilities in the third act, but between times there's too much of a lull. Five set changes also slacken the show's speed.

As an afterpiece the company did George Kaufman's *If Men Played Cards Like Women Do*, and this gave the audience more laughs than did Mr. Reid's whole three acts.

Charles A. RossKam.

Pughe Derby Still Going

KANSAS CITY, Mo., Sept. 4.—George W. Pughe's Derby Show, victim of fire last Sunday afternoon, continues in operation. Flames failed to halt the contestants, who have been walking all week while the seats and stage are being repaired. Most of the equipment was saved. The show's big top, however, was destroyed. It was owned by Baker-Lockwood here and was partly covered by insurance. How long the show will continue to run depends upon how the night attendance holds up the coming week.

The show is about to end and is running 35-minute sprints with no stops and one fall disqualifying. At the writing show has passed its 800th hour, with six couples remaining. Bob Benson dropped out with a sprained ankle, which he received in pulling beds from the fire.

INQUIRIES HAVE BEEN received the past week on Dick Strickland, Red Long, Teddy Moore, B. G. Evans, Coleman Nay, Sid Curtis, Harry H. Cowi, Joe Purcell, Charles F. Noitlimer, Denny Beckner, Freddie Hall, Mac McGreevy, Red Oleski, Ernie Mesle, Kitty Kavanaugh, Eddie Bausman, Bob Chance, Alto Locke, Squirrely Bradley, Beatrice Green, Joe and Babe Nalty, Emmett McClelland and Lettie Bunch. Drop a note to the column and let your friends know where you are and what you're doing.

MARY LEETON pencils that Madeline Lilletti is critically ill in Kingston, N.Y., and urges that Red Long communicate with her thru General Delivery, Kingston. Miss Leeton's address is 96 Bruyn Avenue, Kingston.

CONTESTANTS

Show opens September 24,
Jamaica, N. Y.

Communicate

FRANK RAVESE

9230 168th St., Jamaica, N. Y.
"No Hotel Dancers Wanted"

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are involved. Letters must be under full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Cincinnati.
Much has been said in previous issues of The Billboard about price cutting, chiseling, etc., of various agents. It seems to be assumed that the act is in the employ of the agent, when actually the reverse is true. The agent can book only when price, hours, etc., are suitable to the act. Although many other variations are present, the above is still a fact. An act can do more to raise its own standard than the sum work of all its agents. As an example, a girl trio recently opened at a small club. They were told they would have to mix with the guests and each do singles in addition to their regular routines. They talked it over and rather than be subject to cancellation did as asked. This was done in all faith, but caused the cancellation of the two following acts, a team and a single, because they would not mix, and a ballroom team because they could not do singles. The agent took no part in the affair. An act should be pledged to pave the way for the incoming entertainers because the act itself must follow some other act into the place where it is going. If it books a spot for less than the house is accustomed to paying it is telling the manager that he is paying too much for talent and also telling the agent the act will work for less money. When an entertainer will not inconvenience himself for the incoming act he cannot expect to receive any consideration from the outgoing team. Because one is not acquainted with them is no reason why they should not pave the way. For some reason, discussion of salary between the acts is taboo, when in reality it is of major consequence. Why not be frank and realize that one act can be worth more than another? An overpaid act will "shush shush" all week and go into a trance at the mention of salary, when actually they could tip off their compatriots to the fact that they can get more money if the management likes their work. An agent is only the clearing house of entertainment. The entertainers are the actual goods. They are controlled by no written laws except weekly contracts that vary weekly and that are subject to cancellation at a moment's notice. An entertainer must realize that the only way to salvation is thru himself. It has been stated that show business did not die; it committed suicide. The resurrection is at hand. We had better get religion!

ROBERT RIEGEL.

Elmira, N. Y.

During our (Strates Shows') recent engagement in Niagara Falls an incident happened that really meant nothing to our show, but since that time it has come to our attention that a person or persons with an ax to grind have circulated reports that

are a detriment to this show and its square manager. I wish thru The Billboard to state the true facts and bitterly condemn those who are making these false reports. We exhibited in Niagara Falls August 2 to 7 under auspices of St. George's Catholic Church, with Father Francis Gelumbis as chairman of the committee. Prior to our engagement an advertising solicitor for a "tab" sheet called on me for advertising from the show and on advice of Father Gelumbis I turned him down, as the type of paper was not in keeping with the policy of our auspices and show. Later did give the solicitor a \$5 space. Not satisfied, he called on the show and demanded that we spend \$60 with him and, of course, Mr. Strates refused to comply. The solicitor became very abusive and made various threats about what his sheet could do to carnivals that exhibited in Niagara Falls. When his paper came out he carried a dirty rap at the shows and concessions and particularly picked out the ball games as being crooked and also stated that the concessions should and would be closed by the police. It was one of the dirtiest pieces of dirt this writer has

ever read and so uncalled for, because the Strates Shows have never been closed by any official all along our route, and Jim Strates bears an enviable reputation in every city in which we have exhibited this season. It makes my blood boil to think that such sheets should be in existence or ever tolerated by the public and I think that most everyone in the carnival field who has ever dealt with Jim Strates knows that he stands for four-square dealing with all his associates and committees. I defy anyone to prove that the Strates Shows had concessions closed by the police in Niagara Falls or anywhere else.

BEN H. VOORHEIS.

Medford, Mass.
In a recent Forum letter Mike Hat said Sam Lee, veteran minstrel man, was the best cornetist of his time. He is right. I was with the Gorton Minstrels two seasons and at that time we had in the band Joe Gorton, baritone; Sam Lee and Frank Seavy, cornets; Ben Fuller and Fred Long, trombones; Boy, what a band! To play in Gorton's band one had to be able to cut it. No stringed instruments were used at all; everything was brass and it sounded like pipe-organ music. It was a pleasure to be with a show like Gorton's Minstrels. As to Sam Lee, I must say he was one of the finest men I ever tramped with—a perfect gentleman. If there were more like Sam in show business what a wonderful business it would be! Sam was with Gorton for more than 20 years. After he left the Gorton Show he signed with George Evans' Honey Boy Minstrels and was a hit with that show too.

CHARLES HAMMOND.

Rochester, N. Y.
The writer uncovered something that may be of interest to other showmen. Carrying our own billposting department headed by M. G. Stokes, who was endeavoring to get a showing in Rochester, we (Gruberg's World's Exposition Shows) were notified in advance that all billposting in Rochester would have to be handled exclusively by the billposters' union, at which request we immediately turned over about 5,000 sheets of paper to supposedly union billposters. Upon investigation the writer was informed that no such union exists at present in Rochester, but that the two men concerned were and still are members of the local lodge of the IATSE, affiliated with the

Question of
Billposting
In Rochester

AFL. This organization, unless I am mistaken, does not affect billposters. About Thursday before the opening 1,000 of the 5,000 sheets were about all that could be accounted for, at which time Stokes went to work and in the remaining three days managed to get most of the paper up.

J. B. MANNHEIMER.

Cloquet, Minn.
I resent the crack made in Midway Confab, August 21 issue, concerning geek shows. The attitude of The Billboard always has been that a geek show is something to be shunned. The

Geek Showman Mixer doesn't know what geek show is in the first place, and if he did know, I don't think that he has

mental capacity enough to act as a critic. I have operated geek shows for 20 years and have been around enough to know that there are plenty of people, including mayors, police chiefs, sheriffs and newspaper editors, who are not looking for show passes, and so far as the heads of churches are concerned, there are good and bad, the same as among geek-show operators. I have showed to hundreds of county, city, State and federal officials, and hundreds of newspaper and church people, and I think from my experience I would be safe in saying that they get just as much good, clean fun out of my geek shows as they do out of the average midway attraction. I admit that if we took as an example of a geek show a lot of the contraptions that are supposed to be geek shows you might have an argument, but the same is true of every show. The Billboard is full of ads for games, devices, etc., that are not what they are cracked up to be. But that is no reason why I should be afraid to order a tent from the U. S. Tent and Awning Company or such. If you want to "lay out" a geek show in the future be specific. The same with a girl show or any other attraction. All summer I have been playing towns burned up by drunken geek-show operators, and I have pleased, amused and satisfied thousands of people.

H. L. ELLIOTT.

Amos and Andy

I think that when I die I'll be awakened by strains of "Perfect Song" from out of the blue. And I will have no time to be "regusted" List'nig to what Amos and Andy say and do.

These two comedians certainly have outlasted

Various phases of my life's career. Ottimes with them I've feasted, sometimes fasted; Association, to me, makes them more dear.

—DR. EDW. JAMES IRVINE.

Chicago.
Thanks to you for the editorial regarding "The Passing of the Circus." You

Swing and the Public

MUSICIANS and employers of bands are exceedingly troubled these days by the question of whether swing is on the way out. Sensational popularity of such songs as "It Looks Like Rain," "Sweet Leilani" and "Blue Hawaii," as well as vastly increased sales of softer instruments like the accordion, various forms of the guitar and the electric organ, has the prophets saying fare-thee-well to the era of jam and gutbucket. But before musicians decide to squirt gallons of schmaltz into their saxes they'd be wise to consider a few facts.

Firstly: even in those wild days when Goodman had the youngsters dancing in the Paramount Theater aisles, sweet ditties continued to retain their hold on sentimental female hearts. Orks like Shep Fields (which is the acme of sickening drool) kept on selling plenty of platters and played to capacity everywhere. What has happened in the past two years is that a type of jazz which had been confined to cellar hideaways and long-haired connoisseurs gained widespread popularity, especially among hot-blonded youngsters, and was admitted to swanky hotel spots and played over the radio. Hot jazz has won its foothold of acceptance. A foothold it cannot lose, for the simple reason that swing is unlike any other style of jazz. True swing has a spontaneous and varied quality and a good hot outfit never plays the same song twice in the same way. This means that swing is not monotonous and tiring to the ear. The audience won to swing by Goodman, Tommy Dorsey, Bob Crosby and others will never disappear.

Bands which were not naturally swing, but which tried to play in that style because it was the rage, are going to go out of business unless they change their style, it appears. But real hot outfits, which genuinely create new and interesting forms of harmony and dance rhythm, are here to stay.

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The Billboard reserves the right to edit all advertising copy.



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deserve the hearty congratulations of the entire show world, but don't forget every knock is a boost. The man who wrote that epistle in The Paris News must have been a "Rip Van Winkle." Asleep 20 years, he woke up on circus day and maybe didn't hear a steam calliope, so wrote that the circus has passed. GEORGE CAMPBELL.

Saranac Lake

By JOHN C. LOUDEN

Conway Washburne is our latest guest-artist. He is from New York and was well known on the legitimate stage, appearing in a number of Broadway hits. His most recent appearance was in *Ecstasy*.

Eddie Dowd has celebrated another birthday. He is coming along nicely and thoroughly enjoyed his natal day cake and the long-distance call from Mrs. Dowd in Paterson, N. J.

Bill Robertson was pleasantly surprised by a visit from Wynn Murray, of New York. Miss Murray is a nurse at Lenox Hill Hospital, New York.

Herb Elder left last week for his home in New York. He has improved greatly and will shortly return to work.

Isabelle Rock is another newcomer. She hails from Philadelphia and is much impressed with her new surroundings. She is a pianist and singer and was formerly a member of The Three Octaves, who played night clubs in New York and Philadelphia.

Sylvia Abbott enjoyed a visit last week from her cousins, Mr. and Mrs. Sam Fidler, of New York. Sam is a pianist and broadcasts daily over Station WOR, New York.

Eddie Vogt left Saranac Lake to spend a few days' vacation with his wife and family in New York. Eddie has put on weight and is making excellent progress.

Robert Salomons, cashier of Warner Brothers, and Mr. and Mrs. Anthony Paladino, of New York, spent a pleasant week-end visiting Jennie Grande here.

Kay Bros.' Circus was in Saranac Lake recently and invited all the show-folk curing here to attend the afternoon performance. It was a great show and thoroughly enjoyed by all.

Edith Lemlich is another who celebrated her birthday anniversary. She received some nice presents from friends in New York and at Saranac Lake. Edith is coming along nicely.

Write to those you know at Saranac Lake.

ADDICKS—Mrs. Weda Cook, 70, concert singer, lecturer and composer, August 27 in Presbyterian Hospital, Philadelphia, after a short illness. She made her debut at the age of 16 at the Academy of Music, Philadelphia. She was a member of the Plays and Players and the Matinee Musical Club. Survived by her husband, Stanley Addicks, organist, and a son, Allen.

BERNARD—Mrs. Mary, professionally known as May Dean, actress, August 28 in Jamaica, L. I., N. Y. Born in Peoria, Ill., Mrs. Bernard had appeared as dancer and comedienne for 41 years. Her last stage appearance was in Mississippi, but she had recently acted in several movie shorts. Survived by her husband, Robert Bernard.

BAIRD—Leon, 48, in amusement business 10 years and associated with the late L. G. Collister and Robert Miller as manager of a Loop-o-Plane at Great Lakes Exposition, Cleveland. Survived by his widow and a son and daughter.

BAROSA—Manuel, 36, dancer, August 29 in Cannes, France.

BEASLEY—Charles Valentine, at Jesup, Ga., September 4 after a short illness. He had been in the carnival business as owner, manager, general and special agent and concessioner, having been connected with Great Parker, Cosmopolitan and Johnny J. Jones Exposition shows. For the past two years he operated concessions with F. Z. Vasche's Brown Novelty Shows and was on this show when he died.

BERGES—Edward F., 60, former property man at the Davidson Theater, Milwaukee, from 1900 to 1925 and in recent years at the Wisconsin and Empress theaters, that city, at his home there August 31. He was a member of the stagehands' union. Survived by his widow and sister.

CARTER—Mrs. Robert, 33, known professionally as Margaret Grier, pianist and sister of Jimmy Grier, orchestra leader, August 21 on the West Coast of a throat infection. Services in Huntington Park, Calif., August 24. Survived by her husband, a San Francisco musician; two sons, Lloyd and Donald; two brothers, Jimmy and Art, and her parents, Mr. and Mrs. Arthur Grier.

COLEMAN—James Newsom, 52, head technician of the Master Union Picture Corporation, recently in Sydney, Australia. He was a grandson of James Newsom, of the Newsom Circus, England. Survived by his widow and son; a brother, Jolly; five sisters, Cell Eldred (of Cecile, Eldred and Carr), Carmen, Rose, Pinkie Weatherly and Maggie Fredericks.

GLENN—Mrs. Viola Welsh, 67, formerly active in Philadelphia music circles, August 21 at the home of her son in Denver after a long illness. She was a member of the faculty at the Broad Street Conservatory of Music, Philadelphia, and a member of the Philadelphia Musical Society. Her son survives.

GOODFRIEND—Philo, 47, motion picture prop man, in Hollywood August 27 of injuries received when a studio prop fell on him.

GRAHAM—Frederick A., 35, August 27 in University Hospital, Ann Arbor, Mich. He owned theaters in Cheesaning, Davison and Evart, Mich. Survived by his widow and two sons, William and Donald. Burial at Caro, Mich.

HARSHKA—Harry, 36, motion picture prop man, in Hollywood August 28 of

Paul A. Johanning

Paul A. Johanning, 58, formerly rated as one of the country's leading wild animal trainers, died of heart failure while at work in Mercy Hospital, Sacramento, Calif., where he was employed as counterman in the hospital's cafeteria. Early in the 1920s Johanning thrilled thousands as he presented his feature act with the Ringling Bros. Circus. An attack by a favorite lion 10 years ago mangled him badly and ended his career in the circus performing world. After his recovery he taught young men to handle animals, and later opened a small hotel. Six years ago he went to Hagglinwood, suburb of Sacramento, where he purchased a grocery and service station.

He was born in Alberfeldbarmen-Wuppertal, Germany, and served his apprenticeship as an animal trainer in Hamburg. He came to this country 37 years ago. For a time he had his own circus, but it failed.

Johanning has no relatives. Funeral from the W. F. Gormley & Sons Funeral Home, Sacramento.

The Final Curtain

Injuries received when a studio prop fell on him.

HAYWOOD—Ralph B., for many years well known in Chicago film and amusement circles, in La Grange, Ill., recently. Burial in Lockport, N. Y. Survived by his widow and two daughters.

HORN—R. W. (Bob), assistant Eastern division sales manager for Erpi, August 28 following a major operation at Bay Ridge Sanitarium, Brooklyn. Horn had been a pioneer salesman for the Nicholas Powers Company and was later associated with the Mutual Film Corporation and Pathé Exchange, Services August 31.

IVANSKY—Mrs. Albena, 60, mother of Harriett Beatty, of Cole Bros.' Circus, in Chicago August 25. Burial in Chicago. Four children survive.

JORDAN—Jess, 66, of heart failure at Marlinton, W. Va., August 23. Had been in the carnival business since 1920 as a long-range shooting gallery operator. Body was shipped to his son's home at Indiana, Pa., for interment.

KANE—Blanche M., 48, stage actress, who played with Willard Mack, recently in General Hospital, Hollywood. Her husband, Harry Kane, survives.

LEON—Jay, 11, grandson of the Great Leon, magician, in a Hollywood hospital recently. Body was cremated. Survived by his grandparents, parents and a brother, Bobby.

LINKLATER—William Albert, 60, president and manager of Western Washington Fair, Puyallup, Wash., for 12 years, recently at his home in Puyallup

MAHNKEN—Carl Henry (Little Hank), 12, rodeo performer, of a bullet wound at Lazy "K" Ranch near Deposit, N. Y. August 8. Shooting was believed accidental, probably by a hunter. Young Mahnken was for some time under the management of "Tin Horn Hank" Kee-

Philip Wirth

Philip Wirth, 73, at his home in Sydney, Australia, August 29. He was prominently known as owner and operator of the Wirth Circus, which played throughout England, South Africa, South America and the Far East. For the last 27 years the show toured exclusively in Australia.

Before entering the circus operating field Wirth became famous the world over with his one-hour trained horse act. He worked in most of the major circuses and featured his original act during the early days of his own show. He had been inactive for the last six years, making only one visit a year to the show. Survived by his widow, two sons, five daughters; a brother, George, of Sydney, and a sister, Marizel, of Forest Hills, L. I., N. Y.

nan. Survived by his parents and two sisters, Dorothy and Gloria.

MILLS—Mrs. Alice, wife of Ed Mills, for the last 10 years connected with the Paramount publicity department in Hollywood, in that city August 21 after a long illness. Temporary burial in Calvary Cemetery, Hollywood. Permanent interment will be in San Francisco.

NOBLE—Mrs. mother of Ralph Noble, of Barney Bros. Circus, recently at Oklahoma City.

OTTEINHEIMER—Adolph, 61, film actor, in Hollywood August 20 following a heart attack. Burial in Hollywood Cemetery.

PHILLIPS—Mrs. George, wife of the owner of the Schiller Park Theater, Syracuse, recently in that city.

ROBERTS—Arthur L., 49, identified with many musical organizations in Philadelphia, August 26 at his home in Ardmore, Pa., of a heart attack. He was vice-president of the Strawbridge and Clothier Chorus and a buyer of pianos and organs. His widow and sister survived.

ROBY—James, 59, carnival showman and pitchman, was shot to death on a highway near Bladen, Neb., August 24. Services and burial in Blue Hill Cemetery, Blue Hill, Neb., August 25. Survived by his widow and two sisters, Mrs. Connie Golden, of St. Louis, and Mrs. Lydia Feitz, of East St. Louis, Ill.

POWELL—Frank E., 60, of a heart attack while driving his car in Waterloo, Ia., August 29. For 30 years he owned and operated a trained animal side show, playing Iowa fair circuits. He started in show business with a giant python. During the past five years he operated photo shop in Waterloo.

SCHOENSTADT—Ralph, 32, manager of People's Theater, Chicago, and a member of the Schoenstadt family, which owns a chain of theaters in that vicinity, August 30 in Illinois Central Hospital, Chicago.

SHARPLESS—Edward F., 66, for more than 20 years a well-known ventriloquist, known professionally as the Great Reynard, at his home in Marion, O., September 2 from apoplexy. A headliner in the '90s, Sharpless became internationally known when he toured Canada and the British Isles. For three months he starred at the Hippodrome in London. He toured on the Orpheum and Keith circuits for more than four years. He also appeared with the Great Lafayette and the Primrose and Dockstader minstrels. He was also in shows starring Jim Corbett, former world's heavyweight boxing champion. In late years he operated a vending machine firm at Marion. Services and burial in Marion.

SNODGRASS—Harry, former radio, night club and vaudeville pianist, in Springfield, Ill., September 2 after a short illness. Survived by a son.

STURGIS—Mrs. mother of William Sturgis, Grand National Film salesman, recently at her home in Toronto after a short illness. Survived by her husband and son.

TORKELSON—Hans, 77, former operator of theaters in Tacoma, Wash., before his retirement several years ago, recently in a hospital in that city. Survived by three sisters.

TYRE—Philip Scott, 56, father of Marjorie Tyre, harpist with the Philadelphia Orchestra, August 25 at his home in that city after a short illness. Survived by his widow, two daughters, his parents, a brother and a sister.

VON LONG—Henry, 32, workingman on the Walter L. Main Circus, August 28 at Royal Pines Hospital, Toms River, N. J.

WATTS—W. W., former theater operator in Jacksonville and Springfield, Ill., killed near Springfield when a train struck the automobile in which he was riding.

Marriages

BAYUK-COLLINS—Gilbert Bayuk, announcer at WDRC, Hartford, Conn., and Dorothy Collins, of Bangor, Me., in Hartford August 30.

BUTLER-EGAN—Ralph Butler, sound engineer at Hal Roach studios, and Mary Egan, stand-in for Lyda Roberti, recently.

DJERKISSL-MCAULAY—Shields Djerkiss, sound technician of Station WXYZ, Detroit, and Margaret McAulay at the Highland Park Presbyterian Church, Detroit, August 21.

DUNSEE-DARRAUGH—Bud Dunsee, lecturer at the Palace of Wonders, Riverview Park, Chicago, and Dolores Darragh, Chicago night club singer, in St. James Cathedral, Chicago, August 12.

EMORY-BANKHEAD—John Emory, actor, and Tallulah Bankhead, actress, daughter of Speaker of the House of Representatives William B. Bankhead, at her father's home in Jasper, Ala., August 21.

FELMET-BUNTS—R. G. Felmet and Alta May Bunts, both of the Crystal Exposition Shows, in Whitesburg, Ky., August 26.

FRICKERT-WINSLOW—Joe Frickett, scenarist at Hal Roach studios, and Mary Jane Winslow, of Lansing, Mich., in Venice, Calif., recently.

GLEISSNER-AUTRY—Eric Gleissner, business man, and Wilma Autry, sister of Gene Autry, singing Western star, in Griffith Park, Hollywood, recently.

HILLMAN-TRIPP—Edward Hillman Jr., of Chicago, and June Tripp, (See MARRIAGES on page 89)

Charles A. (Chick) Bell

Charles A. Bell, one of the most expert superintendents of tickets the circus world has ever known and intimately known as "Chick" Bell, died in St. Joseph Hospital, Cedar Rapids, Ia., Thursday noon, September 2, of cirrhosis of the liver. He was taken ill with hemorrhages on the lot when the Ringling Bros. and Barnum & Bailey Combined Circus, with which he was associated, appeared in Cedar Rapids August 30.

Bell was 63 years old and spent more than 30 years of his life with the Ringling organization. Prior to that he was with the Barnum & Bailey Circus in the days of James A. Bailey, and he is also believed to have traveled with other circuses. For years he was with the Barnum & Bailey Greatest Show on Earth after the Ringlings came into control, and when this was consolidated with the Ringling Bros. Circus, he continued with the combination and has been with it each year since. The biggest part of his life, if not all, he devoted to superintending the sale of tickets, and he became quite expert in judging beforehand what size of audience the show would play to. He was very popular in the circus profession, numbering his friends by the hundreds. A silent prayer was offered for him during the Ringling-Barnum performance at Marshalltown, Ia., September 2.

After the end of each season under canvas Bell would lie himself to Florida, where he had a home in Indian River City. He spent much of his time in the winter hunting and fishing, on many of which trips he was accompanied by the late W. H. (Pop) McFarland, circus side show manager.

The deceased is survived by relatives in Columbus, O., where the body was shipped for burial.

ACTS, UNITS AND ATTRACTIONS

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

A

Abbott Dancers (Palmer House) Chi. h.
Abbott & Myla (S. S. Bear Mt.) NYC, s.
Act Robert (Buckettes Club) Kenosha, O., nc.
Audi, Dell (International Casino) NYC, nc.
Adams, Jack (Wilson) Harrisburg, h.
Adler, William (Ambassador) NYC, h.
Adrian, Iris (Kit Kat) Phila, nc.
Albertina, Senorita (El Chico) NYC, nc.
Allen & Parker (Great Lakes Expo) Cleveland, p.
Allen, Ray (Bladen) Annapolis, Md., h.
Alma & Roland (Mirador) NYC, nc.
Almonte, Marie (Le Mirage) NYC, nc.
Aloys & Hula Hula Girls (Leon & Eddie's) NYC, nc.
Amsterdam, Morey (Villa Modern) Chi, nc.
Andrew Sisters (Paradise) NYC, re.
Ardelle, Billy (Village Barn) Virginia Beach, Va.
Arabian Trio (Belden) Canton, O.
Arden, Dolly (Villa Venice) Chi, ro.
Armeda (Hi-Hat) Chi, nc.
Arnold, Jack (Gay '90s) NYC, nc.
Arron & Broderick (Casino) Dallas, nc.
Artini, Sonja & Elizabeth (International Casino) NYC, nc.
Ates, Roscoe & Co. (State-Lake) Chi, t.
Aurette, Les (French Casino) NYC, nc.
Austin, Susanne (Bolton Grill) Harrisburg, Pa., nc.

B

Bachelors, Four (Savoy-Plaza) NYC, h.
Baigly Bros. (International Casino) NYC, nc.
Baptie & Lamb (New Yorker) NYC, h.
Barlow & Benter (Club Esquire) Seattle, Wash., nc.
Barstow, Guy (Plantation) NYC, nc.
Barstow, Lou (Ambassadeurs) Paris, nc.
Barstow, Dick & Edith (Severly Hills) Southgate, Ky., ca.
Barnes, Ruthie (Yacht Club) Chi, nc.
Barris, Cappy, Swing Harmonicas (State) NYC, t.
Barrett, Shelia (Earle) Phila, t.
Barth, Ruby (S. S. Bear Mt.) NYC, s.
Barto & Mann (Paramount) NYC, t.
Bates, Scotty (Drake) Chi, h.
Bates, Gladys (Murray's) NYC, re.
Beck, Danny (Pavilion Royal) Valley Stream, L. I., N. Y., re.
Berman, Jackie (500) Atlantic City, nc.
Bell & Grey (Green Darby Club) Cleveland, nc.
Belmont Bros. (Tropical Gardens) Detroit, nc.
Belmore, Barbara (Nixon) Pittsburgh, re.
Bemis, Billy & Beverly (Chez Paree) Chi, h.
Bennett, Ethel (Old Roumanian) NYC, re.
Berk, Alphonse, & Co. (Michigan) Detroit, t.
Berkes, Johnny, & Elizabeth Dwan (Colonial) Dayton, O., t.
Berman, Henry (Cavalier) NYC, nc.
Bernard & Graham (Earle) Washington, D. C., t.
Bernard & Henrie (Rose Bowl) Chi, nc.
Bernhardt & Graham (Copa Cabana) Rio de Janeiro, nc.
Bert, Bob (Edison) NYC, h.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Bert, Lynn, & Myla (Adelphi) Phila, h.
Bowen, Sibyl (Pan-American Casino) Dallas, Tex.
Bill & Bill (French Casino) NYC, nc.
Birch, the Magician; Mingo Junction, O., 15
Bishop, Fred (Gay '90s) NYC, nc.
Blackstone, Nan (Hi-Hat) Chi, nc.
Blackstone (Riverside) Milwaukee, t.
Blanch & Elliott (Arrowhead Inn) NYC, nc.
Blaine, Dorothy (Baltimore) St. Louis, nc.
Blinders, Four (Embassy Club) San Francisco, nc.
Blue, Johnny (Essex House) NYC, h.
Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc.
Booth, John (Club Rex) Birmingham, Ala., nc.
Boran, Arthur (Hollywood Hills Club) Utica, N. Y.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Bouche, Nevia (Edgewater) Lafayette, La., nc.
Bowen, Sibyl (Pan-Amer. Casino) Dallas.
Bowers, Cookie (State) NYC, t.
Bowers, Eleanor (Arcadia) Phila, nc.
Bowers' International Jubilee Show (Broadway) Springfield, Mass., nc.
Boyette, The (Wonder Bar) Cincinnati, no.
Bradford, Barbara (Paradise) NYC, re.
Bradford, Eloise (Baltimore) NYC, h.
Bredwin, Three (State-Lake) Chi, t.
Brian, Melba (Road to Rio) Pan Amer. Expo., Dallas.
Brito, Phil (Mount Royal) Montreal, h.
Brown, Danny (Club Lido) Youngstown, O., nc.
Brown, Evans (Red Gables) Indianapolis 6-26, nc.
Brown, Ada (Grand Terrace) Chi, nc.
Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, re.
Brownlee, Roy, C. V. E. Revue (Exhibition) Quebec City, Que.
Bryan, Johnny (Colonial) Dayton, O., t.
Buckley, Dick (Planet Mars) Chi, nc.
Burke Sisters (Yacht Club) Chi, nc.
Burke Sisters (Yacht Club) Chi, nc.
Burns & White (Colosimo's) Chi, nc.
Burton, Mary (Ritz Gardens) Atlantic City, nc.
Burton, Effie (Club Alabama') Chi, nc.
Byron, Dorothy, Girls (Beverly Hills) Southgate, Ky., nc.

C

California Collegians (Pal) Chi, t.
Caliman, E. J. (Essex House) NYC, h.
Cameron, Yukon (St. Bear Rep) NYC, h.
Campbell's Roy, Rosalie (Biltmore) NYC, h.
Carenzi, Lino (French Casino) NYC, nc.
Carlton & Juliette (St. Moritz) NYC, h.
Carmen, Lillian (Met) Boston, t.
Carr, Billy (808 Club) Chi, nc.
Carroll, Marie (Gaylor's Club) Milwaukee, nc.
Casey, Emmett (Gay '90s) NYC, nc.
Castello, Diosa (Leon & Eddie's) NYC, nc.
Carter, Bette (Half Moon) NYC, h.
Charles & Barbara (Brant Inn) Burlington, Ont., Can.
Chalton, Beth (Silver Lake Inn) Phila, ro.
Chandler, Hope (Paradise) NYC, re.
Chase, Chas (Sandys Point Casino) Long Island, cb.
Choos Girls (Michigan) Detroit, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACtions and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Hoffman, Gertrude (International Casino) NYC, nc.
Hollywood Hotel (RKO) Boston, t.
Hull, Mayme (Lexington) NYC, h.
Houston, Don (Arrowhead) Westchester, N. Y., nc.
Hudspeth, Dr. & Madame (Brockway) Brockway, Pa., t.
Huff, Tiny (Barrel of Fun) NYC, nc.
Hughes, Carolyn (Glen Island Casino) New Rochelle, N. Y., cb.
Hyde, Herman, & Co. (French Casino) NYC, nc.

Ice Ballet (Boston) Boston.

Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Internationals, Three (Roosevelt) NYC, h.
Irving, Jack (Harry's New York Cabaret) Chi, nc.

J

Jacks, Two (Meadowbrook) Saratoga Springs, N. Y., nc.
Jarrett, Art (Pan-Amer. Casino) Dallas.
Jason, Sybil (Orph) Salt Lake City, t.
Jeffers, Dorothy (Hollywood) NYC, re.
Jennier, Walter & Buddy (Chase) St. Louis, h.
Joffie, Ruth (Famous Door) Chi, nc.
Johni, John (Coronation) St. Louis, h.
Johnson, Elinor (606 Club) Chi, nc.
Johnson, Mae (Plantation) NYC, nc.
Johnson, Lucille (Paradise) NYC, re.
Jones, Bobby (Talk of the Town) Peoria, Ill., nc.
Jordan, Jane (Parody) Chi, nc.
Joyce, Mitzl (Chittenden) Columbus, h.
Juvelys, Les (French Casino) NYC, nc.

K

Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
Karo, Magician (Sun Dodgers) Chi, nc.

Katz, Eddie (Blackhawk) Chi, nc.
Keating, Nan (Club Paree) Hartford, Conn., nc.

Kellam, Norris (Great Lakes Expo) Cleveland.
Keller, Loretta (Coconut Grove) Boston, nc.
Kennedy, Chick (Colonial) Dayton, O., t.
Kenney, Billy (Cortez) El Paso, Tex., h.
Kenny, Phyllis (Park Central) NYC, h.
Kent, Avie (Stevens) Chi, h.

Kevan, Alice (Stevens) Chi, h.
Khadaric, Nicolas (Russian Art) NYC, re.
Kidd, Ruth (Colonial Inn) Singac, N. J., nc.
King, Kene (Club Paree) Hartford, Conn., nc.
King, Kene (Radio City Rainbow Room) NYC, nc.

Kinney, Ray (Lexington) NYC, h.
Kirke Jean (Nixon) Pittsburgh, re.

Kirk, Jean (Lawrence) Indianapolis, t.
Knight, Doris (885 Club) Chi, nc.
Knight, Gaye (Colosimo's) Chi, nc.
Kraddocks, Four (Pal) Cleveland, t.
Krticow, Muriel, Girls (Drake) Chi, h.

L

La Rue, Eddie (Club Blase) Cleveland, nc.
La Varre Bros. (Oriental) Chi, t.

Ladel, Vincent (Bosser) Brooklyn, N. Y., t.
Lalla, Alcha (French Casino) NYC, nc.

Laird, Ruth (Lookout House) Covington, Ky., nc.

Lamar, Henry (Gay '90s) NYC, re.
Lamb, Gil (Pan-Amer. Casino) Dallas.
Lamont, Don (Hollywood) NYC, re.

Landi, Sandra (Cavalcade) NYC, nc.
Lane, Toni (Colonial Club) Chi, nc.
Lane, Priscilla (Drake) Chi, h.

Lane, Rosemary (Drake) Chi, h.
Lane, Muriel (Arrowhead Inn) NYC, nc.
Lane, Mary (Jimmy Kelly's) NYC, nc.

Laurine & Jeannette (Montgomery Royal Gardens) Brooklyn, c.

Lavarre Bros. (Mounds) St. Louis, nc.

Lawlor, Terry (Frolics) NYC, nc.

LeRoay & Sharp (Summit) Uniontown, Pa., h.

LeRoay, Hal (Earle) Phila, t.

Leamy, Jimmy & Dad (Great Lakes Expo) Cleveland.

Levy, Eddie (Trocadero) Dallas, Tex., nc.

Le, Albert (Lobby Cafe) Juarez, Mex., c.

Lee, Charlotte & Dorothy (Montgomery Royal Gardens) Brooklyn, c.

Lee, Jane (Leon & Eddie's) NYC, nc.

Lee, Oriental Tony (Ben's Tavern) Columbus, O., c.

Lee & Loure (Stevens) Chi, h.

Lee, Gypsy (Surfside) Long Beach, L. I.

Lee, Tony (Dutch Village) Columbus, O., nc.

Legionnaires, The (Earle) Washington, D. C., t.

Leon Sisters (Lobby Cafe) Juarez, Mex., c.

Leonard, Jack (Paramour) NYC, h.

Leone (International Casino) NYC, nc.

Leoni, Leon (Wivel) NYC, nc.

Lester, Jerry (Stork Club) Chi, nc.

Lester, The Great (Wivel) NYC, re.

Lester & Monte (Revette Supper Club) Springfield, Mo.

Lewis, Tex, & Hillbillies (Village Barn) NYC, nc.

Lewis, Nancy (Hollywood) NYC, re.

Lewis, Joe (Frolics Club) NYC, nc.

Lewis, Buddy (Dutchman's Grill) Lynn, Mass.

Leyston, Jack (Indian Village) Grand Rapids, Mich., nc.

Liberato, Trio (State-Lake) Chi, t.

Lilley, Frank (Cafe de Paris) London, no.

Lilyan, Dania & Malo (French Casino) NYC, nc.

Lloyd, Shirley (Astor) NYC, h.

Lombard Sisters (Biltmore) Providence, h.

Long, Leon: Fayette, Ala., 10-15.

Loper, Don (Dorchester) London, Eng., h.

Lorio Bios, Six (Colonial) Dayton, O., t.

Lorraine, Lillian (Bertoltotti's) NYC, re.

Lorraine, Jackie (Club Paree) Hartford, Conn., nc.

Love, Violet (Stevens) Chi, h.

Love, Elizabeth (Chittenden) Columbus, h.

Lubin, Fred (Piping Rock) Saratoga Springs, N. Y., nc.

Lury, Phil (Italian Gardens) Pittsburgh, Pa.

Lucienne & Ashour (French Casino) NYC, nc.

Lukde, Lester (Glen Island Casino) Westchester, N. Y., nc.

Lunard & Perkova (Silver Bowl) Sacramento, nc.

Lydia & Joresco (College Inn) Chi, nc.

M

McConnel & Moore (Bowery) Pan-American Expo., Dallas.

McCormick, Frank, (Colonial Inn) Singac, N. J., nc.

McCoy, Celia (Club Rex) Birmingham, Ala.

McCoy, Frances (Riveria) Ft. Lee, N. J., nc.

McCoy, Clyde, & Ork (Earle) Phila, t.

McKay, Am (Pineapple) Chi, nc.

McKenzie, Johnny (Park Central) NYC, h.

McKenzie, Red (Nick's Rendevous) NYC, nc.

McLellan, Rodney (Mt. Royal) Montreal, h.

Madison, Rudy (Gay '90s) NYC, nc.
 Mae, Edna (Paradise) NYC, re.
 Magic Butterfly (Lyric) Indianapolis, t.
 Mallette, Claire (Nomad) Atlanta City, nc.
 Mandel, William (Joe (Manday) Boston, t.
 Manella, (Paramount) NYC, nc.
 Marcus, Katty (French Casino) NYC, nc.
 Marcos, Sensational (Music Hall) Seattle, Wash.
 Marie, Rose (Roxy) NYC, t.
 Marino, Joe (Famous Door) Chi, nc.
 Martin, Evelyn (500) Atlantic City, nc.
 Marvine & Norva (Bal Tabarin) San Francisco, nc.
 Mass, Jack Barrett (S. S. Mandalay) NYC, s.
 Mass, Capt. White (Tower) Kansas City, Mo., t.
 May, Olive (Harlem) Paris, France, nc.
 May, Bobby (International Casino) NYC, nc.
 May, Kenneth (Leon & Eddie's) NYC, nc.
 Mayfair, Mirza (State) NYC, t.
 Mayfield, Guy (Glen Island Casino) New Rochelle, N. Y., ch.
 Mayo, Betty (Steamship Zee) Chi, nc.
 Maye, Jackie (Mirador) NYC, nc.
 Mel Ody (Jermyn) Scranton, Pa., h.
 Melba (Road to Rio) Pan-American Expo, Dallas.
 Menchassi, Les (French Casino) NYC, nc.
 Menen, George (McAlpin) NYC, h.
 Merman, Ethel (RKO) Boston, t.
 Merrill, Joan (Mayfair) Boston, t.
 Miles, Gary (Parade) NYC, re.
 Miller, Eddie (Air) Chi, nc.
 Miller, Mary (Turf Club) Pittsburgh, nc.
 Milton, Frank (Manoa Inn) Manoa, Pa.
 Modie & Lemaux (Bal Tabarin) San Francisco, nc.
 Mohamed, Maide Ben (French Casino) NYC, nc.
 Montes, Mona (El Chico) NYC, nc.
 Montmartre Boys (Jimmy Kelly's) NYC, nc.
 Moore & Revel (Frontier Fiesta) Ft. Worth, Tex., nc.
 Morehead, Jim (Mirador) NYC, nc.
 Morales Bros. & Little Daisy (Corktown Inn) Detroit, nc.
 Morrison, Lettice (Steamship Zee) Chi, nc.
 Morrison, Stuart (Dancers (Frontier Fiesta) Ft. Worth, Tex., nc.
 Morris & Mayes (Grand Terrace) Chi, nc.
 Morris, Johnny (Piping Rock) Saratoga Springs, N. Y., nc.
 Morrison, Jack (S. S. Mandalay) NYC, s.
 Morton, Alvira (Club Minut) Chi, nc.
 Morton, Eddy (Nite Spot) San Antonio, Tex., nc.
 Murra, Corinna (Arrowhead) Saratoga, nc.
 Murra, Corinna (Chez Paree) Chi, nc.
 Murphy, Dean (Stevens) Chi, nc.
 Murray & Alan (Bagdad) Miami, nc.
 Murray, Lyn (Singers (Pan-American Casino) Dallas, nc.
 Myrtle & Pacaud (International Casino) NYC, nc.

N

Nations, Evelyn (Congress) Chi, h.
 Neppert, George (Yumuri) NYC, nc.
 Nelson, Nelle (Harry's New York Cabaret) Chi, nc.
 Nelson, Rose (Murray's) NYC, re.
 Nelson, Sally Jo (Oriental) Chi, t.
 Nemi Sisters (500) Atlantic City, nc.
 Nesbit, Evelyn (Wivel) NYC, re.
 New Yorkers (The Open Door) Chi, nc.
 Newman, Doug (Glen Island Casino) New Rochelle, N. Y., nc.
 Nichols & Haley (Avalon) Cleveland, nc.
 Nina & Rose (Festival Royal) Valley Stream, N. Y., nc.
 Norie, Kay (Franke's Casino) Chi, nc.
 Novak, Wilma (Famous Door) Boston, nc.

O

O'Connor Family (Lyric) Indianapolis, t.
 O'Dell, Dell (Arrowhead Inn) NYC, cb.
 O'Neal, Cackles (Festival Royal) Valley Stream, N. Y., ch.
 O'Rourke, Nan (Ballyhoo) Phila, nc.
 Oakland, Will (Habor Inn) Rockaway Park, N. Y., t.
 Ogden, Patsy (600) Atlantic City, nc.
 Olympic Trio (Astor) NYC, h.
 Ortner, Joe (Trocadero) London, nc.
 Omar (St. George) Brooklyn, h.
 Osterman, Jack (Mirador) NYC, nc.

P

Page, Ken & Roy (Mayfair) Chi, nc.
 Painter, Dixie (Rose Bowl) Chi, nc.
 Palmer & Doreen (Gority's Lake) Uniontown, Pa., h.
 Palmer, Gladys (Three Deuces) Chi, nc.
 Farmer, Helen (Capitol) Chi, nc.
 Vassie the Horse (Tower) Kansas City, Mo., t.
 Paradise, Pat (Parody) Chi, nc.
 Pash, Jimmy (Jack O'Lantern) Eagle River, Wis., t.
 Parker, Bob (Lookout House) Covington, Ky., nc.
 Parrot, Sisters (Palmer House) Chi, h.
 Parker, Bob (Lookout House) Covington, Ky., nc.
 Parker, Lew (Capitol) Washington, D. C., t.
 Perzade & Jetan (Showboat) Lake George, N. Y., s.
 Perry, Frank (Tuxedo Club) Phila, nc.
 Petty, Lou (Kasey Klub) Henderson, Ky.
 Phelps, Phil & Doty (Jermyn) Scranton, Pa., h.
 Phillips, Wendell (Chicagoan) Chi, h.
 Pickens, Jane (Paramount) NYC, t.
 Pils & Tabet (Mayfair) London, nc.
 Plant, Mark (500) Atlantic City, nc.
 Ploner, Louise (LaSalle) Chi, h.
 Poodle, Buddy (Park Central) NYC, h.
 Porter, Portia (Yumuri) NYC, nc.
 Powell, Eddie (Avion) Cleveland, nc.
 Powell, Jack (Arena) Copenhagen.
 Powers, Rex & Betty (Golden Gate Club) Salida, Colo., nc.
 Prussin, Sid (Ambassador) NYC, h.

Q

Queens of Heart (International Casino) NYC, nc.
 Racketcheers, Three (500) Atlantic City, nc.
 Rayburn, Bert (Queen Mary) NYC, nc.
 Ralph & Teddy (Mandalay) NYC, s.
 Randall, Peter (Green Gables) Drums, Pa., nc.

Randolph, Amanda (Black Cat) NYC, nc.
 Ranch, Alberto (Dancers (St. Regis)) NYC, h.
 Ray, Joey (Hollywood) NYC, re.
 Raye, Gilda & Vicki (Komore) Livingston Manor, N. Y., c.
 Raye, Vivian (Mirador) NYC, nc.
 Raymonds, Three (Jimmy Kelly's) NYC, nc.
 Readinger Twins (Paradise) NYC, c.
 Reed, Billy (Leon & Eddie's) NYC, nc.
 Reeves, Billy (French Casino) Detroit, nc.
 Regar, Charlotte (Skylight Club) Cleveland, Ohio.
 Reardon, Jeri (Chicagoan) Chi, h.
 Renie (Jimmy Kelly's) NYC, nc.
 Renie & Roni (Barn) Saranac Lake, N. Y., nc.
 Renaud, Rita (Bertolotti's) NYC, re.
 Reyes, The (Chez Paree) Chi, nc.
 Reynolds, Maude (New Yorker) NYC, h.
 Reynolds, Fran (Avalon) Cleveland, nc.
 Rhodes, Doris (Versailles) NYC, re.
 Richards & Carson (Paradise) NYC, nc.
 Richards, Harold (St. Moritz) NYC, h.
 Rider Sisters (Story Club) Chi, nc.
 Rigas, Belle (Montgomery Royal Gardens) Brooklyn, N. Y., c.
 Riley, Bob (Riveria) Ft. Lee, N. J., nc.
 Rinck, Anna (Adelphi) Phila, h.
 Roberts, Lee (French Casino) NYC, nc.
 Robertson (French Casino) NYC, nc.
 Roberts, Whitey (Tower) Kansas City, Mo., t.
 Roberts, Kiki (Hi Hat) Klamath, N. Y., nc.
 Roger, Germaine (French Casino) NYC, nc.
 Rogers, Ted (El Toreador) NYC, nc.
 Rohmer, Billie (Frontenac) Detroit, nc.
 Roland, Mary (Paradise) NYC, re.
 Rolph, Wynne (Wivel) NYC, re.
 Ronald & Roberts (Blackhawk) Chi, nc.
 Rosalind & Annette (Tokay) NYC, nc.
 Roschin, Nico (French Casino) NYC, nc.
 Ross, Harry (Surfside) Long Beach, L. I., nc.
 Ross, Jack (Place Elegante) NYC, nc.
 Rosselle Children (Cavalier) NYC, nc.
 Ross, Carl (Mt. Royal) Montreal, h.
 Ross, Frank (Royal Pines) Lake George, N. Y., ro.
 Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc.
 Ross, Annette (Montgomery Royal Gardens) Brooklyn, N. Y., c.
 Rowland, Betty (Mandalay) NYC, s.
 Rowland, George (Mandalay) NYC, s.
 Royal Moscovians (Aurora) Aurora, Ill., h.
 Russell, Johnny (Paradise) NYC, re.
 Russell, Lee (Arrowhead) Westchester, N. Y., nc.
 Russell, Sunny (Nick's Rendezvous) NYC, c.
 Ryan, Jerry (Gay '90s) NYC, nc.

S

Sakura (Harry's New York Cabaret) Chi, nc.
 Samuels Bros. & Harriet Hayes (Pal) Chi, nc.
 Samuels & Mich (Frontier Fiesta) Ft. Worth, Tex., nc.
 Sarner & Glatt (500 Club) Atlantic City, no.
 Sarnes, Sid (Paddock) Chi, nc.
 Sedgwick, Edna (Astor) NYC, h.
 Sedley, Roy (Mirador) NYC, nc.
 Seidel & Spotty (Frontier Fiesta) Ft. Worth, Tex., nc.
 Shafer, Eddie (Chez Paree) Atlantic City, nc.
 Shandor (Cortland) Cortland, N. Y., h.
 Shag Team (Paramount) NYC, t.
 Shapiro, Ted (Piping Rock) Saratoga, no.
 Shaw, Soni (Colosimo's) Chi, nc.
 Shayne, Gloria (Mayflower Casino) Chi, nc.
 Shayne, A (Pavilion Royal) Valley Stream, L. I., nc.
 Shea & Raymond (Paradise) NYC, re.
 Shek, Norine (Wivel) NYC, re.
 Shek, Odette (Nixon) Pittsburgh, re.
 Shek, Odette (Nixon) Pittsburgh, re.
 Shelton, Fred (Pal) Cleveland, t.
 Spencer, Amy (Plantation) NYC, nc.
 Shepperd, Sally & Tad (Herigs Village) Columbus, O., nc.
 Sherman, Muriel (Boardwalk Cafe) Jones Beach, L. I., N. Y., c.
 Shore, Willis (Hi-Hat) Chi, nc.
 Short Waves, Three (Stevens) Chi, h.
 Siegfried, Great (Ice Follies, Auditorium) Atlantic City, Sept. 6.
 Simons, Ethel (Bowers) Rochester, N. Y., h.
 Skyrockets (Steamship Zee) Chi, nc.
 Smith, Earl (Beverly) Chi, h.
 Smith & Dell (S. S. Bear Mountain) NYC, s.
 & Sonny (Grand Terrace) Chi, nc.
 Sophisticates (Chicago) Chi, t.
 Southland Rhythm Girls (Open Door) Chi, nc.
 Squires, Four (Swing) Hollywood, Calif., nc.
 Stadler & Rose (International Casino) NYC, nc.
 Stone, Dick (Essex House) NYC, h.
 Stone, Gene (Ross Fenton Farms) Deal, N. J., nc.
 Stone, Charles & Helen (Oriental) Chi, t.
 Storr, Allen (Pennsylvania) NYC, h.
 Stroud Twins (Radio City Rainbow Room) NYC, nc.
 Strickland, Peggy (Chateau Moderne) NYC, nc.
 Stuart, Gen (Dutchman's Grill) Lynn, Mass., re.
 Sue, Lyda (Rivera) Ft. Lee, N. J., nc.
 Sullivan, Ed (State) NYC, t.
 Suzanne & Christine (Jimmy Kelly's) NYC, nc.
 Swain Sisters (Jimmy Kelly's) NYC, nc.
 Swann, Russell (Dorchester) London, h.
 Sylvia, Franco & Drigo (Mayfair) Boston, nc.
 Stuart, Gen (Dutchman's Grill) Lynn, Mass., re.
 Tanita (Nomad) Atlantic City, nc.
 Tappin, Maxine (Essex House) NYC, h.
 Tappin, George (Chicago) Chi, t.
 Tasty Yeast (Met) Boston, t.
 Taubman, Paul (Ambassador) NYC, h.
 Taylor, Key (Hollywood) NYC, re.
 Temptations, Four (Edgewater) Lafayette, La., nc.
 Tex & Shorty (Mann's) Buffalo, re.
 Texas Tommy (Mt. Royal) Montreal, h.
 Thomas, Harold Jerome (Graystone) Mansfield, O., nc.
 Thon, Dolly (Palmer House) Chi, h.
 Thury, Ilona de (Tokay) NYC, re.
 Tic Toes (Leon & Eddie's) NYC, nc.
 Tinney, Don (Black Cat) NYC, nc.
 Tilton, Paul (Ork (Earle) Washington, D. C., t.
 Tilton Trio (Versailles) NYC, nc.
 Tonley, Paul (Ork (Earle) Washington, D. C., t.
 Torres, Ralph (Edison) NYC, h.

Torres, Carmen (French Casino) NYC, nc.
 Toy, Ming (Howdy) NYC, nc.
 Travis, Jimmy (Club Piccadilly) Baltimore, nc.
 Troy, Theo (Harry's New York Cabaret) Chi, nc.
 Tuck, Valerie (French Casino) NYC, nc.
 Tuck, William & Trix (Mandalay) NYC, s.
 Tucker, Sophie (Piping Rock) Saratoga, N. Y., nc.
 Twins, Watkins, June & Juji (1940 Club) Detroit, U.

Upperman, John (Adelphi) Phila, h.

V

Valdez, Vera (Club Piccadilly) Baltimore, Md., nc.
 Vale & Stewart (Galty Cabaret) Brussels, Belgium, h.
 Van, Gus (Beverly Hills) Southampton, N. Y., nc.
 Vello, Nino (Chez Maurice) Dallas, nc.
 Variety Boys, Three (Leon & Eddie's) NYC, nc.
 Varone, Joe (Silver Rail) Utica, N. Y., h.
 Velazco, Vera (German) Scranton, Pa., h.
 Veloz & Yolanda (Arrowhead) Saratoga Springs, c.
 Vernon, Dorothy (Place Elegante) NYC, nc.
 Vernon, Dorothy (Place Elegante) NYC, nc.
 Vernon, Dorothy (Place Elegante) NYC, nc.
 Shreveport, La., h.
 Vestoff, Florida (Surf & Bath Club) Atlantic City, nc.
 Vickers, Joan (Harry's New York Cabaret) Chi, nc.
 Villani, Mario (Arcadia) Phila, re.
 Vilhon, Renee (Bertolotti's) NYC, nc.
 Vinci & Anita (Mayfair) Boston, nc.

W

Wahl, Dorothy (Colosimo's) Chi, nc.
 Wallfield, Oliver (Radio City Rainbow Room) NYC, nc.
 Walters, Darlene (Sporting d'Ete) Monte Carlo, France, nc.
 Walrond, Jack (Biley's) Saratoga, nc.
 Walker, Alvera (Palmer House) Chi, h.
 Wallace, Frank (Blue Moon Gardens) Milwaukee, nc.
 Walsh & Barker (Berkeley) London, h.
 Walsh, Mary Jane (Savoy-Plaza) NYC, h.
 Walters, Charles (St. Regis) NYC, h.
 Walters, Walter (Oriental) Chi, t.
 Walters, Walter (Hollywood) NYC, re.
 Walters, Gene (Jimmy Kelly's) NYC, nc.
 Ward, Diana (Ross Fenton Farms) Asbury Park, N. J., nc.
 Ward, Ruth (Royal) Columbus, Ga., t.
 Warren, Roni (Club Farce) Hartford, Conn., nc.
 Washington, George Dewey (Grand Terrace) Chi, nc.
 Weaces (Dorchester) London, h.
 Wessels, Henry (Plantation) NYC, nc.
 Whalen, Jackie & Streamline Steppers (Club Canoe) Syracuse, N. Y., nc.
 Whirls, The (Pal) Chi, t.
 White, Jack (18) NYC, nc.
 White, Belva (Yacht Club) Chi, nc.
 White Bros. & Dot (Alhambra) Cleveland, O., re.
 White, Ann (Bertolotti's) NYC, re.
 White Cloud, Chief (Dude Ranch) Atlantic City, h.
 White, Danny (Nixon) Pittsburgh, re.
 White, Jack (Gay '90s) NYC, nc.
 White, Lawrence (Ross Fenton Farms) Asbury Park, N. J., nc.
 White, Marty (Hi Hat) Klamath, N. Y., nc.
 Whitney, Arline (Wivel) NYC, re.
 Whitely, Maurine (Steamship Zee) Chi, nc.
 Wilkins, Dorothy (New Yorker) NYC, h.
 Williams, Art (Club Alabama) Chi, nc.
 Williams, Betty (Half Moon) Coney Island, N. Y., h.
 Williams, Georgette (Plantation) NYC, nc.
 Williams, Maxine (Onyx) NYC, nc.
 Wilson, Harron (Glen Island Casino) New Rochelle, N. Y., nc.
 Wills & Gilmore (Mayfair) Detroit, nc.
 Wilson, Edna Mae (Westminster) Boston, h.
 Wilkinson, Jackie & Honey (Cavalier) NYC, nc.
 Winchell, Bobby (Royal Pines) Lake George, N. Y., ro.
 Woods, Johnny (Paramount) NYC, t.
 Woods & Bray (Jack O'Lantern) Eagle River, Wis., nc.
 Worth, Grace (Dorchester) London, h.
 Wright, Jack (Michigan) Saginaw, Mich., t.
 Wright, Edythe (Pennsylvania) NYC, h.
 Wright, Ruby (Beverly Hills) Newport, Ky., nc.
 Wyatt, Bob (Golden Spot) Chi, nc.
 Wyman, Nan (Playland) Rye, N. Y., p.

Y

Yost, Ben & Varsity Eight (Riviera) Ft. Lee, N. J., ro.
 Youngman, Henny (Surfside) Long Beach, L. I., N. Y., cb.
 Yvette (Colosimo's) Chi, nc.

Z

Zig & Zag (Powell's) Antigo, Wis., nc.
 Zudella & Co. (Maj) East DePere, Wis., nc.
 (Hollywood) Milwaukee 11-24, t.

BANDS AND ORCHESTRAS

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

A
 Aces, Four: (Yacht) Chi, nc.
 Adcock, Jack: (Manoa Inn) Manoa, Pa.
 Agnew, Charlie: (Washington-Youree) Shreveport, La., h.
 Albert, Bill: (Bartlett) Rochester, N. Y., nc.
 Albert, Mickey: (Rivera) Ft. Lee, N. J., nc.
 Angelos: (Bertolotti's) NYC, nc.
 Arnhem, Gus: (Claridge) Memphis, h.
 Arthur, Zinn: (Pinebrook) Nichols, Conn., cc.
 Asbell, Jerry: (Brass Rail Tavern) Salem, Wis., nc.
 Asen, Bob: (Wivel) NYC, re.
 Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
 Ayes, Mitchell: (Hollywood) NYC, nc.
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
 Ballou, Dick: (Belmont Plaza) NYC, h.
 Bananas, Sharkey: (Nick's Rendezvous) NYC, nc.
 Berg, Hughie: (Tavern-on-the-Green) NYC, re.
 Bender, Otto: (Outpost) Ridgefield, Conn., ro.
 Bergman, Bunny: (Meadowbrook) Cedar Grove, N. J., ro.

Berkley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Bernard, Phil: (Granby) Norfolk, Va., 6-10; (Royal) Wilmington, N. C., 12-15.
 Betzner, Jack: (Essex House) Newark, N. J., ro.
 Biltmore Boys: (Wonder Bar) Detroit, Mich.
 Blaine, Jerry: (Park Central) NYC, h.
 Black Bob: (Pete Marquette) Peoria, Ill., h.
 Black Lou: (Chez Paree) Omaha, nc.
 Bonelli, Eddie: (Black Cat) Wilmington, Del., ro.
 Borr, Mischa: (Waldorf-Astoria) NYC, h.
 Boulangier, Charles: (Mansion) Youngstown, O., nc.

Bova, Joe: (Wonder Bar) Cincinnati, nc.

Brandwynne, Nat: (Essex House) NYC, h.

Brees, Lou: (French Casino) NYC, nc.

Brooks, Alan: (Glen Park Casino) Williamsburg, N. Y., h.

Brown, K. A.: (Echo Lake Club) Echo Lake, Pa.

Burke, Clarence: (Garden) White Plains, N. Y., h.

Burns, Harry: (Kemmons) Albany, N. Y., h.

Busse, Henry: (Chez Paree) Chi, nc.

C

Campus Jesters: (Gryps Arms) West Hartford, Conn., nc.

Candillo, Harry: (Arrowhead) Cincinnati, nc.

Carlton, Duke: (Spider) Eagle River, Wis., nc.

Carpenter, Earl: (Lincoln) NYC, h.

Carter, Jack: (Harbor Inn) Rockaway, N. Y., ro.

Casey, Ken: (Half Moon) Coney Island, N. Y., h.

Childs, Reggle: (Blitch's) Denver, nc.

Clayman, Bob: (Bland's) Pittsburgh, ro.

Clegg, Alan & His Bermudians: (Broadside Rest) OceanSide, L. I., re.

Codoban, Cornelius: (Radio City Rainbow Grill) NYC, nc.

Conn, Irving: (Arrowhead) NYC, ro.

Cook, Fred: (Yacht Club) Chi, nc.

Costanza, Ralph: (Friendship) Kenosha, Wis., nc.

Cotello, Pat: (French Casino) Atlantic City, N. J., nc.

Courtney, Del: (Chase) St. Louis, h.

Craig, McL: (Bordewick) NYC, h.

Craig, Carvel: (Utah) Salt Lake City, h.

Crawford, Jesse: (Peabody) Memphis, h.

Crawford, Dick: (Black Hawk) Duluth, Minn., nc.

Crest, Gill: (Westview) Pittsburgh, p.

Crockett, Ernie: (Unique Grill) Delawanna.

Cromwell, Chauncey: (Sagamore) Bolton Landing, N. Y., h.

Cugat, Xavier: (Arrowhead) Saratoga Springs, c.

Cummins, Bernie: (Biltmore) NYC, h.

Cummins, Buddy: (Crystal) Accord, N. Y., h.

Dare, Ronald: (George Washington) West Palm Beach, Fla.

Darrell, Pat: (Wonder Bar) Zanesville, O., nc.

Dailey, Frank: (Pennsylvania) NYC, h.

Dantzis, Eli: (St. George) Brooklyn, N. Y., h.

Davis, Eddie: (LaRue) NYC, re.

Davis, Johnny: (Miami Club) Milwaukee, nc.

Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.

De Babary, Joska: (Biltmore) NYC, h.

De Carlo, Joe: (Montgomery Royal Gardens) Brooklyn, N. Y., nc.

Deas, Eddie: (Sunbeam) Swampscott, Mass., nc.

De Bell, Angelo: (Armando's) NYC, re.

DeBert, Sammy: (Webster Hall) Detroit, h.

Deutsch, Emery: (Radio City Rainbow Room) NYC, nc.

Dictators, Four: (Ross Bowl) Chi, c.

Dixon, Dick: (Gloria Palace) NYC, no.

Donaldson Boys: (Lawrence) Erie, Pa., h.

Dorsey, Tommy: (Pennsylvania) NYC, h.

Duces of Rhythm: (Moonlight) Phila, c.

Duck, Don: (Village Brewery) NYC, nc.

Duerr, Dolph: (Green Derby) Cleveland, nc.

Duffy, Ray: (Darling) Wilmington, Del., h.

Dunn, Al: (Wagon Wheel) Monroe, La., nc.

Durst, Henry: (Nat Ballroom & Supper Club) Amarillo, Tex., nc.

E

Edwards, Vince: (Mt. Marion Inn) Mt. Marion, N. Y., ro.

Edmund, George: (Loyale) NYC, c.

Engle, Freddy: (University Club) Albany, N. Y., nc.

Engle, Steve: (Willibank's Recreation Cafe) Prospect Park, Pa., nc.

Ernes, Charles: (Harry's New York Cabaret) Chi, nc.

Ermil, Fred: (Palm Beach Casino) Cannes, France.

Ervine, Val: (Riviera) Ft. Lee, N. J., nc.

Euley, George: (Marky's) Westchester, N. Y., nc.

F

Farmer, Will: (Radio City Promenade Cafe) NYC, nc.

Felix, Don: (Pines) Newtown, Conn., h.

Ferd, Don: (Stratford) Bridgeport, Conn., h.

Ferdinando, Felix: (Mountainview) Port Kent, N. Y., ro.

Ferrari, Art: (Balconades) Pittsburgh, nc.

Fettis, Jim: (Steel Pier) Atlantic City, b.

Fields, Shep: (Steel Pier) Atlantic City, b.

Fleiss, Cliff: (Metrop. Arka) Akron, b.

Fields, Harry: (Metrop. Arka) Monticello, N. Y., h.

Fiske, Billy: (31) Phila, h.

Fosdick, Gene: (Mon Paris) NYC, nc.

Frasetto, Joe: (500) Atlantic City, nc.

Frederic, Marvin: (Commodore Perry) Toledo, h.

Freeman, Jerry: (Paradise) NYC, cb.

Funk, Larry: (Euclid Beach) Cleveland, p.

G

Gasparr, Dick: (Palmer House) Chi, h.

Gaylor, Charley: (Bill Green's) Pittsburgh, nc.

Gee, Billy: (Continental) Canton, O., nc.

Gentlemen of Rhythm, Four: (Brown) Louisville, Ky., h.

Gibbs, Johnnie: (S. S. North American) Chicago-Buffalo, s.

Gibson, Don: (Valencia) NYC, nc.

Gill, Jaquelin: (Tavern) Lake Tahoe, Calif., &

Gillespie, Ralph: (St. Moritz) NYC, h.

Goodlough, Henry: (Laurels) Sackett Lake, N. Y., nc.

Graff, Johnny: (Anchorage Inn) Phila, nc.

Gray, Len: (New Cedars) New Bedford, Mass., nc.

Gray, Glen: (Eastwood Gardens) Detroit, nc.

Grayson, Hal: (Eastwood Gardens) Cedar Grove, N. J., nc.

Grayson, Bobby: (Willows) Pittsburgh, Pa.
Greaves, Harold: (Hi Hat) Klamath, N. Y., nc.
Greene, Murray: (Embassy) Bronx, N. Y., nc.
Grenet, Elsie: (Yumuri) NYC, nc.
Gries, Johnny: (Half Moon Inn) Steubenville, Pa., nc.

H

Hall, George: (Taft) New York, h.
Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
Harris, Claude: (Joe's Stables) Detroit, nc.
Harris, Phil: (Casino) Dallas, Tex., nc.
Harrison, Will: (Rich's) Westchester, N. Y., re.
Hart, Little Joe: (Forest Park Highland) St. Louis, Mo.
Hauke, Carlton: (Sak's) Detroit, nc.
Haven, Bee: (Club Captain) Tallahassee, nc.
Hawkins, Jess: (New Penn) Library, Pa., nc.
Hayes, Bobbie: (Surfside) Long Beach, L. I., nc.
Headrick, Pearl: (McHattan) Johnstown, Pa., nc.
Heikel, Fred: (Mayfair Casino) Cleveland, nc.
Herman, Woody: (Hunt's) Wildwood, N. J., b.
Heron, Bob: (Tumble Springs) Durango, Colo., b.
Hessberger, George: (Ferris Inn) Morton Grove, Ill., b.
Hill, Teddy: (Palladium) London, Eng.
Bill, Worthy: (Pavilion Royale) Savin Rock, Conn., nc.
Hirado: (L.Rue) NYC, re.
Holmes, Joe: (Norumbega Park) Auburndale, Mass., b.
Holmes, Herbie: (Cavalier's) Youngstown, O., nc.
Hudson-Delange: (Playland Casino) Rye, N. Y., b.
Huntley, Lloyd: (Mount Royal) Montreal, h.

Irish, Mace: (Chanticleer) Millburn, N. J., re.

J

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
Jackson, Jack: (Dorchester) London, Eng., h.
Jahn, Al: (Rhineland Gardens) Armonk, N. Y., nc.
Jelenik, Eugene: (Hollywood) NYC, re.
Johnson, Al: (Rhineland Gardens) Armonk, N. Y., ro.
Johnson, Eunice: (Old Heidelberg) Medford, Wis.
Jones, Isham: (Sylvan Beach Park Seaside) Houston, b.
Jordy, Harold: (Roosevelt) New Orleans, h.
Jose, Senor: (Woodlawn) Shreveport, La., nc.
Joy, Jimmy: (Spanish Ballroom) Jefferson Beach, Detroit, b.
Juan, Don: (El Toreador) NYC, nc.

K

Kara, Peter: (Green Gables) Hazleton, Pa., nc.
Kaye, Sammy: (Marine Ballroom) Point Pleasant, N. J., nc.
Keegan, Ray: (Murray's) Westchester, N. Y., nc.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Keller, Leonard: (Washington-Yours) Shreveport, La., b.
Kent, Erwin: (Chanticleer) Millburn, N. J., ro.
Kermitt & Demris: (Ft. William Henry) Lake George, N. Y., h.
King, Teddy: (Schroon Manor) Schroon Lake, N. Y., nc.
Kings of Swing, Three: (Kentucky) Louisville, h.
Kirk, Andy: (Grand Terrace) Chi., nc.
Kirkham, Don: (Berkshire Inn) Denver, nc.
Klein, Jules: (Statue) Detroit, h.
Kraft, Joe: (Red Hill Inn) Pensauken, N. J., nc.
Kress, Andya: (Avon Inn) Ashbury Park, N. J.
Kristal, Cecil: (Despsey) Macon, Ga., h.
Krumm, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's) Rathskeller) NYC, nc.

L

LaMarr, Ayars: (Broadmoor) Denver, Colo., nc.
LaMothe, Oliva: (Rosegarden) Middletown, Conn., nc.
Lasker, Walt: (Raft) Oakkosh, Wis., h.
Lazar, Bill: (Club Twain) Mobile, Ala., nc.
Lake, Marty: (Craig Beach Park) Diamond, O.
Lamb, Dred: (Marine Room) Muskegon, Mich., b.
Lane, Eddie: (Lexington) NYC, h.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lane, Brad: (Parkway Lodge) White Plains, N. Y., nc.
LeRoy, Howard: (Totem Pole) Boston, b.
Lewis, Vic: (Lake George Showboat) Lake George, N. Y., s.
LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
Lew, Harry: (Wilkshire Hotel) Los Angeles, b.
Liecke, Hugo: (Three-Mile Inn) Monroe, La., c.
Lindeman, Edie: (Gloria Palace) New York, nc.
Lishon, Henri: (Gunter) San Antonio, h.
Livick, Joe: (South Bluff) Peru, Ill., nc.
Livingston, Jimmie: (Seaside Casino) Virginia Beach, nc.
Lombardo, Guy: (Roosevelt) NYC, h.
Lopez, Vincent: (Piping Rock) Saratoga Springs, nc.
Lopez, Antonio: (Country Club) Coral Gables, Fla., nc.
Loss, Jimmy: (Windsor) Michigan City, Ind., nc.

M

McCune, Bill: (Bossert) NYC, h.
McElroy, Bob: (Madrid) Milwaukee, nc.
McFarian, Frank: (Chateau Moderne) NYC, nc.
McHale, Jimmy: (Westminster) Boston, h.
McHae, Jerry: (Eagle Inn) Spread Eagle, Wis., nc.
Madriguera, Enric: (Surfside) Long Beach, L. I., nc.
Malone, Don: (Golden Goose) Omaha, nc.
Mannone, Wingy: (Hickory Lodge) Larchmont, N. Y., ro.
Mareno, Frank: (Sweeney) Baltimore, c.
Martell, Paul: (Leighton's Half-Way House) Stamford, Conn., ro.
Marsden, Joe: (Hickory House) Larchmont, N. Y., ro.
Martin, Bob: (Chez Florence) Paris, nc.
Martin, Freddy: (Meadowbrook) St. Louis, h.
Martin, Ken: (Orchard) Pittsburgh, nc.
Martin, Don: (Piping Rock) Saratoga Springs, nc.
Masters, Frankie: (College Inn) Chi., nc.
Mayer, Ken: (Gunter) San Antonio, h.
Mell, Larry: (Lamb's) Phila., nc.
Melvin, Jack: (Mirador) NYC, nc.

Merrill, Wendell: (Schmidt's Farm) Scarsdale, N. Y., nc.
Meroff, Benny: (New Yorker) NYC, h.
Messner, Johnny: (McAlpin) NYC, h.
Middleton, Herman: (Nixon) Pittsburgh, c.
Miller, Glen: (Roosevelt) New Orleans, h.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Monroe, Jerry: (Royal) Columbus, Ga., t.
Montgomery, Jack: (Motor Inn Bath) Mt. Kisco, N. Y., ro.
Morelli, Larry: (Merry Gardens) Lynchburg, Va., nc.
Morgan, Russ: (French Casino) NYC, nc.
Moss, Stuart: (Capitol-by-the-Sea) Santa Cruz, Calif.
Motely, Berk: (Casa Grande) Berwyn, Md., nc.
Mowry, Ferde: (Embassy) Southampton, Ontario, b.
Mullen, Dickie: (Mandarin) Memphis, nc.
Munro, Hal: (Ivanhoe) Chi., nc.

N

Nagel, Patt: (4-H Club) Chi., nc.
Nagel, Fred: (Del Monte) San Francisco, h.
Nahmette, Maria: (Royal Oak) Belmar, N. J., nc.
Navarro, Al: (Belvedere) Baltimore, h.
Need, James: (Fair) Du Quoin, Ill., nc.
Nelson, Ozzie: (Astor) NYC, h.
Nickles, Billie: (Cafe de Paree) Los Angeles, nc.
Novak, Frank: (Warwick) NYC, h.
Novick, Jules: (Saxxon) Monticello, N. Y., h.

O

O'Hare, Husk: (Andrew Jackson) Jonesboro, Tenn., c.
Olson, Walter: (New Julius) Gardenville, N. Y., re.

P

Palermo, Billy: (Paillard) NYC, c.

Palmer, Freddy: (Colonial Inn) Singas, N. J., re.

Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.

Pancho, Louis: (Chase) St. Louis, h.

Panico, Louis: (Sunset Inn) Drexel Hill, Pa., nc.

Parapila, Russ: (Crystal Club) Natchez, Miss., nc.

Pantone, Mike: (Loftus Ambassador Inn) Albany, N. Y., cb.

Peck, Earl: (Coconut Grove) Bridgeport, Conn., nc.

Pendaryis, Paul: (Pal) San Francisco, h.

Perry, Lou: (Kasey) Henderson, Ky., nc.

Petti, Emil: (Savoy Plaza) NYC, h.

Pitman, Jack: (Port Arthur) Providence, R. I., re.

Poole, E. C. B.: (Olentangy Park) Columbus, O., nc.

Powell, Dick: (Inlet) Angelsea, N. J., c.

Pryor, Roger: (Edgewater Beach) Chi., h.

Q

Quarrell, Frankie: (Colony Club) Chi., nc.

R

Rand, Orville: (Bertolti's) NYC, re.

Rapp, Barney: (Beverly Hills) Newport, Ky., nc.

Reader, Charles: (Fort Montague) Nassau, B. W. I., h.

Reits, Leo: (Waldorf-Astoria) NYC, h.

Reyes, Chica: (Continental) Detroit, nc.

Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.

Richards, Harold: (St. Moritz) NYC, h.

Richards, Joe: (Parlee) Hartford, Conn., nc.

Riley, Mike: (Gypsy Village) Louisville, nc.

Rinaldi, Nino: (Cosimino's) Chi., nc.

Rio, Joe: (Blue Moon) Tulsa, Okla., nc.

Rizzo, Vincent: (Adelphia) Phila., h.

Roberts, Eddie: (Red Mill) Bronx, nc.

Rochelle, Jimmy: (Bartlett's) Pleasant Lake, Mich., b.

Rodriguez, Joe: (Versailles) NYC, nc.

Rodrigo, Don Juan: (Shadowland) St. Joseph, Mich., b.

Rodrigo, Nan: (Traymore) Atlantic City, N. J., h.

Roman, Nick: (Villanova) Saratoga Springs, N. Y., nc.

Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.

Rosenthal, Harry: (Versailles) NYC, nc.

Rogers, Ralph: (Waldorf-Astoria) NYC, h.

Russell, Jack: (Waco Pavilion) Syracuse, nc.

S

Sable, Marc: (Cavalier) NYC, nc.

Sanders, Joe: (Blackhawk) Chi., c.

Saunders, Bob: (Guernsey Bowl) Guerneville, Calif., nc.

Sayres, Dean: (Arlington) Pittsburgh, c.

Schafer, Ray: (Log Cabin Farms) Armonk, N. Y., ro.

Schellang, Augie: (Roosevelt) New Orleans, h.

Scoggin, Chic: (Jefferson) St. Louis, h.

Septeto, Canto: (San Souci) Havana, nc.

Shaw, Maurice: (Nautilus Beach Club) Atlantic Beach, L. I., N. Y.

Sherr, Jack: (Ritz Gardens) Atlantic City, re.

Silva, Frank: (Blossom Heath) Houston, nc.

Silvertown, Cord: (Nassau) Long Beach, Mich., b.

Simpsons, Arlie: (Northwood) Denver, c.

Siry, Larry: (Ambassador) NYC, h.

Slechman, Freddie: (Mandale) NYC, s.

Smith, Stuff: (Famous Door) Hollywood, Calif., nc.

Snider, Billy: (Gibson) Cincinnati, h.

Soldwell, Dutch: (Wonder Bar) Grand Rapids, Mich., nc.

South, Eddie: (d'Osseaux) International Expo., Paris, nc.

Southern Gentlemen Orchestra: (DeShler-Wallach) Columbus, O., h.

Southland Rhythm Girls: (Open Ooor) Chi., nc.

Spagg, Jack: (Netherlands Plaza) Cincinnati, O., h.

Sparks of Rhythm, Six: (Onyx) NYC, nc.

Stanley, Ken: (Dayton Tavern) Wildwood, N. J., c.

Steel, Leonard: (Mt. Shelby) Detroit, h.

Steele, Blue: (Casino) Fort Worth, Tex.

Sten, Ellorne: (Westchester Farms) White Plains, N. Y., cc.

Stenns, Charles: (Mission Inn) Latrobe, Pa., c.

Stern, Harold: (Million-Dollar Pier) Atlantic City, b.

Stipes, Eddie: (Blue Moon) Toledo, nc.

Stone, Colle: (Catholic) Memphis, nc.

Stolze, George: (Nightingale Club) Warsaw, Wis.

Subel, Allan: (Bedford Springs) Bedford Springs, Pa., b.

Swanson, Billy: (Edison) NYC, h.

Sylvester, Bobby: (Carlin's) Baltimore, p.

Tanner, Frank: (Coral Gables) San Antonio, nc.

Teachers Co-Eds: (La Fontaine) Huntington, Ind., h.

Thomas, Eddie: (Nut Club) NYC, nc.

Thornton, Bill: (Parakeet) Phila., nc.

Tilson, Jack: (Watwasee) Lake Wauwasee, Ind., h.

Tinsley, Ted: (Parrish) Phila., c.

Titus, Paul: (Hess) Haddonfield, N. J., re.

Tracy, Jack: (Chez Maurice) Dallas, nc.

Trask, Clyde: (Lookout House) Covington, Ky., nc.

Travers, Ted: (Ault Park) Cincinnati.

Travis, Jimmy: (Club Piccadilly) Baltimore, Md., nc.

Trucker, Charles: (Hollywood) Kalamazoo, Mich., nc.

Tuladesy, Bobbie: (Irvin Cobb) Paducah, Ky., h.

U

Ulrich, Roberto: (Lobby) Juarez, Mex., c.

V

VanWinkle, Joe: (Melody Grill) Kokomo, Ind.

Vagabonds, Three: (Broadmoor) Denver, cc.

Varone, Joe: (Van Buren Inn) Dunkirk, N. Y., nc.

Varzos, Eddie: (Bismarck) Chi., h.

Vegas, Las: (Convention Hall) Wildwood, N. J., h.

Veil, Tubby: (Bruns) Chi., re.

Velazco, Emel: (Sylvan Beach) Houston, b.

Verne, Charlie: (Chelsea) Atlantic City, N. J., h.

Vierra, Al: (Congress) Chi., h.

Virt, George: (Log Cabin) Gloucester Heights, N. J., h.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.

Walker, Barry: (Stock Club) Chi., nc.

Wardlaw, Jack: (Pavilion) Hendersonville, N. C., nc.

Waring, Fred: (Drake) Chi., h.

Warren, Arthur: (Pavillon Royal) Valley Stream, L. I., nc.

Watson, Howard: (Royal Pines) Lake George, N. Y., ro.

Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.

Wellell, Connie: McHenry, Ill.

Westbrook, Henry: (Columbia) Columbia, S. C., h.

Whiteman, Paul: (Frontier Fiesta) Ft. Worth, Tex., p.

Whitney, Palmer: (Baker) St. Charles, Ill., h.

Widmer, Bus: (Rendezvous) Battle Creek, Mich., nc.

Williams, Joe: (Mark Twain) Hannibal, Mo., h.

Williams, Sande: (Stevens) Chi., h.

Winstein, Dave: (Plantation) New Orleans, nc.

Winston, Jack: (Bal Tabarin) San Francisco, h.

Wittenberg, Abe: (Times Sq. Supper Club)

Wolfe, Paul: (Crystal Club) Virginia Beach, Va., nc.

Woodford, Harry: (Hotrau) Canton, O., c.

Woodworth, Julian: (Arcadio) NYC, b.

Z

Zatour, Joseph: (Biltmore) NYC, h.

Zelman, Rubin: (Caravan) NYC, nc.

FAIR GRAND-STAND

ATTRACtIONS

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

Ackerman's, Al: Six Tip Tops: Marshall, Minn., 8-10.

Aebles, Five: Presque Isle, Me.

Aede, Al & Co.: Tripp, S. D., 8-13.

Aellen, Balloon Ascension: Presque Isle, Me.

Arell, Orselle: Rutland, Vt.

Autostore, Goats: Fonda, N. Y.

Arias, The: Toronto, Ont., Can., 30-Sept. 11.

Arley, Louis & Oliver Sisters: Hastings, Mich., 10-11.

Atwoods, Tumbling: Black River Falls 12-13.

Balabanovs: Quebec City, Que.

Bell, Lulu: Playland Park, Rye, N. Y.

Beno, Ben: Assumption, Ill.

Bento Bros. & Rita: Quebec City, Que.

Bernard, Dr.: Elephants: Rutland, Vt.

Bernhardt, Bobbie Jeanne: Indianapolis.

Bogart, Edwin R.: Playland Park, Rye, N. Y.

Burke & Gordon: Marshall, Mo.

Cahill, Mike: Brookfield, N. Y.

Callahan, Eddie: Brookfield, Vt.

Carroll, Eddie: (d'Osseaux) International Expo., Paris, nc.

Chandler, Eddie: (The Big Nine) Cincinnati, O.

Conrad, Eddie: (The Big Nine) Cincinnati, O.

Dale, Eddie

Russell Ends Western Tour

Winds up with satisfactory business at Pasco, Wash.—Ortons plan new act

BUHL, Ida., Sept. 4.—Russell Bros. Circus played its last stand in Washington at Pasco, where it showed to satisfactory crowds, and completed its tour of Oregon at La Grande, another fair spot. It re-entered Idaho at Payette, which town was shown at the invitation of the Chamber of Commerce.

The Grace Orton troupe is now practicing a new perf act, under the supervision of Bob Fisher, of the Five Fearless Flyers, which it plans to introduce soon.

Harper Joy and Leonard Gross, ardent circus fans, caught the show at Ellensburg and Yakima, Wash. It was the first time that "Harp" had seen the Russell show. Mrs. Emory Clark and son, Robert, spent four days on the show visiting the former's brother-in-law and sister, Mr. and Mrs. Ernie Peterson. Clark and his brother, Kenneth, accompanied them home.

Buck Lewellan, mayor of Pendleton, Ore., rode Margaret, show's largest elephant, in the grand entry at the night performance when the show played the city. He was greeted with loud applause from his fellow citizens. Queen Catherine of the Pendleton Roundup was out to the lot on the morning of show day in Pendleton to have her picture taken with Pauline Webb; the two cub lions, Pasha and Simba, and with old Margaret, one of the Russell Bros.' pachyderms. The pictures will be used in advertising the Roundup.

That the show made a hit in Salt Lake City last June was indicated this week when the management received a long-distance telephone call from the city clerk welcoming the show back to that city for a return engagement. Pasha, press department's cub lion, is not only crashing the front pages of the dailies but is now sharing honors with Topsy, the African chimpanzee, as the mascot of the show. The Pendleton woolen mills was a popular place among the show-folks when the show played the Roundup city. Scores of performers and others visited the factory and many purchased blankets to be made into coats and jackets.

Kay Bros.' Montrose Stand Is Successful

MONTROSE, Pa., Sept. 4.—Kay Bros. Circus engagement here August 30 was a successful one, with fair matines and good night crowds prevailing. Performance was pleasingly presented under direction of William Ketrow.

Organization is heading southward and plans to remain on the road until late in the fall, winding up near its winter quarters at Miami. Ketrow is optimistic about the future and states that he will enlarge the show next year.

Knisely Goes to Moon Bros.

CINCINNATI, Sept. 4.—Russell G. Knisely, in a communication to *The Billboard* this week, announced that he has resigned from the advance of the Walter L. Main Circus to take up the duties of general agent on the Moon Bros. Circus.

Mix To Play Canton

CANTON, O., Sept. 4.—J. R. Hervey, contracting agent for Tom Mix Circus, has completed arrangements for the show to exhibit at the Stark County Fairgrounds here September 17. It will be the first appearance of the Mix Circus here in three years and the latest date in many decades a circus has made this territory.

Mike Pyne Seriously Ill

DETROIT, Sept. 4.—Mike Pyne, who has been connected with the Dan Rice and Hoxie circuses, is seriously ill at his home here and not expected to recover, according to Harold E. Pyne.



STATUE of Mae Lillie (Mrs. Pawnee Bill), in bronze, which will be erected by Pawnee Bill in front of the Mae Lillie Memorial Hospital at Pawnee, Okla. It is a replica of a plaster cast made from a picture of Mrs. Lillie when she was a member of Pawnee Bill's Original Wild West Show.

Van Orman Host To H-W Showfolk

EVANSVILLE, Ind., Sept. 4.—When the Hagenbeck-Wallace Circus appeared here Sunday, August 29, Harold and Harriett Hodgin Van Orman played host to a number of their friends, executives and performers with the show at a seven-course dinner in the Rose Room atop the McCurdy Hotel here.

Those in attendance included Mr. and Mrs. Van Orman, Mr. and Mrs. Howard Y. Bary, Mr. and Mrs. Poodlens Hanneford, Hoot Gibson, Gracie Hanneford, Mel Smith, Mrs. Elizabeth Hanneford, Bob Hickey, Victor and Mlle. Bedini, Col. William Sheed, Katherine Clark, Alicia Villa, Mr. and Mrs. Emerick, Mr. and Mrs. Parker and daughter and Mrs. Sterling. The Van Orman party were Bary's guests at the evening performance.

Ringling-Barnum for Dallas

DALLAS, Sept. 4.—Joe Donohue, general agent, announced this week that Ringling-Barnum Circus has been issued a municipal permit to exhibit here September 28 and 29 at its old stand near the Pan-American Exposition grounds despite rumors that permit would be denied. Billing was begun Wednesday and Arthur Hopper, general advertising manager, arrived Thursday.

Walter Driver in Biz

CHICAGO, Sept. 4.—Walter F. Driver, former prominent tent manufacturer who retired several years ago, has entered a new line of business. He is now president of a company that deals in equipment and supplies for hotels, clubs and restaurants.

Cole Signs Closed Shop Contract With AFA; Minimum Wage Is \$40

LOS ANGELES, Sept. 4.—Differences between Cole Bros.' Circus and the American Federation of Actors were adjusted this week when a closed-shop contract with the circus was signed, effective until November 30, 1938.

The deal includes both performers and workingmen, the latter coming under the wing of the Circus Employees' Division of the AFA. The contract provides for a minimum wage of \$40 a month with board, transportation and lodging.

Ralph Whitehead, president of the AFA, made a special trip to the Coast to unionize the show after an unsuccessful attempt was made by Guy Magrily, AFA organizer, to bring this about at Everett and Seattle, Wash.

This is the second major circus to

Hagenbeck-Wallace To Play Macon, Ga.

MACON, Ga., Sept. 4.—Hagenbeck-Wallace Circus has contracted to exhibit here September 24, using the city-owned lot in Central City Park. C. A. (Dud) Lawrence contracted the date.

Show obtained permit when Georgia State Fair officials announced there would be no objection to a circus playing here at that time. By resolution of city council, passed two years ago, circuses were banned 30 days before and 30 days after annual State Fair. President Ed G. Jacobs withdrew the bar after conference with Lawrence.

Organization will make several stands in Georgia, it is understood, possibly playing a week to 10 days on this trip.

Wallace Bros. Circus, Georgia-owned show, has already been in the State for several days and will be thru before Hagenbeck-Wallace dates. Wallace Bros. Circus has found Georgia business good. Latter show has been first in majority of stands played this season.

Mena Out of Hoxie Show

DAYTON, O., Sept. 4.—Mena, female elephant owned by E. E. Coleman, is no longer with the Jack Hoxie Circus. She was dropped by the show at Independence, Mo., because it "could not afford to keep her any longer," according to Coleman, who said he received a wire to that effect last Sunday. He further said that Jerry Cooper, a truck driver, was left in charge and that he sent a man from Dayton to bring Mena home. The elephant was with Hoxie since August 6, when the show played Massillon, O.

Ludwig Shuns Union Bid

NEWCASTLE, Ind., Sept. 4.—Newcastle Trades and Labor Assembly, which is cooperating with the billposters' local here in attempting to come to some agreement with the Max Ludwig Advertising Company, announced that no settlement has been reached. Ludwig is reported to have ignored an invitation sent him by the billposters to discuss the situation.

Oldtimers See Barnes Show at Fairbury, Neb.

FAIRBURY, Neb., Sept. 4.—Al G. Barnes Circus had hardly hit show-grounds here August 25 when two oldtimers appeared. The last of the once famous Campbell Brothers, Ed and Virg, were among the first visitors. At the afternoon performance 83-year-old Mrs. Hattie Hatfield strutted into the big top unnoticed and took a seat among the spectators. Mrs. Hatfield is a sister of the Campbell brothers and troupes with their show.

Saints and Sinners Get Permanent Headquarters

NEW YORK, Sept. 4.—For the first time in its history the Circus Saints and Sinners Club has acquired a permanent headquarters. It consists of a large three-room suite in the Hotel Lexington here.

Provided by Charles E. Rochester, a member of the club and managing director of the Lexington, the rooms will be turned over to the club about September 15 with appropriate ceremonies.

Walking in the Garden

By DOC WADDELL

At Macon, Mo., memorial service was held on Miller Bros.' Shows for Gus Lambriger, who died at his home town of Orrville, O.—Doc Waddell, chaplain of the show, spoke the memory tribute at the date.

I backward look. My vision carries me to the "canvass towns" of Sells Bros. and Ben Wallace. I see a young German lad—short, stocky, smart. Toy air balloons almost hid him from view. He sold them on the old show lots, along the line of parade and on the downtown streets on circus day. Thousands of kiddies he thus made happy. This balloon "butch" was Gus Lambriger. The world over he was called "Balloon Gus." By no other name was he then known.

He progressed and highly scored for years as manager of the Ben Wallace Circus side show. He married "Julia, the laundry woman of Orrville," his and her native town. She became a world known snake enchantress and guided her husband to ownership. Lambriger's Wild Animal Show was founded and carried Gus and Julia to fame and fortune. I managed this show two years. Not so large but great. No grit. Absolutely clean. No blowoff. Said Lambriger to me one day: "No museum or other show really succeeds with the beggarly blowoff. Such owners die broke; suicides unknown."

When Gus Lambriger retired from the road he had stock in bank, telephone and coal companies and owned the only movie theater in Orrville, a big payer. At the climax of his success his wife, the faithful Julia, passed on. Her last guiding advice to Gus was to wed the nurse, Harriet, who had been so kind and dutiful to her. He did this and she survives.

When depression struck the crash felled Gus Lambriger financially. Circus gladiator that he was, he took it. He didn't collapse like a deflated balloon. He accepted with martyrdom resignation. He held up his head and faced it with high courage. He carried on and passed, bowed out, hanging on, hoping the tide would turn and high financial success come again.

Genuine friend was Gus to me. He was a beautiful character. He was filled with pity, love and sympathy. News of his going away came to me on my 74th birthday. It seemed to cause a break in my heart. For the moment I felt my will would wither and die. Then I awoke when I thought: "Why, Gus Lambriger had more character than anyone I have known." And so as a sweet "good night" to him I voice:

He's now walking in the garden.
His Father and he,
While the blush of evening
Crimsons the sky for me.
All the cares of the world
He has left behind,
In the garden peace and love and joy to find.

Barney Bros. Click On Western Tour

ALVA, Okla., Sept. 4.—Barney Bros. Circus has been playing to good crowds throughout its Western tour and John D. Toss and C. M. DeVere report that they are satisfied with business to date.

Mario Meza, who fell from his cloud swing several weeks ago, has returned. The Sheeler Family, which closed to play fairs, has been replaced by the La Ruehs, acrobatic troupe. New faces on the show include Art Powell, Peed Headley and the Great Delbert. Roy Gaun joined the band as cornetist. Bob O'Hara and Mr. and Mrs. Engesser were visitors at Thomas, Okla.

Ralph Noble has added a colored band to his minstrel and side show. Ina Corene, Oriental dancer, has also been added.

Organization is enlarging for its Southern tour. C. M. DeVere has purchased a new truck that will be used as band sleeper, doing away with the tent. Frances Doran and Kitty Robinson are new additions to clown alley. Frances also works the come-in as impersonator. The Zerados have closed and are working fair dates. Wilson Trio replaced them. Charles Condrey, drummer, and Herbert Cliffard are recent additions to Pud Headley's Band. The large python that caused a scare in Perry, Okla., when it escaped died at Chandler, Okla. Mr. LeRoy placed an order for another one immediately.

Mrs. DeVere, secretary and treasurer. (See BARNEY BROS. on page 38)



With the Circus Fans

By THE RINGMASTER

CFA

President MELVIN D. HILDRETH Secretary W. M. BUCKINGHAM
716 Evans Bldg. Thames Bank,
Washington, D. C. Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 4.—Col. C. G. Sturtevant writes that he left Norfolk, Va., in the afternoon after the circus performance with Hildreth on the boat for Washington. "Stayed in Washington about a week," says Sturtevant, "and then visited the Zoo there with Melvin Hildreth, Harry Allen and Ernest F. Walker. We were taken thru the new elephant house, small mammal house and other new installations. Visited my brother at Clarksburg, W. Va., then my friends at The Billboard, Cincinnati. Was the guest of Joe Stephan at the Cincinnati Zoo and was shown the new bear pits, reptile house, etc. Went to my home town, Troy, O., and saw the county fair. Back to Cincinnati and lunch with A. C. Hartmann, of The Billboard. At St. Louis I visited the Zoo and saw Director George Vierheller. Witnessed the Ringling show there on the Kingshighway lot.

F. E. Loxley caught Milt Hinkle's Texas Rangers Rodeo, presented by

RINGLING BROS. AND BARNUM & BAILEY COMBINED CIRCUS

SEPT. 6-7—KANSAS CITY, MO.
SEPT. 8—ST. JOSEPH, MO.
SEPT. 9—LAWRENCE, KAN.
SEPT. 10—SALINA, KAN.
SEPT. 11—WICHITA, KAN.
SEPT. 12—FOXBORO CITY, OKLA.
SEPT. 13—SHAWNEE, OKLA., OKLA.
SEPT. 14—MCALISTER, OKLA.
SEPT. 15—MUSKOGEE, OKLA.

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P.S.—Acts suitable for Fairs also write.

George A. Hamid at Suffolk Downs race track, East Boston, Mass., recently. Walter B. Hohenadel left here for Cleveland, where he will take in the exposition, returning September 7. Mrs. Harold Eich, our "Girl Friday," and her husband returned Tuesday from a 10-day motor trip to Yellowstone Park.

Recent visitors to the office of Circus Fan A. Morton Smith, Gainesville, Tex., included Al Butler, Ray Blankenship, Jack Rooney, C. R. Fulton, E. Paul Jones, Texas Mack, The Great Fussner and John Lester.

Fan G. H. Leonard, Gainesville, Tex., recently visited his sister, Mrs. Tom Kerney, in Waterloo, Ia., and while there attended Ringling-Barnum performance. Fan Leon Gilmore, president of the Gainesville Community Circus, was heard in a radio program on the circus from Station KRLD, Dallas, on Gainesville Day at Pan-American Exposition recently. Miss Bessie Mae Miller, aerialist in the Gainesville show, was also on the program, which was arranged by Fan Joe M. Leonard.

European Notes

PARIS, Aug. 30.—Maurice Colleano Family, tumblers-dancers; Four Kentons, aerial; Bedini-Taffanis, acrobats; Swift, comedy bike; Eiro, armless marvel, and Paolo Bedini, juggler, are at the Carre, Amsterdam. The Six Royal China, acrobats, and Mago, clever elephant, are at the Palais d'Eté in Brussels. Peejay Ringehefs, American high diver, is at Budapest. Four circuses, Cirkus Schümann, Cirkus Miehe Glauer, Cirkus Revyen and Cirkus Louis Schmidt, are playing Copenhagen. Stanwicki Brothers, aerialists, are at the Cirkus Schumann. The Seven Varadys, acrobats; Daley, jugglers, and Tribolo and Smiles, acro-comics, are at the Liseberg Park in Gothenburg.

Howe Bros.' Advance Roster

CHANUTE, Kan., Sept. 4.—Roster of the advance crew of Howe Bros. Circus, as announced here this week, follows: J. C. Admire, general agent; W. E. Jack, contracting agent; Gladys Admire, special merchant ticket sales and grocery banners; Charley Coleman, manager of advertising cars and press contractor; W. M. Bill, story man, and Roy Roberts, boss billposter. Douglas Spicer is boss lithographer, assisted by Ray and Will Bandy, Harry Hones, Lester Waite, Charles Darr, Doc Hood and Al Spencer. Warren Curran is 24-hour and banner man. Ray Owessey is press agent with the show, and Ralph Bliss, special agent.

Community Circus Ends Home-Town Engagement

GAINESVILLE, Tex., Sept. 4.—Gainesville Community Circus closed its second engagement of the season at the Cooke County Fair here Thursday night. Three performances were presented, after being rained out Monday night as a result of seven inches of rain over the week-end.

Additions to the performance here included a six-pony Liberty act worked by Verne Brewer; a seven-pony pickup, with Charles Brewer riding roman and a monkey-riding pony race. Show's next scheduled engagement is at the East Texas Fair, Tyler, Tex., September 24-25.

Visitors here included Joe Ambrose, Texas Mack and Earl Moore, staff photographer of The Dallas News, who made a number of pictures. Ned Rowland returned last week from Kansas, where he had been associated with Howe Bros. Circus.

Paris Circus Proves Huge Disappointment

PARIS, Aug. 30.—Ballyhooed for months, the Cirque des Cirques, flamboyantly announced as the feature of the Paris International Exposition and modestly billed as a "Circus That Surpassed Barnum," has come and gone.

"Bluff of Bluffs" is the most fitting title for the circus staged by Jean Houcke, well-known circus operator and horseman, August 10-22, at Grand Palais here. Given a magnificent arena, with two big rings and a huge hippodrome, Houcke staged a so-called circus without a single elephant or other big animal act, no ballet and no circus acts suited to setting. Horses and more horses in a topsy-turvy muddle were flung into the arena. Best of the mess was a fairly spectacular chariot race put on by Albert Rancy, Maurice Houcke and Guilbert Houcke. Horse numbers by the Houcke

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ARABIA SHRINE CIRCUS

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HENRY M. ROBINSON, Mgr.

boys, Rancy, the Carres, the Kavallos (amateurs from Amsterdam) and the "cowboys" of the Camargue lacked numbers and spectacular element required in such a large arena.

Five aerial acts, the Algevols and Maximis, flying trapeze; Salugars, iron-jaw; Mandos Sisters, aerial novelty, and Marguerite Jardys, trapeze, worked simultaneously, but riggings were hung in such a manner and synchronization of turns was such that the effect was practically nil. Frederico, only other aerial act, was presented all alone in a mild iron-jaw bit which proved somewhat effective thru buildup and altitude at which Frederico worked.

Only other acts used were the Royal China troupe of acrobats, who quit after three days; Alta and Yette, novelty balancing act, a troupe of Arab-tumblers and a minuscule group of clowns, composed of Darlo-Barlos, from the Cirque d'Hiver; Tony, from the Medrano, and a dwarf. A telescope was needed to spot the clowns and hearing their patter was out of the question. If you can imagine an ordinary puppet show presented in the center of a huge athletic stadium you have a fair idea of what the "Cirque des Cirques" was like.

Only acts new to Paris were the Mandos Sisters and Frederico. All other turns, all good, have been seen to better advantage at the Cirque Medrano or Cirque d'Hiver. Seating capacity was about 15,000, with plenty of popular price seats—but talkers tried to stampede customers into high priced seats by announcing all popular priced seats sold out, which was all bunk as not a tenth of the seats were occupied at show caught.

Beers-Barnes Preps For Southern Tour

CINCINNATI, Sept. 4.—Beers-Barnes Circus, after having played 61 stands in New York and three weeks in New Jersey, has returned to Pennsylvania, where it is reported to be enlarging for its Southern tour.

The Mervin Ray Trio and Captain Moyer and his performing lion have been added to the organization. Sadie Beers and Doris Barnes have added several more numbers to their wire act.

Frank M. Stephens has closed with the show.

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The Old-Time Wagon Shows

By HARRY MANN

I HAVE heard people with the modern railroad shows complain of the hardships of life with the circus. Shucks! Compared with the old mud show days they are but holiday tourists. Did those old troupers complain? Possibly. But my recollections of those times are that the people with the old caravans were more loyal and fraternally congenial than is the case today. Their lives were hard, surely, but there were certain diversions that are lacking now. I will describe some of these such as the *hey rube*.

Back in 1888 I joined Charles Lee's Great London Circus as general agent. It was a typical wagon show of the period. One hundred and twenty horses, 200 people and doing an average of \$1,000 a day at 25-cent admission. Charles Lee was a real showman, a handsome man with a magnetic personality and full of good-natured humor. He had been a well-known magician under the stage name of LaCardc.

His wife's brother, Harry Rogers, was superintendent. He was a skinny, hatchet-faced, hook-nosed man and the greatest rough and tumble fighter that I ever ran across. His appearance was deceiving until you saw his hands, which looked like large smoked hams. Hey rubes were his especial delight as they were with most of the oldtimers. The rubes always got the worst of it, for a tougher lot of scappers than the old circus clans never grouped together.

The first episode that I will describe, while not a typical *hey rube*, is illustrative of those times. The names of the local participants are fictitious.

I had prospected Long Island and ran back to the show to convince Mr. Lee that there were two weeks of good business on the island. The show was at a stone quarry town. It was on Saturday and was pay day in the quarries. The 2,000 or 3,000 quarrymen were mostly from the Emerald Isle. Early in the afternoon a large pleasant gentleman came on the lot and introduced himself as MR. Michael O'Keefe, Justice of the peace.

"The boys get a little frisky on pay days," he said, "an' I had better be around to see that they behave themselves."

Mr. Lee took him in hand, gave him a seat in the reserves and told him to bring his family to the night show. The matinee passed off quietly, possibly because of the presence of the J. P., the only disturbance occurring when a couple of woozy quarrymen went into the ring and were having the time of their lives until Harry Rogers took them by their collars and plumped them down onto the bleachers amid the laughter and applause of the audience.

Mr. O'Keefe brought his "family" to the night show, but if they were all O'Keefes he certainly had plenty. But he got 12 or 15 free seats in the grand stand. He had very plainly been imbibing in celebration of the event.

The tent was packed and everything passed off serenely further than a few drunks falling over the guy ropes and off the seats. But after the big show, when the collectors were going around after the concert tickets and dimes, it was different. When a young man demanded a dime from Mr. O'Keefe he waved his arm over a large section of the seats in his vicinity and said: "These ladies an' gentlemen are invited guests and pay nothing."

"You'll have to pay or get out."

"We will pay nothing. Away wid ye before I treat ye rough." The collector called Harry Rogers. Harry parleyed with him pleasantly for a while and, getting no money, he suggested that the J. P. should leave the tent peacefully.

"I shall stay and I won't pay, so what will you do about it?"

"I will have to put you out."

"Puht me out, eh? Ho, ho! the likes o' you to puht me out."

"I will give you one minute to get out or pay."

"An' I'll give you one second to get away from here before I call Chief of Police Dunnigan to run ye in."

Harry knew where Dunnigan was. He had deposited him in a secluded place at the back of the lot where he was sleeping off the effects of an overdoes of rotgut and a smash on the jaw which Harry had given him when he raised a

disturbance near the ladies' dressing tent.

What followed then was too swift to be described very well. O'Keefe was yanked off the seats with a loud clatter and was run outside to the delight and applause of the audience. Harry came back and had no difficulty in collecting dimes from the rest of the "invited guests."

Another incident of the evening was when a belligerent guy stood outside the tent and called for someone to come out and fight. As he was disturbing the audience, Harry went out and came up behind the fellow in the darkness and proceeded to irrigate him in a manner you can guess. When the fellow became aware of what was up and turned around Harry told him that he would smell like a man now and put him to sleep for the night with a swipe of his right "ham."

I remained at the lot for a while after the show was over and then started for the hotel. I felt hungry and asked a native whom I met where I could get something to eat.

"All of the restaurants are closed," he said, "but Riley's saloon down on the river front is open. He serves lunches. It is a pretty tough joint, but the food is okeh."

I found Riley's saloon and went inside. Several tough-looking fellows were drinking at a table and a big red-headed bartender was behind the bar.

"How about some coffee and sandwiches, Mr. Riley?" I asked.

"Shure, ye'r at the roight place an' it'll be a pleasure to serve ye, Mr. Cirkis Man." How he spotted me as from the show I don't know, but I saw the fellows at the table all turn and stare at me when Riley mentioned "cirkis man." I sat down at a vacant table while Riley prepared some fresh sandwiches. The men at the other table were evidently talking about the expulsion of the J. P., as I heard the name O'Keefe. Then the toughest looking one in the bunch, looking directly at me, said loudly: "No dinked cirkis man could puht ME out."

Other challenges followed. Riley looked at me and shook his head deprecatingly. I was young and hot headed and something of a lightweight scrapper myself, but I knew that I would be no match for the husky rock holster. In later years I would have turned it off with good-natured banter, but I got hot under the collar. Laying some money on the table and addressing the challenger, I asked if he would like to have a set-to with the fellow that threw O'Keefe out of the tent.

"Yer damned roight I would, an' ol' would beat hell out of 'im."

"Well, I have \$25 that says that he can puht you out or on your back."

"Whoosh!" said Riley. "That's the talk. Now, Casey, puht up or shut up." "Ol' haven't got twenty-five dollars." "Ol' lind it to yez," said Riley. "Ye be good for twenty-five next pay day if ye lose, which of course ye won't."

"I don't want to borrow yer money."

"Come and sigh this I O U or own up yez are a goat."

Urged by his companions, the big bully signed the I O U. Riley laid \$25 on the table. I covered it and named Riley as stake holder.

I judged that it was just about time for Harry to be on his way to the hotel and I led the bunch up to the corner where I could intercept him. Quite a number of natives joined us, sensing that something was brewing. After waiting some time and not seeing anything of Harry the men began making cracks about it being all a bluff, our man was in hiding, etc. I was getting a little nervous when I saw Tullus Wright coming up the street. He was our "strong man," a feature with the show. And Tullus was no fake. He was genuine. But on the street he looked anything else but a strong man. He was a dude, dressed in the height of fashion even to a high hat. I knew that he had been a professional wrestler before taking up the strong-man act.

"Most anyone with the show can win the money," I told them. "Here comes one of our musicians; he can do it."

Tullus came up swinging his light walking stick in his kid-gloved hand.

"Tullus," I said, "meet Mr. Casey. He says no showman can put him on his back. I have bet \$25 one of our gang

can do it. You can win the money, can't you?"

Tullus looked at the big fellow and drawled: "I can try to. He is a pretty husky cuss, but I will take him on if he will promise not to break any bones."

"Ol' will handle yez 'alsy," said Casey.

"Where will we pull it off?" I asked.

"I know a foine place," said Riley, and he led the way to the carriage lot in the rear of the hotel. It was an ideal place, smooth hard dirt lit by lamps on tall posts.

Tullus shed his coat and other impediments and handed them to me to hold.

"Phat will it be, side holt or square holt?" asked Tullus.

"Suit yourself," said Tullus.

"Then it'll be side holt, best two out'r three," said Casey.

"Okeh with me," said Tullus.

"Will ye take right arm over or left hand under?" asked Tullus.

"Suit yourself," said Tullus.

"All right, I'm the tallest and ol' will take right hand over."

When they took hold Casey began to prance and feint to show off. I knew the old adage that a wrestler should keep his feet on the ground and decided that Casey was due for a fall. In a moment Tullus caught him with the old "grapevine" lock and laid him on his back with little apparent effort. A wrestler caught in the grapevine is helpless.

Casey got up evidently much surprised and looked angrily at the crowd, which had let out a few gibes.

At the next bout Casey was more cautious, especially on guard against another grapevine. But Tullus knew many kinds of effective locks and chose one just suited to the moment and again Casey was on his back. He jumped up and shouted: "It's three out of five an' I'll show yez something." Tullus gave me a wink and drew down the corner of his mouth suggestively, and I knew that Casey was in for punishment for his effort to change the terms. And in a moment Casey hit the hard ground with a slam that must have knocked the breath out of him.

"Whoosh!" said Riley. "Casey, ye're ficked to a frazzle."

Casey got up wild with rage at the jeers from the crowd. And what should happen just then but Harry Rogers came onto the scene. He had been attracted by the commotion and came to see what was going on. Someone in the crowd shouted: "Here's the laddy boy that threw O'Keefe out of the tint."

Casey was quick to vent his anger on Harry.

"Be you the felly that got rough wid Mr. O'Keefe?" he asked.

"Yes," said Harry. "What is that to you?"

"O'Keefe is me friend an' ol' beat hell out of yez," and he made a rust at Harry. Harry's right "ham" met him as he came and Casey hit the grit and did not get up. Grunting and rubbing his jaw, he asked: "Phat did that felly hit me wid?"

Riley came and examined Harry's hands.

"He hit ye wid his fist, ye slob, an ye'r lucky to be alive." He shook hands with Harry and told him that he was a "Laddie buck" after me own heart." Then he shook hands with Tullus, felt of his arm and told him that he was sure made of cast iron. He then handed me the \$50. I returned \$10 to him and told him to take the crowd down to his saloon and set 'em up for all.

Addressing the crowd, Riley told them of the treat and said:

"Fellys, these cirkis men are foine jgentlemen and it is an honor to meet them. Let's give three cheers and invite them to come again soon."

The Irish are real sports, and all joined in the cheers except Casey.

I have always felt that I would like to go back and visit Riley. He was a rough but real gentleman.

Malloy Begins Fair Dates

EAST LIVERPOOL, O., Sept. 4.—The J. R. Malloy Circus Revue, doing three free acts on the midway, will conclude its contract with the Arena Shows this week preparatory to beginning its list of dates at the annual Stark County Fair at Canton, O. Organization has just completed 18 consecutive weeks without a layoff, according to Malloy.

"Tullus," I said, "meet Mr. Casey. He says no showman can put him on his back. I have bet \$25 one of our gang

15 Years Ago

(From The Billboard Dated September 9, 1922)

The Ringling-Barnum Circus went on record as performing an unusual feat at Chico, Calif., when the entire show arrived at 8 p.m., August 28; opened the doors at 10:15 p.m., started the show at 10:50 and gave an entire performance, with a Wild West after-performance, dismissing the show at 1:15 a.m. . . . Al G. Barnes Circus played a two-day engagement in Cincinnati to big business despite bad weather on second day. Furman Long (Shorty, the circus clown), formerly with the Barnum & Bailey Circus, arrived in Binghamton, N. Y., as a Salvation Army ensign.

Officials of the Walter L. Main Circus announced that the organization would show in Troy, N. Y., September 11. . . . Raymond Morris, a member of the Al G. Barnes Circus advertising crew, had a fall of 20 feet while returning to the advertising car in Little Rock, Ark. He sustained a dislocated hip and a broken wrist. . . . A stampede of several Sells-Floto elephants, started by a fight between two bulls at Hanford, Calif., terrorized citizens and did considerable damage.

Al G. Barnes Circus purchased five wild hogs, one wallaroo kangaroo, a big kangaroo and a Filipino water buffalo from the Cincinnati Zoo. . . . Joe Haworth and Jack Burke, of Hagenbeck-Wallace Circus, blew into Cincinnati and obtained 32 workingmen for the show. . . . Howe's Great London Circus was doing an okeh business in the Dakotas. . . . Tour of Wisconsin was proving successful for Goldfarb Bros. Circus. . . . John Robinson Circus began its 18th week of the season at Louisville, where it showed to two good houses.

French Circus in Belgium

BRUSSELS, Aug. 30.—The Cirque Bouglione, big French tent circus, is touring Belgium and featuring a big musical spec, "Pearl of Bengal," big herd of elephants presented by Firmin Bouglione, group of lions and tigers and chosen by William Bouglione and horse numbers by Sampson Bouglione. Circus acts include the Wolsons, flying trapeze; Mile Marcelli, antipodist, and clown numbers by Despart and Zavata, and Weberly, Powell and Cassull.

Paris Indoor Season Opens

PARIS, Aug. 30.—Paris indoor circus season opens this week with the Cirque Medrano reopening its doors Friday night. Featured on the initial bill are the Danish-American comic, Bob Gillette, and the clowns, Cairoli Trio and Porto and Alex. Miss Lugano is at the Petit Casino, and Roxea-Loyal Trio, jugglers, are Roxy attractions. Sarah Caryn and her lions are at the Spessardi show at the Paris International Exposition. Jean Houcke's Cirque des Cirques closed Monday at the Grand Palais. The Cirque Pourtier opened Friday at Lille. Cirque Campeone opens at Lille in the Hippodrome building this week. Cirque Amar is playing in the Limoges region. Cirque Bureau playing region of Redon-Descendre's Menagerie is at street fair in Dieppe and Schweig's Animal Show is at fair in Quimper.

BARNEY BROS.

(Continued from page 36)
was complimented by the government field agent (tax collector) in the way she keeps her books. The Great Delbert and Mario are working a double ring act.

Two new menagerie horses are in the big show program. Guy Blackburn has a new truck and lunch stand which he has leased to T. Cobb.

Recent visitors included Whitis Rodenburg, Eddie Wahl, Mrs. Andy Kelly, Mrs. Curley Roberts and daughter, and Col. Jack Kirkland and H. J. McKay. Joe Levine is doing an okeh business with concessions, using six agents. F. J. Gideaux has the novelties with one agent. John D. Tors also visited and reports the advance to be in good shape.

Under the Marquee

By CIRCUS SALLY

TED MILLIGAN, ticket seller, left the Lewis Bros.' Circus August 26 at Litchfield, Ill.

HARRY L. AND MIMI LINCOLN have closed with Miller Bros.' Shows (carnival) and joined Lewis Bros.' Circus.

"UP FOR THE LEAPS" in 1938!

MA AND PA SHERMAN ink from Newton, Ill., that they are still with Lewis Bros.' Circus and have added 10 Indians and Madam Lincoln to their act.

JOE STIRK, after spending the summer vacationing at Nantasket Beach, Mass., has returned to his home in Brockton, Mass.

WILLIE SPENCER, dancer, and Sparkplug Goodman, monologist, are doing their stuff with the side-show minstrels on Haag Bros.' Circus.

ROD HOPKINS and his family, lately of the Hoxie Circus, arrived in St. Cloud, Fla., recently to take charge of the high-school band there.

DON LAVOLA, booked by the Bert Levy Circuit, sailed September 4 for Alaska, where he will play exposition and fair dates. He will return to the United States September 16.

FRED BRADNA, famous equestrian director, speaks many languages if anyone should happen to ask you.

FRANK KING and wife, of Wichita, Kan., recently played host to Lee S. Conarroe, of Ringling-Barnum advertising car No. 1. King is a former circus biller.

HAGENBECK-WALLACE CIRCUS, thru efforts of Press Agent Bob Hickey, enjoyed several columns of front-page afternotices, including six cuts, in *The Knoxville News-Sentinel* August 22.

EDITH CASTELLO WALTON and her husband, G. M. O'Lary, who retired from the circus business three years ago, are operating a garage and diner in Henderson, N. C.

DOC DECKER, show promoter, spent a pleasant visit with Alton T. Osborn, brigade agent for Lewis Bros.' Circus, at Sikeston, Mo., recently. Osborn was billing the town.

COLE BROS.' CIRCUS received some favorable publicity in *The Wenatchee Daily World* recently when the paper devoted several columns to a story published in serial form titled *Four Days With the Circus*.

HAAG BROS.' CIRCUS has enjoyed good business since beginning its tour of Kentucky at Frankfort, where it played to two big houses, according to George C. Griffin. Fred and Margaret Crandle left the organization at English, Ind., August 14. Frank Stout is handling the show program.

CHARLES POPLIN, of Downie Bros.' Circus, has been confined in a Rocky Mount, N. C., hospital suffering from a broken leg sustained while riding in the Wild West performance at Williamson, N. C. The leg is reported to be knitting nicely. Poplin's wife, Jules, is continuing with the show.

FRED AND MARIE GUTHRIE, booked by DeWaldo Booking Office, card from Long Prairie, Minn., that they have two more weeks in that territory, after which they will return to the Central States for several weeks of fairs and then head south.

THE PROBLEM of wintering circus horses always has to be given due consideration, due to the fact that they must not get too far away from the supply of Johnson grass.

WHEN THE Hagenbeck-Wallace Circus played Richmond, Ind., recently Eva Kelly Moore, aerialist, was the guest of the Kiwanis Club at its weekly luncheon in the Gold Room of the Leland Hotel there. Arthur Borella was principal speaker and entertainer.

REORGANIZED advance lineup of the Main Circus has W. D. Easley replacing R. H. Knisely as local contractor and Jack Oshier replacing Clyde Mallory as brigade agent. Unit also includes 4

agents and 10 billers and uses 4 trucks and cars.

M. PAUL THORPE, manager of Flying Sensations, reports that the act is playing its 20th consecutive week of park and celebration dates for the George Hamid office, making 23 weeks since January. Act is also contracted for eight fair dates, which will run season's total to 31 weeks.

CLAIM RECORDS in the office of County Judge Francis C. Dart, Sarasota, Fla., disclose that claims filed against the John Ringling estate from January 5 to August 16, when time for filing expired, total 52 and a claimed debt of \$2,170,363.

WHILE ON A 3,600-mile motor trip following the recent CFA convention at Norfolk, Va., Circus Fan Walter E. Loughridge and Past President H. H. Hertzberg, of San Antonio, were guests of George Duffy, Eastern vice-president of the CFA, and Circus Fan William T. Linney at Fort Plain, N. Y., August 19.

WALTER REO, owner of the Reo Bros.' Circus title, was the guest of Bobby Burns when the Walter L. Main Circus played Bridgeton, N. J., recently. Reo motored down from Philadelphia, where he conducts a string of motion picture houses. Burns was formerly a contracting agent for Reo.

Cleef and Oscar Decker, who conducted a cookhouse to a good week's business,

TOWNS AND CITIES that have been put on the map by circus men: P. T. Barnum and James A. Bailey, Bridgeport, Conn.; Ringling Bros., Baraboo, Wis., and Sarasota, Fla.; B. E. Wallace, Peru, Ind.; Jess Adkins, and Zack Terrell, Rochester, Ind. Now Howard Y. Barry threatens to focus attention on Philadelphia with his Hagenbeck-Wallace Circus, yet it would not be very much of a surprise if the organization wintered in Trenton, N. J., on the fairgrounds.

FRANK B. HUBIN writes from Pleasantville, N. J., that the Walter L. Main Circus played to good matinee and night crowds there August 28. He reports that the season has been a successful one and that the organization will play a few more stands in the East before making its Southern tour.

CLARENCE AUSKINGS, general agent for Vanderburg Bros.' Circus, infos that he met Vic Foster, agent of the Broadway Rastus Minstrels, while making Carutherville, Mo., recently. Auskings says that business for the organization has been good thus far. Recent visitors, according to Auskings, included Charles X. Allen and Fred Hatfield and wife.

MAJOR GORDON W. LILLIE (Pawnee Bill) and his sister, Mrs. Lena Green, have returned to Pawnee, Okla., after a few weeks' visit at Taos, N. M. Beginning in September or October, the major will go on the air for NBC, sponsored by a national breakfast food company. Thru a leased wire to his ranch at Pawnee,

Dressing Room Gossip

RINGLING-BARNUM — The Dirty Dozen Club had a watermelon fiesta in the dressing room as the guests of Judge Moser. Babe Feister, member of the Walter Gulee troupe, visited relatives in Des Moines. Ray Milton, trainmaster; Pat Greer, first assistant, and Moe, second assistant, never keep the crews waiting. Frank Legette is loader and Mex is electrician.

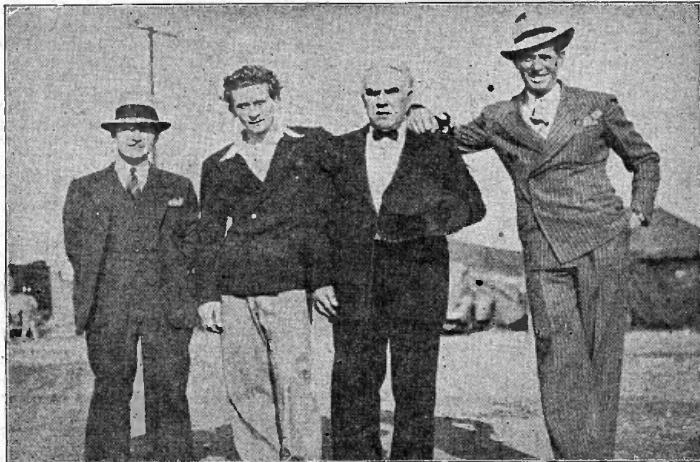
Baseball games have been halted because of the extreme heat. The last one played was won by Bob Reynold's All-Stars, who defeated the Cookhouse Waiters 6 to 4. Mr. Waite, circus fan, is vacationing on the show as a guest of the management. He will remain about three weeks and then return to his home in Waco, Tex. See Bluch going thru a straw field. Season for straws about over, but he is sporting a new one. On run into Oskaloosa, Mo., Sunday, this scribe witnessed for the first time the passing of the fourth section by the second and third sections. The matinee was only 40 minutes late and showed to a capacity crowd. Many visitors were there. Mr. Wagoner, circus fan and president of the Des Moines Street Railway Company, had a party in the grand stand and chinned with friends in the back yard. The Danwills, troupe of acrobats, spent the day. They were formerly with this circus. Warm weather has many members playing cards in the back yard. Mrs. Ella Bradna is making a new costume. Marco, midget clown, cannot make the firehouse number. He lost one of the gloves. Gordy Orton is visiting relatives. Bruce Waters, former old-time hostler with the Barnum Circus, was a recent visitor. Ralph Clawson is entertaining friends. Saw press agent Braden with a brief case making a hurried trip to make the train. Little Tiny, of the Doll Family of Clyde Ingalls Side Show, was suddenly stricken with appendicitis at Galesburg, Ill. She is reported doing nicely. Arthur A. Wright had a big day in Oskaloosa. He hails from Evans, Ia., and is the side-show band leader. The two Pauls, Jerome and Jung, are drawing plans for new gags for 1938. Visitors from Seils-Sterling Circus included Al and Pete Linderman, managers; King Bailey, Mr. and Mrs. Klauder, Joe Segrist, Nellie Schrader, Mr. and Mrs. Arthur Heller, Joe and Teddy Hodgkin; Lucille, Freda and Orval Linderman, Theresa Morales, Jimmy Baker, Scotty Dunn.—JOE LEWIS.

COLE BROS.—The anti-cigaret smoking club is growing fast. Mal Bates has been off them for a week. Art Lind is boasting of the club's success. I myself have sworn off. Bill Rice, papier-mache artist, is busy re-enforcing the clown hoods. Harold Barnes has returned and reports that his arm is in fine shape. In the review of the parade a few issues ago mention of Jorgen Christiansen as marshal was made. This was an error, as he informs me that he's not in it. The Gasco act for center ring has joined.

George Moran is going about with a convict-style hair cut. Good thing there are no flies. Art Lind is taking up needlework. He made a jacket for his dog and it fits. Joe Short is wearing Wild West boots as in the days of '49. Otto Griebling coming back from golf course—no game, green fees too high. Cool days have brought out McFarlan's silk hat and tails.

A taxicab whips up to coaches to grinding stop—driver rushes to open door and out steps the dog boy. In "lost articles" department a ventriloquist's dummy was reported. Maybe the dummy was too crowded. Harper Joy was on hand at several stands in Washington and back in the yard quite a bit. Lots of sacks now in sight in the fruit country. Harold Volse is passing peaches around. Harold Nicholson founded himself on shrimps in Seattle. Looking around we see Horace Laird driving his Thanksgiving dinner around (the goose).

Bill Hardigg leaning against a lamp-post reading the morning paper. Guess he is looking up the baseball scores. Several long faces were noted after betting on Louis-Farr fight. Joe Short's shaving brush is dangling on trunk handle with about four hairs left in it. Albert Powell's pipe smelling like a junk yard on fire. Most of the girls reading some sort of a book. Cool days should bring out the knitting bags. Sun tanning along with all other sports has gone to the dogs. Rummy players are still at it, however. Clyde Beatty's fishing is below par, it seems. Bill Hardigg's Giants (See DRESSING ROOM on page 40)



THIS QUARTET is with the Al G. Barnes-Sells-Floto Circus. Left to right: Dr. George W. T. Boyd, show doctor; Hal Silver, wire walker; Doc Cunningham, announcer, and Bert Nelson, presenting featured wild animal act.

THE MOST SUCCESSFUL CIRCUSES always insist that the public be admitted thru the marquee only. There was a time when a lot of patrons were let in from the backyard. Most of those titles are now on the shelf in printing houses.

JOHN BAUGHMAN, former advertising program salesman for the late Joseph Mayer, with the Ringling Bros.' Circus, has returned from his ninth trip to Egypt and the Mediterranean and is located in St. Cloud, Fla., where he is arranging his latest illustrated travelog series for the winter season. He will cover North Florida and Georgia territory.

THE OFFICE of A. Morton Smith, city editor of *The Daily Register*, Gainesville, Tex., was a mecca for show agents last week. Visitors included Al Butler, contracting agent, Ringling-Barnum Circus; Jack Rooney, contracting agent, Harley Sadler's tent show; C. R. Fulton, general agent, Bill H. Haines Shows; E. Paul Jones, publicity director of the Texas State Fair, Dallas, and Ray Blankenship, general agent, Russell Bros.' Circus.

ED E. WOOD, former circus ticket seller and who is now making fairs with his concessions, writes from Dorchester, Mass., that he met many circus people and fans at the recent Cambridge, N. Y., Fair, including Larry Burns, who recently closed with Wallace Bros.' Circus, and Billy Faust, who is now doing a high aerial free act. Among the circus fans there, according to Wood, were Cora Wilson, J. P. Healy and wife, and Pete Van

Silver Bros. Clicking

CANADESIS, Pa., Sept. 4.—Silver Bros.' Circus has played to the best business of its season during the last two weeks, according to Karl Annon. All matinees have been good, three of them being capacity, with night business in proportion. Weather has been favorable. Another truck and cage for transporting Sheba, Lioness, has been added. The Maurers, who have had the lunch stand this season, left to play fair dates, but will return before the show goes into the South. Clayton Hawkes, who had his own show on the road last year, was a recent visitor.

The Corral

By ROWDY WADDY

MARY CARTER, of Fort Peck Rodeo Company, sustained severe leg injuries when a bronc fell on her at Litchfield, Ill., recently.

LON J. RICHARDS, arena director of the Ellensburg (Wash.) Rodeo, sustained a broken foot August 28 when his horse slipped and fell upon him in front of the Courthouse at Ellensburg.

FRANCES RICE, of New Haven, Conn., witnessed the JE Ranch Rodeo's performance at Waterbury, Conn., recently and reports that in her opinion it is one of the best organizations on the road.

AFTER spending the earlier part of the season with a circus, Brownie Silverlake and his outfit, comprising Al Rials, Andy Ratcliff, Clyde Davers, Josephine Silverlake and Viola Gregory have returned to Medora, Ind. Organization will play rodeos and fair dates until the outdoor season closes.

PRIZES totaling \$1,500 will be awarded during the rodeo and racing events at the Cache County Fair to be held in Logan, Utah, soon, according to Parley Reese, rodeo chairman. Committee assisting Reese includes Parley Hall, Leo J. Cremer, M. R. Hovey, Frank Wood, Amasa Bybee and S. R. Rogers and Leon Mathews.

DAKOTA BILL BAKER writes from Remington, Va., under date of August 28 that his Wild West Circus has been encountering plenty of rain in that territory. He says, however, that business has been good when weather is okeh. Organization is headed for Washington, after which it will return to the Carolinas.

WESTCOTT'S Western Rodeo presented an afternoon and evening performance at Haddonfield, N. J., recently for the benefit of the new mission building fund of the Church of Christ the King. Program features included Sergeant Kelly, Ray Hinkson, Charles Alexander, Jack Westcott and the Beatrice Brothers.

ELKS' RODEO at Waterbury, Conn., August 23-28, was hampered by almost a week of rain, with one performance being presented in a downpour of more than two inches, according to Fog-Horn Clancy. Each performance, however, was a sellout when the rain was not actually falling and the show went over in nice shape financially. Col. Jim Eskew furnished the show, which was a Frank Wirth production.

RODEO to be held this year at the Mid-South Fair, Memphis, will be a semi-contest event, as almost all talent to be used has been contracted, according to Frank D. Fuller, secretary-manager. A contest will be put on during the event, however. Talent array already lined up includes Milt Hinkle's Texas Rangers Rodeo, George V. Adams Rodeo Company and Ole Graham and his Western riders.

CONTESTANTS from all parts of the country will test their skill at the rodeo to be held soon at Hawkins Stadium, Albany, N. Y., under Iran Grotto of Troy, N. Y., auspices. Arrangements have been completed with a Texas ranch to ship about 200 head of outlaw bucking horses, long-horn steers and trained cow ponies, according to George E. Sibley, committee chairman. Fog Horn Clancy arrived August 30 to supervise preliminary arrangements.

AMONG FEATURES of the JE Ranch Rodeo Company for its string of September fairs and other dates are Ted Allen, champion horseshoe pitcher; Monte Reger and his long-horned steer

and the Reger kiddie rodeo act; Diamond Ted Lewis, Don and Gene McLaughlin, juvenile ropers; Tin Horn Hank Keenan, clown; Ruth Wood, champion girl bronc rider; the recently purchased Eskew Arabian stallions, in charge of Captain George Burk, and J. Riley Wheelock, who continues with the organization with his Indian band. Colonel Eskew is carrying over 100 head of stock and 80 people.

INSPIRED by the presence of New Jersey's Governor Harold F. Hoffman, bronc riders put on a spirited exhibition before a packed grand stand at the recent annual Salem County Fair in Woodstown, N. J. Performance was not without its casualties, however. Al Workley sustained a fractured jaw when he was thrown during the steer-riding contest. He was removed to the Salem County Memorial Hospital. Whitey Koed and Dave Sanford both suffered leg injuries in the same competition. Others sustaining injuries during event were Lucky Boy Williams, torn leg muscles; Curley Bell and Howard Wyman, minor injuries. Rodeo was presented by Howard Harris.

COWBOY STANDINGS for the 1937 Grand Champion Cowboy title as announced August 10 by Fred S. McCargar, secretary of the Rodeo Association of America: E. Mulkey, 3,831; Asbury Schell, 3,407; Eddie Woods, 3,101; Everett Bowman, 3,049; Carl Shepard, 2,797; Smoky Snyder, 2,793; Clay Carr, 2,325; Harry Knight, 2,231; Frank Schneider, 2,186; John Bowman, 2,176; Fritz Truan, 2,077; Jackie Cooper, 2,072; Gene Ross, 1,946; Nick Knight, 1,946; Doff Abbott, 1,876; H. Bennett, 1,794; Breezy Cox, 1,721; Buckshot Sorrells, 1,715; Pete Grubb, 1,661; Canada Kid, 1,618; Bill McMackin, 1,619; Hub Whiteman, 1,545; Jake McClure, 1,479; Paul Carney, 1,414; Charles Jones, 1,404; Dick Truitt, 1,398; Ralph Bennett, 1,367; Ken Hargis, 1,294; Shorty Hill, 1,256; J. Schneider, 1,229; T. Greenough, 1,182; Earl Thode, 1,141; Andy Curtis, 1,109; H. Linder, 1,068; Dick Griffith, 1,043; Jack Myers, 1,042; H. Pettigrew, 1,041; R. R. Ingorsoll, 1,038; Leo Murray, 1,017; Alvin Gordon, 996; Arthur Beloit, 970; J. Rhodes, 958; Stub Bartlemy, 956; Buck Goodspeed, 947; Dave Campbell, 942; Pat Woods, 914; Andy Jauregui, 900; John Jordon, 900; Cleve Kelley, 883; Dogtown Slim, 852; Ted Powers, 846; Floyd Stillings, 839; Carl Arnold, 832; H. Hefner, 828; Cecil Owsby, 818; T. Rhodes, 797; Ray Mativity, 784; Vic Rogers, 732; Floyd Peters, 719; Rusty McGinty, 699; Slats Jacobs, 687; Joe Burrell, 664; Jonas DeArman, 655; H. Stickland, 648; John McIntyre, 647; Bob Crosby, 640; M. McCrorey, 635; Roy Lewis, 628; Bob Askins, 626; Maynard Taylor, 623; Oral Zumwalt, 623; Shorty Ricker, 612; T. Altamino, 606; R. Merchant, 590; Everett Shaw, 587; Mike Stuart, 587; Leonard Ward, 562; Roy Adams, 561; Shorty Sisco, 555; Perry Ivory, 515; Jimmie McGee, 514; Jim Brister, 512; Harry Hart, 506; Eddie Jones, 502; L. Conley, 500. Bronk Riding—Burel Mulkey, Eddie Woods, Jackie Cooper, Harry Knight, Bull or Steer Riding—Smoky Snyder, Frank Schneider, Shorty Hill, Canada Kid, Bareback Riding—Shorty Hill, Smoky Snyder, Frank Schneider, Dick Griffith, Calf Roping—Asbury Schell, Ralph Bennett, Clay Carr, Carl Shepard, Steer Wrestling—Gene Ross, Hub Whiteman, Everett Bowman, Hugh Bennett, Steer Decorating—Art Lund, Harry Knight, Herman Linder, Joe Mendes, Steer Roping—Everett Bowman, Charles Jones, John McIntyre, Buck Goodspeed, Team Roping—Asbury Schell, Carl Shepard, John Rhodes, Breezy Cox.

DRESSING ROOM

(Continued from page 39)
in first place now. Nice sleeping weather out here and plenty of scenery for the first trippers. Call for matinee, so I'll light up a cigaret and be on my way—EMMETT KELLY.

DOWNIE BROS.—Heading the notes of interest this week is the serious mishap of Charles Poplin, who sustained a broken leg recently while trick riding in the Wild West concert. Everyone is hoping a speedy recovery.

Rob Russell seems to be in demand for daily broadcasts. Looking around the lot, I see the usual rummy game going on over at the band truck, with Harry Miller and Charley Keyes running a heated argument about losing as usual. Harold Hall, taking his daily nap in his lawn chair, seems immune to those two big flies sitting on his nose. Claudine Hodgin and Marlene Keck chatting and

sewing on new wardrobe. Those chocolate sundaes made a big hit with the folks who made the neighborhood barbecue stand near the lot. Dora Weidner looks lonesome at times since she lost her pal, Betty Russel, who returned to school in Coffeyville, Kan.

Martha Principino has a new web and she is practicing daily in the big show. Roy Leonhardt busy partaking of his cold ale, which he has hidden away in some one's ice box. Lee Smith (Smyt to you), can get more in his little trunk than some of the acts get in their rigging boxes. Albert Hodgin and Mickey Lund driving away from the cookhouse for quick trips to town daily after the matinees. What's the hurry, boys? Marshal Chaplin is in a hurry for that daily seat in the Packard. Harold Norris and George Eno busy looking over the lot for the nearest ice cream parlor. George gets his sundae every day. Some sweet music coming out of Robert's house car. The radio got the fight the other night swell.

Zombie looks lonesome. Pauline Moore, a new addition to the troupe, is doing fine.

Helen Tudor still wondering why the ladders weren't hung right one day. Dimpsey Eno sitting on his trunk deciding whether he needs a haircut. He doesn't miss the barber more than once a week. Some one just hit the sidewall with a cane. I wonder who it was. Can you guess? Marion Shufford saying bye-bye to Clint, who is on his way to the front to go to work. Ella Harris putting away the first-aid kit for the day. Rodney catching up with his operatic reading, and Mittens close beside him. Reb Russell spinning a rope and Francis Weidner doing the Texas skip. Etta Carreon on the way to the dressing room with a bunch of carrots. Ida Mills busy with the washing, while hubby Jack is busy looking on. Carlos Carreon looking for something to cool him off after that Liberty horse rehearsal. Nobody kicked over a bucket today, so I'd better scram before someone tips one and gets us first edition all wet. Kinko, I see the Cubs are holding their own.—EDDIE KECK.

WPA-ers Do Well At Gun Hill Road

NEW YORK, Sept. 4.—The WPA Federal Theater Project's three-ring circus closed its week-end at Gun Hill road August 29. Business was excellent at all six performances and a straw house at Saturday matinee. A truck used by Stanley George in transporting his bears was badly damaged by another when the two vehicles collided as George was driving the truck off the lot.

Performers now have all new wardrobe, with the pyramid builders making a great flash in their red, white and blue uniforms. Show has had a break in Manhattan's major newspapers, with *The New York Times* carrying pictures and stories on it. *Bronx Home News* has also been more than generous with both pictures and space.

Show to Brooklyn this week, where it opened under Brooklyn Bureau of Charities auspices. New York Circus Fans were sent special invitations to attend this opening. . . . Wendell J. Goodwin, press representative.

Cole Bros. Begin West Coast Trek

KLAMATH FALLS, Ore., Sept. 4.—With 17 weeks under canvas Cole Bros.' Circus, after a side trip to the twin cities of Aberdeen and Hoquiam, Ore., on the shores of the Pacific, started down the West Coast in leaps and bounds. Lot at Aberdeen proved to be just across the line from Hoquiam. Parade was made thru the streets of Aberdeen, however, and it was the first event of this kind in almost a generation for these cities. Albert Johnson, who for 15 years was a congressman, took in the afternoon show.

Next jump was Longview, where the circus lot is almost in the center of the business section with sidewalks and paved streets all round. Parade setting there is beautiful, with the march winding around the park which is set out in front of the big hotel.

Jump into Portland was a short one of 39 miles and with a comparatively short haul everything was up early and the parade downtown on time. It was here that a hard yellow ticket was presented to Noyelles Burkhardt, superintendent of the front door, for admis-

Dexter Fellows Tent Tattles

(CCSA)

By FRED PITZER

NEW YORK, Sept. 4.—We read with interest in *The American Weekly* dated August 29 an article about Alfredo Codona. It has a certain weirdness about it, particularly the part which relates about Alfredo's accident. On that fatal day, when his brother noticed that Alfredo did not seem to be himself all thru the act, asked why he missed when grabbing for the ball, Alfredo replied that he had grabbed for Lillian's hands that seemed to be outstretched and reaching for him. This might have portended what followed. Surely the account belongs to the Codona folder in any collection of Circusiana.

The Carlton Hubs have returned from an enjoyable trip. . . . Percy Magnus, a member of our executive committee, made all the front pages recently and with a lot of common sense, too. . . . E. L. Robbins is putting a by no means somber aspect on the Shadow for S. & S. Pick your ears for it on your radio program. . . . Tex O'Rourke, our Tex, is still wowing 'em on the Magic Key Hour. Last Sunday he gave an old-fashioned med talk, even having a shill step up and buy a bottle of his oral panacea. . . . Prexy Orson Kilborn is at last settled in his Connecticut cottage. He is starting to tame his wild grapes. . . . F. Darlus B. did his usual boy scout stunt one day last week. He's alius helpin' fellars that need friends.

One often finds interesting things in out of the way places. Recently while seated on a string-piece along the Hudson River teaching a worm how to swim, the writer noticed an old paper a few feet away. As there was nothing else to do while waiting for the fish to make up their minds, he walked over and picked up the paper and began to read it. It happened to be a copy of *Ward's Natural Science Bulletin* and was dated May 1, 1886. Digging into the inner pages and expecting to find nothing more than an account of the home life of the clan, or the matrimonial trouble of the Aard-Vark, you can imagine his surprise when he stumbled onto three items about Jumbo. One account told of Jumbo's teeth and their terrible condition; another stated that Jumbo's brain weighed 46 pounds and was sold for less than \$50, and the third, a longer article, told of the detail work necessary in mounting Jumbo's skin. The moral is this, never fail to pick up an old paper because it seems smudged. It might contain a bit about the circus that you could not find anywhere else. Then the smudge becomes a rainbow.

Heat Wave Hurts Barnes' Business

LINCOLN, Neb., Sept. 6.—Terrific heat beat Al G. Barnes Circus out of two weeks' running in this section, but organization is looking for a break with the Labor Day Shuffle today in Tulsa, Okla., and the unbroken Texas points for which it is heading.

A representative of *The Billboard* was on the lot at Manhattan, Kan., and only about two-thirds of the seats were erected, and these far from full. Seemed unusual that business was not better, what with 16,000 peacetime soldiers concentrated about 10 miles away at the Fort Riley Fourth Army maneuvers.

Harry Chipman, former Lincolnite, was on the front door, with Bill Matlock on the center section seats. Jack Tavlin, also a Lincoln boy, is optimistic about the season's gross for his Del Rio's in the concert.

sion. On close inspection it proved to be a ticket to the Cole Circus from the year 1878. Elderly man who presented the ticket had a twinkle in his eye, but was passed in by Burkhardt, who kept the ticket as a souvenir.

It was only a short run into Salem and those who were up when unloading began at 8 a.m. noticed a little frost glistening in the bright sunlight. Salem was the 11th State capital to be shown by Cole Bros. this year, not counting Ottawa, the capital of Canada. Altogether organization has visited 19 States and two Canadian provinces. Harold Barnes, wire walker, who has been away from the show for 10 weeks because of a broken shoulder, returned at Portland.

ELEPHANT MENA

For Sale or Lease. Does nice act; gentle, also real Elephant Truck. Open car and responsible dates where money is sure. Can use a sober Elephant Man. For Sale—Motorized Steam Calliope. E. C. COOLEMAN, 1837 Ravenwood Ave., Dayton, O.

MUSICIANS WANTED

Two more Cornets, one more Trombone and Baritone. Good long season. Unit going to Honolulu. Must join on site. G. A. Cramer, communicate with me. PUD HEADLEY, care BARNEY BRO'S. CIRCOUS, Ardmore, Okla.

Gain in Iowa In First Half

Des Moines figures go up on initial five days—Sunday thrill program draws

DES MOINES, Sept. 4.—Monday night Iowa State Fair here, August 25-September 3, was out ahead of its all-time attendance record for the first half. At end of the first five days total attendance was 198,402, exceeding anything recorded during the same period of previous fairs. Monday attendance was 37,496, as against 31,758 for the same day in 1936.

A good share of increased attendance was attributed to an innovation, the thrill program on Sunday. Previous fairs have devoted Sundays to band concerts at half the usual gate fee. Although officials refused to predict an all-time record for the entire fair, they expect final figures to show the largest attendance in recent years.

Night Show Changed

Senior live stock filled all barns to capacity. Entry totals were higher than 1936 in practically all classes, with farm machinery exhibits taking up all available space for a showing unequalled in several years. Afternoon program before the grand stand on Monday shifted from auto races to horse races and rodeo. Night program included first society horse show performance and first showing of Parade of Stars before the grand stand. Formerly the same grand-stand show continued every night, but this year's innovation was an entirely new night show for the second half.

This year's provision for a Thrill Sunday brought attendance of 62,581, compared with 30,472 on Sunday, 1936, and at the same gate and grand-stand admission charged on other days. Following several weeks of litigation the State aeronautics commission lost its fight with the fair board and Capt. F. F. Frakes' airplane crash into a house constructed in front of the grand stand was staged Sunday afternoon as scheduled without injury to any spectator or to the pilot.

Parade of Stars was well received by a grand-stand attendance of 14,000 at (See GAIN IN IOWA on page 45)



PEG WILLIN HUMPHREY, associate director of Great Lakes Exposition, Cleveland, and many years associated with Lincoln G. Dickey in expositions, trade shows and centennials, has been proposed for membership by Mrs. Frank D. Shean, of the Showmen's League of America Ladies' Auxiliary. Now on an official visit to the Canadian National Exhibition, Toronto, Mrs. Humphrey will invite Elwood A. Hughes, general manager, and J. W. (Patty) Conklin, director of the new CNE midway, to be guests of honor at the big benefit midnight performance on September 17 at Billy Rose's Aquacade on Great Lakes Expo grounds. She is chairman of the ways and means committee for the SLA benefit.

Weather Hits Ottawa's Gate

With 3-day extension, only small drop is registered—Hamid show pleases crowds

OTTAWA, Ont., Sept. 4.—Despite unfavorable weather, rain on the first three days and intense heat for a week, Central Canada Exhibition here on August 19-28 showed only a small drop in attendance and reported an actual increase in commercial business arising from it. Celebrating its 50th anniversary, the association extended the fair to nine days from the customary six. Attendance, compared with other years, was slightly disappointing, but directors blamed prevalence of infantile paralysis for keeping many children away and expected the fair would break even financially and possibly show a small profit.

Total attendance was 377,000. On the last six days attendance was 280,500, as compared with 299,000 for exhibition week in 1936 and 305,100 for 1935's six-day fair. One of the biggest midways ever assembled in Lansdowne Park drew crowds smaller than in previous years, with children noticeably few.

Night Grand Stand Up

Attendances for the comparable periods for three years, day by day:

	1937	1936	1935
Monday	58,500	57,500	53,000
Tuesday	39,000	30,000	29,800
Wednesday	53,500	57,000	49,000
Thursday	52,000	60,000	65,000
Friday	30,000	40,000	51,000
Saturday	47,500	54,500	56,800
	280,500	299,000	305,100

For the first three days this year, Thursday, Friday and Saturday, August 19, 20 and 21, respective attendances (See WEATHER HITS on page 45)



RACE JUDGES' STAND and "Eye in the Sky," just completed on grounds of Calgary (Alta.) Exhibition and Stampede, meeting much favor at the fall race meet as modern equipment in taking photo finishes of races. General Manager E. L. Richardson and First Vice-President T. A. Hornibrook, of the exhibition, and Managing Director Percy W. Abbott, Edmonton (Alta.) Exhibition, left on a visiting tour to State fairs in Iowa, Minnesota, Indiana and Michigan; Canadian National Exhibition, Toronto, and Western Fair, London, Ont.

FORT WORTH, Tex.—Frank G. Evans, publicity director for Southwestern Exposition and Fat Stock Show here a number of years and publicity director for Tex Austin's London Rodeo one year, has gone to Baltimore to be director of publicity for a \$1,500,000 Community Chest campaign, put on by American City Bureau.

Wisconsin's Initial Nine-Day Annual Brings New Gate Top

Attendance record of 602,436 compares with 429,346 in eight days last year—Dairy Day features make it second biggest—Manager Ammon reports financial success

MILWAUKEE, Sept. 4.—Aided by excellent weather the nine-day 87th Wisconsin State Fair, which closed on August 29, set a new attendance record of 602,436. This compares with 429,346, total attendance for last year's eight-day exposition, which held the previous gate record. Governor's Day on Wednesday, fifth day, drew 67,982, as against 60,774 for the same day last year. There was afternoon harness racing and an address by Governor La Follette before a filled grand stand. The World of Stars was again presented before the grand stand at night. Milwaukee

Day on Thursday drew 81,828, as against 56,176 last year. Grand stand was filled to overflowing for Hankinson AAA auto races, with Billy Winn capping the 25-mile event for the second time at the fair. Mayor Hoan gave an address of welcome, with Franz Hug, champion flag thrower, making his first appearance as part of the entertainment program. At night horse lovers had their first session of four in tanbark ring competition when the annual fair horse show opened in a packed Coliseum under direction of Joseph A. Barly.

Thrill Day Doubles

Dairy Day on Friday attracted 93,424, as against 72,677, making it the second biggest day. In addition to The World of Stars before the night grand stand Alice Baker, Edmund, Iowa County, was crowned 1937 Wisconsin Dairy Queen in Modernistic Ballroom. Ceremony was followed by Wisconsin's First Butter Ball with Bill Carlsen's Band, which played the spot throughout the fair.

Thrill Day on Saturday clocked 45,886, as against 21,484 last year. Feature events before the afternoon grand stand were AMA motorcycle races, with Leo Anthony, Port Huron, Mich., breaking 5 and 10-mile records in Class C competition. Final day saw 25,000 viewing AAA auto races before the grand stand, with Rex Mays, California, winning the 100-mile race. Originally scheduled to go only 25 miles, permission was granted from Ted Allen, secretary of the contest board of the AAA, to extend the event, first of its kind in the park in more than a decade. Sunday's attendance was 58,269.

Concessions' Receipts Up

Fair promotion included a dairy queen, dairy sundaes and dairy menu contests with more than 200 newspapers of Wisconsin Press Association co-operating. Independent druggists throughout the State participated in the sundae contest, first staged by the fair.

The fair saw completion of an \$800,000 building program as a federal project and beginning of a larger five-year program to make the exposition more outstanding. Ralph E. Ammon, secretary-manager, expressed himself as more than satisfied with 1937 results, adding that the fair was a financial success. Concessions reported good business, with receipts topping those of last year. One concessioner, working for 10 cents, reported receipts of \$1,018 in one day.

Board Plans Annual During Linklater Illness and Death

PUYALLUP, Wash., Sept. 4.—Left without a leader by the recent death of President W. A. Linklater, officials of Western Washington Fair Association here are carrying on work for the 1937 annual. Plans are being handled by the executive committee, Dr. J. H. Corliss, vice-president, chairman. No new president will be named before January, 1938, officials said.

When it became evident in the spring that Mr. Linklater's illness would make it impossible for him to carry on his duties as president the executive committee voted to take over management.

Brockton Revives \$1 Gate

BROCKTON, Mass., Sept. 4.—Brockton Fair goes back to a \$1 gate, Secretary Frank H. Kingman having announced that admission for this year's 63rd annual will be boosted from 50 cents to \$1. Price will prevail day and night. The fair maintained a \$1 gate for a number of years prior to the depression.

Paris Gate Average 150,000

PARIS, Aug. 30.—Average daily attendance at Paris International Exposition hovers around the 150,000 mark, with Saturdays, Sundays and Mondays going much higher. Turnstiles registered 256,989 on August 22 and 278,636 on August 23.

HOUSTON.—Houston Fat Stock Show and Live Stock Exposition re-elected J. W. Sartwell, president; Julian A. Westlow, J. Howard West, vice-presidents, and Frank Godchaux and Arthur L. Gayle, new Louisiana stock leaders, new members of the board of directors. The 1938 show will be staged in the new Coliseum.

Egg Harbor Crowds Good

ATLANTIC CITY, Sept. 4.—Good weather for Atlantic County Agricultural Fair brought out record crowds on opening night, September 1. Fair being under direction of Anthony G. Vautrinot, in Egg Harbor City, 18 miles from here. Thursday was the big day with Governor Hoffman as emcee for Children's Day programs. Music was furnished by Egg Harbor Municipal Band, directed by Jake Oberst, who has led the band 49 years. Special free attraction was the Great Calvert, high wire. A vaude bill of eight acts also was free. Bazaar Service Company Shows were on the midway.

Bridgeton To See New Site

BRIDGETON, N. J., Sept. 4.—The 1937 Garden State Fair here will be the last on the present site, which has been presented to Cumberland County Boy Scouts. Exhibits and races have been held on the grounds for more than 60 years, with only occasional lapses. A new fairgrounds is in prospect for next year.

Fiesta Profit Aim of Shifts

Fort Worth changes calculated to boost attendance and spending of patrons

FORT WORTH, Tex., Sept. 4.—With only about five weeks to go, officials of Frontier Fiesta are constantly making changes, which they hope will increase attendance and spending and assure a profit when show closes on October 16. Latest change is in the one-hour Jamboree show, similar to those given as midnight shows here last year, which has been put into the second nightly show at Casa Manana to increase attendance at the second show and add variety to the revue. So far these extra, informal shows have brought out biggest second-show crowds of the summer. Jamborees are to be changed weekly.

Charles King, emcee and singer for Pioneer Palace Revue, is permanent emcee for the first one and Paul Whiteman for the second. First week's show featured Art Frank, "Old Man Whoopee Himself," from Pioneer Palace Revue, and Chester Fredericks from same show, and Joe Howard, composer in Melody Lane, who sang two of his songs and did a minstrel number. Remainder of Jamboree consisted of songs and numbers from last year's revue. Everett Marshall sang "The Night Is Young to Grey Downs, present Sweethearts No. 1, and California Varsity Eight sang "Another Mile." Fast Tiller routine used last year was revived for the chorus to use in these shows. Jean Ellis, Paul Whiteman's 10-year-old singer, also was in the first week's show. Whiteman's Orchestra furnishes music for Jamborees. These extra shows would be money makers for the fiesta as they keep people on the grounds longer than formerly.

Sixteen chorus girls and eight chorus boys were given a week's notice on August 28, in line with cutting down that has been going on for some time. Billy Rose selected 25 girl dancers, 17 showgirls and 13 chorus boys from Casa Manana cast for his Show of Shows, road attraction, when he was here last week.

Mixed Drink Sale On

National Hotel Management Corporation began selling mixed liquor drinks on August 28 at the first Jamboree performance at Casa Manana in Pioneer Palace and Silver Dollar Bar. Lack of drinks to sell has caused loss of much revenue to the fiesta and catering company all summer.

Gomez and Winona, dance team with Casa Manana last year, went into this show on August 31, replacing Harrison and Fisher. Three Swifts, comedy jugglers, have been signed for three more weeks at Casa Manana. Cass, Mack and Topsy, comedy trio, followed Joe Jackson



JOHN W. ROBINSON, secretary of Catawba District Fair, Hickory, N.C., 15 years, remarks: "If you ever get fair dust on your shoes it will bring you back." He got it when a child and never has been able to shake it off. His father was one of the leaders in agricultural fairs of 50 years ago. When a group, many of them sons of the former leaders, organized an association in Hickory, Mr. Robinson was elected president. For several years street fairs were held, financed by donations. Then a stock company was formed, grounds bought and the fair became self-supporting. This year's annual will be the 29th, "owned and conducted by and for the benefit of farmers and kept balanced as to education, recreation, fun and reunion."

into Casa Manana today. Since the new group of acts went into Pioneer Palace show this place has had full houses for first nightly shows during the week for the first time since the show opened in June.

Kenneth Millican, radio news commentator, of Houston, is here making a series of radio talks from the Gulf Studios on the grounds on phases of the fiesta. Joe Jackson, pantomimist in Casa Manana, was interviewed on the "Fiesta Reporter" program on WBAP. The other weekly "Reporter" program now has the Casa Manana dancers doing dramatic and comedy sketches produced by Elbert Haling. Salici puppet show in Firefly Garden was broadcast again over KTAT here last week, second broadcast from this place.

Hector in Style Revue

George Keyes, who has been house manager for the fiesta at the Astor House since opening, left that place to work on a new shooting act. Keyes' shooting act was featured in the thrill show here and in the Last Frontier here last year. Paul (Tex) Whiteman, not the maestro but the keeper of Sunset Trail, is now manager at the Astor House. Astor House now has an old-fashioned nickel player piano for atmosphere and to furnish music during

intermissions of Cactus Cal's Orchestra. Bess Coughlin, singer in Melody Lane, is doubling in the Astor House, wearing cowgirl costume for Astor House appearances. Present hostesses at the Astor House are Louise Liedke, Willie Moore, Dorothy Peak, Sue Kelley and Loyce Nelson. An impromptu dance contest, which may be weekly feature, was staged Sunday night. Laurette Jefferson, ballet mistress at Casa Manana, judged the contest.

Ballerina Harriet Hootor was featured in a local style revue this week. Casa Manana showgirls who modeled were Mary Page Covey, Evelyn Gracey, Foye Sellers, Anna Belle Davis, Helen Lee, Dorothy Pecor and Virginia Chenevial. While Charles King is handling Casa Manana Jamborees, Merle Tucker, radio director for the fiesta, takes over the announcing for the last two nightly shows at Melody Lane, while Bess Coughlin takes over King's singing duties at Melody Lane. Carl F. Rauscher, Melody Lane manager for the fiesta, is also fiesta manager for Firefly Garden, giving him six nightly shows to look after.

Florence Gavett, who with her father, Jack Gavett, has a photo stand here, returned to San Diego, Calif., to be connected with a Gavett photo shop there. Mr. Gavett will look after photos here until end of the season. Matt Graham, in charge of prize packages in the free show, reports that packages are doing better in this spot. C. C. Sawyer, with Earl Carroll Vanities nine years, is back-stage at Melody Lane.

Rentals Are Cut in Effort To Pep Ft. Worth Muny Aud

FORT WORTH, Tex., Sept. 4.—To encourage broader and more frequent use of the year-old Municipal Auditorium and Will Rogers Memorial Coliseum here city council has slashed rental charges 33 1/3 per cent on both structures.

Reduced schedule was put in effect for a year. In that time operating costs of the buildings can be ascertained for use as a basis of setting permanent rentals. City Manager Lewis said Miss Hazel Hays, manager of the buildings, will open an office in the Auditorium after October 1 and devote full time to the post.

These \$1,000,000 buildings, built as part of the 1936 Texas Centennial on grounds adjoining the current Frontier Faire, have had few paying attractions.

Grand-Stand Shows

JACK RAUM'S Circus Acts were at Geauga County Fair, Burton, O., on September 3.

ACTS at Stark County Fair, Canton, O., said Secretary Ed S. Wilson, include Large and Morgner, one-legged acrobats; El Rey Sisters, roller skaters; Clyde Harris and daughter, comedy cyclists; J. R. Malloy Circus Revue; Nancy Darnell, high trapeze, and York, magician.

ROSTER of Karl L. King's Band for the 1937 fair season comprises Karl L. King, director; John F. Magennis, Walter L. Engelhard, Howard Botts, Clate Chernette, A. R. Johnson, J. L. Magennis, cornet; H. Spotvold, Will Greene, Fred Zalesky, J. Thompson, W. Brabitt, H. Heisler, F. Kraska, clarinet; Douglas Hatton, oboe; Maurice Anderson, flute; Carl Pray, Stub Hemphill, saxophone; Frank Isaacson, J. Garden, baritone; Emil Mobius, J. Robert Forbes, Gus Yoder, trombone; John Kopeczyk, C. Tennant, Oden Johnson, bass; E. H. Holmquist, Phil Peters, drums; W. Spielberg, M. McDermott, J. Donahue, C. Claussen, horn; C. L. Mattice, tympani.

CATWBA District Fair, Hickory, N.C., will have George Hamid acts, including Jinks Hoaglan Hippodrome, Polly and Her Polyanne Revue. Five Albanis, fireworks nightly and auto races on Saturday. Track and grounds have been graded at a cost of \$4,000. Johnny J. Jones Exposition will be on the midway.

LUCKY TETER'S Hell Drivers played to an overflow grand stand on second day of Upper Peninsula State Fair, Escanaba, Mich., on August 13-15.

TUMBLING ATWOODS report that at Pocahontas County Fair, Marlinton, W. Va., August 23-26, acts called at the home of President S. B. Wallace, who was confined to bed as a result of strenuous fair preparation work, it being the

Fargo Aided By Pay Gate

That and better showing help recovery from dumper put on by heat in '36

FARGO, N. D., Sept. 4.—Returning to its former policy of a gate charge of 25 cents per person and per vehicle, North Dakota State Fair here on August 23-28 recovered somewhat from the blow dealt it in 1936 by a terrific heat wave, said Secretary-Manager Frank S. Talcott. Advanced several weeks from former July dates, the fair was able thru this gesture to present a more representative showing and to have higher class grandstand attractions.

Barnes-Carruthers presented the grandstand revue and acts, showing the *Revue Continental*, featuring Lottie Mayer's water ballet, called probably the most unique as well as the highest class ever to come to the fair. Acts included Chicago Civic Opera quartet, Florence Tennyson, May Barron, Enrico Clausi and Philip Fine; Tyler, Thorne and Post, in an excellent comedy and eccentric dance act; Prof. Cheer, "man with the xylophone head"; Edna Dee's dog and pony act, and Dennis Curtis' Black Horse Troupe and Taximeter Mule. Elmer Cleve was emcee.

Largest machinery exhibit in 15 years was shown, and for the first time a wild-life exhibit, with animals and birds from North Dakota and Minnesota, was a feature. Harness races were held on Tuesday, Wednesday, Thursday and Friday. Five running races, a novelty at the fair, were held on Saturday, Derby Day. Jimmy Lynch and his Death Dodgers presented Thrill Day programs Monday and Friday afternoons. Lynch, injured Monday afternoon, flew to Cleveland, where he consulted a specialist, returning in time for the program on Friday. His neck was twisted in a roll-over crash. Al Sweet's Band played before the grand stand nightly.

Max Goodman presented his Goodman Wonder Shows on the midway, playing to good crowds. Dr. F. E. Townsend, sponsor of the Townsend national recovery plan, was an attraction Saturday afternoon, speaking on a proposed new system of taxation. Rain cut into Saturday afternoon crowds only slightly, weather being generally fair.

Diversified Programs Aim Of N. Y. Chainbliss in N. C.

GREENSBORO, N. C., Sept. 4.—Speaking of prospects for 1937, Norman Y. Chambliss, manager of the North Carolina fairs in Greensboro, Salisbury, Rocky Mount, Williamston and Clinton and the Enfield (N. C.) Cotton and Peanut Festival, said: "In 1936 we encountered bad weather, but, upon the whole, our fairs were well attended. Stressing agriculture is the main factor in the operation of fairs."

"I predict 1937 will be the best year for agricultural fairs since the old days. Next to agriculture, my idea is plenty of grand-stand attractions. I have been especially successful with revues. Everywhere I operate a fair, conditions are different as to what the people want, and I am trying to give diversified programs."

"I think carnival people these days are to be highly congratulated, in that owners seem to be co-operating more with fairs in having only legitimate concessions. I still contend bad concessions on midways did more to hurt fairs than the depression. Carnival men have been after me for many years for a lowered main gate admission, so I'm trying it out with a 25-cent gate in Salisbury this year."

first fair he has missed since inception of the annual.

GREAT EUGENE, aerial contortionist, with Roy Thurston doing wire act and in charge of spotlights and rigging, reports the act will close its outdoor season on November 25.

PLAYING fairs in Southern Ohio, Schultz German Band was at Scioto County Fair, Lucasville, on August 23-26.

ROWAN COUNTY FAIR, Salisbury, N. C. Week of September 21

ROCKY MOUNT FAIR, Rocky Mount, N. C. Week of September 27

WILLIAMSTON FAIR, Williamston, N. C. Week of October 5

GREATER GREENSBORO FAIR, "Carolina's Greatest Event" Week of October 18

SAMPSON COUNTY FAIR, Clinton, N. C. Week of October 26

COTTON AND PEANUT FESTIVAL, Enfield, N. C. Week of November 1

Grand Stand Concession Privilege open. Ice Cream Privilege in buildings open; all fairs. Can place Jewelry and similar concessions in buildings; all fairs. Address

NORMAN Y. CHAMBLISS, Mgr., Greensboro, N. C.

Pan-American Exposition

Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Arena Scene Of Bullfight

Bloodless show of Mexican troupe is colorful — Bob Burns signed for bowl

DALLAS, Sept. 4.—Opening in the Live Stock Arena Saturday night of the Antonio Carrillo bullfight and rodeo troupe from Mexico was high spot of the exposition's week. The show, first exhibition in the United States of the Mexican troupe, lasts about 90 minutes. First half is devoted to a bloodless bullfight, starting with a parade of picadors, toreros and Julian Pastor, matador star of the company.

Atmosphere given thru colorful costumes, fanfare and elaborate ceremonies may be the most attractive factor of the show, first-night audience indicated. Three beautiful señoritas occupied a prominent box and are saluted with bows from the participants. Picadors use instruments minus the customary sharp bandillero hooks and tease instead of stick the bull. Toreros stage regulation acts by teasing the bull with their capes into charging. Pastor is armed with a sword when he enters the ring, but is supposed to execute only demonstration passes at the animal without drawing blood.

Game on Labor Day

Opening and preview performances indicated that the bullfight in Julian Pastor style would be permanently about as thrilling as a foreign fight, minus only the slaying of the bull. Matadors, picadors and toreros are apparently exposed to as much danger as they could be otherwise. Following the bloodless fight is a clown act, with bulls turned loose in the ring. Next is the jaripeno or Mexican rodeo, featured by a leap of death. Stunt is enacted by a cowboy riding into the ring on his own horse, then leaping onto a wild bucker. Usually a broncho is mounted while he is held in the corral chute. Other acts include trick roping. Run of the Carrillo show is indefinite. Admission charges are 50 and 25 cents, with a 25-cent tariff on box seats.

William Green, president of the American Federation of Labor, is expected to arrive on Sunday to preside over the Labor Day celebration. Monday night football game is expected to be more successful than the 1936 Cotton Bowl clash between the Bears and an all-star team, which drew more than 25,000 paid admissions.

Burns on Two Nights

Color lent special-event nights by Latin-American participants has resulted in good gate attendances. Last Wednesday's weekly jamboree had as stars Cesar Miro, director of Peruvian participation, and Senora Miro, Peru's leading cinema actress. Miro rendered several songs, playing his own string accompaniments, and Senor Miro gave readings. Guatemalan National Marimba Band played. Others on the program included Don Ramon's Orchestra from Texaco Gardens, with Belen Ortega, soloist, and Joaquin Gary from *Road to Rio*.

Confirmation of a contract calling for appearance of Bob Burns in the Cotton

Bowl as a free special event the nights of September 25 and 26 was announced. Burns will receive, it is said, \$5,000 for each appearance. Expo officials will be hosts to several of Burns' relatives from Van Buren, Ark. Entertainers for the weekly Children's Day Pepper-Uppers program in the varied industry building were Rube Curtis and LeRoy Branch, clowns. Roy Cowan is emcee for these programs.

Premium Facts

(Data collected from lists received by The Billboard)

VICTORIA, B. C.—Provincial Exhibition, September 11-18. 116 pages. Officers: S. F. Tolmie, president; W. H. Mearns, secretary. Admissions: Adults, 25 cents; children under 12, free. Attractions: Free acts, Horse Show. Midway, Browning Amusement Company.

HURON.—South Dakota State Fair, 53d annual, September 12-17. 130 pages. Officers: C. B. Hanson, president; Emanuel Heilman, vice-president; L. H. Cornell, treasurer; Edgar A. Hornby, secretary. Admissions: Day, general, 25 cents; "Everybody Pays"; children under 10, free; vehicles, 25 cents; night, free gate after 6 o'clock. Grand stand, day or night, 50 cents; reserves, 75 cents; boxes, \$1. Attractions: Grand-stand show, Sunday afternoon, Flash Williams Death Defiers, 50 cents; Ernie Young's revue, *Cavalcade of Hits*; harness and running races, auto races, fireworks. Midway, Goodman Wonder shows.

SAGINAW, Mich.—Saginaw County Fair, Michigan Products Show, 24th annual, September 12-18. 148 pages. Officers: Thomas B. McDonagh, president; John C. Rauchholz, Charles Girms, vice-presidents; Jerome P. Ward, treasurer; William F. Jahnke, secretary. Admissions: General, 50 cents; children 6 to 12, 10 cents; autos, 25 cents; parking, 10 cents. Grand stand, 50 cents; reserves, 75 cents. Attractions: Grand-stand show, Barnes-Carruthers acts; Theafie - Duffield fireworks. Midway: Happyland Shows.

WOOSTER, O.—Wayne County Fair, 38th annual, September 13-17. 68 pages. Officers: Irvin Gresser, president; R. W. Swinehart, vice-president; Walter J. Buss, secretary-treasurer. Admissions: General, day or night, 35 cents; vehicles, 25 cents. Attractions: Free acts; A. E. Selden, "The Stratosphere Man"; WLS Barn Dance Show, Friday night; harness races. Midway: J. R. Edwards Shows.

MEBANE, N. C.—Six Counties Fair, 19th annual, September 13-18. 56 pages. Officers: W. W. Corbett, president; W. T. Riggs, vice-president; C. S. Parnell, secretary. Attractions: Free acts; Four Laddies, aerialists; Ohio Display fireworks. Midway: O. C. Buck Exposition.

DURHAM, N. C.—Durham County Fair, 4th annual, September 13-18. 108 pages. Officers: G. E. Isaacs, president; C. M. Herndon Jr., treasurer; Dr. C. C. Cox, secretary. Admissions: Adults, day or night, 25 cents; children, 10 cents. Attractions: Free acts, special events daily. Midway: Marks Shows.

UPPER SANDUSKY, O.—Wyandott County Fair, 85th annual, September 14-17. 60 pages. Officers: D. A. Bloom, president; A. L. Rall, vice-president; Charles Artz, treasurer; Ira T. Matteson, secretary. Admissions: General, 25 cents; autos, 25 cents; grand stand, 25 cents. Attractions: Grand-stand show, harness races. Midway: Shows and rides.

DOYLESTOWN, Pa.—Doylestown Fair, 15th annual, September 14-18. 30 pages. Officers: Dr. W. H. Turner, president; Horace B. Wilgus, vice-president; Robert H. Engart, treasurer; J. Allen Gardy, secretary. Admissions: Adults, day, 50 cents; night, 25 cents; children, 25 cents; autos, 50 cents. Grand stand, day, 50 cents; reserves, 50 and 75 cents; night,

25 and 50 cents. Attractions: Grandstand show, George A. Hamid acts; revue, *Revelations of 1937*; Four Queens of the Air, Farmer Brown's Pigs, Winifred Colleano, Joe Termini and Company; Milt Hinkle's Texas Rangers Rodeo, Tuesday afternoon only; horse racing. Midway: Endy Bros. Shows.

THE STRATOSPHERE MAN

World's Highest Aerial Act.

Available for
Fairs, Parks,
Celebrations. Address, Care of The
Billboard, Cincinnati, Ohio.

GEORGIA STATE FAIR

OCTOBER 18-23 MACON, GA.

Legitimate Concession Space available on Independent Midway. Best fall business prospects in years.

E. ROSS JORDAN, Secy.-Mgr.

CARNIVAL WANTED

Also Acts, Displays and Other Attractions.
J. W. SHREVE, JR.

WASHINGTON COUNTY FAIR

OCTOBER 21-22-23, CHIPLEY, FLA.

WANTED

Independent Shows, Rides and Concessions for
JENNERS FAIR
SEPTEMBER 14-15-16-17, 1937
Address A. O. LAPE, Jenners, Pa.

CLEAN SHOWS AND CONCESSIONS WANTED

September 14-15-16-17, 1937
WYOMING COUNTY FAIR
Tunkhannock, Pa.



Undisputed leader among the world's outdoor booking and producing offices. For THE ACME IN ACTS, the journey begins and ends at THE HOUSE OF HAMID HITS. It is not too late to let us supply your needs for your Fair. Now, as always, pledged to a unique type of product and performance—at a price that challenges comparison.

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Bryant 9-2410

SHELBY COMMUNITY STREET FAIR

September 22-25

WANTED—Free Acts, Shows, Concessions. No grift. No gate.

GOODING RIDES BOOKED

Attendance September 26, 1936 — 25,000 People.

C. L. BEAL, Supt. of Concessions, 31 W. Main St., Shelby, O.

THE GREATER SPARTANBURG FAIR

FIVE DAYS — SIX NIGHTS — OCTOBER 11, 12, 13, 14, 15, 16.
50,000 School Children's Tickets Free. Playing JOHNNY J. JONES EXPOSITION.
We Book Our Own Midway—Everything But Shows and Rides.
Corn Game, Frozen Custard and Novelties Sold.
SPARTANBURG COUNTY FAIR ASSOCIATION, Spartanburg, S. C.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

Attendances

Previously reported	1,218,770
Wednesday, Aug. 25.....	10,618
Thursday, Aug. 26.....	9,987
Friday, Aug. 27.....	11,065
Saturday, Aug. 28.....	12,481
Sunday, Aug. 29.....	12,505
Monday, Aug. 30.....	7,804
Tuesday, Aug. 31.....	16,474
Total.....	1,299,484



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Hope for Gate In Air Races

Aquacade and Winterland lead in figures — talkers ready for contest finals

CLEVELAND, Sept. 4.—Great Lakes Exposition prepares to be host to the biggest crowd of the season with the week-end "National Air Races Convention," while a record Labor Day crowd is looked for. This should help to solve the problem of attendance, which has bothered concessioners until fair weather started crowds really coming in. Business has picked up during recent weeks to an extent that means real business.

Aquacade has played to 420,800 with a half-million dollar gross. During the last week the record has been \$52,118. This is authentic and taken from the records. To the best figures available 20 per cent of people who come to the exposition visit the Aquacade; 12 per cent go to Winterland. Tony Sarg has passed the 100,000 mark. It seems now as if there would be a finish for the season that would bring all of the concessioners out of the red.

Entries Among Talkers

Probably the biggest attraction during the week to bring them into the Streets of the World was the Talkers Contest. It was Barkers' Contest a year ago. But times have changed, what with the microphone and Marvin Hahn, who watches all loud sounds and promptly put the kibosh on them. Contest was staged Tuesday night on International Circle of Streets of the World. Run-off listed talkers for various attractions under direction of Frank D. Shean, associate director in charge of concessions and amusements.

Those who appeared on the program were Rusty Young, talker for Tony Sarg's Marionette Theater, and "Waxo" Williams, who does a mechanical stunt on bally and doubles on marionettes; Cliff Raynor, Ripley's Odditorium; Sally Losten, Bouquet of Youth; Robert Huyer, Byrd ship; Robert Mack, Streets of the World; Joseph Siegel, Rigolarium; Al Rose, Wonderland; Harry Rosen, Herman Pirchner's Show Boat; Boris Marmoya, Crown of the Andes; Tom Jones, Swan Boats; Don Newman, penny crushers; Dave Katz, sand dividers, and Bertha Klein, Romany tea room.

Contestants were given three minutes for their spurs. They were allowed no musical background, but could produce stooges, which some of them did. Judges were George Clements, director general of the Florida exhibit; Harlowe R. Hoyt, local representative of *The Billboard*, and Harold Waddell, of Sherman-Williams Radioland. Winners were Tom Jones, Boris Marmoya and Sally Losten. Order made no difference. Choice was judged on applause. The three will enter the finals.

Brown Honor Guest

Earl Brown, of the Florida exhibit, was guest of honor at a stag dinner this week. Mrs. Brown opened the evening with a session at which the wives of the guests were present. Following this the ladies retired and the others went into session. Eighteen covers were laid. Among those who attended were General Director Lincoln D. Dickey and Assistant Director Almon R. Shaffer.

For the finale of the week came another lawsuit. Elizabeth Dickenson, manager of Faith Bacon, brought suit against her, seeking restraint against violation of contract and interference with Miss Dickenson's nuptial engagement to Frank G. Semmes, Cleveland booking agent. An injunction is asked.

Meantime Miss Bacon is dancing with four orchids, three orchids, two orchids,

one orchid, no orchid at Herman Pirchner's Show Boat. Associate Director Shaffer has demanded that photographs of Miss Bacon in the nude be removed.

Photos still are up. Show Boat still draws a crowd. Suit is still in abeyance. Public still goes to Show Boat. Business is okeh.

Elmira Has New Day Mark

ELMIRA, N. Y., Sept. 4.—A 77-year record was broken at Chemung County Fair here on Thursday when 26,715 paid admissions were registered for a one-day attendance mark. Col. Jim Eskew's Rodeo was grand-stand attraction.

RED LION, Pa.—Red Lion Gala Week Fair was revived by a 6,000 gate on night of August 28 after having been virtually rained out all week. Manager R. M. Spangler said it will be held earlier next year.

Frisco Building Meets Schedule

Construction work is progressing on bay site—expo emissaries abroad

SAN FRANCISCO, Sept. 4.—The \$16,000,000 building drive on Treasure Island, bay site of the 1939 Golden Gate International Exposition, is being pushed. For the Pageant of the Pacific 25 structures are under construction, with others to follow in orderly succession. This week a contract for piling for main gate, long and square courts combining to make the sweeping East Court and East Towers was let for \$95,167, as well as one for first unit of a storm sewer system for \$79,657. Altho bids have been received for first unit of a high-pressure water system no contract has yet been let.

Temporary exhibit palaces are more than 31 per cent finished. Ferry slips, on east and west sides of the island, are more than 75 per cent completed. International Palace and Palace of Fine and Liberal Arts are more than 95 per cent finished. Administration building is more than 56 per cent completed. Ferry terminal is more than 48 per cent



ENTRANCE AND BALLY of J. W. Shillan's Rocket Speedway ride at the Paris International Exposition. Since installing the mechanical man on the front, says Mr. Shillan, together with a few general changes in ballyhoo setup, business on the big ride has picked up noticeably.

Betterment

By HENRY ODUM

Secretary-Manager, Newton County Fair, Covington, Ga.

I believe the amusement aspect of fairs is getting better all the time. This itself will help fairs that have been slipping and should assure continuance of practically all fairs.

With the help of such fine organizations as *The Billboard*, I feel sure that everything possible will be done to raise the standards of carnivals.

Newton County Fair is rounding out promisingly for a 1937 success. We are planning bigger than ever before, and I am proud to state that Covington has kept its fairs continuing every year as usual.

Last year there was a week of rain and this "kinder" made things "wet," including the gate receipts. But it takes more than a spell of rain to stop us.

We attribute our success to giving plenty of clean amusements and the best possible premiums.

Manitowoc Reports Increase

MANITOWOC, Wis., Sept. 4.—Gate receipts of the 1937 Manitowoc County Fair exceeded by nearly \$1,700 those of 1936, reported Secretary George Kiel. This indicates an increase of about 7,000 paid admissions.

Expo "Big Shot" Concessioner Was A Candy Butcher

By MELVIN TENENBAUM

Prize-winning story written by main gate purser at Great Lakes Exposition in contest conducted by The Cleveland Press.

Almost any time you enter the main gate of Great Lakes Exposition, you may see a trim wiry little man in a white pith helmet directing the activities of the youthful crew of guide-book sellers. Edward J. Murray may be a big-shot concessioner—he rates tops in the business—but he doesn't handle his boys from behind a desk. He goes out and works with them, takes an interest in their welfare. The boys learn a lot from him and they'll always remember little Eddie Murray. You don't forget a man like him.

Ed started at the bottom—a candy butcher in the gallery of the old Cleveland Theater on West Third street. He liked to recall that auspicious beginning. A timid eager little urchin with patches in his trousers, his insistent earnestness won him a chance to hustle peanuts in the gallery of that old 10-20-30 movie house. In those days of blood-and-thunder thrillers, the gangs of tough hoodlums who frequented the gallery reigned supreme in that upper section of the house.

Back of Footlights

They welcomed the new "candy butcher" gleefully. The kid was green, timid and unwaried. Sly well-directed pushes sent him reeling; greedy hands snatched at his basket. Jeers and taunts rang in his ears; leering faces grinned at him.

Little Eddie stared helplessly at his almost empty basket. Tears filled his eyes. The world was no longer a thrilling place. It was cruel, vicious, mocking. There must have been something touching about the pathetic little figure. At any rate, the leader of the gang softened. "C'mon, you guys!" he commanded. "Pay the kid for his peanuts!"

Ten minutes later the trusting youngster poured a handful of silver into the fat palm of the concession owner. The man's eyes popped. "He sold out! At 10 cents a bag, too!"

In a week the green "candy butcher" was promoted to the second balcony and soon was selling downstairs. Not long after, young Murray went into the concession business for himself. But he interrupted his career long enough to take a whirl behind the footlights.

Varied Experiences

Trouping with a minstrel show, he originated the character of a black-face Buster Brown which proved a success and for a while he became a member of Gus Edwards' Revue, along with Eddie Cantor, George Jessel and others.

Grown to manhood, Ed Murray piled up rich, colorful experiences. He bought a carnival show and lost every cent he had; he produced several theatrical ventures that made and lost money; he tramped along with numerous shows, hawking program books, souvenirs and candy, his most notable association being with the Howard Thurston show. In later years Murray acquired the concession rights in every theater in Pittsburgh. At that time he was reputed to be worth over \$150,000.

Since returning to Cleveland in 1930 Murray has handled the program books for such local events as the annual Shrine Circus, Romance of a People, Last Days of Pompeii, and most recently, the souvenir guide books for Great Lakes Exposition. Murray expects to act in the same capacity at the New York World Fair in 1939 and then perhaps he may retire.

Big-shot concessioner Ed Murray may be—but he greets exposition visitors with a stack of guide books in one hand while he delivers a quiet, earnest sales talk. Ed Murray has no false pride. Success has not changed him. He's still a "candy butcher" at heart.

ARCOLA, Ill.—With a cash balance of \$4,000, Arcola Homecoming Fair, to be held here next year, has been underwritten by merchants for an additional \$10,000, reports Secretary Thomas F. Monahan. A broom-corn palace will be featured.

Versatile Lordly

By MIKE RYAN

Publicity department, Nova Scotia Provincial Exposition, Halifax.

HALIFAX, N. S., Sept. 4.—Considerable attention is being given by showmen to Nova Scotia Provincial Exhibition here, one of Canada's outstanding fairs. Progress made by this annual in recent years has been remarkable and success attending introduction of new attractions to build up attendance has drawn the interest of many fair managers.

Manager E. Frank Lordly, of Halifax, believes he has the answer to depression attendances which caused grave concern a few years ago. General economic conditions are now on the upgrade, but nevertheless he is turning his experiences during lean years into profitable enterprise to push toward new records. A fundamental tenet of the Canadian showman is his expression, "Build up a fair with outstanding attractions and I don't care who the people are, they will come to see it."

For Sensational Attractions

A few years ago there was difficulty in securing exhibitors sufficient to fill space available. That situation is now reversed. Area for booths was nearly doubled, but every inch of space was booked this year fully two months before opening date.

Sensational attractions will bring some of the most daring stunt men in America to Halifax. In the Exhibition Forum, with seating capacity of more than 5,000, Manager Lordly will present a vaudeville-variety show of the best talent obtainable thru New York booking houses. Speedway program will give patrons a combination of harness and running-horse events. Last year the runners, introduced by Mr. Lordly, were such a success that it was decided to continue them.

There will be big fireworks displays, a marine exhibit, display of wild native animals and a musical festival with 1,500 entrants. Live-stock and agricultural exhibits will be outstanding. Midway will

Hankinson Races Draw Big At Two Early State Events

MILWAUKEE, Sept. 4.—Grand-stand attendance records at Illinois State Fair, Springfield, and Wisconsin State Fair here were shattered this year on automobile race days, figures announced by Ralph A. Hankinson, sponsor of the AAA-sanctioned programs, reveal.

On August 22 more than 101,000 were at Illinois State Fair and more than 50,000 witnessed the auto races. Grand stand was sold out for Auto Race five days preceding the event. Many thousands were in the infield and added bleacher seats. In Milwaukee on August 23 there was another grand-stand sell-out and an hour before scheduled start of races some fans were offering \$10 for \$1 tickets. More than 18,000 paid admissions to the grand stand and as many more were in the infield.

Another capacity crowd gathered for Thursday races with a grand-stand sellout and packed infield. Fair Manager Ralph E. Ammon, after a conference with Hankinson, announced a 100-mile race for August 29 in place of scheduled sprint events.

GAIN IN IOWA

(Continued from page 41)

Monday night's opening production being in five acts. Much of the success was due to expert lighting. Lambert-Hild ballet was featured and other stars included Bartel-Hurst, adagio; Ruth Fryor, ballerina; Grace Terry, prima donna; Carl Freed and his Harmonica Lads; Gibson and Company, knife throwers; Sayton and Partner, Acrobatic Duo; Paul Sydell and his dog, Spotty; Fortunello and Cirillino, clowns; Cosmopolitan Light Opera Octet, and climaxed with the Two Hellkvists, fire divers. Fireworks concluded the show. Easily outranking any previous State Fair night show it won all audiences. Izzy Cervone's Band was given much credit for success of the show.

Beckmann & Gerety Shows on the midway reported for rides and shows a 25 per cent gain over 1936 in the first half.

WEATHER HITS

(Continued from page 41)

were 30,000, 29,000 and \$7,500, total of \$68,500. It was reported receipts for evening grand-stand performances were higher than in 1936, but patronage of the midway had shown a falling off.

Three days were devoted to children when youngsters were admitted free. On one of these prizes were given as bonuses to early comers by Max Linderman, of the World of Mirth Shows. Highlight was presentation of Dr. Edwin Franko Goldman's Band in two concerts daily at an open-air band shell which drew large crowds. National concerns extended themselves in exhibits in the permanent buildings, and government exhibits were particularly attractive.

Directors declared grand-stand performances, presented afternoons and nights to capacity crowds on the last six days, best in history of the exhibition. Attendance records were broken on one night, and all thru the fair the stands were full. First three nights were taken up by a historical pageant produced by the McKenna Costume Company, but this was rained out on two nights. Lucky Teter's Hell Drivers, whose stunts thrilled grand-stand seat-holders, saved the show on these nights and featured grand-stand offerings the first three nights.

New Midway Features

George A. Hamid, who produced the *Revue of Tomorrow* for the regular fair week grand-stand show and supplemented presentation with vaudeville acts, has been in charge of this side of the Ottawa Fair 14 years. The dazzling revue featured the Gae Foster Girls, who, in gorgeous ensembles, depicted the four seasons of the year. Miss Orsolo Arelli, prima donna, was featured in the first as well as other acts and delighted music lovers with her singing. Donatella Musical Family made a hit during the exhibition and also played twice for service clubs while in Ottawa, with Lee Barton Evans as able emcee. Other acts in front of the grand stand were Billy Wells and the Four Fays, comedy contingent, with Little Betty Lou Fay topping the performance with an acrobatic dance; Helen Reynolds and her sensational troupe of roller skaters; Pallenberg Royal Doberman Pinschers, six dogs; Three Winter Olympic Girls, acro-

THE BARRINGTON FAIR

"The Blue Ribbon Fair of the State"

6 BIG DAYS

GREAT BARRINGTON, MASS.

SEPTEMBER 27 TO OCTOBER 2, INC.

RUNNING RACES DAILY

GEORGE HAMID'S "REVELATIONS OF 1937" IN FRONT OF THE GRAND STAND NIGHTLY.

WANTED

CONCESSIONS of all kinds. Cook Houses, Grab and Juice Stands. Space in exhibit buildings available for demonstrators, exhibitors, etc. Choice locations still available. Advertised extensively throughout Massachusetts, New York & Connecticut. Everybody apply to

PAUL W. FOSTER, Secy., Great Barrington, Mass.

batics; Dr. Bernard's educated elephants; comedy acrobats and balancing by the Lodi Troupe; Les and Vera Klimris, aerialists, working 100 feet in the air minus net; Pallenberg's Wonder Bears and the Three Girton Girls, Tomboys on Wheels.

Max Linderman's World of Mirth Shows, again on the midway, presented some new rides and shows, with those of an adult appeal scoring most heavily. An unusual feature was installation in the automobile building of an entire radio studio. All activities of Ottawa's CKCO, owned and operated by Dr. G. M. Gledert, president of the fair association, were carried on from the grounds during the fair. Crowds watched staff and performers thru glass walls. A small admission charge for the first time did not cause any marked decrease in patronage of the Horse Show.

The One and Only

SKY-HIGH GIRL

Dainty Darling of the Air.

Peru, Ind., Sept. 8; Albion, Ind., Sept. 9, 10, 11.

WANTED

Carnival and Rides for Clay County Free Agricultural Fair

September 30-October 1 and 2

GUY B. JOHNSON, Secy., Collina, Tenn.

CONCESSIONS

WANTED FOR RICHLAND COUNTY FAIR

\$1,000.00 Cash Prizes Given During Week	Oay and Night, Sept. 15-16-17-18, MANSFIELD, O.	\$1,000.00 Cash Prizes Given During Week
Concession Space, \$1.00 per Foot, \$10.00 Minimum for Single Stand. Send Deposit to Insure space. WILL sell Exclusive on Novelties, Candy Floss, Water-fries and Guess-Your-Weight Scale.		

WALTER W. SHAFER, Secy., Lexington, O.

INDEPENDENT CONCESSIONS

Especially Rides Wanted for

FARMERS' FAIR

September 28, 29, 30, 25, 26

W. L. KELLER, Fair Sec., Birch Tree, Mo.

Wanted, High-Class Carnival

FOR IRWIN COUNTY FAIR.

Over 10,000 passed the gate last year. This is the Biggest Little Fair in Georgia. Carnivals with 4 or 5 Rides and Shows needed. Write soon. See me when you are coming South. Date of Fair, some time in November.

CLAUD MCNEILL, Oella, Ga.

were well filled and racing was good. Rogers Greater Shows had good business on the midway and Four Kressells and St. Julian Troupe were free acts.

ATHENS, O.—Athens County Fair, 86th annual, here on August 24-27, was a success and proof is in the bank in the form of largest receipts since the 1920s. Attendance, topping 20,000, was 3,000 greater than last year.

DE PERE, Wis.—Reports indicate profit in excess of \$1,000 for the four-day Brown County Fair, which closed August 16, despite an approximate \$2,000 increase in operating expenses, according to William S. Klaus, secretary. An increase of \$716.90 in gate receipts and of \$680.40 in grand-stand receipts over 1936 was reported. The 1937 gate receipts were \$8,153.20, and grand-stand receipts, \$4,521.60. Midway shows and concessions turned over about \$200 more than last year.

INDIANAPOLIS—Fielding W. Scholler, veteran harness race starter, Indianapolis, reports that he opened his season of six consecutive weeks at Corydon, Ind., on August 25, and the following week officiated at Lewisburg-Ronceverte (W. Va.) Fair. Bookings include fairs in Dayton, O.; Louisville and Athens, and Huntsville, Ala.



E. Frank Lordly

be supplied by Lynch's Shows, Bill Lynch to import a number of attractions for the week.

An All-Year Job

Manager Lordly has gone further in efforts to reach his objective of 100,000 attendance. Depression taught the value of advance sales and this year he is expanding this service by promotion work hoping to nearly double advance sales.

Few fair managers are called upon to be as versatile as Mr. Lordly. Conclusion of the fair does not mean that the 50-acre plant closes. It is his job to keep the plant going, in some form or another, all year. In winter the Forum, home of the Wolverines, Allan Cup holders and world's amateur hockey champions of 1935, is operated as a skating rink. At other seasons boxing and wrestling are promoted.

Besides being one of the most active show managers in Canada, Mr. Lordly is also one of the youngest. In search of ideas, he has visited many big fairs in the States and Canada. Fair patrons were continuously demanding changes. Mr. Lordly long ago learned, and he has striven to provide new attractions. It is an example of what can be accomplished by hard work.

30% Upturn For Lakeside

Big Denver spot has rise in gate and take—revamped pool breaks records

DENVER, Sept. 4.—Lakeside Amusement Park has had more than 30 per cent increase in attendance and business so far this season over the same period last year. With only a few weeks left, the season looks like a record-breaker in several respects, say park officials. Tourists and locals have commented upon the beautiful appearance of the park and gardens. General Manager Benjamin Krasner spent \$60,000, it is said, prior to opening of the season in landscaping, painting, remodeling and new construction.

Improvements include the new \$25,000 College Inn, refreshment and sandwich inn, constructed to resemble a softly-lighted, Gothic-arched night club in Lakeside Amusement Park, Denver, part of the big improvement plan inaugurated by General Manager Benjamin Krasner. Special entertainment and dancing facilities were provided. Rides were all reconditioned. New roadbed was laid for miniature railroad, one of the longest in the world; new Skooter cars have been worked to capacity all season. Derby Racer was given a new track, new motorboats added to the lake fleet, Funhouse was reconditioned, pony track enlarged and concession stands rebuilt. All other rides were painted and are in good shape.

Swimming pool broke all attendance records. The big indoor plunge was taken over by the park management, new tile showers added, new lighting installed and it was redecorated throughout. Attendance has been almost double that of previous seasons.

El Patio Ballroom, using MCA name bands, reports best attendance in years. Bands included Little Jack Little, Will Osborne, Jim Garber, Vincent Lopez, Phil Harris, Ted Flo-Rito, Herbie Kay (See 30% UPTURN on page 49)

New Service Tax Measure Headache for Denver Spots

DENVER, Sept. 4.—Colorado's unpopular service tax law, which so far has met no resistance in court in spite of frequent threats to bring suit, action, may encounter its first legal battle as result of failure of Denver's two large amusement parks, Elitch Gardens and Lakeside, to collect service taxes from customers. Homer F. Bedford, state treasurer, has served notice on the parks that they must submit tax statements under the new law within 30 days.

Arnold B. Gurtler, president of Elitch Gardens Company, said the notice had been served. He and Benjamin Krasner, president of Lakeside Park Company, said the amusement parks have found that it is impossible to collect service taxes on most of their rides and devices without ruining their business. The two park managers indicated they have been in close touch with each other regarding the mutual problem which, they said, has been a constant "headache" to them ever since the law was passed.

"We do not contemplate court action at this time," Mr. Gurtler said. "We do not know what to do. We might work out a compromise."

Indian Village Is Drawing For Golden City, Brooklyn

NEW YORK, Sept. 4.—Milton Sheen, director of Golden City Amusement Park, Brooklyn, has been more than satisfied with the drawing power of his recently acquired Indian Village. Metropolitan dailies have devoted plenty of space to the tribe, which is being held over thru Labor Day. Dave Weilner, talker on the village, has done exceptionally fine work, according to Sheen, and will depart for Florida the middle of September. He will join a carnival there this winter.

Beginning on August 30, the George A. Hamid office's Human Rocket, cannon act, inaugurated a two-week free-attraction date. Park is exploiting the attraction thru newspaper advertising, three-sheets and billboards throughout that section of the city.



FRONT AND ENTRANCE of new \$25,000 College Inn, refreshment inn constructed to resemble a softly-lighted, Gothic-arched night club in Lakeside Amusement Park, Denver, part of the big improvement plan inaugurated by General Manager Benjamin Krasner. Special entertainment and dancing facilities are provided.

Beauty Winners in Prelims Prepare for Finals in A. C.

ATLANTIC CITY, Sept. 4.—Fifty girls, winners of prelim contests in many parts of the country, are en route here to compete for the title of Miss America 1937 in a beauty and talent pageant starting next Tuesday.

Under title of Showmen's Variety Jubilee, conceived by the late Eddie Cochran, the pageant will include contests and parades on the Boardwalk. Contestants meet in Philadelphia and board the Beauty Special train, arriving here for opening events on the ship deck of Steel Pier.

A luncheon is scheduled at the Traymore. Main events, including an American Beauty Ball, will be held on Steel Pier. Rudy Vallee is scheduled to be emcee at the Traymore luncheon opening. Saturday night finals will be on Steel Pier.

Summit To Have High Ride

AKRON, Sept. 4.—Construction of a modern high ride is planned in Summit Beach Park here, said officials of Summit Beach, Inc., owner-operator. Two propositions are under consideration, with decision by directors likely soon. It expected work will start by the middle of September and be completed for the 1938 opening. Other improvements sanctioned by directors will be started soon. Season will conclude on Labor Day, but there will be week-end operation as long as weather permits.

MECHANICSBURG, Pa. — Manager R. E. Richwine, Williams Grove Park, on August 29 presented as free acts a balloon ascension and parachute jump, Old Hill-Billie and His West Virginia Ramblers; Red Rose Boys, of radio; Atticks and Yetters' German Band and a concert by the Rinley Band. Grangers' picnic ran from August 30 to September 6. Last year 140,000 attended the eight-day event.

\$50,000 Seaside Heights Outlay Is Projected for '38 Expansion

NEW YORK, Sept. 4.—Orest Devany, promotion manager and general superintendent of Seaside Heights Pool and Casino, Seaside Heights, N. J., revealed this week that Owner L. R. Gilbert is planning to spend about \$50,000 this winter on general expansion and improvement.

The project, currently consisting of a 70 by 170-foot swimming pool, large casino and several rides and concessions, has experienced a good season, Devany reports, and management is sufficiently impressed by possibilities of location to invest additional funds in broadening scope of the general layout.

A. C. Well Set For Holidaymakers

Augmented amusement is scheduled on piers—many concessioners will linger

ATLANTIC CITY, Sept. 4.—This weekend is expected to climax the summer season with an all-time record crowd. They have been piling in all week and accommodations are hard to get. Amusement places have put on extra crews. Steel Pier will open at 8 a.m. and run until 2 a.m. Tuesday without a stop.

All acts booked will double on turns, while for the outdoor circus, where it is impossible to repeat some of the acts in time limits set, a new set of acts has been secured to alternate with ones already there.

Picture shows are scheduled to take in (See A. C. WELL SET on page 49)

More Spots Open in Paris

PARIS, Aug. 30.—Past 10 days have been marked by opening of two feature attractions and several small shows and stands in the amusement parks of Paris International Exposition. On August 19 the big Funhouse in the main amusement park was opened and on August 24 Palace of Feminine Arts in the annex park was inaugurated. Funhouse has most of the usual apparatus, but showmen say it lacks a flashy front and proper lighting. Palace of Feminine Arts houses the Theatre 1937, presenting Paul Colin's *Ballet de Paris*, restaurant and stands. New show in main amusement park is Sarah Caryth and her lions. Additional girl shows, coin-operated machine stands and lunch rooms are opening weekly. Two small theaters and several stands in the main amusement park are still vacant.

American Showmen in Paris

PARIS, Aug. 30.—Grover Whalen arrived in Paris last week, leaving for Italy, where he contracted for Italy's participation in the New York World's Fair of 1939. Pat and John Collins, English ride operators, have been visitors at Paris Exposition. Harry G. Traver, American ride builder, left Paris for a cruise in the Baltic. Percy Platt, motordrome operator, left for a short business trip to Copenhagen.

Lincoln Capitol Beach Biz Soars In Tilt of 275%

LINCOLN, Neb., Sept. 4.—Within a week of closing day, Capitol Beach has totaled business for 1937 at 275 per cent better than in 1936.

Free gate is the largest contributing factor and will be the policy from now on. Construction of a new dance spot early in the season and conversion of the old one into a roller skating rink apparently was also a wise move. Ballroom, managed by Harry King, has been a consistent money maker. Damage of \$75,000 by wind and fire in 1936, which ruined the Ferris Wheel, Jack Rabbit and destroyed a row of concessions, caused a big rebuilding program which re-skylined the park to good advantage.

Only falldown was the pool, hedged off by cool weather during the early and usually best swimming months. Business boom is also attributable to good work of Hoyt Hawke, park manager, and his assistant, Ralph Beechner. Closing day is September 12.

McSwigan Heads Pa. Association

PHILADELPHIA, Sept. 4.—During the annual meeting of Pennsylvania Amusement Parks Association here on August 27 luncheon was served in Woodside Park and evening dinner was provided in Willow Grove Park. Delegates were from all parts of the State, 48 parks being represented and some visitors came from near-by States. General topics for betterment of parks were discussed at business sessions.

A. Brady McSwigan, Kennywood Park, Pittsburgh, was elected president; E. E. Poehl, Willow Grove, first vice-president; Richard Lusse, Philadelphia, second vice-president; Miss M. Yost, Kennywood, secretary; C. L. Beares Jr., West View Park, Pittsburgh, treasurer. L. S. Barr, Wilkes-Barre; F. W. A. Moeller, Erie; H. P. Schmeck, Philadelphia, and Mr. Poehl were elected directors for three years and B. E. Y. Sterling Jr., Moosic, for two years.

Next year's meeting will be held in Rocky Glen Park, Moosic, near Scranton.

To Seek Labor Exemption

PITTSBURGH, Sept. 4.—Exemption from the new State 44-hour employment law will be sought by members of Pennsylvania Amusement Parks Association. President A. B. McSwigan, general manager of Kennywood Park here, elected last week at the annual meeting in Philadelphia, said. Kennywood will depart from its usual Labor Day closing to open on Saturday, September 11, for dancing to Jess Hawkins' music and on September 12 all day for amusements and a free act. Park will be dark from September 7 until Saturday, then will close on Tuesday for the year.

Notes From Cedar Point

CEDAR POINT, O., Sept. 4.—Last weeks of the season gave concessioners an opportunity to enjoy a bit of swimming and recreation. Business is a trifle on the wane, enabling concessioners to enjoy bathing and recreation that the visitors pay for. Concessioners have had a good season.

Jerry, on the guess-your-weight scales, tops the midway.

Mrs. Sarr, who comes to Cedar Point from St. Louis to run the photo gallery, reports business better than last year.

Penny arcade, last year a girl dancing show, operated by Mr. Hassan, is an up (See CEDAR POINT on page 49)

American Recreational Equipment Association

By R. S. UZZELL

Plans for the Chicago December convention are well on the way. Many booths are already reserved, and Jack Lambie, program chairman, has sent his first draft of it to President Harry C. Baker for additional suggestions. It will rapidly take on final form and each participant notified when and how it comes to bat.

Each performer is limited to a definite time and will be called "out" by the umpire should he attempt to step over the plate. No one can take offense, as all are to be treated alike. It is the only way to speed up the game and enable the program chairman to carry out his part without encroaching on opening time of the exhibit hall and committee work. All national conventions are run on time-table schedule and find it the only way to sustain interest in sessions.

Executive committee of AREA has given a majority vote on the new schedule of \$75 per booth this year and the \$15 per booth rebate to our own members in good standing. So now we have an objective in soliciting booth rentals and new members.

Early Fall Work

Program committee of AREA for the 1937 meeting is Fred Fansher, chairman; L. L. Custer, C. V. Starkweather and W. St. C. Jones. Secretary A. R. Hodge of NAAFPB will soon be after your secretary for a copy of our program to fit into the general plans of the annual meeting. Then he will give it publicity and print our program in ample time for distribution.

This is only a gentle hint for our committee to go to work, and we are sure it will. Twice in times past when the program committee failed to function your secretary had to produce a program in two weeks. No danger of that with this live-wire committee. Perhaps all its members have their coats off now.

There has not been a time in 10 years when it so much behoves park men and concessioners to do all possible work this fall. We are apt to get a minimum wage law and maximum hours per week in the next session of Congress, whether called in extra session or convened regularly next January. In either case it will make construction costs higher next spring. It is easy to do a lot of work in the fall and get structures inclosed so as to do inside work during winter without exposing workers to bitter cold weather. All material prices are sure to advance, too. It is greatly to your advantage to plan work to begin immediately after closing the present operating season.

Aid for Exhibitors

Great Lakes Exposition, Cleveland, resort to park-operating methods of going out after business. We shall be interested in the results of a promoted "Pittsburgh Day at the Great Lakes Exposition." The man sent to do the job is also chairman of the Midway Association of the Cleveland show, William de L'horbo Jr. He has youth, energy and tact, with a flair for the business. What a winning combination! Robin Reed, of Loop-o-Plane fame, comes into this class. He was once a professional wrestler. The younger men should let him tell what a wrestle he had with credits before joining AREA.

Letters from Secretary Hodge show he is out to render real assistance to exhibitors this year. Because of early opening this year on Monday instead of on Tuesday or Wednesday as heretofore it makes a big difference in hotel ar-

rangements in getting the exhibits in and set before Monday. By all means have your shipment arrive in Chicago on Friday previous to the Monday opening, as no trucking will be done on Saturday or Sunday. This is timely warning and is for the benefit of all exhibitors.

Harry Duncan, who follows Omer Kenyon at Fairyland, Kansas City, is a man after our own heart. He announced that a cut-rate policy adopted early in the season will be discontinued, as he always has been a believer in upholding rates to a level that would bring worth-while returns to the park without cheapening its concessions. You are right, Duncan. Long may you live and prosper! If patrons are allowed to practically thumb a ride, how can the cost of producing it ever be returned?

Palisades, N. J.

By MARION CAHN

Because of bad break in weather last week arrangements were made to hold Fennamint outing this week. Junior Birdmen (*New York Mirror*) outing was also held this week by virtue of a joint publicity and good-will tieup between Bert Nevins, of the park staff, and Fred Chapman, New York wing commander of the Birdmen. Special entertainment arranged for kids included Nick Kenny's radio gang and Bobby Breen, Eddie Cantor's protege.

Bobby was complaining that he had lost a quarter, which was his allowance for the week, so Irving Rosenthal said

that a series on every Wednesday has been planned for remainder of the season. Almost endless lines at rides prevented half the kiddies from having the good times they should have had. "Uncle Ezra" and his Barn Dance Frolics scheduled for Sunday with a cast of 30.

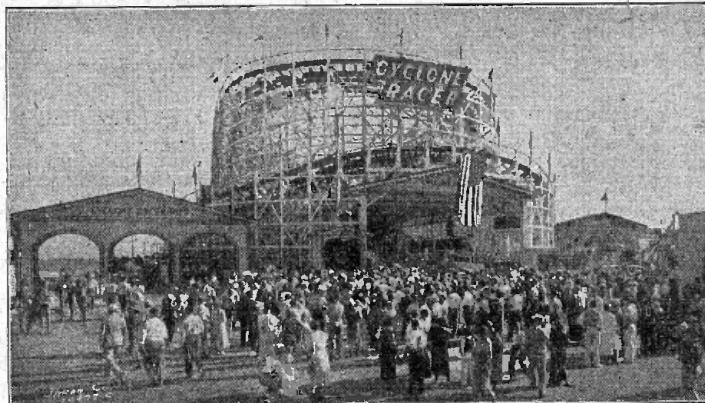
A pleasant visitor to town for a personal appearance here was Evelyn Townley, just elected as Miss Physical Culture for 1937, who was hostess at a reception to her in the ballroom and left for Atlantic City as Miss Buckeye Lake, O., where John J. Carlin has other amusement park interests. Ballet which goes with the South Sea Islands firework pageant are in rehearsal daily. A surprise visitor to the ballroom and park was Henny Youngman, in town for a personal appearance.

Slim Porter, Chris Vogelien, Rose Saunders, Dot Wallace and other members of the employees' annual party committee have many things lined up for the affair. Bobby Burns, ballroom manager, who has returned to the Trianon in Cleveland, took Yank Friedman along to work there with him.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Sept. 4.—This weekend will tell the tale here. While the season has been on a par with '36, it has not reached any outstanding proportions except over the July 4 holidays, when many amusements reported all-time highs. However, this weekend is expected to hit tops. Strike situations and



VIEW OF CYCLONE RACER, one of the largest rides in the United States, at Cyclone Racer Pier, Long Beach, Calif., owned and operated by Long Beach Racing Coaster Company. The ride's amplifying system comprises 11 units and carries sound to the front and all parts of the structure.

he'd give him a quarter if he hit the target in Plato Guimes' gallery five times out of 15. However, the mob seeking autographs were so thick that Bobby didn't even get a chance to win the quarter.

Lucky Millinder and his boys continue on the stage with a big Harlem revue. He is proving to be most popular bill of the season, with the crowds refusing to let him stop.

Rose Guttenmacher, of the photo gallery, celebrated her 28th anniversary. Benefit for Holy Name Hospital will be held here the final week of the park and is expected to boost that week after Labor Day, which is usual mediocro.

A gala farewell party will be held for the folks around the park on September 6. Jack Bloom and Sue, of the midway staff, are in charge of tickets for the affair. Quite a big crowd is expected to attend, and Anna Steinberger is planning the kind of food and drinks that go with farewell parties.

Championship swimming meet will be held here on September 11, with finals in handball championships on Sunday. Next week we will tell where they all go from here.

Carlin's, Baltimore

By CLEM WHITE

History has it that when late August opens here with cool weather and rain, it stays that way. However, the 100-odd the old thermometer has been hitting for the past week seems to belie that superstition.

First Penny Day proved so successful

other country-wide disturbances at start of the season are branded as cause of failure to pass '36 marks in early days.

A special all-new minstrel stunt is being arranged by Frank Elliott for this weekend at Steel Pier. Manager P. E. M. Thompson, of the Auditorium, looked over the rodeo at Woodstown Fair and announced that he is considering booking it for the Auditorium following next year's horse show. Ice Follies in the Auditorium will hold out longer than the original contract due to big gates.

George White, here on vacation, is talent hunting and has already signed up Sheila Mayo, of the Nomad. Roscoe Ates became a convert to Rudy's radio game on the Walk during his stay and found it an interesting between-show pastime. Down at the Ritz there is quite

(See ATLANTIC CITY on page 49)

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Wildwood, N. J.

By ORO

Following ruling of Vice-Chancellor W. Frank Sooy, who declined to interfere with Boardwalk games as to their legality, county detectives are continuing to close all bingo and similar games here and in North Wildwood. S. B. Ramagosa, operating in Casino Arcade and on the Walk, reopened his concession, a modification putting it in the skill game classification, according to local definitions.

For first time in many years a circus set up in these confines when the Walter L. Main Show on its golden jubilee tour showed last Sunday in North Wildwood. A two-day outing and convention, coupled with tourists and vacationers, brought 175,000 visitors to the resort. St. Joseph's College will send its football squad here again on September 7 for pre-season training.

Lucille Phillips, columnist and reporter for *The Leader*, local newspaper, and well known in this vicinity for her radio work at WDAS, Philadelphia, left last week for movie work in Hollywood. Last of life guards' balls scheduled at Hunt's Plaza Ballroom had Baron Lee for music making. Sonny Dunham, former trumpet and trombone soloist with the Casa Loma Band, brings his own orchestra here to finish out the season at Hunt's Ocean Pier.

Chi Riverview

Park a sea of confetti this week, occasion being the Carnival of Comics, which continues until the spot closes on September 19. Customers paddled thru turnstiles at the main gate are decked out with free confetti, blow-out horns and paper caps, and grounds are decorated with huge cut-out replicas of comic strip characters and strings of colored lights. Battery of clowns, including a clown band, complete the Mardi Gras color. A contest for kids will be held over the week-end, with prizes for best comic costumes. Stunt is a tieup with *The Herald and Examiner*, which is devoting plenty of space to the event as a circulation tilter.

Phil Griffin left the pennant stitcher for his old love, handling big snakes in Manager Otis Lloyd's pit. Lloyd was formerly with Frank Buck and has the pit walls plastered with newspaper accounts of some of his adventures with reptiles.

Earl Thomas and Mickey Norbert joined the weight-guessers' fraternity and are operating scales No. 2 and No. 3. Bud Dunsee, front talker on the Palace of Wonders, returned from a vacation in Wisconsin, where he says he turned some nice fish tips!

John Kruto is a great admirer of Charlie Engel's acuteness on the weight-guessing scale, especially since Charlie hit John's avoldupoin right on the head at 217.

Your correspondent was honored by being allowed to become an active member of Riverview's Hay Fever Club, of which Daly Vaughn is president.

With the Zoos

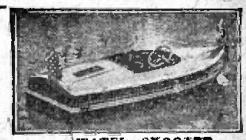
CLEVELAND.—Apropos of the stubborn illness of Alice, 3-year-old pet chimpanzee in Brookside Zoo, thought to be the victim of thoughtless feeding by some visitor, Capt. Curley Wilson, zoo superintendent, declared, "During my many years in show business I have quite

(See WITH THE ZOOS on page 49)



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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

An English Visitor

From across the sea John Collins, pool man, of Pleasure Beach, Great Yarmouth, Eng., paid New York a visit last week. He made one of those "quicke" calls, stopping off long enough to catch the Louis-Farr fight and to make a thoro inspection of the big saltwater pool in Palisades (N. J.) Amusement Park. Immediately following his journey thru Palisades he boarded a rattle for Toronto to look in on the Canadian National Exhibition, and at this reading is probably on the high seas, homeward bound.

Irving Rosenthal, who with his brother, Jack, operates Palisades natatorium, escorted Mr. Collins on his rounds of the Jersey resort. The visitor was especially interested in the wave-making machine and marveled at the filtering plant serving the plunge.

He regretted that he didn't have more time to view other American pools, saying that he had heard so much about advancement of aquatic facilities in this country that he wanted to see them in operation. He declared he was much impressed by the Palisades tank.

Concerning his own business, Mr. Collins reported, he had had a very good outdoor season so far and that a great many tourists were attracted to England and France this summer because of the Paris Exposition, and he added that most outdoor amusements in those two countries have done pretty good biz as a result.

He also mentioned something that I have wanted to editorialize upon for some time. He said: "It's a shame that more European pool and beach men do not visit America to see what is being done for swimming in this country, and similarly so, more Americans should visit abroad." All of which is a perfect sermon.

Too many tank owners fail to get around enough. No one can learn anything by sitting in his pool all day. American pool men should follow the example set by Mr. Collins. Make a trip, even if it be only a "quicke," and learn what some others in your field are doing.

Marathon News

Frank Pritchard, Buffalo life guard, won another long-distance swim at the CNE in Toronto last week. Despite the infantile paralysis spread in Ontario and exhortation over their countryman, Farr, in his fisticuff endeavors, a very large crowd witnessed the marathon along the lake front.

And while speedsters were cutting water up in Toronto, a "floatie" came thru with flying colors along the shores of New York town and performed a remarkable endurance feat. Charles Zimmy, one-legged swimmer, finished his grind down the Hudson from Albany to New York, finishing in mid-Manhattan late at night. Zimmy appeared in a hurry to get out of the hospital against doctor's orders so as to capitalize on the accomplishment. One can't blame him either, because if he is to make money out of the swim he must do so now. Here's hoping he gets and keeps all the coin that is due him for the grind.

Aqua-Boxing

In the foregoing paragraph I have twice mentioned boxing. And this is supposed to be a swimming column. But if no one has any objections I should like to make another reference to the sport of pugilism.

I refer to boxing as it applies to swimming. How many pool men have tried the sport as a sideline attraction to swimming? I know that a few have, because I've received some releases about amateur boxing shows being staged at tanks. And I imagine some of them went over, for I haven't heard any crying, which is usually the case when such stunts fail. In many instances I imagine boxing can provide just the necessary thrill that is needed for a sideline activity. All samples of such events that I have heard about consisted of amateur boxing, for in many localities it is difficult for a pool to obtain a professional boxing license.

Still there is no reason why indoor

and outdoor pools alike cannot stage pro boxing carnivals if they have sufficient space to hold them. Seating accommodations are not necessary, because in the main a pool should run boxing as a free attraction and not with a view of promoting an outside sporting business. Big tanks can even put on bouts on a float in the water, permitting swimmers all around to witness the frays. Or if that isn't feasible and you don't feel like holding up your swimmers, boxing matches can be conducted on handball courts at night as a means to stimulate night business or in any other section of the pool where the space may be available.

New York night clubs attempted boxing as part of floor shows last winter and spring and it proved very successful in drawing patronage. Bouts were bona fide and not comedy affairs. So there's no reason why pools can't draw them in with fights just as the restaurants did.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

The very successful 1937 season is rapidly drawing to a close and when these lines appear there will be only a very few operating days remaining. Of course, we do not know the actual figures on the season so far, but from observation and conversation 1937 ran ahead of '36, and '36 had already been conceded to be best in five years.

We wish to pay a final tribute to chief gardener Tiff Lind for his beautiful floral displays and general landscaping around the grounds. Altho a bit different from the usual run of Playland thrill attractions, current free act, Tip Top Girls, has clicked nicely. Five sprightly young misses go to town in acrobatic routines of all sorts. This week's auto award traveled south for the first time, winner hailing from Ol' Virginny.

Your correspondent has done his best to get as much of the personnel as possible mentioned in this space. For

some unknown reason, however, it's been impossible to obtain the roster of refreshment - stand employees. Perhaps George, who works so hard, just couldn't find time to get around to it. Picnic biz has been highly gratifying. Excursions from Boston, Springfield and other New England cities, besides a host from Connecticut and several from Pennsylvania, proved again that the booking staff is one of the most wide awake in this section. After everything is over Superintendent George Baker will leave for a well-earned vacation on the West Coast; Walter Gildersleive, to supervise opening of his hotels and rooming houses in Florida; Bill Otto, to his newspaper duties in St. Cloud, Fla.; "The Voice of Playland" and his missus, to the farm in Connecticut, and others to various capacities all over the nation.

Jake Prinzhours, head of the night cleaning squad, says he's glad free children's days do not come every week. Elissa Landi and Nino Martini, flicker personalities, visitors last week, were highly interested in the Charlie Chaplin celluloid drama via the nickel-machine route. Arlene Judge also paid a visit, and Bobby Breen, kid singer, had a great time all around, especially on the Octopus. Mel Ott, Carl Hubbell and Sam Leslie, of the New York Giants, enjoyed the park recently and, strangely enough, since then have started their team off on that final winning streak.

College Boys will soon be returning to their institutions. Among them Bud O'Malley and Charlie Duke to Colgate, Lee Bloom to M. I. T. and Dennis Bloom to Harvard Law. Camera contest went over big, first honors going to Victor DePalma, of New York City. The two days devoted to the tieup with county newspapers for free kids' day have come and gone. Altho we all were glad to see the kiddies have such a good time, there were plenty of sighs of relief when the final whistle blew at 9 p.m. on the second day. The park was packed to capacity on both days and hot dogs consumed would stretch many a mile. I'm sure, Les Brown and his Duke Blue Devils are still going strong in the Casino. So until next time, Hasta Luego.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: When concessioners and amusement people here begin to tolling the season's goods and bags next week, it's our guess that there'll be less red ink used than any time in seven years. Ledgers will be black and blue, but in ink.

Bernie Farthing comes forward with what appears one of the best ideas of the season, creation of canopies for boardwalks to assure promenaders safety from rain. Losses of Boardwalk biz people thru rain could be chopped to the bone, says Farthing, were an idea like this to be carried out. We think that besides being inexpensive, weighing the benefits, a canopied boardwalk would also be ornamental. Farthing's arithmetic says the job could be done for a minimum of \$5,000 a quarter mile.

ROCKAWAY BEACH: Loop-o-Plane in Playland and the one on the Walk easily attract most spectators. Twenty tons of paper gathered weekly from beaches are burned. Someone figures the stuff has a junk value of more than \$200. Biz was so good this season at Jack's Tavern, Edgemere, that employees have been given bonuses. Doc Kane speaks of promoting boxing bouts in Maryland next winter. Thirty new big sign boards now fringe the Walk. Hogan's revolving ball game is one of the money earners at Beach 116th street, which has turned out to be an important amusement zone.

Alps at Seaside is a combo of restaurant, bar and night club, each one a separate and distinct feature, but all linked together. Financing of Chamber of Commerce fireworks shows was something of a problem this year. Pool and bathing lockers in Playland Park, if talk is true, may be replaced next summer by rides and other attraction. Irv Alter, dean of local weight guessers, marking his 18th season on the Walk, is telling friends this was the best for the last 10.

LONG BEACH: Surfside, huge nitery, biz slowed down to small doings. Looks like the West End section will bear brunt of amusement biz from now on. Life guards' annual ball drew 2,000. Familiar Boardwalkers, Jack Dempsey and wife, former Hannah Williams. Talk of rolling chairs, a la Atlantic City, on the Walk next season, the they were slated for this year.

Old Orchard Beach

By HOWARD STANLEY

Slight decline in business the past week struck a sour note in an otherwise symphony of money-making for most of our enterprises. Weather and conditions being of the best, drop in influx of visitors and intake can be traced only to the lateness of the season. Everyone was preparing for the final gun, closing ceremonies on Labor Day.

With his wife in Biddeford's Trull Hospital convalescing from an appendectomy, Jerry Gardner was taken ill with grippe. His keano emporium was then managed by Tommy (Don't Get Excited) Morrissey. Joe Ferullo, Boston, will head for Florida as Dan Carroll's man Friday. Cornell Campbell, South Portland, chosen as Miss Maine at Duffy's Pier, will represent the State in competition in Atlantic City for title of Miss America. Harry Keano, known to sawdust troopers as Jack Birmingham, will spend the winter here after galivanting about the country as a racing magnate. Lil Sochin has just about the finest sense of humor in Old Orchard. Brother Memy Sochin and orchestra playing dates around New York.

Publicity bureau deserves commendation for exploitation of annual Kiddies' Day on September 2, sponsored by The Portland Press Herald and Express. Old Orchard News is crusading for more taxis, but it is also editorializing for a ban on shorts and bathing suit promenading on streets.

EAST LIVERPOOL, O.—As a final gesture in successful river excursion season, D. W. Wisherd, resident agent of Streckfus Steamers, Inc., arranged two carnival nights on board the big sidewheel steamer St. Paul to close what is declared the most successful summer season for the boat, which carried thousands to upper Ohio Valley amusement parks and on nightly excursions.

Jack Johnson took a night off from Wagner's emporium last Monday to ogle the Louis-Farr fight. Seemed to think the decision should have been a draw, to say the least. Fascination games are remaining dark (some of them) until 5 p.m. and are not enjoying especially good biz even in the evenings. Could this be the beginning of a trend of lack of interest in the games that have dominated these parts of late?

Slump in Game Business

As previously announced in this column, the island will remain open another week for visiting delegates of the American Legion, convening in New York City. Some of the boys are counting on that week as a little additional help, but most of them have serious doubts regarding the potentialities. Luna Park will not be open, Manager Charlie Miller says, because it seems most improbable that Legionnaires will come to Coney in throngs large and prosperous enough to justify the necessary nut for the park that week.

Steeplechase, on the other hand, is planning to remain open, altho the Onondatas have not come to a definite decision as yet.

Salih Off Summer Shows

Sam Wagner, operator of the Island's No. 1 side show, is another who will not bother with the additional week. He'll close down immediately following Mardi Gras and head for Mineola, L. I., and other near-by fairs. Sam usually tapers off his season with a couple of fair dates and sometimes they prove very profitable little ventures. He won't reveal his plans for the winter, but we understand

he has several things on the fire. Doc C. W. Foster, who has been inside lecturer for Sam this year, took over the blowoff in the same establishment when Doc Scuyler left for Philadelphia and his musee last week. Foster, too, has not made final arrangements for this winter's activity.

Namy Salih, veteran museum and sideshow operator, who had a show on the Rockaways this summer, was a visitor on Sunday and announced that henceforth he's going to spend his summers like lots of other people do—vacationing. Profits derived from warm-month shows are not worth the worry and trouble, Salih says, and from now on his Newark musee will be his sole enterprise. Understand, incidentally, that he plans to introduce a couple of clever innovations this winter.

Slump in Game Business

Jack Johnson took a night off from Wagner's emporium last Monday to ogle the Louis-Farr fight. Seemed to think the decision should have been a draw, to say the least. Fascination games are remaining dark (some of them) until 5 p.m. and are not enjoying especially good biz even in the evenings. Could this be the beginning of a trend of lack of interest in the games that have dominated these parts of late?

Over in Steeplechase Sandy Schell continues to pack 'em in on the dance floor. He's a likable guy, Sandy—one you like to see succeed. And Frank Prevost, clown with the million-dollar smile, is "going to town" these days with his Hamid-booked circus at the 'Chase. Frank's a hard worker and has the remarkable ability of masterfully minding his own business. Give him the show and Frank will put it over. Fred Pelot, male member of the Pelot and Wilson comedy turn, had a grand time reminiscing with his old friend and former partner, Charlie Lomas. This is Fred's sixth consecutive year at Steeplechase and his 6½-week run is the longest single engagement he ever played here.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

"JUST returned from a 7,600-mile motor trip in the West, taking in Yellowstone and Glacier National Parks," writes Cecil Milam, of Milam rinks in Ohio, West Virginia and Pennsylvania. "Visited many roller rinks and found most of them doing good business. Also paid a visit to the Chicago Skate Company on my return. I pulled a modern house trailer, and it is the only way to travel. The wife and daughter, Colleen, accompanied me on the entire trip. We will leave for the American Legion national convention in New York City about September 17. Will again take the trailer with me. Fairgrounds Roller Rink, Wheeling, W. Va., which has been closed for several weeks, will open the sixth season on September 14. It is the largest rink in that part of the country and has a new coat of paint. All equipment will be put in A-1 shape; the maple floor laid last year will be resurfaced. Roses will be given to the ladies on opening night as they leave the rink. My rink in Cadiz, O., will open about October 1 with new paint and will be in charge of Archie Feesser, now operating for me in Forest Park, Hanover, Pa., closing about the third week in September. Both rinks will have new music systems. Thirty-five skaters from Wheeling (W. Va.) Rink paid a recent visit to Winland Auditorium Rink, East Liverpool, O., later visiting Lexington Rink in Pittsburgh. Both rinks were having nice business despite hot weather."

SKATING CARTERS report they are playing George A. Hamid-booked fairs in Virginia.

WEST VIEW PARK, Pittsburgh, will change its outdoor ballroom into an indoor roller rink on September 11, said Manager Charles Beares.

LAND O' DANCE Rink, Canton, O., only one there, scheduled to open the fall season on September 10, will boost admission prices, men to pay 40 cents and women 30 cents. Last season admission was 30 and 25 cents. Rink has been renovated, with new appointments and refinished floor, said Russ Golden, managing director.

MOKEY DEE is presenting dances on roller skates at Ray's Dude Ranch, Pennsauken, N. J.

JOSEPH BARNES plans to keep his rink open during September in Casino Arcade, Wildwood, N. J. Season generally closes there on Labor Day, but he anticipates keeping up interest stimulated by a series of special exhibitions and match races.

"I VISITED Harold Keetle's rink in Cedar Point, O., and saw what I believe to be the largest indoor rink not only of America but of England and France, as I visited number of rinks abroad during my war service," writes C. J. Melody, Detroit, former operator and president of the National Skating Association. "The Cedar Point rink, I was informed by Mr. Keetle, is a very capable manager, has about 45,000 square feet. Old Wayne Gardens Rink, Detroit, was

one of the largest in the Middle West, having 27,000, and Palace Gardens Rink had 20,000 without any posts. In past good years it was common to see 2,000 people on a Sunday night in Palace Gardens. In years following the war, when young men flocked to Detroit to work in auto plants, prices were 60 cents for men and 50 cents for women, including admission and skates. I am confident another large rink in Detroit would do good business, but, from what information I have gathered, suitable buildings are scarce."

LEO MATHIAS, Akron, operating roller rinks in Eastern Ohio, accompanied by Russ Golden, his managing director at several rinks, on a trip to Chicago last week purchased 800 pairs of new skates to be used in rinks in Canton, O., and other cities. Later they expect to replace equipment in the Akron rink.

AT LONE TREE Skating Club's party in 202d Armory Rink, Chicago, on August 23, reports Joe Laurey, there were skating acts, half-mile ladies' races, one-mile amateur race, prize drawings and a two-mile pro team race between Victor Frasch and Boots Larson versus Vi Swanson and Joe Laurey. It was a battle all the way, Swanson and Laurey winning by 20 feet. George Wolfe is president of Lone Tree Skating Club.

Skaters Out of the West

By E. M. MOOR

Patrons of Ben Morey's Riverview Beach Rink, Pennsville, N. J., received a pleasant surprise on the night of August 29 when T. L. Keller and family, Eugene, Ore., motored over to inspect the rink and meet Manager Morey and the writer. First the large crowd of skaters was thrilled when 16-month-old Laurita Stover, whose picture appeared in a recent issue of *The Billboard*, skated onto the floor; accompanied by her mother, Mrs. Erma Keller. This child, who as yet cannot talk, skates, and I don't mean maybe, starting at the age of 11½ months, and if nothing happens bids fair to become one of the world's greatest skaters.

Later in the evening Mrs. Erma Keller and her sister, Mrs. Oral Keller, treated the crowd to one of the finest exhibitions of figure skating it has ever been my pleasure to witness. They do the most difficult movements with the greatest ease and precision and were greeted with rounds of applause. These young ladies are out for Olympic honors and are strictly amateur. However, if they ever turn professional they should not want for engagements.

Having seen most of the professional skaters of the world, both ice and roller, since 1881, I have no hesitancy in saying they present the most artistic skating I have ever witnessed, and managers of rinks they visit on their trip should have no scruples in presenting them to patrons, who will be well rewarded by witnessing their performance. They skate in simple but tasty costumes and have winning personalities.

Mr. Keller, who operates a rink in Eugene, is seeking ideas for a new rink he is building and is strong for a solid organization of roller-rink owners and managers. He gave a short talk to the skaters and urged them to follow his daughters' example and go in for figure skating. The writer had never met any of the family but has been in correspondence with Mr. Keller and the young ladies for more than a year, advising them on many skating subjects, and now that a personal meeting has come about a lasting friendship has been accomplished.

They were accompanied to Pennsville by the veteran Fred (Bright Star) Murree and his wife, who entertained them in Red Lion, Pa. From Pennsville they left for Newark, N. J., to visit Vic Brown in Dreamland Park rink, and if time permits they will go to New York and also pay a visit to Earl Van Horn in Mineola, L. I.; then to Detroit, where they will attend opening of Fred Martin's Arena, Gardens Rink, and then to Cincinnati. Mr. Keller and family deserve the best of treatment from every rink manager visited, and those who are fortunate to have tiny Laurita Stover and the Keller sisters exhibit for them will never regret it and will witness a perfect exhibition of artistic skating.

WITH THE ZOOS

(Continued from page 47)

noted that people seldom stop to think of what harm a little piece of this or

that, taken from a hotel, restaurant or home table, may do to a very valuable animal or bird, to say nothing of what the loss of such a specimen may mean to the person who makes a livelihood by exhibiting it. Some people have a mistaken idea that such animals are being abused or made to work to support themselves as well as their owners. The majority of people appear to think that such animals or birds will thrive on all kinds of leftovers from the table and that, without their interest, such animals would starve to death. The fact is that owners of valuable animals or birds will sell their birthrights to keep their charges alive. All animal men know that wild life will thrive only on certain foods. Altho signs are up on cages, reading 'Please Do Not Feed,' the public appears to think it very intelligent to say to friends, 'I went to the circus (or the zoo) and I had a wonderful time feeding the animals.' How true it is that 'Where ignorance is bliss, 'twere folly to be wise!' How much trouble can be caused by having animals become ill or die because of some innocent-looking morsel of food some 'kind-hearted' person has thrown into a cage! I can cite case after case where leading zoos in the country have lost valuable specimens thru the feeding of injurious food."

Filipino Marimba Band. Vaude bill was to be headed by Challenger Tommy Farr. Million-Dollar Pier announced three name bands, three name acts, a personal appearance and a premiere. Ramon Navarro, film star, heads the flesh bill in the Hippodrome in connection with a world premiere of his latest film. Tom Howard and George Shelton are on the bill, with Eddie White as ensemble. Russ Morgan heads the orchestra setup in the ballroom, with Ferde Grofe and Jolly Calburn as other names, alternating with Eddie Morgan. There will also be Medina's Hawaiians and Boof's Filipino Band. Extra shows are planned tomorrow and Monday by all attractions of the pier, with extra dance sessions in the afternoon. Pier will open at 7 and go until 2:30 a.m.

Now on Winter Basis

Auditorium concentrated all efforts on its ice carnival to break some attendance records. All Boardwalk theaters will have midnight shows for three days, as will Joe Quittner's burlesque. Many concessioners will stay out the convention season. Steel Pier will run on schedule for remainder of the month. Million-Dollar Pier will go on winter schedule next week. Central Pier Flicker Frolics and Beechnut Circus will run after Labor Day.

ATLANTIC CITY

(Continued from page 47)

theatrical family this week, headed by Ted Lewis, Three Stooges, Carl McKay, Eddie Laughton and Irv Goodman, brother of Benny.

Tom Endicott, of Duke Ranch, is laid up with bad foot. Bess Ehrhardt, star of Auditorium Ice Follies, celebrated her 20th birthday anniversary on Sunday, cast giving her a surprise party on their hotel lawn. Tom Hussellton announced more "Atlantic City Goes to Town" ballyhoo trips in the fall. Mark Wilson has moved back to the big city for the fall opening. Herbert Copeland, of Warner Theater, is back on the job after a serious illness. Harvey Anderson, of Apollo Theater, has been keeping his golf practice up by daily visits to Million-Dollar Pier and Ernie Farnato's range. Phil Thompson, convention hall manager, has found a new way to talk face to face with over-six-foot Publicity Man Dodson. Phil gets to the top of the steps and talks down.

Harry Volk, publicity man for Steel Pier, is counting the days until he can take a deep breath again without getting behind in his work. President Frank P. Gravatt, of Steel Pier, will be one of the hosts at the beauty dinner in Traymore Hotel. Harry Wilkie, who has charge of sound in the outdoor circus on the pier, will be returned to the front in the fall. Great Siegfried, ski jumper, who broke an ankle while making a hop in the Ice Follies in the Auditorium early in the season, is back for the final week-end.

CEDAR POINT

(Continued from page 46) to-the-minute arcade and bowling alley, and sure gathers the pennies.

Side-show admission has been reduced from a dime to a nickel and reports good business, especially on Sundays. This show is now operated by Woods and Tracey.

Bill Sheppard has had capacity crowds on the Cyclone. Doc Fisher and brother, John, operators of the Bug and Joy Plane, have their rides in A-1 shape and from the satisfied expressions on the faces of their customers, they evidently give people their money's worth.

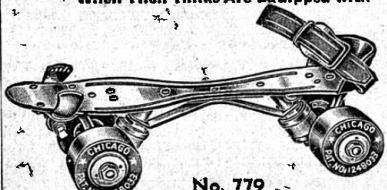
A. C. WELL SET

(Continued from page 46)

the wee hours, while dance bands, headed by Rudy Vallee and his Connecticut Yankees, will play until about 4 o'clock every morning. Exhibits will run all night, as will mechanical shows. Besides Vallee, President Frank P. Gravatt, of Steel Pier, announced these groups to play over Labor Day: Mal Hallett, Alex Bartha and his Steel Pier Orchestra, Joe Lombardi and orch., Jimmy Jones and his Minstrel Band, Royal Hawaiians, Henri Elkan concert ensemble and Steel Pier.

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Look Features B.&G. Midway

Press Agent Hale busy with new features—Iowa State midway gross way up

DES MOINE, Ia., Sept. 4.—Walter Hale, successor to late Kent Hosmer as publicity director for Beckmann & Gerety Shows, is making his first personal contacts with Iowa State Fair on midway and is well received. Mrs. Hale, who is visiting from her home in Portland, Ore., is "hostess" at publicity wagon a part of time and fills in her spare time selling tickets for the three Big Eli Wheels.

Altho the wheels of publicity for the midway have been well oiled with two large snakes arriving from South Africa for the Congo snake show and Paul Budd, an employee of the motordrome, who received five deep cuts on his legs from a performing lion in the show, Hale has been busier than ever this week on two new projects.

The employees of the midway have (See LOOK FEATURES on page 52)

Woman Wrestler and Manager Visit Cincy

CINCINNATI, Sept. 4.—Mildred Burke, rated as the world's champion woman wrestler, accompanied by her manager, visited here this week from Columbus, O., following a bout in that city.

It will be recalled by many in show business and especially the carnival field that Billy Wolfe is well known in the show and sporting world and was manager of the Athletic Arena on the L. J. Landes Shows seasons 1935 and 1936 and made a success of it from a showman's standpoint.

In his call at *The Billboard* office Wolfe, in speaking of the Landes Shows, said: "J. L. Landes is a fine carnival manager and the people around him, when we were over there, we found to be real showfolk. Mildred Burke was then with my athletic show and she, too, has many friends on the shows and is in accord with my opinion regarding the management and its people also.

After a short shopping and business tour in the city Wolfe and Burke left to play engagements in Canton and Springfield, O., and Charleston, W. Va.

Laws of Discrimination Grind Exceedingly Fine!

MADISON, Wis., Sept. 4.—An ordinance prohibiting carnival vehicles from using city streets to load and unload and requiring carnivals to secure a permit to pass thru the city was approved by the common council here August 27. Circuses were also included in the original draft of the measure but were later excluded on the grounds that they now pay a license.

Quimper Street Fair in France Has 50 Midway Attractions

PARIS, Aug. 30.—Full-month street fair at Quimper has 50 attractions, including big rides, animal, freak and illusion shows. Four weeks' carnival at Tours also has big midway, with attractions ranging from trained fleas to Auto Scooters. Small fairs are on at Dieppe, Blois and other towns.

Barkley Likens Motorcycles Unto Bucking Pinto Ponies!

SIOUX CITY, Ia., Sept. 4.—"Bob" Barkley, autodrome rider with Goodman Wonder Show, is guessing whether or not some motorcycles are not distantly related to the famous pinto ponies of the West. The cause for such cogitation is that one of Bob's machines staged a rodeo of its own recently. Bob did not qualify as saddle unseatable. In fact, the motor came out on top in the spill. Bob is now nursing various and sundry bruises liberally distributed over his anatomy. However, he is doing well and still with the show. Otherwise he is all right.



SHOWFOLK MARRY AT A PUBLIC WEDDING, TRUCK USED AS ALTAR AND MAYOR PERFORMS THE CEREMONY: Above photo was taken following the uniting of the couple on the showgrounds of the Spencer & Clark Exposition Shows at Louisville, Ky., Thursday, August 26. Left to right, Mayor E. C. Lair, Frank Knight, brother of the bride and best man; Maurice Kinsey, bridegroom; June Knight Kinsey, bride; Betty Gall, maid of honor, and Honey Bauman, latter, best known in the show world as "Jolly Ethel," acted as emcee and claims Louisville, Ky., as his home town. After the night performance the party went to Lemmon's Grove, Canton, O., for a feast at which Mayor Lair made a speech wishing the couple wedded bliss and a long life. The contracting parties have been on the show all season and received many presents from their fellow workers and friends in Louisville and Canton. Photo by Waltz, furnished by Mrs. C. D. Clark, secretary of the shows. Note the smiles on the faces and the interested spectators down front.

Roth Stages SLA Show at Goshen

Receipts from Blue Ribbon organization top 1936—event an unusual affair

CHICAGO, Sept. 4.—Mr. and Mrs. L. E. Roth and the boys and girls of the Blue Ribbon Shows staged a benefit for the SLA Cemetery Fund at Goshen, Ind., this week on Wednesday. Results exceeded those of the affair held by this organization in 1936 and resulted in a sum of \$275 for the League.

Active in arrangements and selling of tickets for the affair were Mr. and Mrs. Roth, Mike Rosen, John W. Galligan, Gene Padgett, Bert Melville, Max Brantman, Mrs. Mike Rosen, Morry Brod and all others connected with the various shows and concessions on the midway. Guests of honor, who also loaned real

co-operation to the affair, were John Abshire, ex-mayor of Goshen and president of the Elkhart County Fair; Wallace Manrow, secretary, and M. Willard, assistant secretary of the fair.

The performance included acts by Ross Lewis, Grimes Sisters and Ben Tahai Arah Troupe, thru courtesy of W. C. Senior, of the Gus Sun office; Sunshine in feats of magic; comedy act, strong man and wire acts, by Irene Jester and Fay Bishop; Jack Lukas and Ben Scrogan, in specialties, their baby carriage act bringing down the house. Others on the program were from the cast of the girl show, including Edna Ayes, Pearl Miller, Mickey Lucas, Mary Jane Carmene, Claire Terry and Babe Padgett. From the Minstrel Show, Inell Haus, Chicken Rucker, Kelly Porter, Ted Porter, Leroy Samuel, Lois Kane, Spermint Fetcit, Elizabeth West and Mary Paveila.

William Walper and Charles Lipsy handled the auction of beautiful prizes donated by Lou and Ned Torti. Charles Lipsy and William Schwartz put out a lot of paper for Lew Keller and Bill Paveila.

(See ROTH STAGES on page 52)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Beacon, Ore.

Week ended August 28, 1937, Dear Red Onion:

This week found Ballyhoo Bros. Shows on shores of Pacific Ocean and rugged rocky coast of Oregon. Sponsored for first time by combined auspices Salt Water Life Savers and Lighthouse Keepers of World. Committee was headed by that great retired showman, Frank Bligh, who has played to so many light houses in past he went on rocks and has been happy ever since.

Thing in show's favor was fact that lot was solid, no danger of wagons bogging down. Location was so solid, in fact, bosses sent dimensions of each tent to our special agent, who immediately rented a hydraulic drill and drilled holes to drop tent stakes in. Then he started blasting and hauling rock to fill in holes that had been made by nature centuries ago.

Train arrived early Monday morning and unloading was finished by 6 a.m. Everything was on location and setting up well under way by noon. Committee then informed bosses that due to our previous reputation in Oregon they had

decided to make event strictly stag. Also encouraging office by stating that there were 150 lighthouses to draw from within a radius of 10 miles and 500 more on entire Pacific Coast. Further agreeing to turn out rain, shine, cold or snow, all being accustomed to various elements.

Entire show was laid out along coast. A lighthouse was located every half mile and show was surrounded by exactly 15 of them, proving that our midway was over 8½ miles long. Pete Ballyhoo requested light keepers to turn them on as bright as possible, thus giving show largest and brightest light towers on any midway. Our auspices then went office one better by turning off lights in other towers to make ours outstanding. This threw mariners on Pacific on their own and also helped midway by several boats hitting rocks, our life savers going to their rescue, bringing more patrons on lot.

Show opened to a light crowd of 30,000 paid admissions. At a rough guess another 10,000 attended in bathing suits that had sneaked in via ocean route. Rest of week an estimated crowd of from 75,000 to 80,000 attended nightly. So

C.-W. Make Plan For Animal Show

John W. Wilson announces he will augment show end of midway in 1938

BEDFORD, Pa., Sept. 4.—John W. Wilson, general manager of the Cetlin-Wilson Shows, announced here yesterday a few of his pre-season plans for 1938.

"We are now dickering for a complete wild animal circus, to consist of at least five different animal acts, such as mixed groups, lion, tiger and trained elephant acts," said Wilson, and continued: "This show will be housed in a 100x50-foot top, using it as a back end feature to take the place of the Streets of Cairo, which proved a success so far this year."

This does not mean that the Streets of Cairo will be discontinued, but it will be simply moved away from the feature spot to a lesser location on the midway.

Much of the success of the Cetlin & Wilson Shows is attributed to the fact that Wilson realizes the value of a strong back end with shows of high (See C.-W. MAKE on page 52)

Western States Puts Show Over for HASC

KANSAS CITY, Mo., Sept. 4.—The Western States Shows gave a benefit performance for HASC at Pueblo, Colo., and raised \$201 for the Monument Fund. The show was put on by Benny Hyman and Clyde Davis, were ably assisted by Jack Ruback, who is president of the club and owner of the show.

The performance started at 12:30 and lasted until near morning. Over 300 attended and large tent had the aisles filled with fair officials, rodeo performers and carnival people. Benny Hyman sold tickets to the show women and Clyde Davis to the showmen, and White Reed sold to the ride men. The advance sale of tickets by these men helped to put the show over in fine style.

The show consisted of a regular musical review and specialty acts by all (See WESTERN STATES on page 52)

Kline Party Back From Alaska; Sees Cole Show

SALEM, Ore., Sept. 4.—Mrs. Abner K. (Virginia) Kline and her sister, Mrs. Viola Shaffer, together with the latter's son, Bruce, returned here from their Alaskan boat cruise in time to catch the afternoon show of Cole Bros.' Circus. Thru the courtesy of Jess Adkins they occupied some of the best seats in the house and enjoyed every minute of the show. Thomas Dawson, public relations man, was host thru the menagerie, horse tents and padroom and introduced the party to Mrs. Ken Maynard, who made all welcome and invited them back to meet Ken Maynard, the big drawing act. They also had a good visit with the Harry MacFarlands, who were on the Patterson-Gollmar Shows at one time.

"We had a grand trip on the boat," said Mrs. Kline. "There were 130 passengers and they played bingo every night in the lounge. I won five times out of the 20 games I played. The piano player gave out the cards and I wish you could have heard his explanation of the game to people who had never played. I have worked on bingo games and seen others, but his little talk with explanation was little short a masterpiece."

rushed were our gate ticket sellers that signs were placed on boxes reading "Do Not Disturb."

As a whole every attraction clicked. Wax show missed, due to savers and keepers being used to "stiffs" washed up on rocks. Our whale show was a dud, but our Mermaid attraction went big. Savers liked to hear of her being out of water. Saturday night before closing time show was again contracted for next season. We don't claim to be first show to go on rocks but first to book a return engagement. MAJOR PRIVILEGE.

P.S.: Do not print anything detrimental to Ballyhoo Bros. Shows. Whatever keepers write ignore same. Fifteen lighthouses that disappeared Saturday night are not on our train. M. P.

Porter's Exposition Opening Rained Out

LEESBURG, Va., Sept. 4.—Al Porter on his arrival here Wednesday stated to a *Billboard* reporter that the first fair of the season at Oxon Hill, Md., was a washout for the Atlantic Coastal Exposition, of which he is general manager.

In further elaborating on the engagement, Porter said: "Rained five days out of the six, but the show opened each night and did a little business. Saturday was fair, with an attendance of 1,800. Frank Pope with diggers and corn game got top money. E. Young's Merry-Go-Round and Big Eli Wheel did a nice business Saturday. The miniature train and pony track was under water for most of the week, but did business the last day, the only favorable one of the week. Mae Collier did her high dive and only lost one night, while Aerial West only performed her high pole escape act on Saturday. Leon Tuney got some money with his concessions and Joe Sherman had the girl show, but left to play dates in Pennsylvania. Lester Patterson is assistant manager and held down the show while the general manager was away booking."

Porter further said: "Leesburg is a still date and started out all right as this is the first carnival in the town in two years."

American Carnivals Association, Inc.

By MAX COHEN

CLEVELAND, O., Sept. 4.—This is being written while writer is away from Rochester, N. Y., on usual summer vacation, and consequently will have to confine remarks to mail forwarded to date.

We learn that a representative of Heller's Acme Shows, a member of the association, was a visitor at the ACA offices in Rochester during the past week, with reference to the public liability insurance plan recently submitted to our membership.

Despite our absence, the ACA visitation program is going ahead thru help of our associate counsel. From Associate Counsel Richard S. Kaplan, of Gary, Ind., we have a fine report of a visit to Johnny J. Jones Exposition, an ACA member show, at La Porte, Ind., August 25.

While here for a few days plan to visit Great Lakes Exposition and to renew acquaintance with many of individuals of our industry who are present in Cleveland.

Upon our return to the ACA offices next week we shall give our membership a more complete report of ACA activities.

Missouri Show Women's Club

ST. LOUIS, Sept. 4.—Activities have been slow at the clubrooms of the Missouri Show Women's Club this summer, principally because most of the members are on the road, and those who remain in the city have had various reasons for not doing much club work, the chief one being sickness.

Mrs. Clela Jacobson, secretary, was seriously ill in the hospital for some time but she is well now. Kathleen Riebe was also confined indoors for over six weeks with an attack of flu.

Mrs. Marietta Vaughan, founder and mother of the club, was a welcomed visitor. President Norma Lang reports wonderful progress from the membership committee. Mrs. Grace Goss, as usual, over the top with her applications for new members, as is Mrs. Virginia Laughlin. The sale of tickets on the quilt raffle to be held in the fall is going rapidly. Most of the books are already sold.

The stay-at-homes are beginning to plan the grand opening party of the fall season. Members have been grieved to learn of the death of so many good trouper this season.

FORT WORTH, Tex.—Mrs. Irene Pitzer, now with L. J. Heth Shows, is returning to New Orleans soon to work night clubs there. Billy Pitzer has girl show with Heth. Both Mr. and Mrs. Pitzer were at Nude Ranch at Fort Worth Frontier Centennial.

Heart of America Showmen's Club

Coates House Hotel



KANSAS CITY

MISSOURI

LOUISIANA

OKLAHOMA

TEXAS

WICHITA FALLS

TEXAS

OKLAHOMA

MISSOURI

KANSAS

LOUISIANA

TEXAS

OKLAHOMA

MISSOURI

WANTED!

Men To Cash In On These New Popcorn Machines

These thoroughly new up-to-date Popcorn Machines get all the noise and motion. They have immense big-capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacities: \$8.00 to \$18.00 per hour. Low down payments, easy terms.

Write for Catalog!
ADVANCE MFG. CO.
6322 St. Louis Ave.,
St. Louis, Mo.

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

You will find it always an asset, rather than a liability, to be a member of the Showmen's League of America.

SIDESHOW PEOPLE NOTICE

Can place good Still Acts. Mind Act to replace McHugh. Must be good. All big fairs. Rutland, Vt., next week; Brockton, Mass., following.

T. W. KELLY
Care WORLD OF MIRTH SHOWS.

Cunningham's Expo. Show

WANTS

Show and Concessions of every kind. Can use Second Man on Eli Wheel. West Alexander, Pa., September 16, 17, 18; Waynesburg, Pa., September 23, 24, 25. Write or wire McConnellville, O., September 8, 9, 10.

JACK (SPOT) GOLDIE

Would like to hear from experienced Coupon Agent for Count Store. Have 10 consecutive Fairs. This week, Dodge City, Kan., care of Western States Shows.

FOR SALE

Double Beauty Slide. Record two season success. See it on midway. Great Lakes Exposition before September 20. JOHN BON-SLIMAN, 7512 Sagamore Ave., Cleveland, O. Endicott 4637.

LARGE & LANE SHOWS

WANT

Legitimate Concessions of all kinds. Shows with own outfit. Walnut Grove, Miss., Fair this week; Collins Fair, 13 to 18; 10 more fairs to follow. All address **LARGE & LANE SHOWS**.

W. E. WEST MOTORIZED SHOW

Can place Capable People in all lines. Athletic Show, Elephant, Side Show People, Agents that work with coupons. Have tons and banners for Grind Shows that is worth while. Stillwater, Okla., Fair this week; other Fairs and long season to follow.

WANTED

For Circuit of Central South Texas Fairs. Shows of all kinds. Prefer those with own outfit and transportation. Would like to book one Kiddie Ride (except Auto) and one Flat Ride. Concessions that can work for stock only. Front, can for Monkey Show. Pay your wires TOMMY HUNTER, Jerry Blue Bonnet Shows, Irving, Tex., Sept. 8 to 11.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Sept. 4.—Just a month and we will convene with our regular meetings for the fall period. Each day's mail brings us pleasant reminders that the time is drawing nigh. These letters come in with checks and money orders for dues or applications and the 1937 Cemetery Fund Drive remittances.

Letter from Brother Max Goodman inclosed a ticket showing they will hold a Cemetery Fund show on Wednesday of this week, a very welcome message.

Letter from Brothers Dumas and Reid, of the Happyland Shows, with a very neat inclosure of invitation to their Cemetery Fund show and advises that they will hold same in September 14 at Saginaw, Mich. Vice-President Frank P. Duffield, Past President Sam J. Levy and William F. Jahnke, manager of the Saginaw Fair, will be guests of honor.

John M. Sheesley, of the Sheesley Midway, writes that we will soon be hearing from him with applications and news of his Cemetery Fund show. These messages assure a fine lot of encouragement.

Benefit shows to be held next week include Royal American Shows, at Minneapolis; Hennies Bros' Shows, at Detroit; Rubin & Cherry Shows, at Buffalo; Blue Ribbon Shows, at Goshen, Ind., and L. J. Heth Shows, at Princeton, Ind.

Applications received during the week are for George Goffas, George F. Whitehead, Al Wallace, Clarence St. Germain and Richard E. Tolman, credited to Morris Lipsky, Jack Lydick, Frank Zambrano, Joe R. Hoefle, Frank J. Kennedy and John O. Frisco, credited to Frank D. Shean; Joseph Tannous and Ozy Breger, credited to Fred W. Sims; H. N. Reeves and Lew Gordon, credited to Hennies Bros' Shows. Harry Ross sent in another lot, which includes James Lewis, Louis J. Margolies, William J. Stephens, Duncan R. McKenzie, George H. Brown and Milton Cohen.

Dues sent in during the week are from Teddy Webb, Alex Wilson, R. E. Marietta, Pinkey Blitz, George Atkin, O. C. Buck, Jack V. Lyles, George H. Fowler and William Young.

Cemetery Fund moneys received from Fred N. Garneau, Teddy Webb, The Billboard, Kerr Tent Company, John Wenderer, Lee A. Sullivan and A. R. Hodge.

Treasurer A. L. Rossman writes from Cleveland Great Lakes Exposition, where he is interested in several concessions, that he is of the firm opinion that were it not for the frightful and consistently inclement weather and the many labor strikes in Ohio and neighboring States that this exposition could easily be classed as the best second year or repeater in exposition history.

Almost forgot to mention that our good Brother Col. F. J. Owens passed another milestone in life's journey on the 27th of August.

Brother Denny Howard dropped in for a call as he came thru on his way to Detroit. Pinkey Blitz arrived in Chicago for medical attention. Card from Brother H. F. Thode advises he is enjoying the beauty of our Western country.

Secretary Streibich had the pleasure of a combined business and pleasure trip with Beckmann & Gerety at Des Moines. Started the day by waking Larry Hogan up for a real early breakfast (at Larry's expense). Hobnobbed with boys on the show during the day and enjoyed the hospitality of that genial Press Agent Walter Hale at dinner.

Brother Fred Garneau writes for applications. Looks like this will be some more co-operation. Past President Sam J. Levy says that altho he has not been giving much publicity to the Silver Anniversary Banquet and Ball, that that is no sign he has not been working on it. Sam is planning a real affair and one that will be well worthy of the celebration of our 25th year. Just leave it to Sam, as President McCaffery says, and you will have a real affair.

Secretary Joe and Mrs. Streibich are expecting to attend the benefit show to be given by Hennies Bros. at Detroit on the 9th.

Eddie Mahoney, of the Beckmann & Gerety Shows, is still confined to the hospital. Felix Charneski and Sam Feinberg say they may be Chicagoans at close of the season.

Callers at the rooms included Dave Robbins, Irving Malitz, Larry O'Keefe, Denny Howard, Harry Coddington, Wil-

liam Young, H. Neitlich, John Lempart and Charles H. Hall.

Welcome letters received during the week from Morris Lipsky, Frank D. Shean, A. L. Rossman, Fitzie Brown, John F. Reid, Lou Leonard, Fred N. Garneau, Charles A. Doak and Fred W. Sims.

Boys, it's September. Our fiscal year started on the first. Perhaps you forgot to send your dues. Why not attend to it at once? It's a good time to do it when you have it coming in.

Ladies' Auxiliary

In another month regular meetings will resume and ladies are planning a fall and winter season of interesting activities.

President Frances Keller is enjoying a vacation, visiting relatives in Philadelphia. She motored east with Mrs. Charles Scully, who continued to New York.

Ide Chase rushed via air transport to be at the beside of her brother, who is seriously ill in St. Paul. Late reports advise that he has since died. She will remain for the funeral.

Mrs. Frank D. Shean sends in the application of Peg Willin Humphrey, assistant to Lincoln J. Dickey, of the Great Lakes Exposition, Cleveland. Peg will be active in affairs of the big Cemetery Fund benefit to be held for the SLA at Cleveland on September 17.

Mrs. Bob Brumleve returned from Louisville after attending to arrangements for the burial of her late husband.

Mrs. Ed Hill left the hospital and is now at home recuperating from the results of her recent painful accident.

Mr. and Mrs. J. L. Streibich plan being in Detroit for the big Cemetery Fund benefit to be held by Hennies Bros. Shows on September 9.

Philadelphia

PHILADELPHIA, Sept. 4.—Weather got back to normal this week, consequently outdoor showmen are getting their share of business.

Sam Tassell is operating a number of units in the city and neighboring communities and reports a very good season.

Al Fisher and family returned to the city and he will again resume his old business connections here.

Jere Shaw unit is still operating in the neighboring towns. Reports season has just been fair to date.

Exhibit Producing Company, of which Johnny Keeler is manager, has had some very good spots.

George E. Roberts has been filling some out-of-town engagements for various organizations and parks.

Arena Shows Fail To Score at East Liverpool

EAST LIVERPOOL, O., Sept. 4.—A week here, only engagement outside its native Keystone State, Arena Shows experienced fair business under auspices of Street Car and Bus Employees' Association. Show was second in this season, but fact that lot was far removed from downtown probably was chief reason for lack of patronage. A little business came from transients traversing main highway adjacent to lot. Despite fact that Eastern and Western Ohio fair season is nearing its peak, most of shows with Arena organization are remaining on for windup.

LOOK FEATURES

(Continued from page 50)
been doing double duty as models for a series of pictures to be used in the magazine Look, published in Des Moines by the Cowles brothers, who also publish The Des Moines Register and Tribune and who operate a string of radio stations in Iowa.

There will be from six to 15 pictures of carnival life used in each issue for six issues of the publication, which is said to have a news-stand circulation of a million and a half.

Also Hale has been supervising the making of six electrical transcriptions to be used by the Beckmann & Gerety Shows in 15-minute radio programs. Four of the transcriptions are slated to be used four days in advance of the show's opening, and two will be used during the run of the shows on busy days when performers find it difficult to reach the radio studios for the usual programs being used by the shows.

All rides and shows have averaged a 25 per cent gain to September over the

same period here last year. Evelyn Frechette's "Crime Does Not Pay," showing of wax figures of nationally known criminals, is one of the outstanding draws. An attractive young lady, she answers questions frankly and with dignity and poise.

Other shows that have been doing good business include the Gay Paree show, featuring Nancy Miller's fan dance, and the Congo snake show.

WESTERN STATES

(Continued from page 50)

on the carnival. A hula dance was put on by Benny Hyman, Sam Lasky, Mickey Goldberg and Ben Bernie. They came out dressed for the occasion, smoking large black cigars, and the act was quite a hit. Tom Sweeney, a life member of the club, put on a Shirley Temple song and dance act, The Good Ship Lollipop, which went over in a big way. There were many other acts which merited attention.

After the show "Kangaroo Court" was held with Jack Ruback acting as "Judge," and he hung fines on everyone who came before him, especially those who have been beating him in card games. A. R. Wright was fined for an old offense of beating him playing coon-can three weeks ago at Cody, Wyo. The "Judge" was impeached and immediately fined \$10. During the "Kangaroo Court" refreshments were served and everyone had a good time and pronounced the show a success artistically and financially.

C.W. MAKE

(Continued from page 50)

entertainment value. These types of shows not only are good for the box office, but also are good from an advertising and press-material standpoint. This was proved to him during the days of his association with Samuel W. Gumpertz at Coney Island.

Another drastic change for the still-date season will be the replacing of the out-dated ticket selling to a turnstile and check system on the front gate. Reported by L. C. Miller.

ROTH STAGES

(Continued from page 50)

Carsky, of the Casey Concession Company, and proceeded with the candy pitch. Both auction and pitch showing good results.

"Kangaroo Court" was presided over by John Abshire, as judge; Bert Melville, as prosecuting attorney; William Walper, as defense; Mike Rosen dug up the charges; John Galligan, as clerk; Morry Brod and Sammy Stein, as clerks.

Gene Padgett emceed the whole affair and made a real job. Responses to introductions were made by L. E. Roth, Mike Rosen, Gene Padgett, John Galligan and Joe Streibich.

The affair was handled in real showmanlike style and with 100 per cent response. President J. C. McCaffery is highly pleased with this fine co-operation.

Those in attendance included Tex Clark and family, Whitley and Hazel Harris, Bob Printy, Royal Rollers; Al Grant, of Casey Candy Company; Mr. and Mrs. Morry Brod, Mr. and Mrs. Mike Rosen, John and Ann Galligan, Mr. and Mrs. Cliff Bammel, Bert Melville, Percy Brown, Muscles Davloff, Speedy Dawson, Frankie King, Jim Dowd, Sailor Myers, J. Bumpus, Julius Wagner, Joe Lamont, Mr. and Mrs. L. E. Roth; Wallace Marlow, who made sizable donation to the cause; John Abshire and family, J. Frank King, Mrs. Henderson, Whitley Engel, Dee Clark, Bob Morris, A. Catlin, Vince Hubbard, Mr. and Mrs. A. Anderson, Mr. and Mrs. Bill Johnson, Loretta Rosen, Blakie Wilson, William Calhoun, Mr. and Mrs. N. Messara, M. Clifton, Ethel Pate, Jack and Hazel Hall, J. Reid, Chief Long Wolf, M. Mossman, Fred Lewis, Mr. and Mrs. Don Bishop, F. Emileiser, Mr. and Mrs. Al Stein, Max Brantman, George Conley, Billie Davis, Betty Robinson, Bill Prentice, L. Allison, Carl Dixon, Harry Rubin, Legs Williams; Chief Billy Cax, of local city police department; Mr. and Mrs. J. Lucas, Doc Wilkie, Jane Dawson, Betty Jackson, Sam Stein, Mr. and Mrs. Al Laird, Mr. and Mrs. Pope Hudgins and O. E. Eddy.

Manager Roth closed the affair with a sincere expression of appreciation to each and every one and assured all that he was doubly pleased to have the fine co-operation of the local fair board on behalf of the League and the Blue Ribbon Shows.

Great Lakes Exposition Midway

CLEVELAND, Sept. 4.—Al Shriner, who talks for Hargrave & Reicher's *The Drunkard*, and Laura Mann, who is cashier in Bob Miller's Octopus, were married this week in a cellophane wedding at Geauga Lake. The bride was dressed in white cellophane. The groom wore tails and hat of cellophane. There was a suitable reward offered and the two will wed again under the bays of the church to make it all hokee-doekey.

When Morris Zaldins ceased his connections with exposition last Friday Administration Building went to town for him. Associate Director Almon R. Shaffer threw a party for him at the Pioneer Palace, with Ace Hoffman acting as chef. Present were Helen Blanton, private secretary to Shaffer; Gertrude Rose, private secretary to Frank D. Shean; Claire Burger; Florence Horrigan; Sammy Brin, in charge of admissions; Marvin Hahn; L. W. Chapman, radio; John H. Gourley, who presides over the destinies of the Streets of the World; Bert Todd, Zaldins' assistant; Doc Shean, associate director of concessions and amusements, and Charles Oswald. Doc presented Morris with a Negro baby doll, which brought reminiscences of various situations in ticket affairs, and Shaffer conferred upon him a bronze medal for distinguished service. Mrs. A. R. Shaffer returned from a visit recuperating from the illness which confined her for several weeks in Hotel Statler.

Probably one of the most efficient organizations in the show field is to be found in Frank Duffield's gang, who handle the fireworks display at the Great Lakes Exposition. J. O. Frisco is the big boy in charge. Under his direction are John Daly, George Kay, George Linner, Gus Santagala, Jimmy Marchette, Don Chester, Edward Koucky and Ralph Lind.

General exodus marked the week. . . . Associate Director Peg Willin Humphrey left for Toronto to look over the exhibition. . . . Publicity Director Rodney Sutton went on to Toronto later in the week. . . . Associate Director Almon R. Shaffer and Earle Brown, of the Florida Exhibit, went to Columbus to participate in the celebration of Governor's Day as guests of Governor Davey. They took with them plenty of entertainment from the Florida Exhibit. . . . Bert Todd, who has been assisting Morris Zaldins with concession credentials, has taken over the job with Morrie's departure for Cincinnati to resume charge of his burlesque theater. . . . Pauline S. Skidmore, who did Gibson Girl in *Gay '90s* sequence of Billy Rose's Aquacade Show, has quit the cast. She's partner of Walter Hully, booking agent.

Vaudeville on International Circus in Streets of the World offers Frank Danek, xylophone; Paul and Viola, adagio team; Benito Chavez, magician, who swallows an egg without breaking it; Wally and Francis, eccentric dancing and comedy, and Baron and Baroness, comedy juggling act. . . . Ray Shole, auditor of

concessions, stopped before the Fountain of Youth to be addressed by a purserette as "Little Boy"! Great was her consternation when she discovered "Little Boy" was her boss. . . . Mrs. Marie Price and her children, Janice and George, are visiting Frank Price, who handles the Art Luthi advertising. She is the widow of Frank's brother, killed in Detroit recently in an automobile accident. . . . Betty Lippa, of the Fountain of Youth, has departed for Hollywood with a six months' contract in her hand. . . . Paul Trexler, who handles the palmistry spots on the exposition grounds, is returning from Columbus on Sunday. During his absence, Mrs. Trexler has carried on the work. . . . Madam Rose, who reads in Trexler's location at end of Streets of the World, has assembled a generous volume of original poems which she will put between covers soon. Many of them rank high in versification and sentiment.

Bill Hayes, who handles press credentials, came into his own this week when Hargrave & Reicher's *The Drunkard* was plastered with announcements featuring "The One and Only Bill Hayes." Bill stooges with interruptions for the performance and has become accepted as a regular member of the cast. . . . Hughie Mack, talker at the Streets of the World, and Capt. Ralph Zuboff, of Byrd's Ship, broadcast over Columbia network last Saturday. The captain added an original note by introducing Suzi, his trained penguin. . . . Eleanor Holm Jarrett has turned down a film offer from Republic to appear in a musical. This is the second movie proposition in two weeks, the last being Sol Lesser and "Tarzan." . . . Eleanor is wearing a knitted cap made for her by Polly Rose, sister of Billy. . . . Lee Blatner, of the French Winery, celebrated his 49th birthday this week. Interested spectator at Faith Bacon's orchid dance was Anny Ruth, who played Virgin Mary in Oberammergau Passion Play. She's on lecture tour. . . . Pierre Andre, of radio lanes, was a visitor en route to New York.

Betty Campion, who posed for exposition poster in 1936, is attending movie school in New York, having passed Paramount test. . . . Renee Havel, one of the Roxy Rockettes who danced at Paris Exposition, looked over exhibit coming in from Parma, where she's visiting parents. Ottile Liptak, comely waitress in the Streets of the World, spends her odd time teaching patrons the old-fashioned waltz. . . . Yeanne Ruth Kirkhope has become an announcer at Sherwin-Williams Radio-land. . . . Duke and Noble, comedy skaters with Winterland, raise sunflowers back of the tent. . . . Dr. Lincoln C. Dickey, son of general director, was held up on Carnegie avenue during the week and robbed of \$28. Two women clambered on running board as car stopped for light and took money with knife at his throat. . . . Glen Gray, Dick Stabile and Vincent Lopez are name bands for Aquacade before exposition ends. Mrs. Beatrice Dorsey, secretary to War Piper, who heads Crown of the Andes syndicate, took crew to Rainbow Hospital, surrounded by armed guard. Display of firearms interested kiddies more than did the jewels.

One of busiest on the grounds is Marvin Hahn, construction engineer of exposition, whose job of watching concessions is a 24-hour affair. . . . Mrs. Freida Wilson is here visiting husband, Cliff Wilson. She leaves Labor Day to rejoin the Royal American Shows at Minneapolis. . . . Mary Bauer, niece of Mrs. Frances Shean, has ended her visit with her aunt and "Doc" and left for Chicago en route to her home in Minneapolis. . . . Eddie Fernandez, Hawaii amusement leader, was a visitor this week. . . . And Fred Pearce came on from Detroit to look things over.

PEARSON SHOWS WANT

Concessions and Shows, Corn Game booked. Other open. Don't want Girls on Athletic Stand. Mt. Pulaski, Ill., Merchants' Carnival, September 8 to 11; Greenville, Ill., Bond County Fair, September 14 to 18.

READING'S UNITED SHOWS

Must have Monkeydrome or Monkey Circus for Sparta, Tenn. Fair, also Fat or Snake Show at once. Photo Novelties and American Palmistry for fairs. G. B. Sherman wants Agents. Scottsville, Ky., Free Fair this week; three fairs next week. Sparta, Spencer, Santa Fe, Tenn.

125th ANNIVERSARY EXPOSITION OF CUYAHOGA FALLS, OHIO

Sponsored by Board of Trade and American Legion.

WEEK OF SEPTEMBER 27, ALONG THE MAIN STREET, CENTER OF TOWN.

WANTED—Shows of merit. No Girl Show. Legitimate Concessions of all kinds except Cook House, Bingo and Popcorn. Positively no racket or buy-backs of any kind. Write or wire

R. H. WADE ATTRACTIONS

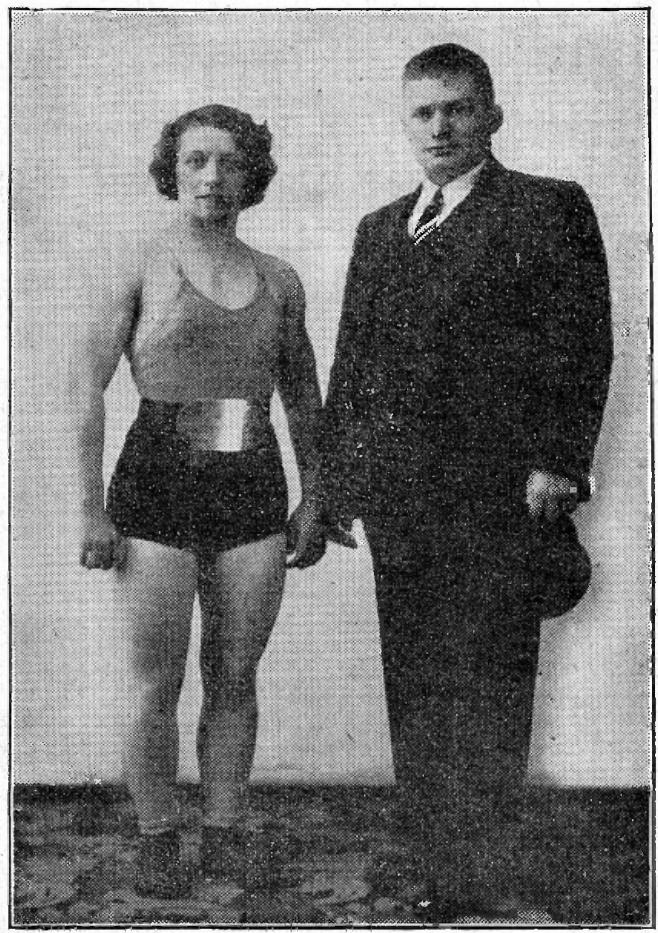
Columbus, O., week of September 8; Lisbon, O., week of September 13; Smithfield, O., week of September 20; then Ouyahoga Falls, O. R. H. WADE.

O. C. BUCK EXPOSITIONS, INC., WANTS

RIDE HELP ON 10 MAJOR RIDES, TO JOIN MEBANE, N. C., SEPTEMBER 13.

CAN PLACE Merchandise Concessions of all kinds except Diggers and Corn Game. CAN USE one or two Grind Shows. Our Representative, R. F. McLENDON, will be on Grounds starting Thursday, September 9. All address Mebane, N. C.

O. C. BUCK EXPOSITIONS, INC.



**MILDRED BURKE, World's Champion Lady Wrestler,
and Her Manager, BILLY WOLFE**

extend greetings and best wishes to their friends on
J. L. LANDES SHOWS

ORANGE STATE SHOWS WANT

FOR THE FOLLOWING LIST OF FAIRS:

AUSTELL, GA., Week of September 6. ELLIJAY, GA., October 12.

MONTICELLO, GA., Week September 13. GREENSBORO, GA., October 18.

ROOKEVILLE, GA., September 20. JACKSON, GA., October 25.

MANCHESTER, GA., September 27. PERRY, FLA., November 1.

BLUE RIDGE, GA., October 4. WITH OTHER FAIRS IN FLORIDA PENDING.

These are bona-fide Fairs and no cotton patches two miles out of town. We play in the heart of each town. CAN BOOK fairs and shows, one or two more per week. Concessions come on, but you must throw out stock. CAN FENCE shows, non-high-class. Free Acts. Long season and must join at once. CAN USE one or two Promoters that can stay sober. This Show is out all winter. Write or wire

LEO M. BISTANY, above Route.

P. S.—Have for sale complete Cook House. Can be seen in operation on the Show. Will sell cheap. Write LEE WARD.

WANT PEOPLE

For Athletic Show, Geek Show, Mickey Mouse, Girl Show. Johnnie Martin wants Girls. Want Acts for Side Show. Few Concessions open, also Spindle Man. Can place any Show that don't conflict. Texas' newest oil town, week September 6. Eastland, Tex., Fair, and all fairs to follow. Wire

YELLOWSTONE SHOWS, SUNRAY, TEXAS

CANADA -- SIMS GREATER SHOWS -- CANADA

Have for sale one Travers Mixup Ride, perfect condition, \$1,500.00; one Khaki Tent, size 20x60, perfect condition, \$200.00; one Khaki Tent, size 25x50, fair shape, good for one or two more seasons, \$50.00. The Ride and Tents can be seen at the following fairs:

Napanee, September 7-8-9 — Collingwood, September 13-14-15

Midland, September 16-17-18 — Stratford, September 20-21-22

KAUS UNITED SHOWS -- 2

WANT FOR WOODSTOCK, VA., FAIR AND BALANCE OF SEASON OF FAIRS:

Novelties, Arcade, Photo Gallery, Lead Gallery and Diggers, Palmistry and Legitimate Concessions of all kind. Pony Ride, U-Drive-It Cars, Ride-o and Caterpillar. Shows with or without outfit. Fun House, Working World, Monkey Circus, Drome of any worth-while Attraction with earning power. CAN USE a few more People for Side Show. We have a continuous Hunt Fair until the last week in November, probably until Xmas, with present dates pending. Address all communications to

W. C. KAUS, General Manager, Charlottesville, Va.; then Woodstock, Va.

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

J. J. Page Shows. Remember me to Claude R. Ellis."

MANAGERS OF ROGERS & POWELL SHOWS. Gentlemen: Show letters sent in for your shows signed "The Mascot" have no news value because they carry no authority over such a signature. Show letters should be written on a typewriter, double-spaced and signed by the one responsible for them.

MRS. C. D. CLARK, secretary Spencer & Clark Exposition Shows, letters from Martins Ferry, O.: "Show had a very nice week's business in Louisville, O., under the Volunteer Firemen's Association. Rain came near spoiling our public weding. Everyone had a big Saturday night and the concessions did well all week."

AT ANY RATE there are a flock of press agents in the carnival business who can be depended upon to give out the truth and nothing else regardless of the opinion some may have to the contrary. When Jack E. Dadswell has a news story he puts it on the wire and reports it in the order in which the news happened in real newspaper reporting style. This for Jack E.

TO CONTRIBUTORS: Letters and cards that cannot be read certainly have no chance to be considered for publication. Why blame The Billboard? It desires to serve.

W. M. (BILLY) GEAR, general agent Silver State Shows, letters A. C. Hartmann from El Paso, Tex.: "Signed contracts with Verne Newcombe, manager concession committee for Merchants' Harvest Fall Festival. All shows, rides and concessions will be located on streets. Also booked Levelland, Tex., Fair. Plenty hot here. Wonderful crops in all West Texas."

ENDA MCKINLEY, fat girl with Foley & Burk Shows, is a writer and types her own copy. She is said to weigh 694 pounds and that makes her the heaviest of all press agents. She is neither interested in walking or diets. Moral: When sending in newspaper clippings to The Billboard please give the name of the paper and the date the copy appeared and all will be well.

WILLIAM M. SUTHERLAND, press agent George T. Scott Greater Shows, letters from Union, Ore.: "On Saturday night, August 28, all employees on the show honored George T. Scott, owner, and Mrs. Scott, secretary, on the 27th anniversary of their marriage. Presents were presented and refreshments were served in the cookhouse."

C. S. REED, general agent Zimdars Greater Shows, letters from Memphis: "Closed contract for midway amusements for what I believe will be the biggest Armistice Day celebration and convention in Mississippi this year. American Legion and Chamber of Commerce are working together to make it a Trades Week. Program calls for big parades and other features."

R. C. McCARTER, general manager Modernistic Shows, letters from Quakertown, Pa.: "The affair in Middletown, Pa., would probably have never happened if the show did not have the kind of concessions that caused the trouble. This has convinced me that the racket does not pay in the long run. Thank The Mixer for the compliment paid us when he said 'Modernistic Shows is a good title after all!'"

WE WERE always told that attention to details made for the perfection of ideas as applied to fronts, shows and the general makeup of a show.—Soapy Glue.

WHILE PLAYING Tacoma Park, Dayton, Ky., last week Mr. and Mrs. J. Harry Six, owner-managers, and Edward Jessop, secretary, J. Harry Six Shows, visited The Billboard offices. During time in Cincinnati Six visited an eye specialist and trusts to get some relief from pain which is being caused by the condition of his eyes. J. Harry stated that his last dive was made in 1917, which is a bit of carnival history.

ROBERT OLSON letters from Rockford, Ill.: "Am of the old school in the amusement game. Been connected with such carnivals as Gaskill & Mundy, Ferari Bros. and World at Home. Last connection was with Harlem Amusement Park Rockford. Going to stage a comeback in 1938. Am talker, grinder, concession agent and all-round man in the amusement game. I believe that once a showman always a showman and that the show must go on."

A. R. (RUBE) WADLEY, press agent John R. Ward Shows, letters from Monticello, Ill.: "I write the best English I know how. Awful hot here and lot is not yet air-conditioned, nevertheless we do the best we can on the tick and tuck." Well, Rube, you are doing all right with your show letter copy. These letters should be always written in the order in which the events happen, and a show must necessarily be in a town before it can open there and play it.—The Mixer.

THOMAS F. REESE (Pop-Eye) letters from Fairbury, Ill.: "Joined J. T. Hutchens' Museum, now with Miller Amusements. Made over 400-mile jump. Manager Hutchens made it his business to see that the breakfast table was all set on my arrival. Have been with Peerless Exposition, Dodson's World's Fair, J. T. Edwards, Blue Ribbon and other shows too numerous to mention this season. Hutchens' will probably put out a store show at close of outdoor season in December."

E. B. KAW, general agent Model Shows: Your postcard dated Atlanta, Ga., August 26 and carrying Lexington, Ky., postmark of a later date and typed signature is of no value for publication in The Billboard. Send a card with your signature in ink and the news will be printed. In this connection also received a postcard dated Middleville, Ga., August 28, over 26

geles: "Funeral services for late Roy (Ossified) Bard were held here Monday, August 12, at funeral home of Utter-McKinley. Largely attended by showfolk. Rites were in charge of Pacific Coast Showmen's Association. Floral pieces were from PCSA, crew of the Marine Hippodrome, West Coast Shows and Mr. and Mrs. M. C. Hutton, of the Pacific Whaling Company. Pallbearers were Pat Armstrong, Jack Bigelow, W. S. Parker, Erwin Keller, U. G. (Doc) Harris and Dan Meggs. Interment in Showmen's Rest, Evergreen Cemetery. Doc Harris read the PCSA committal service."

Walter Hale Tells of General Agents, a Pork Chop and a Missing Tooth

BOB LOHMAR, the affable agent for Hennies Bros.' Shows, was the guest at Springfield, Ill., of the equally genial Larry Hogan, who represents Beckmann & Gerety Shows. And as Ruth Cohan, of Chicago, who represents Lloyds of London, was about the lot on an insurance errand, Hogan proposed a dinner at the circus-style cookhouse, which was eagerly accepted by Denny Howard and the writer, who led Cohan to the head of the table. Lohmar and Hogan gayly bantered back and forth as to the service and the entrees until, at last, Lohmar became very serious of mein. "You know, Miss Cohan," he said, "public liability insurance is a wonderful thing."

Just then he bit into one of steward John Staley's most succulent pork chops. He gulped and then came up grinning. A front tooth, an important part of a good \$65 plate, was missing.

Lohmar then slapped the table mightily, surveyed the scene in something akin to rage. "Pay me or I'll sue!" he cried.

Cohan comes from a family of quick thinkers. "If," she retorted, "you lost a tooth the same must be produced as evidence."

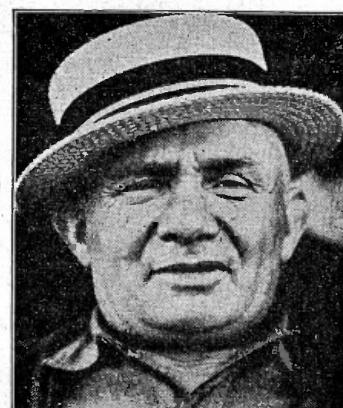
"Indeed," blustered Hogan, who is the proportionate counterpart of his colleague, "you'll have to prove that you had the tooth in the first place. I'm willing to swear it was gone when you came in here."

Lohmar smiled weakly. A blank expression flitted across his countenance. Then, with grace fitting the occasion, he admitted:

"I must have swallowed it!"

PROMISCUOUS PROMISERS! The world seems to be full of them. They are always going to do something or other for somebody but seldom do as they promise. Is the whole world going nuts or not?—Wadley Tif.

J. A. JACKSON, known to the show world as The Billboard Jackson, was a recent visitor to The Billboard offices. He had been to the Negro Elks' convention at Cleveland and the Masonic convention in Cincinnati and left for Atlanta to attend the National Business League. For many years he was the editor of Jackson's Page in The Billboard, a department devoted to the interest of the Negro actor and showfolk in general. He hails from New York and his business card now reads "Special Representative Standard Oil Company of New Jersey, Pennsylvania and Louisiana and the Beacon Oil Company, Inc." His connection keeps him on the go over a greater



SAMMY SMITH, veteran trainmaster of the largest midway organization on the North American Continent, is putting in his second season in that capacity with the Royal American Shows. Sammy is known wherever big railroad shows operate. According to the management, during his first season with the Sedmays and Velare brothers organization he established some enviable records for getting the trains in ahead of time and not in one instance was the RAS equipment late for an engagement, nor was an opening day lost as a result of show train movements. Smith was a pupil of the late Robert S. Birby, who was master mechanic and trainmaster for the late Johnny J. Jones for many long years of his active life in the carnival business. Photo taken at Cedar Rapids, Ia., by Jack E. Dadswell, staff man for RAS.

and carrying the signature "J. H. Ennis, president." This postal card also carries a Lexington, Ky., postmark. What is this all about and for why? Kindly reply.—The Mixer.

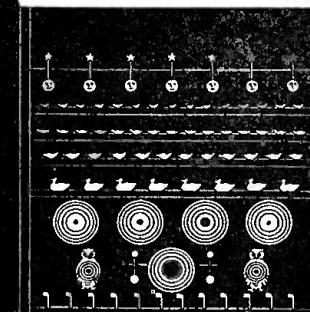
SEEMS LIKE a lot of carnivals are passing up bookings in Kentucky for some reason or other. Licenses have started to sing "My Old Kentucky Home" again, we think.—Soapy Glue.

TO REMEMBER the following sideshow and museum people: Arthur Hubbard, Bob Wallace, Capt. Frank Russell, Madam Rose Zindra, Harry Lewiston; Agnes, rubber skin girl; Zola, bearded woman; John Williams, crocodile man; Alonso, anatomical man; Alice, wonder girl; Charles Noller; Joe Grendol, sword swallow; Duckie-Wuckey, magician; Ross Lee, Halligan's mentalist; Ralph Posner, John Delement, Capt. Francous Russell, Jane Porter, Bobby Kork's sex family, Gene Porter, Mrs. Cliff Snow, Madam Garneau, George Bartow, Serina and Zipo and Fipo.

STEVE HENRY letters from Los An-

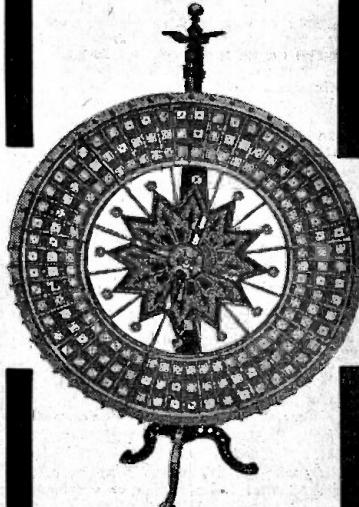
EVANS

MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.



SHOOTING GALLERIES

IMMEDIATE DELIVERY.
Complete line of Shooting Galleries Supplies for All Models.



EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS of All Kinds \$7.50 UP

FREE CATALOG

Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Equipment for Parks, Beach Hotels, Fairs, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Creepers, Drills, Stores, P. G. and Cases, Parts and Supplies—in fact, everything for the Midway. Write for prices. Illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

OCTOPUS

"World's Newest Ride Sensation."

Erected in 1 Hr., 29 Min., by Dyer's Shows, Lena, Ill.; "New OCTOPUS" Ride arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman Ellsworth McAttee and his crew started unloading, the ride was in operation.

SALEM, OREGON

ART LEWIS SHOWS, Inc.

CAN PLACE FOR BALANCE OF SEASON, WHICH INCLUDES A ROUTE OF SOUTHERN DATES, WITH A ROUTE OF BONA-FIDE FAIRS IN FLORIDA.

COOK HOUSE—First class only, that will cater to showfolks.

SHOWS—Especially interested in Monkey Circus, Life Show, Mickey Mouse, also any money-

getting Attraction that does not conflict.

CONCESSIONS—Legitimate Grind Stores; rates reasonable.

DANCERS—for both our Revues; salary paid by office.

All of the above join at South Park, Mo., Fair, or Topsfield, Mass., Exposition. Both dates Week September 13.

NOTICE—Pete Thompson no longer connected with this Show. Everybody wire or write.

ART LEWIS, Manager, Week September 5, Quebec City, Que.; then as per above route.

ART LEWIS, Manager, Week September 5, Quebec City, Que.; then as per above route.

part of the United States. He has a son that is a blackface comedian who is doing night work and has very high ambitions.

FLORENCE MEEKER letters from Washington, Ga.: "Visited Myrtle Beach, S. C. Was guest of Mrs. Bertha Melville. Frank Meeker had his band on the Tinsley Shows but joined the Modernistic Shows. After getting back from Japan I visited my mother in Detroit and then to Myrtle Beach, where they wanted me to do a free act. Back in Washington, Ga., where we owned a winter home for years. Son Frank, 8, was born here. Dr. O. S. Wood advised me to lay off for a while as blood in the brain, caused by the fall in Japan, has not been absorbed yet and focus of the eyes caused from pressure is not yet right. Never knew when I fell. Lost consciousness while working. Doctor claims it must have been vertigo. I keep in practice on the trapeze here. Who says I did not have a thrilling experience while in Japan at the exposition?"

C. B. RICE letters from Chicago: "Kindly send blanks for biographical data. Like late Walter F. Stanley I have neglected date of my life as a showman and your article in Midway Confab reminds me of this fact. Was surprised to read the death notice of Stanley and to learn that none of his friends had sent in his obituary notice. He was a past president of Heart of America Showmen's Club and also a life member. He was the founder of the Cemetery Plot. I personally knew him for 35 years. About that many years ago he and I were general agents for late H. (Tubby) Snyder Cosmopolitan Shows. Never knew him by any other name than Walter F. Stanley. No doubt someone of the Heart of America Showmen's Club could give more information of his recent activities." Moral:

GIRLS

CAN PLACE Girls doing Specialties, Strip Tease, Rumba, Fans. Salary \$25.00. Office Show. Ticket Seller, must join on wire, to open in Mebane, N. C., September 13. WANT Man and Wife to take charge Photo Gallery who can get money. Want to hear from Minstrel Show People or organized Show with Band. WANT Spanish Guitar Player that can lead, or Piano-Accordion. Address PETE THOMPSON, of Oscar Buck Show, Fonda, N. Y., September 5 to 11; Mebane, N. C., September 13-18.

W. S. CURL SHOWS WANT

Kiddie Ride and Loop-o-Plane with own transportation. Legitimate Concessions of all kinds. Good Free Act at once. Write W. S. Curl, Attention Manager, for details. We positively hold exclusive contracts for the following celebrations: New Carlisle, O., September 9-11; Lancaster Harvest Festival, September 13-18; St. Paul Corn Shuckin', September 19-20; Franklin, O., Mardi Gras, September 21-Oct. 2. They can't beat Want good Ball Game Agent. Jack Nelson, come on. All Ohio. Wire or come on. W. S. CURL SHOWS, New Carlisle, O.

ISLER SHOWS

WANTS man, Men-Go-Round, Loop-o-Plane, Octopus and Kiddie Rider Shows with or without outfit. Side Shows of all kinds. Concessions of all kinds except Blogs and Photo. WANT first-class Cook House. Minstrel Performers. Out until Christmas. Come on. Morehouse, Mo., Home Coming, September 8-11; Lutetown, Mo., Free Fair, September 13-18; Imboden, Ark., Free Fair, September 20-23.

SECOND-HAND SHOW PROPERTY. \$25.00 Portable Organ, 3 1/2 Octaves. Great Orchestra, \$100.00 5 Specimens of Men's Diseases (Wax, Glass Case, \$1.50 Each, New and Old). Stands in Art Work, Chinese Rishikha, Fine Condition. Sell or Rent Cheap. Full Giro Polar Bear. Sell or Rent Cheap. We Buy all Kinds of Rink Skates and Candy Floss Machines. WEIL'S CURIOSITY SHOP, 20 S. 2nd Street, Philadelphia, Pa.

It takes 30 TON PRESSURE



To emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy & proven, guaranteed product. (Folds 5 times faster.) Send 100 for sample Penny and facts to BLUE DOT STAMP CO., Established 1928, 124 E. Larned St., DETROIT, MI.

FROZEN MALTED FOR SALE

2 NO. 27 MILLS FREEZERS
20 Gallon Dispensing Cabinet — Used 3 Weeks.
Sacrifice to Quick Buyer — Loss \$500
BOX 811, care Billboard, 1884 Broadway, N. Y. O.

What are showmen's organizations for? — Red Onion.

BERT L. GOODMAN letters from Clarion, Pa.: "De Luxe Shows of America is one show that never lets its people get lonesome or homesick. There is a party of some kind going on among the help whether business is good or bad. One can never get the blues. Last week there was a marshmallow roast and it was like a happy family. All the folk sat around a big bonfire and sang old-time songs. The main event of the week was a wiener roast, with beer enough to keep the party going until near daylight. Those with talent entertained, danced or sang a song. This event took place on the fairgrounds after business hours. Next event will be a clam bake. Those attending the roast were Harry J. Finnegan, Joe Biletti, Bert Flannigan, John Biletti, Louis Simkins, Jimmy West, Herman Jacobson, Jimmy Morris, Bert Goodman, Jackie Chapman, Mrs. Harry Stevens, Rita Hasson and Betty King. Bert Goodman and Harry Finnegan are responsible for these events."

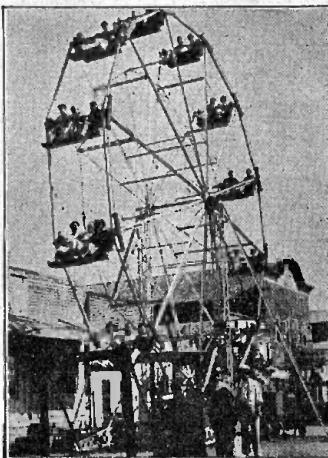
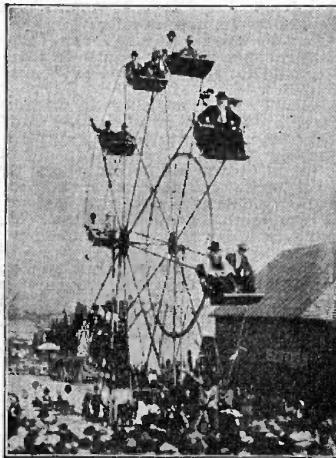
WHEN THE TITLE of a show is changed the letterhead should be changed along with it. Read this on a letterhead recently: "Constantly Improved! Always bigger and better!" Let's see what this show will be following Labor Day. That is the test day for a lot of carnivals.

BEVERLY WHITE SPEAKS: Albert Wright, son of Warren Wright, general agent for Goodman Wonder Show, is not one of those "let George do it" boys. He and his mother came on the show for a

Probable no outdoor amusement manager in the business, and this includes all ends of it, makes himself more popular and in a shorter space of time than Art Lewis. One mayor said, "To know him is to like him immediately." That kind of personality goes a long way in the carnival game. . . . Percy Morency and Mrs. Morency have hosts of friends in Montreal, of which city Percy is a native. The home town boy was interviewed by the leading morning daily, *L'Illustration*, when all sorts of nice things were said about him and his charming wife—and they were deserved, so all the showfolks say. . . . Another competent executive on the shows is William Gorman, assistant manager and director of concessions. Popular with the folk and really more important, popular with the powers that be wherever the show appears.

HARRY E. WILSON letters from Hughesville, Pa.: "Met Benny Weiss at the fair here. The fair, only four days, started on Wednesday and was not so good. It rained Thursday. Am leaving the Banty All-American Shows after the Shamokin, Pa., date to work on some of the fairs I have contracted. Must say that I put in four very pleasant months with the Bantys and hope to be with them again next year. Want to thank *The Billboard* for the nice manner in which it handled by show letters and other matters. Best regards to E. Walter Evans, A. C. Hartmann and Claude R. Ellis."

JACK DEVORE letters from Jackson, Miss.: "Down in 'Ole Mississippi' finishing up a line of fairs I have booked for



WHEELS THEN AND NOW, 1897 AND 1937. One on left is the first wheel to be operated at the Old Home-Coming Celebration, Lebanon, Kan., and on right is the last, a Big Eli Wheel No. 5, operated by W. E. West, of W. E. West Motorized Shows, who is shown on the right standing by the ticket box. Note the interested spectators and riders, locations on streets, the difference in mechanical construction and mentally that "Ferris" Wheels have retained their popularity for 40 years in this community as attested above.

Visit. In less than an hour on the lot Albert found something to do. He has been working at this, that and whatever else have you so that he is now looked upon as a material part of the operating staff of the show. In school time young Wright helps circulate newspapers in Salt Lake City. . . . Leonard Smith and wife, attaches, hope they some time may have a chance to celebrate their wedding anniversary. Their first anniversary found them troupeling from one town to another. Then fate decreed their second should roll around just when they were en route from Montana to Minnesota, a jump of more than 1,000 miles. . . . Mrs. Grant is the Dixie Exposition Shows, of which I have the honor of being general agent for this year. Looks like real prosperity down here, big cotton crop and everything looks rosy. Am assuming The Mixer is William Judkins Hewitt, the old Red Onion, but it has been so many years since meeting him would not expect him to remember the writer. However, it was many years ago on Nat Narder's Majestic Shows. Enjoy the column and he should not mind knockers, as most of us are strong for him."

DAVE CARROLL notes a few from Dodson's Shows: Vittorio Zaccini, "Human cannon ball," observing Fred Brick, of Four Sensational Jacks, perform his one-hand stand atop 125-foot rigging, remarked, "What a reckless man." . . . Veterans of Foreign Wars and American Legionnaires of Altoona, Pa., played host to members of Arthur E. Dodson American Legion Post No. 784 on two different nights when shows played there. . . . Ruby Dodson, daughter of C. Guy Dodson, thrilled when Carl B. Wall, *Buffalo Times* staff writer, snapped her picture on lot when show recently played Dunkirk, N. Y. It appeared with feature story "Under the Little Big Top" in *Buffalo Times* August 24. . . . Eugene Sherman, brother of Clarence Sherman, visited in Altoona, Pa. Had a fine time meeting and mixing with show troupers. . . . Charles Clark, bandmaster on shows, "the woman of the hour." . . . is also mall man and *The Billboard*

agent. He also has two pitch-till-you-win concessions on midway. . . . Bill Burton, foreman Twin Eli Wheels, has rearranged all lights. Has discarded colored bulbs for all strong white incandescents. . . . New performers recently signed by Manager Sol Speight of Southern Revelers, an all-colored musical comedy troupe. Eddie Taylor is talker on front. Show has been getting a good play all season and never fails to be one of three money shows on midway since tour opened at Savannah, Ga. Cast: Joseph Reynard, trumpet; Lawrence (Costella) Robinson, female impersonator; James Levy Wiley, chief cork; Louise Thomas, chorus girl; Essie Mae Johnson, chorus girl; J. D. Jones, trombone; Samuel (Happy Jack) Perkins, dancer; Gus Moore, comedian; John Jackson, trumpet; Catherine Foistian, dancer; Robert Gerrard, banjo; Freddie Frazier, pianist; Nathanial Gallman, drummer, and Phil Stanford Jr., saxophone and musical director.

DJOKJAKARTA, Java, Dutch East Indies—Larry Benner letters Charles Wirth: "Am still doing Punch and Judy, ventriloquism, music and magic with Tait Shows and doing good. Played in Manila, P. I.; Federated Malay States, Sumatra and two stands in Java. Have six more stands in Java and then we will play in Celebes and Borneo. Every stand has been a winner. Tait Show is a wonderful organization to be with. Have five very nice clean shows, a number of rides and concessions. Edwin Tait, manager, is a 100 per cent clean showman and a pleasant man in his capacity. There is a great difference in the climate between the United States and here in the tropics, but guess I will pull thru all right." Benner hails from Chicago and the map shows that he is quite a distance from home.

15 Years Ago

(From The Billboard Dated September 9, 1922)

Harry Witt's Shows, playing under the title, World Famous Attractions, opened a week's engagement in Buffalo under German Hospital auspices. . . . Fair secretaries, general agents, newspaper editors, chambers of commerce, boards of trade, and others voiced approval of *The Billboard's* campaign for cleaner and better shows. . . . John Lazla, general agent of the Mighty Doris Exposition Shows, was visiting in Chicago in the interest of that organization. . . . Miller's Midway Shows launched their fair and celebration season at LeRoy, Kan., to good returns. . . . Volume of business accorded Litts Amusement Company during the season was far from great, but the books balanced on the right side of the ledger.

De Kreko Bros.' Shows arrived in Cairo, Ill., for a week's stand after a disappointing engagement at the Vienna Fair.

. . . Despite the fact that the location was outside the city limits, Dykman & Joyce Shows' engagement at Flint, Mich., proved one of the most profitable of the season. . . . Officials of the World's Standard Shows announced that the organization would open its fair season Labor Day (and week) at Presque Isle, Me., with exhibitions and fairs in New Brunswick and Nova Scotia to follow. . . . World at Home Shows arrived in Ronceverte, W. Va., for a week's stand after a long run across the Old Dominion State. . . . Con T. Kennedy Shows scored one of the greatest successes of their long career at the Wisconsin State Fair, Milwaukee. Average daily attendance was 60,000.

After enjoying a good week at Montreal, Que., the big "goldenrod special" of the World of Mirth Shows pulled the first fair into Three Rivers and did a wonderful three-day business there. . . . J. F. Murphy Shows had just canceled their Greenbrier Valley Fair engagement at Ronceverte, W. Va., on account of the inability to get a railroad move over the Chesapeake & Ohio railroad. . . . Louis Grasser, Human Tangier owner with De Kreko Bros.' Shows, suffered a painful but not serious accident when he jumped off his bally onto a six-inch spike that penetrated clear thru his foot. Louis reported that hereafter he would either wear iron shoes or wouldn't jump.

Rubin & Cherry Exposition

Ionia, Mich. Free fair. Week ended August 22. Location, fairgrounds. Weather, rain three days. Business, good.

Fred Chapman, secretary, and Rose Sario, his assistant, are workers, judging by results at this fair. Lou Hoffman, contracting agent; Nat Worman, lot superintendent, and Charles Shepherd, squintorum manager, bought new cars here. Joey Hoffman, mall and *The Billboard* agent, leaves middle of September to attend a military school in Florida. Writer was entertained at Great Lakes Exposition, Cleveland, by Frank D. Shean and his staff. He also visited with Billy Rose, Rube Bernstein and Bill Oviatt.

FRANK J. LEE.

Yellowstone Shows

Green River, Wyo. Auspices, VFW. August 2-4. Weather, fair. Business, excellent.

Opening one of largest turnouts for Monday night of season. Committee, under Commander Harvey, co-operated in every way. All trucks are getting a general overhauling before trek to Texas, Master Mechanic Johnson in charge.

Hanna, Wyo. August 6-7. Auspices, American Legion. Weather, good. Business, very good.

Ride Superintendent Johnny Bridges had all rides up to open Friday noon. Show tore down Wednesday night in Green River and jumped 250 miles to Hanna for Friday and Saturday. Manager Neal congratulated for his foresight and acumen for playing these two small towns in one week to good business and advancing show 400 miles on its itinerary. Danny Starr's corn game did capacity business for two days. There were no hotel accommodations in Hanna, thus increasing trailer craze on the midway. Capt. W. O. Parent thrilled throngs nightly with his cannon act. Mr. and Mrs. Neal left on trip to Denver. Buddy Truby took over position, director of public relations.

Greeley, Colo. August 9-14. Location, Island Grove Park. Weather, hot. Auspices, American Legion. Business, bad.

Grassy lot with plenty of shade trees but no business. Manager Neal left on business to Texas and New Mexico. Mrs. May Starr entertained all ladies with a watermelon party Tuesday afternoon. Danny Starr added a string concession. Zeke Gleason left to make celebrations with his ball game and shooting gallery. Major Hoople joined to take over Funhouse. Raymond Slover, of cookhouse, is still frying them big. Al Voght, wife and daughter, doing business with pop corn and dart concessions. Buddy Truby entertaining nightly on grounds. Visitors: Max Lavine, Harry Rodgers and Mr. and Mrs. Zeigler.

Walsenburg, Colo. August 16-21. Railroad lot. Weather and business, good.

Show opened Tuesday night and midway was packed by 8 o'clock. All shows, rides and concessions opened to good business. Tom Tullos joined with two engagements. Danny Starr busily engaged entertaining friends and relatives. Johnny Martin joined to take over Streets of Cairo show. Manager Neal entertained Bob Harris, Buddy Truby and writer with a bridge session Monday night. Raymond Slover and Johnny Bridges holding up Izak Walton reputation with nice catches. Jack Dillon joined with radio show. Mrs. Buddy Truby and Mrs. Kerby have new ball games.

JACK WORTHAM.

Strates Shows

Cortland, N. Y. Fair. Week ended August 28. Weather, clear and rain. Business, very light.

Rain Thursday. Virtual cloud-burst flooded out near-by towns and for a while blocked all highways leading into city, thus spoiling fair on big day and for two remaining days cut down attendance to practically zero.

General Agent Billy Breese and Mrs. Breese departed on trip south. General Manager Jimmy Strates started a campaign to rebuild and repaint every show and ride. Secretary Florence Dickens has been ill with a severe cold, but completely recovered and is again in office wagon. During her illness office was in charge of Mrs. Gertrude Putnam. Max Gruber, of shows bearing his name, was a visitor Wednesday and held a business conference with Manager Strates. Fred Thomas and Jack Paige started to clean up and repair. Several barrels of Preserves have been ordered for their tops. Thomas has new set of banners for his Congress of Oddities. Coleman brothers, of shows bearing their name, were visitors Monday and several visits were ex-

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

changed between members of their shows playing Ithaca, N. Y., Fair and Strates Shows. Writer and Mrs. Voorheis entertained old friends, Sam and Sara Bertsch, of Williamsport, Pa.

BEN H. VOORHEIS.

Kaus United Shows

Davis, W. Va. (Unit No. 2). Week ended August 21. Auspices, Firemen's Home-Coming Celebration. Weather, rain Friday; nights cool. Business, fair.

Truck move from Elkins. Everything ready Monday. Unusual crowd out Sunday to watch show unload. Showgrounds in center of town under excellent committees that actually worked. Were strictly business and live wires. Spot heavily advertised and streets decorated. Parades daily. Friday electrical storm in afternoon. At 9 p.m. skies cleared up and few people on lot. Saturday attendance increased by drawing of Pontiac car. Cool nights affected show colony and several on sick list doctoring colds. Jerry Thorne installed huge amplifier on his side show. Serpentina's new front is blue and gold panel. Mrs. Ray McWethy

pillar topped rides. Mr. and Mrs. H. Blackburn, managers of Dixieland on Parade, are being visited by their daughter and grandchildren. Abner K. Kline, of Salem, Ore., also visitor. Much credit of success of Bolero Show, featuring Princess Juanita, is due its manager, R. H. Kelly.

C. R. NEWCOMB.

Regal United Amusement Co.

Oakland, Neb. Week ended August 26. Weather, warm. Business, fair.

Several new concessions were on fairgrounds. Mrs. Meadows made a trip to Omaha. Velma and Edwin Meadows left for a visit with relatives in Iowa, later they will go to their home in Beaumont, Tex., to attend school. Al and Ma Nation left show. Mr. and Mrs. Johnnie Pressler are making spots in Missouri with their photo gallery.

MRS. L. A. NEWLAND.

Wallace Bros.' Shows

Evansville, Ind. Week ended August 28. Auspices, Disabled Veterans. Location, Green River road. Weather, warm and clear. Business, profitable. Pay gate.

Last stand in Hoosier State. Total of 1,532 miles was recorded upon arrival here. Hustling committee under direction G. Marion Gabe, contributed greatly to placing this engagement on right side of ledger. Location short distance from Dade Park running races and several of personnel attended daily. Many of track attendees visited midway every night.

Manager E. E. Farrow out of town several days. Jack L. Oliver made trip to Paducah, Ky. Mrs. Dorothy Farrow preparing for trip to Gleason, Tenn., to visit her mother, who is slowly recovering



J. A. PEARL, The Billboard agent and mailman on the Johnny J. Jones Exposition. While the shows were in La Porte, Ind., he celebrated his 35th birthday on the fairgrounds and Starr DeBelle, the press agent, gave him "more mustard" for his "hot dog" as a present.

has four neat-looking attendants who continue getting results with bingo.

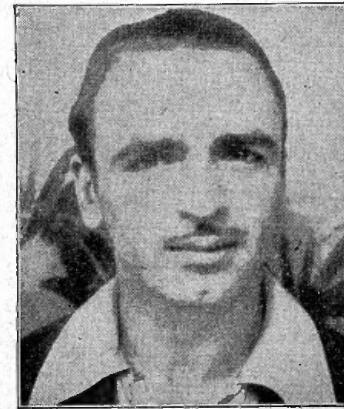
Mr. and Mrs. William C. Kaus were sorry to have Mrs. Michael Lucas, sister of Mrs. Kaus and daughter, Patricia, leave show after a stay of several weeks, taking their two children, Billy and Kathleen Kaus, with them to enroll for next term at school in Connecticut. Relatives of Kay and Jerry Thorne were guests over week-end, motoring from Connecticut. Pete Pullman and eating emporium newest arrival. Pullman himself official chef in charge. Wynne and Bob Howall, concessioners, joined at time when *The Billboard* copies were being distributed and were first in line for a copy. Tennessee Ramblers, stage unit at local theater, renewed acquaintances on midway.

BOBBY KORK.

Dee Lang Shows

New Ulm, Minn. August 19-22. Auspices, Brown County Fair and 75th Indian Massacre Celebration. Location, fairgrounds. Weather and business, good.

Downtown streets gayly and profusely decorated in commemoration of massacre. Every store window displayed Indian curios. Entertainment and band concerts held on streets daily. Descendants of original Sioux Indians held daily powwows and dances in their village on fairgrounds. A 75-year-old cannon used in massacre was on display. Elaborate fireworks each night in front of grand stand. Sunday afternoon special trains brought several thousands from Twin Cities. These, with local people, swelled fairgrounds to overflowing. A carnival spirit prevailed, lavish spending continued until closing hour and everyone had good business. Bingo scored with best night of season. Cater-



MORRIS VOLTAGGIO, one of the youngest carnival managers in the business, just 30. This season he is applying his talents and equipment to Latip's Home State Shows and directing its operations. In previous years he scored marked success as one of the Frozen Custard Kings.

from an auto accident. Buddy Frank, who spent his vacation on show, leaves for Clarksdale, Miss., to re-enter school. All old circus troupers on show down at runs before leaving town to watch H-W Circus train unload. Recent visitor: Dick O'Brien, general agent of John Francis' Shows.

WALTER B. FOX.

Gruberg World's Exposition

Rochester, N. Y. Week ended August 28. Location, Memorial Park, Buffalo road. Auspices, W. W. Dowd Post, American Legion. Weather, warm. Business, excellent.

With co-operation of a very active organization and amiable press agent, Charlie Tutty made this one of the best spots of season. This too was first spot devoid of rain. All rides and shows did very well with a close race for top money between Del Crouch's Motordrome, Jack Montague's Rainbow Frolics and Ten-in-one Show. Richard Scott's Hot Harlem Revue and Esquire Show were next best. Both Times-Union and Democrat-Chronicle were very liberal with articles and

art in advance and during engagement. Show events were broadcast three times daily over Stations WHEC and WHAM. WHEC maintained a station on grounds and gave 15-minute broadcast every day.

J. B. MANNHEIMER.

Curl Greater Shows

Lynchburg, O. Week ended August 21. Location, streets. Auspices, American Legion. Weather, rain. Business, fair.

Local laws prevented erection of show until Monday morning. Everything ready for night's business, which was not good. Eddie Doyle and wife joined with Unborn show. Mrs. Jo Curl and Mrs. Iva Hardin visited Mrs. A. W. Gooding, of Gooding Shows, playing Owensville (O.) Fair. Bertha Mae Edwards had a birthday and received many gifts. Mrs. Bernie Sloss, wife of Eli Wheel foreman, in Mt. Vernon Sanitarium, is reported better. Thomas Portwood is now on Eli Wheel crew. Gladys LaMont, of Casa Loma Follies, was on sick list two days.

Kingston, O. Week ended August 28. Location, streets. Auspices, Merchants' Fall Festival. Weather and business, fair.

Large crowds each night, but spending poor. Bands and drum and bugle corps from Circleville, O., gave concerts on midway each night. Sailor Jack Bailey, tattoo artist, recent addition to side show. A good fellowship club was organized. Chuck Clark elected president. Tom Golden, formerly of this show, and Manager Curl's brother, of London, O., were visitors. Mrs. Curl added root beer concession, managed by Mrs. Frank Hardin. Mrs. Cedora Edwards, wife of Agent Doc Edwards, has hoopla. Charles Edwards, son of Mr. and Mrs. Edwards, gave a birthday party.

L. E. COLLINS.

Orange State Shows

Copper Hill, Tenn. Week ended August 28. Auspices, baseball club. Weather, rain three nights. Business, good.

Monday, Tuesday and Sunday nights lost because of rain. Big day of week was Friday when Steve John and Frank John had a barbecue with plenty of beer and meat. Miller Mitchell and daughter were guests of Frank John and wife, Rosa. St. Mary's Day was honored on show by Leo Bistany, Bill Dalton and wife, R. W. Reed, Louis Britton, Mr. and Mrs. Red Sims, Red and Betty Barrett, R. W. Parker and wife, Mr. and Mrs. Edwards, Lee Ward, Joe Butler, Pat Brady and

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 80 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 80 sets of 100 cards each. Played in 8 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers tally and direction sheet. All cards size 2 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different sets of 100, \$7.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class . . . \$12.50. Landmarks white cards, 8 1/2 x 14, Per C—\$1.50. Stapling Bingo Cards on same, extra Per C—\$1.50. Cards for example can be made and price is 1.80. Send for sample card and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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wife, E. F. Milburn, Princess Tiny, Theodore Arthur, Mr. and Mrs. Ernie Marhol, J. Y. Wootten, Roy Bowles, Roy Sherrod, Jack Thompson, Doc Foster, Harry Lindstrom, Nick Sham; Eddie Shaboo and wife, Reba; Joe Gainer, Ruth Hedden, May Smith, Mr. and Mrs. Bill Sims, Jack Sims and Jack Lang.

R. W. REED.

Patrick Shows

Grand Coulee, Wash. Week ended August 28. Business, good. Weather, windy and cool. Location, showgrounds.

Second time here this season. Large crowds nightly. Trucks not unloaded for one day, waiting for another show to move off lot. Mr. and Mrs. W. R. Patrick spent first four days of week in Spokane visiting her folks. Saturday night rides did capacity and concessions did good business. Les Fee added another concession. Bill Fielding with concessions is having a very good season. Jim Greer serves chicken dinners twice a week in cookhouse. Grover Wright seems to keep busy. Bull Montana is having a fine season with a beautifully flashed store. Captain Ajack now has 10 performers with Ten-in-One show. Harry Lyons is having a good season with Artist Model show. Visitors: Mr. and Mrs. Jardine and Mrs. Fee's mother and sister spent week with show; Windy Wright, George Geise, Mr. and Mrs. Edward Morris, Mrs. Patrick's folks spent Saturday night on midway; Mr. and Mrs. Lamar. Mrs. Eisenman was left a "widow" for week while husband went ahead of show.

MONROE EISENMAN.

Dodson's World's Fair Shows

Altoona, Pa. Week ended August 28. Business, VFW. Location, old circus grounds, 28th street and Broad avenue. Weather, rained out Monday, Tuesday and Thursday nights, balance of week fair. Pay gate, 10 cents. Business, fair.

Impossible to show on original lot, Driving Park, outside city line. Mud and mire result of rain covered grounds more than foot deep even after 80 truck loads of cinders were spread. General Agent Mel G. Dodson appeared before city council and obtained permit for showing within city. Switch was made to old circus grounds where show opened to good business Wednesday night. Thursday lost due to rain. Friday night attendance good. Saturday, Kiddies matinee, fair. Biggest crowd of engagement Saturday night. Free acts presented in center of midway given ovations at every performance. Shipment of flags and pennants received here. Harry Field, in charge of front gate, had

them distributed to attractions along midway. Charles Leroy is now making official announcements over public address system and introducing free acts. Garry Howard, former radio announcer on Stations WHOM, WMCA and WHN, New York, assisting Leroy on front of Leaping Lena Show. Leslie Knapp, manager Hollywood Monkey Speedway, has seven new banners in brilliant colors. Robert Gladden replaced Arthur Bechard as foreman of Octopus. Jack Brick and Ray Marion, members of Four Jacks free act, now operate high striker. Elmer Reichert, boy giant, returned to Congress of Oddities. Jessie Clark, in new Oriental dancing routines, is featured dancer in Gay Paree Revue. Mr. and Mrs. Howard Piercy taking their annual mid-season vacation, as did Mrs. Margaret Sherman. Chief Mongo, manager of Darkest Africa, rearranging inside of show. In charge of all sound equipment is Jess McCormick, replacing Paul Glazer, who left show with Mrs. Glazer last week. Fred Webster, girl show manager, has troupe of eight girls. C. Guy Dodson entertained railroad officials along midway. Many visits exchanged between showfolk of Lakemont Amusement Park and Dodson shows. Visitors: Harry McGrath, former circus trouper; Thomas R. Johnston, William Powers, Jonas Wheeler, Nathan Smythe, Joe Holman, Frank Newcombe, Millard Hitchcock, Mr. and Mrs. Joseph Sullivan, Mel Fleming Thomas E. Noonan, Harry Woodward and Eddie Doherty.

DAVE CARROLL.

Modernistic Shows

Girardville, Pa. Week ended August 7. Auspices, Firemen. Ten-cent gate. Weather and business, fair. Location, ball park in heart of town.

Short move from Shamokin. Show was up Sunday night. Crowds turned out good but not very much money. Committee co-operation was excellent. Rides and show fronts being painted and repaired. New top arrived for girl revue. Manager McCarter traded his Caterpillar to George Smith for a Whip. B. L. Perry joined with frozen custard and doing business.

Middletown, Pa. Week ended August 14. Auspices, Firemen's Celebration and Fair. Location, fairgrounds. Weather, good, except complete rainout Friday night. Gate, 10 cents.

Pete Pullman was replaced by Mrs. McCarter, who framed a new cookhouse. Mrs. McCarter purchased a new Buick roadmaster in Harrisburg. She is doing pretty good with her penny pitch, radio wheel, ball game and cookhouse. Report finished by Auditor Mays shows that

show as a whole for season is on right side of ledger, after taking into consideration new equipment bought. Rex Coulter been doing business with his fishpond. Mrs. George Smith is getting her share of business with her big Wheel.

W. J. MAYS.

Corey Greater Shows

Windber, Pa. Week ended August 21. Location, Bedford street showgrounds. Auspices, Paint Boro Fire Department. Weather, ideal. Business, good.

Monday night opened to large crowd and attendance increased nightly. Firemen's parade Friday night brought many out-of-towners. Auspices gave splendid co-operation. A Loop-o-Plane joined. Merry-Go-Round is being painted by scenic artist Bob Foreman. R. S. Raketa joined with two concessions. George Smith has new green canvas tops for his three concessions. Frank Maddish and son, Stanley, have returned from Coney Island, N. Y. F. J. Thal's Chairplane is topping rides, Mrs. R. H. Work visited her sister, Mrs. Nellie King. Professor and Mrs. King have Punch and Judy and musical show. George C. Smith is proving a capable general manager since death of owner E. S. Corey. Secretary George F. Dorman attending duties in office. Wednesday afternoon Goodfellows' Club gave its monthly picnic. Kelvin Storey, president, acted as emcee. MRS. JACK ROCKWAY.

Eric B. Hyde Shows

Sikeston, Mo. Week ended August 21. Auspices, Fire Department. Weather, ideal. Location, baseball park. Business, good.

Good crowds at opening, with increase in attendance nightly. Lot very dusty but committee responded and dampened entire lot each day. Cutler's popcorn stand has new coat of paint. New Ten-in-One opened. Charlie Siegrist has all new rigging. Curly Weadon's wife and baby returned after two weeks' visit to her home. Mr. and Mrs. Tommy Mulinek left show. Many visits made to Wallace Bros. during this show's stay in Centralia, Ill. Many friends of Charlie Siegrist Troupe on Wallace Bros.' Circus, consequently free acts were held late to give circus people an opportunity to see them. Tom Tyler, movie star and feature with circus, was also guest of show. Entire personnel of Wallace organization were invited to make themselves at home and enjoyed rides, shows and acts.

JAN HYTER.

Crystal Exposition Shows

Jenkins, Ky. Week ended August 28. Auspices, Community Charity Fund. Location, baseball park. Weather, rain first four days. Business, Friday and Saturday good.

Mr. and Mrs. W. J. Bunts entertained friends from Findlay, O. Robert Gallant and Mrs. Arthur Gallant being their guests. This being their first time to visit shows, altho Mrs. Gallant has been a lifelong friend of Mrs. Bunts. Doc Carlo Mahaffey added two-headed baby show. New addition has been made to cookhouse by Manager Bunts. He purchased new uniforms for all cooks and waiters, also bought new uniforms for band. Two ticket sellers on front gate now. Kenneth Hatcher is assisting Walter Bunts as cashier. Mr. and Mrs. J. G. Frantz, with Iron Horse, an educational attraction, are doing good business. Mrs. John Vaday was confined to her housecar for several days, but at present is improving in health. Bunts and Benjimen added a special interior decorator for their corn game. Young Billy Bunts, show's prominent Billboard salesman, is getting a lot of cookhouse experience waiting tables on morning shift and working griddle in evenings.

DOC R. G. FELMET.

Buckeye State Shows

Greenville, Miss. Week ended August 28. Location, Theobold avenue. Weather, unsettled first three days; clear rest of week. Business, fair.

Show had full support of business men and citizens on its first engagement here. Chamber of Commerce and Masonic Club were well pleased. Credit is due A. E. McLaughlin, chairman of committee, for business done. Catholic sisters had a booth on midway. Capt. Ted Townsend presented a high net dive. Jolly Clara, fat woman, joined. Good writeups were given by both town papers. Visitors were Rogers and Mrs. Powell, of Rogers & Powell Shows. ELOISE LOWRY.

Hilderbrand's United Shows

Missoula, Mont. Five days ended August 21. Location, fairgrounds. Auspices, Western Montana State Fair Association. Business, good. Weather, hot with daily duststorms.

Rides did very good. Shows and concessions did not. Thursday, Western Montana Day, and Saturday night brought forth record crowds that remained on midway until 3 and 4 o'clock in morning. Entire show was in readiness Monday, but did not open until Tuesday noon. Seibbrand's Piccadilly Circus personnel visited, en route to Salmon, Ida. Visitors: Mr. and Mrs. Harold De Pue, secretary Great Falls Fair; Mr. and Mrs. W. H. Voelker, secretary Kalispell Fair; C. P. Keim, manager Western Montana Fair; J. M. Suckstroff, secretary-treasurer; J. H. Bowling, president; Edgar Lee, vice-president, of Rocky Mountain Fair Association; Harry Watson, president Western Montana Fair; Leo Cremer, promoter and manager of rodeos; Sheriff C. F. Mays, Wallace, Ida, and Arthur B. Middleton, registrar, Deer Lodge, Mont. Race between Octopus and Tilt-a-Whirl all week, with Octopus winning by small margin. Mr. and Mrs. Louis Scarcelli's Dodgem close third. Of shows Swede Elberg's Death Rides Again top money. Bud Cross' two bingos topped midway with capacity play day and night. General Manager E. W. Coe so busy he never left fairgrounds. Clarence H. Alton's Loop-o-Plane was last ride to close nightly. Among concessionaires operating on midway were Mr. and Mrs. Bud Cross, Mr. and Mrs. John Cardwell, Mr. and Mrs. Kenneth Taylor, Danny Callahan, Mr. and Mrs. J. M. Brown, Myles and Peggy Nelson, Mr. and Mrs. Harry Lucas, Art Anderson, Mr. and Mrs. H. A. Grose, James Wells, Mr. and Mrs. E. T. Borum, H. B. and Emmy Clifford, Mrs. Marie Alton, Mr. and Mrs. W. G. Wasilo, Mr. and Mrs. C. P. Carter, Hazel Fisher and Verna Seeborg, Mr. and Mrs. Ralph Balcom, Mr. and Mrs. Fred Stewart, Stanley Cole, Harry Ely, Mr. and Mrs. Gene Stokes, June Pickard, Virgie Miller, Harry Rose, Joseph Disanti, Slim and Marie Joyce, Jerry Mackey, Tommie Parker and John Selbrand, Gordon and Viola Pickard arrived from Monte Young Shows. Mrs. John R. Castle entertained Mr. and Mrs. Harold De Pue, Lucille King, Joseph Stone, Mr. and Mrs. Claude Barie, Jean LaVell and writer at dinner in local cafe. Betty Coe was confined to her housecar with illness but recovered. General Manager E. W. Coe purchased new de luxe trailer from H. A. Grose. Mr. and Mrs. Myles Nelson purchased former Coe trailer. Mr. and Mrs. H. A. Grose, accompanied by daughter Juanita, departed for Los Angeles. Mr. and Mrs. J. A. Buchanan joined Joseph Stone's Ten-in-One. John Hertl on business trip to Silverton, Ore. Ethel Harrison Jackson joined Margaret Balcom's concession. "Show Within a Show" for benefit of Sick and Relief Fund of PCSA August 31 in Yakima. Produced under personal direction of Claude Barie, featuring 20 acts and band.

WALTON DE PELLATON.

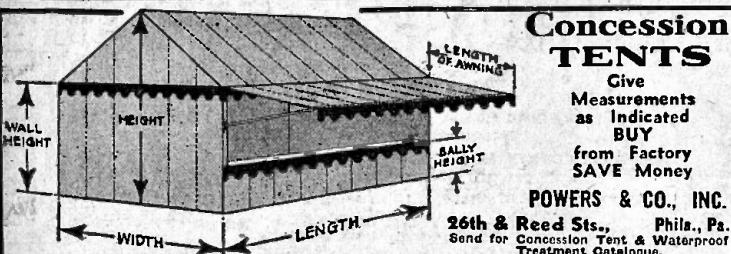
Hennies Bros.' Shows

Davenport, Ia. Week ended August 21. Mississippi Valley Fair and Exposition. Weather, extremely hot, rain Friday night. Business, good.

No records were broken, due mainly to extremely hot weather, temperatures between 95 and 100 every day except Friday, when it rained in torrents. Howard W. Power, fair secretary, and Mazie Stokes on job as usual and frequent visitors to midway during week. Sharp Carruthers, with Continental Revue, on hand daily.

Eddie Davis' cookhouse a favorite meeting place for showfolks when day is done. Denny Howard had lot laid out in perfect shape, altho a bit tight due to lack of space.

Ed Sweeney and Bill Robinson have penny pitch. Auto Dodge with Oscar Halverson as foreman had a big week. Mrs. Bertha (Gip) McDaniel and Mrs. Jimmy Simpson, of Johnny J. Jones Exposition, recent visitors. Denny Howard and Homer Gilliland motored over to Streator, Ill., to visit Jones show. Irving C. Ray, secretary, host to visiting celebrities at Davenport, notably Dr. B. J. Palmer, head of Palmer School of Chiropractic, who was a nightly visitor. He entertained showfolk at A Little Bit of Heaven, his palatial headquarters. Bob Klauder, city editor of Times, and Hugh Harrison, managing editor of Evening Democrat, were guests on opening night. WALTER D. NEALAND.



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Johnny J. Jones Exposition

La Porte, Ind. Week ended August 28. Location, La Porte County Fair. Business, topped 1936. Weather, ideal.

There was hardly a spot on fairgrounds that did not hold either a show or riding device. Attractions scattered here and there, midway almost circling race track. Assistant Manager Tom Allen did a splendid job of laying out under circumstances. Day by day gross receipts forged ahead of last season. Tuesday members of Temple des Rhumba show entertained Lions Club at their weekly luncheon. Local paper, *The Argus*, very liberal with space as well as Michigan City, Ind., paper, *The Evening Dispatch*. Mrs. Walter A. White left to spend her vacation with homefolks at Quincy, Ill. General Manager Walter A. White busy preparing different attractions for future dates. Treasurer Arthur Atherton putting in long hours in office. Secretary Ralph Lockett has his Social Security forwards and backwards. Mrs. Bertha McDaniels received new canvas for her Rocky Road to Dublin Ride and up for first time. Fair Manager James (Uncle Jim) Terry celebrated his 76th birthday Thursday, August 26. Mrs. Grant Smith (Sister Sue) writes "Mr. and Mrs. Hyla F. Mayne will soon visit me on farm at Crooked Creek, Pa." Zeke Shumway topped midway with Hell Drivers attraction. Pat Cherrington, former Dillinger associate, joined. She to lecture in crime exhibit. L. (Ribs) Reeves and crew touching up and repairing all fronts. A new International Bull Nose Cab over motor truck was added to equipment. Harry Atwell, well-known circus photographer, arrived and took pictures of shows and rides. Visitors: Mr. and Mrs. Lew Keller and Mr. and Mrs. William Carsky, of Cae Candy Company; Mr. and Mrs. Ray Carsky, of Balaban & Katz theaters; Secretary of Showmen's League and Mrs. Joseph L. Streibich and Alice Streibich, of Chicago, and Mr. and Mrs. Pete Christiansen, former members of show and now residing in Kankakee, Ill. Mrs. Harry J. Leer, mother; Mr. and Mrs. Fleming D. Shaw, sister and brother-in-law; Mrs. Michael Caviller and son Bernard visited Larry Leer and Dr. W. T. Needham. All of Washington, D. C. Joe Pearl, champion *The Billboard* salesman and mailman, celebrated his 36th birthday Sunday, August 23. STARR DeBELLE.

G. GOSSAGE

Crystal Attractions

Osage City, Kan. Week ended August 28. Fair. Weather, hot. Business, fair. Mines not working full time made business slow. Daddy Brodbeck has been awarded Bowie (Tex.) Fair with his co-partner, Ray Stock. Doc Cooper did a very good job laying out lot. Deafy Campbell joined with dart stand. Dutch Bartel, with athletic show, got top money. Rube Ferns, former middle-weight boxer, visited. Chet Gideon and Ferns boxed eight rounds. Beattie Custer was honored as Miss Osage and posed with Daddy Brodbeck for photos for Topeka papers. Ray Stock covers fairs and gets out the show's paper. L. M. Jackson has cookhouse open 24 hours a day. Mrs. Ted Custer added two more concessions. Luther Miller added another ball game. Jimmie Marshall returned. Show traveled 1,800 miles in four weeks without leaving State of Kansas. Andy Custer is helping L. M. Jackson in cookhouse. Jack White, with Loop-o-Plane, getting praise for his work.

MRS. MAYBELLE CUSTER

Cetlin & Wilson Shows

Charleroi, Pa. Week ended August 28. Auspices, American Legion and Kiwanis Club Charity Fund. Location, First street showground. Weather, rain four days. Business, good.

Sol Solomon was free attraction for week. Wonderful committee as far as co-operation and work was concerned. Local papers gave daily publicity to show. Finishing touches were put on all shows and rides. New Eli Wheel arrived and was in operation Tuesday. New banners for Leo Carrell's Monkey Circus also arrived. Mrs. Wilson and Mrs. Cetlin, while in New York recently, purchased new stage settings and drops, as well as wardrobe, for Sammy Lewis and his *Harlem Entertainers*; also several sets of wardrobe for *Paradise Revue*. Red Brady, with Double Loop-o-Plane, joined. GEORGE HIRSHBERG.

Miller Bros.' Shows

Macon, Mo. Week ended August 29. Location, fairgrounds. Auspices, Fair Board and Centennial Commission. Free gate. Weather, ideal. Business, fair.

Wednesday, opening day, with street parade and John Rogers Producing Company, with 750 native persons and every horse possible to muster, presented a pageant in front grand stand. Show flashed a plenty in street procession. Business good. Thursday, also Friday and Saturday, off. Sunday profitable. Pan American Shows' people visited from Chillicothe, Mo., including Bob Strayer, owner, and Otto Lucas, general agent. Frank Goodman, auto thrill dare-devil, conferring with management. Robert L. Winschall, manager Filipino midget show. Al Rogers, Miller Bros' diplomat, busy at Osborn picnic. Mrs. Morris Miller and son, Maurice, back on show from trip to Springfield, Mo.; Cincinnati and Batavia, O. Latter Mrs. Miller's birthplace. L. W. MacMahon, representing Springfield Wagon and Trailer Company, delivered trailers. DOC WADDELL.

West Bros. Amusement Co.

Waterville, Minn. August 23-25. Auspices, American Legion. Location, Ball Park. Weather, clear. Business, fair.

Town located on a beautiful lake and most show people took cottages on shore. Show lot was a stone's throw from water and everyone enjoyed their morning dip. Business was sufficient to make everyone satisfied.

St. Charles, Minn. August 26-29. Auspices, Winona County Fair on fairgrounds. Weather, ideal. Business, excellent.

Attendance exceeded 1936 with 18,000 on Sunday. Newspapers gave wonderful support with large panorama view of midway on front page. Twin Eli Wheels topped rides, with Octopus close second. All shows and concessions did well. Nearly all showfolks visited Fairly-Martone Shows at Winona and received a cordial welcome. Mr. and Mrs. Fairly visited show Thursday and Mr. and Mrs. Laughlin returned visit Friday night. Bruce Barham rejoined show Sunday and

everyone was happy to see him back home again. His son, Earl Bruce, is one small kid. Mr. and Mrs. Ted Brown, of Motordrome with Fairly-Martone, visited twice, and Claude Bremmer, of Tri-State Shows, dropped over to give show once over. Tom Dunning, a former carnivalite; his wife and friends spent day with Manager Laughlin. Mrs. Helen Moore is still confined to hospital at Minneapolis and Leona-Leanard likewise at Rochester.

T. H. COPE.

Gibson's Blue Ribbon Shows

Logansport, Ind. August 23-28. Auspices, fair. Location, fairgrounds. Weather, rain three days. Business, light. Among visitors here was a large delegation from La Fayette Grotto; Jones Shows, La Porte, and Francis Shows, Crawfordsville; Charles Williams, Anderson (Ind.) Fair; Starr DeBelle, John Chapman and Benny Myers, of Gooding Shows. Thelma Brown purchased a new car here. Four new trucks will be added to show. Mr. and Mrs. Art Alexander have girl agents now—Ethel Pate, Evelyn Blackford, Irene Chester, Peggy Williams, Pearl Rial and Lois West. James C. Pearce keeps Rosen's under and over busy. Buddy Spain is manager for Mrs. Rosen's new grab and he and wife are always on job. Al Laird and wife, cigarette gallery, and James Bumpus' pitch-till-you-win rejoined at Goshen. Blackie Wilson agent for Mike Rosen's ham and bacon wheel, while F. B. King handles front for him.

G. GOSSAGE

DICK COLLINS

Goodman Wonder Show

Owatonna, Minn. Free Fair. Week ended August 17. Location, fairgrounds. Weather, good except for one shower. Business, excellent.

Within a short time 1937 visit of Goodman Wonder Show to the Far West will be history and how gloriously favorable it will show up on those pages. After negotiating thousand-mile run to Owatonna show unloaded, hauled two miles, got up and was going in time for opening day. Business came like a cyclone and kept up thru week. It was nearly 1 o'clock Monday morning when order came to break Owatonna camp. Loading started immediately and 400-mile run to Fargo was under way early Monday morning. Show pulled into Fargo Monday midnight and was up and going by noon Tuesday in time for Children's Day. This was set back one day on account of the overlapping dates with Owatonna. Day opened with fine business and closed same way in

spite of shower that drove all to cover in late afternoon. Attractions Manager Robinson, of Regina, Can., was visitor at Fargo; likewise George Johnson and family, of U. S. Tent and Awning Company. Because fishing in Minnesota was bad Johnson bundled his family in machine and drove in to spend a day.

Fargo, N. D. North Dakota State Fair. Week ended August 28. Weather, clear and hot. Business, very good.

For weather hot

In any old spot

North Dakota is peculiar.

Ye bard of Goodman midway, whose praises are yet and always may be unsung, plagiarized "The Heathen Chinee" as above when near-poet stood in front of cookhouse at Fargo. None disagreed with him. Old Sol was doing a marathon all around thermometer and none were basking in his smiles. But that did not deter folk from the land of small grains from patronizing show attractions. They came to see, they saw, and went away satisfied. Show had made good and all were happy when they said good-by. Business was consistently good from start to finish, and many a tired one sought "couch" when flag fell to signal folding of camp. Then a long trek to Sioux City, Ia., where show was presented by Monahan Post Band, one of crackerjack musical organizations outcome of late world conflict. Show was quartered on circus grounds, not alluring spot in falling weather, but much to the good when sun shines. Leo Greenspan, of New York, who a spent few weeks on show, has returned to Manhattan. He wanted a bird's-eye view of the West and took it a la airplane to Hudson River.

BEVERLY WHITE

Sims Greater Shows

Orillia, Ont., Can. August 27-28. East Simcoe Agricultural Fair. Weather, ideal. Business, good.

First fair of season was a success. Crowds came early on opening night and remained until after midnight. Second day business started at noon and crowds remained until closing time. President Drinkwater of fair board stated that this year's attendance broke all records for all time by 20 per cent and last year's by 45 per cent. Show was set up in infield. Fair board gave show splendid co-operation.

WILLIAM DAVIS.

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PLEASE NOTE . . . SHOW TRAIN leaves Chambersburg, Pa., early Wednesday morning, Sept. 15; ARRIVES GAFFNEY, S. C., to open Saturday, Sept. 18.

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Address BOX 810, care The Billboard, 1564 Broadway, New York City.

WANT FOR LONG SEASON OF SOUTHERN FAIRS

Hatfield, Pa., this week, and following fairs: Leaksville, N. O.; Lexington, Va.; Weldon, N. O.; Kinston, N. C.; Chase City, Va.; Greenville, N. C.; Woodland, N. C.; Newbury, S. C.; Warsaw, N. O. WANT Octopus, Rides-O, U-Drive, Gas-Cars, Kiddie Aeroplane, Ponies, Any new money-getting Shows or Big Snakes, Fun House, Wang Organized Minstrel, Music Bands, Give-Aways, Refreshment Stand, etc. Closes at all kinds. Eat, Drink, Stands. No exclusives at our fairs except Bally. Will consider exclusive on Novelties. Willie Levine wants experienced Dime Photo Help, man and wife or man; must drive truck. Salary and percentage.

Likes to hear from the Old Crew.

KAUS SHOWS, Next Week Leaksville, N. O.

This Week Hatfield, Pa.

Douglas Greater Shows

Milton-Freewater, Ore. Week ended August 21. Auspices, fire department. Location, between Milton and Freewater. Weather, windy and hot. Business, fair.

Show had good attendance all week, but money was scarce. Al Hamilton put on a wheel with Elda Foster agent. Ralph Renner and missus doing well with scales and balloon store. Macobin and family of Major John's Ten-in-One, report a good season. Octopus is still topping rides. Bud Douglas, brother of E. O. Douglas, of Monte Young Shows, was a visitor for week-end. Pete Oielet, advance agent for American United Shows, and missus were visitors Thursday. Visits were exchanged with Ed Browning Shows, playing away at Walla Walla. Entire show personnel enjoyed Milton City Park with its swimming pool.

TUSKO REAGAN.

McClellan Shows

North Little Rock, Ark. Week ended August 21. Location, Booster Park. Auspices, Booster Club. Free gate. Weather, fair. Business, good.

Brinkley, Ark. Week ended August 28. Location, Cotton Gin lot. Auspices, American Legion. Free gate. Weather, showers. Business, fair.

An epidemic of birthday parties has broken out on the midway. Hot Mama had a party and received eight gowns, and little Pinkie McKinley received many toys. Joice Danley returned to Milwaukee to attend school. Joseph Yaino joined with his Gully Gully Cu.Cu show. Ralph Railey is kept busy painting banners. L. OPSAL.

John R. Ward Shows

Carmi, Ill. August 16-21. White County Fair. Location, fairgrounds. Weather, ideal. Business, good.

Show made move here by trucks and train in order to fulfill contract to open Sunday noon. Ward spared no expense in getting show in on time and everything was ready according to contract. Official reports from fair secretary were that shows broke all previous records. Sunday noon grounds were packed and all shows, rides and concessions did business. There was some trouble with lights on Sunday night and lost one hour, but the people stayed on midway. Thru quick work of Dick Kennedy, electrician, the current supply was adjusted. Max Endicott, secretary of fair, did everything in his power to see that show was well located and daily newspaper gave co-operation with front-page story every day. R. O. Barnes, general agent, returned to show from Mississippi. Mr. and Mrs. Ernest Green, from Memphis, placed two concessions. New additions to show are Louis and Pendleton, who closed at Hippodrome Theater, Louisville. They joined with a 16-people burlesque show. Ward purchased a chimp. This show managed

by Doc Warren. Visitors: Mr. and Mrs. Frank M. Sutton; son, Pete, and daughter, of Sutton Shows; Ralph R. Miller, of Miller Shows; Jimmy Boyd, special representative; E. J. Glover, Gus Mitchel and J. F. Doyt, of Sutton Shows, and Rinehart, secretary of Princeton (Ind.) Fair. A. R. WADLEY.

Happy Days Shows

Breese, Ill. Week ended August 29. Clinton County Fair. Weather, clear. Business, none.

Show arrived Saturday; everything ready Monday. Waited all week for some people and business but in vain. Sidney Belmont's grand-stand show held crowds very late, plus boxing every night. Very pleasant fair officials, August Grunz being one of the original members of the Illinois Fair Secretaries' Association. No racing or anything to bring a day play. Added a new 40x60 exhibit tent for Southern tour.

FLOYD R. HETH.

Dixie Exposition Shows

Fayetteville, Tenn. Week of August 16-21. American Legion sponsors. Regular lot.

Ten-cent gate, using double roll tickets and all admission tickets good on any 10-cent show or ride. Attendance increased nightly and Saturday night had big crowd, despite four double header softball games to compete with. Thursday Manager Scott, accompanied by Mrs. Scott and Joe Hampton, started to Nashville to purchase new canvas, was hit by a fast-moving car and both cars overturned and practically demolished at intersecting roads between Wartrace and Shelbyville. Mrs. Scott Hampton was carried to hospital in Shelbyville. Ellis Winton and Harry Lamont immediately came to Shelbyville and rendered invaluable assistance. Scott and party had just left Cumberland Valley Shows at Wartrace, where they were visiting with friends, and had started to Nashville when accident occurred. Mrs. Scott and Hampton were left in hospital and Winton and Lamont carried Scott back to Fayetteville, unaware of fact that Manager Scott had been injured other than bruises and shock. Mrs. Scott returned to show next day with following injuries, torn ligaments in right hip, fractured mastoid bone in right side of head, ear drum bursted in right ear, shock and numerous bruises. Hampton, four broken ribs and numerous bruises and shock. Both are still convalescing. Manager Scott learned that he had all stomach muscles torn loose and bruises and cuts on right side. He's up and about but far from well.

Columbia, Tenn. August 23-28. American Legion. MKT mill lot. Gate, 10 cents.

Second engagement this season. Excellent business. Good attendance all week after Monday night, when rained out. Bill Rogers, owner and manager of Rogers Greater Shows, and several of his people visited Dixie Shows and all visits were returned. J. J. Page was a Saturday night visitor, as was Pat Crow, of the Southern Distributing Company. Mrs. Scott had a new green fishpond top come in from Fulton Bag and Cotton Mills, also a new green concession top from Nashville Tent and Awning. This makes all of Mrs. Scott's tops green canvas and uniform. Charles Roberson re-

turned to his job on bingo. Mrs. Virginia McCampbell is very proud of new fishpond that Mrs. Scott framed for her. A. P. McCampbell is owner of an English bulldog, presented to him by American Legion Post No. 19, of which he is a member. Also a rhesus monkey (Toots), presented by Dr. Thomas. Felix Scott, lot superintendent, underwent a minor operation and is recovering. M. J. Western also had a minor operation and is limping around on cane.

B. M. SCOTT.

West World's Wonder Shows

Cumberland, Md. Week ended August 21. Cumberland Fair. Weather, ideal. Business, very good.

Marie Arnella, widow of late Pete Arnella, joined with set of diggers. Most of shows and rides up Sunday afternoon to catch some of the crowds that were on hand to see Lucky Teter. Some play. Business for week was 30 per cent ahead of last year so far as shows and rides were concerned. Concessions had a bang-up week. Ted Woodward, billposter, received new Schult sport model trailer. Entire show being repainted and repaired. Mrs. Frank West left for Norfolk in company with Mrs. Art Courtney and Master Edward O'Bryan, who is returning to school there. Neil Berk, general agent, in and out for a few days, departed again for Roanoke. Entire personnel interested and working to see that Fitzie Brown wins gold membership card in Showmen's League. Electrician Wall joined at Meyersdale during Western Pennsylvania Firemen's Convention. Louis (Pickles) Weiss was a pretty good picker with ponies during race meet here. Fire on Sunday destroyed one section of Art Courtney's ball game. Manager Frank West stated that business for still-date route was way ahead of

FRANK LaBARR.

Endy 20 Big Shows

Kutztown, Pa. Fair, August 17-20. Weather, hot, stormy and rain. Attendance broke all records. Business, good.

One of freakiest fair weeks ever known to natives as to weather. Broke all attendance records thru front gate, grand stand and midway. Two nights, Thursday and Friday, a storm with terrific force combined with heavy rain marred receipts for shows and rides. Saturday was a complete washout, but with all these handicaps in weather show broke all records for receipts of former fairs which show now played for its sixth time. Endy brothers well known in this town, and hundreds of natives from Pottstown came over and greeted boys. For first time in its history fair directors allowed autos on race track to park after dark. In front of grand stand was Uncle Ezra entertainers, Trukking Along, colored review, and Bench Bentum Diving Sensations.

Bath, Pa. Week ended August 28. Bi-Centennial Celebration. Weather and business, bad.

For two days and two nights plus, Sunday, set-up day, rain. Tons of straw and cinders were hauled to lot. Eddie Lippman, who watched condition of grounds, and some of trucks had an early start to get located before rain fell, others had to carry their outfits in and others had to load on light trucks, including Bench Bentum act. Stakes pulled everywhere, but Wednesday noon sun came out. HARRY BENTUM.

Kaus United Shows

Sayre, Pa. Week ended August 28. Auspices, Sayre Fire Department. Weather, hot and clear, rain. Business, good.

Last still date proved satisfactory for all concerned. Thursday night lost on account of rain, which continued until Friday noon, and center of lot was a veritable lake. Fast work by management with buckets and shovels made a presentable midway and largest crowd of week turned out at night. Ten-in-One and Monkey Circus neck and neck for top honors among shows, and Tilt-a-Whirl led rides. Scooter now has new top. Motordrome has a new talker in person of Frank Turner. This proved a back home week. Lot man Frank McLaughlin spent Monday and Tuesday at home and Ray McWethy, of bingo, made a visit to his folk in Batavia, N. Y. Edith McPhillips visited her folk in Scranton, Pa., and Jimmy Burns left Saturday night to visit his wife in New York. Four concessions were sent to No. 2 unit from O. F. Mack's string. Rides and shows are now spick and span in their new dress.

WALTER HALE.

Reynolds & Wells Shows

Indianola, Ia. August 17-21. Warren County Fair. Business, bad. Weather, rain.

Humboldt, Ia. Humboldt County Fair. August 23-26. Weather and business, good.

Tilt-a-Whirl top money ride, with Big Ell Wheel close second on rides. Race between Paris Girl Revue and Miller's Mechanical Battlefield for top-money on shows. Light towers down center of midway and in parking area. Secretary Lindsay pleased over new office trailer. Mrs. D. H. Batten and Mrs. R. D. Dailey left show for visit with home folk in Missouri. Mrs. A. N. Opsal is sporting a new Cadillac purchased recently in Des Moines. General Manager Reynolds has new living trailer. Superintendent of Transportation Kelly enjoying visits from his mother, who lives in Fort Dodge. JACK LINDSAY.

Wm. Bazinet & Sons Shows

Mondovi, Wis. August 16-17. Weather and business, good. Location, fairgrounds. Auspices, Buffalo County Fair Association. Attendance, good.

Co-operation extended by Fair Secretary Al Feckler. Receipts first day were good and advanced materially second day, making it altogether best spot this season. Visitors: Douglas Curran, secretary Jackson County Agricultural Society, Black River Falls; Harold Huckstepp, secretary Clark County Agricultural Society, Neillsville, Wis.

Neillsville, Wis. August 18-21. First day rained out, other two days fair and warm. Location, fairgrounds. Auspices, Clark County Agricultural Society. Attendance and receipts good.

Rides were well patronized. Concessions reported good week. Fact that merchants of Neillsville co-operated 100 per cent with fair officials brought this fair up to one of best for size in State. Secretary Harold Huckstepp was on job day and night. S. S. HENRY JR.

Beckmann & Gerety Shows

Springfield, Ill. Illinois State Fair. Ten days ended August 24. Weather, hot. Business, excellent.

Various official estimates as to attendance varied between 900,000 and 1,000,000. Happy Hollow and hillside above, where shows and rides were placed, swarmed with humanity from early in morning until late at night. Grand stand attracted vast throngs but apparently did not detract from midway. All shows and rides were jammed daily. Nancy Miller's Gay Paree not only rated top money but set an all-time record for this fair. General Representative Larry Hogan had his famous entertainment tent in operation, with many distinguished visitors attending, including Governor Henry Horner, who spent considerable time in palaver with Barney S. Gerety and Fred Beckmann. New light towers and neon signs, as well as other new equipment, subject of much favorable comment. Visitors: Mr. and Mrs. Clarence A. Beckmann; Frank B. Joerling, The Billboard manager at St. Louis; Louis Esman, of Western States Shows; W. J. McCluskey, publisher of Citizens' Tribune; P. T. Strieder, manager of Florida State and Alabama State fairs; Ida E. Cohen, Chicago; R. L. Stubbs, managing editor of Illinois State Register; H. A. Russell, Chicago; Bill Ryan, secretary of Jersey County Fair, Jerseyville, Ill.; Ned E. Torti; Howard Dorsey, of Radio Station WMBD, Peoria, Ill.; Denny Howard, Hennies Bros. Shows; Mrs. Ivan Snapp, formerly of Snapp Bros. Shows and now of Westerville, Ill.; Art Daily, former special agent for Beckmann & Gerety, now located in St. Louis; Lee A. Sullivan, representing Ell Bridge Company; Anna Jane and Pearson and Glenn Harris, of Pearson Shows; H. B. Waite, of Brazos Valley Free Fair, Waco, Tex.; Larry Dirksen, of State Register; H. W. Lloyd, director of agriculture, State of Illinois, and Charlie Goss, of East St. Louis, Ill.

Miller Amusements

Carlyle, Ill. Location, streets around Courthouse. Auspices, American Legion Annual Street Fair and Homecoming. Weather, ideal. Business, good.

Orchids to McGaffigan, a former big league baseball player, now adjutant for American Legion of Carlyle. With cooperation from city officials three sides of square were blocked as well as three (See MILLER AMUSEMENTS page 65)

**TRAILER FOR SHOW PEOPLE**

PARTS, SUPPLIES and EQUIPMENT for the builder. GADGETS, LABOR SAVERS and ACCESSORIES for the owner. IMPROVEMENTS, CONVENIENCES and ALTERATIONS for the progressive.

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A Talker; must be sober and reliable.
Address

BECKMANN & GERETY SHOWS
Lincoln, Neb., Sept. 5 to 10; Topeka, Kan., Sept. 12 to 18.

Ed Breckenridge, wire. All others, write
LESTER KERN.

Fourth Powwow Bigger in Calif.

HAWTHORNE, Calif., Sept. 4.—Fourth annual Indian Powwow, sponsored by Hawthorne Chamber of Commerce and Historical Society on August 25-28, drew larger attendance than in previous years. Jordan E. Dunaway was chairman and H. N. Hill represented the Chamber. Wide variety of entertainment was offered, including an Indian Village, vaude and circus acts on a center stage, bands of strolling musicians and industrial parade on closing day. Police department said more than 25,000 saw the parade, with all modes of transportation from ox wagon and burro pack train to the present and industrial and historical floats. In a whisky contest prizes were awarded for facial ambush designs.

United Attractions, which had the midway contract, presented Ferris Wheel, Fred McCoy, foreman; Ed La Guerre, Meda Simpson, assistant and tickets; Mixup, Lynn Hamilton, Gabe Getman, assistant; Mrs. Hamilton, tickets; Merry-
(See FOURTH POWWOW on page 68)

To Repeat Chester Event

CHESTER, W. Va., Sept. 4.—First sponsored event here in many years, a Street Fair on six nights concluding on August 28, under auspices of Chester Volunteer Firemen, proved most successful. Midway was on Fourth street, lined with concessions, most of which were operated by local organizations. In a parade on the final night about 20 visiting fire-fighting units from Western Pennsylvania participated. Arnold's Barnyard Follies and Lillian Strock, aerialist, booked by C. A. Klein, were free acts. The event will be repeated next year on a larger scale.

WANTED

Rides . . . Shows . . . Concessions

ALBUQUERQUE, N. M.

ELKS CHARITY MARDI GRAS

SEPTEMBER 14 THRU 18.

Location, One Block From Heart of Town. Wire, write

NICK JOHN MATSOUKAS, Director

WANTED RIDES and CONCESSIONS FOR THE

MERCHANTS AND FARMERS PICNIC AND FISH FRY

SEPTEMBER 23-24.

The Biggest Thing of the Season. Come, Get Your Winter B. R. HOMER HIXSON, Tennessee, Ill.

WANTED

100% BABY CLINIC MAN. H. Taylor, F. Walker, H. Burke wire. Circus Acts doing two or more acts. Concessions, Bingo, Lunch and Drinks. Photos, Wheels that work for stock. For GOLD STAR MOTHERS' CHARITY CIRCUS, Week October 4. Address L. FLYNN, Rider-Wallace Bldg., 4th & Locust, Dubuque, Ia.

WANTED FOR EX-SERVICE MEN'S FREE STREET FAIR

September 15-18, at Windfall, Ind. All clean Concessions, three Rides, two clean

Address DOC TODDARD, Windfall, Ind.

WANTED

To Sponsor Shows, Personal Appearances at Legion Hall.

Good Auditorium, Stage, Seating Capacity 400. Population of town 1,500. Territory to draw from 2,000.

J. ELMER HALL, American Legion Post No. 62, The American Legion, Grantsville, W. Va.

WANTED

All kinds of Shows, Rides and Clean Concessions for the Forty-Sixth Annual Bean Soup Celebration. McClure, Pa., Sept. 17-18, 1937. Last year's attendance exceeded over 25,000. Address all mail and wires to R. H. MINER, Coplay, Pa.

SPECTACULAR OUTSIDE CIRCUS

Or Vaudeville Acts, High Aerial Act for "WEST END JUBILEE," SEPT. 21 TO 25, INC. Write, phone or wire J. W. CARROLL, Chairman of Entertainment, West End Jubilee, Portsmouth, O.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Houston Shrine Signs Contract For Fall Hamid - Morton Circus

PHILADELPHIA, Sept. 4.—Arabia Temple Shrine, Houston, has signed a contract for the Hamid-Morton Circus to be presented this fall in the new Coliseum there, reported Bob Morton, director of the circus company, who returned after a three-day trip by plane to the Texas city. Mr. Morton said he considered this the concern's biggest contract of the year.

Circus headquarters will be opened in Houston next week, Henry Robinson to represent the circus company. Shrine will place 300,000 tickets on sale. "We will move all feature acts from the Toronto Shrine Circus directly to

Houston," said Mr. Morton, "making the longest circus move ever known, 1,756 miles. The new convention hall will seat 15,000. We will give two shows a day for the four days."

The indoor circus is being sponsored by Arabia Temple, contract being signed with Chief Rabban Harry B. Jewett and Vice-Chairman A. M. Tripp, of the activities committee, to finance its biennial trip by special train to the meeting of the Shrine Imperial council, Houston Shriners making it a good-will tour and stopping at all major cities en route to parade and to distribute Houston literature.

Newcombe Active For El Paso Fete

EL PASO, Tex., Sept. 4.—Verne Newcombe will be in El Paso to complete arrangements for concessions at the second annual Fall Harvest Festival, which will feature a midway for the first time. Mr. Newcombe has been carrying on preliminary work for the show from Tucson, Ariz., where he has been recovering from loss of a leg in a fireworks explosion last winter.

Officials predict the festival will top all other events of this section for many years. Prize money has been doubled and exhibits in Liberty Hall, municipal auditorium, are expected to tax capacity. A contest to name two queens of the festival, one to represent El Paso, another the Southwest, is being conducted. Winners will get free five-day trips to New York by plane. About 20 girls have entered, with merchants giving votes on sales.

Streets surrounding the auditorium, which is only one block from the busiest corner in town, will be used for rides, shows and concessions. Mr. Newcombe was given the concession contract after handling the midway for the annual Sun Carnival last winter.

Silver Jubilee Plans Laid For Winston-Salem Chamber

WINSTON-SALEM, N. C., Sept. 4.—A special memorandum suggesting that a Silver Jubilee Pageant and Celebration be held here next spring in commemoration of consolidation of Winston and Salem and as a means of advertising the city on a national and State-wide basis has been submitted to directors of the Chamber of Commerce by President J. R. Fain.

Tentative plans call for a pageant to be based on historic background and to be far more than a small-scale amateur presentation. It is suggested that the event be staged on such an elaborate scale that it would merit co-operation and support of entire community and at the time when the \$250,000 State advertising program should be showing its greatest results.

Wharton, N. J., Preparing

WHARTON, N. J., Sept. 4.—Free acts, fireworks, parades, competitions and exhibits will be featured at Old Home Week Celebration here, sponsored by American Legion Post, said Director L. G. King. Campaign headquarters have been opened and preparations are being made to have Charlie Cohen post 5,000 sheets to advertise the event.

PACIFIC COAST SHOWS furnished attractions in connection with Rooster Races staged in Gig Harbor, Wash., on August 21.

HELP This Department by Telling Committees About It.

Wirth Busy On Schedule

Indoor circus season bids fair to be biggest in history—White Plains opener

NEW YORK, Sept. 4.—Frank Wirth, New York circus, rodeo and special events operator, is expecting one of the largest and most successful celebration winters in history this year and, according to announcement this week, is mapping out the caliber of his shows accordingly. Indoor circus season gets off to a start in White Plains (N. Y.) Civic Center Auditorium for White Plains Hospital. Almost entire county of Westchester is behind the project and Mr. Wirth is expecting the engagement to reach new heights.

Following this engagement the show will play nine consecutive weeks thru the East and New England, including the annual Pittsfield, Mass., Grotto Circus; Norwich, Conn., Grotto; Brockton, Mass.; Patterson and Elizabeth, N. J. Shortly after first of the year the show will go to Jamaica, L. I., Arena for the second annual Jamaica Hospital date.

(See WIRTH BUSY on page 68)

Ohio Post Has Best Event

EAST PALESTINE, O., Sept. 4.—With attendance of from 4,000 to 6,000 nightly a three-day American Legion Post sponsored Street Fair on downtown streets topped any previous efforts of the organization in outdoor promotion. Merchants' and other exhibits were more extensive this year. On the midway were R. G. Wade's Big Eli Wheel, Merry-Go-Round, Merry Mixup and Loop-o-Plane, Larry Larimore's 15 concessions and flashy bingo and M. Greenwald's Athletic show; the committee declaring it was difficult to get shows with Eastern Ohio fairs in full swing. Two big arches at each end of the main street, welcoming visitors, had scores of commercial advertisements which netted the committee much revenue.

"Would Be Lost"

WHARTON, N. J., Sept. 4.—"I want to thank The Billboard for the great results we have been getting from our display ads. Without the help of The Billboard I feel confident that we would be lost."—L. G. KING, director, Wharton Old Home Week Celebration.

Klein Acts in Ellwood City

NEW WATERFORD, O., Sept. 4.—C. A. Klein, of Klein's Attractions, reports the annual community picnic in Ellwood City, Pa., on August 21-23 was largely attended. Event was sponsored by the Chamber of Commerce and Klein furnished free attractions; Aerial Barrows; Waller and Durbin, high trapeze, and William Grant, contortionist.

TEN BIG DAYS AND NIGHTS — TEN BIG DAYS AND NIGHTS

TOLEDO CENTENNIAL AND SPANISH FIESTA

SEPTEMBER 17-26

LOCATION HEART OF TOLEDO.

WANT Legitimate Concessions of all kinds. Shows of all kinds must be neatly framed. Sell exclusive Bingo to responsible party. Would consider High Dive Act if reasonable. All Rides are booked, nine in number. Bill Bahnsen wire if at liberty. Shows of all kinds with own equipment. Will give good proposition to reliable parties. Shows must be neatly framed. Octopus would do big here; would book same for reasonable percentage. Opening for legitimate Concessions, only one of a kind. First come, first served. This event sponsored by Centennial Committee. Everybody wire. Pay your own wires.

TOLEDO CENTENNIAL AND SPANISH FIESTA COMMITTEE,
1415 Madison Avenue, TOLEDO, O.

WANTED SHOWS, RIDES AND CONCESSIONS

OF ALL KINDS

NATIONAL AMATEUR BASEBALL TOURNAMENT CELEBRATION

September 18-26, Inclusive—Two Saturdays and Two Sundays. Baseball lot joins show lot. Line up now for a good spot. No show in town since July 4. This would be next to the largest event in Michigan this year.

LOU YEAKLEY, 134 Lathrop Avenue, Battle Creek, Mich.

INCLUSIVE
5 DAYS
5 NIGHTS

POSITIVELY NO RACKET!
LOCATED IN THE HEART OF THE BUSINESS DISTRICT — ON THE MAIN STREETS.

OCTOBER 5-9
All Factories Working Night and Day — Two Pay Days a Week.
Sponsored By

MERCHANTS AND MOOSE LODGE
OF CONNELLSVILLE, IND.

Address All Mail To FAYETTE COUNTY RECORDER.

WANTED RIDES, SHOWS AND CONCESSIONS

INCLUSIVE
5 DAYS
5 NIGHTS

MERCHANDISE GAMES ONLY

LOCATED IN THE HEART OF THE BUSINESS DISTRICT — ON THE MAIN STREETS.

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We Have Space for Exhibits and Concessions of All Sorts.

CLEVELAND AUTOMOBILE SHOW

CLEVELAND PUBLIC AUDITORIUM, NOVEMBER 13-20, 1937.

Apply

CLEVELAND CONCESSION COMPANY

CLEVELAND, OHIO.

LETTER LIST

(Continued from page 32)

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Goodrich, Verne	Holman, H. S.	King & Gary	McCall, Lorraine P.	Colored	Rowley, Joe	South, Earl	Tuwhouse, Chief	Production Co.
Goodwin, Doyle	Holston, Jack	King, Bob	McCarter, R. C.	Alice	Rozell, Frank A.	Spokes, Lloyd	Underhill, Howard	C. H.
Gordon, Harold	Holt, Dr. George	King, K. Ellis	McCarthy, Geo. T.	Pavan, Louis	Ruback, Jack	Spencer, A. K.	Whipple, O. H.	
Gordon, Thomas V.	Holstrom, Floyd	King, Frank	McCaskill, Robt	Fayne, R. L.	Rupperberger, L.	Spicer, John P.	Underwood, Chas.	
Gordon, Doc Bob	Hood, D. F.	King, H. K.	McClellahan, D. H.	Fife, Charles E.	Rusher, Claude	Springer, Ezra	Van Wert, Ray	
Gordon, Harold M.	Hood, D. F.	King, Jess H.	McCool, George Arthur	Peery, W. G.	Blackie	St. John, Art	Valentia, George	
Gordon, Harold M.	Hood, D. F.	Kinney, Komedy	McConnell, Clark	Pence, Tommy	Rusher, Claude	St. Pierre, Al	Van Wert, Richard	
Gordon, B. A.	Hoffman, Red	Kirk, Francis E.	McCormick, Ted	Pence, W. A.	Ruskin, Al	Stack, Richard	Valentine, George	
Gordon, York	Horan, Harry R.	Kirkillois, Stan & Sons	McCoy, Bill (Red)	Pendergaster, Wm.	Russell, Hector	Stager, R. B.	Van Wert, Herbert	
Gouldsberry, Paul	Horter, Walter	Kirkillois, Stan & Sons	McCoy, Tex	Montague, Mr. & Mrs. J. A.	Russell, John	Stanck, Jack	Van Wert, Wisard	
Grabs, Otto	Horwitz, Edward	Hoskins, Show	McCune, R. E.	Moody, Eddie	Russell, Jack	Stanclif, Chas.	Van Wert, Roy	
Grafon, Carl	Hosmer, Kent	Kiser, G. B.	McDermitt, J. L.	Moody, Andrew	Tattooing Supplies	Stanley, Charles W.	Van Wert, Sam	
Graham, George	Hosmer, Kent	Kistler, L. H. Tiny	McDonald, Bert	Moon, Dutch	Russell, Jerry J.	Stanley, George & Eddie	Van Wert, Tom	
Graham, George	Houck, Paul	Kling, Adam	McDonald, Guy G.	Moore, Bill	Ruth, Bob	Stanley, John	Van Wert, Whitehead	
Grant, Harold N.	Houser, Allan	Kling, Johnnie	McDonald, Guy G.	Moore, James G.	Butcher, Cowboy	Stanley, Johnny	Van Wert, Whitehead	
Gray, G. G.	Houser, Clifford	Kling, Peter	McDonald, Guy G.	Moore, Otto	Shorty	Stanley, Louise L.	Van Wert, Whitehead	
Gray, Norman	Hough, Fred	Kling, Charles	McDonald, Guy G.	Moorland, Pat & Ethel	Ruttmann, Jimmie	Stanley, Ready	Vernon, Jack	
Green, Edie L.	Hough, Fred	Knight, Jack	McDonald, Guy G.	Morales, Pedro	Ryan, Pat (Perry)	Starkey, John	Vernick, Joseph A.	
Green, Herbert E.	Howard, Fred	Knight, Harry	McDonald, Guy G.	Morrall, Erni	Phillips, H. H.	Stark, Frank	Vernon, Waldo	
Green, Willis	Howard, John	Knight, Willys	McDonald, Guy G.	Morgan, Blackie	Phillips, John	Starck, Andrew	Vespa, Ernest	
Greens, Doc	Howell, Doc Fred	Koban, Knight	McDonald, Guy G.	Morgan, Bob	Phillips, John	Stearns, Dick	Vespa, Ernest	
United Show	Howell, Doc Fred	Koenig, Eva A.	McDonald, Guy G.	Morgan, Doug	Phillips, John	Stevens, G. W.	Vespa, Ernest	
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BIG DENNS ASSORTED SNAKES, \$10.00 UP. Dragons and Iguanas cheap; also Animals. Cash with order. **TEXAS SNAKE FARM**, Brownsville, Tex.

COLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Guaranteed Mange Medicine. Ship anywhere. Live delivery guaranteed. **BOBBY TONN**, Dallas, Tex.

FIVE TRAINED DOVES, RIDING FERRIS WHEEL and Merry-Go-Round, Rolling Barrel, Climbing Ladder. Complete with props, \$15.00. **THOS. L. FINN**, Hoosick Falls, N. Y.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No ad's less than 25c.
CASH WITH COPY.

FOR SALE—PACES RACES, \$150.00; WESTERN'S BIG ROLLS, \$125.00; FAST TRACK, \$125.00; PACIFIC'S ROSEMONTE and CARNATIONS, \$110.00 each. CHARLES PITTLER, New Bedford, Mass.

FOR SALE—ALL TYPES OF PIN BALL GAMES and Skele Ball Machines. Write **NOONAN AMUSEMENT COMPANY**, 270 W. Fordham Rd., Bronx, N. Y.

FOR SALE TO HIGHEST BIDDER—4 FOURTEEN Ft. Rock-O-Ball Senior Bowling Alleys, high score feature; 2 fourteen ft. Bowlette; 1 ten ft. Bowlette; 1 fourteen ft. Bally Roll; 1 Baffle Ball; automatic; 1 Jumbo; automatic; 1 Hollywood; 1 Top; 1 Squadron; 1 Bole; 1 Genco Baseball; 1 Big Game. 23 Golden Arrow Merchandise Machines. All machines perfect. Do not send deposit until bid has been accepted. **LANSING AMUSEMENT CO.**, Box 348, Lansing, III.

FOR SALE—TURF CHAMPS, \$45.00; AUTO PUNCH, \$10.00; PUNCH-A-LITE, \$7.00; NUGGETS, \$10.00; PENNY PACKS, \$5.00; SPARK PLUGS, \$5.00; ONE RELIANCE, NICKEL, \$27.50; DIALS, \$25.00; TIT TAT TOE, \$3.00; HORSES, \$5.00; GIANTS, \$15.00; SNOOKER, \$15.00; ONE TYCOON PACK, \$15.00; RAYS TRACK, \$125.00; FORTUNE, \$5.00; STOP AND GO, \$15.00; KLOLNDIE, \$10.00; ELECTRIC EYES COMBINATION, \$25.00; FIRECRACKERS, \$15.00; SKIPPERS, \$35.00; ONE 1933 MUSOTSCOPE, \$20.00 and EXHIBIT FLAPS, \$35.00. Send deposit with your order. Address **E. & R. SALES CO., 1010 Hall St., S. E. Grand Rapids, Mich.**

HAVE FOR SALE—MILLS BLUE FRONTS, PACE COMETS, Jennings Chiefs and Watlings A-Topps, all on location now. Most all machines less than year old. Mills serials around four hundred thousand; Watlings serials around seventy thousand; Jennings serials around one hundred twenty thousand. Have nickel, dime and quarter play in all of above. All mystery payout with vending attachment, twenty stop reels, all Mills Blue Fronts \$47.50; all Jennings, \$45.00; all Watlings and Paces, \$40.00 each. Have three Mills Blue Fronts, half dollars, like new, \$55.00 each; also three Paces Races, sell over two thousand, finest condition, \$160.00 each. 1/3 deposit required. Will ship same day order received. Is original shipping cases, all above is fine equipment and none is rebuilt junk. References: Dun & Bradstreet or First State Bank, Eustis. **W. F. DUGGAN**, Eustis, Fla.

HAVE FOR SALE—MILLS BLUE FRONTS, PACE COMETS, Jennings Chiefs and Watlings A-Topps, all on location now. Most all machines less than year old. Mills serials around four hundred thousand; Watlings serials around seventy thousand; Jennings serials around one hundred twenty thousand. Have nickel, dime and quarter play in all of above. All mystery payout with vending attachment, twenty stop reels, all Mills Blue Fronts \$47.50; all Jennings, \$45.00; all Watlings and Paces, \$40.00 each. Have three Mills Blue Fronts, half dollars, like new, \$55.00 each; also three Paces Races, sell over two thousand, finest condition, \$160.00 each. 1/3 deposit required. Will ship same day order received. Is original shipping cases, all above is fine equipment and none is rebuilt junk. References: Dun & Bradstreet or First State Bank, Eustis. **W. F. DUGGAN**, Eustis, Fla.

MAKE US AN OFFER—EVANS BANGTALS, Ray's Tracks (2111-Serial), Capehart Orchestras, 10 Record Selective; Pay Tables of all kinds, \$10.00; Bowling Machines; special, 100 Phonograph Records, \$3.00. Cash with order. Hurry. **P. K. SALES CO., Cambridge, O.**

MILLS BLUE FRONT GOLD AWARDS—MILLS Mystery Late Blue Front Cold Award Machines. Serials up to 40,000, mostly new single type Jackpots, few Double Jackpots. Machines in perfect condition. All machines must be moved at once, \$42.50 each. 40 Nickel Side Venders and Bells, 30 Dime Side Venders and Bells, 25 Quarter Side Venders and Bells, 7 Half Dollar Bells, 75 Mills Weighted Stands, \$3.50 each. \$15.00 deposit on each machine ordered, balance C. O. D. Jobbers and operators act quickly at this price. You know what these machines cost. This is one sacrifice merely to move them quickly. Write on small deposits. **DEL NORTE SPECIALTY COMPANY**, St. Petersburg, Fla.

PENNY SLOTS—DOUBLE JACKPOT PACE, Watling, Duchess, Five, \$100.00; Single, \$22.50. New Special. Bargain Lists Free. **COLEMAN NOVELTY**, Rockford, Ill.

PREAKNESS, \$65.00; DERBY DAY WITH CLOCK, \$60.00; TURF CHAMP, \$50.00; MOTORSCOPE ROLL CHUTE CRANES, \$50.00; FLYING DUCK RIFLES, \$50.00; SEEGBURG SELECTIVE PHONOGRAPHS, \$40.00. Perfect shape. **KENTON COMPANY, Canton, O.**

PRICED FOR QUICK SALE—FULLY RECONDITIONED: 1 Natural, \$11.65; 1 Straight Eight, \$8.10; 1 Baby Derby, \$8.90; 2 Jumbos, \$7.20. Will buy Harmony Bells. **WINONA DISTRIBUTION SERVICE**, 702 W. Fifth St., Winona, Minn.

PEAKNESS, \$65.00; DERBY DAY WITH CLOCK, \$60.00; TURF CHAMP, \$50.00; MOTORSCOPE ROLL CHUTE CRANES, \$50.00; FLYING DUCK RIFLES, \$50.00; SEEGBURG SELECTIVE PHONOGRAPHS, \$40.00. Perfect shape. **KENTON COMPANY, Canton, O.**

SALE OR TRADE—KEENEY'S TARGETTE, \$100.00; PAMCO PARLEY, \$17.50; HIALEAH, \$22.50; FORTUNE, \$10.00; MULTIPLE, \$20.00. Trade for Rockola Lo-Boy Scales. **CHARLES PORTA, Drawer 349, Clarion, Pa.**

SELL 8 LATE SERIAL COLUMBIAS, G.A.S. Used only few weeks, \$37.50 each. 1/3 deposit. **B. F. HENRY**, 2416 Windsor, Dubuque, Ia.

SLOT MACHINES BOUGHT, SOLD AND REPAIRED. All makes and all plays. It will pay you to pay us a visit. **JOHN M. STUART**, Paris, Ky.

TOM MIX RADIO RIFLES, \$175.00; ROCK-O-BALL SENIORS, \$150.00. Want to buy Rock-Ola World Series. Write lowest price. **STEWART'S RADIO**, 136 North Pennsylvania, Indianapolis, Ind.

FINANCIALLY INDEPENDENT—OPERATE PIN GAMES. Ten Selected, \$85.00; five, \$45.00. Counter Games, \$65.00. Big profits. **BOX 1591**, Rockford, Ill.

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TWO MARKSMAN, PERFECT CONDITION, \$60.00 each; two Dewey Slots, good order, \$100.00 each; two Robbins O. K. Numbered Ball Gum Venders, like new, \$10.00 each. **MUSIC SERVICE COMPANY**, 8001 9th St., Sulphur Springs, Fla.

WANTED—USED BUCKLEY DIGGERS. STATE condition, model, serial number and price. Address **BOX C-303**, Billboard, Cincinnati, O.

WANTED TO BUY FAIRGROUND TABLES, A-1 condition. State price. **LOUISIANA SALES CO.**, Per Tom Williams, Eunice, La.

WANTED—PACIFIC'S TRIPLE SLOT, BOWL TYPE, Lite-A-Lines; Pacific's Palooka Senior, Six Slot; Pacific's Palooka Junior; Pacific's Bee Jay; Mills Ten Grand and Q.T.; A. B. T. Wagon Wheels. **AMUSEMENT NOVELTY SUPPLY CO., 312 Carroll St., Elmira, N. Y.**

WE ARE OVERSTOCKED WITH USED PIN TABLES. Send stamp for our bargain list. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

WE BUY AND SELL PIN GAMES, COUNTERS, PAYOUTS and Slots. **CONNECTICUT AMUSEMENT MACHINE CO., 294 Main St., Waterbury, Conn.**

"5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J.

14 BALLY SKIPPERS, LIKE NEW, \$35.00 EACH. C. H. BROCK, 1255 Springfield Ave., Mobile, Ala.

25 MILLS DIME, QUARTER SLOTS, \$15.00 each, while they last. 1/3 deposit with order, balance collect. **BUSINESS STIMULATORS**, 935 North Illinois Street, Indianapolis, Ind.

COASTUMES, UNIFORMS, WARDROBE

A BARGAIN—STREET DRESSES, 75c. Costumes, Hulas, Fans, Short Beaded Gowns, cheap. **C. CONLEY**, 310 W. 47th, New York.

VELVET CURTAIN, 11 1/4x36, PERFECT, \$30.00. Minstrel Suits, \$3.00; Cellophones, Chorus Wardrobe, Mess Jackets, all colors, \$2.00. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL DEVELOPMENT. Newest, guaranteed formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago.

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H-BELFORT**, 4042 N. Keefer, Chicago.

FOR SALE—SECOND-HAND GOODS

BALLROOM AND THEATER LIGHTING EQUIPMENT. Spotlights, Floodlights, Crystal Showers. **CAPITOL STAGE LIGHTING CO.**, 529 W. 45th St., New York, N. Y.

BARGAINS—FROZEN CUSTARD TRUCK WITH OWN LIGHT PLANT; new all-electric Cotton Candy Machine, complete with stand; beautiful Popcorn, Carmelcorn, Candy Apple Stand, complete with stock ready to operate; also Panel Truck. All can be seen at Timonium Fairgrounds till September 16. **M. CRANE, General Delivery, Timonium, Md.**

CORN POPPERS—PEERLESS, CHAMPION. Gasoline, all-electrics, Rotary Poppers. Heavy aluminum 12-quart popping kettles, caramel corn equipment. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia.

FOLLOW THE FAIRS WITH A "VELVO." New, complete Frozen Custard and Ice-Cream Machines, \$159.00. **FROZEN CUSTARD CO.**, Castalia, N. C.

FOUR-FOR-DIME PHOTO TRAILER—FLASH test and finest equipped on the road. Complete with stock, ready to go. Booked for season. \$250.00 cash. House Car on International Truck, \$250.00. **MR. DAY**, care Barber & Murray Shows, Clinton, Mich., then per route.

FOUR-FOR-DIME STRIP-PHOTO MACHINE. High grade lens, enlarger, visualizer, dryer, complete outfit. **MR. HERBERT**, Room 202, 1213 First Ave., Seattle.

NEW 30-WATT WEBSTER SOUND TRUCK Amplifier, with Microphone, Phonograph and two Speakers. Operates on six or 110 volts. \$175.00. Also one for \$100.00. **"K" SIGN SHOP**, 3000 E. Belknap Ft. Worth, Tex.

POPCORN MACHINES, CRISPETTE, CARMEL-
crisp, Cheese Coat, Potato Chip Machines.
LONG EAKINS, 1976 High St., Springfield, O.
no6x

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 \$1,000.00 WAX CRIME SHOW, \$250.00;
Giant Octopus, \$25.00; Tanagra, Two-Headed Baby, Deep Sea Show, Ant Circus. **UNIVERSAL,**
3238 S. State, Chicago.

CAROUSEL—THREE ABREAST JUMPER, NEW
Top, bargain, \$1,050; Whip, \$900.00; New and Used High Strikers, \$135.00 and \$100.00; Miniature Train, \$600.00; Coaster Machinery, \$750.00. **J. B. ALEY, Rr. 4, Anacostia, D. C.**

COMPLETE NEW BALL GAMES—BOTTLES,
Cats, Dolls, Kids, Tenpins, Sturdy, flashy, attractive outfit. **Accessories, LaMANCE,**
782 Marlon, S. E., Atlanta, Ga. **sel11**

\$275.00 STRIP PHOTO OUTFIT—COMPLETE
and in perfect condition, all ready to work, \$100.00. **HASSAN, Box 971, Parkersburg, W. Va.** **se25**

HELP WANTED

LINE GIRLS DOING SPECIALTIES, TAP AND
Ballet. Steady work, good salary. Wardrobe furnished. **BETTY BRYDEN, 832 Fox Theater**
Bldg., Detroit, Mich. **sel18x**

MEDICINE SHOW PEOPLE—TEAMS, SINGLES,
Comedians, Hillybilly Band, Lady that sings and dances. **CHIEF RED OAKES, General Delivery,**
Hugo, Okla.

MUSICIANS WANTED—PERMANENT, JIM-
mie Hull Tent Theater, sure pay, never close. Pianist Leader, Alto Sax, Bass Trumpet, Sousaphone, Bull Fiddle. No booze. **JIMMIE HULL, Vivian, La.** **sel1x**

TRUMPET—FIRST AND TENOR SAX TO JOIN
College Band. Best campus outfit, using all specials. Have meal job. **BOX C-329, Bill-board, Cincinnati.**

WANT THREE STRIP ARTISTS FOR CLUB
Dates. Will guarantee salary ten weeks. Send photos, lowest salary and particulars. **CONNELL THEATRICAL EXCHANGE, St. Paul, Minn.**

WANTED—HONEST AGENT WITH CAR FOR
"Texas Ranch Girls" Unit. Must give reference. **MACK LUNSFORD, 30 Myrtle St., Oshkosh, Wis.**

WANTED IMMEDIATELY FOR ONE-NIGHT
Stands. All winter's work. Two Teams, including Piano Player with own cars and trailers. **THOS. F. WIEDEMANN, New Albany, Miss.**

WANTED—PLATFORM MED. PERFORMERS.
State all and lowest salary, as it's sure. **WM. LAUSHELL, General Delivery, Monroe, Mich.**

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL
Magic, Spirit Effects, Horoscopes, Buddha and 1037-38 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pictures. Most complete line in world. New 140 illustrated page catalogue, 30c. **NELSON ENTERPRISES, 198 South Third, Columbus, O.** **sel11**

HYLER'S STUNT BULLETIN NO. 2 NOW
ready, 25c. Ten Stunts magician or M. C. can use at banquets, lodges, etc. **HYLER, 849-B Main St., Danville, Va.** **sel1x**

LARGE PROFESSIONAL MAGIC CATALOGUE,
25c. **MAX HOLDEN, 220 W. 42d St., New York City.** **sel25x**

MAGIC TRICKS AT LOWER PRICES, SOUTH'S
largest line. My famous "Book 1,000 Wonders" and "50 Magic Mysteries" postpaid 10c. Write today. You will be surprised. **LYLE DOUGLAS, Station A-9, Dallas, Tex.** **x**

PINXY THE PUPPET MAKER—PUNCH AND
Judy, Ventriloquist Figures and Marionettes. **PINXY, 1313 North Wells St., Chicago, Ill.** Lists free.

VENTRILOQUIST FIGURES—24-PAGE IL-
lustrated Catalog 10c. **FRANK MARSHALL, 5518 S. Loomis, Chicago, Ill.** **sel1x**

MISCELLANEOUS

BARBECUES—INTERIOR AND EXTERIOR
models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.**, Columbus, O. **sel25**

ENGRAVE WITH ELECTRICITY—TOOLS, SIL-
verware, Jewelry. Like using pencil. Request details, outfit dollar prepaid. **HUDSON BROS., East Syracuse, N. Y.** **x**

FOR SALE—POPCORN, SOUTH AMERICAN
Yellow, Seven Dollars cwt. F. O. B. DR. C. B. WHITE, Stamford, III.

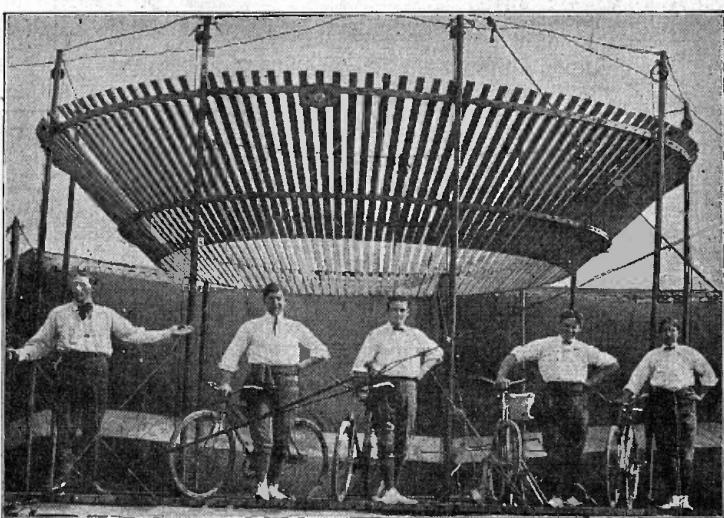
FREE NEW CATALOG OF MONEY-MAKERS

for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 11/2x250, \$4.75. Sample assortment of Mounts, Mirrors, Frames, etc., \$1.00. Send for free catalog. **MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y.** **sc25x**

GOLF CLUBS—BANKRUPT STOCK, REGU-
lation Size. Chromium Plated, Right Hand Irons. Five Club Matched Set, \$2.50. Used everywhere. **LINCOLN SURPLUS, 516 Chestnut, Freeport, Ill.** **sel1**

POPCORN—LARGE YELLOW SOUTH AMERI-
can, \$3.00 per 100 pounds. **CHAS. MACK,**
Box 933, Springfield, O. **sel11**

Show Family Album



PICTURED ABOVE is an old Cycle Whirl, designed and built by Harry Cooper at his father's planing mill at Saginaw, Mich., in 1902. Those shown in the picture, reading from left to right, are "Dutch" Barrel, talker; Harry Cooper, Frank Doherty, John Dambacher and Edward Smithson. Act was known as the Famous Coopers, owned and operated by Harry Cooper, and was an attraction with Ferri Bros.' Shows in 1904, when this photograph was taken. The attraction was first taken on the road by Cooper in 1902. Dambacher, who is now 61 and retired from show business after season of 1904, still lives in Saginaw. Cooper died some 20 years ago.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

LOTS NEAR LAKE OF THE OZARKS AND RE-
sorts, \$75; \$3 down, \$3 monthly. Free list and literature. **HUBBARD, 240 Grossman Bldg., Kansas City, Kan.** **jan1x**

ROLLS DEVELOPED—TWO BEAUTIFUL DOU-
ble-weight professional enlargements and 8 guaranteed never-fade perfect tone prints, 25c coln. **RAY'S PHOTO SERVICE, La Crosse, Wis.** **x**

M. P. ACCESSORIES & FILMS

BIG ANNUAL CLEARANCE EVENT IS NOW
on. Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies; everything for the theatre send for big Bargain Book. **CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York.** **sel18x**

MOVIE ROAD SHOW BARGAINS—35MM.
Sound Portables, complete. Limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. Savings to 50%. Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York.** **sel18**

SOUND FEATURES, SHORTS, 35MM. FOR
sale reasonable. Actual buyers send for list. Others save stamps. **CHANDLERVILLE THEATRE, Chandlerville, Ill.** **sel11**

SPECIAL SALE—EXCITER LAMPS, \$4.25 PER
Dozen; Roth Motor Generator Set, \$75.00; Sound Amplifier, \$25.00. **THEATRE SOUND SERVICE, Box 395, Rochester, N. Y.**

UNUSUAL BARGAINS IN USED OPERA
Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue free. **MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago.** **sel11**

WE BUY, SELL AND RENT WESTERN AND
Action Features. Write us first. **LEE FILMS, Box 23, Live Oak, Fla.**

WESTERNS AND COMEDIES AVAILABLE.
Professional Sound Equipment. Lowest prices quoted. Burwood Silent Projectors, \$12.50. Write. **ZENITH, 308 W. 44th, New York.**

SALES MEN WANTED

BIG COMMISSIONS SELLING STORES GELLI-
old Pricing Tickets, Metal Shelf Moulding, Menu Covers, Signs, Chrome Changeable Letters. **M. PRICING PRESS, 124 White St., New York.**

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI-
val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO, 3544 North Halsted, Chicago.** **se25**

BEST CARNIVAL AND SIDE SHOW BANNERS
on earth. Positively no disappointments. **NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.** **sel18**

DYE DROPS, LIKE NEW, OVER 300 DESIGNS
from \$10 to \$25, according to size. **SCHELL SCENIC STUDIO, Columbus, O.**

TENTS—SECOND-HAND

A-1 BARGAINS—20x30, \$50.00; LARGE UM-
brella Tent, \$13.75; 20x30 Khaki, \$55.00; Cookhouse, 12x18, new, \$60.00; Side Wall, Baby Cloth. **UNIVERSAL, 3238 So. State, Chicago.**

CONCESSION TENTS—NOW MAKING 10x12
12.41 oz. Khaki Top, 9.93 Wall for American Legion Labor Day. Will sell after Labor Day. **KERR CO., 1954 Grand, Chicago.** **sel18**

FOR SALE—COMPLETE DRAMATIC TENT
Show Tent, 40x10, A-1 condition; or will trade for House Car. **CLYDE MATCHETT, Hamilton, Mont.**

KHAKI DRAMATIC TENT—FIRST DEPOSIT
gets it. 90x120; 28x30 Lean to for Stage; ten-foot Wall, Poles, Stakes; 17x24 Dressing Tent, Borders, Posts, Reflectors, wiring complete, \$500.00. Close Cleveland Exposition. **HARGRAVE & REICHER, Cleveland, O.** **sel1x**

TENT, 25x50, 9-FT. WALLS—USED 6 WEEKS.
Can be seen at Jack's Bar, 98-18 Boardwalk, Rockaway Beach, N. Y. **sel1**

2,000 FEET WHITE SIDEWALL, FULL EIGHT
Ounce, 7 ft. high, \$22.00; 8 ft. high, \$25.00 per 100 ft. long. Good as new. **KERR MFG. CO., 1954 Grand, Chicago.** **sel18x**

THEATRICAL PRINTING

GALLERY MEN—BAND JACKPOT CARDS,
guaranteed not to tear. Five thousand, \$8.50. Samples sent on request. Instant service. Write **REVIEW, Roscoe, N. Y.**

NEARGRAVURE—125 FLASHY LETTER-
heads, \$1.00; 2 colors, \$1.49 (Embossed raised, \$1.49-\$2.39). Thousand 4-9 Dodgers, \$1.50; 50 5 1/2" x 28" Bumpers, \$2.65. All delivered. Samples **SOLIDAYS, Knox, Ind.**

QUALITY LETTERHEADS OR ENVELOPES, \$2.25
per thousand; 1,000 9x12 Circulars, \$2.50; 5,000, \$8.25. Cash, delivered. **ECONOMY PRINTING CO., Lancaster, Ky.** **sel18**

WINDOW CARDS, 14x22, 100, \$2.50; 11x14,
100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS, Winton, Pa.**

200 (14x22) 6-PLY ONE-COLOR WINDOW
Cards, \$6.00; Two-color, \$8.00. Date changes 25c each. **"DOC" ANGEL, Extrouser, Leavittsburg, O.**

WANTED TO BUY

WANTED TO BUY USED CALLIOPE AND
Band Organ. Must be in good condition, priced right for cash. **MCADAM, Livingston, Mont.**

WE BUY, SELL AND EXCHANGE SHOW GOODS
of every description. What have you? Customers waiting. **UNIVERSAL, 3238 So State, Chicago.**

At Liberty Advertisements

6 WORD, CASH (First Line Large Black Type). 26 WORD, CASH (First Line and Name Black Type), 16 WORD, CASH (Small Type) (No Ad Less Than 26c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

ATTENTION: BOOKERS-MANAGERS OF CLUBS,
Hotels, Cafes. 8-Piece Band with a distinctive style. Available on two weeks' notice. Everything arranged; go anywhere. **BOX C-325, Billboard, Cincinnati.**

JOHN CALHOUN AND HIS MUSICMEN—
Modern Nine-Piece Band desires location. Play swing or sweet. Fully equipped with P.A. System, Modern Stands, Floodlights, Spotlight, Uniforms, etc. Girl Vocalist. Floor shows or concert. Equipped to travel. Available after Sept. 6th. Write or wire **JOHN CALHOUN, Johnsburg, Vt.**

AVAILABLE IN SEPTEMBER—Eight-Piece Com-
bination, with plenty of doubles. Girl Singer optional. Band is young and dependable, uniformed. Have Electric Guitars, Violins; also three-Mike Amplifier. Location job preferred. Write **LEADER, P. O. Box 124, Accord, N. Y.**

MODERN ELEVEN-PIECE ORCHESTRA available September 27. Smooth, sweet and swing. Organized three years. Young, neat, reliable, union. Vocals, novelties, doubles, specialties, trio, etc. Well uniformed. Three modern arrangers, complete library, excellent instrumentation. Write **LEADER, P. O. Box 124, Accord, N. Y.**

SEVEN-PIECE NOVELTY BAND at Liberty for night club or ballroom. Good wardrobe, Library and Sound System. Reliable managers write **HARRY COLLINS, Glenwood Springs, Colorado.**

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY — FOUR-PIECE SWING BAND.
Each man doubling. Public-Address System, Singers, Entertainment. At liberty after 15th of September. Now playing at John Duck's Inn, Long Island. Southern locality preferred. Excellent references. Address **MUSICAL ACES SWING BAND, John Duck's Inn, Eastport, L. I., N. Y.**

AT LIBERTY

CIRCUS AND CARNIVAL

ELEPHANT MAN — THIRTY YEARS OLD. Strictly temperate, very neat appearance. Desires permanent employment. Willing to go anywhere. Address **HARRY MYERS**, care Geo. Tomes, 937 Rush St., Chicago, Ill. sc18

MEXICAN TATTOO ARTIST — September 15. Will help put up and down. Have real flash. **MANUEL HURDAZO**, care Marvin B. Hunt, Box 454, Fairmont, N. C.

AT LIBERTY

COLORED PEOPLE

FAST SEVEN-PIECE COLORED ORCHESTRA — Available September 26 for hotel, night club, ballroom, etc. Reliable parties write. **EDDIE ROBERTS**, Steeplechase Park, Coney Island, N. Y.

UNION PIANO-ACCORDIONIST — Doubling to piano for orchestra or stage. Writes popular Commercial Songs. At Liberty about November 1st. Now with Ringling Bros., Barnum & Bailey Circus. (See circus route for town.) **J. C. WOODARDS**.

AT LIBERTY

MAGICIANS

SEPT. 10—MAGICIAN, SHOW SMALL BUT GOOD. Work schools, clubs or unit. **L. MAXFIELD**, Alderson, Pa. sepl1

AT LIBERTY

MISCELLANEOUS

GOOD SLOT AND MARBLE — Table Repairman wants work anywhere. What can you pay? **JACK BRUMBACH**, 1117 W. High, Jefferson City, Mo. se18

COSTUMER — Five years' experience with own shop. Wants job with Costume Shop, Theater, Show. Willing to travel. **JULIETTE PARKER**, 1558 1/2 Juneway Terrace, Chicago.

AT LIBERTY

MUSICIANS

DRUMMER AT LIBERTY — Fast Ride, Rhythm, Pearl and Gold Outfit. **BENNIE TOMPKINS**, 402 Texas Ave., Texarkana, Ark.

TOAD THARP, TRUMPET — Fast Reader, Rhythm, Ride, Union. All letters answered. 402 Texas Ave., Texarkana, Ark.

ZIG AND ZAG—SENSATIONAL — Young Strolling Duo of Violin and Accordion at liberty after Sept. 12. Union, appearance, dependable, etc. Completing record engagement at "Powell's Night Club," Wisconsin's largest. Previous engagement, "Hotel Radisson," Minneapolis. For photos and additional information write or wire **ZIG AND ZAG**, 810 7th Ave., Antigo, Wis.

A-1 SWING DRUMMER—SOBER, NEAT, DEPENDABLE. Read or fake. Best references. Modern outfit no panics. Write or wire **STEPHEN NANCE**, Kaysville, Utah. se18

AT LIBERTY—TRAP DRUMMER, CIRCUS OR what have you? State all in first. Can join on wire. A trouper. Over 250 miles need ticket. Misrepresentation is the cause this ad. Write or wire all to **FRED FRANKLIN**, care Grand Central Hotel, Johnstown, Pa.

GUITARIST—STANDARD AND STEEL, ELECTRIC Guitars. Fast modern style, solid rhythm. Take choruses, solos; can be featured. Experienced night club, radio, ballroom. Play floor shows. Fine instruments, complete sound system, have new sedan. Go anywhere immediately. **BUD KEANE**, General Delivery, Bismarck, N. D.

HAMMOND ORGANIST—MALE, REAL DANCE RHYTHM. Prefer club or hotel. **DANNY DANIEL**, 1271 S. First, Louisville, Ky. sell

MUSICIAN AND BARBER—A-1 TO LOCATE steady in small town. Married, honest and reliable. Play Trumpet, Alto or Drums. Service for a Barber job. **E. E. BEYER**, 5103 Eichelberger Ave., St. Louis, Mo.

STRING BASS MAN DESIRES JOB WITH ORGANIZED PAYOFF BAND. Single, union, age 28. Have worked with fine bands and fine men. Can give references from men in your territory. Absolutely cut your "gilt." **BOX C-330**, Cincinnati, Cincinnati, O.

TROMBONE PLAYER—SWEET, HIGH, GOOD TONE. Sight read. Sober, reliable, arrange. At liberty, Sept. 10. Don't misrepresent. **MUSICIAN**, 140 Blymyer St., Mansfield, O.

THUMBONIST — READ, MODERN TAKEOFF. Young and experienced. Salary only. Write or wire **MUSICIAN**, Room 35, 87 Harris St., N.W., Atlanta, Ga.

A-1 SOUPHORN PLAYER — Long experience in concert band, orchestra, radio and circus. Neat, sober and dependable. Location preferred. Have car, double side line if necessary. Only reliable parties answer. Will join on wire. Write or wire **LOUIS KOMSKI**, 26 Cooper St., P. O. Luzerne, Pringle, Pa. se18

ARIAS FROM THE ONE AND ONLY MIRRLED GLASS COUPLED ACCORDION. Hotel, clubs or circuits hear. Complete instrument, photos, Young, neat and reliable. Will join on wire. State full in first. Write or wire. **EMOR LUBACK**, care General Delivery, Chicago, Ill.

AT LIBERTY — Musician playing Trap Drums, Tympani, Bells; also Trumpet, whistle, location. Playing Municipal Band and use music as sideline. Many years' experience. **BOX 257**, Billboard, Chicago, Ill.

BANDMASTER (Filipino). Competent Instructor.

Desire to hear from Municipal, Factory, American Legion or newly organized band. Years of experience in organizing and directing band. Formerly Army bandleader. Reference as to ability and character. Clarinetist, Violinist, Union, married, Divorced or divorced. **FERD LOQUARTA**, 1418 Nicollet Ave., Minneapolis, Minn. sc18

BANDMASTER, thoroughly competent with knowledge about every instrument, will accept any position for factory or municipal band. Reply **COMPETENT**, Box C-317, Billboard, Cincinnati, O.

GUITARIST — Experienced in Hillbilly, some Modern, Radio. Do Vocals, Hillbilly preferred. Desires change. Will go anywhere. Reliable, sober, etc. **22**, all letters answered. **RUSS KROGER**, 713 7th Ave., S. E., Minneapolis, Minn.

PROFESSIONAL DRUMMER — Ten years' experience. Young, reliable. Not interested Circus or Carnival, prefer Night Club or first-class Road Show. Tickets if far. Job interviews. Wire or write at all times. **BEN FAVISH**, 3732 Talman Ave., Bellaire, O. sc25

SIX-STRING GUITARIST — Young, capable. Doing dance work at present. Read, fake, solo, rhythm, swing. Excellent accompanist for singer. Fake piano. Prefer work in North Jersey or New York, with dance, swing band. Others write. **GORDON COMPTON**, 288 Totowa Ave., Paterson, N. J.

TENOR SAX — (New Selmer). Double Clarinet, Flute, Violin, Alto, Soprano. Fine tone and teamwork. Modern but not takeoff. Needs band and recording experience. With "Don Russo" last two years. Union, reliable. Have job but want change. All inquiries answered. **HARLEY WALKER**, 625 A Ave., N. E., Cedar Rapids, Ia.

AT LIBERTY — **PARKS AND FAIRS**

BALLOON ASCENSIONS

Prof. Chas. Swartz. Always reliable. Address **Humboldt**, Tenn. sc25

BALLOON ASCENSIONS

For Parks, Fairs and Celebrations. Write **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. sc25

BALLOONISTS AND AIR

plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old heads. **YESTERDAY** has Big Man. **HOPKINSON BROS.** **BALLOON & PARACHUTE CO.**, Aurora, Ill. Established 1903. Coast-to-Coast Service. One outfit down South. sc25

BALLOONISTS — LADY OR

Gentlemen Parachute Jumpers available for parks, fairs, etc. **CONTINENTAL BALLOON CO.**, Shadyside, O. sc25

“DIVE OF DEATH”

America's Greatest Thrill Act now open for 1937 and 1938 dates. Contact your Agent or write **CLARENCE A. McCONNELL, INC.**, Room No. 6, 60 Washington St., Salem, Mass. sc11

“TUMBLING ATWOODS”

Bozo, Raggedy Ann featuring Falling House. The Billboard, Cincinnati. sc2

BINK, KING OF THE SLACK WIRE—THREE ACTS

Wire, Trapeze and Comedy Juggling, all reliable. **GEO. BINK**, R. I., Box 1, 202 Cudahy, Wis. sc18

CARMEN'S CIRCUS REVUE — 5 COMPLETE

and distinct free attractions. Price and literature on request. **P. O. Box 21**, Williamsburg, Mich. sc22

MARIE'S MARVEL DOGS NOW BOOKING

late fairs and indoor events. Three stand and acts. Marie's Dogs the original tight-wire performers: Marie's Animal Circus (Dogs, Goats, Monkeys and Bear), Swiggle-Swoggle comedy. For price and literature write **Edwardsburg, Mich.** sc18

“NILES” — THE ONLY HIGH DIVING CAT

Known to profession, and two Dogs; fifty feet Tight Wire, both species. The talk of the Fair because it's new, different and a thriller. **GIBSON & GIBSON**, Carthage, Ind. sc18

THE GREAT EUGENE — HIGH THRILLING POLE

and Trapeze Act. Three different acts. Price and literature at your request. Address care The Billboard, Cincinnati, O. sc2

THE SENSATIONAL WOLTERS TRIO—AMERICA'S UNDISPUTED Novelty Balancers and Comedy Acrobats. Three distinct acts—two men, one lady. A real feature troupe on your program. Open for fairs, hotels, celebrations. Write, wire. Address Billboard, Chicago, Ill. sc27

AERIAL COWDENS—THREE STANDARD ACTS

Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. sc18

FRED AND MARIE GUTHRIE

Four separate acts for price of one. Double Tight Wire, Single Double Trapeze Act. Lady Butterfly Iron Act. **1800 Race St.**, Cincinnati, O. sc25

CHARLES LA CROIX

Original Platform Free Attraction. Available for celebrations, etc. Outstanding Trapeze Act at price you can pay. **CHARLES LA CROIX**, 1304 So. Anthony Blvd., Ft. Wayne, Ind.

CHAS. AUGUSTUS

High-Class Trapeze Artist. Committees wanting a real feature novelty free act that can be erected on your platform, get in touch with me. Have complete flashy outfit and equipment. **1800 Race St.**, Cincinnati, O. sc25

CHARLES AUGUSTUS — Long experience in concert band, orchestra, radio and circus. Neat, sober and dependable. Location preferred. Have car, double side line if necessary. Only reliable parties answer. Will join on wire. Write or wire **LOUIS KOMSKI**, 26 Cooper St., P. O. Luzerne, Pringle, Pa. sc18

DASHINGTON'S DOG AND MONKEY CIRCUS

Two distinct acts, was a big success at Illinois State Fair—"ask the secretary." Open for fairs, celebrations, theatres. Go anywhere. Creston, Ia.

JAYDEE THE GREAT — An amazing High Trapeze. Novelty. A Gorilla-like Creature, gambols atop a lofty 55-ft. pole, displaying sensational aerial contrivances. This crazy antics is a smash. A novel attraction with laughs and spills. **1800 Race St.**, Cincinnati, O. sc25

LADY AERIALIST — Have done Double Traps; also Combination swinging and Trap Act. Weight about 100, height about 5 ft. Would like to get in touch with a good recognized aerial act. Address **BOX C-331**, The Billboard, Cincinnati, O.

LATHAM'S CIRCUS UNIT and Trained Animal Unit for Children. Write for details. **1800 Race St.**, Cincinnati, O.

PAMAHASIKA'S Dog, Pony, Monkey and Bird Circuit offers the most beautiful domestic and tropical animal and bird performances ever presented at all ages. This marvelous performance is presented by Prof. Pamahasika himself for this attraction. Address **GEO. E. ROBERTS**, Manager Pamahasika's Studio, 515 W. Erie, Philadelphia. Telephone **SA** 5363.

THREE NOVELTY ACTS — Have weeks of Sept. 20 and Oct. 10 open. Tight Wire, Rolling Globe, Slack Wire. All acts first class. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. sc18

TWO SENSATIONAL FREE ATTRACTI

Acrobatic table act and comedy boxing. Also up-to-date pay show. Write **GLENNY & FORD**, The Billboard, Cincinnati, O.

WILDCAT'S WILD WEST SHOWS

for Fairs and Parks. Riding, Bullbait, Cracking, Roping, Shooting. Address **ELMER DRAEGER**, 3739 N. Port Washington Ave., Milwaukee, Wis.

AT LIBERTY

PIANO PLAYERS

PIANIST—WITH LIBRARY.

thoroughly experienced Dance Band, Tab, Roadhouse, wishes to locate; also reliable Clerk, Salesman. Write **JOHN McCARTHY**, 1721 Spruce St., Philadelphia, Pa.

PIANIST—DANCE, NIGHT CLUB OR LEGIT.

Union, read and swing. Consider all offers. Age 29. **HERBERT HAMLIN**, Merrill, Wis.

PIANIST—READ, FAKE, TRANSPOSE, UNION.

Play any shows. Prefer big band but will consider small band. Prefer South. No panics. **MUSICIAN**, 315 Chestnut St., Spring City, Pa.

PIANIST—READ, FAKE, ETC. UNION, RE

liable. All essentials. **BOX C-323**, care Billboard, Cincinnati, O.

PIANIST—UNION, YOUNG, RELIABLE. READ,

fake, take off or show. All particulars first time please. Address **MUSICIAN**, 824 E. Wayne, South Bend, Ind.

PIANO PLAYER AT LIBERTY—EXPERIENCED

In Theater, Vaudeville, Musical Show, Hotel, Concert and Dance. Prefer to read than fake. Union, age 45. **JOE CRAWLEY**, 525 Mass Ave., Boston, Mass. sc18

RHYTHM PIANIST — FRONT MAN, SIGHT

read. Solid, steady rhythm. Voice, sober, arrange. Must give notice. Go anywhere. **KENNETH MARTZ**, General Delivery, Corpus Christi, Tex.

RHYTHM PIANIST — Modern style, plenty take-off. Young, reliable. Prefer location. Small outfit. Consider all. Join immediately. **PIANIST**, 546 South McDonough St., Montgomery, Ala.

AT LIBERTY

VAUDEVILLE ARTISTS

COMEDIAN—REP, MED OR

Tab, Tobys, Black or General Business. **JASPER LARKIN**, Victoria Hotel, Oklahoma City, Okla.

MOST ORIGINAL AND

Novel Marionettes—Plays and vaudeville. Now booking for fall season. **THE BEPPO MARIONETTES**, 180 Fifth Ave., New York City. sc11

FIRST-CLASS SENSATIONAL SPECIALTIES BE

tween Curtains. Professional couple who can dance Norwegian Folk Dance (wife native of Norway, can sing Norwegian Classic and Semi-Classical). Will play double in tragedy, comedy and drama. Man, Oriental Sand Reader (Sand Diviner), Mental Magician (the only one known in U.S.). Will read from stage or by appointment. Company gets half from appointment. Will read from Crystal, Waterglass, Astrology, Palm and Cards (the metaphysical way). Will only sign up with reliable theatre company with long season. **MR. AND MRS. A. E. PELLAR**, P. O., Black Hawk, Colo.

PIANO PLAYER AT LIBERTY — MED, REP,

Vaudeville, Orch., Radio. Read, fake, transpose. Work acts, comedy or straight. Change Specialties for two weeks. Join at once, go anywhere. Ticket if far. Reliable. Write or wire **VIVIAN FISK**, Cincinatti, O.

AT LIBERTY

about October 1. Team, Med, Rep or what have you? Acts and all that. Lady, Singles; Man, Piano. Have car. State salary. Further details on request. **AL AND WANDA VALE**, General Delivery, Michigan City, Ind. sc25

FOR HALL MED SHOW

Eccentric Singing, Talking Comedian. Do 12 Specialties. Bills in Acts, or Second Comedy. Work sales. Utility Man. Salary low. **FRANCIS**, 134 West Maryland, Apt. 314, Indianapolis, Ind.

SKETCH TEAM FOR MED AT LIBERTY after October 1. Mat. Comedy. Stunts. Lady, Striptease. Plenty Shows. Doubles. Charge two weeks. House car. State best. **SKETCH TEAM**, Box C-332, Billboard, Cincinnati.

MILLER AMUSEMENTS

(Continued from page 60)

blocks of Main street. Week passed without a complaint. Ralph R. Miller purchased three Chevrolet truck-tractors from local dealer, Mr. and Mrs. Harry L. Small in St. Louis Thursday completing details for their special-built Covered Wagon, as were Mr. and Mrs. John T. Hutchens, selecting their new trailer. Captain Meadows joined Captain Perry's Hell Riders. General Agent Byran G. Gill with unit of rides busy filling homecoming dates in and around St. Louis. With deepest regrets we read notice of passing of Roy Bard, Ossified Boy. Sympathies from all members of John T. Hutchens' museum to members of Roy's family. Visitors: Mr. and Mrs. T. L. Dedrick, of Happy Days Shows. Business Manager Harry L. Small away Friday. **HARRY LEE**.

World-of-Fun Shows

SELMA, Va. Week ended August 14. Location, Bar lot. Weather, fair and rain. Business, very light.

Move from Smithers, W. Va., without mishap and ready to open on schedule. This being E. C. Dearing's home, he was busy entertaining friends all week. Wednesday and Friday nights lost account of rain. Saturday, pay day, did not help at all. Mon Oshea joined with a concession and her pet, Black Crow. **Orange, Va.** Week ended August 21. Location, ball park. Weather and business, fair.

This being third carnival to play here this season, business was light first of week; last three days it picked up. Saturday, pay day, midway was packed at 8 p.m. Entire show had a good Saturday night play. Co-operation between officials and General Manager N. P. Roland. George Miller joined with a girl revue. Minstrel troupe was delayed due to bus accident. Visitors: Barney Tassell and members of his organization.

CREWE, Va. Week ended August 28. Location, ball park. Weather, rain. Business, good when open.

First show here in over a year. It started raining Sunday and kept up until Thursday. Show opened Thursday night and everyone was having a play when about 9 p.m. rain again drove everyone home. Other two days were put down on right side of book. All rides did a capacity business. General Manager N. P. Roland was away from show all week in Carolinas. Assistant Manager John J. Stebler handled everything okeh. Mary Stebler, Helen Feeney, Mary Louise, Mildred Feeney and Mickey Galler, of Stamford, Conn., spending their vacation on show. Show moves by trucks. Everything has been repainted. **W. DAVIS**.

West Coast Amusement Co.

OREGON CITY, Ore. August 18-23. Location, rodeo grounds. **TERRITORIAL DAYS**. Business, excellent.

In all of this show's history of August 20 and 21 will long be remembered for large crowds that jammed midway. At peak of evening there were 15,000 people on lot and this was same condition on other night of big show which ended Saturday. For fully an hour it was impossible to get crowds thinned out so as different rides and shows could operate. Then until 2 a.m. business was phenomenal. On Saturday night at 10 o'clock various cookhouses on midway and across on independent midway were completely out of stock. Manager Krekos was laid up with a cold and was not quite as active as usual. Leo Leos, auditor, did entertaining. Andy Cocan left with his cookhouse for California State Fair, but ended up by coming back before evening was over. Ralph Guyes did a swell job of promoting this spot and his committee was 100 per cent. Arthur Butler, well-known concessioner, visited nightly. Mayor Carson of Portland and State Secretary Snell were in attendance at celebration.

W. T. JESSUP.

De Luxe Shows of America

LOCKPORT, N. Y. Week ended August 28. **Niagara County Fair**. Weather and business, good.

Opened Monday afternoon, Kids' Day, with a crowd of 20,000 people and showed until 11 p.m. Rides and shows did a very good business. All concessions had a very good week. Visitors: Mr. and Mrs. Rubin Gruberg, of Rubin & Cherry Exposition. Newcomers: Mr. and Mrs. C. O. Davis with cookhouse and Madame Rose with mentalist booth. **C. J. FRANCO**.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago.

CIO Plans To Organize Toy and Novelty Workers

Ravitch reveals plans after conference with union officials—government trade observers predict rise in prices and reduction in turnover due to foreign competition

WASHINGTON, Sept. 4.—Plans for organizing the 100,000 toy and novelty workers of the country were announced this week by Alexander Ravitch, of the Toy and Novelty Workers' Organizing Committee, following a conference with CIO officials here. Seven regional offices are to be established by the committee and close co-operation has been promised by all CIO unions. New trade group is being built around four "outlaw" A. F. of L. groups which withdrew from the William Green organization to affiliate with John L. Lewis' unions. Ravitch reported that a new local has been formed at Bridgeport, Conn., where the CIO drive has already won a contract with one of the biggest toy companies. The Lindstrom Tool and Toy Company there has granted full union recognition, wage increases of 10 per cent for week workers, with 20 per cent for piece workers, and reduction of hours from 44 to 40, with 35 hours for the night shift. In Boston a strike at the Keystone Manufacturing Company has resulted in an 18 per cent wage increase, with time and one-third for overtime and reduced working hours.

Trade observers note that spread of unionization into this field with its accompanying demands cannot help increasing cost of production, which will be reflected by higher prices to the trade. In certain items no undue drop in sales will be noted, but in others, which have to meet stiff competition with foreign-made novelties, a reduction in turnover can be expected. It is thought that while Japan is upon its course of military conquest every effort will be made by the island empire to stimulate export sales of its cheaply made novelties and toys as well as other consumer items in order to keep the war machine going. American toymakers believe that Japan will restrict use of metal in the Japanese factories because of the scarcity of scrap and soaring costs of steel and iron. Nevertheless rearmament programs all over the world have advanced metal prices to the extent that every type of metal working has experienced increases in production cost.

Labor gains at this time will only cause incidental price advances because revised price schedules have been due for some time, according to government trade observers.

Big Market Seen For Midget Sets

NEW YORK, Sept. 4.—Midget set sales account for more than 50 per cent of the total radio sales volume, according to Ben Abrams, president of the Emerson Radio and Phonograph Company, who believes the figure will increase within the next several years. "Advancements made in tonal reproduction and appearance of some of the sets on the market now," said Abrams, "is resulting in midget sets entering into a more prosperous era. The consuming public is still almost strictly price-conscious, and in selecting a radio, one that affords proper entertainment at a nominal price, is readily acceptable."

The vast building plans being formulated for one and two-family homes is something that brings with it a chance for smart radio merchandising, according to Abrams, not only to sell more console machines but also to carry on the theme of additional sets for the home. Attractiveness of the midgets has been fully realized by those interested in sets for the table, bookcase, kitchen or, for that matter, any part of the home, he said.

He commented upon the fact that the additional set for the home market is such a vast one that dealers should place more emphasis upon interesting the public in small machines.

Prizes in Demand!

FORT WAYNE, Ind., Sept. 4.—There's no denying the appeal of merchandise prizes carried by one of the concessions at a Fort Wayne amusement park. Thieves recently broke into a concession stand after the stand had been closed for the night, removing five cartons of cigarettes and other prizes of value. Officers found fragments of the empty cartons scattered near the building, a door of which had been pried open to gain entrance.

is the foremost question in the minds of advertising and sales executives.

Because of this it was said today by Howard W. Dunk, secretary of the Premium Advertising Association of America, that these round-table sessions will be addressed by outstanding authorities. Among them are Prof. Howard T. Hovde, of Wharton School of Finance and Commerce, University of Pennsylvania; Dr. Pauline Berry Mack, director of Home Economics Research and professor of Textile Chemistry, Pennsylvania State College, and Jules Dundas, of Columbia Broadcasting System's sales promotion department.

Because the Children's Symposium was so successful at the National Premium Exposition in Chicago it will be repeated. At present almost all the space for the exposition has been sold. An attendance of over 2,000 premium buyers, sales and advertising agency executives is expected.

Plans Are Set For AC Exposition

NEW YORK, Sept. 4.—Both the practical and the theoretical side of the premium question will be covered at the Atlantic Coast Premium Exposition Round Table Meetings to be held at the Hotel Astor September 28 to 30. There is no more moot question in merchandising and advertising than the use of premiums. Just how far the continually rising tide of premium use will extend

is the foremost question in the minds of advertising and sales executives.

Container Mdse. Getting Good Play

CHICAGO, Sept. 4.—The accelerated demand for container premiums of myriad types in recent months has not only served to broaden the wholesale market in pleasing fashion, but provides the industry with a considerable volume of business it would otherwise never get a look at. Use of container premiums having a reusable value has gained a strong foothold, and merchandisers have been quick to sense and take advantage of the powerful appeal possessed by the new container articles designed for continued use.

To list container premiums in use today would be to include practically everything that can be utilized to hold something else and which when emptied will serve some useful or ornamental purpose. However, some of the most rapidly moving numbers include miniature cedar chests, picnic boxes, waste paper baskets, appealing trays, sewing boxes, clothes hamper, covered bowls, fitted overnight cases, cake and bread boxes, cigar container and scores of others.

Not only do manufacturers find it more profitable to pack their merchandise in containers that are suitable for further use, even at the risk of increasing the cost of their products, but premium and specialty houses are promoting for prize purposes a greater number of container articles than ever. Bingo games and even many salesboard operators are today featuring such container merchandise as novelty wooden chests, magazine baskets, one-shelf bookcases, candy containers, jewel boxes and the like.

Wholesalers even report that considerable quantities of container items, particularly cigarette boxes, homewares containers, manicure containers and sewing boxes are being distributed at fairs this season.

Retail Trade Spotty for Week

OVERHEARD at the New York gift show that business is better in the gift and premium line. Dealers expect fall business to be good and Christmas business to be better than last year. Better grade merchandise dominates the field, but sufficient low-priced stuff can be picked up by those who can use it. Operators say that many \$1 lines can now be pushed into the \$2 class. Colored glassware is going well in the rural market. Christmas pitches in large cities will open right after Halloween. Many premium buyers are in the market, but most of them are still looking around. Premium dealers want some real novelties. Colored costume jewelry sells in big cities and will fill each country market.

The Chinese-Japanese conflict is bound to have some effect upon the supply of Chinese and Japanese merchandise in the premium market. Wholesale houses report that there is still enough Far Eastern wares on hand to take care of the reasonable requirements of fair and carnival ops. Conditions are not quite as favorable in the case of large premium orders made to the buyers' specification. Japanese factories will ship all that they have in stock and hope to keep their regular customers supplied. Wire news is that manufacturing in the native sections in Shanghai and Tienstin is at a standstill and little can be expected from the interior because of the blockade.

I notice that many pitchmen have taken my advice and located on pleasure steamers going to near-by seaside resorts. This seems to be a good market and looks promising for next year. Many minor shore places have become good pitch locations. Westchester and other counties in New York have produced a good crop of carnivals. Various fire companies are active in this direction and good crowds have been noted. With summer visitors cramming every nook and corner there is plenty of money in these locations. More activity is also reported from summer resorts farther away from the city.

Watching the sales efforts of our various merchandising friends in the burly business, it seems that they have been doing a little better during the latter part of August. Attendance at the burlesque shows is still not up to par, but there is a fair percentage of cash customers. I still contend that you must have something to sell to these crowds before you can take in the money. Why not make a call at a downtown premium house for some additional suggestions? Also, why not add a little comic relief to the sales talk. The boys take themselves as seriously as if they were bank directors. With long intervals between stage shows, customers won't mind being amusingly entertained and will give an extra coin to a good exponent of platform selling.

Fashion Notes: Don't get excited when you hear that next year's women's shoe colors include red bark, bisquette, brown spice and tuxedo green. They are just fancy names for the good old red, solid blues and greens, with a touch of brown added to satisfy the novelty urge. When buying men's neckwear, mufflers, etc., pick stripes. I told you this last year but you may have forgotten. In women's winter knit goods, mufflers, gloves, etc., the tyrolean flower design leads.

WASHINGTON, Sept. 4.—Retail trade throughout the country was spotty last week, according to reports from 37 key cities compiled by the Department of Commerce. Trade in about half the reporting cities showed moderate gains, while in others the movement was slower, with unfavorable weather at fault in many cases. Decline in many instances is considerably less than the usual seasonal drop, and business men expect a sharp revival in volume to occur early in September when intensive fall sales get under way.

In wholesale trade an uneven trend was also noticeable, but sales were still above the corresponding week of last year.

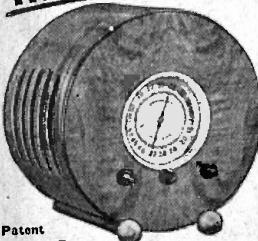
Big Appliance Market Awaits Farm Wiring

NEW YORK, Sept. 4.—That there exists a vast potential field for electrical gadgets and appliances which awaits only the action of farmers in hooking on to accessible electric service is indicated by the results of a survey just completed by the Edison Electric Institute. C. W. Kellogg, president of the Institute, made public the report, showing that 20 per cent of farm homes in the United States have access to electric power lines but have not taken advantage of it.

Survey shows a total of 1,420,635 occupied farmsteads within "reasonable connecting distance" of distribution lines. Of this number 1,138,335 are using electric service. About 120,000 farms have been connected up during the first six months of 1937.

THE SENSATION OF THE YEAR!

THE SILVER CIRCLE RADIO



\$10.99
LOTS
OF 6

Sample, \$11.49

RUSH \$2 DEPOSIT, Pay
Balance C.O.D.
**MONEY-BACK IF
NOT SATISFIED**
Order Model No. 159
24-Hour Service.

IT'S NEW! IT'S DIFFERENT!
IT'S PATENTED!

The newest Radio on the market... and already the most successful! Beautiful and graceful — yet striking in appearance. Front panel of finely grained butt-walnut veneers. Full size dynamic speaker at side. Simulated gold dial of the new clock type. 5 Tubes, including one Metal Tube. Both Set and Tubes fully RCA licensed. AC/DC, 60 cycle, 110 volts.

ONE-YEAR GUARANTEE.

Long and short wave—gets police calls, amateur etc. Size: 10" diameter, 6 1/2" deep. Complete with Aerial, Weight, 9 lbs.

GIVE-AWAY RADIOS FREE!
Make \$14.92 on every deal. Send
10c for push card, photo and plan.

SILVER MFG. CO.

2868 Elston Ave., Dept. 74, Chicago.

FREE 1938 CATALOG 30 Beautiful Models, 5 to 15
Tubes, for farms, homes and autos.

NOTES

SUPPLY HOUSES

Shorts

LARGE CROWDS attended Andalusia (Ill.) Home-Coming Celebration on August 28 and 29 to see a program of aquatic events, parade and acts, including Perkins and Duffy, reports Chairman Bert Gibbs.

CHARLES W. JESSOP has been enlisted to assist the committee for Connersville (Ind.) Street Fair.

MALONE SISTERS, Geraldine Ross, Rhubarb Red and his Melody Kings, Cumberland Ridge Runners, Flannery Sisters and Shelby Jean Davis have been booked for a five-day annual Fall Festival sponsored by East Side Business Men's Association to be held in the former Madison (Wisc.) Kipp plant. Albert S. Lerdahl is general chairman.

COMMITTEE for Military Order of the Cootie Celebration, Detroit, on August 16-21, reported business good. Tri-State Shows played the date.

DOLLY LEE, aerialist, assisted by George, who was at St. Johns (O.) Merchants' Festival on August 28 and 29, has been playing under auspices in Indiana and Ohio.

ELGIN MASON'S show Cavalcade, booked thru Ray Conlin's office, was a feature of Romeo (Mich.) Peach Festival on September 4-6. Other acts were Ray and Lillian, musical comedy team; Ishkewon Brothers, hand balancing; Yvonne and Victor, adagio; Tommy Marks, comedy cyclist, and Les Scott, acrobat.

RUMBLE'S six rides and concessions will be at Putnam County Horse Show, sponsored by Greencastle (Ind.) Chamber of Commerce, reports Concession Chairman Jake Eitel.

FREE ACTS at Bird & Son Field Day on August 21 in Walpole, Mass., under auspices of the employees' mutual benefit association, included Queenie Dunedin, comedienne; the Ralstons, White House Magicians, and Elliott Smith, ventriloquist, booked by K. M. White.

Increased somewhat in June but there were no definite indications of an early vigorous revival of activity in this industry.

Industrial production in major foreign countries is continuing at a level about 10 per cent higher than a year ago. The increase in the first quarter of the year was followed by a leveling off, somewhat comparable with that occurring in the United States. Foreign demand is expected to remain at least near present levels during the last half of the year.

INCOME UP IN JUNE

Larger marketings of grains, together with sharp price rises of meat animals, particularly hogs, resulted in more income from farm marketings in June than in May. Income from marketing is usually less in June than in May. Farmers received less from government payments in June than in May and less than in June, 1936. As a result of this decrease, total income received by farmers in June was smaller than in June, 1936. For the first half of the year farmers have received 16 per cent more income than in the first half of 1936.

Farm wages usually rise during the second quarter of the year as farmers hire help for the heavy summer work. Wages have risen faster in the second quarter of 1937 than in any other year since 1923, at least. Reasons for the increase are the large volume of crops in prospect and the higher level of farm income. Wages averaged \$25.28 per month with board for the whole country on July 1 and \$36.14 without board. Farmers continue to report difficulty in obtaining enough labor. On July 1 crop reporters indicated that hired help was scarcer in relation to demand for help than at any time since March, 1924.

PRICES LOWER IN JULY

Prices received by farmers declined slightly from June 15 to July 15. The index of farm prices computed by the Bureau of Agricultural Economics dropped 1 point. Wheat, corn, meat animals and live-stock products advanced, while most of the other major products declined. On July 15 farm prices were 8 per cent higher than on July 15 of last year. Prices paid by farmers were 7 per cent higher than a year earlier. Buying power of farm products on July 15 was 94 per cent of the pre-war level compared with 93 a month earlier and 93 a year earlier.



Carnival Novelties

New Stock
Just Arrived

B81 Men's Toy Wrist Watches, 1 in box	Gro. \$3.75
B82 Gillette Style Blue Blades	Per 1,000 3.50
B83 Flying Birds, Outside	Gro. 1.85
B84 Flying Birds, Inside	Gro. 2.55
B85 High Hat Fur Monks, 6 1/2 in.	Gro. 3.75
Parade Canes, Balloon Toss-Ups, Display Cards Milk Bottles, Cane Rings, Hoops, Cuckoo and Cloth and Paper Parasols, Corn Game Merchandise	

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SELL TIES with PRESSING FORMS

Easier—Faster Sales

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A LEADING FALL SELLER

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Stripes and Solid. You'll make
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NEW CORD MOGADORS 3 Doz. Quantities

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Worth more than \$2.00 doz.
to you. Silk lined tippings
matched to color of tie.SPECIAL SALE A gift to you
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Sample Dozen, \$1.35. You find real bargains
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WAVE IN EVERY
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1/3 Deposit With Orders, Bal. O. O. D.

Hundreds of other items. FREE CATALOG.

DRUG DISTRIBUTORS, INC.,
135 FOURTH AVE., NEW YORK CITY

FOURTH POWWOW

(Continued from page 61)

Go-Round, Bill Williams, foreman; Don Chase, assistant; Jo Mateny, tickets; Kiddie Ride, Ed Salzberg, Flo Piersall; Aeroplane Ride, Bob Janeway, Mrs. Edith Laurens; Pony Ride, John Kemsley, Ed Kemsley, Ben Krause. Shows: Sea Express, Earl Harvey; Jolly Lee Harvey, Jo Byrnes; Aladdin and the Magic Lamp, Prof. Gene Carruthers, Mme. Lolita, Ellen Sayers; Fred Gibbert, front; Desert Show, James Kincaid, Ed Wollever and Jack Sturges.

Concessions: Cookhouse, Flo Appel, Whitley Olson, Fred Hanewinkel, Big Heimlich, chef; Neil Powers, Al Folmer, assistants; bottle game, Bill Koehler; Joe Asbury, assistant; groceries, Al Ronnow, M. Hertle; pop corn, Ruth Fowler.

Vic Howard; ham and bacon, George Simmonds, Myrtle Pearl; cigaret wheel, Vic Cajacob; candy floss, Mr. and Mrs. Jimmie Cooley; plaster, Louis and Al Cecchini; short-range lead gallery, Kurt Ober, Eddie Bevis; string game, Joe Unger, Frank Gelser; duck pond, Jack Rosen, Doug Grant; penny pitch, Doug Mitchell, Chet Stull; novelties, Mr. and Mrs. Neal Eastman; Ned Garvey, Paul Hovack, Jimmie Vernon, agents; photo strips, Jacqueline Moffatt, Velma Pauk; arrows, Mr. and Mrs. Tom Farrow; men-talist, Tommy La Rose; grunt derby, Ed and Grant Mohrer.

Congress of First Americans was presented, with Chief Strongheart as manager and emcee and company of 20 Indians, a working unit with musicians and program of fancy shooting with arrows, songs, dances and tribal ceremonies. On the vaude stage were Babe Murr, emcee; Joe Carmen, singing guitarist; Three Song Birds, girl harmony singers; Burr and Taylor, hand balancing; Three Whirlwinds, acrobatics and acro dancing with high pedestal chair fall; Boys' Harmonica Band, 12 kids; O'Fallon and McBride, old-time song and clog dancing; Gregory, Dines and Orms, ground acrobatics; Four Phantoms, grotesque dancing; Mexican Fiesta Orchestra, song and folk dances, and cowboy band.

Agricultural Situation

Condensed Data From August Summary by U. S. Department of Agriculture,
Washington, D. C.

Except for limited areas, the farm production and price picture is the brightest since before the depression. The business outlook indicates continued strong demand for farm products. Cotton farmers increased their acreages this year and growing conditions continue favorable. In the spring wheat area rust damage is severe, but in most areas small grains are practically assured. Corn still has to pass thru a critical period. Live-stock men have good reason to believe that the coming winter feeding season will be one of high live-stock prices and relatively low feed prices. Winter wheat growers are enjoying the unusual experience of large crops and high prices. But there will be drought losses again. From the Canadian border of Montana and North Dakota drought reaches down thru the Great Plains with varying intensity to the Panhandle of Texas and Oklahoma. Scooby, Mont.

There has been a marked recovery in the output of most lines of non-durable goods. The failure of building construction to recover significantly has been the outstanding feature of the industrial situation since the general recovery started. Building construction

this year.

DEMAND IS STRONG

The statistics of employment, pay rolls and non-agricultural incomes have begun to reflect the leveling off in industrial activity of the past several months. Industrial activity seems to have continued to decline in June and early July — more than it usually does in those months. This slowing down in industrial activity is not expected to greatly change the outlook for consumer demand for farm products. Consumer demand does not ordinarily respond to minor variations in business conditions.

An analysis of industrial production statistics shows that in general the production of durable goods is still lagging behind the production of non-durable goods. There has been a marked recovery in the output of most lines of non-durable goods. The failure of building construction to recover significantly has been the outstanding feature of the industrial situation since the general recovery started. Building construction

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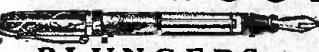
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Gold Finish. Send \$2 for 20.
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Also Showcases, Stands, In Crystal-Rainbow and
Novelty Jewelry. Send \$2.00 for Line No. 24 or
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Own your own busi-
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Chains, Small Safety
Tags, Name Plates,
Samples, with name and
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BEST QUALITY—LOWEST PRICES
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REX HONES
Now Less Than 3¢ Each
\$4.25 a Gross
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Plus Postage.
Each Hone in flashy silver
box priced 50c. A real fast
cutting abrasive stone of good
quality. A demonstrator
for Pitchman. Hone men are cleaning up.
ACT QUICK. **REX-HONE MFRS.**, 1500 West
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RADIO STROPPER CO.
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MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office
Special Line. **SUPERIOR SERVICE.** Wholesale
Catalog and Office Special Price List upon request.
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Most popular of all
balloons are Oak's ex-
clusive Mickey Mouse
items. A group of
amazingly fast sellers.

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mation consult your
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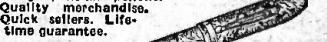
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CREAM OF THEM ALL!
Why Buy Milk When Cream Costs No More!


Sensational New Pens Draw the Crowds.
Sample Illustrated, 25c. Write for Price List.
BENSON PEN CO., 348-Z Plymouth Bldg., Minneapolis, Minn.

PLUNGER \$21.00
PENS Per Gross:

Entirely new line of
plunger pens and pencils.
Quality merchandise.
Quick sellers. Life-
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Immediate delivery
of New Fall Models.
Real low prices. 9 differ-
ent models. Postpaid.
Write for lowest jobbing prices.
NATIONAL PEN CO., 210 W. 8th St., Kansas City, Mo.

**ELGIN & WALTHAM
WATCHES \$1.85**
In New Cases,
At Low As.

Send for Circular, showing the Biggest Bargains in
Rebuilt Watches and unredeemed Diamonds in
the country.

H. SPARBER & CO.
100 North 7th Street, St. Louis, Mo.

The only Pen Just like a Banker, is another Banker.
The Pen with the "Silverlike" Tip.


JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

HUSTLERS ARE MAKING MONEY

Selling Lord's Prayer on a Bracelet. Cost 5c, sell
25¢. Also Lord's Prayer on a Copper, cost 1 1/4c,
sell 10c. Also engraved names and address on
them. They set on Paper Easels. Sample 10c,
25% with Order. Balance O. D.

CHICAGO BRAELET CO., Chicago, Ill.

HIT THE BULL'S EYE for PROFITS with

THE NEW BULLET TOP
Streamline NUPOINT
COMBO PLUNGER, LEVER PEN

ONE PULL—IT'S FULL

\$24.00
Per Gross
PEARL COLORS
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Quality at
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Most Complete Line in Nation

NUPOINT PEN & PENCIL
11 East 19th St., New York

End your correspondence to advertisers by men-
tioning The Billboard.

BILL EVANS
who worked sheet at the Western Idaho State Fair to an okeh business, inks from Boise, Ida., that that section of the country is in good shape but few crops have been harvested as yet. "A lot of the joints," reports Evans, "are crying the blues, but there are two here who are gathering in the filthy lucre and some of the old-time peeler workers would do well to take a few lessons from them. They are Frank Polk and M. Waters. They stole the show here, and even the local papers gave them a spread. I plan to go to Burley, Ida., and then head for Walla Walla, Wash., and Salem, Ore. Have been wondering how the sheet is going at the Midwestern fairs. Would like to see some pipes from the boys."

HUSTLERS' TIPS: The writer has seen the ink-sticks worked from every imaginable angle. They have been pitched at factory gates, worked with an engraving machine, couped thru stores, sold off display cards and horsebacked to huge success. We believe a new way to work them would be to catch the gang as they come from high school. After all, who would make better prospects than high-school students? Think it over, fellows.

B. YOUNG . . . pipes from La Porte, Ind., that he is working to swell business there and that the weather has been fine.

HAVE BEEN . . . working curlers all year in Kress Stores, writes Redel Huffines from Port Arthur, Tex., under date of August 27. "Business has been swell and I seem to be the only demonstrator on the seacoast. Have been spending about a month in each store. The refinery people here seem to have plenty of money twice a month. I formerly worked pens at the fairs, but I believe curlers are tops for chain stores."

SAM BERMAN . . . tells from South Haven, Mich., under date of August 29: "Worked here Saturday during the Peach Festival on the main street with my Buddha to a red one. Town is open again for a \$3 reader. Have been working fairs in this section to some good takes. Plan to make a few more before returning to Ohio and North Carolina fairs. After that I'll be bound for New Orleans. Would like to see a pipe from Art Engle."

TRIPOD OPINIONS: "It's too bad some of the pitchmen we know don't catch jaw colds,"

AFTER MAKING . . . a 200-mile jump into South Carolina Ricton, "Barnum of the sticks," has his med opera playing to good business in the cotton mill towns in that neck of the woods, despite 10 days and nights of rain. Organization is now in its 23rd week of continuous operation under canvas.

"STILL ROLLING . . . along with the Pan-American Shows and getting mine," pencils Tom Sigourney from Chillicothe, Mo., under date of August 26. "Topped the midway four times last week." Tom also sends along his weekly epigram. Here it is: "Everybody admires a winner, but even more worthy of admiration is a sometimes loser who can take it with a smile."

JERRY RUSSELL . . . exponent of the jam pitch, scribes from Pueblo, Colo., that he is making the fair there to an okeh business. Gus Weiner is also there, he reports.

A PITCHMAN'S rating does not come from how long he has been in the game. What gets him his rating is how he played the game.

JAMES H. McCASKEY . . . long-range, rapid-fire paper man, who is either going somewhere or coming back all the time, comes thru with another pipe, this time from Marlinton, W. Va. Here's his story, boys: "I have noted on

numerous occasions," says James, "that there are some silver-tongued, smooth-spoken individualists of some oratorical ability who seem to have humorous capacities. Why not have a little wit and humor in these columns to liven up the spirits of some of the boys and girls who are getting stale? Of course, you all know we all become delinquent at times, so why not a little rhyme, experience or witticism now and then to offset disgust, chase gloom and scatter a little sunshine? Now don't do as I tell you, but just the best you can and watch the results. More eggs in your basket, even if they do come from cold storage."

WHAT A SAD and rude awakening some of us have just when we think we are riding high or sitting on top of the world.

CARL HERRON . . . blasts from Olneyville Station, Providence, that he recently ran across one of his students of two years ago displaying his skill with the pocket knife in one of the many beer gardens there and that, judging from the tip around his table and the passout, he seemed to be doing well. He was none other than Earl Rababur, who has become the champion pocket-knife whittler in New England and who says, according to Carl, that "the keister and tripe are okeh, but I'll stick to the beer gardens and night clubs."

"LOCKPORT, N. Y. is plenty good, especially for the paper fraternity," pens Doc Cunningham from the Eastern city. Among the fraternity there, reports Doc, are Sol Castle, Henry Frederick and Dan Lewis.

MEMORIES: Remember when the old Revere House, Chicago, was the gang-up spot of the nation for pitchmen and actors? And remember the winter back in 1907 when things became tough and one of the boys wanted to check out of the hotel with thoughts of taking along his belongings, and someone smelled burning rags in the alley near by and yelled "fire!" Believe it or not, a lot of the boys and girls checked out in the next few minutes, bag and baggage. But those were the good old days.

W. D. COOPER . . . thugs thru under date of August 28 that he is working the leaf to swell business in Aliceville, Ala. He reports that the cotton price is low and seeds lower but that he is collecting and his wife smilin' and is topping him in sales. He plans to make the river roads soon.

A PITCHMAN . . . is a person who can take a seemingly insignificant article and thru a demonstration and proper oration put over the sales on the item.

WHAT IS YOUR . . . idea as to what constitutes a real pitchman? Let's have 'em, fellas. Make them brief and we'll print them.

ARE YOU one of the boys who can deliver or just one of the fellows who insist on trying to tell those who do deliver how to do it?

THE EFFORTS . . . of home-guard pitchmen to protect the pitchmen's interests by helping the traveling boys to keep off restricted spots and urging them to work properly are to be commended, but it's not right when they try to hog the works by using their influence to keep others out.

ANDY MELFORD . . . got some real dough with the pens at the Pure Food Show at the Cincinnati Zoological Gardens.

W. G. BARNARD . . . peeler demonstrator extraordinary, and his son, Louie, worked two spots at the Pure Food Show, which has just closed at the Cincinnati Zoological Gardens, to some good returns. During a visit to The Billboard offices Barnard asserted that the recent Illinois State Fair was by far the best spot he has worked this

STEP ON IT, OPERATORS!

TIME IS SHORT FOR YOUR SMASHING BIG CLEANUP

Illuminated
Color - Glow Radios**BREASTONE
ZEPHYR**

6 Color Models.
Rose, Blue, Green or
Ivory, in Cabinets of
White, Ivory or Black
Economy, G-Style, Art Deco,
Sport, Wave, Dynamo
Speaker, Self-Contained Aeriel,
Licensed Under RCA, Fully
Guaranteed. DISTRIBUTOR'S
NET PRICE, \$13.85.

Write NOW for Sales-Card Plan
and News of the 4 Super-Swift
ZEPHYR Radio Deals. You
CAN'T miss on any location.

FREE 10 DAY
TRIAL OFFER

Rush \$2.00 Deposit,
Pay Balance of \$11.85
C. O. D. If Not Com-
pletely Satisfied, Return
Radio Within 10
Days by Express Pre-
paid, and Full Purchase
Price Will Be Promptly
Refunded. Get Started
NOW.

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NEW BEST SELLERS—Write for Catalog No. 21



Featuring big values in
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• Cameo Rings
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5 No. Wabash Ave.,
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SPECIAL VALUES
To Get
EXCITED OVER

Quantity	Description	Amount
5 to box; cello; 100 blades	Razor Blades, double edge, \$.25	
5 to box; single edge, 5	Razor Blades, single edge, \$.45	
5 to box; cello; 100 blades	Shaving Soap, Dental Cream, \$.36	
tube (real big value); doz.	Shaving Soap, individually boxed; extra special; gross, \$ 1.75	
extra value; doz.; attrac. lab.	Syptic Pencils, attrac. lab., \$.45	
handles; mixed bristles; doz.	Two-Tone Walking Canes, \$.66	
soap, Palm & Olive Oil, Hy- genic, &c.; sp. gr. cakes	Large Fur Monkey.....Doz. 660	
Hand Soap, attr. yellow can- con, 4 lbs. net wt. dozen	Rabbit's Feet.....Doz. 350	
Tourist Powder, giant attr.	Mickey Mouse Parasol, 28 in.Doz. 1.50	
ream huge value dozen	Two-Tone Walking Canes, \$ 7.00	
Lotions, & Creams (always in demand); attr. pkg.; dozen	EPSTEIN NOVELTY CO., Inc.	
Perfumes, neat fancy bottles; perf. labeled; gross, \$.300	New Numbers of Charms Just Arrived. Send for Price List No. 9900.	
Mucorochromic med., size, \$.33	NOVELTY-FAIR-CONCESSION MEN	
medicated bottles dozen;	FELT SPANISH HATS, With Fancy Ball Fringe. Doz. \$1.65 \$18.50 Gross; 5 Cross Lots, \$18.00 Gross.	
Iodine, medium size, attrac- tively labeled; dozen, \$.20	ORIGINAL O-U DOG—A Real Money-Maker for Fair Workers. Cross \$21.00—Doz. \$1.80.	
First Aid Kit, contains 5 emer- gencies; attr. boxed; doz.; kits	SERPENTINE BALLOONS—Fastest Selling Balloon Number this Season. Gross \$3.25—Demonstrators 25¢.	
Rubbing Alcohol, 16-oz. Size;	25% Deposit With Orders. Send for New Illustrated Catalog of Carnival and Fair Items.	
Petroleum Jelly, pure white glass jar; gross, \$.275	116 Park Row, New York, N. Y.	
Aspirin, 12-5-gr. tablets to tin; gross tins, \$.144		
Aspirin, 20 env. 4 tab. ea. in card; doz.; card; card		
Chocolate Liqueur, 8 tab. to attr. litho tin; gross tins,		
Effervescent Salter Tablets, 30 env. on dia. card; card		
Effervescent Salter Tablets, 20 env. dia. card; card		
Russian Royal Jelly, 14-oz. Size; attr. real fine value dozen		
Oswaal Embroidery Needles, a good seller; 100 papers, \$.20		
Needles in packages (sells for 100 a pkg.); 100 papers, \$.250		
Needle Books, Army and Navy (26s envelope); gross, \$.110		
8 centimeter twines, 10 to paper (ret. \$10) 100 papers		
Sewing Thread, 100-yd. spools, blk. & wht.; gross spools, \$.40		
Shoe Laces, American-made, decorated and boxed, \$.750		
Men's Neckwear, late ast., de- signs; extra value; gross, \$.750		
"Buy American" Plates, litho; 3 colors on metal; 25¢ value; lots of 50, each, \$.01		
Panel, yellow enamel (biggest pencil value); gross, \$.15		
Cards, rotogravure, made of orange paper; black seller; gross		
Electrical Porcelain Fuse, 30 amperes; 100 fuses, \$.25		
Disinfectant, deodorant for gen. house use; doz. bottles, Toothpicks, 75¢ in box; boxes (100 value); gross, \$.36		
Tricks and Novelties, big va- riety; gross, \$.80		
Water Pistols, black metal, (100 value); gross, \$.72		
Manicure Set, 4 Imp., im- paled; attr. boxes, \$.25		
Address Books, indexed; im- leather-like covers; gr. books,		
Thumb Tacks, imp., 36 to box (retail \$5.00); extra special close-out; 100 boxes, \$.20		
Egg Beaters (250 val.) Imp., sp. price to liqu. quickly; gr.		

The above prices are for immediate orders. As usual, we guarantee to give you the best values in the country. Our 21 years of value giving is your assurance of satisfaction.

Deposit With All O. O. D. Orders. 196-Page Catalog Free.

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Our Only Mailing Address OF NEW YORK, INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

DEMONSTRATORS
PEELER WORKERS

We also manufacture Garnishing Sets — Rotary Mincers—Orange Juicers — Spiral Slicers — Rosette Cutters—Kitchen Tong — Can Openers — Sharpening Stones—Gas Stove Lighters, etc. Attractively packed — prices right — reliable service.

**ACME METAL GOODS MFG. CO.**

The Mincer with 10 sharp blades all double sharpened on both sides. Approved by Good House-keeping Institute. Rotary Mincers

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NEWARK, N. J.

NOVELTY-FAIR-CONCESSION MEN

FELT SPANISH HATS, With Fancy Ball Fringe. Doz. \$1.65
\$18.50 Gross; 5 Cross Lots, \$18.00 Gross.

ORIGINAL O-U DOG—A Real Money-Maker for Fair Workers.
Cross \$21.00—Doz. \$1.80.Serpentine Balloons—Fastest Selling Balloon Number
this Season. Gross \$3.25—Demonstrators 25¢.25% Deposit With Orders.
Send for New Illustrated
Catalog of Carnival and
Fair Items.

116 Park Row, New York, N. Y.

Pitchdom Five Years Ago

Doc Burton was getting a good play at the Jay County Fair, Portland, Ind. . . . Fag end of the season found several pitch stores in New York going over fairly well. They were Al Seigle's, Doc Platt's, Ike and Mik's and Abe Balch's. . . . Three pitch stores were rounding out the summer at Rockaway Beach, N. Y. Lillian Campbell, Arizona Jack and Doc La Mar had already exited. . . . Doc Broad was operating two med pitch stores in Chicago, one in the Adelphi Theater Building and the other at 80 West Madison street. . . . There was a regular gangup at the Old Home Week Celebration at Mount Vernon, N. Y. Among those in the money, were Doc Holly, Mary Durst, Tom Hall and C. W. Saleme. . . . "Business is breaking better," was the cheerful word from P. A. Fisher, who was working his specialty in York, Pa. . . . James E. Miller was gathering plenty of the long green at the Moose convention in Pittsburgh. . . . J. Lane was working out in the sticks of Tennessee to an okeh business. . . . Despite much rain, Doc Holt's med show was going over in a big way in Anna, Ill. . . . Fred Fitzpatrick was doing a lucrative business in Wyoming territory. . . . Johnny McLane was finding that Northwestern towns were yielding better returns to pitchmen than any other sections of the country. . . . Madeline Ragan, of the famous twins, was working the sight-seeing in the actors' summer colony at Skowhegan, Me. . . . Richard Ricton blew into Cincinnati from a tour which took him 45 miles from the home base. . . . Texas Billy's med show was reported as corralling the dough in Florida. Organization moved into Florida after closing a successful engagement at the Airdome in Phenix City, Ala. . . . J. P. Gorman wasn't finding anything that even resembled the depression in Bedford, Ind., while Doc L. E. McKee was giving 'em a good show and getting a bit of money in Brunswick, Mo., despite the depression. . . . Joe (Fine Arts) Hanks returned to the Windy City, where he was finding the breaks more plentiful than in any spot he had encountered during the year. . . . That's all.

THERE CERTAINLY

must have been plenty of vegetables shredded at the recent Illinois State Fair, as witness the lineup of peeler workers who made the event to good takes. List included Fido Kerr, Fred Schobel, Johnny Morris, Charles Ray, Earl Godfrey, Eddie Thompson and W. G. Barnard. The McDonald Brothers had the vegetable shredders.

ON AUGUST 3 the city council of Bristol, Conn., approved and adopted an ordinance requiring the registration of canvassers and solicitors. Ordinance, which became effective August 20, takes in the sheet-writer. It provides that no canvasser or solicitor of subscriptions or contributions for any purpose of trade, commerce or charity, or any other person or vendor of goods or merchandise, shall without invitation go into or upon any premises within the corporate limits of the city without having first been registered by the city clerk. Law also provides that each canvasser or solicitor must apply for registration, making application to the city clerk. Fee for such registration is 25 cents and registrations expire December 31 of each calendar year. Any person who violates the provisions of the ordinance will be fined not more than \$25. The law applies to the commercial and business districts as well as residential sections.

PITCHMEN'S SAYINGS: "I represent one of the largest corporations in America."—Billy Meyers.

GEORGE M. REED . . . tells from Hamilton, O., under date of August 25: "Just had a letter from Art Cox saying that he and wife will soon be out telling the natives all about it. Hear Hubert Hull is somewhere in Indiana. W. H. Spencer, veteran pen salesman, is in Columbus, O., on his regular yearly trip. Met E. B. Wilson, ace polish worker, and wife in Dayton, O., recently. They looked fit and prosperous. I believe Dayton, O., is the most over-rated city in the Middle West. I worked a week in the leading chain store there to the poorest business I have had in two years. Natives are hostile and try to bawl one out, contending that all medicine workers are fakers and no good. The sooner all the boys work clean and conduct themselves as gentlemen, the sooner business will improve. Speaking of the big money some of the boys claim they are getting in Dayton, I saw some real workers there and it must have been their bad day, for they got few passouts. It's no use kidding ourselves, boys; it's harder to get money now than it was two or three years ago. I have met many real pitchmen who are broke—men I never saw broke before and who are hard, capable workers. So you fellows who are getting money in telephone numbers had better save it. My friend F. L. Ferguson is reported to be getting along nicely after a two-month illness."

LUCK COMES only to those who go after it.

JACK ANTHONY . . .

and Sam Coe were among the coll workers

who corralled the long green at the

Illinois State Fair.

THERE ARE A lot of roads leading to the red spots, but how can we find the fellow who knows all the roads and all the spots. We believe that a conscientious exchange in pipes will reveal those spots.

MEMBERS OF THE

pitch fraternity sighted at the recent Page County Fair, Luray, Va., included W. J. (Barrel) Rodeffer, Specks Higgins, Blackie Shefflett, Colonel Charles Maitland and Jack (Bottles) Stover.

PITCHING and common sense in Pitchdom, like any other profession, run hand in hand. One is useless without the other.

MEN WANTED TO HANDLE
STORE ROUTES

SUPPLY NATIONALLY
ADV. GOODS TO STORES
Immediate profits. No investment to start. Earn big profits weekly. Chance to establish big-pay Wholesale Business of your own. Hardly National Advertising Budget. To Good Goods—Cosmetics, Novelties—including Laymon's Aspirin—awarded Good Housekeeping Seal of Approval—advertised in Saturday Evening Post. Put up on attractive self-help counter. Merchants make double profits. You make up to 112%. Get Free Facts. WORLD'S PRODUCTS CO., Dept. 388, Spencer, Ind.

I WILL PAY YOU
\$1,000 CASH!

If you do not find merchandise shown in this catalog that has never before been offered by any house serving the direct selling field, I'll pay you \$1,000 cash. Signed: "Doc" Goode. Just off the press, our big new wholesale catalog showing hundreds of proved, fast-selling, money-making goods, agents, brokers, coupon workers. A complete line of carded merchandise for wagon jobs. Write for your copy now. It's free. UNIVERSAL LABORATORIES Dept. B, Dallas, Tex.

ACE BLADES

FACTORY PRICES. FREE DELIVERY.

Details FREE. (Samples 10c).

NATIONAL BLADE CO.

87 South Avenue, Dept. 1-L, Rochester, N. Y.

SUBSCRIPTION MEN

TRY POULTRY TRIBUNE, America's leading poultry magazine. Every farmer is a prospect. Women are interested. Good soil line for rural territory. Good territory now open. Write today.

POULTRY TRIBUNE, Mount Morris, Ill.

SLIP--NOT-TIES
New fall line silk-lined fast
Simpole sellers \$2.50 postpaid.
Money refunded if not
satisfied.
Free Catalogue
GILT-EDGE MFG. CO.
Original. Patented. 13 N. 13th St., Phila., Pa.

ELGIN & WALTHAM
WATCHES \$1 757 Jewel, 18 Size In
Engraved Cases at....

Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY SMELTING CO., St. Louis, Mo.

\$1.00 WILL BRING YOU 50 DIFFERENT

Samples of RED-HOT ITEMS, such as BRAND NEW SERIES OF CARTOON BOOKS, HOT NOVELTIES, Funny Jokes, Clever TRICKS, etc. and our new complete "Special Catalogue" made complete of its kind. CATALOGUE alone. T. PAYNE, 26 Cardinal Place, NEW YORK.



Roger Littleford Jr.

A New Yorker Goes Rural

JOE CSIDA, staff member of *The Billboard*, who has heretofore concentrated on the indoor show business, has been touring an Eastern fair circuit this season. Before starting out Joe admittedly knew very little about what goes on



R. S. Littleford Jr.

in front of a grand stand, and his impressions, after a couple of weeks on the road, are so interesting to this column that we can't resist passing them on to you. The following letter was received from Joe this week:

Dear Rog:

You told me they were doing things with the revues playing the fairs here in the East this season. At least I gathered that was what you meant when you said that after I'd caught a couple of the revues I wouldn't feel homesick for the Street at all. You were right! If the *Revue of Tomorrow*, the *Roxettes*, *Winter Garden* and *Revelations* (which are the ones I've gandered so far) are any criterion those sight-seeing bus guys will have to close up shop pretty soon. Our brothers and sisters in Batavia, Gouverneur, Middletown, Altamont, etc., won't have to come to New York and Broadway. At least not to see Broadway shows. They'll see (they're seeing this year, anyhow) all the Broadway stuff they want during fair week right in their own backyard.

Take *Revue of Tomorrow* as an example. There are four production numbers in which a unit of 20 kids right from the Gae Foster cradle do a series of dance routines that would make even you sit up and take notice. And the numbers are built around as nifty an array of vaude-night spot talent as you'll find the length and breadth of Broadway. There are the Donatella Brothers and Carmen, with the two Donatella fellas, Louis and Colombo, doing their usual perky piano-accordion turns and Colombo coming on for his tap chore while giving out with the music. Lovely Six Carmen's contortionistic and acrobatic dancing is still something to write you about, and what Pop Donatella does with that shepherd's horn and Mom Rosa with her tambourine all go to make this a click act. They went big. Big, too, went Billy Wells and the Four Fays. Breathless is about the best word I can think of to describe their antics. It's comedy, dancing (acrobatic and contortionistic) and all fast. Billy, the three Fay girls (Jacqueline, Christine and Joan) and brother Pat all do their usual swell job. The burlesque boxing number had the whole grand stand guffawing, but what really put the red light on the show was Little Betty Lou, Fay's swell acro dance number. Betty Lou's 11 years old and a swell addition to the act. Dorothy Crooker, working under quite a handicap on these tough fair-ground stages, comes thru nicely with her control dancing. When she goes up and stays up on that one foot she gets them. Orsola Arelli's coloratura soprano voice sweeps out rich and full in an open-air arena (such as these fair set-ups really are) and the hand she got said the audience liked her, too. As a matter of fact they liked the entire show. The Gae Foster Girls do a really sock "Walking Ball" number for the finale of this show. The entire line goes thru the entire routine dancing on 24-inch wooden rolling balls. Now and then one of the kids does fall off, but gracefully and in a way that only tends to wham the number across bigger. Take an old stand-by fair emcee like Lee Barton Evans selling the numbers and the acts, intersperse the whole with such standard grand-stand attractions as the Flying Otaris, the Tip Top Girls, the Lodi Troupe, the Helen Reynolds Skating Girls and the Francis Trio and you've got a show. Batavia was nuts about it... definitely.

"Roxettes" a Hit

The *Roxettes*, which I caught in Middletown, is another Broadway unit gone far way. Here you have 24 of Foster's best going thru a series of production numbers with all the precision and finesse of their sisters from the stem. They top off the works with that bicycle number... you know, the one in which they do the whole routine on two-wheelers. Those kids can dance and ride bikes and do 'em both together. Middletown or any of the other fair audiences haven't ever seen anything like it. That, anyhow, was what their hand clapping meant. Dawn and Darrow sock in with an adagio number that's good and a waltz number as smooth as a baby's skin. Their wardrobe and appearance are all on the right side of the ledger, too. Dave Mordecai, the old maestro from our own Palace, musical directs the show and Dave is a big help. He has his headaches (but the why of that later). Harry Tanner does a neat job of emceeing, and the DeCardos, Laddie Lamont and the Christy Circus unit all help to round out the show.

Catherine Behney's *Winter Garden* Revue, caught at Gouverneur, was packing 'em in nicely, too. And with good reason. Catherine's line girls leave no doubt in your mind that they're well rehearsed and have been working together for some time. They dance thru their often intricate and always interesting production numbers smoothly and expertly. Catherine, you know, produces all the numbers herself, designs the costumes (which are right pretty) and plans the entire show single handed. The show in its entirety, as a matter of fact, gives you that impression of having run intact for a long time. Everything runs along like a well-greased machine and all the specialties and principals pitch in to make it sock stuff. Mildred O'Done, lyric soprano, has a voice that's powerful yet sweet and her range (she often hits high G) is something to marvel at. Marge Hammond and Russ O'Friel, youthful protégés of Catherine Behney, impress with neat ballroom team work, their Piccolino number running as close to an Astaire-Rogers as you can imagine. Ginger Harris, Bill Behney and Dotty Dunn do interesting and effective adagio, tango and waltz trios, while Rodney Keffer, another youngster brought along by Catherine Behney, makes the crowds clap hands for his acrobatic and tap work. Billy Keaton ties the entire show together and keeps it running at a fast clip, with as expert a bit of emceeing as you'd care to see on or off a fair platform.

Grand-stand attractions here, giving weight to the show, are the Erwings, the Moreen Troupe and Walldorf's Boxing Bear.

"Revelations" Clicks

Gene Hamid's *Revelations* of 1937 is another of the revues doing the fairs which has been bolstered by some solid vaude-night spot talent. Hamid's 18 line girls work clickily in all of their production numbers with the exception of a golf item, which can stand a bit of polishing. Joe Termini, whose pantomime comedy and sock work on string instruments has shown before not only the country's but the world's leading theater and night spot audiences, is the featured act with *Revelations*. He clicks as big with the grand-stand mobs as he did with the two-a-day audiences in the old days of the Palace. Jean Hamilton (Mrs. Termini to us) with her dynamic personality, her pleasant rhythm singing and her really amazing whistling specialties helps put the sockeroo label on Joe's act. As, too, does Joe Clayton with his wizardry on the harmonica and an eccentric tap number. Clayton doubles as the show's emcee and does a good job, showing nice restraint in bringing on and selling the acts. Rosita and Perez ought to work their way into a nice spot in our town pretty soon, judging from the way the audience at Altamont received their adagio and waltz numbers. They are a youthful ballroom team who, in addition to making a sweetly youngish personality impression, handle their terpsichore like a couple of veterans. Another point in their favor is that they differ from the average ballroom team in that their numbers have a distinct novelty touch. Gene Hamid himself leads a sextet of whirling, tumbling dervishes in an act billed as the Whirlwinds. Harry BeGar, Arthur Chester, Ralph Perez (doubling from his dance work with Rosita), Kay Perry and Vicki Belle are the other five and they all contribute to draw nice hands from the crowd. George Ventre's

FREAKS, NOVELTY ACTS AND FAT GIRLS

For South Street Museum, Philadelphia, Opening Sept. 15th
WANTED—Freaks, Side-Show Acts and good inducement for two Fat Girls. Top Salary paid and long season's work. Also Mechanical Man, Half-and-Half for Feature, Tattoo Artist, Glass Blower and Oriental Dancing Girl for Feature. Salary, \$20.00. Also Colored Performers. Write or wire

TOM HASSON

Care RUBIN & CHERRY EXPOSITION, INC., New Castle, Pa.

MODERNISTIC SHOWS, Inc., WANT

Shows, Rides and Concessions. WANT Tilt-a-Whirl, Kiddie, Lindy Loop, Octopus or any other Ride not conflicting with Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Whip, Caterpillar and Loop. CAN USE good, clean Shows and Rides with or without own outfit for a long string of Southern Fairs. Freaks for Ten-in-One. Musicians for Jig Show. Tickets if we know you. Show books sold until Christmas. Concessions of all kinds that will work for not over 10¢ come on. WANT experienced Concession Help, experienced Ride Help, Talkers and Grinders. Have Show Tops and Panel Fronts for reliable parties. Somerset County Fair, Meyersdale, Pa., this week; then South. R. C. McCARTER, Gen. Mgr.; LOUIS STRETCH RICE, Business Mgr.

BATTLE CREEK, MICH.

SEPTEMBER 18 THRU 26—NINE BIG DAYS AND NIGHTS

Convention Week and Under Veterans' Organization
All Concessions, Shows and Rides Write or Wire**POLLIE & KENOSIAN SHOWS**

Grand Rapids, a big date, second only to State Fair now; your big fall opportunity. All Concessions open; dollar play limit. Hurry!

SILVER STATE SHOWS WANT

Capable Man for Athletic Show. No boozers. CAN USE one or two more Shows not conflicting with what we have. WANT Coupon Agents experienced Ride Help. Have the following Fairs: Chadron, Neb., September 7 to 11; Portage, N. M., September 14 to 18; Littlefield, Tex., September 21 to 25; Fall Festival, El Paso, Tex., September 30 to October 3; also Leveland, Tex., Fair, and Deming, N. M., Armistice Celebration. Write or wire as per route to SILVER STATE SHOWS.

Band, traveling with the show, plays it smartly. At the showing caught enitre production was made lots less effective than it should have been by a defective sound system. About which, more later. Jeanne Clarke, Bella Brengk's Golden Horse, Don, and Harry Fisher are the grand-stand attractions, which add flash to the unit.

Some Faults.

From the foregoing sketchy reviews, Rog, you might get the impression that I've been out on an extended bender and that I've let the respective shows p. a.'s write the reviews for me. I realize they're kind of ravelly... but, hell, it's something to rave about... seeing shows and acts like the above playing fair time. But I'm coming to the "constructive criticism" part of the business now.

For one thing the majority of the shows seem to have a great deal of trouble with their music. Reason is the band does not usually travel with the show. There is a week in one spot with one band. And then on to another spot and a new band. Acts like the Donatellas, Billy Wells, Rosita and Perez, Darrow and, of course, the lines must be played by a band that's gone thru plenty of rehearsal and worked with them for a reasonable length of time. It seems that the union, insisting that local men get work in practically all cases, won't permit a set band to tour with a show. The union should co-operate with the show managements to make some kind of an adjustment here. Possibly, the answer would be to have a number of key men and a musical director travel with each of the shows. Maybe a trumpet and a drummer would be enough. Maybe a few more pieces. But bad music can really hurt these shows and will unless something is done about it.

Sound is another major fault. Up in Altamont, it seems, the fair management had given the sound job to a local man, who just didn't have the equipment or ability to set up the right kind of a p. a. system. What the performers gave into the mike came out of the horns like so much garbage. Joe Clayton's usually clear and distinct announcements, for instance, sounded like a very good attempt at double talk. Itirked the audience plenty. Perhaps the fair management was saving a few bucks and patronizing local business, but they certainly did their damnedest, at the same time, to ruin a good show.

The shows would be helped immeasurably, too, if greater attention were given to the casting of grand-stand attractions to fill in with the revues themselves. In Batavia, for instance, the Tip Top Girls, the Reynolds skating act, the Lodi Troupe and the Francis Trio (all grand-stand attractions and strictly supplementary to the revue) are to a great extent tumbling, acrobatic and contortionistic acts. Now in the revue, you have Billy Wells and the Four Fays and Carmen Donatella both featuring a good deal of acrobatic and contortionistic work. This kind of casting... or I should say, miscasting, makes for a top-heavy show. In this case, top heavy with acrobatics and tumbling. I have a sneaking suspicion that the best remedy for this fault would be for the fair committees to book their shows and acts as early as possible, so that the office supplying the acts could work out better balanced units for them.

Then there is the matter of changing scenery. It can certainly be worked out so that an act working on the platform while sets are being changed can have the stage to itself and not find it necessary to compete with the interesting (to the audience) business of watching stagehands move around scenery. It would call for nothing more, I imagine, than the investment of a few dollars for a curtain to separate the front half of the stage from the rear. And it would be a definitely worthwhile investment. This business of changing sets in plain view of the audience while an act is working does more than any other single factor to give the shows that appearance of amateurishness which should by all means be avoided.

But speaking of scenery, drapes and such, let me end on a happy note. The sets themselves, the general scenic effects, speak well for the producers of the shows, for Universal Scenic of New York, who built the *Revue of Tomorrow* and the *Roxettes* scenery, and for Billy Behney, whose scenic job for the *Winter Garden* show is something to marvel at.

And do you mind if I go back to raving for just another bit. Panchon & Marco, who produced *Revue of Tomorrow* and the *Roxettes*... and George Hamid, who for years has been soaking across ever more strongly the idea that fairs can make more money by playing more and better shows, really deserve raves for the grand job they're doing.

Joe Csida.

Notes From the Crossroads

By NAT GREEN

"IT SEEMS," said a circus executive, "that every time the circuses are enjoying a good season something comes up to give them plenty of worry." There seems to be something to the thought. Strikes early this season gave plenty of trouble to those who route the shows.

Anthrax in the Dakotas and infantile paralysis in some Midwestern sections have caused a general rerouting and a touch of union trouble has added to the circus man's worries. Nevertheless the shows as a rule have been rolling along with little difficulty and playing to the best business they have had in years. The larger shows—

those on rails—have organizations trained to meet almost any situation that arises and they usually know what to do in an emergency. Occasionally they blunder and instead of being diplomatic they rely on methods that were accepted as a matter of course 25 years ago but are entirely unsuited to the present day. Most circus executives have learned that, whether they like it or not, they must bow to progress. The measure in which they accept this dictum usually marks the measure of their success. There may be temporary exceptions, but in the end they must bow to the new or find themselves stymied.

It will be interesting to watch the progress of the various shows that are headed for Texas. It looks as if there will be a general "gangup" in the Lone Star State, where crop and business conditions are good. There is keen rivalry for the better spots and while the commonwealth is huge it will be difficult for four major shows to keep out of one another's way. Which means that the opposition brigades are going to have a lot of fun!

A few years ago Iowa State Fair was about as live a spot on Sunday as a midway on a rainy day. But all that is changed. On Sunday of this year's fair there were 60,000 people on the grounds and about 20,000 of them crowded the grand stand and bleachers to witness the big Thrill Day program. It was a sight to warm a showman's heart! J. P. Mullen and Art Corey were all smiles, as well they might be. It had been the same Saturday night when an entirely different sort of program was presented, and doubtless continued so thru the week, granting the weather was favorable. Showing, we believe, that there is no one sort of entertainment that is supreme. Thrill Day, rodeo or revue—they all have their appeal and if they are good the people will flock to see them.

The midway at the Des Moines fair had a strong appeal for the thousands of visitors. Fred Beckmann and Barney Gerety built up an organization that is among the topnotchers. A blaze of varicolored lights, the midway with its gorgeous fronts presented a beautiful appearance. Its effectiveness was reflected in the heavy patronage accorded the shows and rides. Walter Hale, publicity man, is an opportunist who misses few bets for stories and he did a fine job with both newspapers and radio.

Ralph T. Hemphill, Oklahoma State Fair; Lee Shell, Minnesota State Fair, and Barney Heide, International Livestock Show, were among visitors at Des Moines on Sunday. . . . They and other visitors just naturally gravitated to the B&G entertaining tent on the midway, where Larry Hogan was host and dis-

pensed royal hospitality. . . . Al G. Barnes Circus will have a new big top at Tulsa. Harry Bert, who was in Chi on business, reports that the show has been doing marvelous business and is set for the longest season in years. . . . Harriett Beatty, of Cole Bros.' Circus, flew to Chicago late last week to attend the funeral of her mother, returning by plane to rejoin the show at Sacramento. . . . Tom Barron, former clown on the Seals-Flote Circus, was in Chi on a pleasure trip. . . . He is now in the candy business outside of Boston. . . . Jack Taylor will exhibit the Del Rio Living Dolls in a State street department store after the close of the circus season. . . . Bob Clay and his wife, formerly with the Beckmann & Gerety Shows, are still trouvers at heart and their Des Moines home is always the mecca for showfolks. . . . With Mrs. Fred Beckmann and Larry Hogan we enjoyed one of the finest breakfasts we ever ate at their home. . . . Bob is now manager of a large trucking company, but when the show is in town business must wait.

R-B Cancels Iowa Stands

CEDAR RAPIDS, Ia., Sept. 4.—Ringling-Barnum Show, which played to two large crowds here August 30, has been

compelled to again change its route because of sleeping sickness among horses and live stock in Northwest Iowa. Sioux City, Cherokee and Sheldon have been cut out.

Brown Given Executive Post At San Pablo, Calif., Expo

SAN PABLO, Calif., Sept. 4.—Appointment of J. Ed Brown as assistant manager of California International Exposition, scheduled to open here in a new plant in October, 1938, has been announced by John Jerome, recently granted a 50-year franchise by supervisors of Contra Costa County. Brown is to assume the post on January 1.

Plans are for horse and auto racing tracks, field sports, exhibition arenas and midway. Backers say more than \$6,000,000 will be spent in building the plant.

Brown was identified with concessions departments of Panama-Pacific Exposition, San Diego, Calif.; Texas Centennial Exposition, Dallas, and Fort Worth's Frontier show.

To obviate any erroneous inferences, Allen Wright, secretary of Golden Gate Exposition of 1939 in San Francisco, has stated that the expo to be held here is in no way connected with the Frisco fair.

CNE Attendance Reduced by Siege Of Heat and Spread of Paralysis

TORONTO, Sept. 4.—Intense heat and nation-wide publicity of the infantile paralysis spread has cut a hole in this year's Canadian National Exhibition attendance so far. CNE officials have despaired of the objective of 2,000,000 attendance. Last year it was rain that hit the exhibition; this year it is heat and humidity, plus prevalence of infantile paralysis.

Comparative attendance for first six days:

	1937	1936
Friday	45,000	42,000
Saturday	165,000	187,000
Monday	114,000	192,000
Tuesday	69,000	80,000
Wednesday	76,000	72,000
Thursday	74,000	108,000
	543,000	681,000

Decrease—138,000.

Never has the exhibition had such a sustained period of moist heat in the first part of the 14-day stretch, but, quoting from an editorial in *The Morning Mail and Globe*, "The CNE Can Take It." The Canadian National Exhibition is too well established, too great and too important to be affected seriously by this year's setback in attendance. Year after year the exhibition must take chances regarding weather conditions; and in this respect there have been occasional disappointments in financial returns, but, undiscouraged, the officials immediately began preparations for the next year.

Exhibition authorities have met the situation creditably. Children's Day was a disappointment and the Baby Show has been abandoned. These were attractive features of the fair and meant substantial financial returns. But by their decision the officials have gained in public regard something more valuable than dollars and cents. The public is keenly sympathetic with the exhibition management in this unfortunate circumstance, and it is quite possible that the loss so far in attendance may be largely made up; there is plenty of time before the close on September 11."

First Food Day Offered

Motor car manufacturers said that despite the drop in attendance they have sold more cars and trucks than during the corresponding period last year. For the first time in its history the exhibition had a Food Products Day, taking the place of what was Retail Merchants' and Service Club Day. Food producers featured a contest and treasure hunt with 1,000 merchandise prizes.

Over 89 of the best distance swimmers in America, Frank Pritchard, Buffalo, again captured the expo 10-mile swimming championship and \$2,500 award in 4 hours, 19 minutes and 22 seconds. Lenore Kight Wingard, Cincinnati, won the three-mile professional women's swim in 1 hour, 22 minutes and 24 seconds and took the \$750 prize.

The great band shell is occupied by the U. S. Navy Band, conducted by Lieutenant Charles Benter, with 83 members in concerts twice daily. Horace Heidt and his

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WANTED 300 PAIRS ROLLER SKATES

Must be A-1 condition. Give sizes. Wire at once.

EASTWOOD PARK

DETROIT, MICH.

FOR SALE—First-class Cook House for cash. Immediate possession. Reason for selling, ill health. Apply

MRS. C. N. POUNDS SHEESLEY MIDWAY

CHARLESTON, W. VA.

WARNING CARNIVAL MEN

Rajah Raboid's Television Girl Show will get your winter bank roll. One good day at a fair will pay for it. Girls in tights all day. Works on midway or Inside feature. Ask Moe EBERSTEIN, Stratford, Conn.

Price, \$200 Complete, half with order, balance C. O. D. Address

RAJAH RABOID Box 2, Station G, New York City.

LAST CALL!! HILLSBORO, OHIO, FALL FESTIVAL

SEPTEMBER 29, 30 — OCTOBER 1 AND 2

Need a few high class Shows (No Girls) and other attractions that don't conflict. This is a review of the Fall Festival of 1929-'30-'31. Big Agricultural Show, Parades, Displays, Etc. Southern Ohio's Biggest Outdoor Event.

Write C. H. STEVENSON, Chairman, Hillsboro, Ohio.

WANT GRATZ FAIR

Gratz, Pa.

WEEK SEPT. 20

Independent Shows, Girl, Ten-In-One, Freak, Posing. Will book Rides. What have you? All Concessions open. Matthew J. Riley in charge. All answer.

ENDY BROS. SHOWS

Pottsville, Pa., Fair, this week.

WANTED —FOR—

Fulton County Fair

McCONNELLSBURG, PA., SEPT. 14 to 17. Shows and Concessions. Everything open. Come on. Crops good, plenty of money here. Then into Virginia for Fair Dates. This week, Laurelton, Pa., West End Fair. F & M SHOWS, F. L. FAUST, Manager.

WANTED

Good Shows and Rides, Legitimate Concessions, Bingo.

ANNUAL FALL FAIR, SEPTEMBER 14-18 HAROLD M. WILLEFORD, Greensburg, Ind.

WANTS—CUMBERLAND VALLEY SHOWS—Wants

McKINNELLVILLE, Tenn., Fair, September 15-18; Manchester, Tenn., September 20-23, and 5 straight days. Fall fair. Good advertising opportunities. Want Loop-Plane Shows with or without outfit that don't conflict. All Legitimate Concessions open. Prices reasonable. If you want to play good fairs get in touch with me. Address all mail to ELLIS WINSTON, Mr., Cookeville, Tenn. (Fair), this week; McMinnville, Tenn. (Fair), next week.

WANT

Tilt-a-Whirl, Foosball, new Rides, new Trucks. Good outfit complete man also want other Ride Help. We stay out until October 17. Can place few clean Concessions. Waterville, September 9 to 12; Bird Island, 13 to 15; Springfield, Wood Lake, Hutchinson, Montgomery, Kenyon, all Minnesota, to follow. FRISK GREATER SHOWS.

Ferris Wheel Operator

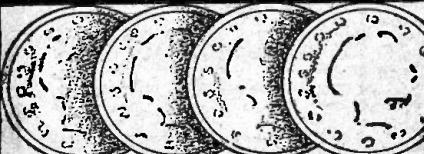
Must join on wire. Top salary guaranteed.

J. L. WRIGHT
Washington, D. C.

WANTED

Slide, Baritone, Clarinet or Tuba.
LANKSFORD'S BAND
MODERNISTIC SHOWS, Meyersdale, Pa.

COIN OPERATED • • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

UNEMPLOYMENT

Unemployment is a subject of intense national concern. It also comes closer home to the coin machine industry than would at first seem evident. The subject of unemployment may be a great opportunity for the coin machine industry to create

public good will, or it may be one of the greatest dangers facing the music and merchandising machine divisions of the trade.

If it were possible to line up the members of the coin machine industry solidly behind any intelligent idea or plan for solving the national problem of unemployment, then it might be possible to win a lot of good will for the industry and incidentally prevent a lot of adverse publicity against vending machines and phonographs in the future.

If it were possible to reach such an ideal where every member of the coin machine industry would forget partisan politics, inform himself intelligently on the subject of unemployment and become fully sympathetic with all of those who are unemployed, then the industry would make friends of many voters who today misunderstand and in some respects despise the trade as a whole.

It really is a damning reflection on the intelligence and humanity of the race that so serious a thing as unemployment should always be a political football and discussed always in partisan vein. If there is any group in the country that ought to be able to take a non-partisan, sympathetic attitude toward the unemployed it ought to be the members of the coin machine trade. For the coin machine industry should know what it means to be a political football. Many of the professional operators today came into the trade a few years ago when they were out of a job or lost their business. With such an experience in the background our industry ought to be fully sympathetic with all plans to relieve unemployment.

It all goes back to the pros and cons of the machine age. Whatever marvels the machine age may have accomplished, the fact still remains that the machine age in all its glory let one of the worst depressions in history come upon the whole country and, worse than all, has let a growing army of unemployed accumulate during the past 20 years until it now runs into the millions. You can't tell a man out of a job that there isn't something wrong with the machine age. He doesn't know what it is, but he knows there is something wrong, and there lies the danger in the army of the unemployed. It will be easy at any time for interests opposed to certain divisions of the coin machine trade to stir up widespread and dangerous sentiment against coin-operated machines of various kinds.

Those who have followed the news affecting the coin machine industry as carefully as I have studied it all these years know that such adverse sentiment has already been organized on a small scale. They also know that it can be fanned into national prominence by clever propaganda.

The prominence of coin-operated machines today is a part of the progress of the machine age. We cannot dodge the responsibilities of the machine age. In fact, because of the ease with which our trade can be made the victim of propaganda, we ought of all trades to be alert to the situation and quick to forestall adverse movements that might ruin our business.



WALTER W. HURD

The vending machine and music divisions of the trade are most open to attack. These divisions are also most easily made the victims of cleverly devised propaganda. Any group opposed to or in competition with vending or coin-operated music machines may easily develop clever propaganda which purports to show that such machines add to unemployment by replacing human beings with mechanical devices. That such propaganda can be very damaging to coin machines has already been demonstrated.

It was during the super promotional days before 1930 that vending machines were being given wide publicity, including the now famous article "Millions From Pennies" in *The Saturday Evening Post*. More than one manufacturer of vending machines in his publicity hailed the day "when automatic vending machines would displace clerks in stores, etc." This was foolish publicity in the first place and it went far enough to stir up organized opposition to vending machines by one section of the most powerful labor organization in the country. The coming of the depression saved the vending machine trade from an organized drive by labor that might have driven vending machines completely out of the country.

Time has amply proved that automatic vending machines will never displace clerks in stores. Time has also shown that vending machines exist only in those places where such machines offer a special convenience to the customer that could not be had in other ways. But the vending machine trade had better take note of the fact that the retail field today is highly competitive. That competitive interests have already shown how easy it is to turn the heat on vending machines by agitating clever propaganda against the machines. State-wide movements against vending machines have been cleverly promoted within recent years, and cigaret venders were so cleverly banned in Chicago that even vending machine operators did not know what it was all about.

All I can say is that manufacturers and operators of vending machines had better arm themselves with facts lest they be confronted sooner or later with some very adverse propaganda. The plain facts today will prove that vending machines offer a real service within a limited sphere and that they can never become a detriment to men's jobs. But the vending machine trade had better dig those facts up and have them ready for use when the arises.

Automatic phonographs felt the cry of unemployed musicians only recently. Here again the manufacturers and operators of automatic phonographs need to dig up the facts and also show a very sympathetic feeling for the unemployed. The problem of the unemployed musician is a real one. But the only investigations that have been made so far indicate the automatic phonograph is not the real cause. The trouble lies deeper and in many cases the automatic phonograph may be an aid to the musician and the locations that employ them. In other words, it is a trying situation in which clever agitation might turn strong public sentiment against the phonographs. But intelligent understanding and real sympathy for the unemployed in the music field will help to get at the root of conditions and maybe find a solution.

The amusement games division saved itself many a headache by showing sympathy for the unemployed and by contributing to charities in many ways. The vending machine and music divisions should go much farther in their consideration and sympathy for every man and woman who is out of a job.

New Hotel Reservation System Is Considered for 1938 Annual Show

By C. S. DARLING

Secretary National Association of Coin-Operated Machine Manufacturers, Chicago.

What? Time for the Coin Machine Show again?

Yes, before we know it the busy fall months will slip by and January with its show of shows will be here.

Dates have already been announced—January 17, 18, 19 and 20—and again the big exhibit of coin machines of all types will be held at the Sherman Hotel in Chicago. Hundreds of operators will plan to reach Chicago during the week preceding the show for an opportunity to get advance glimpses at the Chicago factories of what will be offered at the exhibit, and other hundreds will come to the show prepared to leave several days after the doors of the exhibit officially close in order to complete their selections and make all arrangements for the purchase and shipment of the machines they will sell and operate.

The 1938 Coin Machine Show will be the fourth successive one under the management of NACOMM and likewise the fourth under the general direction of N. Marshall Seeburg, president of J. P. Seeburg Corporation, who was appointed chairman of the 1938 Coin Machine Show Committee several months ago, following three successful shows for which he has served as committee chairman.

Assisting Seeburg on the 1938 convention committee are W. E. Boilen, H. E. Capehart, A. E. Gebert, L. W. Gensburg, D. Gottlieb, R. W. Hood, J. E. Johnson, H. B. Jones, L. J. Kelly, F. H. Parsons, D. C. Rockola, W. J. Ryan, T. M. Stoner and W. A. Tratsch.

A subcommittee on rules and regulations consisting of L. J. Kelly, chairman; J. E. Johnson and T. M. Stoner has been working on this part of the important preliminary work, and while the rules and regulations will be essentially the same as last year, the committee has proposed certain changes which are sure to result in an improvement in the smooth running of the show.

Banquet Night

The high spot of the Coin Machine Show week is always the banquet and entertainment. With a special committee of which R. W. Hood is chairman already giving thought to this important feature, the party will unquestionably excel any in the past.

J. O. Huber, whose experience in running coin machine shows covers many years, will again serve as convention director.

Official announcements of the show are now in preparation and the committee plans to mail these early in September to all previous exhibitors, as well as to a number of additional prospective exhibitors who have indicated an interest in displaying at the 1938 show. The

B THIS WEEK'S B
4 "B" SPECIAL
BALLY SKIPPERS
With Cash Payout Unit
\$20.00
Each
1/8 Deposit, Balance C. O. D.
Write for our new price list No. 248, which
contains Astonishing Bargains In Reconditioned
Guaranteed Machines.

B BESSER NOVELTY CO.
3020 OLIVE ST. ST. LOUIS, MO. **B**

truly amazing
VANAK
SLUG REJECTOR
Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your Jobber or write
A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

initial allotment of space is scheduled to take place early in October.

Last year for the first time an entrance fee was charged to the show, with the sole purpose of reducing the number of persons not directly interested who had previously attended and crowded the booths.

This restriction gave the buyers of the industry, many of whom had traveled thousands of miles to attend the exhibit, much better opportunity of examining the machines and placing their orders and the plan was so highly praised by operators and distributors as well as by the exhibitors that a similar plan will be followed this year. The details of this plan are now being worked out and the committee would appreciate any suggestions which operators, distributors, jobbers or exhibitors may care to make. These suggestions should be addressed to NACOMM, 120 S. LaSalle street, Chicago, and will be brought to the attention of the committee for its careful consideration.

Hotel Rooms

In connection with this entrance fee to the show operators last year were given an opportunity to register in advance and upon presentation of proper credentials these operators were provided with season badges on arrival at the exhibition. A similar plan is now under consideration for this year.

Plans are now being worked out for a hotel reservation system that will eliminate some of the cause of complaint in previous years. While Hotel Sherman makes approximately 1,200 of 1,800 rooms available to visitors of the Coin Machine Show, this takes care of less than one-third of the people who flock to Chicago to see the annual display. Many of these visitors who have always felt it was desirable to be at the Sherman will find themselves much more comfortably taken care of by going to one of the three or four near-by hotels to be included in this plan and when the details of this hotel reservation plan have been worked out they will be announced to operators and distributors.

Evans Patents

New Coin Chute

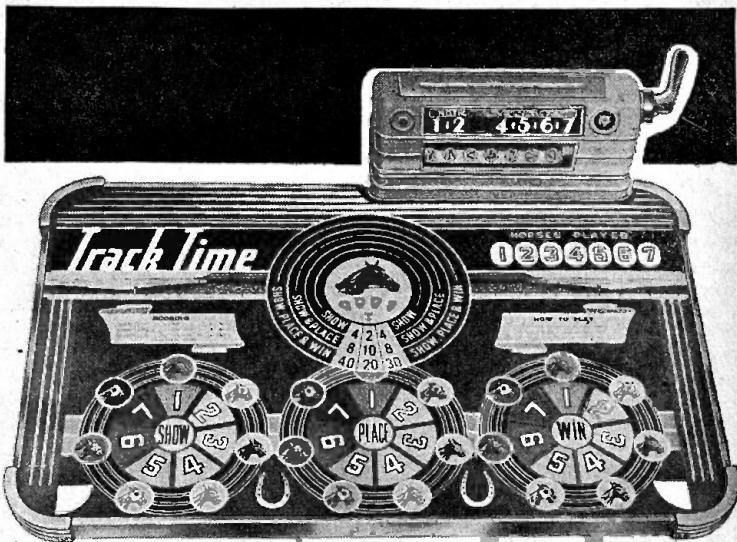
CHICAGO, Sept. 4.—R. W. (Dick) Hood, president of H. C. Evans & Company, today revealed the latest development of their engineering department, a new type seven-coin visible drop chute. This unit, which has just been patented, is the result of many months of research and development, according to reports, and embodies a number of new features designed to assure greater protection.

"The new Evans seven-coin drop chute is almost human," said Dick Hood, "in the way it rejects slugs and trade checks and prevents jamming. It does not depend upon gravity, but coins are mechanically conveyed, which makes its action positive. The last three coins in each of the seven slots are always visible. One of the new features prevents overlapping of coins or even their touching one another, so there's no possibility of jamming. In addition the unit is proof against gum and other foreign matter and is adaptable for check separator."

"It is attractively incased," Hood went on, "in a modernistic polished-aluminum housing, handsomely decorated. One point that operators will especially appreciate is its easy accessibility. The simple removal of two wing nuts permits the housing to be lifted, exposing all working parts. I believe our new chute will solve a number of problems that proved troublesome and will save operators many losses they sustained in the past. Galloping Dominos, Bang Tails, Rolletto Jr. and all other Evans games using seven-coin chutes will be equipped with this new unit in the near future."

Keeney Scoring With Track Time

CHICAGO, Sept. 4.—With the console type of coin-operated game growing in popularity by leaps and bounds Keeney's



EARNING FROM \$500 to \$600 PER GAME PER MONTH!

• And without as much as a single call after months of the heaviest day-and-night operation.

Sold on a 21-day Trial Basis

J. H. KEENEY & COMPANY
"The House that Jack Built"

CHICAGO

Recent Introduction: "HOT TIP"
I-BALL, ODDS CHANGING, RACE HORSE, PAYOUT TABLE

CLOSE OUT--FIRST COME FIRST SERVED

100 Mills Blue Front Mystery Side Venders.
Single Jackpots, Latest Models, No Gold Awards. A-1 Mechanical Condition

and Appearance. All Light Cabinets.

5c, 10c, 25c, \$50.00 Each. 50c, \$60.00 Each.

100 Metal Safe Stands, \$5.00 Each.

All Prices F. O. B. Miami Beach. 1/3 Cash Deposit, Balance C. O. D.
FIFTY FIFTY NOVELTY CO., 511 Meridian Avenue, Miami Beach, Florida.

REAL BARGAINS

		GUARANTEED RECONDITIONED LATE MODELS	
Rock-Ola Tom Mix	\$95.00	Bally Wheels	\$89.50
Dropout	14.50	Bally Octopus	14.50
Exhibit, Electric Eye	14.50	Keeney Tan Strike	18.50
Pamco Leathernecks	9.50	Bally Challenger	16.50
Sunshine Baseball	9.50	Rock-Ola One Better	16.50
Bally Round Up	8.50	Bally Sky High	9.50
Pamco Parley	8.50	Bally Ranch Ritter	9.50
Prospectors	7.50	Bally Bonus	7.50
		Bally Preakness	
		Bally Skipper	
		Jennings Flicker	
		Bally Blue Bird	
		Golden Harvest	
		Bally All Star	
		Mills Play	
		Bally Balls	

CERTIFIED DEPOSIT WITH ORDER—IMMEDIATE DELIVERY

BADGER NOVELTY COMPANY
2546 N. 30th Street

Track Time has forged to the lead in point of volume sales, states a report from the offices of J. H. Keeney & Company.

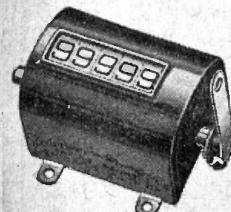
"Acceptance of Track Time is universal," announced Jack Keeney. "For proof we rely on our production records. The popularity of the de luxe console with the interchangeable tops cannot be denied in the face of the fact that last week's production and shipments of Track Time surpassed any previous week's mark."

Keeney officials attribute the success of Track Time to the automatic 10,000-

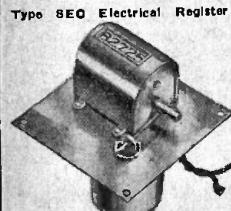
play test applied to each of the consoles. This test, it is claimed, absolutely prevents the release of a game that has an operating defect. "Our test has proved itself the safeguard needed by all purchasers of de luxe type games. This test, plus the interchangeable tops which are capable of extending the life of Track Time on an individual location to the point where the original cost is infinitesimal as compared to its aggregate earnings, makes the game the delight of every operator and location, according to the enthusiastic reports operators have been turning in," said Keeney.

AMERICAN SALES CORPORATION
950 WRIGHTWOOD AVE., CHICAGO, ILL.
OPERATORS!
WE are sending our customers weekly tips on best games, based
on real experience. Get on our list. Remember, we
give you credit!
YOU CAN'T GO WRONG!
WRITE FOR CREDIT!
Lee S. Jones
P. S.—Why fool with bloomers?

TWO NEW PROFIT MAKERS



Type SMC Lever Operated Register



Type SEO Electrical Register

Here at last are two new registers designed and built to meet operators' needs for a record of play on any type of machine. This check-up means money to any operator, and gives manufacturers a valuable added sales feature.

Type SMC mechanical register is lever-operated and small in size for easy installation. Tamper-proof case prevents loss through changing reading. Five number wheels total 99,999 (and repeat). Number wheels have large, legible figures, black on white. Operating lever can be placed at right or left side, and has very short throw.

Type SEO electrical register has the same features of simple, tamper-proof installation, and large legible number wheels as the mechanical register. The small, positive switch is mounted under the base plate, with a simple, sturdy connection to the register operating lever. Register reads 99,999 and repeat. Low current consumption—about 6 watts.

Attractively priced. Write for full information, giving your requirements.

OPERATORS: These registers can be easily installed on your present machines, and they give you a record you can depend on. Full details on request.

PRODUCTION INSTRUMENT CO.

1323 South Wabash Avenue, Chicago, Illinois
Manufacturers of Precision Counting and Recording Devices and Sensitive Switches

200 MILLS BLUE FRONTS.....	\$80.00
350 JENNINGS CHIEFS.....	80.00
500 & 1000 HOLE SOLVATORS 42.50	
1 1000 HOLE CENTURY.....	35.00
1 JENNINGS VICTORIA.....	20.00
20*50 WATLING GOOSENECKS, G. A.	35.00
12 10 WATLING GOOSENECKS, Selective Heads.....	27.50
10 1000 HOLE SOLVATORS Select. Heads 20.00	
6 SUNSHINE DERBY'S.....	10.00
1 BALLY ROUND UP.....	17.50
1 TOP ROLL.....	20.00
1 PEERLESS.....	15.00
1 BONUS.....	18.50
15 1000 HOLE SOLVATORS.....	12.50
4 ACES.....	9.00
7 PROSPECTORS.....	10.00
1 RED SAILS.....	15.00
4 BALLY DERBY'S.....	7.50
4 MILLS DIA. SODERS.....	
WURLITZER 610 PHONOGRAHPS, Slightly Used.....	
We have a quantity of Mills Q. T.'s and Davolt Penny Paks. If interested contact us. Large Stock of Sales Boards, large variety of Cash Boards and 1,000 Hole to Cigarette Boards. Write for prices.	
1/3 Certified Deposit with Order, Balance O. O. D. Reference First National Bank, Hickory, N. C.	

J. L. JONES SALES COMPANY
HICKORY, N. C.

Corner 13th Street and 11th Avenue,

A Square Deal To All

We Have These Following Reconditioned Machines Ready To Operate:

Carom.....	\$53.50	Air Races (Stoner).....	\$45.00
Derby Day.....	45.00	Hi De Ho.....	25.00
Lite-A-Pair.....	25.00	Ten Strike.....	17.50
Royal Races.....	25.00	Bump-A-Lite.....	32.50
Santa Anita.....	37.50	Ballot.....	20.00
Peerless.....	10.00	Policy.....	15.00
Maxuma.....	35.00	Flicker.....	15.00
Queen Mary.....	15.00	Preakness.....	62.50

One-Third Deposit.

VEECH SCALE CO.,

Decatur, Ill.

Slug Visible Slotted Coin Counter

MR. OPERATOR—if you want to waste time, that is your business. If you want to save time, let this be our business. Our new coin counter, the "slugs" counter, is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

50 PENNIES
THE ACCURATE COIN COUNTER COMPANY
Owned by
PATTON, PA.

Wrapper Tubes, 75¢ per 1,000 in
1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co.,
Patton, Pennsylvania

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Summer Repairs

By L. C. FORCE

If you have been along the 4300 block on West Lake street, Chicago, these days you have probably noticed a swarm of workmen busily engaged in repairing, repainting and otherwise refurbishing the plant of O. D. Jennings & Company.

O. D. Jennings, dynamite president of the organization which bears his name, is a firm believer in going ahead. If you happen to know this kindly gentleman you will know that it is a part of his life's program to be continually striving for a better job. In fact, he made the statement one time that he really didn't figure that life was worth living unless he could constantly strive to improve his home, his surroundings, his business and his whole life.

In line with a policy like that, the Jennings factory, comprising more than five acres of floor space, has been the scene of a costly but effective summer repair program. Acting on the theory that a "stitch in time saves nine," the entire building has been gone over floor by floor. Bricks have been tuck-pointed. Roof stacks and ventilators have been repaired or replaced with new. Stone sills have been thoroly scrubbed with wire brushes. The hundreds of metal window frames have been repainted. Fire escapes have been scraped and given a new coat of black paint. Fences have been straightened and dolled up with new green paint.

But the center of interest outside is the beautiful lawn immediately to the west of the building. This happens to be Mr. Jennings' particular pride and joy. It's a rather big plot of ground and right now it presents the appearance of a smooth green billiard table. Careful cultivation, periodic cutting and faithful sprinkling have produced a beautiful lawn.

In the center of this lawn are two flower beds flaming with color. One is planted with purple and white flowers showing the initial "J" in the center.

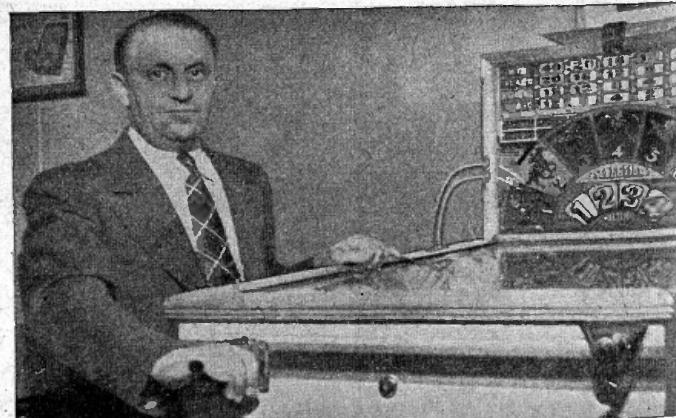
The complete renovation and the beautiful lawn in particular fit right in with the theme being extensively advertised by the Chicago Elevated Lines. They are advertising that the Elevated in Chicago is a scenic railway, as many beautiful landscapes, lawns and gardens can be seen from the "L" lines. Certainly the lawn adjacent to the Jennings building qualifies as one of the best, and to many a weary office worker homeward bound on the "L" the Jennings lawn is a refreshing oasis.

Bally Boosts Airway Output

CHICAGO, Sept. 4.—Heavy fall buying is well under way, according to George Jenkins, sales manager of Bally Manufacturing Company, who stated the demand for the 1937 Airway novelty game has forced production up to 600 daily.

"This is the present limit of our capacity," Jenkins declared, "and further increases will be necessary as soon as we can make arrangements. The 1937 Airway is sweeping the country like wildfire and the total sales volume will unquestionably break all previous records. With all the rotation line-up appeal of

the original 1933 Airway and the action of our Bumper sensation—plus the flash of spiral bumpers that actually light up—operators are finding 1937 Airway one of the fastest novelty money makers they've had in years."



MAX LANGER, Automatic Supply Company, Dubuque, Ia., becomes another booster for the Fairgrounds multiple one-shot game made by Bally Manufacturing Company.

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WESTERN EQUIPMENT & SUPPLY CO.

Ops Set Prices With Photomatics

NEW YORK, Sept. 4.—"One of the unusual things about our Photomatics," remarked William Rabkin, president of International Mutoscope Reel Company, "is that the operators of these machines are the ones who actually set the price on them. One prominent operator in Chicago gets 25 cents per photo. Other operators get anywhere from 10 cents to 25 cents, and in some cases, especially in foreign lands, the price ranges higher."

"This is one of the first machines," he continued, "wherein the operator can set his own price for the photo. One of the 15-cent machines was just turned out for an operator in a small Midwestern city. Another operator in the South asked that a 25-cent slot be used on his machines from now on. He found that the public kept coming to the machine in increasing numbers even after he had raised the price from 10 cents to 25 cents. Because of this fact he has increased his route, altho he still charges only 10 cents for photos in some spots."

"It seems to us," Rabkin concluded, "that price variation doesn't affect the Photomatic very much. The public likes the machine and finds the price exceptionally reasonable for the fine pictures it receives."

Operators Get License Delay

SHEBOYGAN, Wis., Sept. 4.—Pinball operators here won a victory when the common council's committee of the whole, after much debate, voted to place on file two proposed ordinances regulating the machines. The vote was 10 to 5.

Attorney Herbert S. Humke, representing the operators, appeared against the proposed measures, holding that people enjoy playing the games. He offered on behalf of his clients to take machines out of places where minors play them if requested to do so by the aldermen.

EXPERIENCE

... in the

building of the World's most popular and widely operated Console Machines... now... contributes the... ultimate in Console Achievement...

"LONGCHAMP"

For over 30 days, well-known Coin Machine Men have had LONGCHAMP on test locations. For more than 30 days they have actually seen LONGCHAMP out-play and out-earn everything else on the market. They have found "LONGCHAMP" mechanically perfect in every detail. They have satisfied themselves that LONGCHAMP is an extraordinary WINNER and have swamped us with quantity orders. You know these men—you know they would not have placed quantity orders for LONGCHAMPS, unless LONGCHAMP had proved itself. You don't have to take our word about LONGCHAMP—Write—Wire—or Phone these gentlemen for the facts, if you wish—

Julius Pace—Dixie Coin Machine Co.—New Orleans, La.
Dick Warnecke—1524 Main St.—San Antonio, Texas
Bill Cohen—Silent Sales Co.—Minneapolis, Minnesota
Chuck Dursen—B. & S. Sales Co.—Rockford, Illinois
R. F. Vogt—Salt Lake City, Utah
Jack Moore—Portland, Oregon
Paul Laymon—Los Angeles, California

These prominent Coin Machine Men will tell you that LONGCHAMP is a 100% winner in every detail. It costs you big money every time you experiment with a new, untried machine. If the payout percentage isn't just right—you lose money and perhaps you lose the location—you lose a week or ten days needed income—you let yourself in for a lot of grief and added expense. With LONGCHAMP you get the proven best. You take no chances—the experimenting has been done at our expense—not yours.

Get LONGCHAMP NOW with assurance that it will make more money for you than any other type of Console machine. See your Distributor—or write immediately for complete details.

This Old Name



Guarantees Quality

4222-30 W. LAKEIST. -- CHICAGO

Vermont Operators Report Flaws In Recent State Licensing Plan

Licensing of games of skill and of the professional operator in the State of Vermont has been decidedly upset. Since all plans for State licensing seem to be in an experimental state so far, some facts about the Vermont situation should be recorded for reference.

We publish herewith a letter from an operator qualified to speak for the operators of his State and also a newspaper report which gives the generally accepted facts of the decision made by the State tax commissioner's office.

Two serious weaknesses will be noted in the Vermont law. The law as passed by the Legislature did not sufficiently define games to be licensed. Consequently the decision was left up to the State tax commissioner and his decision seems to have been against even 5 and 10-ball games. Operators can, of course, contest his decision in the courts but that is an expensive process.

The second weakness in the Vermont situation seems to be that no list of approved machines could be obtained in advance from the State tax department. An operator had to make application and attach check for payment of license on each machine in order to find out whether it could be licensed. That such a situation is impractical in many ways is readily apparent.

Operator's Viewpoint

The following letter gives an operator's views of the situation that developed:

To the Editor: "The inclosed clipping tells the story concerning the Vermont Amusement Machine Tax Law that was passed by the last session of Legis-

lature. It became effective July 1, 1937. The annual license fee for operators and persons actively associated with him was to have been \$200 for each person."

"The annual license for each machine was \$25. In addition to this an annual location license fee of \$5 for each machine operated was required."

"The law provided that a semi-annual license tax of one-half the amount payable for an annual license shall be paid for any license issued after July 1 for a six months' period to expire December 31, 1937."

"The number of applications for licenses for operators and persons actually associated with him was 31 or 32. The number of machine licenses applied for was very limited and probably represented about 40 per cent of the actual number that would have been operated had licenses been issued for any particular type or types of machines. All licenses paid were paid on the semi-annual basis."

"Some operators that normally would have operated 50 machines only applied for about 18 or 20 licenses. A list of machines that the tax department would declare legal was not available. To get this information on any machine it was necessary to fill out an application, attach a certified check and take or mail it to the amusement machine division of the tax department to be accepted or rejected by the commissioner of taxes."

"According to information received from some of the operators, the various types of machines rejected included 5 and 10-ball non-payout and 1 to 10-ball automatic payouts."



99% mechanical in operation. There are no motors.

Spinning "light" arm under the large 17½" colorful dial is operated entirely by bell-type mechanical action.

Note the Bell Machine handle on front of the cabinet. That's what the players like—they like to push it down—some hard—some easy—some fast—some slowly—many players believe they accomplish great things by the "skillful" use of the handle.

Public Report

The following news story explains an official side of the Vermont license developments. It appeared in *The Montpelier Evening Argus* August 19:

"ALL AMUSEMENT MACHINE APPLICATIONS REJECTED. All applications for licenses to operate amusement machines in Vermont have been denied after hearings held to determine whether operation of the machines involved a substantial measure of skill and whether their operation was conducive to the public good, according to a ruling this morning by Commissioner of Taxes Erwin M. Harvey."

"The amusement machine tax law passed by the 1937 Legislature prohibited the operation of machines which involved no element of skill, but provided the machines which did involve a substantial measure of skill might be licensed and operated. Hearings were held during July and the first part of August with all the operators who had filed applications in order to determine the measure of skill involved in the operation of each machine and to decide whether operation of the machines would conduce to the public good as stated in the law. Hundreds of different machines were examined by tax officials and a number of hearings were held with owners and their attorneys."

"Whether any of the owners will contest the commissioner's ruling in the courts has not yet been disclosed."

"The commissioner in his ruling this morning that the score or standard attained when the machines, apparatus and devices are operated by the application of physical or mechanical force as a game or contest by attempting to make a score or to reach a standard, after the insertion of a piece of money or other object for which money is paid, or for the operation of which payment is required to be made, is not the result in

a substantial measure of skill."

"That the issuing of the above described licenses will not conduce to the public good."

"It is therefore ordered that the several licenses applied for be and the same are hereby refused and denied."

"The order applies to all applications received thus far and money accompanying the applications has been returned to the applicants."

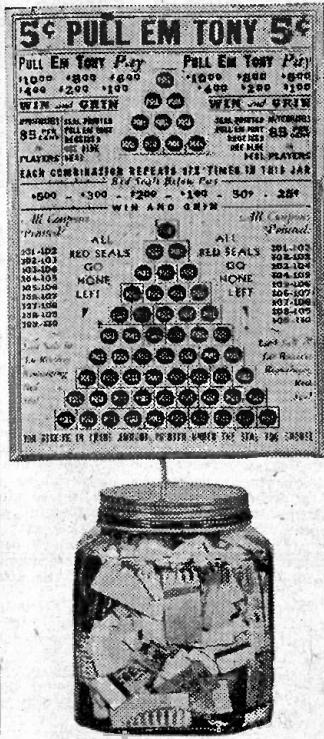
"Judging by the limited number of applications received, it was stated that the amount of revenue to be derived from this source would have been only a fraction of the receipts estimated by the Legislature. The special commission appointed by Gov. Charles M. Smith to report to the Legislature on the tax estimated it would produce from \$60,000 to \$70,000 annually."

"The law provided for an operator's license fee of \$200 a year, a fee of \$25 a year for each machine and a \$5 fee for each location license."



MR. OPERATOR

YOU HAVE TRIED THE REST. NOW TRY THE BEST. A brand-new idea in a MONEY-MAKING Jar. Takes in \$57.00—average payout \$29.00; average profit \$28.00. All 55 red seals go out with a payout of \$5.00 to \$0.25. And a chance to get \$10.00 in the JACK-POT.



Sample Deal complete \$4.00. Express prepaid in U. S. A. Dozen lots \$36.00 per dozen. Refills and Cards \$24.00 per dozen.

GO GETTER JAR CO.
P. O. Box 691
Tyler, Tex.

RECONDITIONED GAMES

AIR RACES	\$49.50
WINNERS	49.50
PREVIEWS	45.00
ROYAL RACES	40.00
MATUMAS	35.00
LITE-A-PAIR	30.00
SPOT LITE	25.00
TOP 'EM	30.00
BEAT 'EM	30.00
WESTERN RACES	15.00
BALLY BUMPERS	10.00
BALLY BOOSTER	10.00
SKOOKY	17.50
1/3 Deposit with Order, Balance C. O. D.	
MT. ROYAL NOVELTY CO.	
23 West Mt. Royal Ave., Baltimore, Md.	

CLOSEOUTS

Prevails (West)	\$35.00
Winners (West)	49.50
ROYAL (Bally)	68.50
Golden Wheels (Bally)	49.50
Turbo Champs (Stoner)	52.50
Boosters (Bally)	15.00
SLOTS	
MILLS Q.T. (Latest Type)	\$40.00
MILLS FRONT VENDERS	30.00
NICKEL CHECK-Hole In Center	30.00
Per Thousand	
STEWART MC GUIRE 7-Column Giga	3.00
reto Machines	60.00
Wanted for cash or trade — Pace Racers, So Play with Check Separator. Give number and condition.	
MILLS DELUXE PHONOGRAHS @	\$99.50

REX NOVELTY CO.

213 E. Mt. Royal Ave., Baltimore, Md.

Boldt Is New Ad Mgr. for Rock-Ola

CHICAGO, Sept. 4.—K. F. Boldt is new advertising manager at the Rock-Ola Manufacturing Corporation. Boldt comes to Rock-Ola with a broad background of experience in the advertising and sales promotional field. During recent years he has formulated many successful sales and advertising plans in varied fields of manufacture. His ability to co-ordinate the merchandising programs of jobbers



and distributors with that of the manufacturer will intensify this close working co-operation which has always been a matter of policy at Rock-Ola.

Previous to this contact and production work thru advertising agencies Boldt served eight years in complete charge of advertising and sales research work for one of the country's largest fabricated woodwork concerns in the building field. It is expected that "Ben" Boldt will bring new and added vitality to the already intensive advertising program of the Rock-Ola Corporation.

Boldt stated in an interview: "It is with complete joy that an advertising man finds himself in a position where the company's products are so outstanding that magnified phrases need not be used in conveying the advertising message. Rock-Ola products predominate their field in mechanical perfection and beauty. Therefore the company's advertising need only be truthful to be forceful."

Bally Announces Console Teaser

CHICAGO, Sept. 4.—"New because it's old," is the way Jim Buckley, general sales manager of Bally Manufacturing Company, describes Bally's new Teaser console release. "By going back to an almost pre-historic play principle we have created a game so new, so different from the average console that the \$25 to \$30 gross play reported on Teaser is not surprising.

"Ever since men began to use their wits for amusement they've been fascinated by a 'toss-up' or 50-50 proposition. For example, heads or tails, odd or even or the red or black of the casino. And now for the first time the powerful play appeal of a 50-50 proposition has been built into a thrilling payout game.

"In Teaser you take your choice between red or green, and you select your color by pressing the red or green button. Immediately the spinner goes into action, flashing red, green, red, green in dazzling succession. If spinner stops on color you selected you select again without depositing a coin. In fact, you keep on selecting as long as you keep on selecting the right color. This 'play-as-long-as-you-win' feature provides the suspense that holds players for long sessions of button jabbing.

"By smart selections player may obtain as many as seven successive, progressively larger payouts. Awards begin with three matched selections, and there is a separate payout for each and every matched selection thereafter up to a \$2 top.

"New refinements found in Teaser include revolutionary 'triple-scrambler' device which prevents 'cycles' on the spinner, a noiseless spinner mechanism, the new 'embossed' glass with silver inlay and the new corner-console design,

Coinman Passes

BIRMINGHAM, Sept. 4.—E. P. Rimp, of the Mint Vending Company, Birmingham, and Moon Novelty Company, Atlanta, was stricken with a heart attack and passed away August 6 in Atlanta. Rimp had been in the coin machine business for many years and had many friends in the industry who will regret to learn of his sudden death.

Interest Mounts On Rock-o-Ball

CHICAGO, Sept. 4.—Rock-o-Ball bowling game, introduced by Rock-Ola some 13 months ago, is said to be writing a new page of history in the annals of coin-operated games. The Rock-Ola Corporation reports a constantly increasing demand for Rock-o-Ball and this increasing demand, after being on the market for 13 months, is a new experience. Operators are reporting a heavy play. Many machines on locations for a year have turned in over 1,000 plays. "Operators now feel," says a Rock-Ola official, "that locations are realizing the full value of competitive play. Daily or weekly awards are building profits for operators and locations alike. Rock-o-Ball's exclusive 'previous high score' is the factor of importance in permitting the location to set up any kind of competitive play award he chooses. Operator reports indicate that it takes a bit of sound thought and introductory stimulation to get the competitive play started. In other words, merchandising—showing the locations how to use the game to advantage. Once started the play gains momentum fast. Rock-o-Ball has proved the best game in many seasons where operators have given a little thought to getting the play started. Locations develop enthusiasm fast as they recognize its stimulation of business.

"Rock-o-Ball is now built in both Senior and Junior models. The latter, no less interesting, has been designed for locations that cannot give the space required for the Senior model."



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vendor and Gold Award.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889 Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

14 Ft. BOWLETTES \$39.50

Turf Champ, Fair Grounds, Preakness, new and used; Golden Wheel, Arlington, Classic, Track Time, Dominoe, Cigarette Machines, hold 120 packs, \$19.50 each. Counter Games, all types, Slot Machines, \$10.00 each. Q. T.'s, 1c, 5c, 10c, used, Pin Games and Payables. Write for prices.

LEHIGH SPECIALTY CO.
N. W. Cor. 2d and Green Sts., Philadelphia, Pa.

OUTSTANDING CLOCK NOVELTY DEAL FOR SALES CARD OPERATORS
Also Electric Razor and Other Deals.
Send for Free Salescard and Details.
FLORN CO., 1123 Broadway, N. Y. C.

New SALES BOARDS

Drop your slow moving salesboards. Clean up big profits with our Big Three brand new and improved assortments, Fast sellers. Also full line of new machines, leading everywhere. Imperial and G.O. G. In one store made \$21.60 CASH PROFIT. Send name for new catalog. K & S SALES CO., 6227 Broadway, Dept. 99-B, Chicago, Ill.

BARGAIN

Bole, Rugby, Bank Nite, Totalizer, Mad Cap, Short Sox, Neck 'n' Neck, Excel, Panama, Fair Play, Thriller, \$4.95 Each. Panama Penny Diggers, \$10.95 Each. School Boxes, \$1.50 Each. Ball Fan, \$10.95. Paint Roll, \$26.00 Each. BELVEDERE PENNYLAND, Kearnsburg, N. J.

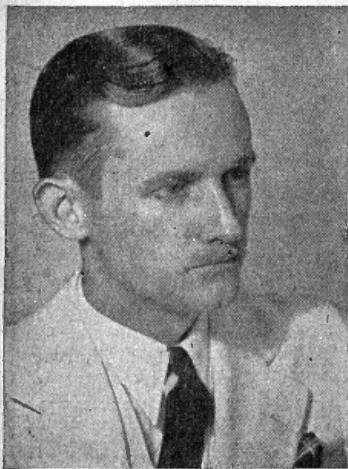
LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



which provides a maximum of eye appeal in a minimum of space; cigarette tray attached to cabinet, a convenience to players and insurance against cigarette-scared woodwork. Above all, both "come-on" and "keep-on" are built right into Teaser and show up in a full cash box every time you collect."

Bolles Meets Ops At 3-Day Party

NORTH TONAWANDA, N. Y., Sept. 4.—First annual convention of the Wurlitzer Century Club at the Hotel Statler, Buffalo, August 25, 26 and 27 provided Robert B. Bolles his first opportunity to really get acquainted with music operators. Bolles is advertising manager of the Rudolph Wurlitzer Company and came to this position earlier in the year. He has developed some interesting plans to as-



ROBERT B. BOLLES

sist music operators in getting acquainted with locations and prospective locations.

The 616-A Wurlitzer phonograph occupied the center of the stage during the convention and Bolles has first thoroly sold himself on this machine. In telling operators about it he does so with an intense sincerity.

Bolles stated that meeting so many operators face to face had been a wonderful education in the facts and opportunities of the music business and of the men who are making a success in it. Young and energetic, Bolles is given much credit by the Wurlitzer firm for helping to make the three-day convention such a marvelous success.

See-Con To Show At Michigan Fair

DETROIT, Sept. 4.—See-Con, Inc., distributor of Seeburg phonographs, has reserved Booth No. 62 in the Electrical Building at the Michigan State Fair. Seeburg's Rex, Royale and Model K will be on display and in operation there thruout the 10 days of the fair.

Invitations have been sent out to 263 operators thruout the State inviting them to visit Booth 62 during their trip to the fair.

PERMO POINT

The Only Long-Life Phono
Needle with the Patented
Elliptical Point provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.
Endorsed By All Leading Manufacturers and Record Distributing Companies.
Standard for All Phonos. Double Ribbed
for 1937 Models.

PERMO PRODUCTS CORP.
Chicago, Ill.
6415 Ravenswood Ave.



Seeburg Op Embarks For Grecian Bride

WILLIAMSON, W. Va., Sept. 4.—Young Lochinvar, who rode out of the West, has nothing on a Seeburg operator who recently embarked on a 3,000-mile trip to claim his bride. John Tsutras, who with his brother Gus operates a number of Seeburg phonograph routes in Southern West Virginia and Kentucky, sailed August 14 on the Vulcania for Greece, where he will marry a lovely dark-eyed maiden. In this he is emulating his brother, who eight years ago traveled to the homeland to be married.

John Tsutras will visit with his aged father and his brother and sister in addition to claiming his bride. He will be gone six months, touring Greece. Brother Gus will carry on the business from the main office here and will endeavor to set up some new marks for his brother to admire when he comes back. The Tsutras brothers claim a number of unusual operating records, outstanding among them is a mark of 37 Seeburg locations in two city blocks.

Only one thing marred John's pleasure at leaving. He did not get to see the new Seeburg Symphonolas, Royale and Rex, but brother Gus indicated his complete approval of the instruments by placing one of the heaviest orders on record to date.

Music Op Dreads Commission Evil

"To the Editor: In your issue of August 28, referring to what Bob Norman, of Miami, has to say about 'Why I am in the music operating business,' I agree that he is right. Most of the time I ask myself the very same question.

"Competition between operators for new locations not only takes the aspect of an auction sale, with each operator bidding against the other to give away all his profit to the location, but it makes the owner of the location believe that he has been cheated by the honest operator for a guaranteed \$5. But the \$5 guarantee is a thing of the past. Locations nowadays look for better propositions all the time and if an operator wants to do business he has to comply with the terms dictated by the location owner.

"Much has been written with reference to cutthroat competition by cheap operators offering 50, 60 and 75 per cent commission. Where shall we land if such a disgusting policy is continued?

"What puts an honest operator at a loss is the fact that in the city of Chicago alone there are nearly 10,000 taverns and restaurants, enough for everyone to work and make a profit. Nothing doing. A cutthroat stops at a location where there is already another phonograph. He convinces the location owner, who previously paid \$4, to put aside the instrument for one of his own at a cheaper rate of \$2 or less a week, which he considered fair enough under the circumstances.

"I have lost some of my best locations in town by this system of knifing an honest operator. What surprises me also is the fact that I have been unable as yet to find out the name of my competitors, as they do not leave their business cards attached to their instruments as I do.

"Furthermore, my surprise is how such operators could be so parsimonious and yet give an exorbitant, unbelievable commission. Have they an organization of their own? Do they pay for the phonographs, records, needles, labor, rent, trucks, gas, etc.? Certainly with such policy locations firmly believe that operators are a bunch of suckers, ignoring what money is invested, what activity is given and what sacrifices are made to keep up an organization of this kind.

In giving locations the best of prompt and accurate service, no matter what time of day or night, and in order to do so, an honest operator is on the job, always ready and within reach for every emergency call.

"I could write lots more, but Mr. Norman has written enough. Honestly, music operators ought to contemplate having an association with the purpose of protecting fully every member, not only for the preservation of an honest and legitimate profit but for their dignity as well.—Fortuna Gnarro, Fortuna Music Company, Chicago."

Roberts Praises New Seeburg Models

CHICAGO, Sept. 4.—"The acclaim which has greeted the new Seeburg Symphonolas, Royale and Rex may be summed up in one pointed phrase," says H. T. Roberts, sales manager for the J. P. Seeburg Corporation. "That phrase is, 'There's nothing like it' and there really isn't. The development of the 20-record illuminated Royale and Rex was the outcome of a realization that operating depended as much on what a manufacturer could give an operator with which to work as it did on any other circumstance.

"In most cases," he maintains, "the phonograph is all the operator has to work with, and, all other things equal, the operator with the phonograph that sells itself on sight to the location owner is the man who gets the location. Just such instruments are the new multi-selector Symphonolas and the reasons are immediately apparent.

"Spurred on by the sincere wish to be of definite service to music operators, we designed the cabinets which today stand far above the field. First to originate the illuminated grille many months ago, Seeburg designers went on to develop illumination to a new high peak of beauty. Both on and within the cabinets of the Royale and Rex, illumination is so incorporated as to provide an attraction without equal in present-day phonograph cabinetry.

"This combination," Roberts continued, "of beautifully illuminated cabinets, 20-record selection, multi-selectivity, dependable performance and perfect reproduction has been the basis for our claim that the Royale and Rex are capable of increasing weekly receipts three and four fold."

Among the various features which Seeburg officials say make the new Symphonolas so complete is a new Seeburg innovation, the record-playing indicator, which, illuminated, reveals the number of the record playing for the information of patrons who, not knowing the name of the recording, might wish to replay it or to identify it on the program holder. Another outstanding "big little" feature, as Roberts calls it, is the illuminated "staggered" program holder which is more readable and tends to attract additional new patrons.

New Orleans

NEW ORLEANS, Sept. 4.—Jules Peres, prominent New Orleans operator and recently placed in charge of Wurlitzer distribution in this territory, has announced his purchase of the Melody Music Company at 1010 Poydras street. Peres has taken his other interests into the Poydras street office and has placed Frank De Barros in charge of sales and Steve Asproditas of service. His business at his home is now in charge of Julie Mae Peres, his daughter. Peres made the announcement upon his return from the big Wurlitzer party at North Tonawanda, N. Y., accompanied by Mrs. Peres; Ed Mendez, district sales manager for Wurlitzer, and Mrs. Mendez. The Mendezes

Imperial 20 Wins Ops' Enthusiasm

CHICAGO, Sept. 4.—Pioneering the introduction of a 20-record coin-operated phonograph, the Imperial 20 introduced by Rock-Ola last spring is now said to be enjoying popular demand among operators from Coast to Coast. "One can easily understand the swing of popularity to the new machine," said a Rock-Ola official. "From the operators' standpoint, increased earning power is of vast importance. With 20-record selection it is only natural that the machine will receive a heavier play. In addition to popular play the wider selection is conducive to the playing of quarters and dimes rather than nickels."

"Again from the operators' standpoint, they are fully appreciative of the trouble-free mechanical features of Rock-Ola phonographs. Locations are quick to sense the added play and value of fine cabinet styling. Accordingly, locations are demanding the Imperial 20. The public, upon whom locations, operators and manufacturers alike must depend for the success of their efforts, are accepting and playing the Rock-Ola Imperial 20 with sincere enthusiasm. It is quite apparent that they are finding in the wider choice of recorded music more pieces that suit their fancy. Fine tone quality has always been an accepted superior feature in Rock-Ola phonographs. Recorded music reproduced in its full tone quality without false overtones and modulations."

I. F. Webb, vice-president in charge of phonograph sales, has just returned from a West Coast trip and stated that there is an increasing demand for coin-operated phonographs. "The public," he says, "has undoubtedly decided that well-reproduced recordings of the country's leading bands are its preference in music. Paralleling this observation, we find operators very enthusiastic about the added cash-box receipts they are realizing wherever Imperial 20s are placed."

have gone for a trip thru the Middle West.

Vic Duhon, well-known music operator of Lafayette, La., was seen in a phonograph distributor's display room this week looking over new stock. Duhon said that business was rather good in the Sugar Bowl section of the State and that he needed more machines for the fall season.

George Cerise, Sulphur, La., music operator, bought several new Wurlitzers when he visited the city last week.

Sheet-Music Leaders

(Week Ending September 4)

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

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

1. So Rare (Robbins) (1)
2. My Cabin of Dreams (Berlin) (6)
3. Whispers in the Dark (Famous) (3)
4. Sailboat in the Moonlight (Crawford) (2)
5. Harbor Light (Mario) (4)
6. First Time I Saw You (Santly) (7)
7. I Know Now (Remick) (10)
8. It Looks Like Rain (Morris) (5)
9. Blue Hawaii (Famous) (9)
10. Josephine (Feist)
11. Stardust on the Moon (Marks)
12. The Old Feeling (Feist)
13. Afraid To Dream (Miller) (12)
14. Have You Got Any Castles, Baby (Harms)
15. Merry-Go-Round Broke Down (Harms) (8)

LEADERS NEVER FOLLOW!

**SEEBURG *Originated*
ILLUMINATED CABINETS!**

**DOMINATE ALL THE BEST LOCATIONS WITH SEEBURG ORIGINAL
LUMALITE (ILLUMINATED) CABINETS**

*Seeburg will always be first
with really New and Profitable
Operating Features!*

20 RECORDS

Seeburg Multi-Selector Symphonolas

ROYALE • REX

**You Pay No More—Yet, These
Seeburg Super Machines Net You
300% MORE PROFIT EVERY WEEK!**

Write—Wire—Phone for Complete Information!

J. P. SEEBURG CORPORATION

1500 DAYTON STREET • CHICAGO, ILLINOIS



Echoes of the Wurlitzer Convention

So many things, happy and gay, can happen at a three-day convention that apology is due to the operators and their wives at the Wurlitzer Century Club annual convention in Buffalo who The Billboard representatives may have failed to "get the drop" on. Besides we were having fun ourselves most of the time.

As a matter of record it should be stated that so many operators and distributors had their wives with them at the Wurlitzer party that it was a "different" convention. Whether the wives have decided to establish precedent and attend all coin machine conventions hereafter or whether the generosity of the Wurlitzer invitation caused it all cannot be decided at this writing. One operator who had not taken his wife to a convention in 10 years said it was the time of year; another operator begged that no publicity be given to the fact that so many wives were there. Who can understand these husbands at conventions?

Community singing was an enjoyable feature at all the banquets and programs which must be given mention. Art Leard was excellent in getting the folks in singing mood.

Two programs were carried away from the Wurlitzer party and many will keep them as souvenirs. One was a complete program of the three-day party, a model in planning three days with something doing every hour, and also so brief and concrete that all guests knew just where to go. The second program was of the Friday evening affair, the grand finale program containing a Wurlitzer greeting.

The ball games at Wurlitzer park August 26 attracted more attention than a World's Series. Who won the series apparently has not been decided until this day. Homer Capehart's announcement the next day that St. Louis operators might have won had the New York team accepted their challenge for a deciding game turned the spotlight on St. Louis.

It seems that the Missouri operators' association came out with \$5 in the treasury due to its team's prowess. Carl Tripple went in to pitch for St. Louis in the fifth inning when the score was 9 to 2 in favor of St. Louis. Tripple let the Texas boys make six runs and the fans began whispering that maybe he hoped to sell some phonographs to Texas ops.

And so the ball games made history, with St. Louis, Texas, New York, Chicago,

Ohio, Pennsylvania and New England teams conspicuous for bravery.

Bill (The Sphinx) Cohen claimed to be the youngest oldtimer at the Wurlitzer party. He says he operated Regina Hexaphones in 1904 and Wurlitzer automatic pianos in 1905.

Inviting the nine "youngest" operators as guests of honor for the party deserved high commendation. Their introduction Wednesday evening was an impressive occasion. Two of the gentlemen, W. H. Milam, of Waco, Tex., and C. L. Dennard, of Henderson, Tex., were out gunning for something or somebody with their six-shooters and 10-gallon hats.

Harry Cohen, Ohio Specialty Company, Cincinnati, modeled the latest creations in hats at the convention. Most novel business card passed around during the convention was that of Boots Strange, Danville, Va. . . . Homer Capehart was so busy during the three days there were times he even forgot his cigar. Where does the man get his energy?

When Alfred Bloom and wife started for the convention they left their business in charge of a 16-year-old son. First night in Buffalo King Al phoned the new manager, only to be advised that he should stay away for a long time. The new management had already lined up three new locations.

Col. Joe Huber, Mrs. Huber and two daughters left after the convention for a vacation trip into Northern Canada. Several other couples were also vacation bound, including the big convention as a part of their trip. It was a happy coincidence that they could do so, all of them said.

Everyone knew that J. Harry Payne, Wurlitzer representative, was a sweet singer. Now they know him as a sweet pitcher. He twirled his Ohio team to a three-hit victory over the New England opposition. Ohio won 28 to 6, but Harry didn't explain the six runs on three hits.

Ted Johnson, Cincinnati, was also an Ohio twirler. He won his game against Penny 9 to 4, allowing only seven hits. The Cincinnati Reds would do well to sign these two twirlers.

While A. W. Pence, of Minneapolis, was enjoying breakfast aboard the dinner en route to Buffalo the porter unloaded his baggage at a suburban station. Pence

and his baggage were reunited later in the day. . . . Two ex-showmen at the convention were Abe Abrams, Garrett, Ind., and Carl C. Cooper, National Coin Machine Exchange, Toledo. They met for the first time and compared notes on old times. Abrams piloted the Colton Dramatic Company years ago and Cooper was head of Crescent City carnival.

The star of the New York baseball team was Sidney H. Levine, attorney for Modern Vending Company, who played shortstop. He also displayed ability as a lawn dancer—but who was the charming partner?

When the New York train pulled into Buffalo Wednesday afternoon Mrs. Nat Cohn and Mrs. Irving Sommer (Modern Vending Company) were the recipients of beautiful corsages of flowers and the key to the city presented by the Chamber of Commerce.

A circus reporter was needed to properly write up the "spectacle of a century" at the Wurlitzer field day August 26. The layout was typical and a real circus parade was presented. And the "kids" sure did go for the free eats and drinks. Think of going to a circus where the eats, drinks and admission to the big top and all the side shows are free!

Harry Moseley, of Richmond, Va., arrived in Buffalo duly chaperoned by his wife and another Richmond operator and his wife. Moseley had never been known before to attain such viscosity that he should be chaperoned by a triumvirate. He announced that he is planning to surprise the trade with a new picture of himself.

Morrie Ginsburg, Atlas Novelty Company, broke all precedent by attending the convention unchaperoned by his wife. While Phil Greenberg (Pittsburgh office) was with Morrie part of the time, it was apparent that some secret treaty existed between the two without their wives.

The music field has to its credit a lot of young men in the operating end. There was Charles R. Foote, Jamaica Plains, Mass., who says he will send more news about ops and events in his territory; Art Phillips, of Ashland, Ky., who knows all about "them that mountains"; H. W. Hoffman, Warren, O., and many other young and energetic business men who like the music field and no doubt will make a success of it.

A photograph of Babe Kaufman, New York, and a prominent coinman is being held awaiting permission from the gentleman to publish it. His face is so well concealed by a bottle that we think it is safe to publish it. Babe has already given her consent.

Fred Field, Seattle Wurlitzer man, came almost from the farthest corner of the country to enjoy the festivities. He brought some music ops with him.

Operators from Canada, of whom there were a number, were recognized by singing God Save the King when America was sung and also by displaying the British Jack alongside the Stars and Stripes.

While enjoying the convention, Hirsh Lavie, Oriole office in Washington, told an interesting story about the origin of the first coin-operated pinball game. This much-discussed question is still in doubt and Lavie says that he will give The Billboard readers some of the facts he remembers about the "first" game which was introduced in Cleveland back in 1928.

A reporter picks up a lot more interesting information from operators when he is not known than when operators know they are talking for publication. Some live-wire facts about the music business were picked up when a group of operators were talking among themselves and ignorant of the fact that a reporter's ears were strained to catch as much as possible.

Buffalo operators who were not at Buffalo should ask Jim Ashley for the full story. Ashley says he started with salesboards back in 1904 and he has enough good yarns to mix in any crowd and add to the laughter.

J. H. Beckman, Automatic Phonograph Company, St. Louis, formerly well known in skill game circles, says he has turned to music almost completely. Some of his neighbors give him credit for being

probably the largest phone operator in St. Louis.

Martin C. Balenseifer, president of the Missouri Phonograph Operators' Association, reports good progress in the work of his organization. He says promoting personal acquaintance among operators is one of the greatest benefits of organization.

Kressberg Details Free Bermuda Trip

NEW YORK, Sept. 4.—Capitol Auto-Music Company, New York, today explained in detail the plan whereby phonograph operators are invited to take a trip to Bermuda entirely at the expense of the Capitol firm.

"We are inviting every operator, regardless of the type of equipment he uses, to join the gang on our Bermuda trip," said Sam Kressberg. "All they have to do is order only 13 Rock-Ola phonographs, any model, and they are penciled in. If an operator orders 25 phonographs he is entitled to two free tickets, plus one free machine. That is all and there are no strings attached."

The Capitol gang will leave on the Queen of Bermuda and the date has been set for December 4. Kressberg further explained that if the operator does not wish to take a vacation on that date he can take it whenever he likes.

Al Blendow, salcs manager, has received many free trips, but the honor of being first operator to sign up goes to Sidney R. Mittleman, of Newark, N. J.

Detroit

DETROIT, Sept. 4.—Name Northey, Flint (Mich.) operator, received a new order for Safeway cigarette venders this past week from the King Cigar Company.

Joseph Reich, manager of the Reich Coin Machine Exchange, made a flying week-end trip thru Northern Michigan recently and reports operating conditions generally poor in that field. Business has been off for the summer, he said, but is expected to show a nice pickup in September. Reich is planning a special giveaway for the trade in the form of a class novelty pencil with the firm name on it for free distribution to customers and friends.

Confirmation of the drop in summer trade in vending machine fields was made this week by Edwin Brede, head of Brede, Inc., who is probably the one man in this territory in the best position to gauge business, in the nut field especially. As a prominent supply house for nut machine operators here, the company is in close touch with the field. A return of business in September is anticipated by Brede, however.

W. N. Zerby, secretary of Detroit Skill Game Operators' Association, has returned home from a visit with his father at State College, Pa., and with his sister in Williamsport, Pa.

Harry Sarvis, one of the active operators in Detroit's music machine field, is consistently increasing his business. He recently purchased Rock-Ola phonographs costing approximately \$1,400.

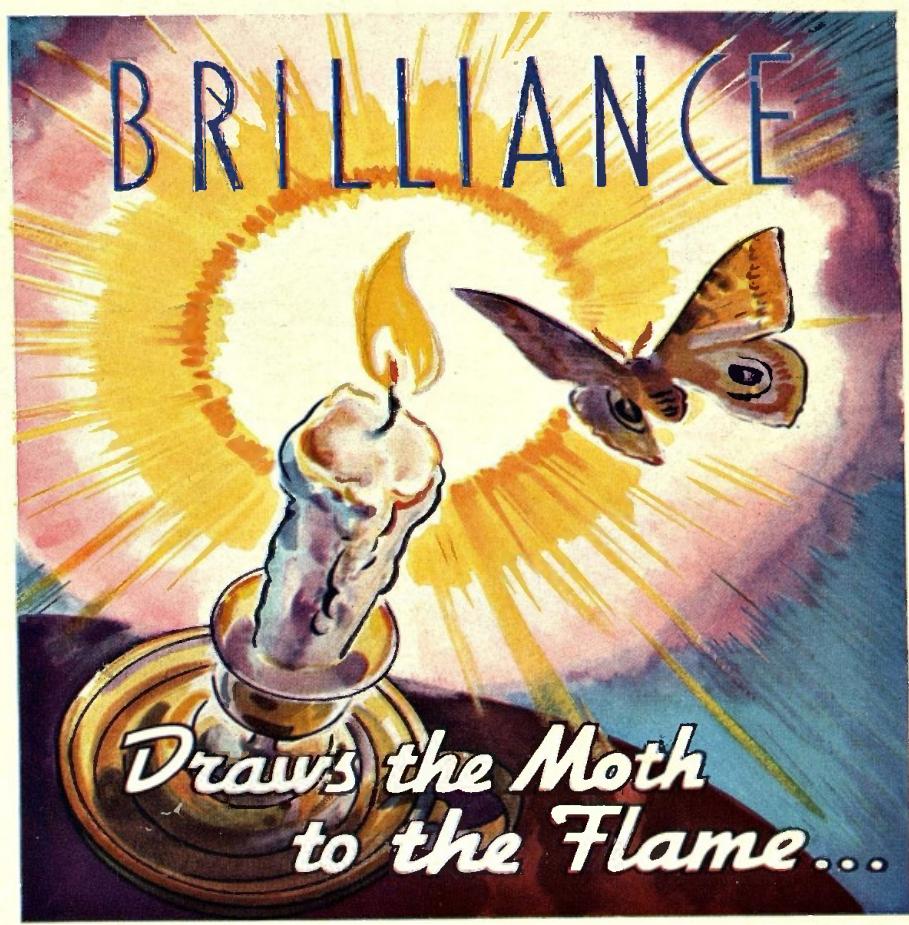
See-Con, Inc., was honored this week by a visit from Harry Graham, general manager of the Marquette Music Company, said to be one of the biggest music operators in the State. This was Graham's first visit to See-Con's new quarters. He expressed his appreciation of the new quarters and also of the new machines, Royale and Rex.

Donald I. Coney, president and general manager of See-Con, Inc., has just returned from a week's trip in the Thumb District and reports picking up orders on the trip for 62 phonographs. "The great demand for these machines all over the State has been an agreeable surprise, being even greater than we anticipated," said Coney. "Our trouble now is not to get orders for machines, but to get sufficient machines to fill orders."

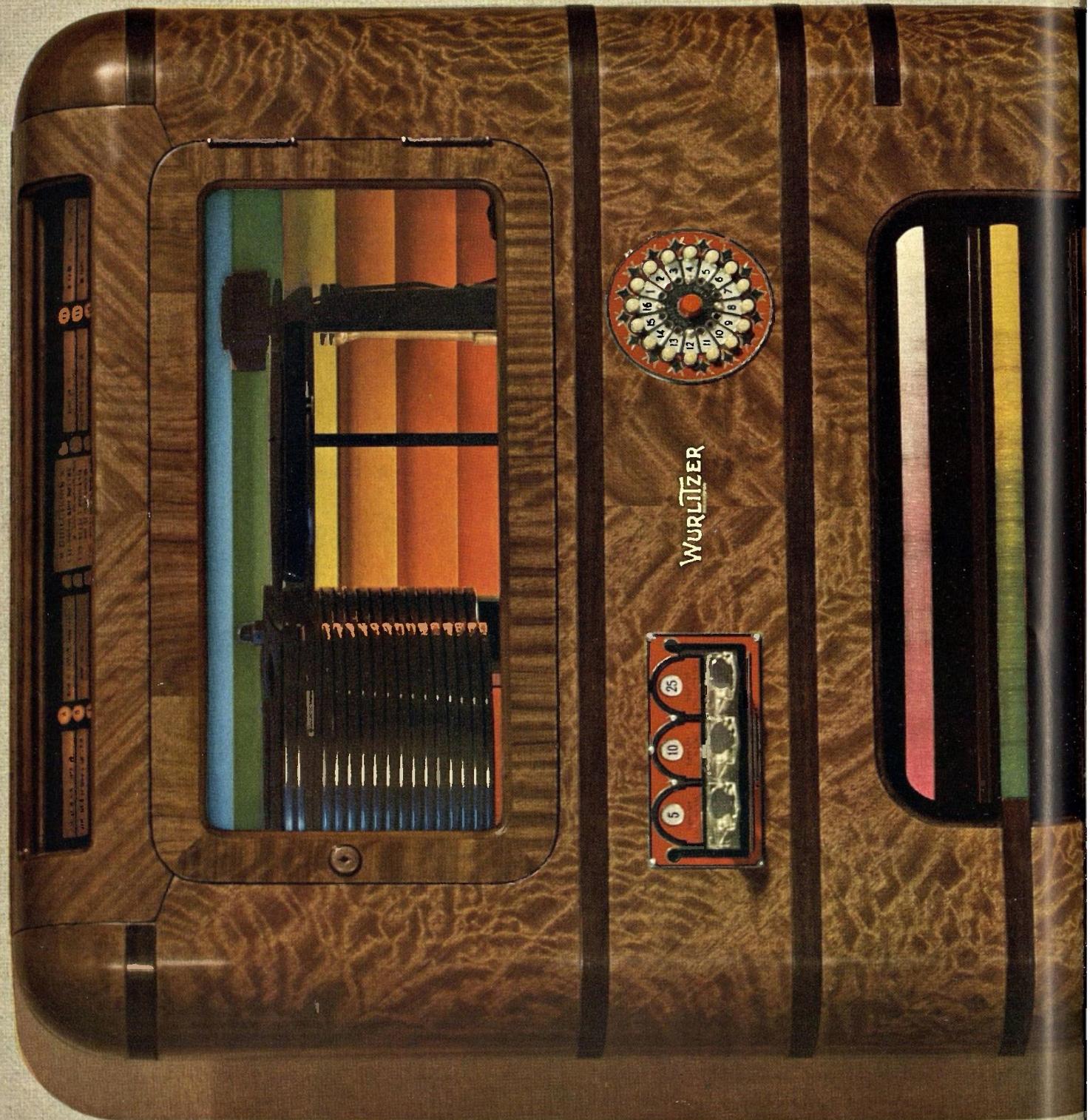
Leslie Baldwin, service manager of See-Con, Inc., is spending a week at the Seeburg factory in Chicago receiving special instruction on servicing of the new machines, Rex and Royale.

BRILLIANCE

*Draws the Moth
to the Flame...*



*...and
likewise*
**BRILLIANT
BARS**
of
**COLORED
LIGHT**
will draw
 MILLIONS
to play the
WURLITZER



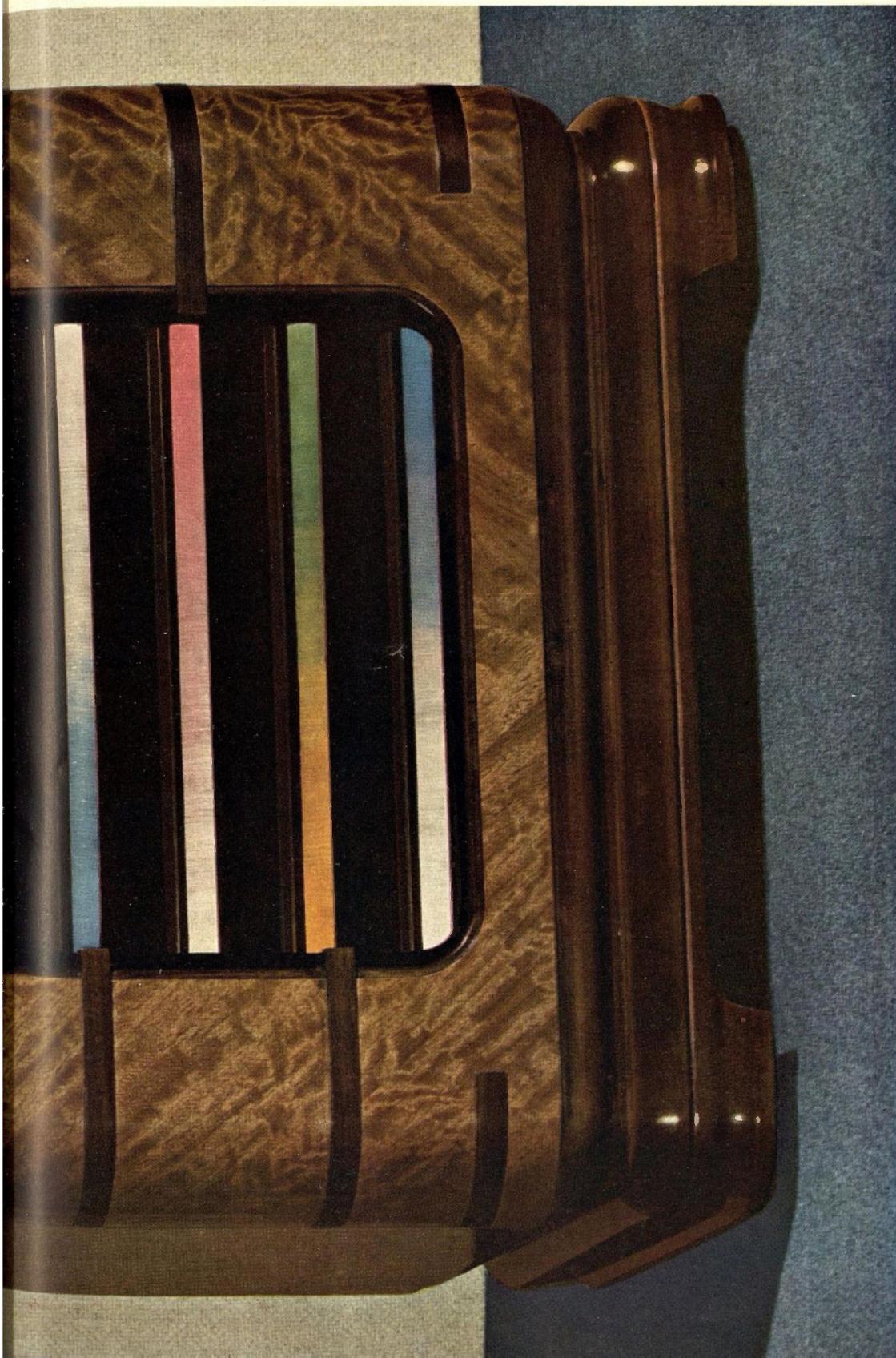
Automatic

»
»
and that means

**BIGGER
PROFITS**
for

OPERATORS
and
**LOCATION
OWNERS**

**SOLD ONLY
TO OPERATORS**



Always years ahead in cabinet design, quality of tone and mechanical perfection—the Rudolph Wurlitzer Company, in the Model 616 A Automatic Phonograph, has again led the way by adding the extra punch of brilliant light and color!

This startling result is achieved by "Lucite" bars in the grille and a new lighting effect in the record changer compartment.

"Lucite" is a new transparent plastic that conducts light

in an almost unbelievable manner. The bars are solid, cold and clear, yet when you trip the light switch they spring into brilliant color as if by magic. No wiring—no tubing—no breakage.

In the record changer compartment a molded back of horizontal convex strips—finished in every color of the rainbow—cleverly lighted—gives the cabinet an amazing feeling of depth. It harmonizes perfectly with the "Lucite" bars in the grille.

Here is real attraction power that patrons in a location cannot miss! No gloomy corner will keep the Wurlitzer 616 A from earning good profits for both the operator and location owner. The brilliant, colorful illumination will attract millions of extra nickels.

Cash in on the attention compelling force of the Wurlizer Model 616 A Automatic Phonograph with its new light and color. Find out if there is room in your locality for another Wurlitzer operator. Mail the coupon NOW!

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.—Canadian Factory, RCA-Victor Co., Ltd., Montreal, Quebec, Canada

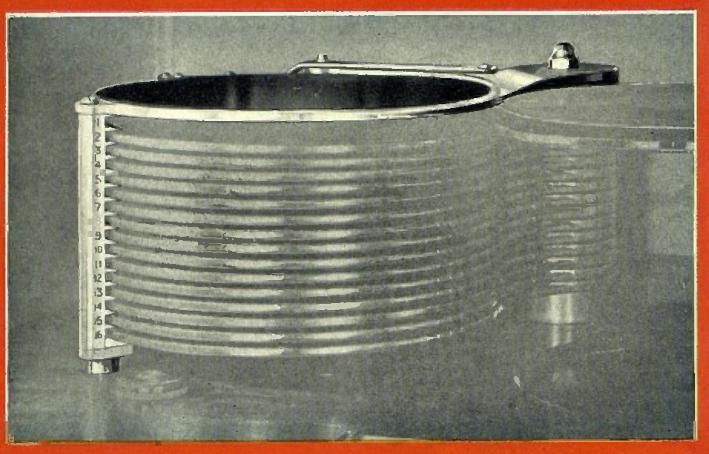
Name	Street	City
.....

THE RUDOLPH WURLITZER CO., Dept. F 92
THE RUDOLPH WURLITZER CO., N. Y.
North Tonawanda, N. Y.
Please send me more information regarding the profit possibilities in the Automatic Music Business—and let me know if there is room for another Wurlitzer Phonograph Operator in my locality.

More than ever...

WURLITZER

*is the instrument that
GETS AND HOLDS THE
BEST LOCATIONS*



RIGID TRAY-STACK

The tray support post is an integral part of the chassis frame. Pressure-cast from a special strong zinc alloy, this post supplies a fixed, rigid support for the whole mechanism—thus providing exceptional strength to the tray-stack itself. No vibration when trays are in motion—perfect alignment when in the stack. Clean, flawless operation.

METAL TRAY-STACK COVER

A metal tray cover is built into the top of the tray stack. Flush within the frame which holds the whole assembly together, it completely covers the records in the stack, keeping the top free from dust, sand and grit. The tray cover adds many "plays" to the life of Number One record. In addition its glossy black finish provides distinctive beauty.



NEW PEDESTAL SPEAKER MOUNTING

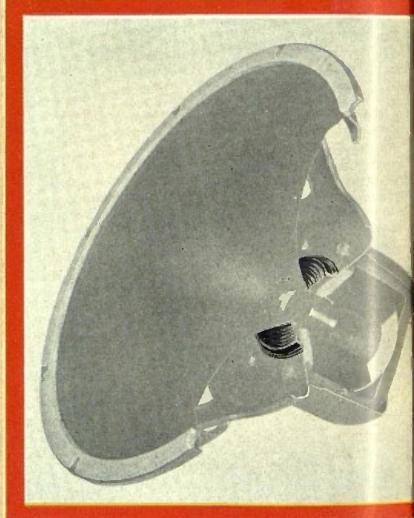
This illustration shows the new pedestal mounting which holds the speaker securely in position. Air space is permanently, positively maintained between speaker and baffle board—prevents "booming" at any volume. Support comes under the speaker pot at the point of greatest weight—pedestal is firmly bolted to the bottom of the machine.

The Wurlitzer Model 616 A not only brings new beauty but mechanical refinements that keep it out in front as the finest Automatic Phonograph that money can buy!

The engineering staff of the North Tonawanda Division is the largest in the United States devoted exclusively to musical instruments. These men furnish the reasons why the Wurlitzer Automatic Phonograph not only gives flawless reproduction to all types of musical recordings but maintains a faithfulness of operation that insures you more profits because of freedom from service difficulties. Here are sound reasons why you will always make more money—hold the best locations with Wurlitzers

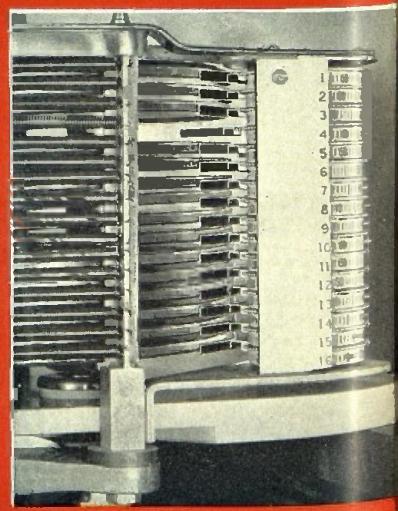
DUST PROOF VOICE COIL

Here is an illustration of the voice coil assembly—cut away to show the corrugated dust seal. Notice how the coil is completely shielded making it impossible for dust or dirt to get into the gap and distort sound reproduction. This insures faithful long life performance of the speaker system in the Wurlitzer Model 616 A.



THE WURLITZER "PLAY METER"

This ingenious device counts the number of plays each record gets. Note assembly shown here. The spring pin is pressed by the record tray returning to the rack and the "Play Meter" adds one more tally for that particular selection. No guesswork as to which pieces are getting the biggest play at your various locations. An exclusive Wurlitzer feature.



MEN & MACHINES

Perc Smith, general sales manager of Exhibit Supply Company, is now stepping on the gas, racing eastward to meet the arrival of an ocean steamer and be right on the dock—on the dot—with open arms when Mrs. Smith comes down the runway. Mrs. Smith is returning from an enjoyable tour of three months covering the British Isles and the Continent.

Bert Lane, general sales manager of the Ponser company, was finally persuaded to leave his first love—the interests of the firm—for few days and go vacationing up toward Lake George for a few days. Back in his college days Lane used to crash the line as a swimmer, football player and horseman. He has been hitting the line hard in his sales position for the Ponser firm.

Karl Klein, of the Gretchen Tool Company, motored to New York to meet his wife and son, who returned on the Bremen after a summer sojourn in Europe. They will make a tour of the Eastern States before returning to Chicago. Immediately following Klein's return Richard Gretchen plans to leave on an extended trip via plane and rail to contact various distributors and jobbers.

Paul Gerber and Bob Bleekman, after blowing a nice chunk of cold cash on Chicago's entry in the soft-ball tournament at the Wurlitzer party, have applied to the rules committee for a change in soft-ball regulations whereby first basemen will be allowed to wear a bushel basket on each hand. The Chicago pitcher allowed only two hits, but 20 runs were scored against him and—well, let Gerber describe the game to you. It's really something to hear.

It's a real pleasure to see Bill Woolen, sales manager of Buckley Manufacturing Company, rounding into good health again after the siege of sickness which laid him low a few weeks back.

Lou Wolcher, of Ball Island, Seattle, San Francisco and other points west, was in Chicago recently giving new games and other things the once over. When asked about the world's ping-pong

championship which is brother, Harry, won in that memorable battle in the College Inn at the Sherman Hotel last January, Lou was strictly noncommittal.

Among the many out-of-town coin-men seen in Chicago looking over new equipment for the fall season last week were Toni Gasparro, London; Ted Pusn, Minneapolis, and Nick Males and Lou Wolcher, San Francisco.

A "reel spot" for activity is the Daval factory. The sudden avalanche of business has Al Douglass on the merry-go-round. The new counter sensation is said to be the cause of it all.

"To the Editor: The writer was very much pleased to read your editorial on Payout Games in the August 21 issue of *The Billboard*. As you know, the writer and his brother have preached and advocated a campaign of publicity by the manufacturers for a long time. We have written to quite a few of the manufacturers and at times have not even been given the courtesy of a reply.

"You can be a powerful influence with the manufacturers in showing them the necessity of such a publicity campaign. As pointed out to them, quite a few ordinary businesses and industries are spending lots of money to create good will with the public. If the manufacturer would spend only a small part of his income to win the good will of the public and officials there would be no limit to the possibilities of this business.

"We hope you will continue this campaign and that you will be able to convince some of the manufacturers to go into this proposition. Harry Hurvich, Birmingham Vending Company."

Introductions were in order at the Rock-Ola plant recently when K. F. Boldt, new advertising manager of the firm, was introduced to his fellow workers.

If two is company and three a crowd then it was a mob that attended a picnic held by Tom Cowell, prominent operator of Northwestern Pennsylvania, August 22 at beautiful Lylemont Club on Lake Erie. As his guests at this annual affair Cowell had location owners and their friends, city officials and other prominent people. Horseshoes, baseball, cards and other sports helped the guests to whet their appetites to such a degree that they put away six barrels of beer, 300 pounds of fish, 100 pounds of hot dogs and 75 loaves of bread.



WE SAIL Without Fail December 4

Every Phonograph Operator is invited to join the CAPITOL GANG on our FREE BERMUDA TRIP.

ALL YOU DO

is order ONLY 13 ROCK-OLA Phonographs (any model) — take delivery when you please—using our liberal time payment plan if you wish. An order for ONLY 25 instruments gives you 2 FREE TICKETS, Plus ONE FREE MACHINE. Take your vacation on us when you like if you can't join the gang leaving December 4.

This offer is made only to prove that ROCK-OLA Phonographs do not need you around to watch 'em . . . so we're giving you this vacation. It's ALL ON THE HOUSE!

EASY—SIMPLE—NO STRINGS.

You can always use 13 more of the Best There Is in Phonographs!

**REMEMBER—IT'S A PLEASURE
TO DO BUSINESS WITH CAPITOL"**

Send us your order today—

Have your bag packed Dec. 4

**CAPITOL
Automatic Music Co.
INC.**

460 W. 34th St., NEW YORK,
N.Y.
PHONE: Medallion 3-5089

Operators and jobbers in the New York area are reported to have taken up a new phrase to describe the activities of John A. Fitzgibbons, Bally distributor, in promoting better operating conditions in this territory. The phrase is "Fitz for all" and, according to reports, many ops maintain that it fits Fitz like a glove.

Dave Simon is said to have four sports-lands doing a big biz in Baltimore. His spot across from the Lord Baltimore Hotel is reported to be even more attractive than his famed Riverside Sport-land in New York. Simon is also operating an extensive route of payouts in the Baltimore area and is also engaged in the jobbing business under the name of the Savoy Vending Company.

Adele Glasburg, of the Atlas Novelty Company, has just returned to her desk from an extended trip thru the East. Margaret Kirby, office manager of Gerber & Glass, writes that she has just landed in New York after a delightful vacation in Bermuda.

I. F. Webb, vice-president in charge of the phonograph division of the Rock-Ola Manufacturing Corporation, who is away on an extended trip thru the West, reports that the Imperial 20 is the outstanding favorite. The crowd of cars in the parking lot reserved for visitors at the Rock-Ola plant is a sure indication that interested out-of-towners are coming in to view the firm's new creations for the fall and winter.

Henry Lemke and wife have returned from a vacation trip thru Michigan. He reports that he lined up some profitable business while on his trip. He made the journey in a classy new car which he says he purchased with the profits derived from operating Eagle Eye and World Series machines.

Dave Gottlieb is beaming with pride these days over the praise bestowed on his firm's new console machine. He (See MEN & MACHINES on page 95)

Five Best Record Sellers for Week Ended Sept. 6

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7078—"The Old Cow Song" and "With Her Head Tucked Underneath Her Arm." Rudy Vallee Connecticut Yankees.	7939—"Lovely One" and "Love Is on the Air Tonight." Horace Heidt Alemitre Brigadiers.	1375—"The Moon Got In My Eyes" and "Smarty." Bing Crosby.	137—"All God's Chillun Got Rhythm" and "Alabama Home." Duke Ellington Orchestra.	611—"My Cabin of Dreams" and "Lovingly One." George Hall Orchestra.	25652—"The Big Apple," Tommy Dorsey Clambake Seven, and "Frantic Fingering." Fats Waller and Rhythm.	3663—"Round and Round" and "They're Burning Down the House I Was Brung Up In." Sweet Violet Boys.
2	B7099—"The Moon Got in My Eyes" and "All You Want To Do Is Dance." Shep Fields' Rippin' Rhythm Orchestra.	7940—"Remember Me" and "You're My Desire." Teddy Wilson Orchestra.	1376—"It's the Natural Thing To Do" and "All You Want To Do Is Dance." Bing Crosby.	136—"Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	621—"Have You Got Any Castles, Baby?" and "You've Got Something There." Dolly Dawn's Dawn Patrol.	25570—"Nola" and "Satan Takes a Holiday." Tommy Dorsey Orchestra.	3618—"Strangers in the Dark" and "Good Mornin'." Swing and Sway with Sammy Kaye.
3	B7104—"The Big Apple" and "Shades of Hades." Hod Williams Orchestra.	7927—"It's the Natural Thing To Do" and "The Moon Got in My Eyes." Horace Heidt Alemitre Brigadiers.	1175—"Sweet Leilani" and "Blue Hawaii." Bing Crosby.	111—"Tower House" and "Toy Trumpet." Raymond Scott Quintet.	612—"Peckin' and Manhattan Jam." Cab Calloway Orchestra.	25656—"You Can't Stop Me From Dreaming" and "In a Little Carolina Town." Guy Lombardo Royal Canadians.	3654—"Loch Lomond" and "I'm Coming Virginie." Maxine Sullivan Orchestra.
4	B7136—"Stardust on the Moon" and "Blossoms on Broadway." Shep Fields' Rippin' Rhythm Orchestra.	7933—"All You Want To Do Is Dance" and "My Cabin of Dreams." Gus Arnhem Orchestra.	1355—"Posin'" and "Honey Keep Your Mind on Me." Jimmy Lunceford Orchestra.	131—"Caravan" and "Azzurri." Duke Ellington Orchestra.	615—"Public Melody Number One" and "Old Man Moon." Rudy Sundy Orchestra.	25658—"Confessin'" and "Drum Stomp." Lionel Hampton Orchestra.	3640—"I Wouldn't Change You for the World" and "Make a Wish." Swing and Sway with Sammy Kaye.
5	B7138—"Caravan" and "Satan Takes a Holiday." Shep Fields' Orchestra.	7931—"Till the Clock Strikes Three" and "The Loveliness of You." Music in Russ Morgan Manner.	1382—"Satan Takes a Holiday" and "High, Wide and Handsome." Edgar Hayes Orchestra.	132—"You're My Desire" and "Back in Your Arms." Hudson DeLange Orchestra.	620—"I Know Now" and "That Old Feeling." Midge Williams Jazz Jesters.	25653—"Caravan" and "A Study in Brown." Bunny Berigan Orchestra.	3626—"It's the Natural Thing To Do" and "The Moon Got in My Eyes." Mildred Bailey Orchestra.

ATTENTION**ATTENTION**CORN GAMES
GRIND STORES
SALESBOARDSBlankets
"make Warm Friends"

HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.

WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN
**CANDY (Give-Away) PACKAGES**

AND INTERMEDIATES.

Oriental Sweets	LARGE SIZE PACKAGE.
100 To Carton	SMILES
100 Pkgs.	200 To Carton
500 Pkgs.	\$10.00
1,000 Pkgs.	\$10.00
4,000 Pkgs.	\$20.00

These packages contain Assorted Caramel Kists, guaranteed to stand up in all kinds of weather. Send for our FREE Illustrated Catalog of Our Complete Line.

20% Deposit with Order, Balance O. O. D.



50 East 11th St., New York City

ATTENTION CARNIVAL MEN ATTENTION

BEFORE PURCHASING SEE

THE JOHN ROBBINS COMPANY340-42 THIRD AVENUE, PITTSBURGH, PA.
LOWEST PRICES
LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.**WANTED FOR SPRUCE PINE, N. C., FAIR**

WEEK OF SEPTEMBER 13

Independent Shows and Rides. Can place Loop-O-Plane and Octopus. Legitimate Concessions of all kinds. No exclusives. Grab Joints, Novelties.

JOHN H. MARKS

Kingsport, Tenn., all this week.

WANT**WANT****HELLER'S ACME SHOWS**

Plantation Show, Kiddie Rides, Outstanding Free Acts, High Dive or Flying Act or Sensational Wire and Comedy Act. Six weeks' work, opens at Bridgeton Fair, week of Sept. 13, Bridge-
ton, N. J. Concessions of all kinds: Bingo, Custard, Canvasman, Dancing Girls, Athletic People, Side Show Acts, Good Ride Help. Want good Freaks. Will buy Geek Show Ban-
ners. Out all winter. South River, N. J., this week; Bridgeton, N. J. Then South: Warsaw,
Amherst, Bedford, Va.; Littleton, N. C.; Elberton, Ga. Others to follow. Fair Secretaries,
we have six Major Rides, seven Shows, Free Acts and Big Midway. Write or come look our
show over. All address as per route.

HARRY HELLER, Gen. Mgr.

**"WE TAKE
SOME TIME OUT"**

"Wrapped around those sooth-
ing bottles of iced brew you see
four members of the Ponser
family—myself, General Sales
Manager Bert Lane; Brooklyn
Manager Ben Becker, and Sales-
man Sol Silverstein. Sure, we're
a busy outfit, but we're human
enough to take it easy once in a
while."

"It's nice to relax among
friends. And friends are what
we try to be—to each other
as well as to our customers."

"Let's cut out that last word—'customers'!—sounds too cold. You'll find when you
deal with Ponser that you get the honest warmth of a sincere and friendly handshake.
Drop in today and learn why they're calling us 'A FRIENDLY FIRM.'"

George Ponser

**THE GEORGE PONSER COMPANY****"A FRIENDLY FIRM"****ROUTES**

(Continued from pag 35)

Sumka, John: Playland Park, Rye, N. Y.
Tanner, Harry: Schaghticoke, N. Y.
Thomas, Jim: Cedar Rapids, Ia.
Top Girls: Syracuse, N. Y.
Tokawa: Presque Isle, Me.
Termini, Joe, & Co.: St. Johns, N. B.
Valencia: Bluehill, Me.
Vittoria & Georgetta: Staunton, Va.
Waldorf's, Willie, Beer: Dunkirk, N. Y.
Watkins' Dog & Monkey Show: Dayton, O.
6-9: Eaton 15-17.
Wells, Billy, & Four Fays: Rutland, Vt.
Whiteside Troupe: McMinnville, Tenn., 15-18.
Winter Garden Revue: Dunkirk, N. Y.
Woland Duo: St. Johns, N. B.
Wolord's Dachshunds

DRAMATIC AND MUSICAL

Blow Ye Winds: (Shubert) Boston.
Brother Rat: (Selwyn) Chi.
Honor Bright: (Shubert) New Haven, Conn.
Room Service: (Chestnut St.) Phila.; (Geary)
San Francisco.
Women, The: (Erlanger) Buffalo.
You Can't Take It With You: (Harris) Chi.

HIRST CIRCUIT SHOWS

(Week of September 10)

Babes With Charms: (Gayety) Cincinnati.
Barns and Stripes: (Embassy) Rochester.
Beef Trust: (Casino) Toronto.
Foot Loose Parade: (Rialto) Chi.
Frisky Frolics: (Empire) Newark.
Jolies Begele: (Keith's) Indianapolis.
Meet the Girls: (Century) Brooklyn, N. Y.
Merry Models: (Gayety) Baltimore.
Paris: (Jacques) Waterbury, Conn.
Measure Mod: (Grosvenor) Pittsburgh.
Say It With Girls: (Pal) Buffalo.
Scan Dolls: (Gayety) Washington, D. C.
Snyder's, Bozo, Show: (Garrick) St. Louis.
Stage Scandals: (Gayety) Milwaukee.
Swing High-Shake Low: (Star) Brooklyn,
N. Y.

REPERTOIRE

Billroy Comedians: Anderson, Ind., 7; Marion
8; Kokomo 9; La Fayette 10; Crawford 11;
Danville, Ill., 12; Champagn 13; Bloom-
ington 14; Lincoln 15; Springfield 16.
Bryant Showboat: Foster, Ky., 8.
Ginivan, Frank: Dramatic Co.: Pleasant
Lake, Ind., 6-11.
Ginivan, Norma, Dramatic Co.: Milan, Mich.,
6-11.
Original Floating Theater: North East, Md.,
7-11.

CARNIVAL

(Routes are for current week when no dates
are given. In some instances possibly
mailing points are listed.)

Alamo: Atlanta, Ga.
All-American: Carnegie, Okla.
American: (Fair) Fair Bluff, N. C.
American United: Colfax, Wash.
Arena: Stoneboro, Pa.
Atlantic Coastal Expo: (Fair) McLean, Va.;
Orange 13-18.
Atlas: Oglesby, Ill., 6-12.
Anderson-Brader: Clay Center, Kan.; Beloit
13-18.
Barber & Murray: Jonesville, Mich., 6; Olin-
ton 9-11.
Big American: Chambersburg, Pa.
Barfield Cosmopolitan: Dalton, Ga.; (Fair)
Oneida, Tenn., 13-18.
Barkout Bros.: Farwell, Mich., 6; Lake City
8-11; West Branch 14-18.
Barnhart Golden West: Waukon, Ia., 7-10;
Hampton 13-16; Harlan, Minn., 17-18.
Bazinet, Wm., & Sons: Phillips, Wis., 6-8;
Black River Falls 11-14.
Beckmann & Gerety: Lincoln, Neb., 5-10.
Bee, F. H.: (Fair) Russellville, Ky., 7-12;
(Fair) Centerville, Tenn., 14-19.
Benton: Danville, Ind.
Blue Bonnet: Irving, Tex.
Blue Ridge: Chatsworth, Ga.
Bremer Tri-State: Ladysmith, Wis.
Broadway Shows of Amer.: Raleigh, N. C.
Brown Novelty: (Fair) Waycross, Ga.
Brownie's, E. M.: (Fair) Binger, Okla., 8-11;
Okarche 15-18.
Buok, O. O.: (Fair) Fonda, N. Y.
(See ROUTES on page 80)



4 Pieces of Nutty Chewing Candy Wrapped
With Paraffine Paper in Assorted Bright Col-
ored Boxes. 100—Imprinted on End.

1c A Package

Packed in Cartons of 100, 250 and 500
Boxes, No Less Sold. Terms, Cash With Order.
Sample Box for 60 Stamps.

We have a full line of prizes to make up your
own prize packages. WRITE FOR OUR LIST
OF FALL SPECIALS.

THE

Midwest Merchandise Company
1026 Broadway, Kansas City, Mo.



To Play
PHILLIPS COUNTY FAIR
OCTOBER 21-22-23.
Write HENRY H. RICHTOR, JR., Temporary
Secretary, PHILLIPS CO. FAIR ASSOCIATION, INC.,
Helena, Ark.

CARNIVAL WANTED

To Play
CHAS PHILLION
Our Dixie Belle Attractions, Fair, Hartford, Ky.

CRESCENT AMUSEMENT CO.

WANTS
Foreman for Little Beauty Merry-Go-Round. Other
experienced Ride Help write. No booze. WILL
PLACE few Concessions that work for stock.
Kanapolis, N. C. this week: China Grove, N. C., week
September 18.
L. C. MCHENRY.



INVESTMENT SECURITIES FOR COIN MACHINE OPERATORS!!!

Secure long term investment now being made by coin machine operators paying big daily dividends, plus compounded interest as time goes on.

REEL SPOT pfd. . . . 29 $\frac{3}{4}$

(No additional Federal Tax.)

DAVAL, 200 So. Peoria St., Chicago

MARRIAGES

(Continued from page 31)
former Lady Inverclyde, actress and dancer, in Cannes, France, August 30.

MICHIGAN STATE

(Continued from page 3)

heavy attractions on the mall in biggest free show ever at the fair and draw crowds there every hour. Exhibits compare favorably with the best of past years. Weather turned cold on Saturday, hurting outdoor show business elsewhere in the territory but apparently not injuring the fair, despite rain during the day. Sunday was cool, windy and clear, providing ideal fair weather and relief from a hot spell.

Only difficulty was the jamming of the turnstile system on Sunday when unexpected crowds taxed the resources of fair executives to provide change at gates fast enough. Absence of automobiles, except service trucks, from grounds was favorably received by the public this year, with adequate outside parking available.

AFA CONTRACTS

(Continued from page 3)

dent of the American Federation of Labor.

New scale of \$40 minimum wage went into effect yesterday (Sunday). It is understood that inasmuch as Managers Jack Terrell and Jess Atkins were unable to attend the negotiations in Atlantic City, they and Ralph Whitehead, executive secretary of the AFA, will have a further conference before September 20 on conditions under which the circus will operate, emphasizing the wage situation. Under the terms of the agreement the AFA has the right to reopen negotiations on general conditions and wages, and the circus management reserves the right to reopen discussions only on conditions not pertaining to salaries.

According to Harry Calkins, AFA exec here, all members of the show who are eligible for membership were to be signed up yesterday when the show

played San Francisco. Guy Magley and Dan Hurley are handling the organization activities for the union. The conference in Atlantic City was attended by Whitehead; Hugh H. Barnhart, president of Cole Bros.-Clyde Beatty Corporation, and C. W. Whitehead, of Anderson, Ind., attorney for the show.

CETLIN & WILSON'S

(Continued from page 3)

placing equipment that was lost and placed orders for new canvas that will be necessary for the Illusion and Cairo shows.

Unfortunately this blowdown is the fourth this season that has visited the Izzy Cetlin and John W. Wilson carnival enterprise.

INDIANA STATE

(Continued from page 3)

was due, fair officials said, to interest in the dedication of the new Horse Show Building by Governor Townsend and a host of the town's socialites. New structure is of brick and is designed to house more than 250 horses in individual stalls.

The ever-popular midway is again being provided by the Johnny J. Jones Exposition Shows, bringing many new attractions. Early business is almost 50 per cent better than last year, said E. Lawrence Phillips, director general of the Jones organization.

Harry G. Templeton is new manager of the fair, of which officers are Charles R. Morris, president; E. Curtis White, vice-president; Carl James, superintendent of grounds; Levi P. Moore, publicity and amusements, and U. C. Brouse, concessions.

GATE AT TORONTO

(Continued from page 3)

transoceanic plane. It hit the water traveling at 60 miles an hour and only skillful navigation by Capt. Griffith J. Powell saved the craft from more serious damage.

The change in temperature Saturday night gave shows and rides the best day's business since the opening. Frolexland was jammed until closing time. The Tom Mix Circus played to two capacity houses during the evening. Sally girl show, topped, with Ernie and Len, two-headed boy show, second.

Empire Onward, grand-stand show, depicts historical scenes in the reigns of British sovereigns during the last century, winding up with a very fine impression of Coronation scenes at Westminster Abbey. Tableaux, minuets and military units on the march serve to arouse patriotic spirit. Temple Bar, the gateway to Old London, is shown; also the drawing room in Buckingham Palace and the docks at Spithead.

Chorus line, Roxettes, from the French Casino, New York, booked thru George A. Hamid, take part in the pageant. Vaudeville high spots are notably Japanese tumblers, Kanazawa, Osaki and Taki; Demnati's Arabs; Hoagland's chariot races on the track because of the beauty and swift grace of the horses; spectacular high dives of Phillips, diving champion, and Captain Sol Solomon's diving act; Daly's comedy trick horse and hay wagon, Young and Ladell Company, Jeanette and Paul Arley, Audacious Satineas, Lodi Troupe, White Brothers, Arleys, Charles Ahearn and Company, Picchianis and Billy Hitchey's water show, booked thru George A. Hamid. To eliminate fire hazards the fireworks show is presented from barges on the lake front by Hands Fireworks Company.

Afternoon performances the past week included Lucky Teter and his Hell Drivers. Attendance at the afternoon and evening performances has been in keeping with the gate. Attendance on Thursday was 74,000, as against 108,000 on the corresponding day in 1936; Friday, 1937, 62,000; 1936, 75,000; Saturday, 1937, 110,000; 1936, 154,000.

STORMS DAMPER

(Continued from page 3)

majority of pleasure seekers indoors on Sunday.

Using other 1937 holiday business as a criterion, Eastern park, beach, fair and other outdoor operators rightfully expected a tremendous play over this three-day vacation time, final holiday of the season. Visitors by the hundreds of thousands have come to New York, but time and money that they will

They Came, They Saw, They Bought!

MILLS BLUE FRONTS

. . . and Other Slots in Our Big Sale!

Hundreds Left To Select From. Buy Now!

Only used 7 weeks or less. They truly are practically new! Buy Them Because they Are BETTER!

MILLS BLUE FRONT, Light Cabinet, 5c, 10c, 25c Play, Serial 369,000 to 393,000. EACH \$59.50

Mills Extraordinary Mystery, 5c, 10c, 25c Play, Serials 340,000

Up, Each \$54.50

Mills Golden Bell Mystery, 5c and 25c, Serials 334,000 Up . . . \$49.50

PACE Blue Front Comet, 5c, 10c, 25c. Perfect Condition . . . \$49.50

WATLING ROL-A-TOP, BRAND NEW, Very Special, Each . . . \$65.00

WATLING Wonder Vender, 5c, 10c, 25c Play. Very Fine Shape. \$39.50

JENNINGS Chief, Side Vender, Late Models, Serials Above

121,000. 5c and 25c Play \$59.50

Jennings Century, 5c, Serials 112,000 to 115,000. \$29.50



MILLS AND CHICAGO METAL STANDS AND CABINETS.

Just Like New. \$5 to \$24.50 Each.

Prices F. O. B. Dallas. 1/3 Cash With Order, Balance C. O. D.

ELECTRO BALL CO., Inc., 1200 Camp, DALLAS

EUREKA SHOWS WANTS

for Poughkeepsie, N. Y., opening Saturday, September 11. High Dive, Oliver Wire. Can place Custard and Legitimate Concessions of all kinds. Want Girl Show, also Athletic Show. Can place Electrician. Southern Fairs after this date until Thanksgiving week. All address Chatham until September 8; then Poughkeepsie.

STANLEY ROBERTS.

CAN PLACE

Legitimate Concessions and worth-while Shows, Hagerstown, Md., Sept. 4 to 14; Portsmouth, O., September 16 to 21; Lexington, Ky., September 27-October 2. Joe Baker handling concessions. Address

DODSON'S WORLD FAIR SHOWS

C. G. DODSON

FOR SALE

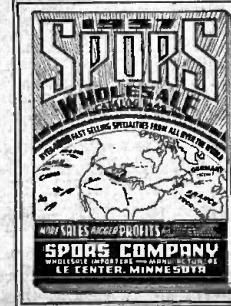
Two 8 by 12 Dancing Girl and Mindreader Banners, one Magic and three Animal Banners. 8x10, \$5 each. Having all new double-deck Banners ready for selling. Also 20x40 top, fair condition, \$35. FIELDING GRAHAM, 3211 East 31st St., Kansas City, Mo.

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WANTED

for Side Show, Greatest Fair in Northwest with Fairs to follow, Freaks of Merit, state salary; One-Man Band, high-class Talker. Communications must be in by September 15.

MRS. J. R. CASTLE,
Hilderbrand Shows, Bend, Ore., 5-11; Corvallis, Ore., until 15th.

FREE ACTS WANTED

Week September 27, Welton; week October 18, Littleton, and week October 25, Woodland, all North Carolina. T. R. WALKER, Secy., Littleton, North Carolina.

WANTED MUSICIANS

Piano, Trumpet, Drums. Enlarging Show. Fifteen weeks of fairs. Preference given those with wives doubling. Chorus. Absolutely top salaries. Wire. Job immediately. Address

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Want Motordrome Riders

Team preferred, who can produce Show,

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Charleston, W. Va., this week.

RIGHT OR ELSE

NEW NOVELTY GAME



You Better Get in On This One—
Or Else—You Are Certainly Passin'
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Uses only ONE BALL, which is re-played from 4 to 6 times—it's Different—Every play a suspense play—Try to outguess the machine—it's Different—Simple mechanically—Brand new patented features—it's Different—Competitive score—but Different—and note the low price.

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IDEAL EXPOSITION SHOWS, Inc.

Week of Sept. 13, Charlotte, N. C., Disabled Veterans' Jubilee.
In Heart of City—Downtown Location.

Can place Concessions of all descriptions, including Wheels, Ball Games, Palmistry, Grind Stores, Hoop-La, etc.

On account of disappointment will sell exclusive on Cook House, also Grab and Soft Drinks.

Can place Organized Minstrel Show. Ten weeks good Southern Fairs and Celebrations until December 1.

Write or wire WM. GLICK, Mgr. week Sept. 6, Staunton, Va., Fair; week Sept. 13, Charlotte, N. C.

Robersonville Tobacco Festival

ROBERSONVILLE, N. C., SEPTEMBER 13th TO 18th

Sponsored by Chamber of Commerce. All events on grounds, then all fairs until Thanksgiving. Seven Fairs in tobacco belt and prices are best in years. Want Flat Rides for season, also Kiddie Ride, Concessions of all kinds. Good proposition for good Cookhouse. All tickets. Place 5 or 10-in-1, Monkey Show or any shows not conflicting. Need two good promoters at once. Want Sensational Free Acts to join at once. All address

N. P. ROLAND, WORLD OF FUN SHOWS, Emporia, Va., this week.

BROADWAY SHOWS OF AMERICA

WANT SPECTACULAR High Free Act for approximately 10 weeks or more. Salary is sure, but be reasonable. Flying La Prades answer. CAN PLACE Shows and Concessions of all kinds, also Kiddie Ride. If you write, Harry Harris can place you with above, and good proposition for Lot Man. Have opening for Lot Man who is capable. Raleigh, N. C., week September 6; Tazewell County Community Fair, Burnham, N. C., sponsored by Town and School Board. All wired and mail as per route.

H. C. SMITH, Mgr.
P. S.—FOR SALE, Caterpillar in A-1 condition, now operating on show.

TAZEWELL COUNTY FAIR

SEPT. 20 TO 25

Want Independent Concessions, Shows and Rides. Will sell X on Novelties. This is no promotion, but a bona-fide fair. Write STAN REED, Box 52, Tazewell, Virginia.

ROUTES

(Continued from page 88)
Buckeye State: (Fair) Itta Bena, Miss., 7-12; (Fair) Eupora 14-18.
Bullock Am. Co.: Bland, Va., 7-11; Floyd 13-18.
Burke, Harry: Lecompt, La.
Byers & Beach: (Fair) Webster City, Ia.
Byers Greater: Ste. Genevieve, Mo.
Central State: Lyons, Neb., 6-8; Genoa 9-11; Madison 14-17.
Cochran & Wilson: (Fair) Ebensburg, Pa.
Coleman Bros.: Schaghticoke, N. Y.
Colley, J. J.: (Fair) Weewoka, Okla.; (Fair) Bristow 13-18.
Conklin: (Fair) Quebec City, Can.; (Fair) London, Ont., 13-18.
Corey Greater: New Bethlehem, Pa., 6; (Fair) Dayton 7-11; (Fair) Cookport 13-18.
Crescent Am. Co.: Kannapolis, N. C.; China Grove 13-18.
Crowley United: (Fair) Algona, Ia.; (Fair) Marshalltown 13-18.
Cunningham Expo.: McConnellsburg, O., 7-10.
Curt, W. S.: New Carlisle, O., 9-11; Blenches-ter 13-18.
Dixie Expo.: (Fair) Baldwin, Miss.; (Fair) Hartfort, Ky., 8-11.
Dixie Model: Duncannon, Va.
Dodon's World's Fair: Hagerstown, Md., 6-14.
Dreyer Greater: Tomah, Wis., 6-7.
Edwards, J. R.: (Fair) Burton, O., 6.
Elite Expo.: Chapman, Kan., 6; (Fair) Glasco 7-11; (Fair) Central City, Neb., 13-18.
Ellman: Red Granite, Wis., 6; (Fair) Westfield 7-10.
Endy Bros.: Pottsville, Pa.
Eureka: Chatham, N. Y., 7-8; Poughkeepsie 11-18.
Evangeline: Carthage, Mo.; (Fair) Thayer 13-18.
F. & M. Amuse. Co.: (Fair) Laurelton, Pa.; (Fair) McConnellsburg, Pa., 14-17.
Fairly-Martone: (Fair) Cedar Rapids, Ia.; (Fair) Spencer, Ia., 13-18.
Florida Expo.: Charleston, S. C.
Frye's Greater: Waterville, Minn., 10-12; (Fair) Blue Island 13-18; Springfield 16; Wood Lake 17-18.
Gibbs: Horton, Kan., 8-11; Washington 13-18; Gold Medal: (Fair) Elkhorn, Wis., 6-8; (Fair) Kentland, Ind., 13-18.
Golden State: Modesto, Calif., 7-12; Fresno 14-19.
Goodman Wonder: Sioux Falls, S. D.
Greater Expo.: Vincennes, Ind.; Evansville 13-18.
Greater United: (Fair) Burlington, Kan.; (Fair) Holdenville, Okla., 13-18.
Greater U. S.: Florence, Kan.
Groves: Huntington, Ind., 6; North Vernon 7-11.
Hansen, Al G.: Stroud, Okla.; (Fair) Chandler, Okla., 13-18.
Harrington: (Fair) Jerseyville, Ill., 6-9; (Fair) Evansville 13-18.
Happyland: (Fair) Alpena, Mich., 6-10; (Fair) Saginaw 12-18.
Harris: Rising Sun, Ind.
Heller's Acme: South River, N. J.; (Fair) Bridgeton 13-18.
Henke Bros.: Norway, Mich., 6; Wausauke, Wis., 7-12.
Hennies Bros.: (Fair) Detroit 6-12; Decatur, Ill., 14-19.
Heth, L. J.: (Fair) Smith Grove, Ky.; (Fair) Tuscaloosa, Ala., 13-18.
Hillerbrand's United: Bend, Ore.; Corvallis 13-18.
Hodge, Al G.: Pekin, Ill.
Honest Bert's: Wyoming, Ill.
Hughey Bros.: (Fair) Mason, Ill., 6; Stonington 8-11.
Hurst, Bob: Farmersville, Tex., 7-11; (Fair) Pittsburgh 15-19.
Hyde, Eric B.: Chattanooga, Tenn.; Gainesville, Fla., 13-18.
Hoffe Park: Holt, Okla.
Ideal Expo.: (Fair) Staunton, Va.; Charlotte, N. C., 13-18.
Imperial: Rock Falls, Ill.
Isler: Morehouse, Mo.; (Fair) Lutsville 13-18.
Jones, Johnny J.: Expo. (Fair) Indianapolis.
Joyland: (Fair) Cadillac, Mich., 7-11.
K. G. Am.: Rose Hill, Ia.
Kaus No. 1: (Fair) Hatfield, Pa.
Kaus No. 2: Charlottesville, Va.; Woodstock 13-18.
Keystone: Oakland, Md.
Lagasse Am. Co.: Lancaster, N. H., 6-7.
Ladies' La.: (Fair) Norton, Kan.; (Fair) Overland Park 13-18.
Lane Dee: (Fair) Jackson, Mo.; (Fair) Perryville 13-18.
Large & Lane: (Fair) Walnut Grove, Miss.; (Fair) Collins 13-18.
Lawrence, Sam.: (Fair) Enfield, N. C.
Lewis, Art.: (Exhn.) Quebec City, Can.; (Fair) South Paris, Me., 14-17.
Lewis' Magic: Worcester, Mass.
Liberty National: (Fair) Covington, Tenn.
McClellan: (Fair) Clarksdale, Miss.; (Fair) Greenville 13-18.
McKee Am. Co.: (Fair) Sharon, Kau., 6-11; (Fair) Greensburg 14-18.
M. B. Am. Co.: Hartville, Mo.; Mansfield 13-18.
Majestic: (Fair) Crossville, Tenn.; (Fair) Tazewell 13-18.
Malarkey, W. S.: (Fair) Brookfield, N. Y., 6-10; Port Crane 8-11; (Fair) Mansfield, Pa., 15-18.
Marks: Kingsport, Tenn.
Marshfield Attrs.: Sandoval, Ill.
Middleton Karl: Galetone, Pa., 6-10.
Midwest: (Fair) Yuma, Colo., 8-11; (Fair) Monroe 13-18.
Miller: (Fair) Benld, Ill.; (Fair) Mt. Vernon 13-18.
Miller & Archer: St. Louis 6-12.
Miller, Frank: Romeo, Mich., 8.
Miner Model No. 1: Coplay, Pa.
Miner Model No. 2: Lamberton, N. J.
Model: (Fair) Le Follette, Tenn.
Modernistic: (Fair) Meyersdale, Pa.
Naill, C. W.: Winnboro, La.

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BIG STOCKS
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STRATES SHOWS CORP. WANT

For Erie County Fair, Hamburg, N. Y., week of September 13 and nine more weeks of real fairs, including Bath, Bloomsburg, York and Clarified, Pa. Goshen, N. Y., and Utica, N. Y., Wadsworth, N. O., and others. Organized Minstrel must be real Performers. Have flashy Wardrobe, Band and Orchestra, and be able to conduct themselves as ladies and gentlemen. Also good Orims, Showgirls, Ring Wives, and other interesting acts. Also want Rides and Conchouse for Hamburg. Wire immediately to JAMES E. STRATES, Gen. Mgr., Dunkirk, New York.

WANTED

For following ten fairs quick: Marion Co., Fair; Clayton Fair, Lawrenceburg, Angier, Jacksonville, N. C.; Wadsworth, Siler City, Wallace, Wadsworth, N. O., and others. Organized Minstrel must be real Performers. Have flashy Wardrobe, Band and Orchestra, and be able to conduct themselves as ladies and gentlemen. Also good Orims, Showgirls, Ring Wives, and other interesting acts. Also want Rides and Conchouse for Hamburg. Wire immediately to JAMES E. STRATES, Gen. Mgr., Dunkirk, New York.

AMERICAN SHOWS

Fair Bluff, N. C., Fair this week.

Stoneman's Playland Shows

Can place for string of fairs, Tennessee and South Carolina, Chairplane, Auto Kiddie Ride, Pop Corn, Photo, Fishpond and Legitimate Stock Stores. Need Girls for Buil Show and Help on Athletic. Jamestown, N. C., 13-18. Want Promoter with car. JOE STONEMAN.

WANTED CONCESSIONS INDIANAPOLIS

West Michigan Street Business and Professional Men's Assn.
2d Annual Fall Festival
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Write OLIFFORD HUGHES, 2645 W. Michigan,
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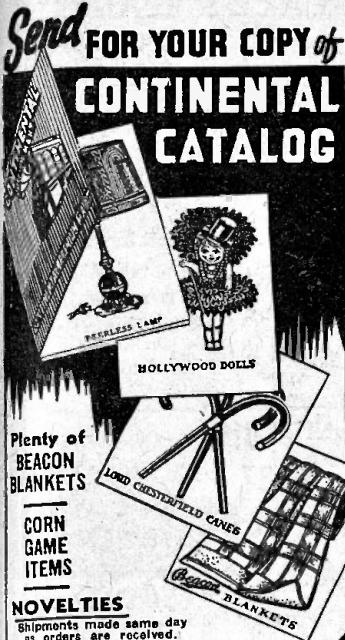
ROYAL AMUSEMENT CO.

Will book Wheel, Kiddie Ride and other non-conflicting Rides for our circuit of Arkansas and Louisiana fairs ending October 31. Will also book Concessions and Shows. Can use competent Rides Help. Address J. E. CLAYTON, Mgr., Dermott, Ark., this week; then Warren, Ark.

WANTED

A-1 Versatile People in all lines. Lost John Miller, answer. Also Hillbilly Radio Musicians. Seller, but sure. State all in first letter. Must be able to join on wire. DOC GRAY, 613 Market St., Marietta, O.

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Hughey Bros. Shows

Want to join at once reliable Merry-Go-Round Foreman for Allan Herschell machine also Man for Kiddle Ride and other Ride Help. Long season south. Want Showmen to run Shows. Have 20x30 top and front. What help you to put in. Concessions, Candy, Popcorn, Bowring Alley, String Game, Bumper and Cane Rack. Address Stonington, Ill., this week.

BARFIELD'S COSMOPOLITAN SHOWS

Now showing at the Dalton, Ga., Centennial and next week Oneida, Tenn., Fair. Wants Acts for Side Show or Man to produce and manage same. Want Colored Performers and Musicians. Any Show of merit, especially good Grind Show. Also room for a few more Legitimate Grind Stock Concessions: one more Sensational Free Attraction, something unusual. Address as per above route. O. E. BARFIELD.

SUNSET AMUSEMENT CO.

Seven Shows, 7 Rides and 15 Legitimate Concessions. Have the following open weeks in Missouri, September 18, September 27. Lewis County Fair, Canton, Mo., this week.

POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC. A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

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"Over Sixty Years Distributing Popcorn."

Nail: Winnboro, La.; Lake Providence 13-18. New American: (Fair) Wadesboro, S. C.; (Fair) Clayton 13-18. Northwestern: (Fair) Hart, Mich., 8-11. Orange State: Austell, Ga.; Monticello 13-18. Page, J. J.: Middleboro, Ky.; (Fair) Pennington Gap, Va., 13-18. Fair American: Lexington, Mo. Pearson, Mt. Pilaski, Ill., 8-11; (Fair) Greenville, 14-18. Peerless Expo: (Fair) Harriman, Tenn.; (Fair) Morristown 13-18. Reading United: (Fair) Scottsville, Ky. Regal United: Bertrand, Neb. Reynolds & Wells: Marion, Ia., 8. Royal American: (Fair) St. Paul 6-11; (Fair) Jackson, Tenn., 14-18. Royal Am. Co.: (Fair) Dermott, Ark.; (Fair) Warren 13-18. Royal Palm: Terre Haute, Ind., 6; Assumption, Ill., 7-11; Virginia 13-18. Rubin & Cherry: New Castle, Pa. Santa Fe Expo: Clinton, Okla. Seccalum Park Rides: New London, O., 6; New Holland 8-11. Sheesley Mighty Midway: Charleston, W. Va. Shugart: (Fair) Tryon, Okla., 6-8. Silver State: (Fair) Chadron, Neb.; Portales, N. M., 14-18. Simon Greater: Neponset, Ont., Can., 7-9; Collingwood 13-15; Midland 16-18. Smith Greater Atlantic: (Fair) Martinsville, Va.; (Fair) Roanoke 13-18. Sol's Liberty: (Fair) Marshfield, Wis., 6-9; (Fair) Jefferson 10-12; (Fair) Beaver Dam 14-19. Sparks, J. F.: Lorain, O. Spencer, L. M.: Mounds, Ill. Spencer & Clark Expo: Mineral City, O. State Fair: (Fair) Atchison, Kan. Stoneman's Playland: Jamestown, Tenn. Stratex: (Fair) Dunkirk, N. Y., 6-10. Stumbo: Pittsburg, Kan., 6. Sunbeam Am. Co.: Newton, Ia., 6; (Fair) Cannon, Mo., 8-11. Swisher: Yates Center, Kan., 6; West Mineral 8-11; Lane 17-18. Tammie: (Fair) Henderson, Tex.; (Fair) Mt. Pleasant 13-18. Tidwell, T. J.: (Fair) Miami, Okla.; (Fair) Anadarko 13-18. Tilley: Sandwich, Ill.; Farmer City 13-18. Toffel: Chanute, Kan. Tilley: Runge, Tex.; Hallettsville 13-18. Wade, R. H. Attrs.: Columbian, O.; Lisbon 13-18. Wallace Bros.: Union City, Tenn.; (Fair) Okolona, Miss., 13-18. Ward, John R.: (Fair) Olney, Ill. West Bros. Am. Co.: Graettinger, Ia., 6; (Fair) Sibley 7-10. West Coast: (Fair) Vancouver, B. C., Can., 6-8. West Coast Am. Co.: Klamath Falls, Ore., 6; (Fair) Yreka 7-11. West Coast Am. Co.: (Fair) Lakeview, Ore., 6; (Fair) Redwood, Calif., 16-19. West World Wonder: (Fair) Roanoke, Va.; North Wilkesboro, N. C., 13-18. West, W. E.: Motorized: Stillwater, Okla. Western State: Dodge City, Kan. Weydt Am. Co.: Gays Mills, Wis., 8-11. Weys Production Co.: Reynoldsville, Pa., 6. Williams, Ben: St. John, N. B., Can. Winters Expo: (Fair) Burgettstown, Pa., 7-11. World of Fun: Emporia, Va. World of Mirth: (Fair) Rutland, Vt.; (Fair) Brockton, Mass., 12-18. Zeiger, C. F.: (Fair) Sidney, Mont., 6-8; (Fair) Miles City 9-11; (Fair) Forsyth 13-15; (Fair) Baker 16-18. Zimdar: Greater: (Fair) Du Quoin, Ill.; (Fair) Thayer, Mo., 13-18. Yellowstone: Sunray, Tex.; (Fair) Eastland 13-18.

WALLACE: Yates Center, Kan., 6; West Mineral 8-11; Lane 17-18. Tammie: (Fair) Henderson, Tex.; (Fair) Mt. Pleasant 13-18. Tidwell, T. J.: (Fair) Miami, Okla.; (Fair) Anadarko 13-18. Tilley: Sandwich, Ill.; Farmer City 13-18. Toffel: Chanute, Kan. Tilley: Runge, Tex.; Hallettsville 13-18. Wade, R. H. Attrs.: Columbian, O.; Lisbon 13-18. Wallace Bros.: Union City, Tenn.; (Fair) Okolona, Miss., 13-18. Ward, John R.: (Fair) Olney, Ill. West Bros. Am. Co.: Graettinger, Ia., 6; (Fair) Sibley 7-10. West Coast: (Fair) Vancouver, B. C., Can., 6-8. West Coast Am. Co.: Klamath Falls, Ore., 6; (Fair) Yreka 7-11. West Coast Am. Co.: (Fair) Lakeview, Ore., 6; (Fair) Redwood, Calif., 16-19. West World Wonder: (Fair) Roanoke, Va.; North Wilkesboro, N. C., 13-18. West, W. E.: Motorized: Stillwater, Okla. Western State: Dodge City, Kan. Weydt Am. Co.: Gays Mills, Wis., 8-11. Weys Production Co.: Reynoldsville, Pa., 6. Williams, Ben: St. John, N. B., Can. Winters Expo: (Fair) Burgettstown, Pa., 7-11. World of Fun: Emporia, Va. World of Mirth: (Fair) Rutland, Vt.; (Fair) Brockton, Mass., 12-18. Zeiger, C. F.: (Fair) Sidney, Mont., 6-8; (Fair) Miles City 9-11; (Fair) Forsyth 13-15; (Fair) Baker 16-18. Zimdar: Greater: (Fair) Du Quoin, Ill.; (Fair) Thayer, Mo., 13-18. Yellowstone: Sunray, Tex.; (Fair) Eastland 13-18.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Enid, Okla., 7; Clinton 8; Pampa, Tex., 8; Woodward, Okla., 10; Alva 11; Anthony, Kan., 12; Wellington 13; Great Bend 14; Garden City 15; Dodge City 16. Beers-Barnes: Emmitsburg, Md., 9; Thurmont 10; Mt. Airy 11. Cole Bros.: Oakland, Calif., 7; Santa Rosa 8; Vallejo 9; Marysville 10; Stockton 11; Modesto 12; Fresno 13; Hanford 14; Bakersfield 15. Federal of Mass.: Reading, Mass., 7; Cambridge 8-11; Chelsea 13-14. Fort Peck Rodeo Co.: Winchester, Ill., 7; Jerseyville 8-13. Gatewood Flying X Rodeo: (Fair) Alpena, Mich., 7-10. Hagenbeck-Wallace: Eldorado, Ark., 7; Terrell 8; Shreveport, La., 9; Monroe 10. Hill's Animal: Hartford, S. D., 7; Canton 8-9. Mix Tom: (Canadian Natl. Exhn.) Toronto, Ont., Can., 7-11; Dunkirk, N. Y., 13; Jamestown 14; Meadowville, Pa., 15; Painesville, O., 16; Canton 17. Ringling Bros. and Barnum & Bailey: Kansas City, Mo., 7; St. Joseph 8; Lawrence, Kan., 9; Salina 10; Wichita 11; Ponca City, Okla., 12; Oklahoma City 13; Shawnee 14; McAlester 15; Muskogee 16. Seal Bros.: Coldwater, Kan., 8; Ashland 9. Vanderburg Bros.: Wyatt, Mo., 7; East Prairie 8; New Madrid 9; Portageville 10-11; Hayti 13. WPA: (Between 4th & 5th ave.) Brooklyn 8-11.

MISCELLANEOUS

Craig Bros. Show: Oswego, Pa., 6-11. Daniel, 2-10; Magician: Bay City, Mich., 8; Pontiac 9; Jackson 10; Colon 11. Miller, Al H.: Show: Pearson, Ga., 6-11. Modern Noah's Ark: (Canadian Natl. Exhn.) Toronto, Can., 7-11; (Fair) London, Ont., Can., 13-18. Riverton Show: Cowpens, S. C., 13-15; Pacolet 16-18. Rippel Show: Shipman, Va., 6-11. Smith's Super Band: Staunton, Va., 6-11. Tathan Thrill Show: Niantic, Ill., 9-11. Texas Kidd Show: Hereford, Tex., 6-12; Petersburg, 13-19. Tilton-Guthrie Show: Rolfe, Ia., 6-11. Van Arnam Radio Barn Dance: Saugerties, N. Y., 6-11.

AMUSEMENT MACHINES

CLOSE OUTS FOR QUICK SALE!

200 MILLS WAR EAGLES

SERIAL 365,000 TO 420,000 — ESCALATOR BELLS

DOUBLE JACK — 5c-10c-25c..... \$45.00

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ALL LITE CABINETS — LOOK LIKE NEW
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MACHINES 69.50

1 BALL CLOSEOUTS

20 PREVIEWS \$49.50

10 CAROMS 59.50

10 WINNERS 59.50

40 BUMPERS 16.00

20 ROTARY MERCHANDISERS 84.50

1/3 Deposit, Balance C. O. D.

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO, ILL.

★ DON'T WRITE-JUST WIRE ★

Your 1-3 Deposit for Quick Action

GENUINE

PACES RACES - \$104⁵⁰ GERBER & GLASS 914 Diversey Blvd. Chicago, Illinois.

The Thrilling New RACE-HORSE Game!

DERBY

As Exciting as Actually Playing the Ponies!

133 WINNERS!

The best Jar Game yet! Will get and keep locations for operators at low unit cost. A deal has everything! Payout card has 77 special metal seals on lower section. Card pays from \$1 to \$50.00.

BARREL USES 2520 FOOL-PROOF TICKETS @ 5c..... \$126.00

PAYS OUT: On card (Average) \$81.20

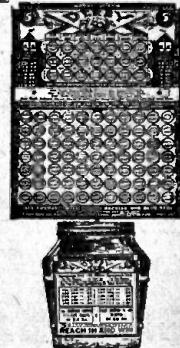
LABEL 51.00

PROFIT (Average) 82.20

SAMPLE DEAL, \$6.75. Special Prices to Quantity Buyers.

WRITE FOR DETAILS.

SUPERIOR PRODUCTS CO., Midland Bldg., St. Paul, Minn.



WANTED FOR THE FOLLOWING FAIRS:

COMMENCING SEPTEMBER 20 AND ENDING NOVEMBER 20.

SYLVESTER, GA. TIFTON, GA. ALMA, GA.

BLAKELY, GA. BAINBRIDGE, GA. THOMASVILLE, GA.

CALICO, GA.

LIVE OAK, FLA. LAKE CITY, FLA.

And Several More Pending.

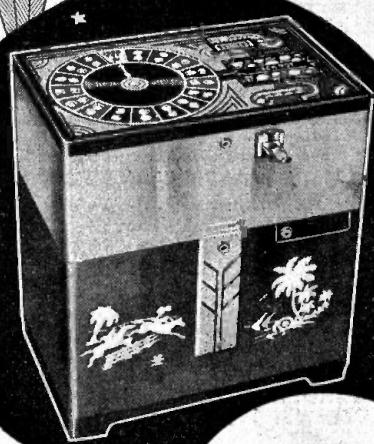
WANT ONE MORE FLAT OR NOVELTY RIDE, also U-Drive-It Cars and Pony Ride. SMALL UNIFORMED BAND. WILL PLACE Shows that do not conflict. WANT organized Minstrel with outfit. Will make special inducement to Show strong enough to feature. WILL SELL exclusive Cook House to reliable party. WILL PLACE a few more Stock Concessions. Positively no Stores or Racket. CAN USE one more Free Act.

JOHN B. DAVIS, Bainbridge, Ga.

P.S.—I will be in Sylvester from September 12 until the opening.

When Writing to Advertisers Mention The Billboard.

A Game that Measures Up DOMINOLE the Console



When a suit of clothes is tailored to your measure . . . exactly . . . and looks like two or three times the price . . . you say "it measures up." And, so it is with Dominole the Console. It measures up in playing appeal—in earning power—in price. Fits your pocketbook . . . and fills it, too. You pay less for Dominole the Console . . . much less than other Console games . . . and you get more. You get twice more money than you take from ordinary consoles. And, three times more than payout tables with Dominole the Console in your locations.

\$159.50

Tax included.

PACIFIC MFG. CORPORATION

4223 Lake St., Chicago

• 1320 S. Hope St., Los Angeles



COMPLETE LINE of JENNINGS PRODUCTS

Liberty Bell, Derby Day Consoles, Chiefs, Dixie Bell, Sportsman De Luxe.

ROCK-O-LA IMPERIAL 20 RECONDITIONED MACHINES

Paces Races 140.00 Heavy Weight } \$47.50
Sportsman De Luxe. 89.50 Royal Races
Many Other Used Games

La Beau Novelty Sales Co.

ARCHIE LA BEAU

1946 University Ave.,

"HOUSE OF QUALITY" ST. PAUL, MINN.

ACME NOVELTY CO. MINNEAPOLIS

Quotes a few of the
many operators who
have tried

EVEN GREATER THAN REEL SPOT.
A GREAT GAME!

REEL SPOT
IS REALLY A WINNER!

"THE FINEST COUNTER GAME"
ON THE MARKET
"YOU'VE GOT
SOMETHING
THERE!"

ACME NOVELTY CO. 23-25 NO. 12TH ST. MPLS. MINN.



We can make immediate de-
livery on Reel Spot.

ONE OPERATOR REPORTS
\$91.40 TAKE IN
IN 4 DAYS?

NEW POK-er-BOK PAYS \$6.00 MORE PROFIT

AVERAGE OPERATOR'S PROFIT
WAS \$28.00 - NOW \$34.00
SAME LOW COST TO YOU!

A BIGGER MONEY-MAKER than ever before! New LOW-COST POK-er-BOK Jar Deals NOW pay operator average profit of \$34.00 a deal. An extra profit to you, 120 MORE Tamper-proof tickets after break added. Only one deal a day can bring in \$1,020.00 profit first month.

NEW

TAKE & PROFIT-Payout Same!
2160 Tickets @ 5c \$108.00
Average Payout 74.00
Average Profit Per Deal.... \$ 34.00

QUICK THINKING OPERATORS—ACT NOW!

START NOW. Get New POK-er-BOK on every location. "Red Hot" right now! Send TODAY for complete details. Attractive, big profit operator and distributor discounts.

WERTS NOVELTY CO., INC., MUNCIE, IND.



BIG PROFITS
SENSATIONAL SELLER
127 Prizes to \$10.00 each

Buffalo Newspapers Generous in Publicity to Wurlitzer Meeting

Publicity given to the first annual convention of the Wurlitzer Century Club by Buffalo newspapers indicates the high regard in which the Wurlitzer firm is held in its home territory. The following selections are reprinted from Buffalo newspapers:

Under the heading "Wurlitzer Business Leaps 300 Per Cent Over 1935 Level," *The Buffalo Times* published an interesting story on its financial page August 25. It said: "Business of the Rudolph Wurlitzer Company, with plants in North Tonawanda and De Kalb, Ill., is 300 per cent better than two years ago and 25 per cent better than last year, according to Homer E. Capehart, vice-president of the company.

Capehart is in charge of the company's first annual convention—a three-day convention which opened this morning in Hotel Statler. Delegates from the 48 States and Canada were registering throughout the day. More than 1,200 are expected to attend.

"Production at the plants is about normal now," Capehart declared, "with 1,700 workers employed in the North Tonawanda factory.

"Automatic phonographs are the largest production item in the local plant, along with some organs. The company recently completed 12 pipe organs which were shipped to England for use in theaters abroad.

"Upright pianos are also manufactured here," Capehart said. "Baby grandas are made in the De Kalb plant, which is also the largest accordion factory in the United States."

"The piano business is excellent. It's equal to 1928 and 1929, our previous peak years. This is due chiefly to general improved business conditions and the fact that the public is more piano-conscious due to better design and better merchandising.

Lumber Use Heavy

"Talking moving pictures have practically killed the organ business in the United States. We supply a few radio stations, but our output has declined except for foreign shipments."

"One million feet of lumber a month is cut at the North Tonawanda plant for the manufacture of pianos, organs and automatic phonographs, according to Capehart.

"No business sessions will be held during the convention, Capehart announced. Customers in addition to employees have been invited to attend.

"Highlight of the convention will be a circus to be staged Thursday afternoon on the grounds of the Wurlitzer plant in North Tonawanda. Entertainment will consist of clowns, trapeze artists, acrobats and similar acts.

"The convention will be officially opened with a dinner tonight at 7 o'clock in the hotel ballroom. Capehart will welcome the delegates.

"Following the dinner, vaudeville acts will be presented, featuring Hardeen,

well-known escape artist and brother of the late Harry Houdini, who will escape from locked boxes, strait-jackets and perform feats of magic.

"On Thursday the delegates will journey by bus to the plant. The circus performance will begin after an inspection tour of the plant. A baseball game will be played later in the afternoon.

"After a trip to Niagara Falls on Friday the convention will be concluded with a banquet at 7 p.m. in Hotel Statler."

A picture of Homer E. Capehart accompanying the above news report.

Courier-Express Report

Under the heading "1,200 in City for Wurlitzer Firm Meeting," *The Buffalo Courier-Express* said that "about 1,200 delegates from every part of the nation and Canada arrived in Buffalo yesterday on chartered trains and busses for the first annual convention of the Rudolph Wurlitzer Company, which convened in Hotel Statler for a three-day meeting.

"St. Louis sent one of the largest groups, numbering 200, including a German band. The Texas members arrived in full regalia, including cowboy hats and six-shooters. Following the registration from 7 a.m. until 4 p.m. the guests assembled in the ballroom for diversified program of music, addresses and a vaudeville show.

"Brief remarks were given by Homer E. Capehart, vice-president and general sales manager. He also introduced nine of the oldest music operators in America, headed by M. A. Melvin, of Bangor, Me. Melvin, who with the other eight has completed more than 50 years of service, is 86 years old. The guest speaker was Charles M. Jacobs, local humorist, who enlightened his audience on trade practices within the coin machine industry.

"Capehart announced that the business of the Rudolph Wurlitzer Company's plant at North Tonawanda and the piano plant at De Kalb, Ill., has increased 300 per cent during the last two years and this year is running 25 per cent ahead of last year.

"Today the visitors will go to North Tonawanda in a 40-bus procession to see the manufacture of coin-operated phonographs. A circus also will be held on the company's grounds. On Friday the operators will visit Niagara Falls, returning at 5 p.m. to Hotel Statler for a dinner."

LOOK

IN THE WHOLESALE

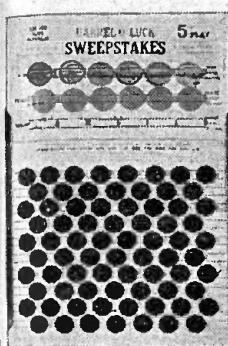
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

Operators! SWEEP IN THE CASH WITH SWEEPSTAKES



The Greatest Jar Deal of All.

3 Jack Pots

A Proven Hit

Designed for Operators by Operators Who Know



MADE IN 5c OR 10c PLAYS.
Takes in 2,280 Tickets @ 5c-\$114.00
Average Payout..... 71.40

AVERAGE PROFIT..... \$42.60
Takes in 2,280 Tickets @ 10c-\$228.00
Average Payout..... 168.05

AVERAGE PROFIT..... \$59.95
Winners From 800 to 2,500
Samples sent on Request. Order
for Special Quantity Discounts.
Order From Your Local Distributor or
Write to

GLOBE NOVELTY CO.
715 E. Adams St., SPRINGFIELD, ILL.

Epc Production Goes On in Detroit

CHICAGO, Sept. 4.—While arrangements for the purchase of new machinery are being completed and while production instruments are being shipped from Detroit in preparation for the opening of new manufacturing quarters here, the Electrical Products Company, Detroit, announces that production on the various pin game power control devices still continues in Detroit.

"The demand for Electropak and our latest releases, the Cheron Electro-Timer and the Epc Bell Lock, makes it necessary that production be continued at Detroit until the Chicago factory is completely set up," said A. B. Cheron, president. "It will be but a matter of a few weeks before full-time production in our new Chicago plant will be under way."

"We will have the most efficient electrical pin game device manufacturing organization in the world in our new Chicago quarters," he went on. "Our engineers have spent several weeks in

Longchamps Speeds Exhibit Production

CHICAGO, Sept. 4.—The Exhibit plant is reported to be a beehive of activity these days, with production on Longchamps, firm's new console sensation, stepping along at a fast pace. Company officials state that the machine has been on location tests in various parts of this country, as well as at the coin machine exposition in Paris, for the last 60 days. They claim that the tests not only proved the mechanical excellence of the game, but also the fact that it appeals to every type of player. Men who co-operated in the tests are reported to have indorsed Longchamps and to have confirmed their endorsements with big orders.

"Longchamps is 99 per cent mechanical in operation," stated Leo Kelly. "A spinning arm under a large dial is operated entirely by bell-type mechanical action. The bell machine handle is on the front of the cabinet, and that's what the players like. They push it down hard, easy, fast or slow; in fact, in whatever manner they believe they can get the best results from skillful handle play. The large top with its 13 different colors embellished on a mirror-etched plate glass makes an inviting playing field. Numbers are large and easy to see. Animated light action is in sequence to each step of play so there are no puzzling complications involved which may cause a player to lose interest."

In describing the manner in which the game works Kelly continued: "When a coin is inserted and the handle yanked down, flickering colored lights mysteriously deal from one to five choices on the selection panel for the player. Lights then stop on the odds panel which indicates the pay-off for win, place and show positions. Odds range up to 40 to 1. With the selection made and the odds posted, the race is on. The spinning underneath light appears like a colorful ball of circling flame speeding under nine different colored horse panels, finally stopping. At this instant, just like in a real horse race, the position of win, place and show is posted on the odds panel, and if the stop number corresponds with any selection number, the odds posted are paid off automatically."

"Longchamps may be had in either 5-cent or 25-cent play," Kelly concluded, "and it can also be provided with a ticket vending unit. We have built the machine up to a standard and not down to a price. We know that the majority of operators are well aware of the fact that a quality machine is always the best investment."

Laying out production lines. Installation of machinery is going ahead at full speed, and under the direction of our chief engineer we are setting up a research laboratory which will be second to none.

"The acceptance of the products we devised," Cheron concluded, "is undeniable recognition of the fact that the Electrical Products Company is one organization in the field that has a thorough understanding of the needs of the coin-operated machine industry. The establishment of a new plant and a research laboratory is our assurance to the industry that we will always be aware of the requirements of the industry and that we will always be in position to fill those requirements."



NEW HEADQUARTERS of J. & J. Novelty Company, Detroit. Opening will be celebrated by all-day festivities September 18.

Joe Calcutt's FALL WINNERS



OPEN THE
NEW SEA-
SON IN A
BIG WAY
FOR ALL
OPERATORS

CARRIED IN STOCK

MILLS CHERRY BELLS
AND VENDORS

MILLS MELON BELLS
AND VENDORS

MILLS BONUS BELLS
AND VENDORS

MILLS FLASHER

MILLS TOURNAMENT

'PHONE, WIRE OR WRITE FOR
FULL PARTICULARS.



PHONOGRAPH BARGAINS

MILLS DO-RE-MI.....	\$157.50
MILLS DE LUXE MODEL DANCE MASTERS.....	109.50
MILLS TRIPLE SLOT REGULAR MODEL DANCE MASTERS.....	89.50

MILLS TRIPLE SLOT TROU- BADOR SELECTOR PHONO- GRAPHS.....	49.50
MILLS MODEL 801 SELECTOR PHONOGRAHES.....	39.50

ACT QUICK	21 JENNINGS 5c GRAND STANDS. Used 3 Days, LIKE BRAND NEW (Regular Price \$54.45), NOW OFFERED FOR ONLY \$43.50 EACH.
-----------	--

SPECIAL	14 LATEST MODEL DAVAL PENNY PACKS. These also only used 3 Days (Sell New for \$17.50). THIS LOT OFFERED FOR ONLY \$12.50 EACH.
---------	--

TERMS: 1/3 Cash or Certified Check Deposit with Order. Balance Shipped C. O. D., F. O. B. Fayetteville, N.C.

**THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA**

Cable Address: "COINSLOTS"

EXPERIENCED COIN MACHINE SALESMAN

Good opportunity for right man with a following in coin machine field. Experience with cigarette or music machines desirable. Our product is well established and has met with wide acceptance all over the United States and Canada. Continuous trade advertising has made it well known among operators. If you can supply good references and have had some promotional experience, write us at once. Proper man can earn \$10,000 to \$15,000 per year on this proposition.

BOX D-96, care The Billboard, Cincinnati, O.

\$2000

**FROM NOW UNTIL CHRISTMAS
WITH AN ORIGINAL INVESTMENT OF \$2.00**

Solicitors Who Have a Large Following Among Organizations, Hospitals, Factories, Stores, Restaurants and Tap Rooms.

NOTHING TO SELL

EMBASSY COMPANY
2043 Chestnut St., Philadelphia, Pa.

**THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"**

**THE
NEW No
CAILLE Play-Boy**

It's New! Sensational!

**NOT A SINGLE
LEMON
ON ANY
REEL STRIP**

**Cherries on Third Reel!
Three Cherries in Line Pay 5 Coins!
Yet the Machine Has
Standard Pay-off Percentage!**

CAILLE BROTHERS COMPANY,
6200-6250 Second Blvd., Detroit, Mich.

You may send a sample Play-Boy machine C.O.D.
under your 10-day money back guarantee.

Coin-play
Color

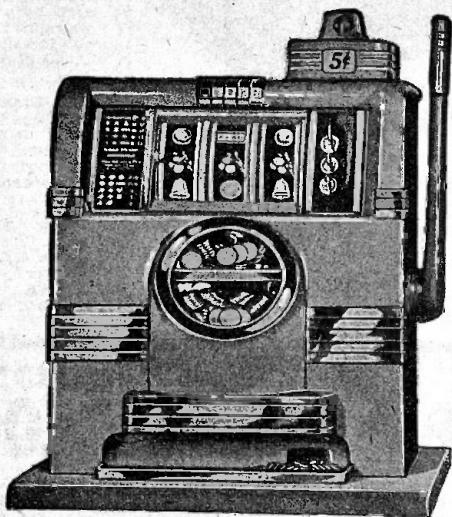
Please send full information.

Name

Address

City State

Here's the Machine
That's Going to Get
the Play!



1c, 5c, 10c and 25c coin-play. All at
the same low price. Colors: Red, Blue,
Green, Black, Yellow and Orange.

**Order a Sample On Our
10-Day Money-back Guarantee!**

Including Transportation Charges

If the machine does not prove mechanically satisfactory within 10 days of date of delivery, money will be refunded with transportation charges, providing machine has not been tampered with.

CAILLE BROTHERS COMPANY

6200-6250 Second Blvd., Detroit, Michigan

*Originators and Manufacturers of
Coin-Operated Machines Since 1888.*

**Attention!
Texas
Operators!**

**See These
Machines at**

**WALKER
SALES**

**1723 Franklin,
Waco, Texas.**

**SPORT FOR THE
SPORTSMAN**

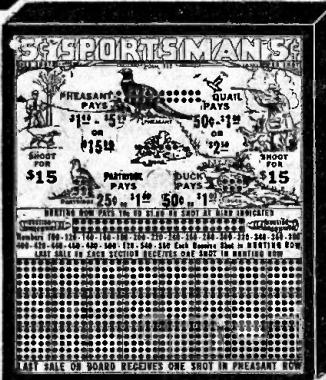
**PROFITS FOR YOU!
SPORTSMAN**

No. 717 600 Holes
Takes in \$30.00
Average Payout 13.35
Average Gross Profit \$16.65

A New Thin Harlich Jackpot Board
That Is Sweeping the Country.

Write for Details

HARLICH MFG. CO., 1401 - 1417 W. Jackson Blvd.
CHICAGO. ILLINOIS.



**Ohio Ops Travel
To Party by Boat**

CLEVELAND, Sept. 4.—More than 50 Ohio music operators and their families traveled by boat to Buffalo this past week to attend the big Wurlitzer party. One entire deck of the steamer City of Buffalo was chartered by the party and a jolly time was had on the way.

Full credit for the arrangements on the boat belongs to the Triangle Music Company, Cleveland, headed by L. J. Dixon, A. W. Witalis and W. C. Miller. While many of the operators will return on the boat, some took their automobiles along and are planning to extend their vacation by a trip to Canada.

Heading the Ohio delegation was J. H. Payne, Wurlitzer district manager. Others in the party were Mrs. L. J. Dixon, Mrs. A. W. Witalis, Mrs. W. C. Miller, Mr. and Mrs. Jack Cohen, Mr. and Mrs. Hyman Silverstein, Mr. and Mrs. H. W. Hintz, Mr. and Mrs. B. L. Wert, Mrs. J. H. Payne, R. P. Ross, T. J. Harrison, Mr. and Mrs. Guy Constantino, Mr. and Mrs. Delos W. Burnside, Robert L. Goldstock, Mr. and Mrs. J. T. Gordon,

William Shannon, Mr. and Mrs. W. C. Smith, Mr. and Mrs. A. L. Short, Mr. and Mrs. Louis George, Richard Kubb, Art Phillips, Mr. and Mrs. Harry Cohen, Mr. and Mrs. Adam Ehman, Mr. and Mrs. H. W. Hoffman and Mr. and Mrs. Frank A. Barton.

TRIPPE'S RECONDITIONED BARGAINS	
SLOT MACHINES	\$65.00
Mills Blue Front, Single J. P.	52.50
Mills Yellow Front, Double J. P.	35.00
Jennings Chief, Single J. P.	45.00
GUN TARGETS	
Keeney Targets	\$75.00
Bally Eagle Eye	125.00
Jungle Dodger	89.50
Hollywood	12.50
MISCELLANEOUS	
Rotaries (Escalator)	\$75.00
Bally Totem	49.50
Bally Bumper	12.50
Bally Skipper	22.50
Carom	54.50
1/3 Deposit, Balance C. O. D.	
IDEAL NOVELTY CO. 1518 MARINETTE ST. CHICAGO	

**REX ELECTRIC BELL**

PENNY PLAY ONLY.

The Smallest Automatic Payout Machine Built.
Standard Bell Mechanism. Full 20-Stop. 8-In.
Bell Reels—Fruit or Cigarette. Pays out 5, 10,
15, 20 and 25.

SAMPLE, \$39.50; (LOTS OF 5) \$37.50.

1/3 Deposit, Balance C. O. D.

REX NOVELTY COMPANY
1010 Georgia Street, Chicago.

MEN & MACHINES

(Continued from page 1)
maintains that the trend is all toward
consoles these days and he expects his
Derby Console to top them all.

J. D. Leary, of the Automatic Sales
Company, Minneapolis, sent us the
clippings of the four full columns of
publicity which *The Minneapolis Star*
gave Freddie (Schnickeleifritz) Fisher and
his band on the front page of August 21.
Fisher and his band figured prominently
in Wurlitzer publicity and advertising
during the past month. Leary writes
that they are by far the most popular
band in the Twin Cities at this time.
Automatic Sales capitalized on the popu-
larity by sending pictures of the band,
autographed by Fisher, to its phonog-
raph location owners. "This made a hit
with all of our locations," says Leary.

H. C. Evans Company declares that the
enthusiasm displayed over its two new
counter de luxe games has been over-
whelming. "From all indications," says
Dick Hood, "these new twins will make
their appearance far and wide."

A new firm entered the coin machine
field in Detroit recently. Superior Coin
Machine Company is the name and the
proprietors are Frank M. Novak and
Stanley Kolasa. Headquarters are being
established at 5645 Livernois Avenue.

**BEAUTIFUL—AND WELL BUILT**

★ Mills Flusher has just started the wildest sales run of any game in years. Orders for tens, fifties, and hundreds are pouring in hour by hour. We sold a slew of these tables in individual samples. Now the samples are repeating—any game that takes in \$10 and \$20 a day has to be a repeater. There's no mystery about this run, either: Flusher is a Blue Front Bell, with super-Bell earning power. You've got to play this table, see those lights flash, get a load of those mammoth Bell symbols, to understand the grip Flusher has got on players everywhere. Backed by the biggest company in the business—place your money on Flusher and pile up a real stake in a few months! Price \$149.50 plus tax, F. O. B. factory.
Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

FITZGIBBONS DISTRIBUTORS, INC.458 WEST 47TH ST., NEW YORK
(Tel: LACKAWANA 4-9472)362 MULBERRY ST., NEWARK, N. J.
(Tel: MITCHELL 2-0818)**LADY LUCK**

1200 Hole Form 4190

Takes In \$40.00

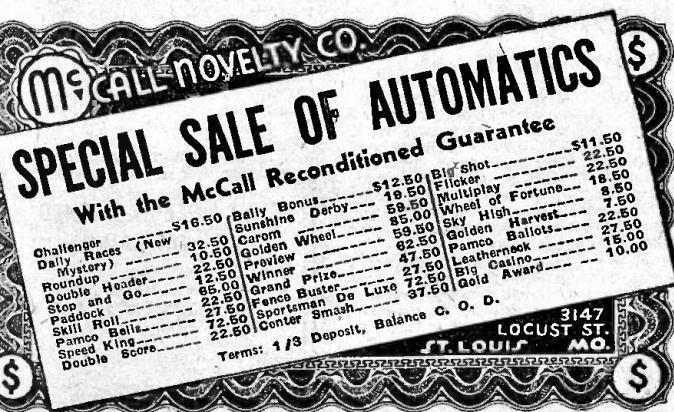
Pays Out 19.00

Price With Each 1.82

Plus 10% Federal Tax

Holiday Boards, Holiday Cards and
Holiday Headings.Write for our Catalog of Money Mak-
ing Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



Be Ahead of the Crowd
SUBSCRIBE TO THE BILLBOARD

**IF YOU ARE INTERESTED
IN DOLLARS AND CENTS
READ THIS--**

OPERATOR REPORTS:

"My Reel Spot earned \$18.00
net in four days."

THAT'S JUST ONE OUT OF
HUNDREDS OF SIMILAR
REPORTS!

DON'T WAIT—ORDER NOW!

H. G. PAYNE CO.
312-314 Broadway, Nashville, Tenn.



REEL SPOT



By DAVAL

SMASHING COUNTER GAME PROFIT RECORDS EVERYWHERE!

OPERATOR'S PRICE

\$29⁷⁵
TAX PAID

REEL SPOT IS SMASHING COUNTER GAME PROFIT RECORDS EVERYWHERE—ACTUALLY BRINGING A FLOOD OF THE BIGGEST, STEADIEST AND EASIEST PROFITS EVER EARNED! IT ELECTRIFIES POOR LOCATIONS AND MAKES THEM TOPNOTCH SPOTS! ITS SMOOTH, SIZZLING, SPEEDY, SIMPLE, TANTALIZING AND THRILLING ACTION MAKES PLAYERS RAVE ABOUT IT—AND ACTUALLY GRIN WHEN THEY LOSE! ITS MECHANICAL PERFECTION; REAL McCoy SHELL GAME PLAY; MODERNISTIC BEAUTY; SWIVEL TURN-TABLE; A SPOT IN EVERY SPIN OF THE REELS; SUSPENSE ACTION; BIG ODDS AND PLAYER APPEAL HAVE OPERATORS, JOBBERS AND DISTRIBUTORS ACCLAIMING IT—"THE GREATEST COUNTER GAME EVER BUILT!"

CRASH IN ON THE CASH-IN! RUSH YOUR ORDER NOW!!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

WE'RE DOING A FAR GREATER JOB NOW! A THIN BARREL BOARD WHICH WILL WIPE OUT ALL JAR DEAL COMPETITION!

WONDER BARREL! 80% TO PLAYER.—Tip-Style Tickets. Plenty of Winners. Large and Small. Made in Both 50 and 100 Popularly Priced.

100 Deal Takes In:
2300 @ . \$230.00
Pays Out
(av.) . 141.50

Profit (av.) \$88.50
Box Deal Takes In:
2800 @ . \$115.00
Pays Out
(av.) . 70.75

Profit (av.) \$44.25
Thin Board With Easels, Celluloid Protector Over Jackpots.

Write for Copy of Superior's Scoops—only Salesboard Trade Paper

SUPERIOR PRODUCTS, Inc.,
DEPT. B,
CHICAGO.

Superior
"WORLD'S
FAIREST GROWING
SALESBOARD FACTORY"

Distribs Okeh Derby Console

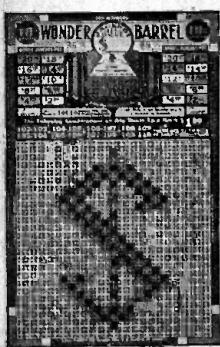
CHICAGO, Sept. 4.—Coin machine celebrities from all parts of the country are reported to have journeyed to the Gottlieb plant last week to inspect the firm's latest creation, Derby Console. According to Gottlieb's statements, officials of the company were highly elated over the enthusiasm of the visitors and the unanimous okeh of approval which they placed on the game.

Among the out-of-towners who looked over the latest Gottlieb masterpiece were George Ponser, of the George Ponser organization, New York; J. H. Rothstein, of Banner Specialty Company, Philadelphia; R. Warneck, of Santone Coin Machine Exchange, San Antonio; Ted Bush, of Acme Novelty Company, Minneapolis; Morris Kozinsky, of Consolidated Novelty Company, Los Angeles; Julian Kraetze, of Milwaukee Coin Machine Company, Milwaukee; M. O. Clevenger, of Peru, Ind.; Lou Wolcher, of Advance Automatic Sales Company, San Francisco; Morry Gottlieb, of National Sales & Distributing Company, Dallas, and many others.

"Derby Console captured their admira-

tion," said Dave Gottlieb, "and without exception everyone said it was by far the greatest game we have ever produced. The new features stirred their enthusiasm and they couldn't marvel enough over the simplified precision mechanism and the massive de luxe walnut cabinet. Their enthusiasm was not limited to mere words of approval, but took the form of substantial orders placed for immediate delivery."

"Production is now in full swing," Gottlieb went on. "Derby Console is precision engineered to micrometric accuracy throughout its new mechanism and takes much more time to build. Therefore we were obliged to make arrangements to insure adequate production and immediate delivery. Derby Console is out to break all records for a high-class game and will be in constant production for a good long time to come."



Becker Relaxes With Rod 'n' Reel

CHICAGO, Sept. 4.—Escaping the feverish activity at the J. H. Keeney & Company plant, Ray Becker, sales manager, is enjoying a brief vacation in Northern Wisconsin and Canada. Becker

writes that he's relaxing with a rod and reel and storing up energy so that he'll be prepared to jump into the thick of things when he returns.

He postscripts that there is an amazing number of Hot Tips already on location in the territories thru which he has passed and that he expects an increase in the demand for both this game and Track Time by the time he gets back.



LOOK
IN THE WHOLESALE
MERCANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



\$74.50

TAX INCLUDED

STONER CORPORATION
Aurora, Illinois

Genco's Latest Is Silver Flash

CHICAGO, Sept. 4.—Just as all the hit pictures from Hollywood have their theme songs, Genco has adopted a theme song for its new novelty game, Silver Flash. The Game of Tomorrow Today is the tune heard constantly around the Genco plant and it tells a story about the new modernistic type of pin game

STONER'S "AROUND THE WORLD" \$74.50

Ready for Immediate Delivery

RECONDITIONED GAMES READY TO OPERATE

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Jennings Single J. P.	15.00
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PIN GAMES

Ball Fan (1837)	\$15.00
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Jennings Club Vendor	\$28.00
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AUTOMATICS	
Bally Bonus	\$19.50
Jumbo (Ticket)	12.50
Jumbo (Plain)	10.00
Pop 'Em	75.00
Prospector	10.00
173 Deposit, Balance C. O. D.	

W. B. NOVELTY CO., INC.
3800 N. Grand Blvd., St. Louis, Mo.

just released by Genco, according to reports.

"Shades of Buck Rogers and what not!" exclaims Dave Gensberg, "the playing field and the back rack of our new Silver Flash carry out an old story by depicting scenes we would probably see if we should ever find ourselves back on the good old earth in the year 2437. Air steamers are shown on the back rack and playing field zipping thru the sky and zooming around modernistic looking structures or all kinds."

Gensberg points out that the modernism of Silver Flash didn't stop with the artist's drawings on the back rack and board. He claims that the game's playing idea fits right in with the general theme. "Upon seeing the game for the first time," he points out, "one is amazed at the small number of bumpers on the playing field and the appearance of many metal strips surrounded by guide springs. These metal strips or silver flashes automatically increase the player's score 400 or 800 points, depending on which ones are passed over. By cleverly placing these silver flashes the suspense of the game is carried right thru to the bottom of the board. Each bumper spring struck adds 100 points to the player's score. By combining bumpers with these new silver flashes a new and different playing appeal is effected.

"As a special feature Silver Flash presents a new time-saving device for the operator," Gensberg concluded. "All winning scores are recorded on a special Veeder counter. By merely turning the new Genco contact switch, which is conveniently located at the front of the machine just inside the front door, the operator can adjust the counter to start at a choice of about 10 different high scores. This idea will eliminate many unnecessary arguments with the location owners. Both the Genco contact switch and the counter are included with Silver Flash as standard equipment at no extra cost." Silver Flash is in full production at the sun-flooded factory of Genco's, according to reports, where each machine must undergo the "bug" test before it is shipped.



The BIGGEST Hit This Year! Order Now!



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The ZEPHYR PLAYS FAST

No. 1200-ZEP (Zephyr)
(Size of Board 9 1/2 x 12 1/2 Inch.)

TAKE-IN:	1200 HOLES
	LESS 400 FREE
	800 AT 5c.....\$40.00
PAYOUT:	
1	.95.00
2	1.00
4	.50
18	.25
	4.00
TOTAL PAYOUT	18.00

PROFIT Price \$2.18 Plus 10% U. S. Tax

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GARDNER & CO., INC. 2309 Archer Ave., Chicago, Ill.

WURLITZER \$119.50

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Lots of 10

KEENEY BOWLETTES \$69.50 Used BUMPER Games

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

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IN THE WHOLESALE
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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Genco Presents A NOVELTY GAME WORTH GETTING *Excited About*

SILVER FLASH

Read ↘

BUMPERS ADD
100 POINTS TO
TOTAL SCORE--
ROLL OVER SWITCHES ADD 400 TO 800
POINTS!

Starting a new trend in high score, 5 ball novelty games. A clever combination of bumpers and "silver flash" switches. Skillful arrangement carries player's interest right down to the bottom of the board.

THE GAME OF
TOMORROW
Today!

\$7450

F. O. B.
FACTORY
CHICAGO

Veeder award recorder may
be set to begin count of winning
games at any of several scores.
STANDARD EQUIPMENT!

Genco, Inc.

2621 N. ASHLAND AVE.

CHICAGO, ILL.

Moseley Credited With Another Case

RICHMOND, Va., Sept. 4.—Following a series of news items on legal objections to amusement games here, local newspapers recently reported that Harry F. Moseley, prominent distributor of coin machines, had won a victory when he appeared in police court to answer a charge of owning a gambling device. According to accounts, the following were the incidents of the case.

Julian J. Loterzo, a clerk in the store in which the pin-ball machine was seized by a police officer, also walked out of the courtroom with a broad smile on his face.

Justice Elben C. Folken said "tut-tut," and the officer looked chagrined.

It all happened because the police officer in his zeal to enforce the State's anti-gambling laws and break up the pinball racket in Richmond confiscated the machine in Loterzo's store without first obtaining evidence to prove it was a gambling device.

The policeman walked into the store, espied the pin table and dropped a coin into the slot. When the machine did not pay off, the officer arrested Loterzo on a charge of receiving money under false pretenses with intent to cheat and defraud. He also issued a warrant against Moseley, owner of the machine.

When Moseley and Loterzo appeared in police court to answer the charge, Justice Folken ruled there was no evidence to show the machine was a gambling device. He dismissed the case and ordered that the machine be returned to the store proprietor.

Carrie Nation II



JIM BUCKLEY

CHICAGO, Sept. 4.—Don't be misled by the above headline. Jim Buckley, general sales manager of Bally Manufacturing Company, has not joined up with the WCTU, nor is he breaking up bars with an ax.

The simple explanation is that Buckley climbed up on the wagon a month ago "just for fun." Three weeks later Carl's Tavern, favorite thirst-quenching spot of the Bally gang, closed its doors. "Business went to the dogs all of a sudden," the proprietor is reported to have declared.

Whether or not Buckley had anything to do with this we do not know. If he did, however, we must admire the finesse of his technique. Certainly the followers of the colorful crusader of prohibition days should award him a medal for "services rendered."

GOLD MINE FOR SALE!

Well-known manufacturer has
for immediate sale Reel Spot
that is gold mine for big
profits. Apply

DAVAL MFG. CO.
200 So. Peoria St., Chicago,

CENT-A-PACK \$1.650 Jobbers Write For Quantity Prices



We can make immediate delivery on Bally's Air-way, Racing Form; Pacific's Domino's Mills Flasher; Gottlieb's Derby Console; Exhibit's Silver Bell; Genco's Long Beach; Stoner's Round the World; Daval's Reel Spot; M. C. Evans Galloping Dominos, both Cash and Check Separators; Paces Races; Ray's Tracks.

3 Brand New Moto-Scoots, Latest Model in Original Crates, at \$70.00 each; offered subject to prior sale.

NEW, FLOOR SAMPLE AND SLIGHTLY USED MACHINES OFFERED SUBJECT TO PRIOR SALE.

4 Brand New PHANTOMS	\$ 90.00
1 PHANTOM, Used 1 Week	75.00
1 MISS AMERICA, Like New	60.00
2 EXHIBIT RACES, F.S.	110.00
8 HIDE & HO, Like New, Cash or Ticket Model	13.50
5 DAILY RACES, Like New	22.50
2 GALLOPING DOMINOS, Used Separator, 10 days, No Play, Check	22.50
1 EXHIBIT RACES, Perfect	150.00
1 POST TIME, Like New	65.00
3 PROSPECTORS	8.00
2 Brand New PAMCO RACES in Orig- inal Crates, Payment just came in.	100.00
1 PINCH HITTER	13.50
5 AIR RACES, Like New	47.50
1 DOUBLE DECK, F.S.	12.00
5 JENNINGS GRAND STAND, New	37.50
1 ROARING TIGER, F.S.	100.00
1 RELIANCE DICE GAME, E.C.	22.50
2 ROVERS	65.00
1 LIBERTY BELL PIN GAME, Auto- matic Payout	10.00
1 SHIRLEY TEMPLE	8.00
2 ROYAL RACES	35.00
1 PAMCO SARATOGA	17.50
1 PACES RACES, Walnut Finish, Serial Condition	250.00

15 A.B.T. TARGETS, Latest Model 1c Play,
\$17.50. 1 PACES RACES, 20 to 1. Check
Separator, 5c, Serial 2538, and 1 PACES
RACES, 30 to 1, 2741, at \$180.00 each; 3
PACES RACES, 20 to 1, Check Separator,
5c, Serials 3871, 3462, 3465, at \$200.00
each.

Will trade any New Machines for Used
Paces, Galloping Dominos or Wurlitzers, or
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dition you guarantee them to be in and lowest
cash dollar delivered in Richmond.

Write and ask us to put you on our mailing list.
All Used Machines are offered subject to prior
sale and all orders must be accompanied by 1/3
deposit in form of P. O., Express, or Telegraph
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6 Jewel Lover
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It has a 6c
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Many New
Big Profit

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Bend 25% Deposit with Order, Balance C. O. D.

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End your correspondence to advertisers by men-
tioning The Billboard.



ELECTROPAK (AC)
Equipped:
TICKET MODEL EXTRA
5c or 25c PLAY
OPTIONAL

DERBY

THE CLASS OF THE INDUSTRY!

Console

ARISTOCRAT OF ALL CONSOLE GAMES!

NEW FEATURES!

NEW IDEAS!

NEW EARNING POWER!

Absolutely the greatest achievement of modern engineering skill! Combines the finest features of outstanding pay-outs and consoles with sensational NEW ideas, in a perfect Masterpiece of Beauty and Play Appeal!

DERBY CONSOLE has EVERYTHING —furious action — seductive beauty! Massive de Luxe genuine Walnut Cabinet! Silver-etched, multi-colored plate glass field! Spinner-Light playing action! Mystic 3rd Dimensional Back Panel! Mystery Single Slot (selects Field, Daily Double or 1 to 9 horses!) Odds from 4-1 to 40-1! Daily Double and Field pay 40-1!

New, ingenious, highly simplified mechanism assures absolute dependability! Tested and proven on locations

that amazed operators with its miraculous performance! It's the game to turn your top spots into gold mines!

★ **MAMMOTH CONSOLE** de Luxe Cabinet, 20" deep, 38" long, 55" high. Genuine Walnut, chrome trim. Disappearing handles for transporting.

★ **SPINNER-LIGHT** playing action.
★ **CYCLE ARRESTER**, absolutely prevents cycling; foils sharpshooter systems.

★ **MYSTIC 3RD DIMENSIONAL BACK PANEL**.

★ **ADJUSTABLE AWARDS**, Automatic electrical control.

★ **HAMMOND ELECTRIC CLOCK**, 6-Way Fuse and scores of other super-features!

IMMEDIATE DELIVERY

COMING!
DERBY CONSOLE
WITH MULTIPLE 9-COIN HEAD

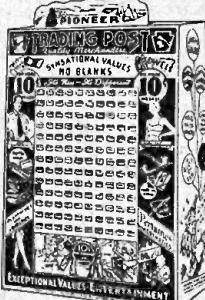
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HERE'S A SALES DEAL WITH REAL PULL!

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130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in .. \$13.00

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CHICAGO

LOOK
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MERCANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

New Chi Coin Game Coming

CHICAGO, Sept. 4.—Sam Wolberg, of the Chicago Coin Manufacturing Company, announces the impending release of a new novelty game. In discussing the game, which is to be called Chico Races, he says it has been developed along new lines and is original in playing principle. "In fact," Wolberg states, "Chico Races is the only different novelty game offered this fall. I am not at liberty to reveal at this time the many unusual features incorporated in the game, but I will say that it will be one of the biggest surprises the industry has known within the last year."

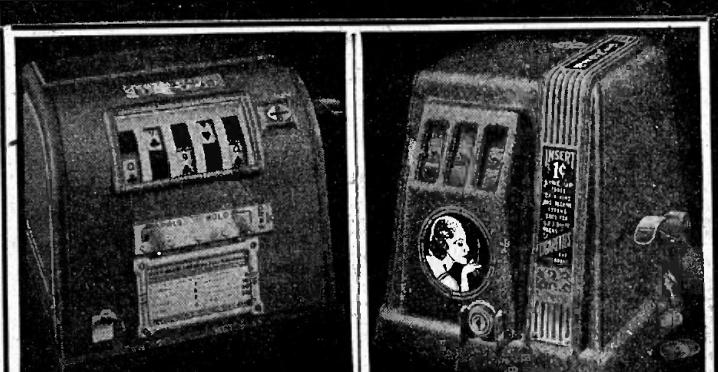
According to Sam Gensberg, who shares the responsibility of running the huge Chicago Coin plant with Wolberg, preparations are being made to handle an unusually long run on Chico Races in the face of the highly successful tests which have been run. Release of Chico Races is scheduled for next week, according to officials.

Leasing Idea Ruled Security

MADISON, Wis., Sept. 4.—Overruling an opinion of former Attorney-General James E. Finnegan, Attorney-General Orland S. Loomis held August 26 in a decision to the public service commission that a contract under which peanut vending machines are sold and then leased to the seller by the purchaser in return for a percentage of the machine's gross intake constitutes a security under the Wisconsin securities law.

The contracts, according to Attorney-General Loomis, are securities because they are devices for financing a company lacking the funds to buy the machines and because the purchaser, who takes a percentage of the intake after leasing the machines, is seeking "an interest in the profits of a venture," which he held is "within the statutory definition of a security."

The decision involved the Manufacturers' Research Institute, Chicago, which is engaged in the sale of peanut vending machines in Wisconsin.



ROYAL FLUSH

Selective Draw Poker Machine
With Plenty of Suspense and Surprise.

32 50

BALL GUM 15¢ a Box
(100 Pieces)

Case Lots (100 Boxes), \$12.00.

1/8 DEPOSIT, BALANCE C. O. D.

GINGER 36 50

Master Built Automatic Cigarette Token Payout Machine.

10 and 50 Play.

ATLAS NOVELTY CORP.

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1901 5th Ave., Pittsburgh

BARGAINS IN RECONDITIONED MACHINES	
Cross Line	\$28.00
Skipper	18.50
Bally Booster	15.50
Skookum	18.50
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Rack 'Em Up	10.00
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All Games in A-1 Condition.	Novelty Games.
	Write For Our List of 600 Used Bargains in Pay Tables and ISETTS COIN MACHINE CO., 1309-11 63rd St., Kenosha, Wis.

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KEYSTONE NOV. & MFG. CO. 26th and Huntington Sts.
PHILADELPHIA, PA.

*Evans' DE-LUXE PAYOUTS
Unequalled*

FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unfailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.

FIRST! IN THE FIELD AND STILL MILES AHEAD!

YOUR PROTECTION! MONEY-BACK GUARANTEE

Every EVANS Game is sold on a 10-Day Money-Back Guarantee backed by EVANS' 45-year record of Reliability and high Financial Standing.

A year ago the stupendous earnings of these EVANS games staggered the coin machine industry! For six months they were the only console games—then came a wave of imitators! Today EVANS' games are still the leaders—still miles ahead of all competition! Their 6 months' lead guarantees perfect performance, while others are experimenting!

Don't be misled by extravagant claims! Consoles owe their enormous popularity to these Evans Games! Why risk your money on imitations?



5c or
25c
Play

All Models

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Ticket Payout Models
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CONCEALED PAYOUT
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H. C. EVANS & CO.

GALLOPING DOMINOS

Fascinating Dice Payout

BANGTAILS

Superb Horse Race Payout

ROLLETTO JR.

Automatic Roulette Payout



ROYAL FLUSH
Selective Draw Poker Machine
With Plenty of Suspense and Surprise.
BALL GUM 15¢ a Box
(100 Pieces)
Case Lots (100 Boxes), \$12.00.
1/3 DEPOSIT, BALANCE O. O. D.



GINGER 36⁵⁰
Master Built Automatic Cigarette Token Payout Machine.
10c and 25c Play.
1/3 DEPOSIT, BALANCE O. O. D.

SICKING MFG. CO. 1922 FREEMAN AVE.
CINCINNATI, OHIO



ANOTHER MONEY MAKER

You can't afford to be without this

BASE BALL BOARD

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in \$50.00
Definite Payout 24.65
Attractive—Colorful—Profitable
Price \$2.52 Plus 10% Tax

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1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.

OUT SOON! BONUS ★ ★ ★ WONDER GAMES of the INDUSTRY KÉENÓ

Scooping everything! As far ahead of present games as was GALLOPING DOMINOS when first introduced:

JOBBERS: Rush Your Orders for Sample Machines!

H. C. EVANS & CO.
1522-28 W. Adams St.,
Chicago, Ill.

Ponser Features Rebuilt Games

NEW YORK, Sept. 4.—The manner in which George Ponser has been featuring rebuilt games has attracted so much attention, according to reports, that the Ponser offices are jammed with operators. "Altho we have been selling used and reconditioned games for some time," said Ponser, "we have not been featuring them as much as we have the new machines of the manufacturers which we represent. Our big feature sale of rebuilds last week therefore captured the attention of many interested operators who found that they could get really fine machines at extremely reasonable prices.

"We usually gather up rebuilt machines over a large period of time and after we have enough on hand at all of our offices we dispose of them at one gigantic sale. We intend to continue making a weekly feature of our reconditioned games right along and we believe that it will not be long before many operators will discover that our games are the most thrifty places to buy."

Tom Thumb Jar of Joy

In Sets of 1440, 1836, 2052 and 2280 Tickets. Winners individually coded for each set. Sample set, 2280—12 each, 100 combinations, 101 to 120, with assortment of labels so you can choose your own. Express paid, \$3.00. Write for details 100 Jar Games.

TOM THUMB, Dept. 99 Nauvoo, Ill.

Berman a Busy Man

NEW YORK, Sept. 4.—Leon Berman, manager of the New York office of Electrical Products Company, claims he is so busy taking care of orders for the new Epcos Bell Lock that he hasn't had the chance to take a vacation this summer. In addition to the Epcos Bell Lock Berman is busy selling the other new Epcos products.

Blatt Preparing A Big Surprise

BROOKLYN, Sept. 4.—William Blatt, president of Supreme Vending Company, reports that he is preparing to introduce a great surprise to the members of the industry in this territory.

While he refuses to reveal details of the secret, he states that he will unveil it within the near future. "Operators have been needing something of this kind for some time," he states. "We are preparing to give them the very thing toward which they have been working for many years. And will they ever be surprised when we let the cat out of the bag? Just watch."

Bally's TEASER

● Not just another Console . . . but a really NEW and DIFFERENT idea . . . FAST, FASCINATING and a SENSATIONAL MONEY-MAKER! A smooth, trouble-proof machine housed in a cabinet of matchless beauty!

New PLAY-AS-LONG-AS-YOU-WIN feature

RED OR GREEN? You take your choice . . . and select your color by pressing the red or green button. Immediately the brilliant gem-like Spinner goes into action . . . flashing RED . . . GREEN . . . RED . . . GREEN . . . 'round and 'round the wheel! And in that speedy, sparkling spin is concentrated more SUSPENSE and THRILLS than you'll find in ten ordinary games. Because a winner means, not only a payout, but also FREE SELECTIONS and a crack at the big awards!

PROGRESSIVE PAYOUTS...\$2.00 TOP!

By smart selections player may obtain from one to SEVEN SUCCESSIVE PAY-OFFS in one game . . . awards increasing as the score climbs higher . . . up to a juicy \$2.00 top!

● CORNER CONSOLE DESIGN—provides maximum eye-appeal in minimum space. Beautiful moderne cabinet with metal Cigarette Tray attached.

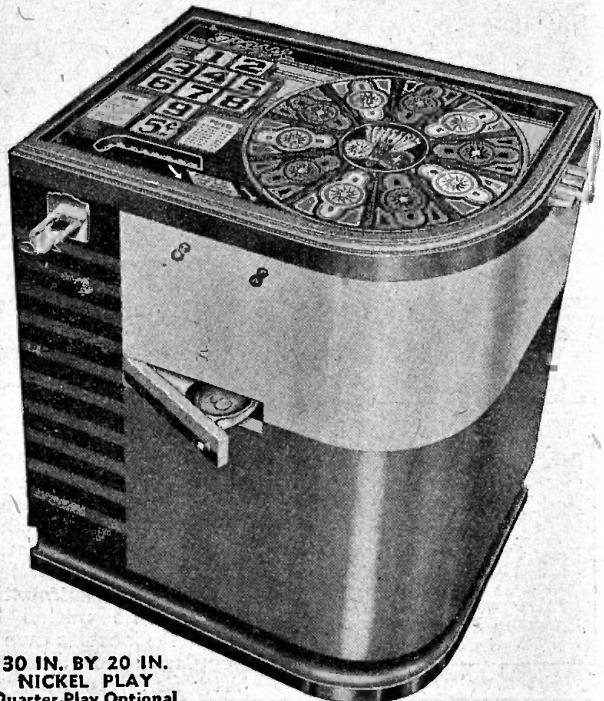
● TRIPLE-SCRAMBLER—new Bally device positively eliminates "cycles" on spinner; makes "charting" impossible.

"Come-on" and "KEEP ON" are built right into TEASER . . . and show up in the biggest collections in the console class. Cash in on this LOCATION-TESTED money-maker! See your jobber today or WRITE FOR PRICE!

● SILENT SPINNER—absolutely noiseless; wins welcome in locations where noisy machines are barred.

● SIMPLE MECHANISM — engineered for smooth performance; guaranteed trouble-proof.

● SUPER-FLASH COLORS—specially selected for luster, brilliance and eye-appeal.



30 IN. BY 20 IN.
NICKEL PLAY
Quarter Play Optional

1937 AIRWAY

WITH BUMPERS THAT LIGHT UP!

Skill Appeal! High-Score Appeal! Last Ball Suspense!

Bally's 1937 AIRWAY has everything! ILLUMINATED BUMPERS! GIANT BUMPERS! DOUBLE ACTION BUMPERS! Rotation Line-up SKILL APPEAL and PROGRESSIVE AWARD SUSPENSE! A fascinating AMUSEMENT game . . . a perfect SKILL-AWARD machine . . . and at the same time ideal for COMPETITIVE PLAY! ODDS CHANGE by skill . . . and new SCORE BOOSTER feature has all the thrills of WIN-PLACE-SHOW idea of payout games!

No wonder 1937 AIRWAY is now sweeping the country like wild-fire! No wonder operators are reporting even bigger collections than on Bumper! ACT QUICK to get your share of the biggest novelty profits in years! ORDER 1937 AIRWAY TODAY!

FAIRGROUNDS • ARLINGTON • CLASSIC

Three great long-life One-Shot Payout hits. See them at your jobber or write for description and prices.

BALLY MFG. CO.,

2640 BELMONT AVE.,

CHICAGO, ILL.

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.



Rock Ola's

IMPERIAL 20

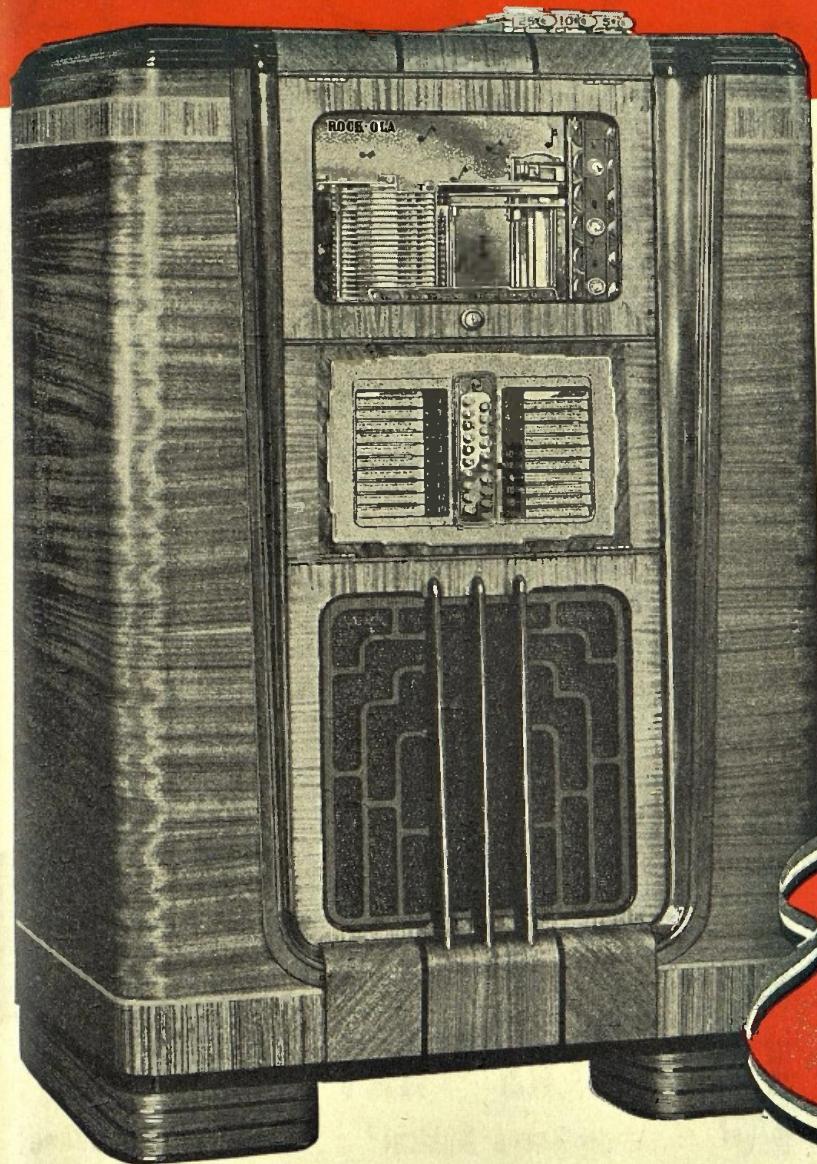
20

TWENTY RECORDS

assures greater earning

More quarters—dimes and loads of nickels for the operators who are using Rockola's IMPERIAL 20. Operators are daily confirming this fact—unsolicited testimonials tell of the greater cash box earnings through offering a wider selection of popular records. The jingle of the quarter slot will become sweet music to the operator featuring the IMPERIAL 20.

The
BEST there is
in music!



Music lovers unhesitatingly acclaim the fine true tone reproduction of Rockola Phonographs. With a beautiful cabinet of select woods highly finished, every factor of public appeal is built into Rockola Phonographs. Operators are appreciative of this public approval of the IMPERIAL 20, which is also resulting in increased earnings.

WRITE DEPARTMENT B-6 FOR THE NEW FULL COLOR DESCRIPTIVE FOLDER



ROCK-OLA MFG.

C O R P O R A T I O N

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.

CHECK THESE ROCK-OLA FEATURES
COMPARATIVELY . . .
SUPERIOR QUALITY IN EVERY DETAIL

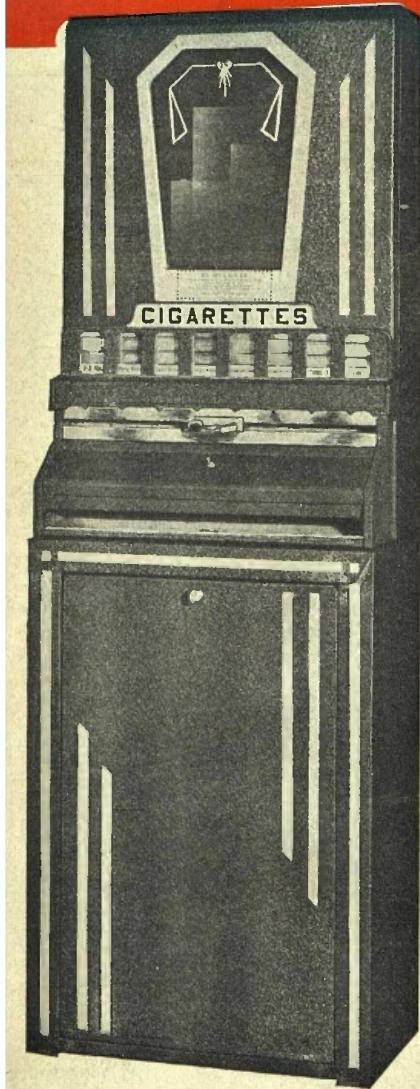
- Visible coin escalator.
- All-in-one program panel.
- Twenty record multi-selector.
- Exquisite deluxe cabinet.
- Matchless tone quality.
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- Scratchless reproduction.
- Jensen speaker, 15-inch.
- Full floating baffle.
- Less parts in mechanism.
- One positive cam movement.
- Micro-sensitive switches.
- Mechanically driven trays.
- Chassis accessible from front.
- Fascinating light-up effect.

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Build a Profitable and Permanent Business with STANDARD



A Real CIGARETTE MACHINE

*Easy To Service — Profitable
To Operate*

Constructed of heavy auto body steel. So simple to operate that any adjustment or changes can be made on location in a few moments!

**Beautifully Finished, Newly
Designed, 8 Columns, 200
Pack Unit.**

Patented gliding coin device controls all columns and will dispense 10 or 11c, 15 or 20c brands, or both.

**Mar-Proof, Moro-Tex Finish
in These 3 New Leading
Color Combinations**

TOBACCO BROWN
MAPLE LEAF GREEN
DOCWOOD MAROON

All Models Striped in Silver.

**No Frills or Useless Gadgets
to Get Out of Order**

Up-to-the-minute operators are now buying the NEW STANDARD VENDOR, not only to cut the first overhead in half, but to maintain distribution in small locations that would otherwise be unprofitable. Fewer service calls with "STANDARDS" than any other machine. Operators swear by them. You will, too! Add STANDARDS to your route for steady earning power. ORDER TODAY.

\$45.00

**COMPLETE Including Base
F.O.B. Cincinnati Factory
VENDOR UNIT Separately \$39.50
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1/3 Deposit... Balance C.O.D.**

WIRE YOUR ORDER

Today for Immediate Delivery or Mail Coupon

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 Send me . . . STANDARD CIGARETTE VENDORS. Enclosed is
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Check color preferred—
 Tobacco Brown. Maple Leaf Green Dogwood Maroon
 Send me illustrated folder and complete details.

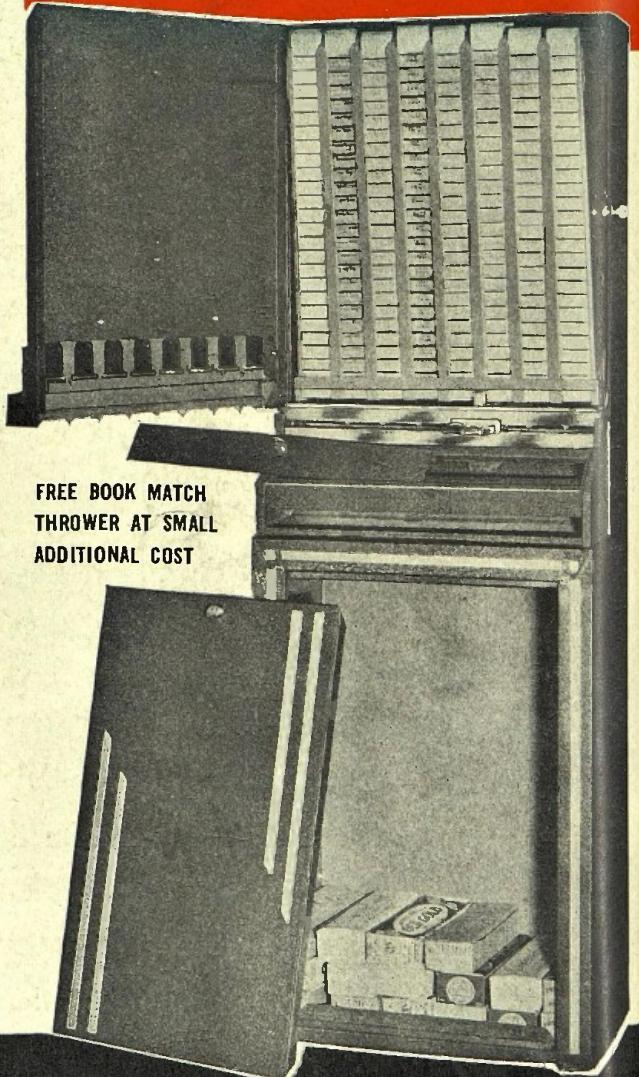
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