

LISTS OF FAIRS AND OTHER EVENTS IN THIS ISSUE

15 Cents

SEPTEMBER 26, 1936

The Billboard

The World's Foremost Amusement Weekly



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Roxy Theater, New York City

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The Billboard

Vol. XLVIII
No. 39

September 26,
1936

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
108 Pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

BAND BOOKERS' LAMENT

Great Legit Season for Chi

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

CHICAGO, Sept. 19.—The greatest legitimate season Chicago has enjoyed in years seems definitely assured. Bookings already set include some of the finest New York hits and for the first time in years the four Loop legit houses will be open in September.

The new season officially starts tonight with the opening of the Grand Opera House, presenting a revival of the veteran *Blossom Time*. Tomorrow (Sunday) night *The Night of January 16* opens at the Selwyn, and on September (See *GREAT LEGIT* on page 97)

Latlip Shows' Truck With Ferris Wheel Destroyed

CINCINNATI, Sept. 19.—Capt. D. L. Latlip reports that while moving from Sutton, W. Va., to Philippi the Latlip Shows had a large truck carrying the Ferris Wheel destroyed by fire.

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

Picketing in Makeup in Battle To Restore Flesh

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

NEW YORK, Sept. 19.—Organization of ways and means was the principal activity this week of the musicians and actors in their campaign to restore flesh to motion picture theaters locally. Local 802 of the American Federation of Musicians and the American Federation of Actors set up several committees, held meetings all week long, organized their picket lines in front of Manhattan theaters and yesterday held another meeting, this time of prominent band leaders. A second meeting of "name" orchestra men is scheduled for next Friday, purpose of these two meetings to be to definitely settle what place these leaders will take in the campaign.

Another mass meeting of both unions and their supporters has been set for October 13, at which Mayor La Guardia will be chief speaker. The mayor could not make the September 10 meeting but has told the union leaders he will definitely be able to attend the next one. In addition, it is hoped to line up an impressive list of other notables to talk at the next mass get-together.

Picketing of theaters in the Bronx will start Monday. After these theaters have been put on the walking list the unions will start concentrating on Brooklyn. One of the plans is for actors to picket in costume, especially those theaters in which the performers have played frequently and are known to the sections. Pickets will wear the regular costumes worn in their acts—clown, adagio and the like. The musicians also are planning free concerts in Longacre Square.

Any direct action on the part of "name" orchestra leaders, it appears, will be taken en masse, rather than in-

(See *PICKETING IN* on page 13)

Page Mr. Ripley

Scene—Fairgrounds, Topeka, Kan. Time, 8 p.m., September 17. Excited call for Kent Mosmer, press agent Beckmann & Gerety Shows. Wanted immediately at Reptile Show. On job in five minutes. Found Doc Scanlon, curator and lecturer Reptile Museum, all excited and wondering what the finale would be. Reason: Baby boa constrictor, approximately 10 feet long, laying a set of eggs, 22 in number, about the size of a normal hen egg. Doc in a quandary. Says he has been a nursemaid for snakes of all descriptions for over 30 years and never heard of a boa constrictor laying eggs. Claims they bear their young.

Quick work on the phone by Kent—city desk, morning *Capital*—story to rewrite man—result, page one story, top column, good head. Follow up—Flash—Dr. Robert H. Kingman, professor in Washburn College, Topeka, now in Kent's press wagon. Taking a few of the eggs to his laboratory and will try to hatch them thru incubation.

Final Days Bring Success at Carthage

CINCINNATI, Sept. 21.—Making up on the last two days for a bad start, with rain on Wednesday and a cool Thursday, 81st annual Carthage Fair, sponsored by Hamilton County Agricultural Society on September 16-19, was declared successful by officials after a Saturday night check-up. Children's Day on Friday was a

(See *FINAL DAYS* on page 96)

Claim MCA Virtual Monopoly Tough on Building Up Bands

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

NEW YORK, Sept. 19.—The band-booking business today is more active than it has been for years. But, paradoxically, is it also in the most unhealthy condition it has been in for the same period. This is the conclusion drawn after talks with musicians, orchestra leaders and band agents. The way the business is now heading, they agree, augurs more tough luck for the small fellows, and there's no telling what is in store for the next few years. All those most vitally concerned with the orchestra field agree that the condition has come about by the setup

which finds Music Corporation of America in virtual control of the choicest hunks of the various fields concerned in the band business. MCA has no monopoly, but the indies are in just as tough a spot as the MCA did have it. Whether superior business acumen or foresight is responsible for these conditions is not mentioned by the complainants, who say that regardless of the causes the situation is, in their eyes, extremely dangerous.

Pointed out as the worst points in the band business are these facts: An unknown band leader today has practically

(See *CLAIM MCA* on page 17)

Reading Fair Makes Best Mark in History

READING, Pa., Sept. 21.—Reading Fair on September 14-19 was most successful in history of the annual, paid admissions numbering 115,000, according to officials.

Auto races on Sunday drew 30,000 spectators. Grand Circuit harness racing was a big night drawing card all week, first time Grand Circuit events were ever held in Reading and first time in

(See *READING FAIR* on page 97)

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

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

The Lucky Seven group with one first-run leads the list by offering a total of

\$3,000 in two drawings, \$1,200 and \$1,800. This does not constitute a record for this group, however, as one week they gave away \$2,400 one night, with a total of \$3,600 for the week. The Lucky Seven uses Bank Night for both drawings, having discontinued auto giveaways several months ago. An added attraction with these theaters is that matinee registrations are good for the night drawings.

The Harry Huffman theaters, seven, with four first-runs, have two giveaway nights also, and on the same nights as the Lucky Seven Bank Nights. Huffman has given away 125 Fords at the rate of one or more a week. He recently entered the cash giveaways by starting his triple cash night, offering three sums of

(See *DENVER GOES* on page 97)

Lottery Bill Up In California

SAN FRANCISCO, Sept. 19.—An initiative measure to be placed on the ballot at the November election that would legalize lottery in California and also repeal the sales tax was passed on Monday by Attorney-General U. S. Webb. Irving Fig Newton, Los Angeles business man, is behind the proposition.

The circular, which will require 200,000 signatures within a week, proposes that

(See *LOTTERY BILL* on page 97)

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RCA Presses License Suit Against Parent Philco Org

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

WILMINGTON, Del., Sept. 19.—Future of the Philadelphia Storage Battery Company, parent of the Philco Radio and Television Corporation and the Transstone Automobile Radio Corporation, a \$14,000,000 investment employing about 11,000 persons, is at stake in the Court of Chancery here, where hearing in the company's injunction suit against the Radio Corporation of America, seeking to prevent RCA from terminating a licensing agreement, opened before Chancellor Josiah O. Wolcott Tuesday. Basic patents of the radio and television industry and the basis on which royalties should be computed are involved. The hearing is expected to last about a month.

PSBC is attempting to prevent the revoking of its licenses granted to it by RCA for use in the manufacture of radio patents held by RCA. In a cross-suit RCA seeks to maintain its right to end the agreement, charging PSBC with dividing the licensing agreement with Philco. RCA maintained PSBC violated the agreement since July 30, 1934, when Philco, until then a 100 per cent subsidiary of PSBC, was organized as a separate corporation. PSBC reorganized Philco as an independent corporation in (See RCA PRESSES on page 7)

Fabian Sets Deal For Bklyn. Pooling

NEW YORK, Sept. 19.—The contemplated three-way pooling arrangement of the Brooklyn Paramount, Fabian's Fox and the Warner Strand, under the management of Si Fabian, whereby the Paramount is to become a long-run house, benefiting the other two theaters by its releases, became effective Thursday (10). Paramount, now a de Luxer, will play Paramount specials and "A" features; the Strand will offer First National and Cosmopolitan product, and it is likely that Fabian will transfer Columbia special product, which has heretofore played at the Fox, to the Brooklyn Paramount.

Al Reid remains with the staff as general field division manager of the entire Fabian chain, and Doc Joe Lee has been appointed director of publicity. All advertising matter will be pooled, similar to the system in use at the Balaban & Katz houses in Chicago, and newspaper copy will be handled by the Lord & Thomas Agency, with Maurice Bergman supervising. Assisting in publicity will be Sonny Schlenger, Teddy Trust and Ruth Leighton, with Larry Cowan, former publicity head at Fabian's Fox, being transferred to Albany, where he is publicity chief for the Fabian Grand and Leland. Harold Fisher, together with George Evans and Elihu Glass, will handle the physical operation of the Paramount, while Charles Dowe will manage the Fox.

Pipeless Theater Organ

NEW YORK, Sept. 19.—Probably the first pipeless organ used in a theater is the new Criterion's Hammond electric instrument played by Patricia O'Reilly. First manufactured about two years ago, the Hammond, which is portable, the tones being controlled by means of electric impulses, may be operated wherever there is a current outlet. It requires no structural installation, fits in a four-foot square and is for these reasons particularly adapted to hotel dining rooms and other limited areas.

Beginning with next week's issue, the Night Spots-Orchestras-Music Department will be conducted by Paul Denis out of the New York Office. All communications should go to him at 1564 Broadway, New York City.

California Theatrical Federation Elects

SACRAMENTO, Sept. 19.—F. B. (Benny) Williams, of the San Francisco Stagehands' Union No. 16, was re-elected president for the 16th time of the California State Theatrical Federation, which met here September 13 in conjunction with the California State Federation of Labor convention which opened the following day.

Organization, which includes all unionized crafts in the theatrical industry, re-elected for the sixth time M. J. Sands, of the Los Angeles Motion Picture Operators' Union No. 150, vice-president, and Anthony L. Noriega, of San Francisco Motion Picture Operators' Union No. 162, secretary-treasurer.

Board of governors elected includes Eddie Love, San Francisco musicians' union; J. H. Southwick, Stockton motion picture operators' union; E. F. Nelson, San Diego motion picture operators' and stagehands' unions; Lou J. Blix, Hollywood Studio Mechanics' Union No. 37; J. W. Gillette, Los Angeles musicians' union, and Edward H. Dowdell, San Diego motion picture operators' union.

WPA's "Paths of Flowers" Turns Out To Be Fair Farce

NEW YORK, Sept. 19.—The WPA Experimental Theater production of Valentine Katayev's *Paths of Flowers*, which opened yesterday at the house once known as Daly's, once more proved the author a competent writer of farce and the Federal Theater a passing fair producer. Katayev, whose excursions into the special field of Russian cuckoldry as practiced by a ranting misunderstander of the true aims of the Soviet regime proved acceptable entertainment last night, has created in this piece an argument for the continuance of the institution of marriage as against the practice of free love, a theory seized upon by a portion of the less stable adherents of the Russian experiment.

Stem Does Good Biz Despite Friday Letdown for Weather

NEW YORK, Sept. 19.—One hurricane, five legit openings and the new Criterion Theater venture, all occurring amid general good business, sum up briefly the week along the Stem. Friday's storm of course dented all show business categories by keeping people off the streets, but aside from that grosses were satisfactory.

The legit season is finally rolling along in good style, the productions of the week being the *Follies* on Monday, *Golden Journey* Tuesday, *Seen But Not Heard* Thursday, *Arrest That Woman*

Ecstatic Newark

NEWARK, N. J., Sept. 19.—"Ecstasy" goes on and on. Film entering its 21st week at the Little Theater here continues to pack 'em in. Length of booking has so impressed Manager Sid Franklin that he has forgotten all about renovations due to be made in his house during the last part of the summer. All Sid is doing lately is figuring how long his next film, "Children of Loneliness," will run. That is if "Ecstasy" ever leaves.

Denies ASCAP An Injunction

SYRACUSE, N. Y., Sept. 19.—Another chapter was written in the feud between ASCAP and Elm Lodge, local night spot, when Federal Judge Bryant refused the society a temporary injunction which would have restrained Elm Lodge orchestras from playing a list of 25 popular songs.

Again the bone of contention was the originality of popular songs, with Albert Averbach, attorney for Music Users' Protective Association, contending that the songs could not be withheld by ASCAP because the composers had not submitted any proof that they were original and not pirated tunes. The copyright, (See DENIES ASCAP on page 97)

Screen Playwrights Draft Practice Code

HOLLYWOOD, Sept. 19.—Special committee of the Screen Playwrights, Inc., independent-conservative writers' body, was to meet late this week to discuss the proposed code of practice to be negotiated with the major studios. The committee, composed of Grover Jones, president; James K. McGuinness and Bess Meredyth, has been lining up angles for the past month. Semi-final draft will be whipped into shape at the meeting and will be discussed by the members at an early conclave.

Also slated for this week's meeting is the passing upon 30 new membership applications.

L.A. Boothmen Sign Fox-WC

Continue campaign against indies—conference scheduled—injunction hearing

LOS ANGELES, Sept. 19.—New contracts between Projectionists' Local 150, IATSE, and all Fox-West Coast theaters in the Los Angeles area were closed late this week with provisions for a general increase of 11 per cent for boothmen. Contract runs from October 1, 1936, to October 1, 1938, but is retroactive from April 1, this year.

Final settlement, ratified after many months of negotiations, was made by Earl Hamilton, president of Local 150, with Dave Bershon, representing F-WC, and Al Hanson, assistant to Charles P. Skouras.

Meanwhile the union's campaign against non-affiliated independent theaters continued, with the hearing on an injunction secured by Grover L. Smith, operator of the New Roxie, Glendale, scheduled to be heard in Superior Court. Smith is attempting to stop picketing of the house and is asking \$5,000 damages on the claim his business has been harmed to that extent by the union picket line.

Other independent operators, members of the Independent Theater Owners of Southern California and Arizona, voted at a meeting this week to confer with officials of Local 150 on the proposed closed shop issue. Committee, yet to be selected, will meet early next week with union representatives to thrash out their stand on the move to force union operators in all indie booths in the area.

Equity Discussion Rules

NEW YORK, Sept. 19.—Equity's council at its next meeting will consider revision of the rules governing the informal discussion confabs held at the Astor, the next one of which occurs October 2. One of the points to come up will be the advisability of taking votes, a procedure denied under present regulations.

New Haven Gets Winter Stock

NEW HAVEN, Sept. 19.—That the Lincoln Theater will not be operated by the WPA this winter became known today when an announcement was made that the New York-Guilford Players would move from their summer playhouse to this spot for the fall and winter months. It was believed that the Federal Theater Project would be operated (See NEW HAVEN on page 97)

EDDIE PAUL (This Week's Cover Subject)

EDDIE PAUL is a native of New York and graduate of the Institute of Musical Art now known as the Juilliard School of Music. He began his stage career as a violinist, appearing in many prominent picture houses in New York. Attracting the attention of Ossip Gabrilowitsch, noted Russian composer, he was assigned to play the violin in the Detroit Symphony Orchestra. Later he was engaged to direct for John H. Kunsky at the Capitol and Adam theaters, Detroit, where he remained for a period of five years. Recalled to New York, he was contracted to conduct the world premiere of "The Big Parade," which held forth for a long time at the Astor Theater, New York.

Following this he was selected by Roxy to wield the baton for the opening of the theater to which the famous showman gave his name. Then ensued a tenure of seven years as musical director for Paramount with appearances thruout the circuit punctuated with long-run engagements in the Paramount theaters in New York and Brooklyn.

By a strange twist of fate he is back again at the Roxy, where he functioned so successfully during Roxy's regime in his original capacity as musical director. Still a young man, he has an outstanding record as conductor for motion pictures, besides numerous recordings for Brunswick and various other musical activities from Coast to Coast.

Turn to Pages 28 to 30 For Our Monthly Augmented

THEATRICAL SCHOOLS DEPARTMENT

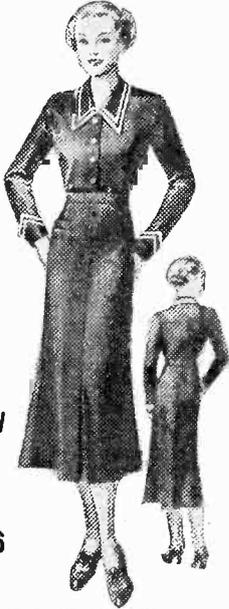
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Insull Quits as Affiliated Head

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

Clarence Leich, of Evansville, Ind., was appointed general manager to replace Insull, who will remain on board of directors to represent interests of the stations and of his friends who provided substantial backing for the venture. Chain was organized early this year by Insull and now includes 22 small stations in Midwest. To date only a small amount of time has been sold.

WPA Activities Continue Strong

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

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

Mark A. Luescher Is Stroke Victim

NEW YORK, Sept. 21.—Mark A. Luescher, veteran legit manager and press agent, died yesterday at his summer home in Southport, Conn., after a three-week illness following a paralytic stroke. He was 63. His widow, Antoinette Driscoll Luescher, and two daughters, Betty and Mary, survive.

His theatrical career, which began 35 years ago, included positions as national press director for RKO, manager of the Hippodrome under Charles Dillingham, manager and press agent for the Shuberts, manager for Klaw & Erlanger and for a few years producer in partnership with Louis F. Werba. For more than 20 years he had been associated, at various times, with Martin Beck. At the time of his death he was publicizing the current American tour of the D'Oyly Carte Opera Company for Beck.

Paralysis Ban Is Lifted

JENA, La., Sept. 19.—Motion picture houses of La Salle Parish reopened this week after nearly two weeks of darkness as health officials announced the passing of the crisis in the infantile paralysis epidemic that kept many theaters of North Mississippi, North Alabama, Tennessee and North Louisiana closed for many days.

Official Academy Nominations Made

HOLLYWOOD, Sept. 19.—Annual elections for board of governors of Academy of Motion Pictures Arts and Sciences started this week and will continue until September 28. Fifteen governors will be selected, three from each of the five branches. The official nominees are:

Actors' branch: Lionel Atwill, Ralph Forbes, Clark Gable, George Irving, DeWitt C. Jennings, J. Farrell MacDonald.

Directors' branch: Clarence Brown, Frank Capra, C. B. deMille, Sidney Franklyn, Henry King, Frank Lloyd, W. S. Van Dyke.

Writers' branch: C. Graham Baker, Walter DeLeon, Edwin Burke, Bartlett Cormack, Norman Krasna, Robert Riskin, Waldemar Young.

Technicians' branch: John Arnold,

Criterion, New Stem House, Opens With a Trade Showing

NEW YORK, Sept. 19.—Publicized as the "Theater of Tomorrow," the Criterion, on Broadway between 44th and 45th streets, had its formal opening for the trade and press last Monday, which occasion preceded another opening Tuesday for "celebrities," according to information received from the house.

Festivities were opened with a curtain speech which gave credit to B. S. Moss and Harry Charnas, who are responsible for the project. Natalie Bodonskaya, lyric soprano from the Metropolitan Opera, sang the *Star-Spangled Banner*; the audience arose from the rose-colored plush seats, sat down in due course, and ultimately saw Kay Francis

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Loser by a Head, "Shorty" Sues for Bank Night Prize

TAMPA, Fla., Sept. 19.—A tall man has at least one advantage that W. A. Rice, of Tampa, doesn't possess and so into the Tampa Circuit Court goes a suit by Rice against the Tampa Theater for allegedly withholding from him a bank-night prize of \$1,550.

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

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

Fred Hope, Charles B. Lang Jr., Nathan Levinson, Harold J. McCord, Wesley C. Miller, Van Nest Paiglase, S. J. Twinling.
Producers' branch: Samuel Briskin, Henry Herzbrun, B. B. Kahane, David O. Selznick, Jack L. Warner, Darryl Zanuck.
Preparations for the 1936 awards voting will get under way with the appointment of an awards committee after the election of the new board and officers.

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Network Affiliates Fickle As Station Grabbing Holds

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

NEW YORK, Sept. 21.—The dog-eat-dog situation on station grabbing which appears to be wide open again is straining the station relations for National Broadcasting Company, with rumors cropping up of important outlets about to leave the fold, the exodus depending upon the lead taken by one or two high watters now on the fence. Whether these have already made up their mind or will stay is not definitely known, excepting that WCKY, Cincinnati, is altering its status with NBC around October 1, while WSM, Nashville, a 50,000-watter, has made its facilities available to the Mutual Broadcasting System. WSM is on the NBC Red network. WCKY not so long ago was made optional for the NBC Blue or Red.

Since the deal with WCKY, which made it optional for both NBC webs, NBC seems to have closed up the gap between it and WLW, the 500,000-watt Cincinnati outlet, which at the same time eased out of the Mutual obligations to some extent. The WLW and NBC angle is regarded as an easy cause to rile up L. B. Wilson, owner of WCKY.

Further dickering and good-will stuff is rife in the Southeast as evidenced by the fact that two officials each from NBC and CBS have been making so-called "social calls" in the neighborhood. All of their respective affiliates have been visited and possibly a few affiliates of the opposition.

In the case of WSM, four Mutual shows are already set for the outlet, altho the MBS, of course, is not in a position at present to guarantee a needed run of sustainings.

Unofficial sources considered reliable credit at least four important NBC affiliates as possible insurgents.

John Shepard Hurt When Auto Crashes

BOSTON, Sept. 19.—John Shepard III, prexy of the Yankee Network and the Colonial Network, was injured last Sunday morning when the automobile he was driving crashed into a tree while en route to the Faulkner Hospital, Jamaicaaway, Boston, to visit Mrs. Shepard. No newspaper mention was made of the accident.

Accident occurred when the wind blew a newspaper lying next to him against his face, temporarily blinding him. The steering wheel crushed against his chest. Shepard was treated at the Faulkner Hospital. He has not been to his office all week, altho he is not disabled.

CBS Denies Stock Will Be Split Up

NEW YORK, Sept. 19.—Wall Street sector is once again alive with the yarn about an impending CBS stock splitup. This time the story goes into details, to wit: splitup will be on a three-for-one basis; i. e., three shares of the new for each share of the old; then CBS brings out a block of stock for sale on the market and so finances the erection of the announced new plant without touching its reserves.

As the yarn stands it is plausible enough, with the backing of reliable information that CBS has the needed shares for disposal without affecting the present control of the company. But CBS has always been known as a closed corporation, and CBS claims to know nothing about the plan.

Virginia Net Enlarged

NEWPORT NEWS, Va., Sept. 19.—Virginia Broadcasting System is planning for renewed activities on a bigger scale this fall. Membership has increased from four stations last fall to seven, and plans are being made to broadcast University of Virginia football games and other outstanding sporting events.

Last year the system was inaugurated when Old Gold cigarettes sponsored University of Virginia boxing matches over a four-station hookup—Danville, Charlottesville, Newport News and Petersburg. This year Lynchburg, Roanoke and Richmond (WRVA) have been added to the system.

Canadian Body Set To Pick Managers

TORONTO, Sept. 21.—Canada's new Board of Governors for Canadian Radio will meet for the first time today, it was announced by C. D. Howe, minister of transport. Members of the board, nine in number, will come from all parts of Canada to attend the meeting. W. L. Brockton, of Winnipeg, is the chairman of the new body.

While no announcement was made, it is understood the meeting will take up, as its main item of business, the selection of a man for the post of general manager. The appointment of general manager and assistant general manager will be made by the government, as provided in the act, but after recommendation by the board.

The act providing for a new setup in radio control will become effective November 2, when it is proclaimed. When that is done control of radio in Canada will pass from the present radio commission to the new Board of Governors.

Pix Studio Extras As Ether Amateurs

NEW YORK, Sept. 19.—Danny Winkler office is building and will offer to sponsors a program based on the Central Casting Bureau of Hollywood's pix industry.

Setup is angling for a pix studio tieup and borrows a page from the amateur program brochure to present various of the extras doing a specialty. Life yarns of some of the extras are figured to be dramatized for a punch to show.

NBC Ad and Press Divisions Are Set

NEW YORK, Sept. 19.—National Broadcasting Company has finally separated its advertising and sales promotion departments from the sales department, with the two former divisions now allied with the general press department. Two groups will function as divisions of the newly created publicity department, with Wayne L. Randall as director. E. P. H. James continues as advertising and sales promotion manager and Vance Babb as manager of the press division.

Randall, who was formerly head of the press department, has been co-ordinating the work of the above-mentioned departments for several months.

WOR Starting Own Disk Studio; Engineers Complete Laboratory

NEW YORK, Sept. 19.—Under the guidance of Jack Poppele, its chief engineer, and Ray Lyon, development engineer, WOR has quietly been developing its own recording laboratory. As now set up, and still in the perfecting stage, the recording service is intended primarily as an aid to artists and producers desirous of a cheap and reliable method of checking their broadcasts and correcting errors.

Standard equipment that had been changed to their own specifications and radically altered the mechanical setup of the equipment was the basis of the experiments. A new type of acetate material was also perfected. Preliminary tests were made on announcers,

Political Cash

NEW YORK, Sept. 19.—Josef Israels II had his regular WMCA news commenting spot, airing at 8:30 p. m., canceled at a moment's notice Monday night. At 8:15 p. m. one of the local political committeemen walked into the station, plunked down the cash and purchased the time to air one of his speakers in a last-minute plug for the candidate in question. While the speaker addressed local listeners, Israels was airing for the other outlets of the Intercity Network. Israels' threatened apoplexy was considerably relieved the next day, primary day, when the candidate blew the decision.

Biggest August For Major Webs

NEW YORK, Sept. 19.—Both the National Broadcasting Company and the Columbia Broadcasting System had the best August in their respective histories, with CBS billing up 40 per cent over that of 1935 and NBC gross revenue up 19.8 per cent over the same month last year.

CBS time sales for August, 1936, totaled \$1,232,588, which compares to \$879,019 for the same month in 1935. This makes it eight consecutive months in which the CBS revenue showed an increase over the same period of the year before.

NBC gross sales for August, 1936, totaled \$2,422,431, which tops all previous revenue for this period. Of the total the NBC Red network contributed \$1,553,540 and the Blue network \$868,891. These figures again rank the NBC Red web in first place, its gross topping CBS.

Contrary to the rule, August failed to show an appreciable drop from July, NBC being off only .3 per cent.

Manager Is Fired; Staff Walks Also

ATLANTA, Ga., Sept. 19.—A "walkout" that threw Atlanta's 100-watter, WATL, off the air for several minutes Tuesday has added to the troubled career of this local station. Just before six employees of the station assumed hats and coats, a recording of *Without a Word of Warning* was played. It was the swan song.

The difficulty arose when Jesse Swicegood, manager of the station since last January, received a telegram from J. W. Woodruff, of Columbus, Ga., owner of the station, discharging him. Five members of the station personnel, out of loyalty to Swicegood, walked out with their boss, altho he urged them to remain on the job.

Those leaving with Swicegood, are Des Keese, announcer and pianist; Herbert Harris, announcer; Dick Pyron, announcer; T. B. Caulfield, short-wave press operator, and Mrs. Ilene Terry, office assistant.

Maurice Coleman, commercial manager of the station, was placed in temporary charge, pending further orders from Woodruff, who also operates stations in Columbus, Ga., and Albany, Ga.

WATL has been in the news frequently in recent months. Swicegood's predecessor, S. A. Cisler, engaged Woodruff in a court suit over his dismissal, and prior to that Woodruff and Dave Farmer tangled in a hearing before the FCC over ownership of WATL when it was purchased from Oglethorpe University.

Coast Pigskin Men in Huddle

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

SAN FRANCISCO, Sept. 19.—Ten radio sports announcers handling sponsored broadcasts of major Pacific Coast football games for Western fans this season were in town Monday and Tuesday to receive instructions in presenting their sportcasts. Conference, largest of its kind held in the United States this year, was called by Associated Oil Company of California, sponsoring grid broadcasts for the 11th consecutive year.

Harold R. Deal, Associated's advertising and sales promotion manager, under whose direction the largest staff of sports announcers and the widest program of sports broadcasts in the nation has been developed, presided. Technical discussion of football broadcasting occupied a large part of the two-day conference. Deal instructed announcers to avoid all commercials during action of games. He stated that Associated's commercials during a three-hour sports broadcast must be limited to less than five minutes. A system of signals between mikemen and football officials has also been perfected for use in this season's airings and was demonstrated for the announcers.

Attending the conference were Ernie Smith, Doug Montell, Ken Stuart, San Francisco; Phil Ray, Oakland; Frank Bull, Los Angeles; Rolfe Truitt, Portland; Hal Wolf, Seattle; Art Kirkham, Portland-Seattle; Ralph Rogers, C. C. (Harry) Lantry and John Carpenter, Spokane.

First game of the season was aired yesterday over KEHE, Los Angeles, when Loyola met California Tech. Schedule will involve broadcasting 90 additional Pacific Coast conference and major independent grid games in California, Washington, Oregon, Idaho and Arizona. Including three networks—two NBC and CBS—35 stations, with a total of 22 announcers, will be used. For three games a special hookup, comprising KEHE, Los Angeles; KQW, San Jose, and KROW, Oakland, will be utilized for the first time. Another special hookup of KQW and KROW will be used October 4 to air the Santa Clara-Portland tussle from Mission Field, Santa Clara, Calif.

CBS Signs Al Pearce

NEW YORK, Sept. 19.—Al Pearce takes his gang over to CBS for a sustaining series on that network. Booked by Fanchon & Marco, he is set for three afternoon spots a week, Coast to Coast, starting Sunday, October 11. Pearce was originally an NBC feature, having been brought east by it, given a sustaining buildup and went commercial for Pepsodent. Since the finish of the Pepsodent contract he has been off the air and played vaudeville.

N. Y. Class Bs Close AFM Deal

NEW YORK, Sept. 19.—Negotiations between Local 802, American Federation of Musicians, and the Class B stations of New York City will probably be concluded within the next week. Stations and the union have been confabbing about a month now. Presumably, the chief obstacle has been the union's insistence on upping the scale and cutting down the hours. Present setup is for five hours out of 10 every day, \$75 commercial and \$55 sustaining.

For the first time the Class B stations—such as WNEW, WHN, WMCA and WINS—will be signed to a contract with the union. Heretofore only the Class A stations, WEAF, WABC and WOR, have been under contract to the union, the Class B and C stations agreeing on a scale and maintaining it. Class C stations are also negotiating with the union, but matter will not be set until the Class B stations sign their ticket.

Briefly, the union wants more money for its men, more men on the house staffs and shorter stretches.

RCA Presses License Suit Against Parent Philco Org

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

(Continued from page 4)

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

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

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

PSBC would be prevented from making radios with the revocation of these licenses, to which RCA has the rights, having between 3,800 and 4,000 patents on devices vital to radio manufacture. This places RCA in the position to prevent the building of up-to-date radios by anyone not licensed to use these basic patents.

PSBC brought the suit against RCA in May, 1935, asking for a restraining order to prevent RCA from terminating the agreement. Termination of the pact would prevent PSBC from doing further business as well as injure Philco, it contended, which distributes PSBC products thru subsidiaries in New York, Illinois and California and also thru Transitone. RCA asks that PSBC be adjudged as having failed to pay royalties in accordance with the agreement that it is in default, and that it be required to account for the full amount of royalties up to the date on which the agreement might be terminated.

In denying the charges that it has violated the agreement and that instead

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

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

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

John W. Davis, of New York, is the chief counsel for RCA and is associated with Clarence A. Southerland, Wilmington, and Porter R. Chandler and George J. Miller, of New York. C. J. Hepburn, of Philadelphia, is assisting Mr. Morris.

Five officers of both Philadelphia Storage Battery Company and the Philco Radio and Television Corporation, including the presidents of both companies, testified on Wednesday and Thurs-

Beginning with next week's issue, the Night Spots-Orchestras-Music Department will be conducted by Paul Denis out of the New York Office. All communications should go to him at 1564 Broadway, New York City.

day denying there was any connection between the two companies since their reorganization in 1934.

They were James M. Skinner, president of PSBC; Larry E. Gubb, president of Philco; Edward S. Peyton, secretary of PSBC; James T. Buckley, treasurer of PSBC, and George E. Deming, the executive vice-president of PSBC. Skinner, the first to take the stand, denied having any contract relations with distributors of Philco radios since the reorganization of July 30, 1934, which made Philco an independent organization. In the cross-examination Skinner insisted that Philco has been a separate organization since 1934. Skinner denied receiving any moneys since July 30, 1934, from either Philco or Transitone Automobile Radio Corporation, its officers, or stockholders. He denied having any understanding with either whereby any income of Philco or Transitone should at any time be transmitted to his account. Skinner pointed out that the research and engineering departments of PSBC and Philco are separate units.

Gubb, who is also sales manager of Philco, testified he went into the organization plan and became president voluntarily. Reorganization, he stated, canceled all previous leases and understanding between PSBC and Philco. He was sales manager from the organization of Philco in 1932 until the reorganization in 1934. Between these years Philco understood it was take and sell what PSBC produced, he said, but now it does not have to take everything PSBC produces.

Buckley also denied receiving any moneys from either Philco or Transitone after the reorganization or with having any understanding with either company whereby any income of either company would at any time be transmitted to him. Peyton and Deming also denied having received any moneys from either Philco or Transitone since the reorganization.

Deming also testified concerning the meetings of the board of directors and stockholders of both PSBC and Philco

"Good Will" Show Finally Settled

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

A. L. Alexander aired and will continue to air on both the NBC and WMCA-Intercity programs, altho each broadcast, commencing Wednesday (23), will use a different set of people. To insure the use of different persons on each program A. L. Alexander is to have two offices, one at NBC and the other WMCA. Fan mail and requests for opportunity to air are also to be kept separate so anyone writing the NBC show for chance to air will not wind up on the WMCA show and vice versa. Studio audiences are taboo.

On July 27, 1934, when the written plan of reorganization was submitted and ratified. Deming admitted signing for both PSBC and Philco as vice-president of both.

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

The hearing is expected to last about a month.

On Friday RCA obtained a ruling which requires the Philco Radio and Television Company and its affiliate, the Philadelphia Storage Battery Company, to reveal net earnings as evidence in the action. Chancellor Wolcott ordered both concerns to produce their records at the request of RCA counsel.

OLDS MOTORS is set to air from the Coast starting October 17 on the NBC-Red. Program will consist of Irvin S. Cobb and his Paducah Plantation, and ride from 10:30 to 11 p.m., EST, each Saturday.

★

Again thanks to
Elwood Hughes for having us back
as a feature attraction at the Canadian National Exhibition.
Breaking all precedents by having
the same attractions two years in
succession.
It was a happy visit.
And to George Hamid, Sam Lyons
and Elias E. Sugarman my appreciation
for their efforts in my behalf.
Sincerely,
Rudy Vallée

★

Station Notes

Address All Communications to the New York Office

HUGH CROSS AND HIS RADIO GANG

Care Billboard, Cincinnati.

ERNE BRODERICK, Personal Representative.

COAST to COAST
★ WALTER ★
TETLEY
Radio's Outstanding Boy Actor
FRED ALLEN 9:00 p.m. Wed. NBC
SHOW BOAT 9:30 p.m. Thur. NBC
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 6:15 p.m. Mon. CBS
Wed. CBS
BUCK ROGERS 6:00 p.m. Mon. CBS
Wed. CBS
Fri. CBS

JAYSNOFF SISTERS
★ IRIS and JUNE ★
The Leading International Duo Pianists
Radio • Concert • Stage
Now on Tour

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF
BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
BRyant 9-5107.

OSWALD ★★★
OH YEAH!!!
Featured COMEDIAN with
KEN MURRAY'S
Rinso and Lifebuoy Programs.

ROY ★★★
Dramatic Baritone
SALLY'S MOVIELAND REVIEW
WMCA
NOW 14th MONTH.
Mon. to Sat., 5:30 to 6 p.m., EDST.
Sundays, 2 p.m. & 6 p.m.
GOBEY

SHEA'S Buffalo Theatre
The DYNAMIC
ARNO
CONDUCTOR — VIOLINIST
WBEN • Saturday, 7:30 P.M.
Exclusive Direction—Jack Lavin, Paul Whiteman—Artist Management, Inc.
17 E. 45th St., New York City.

Alexander GRAY
Baritone
Pers. Mgt. CBS Artists Bureau

TOMMY DORSEY
ON TOUR.
Management M. C. A.
★ AND HIS ORCHESTRA ★

Climaxing its 13-week Budweiser Band Contest, KRNT, Des Moines, received a total of 300,360 bottle caps recently, with \$1,100 in prizes coming from GEORGE TILTON, advertising mogul of Anheuser Busch. Contest was based on number of caps each of the 19 competing bands polled. Bands came from 10 Iowa counties and aired twice weekly for 13 weeks. Contacts and arrangements were handled by ALEYN H. BURTIS and continuity handled by ESTHER SIPLING, of the IBS staff. . . . WTAQ, Green Bay, Wis., supplanted the old Morse code routine of its press room with a new Teletype Service. . . . Republican National Committee has booked time on WBXX, New York, for political talks in five foreign tongues. . . . LES BIEBL, announcer at WPTF, Raleigh, starts leave of absence to return to the home town of Red Bank, N. J., to wed LUCY SACCO on October 1. . . . JOHN A. HOLMAN, general manager of WBZ-WBZA, Boston, attended a meeting of the managers of NBC-owned-and-operated stations held in New York City last week. . . . IRVING ASHKENAZY, six-foot-plus scripter for WLW, fought at Madison Square Garden a few years back and delights in settling his 290 pounds into a swivel chair and ruining same. . . . RODNEY P. LIEN, Iowa Network treasurer, returned to his first love, banking, as executive v.-p. of the National Bank in Lima, O. LUTHER B. HILL, executive v.-p. of the Iowa web, takes LIEN's post, with BOB TINCHER stepping up to assistant treasurer. DUANE PETERSON is the new accountant for IBS, with SHIRLEY GREENBERG as his assistant.

DICK HAYNES and DICK MALSON, formerly with WWSW, Pittsburgh, and who of late have been working at WSYR, Syracuse, N. Y., are moving to WHAM, Rochester, where they will do a program for an automobile company. . . . CARL GOERCH, news commentator of WPTF, Raleigh, N. C., changes sponsors, effective October 4, going to BC Remedy Company from Boylan-Pearce, Inc. Latter firm used GOERCH for three straight years. BC is continuing its nightly sports show on the station, too. . . . DENNIS A. WOOD, formerly with WMT and WHBF, is now Madison studio director for WIBU, Madison, Wis. He replaced GORDON SWARTHOUT, who went with *Radio Guide*, fan magazine. LEON B. STONE came in with WOOD as sales manager. . . . Carolina Baking Company is starting a series on WBT, Charlotte, N. C., thru the Freitag Agency. Program consists of Hollywood gossip in a tieup with *Modern Screen* magazine.

CKIC, Wolfville, N. S., owned by Acadia University, is one of the least used stations in the world. Studio programs (records) are broadcast at 12 noon and at 6 p.m. for 15 minutes every day except Sunday, when the only broadcast is at 3 p.m., this being a local church service. . . . C. A. MUNRO, of St. John, N. B., founder of CFBO, St. John, and who operated that station for eight years until selling out to the New Brunswick Publishing Company two years ago, who changed the title to CHSJ, has recently discontinued his *Broadcaster*, a radio weekly, in favor of *The Citizen*, a tabloid daily. He is including a radio supplement each Friday under the new arrangement.

SYLVIA FELDMAN, in pianologs, is returning to WELL, New Haven, Conn., after being off the air during the summer. . . . JUDSON LaHAYE, program director of WICC, Bridgeport, Conn., is confined to his home from injuries suffered when a weight fell on his feet. . . . WDRC, Hartford, Conn., has purchased a Hammond electric organ, and COLIN DRIGGS, formerly with WTIC, Hartford, Conn., has joined the station as staff organist. . . . JOE AZARRE, announcer at WELL, New Haven, Conn., who was off the air some time because of an

automobile accident, is back again. . . . BUDDY ROCCO, long-time favorite organist on Connecticut stations, gets the console appointment at WHTT, Hartford, Conn. . . . HAL GOODWIN, formerly program director on WNBC, New Britain, Conn., is now commercializing on WDRC, Hartford, Conn., as *The Friendly Mountaineer*.

DEWEY LONG, of the sales department of WBT in Charlotte, N. C., for the past three years, has been named sales manager of the station effective immediately. . . . RAY C. KOON has been added to the WBT sales staff. He hails from Philadelphia; has sold time in New England and New York and broke into radio as an artist at WICC in Bridgeport, Conn.; WHDH, WCOP and WMAC in Boston. . . . DICK SMITH, announcer of KFAB-KFOR in Lincoln, Neb., is leaving radio to return to Harvard Law School. . . . The operating staff of WCKY in Cincinnati got off to an early start last Monday. WCKY's usual opening hour of 7 a.m. was put ahead two hours to air the address of Pope Pius from Vatican City. . . . WMT, of Cedar Rapids and Waterloo, Ia., formerly on 2,500 watts, celebrated the dedication of its brand-new five-kilowatt transmitter with an hour program, using the entire Iowa network. On September 28 and thru October 4 they'll give the bovines their innings on the air. During that time they'll broadcast daily from the Waterloo Dairy Congress. Outlets galore are being installed thruout the exhibition under the guidance of DON KASSNER, chief transmissionite of WMT. . . . For the third consecutive year HARRY JOHNSON will air the Football Scoreboard over KFOR in Lincoln, Neb. . . . Saturday, September 19, marked the 1,000th performance of KFAB's "The Jangles" program. A story of married life, it has aired more than three years each week-day morning. JETTABEE ANN HOPKINS, the Jerry of the script, writes them.

New Biz, Renewals

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

SAPOLIN CO., INC., thru Tracy-Locke-Dawson; started September 17, Thursday, on WABC only. Roger B. Whitman, *The Better Home*.

E. I. DU PONT DE NEMOURS & CO., thru B., B., D. & O.; renewal effective October 14. WABC and 46 stations Coast to Coast. *Cavalcade of America*.

NBC Accounts

SMITH BROS., thru Brown & Tarcher, Inc.; starts Sunday, November 15, 1:30-2 p.m. over WEFW and 25 stations. Gus Haenschen Orchestra and soloists.

LUDENS, INC., thru J. Mathes, Inc.; starts Tuesday, November 10, 10:30-10:45 p.m. over WEFW and 26 stations. Jimmy Fiddler's *Hollywood Gossip*.

IODENT CHEMICAL CO., thru Maxon, Inc.; starting Sunday, November 1, at 11:30-12 noon over WEFW and 19 stations. Music and drama.

MBS Accounts

THE CRUSADERS, thru Marschalk & Pratt; starts Thursday, September 17, and Sunday, September 20. Staggered time schedule over WRVA, WBAL, WOR, WGN, WGAR, WCAE, CKLW. Fifteen-minute talks by Andrew F. Kelley, the Horse-Sense Philosopher.

GRUEN WATCH CO., thru the DeGarmo Corp.; starting Friday, September 25, 8-8:30 p.m. over WOR, WGN, WLW, CKLW. Commander Frank M. Hawks in *Time Flies*.

Newark

DRUMS, INC., thru C. C. Winningham, Inc.; started September 16. Participating in "Allie Lowe Miles Club." WOR.

W. K. KELLOGG CO., thru N. W. Ayer; started Friday, September 18, 9:30-9:45 p.m. "Bill Corum—Football Human Interest Stories." WOR.

DRUG TRADE PRODUCTS, INC., thru Benson & Dall; starting October 12, Mondays and Thursdays, 9:30-10 p.m. *Sleepy Hollow Gang*. WOR.

STERLING PRODUCTS, INC., thru Stack-Goble Agency, New York; renewal effective September 28; 15-minute recording of *Dick Tracy* each Monday, Tuesday, Wednesday, Thursday. WOR.

MODERN LIVING HEALTH INSTITUTE, INC., thru Alfred P. Zabin Advt. Co., New York; renewal effective Octo-

ARTHUR KAY

Radio Mimic • Characterizations

Character Voice of Terrytoon Cartoons and Varied Max Fleischer Cartoons.

WINGY MANNONE

THE NEW ORLEANS SWING KING.
Now Touring New England With His New, Full Size Swing Band.
Pers. Mgt.—MILLS ARTISTS, INC.
799 Seventh Ave., New York, N. Y.

E D D I E P A U L

★
Musical Director
ROXY THEATRE, N. Y.

Marie Almonte

THE SMART SET'S FAVORITE SONGSTRESS
★
NBC ARTIST

Russ RINSO-LIFEBUOY
CBS TUES. 8:30 - 9 P. M.
rebroadcast 11:30 to 12 P. M.

MORGAN
and His Orchestra
"Music in the Morgan Manner"
HOTEL BILTMORE
NEW YORK

ber 12. "Modern Living—Dr. Edward Parrish," each Monday, Wednesday, Friday, 9:15-9:30 a.m. WOR.

DR. E. L. YATES, renewal effective September 21; 5-minute recordings each Monday, Wednesday, Friday. WOR.

SELWYN STUDIOS. Started September 14. Spot announcements. WNEW.

KOPPER'S GAS & COKE CO., thru N. W. Ayer & Son, Inc., New York; started September 14, 15 minutes, three times weekly. WNEW.

GENERAL ELECTRIC SUPPLY CORP., thru Schillin Adv. Corp.; started September 14 with 15 minutes daily. WNEW.

ZENITH RADIO, thru Schillin Adv. Corp.; started September 15 with 15 minutes three times weekly. WNEW.

Cincinnati

GROVE'S BROMO QUININE, thru Stack-Goble Agency, Chicago; starting September 28, 50-word temperature reports, twice daily seven days a week. WCKY.

KNOX CO., thru Dillon & Kirk, Kansas City, Mo.; starting October 4, 15-minute e. t. once weekly. WCKY.

REPUBLIC STEEL CO., thru Meldrum & Fewsmith, Inc., Cleveland, O.; starting September 29, 15-minute e. t. WCKY.

LEA & PERRINS, INC., thru Schwimmer & Scott, Chicago; starting November 22, four weekly 25-word e. t. station breaks. WCKY.

UTICA KNITTING MILLS, thru John T. Miller, New York; three weekly one-minute spots. Starting October 5. WCKY.

Program Reviews

EDST Unless Otherwise Indicated

General Motors Concert

Reviewed Sunday, 10-11 p.m. Style—Symphony orchestra and guest soloists. Sponsor—General Motors Corporation. Station—WEAF (NBC network).

Fourth successive season for the G. M. concerts, now originating in Carnegie Hall, where a seating capacity of a possible 2,760 is an important factor and, of course, a natural tieup in connection with such a musical program. Erno Rapee conducts again, altho on occasion a guest conductor will be used, as well as an entire guest organization. Guest soloists for this program were Harold Bauer, pianist, and Albert Spalding, violinist. Not a poor team of virtuosi insofar as names are concerned at least. Neither was called upon to extend himself, yet the entertainment on the whole was fairly smooth and satisfying.

Rapee offered the Introduction to the third act of Wagner's *Lohengrin*, a good flash for an opening number; Spalding followed with a movement from a Mendelssohn opus; orchestra played a Debussy piece, *Fetes from Nocturne for Orchestra*. First part of the program was closed by a Beethoven piece, with Bauer at the piano. Intermission brought the usual dignified talk, this one pertaining to American Systems, economic and industrial phases mostly, as compared to many foreign situations. Tchaikowsky got an inning at the baton of Rapee, after which Bauer and Spalding played a sonata for violin and piano, in A Major, by Franck, the fourth movement getting the call. Closing was a Rumanian Rhapsody by Enesco and this proved surprisingly good and should be heard more often it seems. (Liszt and the Hungarians have grabbed off all the publicity, however.)

Milton Cross again is on the announcing and program note end, but does not handle the "intermission" talk. Booklets containing copies of the latter will be sent upon request. Concerts should receive their usual high rating in their classification. M. H. S.

WCAE Players

Reviewed Monday, 9-9:30 p.m. Style—Dramatizations. Sponsor—Pittsburgh Sun-Telegraph. Station—WCAE (Pittsburgh).

The WCAE Players, a fixture on that Pittsburgh station, have come in very handy in dramatizing the new features starting in *The Pittsburgh Sun-Telegraph*. Composed of stock performers, most of whom work for the Pittsburgh Playhouse during the fall and winter season, they are well trained for radio work, reading lines with unusual ease and making their program an entertaining one.

At this session the players dramatized the opening chapters of *Luxury Model*, a new serial which started in *The Sun-Telegraph*. Leading parts were taken by Helen Wayne, Dorothy Devlin, Charles Roe and Dave Olsen. Ed Harvey wrote the radio script. The program was of network caliber. S. H.

"The Music You Love"

Reviewed Sunday, 2-2:45 p.m. Style—Symphony orchestra, guest vocalist. Sponsor—Pittsburgh Plate Glass Company. Station—WABC (CBS network).

Pittsburgh Symphony Orchestra, under the baton of Antonio Modarelli and same sponsorship, debuts on CBS this season, taking a Sunday matinee as compared to last season's Thursday night spot opposite Rudy Vallee and using the NBC Blue web. New program plan seeks to offer such music as is familiar to the average listener who may have advanced in life to the point where he owns his own home. Thus straight symphonic fare is passed up, and wisely so in this case, in order to attract the average fan. Orchestra of 45 pieces is an excellent organization.

Reed Kennedy, unusually fine baritone, was guest soloist on the first program and offered two groups of songs. These included an aria from *Il Pagliacci*, a spiritual and *Anne Laurie*. Altho Modarelli chose rather light fare for the most part, he closed with a symphonic tone poem that had too much of a funeral tempo to be consistent with the rest of the show, but no doubt threw a bone thereby to those who lean more toward

the "modern" type of symphonic composition.

Continuity was nicely handled throughout and credits were of the institutional type. A booklet on home improvement, entitled *Design for Living*, is available, revealing how the four important products made by the concern can be used to brighten the home. The "songs you love to hear" angle, and "tunes that never grow old," were tied in with the lasting qualities of the products at one point in the continuity. Seems like a good show, considering the time it is on and the audience that is sought. Opposite on NBC Blue is the RCA *Magic Key* hour, which also goes in for symphony plus considerable variety. Pittsburgh outfit has a good chance of getting the listeners who want a minimum amount of listening effort. M. H. S.

"Sears, Then and Now"

Reviewed Thursday, 9-9:30 p.m., EST. Style—Dramatic and music. Sponsor—Sears, Roebuck & Co. Station—WBBM (Chicago) and CBS network.

Show is the third link in the new CBS sequence bucking the NBC Red network and for the half hour is opposite the Bing Crosby-Bob Burns show.

This new series, commemorating the 50th anniversary of its sponsor, is destined to become one of the popular programs on the air. It takes its place as one of the finest shows on either network by virtue of its magnitude, super-star material and general production. The show is slightly reminiscent of the *March of Time*, inasmuch as it dramatizes events, in this case, of important national happenings during the span of Sears, Roebuck & Company's 50 years of existence.

On the opening program these historical events started off with a sketch based on the invention of the phonograph by Thomas A. Edison, admirably portrayed by Walter Hampden. This was followed by the origination of the old song *There'll Be a Hot Time in the Old Town Tonight* by the McIntyre & Heath Minstrels in the Gay '90s; events leading up to the first public showing of the Winton auto and then episodes of the World War and the jazz age. The pageant continued with Fred Stone's aeroplane crash, with Fred Stone playing himself and Parker Wilson contributing a fine vocal bit as Will Rogers. A tribute to Will Rogers by Fred Stone was followed by Fred and Paula Stone singing *In Old New York* and a tap dance by Paula. After touching on the Lindbergh flight the episodes were brought up to the present day with a dramatized scene from the current best seller, *Gone With the Wind*, interpreted with dramatic fullness by the motion picture stars Constance Bennett and Robert Montgomery.

Carlton Kelsey's dramatic musical backgrounds were great; William N. Robson showed brilliance and authority in the direction, and Charles Martin's script was all that could be desired. A mixed vocal ensemble assisted in the musical enjoyment of the program, which was free from top-heavy commercial advertising. James Goss acted as narrator of the various episodes and the fine voice

U. of C. Radio Course

SAN FRANCISCO, Sept. 19.—University of California Extension Division for the first time is including radio, and on Wednesday started a 10 weeks' course in continuity writing, with Andrew Love, NBC continuity editor, doing the weekly lectures. It's a complete course in the field of writing for radio. Lindsey Spight, Pacific Coast manager of John Blair & Company, station representatives, is set for a 10 weeks' lecture course on the business side of broadcasting, starting October 13. It is entitled "Commercial Broadcasting," and comes under the division of economics.

of Truman Bradley was heard as announcer of the show. A strong addition to the airwaves. F. L. M.

Fred Astaire

Reviewed Tuesday, 9:30-10:30 p.m. Style—Variety show. Sponsor—Packard Motors Co. Station—WEAF (NBC network).

Astaire made his delayed debut and got away to a nice start, personally. Program, with the exception of Charles Butterworth, suffered from the gout, too rich a diet resulting in an elaborate pattern of entertainment that wears the listener down. Come-on and build-up raised expectations, but the program never got off.

Johnny Green's arrangements were too elaborate. His handling of *A Pretty Girl Is Like a Melody* was better suited to a production number of the *Follies*; for airing it was top-heavy. The same fault was apparent in his support of the Astaire solos. Butterworth ran into the same trouble. When exchanging sallies he got laughs; when the script called for much patter, nothing happened. One spot had Butterworth honking a horn in lieu of sound effects. After the first half dozen honks the laughs just weren't there but the script continued.

Astaire showed fine flair for emceeing, along with his swell dancing, which was expected, and a surprising ability to handle his songs.

Eddie Moran's screwball chatter followed the commercial speling of a Packard executive. Francia White was back for two arias and stood out like a Tiffany diamond on black velvet.

Trudy Worth, blues singer, and Abbey Players were scheduled, but if on the air were not billed.

With a showman handling the production this show may take the place it deserves among the top broadcasts. As it stands now it is just so-so entertainment, which will pull listeners for a few weeks thanks to the power of the Astaire name. After which nothing will happen; the opposition is much too tough.

World Series Puts Agency in Middle

NEW YORK, Sept. 19.—While N. W. Ayer Agency is making radio history in cornering the Atlantic Coast football broadcasts for Atlantic Refining Company, repercussions from within and without indicate a boomerang turning the fete into a foray. With the kick-off still in the offing, the tranquillity of client relationships are beginning to be tempered. Will call for plenty of balsam soothing on part of agency execs. First fly-in-ointment looms with the

planned Ford sponsorship of the World Series baseball broadcasts. Priority rights to the time on the nets finds the baseball games crossing Ayer's warranty to Atlantic Refining that the football airings will be an uninterrupted schedule. And with Ford also being an Ayer account, problem stacks up as a ticklish proposition on all sides. However, Ford may not buy the World Series if all games are in New York.

No secret over the fact that the agency has been spending plenty coin, reported to be far in excess of the commission, in handling the promotion for the oil company deals. However, Ayers figured on a long-pull policy, with the initial expenditure being realized in following years. But it won't be peaches and cream next time. Kellogg's Ayer account, has already thrown its hat in the ring and will be expecting an in on the Eastern games next year. And other clients are keeping a watchful eye on the Atlantic setup. Favorable public reaction to the football broadcasts will find them clamoring at the Ayer doors for a seat on the band wagon.

Scramble for football rights this year will haunt Ayers next season when it comes to negotiating with the colleges for broadcasting rights to the games. Newspapers are nursing peevishness against radio striking it rich, and the sports writers are throwing a bug in the college ear that their sale of gridiron radio rights was a big business boner. Damon Runyon, in a syndicated story, belittled Yale for selling the pottage for \$20,000, when \$200,000 would not be asking too much. Athletic associations will be digging for richer veins and Ayer agency will find that package prices have skyrocketed when the 1937 season rolls around, indicating that the Atlantic Refining account may eventually wind up on the red side of the agency's ledger.

In spite of the apparent handwriting on the wall, Ayer agency is continuing to add colleges to the already lengthy list. University of Georgia is the most recent to go commercial for the oil company, and hopes of copping the Princeton games are not being abandoned. Pushing thru Princeton would find Harvard an easier bone to crack.

Stokowski-G. E. All Muddled Up

PHILADELPHIA, Sept. 19.—Leopold Stokowski and the Philadelphia Orchestra Association dueling over air deal with General Electric, which had planned to sponsor the broadcasting of the Philadelphia Ork, finds the bottom dropping out of everything and GE calling the whole thing off. A reliable source indicated that bad blood was drawn when Alfred Reginald Allen, general manager of the symphony group, negotiated for the radio contract, and then Stokowski, in an individual move, underbid figures quoted to the association. Last month the famed maestro took over to New York nearly the entire personnel of the Philadelphia Orchestra for an audition, with General Electric almost closing the deal after the hearing.

However, a contract with Stokey would have meant that sponsor would be unable to bill the group as the Philadelphia Orchestra over the air or in its advertising, since the orchestra association would get no cut for the use of its world-famed organization. Signaturing with Allen would have the name tagging along. But then the maestro would never consent to baton the bunch.

A further report had General Electric offering Stokey Saturday night spot with a pick-up crew of New York symphony men watching his down beats, but Allen refused to release him from a contract calling for six Saturday night concerts in Philadelphia. Rather than take chances on a continual headache and the possibility of getting in the middle of a dog-fight, General Electric decided to forget it all. Air coin will be used for events and feature shots rather than a set series.

Members of the orchestra indicate that this latest impasse between the maestro and the association will find Stokowski calling it quits as far as any connection with the Philadelphia Orchestra is concerned after the fulfillment of his guest conductorship this winter.

SAM PICKARD and LINCOLN DELLA, executives of CBS, are on a tour of Southern link cities. They both paid tribute this week to the new studios of KTBS-KWKH at Shreveport. They predicted a 100 per cent jump in Dixie commercials over CBS this fall and winter.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, September 11, to Thursday, September 17, 1936, both dates inclusive.

Until the Real Thing Comes Along... 33	When I'm With You (21)..... 17
Did I Remember? (28)..... 28	No Regrets..... 16
When Did You Leave Heaven? (26).... 27	A Fine Romance..... 15
Sing, Baby, Sing (25)..... 25	Close to Me..... 15
A Star Fell Out of Heaven (23)..... 24	You're Not the Kind..... 14
Bye, Bye, Baby (24)..... 23	If We Never Meet Again..... 13
I'm an Old Cowhand (18)..... 19	Sing, Sing, Sing (9)..... 13
Empty Saddles (15)..... 18	'Taint No Use..... 10
Me and the Moon (20)..... 18	

SHEET MUSIC best sellers will be found on page 18.

Air Briefs

ANDRE KOSTELANETZ took a walk off the RKO lot last week. Pix executives were telling him how to tempo his music. Asked them to make their pix and let him make his music, and planed to New York. Called back and everything is rosy again. . . . Ray Knight minus his lip brush looks like six other fellows at first glance. . . . Dexdale Hose on NBC each Tuesday with *Romance, Inc.*, renewed for 13 weeks, effective October 13. Jean Paul King, announcer, has the male lead. . . . Jerry Belcher leaves the *Vox Pop* program on October 6 to start his own NBC program titled *Our Neighbors*. Parks Johnson keeps the *Vox Pop* show for Molle but must find a new title and partner. . . . Those *Songsmiths* are busy fellows. They are the Ken Christy Quartet that sing on the Fred Allen, Lucky Strike and Wonder Bread shows. With Wonder show in Chicago for six weeks, the boys are plenty pullman conscious. . . . Jim Tierney, assistant to George Vos, head radioite for the Texas Company, planed to the Coast for look-see on the bally of the Cantor opening. . . . Three X Sisters claim to have a new program under way. Script by Jane West has the gals acting as well as singing. . . . *Just Plain Bill* program, once plugging Kolynos, is now splitting its sponsorship between Anacin and Bisodol, with each getting a half week. One sponsor makes all products.

John Charles Thomas set to do a return date on the Ford Symphony program January 10 of next year. . . . Brodsky and Triggs, piano duo, remain as a steady feature of the CBS Waring programs. . . . Waring treated his entire staff to a session of golf, etc., at Shawnee, Pa., over the week-end. . . . Gus Haenschel auditioned for Coca-Cola. He aired for them some four years ago. . . . Jolly Bill Steinke's daughter did a number of black-and-white sketches of the NBC execs. So now NBC tourists gaze at the features of the 12 top men of NBC. They hang on the walls of the fourth-floor lobby.

Gus Haenschel Orchestra has the new Pet Milk program coming to CBS in October. . . . Edith Dick, the voice without a name on the *Hit Parade* until her p. a. got to work, will do the vocalizing on the Jarman Shoe program on NBC. Whenever the band, which will be changed weekly, is heard from New York she'll furnish the vocals. . . . *The Crusaders*, now on MBS with one 15-minute spot, added two additional 15-minute spots. Andrew F. Kelley, "Horse Sense Philosopher," will spiel. . . . Bill Sweets is "editorial supervisor" of the Lillian Laferly script "Big Sister" on CBS. . . . Ken Roberts, CBS announcer, hied himself to Armonk, N. Y., one night last week and wed Sylvia Lowe, of the Harmon & Ullman office. This is the third CBS spieler to take the fall in recent weeks. The others were Larry Harding and John Reed King. . . . Tag line on publicity emanating from the Don Lee Network offices reads "Go West, Horace Greeley said—so went Mutual."

WHN added Charles McCarthy to its announcing staff. He hails from KSD on the Coast. . . . CBS has a new program coming up on October 4 titled "Your Unseen Friend." Sponsored by Personal Finance Corporation, the program will have Harry Salter's Orchestra and M. H. H. Joachim, a Hindu, who at times has been billed as "Son of India." Joachim, as the voice of conscience (get him!), attempts to answer the demand for something new in radio. . . . Frank Hawks brings his sky adventures to the air over MBS on Friday in a new series sponsored by Gruen Watch. A half-hour program with Allan Joslyn as emcee and a band. . . . Two Benton & Bowles programs are adding stations to their networks. On September 30 Community Sing adds 10 outlets while Gang Busters adds eight. . . . Earle Ferris moved his local office uptown to 420 Madison avenue and his Coast office to the Taft Building in Hollywood under the guidance of Bill Mooney. . . . NBC second floor checkroom being turned into an office. Henceforth hats, coats and rubbers will be checked in the booth in the rear of Studio 3B. . . . Frank Crumit going Edgeworth? . . . Orson Welles, the "Great McCoy," is afflicted with hay fever. Rooms at the St. Regis for the benefit of their air-conditioned suites. Lucky for him that the NBC and CBS studios are also air-conditioned.

Jacob Tarshish, the Lamplighter, returns to MBS on September 27, which is Sunday. Monday, Tuesday, Wednesday, Friday mornings he will air over MBS with WJJD substituting for WGN on days that Olive Tablets program is airing. . . . Phil Cook brought his one-man show to WMCA on Monday. Doing his "old gang" each morning at 8 o'clock under participation sponsorship. Calls program "Party of the Air." . . . Jimmy Dolan replaces Les Qualley as No. 1 assistant to Ted Husing. First show of the new setup airs Saturday (26) with the Duke-Colgate football game. . . . Molle, thru Stack-Goble Agency, has reserved 7:30 spot at MBS on Friday evenings. This is the outfit that loses its *Vox Pop* program now on NBC and figures to return with a new setup, Parks Johnson and Wally Butterworth, who replaces Jerry Belcher doing interviews of famous folks. . . . Cadillac Motors starts on NBC November 5 in a half hour afternoon spot entitled *LaSalle Style Show*. . . . Harry VonZell will continue to aid, assist and abet Colonel Stoopnagle and Budd on their new commercial starting October 4 at NBC. VonZell will continue to handle the Fred Allen show also. . . . Bob Schmid, MBS promotion co-ordinator, to wed Janet Weils.

Bowes in Pitt November 12

PITTSBURGH, Sept. 19.—Allegheny County Community Fund will stage a radio show at Syria Mosque here the week of November 8. The affair will be a takeoff of Radioland at Cleveland's Great Lakes Exposition. Leading network programs are being invited to stage their shows during that week here. The first program to accept is the Major Bowes Amateur Hour, which has been set for November 12. Officials of the fund announce that there will be no admission fee nor will there be any solicitation of funds. The Syria Mosque seats 4,000.

Texas Expo Originated 1,350 Programs to Date

DALLAS, Sept. 19.—With 1,350 programs to their credit for the first 96 days of operation, members of the Texas Centennial Exposition radio staff expect to pass the 2,500 mark before the gates close November 29. "The production of 1,350 programs in 96 days is an average of more than 14 daily," Radio Director Bob Coleson pointed out, "with the same average for the remaining 81 days of operation the total would reach 2,484, but we expect to boost the average to 15, thereby passing the 2,500 mark."

In addition to the radio programs, all of which are produced primarily for radio broadcast, more than 600 visual-audible studio shows have been produced for the Gulf Oil Company *Singing Towers*, the director stated. Many of the radio shows also have been broadcast over the 19 sound pylons which comprise the grounds network. All have featured live talent.

STEM DOES GOOD

(Continued from page 4)

So far as is known at present there are no closings.

Several long-run holdovers characterized the picture scene. The Capitol continued on its third round with *Gorgeous Hussy*, followed yesterday by *The Great Ziegfeld*; the Music Hall finished its third week of *Swing Time*, followed Thursday by another winner, *My Man Godfrey*; Paramount ends its third week of *The General Died at Dawn* Wednesday and its second of Vincent Lopez, with grosses keeping up nicely; Criterion is coming thru well with its first showing, *Give Me Your Heart*, and Roxy did a phenomenal second week with *Sing, Baby, Sing*. Loew's State had a good week with Cross and Dunn co-headlining with Noble Sissle's ork, together with the feature, *Piccadilly Jim*, and seems set for a good showing with its new layout, headed by Al Trahan on the stage and *My American Wife* on the screen.

Night spots are making out just fair, for the weather, with the exception of Friday, when people remained indoors, has been balmy enough to keep the hot spot crowds away.

Burlesque still booms.

Chi Air Notes

By F. LANGDON MORGAN

An audience that packed the Civic Theater here for the first broadcast of the new Sears show, *Now and Then*, burst into vociferous applause at the conclusion and acclaimed it as one of the finest air shows they had ever listened to. It is perhaps the most important dramatic show ever to come out of Chicago studios. The second broadcast will be held from the stage of the Goodman Theater the night of September 24 and will feature Admiral Richard E. Byrd and the Abbe Kids, authors of the best seller *Around the World in 11 Days*.

It is rumored that Clara, Lu 'n' Em's present sponsor will not renew when their present series ends this month and that NBC has no plans for the back-fence gossipers. . . . Lester Smith, singer and librarian of Horace Heidt's Band, is temporarily out of the lineup due to a nose operation. . . . Vivian della Chiesa, NBC's young lyric soprano, makes her bow with the Chicago City Opera Company November 15 in the role of "Mimi" in *La Boheme*. . . . Dell King didn't go to Hollywood as the *First Nighter* announcer but is now on the WAAF staff. . . . Robert Bolling has been appointed as sales manager in Chicago for John Blair & Company, succeeding George F. Isaac, who recently resigned. . . . Jesse Crawford, NBC organizer, spent several days in Detroit to help dedicate the new WWJ studios. . . . Norman Boggs, commercial manager for WAAF, will return from his Canadian vacation on September 21. . . . Phil Levant and his orchestra will be heard nightly over NBC networks when he returns to the Bismarck Hotel here September 24. . . . Keller Sisters and Lynch are heard nightly over WBBM from the College Inn. . . . George Givot has been signed by the makers of Lea & Perrins sauce for a new program starting next month. . . . Virginia Clark, WGN and CBS actress, returned September 12 from a three-month tour of Europe. . . . Mex Terhune, WLS mimic card expert and ventriloquist, has signed a

five-year contract with the Republic studios. . . . He and his wife and two kiddies are leaving almost immediately for Hollywood.

WBBM Notes: Franklyn MacCormack, best known for his CBS *Nocturne* and *Today's Thought* programs, celebrated his third year with the WBBM staff this week. . . . R. Gregory Kania, former page boy in the Chicago studios, has entered the engineering department as an apprentice engineer. . . . Phil Bowman, of the production staff, has named the brand-new baby David John. . . . Wilma Kuehn, receptionist in the main studios, returned to her desk this week after a four months' absence due to illness. . . . D. W. Thornburgh, former assistant manager of WBBM and now CBS vice-president in charge of the network's Pacific Coast activities, left this week with his wife and daughter for Los Angeles, where they will be permanently located.

Martha Linn, who becomes NBC's only woman announcer, is a pioneer in radio, having worked with Pat Barnes at WHT, Chicago, in 1927. . . . Everett Mitchell, senior announcer of NBC, is spending his vacation in Virginia. . . . Earl Kurtze and George Ferguson, of the WLS Artists' Bureau, are spending a week at George's summer home at Glenn Lake, Mich., after which they will drive to Washington and New York. . . . "Slim" Miller has left the Cumberland Ridge Runners, a hillbilly group heard on WJJD, and has been replaced by Jack McCoy. . . . "Slim" says he's goina take a crack at the movies—mebbe so. . . . Our sincere sympathies are extended to Florence Ravenel, who conducts women's programs over WJJD, who has just lost her mother. . . . William N. Robson was brought on from KHJ, Los Angeles, to produce the Sears programs for the Stack-Goble agency. . . . He formerly produced *Calling All Cars* and *Ports o' Call*, among other programs, on the Coast.

West Coast Notes; Lux All-Star Move

LOS ANGELES, Sept. 19.—Beginning with the broadcast of September 28, an all-star policy will be adopted by the Lux CBS show. Play to be done is Booth Tarkington's *The Plutocrat*, and already lined up in support of Wallace Beery are Marjorie Rambeau and Clara Kimball Young. Several other screen featured names are being sought, and a deal is under way for Cecelia Parker and Eric Linden to play juvenile leads.

Previously plugging heavily on star draw names, the idea now is to round out the casts with well-known support players. New policy was tentatively tried last Monday with Jimmy Cagney, Robert Armstrong, Boots Mallory and Kenneth Thomson.

Sears-Roebuck scouts are in town looking for picture names for their weekly CBS program.

More than 200 auditions were held the past few days at KNX to line up Joe Penner's cast for his new *Cocomalt* series, which starts in October.

Two new KFVB programs are *The Gloom Chasers* and *Sing, Neighbor, Sing*. Former is a full hour variety show broadcast from the audience-studio, with Wen Niles as emcee. Latter is a group singing party, directed by Hugo Kirchoffer.

Richard Kline, Paramount Pictures studio physical culture expert for the past nine years, introduces a new type body building period over KNX this week.

Clinton Twiss, San Francisco-NBC announcer, has been transferred to Hollywood, replacing Walter Bunker, who will devote his time to production.

Ed Robinson has left KNX program department to join G. Stanley Jones Artist Agency. Robinson will handle radio talent.

Carlton KaDell, announcer for *Amos 'n' Andy*, will remain in Hollywood next month when the blackface pair return temporarily to Chicago. KaDell has several picture roles on the fire.

NBC Script Shows Double Their Time

NEW YORK, Sept. 19.—Two Blackett-Sample-Hummert programs, *Just Plain Bill* and *Mrs. Wiggs of the Cabbage Patch*, have been jumped from five to 10 shows a week. Programs, originally on CBS, were recently switched to NBC. On Monday of last week they were given an additional 15 minutes in the afternoon for a "rebroadcast." The same program is now being aired twice on the same day, aimed at different listeners each time.

Just Plain Bill has dropped the sponsorship of Kolynos and is now boosting Anacin, which gives this remedy three programs a day on the air, since it has *Easy Aces* battling for it also, all three programs on NBC.

More Football Angles

NEW YORK, Sept. 19.—Radio bookings for football news airings have reached their peak so fast the inevitable search for something new has begun. First of the fresh football angles to sell are Chick Meehan's Football Forum and Bill Corum's informal football spiels.

Meehan, football coach at Syracuse, NYU and currently at Manhattan, has been holding an informal koffee-klatch of football coaches, players and writers each Saturday eve after the local games at the Hotel Pennsylvania. This is the show which Meehan airs over WOR each Saturday eve for Trommer's Beer.

Corum, sports writer and columnist on *The Evening Journal*, discusses the human interest angle; relates yarns, forecasts scores and relishes past week. Airings each Friday eve over WOR for W. K. Kellogg Company.

WPA'S "PATHS"

(Continued from page 4)

not be regarded any the worse for all that. The cast, some of whom are good, some bad and others merely indifferent, includes Georgia Graham, Ludmilla Toretzka, Colfax Sanderson, Alan MacAteer, Robin Radin, Lisa Rembova, Paul Varro, Jean Buckley and others. The translation is by Irving DeW. Talmadge, direction by Turner Bullock, sets by Robert Chertov and Theodore Fuchs, lighting by Emanuel Berlant and costumes by Florence Sachoff.

PAUL ACKERMAN

Squawk on Federal Project Dies Down to Mere Whisper

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

NEW YORK, Sept. 19.—Last week's tension over what appeared to be an imminent dismissal of non-relievers on the Federal Theater Project, owing to an order from Washington calling for a reduction of the quota from 25 to 10 per cent, appears to have developed into nothing more than a tempest in a teapot, as evidenced by last reports from Actors' Equity, which, in the event of dismissals of bona fide actors, was prepared to protest strongly. Frank Gillmore, when queried yesterday, stated that as yet no association, thus hearing out the general indications that Morris Watson, leading a protest in Washington by the Committee of Action for WPA arts projects, is off on a fool's errand.

Termining the agitation as unwarranted, Gillmore nevertheless stated that should dismissals of Equity members occur, he would take all necessary measures to protect them, further adding that he would not necessarily interfere with the dismissal of those certified as non-needed. The percentage in the latter category is known to be very small, as ascertained by an analysis of informational forms filled out by those on the project.

One of the more interesting by-products of the abortive fracas developed when Gillmore made it known that his stand was taken in view of the fact that many of the Federal Theater players were not, in reality, actors, but were merely seizing upon the project as a means of fulfilling stage ambitions. Lieut. Col. Brehon B. Somervell, WPA administrator, is to make an investigation in order to determine the qualifications of the project's acting personnel and will probably use as a yardstick in determining what constitutes an actor the consideration of whether or not the person in question once earned his livelihood on the stage. Amateurs and phonies will be summarily dismissed.

WPA Hit Closing For Sinclair Play

CHICAGO, Sept. 19.—In spite of persistent capacity business for *Broken Dishes*, the WPA production playing the Blackstone Theater here for the last 15 weeks, the show will close either October 3 or 10 in order to free the Blackstone stage for rehearsals of the Sinclair Lewis play *It Can't Happen Here*, which is definitely scheduled to open at this house October 20, simultaneously with the premiere of the play in 14 other cities.

The play will be staged by Harry Minton, veteran stage director, who is responsible for past successes at the Blackstone.

Equity Bonds Posted

NEW YORK, Sept. 19.—Bonds have been posted with Actors' Equity for the following productions: Sam Byrd's *White Man*, Sam Grisman's *Forbidden Melody*, Sidney Kingsley's *Ten Million Ghosts* and George Abbott's *Brother Rat* and *The Nightingale*. The Carleton Hoagland-Jack Curtis production of *Yes, Madame*, is still pending.

Legit Back to Albany

ALBANY, N. Y., Sept. 19.—The opening of the regular legitimate theatrical season at the Capitol Theater was inaugurated successfully September 11 and 12 with performances of *Boy Meets Girl*. Local theater patrons indicated high appreciation of the presentation of stage offerings once again and gave their hearty support to the event.

James Kirkwood in *Mulatto*, which closed a season of 372 performances in New York City last Saturday night, opened its extensive road tour at the Capitol last night. *Sailor, Beware!* is underlined for week of September 28.

Kenyon Back to Guild

PITTSBURGH, Sept. 19.—Elmer Kenyon, for the last five years in charge of the Carnegie Tech drama school here, returned to his former post with the Theater Guild in New York. He has been named advance representative of *Call It a Day*, which opens its road tour shortly in Philadelphia.

Another Stebbins Show for Savo?

NEW YORK, Sept. 19.—Jimmy Savo, who was replaced in the leading role of the Erik Charell-Laurence Rivers, Inc.-Warner production of *White Horse Inn*, may have a chance to recoup some of his lost dignity, according to a statement from the Rivers office admitting the possibility of the wistful pantomimist being named to star in a play by Stephen Vincent Benet and Oliver La Farge.

Should the production, which is as yet unnamed and in an entirely nebulous state, become an eventuality it will be done solely by Rowland Stebbins (Laurence Rivers, Inc.).

Inaudible Actors Hurt Chance Of Chi "Dead End" Production

CHICAGO, Sept. 19.—Sidney Kingsley's long-heralded play, *Dead End*, reopened the Studebaker Theater here last Sunday night but didn't quite click due to a cast that was far below the standard expected. Many of the players acted with their faces, mugging all over the place, rather than with their voices. Much of the dialog was inaudible in a theater noted for its acoustics because the players were too confidential. The youngsters were loud enough, but many of their lines were lost because they talked too fast. When these things are remedied it will be a much better show, altho several in the cast do not deserve a higher classification than just adequate.

Norman Bel Geddes' magnificent water-front setting by far outshone both the cast and the play. It is said that the local set is even larger than the one used in the New York production. The company here was rehearsed in an authoritative manner by James Light and some of his scenes, particularly the killing of the gangster episode, showed directorial brilliance considering the material he had to work with.

Ablest of the cast are Warren Ashe, as Gimpy, who played his role in an admirable and workmanlike manner; Clem Wilencheck, as "Baby-Face" Martin, who looks the part of the gangster

and played it in a satisfactory manner, altho inclined to be a bit theatrical at times, and May Buckley, who contributed a neat emotional speech, tho so restrained that it was difficult at times to hear. Some of the bit players were better actors than the principals. These include Reese Taylor and Lew Eckels. Outstanding juvenile was Lester Jay.

Eve Bailey, as the kept woman, used facial expressions more than her voice. Millicent Green's brief appearance as a harlot was a real characterization and she was one of the few whose scenes drew spontaneous applause. Mady Correll, as Tommy's sister, was liked. Others in the cast included Morton Tuller, George Levinson, Edward Furman, Turnley Walker, Antoinette Rochte, Jack Fleming, Sandy Strouse, Jerome Walters, Virginia Runyon, Ernest Rowan, Lee Orland, Helen Clarke, Bill B. Meyers, Morris Schrog, Eugene Filip, William Tubbs, Harry Buchanan, Don Mathers, Richard Earl, Kenneth Grot, George Steele, Clayton Loomis, James Russell, Alan Shulruff, Margarette Shanna and Alberta Reid, besides numerous extras.

The thing the customers carried away with them was Norman Bel Geddes' masterpiece of stagecraft, his massive and impressive stage setting.

F. LANGDON MORGAN.

The New Plays on Broadway

WINTER GARDEN

Beginning Monday Evening, Sept. 14, 1936

ZIEGFELD FOLLIES

(Second Engagement—Revised)

A revue featuring Fannie Brice and Bobby Clark. Production staged by John Murray Anderson. Lyrics by Ira Gershwin. Music by Vernon Duke. Additional songs by Bob Rothberg and Joseph Meyer, Tot Seymour and Vee Lawnhurst, Edward Heyman and Harold Spina, Richard Jerome and Walter Kent, Edgar Leslie and Joe Burke. Sketches by David Freedman. Additional sketches by Ira Gershwin. Scenery and costumes designed by Vincente Minnelli. Additional costumes designed by Raoul Pene du Bois, Billi Livingston and Jane Quinn. Sketches directed by Edward Clarke Lilley and Edward D. Dowling. Costumes executed by Brooks Costume Company. Additional costumes executed by Eaves. Scenery constructed by James Surridge and painted by Triangle Studios. Orchestration Hans Spialek. Additional orchestration by Conrad Sallinger, Russell Bennett, Don Walker and Bill Vodery. Presented by Billie Burke Ziegfeld (the Shuberts).

PRINCIPALS: Fannie Brice, Bobby Clark, Jane Pickens, Ruth Harrison and Alex Fisher, Cherry and June Preisser, Stan Kavanagh, Gypsy Rose Lee, Cass Daley, Hugh Cameron, Marvin Lawler, James Farrell, Ben Yost's Varsity Eight.

THE ZIEGFELD FOLLIES SHOW GIRLS: Edelia Alvarez, Florence Baker, Betty Banister, Mary Bicks, Christine Bomar, Julie Bryan, Irmgard Erik, Marjory Ezequiel, Diane Hunter, Virginia Langdon, Linda Lee, Sylvia Marsh, Erminie Randolph, Shirley Stevens.

THE ZIEGFELD FOLLIES DANCING GIRLS: Ann Anderson, Gloria Arden, Mary Bay, Vicki Belling, Helen Bennett, Hiawana Booth, Betty Boyce, Florine Callahan, Virginia Collins, Jyll Egger, Helene Fromson, Kay Gable, Rita Horgan, Georgette Lampsi, Artheda Lane, Dionis Little, Evelyn Low, Beth Meredith, Mae Merrick, Joan Myles, Jo Raskin, Ruth Rathbun, Clare Scott, Terry Shannon, Marie Vaneman. BEN YOST'S VARSITY EIGHT: Del Arden, Joseph Frederic, Sidney Greene, George Herman, Melton Moore, Paul Nelson, William Quentmeyer, Ben Yost.

THE DANCERS: Henning Irgens, Fay Lentz, Bernard Pearce, Eddie Wells.

The *Follies* returned to town Monday night in a somewhat revamped edition after a long summer vacation—and Broadway looks like Broadway again. The show isn't going to stay long at the Winter Garden, however; numerous road towns are panting eagerly for a look at the Messrs. Shubert's Ziegfeldian torch-bearing, and the Winter Garden itself, according to the stories, will be converted into another cabaret theater.

The revised edition is in some ways much better and in other ways not quite so good as the show which opened last January. It moves quickly and well; it is funny, lavish and for the most part tasteful; it is, in short, an excellent revue. But this reporter missed both Harriet Hctor and Josephine Baker, who were in the original of the current edition.

The comedy now goes over far more effectively than before. Miss Fannie Brice is still terrific, using the same material and socking it over in the same old way. (Her *Modernistic Moe*, incidentally, still rates second only to Willie Howard's quartet from *Rigoletto* as the most entertaining bit of zany burlesque known to the modern stage.) But now Miss Brice gets better support; Bob Hope and Hughie O'Connell, who were pretty much wasted in the original version, are now out, and their joint places are being taken by Bobby Clark. Mr. Clark most emphatically is not wasted; he sees to that. He takes the same material that was used by Messrs. Hope and O'Connell and, by the injection of his own inimitable style, makes it seem hilariously funny. As was noted in the previous review, Messrs. Hope and O'Connell are comedians who work with their lines; Mr. Clark is a comedian who works with anything that happens to be handy. He

(See NEW PLAYS on page 12)

From Out Front

By EUGENE BURR

The *Billboard Index of the New York Legitimate Stage*—the title, it seems, is almost as long as the time it takes to get the *Index* out—will be published very soon now (we hope). The figures contained therein have already been somewhat publicized. Thus you probably already know that the number of plays produced went down sharply last season, while at the same time the number of hits went up. You probably know that, despite the season's weakness in quantity of production, the percentages zoomed up to levels unmatched by any since the boom days of 1925.

On the surface it would seem to have been a season of contradictions. That, however, is hardly true. It rather represents the theater settling down at long last into the mold which (as predicted here four years ago) it was bound to take. The theater, obviously, is smaller than it was in the boom days, but it will probably turn out to be even more successful.

There is a variety of causes. When money was tight people shopped carefully for their entertainment, choosing only the better shows, instead of wandering around hit-or-miss as they used to do. Many former customers deserted the theater entirely, diverting their pennies into the coffers of the cinema sinks. The theater audience grew smaller, and at the same time it grew choosier—and more tasteful.

Eventually, it was predicted years ago, producers would notice the handwriting on the wall. They would abandon their former attempts to gull the public with cheap plays and shoddy productions. They would carefully prune their production schedules, retaining only the better items. They would, in short, present fewer shows but better ones.

That is precisely what happened last season. It is a trend that will probably continue during the season now getting under way.

The well-known Gilbert and Sullivan Savoy series has at least one thing in common with Communism; the chief thing wrong with it is the people who support it.

This reporter once long ago thought that he had within him the makings of a real Savoy addict. He has all but three of the famous recordings, and plays them with frequency and delight. He looks forward to a Gilbert and Sullivan revival with far more anticipation than he can muster for the premiere of a new show. He knows a good many of the lyrics by heart, and if he could carry a tune (which he can't) he could whistle most of the melodies. He considers the operettas both unsurpassed and unsurpassable.

All of that, one would think, would admit him to the Cult. It doesn't—as is painfully evident during any visit to the Martin Beck Theater, where the D'Oyly Carte Opera Company is presently playing. The Beck these nights is the scene for the gatherings of the Cult; its members are there in force and fury—and a simple lover of Gilbert and Sullivan must perforce feel pretty much out of things.

The Cultists are, to put it mildly, rabid. It is enough for the ordinary person to love; the Cultists must adore. Also, there is a distinct trace of Anglophilia in their adoration. In order to be a full-fledged Cultist (33d degree, with crossed Gilbert and Sullivan on the fez) it seems that one must consider the D'Oyly Carte troupe the only possible performers of the operettas. The D'Oyly Carte troupe is good, of that there is no possible doubt, no possible, probable shadow of doubt, no possible doubt whatever; it is probably the best Gilbert and Sullivan company in the world. That is only natural, since it inherits in direct line the original Savoy tradition, and since its ensemble performances can be set and polished by years of troupe playing.

But there are those of us who feel (mistakenly, of course) that competent performers, even tho they don't belong to the D'Oyly Carte company, may occasionally come thru with excellent performances of the operettas. We, one fears, are anathema to the Cult.

Performances of the D'Oyly Carte company would seem so nice if the customers would allow them to be performances rather than religious services.

NEW PLAYS

(Continued from page 11)

could probably make even a reading of a Bernard Shaw press statement sound amusing. He certainly decks an evening-full of laughs upon the hitherto dull material of the current show.

Another newcomer to the cast is Miss Gypsy Rose Lee, better known among the elite of 42d street as a stripper par excellence, who gives the customers a pleasant—the unfinished—example of her systematic disrobing, and who also appears to really excellent advantage in the sketches.

Getting one of the biggest hands of the show is still another newcomer, a lad named Marvin Lawler, whose display of terrific tap technique, offered during a number with the Preisser Sisters, literally brings down the house. He's a top-notch young performer—and so, for that matter, are the Preisser kids, who have been for a few years now the particular musical comedy pets of this corner.

Ruth Harrison and Alex Fisher do the dance numbers with the beauty and grace that have placed them in the front rank of our terpsichorean teams, and Jane Pickens, appearing without her sisters, handles the ballads with beauty of both voice and appearance. Stan Kavanagh's hilarious juggling is still a feature of the show, and a young lady named Cass Daley intones several comedy songs loudly and raucously. James Farrell handles the male singing assignments.

There is some new material, but not a great deal. The show as a whole runs smoothly and well, and the suspicion is that the road towns are going to have a good time for themselves.

EUGENE BURR.

HENRY MILLER'S

Beginning Thursday Evening, Sept. 17, 1936

SEEN BUT NOT HEARD

A play by Marie Baumer and Martin Berkeley. Staged by Arthur Sircom. Setting designed by John Root, built by Vail Construction Company and painted by Oden Waller Studios. Presented by D. A. Doran (in association with International Productions, Inc.)

- Duke Winthrop Frankie Thomas
- Elizabeth Winthrop Anne Baxter
- Tommy Winthrop Raymond Roe
- Harriett Grace Fox
- Rmney John Winthrop
- John Clyde Paul McGrath
- Reverend Clifford Winthrop Ernest Woodward
- Senator Howard Winthrop Boyd Davis
- Ruth Winthrop Lulu Mae Hubbard
- Celia Winthrop Ann Winslow
- Bob Winthrop Kent Smith

GYPSY ROSE LEE
★ LEE ★
now appearing
ZIEGFELD FOLLIES
WINTER GARDEN, NEW YORK

MARVIN LAWLER
★ LAWLER ★
DANCING JUVENILE
ZIEGFELD FOLLIES
WINTER GARDEN, N. Y. C.
Direction—LOUIS SHURR.

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Lowell Anthony Blair
Dr. Paley Edward Broadley

The Entire Action Takes Place in the Living Hall of the Winthrop Home in a New England Village.

ACT I—Scene 1: December 27th at 4 o'clock P.M. Scene 2: That Evening at 10:30.
ACT II—Scene 1: The Following Morning at 7:30. Scene 2: Half an Hour Later.

A cute little concoction composed of children, Christmas, bright quips and a pair of rather nasty murders was displayed Friday night at Henry Miller's Theater under the sponsorship of D. A. Doran and the title of *Seen But Not Heard*. Marie Baumer and Martin Berkeley, the authors, seems obsessed with a generous but somewhat unfortunate desire to let the customers in on everything, and as a result, when they finally get around to telling the story of their play they find that the story has already been told. It must give them a rather empty feeling, like a sneeze that never comes.

The central idea of *Seen But Not Heard* (that of having a group of children solve a murder mystery) is an intriguing one. Some of us may think that the inclusion of Christmas and several of the bright quips was a bit unnecessary, but we are obviously just sentimentalists and therefore to be discounted. The real fault of the play goes deeper than that. *Seen But Not Heard* is an idea that never gets itself shaped into play form.

It's all about the Winthrop family (the Winthrops of New England, Hildegarde) in the throes of their great tribulation. A young sister has died in an auto accident, and the old family manse has passed into the hands of her husband, the just how and why is never made quite clear. A rather nasty fellow who is disliked by the three Winthrop brothers, he decides to sell the house, which to the Winthrop family is a major tragedy.

Two young nephews and a niece begin to have suspicions of their Uncle John, and a very ominous butler skulks around making ostentatious veiled remarks. Finally the children's favorite, young Uncle Bob, finds out, partly thru the children's antics, that Uncle John loosened the wheel of the car in which Aunt Helen met her death. So Uncle Bob socks Uncle John a couple of tidy niffities to the jaw, and Uncle John crashes his head against the base of the brightly shining Christmas tree, thereby passing into the dark abode of death.

The children, finding a telltale handkerchief in Uncle John's clammy fist next morning, try to pin the murder on the ominous butler, who has tried to blackmail first Uncle John and then Uncle Bob. They tell the sheriff that they have a clue, and he, poor man, allows them to investigate. When they find out that it was Uncle Bob who did it, they decide not to tell, and the play's best scene has the sheriff hammering at them in vain. In the end it's called an accident, and the honor of the Winthrops is saved.

There's material for a play there, but Miss Baumer and Mr. Berkeley haven't written it. By a series of insistently obvious tricks they manage to inform the customers of precisely what is going to happen 10 minutes to half an hour before it takes place.

Also, the piece divides itself sharply into two halves which have little or no integral dramatic connection. The first is the tracking down of evil Uncle John and the second is the protection of noble Uncle Bob. Both are expected, and neither has much to do with the other.

Also—and this is a fault which is constantly tho slightly annoying, like a mouse in the wainscoting—Miss Baumer and Mr. Berkeley don't seem to have a gift for writing child dialog that rings true. The three children in *Seen But Not Heard* talk like nothing on earth except the three children in *Seen But Not Heard*. If the authors rise up to say that they have heard children use precisely the same words as their characters, one may only reply that the reality of the stage and the reality of life are two different things. The reality of the stage is much the more exigent.

Frank M. Thomas Jr., now billing himself as Frankie Thomas, plays the eldest of the three kids and does a nice enough job, tho he has done better jobs in the past. Anne Baxter, as the little girl, seems occasionally overprecious, tho that is probably the fault of the lines. Little Raymond Roe, who plays the youngest, gets laughs and effects almost unaided.

The adults hardly matter in the scheme of things, tho Eleanor Phelps, always a favorite in this corner, is charming and effective as Uncle Bob's fiancée, and Boyd Davis does a typically dependable job as one of the brothers. Kent Smith is properly manly as Uncle

BROADWAY RUNS

Performances to September 19, inclusive.

Dramatic	Opened	Perf.
Arrest That Woman (National)	Sept. 18	3
Boy Meets Girl (Cort)	Nov. 27	346
Dead End (Belasco)	Oct. 28	378
Golden Journey, The (Booth)	Sept. 15	7
Idiot's Delight (2d engage.) (Shubert)	Aug. 31	24
Pre-Honeymoon (Lyceum)	Apr. 30	158
Seen But Not Heard (Miller)	Sept. 17	4
Three Men on a Horse (Playhouse)	Jan. 30	688
Timber House (Longacre)	Sept. 19	1
Tobacco Road (Forrest)	Dec. 4	1202
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	24
Musical Comedy		
D'Oyly Carte Opera Co.: (Beck)	Aug. 20	36
Mikado, The	Aug. 20	12
Pirates of Penzance and Trial by Jury	Aug. 31	8
Gondoliers, The	Sept. 7	8
Yeomen of the Guard	Sept. 14	8
New Faces (Vanderbilt)	May 19	143
On Your Toes (Imperial)	Apr. 11	185
Ziegfeld Follies (2d engage.—revised) (Winter Garden)	Sept. 14	8

Bob, and John Winthrop (don't mix him with the Winthrops of the play) skulks energetically as the skulking butler.

Arthur Sircom's direction makes the obvious angles even more obvious than they had to be. EUGENE BURR.

BOOTH

Beginning Tuesday Evening, Sept. 15, 1936

THE GOLDEN JOURNEY

A comedy by Edwin Gilbert. Staged by Harry Wagstaff Gribble. Setting designed by Watson Barratt, built by Barney Turner, and painted by Louis Kennel. Technical director, Peter Davis. Presented by the Messrs. Shubert.

- Julian Verney Alan Bunce
- Ivan Black Hugh Rennie
- Clayton Herrick Alan Hewitt
- Williams Aldrich Bowker
- Violet Freely Leona Powers
- Elinor Knightsbridge Joan Tompkins
- Nancy Parrish Eleanor Lynn
- Sorrel Freely Raymond Bramley
- Miss Faber Jane Bancroft

ACT I—Scene 1: An Evening in September. Scene 2: The Same. A Week Later. Evening.
ACT II—Scene 1: The Same. A Few Days Later. Forenoon. Scene 2: The Same. Several Weeks Later. ACT III—The Same. Two Weeks Later. Morning.
TIME—The present.
The entire play takes place in the flat of Julian Verney and Clayton Herrick, in the East 50s, New York City.

It would probably be easier to sit in front of an out-and-out spring turkey than in front of *The Golden Journey*, a farce by Edwin Gilbert, which the Messrs. Shubert presented at the Booth Theater Tuesday night. For *The Golden Journey* commits that gravest of all theatrical sins: it wastes its own opportunities.

It's the one about the indigent authors who live in luxurious penury, stalling off the landlord and feeding themselves with crumbs that fall from the banquet tables of the rich. There is the expected publisher's wife, who discovers young talent for her own ends, who gets her husband to publish the novel of one of the young writers concerned. Unfortunately, the novel is simply a translation from the French, and, when it proves successful, various lawsuits are threatened, until it is finally discovered that the young author is the heir, twice removed, of the Frenchman who wrote the original.

Surely there seems little in that to entice unwary customers into an orgy of guffaws. Similarly, the addenda with which Mr. Gilbert has incumbered his "plot" seem hardly uproarious when reduced to cold print. They include a little Southern belle with whom the writer falls in love, his frantic efforts to escape from the predatory charms of the publisher's wife, the production of his roommate's play with his roommate's debutante sweetheart in the leading role, and the activities of a sponging poet who tries to sell cemetery plots and who takes care of the pets of his clients during the dark days of their bereavement.

Yet *The Golden Journey*, despite its sappy story and a great deal of painfully stilted dialog, is undeniably funny—in spots. With a due amount of rewriting, with several of the situations tightened up, and with fresher and more knowing direction, it might have turned out to be a laugh riot. As it stands, it's a farcical tragedy of wasted opportunities. The item concerning the direction seems very strange, since the staging was in the hands of Mr. Harry Wagstaff Gribble.

A stageful of pleasant players does

what can be done, very often ringing down laughs despite an appalling lack of co-operation from author and director. Alan Bunce is particularly valiant in the role of the writer, since he not only has to deliver the lines assigned to him, but at one point is also forced to eat a Jello sandwich, no less. It almost seems like a case for Equity intervention.

Eleanor Lynn, who has been burdened with the heaped hosannas of this corner in the past, emerges from hill-billy roles to play the Southern ingenu, and does a pert, cute and entirely engaging job of it. Leona Powers and Raymond Bramley score excellently as the vaguely espoused publishing duo, and Alan Hewitt is forthright and pleasant, despite some extremely stilted lines, as the playwright roommate. Hugh Rennie, ambushed behind a new mustache, delivers the poet-mortician's lines with a heavy emphasis upon their fatuity.

A large delegation of assorted animal life appears, including a wire-haired terrier, a monkey, a parrot, a canary and a pair of goldfish. They all give energetic performances except the goldfish, which yawn like a couple of critics.

EUGENE BURR.

MARTIN BECK

Beginning Monday Evening, Sept. 14, 1936

THE YEOMEN OF THE GUARD

(Repertory Revival)

A comic opera written by W. S. Gilbert and composed by Arthur Sullivan. Scenery and costumes designed by Charles Ricketts. Musical director, Isidore Godfrey. Presented by the D'Oyly Carte Opera Company.

- Sir Richard Cholmondeley Leslie Rands
 - Colonel Fairfax Derek Oldham
 - Sergeant Meryll Darrell Fancourt
 - Leonard Meryll Robert Wilson
 - Jack Point Martyn Green
 - Wilfred Shadbolt Sydney Granville
 - First Yeoman Bernard Maher
 - Second Yeoman Mansel Dyer
 - First Citizen C. William Morgan
 - Second Citizen Frank Steward
 - Elsie Maynard Sylvia Cecil
 - Phoebe Meryll Marjorie Eyre
 - Dame Carruthers Evelyn Gardiner
 - Kate Margery Abbott
- Chorus of Yeomen of the Guard, Gentlemen, Citizens, etc.

ACT I—Tower Green. ACT II—Tower Green.

The D'Oyly Carte Company, in its current stroll thru Savoy pastures, got around this week to that rather odd by-path known as *The Yeomen of the Guard*. *The Yeomen* (this is hardly news at this late date) represents the Siamese twins of comic opera in a somewhat unwonted mood. In it Gilbert deserted, for the most part, his brilliant tomfoolery, and turned out a plot—and also lyrics—reeking with thick Victorian sentiment. The sentiment, with which, incidentally, he was pretty freely endowed, proved too much for him; only in an occasional jest and in the really touching strains of the reprise of *I Have a Song To Sing*—o does he manage to climb anywhere near his usual heights.

Sullivan, on the other hand, saw his opportunity and made the most of it. He had objected to Gilbert's scatter-brained plots: he had wanted more substance on which to base his music; he had for years cherished the thought of writing an English grand opera. Gilbert's momentary nod gave him a chance. Into *The Yeomen* he poured some of the loveliest melodies he ever wrote, and in *The Yeomen* he wrote music far more intricate and far heavier than that of the other operettas. *The Yeomen* is Sullivan's piece.

That being so, it imposes a more than ordinarily difficult task upon its repertory singers—but, as might have been expected, the D'Oyly Carte Company rises to the work nobly, turning in a really splendid performance, one studded by brilliant choral work, practically perfect direction from Isidore Godfrey, and a long list of highly commendable individual performances. Martyn Green, the Jack Point, tempers his last week's cavortings, doing a fine job, and the high humor of Sydney Granville's Shadbolt is a matchless example of comic art. Derek Oldham sings Fairfax pleasantly, Sylvia Cecil is an acceptable Elsie, Marjorie Eyre is a cute tho sometimes overcoy Phoebe, Darrell Fancourt is in fine voice as Meryll, and Leslie Rands makes an excellent commander of the tower.

It is a fine performance, with all members of the company coming thru. To paraphrase Mr. Jeeter Lester of *Tobacco Road*, by Gilbert and by Sullivan, they're good!

Some of the addicts who gather at the Beck, however, might hardly consider it a paraphrase.

Next week, *Iolanthe*.

EUGENE BURR.

Planning More French Units

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

NEW YORK, Sept. 19.—The success of another edition of *Folies Parisienne* in vaude is prompting the French Casino firm, thru its subsidiary, the International Theatrical Corporation, headed by Miles Ingalls, to produce unit shows primarily for picture houses and not only to book them out of the French Casino here as has been the custom in the past. The new unit hung up a record on its two weeks for RKO in Boston and established a new high for the opening day yesterday at the Palace, Cleveland. The show is scheduled to play thru until January, when it will open at the French Casino in Miami.

The first week's gross in Boston hit a new high of \$35,700, more than \$3,000 better than the previous high. Feature of the gross was the \$7,500 take on Labor Day and the \$5,200 on opening day, the latter's one-day business exceeding the previous entire week's business with a double feature. On the second week the show did a little better than \$22,000. The total receipts for the two weeks netted the show about \$4,400 extra as its share of the gross over the split figure.

In Cleveland yesterday the unit grossed in the neighborhood of \$4,400. It will remain there for two weeks and then go into the Shubert, Cincinnati, October 16; Palace, Chicago, October 23, for two weeks; Orpheum, Minneapolis, November 7, for a week, with time to fill until the January club opening in Miami.

Georgie Hale is scheduled to produce the picture house units to carry the French Casino banner. Clifford Fisher will supervise the shows, which are expected to get under way in several weeks.

Unit's Nightmare On Mexican Date

HAVANA, Sept. 19.—According to correspondence received here, *The 35 Platinum Blondes*, Dorothy Byton show, ran into difficulties in Mexico. The unit's contract in Mexico called for three weeks, the first week's receipts to go to the Mexican manager, the second to be split 50-50 and the third to the unit. The run lasted only four days, the company being stranded.

The troupe was put out of the Hotel Continental after running up a board bill of \$1,400, and inasmuch as Mexican laws do not permit people without work to stay in the Republic, the Department of Labor ordered the show out. The American Embassy lent a hand, securing payment of passages to Laredo, Tex., plus \$30 for expenses.

Russell Units in South

CHICAGO, Sept. 19.—Ross Russell's *Southern Serenades* opens at the Palace Theater, Jacksonville, Fla., today on a Southern tour. Cast comprises Carl Ritchie, Adrian Sisters, LeBeau and Louise, Healy and Garnella, Legs LaMonte and the Southern Serenaders. Russell travels with the company as manager. Another Russell unit, *Music Hall Varieties*, with Randall and Banks, the Lightning Duo, Walter Herod, Henry King, Louie Pinto and Company and the Variety Vendors, which has been touring the South since June 15, closes at Columbus, Ga., next Saturday.

Booker Opens School

WORCESTER, Mass., Sept. 19.—Bert Collins, New York vaude booker, opened a professional stage school here Tuesday. Eleanor Eaton is assisting him.

Beginning with next week's issue, the Night Spots-Orchestras-Music Department will be conducted by Paul Denis out of the New York Office. All communications should go to him at 1564 Broadway, New York City.

Dog-Gone

NEW YORK, Sept. 19.—On last Sunday's midnight show at the local Paramount the performers were asked to be ready to go on earlier because the dog act couldn't make that show. Seems that there's a ruling of some kind that animal acts can't be worked after midnight, but there's no law against actors being worked like dogs.

State-Lake Bldg. Is Still Unsold

CHICAGO, Sept. 19.—Another meeting was held by the stockholders of the State-Lake Building Corporation this week, under the direction of M. A. Goldsmith, president of the corporation, to vote on Balaban & Katz's offer of \$650,000 for the property. Meeting was adjourned almost immediately after it was called to order, however, when it was found that there weren't enough proxies on hand from country-wide stockholders to swing the deal toward Balaban & Katz.

October 1 has been set for the next meeting.

Schwartz Joins Richard

NEW YORK, Sept. 19.—Paddy Schwartz, agent, joined the Max Richard office. He went there from the Maurice H. Rose office, where he was an associate for five years.

AFA Revamping Branch Offices

NEW YORK, Sept. 19.—American Federation of Actors has made several changes in its out-of-town branches. Its Cleveland branch is temporarily closed due to the sudden death of its representative there, Bob Reed.

William Jeffries, Pittsburgh representative, has resigned and a new rep will be announced soon. Roy J. Bernier is new rep in Milwaukee, replacing Ted Kraft. Paul Poole is no longer the Syracuse rep.

A branch is being opened in Toledo next month, according to Ralph Whitehead, AFA executive secretary, who last week returned from a long organizing tour thru the Midwest.

Stones Booked Into Chicago

NEW YORK, Sept. 19.—Fred and Paula Stone have been booked by Paramount to play the Chicago, Chicago, week of October 9. Other Paramount bookings include Fred Allen's *Town Hall Tonight* unit, Metropolitan, Boston, September 25; Al Donahue and Band, Boston, October 1, and Dave Apollon's unit, Boston, October 9.

Henry's Quickie to Europe

NEW YORK, Sept. 19.—Dick Henry, of the William Morris Agency, sailed last Saturday on the Ile de France for a quick trip abroad, returning here September 29 on the Normandie. He will spend five days in Europe to line up some European talent and to catch shows in England.

Popularity of Girl Units Sees Agents Raiding Likely Sources

NEW YORK, Sept. 19.—With the major work-providers showing considerable interest in units, and with the vaude field boiled down to practically all unit bookings, there is a mad scramble in search of new sources for unit productions. Present needs for units are being taken care of by producers and agents doubling as producers, but the favoring of girl units by bookers is causing a scramble in that direction. The night club field is being raided by the agents for tiups, and one agency has even tied up with a famous illustrator and designer who has a good supply of models.

Fanchon & Marco made a deal with Russell Patterson, well-known illustrator, who will build a unit to be tagged Russell Patterson's *Living Models*. The show will use 18 models, and the cast will include Loretta Lee, Herman Hyde,

Picketing in Makeup in Battle To Restore Flesh

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

(Continued from page 3)
dividually, so as to counteract any possibility of reprisals, in the way of blacklisting, on the part of the theater circuits. Attending the meeting yesterday were Erno Rapee, Richard Himber, Enoch Light, Eddie Lane, Horatio Zito, Shep Fields, Mischa Raginsky, Carl Hoff, Chick Webb, Joseph Zatur, Vincent Travers and Leo Reisman. Next week these and others are scheduled to appear. All the leaders are indorsing the drive and plan to co-operate directly

Friars Making Good Progress

NEW YORK, Sept. 19.—New Friars' Club has been put into order in record time and with record economy. The clubrooms atop the Edison Hotel Hall are now fully equipped, the expense amounting to close to \$1,200. The business of the organization is now in complete swing. Close to 100 members are already enrolled in the organization.

A meeting for the election of officers, adoption of constitution and by-laws and other general business will be held October 15, and a movement is on foot to draft Bobby Clark for the office of Abbott. The present board of governors, comprising Lester Hammel, temporary chairman; William Brandell, Tom Phillips, Pat Rooney, Louis Randell, Eddie Miller, Maurice Rose and Elias E. Sugarman, will act as the nominating committee, and in about two weeks will announce a slate of officers and board of governors. It is very likely that most of the members of the present board will consent to run for the regular board, and officers will be chosen from the "names" in the organization.

The Friars have decided on holding a *Frolic*, and it probably will be held the middle of November.

"Folies Caprice" Unit Opens in South Bend

CHICAGO, Sept. 19.—Anton Scibilla's *Folies Caprice*, one of the new season's units produced here, opened its tour at the Granada Theater, South Bend, Ind., today, to be followed by several Indiana dates before heading south to play a string of de luxe houses.

Show features five production numbers. *Temptation*, danced by Margot; *Twenty Years Ago*, a Gibson girl number; *Hollywood Blues*, with a Hollywood background; *My Hollywood Girl* and *The Neon Goddess*. In the cast are Billy Farrell and Company, Sandra Miller, Emily Darrell, Rita del Gardi Company, the Two Teddies, Ruth Foster, Mitzi Luhr, a line of 12 girls and Frankie Phelan's 12-piece band. Sam Ward is ahead with Scibilla behind.

Sally Burrill, Eleanor Eberle and Nash and Fately. It is scheduled to open October 2 in Bridgeport, Conn., for Loew.

The William Morris Agency, thru Nat Kalcheim, has made tiups with such night spots as Ben Marden's Riviera and the Paradise Restaurant for unit shows. Each restaurant will produce its own unit under the supervision of the Morris office, which, in turn, will submit the shows to circuit bookers.

Another entrant into the field is Norman Carroll, formerly general manager for Earl Carroll. Under the firm name of Carroll Mardi Gras, Inc. he has one unit now in rehearsal in what he plans to be a series of units. John Lonergan is drilling the chorus for the first unit, while Milton Frances and Lionel Newman have written the lyrics and music.

and thru their men. All are giving the union letters of indorsement for publicity purposes.

While the AFA has sent out two representatives to discuss with indie theater operators the question of union units for these houses, it is indicated that the musicians' union wants to hold off on this measure for a while. AFA thinks it should be started as soon as possible so as to create employment. Musicians want to keep their attack to the picketing and publicity angles and save the unit proposal as a reserve measure.

Both unions are taking every measure to keep their members on the qui vive insofar as supporting the campaign is concerned. Both are sending letters to their members and generally keeping them steamed up. The AFA has set up a steering committee and a subcommittee. On the first are Mrs. Ralph Whitehead, Lou Pope, Margaret Young, Harry Miller, Lou Schaffer, Robert Cloy, Jack Howard and Capt. D. T. Powers. On the subcommittee are Jim Eakin, Tim Newman, Harold Abbey, Frank Lynch, William Howland, Artie Rice, Jessie Noble, Fred Martin, William Sprague, Vivian Jane Allen, Irene Schaffer, Mona Lista, Buster Rosenzweig, Jim Halle, Nellie Pope, Marie Lista, Nina Woodward, Mr. and Mrs. Harry Warren, Sidney Williams and Lee Barth.

Mimeographed letters issued by Local 802 claim that the picketing of the local houses has already cut into box-office grosses.

Arthur Knorr Joins F&M as Producer

NEW YORK, Sept. 19.—Arthur Knorr, formerly producer at the Capitol Theater here for 14 years, joined the local Fanchon & Marco office last week as associate producer. He came in from the Coast, stopping off in St. Louis to view the firm's setup there.

Knorr will do several units to be produced here by F. & M. and will also do general assignments. Other producers with F. & M. are Gae Foster and Eve Ross, all working under Jack Partington, who heads F. & M. Stageshows.

Sterner's English Success

LONDON, Sept. 12.—Lois and Jean Sterner, American dancers, have concluded a four-month season in England, with their dates including two return bookings at the Palladium and two repeat weeks at the Savoy Hotel. Act is now featured at Biarritz, France, with the UFA Palast, Hamburg, and the Scala, Berlin, to follow before returning to England to play further vaude and pantomime dates. On their last week at the Palladium they were called upon to perform before members of the British Royal Family at a garden fete at Marlborough House.

Mass. Performer Politicians

BOSTON, Sept. 19.—Three performers have blossomed forth locally to political heights. W. Burt Ryan is campaigning for the nomination for representative to the General Assembly of Massachusetts from the Second Middlesex County District. J. Russell (Russ) Howard, an emcee, is candidate for representative also to the Commonwealth's General Assembly from the Third Middlesex County District. In town Ralph Granara, another emcee, is running for a place on the governor's council.

Dows Get Two Houses

NEW YORK, Sept. 19.—The Folly, Brooklyn, reopens with vaude today as a split-weeker, playing four and three, with the Dow office booking. Latter office is also getting the State, Hartford, Conn., as a split-weeker, probably coming in the middle of this month.

Loew's State, New York*(Reviewed Friday Evening, Sept. 18)*

Current vaude layout runs 72 minutes and provides pretty good entertainment. Feature is Al Trahan, back from a European tour, along with Clyde McCoy's *Sugar Blues* Orchestra.

Don Costello and Company, with Freddie Carler, Shurria Danti and the Miller Sisters, got the show off to a nice start with its generous offering of dancing, singing and vocalizing. The sister team, well costumed and pretty, offered pleasing acrobatic dancing. Miss Danti, brunet, is a sweet toe dancer. A youth, presumably Costello, starts off as a pianist-singer and winds up with classy tapping of the Astaire type, with the taps clear and nimble. A tall boy drew applause honors with grand acrobatic dancing. Set of simple drapes is effective.

Blond Martha Mears drew hand-clapping with each of her songs, delivered with skill. Offered *Let's Sing Again*, a snappy rhythm number; *Until the Real Thing Comes Along*, *These Foolish Things* and *When I'm With You*.

Has an appealing voice and personality. Carr Brothers and Betty had no trouble scoring with their familiar, but still good, acrobatic and comedy turn. The boys indulge in burlesque hand-to-hand work and return later for the straight stuff, with the girl offering a neat tap solo and also exercise poses in the window scene.

Al Trahan still has Lady Yukona Cameron (Mrs. Trahan) with him. Trahan clowns at the piano, working deliberately and timing his bits, and then occasionally lets loose his interesting baritone voice just to show he can really sing. Miss Cameron, tall blonde, makes a capable straight. Trahan got unnecessarily raw toward the end of the act. He's a good enough comedian not to need dirt.

Clyde McCoy dominates his band act and justly so, as he is easily one of the outstanding trumpeters in the business. Did everything but make the trumpet walk, manipulating it with surprising nonchalance. He and the band offer several of McCoy's own compositions, including *Sugar Blues*, *Tear It Down* and *Riding to Glory on a Trumpet*. Band, composed of 11 men, is a good

dance combo, but not particularly distinctive. The boys are fairly versatile, forming sax groups and, also, for a novelty, a beer bottle blowing group. Frank Carlson, drummer, gets a hand with his vibraphone specialty, *Spring*. Another of the boys does a double whistle specialty. Band carries two vocalists, neither of whom are particularly outstanding. Gloria Faye is a pretty brunet, but her delivery needs zest. Billy Hawley is a rather colorless baritone.

Ruby Zwerling and his pit men accompanied the show capably. Picture is *My American Husband*. Business opening day fair, due to rain.

PAUL DENIS.

State-Lake, Chicago*(Reviewed Saturday Afternoon, Sept. 19)*

There's a little too much dancing in the current show, which is an all-girl lineup. Fanny and Kitty Watson supply the only comedy.

State-Lake Sweethearts opened with a talking introductory song and then went into an arm and leg routine while seated. Mickey Braatz, billed as the "world's greatest tinsika dancer," did some fast tapping without music and then juggled as she danced, leaving to a good hand.

The Three Burke Sisters held the deuce spot with harmonizing on *Let Yourself Go*; *You're Not the Kind of a Man*, a swing number in which one of the girls danced, and *Basin Street Blues*. One bow.

State-Lake Sweethearts returned for a beautiful toe ballet number, using large silver balls, during which Virginia Jennings took the spotlight for some solo work. Iva Kitchell followed with a comedy ballet number and closed with some good turns and a burlesque scarf dance. Nice hand.

Mildred Rock took the microphone and sang *Sing All Your Sins Away*, *There'll Be Some Changes Made* and *I Love Your Lovin' Arms* and took two bows. The Five Wonder Girls, with tap and acrobatic specialties and featuring Phyllis Dare in a roller-skate number and front somersaults without the use of the hands, made a favorable showing in the next spot and took a nice hand.

Fanny and Kitty Watson kept them laughing from their first appearance. Starting with comedy chatter, they went into a song, *Wabash Blues*, and back to more comedy talk that had the audience laughing heartily. Exited with a short tap by Fanny to four bows. A hit.

The finale had the State-Lake Sweethearts back again and the entire company on for introductions.

F. LANGDON MORGAN.

Loew's Grand, N. Y.*(Reviewed Friday Evening, Sept. 18)*

Even with a hurricane raging outside, the Grand got its good Friday night play, tho the matinees were much bigger. The vaude policy on the four days has done much to pick this house up, giving it an atmosphere that it sadly lacked in its all-sound policy. Audiences are most enthusiastic and it doesn't take much to rouse them. The current show contains plenty for enthusiasm, a splendid five-act bill that runs excellently for 53 minutes. Flash act is broken up into two spots, third and closing, and two comedy acts follow together, but that doesn't take away from the show's effectiveness.

After a corking warmup from Henry Frankel and his pit men for a community sing, the Four Vespers get the show going with a beaut of a gymnastic act. Young fellows in sport sweaters, they work at lightning speed in doing tumbling, throwups to shoulder and hand-to-hand catches, and then aerial gymnastics from off the teeterboard. A grand act and deserving of the heavy mitting.

Jack Gilford, mimic, followed to corner a big hand also, his finishing take-off of Charles Butterworth pulling the plaudits for its perfection. Most of his other impersonations are stock stuff, but he does a good Harry Langdon, George Jessel, Rudy Vallee and Ted Healy. Not so good in a Coney Island bit nor when doing Milt Berle's material.

Twelve Rockettes, seen before as a Danny Dare troupe, are in this spot for one ensemble tap routine, a clever number and executed expertly. Costumed okeh, and flawless in precision. Fair hand.

Joe May and June Earle found laugh and applause success with their amusing turn which contains much sparkling material. May is an expert gag seller and also sings a good song, while his blond partner is a good foil for him and

does a nice bit of hoofing. Use a stooge in the act also, doubling with gags from the audience to blowing a hot harmonica on stage.

Tom, Dick and Harry are the next comedy act, rough-housing it all over the stage to catch on handily with the audience. A hard-working trio of boys, the shortest taking most of the punishment. Their cutups are most amusing tho not so coherent.

Again the 12 Rockettes, this time in an Indian adagio routine, which is a clever piece of work and quite daring, considering the throws and catches. It was a good closer for the show, which led into the picture, *Rhythm on the Range*.

SIDNEY HARRIS.

Radio City Music Hall, N. Y.*(Reviewed Thursday Evening, Sept. 17)*

Out of the Bottle is the name given the current Music Hall show, with four large bottles painted on the front drop, representing Napoleon brandy, Scotch, Champagne cocktails and rum. Show is nice to look at and in many cases very agreeable listening, but it lacks the essence of a champagne cocktail—sparkle. Except for the excellent singing of the Hall's male chorus, and the last precision number by the Rockettes, production lacks anything approximating a solid punch.

Napoleon Brandy, the first number, involves Edwina Eustis, contralto, a quartet, Bernardo de Pace and the girls. Miss Eustis has a voice of unusual quality and timbre and enhanced the singing in this section considerably. De Pace plays a stringed instrument that is not in the common run of such affairs, neither banjo, guitar nor mandolin. Sounded something like the high-pitched tippie Negro rhythm groups used. He plays it excellently. Ballet number okeh.

The glee club in Highlander costumes, make up the Scotch number, singing a group of songs stepping from that land. It's a grand group of vocalists and always fine listening. Robert Topping takes the solo lead with *Annie Laurie*.

Barra Harmonica Ensemble open the champagne routine with *Flight of the Bumble Bee*, played to a fare thee well. Miriam Verne, whose hoofing at the Riviera not so long ago was noteworthy, doesn't come off so well at this house, where she was lost on the stage and her ability barely discernible.

Martinique Rum, last number, uses Alan Speer; Topping back for another number, and the Rockettes, whole group attired in costumes to suit. Speer is a double-jointed contortionist, who worked to a good hand, throwing himself into the usual unexpected positions. His getoff is, while lying prone, to throw his leg over his shoulder. Rockettes' number was a long one and produced a very strong reception from the house.

As usual, the costuming and designs are colorful and pleasing. Albert Johnson, presently the theater's scenic designer, leaves in three weeks.

My May Godfrey is the picture, and business quite good. It was the Jewish New Year night. JERRY FRANKEN.

Oriental, Chicago*(Reviewed Friday Afternoon, Sept. 18)*

One of the answers to what's wrong with the show business today is at the Oriental Theater this week. Balaban & Katz have transferred Albert Bouche's *La Vie Parisienne* cabaret floor show to the stage with unfortunate results. They have mounted it with several drops from their scenic warehouse, but the show is uninteresting, draggy and mediocre. No matter how good the talent is, and they have some clever people in the show, they are handicapped when confronted with staging that shows them to a disadvantage. The show lacks proper routing and slip-shod production methods are in evidence thruout. If this show is an example of how Bouche got his alleged title of being the "Ziegfeld of the Cafes," then somebody is being kidded.

The dancing chorus suffers in comparison with the Dorothy Hild Dancers, the house line, who are appearing elsewhere this week. They are little better than lines seen in dancing-school recitals here and their routines were only ordinary. The stomach-waving routine should have been left in the alley. Two standard acts, James Evans and Johnny Lee and the Four Lees, were added to help bolster the show, but even they couldn't help it much.

These two acts and Frances Willis were the outstanding talent. Evans scored with his foot juggling par excellence; the Four Lees made them laugh with

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their comedy antics and Frances Willis drew a heavy hand for her fine control work. Sonya and Romero were on for a novelty dance routine; the Townsends did a neat tango and the Mazzone Troupe did an apache routine. Ruth Quinn's *Love Dance* and Jeanne Busoni and Jack Nopolis, singers, rounded out the cast, which also had a semi-nude gal and some showgirls that were awkward.

The house will feel the reaction next week.
F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Evening, Sept. 18)

Plenty marquee t. n. t. this week, with Leo Carrillo, Eleanor Holm Jarrett and Art Jarrett. House has them doing five a day to balance the budget. A north-easter kept the opening grosses down. Pix is *Star for a Night* (20 Century-Fox).

As is sometimes the case when names are the lure, stage offers nothing more than a look. Current show falls in that category. Carrillo was well received by the few on hand. And what passes off as variety entertainment panned out as a canned press release from the Hays office extolling Hollywood morality. Coming on the heels of the Mary Astor fiasco, it all sounds like bunk and junk molded into so many words by a genius. But with Carrillo doing the spiels, nobody seems to mind. After the doxology he winds up with a portrait of an Italian trying to complete a telephone call in his best movie accent.

A newsreel clip heralds the front-paged swimmer. Opens with a ditty tagged *I Couldn't Be Mad at You*, aimed at the Olympic incident. She sings, but that doesn't matter. Husband Art does a couple of pops, gags with Eleanor on her champagne tastes and, after everybody has had a good see, do the fade-out.

Two standard acts complete the bill. Mae Wynn-Zalla and Company, mixed foursome, are on first in a delightful tap dancing flash. A Continental flavor prevails. Mae Wynn does a sock solo in lightning tempo and troupe finish with a step routine, steps being dressed up as a typewriter. Never miss a beat on the precision stuff and each has enough on the challenge to invoke cheers.

Deucer has Floyd Christy, assisted by an unbilled male, in a strong-man acro session, all trimmed with comic dressing. Jokes are all Joe Millerized, but the tricks get the laughs.

In spite of the names, bill shows up as a weakie on the entertainment score. House goes straight pix after next week, unless Warner Brothers and the musicians' union do a kiss-and-make-up before October rolls around. And neither side entertains any fond hopes in that direction. Current show clocked at 55 minutes.
ORO.

RKO-Keith, Boston

(Reviewed Thursday Afternoon, Sept. 17)

Harlem on Parade passed this reviewing stand with flying colors. A packed house literally tore down the house. The hallelujah performers clicked in fine style and applause was tendered liberally.

Frank Miller's house ork toed out *Hits From Swing Time*, after which Don Redman's Ork opened behind a scrim, which parted when the sepla southpaw baton wielder entered from the right wing. Customers forced Redman to tear away with *Tiger Rag*.

The Three Lang Sisters tapped out a slick bolero tap terp and deuced it with a smash tap to *The Sheik*. The gals did very okeh slide taps. Redman's second stint was Fats Waller's *Honeysuckle Rose* in sway and jazz tempo, featuring the trombone, cornet and Quinton Jackson on vocals.

Edna Waters, a good-looking gal with a nifty figure, walloped 'em with *Yeah Man* via the vocal route and then did smash-bang hoofing, winding up with crackerjack jumping splits. Took innumerable curtain calls.

Chuck and Chuckles supply a "howl-arious" and side-splitting gag and terp session. Their *Rhythm for Sale* sold easily. Chuckles worked a corking good takeoff on Stepin Fetchit to excellent applause. Duo ooze up some neat twists and choice bits that register ace high.

Redman opens the band session with *So, Why Should I Be Tall?*, vocaled, and saxed by Redman, a mimicry on himself. Jackson mikes it again with *Until the Real Thing Comes Along*. Ada Brown sold herself completely with her Aunt Jimima characterization, also punched with *Songs of Swanee River, I've Got Plenty of Nuthin', He's a Snake in the Grass, Is It True What They Say About*

Material Protection Bureau

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

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner 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 The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Dixie? and Stomping at the Savoy. Took numerous bows. The delectable treat of the show was the top of tap terpers, Bill Robinson, who came on to a rousing hand. Spiels a bunch of white-colored gags that get over okeh, interspersed with soft shoe and tap specials, which he executes in the usual grand manner. Also works a *Let's Go Ballyhoo* number and gags about Shirley Temple. A crack from a lad down front to have Bill "learn how to dance," prompted Bill to politely dig the kid out of his seat and give him instructions on the stage.

Two in a Crowd (Universal) is the picture.
SID PAINE.

Orpheum, Lincoln, Neb.

(Reviewed Friday Night, September 18)

Second of the stage shows so far this season, *Collegiana Revue*, features local talent extensively. Draw from neighboring scenery results in the two headliners, Clyde Davis and his orchestra and Miss Nebraska (Ruby Hart), 17-year-old gal from Clay Center, Neb., who was crowned with the title at last week's State fair.

Show uses up 46 minutes and it's plenty strong enough to merit its three-day run. Suffers no particular letdown except the last feeble attempt to bring Miss Nebraska on to warble the college song, *There Is No Place Like Nebraska*. Her previous interview bit with Davis would have been enough, since it was only the appearance anyone cared about anyway.

Fanfare beginner was the band's *Swing Trouble*. Davis, in the role of emcee, trotted out May Louise Westenhoff, comely singer, who, altho new, has possibilities. She has class and her two numbers, *If That Isn't Love* and *Bye, Bye, Baby*, were nicely handled.

Melford and Velda Lee, whose dance turn was cut in two, do their *Song of Songs* tap routine. Both are clever hoofers. They skip the whole stage and move in position as well as feet, which gives the rostrum a busy look. Following them is Vincent Yerro, "Philippine Islands personality boy." He's a card and gives Oriental imitations of our American theatrical names. His business on Crosby and Harold Lloyd is excellent and so is the hula he does for a finisher.

One of the band boys, Hal Kennedy, is the arranger of all the tunes and he wrote *Blowin' the Blues*, which the assembly does well. Clyde Davis then sings *Old Man River* to fair results.

Melford and Velda Lee, back again, dance first to *Trees* and then cut loose with their fancy stuff to *Orpheus in Hades*. Last is very good and got them three bows in an unwarmed house.

Comedy moments are in the hands of Harris and Wallace, a knockabout and acro team. Sock of their routine is the fake hand-to-feet balancing stunt, which finally breaks to show the very important guy wire. Fine arrangement of the college tune and Davis and Miss Nebraska singing is the windup.

Picture is *Two Against the World* (First National). Business very good.

B. OWE.

Bronx, Bronx, N. Y.

(Reviewed Friday Evening, September 18)

Bronx Theater lately has been improving the quality of its stage shows and is playing to fair business. Current offering is a five-act affair emceed by Freddie Dale, who starts things going with the Cantons, an Oriental magic turn comprising a mixed team. Included in the routines are cut cloth work, paper tears and designs, ring tricks, egg, etc. Fair and pleased here.

Second spot to Brooks and Douglas, a mixed team offering gags, novelty singing and a bit of comedy hoofing, following which Dale, the emcee, came on to do some instrumental work. Plays

Liebstraum on the banjo, *St. Louis Blues* a la Ted Lewis on a small sax and *Sleep, Baby, Sleep* on a guitar, doubling vocally in the latter.

Wilson and Merrick, colored team, who do lazy comedy business, clicked here very well. Lines are funny and the act, tho simple, is nicely paced. Merrick sings *Lazybones* and *When It's Sleepy Time Down South* and Wilson comes thru with a good bit of comic hoofing, most of it trick posturing. Definitely picked up the program.

Closer was Mayfair Trio, two men and one woman in tap dancing turns. First number was fair, second speedy and third a *Truckin'* bit, drew down a nice round of applause. Also did competitive hoofing, each of the performers clicking.

Pix were *The Ex-Mrs. Bradford* and *Cheers of the Crowd*. Business okeh.
PAUL ACKERMAN.

Ceramic, East Liverpool, O.

(Reviewed Saturday Evening, Sept. 19)

In *Parlez Vous Parea* Earl Taylor has a pretentious and entertaining show. Boasting of a hard-working line of girls, some shapely showgirls and a trio of splendid acts, the unit is paced with speed and showmanship.

Unit opens with a Continental spectacle, featuring the girls, Alice Pizzo, prima donna, and Mildred Stepan, acrobat. The scene is spiced with colorful costumes and a clever routine. Scenery is unusually impressive, too.

Buddy Lake follows. A clever comedian and a capable emcee, he had little trouble getting laughs, even tho he has plenty of familiar material on hand. Following some gags, he cuts up with Renee Larks in a burlesque dance that is fairly funny.

Another ensemble number is next, a modernistic turn this time featuring Connie Cella in a bronze specialty. Her routine is not a particularly original one. She closes, however, with some fast whirrs that netted her a good hand. Her other number, a clever tap offered later in the show, is a far better one. Outfitted in a cute costume, she scores with her fast and personable work.

Miss Larks is next with a pop tune, followed by Solly Ayers, who does an amusing takeoff of a colored preacher.

The first sock act in the show is Curly Slade, excellent instrument imitator, whose act is a distinct and refreshing novelty. Gathered plenty of applause with his unusual work. Closed big with his imitation of a hot trumpet doing *St. Louis Blues*.

A Latin number is the next ensemble scene, featuring Alice Pizzo in song and Dale Miller in some rumba bumps. Good hand.

More comedy next by Lake, with assistance from Ray Oswald in a box. Again Lake overcomes the burden of the familiar material with a breezy style of delivery. Next-to-closing, the boys are joined by Solly Ayers for their standard act which was very well received.

The Frazier Brothers do their top-notch hand-balancing turn, still a showstop. The boys immediately swing into their intricate turns and there is hardly a letoff until their closing feat.

An elaborate finale is built around the *You Gotta Dance* ditty, which has been concocted by Del Smith, capable band leader. An impressive bit here is furnished by Bobby Attree with her amazing iron-jaw work.

Picture was *Love Begins at 20* (Warner), and business at the first evening show was excellent. The top was 55 cents, a 20-cent boost over the regular high.
SAM HONIGBERG.

London Bills

(Week of September 14)

A welcome repeat engagement is that of the Diamond Brothers, one of England's favorite American visitors and always sure-fire headliners this side. Boys are at the Hippodrome, Birmingham, and knock them cold with their priceless hokum and dancing.

A strong bill at Holborn Empire has Molly Picon, highly popular here, headlining for the third time in 10 weeks. She creates a precedent by giving an entirely new program at each visit. Truly a sensation at this spot, Miss Picon is forced to a flock of encores and receives many floral tributes. Other Americans on this bill are George Beatty, who wows them with his stories and songs, and Pat Henning and Betty, with a well-routined act that is plenty versatile and clever.

Bobby May, with his smart juggling and comedy; Patricia Bowman, swell ballet dancer; Raye Saxe, with a versatile

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musical novelty, and the Three Little Wives, colored hoofers, give a hefty punch to George Black's *O-Kay for Sound*, which is current at the Palladium and playing to capacity business.

Arnaud, Peggy and Ready give their original dance travesties at the Theater Royal, Peterborough, where they prove worthy headliners.

Bebe Daniels and Ben Lyon, with the best act yet offered this side by screen luminaries; the Three Nonchalants, whose zany antics plus remarkable acrobatics have made them plenty liked this side; Page, Powell and Nona, with a darling and versatile wire act, and Howard Nicholls are four American acts hitting solidly in a strong bill at Glasgow Empire.

Evie Hayes, cute songstress, who has now added a wealth of acceptable comedy to her routine, proves second only in applause honors to the inimitable Will Mahoney in a strong lineup at Sheffield Empire.

Chaz Chase, American pantomimist, returns to hit solidly at Chiswick Empire; Harris and Howell, smart colored comedians, with Paul Harris, their dancing stooge, are a sensation at Shepherd's Bush Empire; Bell Brothers and Carmen click with a neat musical and dancing offering at the Hackney Empire, and Milton Charleston, with Freddie Davies and Company, is a comedy riot at the Metropolitan, where De Wolfe, Metcalf and Ford, brilliant comedy dancers, and Michel and Hero, dancing xylophonists, are other American acts chalking up big hits.

Providence's Own Units

NEW YORK, Sept. 19.—Fay's Theater, Providence, is again staging its own unit productions, the first opening last week and entitled *New York Casino Revue*. Harry Puck is again producing the units, while Joe Feinberg is the house's booker.

75 Gs for 2-Day K. C. Festival

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

Ben Bernie will be one of the "name" bands for the Festival, while other attractions will include the George White's Scandals road show, Bob Burns and Morton Downey. Burns will get \$5,000 for the two days.

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New Acts

Kismet

Reviewed at the Valencia, Jamaica, L. I. Style—Mental act. Setting—Lobby act.

Under the name of Kismet, Martin Sunshine, veteran magician, is working his outstanding mental routine in the Valencia lobby. His work should sock the laity right between the eyes. It is completely mystifying and defies detection. Trade claim is that the method used by Kismet, and adopted since by others, was perfected by him several years ago and given away in a magicians' magazine.

Routine is to write a question on a sheet of paper, fold the paper several times, tear it and then burn it. While the questions are being written Kismet turns away. When the paper has become ashes he answers the question, repeats it fully, and then tells the writer his name. Routine is as clean as a whistle and startlingly effective.

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

Kursaal, Geneva

(Week of September 7)

Best vaude spot in Switzerland is the Kursaal in Geneva. One-week stand with programs usually featuring one or more American or internationally known acts. Headlining the current bill are the Eight New York Vanities Girls, a versatile troupe, brought over to Europe by Jimmy Wittered to play the de luxe casinos and night spots. Big hit also scored by the zany American duo Barr and Estes. Other good numbers on the bill are Jean, Jac and Jo, piano and song; Jose Moreno, juggling on slack wire; the Urrutys, springboard acrobats; the Six Yuk Chings, Chinese acrobats, and the Juvelys, aerial.

Conway and Parks

Reviewed at the Apollo, New York. Style—Comedy dancing and hoke. Setting—In two. Time—Fifteen minutes.

Conway and Parks effectively combine dancing technique and comedy, the latter in various hoke forms, such as posturing, gesturing, pantomimic conversations and burlesqued dance turns. Scored a tremendous hit here, doing difficult and hot routines together and individually. One of their ace pieces of business is a Lindy Hop satire, short and effective, and a sure-fire laugh getter. Team should fit most any bill nicely. P. A.

Mayfair Trio

Reviewed at the Bronx Theater, New York. Style—Dancing. Setting—In three. Time—Eight minutes.

A fair trio of tappers, but the act needs variety. As it now stands the two boys and one girl go thru three numbers and make out fairly well. Clicked best in *Truckin'* and in competitive routines which were difficult.

Trio might make the better spots if it combined with a ballroom team or other talent to break up the monotony. P. A.

Don Costello Revue

Reviewed at Lcew's Grand, New York. Style—Dance flash. Setting—Full stage (special). Time—Thirteen minutes.

Formerly heading a flash that featured midgets, Costello is now doing a flash with grownups. He has three girls and a boy in his support, all pitching in effectively enough to turn out an adequate flash. Heavy on dancing, tho sprinkled with a little singing. The turn is dressed tastefully and staged and lighted neatly.

Costello is probably the fellow who offers a nice Spanish tap routine of class proportions and also doubles at the piano and miking a song or two. A boy acrobatic dancer brings big applause for the act, with strong floor tricks done at lightning speed. Two girls pair off for nice tap and waltz routines, while another girl is charming in ballet dances. Act closed here and got across okeh. S. H.

Gale and Carson

Reviewed at the State, New York. Style—Comedy. Setting—In one. Time—Ten minutes.

Vaude being as it is these days, Gale and Carson have reduced their flash act to a two-people act, and a good one at that. By so doing, of course, they increase their chances of working in the vaude houses remaining. In these houses there's no doubt that the act will do.

Two chaps do every sort of hokey nonsense under the sun. Opening stint is a pessimist's song about things getting much worse. A sort of slow, deadpan delivery helps get it over amusingly. From then on the act is a hodgepodge of dancing and clowning, some cross-fire and plain dumb stuff. They do it well, helped by engaging personalities.

Came on in the second spot and did strongly at the State. J. F.

The Cantons

Reviewed at the Bronx Theater, New York. Style—Magic. Setting—Full stage. Time—Fifteen minutes.

The Cantons are a routine Oriental magic turn comprising a man and a woman. Former holds up the heavy end, tho the latter is not there merely to handle props. Included in the assorted business are tricks with eggs, cloth, paper and rings. Work is fair and provided a satisfactory opener for this house. P. A.

Weaver Bros. Open Interstate Circuit

NEW YORK, Sept. 21.—The Interstate Circuit in Texas is again opening its theaters to stage shows, the first show being Weaver Brothers and Elviry, opening October 24 in Dallas. Charles J. Freeman is booking the time from here out of the Paramount office.

Circuit has delayed placing stage shows due to the Fort Worth and Dallas expositions. In resuming it will probably play a stage show a month as it did last season.

Sunday Vaude for Shubert, Newark

NEW YORK, Sept. 21.—Bill Miller, Al Rogers and Maurice Golden have taken over the Shubert Theater, Newark, for Sunday vaude shows, the first one going in this Sunday. Miller and Rogers will book the house, the policy calling for eight acts and a feature film for three or four shows on the day.

The policy will be similar to that recently operated at the Alden, Jamaica, which Miller ran in conjunction with the Dows. Latter ran 14 weeks and was successful.

The Newark trio is dickering for another house for Sunday shows. Plans to line up several of them.

"Circus De Paree" Ready

CHICAGO, Sept. 19.—*Circus De Paree*, a unit being produced here by Max Halperin and which will be booked thru Al Borde, is almost ready and is expected to open some time this month out of town. The feature of the show is two numbers using Hamiter's nine lions, an act brought on from the Dallas Fair, in which Mlle. Mazone poses in the cageful of animals. These numbers have been named *Beauty and the Beast* and *The Lion's Bride*.

Cast thus far engaged includes the Lavenia Sisters, Violetta Rooks, Larimer and Hudson, Hubert Dyer, Corelli Trio, the Great Ricardo, Charlie Rooney, Randolph Avery and Company and a line of 16 girls. Ainslee Lambert is producing the show, which will have Eddie Pierce as company manager and Gus Darn as musical director. Sam Ward, now with another unit, has been mentioned as publicity man.

Marbro Continues Shows

CHICAGO, Sept. 19.—Vaude will continue at the Marbro Theater, Balaban & Katz's west side house, for another four weeks at least. Contracts with the stagehands' and musicians' unions expired yesterday, but with the booking of a stage show this week the contract was automatically renewed for another four weeks, according to regulations of the unions. Altho there has been some talk of the house reverting to double-feature films, it is said that the theater is making money with a combo policy and may continue indefinitely with this type of show.

Dick Crean Leaves Palladium

LONDON, Sept. 12.—Following a heated argument between George Black, England's vaude czar; Val Parnell, booker of the General Theaters Corporation, and Dick Crean, orchestra leader of the Palladium, the ork leader is out of the Palladium, with Jack Frere as his successor. Crean is the best known of all European pit orchestra leaders and was popular with American artists. He held the position for seven years.

Bob Burns' Rise From \$250 A Week to \$2,500 a Day

NEW YORK, Sept. 21.—Making his first personal appearance since coming into prominence, Bob Burns will rate \$2,500 a day for two days at the Kansas City Civic Festival this Friday and Saturday. Not so long ago Burns was getting about \$250 a week in vaude with the act of Burns and West.

Burns has a Paramount pix contract guaranteeing six films at \$50,000 a film, and the Morris Agency, handling him, is asking for \$5,000 an air shot on his radio renewal.

Salicci Puppets Back

NEW YORK, Sept. 19.—Salicci's Puppets arrived here Thursday from Europe with new novelties for American appearances. About \$20,000 has been invested in the new act. Scheduled to open this Friday in Toronto for Charles Freeman and to follow with 10 weeks lined up by Ferde Simon.

Morris Moves in Hollywood

HOLLYWOOD, Sept. 21.—The William Morris Agency will move its local offices from the Taft Building to a two-story building on Sunset boulevard at Miller drive. Leased the whole second floor for five years at a yearly rental of \$20,000.

Vaudeville Notes

FRANCIS RENAULT is set to open at the State-Lake Theater, Chicago, October 3. . . Anna King, Pittsburgh theatrical booker, is moving her office from the Lyceum Building into the Jackson Building in that city.

THREE MANDELS, with act augmented by six additional equilibrists, have been set for novelty numbers in MGM's *Born To Dance*. . . Ramon Novarro booked for nine weeks of personals in de luxe Mexican houses operated by Fernando Garcia. . . Bert Levey back in Los Angeles after three weeks in San Francisco on vaude bookings.

LYNN MARTIN and Merry Macks, formerly with Jack Hylton, are appearing with the Casa Loma Ork at the Metropolitan, Boston, this week and the Michigan, Detroit, two weeks later. . . Senator Murphy will play the St. Louis, St. Louis, week of October 2, agented

by Harry Flamm, of F. & M. . . Roth and Shay, recently back from two years in Europe, are with Andre Lasky's new French revue, playing the Alameda Theater, Mexico City, for six weeks and maybe longer. . . Joe Lefkowitz, manager of Proctor's, Troy, will be married October 18 to Hilda Bookhein, nonpro, of Albany. . . Bob Baker, after an absence of two years, is back in the agency game, handling the club booking department of the Columbia Entertainment Bureau in New York.

HORACE HEIDT and his orchestra, currently at the Drake Hotel, Chicago, open at the Fox Theater, Detroit, October 9, and at the Chicago Theater, Chicago, October 16. . . Diane and Del Campo, after a long and successful engagement at the Dallas fair, are playing vaude dates in and around Chicago.

Saurin-Jackson Nitery Circuit

HOLLYWOOD, Sept. 19.—Jack Saurin, former Chicago newspaper man, is setting up plans to organize a national night club circuit, with floor shows touring in the same manner that vaude circuits book their units. Saurin has already arranged with Billy Jackson, New York agent, for the latter to represent the circuit, when it starts, in New York. Saurin also hopes to establish a Chicago office and arrange other deals with agents in key cities. Jackson currently has several acts working at the Gay Nineties, New York night spot.

In his plans Saurin claims that night club spots can save money by booking thru his circuit—temporarily being called the Royal Circuit—and that it enables the night spots to eliminate worries about future shows and buy a constant stream of new faces.

Agents are to be paid off as follows: agent originating the act gets one-third the profits of the bookings; agent booking the act is to get a third, and the office of the circuit another third.

Vaude Shutdown Aids Philly Spots

PHILADELPHIA, Sept. 19.—Deadlock between the musicians' union and the theaters indicate that Sleepytown's villagers will have to turn to the night spots for their song and dance delights this season. Fox Theater is running on a straight pix policy and Earle follows suit October 2 to make the midtown a vaudeless sector. Warner Bros.' local execs will also cash from their nabe houses on same date.

Taking advantage of the situation, nightier nabobs are opening before schedule, with special emphasis on the floor offerings to make up the deficiency in live talent in the theater. New spots appeared and fall openings were the order for last week, none figuring on losing any time in spite of the warm weather. Jack Lynch moved his Cafe Maguery down from the roof to the dining room at the Hotel Adelphia, with Violet Love getting the top billing. Walton Roof competed with the Adelphia for the town's first-night patronage, opening the playground Thursday (17) with Arthur Ball headlining a French revue, with Leo Zollo dishing out the tunes.

Ritz-Carlton Hotel opened earlier in the week with Van Lewis' Ork on tap but no show. Buddy Crawford is readying the Mirror Room at the Philadelphia Hotel for an unshuttering next week. Curtain raiser will find Adelaide Joy, Elaine and Barry, the Rockwells, Alberville, Edith Drake and a line of girls, with Joe Frassetto back on the band stand. Ben Franklin Hotel is set with Moe Jaffe fronting the tunesmiths and the possibility of a floor show being added.

Among the intimate spots, 1214 Spruce and the 21 Club are the newest entries in the nightier derby. The Three Racket-Cheers set the pace at the Spruce haunt, the 21 Club lining up a femme contingent for an inspection this week. On the swank front, Arcadia International House is depending on name bands, Wayne King starting the parade yesterday, with Ben Bernie and Hal Kemp set to follow.

Walnut Room, Chi, Reopens

CHICAGO, Sept. 19.—Walnut Room of the Bismarck Hotel will reopen for the fall and winter season September 24, with Phil Levant and his band returning. Featured with the band will be Gretchen Lee, vocalist, sister of Dean Herrick, Bismarck organist. Managing Director Roy Steffen has engaged for the opening show Ted and Mary Taft, young dance team; the McNallie Sisters, four dancers, and Bert Granoff, baritone.

Olsen in Edgewater Beach Heading Knapp Unit

CHICAGO, Sept. 19.—George Olsen has been set for the Edgewater Beach Hotel, opening October 17, booking by Music Corporation of America.

On this date Olsen will take over the band organized by the late Orville Knapp. Orchestra, with Leighton Noble as leader, has been playing the William Penn Hotel, Pittsburgh.

A Hectic Week-End

NEW YORK, Sept. 19.—Bert Lynn, electric vibrolyn performer, has returned after an exciting time playing Montreal Labor Day week-end. He quadrupled during that time—playing three shows simultaneously at the Amherst Theater, the Francais Theater, the Lido Club and the Stanley Grill. Emceed all but one show in each spot, except the Lido, where he only did his act.

After completing the terrific engagement in Montreal and on his way to Chicago his car swerved to avoid hitting a bridge under repair at Malone, N. Y., and his two passengers were thrown up and thru the top, while Lynn himself was thrown 25 feet into the air and over a tree, landing 40 feet away. Miraculously, he was not seriously hurt, altho the boy and girl passengers had to be rushed to a hospital, where they are recovering.

Lynn returned here this week, bought another car and is going on to Chicago.

Pennsy Sues for Back Tax

PHILADELPHIA, Sept. 19.—State Revenue Department filing suits in Common Pleas Court here against local spots to collect amusement license fees that is averred have not been paid in former years. Action has been brought against the Cadillac Tavern for \$2,253.75 for the years 1934, '35 and '36; against the Coconut Grove for \$1,502 for 1935 and '36, and against the Hotel Walton Roof Garden for 1935 taxes set at \$751.25. In each case the State has assessed a 50 per cent penalty.

Colosimo's Cafe To Close

CHICAGO, Sept. 19.—Colosimo's, one of the city's most popular cafes, will close tomorrow for four weeks, during which it will be entirely remodeled, redecorated and repaired.

AFA Negotiates 70 Reciprocal Pacts With Musician Locals

NEW YORK, Sept. 19.—The musicians and night spot performers are drawing closer together. Latest development is the American Federation of Actors' getting pledges of aid in organizing night spots from more than 70 locals of the American Federation of Musicians thru-out the country and Canada.

Most of the pledges are in the form of reciprocal pacts, thru which AFA acts cannot play with non-union musicians and, in turn, union musicians must not play with non-AFA acts. Altho Ralph Whitehead, AFA executive secretary, won't reveal towns involved in the pacts

Claim MCA Virtual Monopoly Tough on Building Up Bands

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

(Continued from page 3)

unsurmountable obstacles in the path to getting a name rep. The small band agent is up against closed doors in trying to sell his bands to first-class spots, hotels, etc. Unless a band is handled by MCA or Consolidated Radio Artists, it is exceedingly difficult, if it can be done at all, to get national network

coverage. Employment of musicians is cut down because the same bands keep working and the new outfits are unable to get work.

A leading band agent, admitting he is fortunate in having a number of bands that, because of long-standing reputations, can always work theaters or one-nighters, says "Charlie Green and Consolidated are the hope of the independent band bookers. If Green can, by his affiliations, build some really strong names and get Class-A spots, we have a chance. Otherwise . . ." When the agent was asked what would happen in the event this didn't take place, he said, "There'll be plenty of hollering by the agents, but I don't know what good it will do."

Newark's New Spot Has Lively Opening

NEWARK, Sept. 19.—Gala opening of the redecorated Starlight Terrace of the Essex House did more towards putting pep into this town than anything has in a long time. Bringing out such celebrities as Rudy Vallee, Riley and Farley, Pick and Pat, Connie Gates and Jimmy Brierly, the opening was a huge success. Management has spent more than \$20,000 in completely renovating the popular rendezvous.

Room now features two floor shows nightly, starring Carlton and Juliet, ballroom dancers, and Patricia Clifford, warbler. Benny Krueger's Band plays for the show and dancing. Floor shows change every two weeks, with the acts booked by Joe Zweig, of the Cosmo Amusement Enterprises. Edson Cannon is the Terrace manager.

The claim is made that before the American Federation of Musicians withdrew booking franchises from employers, such as NBC and CBS, things were tough enough, but are now worse. MCA, thru its deal with CBS, can offer network time together with its bands. In addition to the CBS time, MCA has an understanding with the Mutual network, altho MBS execs claim there is no contract or agreement. But the fact remains that Guy Lombardo and other ace MCA bands broadcast on WOR, WGN and the Mutual stations.

It is charged, also, that even Rockwell-O'Keefe, one of the strongest talent agency firms in the business, recently felt a squeeze as the result of MCA's strength, especially with the CBS wires at its disposal. When the AFM withdrew employer licenses, Tom Martin, who was head of the artists' bureau for National Hotels, went with Rockwell-O'Keefe. Deal was that whatever firm Martin went with would have an exclusive contract to book the National Hotel spots. But Will Osborne is going into the New Yorker, local NH key spot, and will be broadcasting over CBS. Booking was made by MCA.

Don Bestor goes into the French Casino soon. Don Mario, who was set into the spot by Paul Wimbish, formerly head of NBC's band-booking department, is going out after three weeks. Casino has been broadcasting lately on Mutual, but with Bestor going in, the Casino goes back on CBS. Bestor was booked by MCA.

Summation is that between the MCA bands, representing the bulk of the name bands in the business, and its national network facilities, the other agents must take the smaller spots, which are not only less lucrative but which make it that much harder in building names. And the newcomer can't do much more than look at the inside from the outside.

New Palmer House Show

CHICAGO, Sept. 19.—A new form of entertainment will be introduced when the autumn revue opens in the Palmer House Empire Room October 1. One of the features will be an exhibition of table tennis participated in by Ruth Aarons, women's champion, and Sandor Glancz, men's champion for the last five years. Others in the new show will be Little Jack Little's Orchestra; Georges and Jalna, ballroom team; Lester Cole and his vocal chorus; Paul Rosini, magician, and Dale Winthrop, tap dancer, besides the Abbott Dancers, a line of 12.

Lenhoff's New Spot

CHICAGO, Sept. 19.—Ben Lenhoff, who operated the Cocktails for Two cocktail lounge here, has leased the Coconut Gardens, 72d street and South Chicago avenue, which he expects to remodel extensively. He plans to open around October 1 as a class spot with a floor show and a name band.

Contact N. Y. Office

Beginning with next week's issue, the Night Spots-Orchestras-Music department will be conducted by Paul Denis out of the New York office. All communications should go to him at 1564 Broadway, New York.

Night Club Reviews

Martin's Rathskeller, N. Y.

This cellar spot, located at 226 East 26th street, in the heart of the Yorkville district, has been using floor shows the past half year, with Louis Loomis booking.

Current show is intimate and pleasing. Four acts, each doing two or more numbers, and a four-piece band. Billy Mahoney emceed, impressing with his vigorous comedy style and surprising with his exceptional dancing when offering an imitation of Paul Draper.

Artez and Margo, Latin dance team, are surprisingly good, considering the small size of the floor. Did an Argentine tango, spicing it up with lifts and exhibition spins, and then an exciting apache in which the pretty girl has to take a lot of mauling. Mahoney handled the comedy in the apache number, the trio building it up into a small production.

Dorothy Kelly, blond blues singer, reveals a lusty, clear voice and an aggressive style. Cleo Florence, also a blonde, is an unusually agile acrobatic dancer. Her flying split and tumbles are above average. Also handled lines well in a comedy bit with Mahoney.

Robert Kuenzer, violinist, leads his three men thru fair dance music, his drummer, Jack Fox, supplying the only vocal and comedy relief.

Three shows a night. No cover or

minimum. Prices, moderate. Service, good. Denis.

Sportsmen's Club, Chicago

One of the many smaller cafes here, this north side spot is a popular rendezvous for the fun-seeking night-lifer whose entertainment expenses are budgeted to a low figure. Here one can eat and drink at a moderate cost and see a small but entertaining floor show. These attributes combined with the "make yourself at home" policy of the affable owners and hosts, Bill Sherer and Al Whitefield, are evidently just the speed for hundreds of entertainment seekers, judging from the business the place is doing. Sammy Clark-Paul Marr office furnishes the shows and it is surprising where they dig up all the good talent for such a small place.

Emil Para, a personable lad, conducts the show. He announces each act in a matter of fact way, but when he starts oiling up his tonsils on *Black and Blue* and *Truckin'*, both of which he follows with some of the best eccentric dancing ever seen by this reviewer even in the biggest spots, he goes to town. He closes the show to tremendous applause. Para has what it takes and should go places.

Marla Seria opened the show with a toe dance that showed the expert train-

(See NIGHT CLUB on page 21)

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Bands and Orchestras

STERLING YOUNG and his ork, now playing the Palace Hotel, San Francisco, close September 26 and return to the Wilshire Bowl, Los Angeles, for the fall. . . . **JAY WHIDDEN**, who finished up last week at the Miramar, Santa Monica, Calif., and now on one-nighters, will wind up at Baker Hotel, Dallas. . . . **JIMMY GRIER** and his ork have been tagged to supply music for Hal Roach's *Nobody's Baby*. . . . **LARRY LEE** and band have been contracted to make a series of transcriptions for South American release. Lee, now on KNX, Hollywood, will triple on platters as emcee, vocalist and musical director. . . . **VYOLA VON**, who sings with Lee's ork at the Beverly Wilshire Hotel, has been cast for a lead in *Timberesque*, animal picture being produced independently.

LEON BELASCO and band have opened at Marine Dining Hall, Hotel Peabody, Memphis. . . . **BENNY MEROFF** and his combo, featuring Jack Marshall, Florence Gast, Sonya, Peter Ray, Larry Powell and Jeffrey Gill, are current at the Marine Roof of the Hotel Peabody. . . . **EARL HINES** and band, making one-nighters thru the South, recently played to capacity crowds in Vicksburg, Miss., and Memphis. . . . **MILT AND FRANK BRITTON** are touring the Southern States this month. . . . **JOHNNIE MAITLAND'S** Ork followed Little Jack Little into the Claridge Hotel, Memphis, September 19. Maitland features Marie Dupre and Dick Rock, tenor. . . . **GUS ARNHEIM**, with a new floor show, starring Enrica and Novello, Lita Carmen and Dr. Hoffman, has opened

at the Rainbow Grill, Radio City, New York, October 6, set by Consolidated Radio Artists. Same firm has also set, among others, the following bookings: . . . **HARRY RESER** for Castle Farms, Cincinnati, opening September 19 for a week. Then, after one-nighters thru Ohio, Michigan and Indiana, he comes into New York October 6 to start the fall season, for one night, at the Arcadia Ballroom. He will split top billing that night with Jolly Coburn. Paul Martell and Frank LaMarr continue at the Arcadia, which broadcasts over NBC twice a week. . . . **IRVING AARONSON** is back under CRA management. . . . **MILTON ROEMER**, manager of Ozzie Nelson, is now working out of the Consolidated offices in New York, bringing Charlie Barnett with him to that firm.

CHARLIE BOULANGER has been booked by Paul Wimbish for Coffee Dan's, New York, opening October 6. . . . **BASIL FOMEEN** started a month's date at the Pierre, New York, last week. . . . **MILT BRITTON**, with the Frank and Milt Britton Band, opens at the Chez Maurice, Dallas, September 27. . . . **MILLS ARTISTS** has set Benny Meroff for the Hotel Muchlebach, Kansas City, opening October 7.

JIMMY FLENNIKEN is current at the Cliff Tavern, Lake Lynn, Pa. . . . **BILL JOURDAN** and his Ambassadors moved into the Peony Cafe, Chicago, Monday for an indefinite engagement. Johnny Brousch is featured vocalist. . . . **DON PABLO** is current at the New Palais Royal, Benton Harbor, Mich. . . . **PEARL HEADWICK'S** all-girl ork, playing the Brass Rail, Parkersburg, W. Va., is being aired nightly over WPAR. . . . **BUD TAFEL** is rehearsing a 10-piece combo at Lansing, Mich. Organization will feature Duke Davenport, colored entertainer, and the Royal Sweethearts, girl trio, and will be managed by Carl Chandler. . . . **HARRY FRASER**, former drummer with

Mal Hallett, who goes into the Commodore Hotel, New York, October 2, is probably the only band who has reached Class A ranking in recent years without steady radio time. Rated as one of the best draws in the college and one-night field, Hallett got there by personal appearances, plus an excellent band. That's the hard way to get there, as, no doubt, Hallett will testify, this being another reason to put some work in when chances to broadcast come around. It's a tribute, tho, to Hallett that the trade is universal in extending him its good wishes on his first major hotel spot in New York.

IRVING SZATHMARY, arranger for Andre Kostelanetz, is doing a weekly sustaining series on NBC called *Symphony Moderne*. . . . **RITA RIO** plays the Northwest Radio Trade Show, Minneapolis, week of September 30. . . . **GUY LOMBARDO** opens the fall season at Lavaggi's, Boston, September 21, playing for six days. . . . **TOMMY DORSEY**, closing at the Baker Hotel, Dallas, after a run, follows Lombardo into the spot. . . . **TED LEWIS** is in the first week of a two-week booking at the Mayfair, Cleveland.

RED NORVO opens at the Syracuse Hotel, Syracuse, September 23, booked by MCA. . . . **MAURICE SPITALNY** and his orchestra open at the Commodore Perry Hotel, Cleveland, September 24, also set thru MCA. . . . **JOHNNY JOHNSON** has been set for the Lord Baltimore Hotel, Baltimore, starting September 29 by MCA. Same company has set George Hamilton, conducting the Veloz and Yolanda Band, to come into the Waldorf-Astoria, New York, September 27. . . . **HAL GRAYSON** starts at the Statler, Buffalo, October 21. . . . **REPORTED** that Andy Sanella may go into the Ritz, New York.

College Inn To Be Remodeled

CHICAGO, Sept. 19.—An expenditure of \$30,000 for repairs and redecorating having been approved and granted to Gilbert H. Scribner, trustee for the Hotel Sherman properties here, by Judge James H. Wilkerson in the Federal District Court, the College Inn will close within a few days for extensive remodeling. While the Inn is closed the current show, headed by George Givot and the Keller Sisters and Lynch, will move to the Old Town Room. A new show is scheduled to reopen the College Inn October 9 with Roger Pryor, film star, and his 14-piece orchestra; Rufe Davis, Calgary Brothers, and Harriet De Groff, a songstress imported from the Pacific Coast. Eddie Elkort, of the local MCA office, who books the spot, still has one or two more acts to fill.

F&M Adds to Bookings

NEW YORK, Sept. 19.—F. & M. Agency, thru John Schultz, will book bands and floor shows into the Carter Hotel, Cleveland, beginning October 1.

Thompson Opening Club

NEW YORK, Sept. 19.—Ellis G. Thompson, band leader from Hollywood, has taken a lease from the Central Savings Bank on the four-story building at 128-30 East 58th street here and will convert it into a night club. Belle Livingston conducted her night club in the building several years ago, the bank acquiring the property in foreclosure proceedings last June.

New Cuban Club

NEW YORK, Sept. 19.—The site of the old Frivolity Club on Broadway at 52d street has been taken over by Frank Gonzales, Jules Morales and Allan Saunders, who will convert into the Daiquiri Club. Aliseo Grenet, Cuban composer, will conduct the band and a native Cuban floor show is being imported. Expects to open soon.

Sheet-Music Leaders

(Week Ending September 19)

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. Did I Remember? (2) | 9. When I'm With You (6) |
| 2. Until the Real Thing Comes Along (3) | 10. Empty Saddles (8) |
| 3. A Star Fell Out of Heaven (1) | 11. I'm an Old Cowhand (12) |
| 4. When Did You Leave Heaven? (4) | 12. Sing, Baby, Sing (14) |
| 5. Bye, Bye, Baby (5) | 13. The Way You Look Tonight (15) |
| 6. Rendezvous With a Dream (9) | 14. On the Beach at Bali Bali (13) |
| 7. I Can't Escape From You (7) | 15. South Sea Island Magic |
| 8. Me and the Moon (10) | |

PHONOGRAPH RECORD best sellers will be found on page 82.

for a lengthy engagement in the Blue Room of Roosevelt Hotel, New Orleans. . . . **SPEED WEBB** is making one-nighters in Mississippi, Louisiana and Arkansas.

LARRY LEE, Cincinnati maestro, has had his contract renewed for another year at the Beverly Wilshire Hotel, Beverly Hills, Calif. Lee originally opened at the swanky spot on two weeks' trial. A. E. Scheffer, Cincinnati, manages the combo. . . . **TOM GENTRY** and ork will begin a two weeks' tour of one-nighters September 25 at Topeka. . . . **CHARLES STENROSS** and his orchestra, at Lotus Gardens, Cleveland, is the latest band to join the ranks of Consolidated Radio Artists' orchestras. . . . **MAURIE SHERMAN**, formerly at the College Inn, Chicago, has closed at the Grande Vista, summer spot near St. Joseph, Mich., and is now on tour. . . . **GUS YOUNG** and his Happy Pals have moved into Penn-Hills Tavern, Anamink, Pa., for a limited stand. . . . **THE DONALDSON BOYS**, managed by Johnny White and booked by MCA, open at the Lawrence Hotel, Erie, Pa., September 22 for an indefinite engagement.

LEE BENNETT, former vocal soloist with Jan Garber's Band, has organized an orchestra and will play a series of one-nighters for the Chicago office of Consolidated Radio Artists, Inc., beginning October 1. . . . **ROBERT FLETCHER MCGREW** and his orchestra, from the Broadmoor Hotel, Colorado Springs, Colo., are slated to open the newly remodeled Fountain Room of the LaSalle Hotel, Chicago, October 1. . . . **XAVIER CUGAT** returns to the Continental Room of the Stevens Hotel, Chi-

ago, October 1 for a month's engagement. . . . **TED LEWIS** and his band reopened the Mayfair Casino, Cleveland, September 18. . . . **BEN BERNIE** is scheduled to follow in on October 2. . . . **PAUL PENDARVIS** is set to open the Chatterbox at the William Penn Hotel, Pittsburgh, October 1. Combo succeeds Leighton Noble's Band. . . . **EDWARD LEZCZYNSKI** and ork are playing dates around Detroit.

The universal cry among band leaders who haven't yet established their names is "Give us air." The boys all have the same desire, to get on a national hookup in the late evening dance spots. But when they are given this opportunity it's bewildering to see them throw the chance away, going on with stock arrangements, dead shows and, most of the time, no sparkle at all to their broadcast periods. Usually a twist of the dial brings little satisfaction to a listener who wants something different, all bands playing the same way and the same tunes. It pays to spend money for these periods—you never know who's listening in.

HUDSON-DELANGE are playing the Raymor Ballroom, Boston, on a six-week date, set by Mills Artists. Same firm has set Duke Ellington for a series of theater dates, to be followed by a return to the Texas Centennial. . . . **INA RAY HUTTON** plays the Astor Theater, Reading. . . . **LUCKY MILLINDER** is one-nighting in the South. . . . **BOBBY GRAYSON** is playing Pittsburgh's Sky Club. . . . **EMIL VELASCO** opened the Indiana Ballroom, Indianapolis, for the fall season, September 18.

JOHNNY HAMP and orchestra open at the Rainbow Grill, Radio City, New York, October 6, set by Consolidated Radio Artists. Same firm has also set, among others, the following bookings:

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

ENTREES

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

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

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

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

LENNIE HAYTON and His Orchestra
This silver platter holds heaping portions of ultra-rhythmic calories. Doctor's orders! Anaemic box-offices should be datin' Hayton!

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

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

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

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

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

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

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



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RADIO-STAGE ON DANCE TOUR.

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Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

BOBBY LA MARR and Gene Ford, who recently concluded a 10-month engagement at the Ha-Ha Club, Cicero, Ill., are current at the Bally-Hoo Club, Columbus, O. . . . **BILLY HERRERA** and Hot-Cha Hinton, who also left the Ha-Ha Club recently, have opened at the Club Piccadilly, Baltimore. . . . **BILLY REEVES**, who has been working club and vaude dates in and around Detroit for the Gus Sun office, is now associated with the Kern Dance School, Port Huron, Mich., with Zilpha Kern as his partner. . . . **DORYCE AND FREDDY DREW**, who have been vacationing all summer at their cottage on Lake Charlevoix in Michigan, are now being featured at the Chez Ami, Buffalo. . . . **WOODS AND BRAY**, the "wonder dancers," are playing a return engagement at the Shoreham Hotel, Washington. They jumped there from the Jack o' Lantern Lodge, Eagle River, Wis.

TOMMY KING has returned to Dan Healy's Broadway Room, New York, to head the new show, comprising, besides himself, Mary Ellis, Betty Benson, Betty Arnold, Joan and Billy Swor, Peggy O'Neil. Roy Woods' Ork is still holding forth at Healy's. . . . **SUZANNE FRANCE**, soprano, is filling a return engagement at the Club Gourmet, Cleveland. Ed White is wielding the baton at that spot. . . . **MERRY PICKFORD**, the "male Sally Rand," is featuring at the Plaza Villa, Pittsburgh, with Florence King's *All-Male Revue*, including Bobbie LaRue; Johnny Kaye, emcee; Leonard Janns, Vern Valdez and George Manus. . . . **MENNELLY AND CHAPMAN**, who closed an all-summer run at Conneaut Lake Park, Pa., on Labor Day, began an indefinite engagement in the Urban Room of the William Penn Hotel, Pittsburgh, September 11. Urban Room show comprises, besides McNelly and Chapman, Ethel Dixon, Earl and Josephine, Santschi and Buckley, Paul Rosini and Leighton Noble and his Band of Tomorrow. . . . **EVELYN SPARTON**, tap artist, copped a beauty prize in the annual contest held at Sunny Guter-man's Playland, South Beach, L. I., recently. Miss Sparton is at present working here and there around New York.

VIRGINIA VALLI was brought from the East by Prie & Gamsa and booked into the Hi-Hat, Chicago, for four weeks. . . . **ROMO VINCENT** opens as emcee at the Blackhawk Cafe, Chicago, October 1, handling both the floor show and broadcasts. . . . **STUART AND LEA** and Zingone will remain at the Stevens Hotel, Chicago, until October 1. . . . **GARY AND MARCIA DeLEON** and Serge Tekar open in the Continental Room of the Stevens Hotel, Chicago, October 2. . . . **DICK AND EDITH BARTSTOW** and Janette Hackett opened at the Edgewater Beach Hotel, Chicago, September 18 for two weeks, booked by Eddie Elkort, of the MCA Chicago office. . . . **BLISS, LEWIS AND ASH** open there on October 30. . . . **JOAN ABBOTT** and Abbott and Tanner have been booked to open at the Hi-Hat, Chicago, September 27 by the Al Borde office. . . . **KELLER SISTERS AND LYNCH** are in their third week at the College Inn, Chicago, and may be held over for the new show opening October 9. They have also been doubling in vaudeville at the Marbro Theater, Chicago. . . . In the new show which opened the Terrace Room of the Hotel Morrison September 17 are Johnnie and Edna Torrence, Muzzy Marcellino, Stanley Hickman, the Three Debutantes, Edith Mann and the Titian Trio. . . . Jacquelyn James opened at the Queens Terrace, New York, September 17.

RUTH AND BILLY AMBROSE, dance team, opened Friday at the William Penn, Pittsburgh, for four weeks, to be followed by four more at the Hollenden Hotel, Cleveland. Will fill in some time in Chicago before opening at the Sir Francis Drake Hotel, San Francisco,

early in December. . . . **GLADYS ZIMMERMAN**, the Bonath Twins, Mary Monahan, Eadie Lahrner and the Twirlers opened at the Casino, Chicago, September 14. . . . **THE BAYLANS**, Virginia James and Edythe Brown opened at the Silver Cloud, Chicago, on the same date. . . . **VIRGINIA O'BRIEN**, Jimmy Doyle and Peggy and Peter Matthews moved into Von Thenen's, Chicago, September 14, booked by Hal Lawrence, Chicago. . . . **GIRARD AND MERCEDES** and Marion Hale opened at Ben's Chateau, Chicago, September 15. . . . **RAY WENCIL**, Georgine Reay and Yvonne Faith are current at the Powwow Gardens, Chicago. . . . **MARY VANDAS** and Toy and Wing open at Bruns Palm Garden, Chicago, September 22. . . . **TAYLOR AND ADELINE** and Mary Monahan begin at Vine Gardens, Chicago, on the same date, booked by Tommy Sacco, Chicago. . . . **WINSTON AND ROLETTE** are playing the South Bend Inn, South Bend, Ind.

LARRY BLAKE, who has been doing his star impersonations at the Trocadero, Hollywood, has been signed by Fanchon & Marco for featured comic spot in the current stage show at the Paramount Theater, Los Angeles. . . . **RAMON AND RENITA**, in from New York, will headline at the Clover Club, Hollywood, when it opens September 22. . . . **THE DeMARCOS** wound up at the Ambassador Hotel, Los Angeles, last week and returned to the Plaza, New York. . . . **CROSS AND DUNN**, song-and-dance team, stepped into the Casanova, Los Angeles, last week for three weeks to fill in delay of Belle Baker booking. . . . **BILLY GRAY** and Jerry Bergen celebrated their 52d week at the same spot by signing with MGM for comedy shorts. . . . **GENE AUSTIN** moves in as singing entertainer at Sardi's, Hollywood, October 1.

SAN FRANCISCO BRIEFS: Joe Mori has taken over the old Paris Inn on Front street and spot is now known as Mori's Cafe. Featured is Peggy Kareen, the single fan dancer, with Lou and Bill providing the musical accompaniment. . . . **HELAINE AND DONALDSON**, dance team, current at the Club Moderne, are being held over for another two weeks. Sharing the spotlight with them is Anita Aguero, light opera warbler, and Bobby Anderson, emcee, with his baby piano. Larry Pries has the ork. . . . **NINA FRELSON** is producing the floor shows at the Lido and has Cassell and Barrett, ballroom dance team, as the featured attraction. The Vagabonds, instrumental and vocal trio, heard regularly over KFRC, are also current at the Lido, as is Myron Ross, tenor. . . . **LLOYD CAMPBELL**, well known in Pacific Coast theatrical and night spot circles, has taken over the co-management of the new Club Trouville, along with Herb Meyerink, who also has the band. . . . **ART PAD-DEN**, who has a weekly spot on KJBS, has moved into the La Campagna Cafe with his band. . . . **L. E. (BOOTS) SHERBERT** and Dixie Henry, both well known in these parts, have opened the Dixie Club at 220 Turk street. Entertainment features California Covey, vocalist and hula dancer, and Grace Joyce and Barbara Weeks, blues singers.

Weber-Gordon Bookings
NEW YORK, Sept. 19.—Weber-Gordon Agency here is spotting Tracy, Gale and Leonard to replace Jackson, Irving and Reeve at the Yacht Club September 22. Johnny and George remain. Also booked the Gale Sisters into Silver Lake Inn, Clemington, N. J.; Jimmy Richards and Janice Andre into the Paradise Restaurant here, along with Bert Frohman, held over; Gall-Gall at the Versailles here, held over; Bee Kalmus into the State-Lake Theater, Chicago, September 19, and Edith Lang into the State Theater there September 26.

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Management — Charles Morrison

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Music News

There is a busy time ahead for the Sam Fox and Movietone Music companies. These concerns have made arrangements to publish the scores of at least 10 cinemas with the number of songs involved close to the 40 mark. Various topnotch writers and composers are represented with many potential hits in the offing. Considerable interest is already centered in *Under Your Spell*, a 20th Century-Fox talkie starring Lawrence Tibbett and featuring the following songs by Howard Dietz and Arthur Schwartz: *Under Your Spell*, *Amico* and *My Little Mule Wagon*.

Clarence Williams has set a definite sailing date for his long-deferred trip to Europe. Accompanied by his wife, Eva Taylor, noted radio artist, he will depart on the Ile de France October 10. Ac-

ording to current plans his first stopping place will be Paris. From there he will journey to Holland and England. The trip is one of business and pleasure and if opportunity permits and inducements are enticing the pair will make several personal appearances in houses devoted to vaudeville.

Bob Miller announces the publication in folio form of 30 songs popularized by Patsy Montanas, vocalist with the Prairie Ramblers group, broadcasting from WLS, Chicago. Miller incidentally announces that Johnny Broderick's latest number, *And So It Ends*, will be featured by Honey Sinclair, formerly of Harold Stern's Orchestra. Broderick, of Arren and Broderick, who is now in England, writes that he has practically arranged to have the composition rendered in a show in London, probably in the same production in which he is now appearing.

Bill Cody, formerly of Cleveland, is now installed as professional manager of Select Music Company. Johnny White, recently holding down the position, has switched to the Santly-Joy firm, which is controlled by the same organization.

Expansion seems to be the watchword with the Roy Music Company. At any rate the firm has opened branch offices in a number of the key cities. In Chicago the shebang will be represented by Marvin Lee, who heretofore has confined his efforts to the road without any permanent location. Benny Musicant has been placed in charge in Boston, with Gene Pantone holding forth at Philadelphia. E. P. La Prentiere has been engaged as staff writer with the local office, setup composed of Nat Margo, general manager, and Ben Barton as head of the professional department, deserving promotion for these two who thru their hustling efforts have been instrumental in putting *Dancing Till Dawn* in the winning column.

A new number has been added to the catalog of E. B. Marks. It has been christened *Ev'ry Time I Dream* and is the combined effort of Charles Stenross, Cleveland orchestra leader; Earl A. Rohlf and Al Stillman. Mr. Stenross has been using the tune as his theme song.

Sam Serwer, of the Music Publishing Holding Company, has been entertaining W. St. Clair Low, of the Canadian Music Sales Company, one of the largest organizations of its kind in Canada. Mr. Low is here to enjoy a brief vacation besides taking a look around to study the trend of the trade regarding popular songs. He will stay a few weeks.

Arch Morse, in charge of the Remick-Witmark interests on the Pacific Coast, is making a business-survey trip across the United States visiting the various Remick-Witmark offices. He is expected in Chicago September 30.

Fred Dempsey, former manager of Words and Music, Inc., Chicago, is now manager of the Glass Hat, formerly known as the Eastman Casino, in the Congress Hotel, Chicago.

Warnow Takes Two Bites of the Dog

NEW YORK, Sept. 19.—Mark Warnow, CBS orchestra leader, bit the dog twice this week, first when he threw a luncheon for local song pluggers, and second, when he admitted that he was doing it not only to show his thanks to the publishers' contact men, but for publicity. When he acknowledged that he was doing it because he thought it was a good press yarn, Warnow did what few other luncheon or dinner throwers do.

Practically every major publishing house was represented. Following is the list: Ager, Yellen & Bornstein, Victor Selsman; Irving Berlin, Inc., Chuck Rinker; Chappel, Mack Green; Crawford Music, Dick Lucas; Donaldson, Douglas & Gumble, Danny Cameron; Davis, Charles Bayha; Forster Music, Milton Tobias; Famous Music, Harold Wald; E. B. Marks, Paul Jonas, Melo-Art, Jack

Rich; Mills Music, Bernie Pollock; Milsons, Frank Hennings.

And more. Popular, Johnny Green; Robbins Music, Samuel Taylor; Sherman Clay, Sam Karones; Shapiro-Bernstein, Solly Loft; Southern, Abe Bloom; Stasny-Lang, Harry Jentes; Select, Bob Lee; Santly, Charlie Gordon and Jimmy Rule; Van Tilzer, Jules Von Tilzer; Broadway Music, Ted Livingston; Superior, Ralph Smitman; Remick; Larry Daniels; Harms, Irving Brown and Eddie Downey; Luz Music, Charles Luz; Marlo, Joe Nadel; Shuster-Miller, Bob Miller; Fox, Joe Whalen, and Word and Music, Ed Kelly.

NIGHT CLUB

(Continued from page 17)

ing of Ernie Schultz, her teacher. Joan Terry followed with the singing of *Star-dust* and then Jim and Chuckie Hess did a neat musical comedy tap dance. Freddie Martin, one of the strolling singers, took the microphone to do the *Martins and McCoys* and Maria Seria returned for a very good session of acrobatics, splits and contortion work. Joan Perry did *Glory of Love*, the Hess team came back for a chain tap number and then Emil Para stopped and ended the show with his specialty.

Benny Owens' small band satisfactorily played the show and furnished the toe-tickling rhythms for dancing.

Morgan.

El Chico, New York

New fall show here is a peach. Retaining its lead as the class Spanish atmospheric club in town. Benito Colada's new show is a thoroly pleasing mixture of Spanish singing, dancing and music.

Outstanding is Mona Montes, beautiful and artful interpreter of the classical Spanish dances. Her grace and perfect control of the castanets and heel clicks is a delight and must be seen to be fully appreciated. Dolores and Candido, coming in from Mexico, please with their colorful Spanish gypsy dances, which are both vigorous and graceful at the same time.

Rosita Rios displays an expressive soprano and compelling personality. Her *My Guitar* was followed by an encore, *Carmenita*, in which she accompanied herself on the guitar, with the band leader, Don Alberto, joining her for a bit of singing.

Delfina Vera, doing the more modern Spanish styles of dancing, offered a captivating toe number, including use of twirls and other ballet movements. The ABC Trio, males, are being held over from the last show and again click with their singing of Latin ditties, accompanied by two guitars. The shorter fellow sticks to singing and comedy. Their comedy number, much needed in the show, was quite amusing.

The trio return later to help form the Los Habaneros Quartet, which supplies the relief dance music. A good combo, using instruments rarely seen in American orchestras. Alberto is back after an absence to lead his six men (Los Pleadores) thru the accompaniment for the show and for the dance music. The boys play Latin tunes in authentic fashion, in addition to dishing out a few regulation rhythms for the Americans. Band goes on the air over the WJZ network Saturday nights.

Food, liquor and atmosphere still among the best around. Denis.

Arcadia International House, Philadelphia

As a class haunt for the town's swellebrities, Art Padula's Arcadia continues to set the pace in local night life. Situated at a point where the crossroads intersect in the downtown biz sector and enhanced with an environ that opens the optics upon entering, spot has become a village show-off.

Name bands have been the policy since the opening. Larry Funk now on tap to give the yokels a listen to his thousand melodies and the books show a double fortnight stay for Wayne King, Ben Bernie and Hal Kemp as a follow-up.

Funk fronts a capable aggregation of

tooters, but their manner of rocking the rhythms stamps the combo as more suitable for a ballroom than a supper room. While it inspires to hoof, sippers or snackers sitting it out can never hope to compete with the brass blasting if a chat across the table is desired. Subdued atmosphere of the room calls for soothing strings and honey-dripping horns.

Up to the band to pan out a floor show, with the house adding a dance duo. Funk emceeds the doings and proves as able as a speller as in waving the wand. Vaughn Monroe, trumpeter, steps down, giving voice to his emphatic baritone range on the soulful ballads, while Muriel Sherman pipes the pops. As croaker and canary for the band the two fill the role but hardly toe the mark on the floor's spotlight. Ork contri-butes a novelty with comic leanings, with the nance stuff getting the guffaws. Two turns by Pierre and Temple, ball-roomologists, add the class lacking in the rest of the fare. Glide the metatarsals to the strains of *Manhattan Sere-nade* and segue into a tango in fashion that taxes the rave adjectives; their whirlwind windup tearing down the rafters.

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News of the Week

Some definite information may be forthcoming soon from the Hays office regarding the competitive effect on theaters of appearances on the radio by movie stars. Completion of the three months' survey, together with an analysis of findings, may be taken by Hays to radio execs with a view to establishing a plan of co-operation. Work was supervised by David Palfreyman, who had the assistance of theater managers in 20 key cities. Lately, protests by various exhibitor organizations have been becoming more frequent, the most persistent claim being that the drawing value of a motion picture star is built up thru the box office and should not be endangered by frequent broadcasts which also cut in heavily on theater grosses.

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

J. Cheever Cowdin, chairman of Universal's board, stated recently that as a result of increased progress made under the company's new setup, production would be expanded. Regarding both the work at the studio and foreign and domestic sales, Cowdin added that the accomplishments of the first six months of operation exceeded hopes for the first nine months. In order to meet the shortage of talent now being experienced in so many of the major Coast studios, Universal is pointing 40 young players for future stardom.

W. Ray Johnston, who is reviving Monogram as an active producing company, is concluding arrangements with a New York investment firm relative to offering to the public a \$2,000,000 stock issue.

Judge Wayne G. Borah, of Federal District Court at New Orleans, has named September 24 as date for seven major film companies to answer charges filed against them by George E. Fuller, theater owner of Pensacola, under the anti-trust laws. Fuller is asking \$20,000 damages for alleged conspiracy by the seven companies not to furnish him with film during a time when the Saenger Theaters Corporation had closed its Pensacola houses in protest against a city tax. Two officials of the Saenger Company are also named in the conspiracy charges. The seven companies are United Artists, Paramount, RKO, Warner, Universal, 20th Century-Fox and MGM. Saenger has since come to terms with the city officials of Pensacola over the protested tax and has reopened its two houses there.

What was probably one of the only motion picture houses of its kind in the country has closed its doors at Pineville, La. For years this house has been operated by the Catholic priests, the Fathers Scanlon.

The question of leasing the McVickers Theater, Chicago, is still at a standstill, according to William J. Sheehan, head of the real estate department of the Chicago Board of Education, which controls the building. Balaban & Katz, under the name of the Comet Amusement Company, made another bid for the property, which was rejected. This (See News of the Week on 4th col.)

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"GIVE ME YOUR HEART"

(WARNERS-COSMOPOLITAN)

TIME—88 minutes.

RELEASE DATE not given.

PLOT—Linda, in love with Farrington, a married man, is persuaded by the latter's father to give her coming baby to the Farringtons, who want an heir and cannot expect one from Farrington's wife, an invalid. Separated from both her lover and child, Linda goes to America, where she marries and presumably loves Baker, a lawyer. Baker, however, realizes his wife is not wholly his, but is unable to do anything about adjusting their marital relationship. Tubbs, an old friend of Linda's, who is aware of what is preying on her mind, cures her by a subtle psychological stunt, namely, the arranging of a meeting, seemingly accidental, of Mr. and Mrs. Farrington and the Bakers. Instinctively hating Farrington's wife, Linda is won over by the latter's kindness, experiences a release of emotional tension and goes to Baker very well satisfied with her lot.

CAST—Kay Francis, George Brent, Roland Young, Patric Knowles and Frieda Inescourt. Francis and Brent up to par, but outstanding performance goes to Young in the part of Tubbs.

DIRECTOR—Archie L. Mayo. Good. Well-rounded development of character, plot and psychological angle.

AUTHORS—Adapted by Casey Robinson from the play *Sweet Aloes*.

COMMENT—Solid production.

APPEAL—Top spots.

EXPLOITATION—Names, together with a love triangle that is different.

"EAST MEETS WEST"

(GB)

TIME—72 minutes.

RELEASE DATE—September 12.

PLOT—Sir Henry Mallory, English ambassador, tries to negotiate a treaty with the Sultan of Rungay, an Eastern ruler who is clever enough to do a nice piece of international juggling by pitting the English against an Oriental power desirous of obtaining a similar agreement. Complications follow when the sultan's son, Nezim, falls in love with Marguerite, unhappy wife of Carter, a rum-running Englishman. Carter is captured distributing contraband liquor by the sultan's men and is held as a pawn to force the English into a treaty acceptable to the sultan. Nezim, meanwhile, intrigues to have Carter killed, so that he may have a free hand with Marguerite, and attempts to dethrone his father, the sultan. Winds up with Carter saved and reunited with Marguerite and Nezim forgiven by his father, who is in turn successful in obtaining a favorable treaty.

CAST—George Arliss, Lucie Mannheim, Godfrey Tearle, Romney Brent, Ballard Berkley and others. Arliss and Mannheim very good, support okeh.

DIRECTOR—Herbert Mason comes thru all right but has not rid the picture of a touch of cheap melodrama.

AUTHORS—Novel by Edwin Greenwood; adaptation by Maude Howell; screen play by Edwin Greenwood.

COMMENT—One of those atmosphere and melodrama pieces which seem somewhat outdated now. Well done, tho.

APPEAL—General.

EXPLOITATION—Arliss routine.

Film Consensus

Below are listed the films reviewed in last week's issue of *The Billboard*, together with a tabulation of the critical vote. Papers used in the tabulation include *The Times*, *Herald-Tribune*, *News*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* among New York dailies, and *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Film Curb*, *Showmen's Trade Review*, *Variety* and *The Billboard* among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favor- able	Unfa- vorable	No Opinion	Comment
My Man Godfrey..... (Universal)	11	0	0	"Riot of smart nonsense."— Showmen's Trade Review. "Good program."—N. Y. Exhibitor.
Sing, Baby, Sing... .. (20th-Fox)	15	0	1	"Top rung."—Motion Picture Daily. "One of the wow comedy hits of the year."—Box Office.
Sitting on the Moon.... . (Republic)	6	1	3	"Average entertainment."— Motion Picture Daily. "Pleasing musical."—Film Curb.
Sworn Enemy..... . (MGM)	10	1	3	"Fast-moving comedy drama." —Film Daily. "Strong drama."— Showmen's Trade Review.
Girl of the Ozarks..... . (Paramount)	7	0	6	"Beautiful homespun drama."— Box Office. "Pleasant."—Harris- son's Reports.
The Beloved Vagabond..... (Toepfitz-Columbia)	2	0	1	"Chevalier has lost some of his old fire."—Motion Picture Daily. "Pleasant enough for a pro- grammer."—The Billboard.
Walking on Air..... . (Radio)	11	0	2	"Fairly good."—Harrison's Re- ports. "Gay and light."—Ameri- can.
They Met in a Taxi..... . (Columbia)	9	0	3	"Excellent."—Showmen's Trade Review. "Fair."—N. Y. Exhibitor.
Der Kampf..... . (Amkino)	2	0	0	"Strong controversial stuff."— Film Daily. "A propaganda piece." —The Billboard.
The Lonely Road..... . (ATP)	0	3	0	"Not very plausible."—Motion Picture Daily. "Dull."—The Bil- board.

Exhibitors' Organizations

According to reports last week, a movement to organize a new national independent exhibitors' organization may be imminent. It is understood that thruout the country there are organizations regarding such a development favorably. Some of these local associations are now in the fold of MPTOA or Allied, but the majority are not. The plans are not very definite, it is known that about 15 exhibitors well up in the industry are prepared to back the move. In the event that the rumor develops into something tangible, it is likely that the new organization will be set up on the congressional plan. Among those named as having a hand in the project are Charles L. O'Reilly, TOCC chief; Howard S. Cullman, trustee of the Roxy, and Harry Brandt, head of ITOA. The germ of the proposition may lie in the coming merger between ITOA and TOCC, with Brandt chief. According to Brandt, the new association, should it become an eventuality, would attack forces outside the industry rather than those within.

Last week Independent Theater Protective Association of Wisconsin, during its convention at the Hotel Plankinton in Milwaukee, elected E. F. Maertz president to succeed F. J. McWilliams. Other officers are William Copeland, vice-president; A. C. Berkholtz, secretary; Max Krofta, treasurer, and L. F. Thurm-wachter, chairman of the board. The various regional vice-presidents will be named by the foregoing at a meeting scheduled for October 2.

Principal speaker during the confab was Abram F. Myers, Allied chief, who reviewed the drive his organization is to make in order to protect Indies.

Fred C. Herrington, secretary of the MPTO of Western Pennsylvania, has lined up the committees to take care of the various phases of the annual confab slated for Pittsburgh October 19 and 20. General committeemen will be Frank Panoplos, Charles Silverbrook, Bennett Amdur, Sam Gould, Charles Philbrook, Norm Hughns, Jake Silverman, Larry Puglia, T. J. Hickey, Peter Profill, Dave Leff, H. Goldberg, E. H. Goldberg, William Finkel, Gilbert Gelman and Harry Walker. Entertainment will be handled by William Finkel, Dr. C. E. Herman and Carl Poke, and publicity by Robert E. Klingensmith, William D. Davis, M. A. Rosenberg and Fred Herrington. Speakers scheduled to appear thus far are Eddie Beedle, Peter Antonoplos and William L. Brown.

Lee W. Newbury was re-elected president of Allied of New Jersey at the association's recent annual convention in the Hotel Traymore, Atlantic City. All present officers were also re-elected, including Simon Myers, Louis Levin, vice-presidents; Jacob Unger, secretary; David Snaper, secretary; Ed Lachman and Maurice J. Miller, assistant secretaries, and the following directors: Mark Block, Harry Hecht, Frank P. Gravatt, Helen Hildinger, W. C. Hunt, I. A. Roth, Louis Rovner, Sidney Samuelson and Ralph Wilkins.

NEWS OF THE WEEK

(Continued from 1st col.)

called for a 15-year graduated non-cancelable lease, offering \$47,500 for the first five years, \$57,500 for the second five years and \$67,500 for the final five years. The Board of Education felt that these amounts were insufficient. It is said sealed bids will again be advertised for within a short time.

Three division managers have been appointed to direct San Francisco, Oakland and Monterey theaters in the Golden State Theater Circuit, San Francisco, operating with its associates, T. & D. Junior Enterprises, Inc., and San Francisco Theaters, Inc., comprising 74 theaters in Northern California.

David J. Bolton has moved from the Monterey peninsula division to the East bay division, which includes Oakland, Berkeley, Hayward and San Leandro. He replaces Mark G. Keller, who has been placed in charge of 12 neighborhood houses. Joseph O'Conner was appointed Monterey peninsula division manager. Golden State, with its associates, now comprises the largest independent theater circuit in America, according to R. A. McNeil, vice-president and general manager, who announced appointments.

"LOVE BEGINS AT 20"

(FIRST NATIONAL)

TIME—58 minutes.

RELEASE DATE—August 22.

PLOT—A henpecked husband with two daughters and a tough boss picks up some bonds for his firm and they are stolen. That night while his wife is out he gets "lickered up," goes to his lodge and the bonds are planted on him by the thieves. Meanwhile, one of the daughters gets married without mother's consent, but while mother is raising a rumpus the bonds are discovered on father and father goes to jail. Everything finally come out so nicely that mother is forever squelched, the young couple collects a reward for capturing the robbers and father is taken out of jail and into the firm.

CAST—Hugh Herbert, Patricia Ellis, Warren Hull, Dorothy Vaughan, Hobart Cavanaugh, Clarence Wilson, Robert Gleckler, Mary Treen, Arthur Aylesworth and others. Herbert does yeoman service, but the odds are all against him. Ellis is probably supposed to be decorative, but she fails even at that. Hull too cute for words.

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

AUTHORS—Screen play by Tom Reed and Dalton Trumbo from the play by Martin Flavin. Elementary, my dear Watson, elementary.

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

APPEAL—You find it.

EXPLOITATION—Herbert.

"BULLDOG EDITION"

(REPUBLIC)

TIME—57 minutes.

RELEASE DATE—September 21.

PLOT—Ken Dwyer, circulation manager of *The Daily News*, and Hardy, city editor on the same sheet, are engaged in a more or less amiable feud over the heart of Randy Burns, girl cartoonist. They are also rivals in the matter of building up circulation, and Hardy, to pull a fast one on Ken, runs a headline stating Enright, a gangster on trial, has been acquitted. The news is false, but Hardy, together with the girl, continue to give Enright plenty of bad publicity, finally forcing the latter to muscle in on *The Post*, a rival paper, in order to combat *The News*. Enright's gang carry on sabotage activities, wrecking *The News* distribution service, etc. Ken and Randy finally find themselves about to be put on the spot by Enright's mob, but escape thru the cleverness of Ken and the timely arrival of the police.

CAST—Ray Walker, Evalyn Knapp, Regis Toomey, Cy Kendall and others. Run-of-the-mill performances.

DIRECTOR—Charles Lamont. Satisfactory.

AUTHORS—Screen play by Richard English and Karen DeWolf. Original story by Richard English.

COMMENT—Fair potboiler with plenty of pace.

APPEAL—Made for double brackets.

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

"GHOST PATROL"

(PURITAN)

TIME—56 minutes.

RELEASE DATE—August 30.

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

CAST—Tim McCoy, Claudia Dell, Walter Miller, Wheeler Oakman, Jimmy Burtis and Lloyd Ingraham. A lot of nonsense in the script, but acting is up to fair Western average.

DIRECTOR—Sam Newfield. Okeh for the type. Sufficient suspense and action.

AUTHOR—Original story by Wyndham Gittens.

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

APPEAL—Routine channels.

EXPLOITATION—G man, aviator, Western combination.

"THE ARIZONA RAIDERS"

(PARAMOUNT)

TIME—57 minutes.

RELEASE DATE not given.

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

CAST—Larry Crabbe, Raymond Hatton, Marsha Hunt, Jane Rhodes, Johnny Downs, Grant Withers, Don Rowan, Arthur Aylesworth, Richard Carle, Herbert Hayward and Petra Sylva. Generally good, as far as Westerns go.

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

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

COMMENT—Superior alfalfa opus.

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

EXPLOITATION—Cash in on its comedy and action shots.

"PUT ON THE SPOT"

(VICTORY)

TIME—60 minutes.

RELEASE DATE not given.

PLOT—Eddie Nugent in this one plays the part of a G man who scores okeh in tracking down the villain and in getting the girl. Wrong man is accused of a murder and, thru circumstantial evidence, lands in jail. George Walsh (remember?) plays the suspicious character quite well, having foregone his heroic roles of a decade or so ago.

CAST—Eddie Nugent, Maxine Doyle, Fuzzy Knight, Lucille Lund, Don Alvarado, Nick Stuart, George Walsh, George Cleveland and Forrest Taylor. Cast not outstanding in any particular, but comes thru with a fairly solid performance. Nugent and Doyle attractive enough.

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

AUTHORS—Adaptation by Al Martin from story by Peter B. Kyne. The potboiler has been handled nicely.

COMMENT—Doubles only, but should gross okeh.

APPEAL—General non-class.

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

"DEATH ON THE SET"

(GLOBE)

TIME—58 minutes.

RELEASE DATE not given.

PLOT—An involved murder-mystery concerning two bad brothers, one of whom is a film director and the other a drunkard. As both look exactly alike, the film director decides to get rid of his annoying brother by killing him, which he does, and taking his place in his old haunts, etc. He also gets into an argument with a couple of actors, going so far as to offer them a phony gun with which to shoot him. They do so and believe they are murderers, but the police convince them they are not. Ends up with the director being arrested not because he murdered his brother but because the police mistake him for his brother, who murdered some one else. This is not an exercise by Gertrude Stein.

CAST—Henry Kendall, Jeanne Stuart, Eve Gray, Lewis Shaw and Garry Marsh. Cleopatra, I am dying.

DIRECTOR—Leslie S. Hiscott. Must have done it by centrifugal force.

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

COMMENT—Try it on your piccolo.

APPEAL—The lowest.

EXPLOITATION—Try passing it off as burlesque.

"THE GIRL FROM MAXIM'S"

(KORDA)

TIME—64 minutes.

RELEASE DATE not given.

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

CAST—Frances Day, Lady Tree, Leslie Hanson, George Grossmith, Desmond Jeans, Evan Thomas, Sterling Holloway and Gertrude Musgrove. Korda has misused the cast, which, under proper direction and working in a good script, is capable of turning in excellent performances.

DIRECTOR—Alexander Korda. Zero.

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

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

APPEAL—As a museum piece.

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

"LA KERMESE HEROIQUE"

(TOBIS)

TIME—95 minutes.

RELEASE DATE not given.

PLOT—Town of Boom in Flanders in 16th century is preparing for a festival when the Spaniards are announced. Mayor and menfolk are willing to do anything to keep them out of town, even tho only wanting to billet for the night. Mayor decides to play dead, figuring the enemy will stay away in deference to the dead. Womenfolk, fed up with the dallying of their husbands, put-on the glad rags and welcome the enemy. So while the mayor is "dead" with the menfolks mourning the wives play. Strictly farce all the way. And gets laughs.

CAST—Francoise Rosay, Jacques Alerme, Micheline Cheirel, Bernard Lancret, Jean Murat, Louis Jouvet are the principal players. Not a name in the lot that means anything here, tho all do fine work.

DIRECTOR—Jacques Feyder.

AUTHORS—Charles Spaak, with dialog by Bernard Zimmer.

COMMENT—Pleasing job with better than average photography, sound and subtitles that keep the non-French aware of what is happening. Too long to go with double-feature bill.

APPEAL—Strictly not for the lower-class nabes.

EXPLOITATION—Pic took Grand Prix du Cinema Francais for 1936 and Gold Medal, Venice International Exposition for 1936.

BAA Firm in Its Demands

Membership ratifies actions of Phillips—firm in its demands of Hirst

NEW YORK, Sept. 19.—At a general membership meeting of the Burlesque Artists' Association Sunday night at the Unity Church the members stood behind Tom Phillips, president, in his contract negotiations with managers for the new season. The membership ratified the contracts already signed, and as regards the Independent Circuit holdouts they voted that all the demands made by Phillips are to stand. As a result the BAA mailed out new contracts to the hold-out theaters, asking that an immediate reply be given. It is expected that the controversy will be settled soon, with the probability that it will be done peacefully without leading into any walkout.

In voting that the demands asked of the Indie Circuit stand, the BAA insists on a satisfactory guarantee from each theater, individual operators to sign up, chorus girls to get the \$1.50 raise and houses to pay for midnight shows.

The contracts reached the office of Issy Hirst, president of the circuit, Wednesday, but he has been out of town since Saturday. He went to Pittsburgh last Saturday for several days and then on to Buffalo. It is expected that he will give the BAA some answer early next week.

The controversy now centers around the raise for chorus girls. Hirst claims that members of the circuit in the Midwest were told that there would be no immediate change in their policies and he says he considers this salary raise a policy change. However, the BAA claims the raise has nothing to do with the individual theater policies and that it is simply a matter between the BAA and Hirst, who is servicing these houses with shows.

Change Pit Leaders in N. Y.

NEW YORK, Sept. 19.—Several local burlesque theaters have made changes in their pit leaders. Henry Henecker is the new leader at the Oxford, Brooklyn. Bennie Chase has been transferred from the Eltinge to the Gaiety, relieving Murray Friedman, who returned to Minsky's Gotham. Ike Harris is the new leader at the Republic, succeeding Willie Sharf.

Inadvertently, the name of Markie Wood was omitted in a recent review of the Eltinge, New York. She did a thoroughly capable job as talking principal, working all the comedy bits, and also did a clever bit of song-selling in soloing with a novelty tune.

Hirst Adds Akron And Youngstown, O.

NEW YORK, Sept. 19.—Two new houses have been added to the Independent Burlesque Circuit, both being taken over by Issy Hirst, head of the circuit. They are the Miles Royal, Akron, and Princess, Youngstown, both in Ohio.

The Youngstown house opened yesterday as a three-day stand, while Akron opens today as a four-day stand.

Hertzig's Appeal On Jail Sentence

LOS ANGELES, Sept. 19.—Samuel Hertzig, manager of the *Hollywood Goes Minsky* show which folded at the Playhouse last Saturday after eight raid-studded weeks, prepared this week for an appeal from a sentence of six months in jail meted out to him following his conviction with 12 members of the troupe on charge of presenting an indecent performance.

Hertzig drew the jail sentence without the alternative of a fine and was released on \$1,500 bail pending the outcome of his appeal. Fines paid by the members of the cast totaled \$2,650.

DYNA (MITE) DELL visited by her sister, Gertrude Lowery, stenographer, first time North and in New York from Winston-Salem, N. C.

U-Notes

By UNO

ANN CORIO half-paged with seven poses and a story of home and stage life in the rotogravure section of *The St. Louis Globe-Democrat* August 30 and whole-paged in *The New Yorker* mag. Ditto in a large syndicate of papers all over the United States.

PRINCESS LYANDRA, dancer with *Knee-Hi*, Indie show, is mourning the loss of Cookie, a Maltese terrier, who fell out of a window at the Commonwealth, Boston, recently.

RAY LeROY, juve-straight, and Arelle Rappee, principal woman, for the last 14 weeks at the Hotel Southern, South Bend, Ind., and who have been playing other nighteries out of the Schuster office, are due to appear soon in burlesk.

JOIE FAYE, comic at the Apollo, New York, has a fractured finger, sustained in a recent baseball game. Harry Cornell, straight, is walking with a cane to (See U-NOTES on opposite page)

Burlesque Reviews

Irving Place, N. Y.

(Reviewed Tuesday Evening, Sept. 15)

New life seems to have gone into this 14th street after an unprofitable season last year. Better grade of show, occasioned by the expert production ability of Ida Rose, tho the management seems to be holding tightly to the purse strings. For a show that runs an hour and 36 minutes the first half and 46 minutes the second half, sandwiching a 17-minute intermission, it is very lively, keeping an audience interested all the way. Business good at this catching considering the \$1.50 top and the 83-cent low.

Miss Rose, an importation from Chicago, does an excellent production job. She is one burlesque producer who is to be congratulated on making chorus routines different. Her 15 chorines work earnestly and energetically at

clever routines, while the eight show-girls parade artistically. What's more, the chorines don't strip except in two picture numbers. The show is costumed beautifully, tho it's a bit shy on scenic background.

Not many men in the show—just five. Takes in three comics, a straight and a singer doubling as straight. The comics are all strong laughgetters, digging deeply into the blue but able to get laughs also when working clean. Joe Freed is biggest laugh puller, especially when frog-voicing, but Al Pharr and George Murray are close behind him in batting out a healthy laugh score. They're funny men, and the audience took to them. Joe Wilton is a busy straight and a capable one. Billy Elliott helps out capably as straight, doubling from his singing assignments.

Elliott's singing is okeh, working via (See *Burlesque Reviews* on opposite page)

Burly Briefs

JUNE ST. CLAIR opened at the Yacht Club, Chicago, September 16, doubling from the Rialto Theater. . . . Matt Kolb, scouting for chorus girls for the Independent Circuit, made trips to Detroit, Louisville and Cincinnati and succeeded in rounding up quite a few. . . . June

Rhoades, well-known burly soubret, is closing an engagement at a Youngstown, O., night club to re-enter burlesque under Milt Schuster's direction. . . . Marion Morgan will be featured with the new Independent show now rehearsing in Chicago. . . . Jack Kane has changed the name of the Gaiety Theater, Milwaukee, which will play his shows, to the Rialto. . . . It reopened September 18. . . . Countess Vanya has been placed by Milt Schuster at the Palace, Buffalo, as an added attraction. . . . Virginia Mylie, sister of Frances and Pearl, closed at the Avenue, Detroit, September 12 and expects to make a connection in the East. . . . The old Star and Garter Theater, Chicago, formerly operated by N. S. Barger, has been leased to Florence Paley for a motion picture house. . . . She also runs the old Haymarket and Empire theaters, also former burly houses, in the same neighborhood.

LILY JARVIS, chorus girl on the Indie Circuit, was injured last week on the stage of the Old Howard, Boston. Coming into New York, she was sent to the Polyclinic Hospital and given medical attention by the BAA. . . . Ruth Donald overslept in Washington and missed the *Wine, Women and Song* bus headed for Union City. Nancy Lane replaced her on the opening show at the Hudson Theater. . . . Mavis Sisters and Jack Rosen will close Thursday night at the Star, Brooklyn. . . . Mandie Kay and George Rose opened Thursday at the Bijou, Philadelphia, and will follow on the Indie Circuit. . . . Sherry Britton left the Eltinge, New York, Thursday night for the Oxford, Brooklyn.

LESTER MONTGOMERY, producer, has left the Dallas exposition, where he produced a show for Ernie Young, and is now located in Chicago. . . . Ken Rogers, another producer, exited from the National, Detroit, for other points west. . . . George Katz left New York last week to supervise some Ohio houses (See *BURLY BRIEFS* on page 31)

MISS DOROTHY DEE



HOT OFF THE GRIDDLE

FIRST TIME IN THE EAST

BURLESK'S LATEST BOX-OFFICE DRAW AND STRIP SENSATION

Pers. Dir.—MILT SCHUSTER, CHICAGO

THE MOST VERSATILE OF JUVENILE STRAIGHTS

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—Thanks—

IZZY HIRST IRVING SELIG
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THE BLACK ROSE
AT THE IRVING PLACE, N. Y., INDEF.

JOIE FAYE

A GENTLEMAN AND A SKULLER
APOLLO—GIZING WITH BEERT GRANT

JEAN CARTER

A TALKING-STRIPPING PERSONALITY

GLADYS FOX

I'M TRUCKIN' ON DOWN AT
MINSKY'S GAIETY & GOTHAM, N. Y. CITY.

BABE CUMMINGS

PERT—PEPPY—PERSONALITY—POISE.
AT THE PEOPLES, New York City.

Tab Tattles

HAD a pleasant visit Monday of last week from Frank (Red) Fletcher, who had just breezed into town from Texas. Red, who recently came into a pretty penny following the death of his father, is sporting a new Ford V-8 and is spending his time just cruising around, with no particular destination on his books. A stern believer in the "share-the-wealth" idea, Frank invited us to make a trip up to Billy and Margie Leicht's night club in Baltimore, all expenses paid. Great guy, the red-head. . . . Jack and Irene Keating have left the Oklahoma City tab house to join Harry Poole's troupe at the Idle Hour in Houston. . . . Art Higgins is playing halls thru Wisconsin with his traveling picture show and making a good living with it. . . . To answer a recent inquiry—Charles and Bessie Hal-loway are currently with one of Jack Kane's burly units, the one playing Atlanta this week.

AR T GLEASON'S new edition of *Town Scandals* opened Sunday at the Capitol, Atlanta, for a week stand. Unit is booked up until Christmas, Gleason says. Company features the Musical Town Criers Ork, Keaton and Armfield, Dub Taylor, the Dexter Duo, the Manors Sisters and Allyn and Gaudreaux. . . . Gleason says, too, that *Follies of the Day*, which played Huntington, W. Va., recently, is his unit and not Harry Clarke's as reported. . . . Aside to Jacke Burke and Bebe Jolly—A Mr. Shock, of Atlantic City, was in Cincinnati last week trying to locate you. Phoned us and said you were located at some theater in Cincy. We told him that we hadn't heard of you being in town and that it was probably some mistake. . . . Jack Ballard, veteran tabloider, who for the last three months has been playing piano at the English Village, Dallas, will resume his law practice in that city at the end of this month.

COTTON WATTS' No. 1 show started off its third season at the Roxy, Knoxville, Tenn., recently and, according to word from the show, the opening topped anything the Roxy has seen in the past. The tab comprises 10 girls and two men, with a four-piece ork under the direction of Wesley Brown. In the feature spots are Chick Morland, the Blue Sisters and Cotton Watts. George D. Bartlett is handling the straights. Watts' No. 2 outfit is reported as scoring okeh at the Bonita, Chattanooga, Tenn. . . . Arthur P. Almond, pianist, for the last several years associated with Cotton Watts, sailed Monday on the S. S. California for his native England. . . . A. F. Smith's *Dream Train Revue* is slated to begin a swing of Michigan territory with a week's engagement at the Regent Theater, Jackson, Mich., the second week in October. Frank J. McIntyre will have the advance. Those already engaged for the unit include Donald (Jake) Drummond, producing comic and emcee; Wilma Evans, chorus producer; Harvey Plumpton, straights; Roy Connie, second comic, and Ione Smith, principal woman. . . . Tommy Byrne, of Park and Byrne, is now operating a picture house in Skiatook, Okla., and would like to hear from old friends, especially Ernie and Bobby King, Roy Mapes, Bob Parks and Toots Miller. . . . Billy Franz and Jack Taylor are selling insurance in Tulsa, Okla. . . . Georgia Kennedy is doing three-a-day over a cookstove in the same village, while Stewart Smith is renting out gas buggies to the Tulsans. . . . Robert Wallace, until recently with Harry Poole's tab in Houston, is now on a visit to his home in San Francisco.

BURLESQUE REVIEWS—

(Continued from opposite page)

a mike all the time. A production such as this could easily use another singer. Valerie Parks adds to the show's production value, this blond nude dancer being one of burly's sparkling gems. She does a beautiful butterfly dance and also her bubble routine. Solo spots in chorus numbers are given to Ruth Freeman, chorus captain, who's a neat worker. . . . Five strippers in the show and all swell. Feature is the dynamic Georgia Sothorn, who whams away at her dis-robing in amazing style. She, as did practically all the other girls, got rous-

ing receptions, the applause carrying in to the next numbers. The folks here are nuts about stripping, but the house is wise in cutting down encores. The other strippers are Pat Paige, Irene Austin, Billie Holmes and Jewel Sothorn, the latter Georgia's sister and second feature. They are a great crew, all doubling in comedy bits. SIDNEY HARRIS.

Trocadero, Philadelphia

(Reviewed Monday Afternoon, Sept. 14)

Current show is the second offering of the Indie Circuit since the house reopened for the season's run. But with the Shubert lighting up as an opposish house, circuit will have to do better to keep the Troc fraternity accepting the box-office rituals. Putting it mildly, sample caught, tagged *Scan-tees*, had about as much life to it as a marathon contest entering its final grind.

Time must stagger in reverse for burly comics. Charles (Tramp) McNally, Lou Devine and Frank Penny are the heralded funny men. Lines and blackouts are not even subtle any more, just downright dirty. House hawkers peddled a mag that contained jokes funnier than those coming from the stage.

Thanks to "Boots" Burns, an impulsive and dynamic peeler, sitting thru it all was not such a trying effort. Gal proves a top tonic. Builds up with a double entendre ditty into some hey, hey, hip-swaying obligatos, and the uncover on the finis. Other take-'em-offs are Vera Clarke, a comely and compelling cutie, and Dawn De Lees, a blond Venus.

Production numbers are all run-of-mine, with puny pedal extremity work on part of the chorus. Joyce Braezelle enhances with sessions of kicks and whirls. Art Nealy, emphatic tenor, gives voice to the soulful songs. In addition to the strippers, Billy Harris, Earl Root and Billie LaMont work the bits, all of them bluer than blue.

Specialties of the tap terping genus are capably offered by Cornish and Dean, mixed team. While there is little variation in the steps, it's all nicely routined and registers.

Not much change in physical appearance of the house after a dark summer. Jules Arliss is back as house manager and Al Fields in the pit with seven tune-smiths who whang out the potent tempos. At a 57-cent top ork circle was about two-thirds full for the matinee performance. Runs two hours and 15 minutes, intermission splitting it as a two-acter. House policy calls for weekly

changes of Indie fare, starting Sunday midnight.

Casino, Pittsburgh

(Reviewed Monday Evening, Sept. 14)

S. R. O. business greeted the return of burlesque here. George Jaffe, former operator of the Variety, is piloting the Casino, which reopened with a four-a-day policy. A three-hour show in all, with about an hour and 20 minutes of short screen subjects sandwiched in. Prices, the most popular in years, range from 25 cents matinees to 40 cents evenings.

The initial show, *Babes of Broadway*, is well-paced, decorative and unusually entertaining. Plenty of talent here, from the comedians down to the shapely and well-trained line of girls. Particular attention is also being paid to the production numbers, which boast of impressive settings and novel routines.

The comedy end is handled by Billy (Cheese and Crackers) Hagan and Billy Lee, with capable assistance by Joe Devlin. While some of the material steps out of bounds in a few scenes, their amusing delivery is of considerable help in shading the raw spots. Hagan hasn't been here in three years and the heavy hand mitting at this viewing indicated that he is still popular with local burly fans. An excellent straight is Palmer Cote. He served as an invaluable second man.

A trio of strippers with this show: Mlle. Verne, Nellie Casson and Lee Laurel. Mlle. Verne is featured in her dragon dance which she performs on a darkened stage. While cleverly executed there is not much here for strip fans. Nellie Casson is an improvement with a tease number handled with speed and dexterity. Lee Laurel, personable red-head, scored heavily with her *Let Yourself Go* number. Dressed in a cute sailor outfit, she opens with a song recital and goes into the undressing turn with welcome taste. She is also a good dancer and is featured in a beach number with the line.

The specialties are not far from the top. Rube Walman show-stopped with his whistling; the Mac Sisters, a blond dance team, were impressive in a number of intricate turns, and Al Kilbriede is an unusually good tenor. The line of girls works in unison and is outfitted in some fetching costumes. Six production numbers are presented. In a *Chinese Temple* is among the more original getups. SAM HONIGBERG.

U-NOTES—

(Continued from opposite page) relieve a right-foot injury sustained in the Catskills a few weeks ago.

JOHNNY MICCIO, manager of People's, New York, waging an extensive bill-posting campaign in the neighborhood, which, judging from the large patronage since its inception, has proved a success.

JACK (TINY) FULLER'S dressing room at the Star, Brooklyn, has been reinforced by a therapeutic lamp, used by himself and the rest of the company to cure ills and aches.

HARRY LEVINE, comic, and his children, Harry and Lavodis, opened at the Eltinge, New York, September 11, the senior via a five-week contract and the youngsters, billed as "The Versatile Twins," two weeks.

JOAN CARROLL, one of the Gaiety, New York, features, gifted last week with a beagle hound labeled Muggsy.

ROSE LaROSE, recently at Leon and Eddie's, New York, under the name of Connie Ray, goes into Minsky's Gotham and Gaiety, New York, Friday, after a week at the Club Nomad, Atlantic City, on a 28-week, 10-week option contract.

CLAUDE MATHIS, comic, and Sam Kraus, manager Minsky's Gotham, New York, were umpires at a hotly contested five-inning baseball game in Central Park, New York, early Sunday, September 13, between burly actors and the Terminals. Score 22-18 in favor of the Terminals. Joie Faye and Allen Forth pitched and Phil Cohn and Joe Costello caught for the actors. Johnny Mancuso pitched and Joe McKenna and Fritzl Varri caught for the Terminals. Home runs by Butch Mancuso, Johnny and Fritzl, of the Terminals, and Leon DeVoe, of the actors. Sensational catches by Charles Taylor and Moe (Terrible) Burt of the Terminals. The prize, a keg of beer, was consumed a few evenings later, backstage at the Gaiety, New York.

PEGGY REYNOLDS will celebrate a birthday Thursday backstage at the Apollo, New York, following her return from the Shubert, Philadelphia. Contracted with the Wilners for 12 weeks with a 12-plus, 12 option.

GLADYS FOX, principal with the Minsky-Herk firm, playing the Gaiety and Gotham houses in New York, wants it known that she is no relation to Gladys Fox now playing Jack Kane's houses in the Midwest and South.

WOODS SISTERS, Mary and Virginia, after five months on the Coast for Popkin & Ringer, returned to New York to be signed to a 15-week, nine-option, Wilner contract. Virginia opened at the Apollo, New York, September 11, and Mary at the Shubert, Philadelphia, September 17.

HARRY KANE, juve-tenor, from the Riviera, Loch Sheldrake, and Miami night spots, in line for burlesque under direction of Freddie Harrison.

JEAN CARTER, straight-stripper, extra-attractioned one week at Minsky's Gotham, New York, September 6 to 12, and returned to the Bijou, Philadelphia. Two offers, one from the Minsky-Herk combine and one from Izzy Hirst, under consideration.

SCENERY FOR SALE

New and Used Special Settings, made of velour, silk, plain and painted. Full stage painted velour Spanish Set, Bubble Set, Night Club Set, etc. Write for Details—Low Prices.

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Sister Team, show-stopping modern Tap Dance Team, wife chorus Join immediately. Out all winter, under canvas one-nighter. Don't write, wire Western Union. State age, height, weight, reference and salary expected. **BILLY WEHLE**, Mgr., **BILLROY'S COMEDIANS**, Jacksonville, 23; Nacogdoches, 24; Lufkin, 25; Trinity, 26; Palestine, 28; all Texas.

CONTESTANTS WANTED

24-Hour Show, Brooklyn-Jamaica Walkathon. Seating capacity, 5,000. Prizes up to \$2,000. Opening date October 8th. Top M. C. Good Band and Marvo Wire.

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"No Other Promoters Connected."

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Parker Walking Derby Opens at Glasgow, Ky.

GLASGOW, Ky., Sept. 19. — Walking Derby got under way here to a good start last Saturday night, under the management of F. M. Parker, who is assisted by Frank DeVorse, producing manager and chief master of ceremonies. According to the management, three more sections of box seats and bleachers will be added to take care of crowds. Lois McReynolds assists DeVorse and is clicking handily with her blues songs and dances. Show opened with 15 couples and 3 solos and at this writing 11 couples and two solos remain.

Floor showers have been numerous since the opening. Crowds are even "boozing" Tex Fisher, "sour puss," with coin showers. Martin Noll is alternate judge. Ray Holmes and his eight-piece Rhythm Boys are furnishing the hot music. Dorothy Le Furge is chief nurse, with Pearl Pedin as her alternate. Sam Chambers and J. R. Landrum are trainers, while Bill Redman, local registered dietitian, supervises the food dispensary.

BILLY GOSS and Mickey Pomeroy are walking at the show in St. Paul. They would appreciate letters from their many friends.

CHARLES M. HAYDEN, who recently closed a good show with Hal J. Ross in Peoria, Ill., is now operating successfully in Mason City, Ia.

EDDIE GOLDEN, former floor judge and chief trainer for endurance contests, is now connected with Sally Rand's Nude Ranch at the Fort Worth Frontier Centennial as talker. He was formerly with the George C. Cobb walkathons at Visalia, Calif., and Seattle and We-

natchee, Wash. Since then he has been with Jack Kearns in Hollywood. Golden is wondering what has happened to Bill Owens, Kid Chissell and Johnnie Russo.

BARNEY AND DORIS BARKER write from Macon, Ga., that they are anxious to hear from Ernest Scott, "Popeye" Laub, Leona Jones, Helen Havisser, Emmett McClaude and Jimmie Kelly. According to the Barkers, Polly Binkley will soon be ready for the "old" floor.

STAN WEST is now walking for George W. Pughe in the 1936 Champion Derby show at the Mammoth Garden, Denver. He is anxious to contact Charlie Smalley.

A **MARATHON DANCE** contest is under way at the Alcazar Theater, Marseille, France.

JOE RICCIO, with the Derby Show at the Armory, Mason City, Ia., would appreciate a word from Alto Locke. Says he has an important message for him.

KENNETH GRUWELL is now with the Vernon Balfour's Derby Show at Houston. Gruwell says he would appreciate notes from his ex-partner, Opal Williams, and his many friends.

RELATIVES of Duffy Davidson request him to get in touch with his home in Flint, Mich., as soon as possible.

RAYMOND WRAY, after spending nine and a half months in Seattle, has opened at a new spot in Chico, Calif., where he is slated to stay for eight weeks. Says he stopped in at the Rookie Lewis show, when that organization played Tacoma recently, and renewed acquaintances.

Thru Sugar's Domino



LIKE the business man who lacks faith in his partner the musician is justifiably undecided as to whether the machine—as represented by the increasing mechanization of music—is friend or foe. At this stage of the game it appears like a draw, with the team wearing the robot insignia on its jerseys showing greater endurance, and daring that promises a lively time for the tiring opposition.

The machine drove musicians from the pits of theaters. Not satisfied with this decisive victory, it continues its assault in dance halls, small cafes and beer gardens—and makes menacing forays in the larger night spots and radio.

There has been, during the past several months, ever increasing mechanization in smaller spots; to the extent of eliminating bands entirely. Among the more common substitutes are records coming over house sound systems, such as has been done by the dance pavilion at Indian Point, N. Y., or wired music under the trade name of Muzak. Musicians who have been hitting the high and low spots on the road return with such stories of nightmare caliber as that of the hotel dining room equipped with small band stands and papier mache dummies of musicians—recorded music supplying the auditory background. One hotel even goes so far as to call a spade a spade and encourages patrons to make requests for records to be played from a boastfully large library. Food and music on the platter, as it were.

* * *

Introduced and received originally as a novelty, the Hammond electrical organ has become an important factor in band entertainment as well as musician employment. It is to be hoped that it will retain its currently basic virtue: that of requiring the services of one person to play it. Our scouts tell us that there are at least a dozen Hammond units with important bands. These little demons simulate practically every instrumental tone familiar to the dancing and listening public. The larger outfits employing Hammonds do right by our Nell by limiting its function to add distinction to the music and to achieve special effects. The smaller outfits, however, are constantly faced with the temptation of employing the Hammond or similar wonder units to displace or substitute for instruments dropped from the band. Partial as we are towards the product of living music as against mechanical substitutes, it is fair to state that a certain seven-piece band now broadcasting regularly from a New York night spot sounds over the air waves like at least a 14-piece unit. In the organ's complex machinery is the basis of musical variations representing instruments that are carried usually only by the largest bands today.

We have no brief as such against Hammond organs and other devices marketed for purposes to be determined by the users rather than the manufacturers. Hammond and other factors do not specify that their machines be used to replace musicians or complete bands. They do not specify either that the units be employed only for the purpose of heightening musical effects. In the final analysis it does depend on the musician as to whether mechanical devices will displace him eventually or whether these self-same devices can be made the basis of better jobs for the individual; more permanent engagements for the band.

* * *

The average spot or "joint" that throws out a band to make way for a phonograph, wired music or some other substitute for living music might unintentionally be doing the music industry a good turn by its surrender to mechanization's entreaties. The small, shaky spots that used to employ bands way under scale and frequently without any contact with union musicians whatever might have represented a certain portion of the employment pie, but of such little consequence as to make the loss appear to be, from certain angles, a blessing. Shabby jobs that pay peanuts are not even a living. A musician with self-respect and a certain amount of ability could make more with fair regularity on odd jobs meeting with union requirements. Better for the musician market that most of the smaller spots or "joint" caliber are out of the running entirely so far as living music is concerned. In such spots mechanization is a blessing to be cashed in years to come by a musician's body possessing real vision and the courage of its convictions. And in an optimistic frame of mind we observe that the larger, substantial spots will never reach the point where they will find living music to be a forbidden luxury rather than a necessity as it is today.

*

COMMERCIAL producers are sitting up and taking notice. There's nothing to laugh off in the Federal Theater Project producing Sinclair Lewis' "It Can't Happen Here" simultaneously in 15 cities. Maybe many of the know-it-alls among the producers paraphrased the title of the dramatized book by stating with characteristic emphasis that it can't happen here.

There are those who scoff; others point with alarm at this latest coup by the WPA's theater branch. It is quite evident that Hallie Flanagan's offspring are no longer stepchildren. The Federal Theater Project is now a serious competitor to the legitimate theater from an artistic standpoint. We shall soon be in a position to tell whether the competition will be commercial in character, too.

Despite all of its unavoidable faults (as unavoidable as a Farley in Democratic party circles) the Federal Theater Project has made great progress—as a producing medium, as an institution that now inspires respect as against ridicule that greeted it as its inception and as the road to a possible National Theater goal. It is not difficult to imagine what Mrs. Flanagan and certain of her desirable associates will be in a position to do when and if political influence is entirely removed.

The Broadway Beat

By GEORGE SPELVIN

MR. SPELVIN recently returned from a seven-week vacation (and seven weeks, sometimes, can be a long, long time), but the itch to avoid labor remains unappeased. Therefore this column, or most of it, will be turned over to Mr. Andrew Ponnaras, of the Somerset Coffee Shop, who recently looked upon his Greek murals and was straightway afflicted with the urge to turn out a seasoned hunk of prose. Not all of what Mr. Ponnaras writes can be printed, because he has this and that to say about certain members of *The Billboard* staff—and such things had best remain cloaked in the sweet and fuzzy darkness that hangs about a bar. He does, however, say that one of Mr. Spelvin's pinch-hitters, who mentioned the restaurant, demanded and received 25 Tom Collinses for said mention. The pinch-hitter claims to have received only 10. Mr. Ponnaras therefore owes 15 Collinses. Stop in on the day we collect.

In one of his paragraphs, however, he recalls the good old days of vaudeville. "Here I go," he says, "way back to the days when Patsy Kelly broke her leg running into one of the 47th street coffee shops to get there before 3 o'clock so that she could have breakfast No. 2 for 20 cents. . . . When Fred Allen insisted on three-and-a-half-minute eggs, and no more, so that the yokes remained soft and the whites hard (and even today his jokes are hard on the soft whites). . . . When Will Mahoney borrowed a bunch of bananas so that one of the Palace ushers could present it to him across the footlights at the end of his act. . . . When Dr. Rockwell bought the same bunch of bananas the following week so that he could use the stem in explaining a human spine to the audience. . . . He used only the stem, so he sent the bananas across the street to 'Bozo' Snyder, who ate the skins to entertain the elite at the Columbia burlesque. . . . But who ate the bananas? . . . When Joe Frisco was a Somerset lobby humorist and Harry Richman a Stanley Hotel patron. . . . They both ate French toast for breakfast, but not before 3 o'clock. . . . When Gil Lamb was a saxophone player and dunked a mean doughnut. . . . When Frank Fay wanted to buy this shop (and I wish he had) so that he could stay near the Palace forever. . . . When Danny Collins ate in Jack and Jill's, and when Danny Freundlich, an up-and-coming office boy, ate sandwiches for lunch. . . . When Bert Wishnew was a runner for Keith-Albee instead of for the Giants. . . . When I sold coffee for a dime and made money, and when Tom Collinses were a luxury and not for editors."

Andrew also tells the story of the time the coffee shop was closed for alterations and his brother and partner, Gus, ate at Gerson's. "Gus," says Andy, "was eating at Gerson's for three weeks during the period of the alterations in the hope that Gerson would mistake him for an actor and put his name on the wall." Another story connected with the alterations was the time a neighboring proprietor came up to Gus to say that since the coffee shop was closed he got some of its terrible patrons in his own nice eatery, and where in heaven's name did he find such awful customers. "You didn't really think," Gus replied, "that my good customers would eat in your place, did you?"

There's plenty more in the Ponnaras column (pardon me, colyum)—plenty more that's good. But Mr. Spelvin takes it upon himself to censor. . . . After all, there is such a thing as self-preservation.

Chicago Chat

By NAT GREEN

THE gathering of the clan of name orks in Chi started this week. . . . Before the end of another month many of the best known maestri will be waving their batons in the Windy City. . . . Fio-Rito's opening in the Terrace Room of the Morrison was a gala occasion. . . . The beautiful room was packed and jammed Thursday night despite the fact it was the Jewish New Year, which kept many of the regulars away. . . . Ted has a smart and entertaining outfit that includes among its warblers the Three Debutantes, Muzzy Marcellino and Stanley Hickman, and Managing Director Leonard Hicks of the Morrison has corralled some swell talent for the floor show. . . . Show is headed by Johnny and Edna Torrence, one of the most entertaining and refreshing dance teams in the biz. . . . The Three Titans, truly "rhythm in motion"; Edith Mann, a lively miss who toe-taps her way to favor, and Nice, Florio and Lubow, comedy dance team, that takes a lot of punishment and gets a flock of laughs, round out an evening of excellent entertainment. . . . The Terrace Room has been freshened up and bids fair to take its place among the favorite Loop night spots.

Second opening of the week was Herbie Kay, at the Edgewater Beach, with Dick and Edith Barstow, smart tap and ballroom dancers, and Kollette and Deane, youthful sister team, offering acrobatic, tap and adagio routines in the floor show. . . . At Chez Paree a new show headed by Jimmy Savo opened on Friday, with Henry Busse and his ork continuing.

Harry Atwell, the old photog, came thru with his promise of a muskie dinner to the Atwell Luncheon Club Friday, and the 10 hearties who partook of the feast were the cynosure of all eyes at the Sherman as the huge fish, beautifully prepared by the Sherman's special piscatorial chef, was brought in on a huge platter and served in style by the club's favorites, Louise and Jean. . . . During the feast a wire was sent to Art Hopper at El Paso, reading: "Green, Finney, Hickey, Sneed, Wilson, Burke, Beery, Newkirk, Whitmore all enjoying big muskie dinner compliments of Atwell the two-handed fisherman Stop All join in best wishes to you Stop Hurry back soon to make the railroads. The Lunch Club."

Gertrude (Shuberts) Bromberg back from a busman's holiday in Atlantic City and New York and bubbling over with enthusiasm over the new season. . . . Charles Emerson Cooke in town ahead of *Lady Precious Stream*. . . . Fred Jordan, another agent of the old school, here with *Blossom Time*. . . . Jordan originally hailed from Cincinnati, and Windsor McKay, the artist and cartoonist, was his brother-in-law. . . . Had a pleasant chat with Fred Stone, who reminisced of the old days when he stopped in the Cincy offices of *The Billboard* and talked circus and Wild West. . . . Same old lovable Fred. . . . Al Spink has taken over management of *Dead End*. . . . Tex Sherman back from rodeo good-will tour and working on publicity for the Stadium rodeo. . . . Natalie Visart, costume designer for De Mille, back in Chi for a visit with homefolks. . . . Max Terhune, under contract to Republic pix, off for Hollywood with his family. . . . Bunny Daniels has left her p. a. job at the Blackstone Hotel to go with radio department of J. Walter Thompson Agency. . . . Joel Lay has resigned as State director of WPA music project. . . . Irving Berlin visiting Berlin office in Woods Building. . . . Leonard Hicks off to St. Louis for American Hotel Association convention.

Norma Ginnivan Ends Tent Trek

MANCHESTER, Mich., Sept. 19.—Norma Ginnivan Dramatic Company closed its 1936 season here September 12 after 18 weeks over its established territory in Southern Michigan, Northern Ohio and Indiana. Miss Ginnivan reports the most successful season in the last several years.

Ginnivan management comprises Norma, Howard and Peggy Ginnivan, and the cast this season included Jack Gould, director; Leona Sharp and Greg Rouleau, leads; Alma Coble, Jeanne Anders, Lucille Blackburn, Tommy Windsor, George Newman O'Brian and Chester Leroy. Orchestra: Roy Slater, leader; Hilda Funk, Bert Weir, Shern Weir and Orland Walker. Leta Slater and Clara Weir handled the door and reserves and Theresa Walker had charge of the concession car.

Little Buddy Walker, six-year-old son of Mr. and Mrs. Orland Walker, was featured in his vaudeville specialty of "Bozo, the Tramp." This is the third year Little Buddy has worked over this territory.

Show is being stored at the Ginnivan headquarters at Fayette, O., where Mr. and Mrs. Howard Ginnivan winter. Mr. and Mrs. Chester Leroy, Mr. and Mrs. Orland Walker, Mr. and Mrs. Bert Weir and Mr. and Mrs. Shern Weir also have winter homes in Fayette.

Miss Ginnivan will spend a couple of weeks in Michigan and then go to her home in Dayton, O., for the winter.

Billroy Show Briefs

MAGNOLIA, Ark., Sept. 19.—Laurels this week go to Sid Lovett and his billing brigade for the splendid showing they made in Pine Bluff last Monday. The writer has never seen the job done better. Paper everywhere. Main drag alone boasted of six 24-sheet billboards. Pine Bluff, incidentally, is the home pasture of "Ex-Playboy Champ" Cal West and whether or not the credit should fall to him, Sid or the radio tie-up, a combination of the three gave us a turnaway that undoubtedly will go down on the books as one of the biggest of the season. Pine Bluff, too, will be pleasantly remembered by the gang, all of us having enjoyed open house at the home of Cal's sister and brother-in-law, Mr. and Mrs. J. S. Allen.

Clarence Balleris, the candy man, was on Monday, and the trumpet section of the Palais Royale Orchestra was bolstered in the street parade by the addition of brother Vincent. Latter hails from Chicago.

Dave Davidson, formerly of the Frank Smith Players, is now with us, having replaced Al Peterson on first trumpet.

Camden, Tuesday, gave us our second turnaway of the week, and El Dorado made it three in a row. Last named should probably be classified as some sort of a home-coming for Billy Wehle, he having operated one of the local theaters years ago.

El Dorado is the home of Lloyd (Sugarfoot) Williams, ex-minstrelite, and he was one of the first to welcome us. The writer formerly trouped with "Sug" on the J. A. Coburn show in 1928-'29. Lloyd, as he is best known in his home town, is assistant tax collector there and well liked. He begs to be remembered to Rhody Jordan, Nick Glynn, Jack Ault and all of his old friends and extends the invitation to all troupers to look him up when visiting in his neighborhood. More anon.

JOHN D. FINCH.

Gordon Players End Season

COVINGTON, Ind., Sept. 19.—George Gordon Players wound up their tent season here tonight. Company played here three days, jumping in from a two-day stand in Montezuma, Ind. In the company were George Gordon, manager; Helen Kilduff, Harry and Marine Owens, Andrew Leigh, Revanna Proctor, Oel Hager, Hub Adams, Arthur May, Katherine Huissel and Eddie Burke, with William T. Gaskell in advance. Leigh returned to his home in Alton, Ill., and the Owenses went to their home in Arlington, Ill. Rest of the folks jumped into Chicago.

OLLIE HAMILTON PLAYERS are reported to be enjoying a good box-office play in Southern Georgia. With the tobacco season just closed being the best in six years, Southern Georgia is in fine shape.

Rep Ripples Hopkins 'Premieres' New Townsend Play Stock Notes

JOHNNIE AND VERNIE BISHOP, after closing with the Matthews Show in New York, have joined up with Jack Grady's tent show, now working the South Carolina tobacco belt. Johnnie is chief comic and producer and Vernie is handling the leads and prize candy. Others in the show's lineup are Billy F. Jones, specialties and leads; Jack Grady, manager and parts; Mrs. Jack Grady, parts; Hugh Mattox, general business. Company gives 'em flesh and talkies and, according to Bishop, business is topnotch.

BOBBY RUSSELL, this season en route with the Silver Bros. Circus, posts that he expects to return to vaudeville this winter.

HANK KEENE and his tent outfit have been touring Western Pennsylvania for the last couple of weeks. Preceded by some swell advance work, most of the dates have been profitable. The Labor Day week-end business was big in McKees Rocks, Pa. Other dates booked include Ambridge and Washington, Pa. Radio programs have been piped every afternoon over KDKA, Pittsburgh. A tieup with a department store in Ambridge netted the show a two-page spread in the local daily.

AL H. MILLER, still hitting the high spots in Georgia with his vaude and talkie show, reports business as highly satisfactory.

"RUSTY" AND DOT WILLIAMS are still in the South with the Odell White Show. "Rusty" is handling the comedy, with Dot on piano and parts. They info that the show is doing good business.

Van Arnam's Barn Dance

CHARLES TOWN, W. Va., Sept. 19.—Since our invasion of the Southland Monday at Havre de Grace, Md., business has been big, and if this week's business is any criterion "it's true what they say about Dixie."

Rudy Hoff and Al (Weedy) Pinard visited friends in New York last Sunday.

We had an enjoyable visit last week from Everett Blanshan, of Kingston, N. Y., show fan of more than 40 years, whose friends in rep, minstrel and circus circles are legion. Blanshan had many kind words for our show, for which we thank him. He was accompanied by his son and daughter-in-law, Mr. and Mrs. Harold Blanshan. Another visitor the same day was Mickey Guy, formerly a Van Arnamite, but now instructor of music in the Middletown (N. Y.) high school.

Walter Kashlak, sax and clarinet, joined the show at Sussex, Va., to replace Jim Miller, who closed to go to Syracuse, N. Y., where he has secured a responsible position with Clark Music Company.

Had a surprise visit at Ellenville, N. Y., last week from Lawrence Hager, who drove over from his home town, Danbury, Conn. Over a few (?) tankards of ale, those two old cronies, Hager and Dome Williams, as well as your correspondent, had a great time recalling the old days.

Wallace Hall was on Sunday at Havre de Grace to visit his dad, Billy. Wally is with the Lester Cole Texas Rangers unit, which closed a summer's engagement at the Steel Pier, Atlantic City, Sunday. Unit will open at the Palmer House, Chicago, September 25.

Joe DeMetro back on the show after a flying trip to his home in Waterloo, N. Y. MACK D. FERGUSON.

Phelps Takes Sportatorium

DALLAS, Sept. 19.—Harry Phelps, formerly secretary-treasurer of the Harley Sadler Show, has taken over the management of the Sportatorium, this city. Originally built for athletic events, the Sportatorium has been playing shows and other amusements since the opening of the Dallas Exposition last June, when the Fair Park Auditorium was taken over by General Motors for the duration of the fair, leaving the Sportatorium the only available hall in the city. Manager Phelps is now negotiating for fall amusements, one of which will be an indoor circus.

HOUSTON, Sept. 19.—Monroe Hopkins Tent Theater, now in its fourth consecutive year at McKinney and Crawford streets here, was the scene of a "world premiere" last week when the company presented the comedy *The Townsend Plan*, written by Mrs. Emily Brown Conner, Houston newspaper woman and playwright.

Fred J. Shipley, district manager of Townsend clubs, and John N. Snell, also affiliated with the Townsend organization, gave five-minute talks between acts during the week.

The Townsend Plan, a comedy along the lines of *The Family Upstairs*, made a hit with the Houston theatergoers and brought the Hopkins players good business.

Mr. and Mrs. Monroe Hopkins are making plans to road show the play with a No. 2 company.

In the cast for the Hopkins presentation of *The Townsend Plan* were Bob Totheroh, Jimmie (Red) Ford, Jessie Gilde, Dayne Totheroh, Jack McClaskey, Crystal Morse, Leland Harris, Nita Tindall and Bob Campbell.

Kansas City Jottings

KANSAS CITY, Mo., Sept. 19.—Edna Wilson, youngest daughter of Al C. and May Wilson, has been selected as one of the principal dancers for the Paul Challette revue, now rehearsing here for a tour of the South and West Coast.

Billy Cornish and Marie Belmar are visiting friends and relatives in Iowa after closing the season with the Jack Kelly show in Michigan.

Joe and Margaret Baird, after closing with Porter's Comedians, are sojourning in Glendale, Calif.

Hila Morgan Players, after a successful summer under canvas in Iowa, are heading south for the fall and winter months in the cotton country.

Taylor Bennett, veteran character man, is out of the business and is now connected with a furniture concern in Moline, Ill.

Walter's Comedians have started playing their contracted fair dates in Kansas. The troupe will start south at an early date.

It is understood that Harold Gauden, who managed a Chick Boyes unit last winter, will again have charge of a Boyes unit now organizing in Nebraska.

Roster of the Kelly Masters circle, operating out of Fayette, Ala., includes Mr. and Mrs. Kelly Masters, Kate Simpson, Sue Lamb, Garnet Vogel, Ralph Masters and Eugene Roberts.

Eddie and Mona Hart Players, after a successful season under canvas, closed recently in Lexington, Neb. It is understood the Harts will launch a circle after a short vacation.

Hill and Dale Players are now on a circle, with headquarters at Cedar Rapids, Ia.

Dick Lewis Players, after a summer under canvas in Virginia, will start playing theaters at an early date.

Ted North Jr., who has been with the North Players all summer, left last week to enroll in the University of Kansas.

Paul Wiess, who closed a successful summer with Jack Kelly Players in Michigan, sojourning briefly in the city last week en route to Great Bend, Kan., for a visit with the home folks, after which he will join the Chick Boyes circle in Nebraska.

Orville Speer, after a season with Scotty's Comedians, has gone to his home in Indianapolis.

Eldon Johnson left here this week to join the Ray and Margy Bash Players, now on a circle in Western Nebraska.

Sam Bright and Betty Fromen were spotted on the main stem here this week after closing the season with Neil Schaffner Players.

Jack Dunhaver recently joined the Jimmie Todd circle in Nebraska.

Emma Mae Cooke, with Skippy Lamore all season, has gone to Chicago to visit relatives and friends.

Hal Stone Players passed thru the city this week en route to Southern Missouri, where they open the fall and winter season under canvas. Their southern trek will take them thru Arkansas and Louisiana.

Emile Conley, with Skippy Lamore all summer, has joined the Aulger Bros. Show in Iowa.

Harry O. Beck and E. G. Dawson are framing a circle for Nebraska territory, with headquarters at Kilgove.

Roy Hilliard, director with the Ted

ROBERSON-GIFFORD PLAYERS, who have just concluded a several months' tour of the Middle West playing week stands, are now located under canvas at Galesburg, Ill., for an indefinite run. According to Roberson, business has been exceptionally good in Galesburg and negotiations are under way for a winter location there.

DOUGLAS McLEAN, director of the York Little Theater, York, Pa., has been appointed assistant professor in the department of drama at the Carnegie Institute of Technology, Pittsburgh, for the coming season.

Tony Lamb Show Closes

OCILLA, Ga., Sept. 19.—Tony Lamb Show, which opened in Southern Georgia eight months ago, closed its season here recently. Manager Lester Hembel states that the closing was not the result of conditions or poor business, but due to his buying a home in Florida and moving his family from Wisconsin. He expects to reopen after Christmas. The show is owned by Tony Lamb, band leader on the Kay Bros. Circus. Outfit is stored in Tifton, Ga.

M. & M. To Remain Out a While

LINCOLN, Neb., Sept. 21.—Mitchell & Mitchell motorized tent show will stay out until well into October, according to a communication from Skip Dean, show's general agent. Show is now in South Dakota territory and business is reported as "pretty good." Show is doing four dramatic bills. No plans are sure yet for the winter, but the company may try it in a theater if it can find the right spot.

Harvey Players in Tennessee

CINCINNATI, Sept. 19.—Jack Harvey Haas opened the Harvey Players' fifth season at Dyersburg, Tenn., Monday. After a 10 weeks' season in Tennessee, Haas will take the company into Florida. Among those engaged are Johnnie Soubler, Anita Keiger, Eddie Furbush, Maxine Brazil and Irene Harper (Mrs. Haas).

Skippy LaMore Winds Up

EDON, O., Sept. 19.—Skippy LaMore Comedians, playing under canvas, closed a successful 20-week season here last Saturday. This is the only Ohio town the company played during the summer, having centered on Michigan and Indiana spots. Cast was not changed during the season. Mr. and Mrs. LaMore are at their home in Colon, Mich., where they will spend the winter. They are planning some modern improvements for their Michigan residence.

North Players all summer, has been appointed director of the Federal Theater Project at Omaha. He will report at an early date to begin rehearsals on *It Can't Happen Here*.

George and Bess Henderson have signed with Chick Boyes' circle to play Nebraska and Colorado.

Leo Jack Dunbar has closed a 30-week engagement with the Dodd Brothers in Iowa.

Margie Baker, who has been with the Neil Schaffner Players since early spring, has joined the Neale Helvey Show.

Fred Dunning is a recent arrival here after closing an all-summer engagement with Jack and Maude Brooks Players.

Monte Montrose, after closing the season with the Neil Schaffner Players, has joined the Neale Helvey Show.

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

New York Dance Teachers Preparing for Big Season

NEW YORK, Sept. 19.—With the big conventions (DMA, DTBA and the ASTD) out of the way, the local dance school scene is back to normal. Classes have been resumed, faculties revamped and new schools opened.

Fred Le Quorne is so happy over the success of his first normal school teachers' course that he is offering another one December 28 to 30. Le Quorne, Thomas Riley, Adolphe Blome and Ed Mack will teach.

Theo Creo, acrobatic teacher, who lost his studio in a fire recently, has moved into new quarters at 253 West 47th street.

Ralph C. DeVilla, formerly of the dance team of DeVilla and Ruorke, has opened a new school on West 56th street, specializing in Spanish.

Bobby Duncan, operating a school here, has been successfully placing students in shows. Latest are Billy Enteman into *White Horse Inn*, Charles Duncan into *As You Were* and Vincent Canella into *Stork Mad*. Also spotted Mike Errigo and August Sotto with the World Broadcasting Company.

Pauline Koner, young Brooklyn dancer who has been teaching in Soviet Russia the past three years, is lecturing here prior to returning to the USSR.

Hal Willis (Willis-Lane Studios) was stricken with appendicitis Wednesday. Now recuperating at the Rupture and Cripple Hospital here.

Lenora Studios have placed a line of girls into the Hotel Philadelphia, Philadelphia.

Betty Forster, now appearing at Murray's Club, Tuckahoe, N. Y., will resume dance teaching at Glen Rock, N. J. Real name is Betty Leahy. She spends four months each year as a performer.

Wally Jackson School of Dancing is opening a branch at the Kew Gardens

Inn, Forest Hills, L. I., next week. Jackson has just completed routines for Joe Besser, comedian.

Lanni Russell, now with the Hartley Artists' Bureau, and Wally Jackson just completed dance routines for Louise Wright and Polly O'Day, Gilmour and Andre, Verdi and Aida and Chiquita Venezia. Working on numbers for Maurice and Marcheta, the Corday Sisters and Jack Ensley.

Lindsay and Mason Professional School of Dancing, Flushing, L. I., resumed classes Monday. Now circularizing the neighborhood with a special \$4 discount offer.

Big Jack Blue Show

NEW YORK, Sept. 19.—Jack Blue, who operates a huge dance, screen and radio school here, presented his *Future Stars Revue* at the Hotel Bossert, Brooklyn, recently, in the form of an amateur broadcast for WOR. Among the promising talent were the Seven Steppers, produced by James Downey, Blue's nephew; Rose Gabrielle, Louis Valenti and Erida Dell, singing and dancing; Master Cavello, vocal; Louise Callahan, taps; Mina Nina, singing, and Agnes Downey, acrobatic. Blue is developing Miss Dell as another Ruby Keeler.

Kochersperger Studios Open

MERCHANTVILLE, N. J., Sept. 19.—Opening dates for the Gladys Kochersperger dance studios are: Main studio, today; Collingswood branch, Tuesday; Haddonfield, Friday; Glassboro, October 5; Lansdowne, Pa., October 7. In addition to Miss Kochersperger, faculty includes Patty Kochersperger, Mrs. Lillian Harris, Mrs. Dorothy McGaw and Esther Banks Harter.

ASTD in 58th Annual Meeting

See quick end to swing fad—
call modern too advanced
—version of swing dance

NEW YORK, Sept. 19.—The American Society of Teachers of Dancing held its 58th annual convention at the Hotel Astor, August 24 to 29. Most of the teachers present decided that swing dancing won't last beyond the winter and that modern dancing was still too "advanced." Nevertheless, Donald Sawyer gave a demonstration in swing.

William Souder (Bridgeton, N. J.) and Lydia Novak (Vineland, N. J.) gave a demonstration of the "rumba moderne" and George W. Lipps (Indianapolis) offered a demonstration of a "musical comedy rumba," a jazzed version which included such movements as "walking the dog" and "snake hips."

Phillip S. Nutt (Vineland, N. J.), president, did not enthuse over the new swing style. "It's like the other dances. Here for a month or so, and then gone," he said.

Anna Daly Fallon, local teacher, volunteered her version of swing. "The swing really is just a stepping to the side and swinging the foot forward. The swing is done with the knees relaxed, but you do not bend them. There is no accented swaying of the upper part of the body. It is all done from the hips. This is essentially free and graceful, and eliminates those twin horrors—cheek-to-cheek dancing and leaning forward from the waist. The couple must carry themselves with more dignity and remain at least a few inches apart to do the swing at all."

Latest Dance Craze?

NEW ORLEANS, Sept. 19.—If the dance world is again to follow the lead of the sepiu vogues of the South, everybody will soon be "jukiing."

Up in the Mississippi Delta this latest rage is sweeping the Negro dance floors. Truckin' and the Lindy Hop are no longer popular.

Watching "jukiing" the other night in Vicksburg, a dance authority describes it thus: "A real swing band sits in a corner and, when the music starts, partners are grabbed up with a sudden rush, while others merely sit on the sidelines and tap their feet in time with the tempo. As the music steadily increases tempo the couples on the floor whirl faster. At the climax partners separate to face each other to beat out time with a buck and wing, in addition to a few of the latest tap steps. When the band reaches a crescendo they join again to more wild steps. The dance is very exhausting, but seems to fit in perfectly with the swing craze and there is a strong possibility that "jukiing" will spread."

Young Dance Teacher Wins as Amateur Singer

DAYTON, O., Sept. 19.—Harriet Dearth, 14-year-old dance teacher here, surprised her friends by turning singer and winning the Dayton Night of the Major Bowes Amateur broadcast recently.

With a voice having a range of four octaves, Miss Dearth polled more than 11,000 votes to win the contest. She joined a Bowes unit at the Colonial Theater here last week and drew raves from the local papers.

The Kretlows Expand

CHICAGO, Sept. 19.—Arthur and Ann Kretlow, prominent local dance teachers, are expanding their business with the opening of a studio in Evanston, Ill., located at the Country Club there. Their main studio remains on Lake Shore drive.

New Kensington Recital

NEW KENSINGTON, Pa., Sept. 19.—Recent recital staged at the Ritz Theater by Pasquale Caputo was attended by 1,700 persons during its two-day engagement. With nearly 200 students participating in a variety of offerings the show boasted of plenty of entertainment and stamped Caputo as an able teacher of advance dance work. Caputo reports that Bonnie Boyle, "Miss Pittsburgh of 1936," was one of his former students.

Maharam's New Quarters

NEW YORK, Sept. 19.—Maharam Fabric Corporation has moved into new and spacious quarters at 130 West 46th street. Still operating branches in Boston, Chicago, Cleveland, Detroit and St. Louis.

Revue Plays Schooley Fairs

LONDON, Ont., Sept. 19.—Margot Koche, dance school operator of Niles Center, Ill., is presenting her big revue, *Fascinations of 1936*, for Edgar I. Schooley's fair here this week. Played three days at the Arena, Lake Placid, last week. Goes into Allentown, Pa., next.

Students at Exposition; Other Ft. Worth News

FORT WORTH, Sept. 19.—Pupils of the Louise Hudson School of Dance here took part in a program at the Globe Theater, Dallas, September 4, for the exposition. Fifteen pupils did ballet and tap.

Kelton and Durante, at the Ringside Club here, have opened a dance studio at 1108 1/2 Main street.

225 Attend Boston Meet

Dance Teachers' Club in 13th annual convention— Manning stricken

BOSTON, Sept. 19.—Two hundred and twenty-five members of the Dancing Teachers' Club of Boston, Inc., held their 13th annual convention Tuesday to Friday at the Hotel Touraine here.

Officers are: Mrs. Anna M. Greene, president; Harriet A. James, first vice-president; Mrs. Doris Tower, second vice-president; Hazel Boone, recording secretary; Benjamin F. Gale, treasurer; William T. Murphy, delegate. They, with Katherine O'Gorman, Willette McKeever, Frances Aldrich, Helen M. Whitten and Grace Curry, comprise the board of directors.

Personnel of the convention committee included Harriet A. James, chairman, with studios in Salem, Mass.; Mrs. Greene; Katherine Pope, faculty teacher of the Hans Winer School of the Modern Dance here; Florence Baker, Murphy, Ruth Byrne, Russell Curry and Myron G. Ryder.

Dancing instructors and instructresses were on hand daily to teach every conceivable form of dancing, and, in addition, presented initial performances of original routines. The faculty heads are: ballet, Adolph Blome, of New York; adagio and exhibition ballroom, Fred Le Quorne, New York; tap, Edward Sinclair, of New York, who filled in following the sudden nervous collapse of Jack Manning; children's tap, Bernie Sager, of New York; six finished dances, Jack Frost, of Detroit; modernistic foundation and dance forms, Katherine Pope; general ballroom dancing, Augustus J. Weber, Thomas E. Parson, Thomas Riley and Myron G. Ryder.

There were different emcees at the daily dance sessions, as follows: President Greene, Harriet A. James, William T. Murphy, Myron G. Ryder, Ruth Byrne, Florence Baker, Katherine Pope.

During the Thursday cabaret party, the Ballot Dance, an original creation of Fred Le Quorne, was introduced as a novelty. Le Quorne and his partner gave an amusing version on all elections, he and the gal entering the polls, registering, walking into the booth, looking for a pencil, marking an X beside the names of various candidates and the strutting out.

Club members are insisting tango can be taught well right here, with no necessity for going to New York for lessons.

Ballet, which lost much ground in this territory, is coming back, according to Mrs. Greene.

Stages Annual Show

OCEAN CITY, N. J., Sept. 19.—Dance routines for the annual frolic and cabaret staged by the Yacht Club on Labor Day week-end were directed by Kathryn Miller, Philadelphia terp tutor.

Promotion Schemes

PHILADELPHIA, Sept. 19.—Local schools are employing merchandising stunts to promote business. Use of giveaways is a debatable matter among the teachers. While the practice is not widespread, it is expected that many schools will turn to such angles before the year runs out.

Wurlitzer School of Modern Music is offering an upright piano to the student making the most progress at completion of his course.

Al White's Dancing Studio is presenting new students with a pair of regulation tap shoes.

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**Reviews of the Nation's
More Important Recitals**

A review of the more important dance recitals presented the past month in New York City, Bennington, Philadelphia, along with schedules for the new season, will be found in the Feature News section of this issue.

**Chicago Dance
Studio Items**

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

CHICAGO, Sept. 19.—Mayblossom Macdonald has one of the best equipped dance studios here, having a thoroughly arranged theater, with spot and floodlights, footlights and everything tending to make the student familiar with a regular stage. Miss Macdonald, who specializes in ballet, has been a potent factor in several prominent stage productions.

Mary Kane has opened her two dance studios in Oak Park with a faculty composed of Bently Stone, Walter Camryn, Lillian White, John Russ, Alice Ingle and Muriel Brown.

Fran Scanlan is busily engaged in planning details of his new studios when not busy teaching. They will be in the Lyon & Healy Building and will be double the space he now occupies.

Fritzi Luhr, acrobatic pupil of Bruce R. Bruce, will appear in the new *Folies Caprice* vaude unit. June Taylor, recently at the Edgewater Beach Hotel; Frances Willer, in the NTG unit, and Billie Burns, of the team of Burns and White, are all former pupils of Bruce.

Bob Tomlinson, who specializes in professional routines, writes his own music for tap numbers.

Gertrude F. Payette, prominent South Side drama teacher, is contemplating the consolidation of her three studios into one centrally located for her scores of pupils.

Peggy Lou Snyder, head of the Stage Arts Schools, has opened a new school in Detroit.

J. Allan MacKenzie, of the Lake Shore School of Dancing, is compiling a number of routines which he will offer to teachers by mail.

Lillian Gordoni is established in her new quarters, formerly occupied by Station WSEB, in the Crillon Hotel. Suite comprises a reception room, office, a 20-foot square studio equipped with the latest Electro-Voice velocity microphones and Webster amplifying system, and an audience room with a capacity of 22, in which she expects to hold agency auditions once a month. Her son, Don, just back from a successful 10-week engagement on the Coast as a featured guitarist and vocalist, is organizing a new combination for radio and hotel work.

The Walter Dellers Studio, in Kimball Hall, is fully equipped with microphones, amplifiers and loudspeakers for the teaching of radio technique. Frank Kels, vocal teacher on the staff, is coaching Virginia Sims, Arthur Wright and Bill Stoker of the Kay Kysor Orchestra. He was the teacher of Don Ameche, local radio star, now featured in Fox films.

Oldest in Kansas City

KANSAS CITY, Sept. 19.—Harry E. Wolfe says his is the oldest school for ballroom dancing here, having been established since May 11, 1914.

Wolfe has just returned from Chicago where he attended the CADM convention. Also brought back a fleet of new Ingo-bikes for exercise and reducing classes.

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**New Orleans Studios Hit
By \$25 Tax; Called Unfair**

NEW ORLEANS, Sept. 19.—There has never before been so much confusion among local schools, some of which are credited with having turned out fine night club, vaude and radio talent. It all hinges around a catchy ordinance passed by a new city government placing a tax on everything from shoe laces to "places where charge is made for dancing by music." K-1 section of Ordinance 14434 requires that "for operation of dancing academies halls, etc., where music is furnished for dancing purposes an annual tax of \$25 is imposed."

Most schools paid no attention to this article. The Catherine Ventura School had begun its first day of the new season when Miss Ventura was approached by the police and asked to display her new license permit. She was told to have the necessary certificate within a few days or she would be arrested and fined.

But when Miss Ventura went along with Peter Villere, of the Louisiana association, to inquire about securing the proper certificate the troubles really began. At the office of the occupational tax department they were still doubtful as to how the tax should be collected. Following the securing of legal talent by

the association members, the permit bureau finally decided to issue a "make-shift" piece of paper which it called a tax certificate for \$12.50 for the remaining months of 1936. Such a certificate was issued to the De Villroil Academy.

Schools of the city are badly perplexed now. The association's lawyers are planning a conference with the city council. They will claim dance academies like dramatic art schools are places of learning and therefore exempted from the payment of the tax.

Villere says: "This heavy tax hits hard at dance schools and particularly at the young graduates of training courses who have been looking forward to starting their own schools this season. The worst part of the bill is that a school must pay \$25 a year for each branch run. As most schools here are teaching at various locations in order to keep young pupils from traveling too far, some of the bigger schools will be forced to take several of these certificates at a cost that, in the end, amounts to a good deal of the profit made out of our business. The ruling is certainly a decidedly unfair one and should be redrafted."

The city also charges the schools a 2 per cent tax on all admissions from revues and entertainments.

**Stieffer Opens Schools
In Minneapolis, St. Paul**

MINNEAPOLIS, Sept. 19.—John Steiffer, who operates a chain of dance schools in Pennsylvania, has settled here and is opening three schools here and in St. Paul, with three more following later. Betty Steiffer will continue operating the Pennsylvania studios.

Steiffer, who is using the name of Yohan instead of John here, is plugging his new slogan, "The Three-in-One Personality Course—Singing, Expression and Dancing."

Open Camden School

CAMDEN, N. J., Sept. 19.—Elinore Leavitt Miller and Mrs. Elizabeth Culbertson Allen have opened the Masque School of Expression and Dramatic Art here.

Pop Music Course

PHILADELPHIA, Sept. 19.—On opening his studios of voice and music Monday Henry Winder announced a modern course in the playing of popular music.

Drama Grad Makes Good

PHILADELPHIA, Sept. 19.—Francis DeSales, a recent graduate of the Philadelphia School of Expression, who had a role in *Dead End*, has left for London to fill a theatrical engagement.

Geisler Studio Begins Season

CINCINNATI, Sept. 19.—George Geisler Studio here has begun the fall dance season with a newly decorated ballroom of harmonious beauty. Gertrude Mazza heads the ballet and toe department. She comes from the East, where she spent several years studying with several of the country's best ballet masters. She also taught in one of New York's finest dance schools. Ballroom classes are now being formed and will begin soon. Judging from present enrollment, Geisler expects this to be the biggest year of his career.

Drama Grads Make Good

PHILADELPHIA, Sept. 19.—Buddy Harris, Richard Fielder and Eddie Ingram, students at Bessie V. Hicks' School of Dramatic Arts, are being tested by Selnick-International for roles in the forthcoming *Tom Sawyer*. Maxine Reiner, Universal actress, is a former Hicks graduate. Another student, Gene Caldwell, has had his services optioned by Warner.

Tampa Teacher Produces

TAMPA, Fla., Sept. 19.—Josef Castle is due soon from Mackinac Island, Mich., where he is on vacation, and will reopen his studio October 1. Had produced *Coppelia* for the Dancers' Guild here last season, with himself and Marie Hensley and Zina Morrell in the leading roles.

**Boston Leader Gives Views
On Ballroom, Tap, Ballet**

BOSTON, Sept. 19.—Mrs. Anna M. Greene, president of the Dancing Teachers' Club of Boston, in convention here, says: "Ballroom dancing is being advocated as the leader in terpsichore.

"The slogan seems to be 'Swing to Swing Music.'

"Teachers are stressing children's ballroom classes, for they feel the child obtains the proper social etiquette here, where ordinarily he or she wouldn't in public school classes. The ballroom class presents an opportune occasion where the child may obtain social grace, poise and the chance of mingling with others of his age. It tends to diminish the inferiority complex.

"During the past several years classes of ballroom dancing in Boston alone, I can safely say, have tripled. Parents have come to realize just what this type of training can do for their offspring.

"There are approximately 100 members thruout New England who have child ballroom classes.

"Tap has definitely gone classical. A new regime of tap dancing is here. All shoulder shaking and body wiggling is

completely out of the class routine. Concentration will be centered on tap as an art and not as a lot of torso movement which doesn't speak well of this type of terpsichore.

"The combination of modern and ballet work will be in further evidence this year. These two types have a real and definite value in preparing the body for all other forms of dancing.

"Ballroom dancing will resume a sane and sophisticated routine. No more queer positions, intricate footwork and such. We will endeavor to resume the straight, romantic type of ballroom that at first formed the lovely bases of ballroom.

"The trend of musical motion pictures, and particularly the excellent work of Fred Astaire and Ginger Rogers, has been a creditable help to our business. Emulation of these stars has boosted our class attendance. And to them we express a salute of gratitude.

"Also, a share of the credit must be given to orchestras bringing back the even beat that was 1914 swing. Steps are being changed to fit the music."

**Pitt Dance
Teachers Meet**

**Convention Oct. 18 at Mc-
Dougal's—Conrad, Dolinar
on faculty—hold elections**

PITTSBURGH, Sept. 19.—Annual convention of the Pittsburgh Teachers' Society will be held at the McDougal Studio of Dancing here October 18. It was decided at a meeting Sunday. Among teachers already engaged are Oscar Conrad, Columbus, O., for tap, and Frank Dolinar, local teacher, for acrobatics. A revue, featuring acts contributed by various members, will be staged in the evening.

Important matters discussed included the membership drive. Nine new members were initiated.

Jack Bowman, president, pointed out local bookers are urging theatrical school teachers to sell more variety work to their students. The demand in this territory is for performers who can offer several types of dancing.

Officers elected are Bowman, president; Jack Huston, first vice-president; Harry Robb, second vice-president; Dorothy Arbogast, third vice-president; Ruth Fairgrieve, fourth vice-president, and Camille G. Carey, secretary-treasurer. Elected to the executive board are Oscar Conrad, Agnes Fohner, Rodger Glynn and Helen Schelot. A publicity committee named to "sell" the local association nationally includes Huston, Miss Fairgrieve and Miss Arbogast. Miss Fairgrieve also has been appointed delegate to the next DMA convention.

An encouraging note was the unanimous report of larger and better student lists and better prices.

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AUDITION RECORDINGS

New Orleans Dance Items

Louisiana ADM news — notes about leading dance schools, teachers, courses

NEW ORLEANS, Sept. 19.—Louisiana Association of Dancing Masters is planning its first meeting of the season September 27 at the Jung Hotel. President Hazel Vergez, who reports that with the large percentage of members attending conventions at New York and Chicago this summer, many new ideas will be drawn up in plans for the coming season.

Quite a number of local teachers expressing their sorrow at Jack Manning's severe illness.

Grace McCrystal, operator of the McCrystal School of Dancing, was married recently to a prominent physician of the city.

Anais Mitchell, secretary of the State association, is completely renovating her studios on Tulane avenue.

Dance department of the Alice M. Cobb College of Expression, Dramatic Arts and Dancing has been taken over by the De Villroil Academy. The Cobb School will continue only as a dramatic school, following the withdrawal of Kitty Cobb, who recently married.

Annette Band, graduate of a local school last spring, surprised her former teachers with announcement that she will open her own school in October, specializing in tumbling.

Armendine Renaud has moved from the city to open a new dance and drama school in Monroe, La.

Hazel Vergez, State president, celebrated her fourth wedding anniversary September 6 with a gathering of a dozen or so members of the association present at her home.

Peter Villere has been appointed chairman of the entertainment committee of the New Orleans Council Knights of Columbus, and is busy planning for them a big outdoor fair late in October.

Christine Van Holten, graduate of Peter Villere's School, makes her debut next Sunday at Louis Prima's Shim Sham Club here.

Marilyn Kruse, of the Kruse Dance Academy, is due to return next week, following a tour with 16 girls out of Chicago.

Katherine (Kattie) Wetta, pupil of Helen Strakova, joins a Chicago dance troupe soon.

Elliot Vincent, of the Josie Corbrera School, who recently returned from Chicago, where he taught in the CDM faculty and normal school, gave up his tonsils this week.

Florence Brock, soprano, has opened a studio of voice and song interpretation in Shreveport.

Ruth Overcash, former school operator of Shreveport, has joined the Keith Beecher Orchestra in Chicago under the adopted name of Ruth Bradley.

Four large dancing academies of Baton Rouge have begun their new season, their faculties having been away studying during this summer in New York, Chicago and California. They are Randolph-Phillips, Paula Almokary, Katherine Davis and Moorhead-Powell.

In Shreveport at least three big schools specializing in dancing and dramatic arts have resumed, the Stoval, Shreve-

DANCE, DRAMA, MUSIC, VOCAL AND RADIO STUDIOS:

Mail to Theatrical Schools Editor, The Billboard, 1564 Broadway, New York, folders, pamphlets and other material describing your courses, instructors, studio locations, booking affiliations, etc.

* * *

This material will be consulted when making recommendations to those inquiring about schools and courses.

Philly Dance Teacher News

PHILADELPHIA, Sept. 19.—Terp tutors are trekking homeward, closing their resort studios Labor Day, and readying their local schools for the new season.

Wroe School of Dancing moves back from the Golden Galleon, Ocean City, N. J., and starts here September 19.

Kathryn Miller completed her first term at Hunt's Ocean Pier, Wildwood, N. J.

Florence Cowanova completed her summer season at Atlantic City, presenting her students in recital at the resort's Haddon Hall.

Walter F. Keenan is returning after his first summer at the Steel Pier, Atlantic City.

Catherine Littlefield is back from a European jaunt in search of new dance ideas for her Philadelphia Ballet.

Cortisoso Dance Studio opens September 28 with classes in ballet, character, Spanish, acro and tap, tango and exhibition.

Mr. Shaw Is Mad

CHICAGO, Sept. 19.—According to a letter by Hubert Osborne to Ashton Stevens, published in The American here August 27, George Bernard Shaw doesn't think much of drama schools.

Back in 1928 Shaw is quoted as saying that drama courses are "helping to ruin the American theater." Shaw added drama courses at universities "will wreck the American theater. Your audiences will no longer have any illusion. You'll have a lot of would-be actors and playwrights who will sit out front at the professional theater and be amateur critics, hating the people who are doing what they know how to do."

News of Pittsburgh Area Dance Studios and Pupils

PITTSBURGH, Sept. 19.—Bill Pillich has left for New York to partake in a coming Broadway musical.

Eleanor Tropt, Vera Liebau pupil, is touring with a Major Bowes unit, while Vera Liebau's *Sweethearts* joined Grover Bradford's *Cotton Blossom Minstrels*.

Glen Myers' theatrical studios, which

port and Phelps-Estes schools of dancing.

In South-Central Louisiana the Emma Winter School at Opelousas and the Gertrude LeBlanc School at Lafayette began September 8.

Marie Nutt and Bernice Chilcoat Abye schools started September 1 at Vicksburg, Miss. Dorese LaMont, director of the LaMont Studios in Little Rock, has returned from New York and Chicago.

Four schools have opened at Alexandria, La., those of Grace Fenn, Marian Gray, Elaine McHughes and Bertal Mai Frenkel.

Philly Drama School News

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

PHILADELPHIA, Sept. 19.—Dramatic schools are priming for one of the most enterprising seasons in years. Early inquiries indicate a heavy enrollment. Ambitious programs are being planned by all schools.

Emilie Krider Norris School of Expression and Theater Arts has been enlarged and now has its own fully equipped stage. Katherine Carberry Quinn and Henry V. Andrews have been added as dramatic directors. The school has its own radio room and complete equipment in addition to broadcasting privileges over a local station.

Philadelphia School of Expression and Dramatic Art begins its 53d year September 28. Elizabeth L. Coyne, principal, made a study of Broadway stage technique this summer. Ruth Parsons, recent graduate and staff artist at WFIL, has been added as instructor in radio continuity.

John Gordon is back for the opening of Miss Shalet's School of Expression and Dramatic Art and is arranging the new season for the Junior Theater Guild. Miss Shalot's school has added courses in script reading for radio.

Students at the newly created summer school of the theater at Temple University, directed by Paul E. Randell, have completed their first term.

Bessie V. Hicks' School of Expression and Dramatic Arts resumes September 28, Mrs. Hicks having recently returned from a jaunt thru Hollywood.

Hamilton School of Music has added a complete course in drama, classes starting September 28.

Classes are now forming at the Dauphin School of Arts, courses covering drama, dancing, music and radio.

Henry Howard will present six Ibsen plays by his students at the Atlantic City Community Center during November and December.

Peg Page's Dancing School

CHICAGO, Sept. 19.—Peg Page, member of the Syd Page act for years, has established a dancing school at Palatine, Ill., her home town. More than 30 pupils registered for lessons on the opening day. Miss Page will teach all types of dancing. Before entering vaudeville she was in musical comedy and has produced chorus routines for several revues.

Urges Character

PHILADELPHIA, Sept. 19.—Bessie V. Hicks, principal of her own drama school, says development of character should be the first interest in training dramatic students.

"The actor is only as great as the person," declares Mrs. Hicks.

Dance, Music News of K. C.

KANSAS CITY, Mo., Sept. 19.—Helen Elberg, dance instructor, and her daughter, Beverly Jean, returned recently from Hollywood and Chicago, where they spent the summer in study with Jack Manning, Angel Cansino, Kotchetovsky, Tom Sheehy, Arthur Prince and others.

Helen Ellfeldt, dance teacher at the Conservatory of Music, is a recent arrival from New York, where she studied with Albertina Rasch, Walton Biggerstaff and Sammy Burns.

Ruth Shafton has returned from New York, where she studied with Cansino, Manning and Fokine.

Marcella Gillespie and Helen Sullivan have returned from Chicago, where they studied with Kotchetovsky, Cansino, Murray Brown, Veronine Vestoff, Bernice Holmes and Manning.

Mildred Lyons, dance instructor at the Kelley-Mack School of Dance and Drama, has returned from her vacation in New York.

Mrs. Dorothy Hopkins Courtney has returned from a vacation thru Central and South America. While en route, she stopped at Chicago to take intensive work at the American Conservatory.

Lewis McCoy has returned from a vacation in California to reopen her studio at 3511 Locust street.

Miss Ruby Merrell, after a vacation in California, has resumed teaching at 36 West 59th street.

Edoardo Sacerdote, formerly of Kansas City, is now director of the opera department at the Twentieth Century Dramatic School in Hollywood, Calif.

Nat Ritter Resumes

BOSTON, Sept. 19.—Nat Ritter's Dancing School is engaging Antoinette Weller as assistant for the eighth consecutive

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FALL TERM BEGINS OCTOBER 26

For Catalog address the Secretary, Room 145 L, Carnegie Hall, N. Y.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

PERCY ABBOTT'S third annual get-together held at Colon, Mich., September 12 proved to be a miniature convention. More than 300 magicians and their wives attended. Sid Lorraine, who led the Canadian delegation, emceed the 12-act show held in Abbott Auditorium Saturday evening. Event ended with a free-for-all supper, which was enjoyed by such prominent as Al and Will Nicola, Al Saal, Bob Gysel, Stewart Judah, Alvin Plough, Harry Cecil, Dr. Bulson, George Paxton, Judge Thomas and Abbott's official photographer, Lester Lake.

PAUL ROSINI, who is making a name for himself in Pittsburgh, has been held over again at the William Penn Hotel there. His intimate style is clicking in a big way with the Smoky City night spot crowds.

AMONG THE OUT-OF-TOWN guests at one of the Chicago Wizards Club's regular noonday luncheons last week were the Great Nicola; M. F. Zens, of Kenosha, Wis., and Zingone, who is in the current show at the Stevens Hotel, Chicago.

L. L. IRELAND, Chicago magician, gave a party at his home, September 11, which was attended by local and visiting magicians. Among those present were Jon D. Lippy Jr., of Baltimore; Ray Offenbach, of Washington; George Troseth, Doc Lowry, Jim McGill, Burt A. Gustafson and Joe Berg, of Chicago. Impromptu entertainment by those present was the highlights of the evening.

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

MYSTIC DECLEO, who closed recently with the Osaga Comedy Company, is now playing fair dates in Central Ohio, featuring his vanishing parasols and rabbits. He reports that the last several weeks have been very good to him.

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

J. ELDER BLACKLEDGE, Indianapolis magician, who has been vacationing at his summer home in Leland, Leelanau County, Mich., since early last June, is putting away his boats and hanging the shutters, preparatory to returning to Indianapolis and civilization September 28. His new season begins at Asheville, N. C., October 10.

K. L. BURK, manager and advance representative for El-Wynn, spook-show artist, shoots a postal from Callander, Ont., where he stopped off last week to give the Dionne quintts the once-over. "Not guilty," Burk inks. "as I was in China when this all happened. Jean Hersholt and the gang are here making Re-Union." Burk was formerly associated with Carl Laemmle on the Coast.

AL DELAGE returned to New York State recently after an absence of several years. He followed John Booth into Syracuse and opened last week in Rochester. "Met some of the Syracuse boys and they're okeh," Al scratches.

MASON THE MAGICIAN, who has been making home-coming celebrations in Ohio recently with his magic, trick-dog and escape acts, is making preparations to launch his school season.

PRINCE ZOGI and Company, who have been playing the Texas country for some time, are making preparations to play week-stands in the larger cities in that territory under their new tent outfit recently completed by Carl Kennedy. Zogi is giving 'em a variety show and reports business as "picking up."

SINNETT, mentalist, is still confined at the Dr. Willis C. Campbell Clinic, Memphis, where he went eight weeks ago for a bone graft on his leg, which was broken more than a year ago. Operation was successful, but it will be some time before Sinnett will be able to work again. Physicians have promised

him that he will be able to go home late this month.

ROUCLERE JR., daughter of Harry Rouclere, well-known veteran of magic of Ridgewood, N. J., has just begun her fall season in schools, churches and clubs. She bills herself as "the most closely watched girl in America." Rouclere Jr. has prepared an attractive folder announcing her new act.

RAJAH KOMEKUS, "America's own Hindu mystic," who came out of retirement recently to tackle a few spots in Northern Kansas and Nebraska with W. E. West's Motorized Shows, infos that he caught Doc Zander working as a grand-stand free act recently. Rajah says that Zander's 14 weeks' illness last winter apparently has not affected his ability any. Zander gets splendid assistance from his wife and son, Komekus says.

MAGICDOM LOST a grand character and noble personage in the passing last week of Albert B. (Al) Harrington at his home in Austell, Ga. His personality won him a host of friends in magic circles. Further details in The Final Curtain this issue.

THE GREAT LELAND (L. M. Sangster) has returned to his home base in Cedar Rapids, Ia., after completing a busy season in Iowa, playing celebrations with his magic act and blindfold drive. He was featured at the Anamosa (Ia.) Fall Festival, September 9 and 10, and at the Wayside Gardens, Stanwood, Ia., September 12.

MEL-ROY SHOW continues its tour thru Wyoming, Colorado and Nebraska, playing the Fox, Civic, Gibraltar and Westland circuits of theaters. Most of the stands are return dates. Mel-Roy is booked full until the middle of November.

MCDONALD BIRCH played two days last week at the Lancaster Theater, River Rouge, suburb of Detroit, doing an hour's show. He jumped from Detroit to Wheeling, W. Va.

THERE ARE at present three horoscope teams working the Texas Centennial Celebration in Dallas—Madame Stella Star, The Thiers and The Vernons. Teams have made various changes in location since the expo opened and with these changes found business considerably better. All are looking forward to a big fall business.

WILLARD THE WIZARD played the entire week of September 14 at a downtown business corner in Alexandria, La. Show numbers 18 people and is transported on 10 rolling pieces. Tent is well equipped. This is Willard's first trip to the Deep South and he is giving them a full evening's show. Show has been in Louisiana since April and is sponsored in most of the other North Louisiana towns by the American Legion.

BURLY BRIEFS

(Continued from page 24)

he steered to Issy Hirst. . . . Bob Ferguson and Mary Murray have been given a 30-week contract to alternate between the Republic, New York, and Minsky's, Brooklyn. . . . Maxine Du-Shon back to New York and the Wilners after five weeks at the Rialto, Chicago. . . . Romayne, dancer, opened Friday at the Eltinge, New York, on an eight-week contract after an engagement at the Avenue, Detroit, and a vacation at her home in Lawrenceburg, Ind. . . . Charlie Cane now on the air over WOR every Sunday evening with Benny Rubin on the Peenamint program.

TWO INDIE companies, *Wine, Women and Song* and *Fashion Plates*, will disband Saturday night at the Empire, Newark, and Republic, New York, respectively, because of house dropouts on the circuit. Principals and chorus of these shows will be distributed among other shows. . . . Viola Spaeth, of the Star, Brooklyn, recently visited by her youngest brother, John, vacationing in New York from Cleveland, where he's studying to be an undertaker. Erma Voogee and Bobby Faye opened



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

ELEANOR LYNN—young legit actress now appearing in *The Golden Journey* at the Booth Theater, New York. Cute and pretty, she's also an excellent actress. Present part is straight ingenue, which she handles excellently, but she has also scored with straight dramatic stuff in previous appearances. Should be a good picture bet.

ALAN HEWITT—young legit actor, also appearing at present in *The Golden Journey*. Nice personality and should screen well. Has a tough part on his hands, considering the quality of the lines, and does very well with it. Rates a chance.

MARY SMALL—juvenile singer whose work, on its straight merits, compares with that of matured songbirds. Has versatile delivery on songs and can also handle speaking roles with ease, as evidenced by her emcee work on the air in the past. Heard

on the NBC-WJZ network Mondays at 7 p.m.

BILLY BANKS—Negro performer whose type of work might add refreshing touches to films. He's different, clowning while he does singing, dancing and imitations. Nothing hokey, but light and amusing. Seen with the Noble Sissie Ork last week at Loew's State, New York.

For LEGIT MUSICAL

IVY ANDERSON—soloist with Duke Ellington's Orchestra, caught recently at the Harlem Apollo, New York. In addition to powerful and true singing ability she is something of a diseuse. Personality not of the stock type, but peculiarly and dynamically different. Might be a good bet for legit revues, spotted a la Ethel Waters.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DOC SAMPSON has returned to his home in Richmond, Ind., after a little trip with the advance of the Walter L. Main Circus. Doc infos that Jack Sweetman is back with the *Continental Revue* this season. "Received a letter from J. A. Coburn down in Florida," Samson typewrites, "and 'Pop' wants to know why the boys don't drop him a card. Nick Glynn is still going on in New Hampshire. Come on, fellows, get your pen busy."

WILLIARD JOHNSON, manager of the Cotton Blossom Minstrels, who opened September 5 at Conneaut Lake Park, Pa., reports that the attraction has been enjoying pleasing business in the Warner houses thru Ohio and West Virginia. Troupe opened for Warner at the Sixth Street Theater, Coshocton, O., September 8. Johnson believes that the company may be forced to dispense with its daily parades because of the traffic laws. If the parades are discontinued the unit will change its title to *Broadway-Dixie Revue*, Johnson says.

GEORGE E. MITCHELL, of the Mitchell Twins, pedestal dancers of long ago, writes from the Elks' National Home, Bedford, Va., where he is now a guest, that he is well and happy at the age of 81 and still does an occasional clog and tap. Mitchell, who teaches dancing on the side for a little pin money, recently

Sunday on the Indie Circuit at the Roxy, Cleveland, after closing in Toronto. . . . John G. Jermon has taken an office on the ninth floor of the Palace Building, New York.

HARRY MCOMAS, carpenter at the Gayety, Baltimore, celebrated his 50th wedding anniversary September 8 with a large party at his home, attended by the entire cast of *Beauty Parade*, house employees and his 15 grandchildren. . . . On the previous night Hon Nichols gave a party on the stage of the theater in honor of Manny King. . . . Jesse Myers, Indie Circuit manager, showed rapid improvement at the Johns Hopkins Hospital while in Baltimore after suffering all summer from a liver ailment.

put on a kiddies' minstrels at the Johnson Home in Bedford. "Oldtimers here, including George (Jiggs) Milton, Fred Leslie, the old clown, and Johnny Connors, veteran clogger, have a good time talking over the old minstrel days. You can't tell if Leslie's coming or going."

WOLCOTT'S Rabbit-Foot Minstrels are swinging thru the Mississippi Delta. Company of 50 carries a band of 20 pieces, which parades the streets before shows and shows under canvas. Troupe took to the road two weeks ago and the trip thru Delta is an annual event. This is Wolcott's sixth season.

EDDIE LEONARD, veteran and vaudeville star, is one of the promoters and shareholders of the Eddie Leonard Minstrel Bar and Grill, Inc., Brooklyn. The project, which has a capital stock of 200 shares of no stated par value, was granted a charter of incorporation last week by the Secretary of State. Mabel Leonard and Fay Ruby, of New York, are associated with Leonard in the enterprise.

"WELL, HERE I AM," postals Al Tint, "back in Detroit and still doing well in the night spots. About three more weeks here will wind me up. I have been here, on and off, since September 22, 1935. The depression is over in Detroit. Plenty of work here for good acts. I have noticed that Reese Prosser is often referred to as a former minstrel comedian. He was always a singer, but never a comedian."

PROF. WALTER BROWN LEONARD, Minstrel authority, and the missus are planning to leave their Glens Falls, N. Y., home shortly after election for a trip that will take them to New York, Washington, Charleston, Savannah, Key West and Cuba.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Pittsburgh.
In The Forum of September 12 there appeared a letter from George LaRay in which he took exception to the way in which AFA affairs are conducted in Pittsburgh. Mr. LaRay stated that he is a member of the AFA and "for it 1,000 per cent," yet he does not like the way it is conducted here.

LaRay Draws Reply on AFA In Pittsburgh
This is contradictory, for how can one be 1,000 per cent for a thing and yet not like the way it is being run? So far as I personally know, Mr. LaRay has worked only one date in the Pittsburgh district in the past two years. I understand that he received the union scale for that date. As to the Pittsburgh miss on Major Bowes' program to whom he referred, he already has the answer to that, as it is understood by most people in show business that Major Bowes' units are practically 60 per cent professional talent. And as to the liquid refreshment angle, to which he also referred, we ask Mr. LaRay whether he knows that the 18th Amendment has been repealed. If it were not for liquid refreshments there would be no work for any performer in Pittsburgh. At present there isn't a theater in the city playing flesh with the exception of the Casino, which has opened with burlesque. Any work here for vaudeville artists is in places which do have liquid refreshments, namely, night spots. I would like to ask where Mr. LaRay has worked as a vaudeville artist in the Pittsburgh district or in any other district. I am also a member of the AFA, have worked a few dates in this district and I have always been paid the union scale. JIMMIE LOSTER.

Cleveland Heights, O.
Down thru the ages has come the art of magic, with secrecy its very lifeblood. The entertainment value lies in the mystery. The mystery depends upon the secrecy. In the past 10 years there has been a great increase in the number of magicians, great and small, and, unfortunately, a great many exposes. Some of these exposes have been immediately harmful; others not so much, depending upon the extensiveness of their publication. Altogether they have done much harm to magic as a profession in making it a common plaything for the curious layman. All performers love to see their names in print. But when this desire to quench his vain thirst comes so strong to a magician that he is willing to sell out his own art, the time has come when he can no longer be called a "real" magician. Not his own tricks has Harry Blackstone exposed in his Sunday syndicate, which assures its readers that all can become magicians, but the tricks which are the heritage of our profession. The magician who exposes will gain nothing more than the filthy lucre he receives and do untold harm to many who depend upon "small magic."

STUART P. CRAMER,
Chairman Expose Committee, Magicians' Association of Cleveland.

Glens Falls, N. Y.
Among the letters I received in regard to my reference to Major Bowes in recent issue of The Billboard was one from a very good friend of mine, who is an old resident of San Francisco and who has been a constant reader of The Billboard since its establishment. The gentleman's brother is an old theater manager and keeps in close touch with all worth-while happenings in theatrical business. I will quote briefly from his letter, in part: "I read your letter on Major Bowes and consider it very good and since reading I have added another chapter. Now, from all we can learn, he receives a very large salary from Chase & Sanborn and, if reports are true, he has formed a

booking company for booking these amateurs, charging 15 per cent commission for placing them. One would think that a man receiving so large a salary would not exact so much from these who at the best can get only a few weeks' work, and then what? Why is this not a bad idea? If the major is sincere in bringing back vaudeville, why not engage each Sunday a 10 or 12-bill of professional acts who are well known and out of work for say from \$25 to \$50 for each act, which would not run over \$450? And if it is true that he gets \$2,500 for his bit, he could easily afford this and he would be materially helping a worthy object that certainly needs help. This might bring acts to the notice of some managers who were not aware that they were at liberty or had not played them and would really assist in bringing back vaudeville and assist many a poor, capable performer in getting employment. As the theater has done so much for the major, he could come back now in his old age and do something graceful for the profession which, to my way of reasoning, would be of much more benefit to it than his placing a lot of amateurs who are simply crowding real performers out of work."

WALTER BROWN LEONARD.

Tyler, Tex.
Who is the world's champion high diver? There was a competition this summer but, as I understand it, the dives were into water. Why not put on a contest in which dives will also be made into a net? Of those who have written to the Forum about old-time hostlers no one has written and named them back far enough. Long before the Civil War was there not David Hahn? What about the ones with Uncle John Robinson and thru the years up to Civil War times? Who was boss hostler with the first American circus, Rickett's? Forum writers quit cold on old-time candy butchers when the Frank Aldrich-Charles L. (Uncle Alvin) Davis-Dave Murray-Lou Ludlum-Charles Vandusen group were mentioned. And before their time there were wonderful butchers. Who is the oldest living circus man, in continuous service, still in harness? If information is wanted along particular lines about wonder units that have been, why not go away back and come from bedrock right up to date? DOC WADDELL.

Denver.
Approximately eight years have passed and vaudeville, as we once knew it, has not returned. It would seem to me that a revival of this form of public entertainment would be a novelty now. Theater stages with dark stages are as plentiful as flies in summer. Moving pictures still gobble up the public's money just because it is the only form of entertainment they can get in the theater. Some day soon some brave, plunging promoter will exploit a return of vaudeville and then, like the rhythm and swing-time craze, the public will accept it and it will again sweep the country just like Major Bowes' amateur show did. In my travels I have formed sort of a hobby, asking this and that person if they would like to see a good vaudeville show and NEVER have I had anyone say that they would not. In fact, in nearly every query the one asked seems intensely concerned. I am no prophet, but one of these days, not far away, vaudeville is coming back, but not until a showman like William Morris or P. T. Barnum gets behind it and whips it into being. "That's a gold mine in them thar hills, boys, but yer gotta dig." Let us hope when the "strike" is made that actors, stagehands and agents get together to "file their claims" unselfishly.

J. FARRELL BROWNE.

Duluth, Minn.
There can be only one viewpoint in regard to the exposures in the press of magic as perpetrated by one of our best known performers—and that is that the practice is of moral harm, at least; also of definite commercial harm in many cases. To deprive the art of magic of its mystery is to deprive the body of its head. Aside from the actual mercenary consideration and maybe some publicity (even if the art itself receives the adverse kind) there really is no reason at all for such a pernicious practice. No *lese majeste* to the performer referred to is hereby intended, however, as I value his acquaintance. CHARLES RUBENS, Member IBM.

Double Harm Is Viewed in Magic Expose
Gowen City, Pa.
My letter in The Forum some time ago on old-time stars and plays was read by C. Spencer Chambers, of the Department of Education, Syracuse, N. Y., and in a letter to me he recalls that he saw most of the plays mentioned and shows keen critical judgment in selecting Thomas E. Shea in *The Bells* as his outstanding favorite. The writer agrees with him. I saw Sir Henry Irving play *The Bells* and I preferred Shea. He had everything required in the part, a notable feature being in the death scene, which was good for curtain after curtain. Every actor I ever saw in the part, including Irving, arose from the floor and bowed in acknowledgment of the applause. Shea remained prostrate, body on the dais and head on the stage with eyes staring up, thus smothering the appeal to his vanity as an actor and carrying to the end the illusion or, as one might say, sticking to character. Mr. Chambers having asked for something about other oldtimers, I am submitting names of some former ace variety pianists whom I knew intimately and who played for me when I was considered a top-notch in my comedy piano act in the varieties for more than 35 years: Dave Fitzgibbon, Keith's, Philadelphia and Boston; Louie Lashure, Keith's, Philadelphia and New York; Hugo Marks, Proctor's; Dick Lilly, Dumont's Minstrels, Philadelphia; Tom Kelly, Keith's, Philadelphia; Mike Bernard, Tony Pastor's, New York; Bert Greene, Pastor's, New York; Poli's, Springfield, Mass., and also director for my shows; Paul Stelnhorst, Harry Russell, Bert Eastman; Bert Howard, Howard and Bland; Bob Williams, Herbert Dillea, Bill Francis, Elmer Grimm, P. Hans Flath, Fred Hyland, Lizzie Otto, John Clemens, Harry Crandall and Bob McDonald. TOM WATERS.

Recalls Ten-Dollar Shows Seen for Dime
Philadelphia.
Tom Water's letter in the Forum, I think, was one of the best I have read for some time. Altho he couldn't tell about all the old shows, he did a very good job. Some of the shows I saw were Murray's Circus in 1879 and Honard's *Mirror of Ireland* in 1881, with Dublin Dan. I saw *Bells of Shandon*, *Uncle Tom's Cabin*, *Frank Frain in Across the Continent* and *Cy Perkins or The Girl I Left Behind Me*. In addition there were Barry and Fay in *Muldoon's Picnic*, *Youth* and *The Count of Monte Christo*, with James Neill. Joseph Murphy played *Kerry Gow* in Providence in 1886. About the same time I saw Robson and Crane's *Comedy of Errors*, and other good shows were *Shadows of a Great City* and *The Ivy Leaf*. I often read of people paying \$10 for a seat at first-night shows and compare them with some that I saw for prices ranging from 10 to 25 cents. I saw George M. Cohan at the Bijou in Lowell, Mass., for 10 cents. Another good show I saw about 50 years ago was *Hands Across the Sea*. Fay Brothers had the Opera House in Lowell in 1892-'94, charging 10 cents and up. Some of the shows I saw there for a dime were DeWolf Hopper in *Wang*; Lottie Collins, *Cotton King*; *Show of Life* and *Romany Eye*. In Lowell Music Hall, managed by Thomas & Watson, was a good stock company, consisting of Ethel Tucker, Percy Meldon, J. J. Owens and others, and I often wonder whether they're still living. In 1881 I saw Washburn's Circus and Barnum & Bailey, and in 1882 Hutchinson's, following in 1885 with the Four-Paw show and the Reynolds Circus, a small but good one-ring show. How about more oldtimers writing in? J. KANE.

Would Have Circus Writers Go Way Back
and named them back far enough. Long before the Civil War was there not David Hahn? What about the ones with Uncle John Robinson and thru the years up to Civil War times? Who was boss hostler with the first American circus, Rickett's? Forum writers quit cold on old-time candy butchers when the Frank Aldrich-Charles L. (Uncle Alvin) Davis-Dave Murray-Lou Ludlum-Charles Vandusen group were mentioned. And before their time there were wonderful butchers. Who is the oldest living circus man, in continuous service, still in harness? If information is wanted along particular lines about wonder units that have been, why not go away back and come from bedrock right up to date? DOC WADDELL.

Has Plan for Major Bowes To Help Pros
brother is an old theater manager and keeps in close touch with all worth-while happenings in theatrical business. I will quote briefly from his letter, in part: "I read your letter on Major Bowes and consider it very good and since reading I have added another chapter. Now, from all we can learn, he receives a very large salary from Chase & Sanborn and, if reports are true, he has formed a

The Billboard

42d YEAR
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Published Every Week

By The Billboard Publishing Company
R. S. LITTLEFORD, President and General Manager.
E. W. EVANS, Secretary-Treasurer.
A. C. HARTMANN, Editor
Outdoor Depts., 2101 Broadway, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billbybo," Cincinnati.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phone, MEDallion 3-1616, 3-1617, 3-1618. **CHICAGO**—6th Floor, Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. **ST. LOUIS**—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. **DALLAS**—401 Southland Life Bldg., 1416 Commerce Street. Phone, 2-8202. **PHILADELPHIA**—B. H. Patrick, 7222 Lampart Road, Upper Darby, Pa. Phone, Madison 6895. **LONDON**—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. **SYDNEY**, AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 198 Pitt Street. **PARIS**—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.

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Vol. XLVIII. SEPTEMBER 26, 1935. No. 39

Saranac Lake

By BETTY HUNTINGTON

Dolph Singer is a newcomer at the Lodge and is already impressed with his new surroundings. He arrived last week from New York. Dolph was formerly a shorts writer for Warner Brothers and Paramount, and as a songwriter he can be credited with the hit *Just Around the Corner*.

Boston Symphony Ensemble, which is filling an engagement at Lake Placid, presented its second complimentary concert at Trudeau Sanatorium last week. Musical program was greatly enjoyed by patients from NVA and Trudeau and a large attendance from the outside. These concerts have been given for many years thru the courtesy of the Lake Placid Club.

Doris (Blonge) Gascoigne enjoyed a week-end visit with her mother, Mrs. Jack Hyman, of Greenwood Lake, N. Y. Mrs. Hyman was formerly of the act known as the Royal Gascoignes.

Dick Moore and Freddie Rith, two of our boys who have been curing faithfully for the last five years, have now reached the stage where they are showing improvement and it's good to see them up for an occasional meal on movie night.

Geraldine Blake, formerly with Shubert shows and Texas Guinan and more recently working the night clubs, finds, after visiting her sister, Marya (Spunky) Blake, for the past month, that she can remain weeks longer, due to postponement of rehearsals, much to Marya's delight.

Mrs. Margaret Connes is visiting her daughter, Doris, who is coming along very nicely after a successful rib operation.

Hannah (Zimmie) Zimmerman, of MGM, has left the Lodge with a clean bill of health. She will go in for light housekeeping with her hubby somewhere on Long Island.

Mollie Mantel is enjoying the company of her mother and brother, who have been visiting her in Saranac for the last few months.

Bec (Pee-Wee) Lee was a recent victim of the "phrenic" performed here in the building by our able staff surgeon, Dr. Woodruff. Bec is doing nicely.

Ford Raymond is doing well after his first rib operation. He proved to be an ace patient and is now ready for the second stage.

Please check on your health to avoid the cure and write to those you know in Saranac Lake.

Ossip Gabrilowitsch

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

Ossip Salomonovitch Gabrilowitsch was born at St. Petersburg, Russia, February 7, 1878. He entered the conservatory of music there and was a pupil of Tolstoff, Liadoff and Glazunoff. He graduated at 16 and won the coveted Rubinstein Prize. After his graduation he went to Vienna to study under Leschetizky for two years. He gave his first public recital in 1896 and appeared in all the principal cities of Europe at the age of 18. In 1900 he came to the United States and established himself quickly and firmly. He was engaged for tours every year until 1914, when he decided to reside here and become a citizen. In 1909 he had married Clara Clemens, the daughter of Samuel L. Clemens (Mark Twain).

In 1918 he was appointed conductor of the Detroit Symphony. He was a frequent guest conductor of the New York, Philadelphia and Boston Symphony groups. In 1929 he created something of a furor in Berlin when he conducted Richard Strauss' "Don Juan." Musicians and music lovers mourn his passing.

APPLEBACH—Edward, 51, pioneer paraclete jumper and automobile racer. September 16 at Mt. Pocono, Pa. After a serious injury sustained while parachuting he had turned to auto racing.

BRAHM—Peter J., 39, member of the Ellickson Orchestra and before that with the Al Thompson Orchestra, September 6 in a Madison (Wis.) hospital. Survived by his widow, six sisters and two brothers.

CLAPP—Charles, 59, artist, who painted scenery for more than 2,000 theater productions, in Grand Rapids, Mich., September 12. He was an actor and theater manager in his younger days and had been in Grand Rapids about three years. He was born in Black River Falls, Wis. Surviving, besides his widow, are two sons and a sister.

ECONOMOS—Theodore, 46, recently at Herman Kiefer Hospital, Detroit, after an illness of four years. Economos was at one time manager of Luigi's, Detroit night club. Survived by two daughters. Burial in Evergreen Cemetery, Detroit.

FAGERBERG—Gus (Curly), 54, colorful figure in Omaha night life for years and at one time operator of the Bungalow and later the Terrace night clubs there, September 12 in Omaha Hospital. Heat prostration suffered in July, coupled with the loss of a leg in 1933, hastened his death. Services September 14, with burial in West Lawn

The Final Curtain

Cemetery, Omaha. Two sisters and a brother survive.

FEINBURG—David, 49, former Milwaukee exhibitor and general manager of the Saxe Bros.' theaters in Wisconsin from 1907 to 1924, September 8 in a Milwaukee hospital. Survived by his widow and three sons.

FRENCH—Adelaide, 52, legit road name, at Fifth Avenue Hospital, New York, September 16. She was starred in the road companies of *Madame X*, *Third Degree*, *Such a Little Queen* and *Lilac Time* and had appeared with William Bonnell, Hanlon S. Superba and Robert Mantell. Interment at Fern Lawn Cemetery, New York. Survived by Anita, a daughter, and Myrtle Weil, a sister.

GLENN—Charles Crawford, concessioner, September 16 at his sister's home in Pocatello, Ida. Glenn has been in the carnival concession business for the last 20 years, being connected with C. R. Leggette, J. L. Landes, George Loos, John T. Wortham and Bob Strayer shows. His last connections were with Wallace Bros.' Shows and L. J. Heth Shows. Survived by his sister, Mrs. Anna Belle Albrecht, and a brother, Thomas Glenn.

HARDY—S. E., 57, prominent musician in Western Pennsylvania and former secretary-treasurer of the American Federation of Musicians in Greensburg, Pa., at his home in Greensburg September 12. Funeral services September 15. Survived by his widow, one brother and one sister.

HARRINGTON—Albert B. (Al), 60, magician and business man, at his home in Austell, Ga., September 14 after a lingering illness. He was one of the pioneer members of the International Brotherhood of Magicians and the Society of American Magicians. Funeral services were held September 16, with interment in Austell City Cemetery. Surviving are his widow, Clara, and a sister, Minnie Harrington.

HATOS—Alfred, 68, retired strong man of vaudeville, September 16 following a fall down stairs at his home in Metuchen, N. J. He toured the country for 34 years.

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

She was then known as "the most beautiful blonde on the American stage." After that she organized a series of stock companies, frequently acting in the plays herself. In 1922 she toured the Orient with a troupe of her own. Altho Mrs. Hope was fairly well off, it was thought that financial worries might have been partly responsible for her death. This summer she backed a stock company at Bronxville, N. Y., which was not successful. She was divorced from Edward Davis, actor, in January 1915. Her second husband, Isaac Hope, theatrical agent, died some years ago. Survived by Dawn Hope, 17-year-old daughter.

ILLMO—Bob, 46, mimic of birds and animals in vaude, of cerebral hemorrhage September 14 in Los Angeles. Off stage he was Robert H. Foshay. Played vaude with his wife, Marguerite, billed as Foshay and Margie and later as Illmo and Marguerite. Survived by the widow.

LERNER—David, 34, musician, September 10 at the Jewish Hospital, Philadelphia, of typhoid fever, with which he was stricken nine days ago. His widow, Leah; parents, five brothers and two sisters survive.

LEWIS—William, 64, well known in the theatrical profession, in South Boston, Mass., September 1 following an illness of several weeks. Thirty years ago he was crew manager on the Boston Museum stage, later crew boss of the National Grand Opera Company. For the last 17 years he was with Keith's Theater, Boston. Survived by his widow, a daughter and three sons, all employed at Keith's, Boston, and three sisters.

LINDHOLM—Herbert Alfred, 64, actor for the last 50 years, due to injuries sustained in an auto accident recently in Red Bank, N. J. Survived by a sister. Interment in the family plot at Rural Cemetery, Poughkeepsie, N. Y. Among the plays in which he performed were *Ain't It the Truth?*, *Quicksand* and the original New York production of *Street Scene*.

LINDSAY—J. Hollis, 51, blind musician, formerly with Chicago Symphony Orchestra, September 12 in Halifax.

LINKER—Louis, 55, theater owner of Bridgeton, N. J., and Philadelphia, Pa., of heart disease September 11 at his Criterion Theater in Bridgeton, N. J.

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

TOM ROGERS



Died Sept. 28th 1935

In Loving Memory of Our Brother, MARY VEAL JOHNSON, MARGARET PECK, WILLIAM ROGERS.

MARTIN—Henry J., 48, former business agent of the Theatrical Workers' Union in Milwaukee, September 8 at his home in that city of a heart ailment. For 10 years Martin had been a property man at the Riverside Theater, Milwaukee, and before that had served as business manager of the Billposters and Billers' Association. Survived by his widow, a sister and two brothers.

NICHOLS—Mrs. Maggie, wife of Lew D. Nichols, prominent circus side-show manager in his day and of late years connected with a whale show, September 15 in Chicago after suffering from cancer of the stomach for seven months. Deceased was a performer when Nichols married her 45 years ago. She was one of the Mauri Sisters. Besides her husband, she is survived by her two sisters, Kate and May Mauri, and a brother.

PRICE—John B., 70, retired theater owner, in a Hannibal (Mo.) hospital September 12 as result of a fall. Price was president of Price Theaters, Inc., owner of the Star and Orpheum theaters, Hannibal, and for many years proprietor of the Park Theater there. Survived by his sister, Mrs. Frank G. Richards. Burial in Mt. Olivet Cemetery, Hannibal.

PUEGNER—Oscar, 73, colorful figure in Massillon, O., music circles and widely known German band leader, September 14 in Massillon City Hospital from injuries sustained when struck by an automobile while walking near his home. He was at one time a member of Sousa's Band, and at the time of his death was director of the Dalton, O., band. Leaves four daughters and two sons. Funeral services and burial at Massillon.

ROSS—Freddie, 38, of the vaude team of Ross and Leddy, after a short illness September 8 in Massachusetts. Ross, who retired from vaude six years ago, is survived by his widow, his mother and father, four brothers and a sister. Services September 11 at St. Gregory's Church, Dorchester, Mass.

RUSSELL—Frank M. (Tussy), 65, (See FINAL CURTAIN on page 93)

In Memoriam



Clarence A. Wortham
Born Oct. 14, 1882, Died Sept. 24, 1922

BECKMANN & GERETY'S WORLD'S BEST SHOWS.

Irving Thalberg

Irving Thalberg, 37, film director and husband of Norma Shearer, screen star, died at his beach home in Santa Monica, Calif., September 14, of lobar pneumonia.

He produced "Mutiny on the Bounty," "Barretts of Wimpole Street," "Ben-Hur," "Romeo and Juliet," and helped to stardom John Gilbert, Greta Garbo, Lon Chaney, Ramon Navarro, Robert Montgomery and Clark Gable. At 19 he became private secretary to Carl Laemmle Sr., former head of Universal Studios. After two years he went directly to the position of general manager and director of Universal and within a few years signed a contract as producer at the studio, which was a forerunner of MGM.

Simple rites were held in the Synagogue B'nai B'rith, Los Angeles. Grace Moore sang and Rabbi Edgar F. Magnin conducted the services. Douglas Fairbanks, Harry Carey, Frederic March, W. S. Van Dyke, Clark Gable, Moss Hart, Robert Z. Leonard and Cedric Gibbons were pallbearers.

Survived by his widow, parents, a sister, Mrs. Sylvia Thalberg Weingarten, and two children, Irving Jr. and Katharine.

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Ladies' List

- Abbott, Mrs. Geo. A. Devoyre, Mrs. Ruth Diabetti, Adriana Dixon, Jeanne Dowling, Elaine Doyt, Miss L. Drane, Mildred Drayton, Helen Drew, Bonnie Bell Dumont, Oles Durden, Mrs. Lena Dutcher, Jean Duvall, Delma DuVall, Mrs. Red Eason, Annie Edwards, Helen Ellison, Joey Ernest, Mrs. Jack Estell, Morina Paulkner, Evelyn Finck, Mrs. Pat Fisher, Miss Pat Fisk, Vivian Foid, Mrs. Marie Forest, Evelyn Foster, Mrs. M. Blanche Fountaine, Sunshine Fox, Mrs. Nonia Francis, Arlene Francis, Marie Francis, Mrs. Crawford Frank, Dot Frank, Mrs. Marie Franklin, Yvonne Franklin, Vera I. Franks, Jessie Franks, Mrs. Carl French, Mrs. Wm. Freeman, Mrs. Al Gambardella, Lila E. Garipey, Jeanne Garner, Mrs. Elinor Garsner, Delorice Gilmore, Helen Ginsberg, Mrs. Freda Glassford, Venita Gonzales, Edna Gordon Sisters Gorman, Mrs. Billie Gorman, Mrs. Harry Grace, Mrs. Hershel Greenley, Mrs. Lillie Gregg, Peggy Gresham, Mrs. Nan Gridley, Edythe Halderman, Mrs. J. R. Hale, Mrs. Tom Hall, Mrs. Hazel Hall, Virginia Hallock, Mrs. J. Hammond, Mrs. Earl F. Harley, Angus Harmon, Mrs. Elsie Harris, Dorothy Hartley, Mrs. Louise Hastings, Margaret Havens, Mrs. Dick Hayes, Mrs. Lawrence Haynes, Mrs. Katie Hays, Mrs. M. W. Hearne, Mrs. Addie Helwig, Mrs. Betty Hendry, Mrs. F. A. Henry, Elsie Henson, Margie Herrington, Betty Hill, Mrs. Lee Holcombe, Mrs. Roy Holland, Helen Hollis, Clautha Holton, Lillian Hotchkiss, Mrs. Harry Howard, Mrs. Kate Howell, Mrs. Dr. Houston, Etha Mae Hudson, Dorothy Huelbert, Genevieve Hill, Mrs. Bert Jack, Mrs. John Jackson, Audrey Jackson, Mrs. Bessie W. James, Mrs. Helen Jarvis, Mary Gray Jeanne & Earle Jewels, Fern Jones, Inez Johnson, Mabel Johnson, Mrs. Ernestine Johnson, Mrs. H. W. Jones, Mrs. R. L. Kalani, Mrs. A. L. Karn, Mrs. Cliff Karr, Mrs. Dimples Kavshura, Marsha Kaye, Irene Keating, Nurse Kathryn Keller, Mrs. L. C. Kelley, LaVern Kelly, Mrs. Eldredge A. Kelly, Mrs. Fanny Kelone, Tonia Kennedy, Estelle Kent, Mrs. Sarah Kenyon, Mrs. Martha Kepler, Alice Ketchum, Mrs. Sally Kilgore, Mrs. Maybelle Kimmel, Mrs. Billie

- King, Mabel Kirk, Katharine Kitz, Diamond Knight, Mrs. W. H. Kramer, Mrs. L. W. Krause, Mrs. Lila Kridello, Lillian Kuhn, Georgia Kuhn, Shirley Lachman, Irene Lachman, Mrs. Davo Lake, Viola LaCiede, Amy Lee LaFara, Mrs. Frank LaPrice, Olive LaRue, Mary LaVigne, Caroline Lang, Mrs. Christobel Laughlin, Mrs. Nellie Layne, Doris Lee, Mother Leist, Mrs. John Leonard, Mrs. Betty Lewis, Mrs. Jane Lewis, Mrs. Dick Linam, Mrs. Lillian Lockhart, Mrs. Edna Loman, Mrs. Lila Louise, Mlle. Lovell, Mrs. M. Luzzon, Mrs. Leo Lutz, Mrs. C. B. McCaul, Mrs. Violet McClellan, Mrs. J. T. McClellan, Nellie M. McGehe, Mrs. Mary McIntire, Lucille McKinley, Mrs. Joe McKittrick, Mrs. W. R. McLemore, Mrs. Patricia Rodatz, Grace Roland, Barney June Rosensteel, Lois V. Rosita, Royce Ross, Evelyn Roth, Libbie E. Rozell, Zelma Rule, Christiane Rusher, Mrs. A. D. Russell, Gypsy Rutter, Mrs. R. F. Ryan, Gladys Sailors, Gertrude Schulze, Leona Jean Scoher, Muriel Scott, Margaret Sherman, Mrs. Mary Julian Mann Shirley, Mrs. Helen Signa, Lady Simon Sisters, The Sims, C. B. Sims, Lorraine Sittion, Mrs. Juanita Sitzer, Mrs. Eloda Skinner, Mrs. Dorothy Smith, Hazel Smith, Mrs. Delaphine Smith, Mrs. G. R. Smith, Mrs. R. E. Smith, Selvia Sprath, Mrs. Ruth Sparks, Mrs. Billie Stanley, Doris Stanley, Mrs. J. M. Stanley, Mrs. Tom Stark, Mrs. Evelyn Van Lidith Starke, Mervna Starr, Frances Stevenson, Mrs. Alberta Stewart, Margaret Stolz, Mrs. Geo. Stonerock, Luella Strassburg, Jaunita Street, Mrs. Faye Strickland, Beatrice Sullivan, Mrs. Patsy Swift, Edith Swink, Lila Swinger, Mrs. Geo. Taft, Georgia Talbot, Mrs. Cena Taylor, Ginger Taylor, Mrs. Virginia Taylor, Sara Taylor, Shirley Tennyson, Edythe Terrill, Mrs. Janet Thomas, Lucille Thomas, Mrs. E. J. Thomas, Mrs. Flo Thomas, Mrs. M. Thompson, Mrs. Leroy Timmers, Mrs. P. Troy, Mrs. Larry Turner, Ollie Vail, Dorothy Valien, Mrs. Cena Van, Mrs. Evelyn Van, Mrs. Libby Van Zandt, Mrs. Kenneth Vaught, Pearl Vernon, Mrs. Cecil Vincents, Elizabeth Voss, Dorothy Ward, Lillie Waters, Trilby Watkins, Peggy Watkins, Rosemary Watson, Mrs. Emma Watson, Mrs. F. R. Wells, Miss Jerry Wells, Trissy Wertz, Monte White, Edith White, Mitzie

Letter List

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

- White, Mrs. Mary Whitehead, Mrs. Wilma Wiggins, Bertie Wilcox, Vivian Wilkerson, Bessie Wilkinson, Mrs. Geo. E. Williams, Fanchon Williams, Olive Williams, Thelma Wilson, Deanne Wilson, Mrs. Emily Wilson, Mrs. Myrtle Wilson, Peggy Win, Mrs. Agnes Wolfe, Effie Wood, Mrs. J. L. Wood, Mrs. R. L. Wood, Betty Woods, Tootsie Worl, Mrs. Geo. Wortham, Mrs. J. Brown, Cecil Brown, D. E. K. Brown, E. D. Brown, Frank M. Brown, Geo. L. Brown, Jimmie Brown, Pluto Brown, Robert Brown, W. L. Brown, Wm. A. Brownings, Bill Broyles, James F. Bruce, Dan Bruce, Earl Brumley, Robt. P. Bruner, Jack Bruner, Louis J. Bryan Brothers Bryan, Frank O. Bryant, J. C. Bryant, H. D. Bryant, Jesse J. Bryant, W. L. Buchanan, C. T. Buckland, Henry Buchanan, W. T. Bucklen, Richard Buntington, C. D. Bulen, Dexter A. Buley, P. W. Burch, Tex Burns, Frank & Arline Burgess, Harry Burquee, Fanchie Burke, Vincent Bush, Louis F. Bushong, F. D. Butler, Tom J. Buzzard, F. M. Byrd, Steve Caddell, Onnie Lee Cadigan, E. J. Cain, Eddie Caldwell, Curtice R. Calk, L. D. Callman, Ford S. Cameron, Owen Campbell, Arizona Bills, Blackie Bimbo, Sam Binder, H. Bink, Geo. Binker, S. W. Bird, Wiki Biron, Frank Blackburn, Blackie Carey, Thos. C. Carl Western Show Carlton, Paul Carnera, Victor Carpenter, Carl Carpenter, R. L. Carroll, Frank J. Carroll, S. J. Casno, Lawrence Casari, E. L. Cash, Mildties Irvin Cass, Steve Castello, Joe Castle, Morgan Castle, W. J. Cates, E. H. Cautin, R. E. Cavenaugh, Eddie Celtzer, Lonnie Cestaro, V. L. Chaletam, Henry Chalkias, Bill Chamberlain, M. Chanez, Benny F. Chauler, Ernest Chapin, Clinton Charlie, Hindo Chavanne, James Cheurant, Johnny Chilicotes Trained Animal Circus Chipman, Harry Christie, Geo. Cluist, Tom Clain, Wilfred Clayton, Henry Clark, Chas. Gordon Clark, Frank H. Clark, Paul F. Clark, Thomas J. Clay, Ernest Paris Claydon, Geo. E. Cleveland, Guy W. Clemens, Murray Clemens, B. E. Clemons, Wm. Clever, Jim Cobb, W. Cochran, Harold Cockrell, Geo. W. Cogg, Jack F. Coggin, R. A. Cole, Rex Cole, Edward Cole, Geo. L. J. Coleman, Bing Coley, Clark Coley, W. R. Colley, James A. Colley, Jess Collier, Charlie Collins, Freddie Concannon, Edward Condon, Mike

- Beck, Fred Bedonie, Salea Beeler, E. A. Beers, Chas. Bell, Francis Bell, Geo. R. Bell, Specks Bel-Mar, John J. Bender, Boots Bennett, Owen Benson, Earl Bentley, S. D. Benton, Charles Bents, W. J. Berman, Sam Bernard, Harry Berkshire, H. L. Besser, W. J. Beson, Lew Bey, Ben Bianchi, Randy Bhebe, Betty & Bruce Biggers, Larry Biggs, Freddie Bill, Geo. Bills, Blackie Bimbo, Sam Binder, H. Bink, Geo. Binker, S. W. Bird, Wiki Biron, Frank Blackburn, Blackie Carey, Thos. C. Carl Western Show Carlton, Paul Carnera, Victor Carpenter, Carl Carpenter, R. L. Carroll, Frank J. Carroll, S. J. Casno, Lawrence Casari, E. L. Cash, Mildties Irvin Cass, Steve Castello, Joe Castle, Morgan Castle, W. J. Cates, E. H. Cautin, R. E. Cavenaugh, Eddie Celtzer, Lonnie Cestaro, V. L. Chaletam, Henry Chalkias, Bill Chamberlain, M. Chanez, Benny F. Chauler, Ernest Chapin, Clinton Charlie, Hindo Chavanne, James Cheurant, Johnny Chilicotes Trained Animal Circus Chipman, Harry Christie, Geo. Cluist, Tom Clain, Wilfred Clayton, Henry Clark, Chas. Gordon Clark, Frank H. Clark, Paul F. Clark, Thomas J. Clay, Ernest Paris Claydon, Geo. E. Cleveland, Guy W. Clemens, Murray Clemens, B. E. Clemons, Wm. Clever, Jim Cobb, W. Cochran, Harold Cockrell, Geo. W. Cogg, Jack F. Coggin, R. A. Cole, Rex Cole, Edward Cole, Geo. L. J. Coleman, Bing Coley, Clark Coley, W. R. Colley, James A. Colley, Jess Collier, Charlie Collins, Freddie Concannon, Edward Condon, Mike

Gentlemen's List

- Abbott, Fay Ackerman, Ollie Adams, John Adams, Kirk Adams, Mike Adams, Miller Adams, Peter & Alice Ademick, Eddie Adenholz, Bill Ages, C. E. Akana, Clement Albertson, Raymond Alcease, Johnnie Alexander, W. E. Ali, Prince Allen, Erb Allen, Ernest Allen, Ethan M. Allen, Joe Allen, Paul Allen, Peanut Allen, Richard Allman, Clyde Allston, Geo. Allton, C. H. Almamy, A. Fred Alpert, Samuel Alton, Thomas Alvis, Ray C. Alzora, Karl Alzora, Karl Amok, Chief Anderson, Bennie Anderson, Chas. T. Anderson, Carl Andres, Peter Andrews, Bill Andrews, Dr. Anthony, Milo Applaban, Sammy Arcade, J. J. J. Archer, Jimmie Archie, Walter Arenz, Sam Argus, The Magician Armann, Ray Armentraut, Willard Armour, Bill Armstrong, Mills Annot, Jack Annot, Don Atterbury, R. Atwoods, The Aussiker, Bob & May Avery, Tommy Babb, Julian Babb, Frank Bagley, P. J. Bagwell, W. A. Bahner, Red Bahnsen, Bill Bailey, Hal Bailliant, Frenchie Barr, Weldon Baker, Donald A. Baker, Joe Baker, Raymond Baker, R. J. Baldwin, Billy Baldwin, R. M. Banard, B. W. Bantel, Clifford Barclay, Mack Barck, R. E. Bard, Ossified Roy Barkoot, Haien Barlow, Steve Barnes, Gene Ellie Barnes, Dr. W. B. Barnett, Cleo V. Barnhart, C. L. Baron, Geo. Barr, Weldon Barrett, Duke Barrett, Roy Barney, Eugene Barry, George Bartlett, Bill Bartok, Milton Basinger, D. L. Bates, Fred Bates, Geo. L. Bath, A. J. (Hubby) Bathrick, Burton B. Bathunes, Gus Baughman, B. J. Baxter, J. J. Bayles, Floyd Bays, Harold P. Bays, Richard C. Bayse, C. V. Brooks, German Brooks, S. A.

- Conger & Santo Conn, Harry E. Conn, L. Harvey Conors, Leo Conors Trio Conrad, Robert J. Conroy, Tex Conway, Ted Conway, Thomas Smiling Red Coochyamtewa, Lynn Cook, Geo. Cooke, W. M. Coonan, Thomas Cooper, Mickey Copeland, Earl Copeland, Ilex Corbin, Robert Corcoran, Ourl Corn, Earl Cornish, Phil Corry, Flarry Corsey, Jingles Corvino, J. Cosgrover, Fred Costello, R. B. Cotter, Fred H. Covert, Robert Cowan, Wm. Cox, Raymond Cox, Art Coy, B. E. Coy, S. N. Crabtree, Harry Crandall, Fred Craven, Roy Crawford, B. E. Crawford, Vogel Creamer, Sidney Crenshaw Orvell Cress, Dr. Fredrick Croddy, Wilbur J. Cropper, Thomas Crosby, Wm. L. Cross, Hugh Cross, Emily Earle C. Culbert, Dan Cullens, Lanny Cunningham, A. E. Cunningham, Geo. Cutcher, Joy D'Ambr, J. Daffin, Harry Dagmar, the Great Dale, Billie Daly, Peter Daniels, Sydney Dault, Al Dault & LaMar Davenport, B. C. Davis, Baron Davis, G. L. Davis, Howard Davis, Leon & P. Davis, Louie Davis, Roy Slim Davidson, Speedy Davidson, Jas. E. Dawdiaz, G. Dawson, Kenneth DeMauc, John DeRosia, Daniel DeRosselli, Bob DeRussell, Yvette DeShow, Jack DeVoare, Dr. Francis, J. DeWitt, Chas. H. Dearborn Namegram Co. Dease, Bobby Deemo, Charley Decker, Al Decker, B. L. Del Rae, The Great Del Rio, Daniel Delano, R. B. Delones, Sir Harry Delkey, Delbert Demeter, Mike Demetro, John Denlinger, J. H. Dennis, James Densmore, Speedy Denslow, Bill Derwells, Flying Desvela, Louis E. Devol, Max Dexter, Bob Diaz, Pete Dickson, Fred Diebel & Patter- sons Dillon, Jerry J. Dime, Ed Dittmer, Marlin Dixon, Ed & Babo (Happy) Dodds, Harold Dodd, W. H. Dodge, Roy Dodson, Ed Doggett, A. Doherty, B. Doherty, J. Dohm, A. Dolan, Mik Dolan, Otto Dollar, Bill Domhoff, I. Doming, Al Donahue, H. Donaldson, J. Donnelly, R. Dorman, C. Dorman, S. Dowdy, S. Doyle, Don Doyle, Gus Drake, H. Drake, Natl Drake & W. Draw, E. Dryden, Ch Duff, Laura Duffey, J. Dugan, Job Duke, D. Duke, L. E. Duncan, Ed Duncan, Jo Dunham, H. Dunlap, D. Dunn, Chas

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

ACTS, UNITS AND ATTRACTIONS

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

A

ABC Trio (El Chico) NYC, nc.
 Ace, Red (Kenny Mano) Bridgeport, O., nc.
 Ah San Lu (Maple Diner) Hartford, Conn., re.
 Allen, Bob (Hofbrau) Camden, N. J., ro.
 Allen, Jean (Swanee Club) NYC, nc.
 Alvarez, Dloria (Gaucho) NYC, nc.
 Ambrose, Ruth & Billy (William Penn) Pittsburgh, h.
 America, Miss (Lyric) Indianapolis, t.
 Andrews, Avis (Cotton Club) NYC, cb.
 Andrews, Joan (Adelphia) Phila, h.
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
 Annelise, Mille (French Casino) NYC, nc.
 Archer, Gene (Weber's Summit) Baltimore, nc.
 Ardelt, Elly (French Casino) NYC, nc.
 Arena, Joe (Earle) Washington, D. C., 21-24, t.
 Armando & Lita (Embassy Club) San Francisco, nc.
 Armond & Diava (Biltmore) NYC, h.
 Armstrong, Maxie (Black Cat) NYC, nc.
 Ashley & Ware (Wivel's) NYC, re.
 As San & Henri (Maple Diner) Hartford, Conn., re.
 Aunt Jemima (Meadowbrook) Saratoga Springs, N. Y., nc.

B

Bahama Dancers (Cotton Club) NYC, h.
 Baines, Pearl (Kit Kat Club) NYC, nc.
 Baird, Charles (Chateau Ste Claire) Westbury, L. I., nc.
 Baker, Babe (Howdy Club) NYC, nc.
 Baker, Jerry (La Casino) Jamaica, L. I., nc.
 Baptie & Lamb (New Yorker) NYC, h.
 Barret, Sheila (Club Mayfair) Boston, nc.
 Barry & Beatrice (French Casino) NYC, nc.
 Barry, Nancy (Benny the Bum's) Phila, nc.
 Barstow, Dick & Edith (Edgewater Beach) Chi, h.
 Bartholemey, Lillian (Folies Parisienne) Boston, nc.
 Bartlett, Wayne (Border Inn) Shenandoah, Ia., nc.
 Basino, Mario (Place Elegante) NYC, nc.
 Baxter, Marilyn (Wivel's) NYC, re.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Bell, Dolly (Bismarck) Chi, h.
 Bell & Grey (Green Terrace) Lebanon, Pa., cc.
 Bell, Nora & Jimmy (Club Mayfair) Boston, nc.
 Bellows, Jean (Normandie) NYC, h.
 Bennett, Eddie (Place Elegante) NYC, nc.
 Benson & Ray (Garrick) St. Louis, t.
 Bernard, Lil (Club Alabam') Chi, nc.
 Berry Brothers (Cotton Club) NYC, nc.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Besser, Joe, & Co. (Tower) Kansas City, t.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blank, Sammy (Astor) NYC, h.
 Blenders, Four (Embassy Club) San Francisco, nc.
 Blues Orch. (State) NYC 21-24, t.
 Bo Brummels, Three (St. Louis) St. Louis 21-24, t.
 Bodenweiser Ballet (French Casino) NYC, nc.
 Boles, John (Loew) Montreal 21-24, t.
 Bollin, Shannon (Canyon Lake Tavern) Rapid City, S. D., nc.
 Bond, Gloria (Sun & Surf Club) Atlantic Beach, L. I., nc.
 Boran, Arthur (Great Lakes Expo.) Cleveland, nc.
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.
 Boves Unit (Michigan) Detroit 21-24, t.
 Bradley, Tommy (Savoy) London, h.
 Braatz, Mickey (State-Lake) Chi, t.
 Brenna, Kenny (Rialto) Chi, t.
 Brito, Phil (Mount Royal) Montreal, h.
 Bronte, Ann (Queen's Terrace) Woodside, L. I., cb.
 Brooms Twins (Club Vogue) NYC, nc.
 Brookfield & Greeley (Ubangi) NYC, nc.
 Brous, Eabs (Park Central) NYC, h.
 Brown, Ada (Boston) Boston 21-24, t.
 Brown, Evans (Old Vienna) Indianapolis, c.
 Brown, Ralph (Ubangi) NYC, nc.
 Brownell, Bonnie (Fair & Exposition) Hallifax, N. S.
 Brownell, Nancy (Park Central) NYC, h.
 Bruce, Betty (Chez Paree) Chi, nc.
 Bryant, Betty (Larue's) NYC, re.
 Bryants, The (French Casino) NYC, nc.
 Brydon, Louise (Bonita's) NYC, nc.
 Bryson, Clay (Montclair) NYC, h.
 Buckley, Jack (Rialto) Chi, t.
 Buddy, Ralph (Club Madrid) Milwaukee, nc.
 Burcau, Bill (Roof Pierre) Phila, re.
 Burke Sisters, Three (State-Lake) Chi, t.
 Burnett Sisters (Ivan Frank's) NYC, nc.
 Burns & White (Hi-Hat) Chi, nc.

C

Cail & Stuart (Club Laurier) Lowell, Mass., nc.
 Cannella, Master Vincent (Masque) NYC, t.
 Canzone, Frank (Onyx Club) NYC, nc.
 Cardona, Kay (Dizzy Club) NYC, nc.
 Carlton & Juliet (Essex House) Newark, N. J.
 Carr Bros. & Betty (State) NYC 21-24, t.
 Carr, June (Lyric) Indianapolis, t.
 Carrer, Chas. (Arrowhead Inn) Cincinnati, nc.
 Carriono Eros. (Terrace Gardens) Rochester, N. Y., nc.
 Carrillo, Leo (Roxy) NYC 21-24, t.
 Carroll, June (Club Mayfair) Boston, nc.
 Carroll, Nita (Shelton Hotel) NYC, h.
 Carson, June (Gloria) Columbus, O., nc.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Cartier, Joan (Pavillon Royal) Valley Stream, L. I., nc.
 Castle, Billy (Chateau Moderne) N. Y. C., nc.
 Cavanaugh, Bob, Trio (Robert Tree) Newark, N. J., h.
 Challis, Beth (Silver Lake Inn) Clementon, N. J., ro.
 Chaney & Fox (Club Deauville) San Francisco, nc.
 Charles & Barbara (New Bedford) New Bedford, Mass., h.
 Charles, Ernest (Normandie) New York, nc.
 Chio, Princess (Savoy) London, h.
 Christine, Bobette (Chateau Moderne) NYC, nc.
 Chuck & Chuckles (Boston) Boston 21-24, t.
 Clare, Tonia (French Casino) NYC, nc.
 Claudet, Marguerite (Orlando) Decatur, Ill., h.
 Clauson, Charles (Cafe Bali) NYC, nc.
 Clayton, Pat (Vogue Club) NYC, nc.

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.

Clayton, Pat (Barrel of Fun) NYC, nc.
 Clifford, Joan (Chaney's) Santa Rosa, Calif., nc.
 Clifford, Patricia (Essex House) Newark, N. J.
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Compton, Dorothy (Hollywood) NYC, re.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Consolo & Melba (Meadowbrook) St. Louis, cc.
 Cort, Nita, singer (Club Mayfair) Boston, nc.
 Corvino & Yovita (McVan's Patio Club) Buffalo, N. Y., nc.
 Costello, Don, Revue (State) NYC 21-24, t.
 Courtney, Ann (Montclair) NYC, h.
 Crosby, June (Victoria) NYC, h.
 Cross & Dunn (Versailles) NYC, nc.
 Cuban Folies (Earle) Washington, D. C., 21-24, t.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cort, Nita, singer (Club Mayfair) Boston, nc.
 Corvino & Yovita (McVan's Patio Club) Buffalo, N. Y., nc.
 Costello, Don, Revue (State) NYC 21-24, t.
 Courtney, Ann (Montclair) NYC, h.
 Crosby, June (Victoria) NYC, h.
 Cross & Dunn (Versailles) NYC, nc.
 Cuban Folies (Earle) Washington, D. C., 21-24, t.
 Cueto, Marguerita (Gaucho) NYC, nc.
 Cummings, Don (St. Louis) St. Louis 21-24, t.
 Cunningham, Fairy (Cocanut Grove) Minneapolis, Minn., nc.

D

Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
 Dae, James (Peacock) Columbus, O., nc.
 Dale, Helen (Howdy Club) NYC, nc.
 Dale, Maryon (Chateau Moderne) NYC, nc.
 Dandies, Four (Larue's) NYC, re.
 Daniels, Billy (Black Cat) NYC, nc.
 Daniels, Mae (Kit Kat Club) NYC, nc.
 Dandridge, Putney (Hickory House) NYC, nc.
 Danna & Dahl (Maple Diner) Hartford, Conn., re.
 Dario & Diane (Radio City Rainbow Room) NYC, nc.
 Davies, Dorothy (Caliente) NYC, nc.
 Davis & Davis (Peacock) Columbus, O., nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Dawn, Alice (Leon & Eddie's) NYC, nc.
 Dawn, Dolly (Taft) NYC, h.
 Dean, Carol (Hollywood) Galveston, Tex., nc.
 Dean, Joy (Post Lodge) Larchmont, N. Y.
 Defrees, Lois (Dizzy Club) NYC, nc.
 DeAngelo & Porter (Hollywood) NYC, re.
 DeBald Twins, Dancers (Paradise Club) NYC, nc.
 De Carr, Claude (Embassy Club) San Francisco, nc.
 De Marco, Antonio & Renee (Plaza) NYC, h.
 Delfina, Vera (El Chico) NYC, nc.
 Deuces, Four (Times Square) NYC, h.
 Deva, Bobby (Village Barn) NYC, nc.
 Diganatos (Adelphia) Phila, h.
 Dimitri & Helen (Club Gaucho) New York, nc.
 Dion & Sparkettes (Anchor Club) Sandusky, O., nc.
 Dixon, Dixie (Hot Spots) Baltimore, nc.
 D'Orsay, Fifi (Versailles) NYC, nc.
 Dolores & Candido (El Chico) NYC, nc.
 Donahue, Ralph, emcee (Gloria) Columbus, nc.
 Donohue, Red, & Pal (Capitol) Washington, D. C., 21-24, t.
 Doris, Miss (Versailles) NYC, nc.
 Dorne, Dorothea (Little Rathskeller) Phila, nc.
 Dorothy & King (Meadowbrook) St. Louis, cc.
 Dot & Dash (Frolics) Toledo, O., nc.
 Douglas, Milton (Palmer House) Chi, h.
 Dover, Jane (Edison) NYC, h.
 Dowell, Saxie (Astor) NYC, h.
 Drake, Connie (Deauville) New York, nc.
 Drake, Edith (Edison) NYC, h.
 Drew, Cholly (Number One Bar) NYC, nc.
 Drew, Doryce & Freddy (Chez-Ami) Buffalo, N. Y.
 Drew, Drusilla (Kit Kat) NYC, nc.
 Drum, Doty (Hector's Club New Yorker) New York, nc.
 Drummond, Margaret (Benny the Bum) Phila, nc.
 Duncan, Charles (48th St.) NYC, t.
 Duncan Flapperettes (Willowmere) Union City, N. J., re.
 Duncan Modernettes (Jimmy's Frolics) Troy, N. Y., cb.
 Duncan Personality Girls (Fred's) Port Chester, N. Y., re.
 Duncan Starlettes (Embassy Club) NYC.
 Dunn, Frances (Barrel of Fun) NYC, nc.
 Duval, A., & Co. (Capitol) Washington, D. C., 21-24, t.
 Duval, Sheila (New Town Bar) New York, nc.

E

Earl & Fortune (Savoy) London, h.
 Earl, Jack & Betty (Tower) Kansas City, t.
 Ebony Rascals, Four (Club Caliente) NYC, nc.
 Elaine & Barry (Club Mayfair) Boston, nc.
 Elda Ballet (Capitol) Washington, D. C., 21-24, t.

Elissa, Senorita (Nini's French Cabaret) New York, c.
 Eltons & Ray (Arrowhead Inn) Cincinnati, nc.
 Embassy Boys (Radio City Rainbow Room) NYC, nc.
 Entenmann, Billie (Center) NYC, t.
 Ercelle Sisters (Bon Air) Chi, cc.
 Errante, Charles "Happy" (Place Elegante) NYC, nc.
 Estelle & LeRoy (Paradise) NYC, re.
 Evans, James (Oriental) Chi, t.

F

Farrar, Jean & Jane (1523 Locust) Phila, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 Farrell, Bunny (Place Elegante) NYC, nc.
 Fay & Parvis (Club Moderne) San Francisco, nc.
 Felicia & Delrey (Club Diamond) Wheeling, W. Va., nc.
 Fenwick & Cook (Loew) Montreal 21-24, t.
 Ferguson, Bobby (Jungle Inn) Youngstown, O., nc.
 Fern, Vera (Syracuse) Syracuse, N. Y., h.
 Fields, Benny (Troadero) Hollywood, nc.
 Fields, Happy (Place Elegante) NYC, nc.
 Fields, Irving (Buckingham) NYC, h.
 Fitchman Twins (Maple Diner) Hartford, Conn., re.
 Fitzsimmons, Bobby (Club Tivoli) San Francisco, nc.
 Fitzgibbons, Dave & Dorothy (Versailles) NYC, nc.
 Fleurette (Paradise) NYC, re.
 Florence & Alvarez (Astor) NYC, h.
 Florence & Alvarez (Capitol) Washington, D. C., 21-24, t.
 Flowerton, Consuelo (St. Regis) NYC, h.
 Fuld, Leo (Paramount) NYC 21-24, t.
 Forsarty, Alec (Wexlin) NYC, h.
 Folies Parisienne (Pal.) Cleveland 21-24, t.
 Fontaine, Evan Burrows (Adelphia) Phila, h.
 Ford Gene (Ballyhoo Club) Columbus, O.
 Fordham, Louise (Number One Bar) NYC, nc.
 Four Dandies (LaRue's) NYC, re.

G

Gainsworth, Marjorie (St. Moritz) NYC, h.
 Galetti & Co. (Gloria) Columbus, O., nc.
 Gali-Gali (Versailles) NYC, nc.
 Gambel, Richard E. (Navarro) NYC, h.
 Gardner, Beatrice (Plaza Villa) Pittsburgh, nc.
 Gardner, Beatrice, Sweethearts (Club Patio) Buffalo, nc.
 Gardner, Beatrice, Co-Eds (Ritz) Superior, Wis., nc.
 Garner, Nancy (Wivel's) NYC, nc.
 Gaska Troupe (Shrine Circus) Great Falls, Mont.; Havre 28-Oct. 3.
 Gavette, Rex (Place Elegante) NYC, nc.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gay, Sally (Marbro) Chi, t.
 Gentlemen Songsters (Astor) NYC, h.
 Gerrits, Paul (St. Regis) NYC, h.
 Gilford, Jack (Grand) Bronx, N. Y., 21-24, t.
 Glens & Karol (Wivel's) NYC, re.
 Glorified Folies (Paramount) Springfield, Mass., 21-24, t.
 Glory, Camille (18 Club) NYC, nc.
 Gobs, Three (Ubangi) NYC, cb.
 Goff, Jerry (Riviera) Fort Lee, N. J., nc.
 Gonzales & Rangel (McAlpin) NYC, h.
 Goode, Neila (Chez Paree) Chi, nc.
 Gordon, Paul (Lookout House) Covington, Ky., nc.
 Gould, Blanche (Half Moon) Coney Island, N. Y., h.
 Green, Kay (Statinel) Lake Tahoe, Calif., cc.
 Greenwood, Dawn (Paradise) NYC, re.
 Grisha, Dancer (Cocanut Grove) Boston, nc.
 Growler Man, The (Gang Plank) NYC, nc.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Hackett, Jeanette (Edgewater Beach) Chi, h.
 Hagen, Beatrice (Chicago) Chi, t.
 Haines, Mitzi (Hollywood) NYC, re.
 Hale, Sunny & Mickey (Silver Lake Inn) Clementon, N. J., ro.
 Hall, Cliff (Empire State) NYC, s.
 Hall, Frank (Adelphia) Phila, h.
 Hall, Vivian (La Casino) Jamaica, L. I., nc.
 Hall, Wilbur (Savoy) London, Eng., h.
 Hardie & Mills (Gloria) Columbus, nc.
 Hanley, Eddie (Chez Maurice) Montreal, nc.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Harrington, Pat (18 Club) NYC, nc.
 Harris, Sylvia (Club 500) Cape Henry, Va., nc.
 Hart, Carl (Number One Bar) NYC, nc.

Harvey, Ken (Savoy) London, Eng., h.
 Harvey, Russ (Maple Diner) Hartford, Conn., re.
 Hatts, Harry (Villanova) Saratoga Springs, N. Y., re.
 Hawaiians, Benny Hanno's (Monmouth County) Monmouth, N. J., cc.
 Hayden, Tommy (Wivel's) NYC, re.
 Haywood, Billy, & Cliff Allen (Le Mirage) NYC, nc.
 Hayes, Pat, & Jim Ashley (Bossert) Brooklyn, N. Y., h.
 Hector & Pals (Lyric) Indianapolis, t.
 Henri, Harri (Maple Diner) Hartford, Conn., re.
 Henry, Flo (Club Alabam') Chi, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Herrera, Billy (Club Piccadilly) Baltimore, nc.
 Heywood & Allen (Normandie) NYC, h.
 Higgins, Peter (Post Lodge) Larchmont, N. Y.
 Hilton Sisters (Chez Paree) New Orleans, nc.
 Hinton, Hot-Cha (Club Piccadilly) Baltimore, nc.
 Holiday, Byron (Westchester Bath Club) Westchester, N. Y.
 Hilliard, Jack (Jimmy Kelly's) NYC, nc.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Hotel Revue (Strand) York, Pa., 21-24, t.
 Hong Kong Boys, Three (Tower) Kansas City, t.
 Honolulu Islanders (Steamship Empire State) NYC, s.
 Hooker, Dynamite (Cotton Club) NYC, cb.
 Howard, Helen (18 Club) NYC, nc.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Hurok, Jemma (Sherry-Netherland) NYC, h.
 Hyers, Frank (18 Club) NYC, nc.

I

Idlers, The (Versailles) NYC, nc.
 Indefatigable Charlies (St. Regis) NYC, h.
 International Merry-Go-Round (Astor) Reading, Pa., 21-24, t.
J
 Jackson, Joe (Savoy) London, Eng., h.
 Jackson, Lawrence (President) New York, h.
 Jackson, Irving & Reeve (Yacht Club) NYC, nc.
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.
 Jai-Lela (Leon & Eddie's) NYC, nc.
 Jakopi, Anita (Savoy) London, Eng., h.
 Jans & Lynton (Grand) Bronx, N. Y., 21-24, t.
 Jansleys, Five (Lyric) Indianapolis, t.
 Jarrett, Art (Earle) Phila 21-24, t.
 Jarrett, Eleanor H. (Earle) Phila 21-24, t.
 Jarrett, Lucille (Chateau Moderne) NYC, nc.
 Jay & Lucille (Park Central) NYC, h.
 Jay, Theo (Pavillon Royal) Valley Stream, L. I., nc.
 Jeffers, Dorothy (Paradise) NYC, re.
 Johnny & George (Yacht Club) NYC, nc.
 Johnson, Joyce (Paradise) NYC, re.
 Johnsons, The (Navarro) NYC, h.
 Jones, Bobby (Dutch Village) Toledo, O., nc.
 Jones, Broadway (Cotton Club) NYC, cb.
 Jones, Jonah (Onyx Club) NYC, nc.
 Jordan, Sisters (Club Continental) Mount Morris, Mich., re.
 Joyce & Freddie (Leon & Eddie's) NYC, nc.
 Julian, Lewis (Biltmore) NYC, h.

K

Kaima, Willie (The Rendezvous) Rockford, Ill., nc.
 Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kaloah (Cotton Club) NYC, nc.
 Kalmus, Bee (State-Lake) Chi, t.
 Kane, Patsy (Roosevelt) NYC, h.
 Kann, Alex (Versailles) NYC, nc.
 Karson, Maria, Duo (Jermyn) Scranton, Pa., h.
 Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kaye, Johnnie (Plaza Villa) Pittsburgh, nc.
 Kearns, Allen (Cerutti's) NYC, re.
 Kellar, Loretta (Loew) Montreal 21-24, t.
 Kempel, Lettie (Hollywood) NYC, re.
 Kenanedy, Billie (Howdy Club) New York, nc.
 Kendall, Terry & Doris (Savoy) London, Eng., h.
 Kennedy, Alice (Embassy Club) San Francisco, nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kenny, Phyllis (Feltman's) Coney Island, c.
 Kent Florence (Cocanut Palms) Eastwood Park, Detroit.
 Kent, Sherry (Wivel's) NYC, re.
 Kessler, Erwin (Claremont Inn) NYC, nc.
 King, Florence (Plaza Villa) Pittsburgh, nc.
 King, Jean (Victoria) NYC, h.
 King, Kenn (Plaza Villa) Pittsburgh, nc.
 King, Mickey (Riverside) Milwaukee, t.
 King's Jesters, The (Bismarck) Chi, h.
 King, Tommy (Plymouth) NYC, h.
 Kirkoff, Adeline (Club Forrest) Milwaukee, nc.
 Kitchell, Iva (State-Lake) Chi, t.
 Knight, Eleanor (Pavillon Royal) Valley Stream, L. I., nc.
 Kolb, Harold (Claremont Inn) NYC, nc.
 Kollette & Dean (Edgewater Beach) Chi, h.
 Koubek, Zdenek (French Casino) NYC, nc.
 Kramer, Dolly (Midget Circus) Great Lakes Expo., Cleveland.
 Kramer, Ida (Swanee) NYC, nc.

L

La Centra, Peg (Lexington) NYC, h.
 Laird, Ruthe (Mounts) St. Louis, cc.
 LaMarr, Frank (Arcadia) NYC, b.
 LaMonte, Spanish Dancer (El Toreador) NYC, nc.
 Lambert, Helen (Man About Town) NYC, nc.
 Lambert, Nellie (Man About Town Club) NYC, nc.
 Lane, Leota (Number One Bar) NYC, nc.
 Lane, Lillian (Dizzy Club) New York, nc.
 Lane, Marjorie (Silver Lake Inn) Clementon, N. J., ro.
 Lane, Muriel (Arrowhead Inn) Saratoga Springs, N. Y., nc.
 Lang Sisters, Three (Boston) Boston 21-24, t.
 Lane, Ted (Hickory House) New York, nc.
 Lang, Edith (18 Club) NYC, nc.
 LaMarr, Bobby (Ballyhoo Club) Columbus, O., nc.
 La Nole, Ed & Helen (Jumbo) Ft. Worth, Tex., t.
 LaRochelle, Cecile (Port Arthur) Providence, R. I., re.
 LaRue, Bobbie (Plaza Villa) Pittsburgh, nc.
 Larson, Al (Top Hat) Union City, N. J., c.
 Lathrop Bros. (Palmer House) Chi, nc.
 La Viole, Ed-Helen (Jumbo) Fort Worth, Tex., t.
 La Viva, Mille (Maple Diner) Hartford, Conn., re.

LaVola, Don: Billings, Mont.; Great Falls 21-26.
LaVola, Don: Great Falls, Mont.; Havre 28-Oct. 3.
Lavonne, Betty (Oriental) Chi, t.
Lawnhurst, Vee (Paramount) NYC 21-24, t.
Lawrence, Lucille (Swanee) NYC, nc.
Lazaro, Leo (Place Elegante) NYC, nc.
Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
Lee, Annabelle (Glen Island Casino) New Rochelle, ro.
Lee, Bob (Wivel's) NYC, re.
Lee, Gall (Yacht Club) NYC, nc.
Lee, Johnny, & The Three Lees (Oriental) Chi, t.
Leed, William (Dizzy Club) New York, nc.
Lei Lehua, Princess (The Rendezvous) Rockford, Ill., nc.
Lenti, Steve (Place Elegante) New York, nc.
Le-Paul (Adelphia) Phila, h.
Leshay, Paul (Northwood Inn) Detroit, nc.
Lester, Jerry (Greenwich Village) San Francisco, nc.
Lewis, Ann (Cotton Club) NYC, nc.
Lewis, Berna (Embassy Club) San Francisco, nc.
Lewis, Henry (Fior D'Italia) Modesto, Calif., ro.
Liptova, Schura (St. Regis) NYC, h.
Little, Marguerite (Lookout House) Covington, Ky., nc.
Little Words, Three (Small's) NYC, cb.
Lloyd, Shirley (Edgewater Beach) Chi, h.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lord, Velma (Paradise) NYC, re.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
Lorraine, Jean (Meadowbrook) Saratoga Springs, N. Y., nc.
Lorraine & Manners (Cocoanut Grove) Boston, nc.
Love, Violet (Adelphia) Phila, h.
Lowery, Fred (Astor) NYC, h.
Lucy, Alice (Palumbo's) Phila, cb.

M

Mackay's Rhythm Debs (Broadway Room) NYC, nc.
Mae, Edna (Paradise) NYC, re.
Majors, Three (Roxy) NYC 21-24, t.
Manhattans, The (Wagon Wheel) Akron, O., nc.
Mandell, Kitty (New Town Bar) New York, nc.
Mann, Edith (Terrace Gardens) Chi, re.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Marianne (St. Moritz) NYC, h.
Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
Marlow, The Great (Spanish Garden) Du Bois, Pa.
Marr, Patsy (Embassy Club) San Francisco, nc.
Marsh, Caryolyn (Casanova) Los Angeles, nc.
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
Martin, Marion (Hollywood) NYC, re.
Martin, Muriel (Pavillon Royal) Valley Stream, L. I., nc.
Martin, Tommy Bradley (Savoy) London, h.
Martin, Vera (French Casino) NYC, nc.
Marya & Martyn (Lookout House) Covington, Ky., nc.
Massey & Miller (American Music Hall) NYC, nc.
Mathews, Babe (Ubangi) NYC, nc.
Mathews, Peggy & Peter (Lake) Gary, Ind., h.
May & Earle (Grand) Bronx, N. Y., 21-24, t.
Maysfields & Virginia (Marine) Great Lakes Expo., Cleveland, t.
Mazzone Troupe (Oriental) Chi, t.
McBride, Jack (Romance Inn) Angola, N. Y., nc.
McCabe, Sara Ann (St. Moritz) NYC, h.
McConnell & Moore (Pioneer Palace) Ft. Worth, Tex., nc.
McCormick, Frank, & Ruth Kidd (Cocoanut Grove) Washington, D. C., nc.
McCoy, Frances (18 Club) NYC, nc.
McCoy, Clyde, & Sugar (State) NYC 21-24, t.
McCoy, Lillian (Mayfair Club) Cleveland, nc.
McGill, Billie (Wonder Bar) Owasso, Mich., nc.
McKay, Doreen (Paradise) NYC, nc.
McLennan, Rodney (Arrowhead Inn) Saratoga Springs, N. Y., nc.
McKim, May (Le Mirage) NYC, nc.
McMahon, Larry (Village Barn) NYC, nc.
McNaughton, Virginia (Loew) Montreal 21-24, t.
McNeely & Chapman (William Penn) Pittsburgh, h.
Mears, Martha (State) NYC 21-24, t.
Medardo, Logan (El Toreador) NYC, nc.
Meile, Vi (Riley's on the Lake) Saratoga Springs, N. Y., nc.
Mendez's, Lola, Dancers (Streets of Paris) Luna Park, Coney Island, N. Y.
Menorcas, Seven (French Casino) NYC, nc.
Mercer, Mary (Nassau) Long Beach, L. I., h.
Metaxa, Georges (Chez Paree) Chi, nc.
Mico (Biltmore) NYC, h.
Miller & Lamare (Lexington) NYC, nc.
Miller, Marty (Turf Club) Pittsburgh, nc.
Miller, Tapps (Small's) NYC, cb.
Mills, Kirk & Howard (Yacht Club) Chi, nc.
Mirkin, Barry, emsee (Club Mayfair) Boston, nc.
Mitchell, Charlie (Man About Town Club) NYC, nc.
Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
Mollison, Dot (Benny the Bum's) Phila, nc.
Monson, Mildred (Radio City Rainbow Room) NYC, re.
Monte, Mona (El Chico) NYC, nc.
Montgomery, Anne (Brill's) Newark, N. Y., nc.
Monty, Paul (Man About Town Club) NYC, nc.
Monty & Carmo, midget circus (Great Lakes Expo.) Cleveland.
Moody, Linda (Cocoanut Grove) Boston, nc.
Moreno, Conchita (Chesapeake House) NYC, re.
Morgan, Stuart, Dancers (Chez Paree) Chi, nc.
Moris, Dwight (Gabriel's) NYC, nc.
Morse, Lee (Yacht Club) Chi, nc.
Mossman, Gloria (Casino) Jones Beach, nc.
Muriel, Mimi (Maurice) NYC, re.
Murray, Dave & Hilda (Roxy) NYC 21-24, t.
Myra (Tillie's Chicken Grill) New York, nc.
Myrus (Hollywood) NYC, re.

N

Nazarenka, Tasha (St. Regis) NYC, h.
Nazarro Jr., Nat (Lido) Montreal, nc.

Neil, Peggy (Moonglow Club) Syracuse, N. Y.
Nelson's Marionettes (Marbro) Chi, t.
Nelson Sisters (New Yorker) NYC, h.
New Yorkers, Three (Stork Club) NYC, nc.
Newdahl, Clifford (St. Regis) NYC, h.
Newman, Harry (Gabriel's) NYC, re.
Nice, Florio & Lubow (Terrace Gardens) Chi, re.
Nils & Nadyne (Cocoanut Grove) Boston, nc.
Niles, Noma (Swanee) NYC, nc.
Ninon & Mantin (French Casino) Atlantic City, nc.
Niva, Vira (Riviera) Port Lee, N. J., nc.
Nogal & Irene (Steamship Bear Mountain) NYC, s.

THE NONCHALANTS

Now Playing "GENERAL THEATER'S CIRCUIT." Exclusive Management M. C. A. HARRY FOSTER AGENCY IN EUROPE.

Nolan, Mary (Cocoanut Grove) Washington, D. C.
Noland, Mary (Normandie) NYC, h.
Noland, Nancy (Navarro) NYC, h.
Norman, Fay, & Her Boys, Unit 1 (Nine-Mile House) Cincinnati, nc.
Norman, Fay, & Her Boys, Unit 2 (Martin's Tavern) Lima, O.
Norman, Nita (18) NYC, nc.
Nova, Yvonne (Paradise) NYC, re.
Novella Brothers (Adelphia) Phila, h.
NTG Revue (Colonial) Dayton, O., t.

O

O'Neil, Cackles (Hollywood) NYC, re.
Ogden, Patsy (Paradise) NYC, re.
Ojedas, Los (El Toreador) NYC, nc.
Olmstead, "Minto" (Number One Bar) NYC, nc.
Orlins, Toddy (Nut Club) NYC, nc.
Ortega, Eva (Radio City Rainbow Grill) NYC, nc.
Owens & Parco (Show Bar) Forest Hills, N. Y., ro.

P

Paige, Lucille (Paramount) NYC 21-24, t.
Paige & Parker (Old Howard) Boston 21-26, t.
Page, Marion (Hollywood) NYC, re.
Palmer & Doreen (Brass Rail) Parkersburg, W. Va., 21-27; (Martin's Club) Lima, O., 28-Oct. 5, nc.
Palm, Dorothy (La Casina) Jamaica, L. I., nc.
Palmer Trio (Hudson River Day Line) NYC, s.
Pansy, The Horse (Drake Hotel) Chi, h.
Pape & Conchita (Shrine Circus) Great Falls, Mont.; Havre 28-Oct. 3.
Parisian Divorcees (Greywolf Tavern) Masury, O., nc.
Parker, Faye (Lookout House) Covington, Ky., nc.
Parker, Muriel (Arrowhead Inn) Cincinnati, nc.
Pasquali & LaDoor (Krausmann's Lorraine Grill) Montreal.
Patterson, Trent (Trocaero) Lindenhurst, L. I., nc.
Patterson's Personettes (New Yorker) NYC, h.
Paul, Charles (Montclair) NYC, h.
Paul, Many (Northwood Inn) Detroit, nc.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pearl Twins (Riviera) Fort Lee, N. J., nc.
Pecoraro, Dick (Monte Rosa) NYC, re.
Pedro & Luis (Oxford) Phila 21-26, t.
Pedulla, Hugo (LaRue's) NYC, re.
Pegue, Paul (Gloria Palast) NYC, nc.
Pepper, Mack (Sun & Surf Club) Atlantic Beach, L. I., nc.
Perona, Anthony (Gabriel's) NYC, re.
Ferry, Katherine, & Her Girls (Cotton Club) NYC, nc.
Peterson, Ivor (McAlpin) NYC, h.
Phelps Twins (Yacht Club) Chi, nc.
Pickford, Merry (Plaza Villa) Pittsburgh, nc.
Pierce & Harris (Mayfair Casino) Kansas City, nc.
Plato, Bob, & Co. (Silver Lake Inn) Clementon, N. J., ro.
Plaut, Jerry (Dizzy Club) NYC, nc.
Pontee, Joe (Claremont Inn) NYC, nc.
Fope & Thompson (American Music Hall) NYC, mh.
Fope, Virginia (Savoy) London, Eng., h.
Powers, Happy (Montclair) NYC, h.
Prime, Patricia (Broadway Room) NYC, nc.
Fringlie, Uncle Josh (Hudson River Day Line) NYC, s.
Pritchard & Lord (Green Gables) Hazleton, Pa., nc.
Pryme, Alberta (Le Mirage) NYC, nc.

Q

Quadri & LaVern (Bon Air) Chi, cc.

R

Randolph, Amanda (Black Cat) NYC, nc.
Raphael (Waldorf-Astoria) NYC, h.
Rasch, Albertina, Ballet (St. Regis) NYC, h.
Ray & Trent (Chicago) Chi, t.
Raye, Gilbert & Vicky (Green Hill) Saginaw, Mich., nc.
Raymond & Ann (Mayfair) Lima, O., nc.
Raymonds, Three (Jimmy Kelly's) NYC, nc.
Read, Dianne (Post Lodge) Larchmont, N. Y.
Readinger Twins (Chez Paree) Chi, nc.
Reed, Billy (Dizzy Club) NYC, nc.
Reed & Blane (Wellington) NYC, h.
Reed, George (Palumbo's) Phila, cb.
Reed, Jeanne (18 Club) NYC, nc.
Reed, Ruth (Sun & Surf Club) Atlantic Beach, L. I., nc.
Reed, Tom, & Co. (Garrick) St. Louis, t.
Regan, Jimmy & Eileen (Cosmo Gardens) Comstock Park, Mich., nc.
Renaud, Rita (Bonita's) NYC, re.
Reno, Kay (Maple Diner) Hartford, Conn., re.
Rhythm Boys (Weylin Hotel) NYC, h.
Ricardo, C. Lara, tenor (El Toreador) NYC, nc.
Ricardo, Rona (French Casino) NYC, nc.
Ricker, Abby Morrison (Cerutti's) NYC, re.
Richards, Harold (Claremont Inn) NYC, nc.
Richards, Jimmy (Paradise) NYC, re.
Rimacs, The (Earle) Washington, D. C., 21-24, t.
Ringer, Jimmy (Vogue Club) NYC, nc.
Rios, Rosita (El Chico) NYC, nc.
Roark, Edith (Caliente) NYC, nc.
Roan, Mary Kay (Le Mirage) NYC, nc.
Roberts Bros. (Embassy Club) San Francisco, nc.
Roberts & White (Adelphia) Phila, h.
Robinson, Bill (Boston) Boston 21-24, t.
Robinson, Evelyn (Ubangi) NYC, nc.

Robinson, Paul (Club Rio) Allentown, Pa., nc.
Rodney & Gould (Riverside) Milwaukee, t.
Rogers, Muriel (Chateau Moderne) NYC, nc.
Rohkcast, Marienne (Club Normandie) NYC, nc.
Rollins, Mimi (Hollywood) NYC, re.
Rolph, Wynne (Wivel's) NYC, re.
Rosini, Paul (William Penn) Pittsburgh, h.
Ross, Roxie (Gloria) Columbus, O., nc.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Ross & Stone (Marbro) Chi, t.
Rossi, Pat (Cafe Loyale) NYC, re.
Roth, Bobby & Buddy (Edison) NYC, h.
Roth, Raye & Robins (Bonita's) NYC, re.
Rowe, Dorothy (Bossert) Brooklyn, h.
Royal Duo (Bolton) Harrisburg, Pa., h.
Royal Hawaiians (Dizzy Club) NYC, nc.
Royce, Rosita (Embassy Club) San Francisco, nc.
Royce, Thelma (Oasis) Bemidji, Minn., nc.
Rozelle, Mildred (Ye Olde Tap Room) NYC, nc.
Rubin, Benny (Club Mayfair) Boston.
Russell, Frank (Gay Nineties) NYC, nc.

S

Sable, Mickey (Man About Town) NYC, nc.
Salvo & Gloria (Streets of Paris) Luna Park, Coney Island, N. Y.
Sanella, Andy (Delaware) NYC, s.
Sanford, Teddy, & Jack Twain (Villegue's) Sheepshead Bay, Brooklyn, re.
Santelli, George (Hotel St. Regis) NYC, h.
Santos & Alvaro (Jimmy Kelly's) NYC, nc.
Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.
Saunders, Sylvia (Isle of Capri) Arlington, N. J., nc.
Savage, Jean (Southern) Baltimore, h.
Savo, Jimmy (Chez Paree) Chi, nc.
Savoy, Harry (Riverside) Milwaukee, t.
Savoy, Jack (Villegue's) Sheepshead Bay, N. Y., re.
Sawyer, Bobby (Gabriel's) NYC, nc.
Shalita & Carlton (Bismarck) Chi, h.
Shaw & Mead (Gloria) Columbus, nc.
Shawn, Jack (Club Royal) McAllen, Tex., nc.
Shelton, James (Club Normandie) NYC, nc.
Sheridan, Eleanor (Stork Club) NYC, nc.
Shooting High (Pal.) Chi 21-24, t.
Silk, Vince (Embassy Club) San Francisco, nc.
Simmons, Lee (Ubangi) NYC, nc.
Simpson, Carl (St. Louis) St. Louis, t.
Simpson's Marionettes (St. Louis) St. Louis 21-24, t.
Skelton, Red (Loew) Montreal 21-24, t.
Skidmore, Kay (Hotel Picadilly) NYC, h.
Slyker, Ken (Plaza) NYC, h.
Small, Ed (Villegue's) Sheepshead Bay, N. Y., re.
Smith, Alma (Ubangi) NYC, nc.
Smith, Chubby (Swanee Club) NYC, nc.
Smith, Earl H. (Brevort) Chi, h.
Smith & Sully (Dizzy Club) NYC, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
Solar, Willie (Le Mirage) NYC, nc.
Sonya & Romaro (Oriental) Chi, t.
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
St. Clair, June (Rialto) Chi, t.
St. Claire, Putnam (Ubangi) NYC, nc.
Starr, Bill & Betty (Granby) Norfolk, Va., 21-23; (National) Richmond 24-26, t.
Starr, Bill & Betty (National) Richmond, Va., 24-26, t.
Steele, Don (Club Deauville) San Francisco, nc.
Stepsons, Three (Ubangi) NYC, nc.
Stevens, Frances (Claremont Inn) NYC, re.
Stewart Sisters (Dizzy Club) NYC, nc.
Stewart, Vera (Show Bar) Forest Hills, N. Y., ro.
Stiles, Dude & Jack (Club Esquire) Los Angeles, nc.
Stone, Dick (Essex House) NYC, h.
Stone, Harold (Chateau Moderne) NYC, nc.
Strange, Peaches (Rialto) Chi, t.
Strauss, Sara Mildred, Dancers (Oriental) Chi, t.
Strong, Benny (Lookout House) Covington, Ky., nc.
Stuart & Lea (Steven's) Chi, h.
Stuart & Martin (Capitol) Washington, D. C., 21-24, t.
Sullivan, Bobby (Swanee Club) New York, nc.
Sultan (St. Regis) NYC, h.
Sylvia & Clemence (Marbro) Chi, t.

T

Table Tooners (Chateau Moderne) NYC, nc.
Talbert, Wen, Choir (Cotton Club) NYC, cb.
Tamara, Maria (French Casino) NYC, nc.
Tania & Kirsoft (Sun & Surf Club) Atlantic Beach, L. I., nc.
Taniel & Flaccomio (French Casino) NYC, nc.
Tappen, Maxine (Essex House) NYC, h.
Taylor, Irene (Club Casanova) Hollywood.
Taylor, Jack (Neal's Barnyard) Gary, c.
Taylor, Nila (4 Horsemen Club) Phila, ro.
Teague, Tommy (Marine Park)
Tennill, Frank (New Yorker) NYC, h.
Terminl, Joe (Loew) Montreal 21-24, t.
Terry, Ruth (Hollywood Restaurant) NYC, nc.
Thais (Hollywood) NYC, re.
Titi & Mengol (Gaucho) NYC, nc.
Thomas, Eddie (Famous Door) Phila, nc.
Thompson, Kay (St. Regis) NYC, h.
Thompson Twins (Club Roxie) Washington, Pa., nc.
Thury, Iona de (Tokay) NYC, re.
Tiffany, Charles & Virginia (Empress) Cincinnati, t.
Tom, Dick & Harry (Grand) Bronx, N. Y., 21-24, t.
Tomasso, Oria (Place Elegante) NYC, nc.
Topatio, Jarabe (El Toreador) NYC, nc.
Torrence, John & Edna (Terrace Gardens) Chi, re.
Torres, Ralph (Edison) NYC, h.
Trace, Al (Sherman) Chi, h.
Trahan, Al (State) NYC 21-24, t.
Trask, Billie (Riviera) Ft. Lee, N. J., nc.
Travers, Jean (Bon Air) Chi, cc.
Tuck, William (Streets of Paris) Luna Park, Coney Island, N. Y.
Turry, Dorothy (Chateau Moderne) NYC, nc.
Tuscher, Sid (LaRue's) NYC, re.
Tyber, Ben (French Casino) NYC, nc.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

V

Val & Valerie (Colonial) Detroit, t.
Valencia & Ramon (Club Gaucho) NYC, nc.
Valera, Lou (Edison) NYC, h.
Valerie, Dorothy, May & DeLories (New Yorker) NYC, h.
Vallee, Sunshine (Wivel) NYC, re.
Valley, Vivian (Club Normandie) NYC, nc.
Vallon, Nannette (Gaucho) NYC, nc.
Van, Gus (Bon-Air) Chi, cc.

Vanilla, Dolores (Chaney's) Santa Rosa, Calif., nc.
Varkas, Leon & Julane (Silver Lake Inn) Clementon, N. J., ro.
Velas, Ester (Roosevelt) NYC, h.
Venezia, Chiquita (Jimmy Kelly's) NYC, nc.
Verrill, Virginia (Paradise) NYC, re.
Versatile Trio (Mon Paris) NYC, re.
Vestoff, Florio (Paradise) NYC, re.
Vietro, Tony (Chateau Moderne) NYC, nc.
Vigal, Victoria (Ubangi) NYC, nc.
Villa, Celia (Chateau Moderne) NYC, nc.
Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
Virgil, Helen (Gaucho) NYC, nc.
Virginia & Fanchon (Le Mirage) NYC, nc.
Von Losen, Emily (Adelphia) Phila, h.

W

Wacker, Bob (Lexington) NYC, h.
Waldron, Jack (Hollywood) NYC, re.
Wallace Sisters (Number One Bar) NYC, nc.
Walsh & Barker (Savoy-Plaza) NYC, h.
Walsh, Clara Bell (Ambassador) NYC, nc.
Ward & Millford (Lyric) Indianapolis, t.
Ware, Dick (Yacht Club) Chi, nc.
Warner & Valerie (Gloria) Columbus, O., nc.
Waters, Ethel (Casanova) Los Angeles, nc.
Watson, Betty (Caliente) NYC, nc.
Watson Sisters (State-Lake) Chi, t.
Weaver, Jeanette (Paradise) NYC, re.
Weicker, Florence (Ambassador) NYC, h.
Weidner, Helena (Maple Diner) Hartford, Conn., re.
Wences (Paramount) Springfield, Mass., 1-7.
Wencil, Ray (Pow Wow) Chi, nc.
Wences, Senor (Palmer House) Chi, h.
Wessells, Henri (Cotton Club) NYC, nc.
Weylin Knightcaps (Weylin) New York, h.
Whalen, Jackie (Fay's) Providence, R. I., t.
White, Jack (18 Club) NYC, nc.
White, Jerri (Dizzy Club) NYC, nc.
White's Maniacs (Cotton Club) NYC, nc.
White, Pierre (Club) San Diego, nc.
White, Teddy (Normandie) New York, nc.
Wicke, Gus (Gay Nineties) NYC, nc.
Wiles, Three (Riviera) Fort Lee, N. J., nc.
Wiley, Lee (Versailles) NYC, nc.
Williams, Jerry (Man About Town Club) New York, nc.
William, Robert (London Casino) London, nc.
Williams, Corky (Caliente) NYC, nc.
Williams, Eileen (Sun & Surf Club) Atlantic Beach, L. I., nc.
Williams, Rubberlegs (Leon & Eddie's) NYC, nc.
Wilson, Beth (McAlpin) NYC, h.
Winehill, Cliff (Arrowhead Inn) Cincinnati, nc.
Winston, Doris (18 Club) NYC, nc.
Wolandi Duo (Circus) Bridgeport, Conn., 21-26.
Wolandi Duo (Circus) Lynn, Mass.; Bridgeport, Conn., 21-26.
Wolford's Pets (Riverside) Milwaukee, t.
Wolman, Harold (Port Arthur) Providence, R. I., re.
Wonder Girls, Five (State-Lake) Chi, t.
Woods, Ann (Paradise) NYC, re.
Woolsey & Wanda (Fior D'Italia) Modesto, Calif., ro.
Wright, Charlie (St. Moritz) NYC, h.
Wyman & Schuh (Lookout House) Covington, Ky., nc.
Wynn, Natalie (Club Deauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Y

Yellenti, Mary (Hollywood) NYC, re.
Yeomanettes (Bear Mountain) NYC, ss.
Young, Irwin (Valhalla) NYC, nc.
Yuen, Lily (Kit Kat Club) NYC, nc.

Z

Zanette, Guido, & Joyce Coles (St. Moritz) NYC, h.
Zella, Mae Wynne, & Co. (Earle) Phila 21-24, t.
Zelaya, Don (Earle) Washington, D. C., 21-24, t.
Zeella, Princess (Howard) Baltimore, h.
Zingone, Luis (Stevens) Chi, h.
Zudella & Company (Wagon Wheel) Lansing, Mich., re.

FAIR GRAND-STAND ATTRACTIONS

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

Albanis: Allentown, Pa.
Aristocratic Goats: Centerville, Mich.
Awoods, The: Chattanooga, Tenn.; Lawrenceburg 28-Oct. 3.
Balabanows: Allentown, Pa.
Basile's Band: Lancaster, Pa.; Trenton, N. J., 28-Oct. 3.
Belmont Bros.: Allegan, Mich.; Wooster, O., 29-30; Carrollton Oct. 2-4.
Beno, Ben: Portsmouth, O.
Billett Troupe: Springfield, Mass.; Richmond, Va., 28-Oct. 3.
Bows, Major Unit: Cobleskill, N. Y.
Campbells, Casting: Cobleskill, N. Y.
Candeva Bros.: Springfield, Mass.
Christensens, Aerial: Fairfax, Minn., 25-26; Northwood, Ia., 28-29.
DeCardos, Six: Halifax, N. C., 28-Oct. 3.
Eddy, Jack, & Co.: Springfield, Mass.
El Rey Sisters: Lexington, Va.
Elder, Ted: Springfield, Mass.
Empire Male Quartet: Springfield, Mass.
Enos, Rue, Trio: Puyallup, Wash.
Eric the Great: Allentown, Pa.
Franklin Fantasy Follies: Bellefontaine, O.; Hickory, N. C., 28-Oct. 3.
Franz & Fuller: Allegan, Mich.; Carrollton, O. 30-Oct. 1; Hillsdale, Mich., 2-3.
Hoaglan, Jinx: Springfield, Mass.
Honey Family: Honesdale, Pa.
Johnson's Band: Springfield, Mass.
Jordan Troupe: Centerville, Mich.
Kanazawa Japs: Cobleskill, N. Y.
Katzenjammer Kids: Allentown, Pa.
LaZellas, Aerial: Vermillion, S. D.
Lauren, Guy: Huntsville, Ala.; Meridian, Miss., 28-Oct. 3.
Leers, Luisita: Allentown, Pa.
Lodi Troupe: Allentown, Pa.
Lorenzos, Four Aerial: Centerville, Mich.; Birmingham, Ala., 28-Oct. 3.
Loyal's Dogs: Springfield, Mass.
Lucky Boys, Six: Springfield, Mass.
Mertz & Martin: Trenton, N. J., 28-Oct. 3.
Mazoras, Six Flying: Roanoke Rapids, N. C.
Merrill Bros. & Sister: (Celebration) Keokuk, Ia.
Morris, Will, & Bobby: Allentown, Pa.; Bloomsburg 28-Oct. 3.

Ballenberg's Bears and Doberman Pinschers: Cobleskill, N. Y.
 Perez & LaFlor: Iowa Falls, Ia., 21-23.
 Queens of the Air: Cobleskill, N. Y.
 Raacs, Sensational: Springfield, Mass.
 Ray & Sunshine: Springfield, Mass.
 Reynolds, Helen, Skaters: Allentown, Pa.; Bloomsburg 28-Oct. 3.
 Roberta's Circus: Honesdale, Pa.
 St. Claire & O'Day: Allegan, Mich.; Carrollton, O., 30; Hillsdale, Mich., Oct. 1.
 Schooley's Trip Around World: Allentown, Pa.
 Smith's Band: Suffolk, Va.; Williamston, N. C., 28-Oct. 3.
 Soaring High Revue: Springfield, Mass.
 Teter, Lucky, Drivers: Springfield, Mass.
 Tranger, Don: Knoxville, Tenn.
 Ventré, George, Band: Cobleskill, N. Y.
 Waite, Kenneth, Troupe: Springfield, Mass.; Richmond, Va., 28-Oct. 3.
 Zobeida Sisters & Fred: (Celebration) Keokuk, Ia.; (Celebration) Burlington Oct. 1-3.

BANDS AND ORCHESTRAS

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

A
 Aces, Four: (Lookout House) Covington, Ky., nc.
 Adams, Johnnie: (Subway Gardens) Canton, O., nc.
 Adcock, Jack: (Bankers' Tavern) Phila, nc.
 Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
 Alberto, Don: (El Chico) NYC, nc.
 Albin, Jack: (Bossert) Brooklyn, N. Y., h.
 Altmiller, Jess: (Palumbo's) Phila, cb.
 Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
 Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
 Amheim, Gus: (Roosevelt) New Orleans, b.

B
 Baduc, Jules: (Cotton Club) New Orleans, nc.
 Bannen, Al: (Chase) St. Louis, h.
 Barron, Blue: (Southern Tavern) Cleveland, re.
 Bartel, Jean: (Dubonnet) NYC, re.
 Bartha, Alex: (Steel Pier) Atlantic City, b.
 Bass, Paul: (Anna Held's) NYC, re.
 Baste, Bob: (Palais Royal) Dunkirk, N. Y., nc.
 Batkin, Alex: (St. Moritz) New York, h.
 Becker, Bubbles: (Club Forest) Dallas, nc.
 Beecher, Keith: (Stevens) Chi, h.
 Bennett, Dixie: (The Oaks) Winona, Minn., nc.
 Bergere, Maximilian: (Stork) NYC, nc.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Bleyer, Archie: (Hollywood) NYC, cb.
 Boroff, Mischa: (Morocco) Mountaineers, N. J., nc.
 Bow, Blanche: (Famous Door) Los Angeles, c.
 Bradford, Forrest: (Glenn Rendezvous) Newport, Ky., nc.
 Bragale, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, nc.
 Brandwynne, Nat: (Essex House) NYC, h.
 Breinholt, Verdi: (White City) Ogden, Utah, b.
 Britt, Milt & Frank: (Casino) Memphis, Tenn., b.
 Brockway, Howard: (Crestwood) Cresco, Pa., nc.

C
 Brooks, Bobby: (Weylin) NYC, h.
 Brown, Ken: (Maplehurst Inn) East Stroudsburg, Pa., b.
 Brunesco, Jan: (Dempsey's) NYC, re.
 Bulowski, Count: (Centennial) Dallas, Tex.
 Bunchouk, Alex: (Russian Eagle) NYC, re.
 Buddy, Rudy: (The Mansion) Youngstown, O., nc.
 Busse, Henry: (Chez Paree) Chicago, nc.
 Byard, George: (Old Country Club) Phoenix, Ariz.

C
 Caceres, Emilio: (Merry-Go-Round Club) Dayton, O.
 Clair, Paul: (Browning Lane Inn) Bellmawr, N. J., ro.
 California Ramblers: (Westchester Country Club) Westchester, N. Y., cc.
 Campus Jesters: (Cypress Arms) West Hartford, Conn.
 Caney, Eli: (St. Moritz) NYC, h.
 Carroll, Frank: (Bailer's) Bronx, NYC, cb.
 Carvel, Craig: (Brown Palace) Denver, h.
 Casey, Ken: (Half-Moon) Coney Island, Brooklyn, N. Y., h.
 Chaikin, Louis: (Hofbrau) Camden, N. J., re.
 Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.
 Cherniavsky, Josef: (Streets of Paris) Texas Centennial, Dallas, Tex.
 Clair, Paul: (Browning Lane Inn) Bellmawr, N. J., ro.
 Cleff, Pat: (Brightview) Rochester, N. Y., nc.
 Clemente: (Versailles) NYC, nc.
 Coburn, Jolly: (Claremont) NYC, re.
 Codelban, Cornelius: (St. Regis) New York, h.
 Collins, Art: (Southern Mansion) Dallas, nc.
 Collins, Eddie: (Pretzel Vine) Columbus, nc.
 Conn, Irving: (Arrowhead) NYC, ro.
 Coons, Carleton: (Turnpike Casino) Lincoln, Neb., nc.
 Crandall, Clair: (Wagner) Bath, N. Y., h.
 Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
 Cromwell, Chauncey: (Sagamore) Camden, S. C., h.
 Cutter, Howard: (Bradford) Boston, h.

D
 Dantzig, Eli: (St. George) Brooklyn, h.
 Dare, Ronald: (Mayflower) Washington, D. C., h.
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 De Salvo, Emilie: (L'Aiglon) Chi, c.
 Delmar, Jack: (La Casa) Phila, b.
 Dibert, Sammy: (Webster Hall) Detroit, h.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Jimmy: (Gebastian's) Los Angeles, nc.
 Duerr, Dolph: (Green Derby) Cleveland, nc.

E
 Eddy, Ted: (Feltman's) Coney Island, Brooklyn, N. Y., re.
 Edmund, George: (Loyale) NYC, c.
 Elkins, Eddie: (Jack Dempsey's) NYC, re.
 Ellington, Duke: (Royal) Baltimore, t.
 Elliott, Barron: (Kennedy Park) Pittsburgh, Pa.
 Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc.

F
 Ernie, Val: (Riviera) Fort Lee, N. J., ro.
 Fairfax, Frankie: (Ubangi) Phila, cb.
 Familant, Mickey: (Silver Lake Inn) Clementon, N. J., ro.
 Farley-Riley: (Hickory House) NYC, re.
 Farmer, Willie: (Leon and Eddie's) New York, nc.
 Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
 Ferdi, Don: (Ocean Echo) Salisbury Beach, Mass.
 Fetter, Ray: (Billingsport Grill) Paulsboro, N. J., re.
 Fiddler, Max: (Towne Club) Pittsburgh, nc.
 Fillo, Jimmy: (Overbrook Inn) Lindenwood, N. J., ro.
 Flo-Rito, Ted: (Terrace Gardens) Chi, re.
 Fisher, Mark: (Medinah Club) Chi, c.
 Fitzgerald, Fred: (Pocono Alps Tavern) Musertown, Pa.
 Fitzpatrick, Eddie: (St. Francis) San Francisco, b.
 Flenniken, James: (Cliff Tavern) Lake Lynn, Pa., ro.
 Fosdick, Gene: (Mon Paris) NYC, nc.
 Francisco, Don: (Centennial) Dallas, Tex.
 Fraser, Harry: (Flynn's Rendezvous) Brooklyn, nc.
 Frassetto, Joe: (Philadelphia) Phila, h.
 Fray, Jacques: (St. Regis) NYC, h.
 Freeman, Jerry: (Paradise) NYC, cb.
 Funk, Larry: (Arcadia) Phila, nc.

G
 Garber, Jan: (Casino) Catalina Island, Calif., nc.
 Gerard, Gerry: (Petit) Cleveland, c.
 Gilbert, Irwin: (Coq Rouge) NYC, nc.
 Gilbert, Jerry: (Sunset Lodge) Rockaway, N. Y.
 Gilberto, Don: (Toreador) New York, nc.
 Giroux, Lew: (Wagner's) Phila, b.
 Gollne, Murray: (Hillside Farms) Scarsdale, N. Y., re.
 Golden, Neil: (Queens Terrace) Woodside, L. I., ro.
 Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y.
 Gotthelf, Manfred: (Jermyn) Scranton, Pa., h.
 Green, Jack: (Pelay's) Canton, O., nc.
 Grey, Glenn: (Kimball's) Lynnsfield, Mass., b.
 Grunau, Harry: (Torch Club) Canton, O., nc.

H
 Hail, Ewen: (Plaza) San Antonio, h.
 Hall, George: (Taft) New York, h.
 Hamp, Johnnie: (Westwood Gardens) Detroit, Mich., nc.
 Hampton, Jack: (Palace Gardens) Lansing, Mich., nc.
 Handelman, Phil: (Fifth Avenue) NYC, h.
 Hardie, Dick: (Club Frolles) Albany, N. Y., nc.
 Hardy, Earl: (Morocco) Mountaineers, N. J., nc.
 Harger, Earle: (Eastwood Park) Detroit, h.
 Hargraves, Bobby: (Kit Kat Club) NYC, nc.
 Harkness, Teddy: (Guernwood) Russian River, Calif.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, George: (Club Mayfair) Boston, nc.
 Harris, Jo: (Edgewater) Lafayette, La., nc.
 Harris, Lou: (Centennial) Dallas, Tex.
 Harris, Phil: (Roosevelt) New Orleans, h.
 Hart, Charlie: (Maple) Hartford Conn., re.
 Hart, Little Joe: (O. K. Farr's) Denver, b.
 Hart, Ruth: (Spanish Villa) Detroit, nc.
 Headrick, Pearl: (Brass Rail) Parkersburg, W. Va., nc.
 Hendrick, Warren: (Bali) NYC, c.
 Hey, Billy: (Morocco) Phila, nc.
 Hill, Harry: (Post Lodge) Larchmont, N. Y., nc.
 Hill, Teddy: (Ubangi) New York, nc.
 Hoagland, Claude: (Biltmore) Dayton, O., h.
 Hoffman, Charles: (Hollywood Dinner Club) Galveston, Tex., cc.
 Hoffman, Miriam: (Show Bar) Forest Hills, N. Y., re.
 Holmes, H. P.: (Lido Club) Tulsa, Okla., nc.
 Hope, Hal: (Montclair) NYC, h.
 Howard, Al: (Barn) Pecos, Tex., nc.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
 Hutchinson, Bob: (Eighth Avenue Club) Ft. Worth, nc.

I
 Irwin, Lee: (Takenasse) Fleischmanns, N. Y., h.

J
 Jaffe, Moe: (Ben Franklin) Phila, h.
 Jelesnick, Eugene: (Ten Eyck) Albany, N. Y., h.
 Jenico, Al: (New Kenmore) Albany, N. Y., h.
 Jesters, King: (Bismarck) Chi, h.
 Jourdon, Bill: (Peony) Chi, c.
 Juele, Frank: (Bellevue-Straford) Phila., h.

K
 Kaahue, David: (Cliff Bell) Detroit, nc.
 Kara, Pete: (Victoria) Loch Sheldrake, N. Y., b.
 Kay, Herbie: (Edgewater Beach) Chi, h.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kellem, Milton: (Anchorage) Phila, nc.
 Ketchin, Ken: (Hollywood at the Beach) Madison, Wis., nc.
 King, Henry: (Cocoanut Grove) Los Angeles.
 King, Wayne: (Arcadia) Phila, re.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Klein, Jules: (Statler) Detroit, h.
 Knecht, Charley: (Hof Brau) Delaware Water Gap, Pa.
 Knight, Harold: (Adelphi) Phila, h.
 Korner, Peter, String Ensemble: (Blackstone) Chi, h.
 Kress, Andy: (Avon Inn) Asbury Park, N. J.
 Krueger, Benny: (Essex House) Newark, N. J., nc.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
 Kysler, Kay: (Trianon) Chi, b.

L
 La Marr, Frank: (Arcadia) NYC, b.
 LaPorte, Joe: (Bali) NYC, re.
 La Salle, Frank: (Wivel) New York, nc.
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
 Lamb, Drexel: (Casa Loma) South Bend, Ind., nc.
 Lande, Jules: (St. Regis) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Le Brun, Duke: (Grand Saloon) SS Normandie.
 Lee, Larry: (Beverly Wilshire) Beverly Hills, Calif., h.
 Leroy, Howard: (Orlando) Decatur, Ill., h.
 Lewis, Johnny: (Netherlands Plaza) Cincinnati, h.
 Lewis, Van: (Ritz-Carlton) Phila, h.
 Lewis, Vic. Trio: (Times Square) Rochester, N. Y., h.

Light, Enoch: (McAlpin) New York, h.
 Lindeman, Udo: (Gloria Palast) New York, cb.
 Loma, Casa: (Met.) Boston, t.
 Lombardo, Guy: (Roosevelt) NYC, h.
 Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
 Lopez, Vincent: (Paramount) NYC, t.
 Lucas, Clyde: (New Yorker) NYC, h.
 Lunceford, Jimmy: (Nixon-Grand) Phila, t.

M
 McCarn, Grace: (Chinese T Gardens) Detroit, re.
 McFarlane, Frank: (Chateau Moderne) NYC, nc.
 McKenna, Red: (Villa "D") Detroit, nc.
 McSherry, Frank: (Vendome) Worcester, Mass., nc.
 Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
 Mack, Ed: (Zepp Club) Akron, O., nc.
 Maminan, Steve: (Riviera Club) Averhill Park, NYC, nc.
 Mano, Art: (Fair) Trenton, N. J.
 Mann, Milton: (Village Barn) New York, nc.
 Mansfield, Dick: (Governor Clinton) NYC, h.
 Manuti, Al: (Man About Town) New York, re.
 Manzanares, Jose: (Centennial) Dallas, Tex.
 Maples, Nelson: (Byerly Crest) Pittsburgh, nc.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Mariano, Hugo: (Waldorf-Astoria) NYC, h.
 Mario, Don: (French Casino) NYC, cb.
 Marsh, Herbert: (Cocoanut Grove) Boston, nc.
 Marsico, Al: (Club Mirador) Homestead, Pa., nc.
 Martell, Paul: (Arcadia) New York, b.
 Martin, Freddy: (Aragon) Chi, b.
 Martin Gordon: (Crescent Club) Boston, nc.
 Martin, Ted: (Childs' Paramount) NYC, re.
 Masters, Frankie: (Rice) Houston, Tex., h.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Meadowbrook Boys: (Versailles) NYC, re.
 Meeker, Bobby: (Chez Maurice) Dallas, nc.
 Meeker, Paul: (Shawnee) Springfield, O., h.
 Meyers, Jack: (Club New Yorker) New York, nc.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Russ: (Edgewood) Trenton, N. J.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Minor, Frank: (Barrel of Fun) NYC, nc.
 Monroe, Jerry: (Woodside Palm Gardens) Long Island, nc.
 Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
 Morgan, Russ: (Biltmore) New York, h.

N
 Navarra, Leon: (Hollywood) NYC, cb.
 Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
 Navarro, Al: (Belvedere) Baltimore, h.
 Nelson, Ozzie: (Palmer House) Chi, h.
 Nickles, Billie: (Allah) Seal Beach, Calif.
 Nichols, Nick: (Saylor's Lake Pavilion) Saylorsburg, Pa.
 Niebauer, Eddie: (Casino Moderne) Chi, nc.
 Noble, Leighton: (William Penn) Pittsburgh, h.
 Noble, Ray: (Rainbow Room) NYC, nc.
 Nodzo, George: (Alexander's Crystal Inn) Tupper Lake, N. Y.
 Noury, Walt: (Roma) Haverhill, Mass., re.

O
 O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
 Ohman, Phil: (Troadero) Hollywood.
 Olman, Val: (Hollywood) Galveston, Tex., nc.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Owens, Bob: (Minkahda) Minneapolis, Minn., cc.

P
 Pablo, Don: (Palais Royal) Benton Harbor, Mich., nc.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., cc.
 Pancho: (Pierre) NYC, h.
 Pecoraro, Dick: (Monte Rosa) NYC, re.
 Perlman, Jack: (Red Hill Inn) Pennsauken, N. J., ro.
 Perry, Ron: (St. Moritz) New York, h.
 Peterson, Eric: (Woodlands) Ardsley, N. Y., nc.
 Petti, Emil: (Savoy Plaza) NYC, h.
 Phalen, Jimmy: (Romance Inn) Angola, N. Y.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.

R
 Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
 Raeburn, Boyd: (Jefferson) St. Louis, h.
 Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
 Ramon, Don: (Texaco Gardens) Texas Centennial, Dallas.
 Ramos, Ramon: (Ambassador) NYC, h.
 Rapp, Barney: (Gibson) Cincinnati, h.
 Ravazza, Carl: (St. Francis) San Francisco, h.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Regdan, Don: (Boston) Boston, t.
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
 Regis, Del: (Studio) Phila, h.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Reynolds, Maurice: (Tommy's Place) Oneonta, N. Y.
 Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
 Rinaldo, Nino: (Yacht Club) Chi, nc.
 Rines, Joe: (Mayfair) Boston, nc.
 Ringer, Johnny: (Casino Venezia) NYC, nc.
 Rivet, Joe: (Gonzales) Lake Charles, La.
 Roberts, Joe: (Penn-Stroud) Stroudsburg, Pa., h.
 Robinson, Gordon: (Hollywood) Tonawanda, N. Y., cc.
 Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.
 Rodriguez, Chago: (Hildebrecht) Trenton, h.
 Rodriguez, Jose: (Montparnasse) NYC, nc.
 Rollins, Todd: (Donohues) Mountainview, N. J., nc.
 Romaine, Freddie: (Donahue's) Mt. View, N. J., nc.
 Roman, Phil: (Roseland) NYC, b.
 Roseno, Tommy: (Wisteria Garden) Atlanta, c.
 Ruby: (Biltmore) Dayton, O., h.

S
 Sabin, Paul: (Ritz Gardens) Atlantic City.
 Sanders, Joe: (Blackhawk) Chi, c.
 Sands, Ted: (Breakers) Rochester, nc.
 Sandusky, Bob: (Lubbock) Lubbock, Tex., h.
 Falls, Pa.
 Schneider, Sol: (Old Rumanian) New York, re.
 Schreiber, Carl: (Ivanhoe Gardens) Chi, c.

Scoggin, Chic: (400 Club) Wichita, Kan., nc.
 Seraphine, Nick: (Audubon) NYC, b.
 Shaw, Art: (Lexington) NYC, h.
 Sheppard, Ed: (Old Mill Inn) Haddonfield, N. J., ro.
 Shevlin, Pat: (Roof Pierre) Phila, re.
 Smith, Joseph C.: (Montparnasse) NYC, nc.
 Smith, Stuff: (Onyx) NYC, nc.
 Snyder, Mel: (Hotel Gibson) Cincinnati.
 South, Eddie: (French Casino) NYC, cb.
 Stabile, Dick: (Lincoln) New York, h.
 Stanley, Stan: (Colonial Club) Jackson, Miss.
 Steele, Blue: (Centennial) Dallas, Tex.
 Steele, Leo: (Chateau) Phila, nc.
 Steiner, Herb: (Glen Island Casino) New Rochelle, N. Y., ro.
 Stelt, Milo: (Utah) Salt Lake City, h.
 Sten, Eleanor: (20th Century) Phila, nc.
 Steney, George: (Plaza) New York, h.
 Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
 Stone, Al: (Leghorn Farms) Trenton, N. J., ro.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

T
 Taylor, Fats: (Club Forest) Jackson, Miss., nc.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thompson, Lang: (Showboat) St. Louis, b.
 Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
 Tinsley, Bob: (Colosimo's) Chi, nc.
 Torney, Bob: (Casa Loma) South Bend, Ind., nc.
 Trask, Clyde: (Lookout House) Covington, Ky., nc.
 Travers, Vincent: (French Casino) NYC, nc.
 Tucker, Orin: (Hollywood Dinner Club) Galveston, Tex.
 Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.

V
 Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.

W
 Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
 Warren, Arthur: (Hollywood) NYC, cb.
 Watkins, Ralph: (Riviera) Fort Lee, N. J., cb.
 Watts, Kenny: (Dicky Wells) Harlem, New York, nc.

Weeks, Ranny: (Cocoanut Grove) Boston, re.
 Weikly, Wee Willie: (Palm Gardens) Phillipsburg, N. J., re.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 West, Neil: (Lewiston) Lewiston, Mich., b.
 White, Dave: (Oasis Grill) New York City, re.
 Whiteman, Paul: (Casa Manana) Ft. Worth, Tex., nc.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Wiley, Hod: (Spearin's) Dayton, O., nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Williams, Tod: (Hampton Beach Casino) Hampton Beach, N. H., nc.
 Wilson, Ray: (Golden Pheasant) Jamstown, N. Y., nc.
 Winston, Jack: (El Tivoli) Dallas, nc.
 Wintz, Julie: (Top Hat) Union City, N. J., nc.
 Woods, Howard: (Robert Treat) Newark, h.

Y
 Yates, Billy: (Grotto) Pittsburgh, br.
 Young, Gus: (Penn-Hills Tavern) Analamink, Pa., nc.
 Young, Sterling: (Pal.) San Francisco, h.

Z
 Zarin, Michael: (Waldorf-Astoria) New York.
 Zatur, Joseph: (Biltmore) NYC, h.
 Zeeman, Barney: (4 Horsesmen Club) Maple Hills, Pa., ro.
 Zelman, Rubin: (Caravan) NYC, nc.
 Zollo, Leo: (Walton Roof) Phila, h.
 Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.

DRAMATIC AND MUSICAL

Blossom Time: (Grand) Chi.
 Boy Meets Girl: (Royal) Toronto, Can., 21-26; (Hanna) Cleveland 28-Oct. 3.
 Boy Meets Girl: (Court Sq.) Springfield, Mass., 24-26.
 Broken Dishes: (Blackstone) Chi.
 Dead End: (Studebaker) Chi.
 First Lady: (Bushnell) Hartford, Conn., 24; (Shubert) New Haven 25-26.
 Julietta: (Erlanger) Buffalo, N. Y., 21-23; New Castle, Pa., 24; Wheeling, W. Va., 25-26.
 Night of January 16: (Selwyn) Chi.
 Three Men on a Horse: (Boulevard) Jackson Heights, N. Y.
 Whitey, George, Scandals: (Davidson) Milwaukee, Wis., 21-23; Madison 24; Davenport, Ia., 25; Des Moines 26.

INDEPENDENT BURLESK

Babes of Broadway: (Gayety) Baltimore 21-26; (Gayety) Washington, D. C. 28-Oct. 3.
 Bally Hoo: (Troadero) Phila 21-26; Allentown, Pa. 28-29; Harrisburg 30; Reading Oct. 1-2; Williamsport 3.
 Beauty Parade: (Hudson) Union City, N. J., 21-26; (Empire) Newark 28-Oct. 3.
 Fashion Plates: (Republic) NYC 21-26; (Troadero) Phila 28-Oct. 3.
 Garden of Girls: (Gayety) Minneapolis 21-26; (Empress) Kansas City 28-Oct. 3.
 Gayety Girls: (Casino) Pittsburgh 21-26; (Gayety) Baltimore 28-Oct. 3.
 Ha-Cha: (Rialto) Chi 28-Oct. 3.
 Hindu Belles: (Howard) Boston 21-26; (Worcester) Worcester, Mass., 28-Oct. 3.
 Hi-Flyers: (Jacques) Waterbury, Conn., 21-26; (Jacques) Waterbury 28-Oct. 3.
 Knee-Hi Revue: (Werba) Brooklyn 21-26; (Republic) NYC 28-Oct. 3.
 Modes and Models: (Rialto) Chi 21-26; (Gayety) Minneapolis 28-Oct. 3.
 Pirates of Melody: (Worcester) Worcester, Mass., 21-26; (Werba) Brooklyn 28-Oct. 3.
 Red Hot: (Capitol) Toledo, O., 21-26; (Roxy) Cleveland 28-Oct. 3.
 Red Rhythm: (Gayety) Washington, D. C., 21-26; (Hudson) Union City, N. J., 28-Oct. 3.
 Scan-Tees: Harrisburg, Pa., 23; Reading 24-25; (Gayety) Buffalo 28-Oct. 3.
 Scan-Dolls: (Empress) Kansas City 21-26; (Garrick) St. Louis 28-Oct. 3.
 (See ROUTES on page 92)

One-Ringer For Dixon

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

SEATTLE, Sept. 19.—Harry E. Dixon, away from the outdoor amusement business for many years and now out ahead of an indoor attraction playing fair fraternal auspices, is buying equipment and assembling the personnel for a one-ring overland circus to take to the road next spring.

Dixon will be remembered by many as the former general agent, promoter, show manager and press agent who was with the old Russell Bros.' Show (carnival), with Morris & Castle, Jarvis & Seeman, Sheesley, Mad Cody Fleming, Tom Wolfe and others.

Associated with him in the venture will be West Coast financiers, and he will be assisted by his brother, Frank Dixon, who will have charge of the advance end. About 100 people will be carried, with six men ahead. Animal acts will predominate, with a heavily exploited foreign act as the outstanding feature.

Ingham, Van Buren Are Framing Shows

WASHINGTON, Sept. 19.—Rex M. Ingham has resigned as director of public relations at the River Bend Indian Reservation and general agent of Edna Acker's Congress of Indians on tour and is framing an outfit of his own, with Jack Van Buren as partner.

Two groups of Indians will be organized to play schools this fall and winter. Ingham will be general agent, with Van Buren doing the contracting. One group will be presented in the schools by Mrs. Ingham, the other by Mrs. Van Buren. A number of counties have already been lined up for the tour and both outfits will open soon near Washington.

Chief Sam Blow Snake, of the Winnebagoes, will head one outfit and be featured. Chief Walking With the Wind, of the Menominees, will be featured with the No. 2 group. About 20 Indians will be used in the groups.

The Inghams and the Van Burens visited the Tom Mix Circus at Frederick, Md., recently and were guests of Manager Dail Turney.

Al G. Barnes Show Nearing Home Base

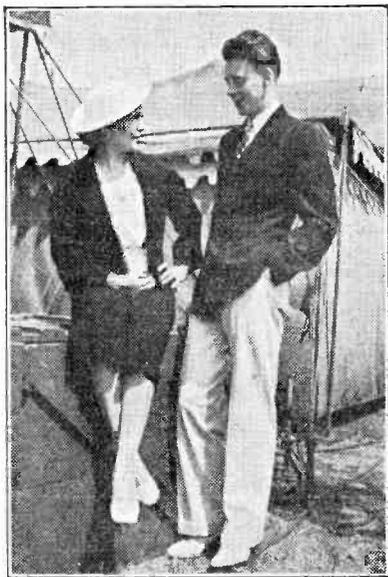
CLOVIS, N. M., Sept. 19.—Frederick, Okla., the last town in the Sooner State to be played by the Al G. Barnes Circus, had never had a big railroad circus, that is according to Mr. Newland, of the local daily, who has spent his life there in the publishing business. It was a thrill indeed for the many who greeted the circus train and watched with wide-eyed wonderment the unloading and the growth of the tented city on the old fairgrounds. Only fair trade was experienced here, as well as in Quanah, the first Texas town to be shown this year. The drought has all but ruined the cotton. What crop they will have will be picked a month to six weeks late.

The unloading at Quanah took place practically on the lot, which is but two blocks from the main part of town. Everything moved along on schedule here, and the train was out of town by 1 a. m. on its way to Plainview.

The lot in Plainview is in the infield of the fairgrounds and requires a mile and a quarter haul from the Fort Worth and Denver City crossing. Terribly dusty field and the water wagons were hard at it all day at Plainview keeping the dust settled for the comfort of the cash customers as well as the showfolks.

Snyder followed, being the first town for the show to be moved over the Santa Fe. Getting on the Santa Fe brings to the mind of the showfolk "that it won't be long now" and "California here we come" will not be entirely out of order.

It was a long run into San Angelo, (See AL G. BARNES on page 47)



NO SISTER-BROTHER, girl friend-boy friend scene is this picture snapped on the Ringling Bros.-Barnum & Bailey lot during the Big Show's recent two-day stop in Milwaukee. It shows Jennie Rooney, featured aerialist, and her 20-year-old son, Johnny, who is a junior in the Marquette University School of Dentistry, Milwaukee. Nine days in Wisconsin this summer afforded Mrs. Rooney full opportunity to visit with her son, of whom, naturally, she is very proud.

Birthday Party For I. J. Polack

BILLINGS, Mont., Sept. 19.—Mrs. Irving J. Polack gave a surprise birthday party for her husband, Irv J. Polack, after the night performance September 15 at the Midland County Fair Auditorium.

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

A table, 60 feet long with a huge birthday cake and everything which makes up a Dutch luncheon, now greeted his eye. Beer was dispensed by Mickey Blue, promoter of the Billings engagement, and what a bartender.

A floor show was given, each member of the circus participating. Highlights of the program were Irish songs by Grover Berkshire; *The Sidewalks of New York*, rendered in typical New York style, by Louis Stern, co-partner of Polack Bros.' Circus, but Mr. Polack stopped the show with his favorite song, *Sweet Adeline*. Billy Pape acted as emcee.

Mr. Polack was presented with many beautiful gifts, among them a gold pen and pencil set by Trixie, mascot of the show.

Out-of-town guests included Mrs. Conchita Morales, of Macon, Ga., and Mrs. Ray Wheeler, of Sacramento, Calif.

Grissom With Kensinger

MEMPHIS, Sept. 19.—Mell A. Grissom, who has been with the Hagenbeck-Wallace, John Robinson, Gentry Bros. and Howe's Great London circuses, and former owner of Mel's Greater and Southern States shows, also Mel's Florida and Mel's Dixieland Minstrels, is now connected with the Kensinger Chevrolet Company, Memphis.

Clyde Ingalls to Sarasota

OMAHA, Sept. 19.—After spending several days in Clarkson Hospital here for what he described as an "overhauling," Clyde Ingalls, side-show manager for Ringling-Barnum Circus, left Friday for Sarasota, Fla., for a winter of golf and fishing.

Ingalls said it will be his first vacation in 15 years, since he has spent previous winters directing side shows with the Olympia Circus in London.

At Sarasota he will be joined later by Mrs. Ingalls and their two children, who are now in England.

Blankenship Russell G. A.

Succeeds R. M. Harvey—excellent business for show in Oklahoma

HUGO, Okla., Sept. 19.—Ray Blankenship, who has been associated with the Russell Bros.' Circus for the last five years, serving two years as contracting agent and three years as cashier, has been chosen general agent to succeed R. M. Harvey. Justus Edwards continues to handle the advance press and special promotions and is on the advance with Blankenship. The two agents visited the show Sunday at Hugo. James H. Webb, secretary, is now in full charge of the office wagon and is being assisted by J. C. Webb, who is now back with the show fulfilling his former post as superintendent of the front door.

The show has been enjoying excellent business thru South Central Oklahoma, showing to record crowds at Blackwell, Guthrie, Stillwater, Drumright, Bristow, Seminole, Holdenville, Ada, Pauls Valley, Duncan, Wilson, Durant and Hugo. Oklahoma business, however, reached its peak at Blackwell and Hugo, where ring-banked crowds witnessed both afternoon and evening performances.

The show played its first Texas stand at Clarksville and anticipates in the South a long season which, according to present plans, will reach far into November.

Smiley Burnett, well-known film player, visited the show at Wilson while making a personal appearance at a local theater. Burnett is an intimate friend of Reb Russell, who is featured with Russell Bros. Following the afternoon performance, Burnett entertained Russell and the writer, William B. Antes, press agent, at dinner, during which the two stars were kept busy signing autographs for Wilson youngsters, who flocked to the cafe when it became known that the movie heroes were dining there.

Among those visiting the show at Durant was Mr. Stonehouse, an uncle of the late Al G. Barnes. After spending the day chatting with members of the staff and performers he became well impressed with the Russell show.

In preparation for its long Southern tour, the show has added a Georgia minstrel unit to its Side Show operated this year as an Indian Village. The management has enhanced its big-top program in booking the Six Lelands, acrobatic act, which joined at Hugo.

Recent additions to the menagerie include a pony born at Independence, Kan., the second to be born on the show's entourage this year, and a number of new horses purchased in Oklahoma.

Good Biz for Mix In North Carolina

GREENSBORO, N. C., Sept. 19.—The Tom Mix Circus entered North Carolina after showing two days in Virginia. Carolina territory is proving very fine for business and Mr. Mix is being shown every courtesy. At Raleigh Governor Ehringhaus, wife and daughter were Mr. Mix's guests and attended evening show. John Parks Sr., publisher of *The Daily Times*, was among those to welcome Mr. Mix at Raleigh. Mr. Mix made a personal appearance on the steps of *The Times*, where nearly 5,000 children were gathered. Orphans and newsboys were matinee guests; refreshments were donated to orphans. Many fine after-notice have been received and interviews with Mr. Mix show day and front-page mention.

Manager Dail Turney is away on business for a few days. A new elephant truck has been purchased and truck for band trailer. A serious accident occurred going from Charlottesville to Farmville when a heavy fog obstructed the view of Jack Clifford. Mrs. Clifford was seriously injured and will probably remain in hospital remainder of season. Denver Kline, who was a passenger, is still in the hospital. Billy Farmer, cashier of concessions, was badly lacerated and bruised. Young Jack escaped unhurt. Raleigh, Durham, Burlington (See GOOD BIZ on page 47)

Trailer Photos Wanted

The Billboard is desirous of receiving clear photographs of living trailers used by show and concession people. Kindly mail same to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.

Cooper Bros.' Show Closes Sept. 26

ST. CATHARINES, Ont., Sept. 19.—Cooper Bros.' Circus, E. H. Jones, manager, which opened its Canadian tour at Grimsby, Ont., May 26, will close here September 26. Business was good, there being very few losing stands.

The show was in this province, Manitoba, Saskatchewan, Alberta and made one stand in British Columbia, 325 miles from the Alaska border.

Cooper Bros. opened and will close with the same personnel with the exception of a bandsman, who was called home on account of civil-service affairs.

Mrs. Lillie Funeral Services

PAWNEE, Okla., Sept. 19.—Funeral services for Mrs. Gordon W. Lillie, who died in General Hospital here September 17, were conducted here today by Rev. J. W. E. Airey, of St. Andrew's Episcopal Church, Houston, Tex., who is national chaplain of the Circus Fans' Association and the Pawnee Chapter of the Eastern Star. Pallbearers were Lew Wentz, Ponca City; Frank Stuart, Oklahoma City; Ben Harbert, Taos, N. M.; Phil Isley, W. M. Moran and Frank Billingslea, Tulsa, Okla.

Polack Now Indoors

BILLINGS, Mont., Sept. 19.—Polack Bros.' Circus, under the auspices of the Shrine, was here August 17-22, playing to very good business. This was the final outdoor stand of the season.

The opening indoor date was Bismarck, N. D., week of August 24 for the Indian Shriners. This was a return engagement and old acquaintances were renewed and many new ones made. *The Bismarck Tribune* gave generous publicity to the show and capacity business was enjoyed every night.

Business at Regina, Sask., was far beyond expectation of the show and also the sponsors. *The Leader-Post* stated the largest crowds in years turned out to see the show each night. The personnel was given a warm welcome by the Canadians. A return engagement for next year has already been arranged.

The next four stands in Montana are annual return engagements, the first being Billings this week. Forty-one standard acts are in the program.

The staff: Irv. J. Polack and Louis Stern, managers; Sam T. Flack, treasurer; T. D. Pepple, general agent; Everett Conway, musical director; promotional directors, G. O. Dupuis, Duke Mills, Mickey Blue and Mrs. Ossie Owens.

Wichita Big for R-B

WICHITA, Kan., Sept. 19.—The big show never fails to bring rain here. First real rain since June fell last week during showing of Ringling-Barnum Circus at night. Big top was packed to capacity despite threats of storm, but rain withheld until near the end of performance. Circus attendance indicates that despite the drought and protracted hot weather there's still money left from the early wheat crop for amusement.

Don Fortney, local musician, joined show. He is well-known trumpet player, a member of several dance orchestras last two years.

Ringling-Barnum Biz Is Very Good

DODGE CITY, Kan., Sept. 19.—Business with Ringling-Barnum Circus has been very good. In Concordia, Kan., there was a reserved-seat sellout as early as 10 a. m.; a straw house for matinee and capacity house at night. In Topeka, the day before, the personnel was disappointed in that they did not see Governor Landon. A heavy rain kept him and his party away from the circus, but despite the rain there was a heavy attendance at the evening performance. There were a number of newsreel pictures taken at this performance. (See RINGLING-BARNUM on page 47)



With the Circus Fans

By THE RINGMASTER

President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill.
 Secretary, THOMAS BANK, NORWICH, CONN.
 (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Col. William Sneed, chairman of the John Davenport Tent, of Chicago, has returned home after a week's business and pleasure trip to Kentucky. While passing thru Evansville, Ind., he visited with Karl Kae Knecht. He also caught the Walter L. Main Circus at Mt. Carmel, Ill.

W. H. Hohenadel, editor of *White Tops*, accompanied by his son, Walter, and Martha Doty, of Rochelle, caught Seils-Sterling Circus at Sterling, Ill., September 12. Due to late arrival show was 30 minutes late in starting and had light matinee in the rain. The previous day at Mount Morris, Ill., the show was hit by a terrific wind and rain storm shortly after the matinee. The lot was an oat field and it was necessary to use a caterpillar tractor in addition to bulls to get the trucks off the lot. They missed the night performance on this stand, which was the second this season.

William Owsley, CFA, of Aberdeen, S. D., who attended his first convention at Evansville, continued on his vacation and did not arrive home until the first part of September. He writes: "I just want to tell you that I had one of the grandest times of my life, and it was a most pleasant experience to have had the pleasure of meeting so splendid a bunch of men as comprise this Circus Fans' Association of America. I will

always remember those pleasant three days at Evansville."

Joe M. Heiser Jr., CFA, of Houston, Tex., writes: "Having missed out on the convention after having planned to attend, I was hungry for some circus stuff. My appetite was considerably appeased when I went over to Pelly, Tex., September 5 and spent the day with the Harley Sadler Circus, a brand-new, spick-and-span outfit with lots of old-time circus atmosphere. Mr. Sadler and his co-workers gave me a cordial reception and I obtained some very nice shots of the layout and some of the performers."

Burt L. Wilson, of Chicago, will leave shortly on his regular fall trip to Texas for the company he represents. Burt travels about 10,000 miles and makes two of them a year, and on his vacation this summer spent a "mailman's holiday" by driving another 4,000 miles chasing circuses around, which included a trip to the Evansville convention. The last show reported was Seils-Sterling at New Richmond and Hudson, Wis.

Calif. Biz Great For Cole-Beatty

OAKLAND, Calif., Sept. 19.—Cole Bros.-Clyde Beatty Circus registered 150 performing days of the 1936 tour here night of September 13. Two performances have been staged every day with the exception of afternoons only in Salida, Colo.; Helper, Utah, and Weed, Calif. All stands have been one day with the exception of Chicago, 23 days; San Francisco, four days, and Indianapolis, Cincinnati, Pittsburgh, Kansas City, Oklahoma City, Denver, Seattle, Portland and Oakland, where two days have been played.

California business has been great. Everyone around the show is predicting that it will return again to the Far West in 1937. During the past week San Mateo was a very good day, following the week-end holidays. Palo Alto gave the show attendance far in excess of any circus to play that town in years. Vallejo and Santa Rosa were both big and Oakland on the 45th and San Pablo location was wonderful. Night of September 13 the show moved to Fruitvale, just a few miles away. But the lot is in Oakland and the parade was staged in Alameda.

Performers in the high-jump display have suffered accidents during the past week. In San Francisco, Gladys Wykoff and John Smith were injured when Miss Wykoff's horse failed to clear two horses over which she jumps. Miss Wykoff was not badly hurt but found it necessary to spend a few days in her berth. John Smith, however, was taken to the hospital in San Francisco, as it was feared he received a fractured jaw. Paul Nelson was shaken up at Palo Alto, but was again in the show at Oakland.

Albert Fleet, seal trainer, was bitten on the hand by one of his seals at San Mateo. Fleet was out of the show for several days and Jack Joyce worked the act. Andrea Gallagher has returned to the menage number and high jumps after a fall.

One of the highlights of the program is Georgia Sweet, who is now riding and driving a 16-horse hitch. Earlier in the year Miss Sweet was handling nine horses, but put seven more into the thriller at San Francisco. This act is the only one of its kind with any circus and Miss Sweet is roundly applauded at every exhibition. The news-reels sent out special camera men to get this feature in Oakland.

The three Shetland colts in the menagerie are also attracting great attention and most every woman and all the children stop and pet the little things. The baby lions are also of great interest to the menagerie visitors. Eugene Scott, superintendent, takes good care of his charges, and has not lost an animal this season.

Visitors in the Bay district have been numerous, including Mike Golden, Charles Mugivan, L. R. (Duke) Michell; Messrs. Foley and Burk, carnival owners; James Chloupek, Stedman Van Wyck, Mr. and Mrs. Alex Plummer, Isabel Wakefield, Edmund Heller of the San Francisco Zoo, as well as Mr. and Mrs. Chatten and Mr. and Mrs. Warner, also of the zoo.

Peeping In

ON THE PERFORMERS' CLUB OF AMERICA

By BERT CLINTON

CHICAGO, Sept. 19.—In reply to the many requests of the readers of this column the writer wishes to notify all those who have inquired the reason for the "Peeping In" not appearing for the last several issues that the club has been dormant owing to members and acts all being employed, so news was scarce.

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

Volera Brothers visited last week, en route to join the Harley Sadler Show in Texas. Mr. Lamont, owner of Lamont's Cockatoos, wrote that they had a very successful outdoor season. Aerial Flowers, Harry Sykes, Mangan Troupe and Al Ackerman's Six Tip-Tops are playing in Iowa this week, and Happy Harrison's Animal Circus, Winnie and Dolly, and Victoria and Frank have been playing fairs in the Northwest. Hubert Dyer and Company are playing vaudeville dates.

The Three Girton Girls, "Tomboys on Wheels," report a successful fair season in the East with George Hamid. Geddis Duo have been playing fairs in the Northwest.

The Three Adairs close in Forsythe, Mont., this week after five and a half weeks in that territory. Hans and Rosita Clair are on their sixth week with the Gertrude Avery *Diamond Revue*, playing fairs, and closes October 12 at Muskogee, Okla. Vern Coriell Family open their vaudeville season with the *Big Top Follies* October 1 at South Bend, Ind.

The Eugene Troupe, aerial bar act, report a successful outdoor season and will close latter part of October and prepare for their indoor engagements. Ishikawa Four stopped in to say hello, en route to a fair at Bluffton, Ind., this week.

Sol Jordon Trio report a successful outdoor season. Liaseed Arab Troupe play the cattle show at Waterloo, Ia. Upside-Down Millets are playing fairs in the Midwest. Olive Miles and Company close their fair season at Willmar, Minn., prior to opening their vaudeville season. Joe Madden had a very good season in the Midwest. Albert Powell stopped off en route to California.

Capt. George Webb reports his outdoor season will close October 5. Yvonne and Vernon report three more weeks of fairs prior to opening in a night club.

President Toby Wells paid a visit to the members of the show at the fair at Elkhorn, Wis. Reported business was wonderful. Members are kindly requested to send in their routes so that mail can be forwarded to them.

IT'S ABOUT TIME

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23—Chickasha.	2—San Antonio.
24—Wichita Falls, Tex.	3—Corpus Christi.
25—Ardmore, Okla.	
26—Paris, Tex.	
27-28—Dallas.	
29—Tyler.	
30—Waco.	

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

The

Under the Marquee

By CIRCUS SOLLY

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

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

CLAUDE ELDER, circus fan of Missoula, Mont., visited Henry Bros.' Circus at Post Falls, Ida.

THE DOWNIE show had a sellout at the night performance at Lumberton, N. C.

FRANK B. HUBIN, veteran circus man, has started his boosting tour for the re-election of President Roosevelt.

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

TUDOR SISTERS and Avery, novelty contortionists with Eddie Keck, are playing a string of Southern fairs, presenting two acts.

GEORGE L. CHAPMAN postcards that advance cars of Leyis Bros.' Circus closed and arrived at quarters, Jackson, Mich., September 12.

LEO FRANCIS, singing, dancing and musical clown, and wife, Gladys, are working for the Burton Theatrical Exchange in and around Indianapolis.

YELLOW HOLSTON, waiter, with Al Dean on Cole Bros.' Circus this spring, was badly injured recently in an auto accident near Montgomery, Ala.

KOZAK (the Man from Moscow), closed a season of 11 fairs and will be with unit show, the 42d Street Rhapsody, for the winter.

BOB PRINTY wrestled at both performances of the Cole Bros.' Circus when it was at Marion, Ind. He was unable to troupe this season owing to his father's illness. His dad has now recovered.

CLYDE BEATTY will have Mr. and Mrs. Fred Ringler as guests for his two-month European tour this fall. The Ringlers operate the Wolverine Theater, Detroit.

RAY GLAUM closed with Dan Rice Circus in Kingsport, Tenn., September 6 and joined Dennert and Knepp Shows in Marshall, Va., playing fairs for remainder of the season.

M. J. DRESSEN furnished the acts at Lexington, Ill., Home-Coming — Flying Sullivans, Christy Troupe, Three Boys of the Plains, R. C. Bradley and company. He will present acts for doings at Saybrook and Gridley, Ill.

JULIUS ANGLE, who for many years has been an elephant trainer for the Ringlings, has returned to Bridgeport, Conn. He flew by plane from Nebraska last week to attend the funeral of his mother, who died in Fairfield, and he plans to remain in Bridgeport until the season opens next spring.

M. L. FRISBIE opened his 12th season with F. S. Wolcott's Rabbit Foot Company. Those on the advance are John S. Evans, general agent; Frisbie, C. R. Newman, Glen H. Ingle, Charles Cates and W. Varnell. An International truck and two smaller cars are used.

WHILE COLE-BEATTY Circus played San Francisco Al St. Clair was the guest of Al Dean, steward. St. Clair had just docked from a world tour. He is chief steward on the Dollar Lines. He sailed on the 15th for South America. Al said it would be another year before he would be back in the States.

FRANK A. GOLDIE, with his brother, Lewis, of Galesburg, Ill., and his son, Frank C., theater operator of Savanna, Ill., were guests of the Sells-Sterling Circus at Clinton, Ia. Mr. Goldie re-

tioning at Ft. Atkinson, Wis., ran across an oldtimer, Cash Williams, who used to be with the old Burr Robbins Circus back in the days when shows were covering the old mud roads by wagon. He played in the band. On September 29 he will celebrate his 84th birthday anniversary. In recent years he was in hotel business. Says that he still finds time to see all shows in that vicinity.

J. B. SWAFFORD, general agent of Dick's Paramount Shows, and wife were guests of Ray Dwyer, of Hotel Raymond and American hotels, Fitchburg, Mass., for three days. Swafford managed the Cummings Theater, Fitchburg, many years ago and Dwyer and Swafford became fast friends. The shows will close regular season at Concord, N. H., September 19 after a prosperous season. The Swaffords will return to Boston.

CLAYTON Behee and Rose Sullivan, of the Flying Codonas, gave a party after their night performance at the Savoy Hotel, Copenhagen, Denmark, August 31. Twelve people were present and, believe it or not, they were all former members of the Hagenbeck-Wallace Circus. Those present were Mr. and Mrs. Walter Pocoski, formerly of the Spurgats; Edith and Jimmy Richardson, rope spinners, wire walkers; Freidal, Fritz and Jean Poile, of the Four Polis, perch act; Lita, Anita and Lalo Codona and Clayton Behee and Rose Sullivan.

Savannah Turns Out For Downie Bros.' Show

SAVANNAH, Ga., Sept. 19.—Charlie Sparks again demonstrated that long-established fact, a reputation for giving the public clean amusement and fair treatment is a valuable asset in circus ownership and operation, as well as in any other occupation, when at two performances here September 14 his greatly increased seating capacity was needed to accommodate the anxious crowds that flocked to the fairground circus lot. Charlie Sparks, as owner, and the Downie circus title, was the magnet. The annual visits of the show to Savannah increase its popularity with each visit. The expected excellent condition of the equipment, the educational exhibit in the menagerie and a two-hour program of merit was all there, plus the added comfort of that greatly increased seating capacity, which enables the management to satisfy its patrons with good seats.

The show has been repeatedly reviewed during the season, so I will not attempt to give details regarding the program; but being a retired trouper who has always been particularly interested in circus acts that have been perfected by patient and thro training, my silent praise and admiration went out to certain acts that to me were perfection in the art of training. Pickard's system of training and exhibiting his seals impressed me with that outstanding evidence all thru their routine, that he had made a confidential friend of each of the performers, and that they each endeavored to outdo the others in showing that friendship. The fast and faultless routine of the five elephants worked in Ring No. 1 was another demonstration of perfection in training and exhibiting.

The Hannefords on the Downie program to satisfy the admirer of equestrian feats and thrills, continue to be a part of the Sparks ring favorites that are expected to appear as a special feature of the annual visit. It can be said with emphasis that Savannah likes the Downie Circus and its owner, and the crowds to the annual visit are the best evidence of that fact.

CHARLES BERNARD.

Paris Indoor Shows Open

PARIS, Sept. 14.—Paris indoor season is in full swing, with Cirque Medrano, Cirque d'Hiver and the Empire (Amar Bros.' Circus) battling for business.

Medrano was obliged to turn them away opening night and is continuing to draw capacity houses. Newly decorated and with improved lighting effects, the Medrano presents a very attractive appearance.

Opening bill features the return of the Fratellini clown trio to this spot where they won their spurs many years ago. Porto and Alex remain at this house, and with Tony, solo clown, the Medrano clown alley is one of the best in Europe.

Only one American act on the bill, the Four Trojans, a neatly presented tumbling act which clicks solidly. Outstanding hit registered by an English pair, Nicol and Martin, who draw belly laughs with nutty antics on their bikes. Good bounding trampoline act put on by the Four Smiths and neat balancing act, on small platform hung under the dome, by the Two Harleys.

Realtor on in a brief but speedy roller-skating number atop a small metal table. Good illusion tricks by De Rocroy and an acro dance number by the Diane Belli and Ryaux Quartet. Carl Hagenbeck horses are presented by Fred Petoletti in Liberty, Roman and chariot numbers. Appearance and presentations excellent.

Splendid band is led by Paul Robendas. Dante Ospiri is booking the programs this season. Jean Coupain is press agent and M. Lesgardes is handling tickets.

The Two Lugasnos, aerial, and the Olympic Girls, acrobats, are at the Gaumont Palace. The Four Nicolettos, aerial, are at the Cigale. Frank and Eugenie, trapeze; Jo Laurin, juggler; the Petley Jones Company, bounding trampoline, and Willie Mauss, loop-the-loop bike number, are at the Alhambra. Miller and Wilson, American comedy acrobats, and the Three Marcellos, equilibrists, are at the Bobino.

Old-Time Showmen

By CHARLES BERNARD

How many readers of *The Billboard's* circus pages remember the 1888 season of Miller & Freeman's New United Shows? It was the third season of that railroad transported circus and it did the unusual by making its opening a full six-day engagement, April 23 to 28, inclusive, in Columbus, O., where the Sells Bros. were starting their season for a Western tour.

Springfield, O., was the second stand and it was played two days; remainder of the week was in Dayton, Newark, McConnellsville and Zanesville. On the Sunday run to New Castle, Pa., when near Steubenville the train ran into a landslide which derailed the engine and piled five flat cars and contents in a mass of wreckage, in which a colored cook was instantly killed. The route from May 10 to 24 was in the good-sized cities of New York State; then into New England cities until July 1, when they moved across the border line into the province of Quebec for seven stands; then into Ontario for 25 of its cities. On Sunday, August 19, the show came back across the border at Niagara Falls, N. Y., and exhibited there on the 20th. Twenty Western Pennsylvania towns filled the time up to September 11, then the show moved from Beaver Falls, Pa., to New Lisbon, O. Leetonia, Alliance, Louisville, Orrville, Wooster, Loudonville, Nevada and Marion concluded the season by an early closing at Marion on September 21 and to winter quarters at Columbus. Fifteen cars were used for transporting the shows; it exhibited in eight States and two Canadian provinces, traveled 4,350 miles and was out 22 weeks.

Owners of the show were Charles A. Miller, James G. Miller and W. W. Freeman. James Miller was general advance manager. The other two owners managed the show. The side show was managed by James Stowe, the concert by Gus Hill, the privileges by Abe Gum-

Dressing Room Gossip

AL G. BARNES—Marie Wolf, of the Wild West, came back from the hospital and started to take up her duties in the show, but found that she had lost too many pounds and so took a train to Los Angeles and the home of her husband, Jack. By the way, this Jack Wolf has uncovered the fact that in addition to being a cowboy he is also somewhat of an artist and is making several very ambitious drawings of some of the feature acts.

It was entirely too soft for that cowhand, George Penny, to just be a scraper of chins, so the boss has him back in the concert. George still finds time for the barber chair, tho. Persistent rumors reach us that Al Weir is taking up dancing lessons.

The side-show department lost a good act when Chief Keyes and family departed at Snyder, Tex. The chief knows how to handle those knives. John White will not have to worry about replenishing his family of dogs, as six new whip-pet pups arrived the same time the show train did at Lubbock Sunday morning.

Frank Chicarello had an old friend visit him recently that he had not seen in a number of years and as luck would have it an accident prevented him from fraternizing as much as he would liked to. Now that the "cat is out of the bag" and the season will end at Phoenix, Ariz., there is very little else heard back here but where one is going and what one is going to do and as always many of those well-known "ifs."

Harry Loud, contract writer of Metro-Goldwyn-Mayer, was around for a couple of days getting atmosphere for a story.

Tom Mix Advance

DUBLIN, Ga., Sept. 19.—The advance department of the Tom Mix Circus is moving steadily along with the same personnel which started the season at Compton, Calif., early last March. Some of the billers have been with the show for three consecutive seasons. The advance consists of four panel body trucks, two sedans, a supply truck that carries 30 days' billing paper, an office trailer and two sleepers.

The supply truck is in charge of Dan Turney, who also acts as master mechanic for the advance fleet. Edward Caupert is superintendent of lithographs with Clarence Porter, William Dowd and Charles Seward as assistants. The other billers are G. W. Hanna, Richard O'Brien, Henry Barth, Ralph Locke, Rocco Longo, Edward Totenhagen, Ben Williams, Harold Collins and Carl Davis.

G. W. Hanna, while in Allentown, Pa., recently, suffered a fracture of two toes when a trailer crushed his foot. He was confined to the Sacred Heart Hospital in Allentown for several days, but has rejoined the advance forces again.

Edward Brown left the advance at Newark, N. J., to join his family on the West Coast.

The advance advertising department is in charge of Edward L. Conroy, who also contracts the newspapers. Harry B. Chipman is story man, traveling six days ahead of the show. Dan Pyne, special public relations man, is three days ahead, while Grace Baker takes care of the press with the show.

P. N. Williamson, former car manager of the Mix advance, resigned after the Chicago engagement in order to look after business which necessitates his being at his home town, Albion, Ill.

R-B Outside of Omaha

OMAHA, Sept. 19.—Ringling-Barnum Circus saved about \$1,000 in city occupation tax by going outside the city to Ak-Sar-Ben field for its showing here September 5 and 6. The show paid the Ak-Sar-Ben Exposition Company \$500 for rent of the field, only a little more than rental of the city circus grounds has been, and paid \$200 to the police pension fund for police protection.

The city grounds no longer are available, having been taken over for stands of an athletic field.

Gus Hill had a seven-piece orchestra for his concert, and Frank Stowe had an eight-piece band for the Annex. In the Annex Manager Stowe had five per-

The Corral

By ROWDY WADDY

JUANITA GRAY, trick rider with the Clyde S. Miller Rodeo, suffered a broken hip and possible internal injuries when Quadrille, the horse she was riding, fell with her September 5 at Newton, Ill.

OFFICIALS of the X-Bar X Rodeo announce that show will return to Eastern Ohio late this month and will provide the grand-stand attraction at the annual Columbiana County Fair, Lisbon, O., and Tuscarawas County Fair, Dover, O.

FLOYD LINGLE, with the Clyde S. Miller Rodeo, suffered a broken collar bone when he was thrown from a bucking horse at Bloomington, Ill., September 9. According to reports, Lingle will be out of competition for the remainder of the season.

CARLO MILES, veteran Wild West cowboy, info from Louisville, Ky., that he has been confined in the City Hospital there for the last five months with spinal trouble. Miles tramped with the Buffalo Bill show for many seasons and also worked with Pawnee Bill's Wild West show and Miller Bros.' 101 Ranch. He would appreciate a few lines from his friends.

RANGELAND bosses and cowpunchers stormed Tucson, Ariz., last week in a campaign that swept Ed Echols, noted rodeo judge, into the Democratic nomination for sheriff, which is tantamount to election. Echols, who has officiated at Madison Square Garden, London and other big shows, is said to be the first cattleman in a decade to win the nomination.

ALL ATTENDANCE RECORDS were shattered when 6,000 persons witnessed the rodeo staged by the San Pedro Valley Association September 6-7 at Benson, Wis. Results: First day, Calf Roping—Johnny Rhodes, Tom Rhodes, Jim Brister. Team Tying—Lester and O. C. Glenn, Jim Brister and Pete Haverty, Joe Kane and J. Altamirano. Steer Riding—Lonzo Martinez, Bantz Murphy. Wild-Cow Milking—Bill Walls and Jim Brister, Bryan Whalen and Red Sanders. Bulldogging—John Brannon. Bronk Riding—Jim Brister, Tom Rhodes, John Brannon. Second day, Calf Roping—Bill Walls, Jim Brister, Marion Getzwiller. Team Tying—Olin Sims and Kenneth Gunter, Tom Rhodes and Del Mercer, Johnny Rhodes and J. Altamirano. Wild-Cow Milking—Tom and Johnny Rhodes, Jim Walls and Jim Brister. Bulldogging—Jim Brister.

THE RECENT seventh annual Dorchester (Neb.) Rodeo was a success, according to Jack King, business manager and announcer, and plans are already being made for the 1937 event. Wallace P. (Tommy) Thompson was producer and arena director. Judges were Herschel Ross, Henry Snively and Shorty Ricker. Acts on the program included Lloyd McBee, Sam Stuart and Marge Roberts, trick and fancy riders; Lloyd and Blanche McBee, Eddie Boysen, trick and fancy ropers; Ralph Kirk and Slim Francis, clowns. Other features included a miniature chariot race and a modified Olympic jumping event. Winners were: Bronk Riding—Canada Kid, Buster Brown, Milt Moe. Bareback Bronk Riding—Canada Kid, Bob Estes, Kenneth Roberts. Calf Roping—Clyde Burkes, Floyd Peters, Ralph Bennett. Bulldogging—Eddie Boysen, Herschel Ross, Shorty Ricker.

RAINY WEATHER the first day failed to dampen enthusiasm for the Lakeview, Ore., Roundup, held September 5-7 inclusive, and as a result the event had the largest attendance in its history. Contracted performers were Al Lunsford, trick ponies; Flip the wonder dog, Piute Indians, Yodeling Roper's family, Wes Owens, Bull "Suicide" Chariot, Mike Kreko's carnival attractions, Joe Zotter. Results: Bronk Riding—First day, Lee Verley, Frank Molarius, Larry Baxter. Second day, Jim Stafford, Perry Ivory, Leonard Johnson. Third day, Perry Ivory, Pat Flisk, Cole Grisel. Bull Riding—First day, Larry Baxter, Slim Lake, Frank Molarius. Second day, Charles Stickney, Jim Stafford, Aury Smith and Arizona Kid split third. Third day, Charles Stickney, Glenn Tyler, Slim Lake. Bareback Riding—First day, Si Elliott, Buck Dodge, Glenn Tyler. Second day, Glen Tyler, Bud Morrison, Buck Dodge. Third day, Glenn Tyler, Buck Dodge, Larry Baxter. Calf Roping—First

day, Pat Flisk, Burt Schroeder. Second day, Lloyd Depew, Glenn Tyler. Third day, Lloyd Depew, Leonard Johnson.

SAN DIEGO—Lakeside Rodeo, held here September 6-7, drew an estimated 4,000 spectators daily. Texas Tommy's Wild West show gave performances between the main events. Thrills were furnished the spectators when Charles Ponchetti was tossed over the fence by a bull he was riding. Results: First day, Bull Riding—Bill Lawrence. Thorobred Race—Bob Ten Eyke, Bill Potet. Men's Relay—Gorman Arnold, Jess Byrd, Noah Henry. Team Roping—John Traylor and Jess Hill, Eddie Dixon and Gorman Arnold, Dave Fernandez and Jess Byrd. Cow Pony Race—Gorman Arnold, Eddie Dixon, Dutch Anderson. Calf Roping—Nolan Pittcock, Hans Starr, Jess Hill. Bronk Riding—Ray Hill, Bill Barnegas, Peavy. Women's Relay—Gorman Arnold team, Jess Byrd team, Pansy Croome team. Second day, Team Roping—Charles Ponchetti and Harold Smith, Jack Molinari and Jim Metcalf, Noah Henry and John McFarland. Calf Roping—Nolan Pittcock, John McFarland, Charles Puntenny. Thorobred Race—Roy Cloud, Bob Ten Eyke, Bill Potet. Steer Wrestling—Hans Starr set an all-time record for the Lakeside arena when he threw a steer in eight seconds.

WINNERS at the Elko (Nev.) Rodeo held August 28-30: Bronk Riding—First day, Turk Greenough (42 RAA points), Pete Knight (26), Ray Bartram (17). Second day, Pat Woods (42), Pete Knight (26), Turk Greenough (17). Third day, Pete Knight (42), Turk Greenough (26), Pat Woods (17). Finals, Turk Greenough (225), Pat Woods (135), Pete Knight (90). Steer Riding—First day, Pat Woods (47), Pete Knight (26), George Yardley (14). Second day, Pete Knight (47), Pat Woods and George Yardley (20) each. Third day, Pat Woods and Phil Hesseger (36 each), George Yardley (14). Calf Roping—First day, Ike Rude (15), Carl Shepard (9), King Merritt and John Bowman (3). Second day, Ike Rude (15), John Bowman (9), Carl Shepard (6). Third day, King Merritt (15), Ike Rude (9), Carl Shepard (6). Finals, Ike Rude (100), Carl Shepard (60), King Merritt (40). Steer Wrestling—First day, John Bowman (13), Joe Mendes (8), Harry Knight (5). Second day, John Bowman (13), Oscar Warren (8), Joe Lewis (5). Third day, John Bowman (13), Joe Mendes (8), Pete Edson (5). Finals, John Bowman (100), Joe Lewis (60), Joe Mendes (40). Single Roping—First day, John Bowman (13), King Merritt (8), Ike Rude (5). Second day, Carl Shepard (13), Ike Rude (8), Oscar Warren (5). Third day, Ike Rude (13), King Merritt (8), Carl Shepard (5). Finals, Ike Rude (100), King Merritt (60), John Bowman (40).

RESULTS of the recent Cedar City Roundup at Cedar City, Utah: Bronk Riding—First day, Clay Carr (75 RAA points), Pat Woods (45), Leonard Ward (See CORRAL on page 51)

Seal Show Building Ring Barn at Emporia

EVANSTON, Wyo., Sept. 19.—An especially constructed ring barn, 34 by 70, is being built at Bud E. Anderson's Seal Bros' winter quarters, Emporia, Kan., having loft above for storing canvas; 100 feet of shed also will be added.

Winter quarters are located on Highway 50, going into Emporia. More than 500 bushels of wheat have been harvested on the ranch despite drought conditions, and several tons of alfalfa have been stored. By careful maneuvering the show managed to stay out of drought areas, going as far west as the Pacific Coast before starting homeward, and covering nearly 8,000 miles.

Among performers on the show are Mario, Clara and Patricia Meza, Gil Wilson Trio, Guy Blackburn, Tige and Teen McCue, Henry Duo, Arthur and Marie, Matsumato Troupe, Constance and Maxine Doyle, Captain Bowman and Eddie Carmine. Clown alley consists of Jimmy Hackensmith, producer; Gil Wilson, Bum Henry, Leonard Hill and Dime Wilson.

No changes have been made in big show program with exception of Lillian Wilson, who fell from iron jaw at Heppner, Ore., suffering triple fracture of the hip. She is in St. Anthony Hospital, Pendleton, Ore., and would like to hear from friends.

Along the midway may be seen C. V. Crawford's flashy concessions and novelty stands. Gil and Dime Wilson's pit show has had a most successful season. They purchased a new Chevrolet truck

recently. Side Show has scored all season under management of Jess McBride, who is slowly recovering from a badly broken arm. New factory-built trailers have been purchased by Norman Anderson and Frank Ellis, legal adjuster. C. S. Brooks' Concert Band is proving very popular. Concert features are Bud E. Anderson's Wild West and Pony "Pal," Whipping Smiths; Pete Henegan, radio singer of Western songs, and Floyd Caress, novelty rope act.

No closing date has been set, but Manager Anderson and wife, at the conclusion of the season, will spend two months in Hot Springs, Ark. Among those going to the West Coast are William Mitchell, master mechanic, and Bert Rickman, equestrian director.

Southern Utah furnished the show with capacity business, three shows having been given in St. George.

Notes From Europe

PARIS, Sept. 14.—The Cirque Pouter is playing Lille with Seven Ida May Midship Girls, aerial flash; Four Misleys, perch; Williams Trio, acrobats; Miss Maekers, contortionist; Wilke's horses and the clowns, Iles and Loyal, and Beby, Lole and Mauri-Totti.

The Cirque Pinder is playing a long stand at Marseille. The Grand Cirque Cassuli-Vasserot is at Montreuil, near Paris. Tissen's, Lambert's and Gallon's menageries are at the street fair in Nantes. Vignolle's Menagerie and Tissen's sea lions are at the street fair in Laval.

The Flying Reos, trapeze, and Cogliin and Ploum, clowns, are at the Casino Municipal in Nice. The Albertini Brothers, perch act and tumblers, are at the National Scala in Copenhagen. Miss Quincy, American high diver, is at the Tivoli Gardens in Copenhagen. Captain Breydson, trapeze; Varo Asti, juggler, and George and Jacke Dormonde, comedy unicyclists, are at the Palais d'Ete in Brussels.

The Circus Knie, Swiss tent circus, is ending its season at Zurich.

Mix Scores at Frederick

FREDERICK, Md., Sept. 19.—The Tom Mix Circus was here September 12 and was well received by local circusgoers. Frank Portillo, Washington Circus Fan, clowned the matinee. Circus is beautifully framed and program runs like clockwork under direction of Rhoda Royal and Alfreda Codona. House at night was about three-fourths full, with all reserves filled.

Visitors here included Marshall King, from Alexandria, Va.; Dr. William M. Mann and wife, Frank Portillo, William Wetmore, Richard G. Paine; Mr. and Mrs. Roy Jennier, of Washington; Rex M. Ingham, Mildred Ingham and Mr. and Mrs. Jack Van Buren.

Strong With Travelcar

DETROIT, Sept. 19.—Charles Strong, old-time billposter, is now with the Travelcar Company demonstrating the house trailers. Formerly owner of the Ann Arbor Billposting Company and the Rochester (Mich.) Billposting Company, he was well known in the business for many years and renewed some acquaintances here when he spent 10 days on the grounds of the Michigan State Fair with the Travelcar exhibit.

Los Angeles Brevities

LOS ANGELES, Sept. 19.—There has been an outstanding billing job done by the advance of the Cole-Beatty Circus. Jake Newman left for towns in Southern California and Arizona. Floyd King, general agent, is in and out of town. Robert E. Hickey arrived Sunday to start the newspaper campaign. Ora Parks and R. B. Bean are on the job this week.

In the Pennies From Heaven film, just completed, there were a number of circus folks. The following were noted: Jack Van Camp's Three Little Pigs, Harry Phillips' ponies; Pat Jones' high-school and jumping horses, Ewald's goats, Pina Troupe, clowns, Art La Rue, Bones Hartzell, Harry Bayfield, Charles Post, Bob La Rue and Bernie Griggs.

Anthony Barre Injured

WICHITA, Kan., Sept. 19.—Anthony Barre, Ringling-Barnum cook, was in St. Francis Hospital here during past week for treatment of a brain concussion and injuries to his right shoulder and neck. He fell from the first section of the circus train night of September 11, the date of the showing here. He was taken to the hospital. Is expected to rejoin the circus in a few days.

Dexter Fellows Tent Tattles

(CSCCA)

By FRED PITZER

NEW YORK, Sept. 19.—Owing to the fact that September 30 will be opening day for the World's Series in New York City, the opening of the Dexter Fellows Tent has been fixed a day earlier. And the Fall Guy is none other than genial Gene Buck. Mark Davis, who for 10 years worked with the Big Show, was assigned to the Dexter Fellows Tent ticket wagon for the 1936-'37 season, opening at the Hotel Commodore.

The Treasury Department has approved a design for 25,000 half dollars to commemorate the centennial of Bridgeport, Conn. This special coin will bear a likeness of P. T. Barnum to honor his civic and philanthropic contributions to Bridgeport. Vicki Baum had a story in last week's *Collier's* with a nice circus atmosphere.

For those who think a committee on gags, gimcracks and gadgets has nothing to do, we will let you in on the actions taken at one meeting held last week at the Hotel Commodore:

It was the unanimous opinion of those present that:

1. (a) Sharon Stephens employ three freaks for the Side Show at a minimum cost;

(b) The hotel to be asked to furnish three platforms on which to exhibit said freaks.

2. Artist Adolph Barreaux be asked to paint the following signs:

(a) Main Entrance, on canvas, to be put over entrance to main tent;

(b) Entrance to Congress of Freaks, to be put over door leading into Side Show;

(c) No Mistakes Rectified, to be put at ticket-wagon window;

(d) This Way to Doniker;

(e) Red Lemonade at Your Own Risk, to be put by the punch bowl;

(f) Watch Your Coat—and Pants; Do Not Feed the Guests. These signs to be put in various places on the lot.

3. Sharon Stephens have built for the Tent a new ticket wagon at a cost not to exceed \$50.

4. Until the Tent is ready for his entrance, the guest of honor (Fall Guy) to be entertained in an anteroom just outside the "lot" on which the ticket seller's wagon is located.

5. Besides red lemonade, a stand be set up containing peanuts, free to members who care to munch them.

6. Jolly Bill Steinke secure a painter (Odenweller) to repaint our old props and freshen them up for the September luncheon.

7. While the members and their guests are still in the Side Show, Jolly Bill call on those guests bearing guest tags, bring them to the introduction platform and introduce them to any regular member of the club he chances to spy.

8. Napoleon Smith discard his regular police uniform and don a town constable or rube cop outfit with a star badge, whiskers, etc.

9. A member should be indicated to bring guests indicated by Jolly Bill to the introduction platform. It was suggested that perhaps the rube cop could do this.

10. Sharon Stephens attempt to purchase, at auction or otherwise, from closing circuses their side-show banners, pennants, props, etc., useful to the Tent.

11. Beginning six feet to the right of entrance, a string of side-show banners be put up, dividing the room into Side Show and Big Show.

12. The hallway just outside the East Ballroom hold the ticket wagon, the caricature of Fall Guy with order blanks for same, guest tags, bale of hay, small elephant, circus one-sheets and a ground cloth on which plenty of sawdust may be spread. This location be referred to as the marquee.

13. The space (15'x40') in the East Ballroom, which will be directly outside of the big tent, to be designated as and fixed up like a Side Show with musicians, circus one-sheets, three freak stands with freaks, barker's platform and signs.

14. Sharon Stephens and Carlton Hub (See DEXTER FELLOWS on page 50)

WANTED MANAGER FOR RODEO

To be run on percentage basis for Central Texas Exposition, October 26-31. Lights up for night shows. Give references and experience in letter. You pay your wires. BOB GRESHAM, Directing Manager, Central Texas Exposition, Temple, Tex.

PEAKS HIT IN MINN.

All-Time Marks At Gate, Midway

Attendance 636,484 with 'Everybody Pays' policy—result is tonic, says Lee

ST. PAUL, Sept. 19.—By all standards of measurement, Minnesota State Fair on September 5-12 was the greatest in 77 years, as new records were established in virtually all departments, declared Secretary Raymond A. Lee.

The fact that it has a 25-cent gate "Everybody Pays" policy makes attendance figures all the more impressive, it was pointed out. Total attendance was given as 636,484, proof, said officials, that it had the best balanced program ever presented here.

"This is a new attendance record not only for Minnesota but for any fair staged over an eight-day period," said Secretary Lee. "The former Minnesota mark was 581,643, established in 1919, one of the boom years of fairdom. This year's record is the more remarkable in that it followed the second-worst drought in the State's history. And even more inspiring is the fact that the 1936 attendance record represents a paid gate, for, with the exception of children under 10 years of age and those under 15 who attended the final Saturday, every person who passed thru the gates paid 25 cents. When the 1919 record was established about 30 per cent of those attending came in on passes, employee tickets and other non-paid tickets. Every exhibitor concessioner and every person who attended this year's exposition went away enthusiastic, declaring it to be by long odds the best fair in history.

"Royal American Shows on the midway had the best business since its organization. Two new records were made. On Labor Day the Royal American Shows grossed \$25,449.60, a one-day record for the American continent. And the gross for the period of the fair was \$91,903.65, a total never before attained by any similar traveling organization for an eight-day period.

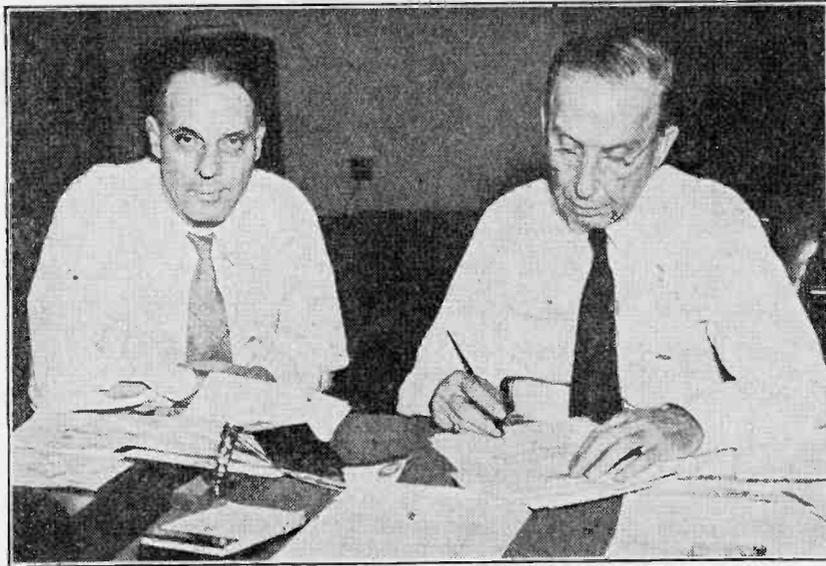
"The unparalleled success of the fair should serve as a tonic to every person in the Northwest," added Mr. Lee, who is also president of the International Association of Fairs and Expositions. "The marvelous attendance of 636,484 is most gratifying to the management and assures the financial success of the fair. Just what the profit will be cannot be determined until a complete check is made of receipts from outside gates, grand stand, sale of space and from rides and concessions and general expense of the fair ascertained."

Paid Admissions Record Established in Dayton, O.

DAYTON, O., Sept. 19.—Montgomery County Fair on September 7-10 had an all-time high in gate attendance, paid admissions being 58,146, compared with 34,899 last year, 33,874 in 1934 and 36,487 in 1933, and records as far back as can be found do not come anywhere near this year's total. Weather was ideal and spending liberal. Exhibits in many respects were far ahead of previous years. Grand-stand admissions numbered 12,451 against 6,392 last year, while automobiles admitted were 9,230 against 6,951 last year. On Labor Day grounds were closed to autos at 3 o'clock. Harness and running races were scheduled afternoon and night all days except Tuesday afternoon, when a horse-and-mule pulling contest and a pet parade were staged.

Don Bassett's Band played in the grand stand, and Gus Sun Exchange furnished the Flying Lavans, Ben Beno, Romanoff Troupe, Billy de Arno and Three Blue Streaks. Chevrolet company furnished Col. Ray Hensel's dare-devil driving.

Midway attractions were almost nil, space they formerly occupied being (See PAID ADMISSIONS on page 44)



HARRY OLMSTED (right), director-general of Texas Centennial Exposition, Dallas, and J. Ed Brown, assistant to Mr. Olmsted, the latter being a director of the State Fair of Texas and having served as its president in 1922-'24 and 1927-'28. Mr. Brown was in charge of concessions during 1935 at California Pacific International Exposition, San Diego, and spent a brief period as director of concessions at Fort Worth Frontier Centennial before going to Dallas. He started in Dallas as assistant manager of special events and shortly before his appointment as assistant to the director-general he was director of the special events department.

Success for Boise May Mean State Fair

BOISE, Ida., Sept. 19.—Success of Western Idaho State Fair here on August 25-29 may result in the first Idaho State fair in history next year instead of several sectional fairs over the State.

Records of Ed L. Sproat, Boise, who managed the fair with such results as to promise a major State event next year, revealed profit of about \$5,000 and attendance of 41,000. Ideal weather helped, combined with the fact that there hadn't been a fair in Boise for three years.

The Idaho State fair movement has been growing for a number of years. Success of any one of the dozen yearly fairs over the State has been dimmed by conflicting dates. Belief is that one central major event would be a success, with all efforts pooled to that end.

Western Idaho Fair was suspended in 1933-'35 while a harassed board of county commissioners budgeted away the debt of the 1932 affair. Last year they cleaned up the old debt and budgeted money for 1936.

Colborn and Sorenson produced the rodeo, featuring Brahma steers. Hildebrand United Shows were on the midway.

Sacramento's Gate Unprecedented; Frisco '39 W. F. Tieup Approved

SACRAMENTO, Sept. 19.—Directors of California State Fair brought the 82d annual to a close on Monday and are planning a superfair in 1939 in connection with Golden Gate International Exposition to be held that year in San Francisco. Meeting on the fairgrounds, directors, headed by A. B. Miller, Fontana voiced their approval of coordinating the 1939 State fair with the San Francisco World's Fair.

Directors voted to launch an immediate survey of grounds with a view of providing additional facilities to care for expanding attendance. Directors predicted that 1939 attendance, on basis of normal growth alone, not counting additional impetus of the San Francisco exposition, should exceed 1,000,000. Sacramento is also planning a great celebration in 1939 to observe the city's 100th birthday. Fair Board President Miller named a committee, headed by Harold J. McCurry, Sacramento, to work with officials of the San Francisco exposition and Sacramento celebration to make 1939 a festival year in Northern California.

Official attendance of 622,408 on September 5-14 was 162,519 more than

Records Set In Timonium

Maryland Fair taken out of red by big gate and grand stand—midway is up 60%

BALTIMORE, Sept. 19.—With paid admissions totaling 149,500, 58th annual Timonium Fair, under auspices of Maryland State Fair and Agricultural Society on September 7-12, drew largest attendance since 1920, about 40 per cent more than last year. Paid grand-stand attendance was 62,000. Weather was ideal. There was no grand-stand charge on Tuesday, set aside for the Pony Show, which drew only 4,500.

Labor Day, with 51,000, set an all-time record. Another all-time record was broken on the same day when 22,000 jammed the grand stand. Saturday, Baltimore County Day, had the second best crowd of 29,000. Pari-mutuel betting averaged \$100,000 a day, with the (See RECORDS SET on page 44)

Spreading 'Em

DETROIT, Sept. 19.—A unique way of distributing patrons around the grounds was used for the first time this year at Michigan State Fair. For booklets of 11 pages, entitled "Know Your Michigan," each page was separated and numbered and one page was placed in each of the major exhibit buildings. To secure the entire series it was necessary for patrons to visit each building and leaflet secured in each directed them to the next location so as to make a regular tour of the grounds. An interesting historical sketch of the State is given on the pages.

Weather Sours Finale in N. Y.

Syracuse hampered at finish—attendance, however, shows healthy climb

SYRACUSE, Sept. 19.—Despite a protracted ending in bad weather, New York State Fair on September 6-15 wound up nearly 15,000 ahead of 1935 attendance. Altho there were only seven scheduled days, by the time officials had finished wrestling with the weather, time had been extended to 10 days, last three of them financial headaches. In spite of this, however, concessioners and exhibitors did okeh, as more than 70,000 on Labor Day put most of them on velvet. Total attendance was placed at 277,334 unofficially, with Auto Race Day invariably the biggest, ruined by persistent rains. The 1935 total was 262,868, and 1934 was 248,551. In every way it was a successful fair, regardless of the finale, was the verdict.

Night Shows Assured

Necessity for unofficial estimates on certain postponed days robbed the show of a record attendance, for it is virtually certain that more than 276,000 passed thru the gates, with and without turnstiles, as compared with the previous record of 169,565, established in 1923. However, gates were thrown open free on two postponed days and no official check was made.

Every exhibit department was well up from last year, with farm machinery increasing 20 per cent and auto exhibits doing the same, latter classification being stopped only by shortage of accommodation. (See WEATHER SOURS on page 46)

Better at Winnetoesaukah

CHATTANOOGA, Sept. 19.—Big attendance marked second annual Tri-County Agriculture Fair on September 10-13 at Lake Winnetoesaukah, Chattanooga amusement resort.

Mrs. Minnette Dixon, pilot of Winnetoesaukah, offered features each day and night. Despite drought agricultural and floral displays were outstanding. There were live-stock displays, Horse Shows, fireworks on the lake, bird-dog show Saturday afternoon. Cosmopolitan Shows furnished rides, shows and concessions. Flying Earles was a free act.

Increase Biz in Mt. Airy

MT. AIRY, N. C., Sept. 19.—Second Greater Mt. Airy Fair on September 7-12, under direction of Jessie B. Jones Post, American Legion, had attendance about 40 per cent over last year and gate and grand-stand takes up nearly 50 per cent, said William B. Sydnor, secretary and manager. Children's Day surpassed last year's nearly two to one, with rides of Marks Shows on the midway having a 20 per cent increase over 1935. Veterans' Day was second largest, with auto races under direction of Bruce Thompson and Carolina Racing Association.

SPRINGFIELD, Mass., Sept. 19.—Thru co-operation of the NBC, the 20th Anniversary Eastern States Exposition will be on the air over a nation-wide hookup on September 23 from 1:30 to 2:30 p.m. during National Farm and Home Hour. Program will include direct broadcasts from the Coliseum ring and short-wave pickups from departments and sections of the grounds.

	1936	1935
Saturday	59,608	39,258
Sunday	91,847	67,154
Monday	101,082	72,673
Tuesday	45,179	25,613
Wednesday	61,749	30,927
Thursday	58,184	43,283
Friday	46,705	32,291
Saturday	55,639	43,149
Sunday	67,979	53,703
Monday	34,436	40,766
Totals	622,408	448,823

Average attendance soared to 62,240 compared to last year's 44,882 and previous high of 45,981 in 1935. Racing (See SACRAMENTO'S GATE page 46)



Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Post-Holiday Slump Comes

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

DALLAS, Tex., Sept. 19.—A new low came in attendance for the seven-day period ending last Tuesday, the seven days following Labor Day, when the figure dropped to 186,898, 46,000 below any previous low week. On Tuesday following the holiday, last Tuesday for Kid's Day, which for the remainder of the fair will be held on Saturday, attendance was greater by several hundred than last Saturday or Sunday. Monday and Tuesday of this week had lowest attendances on record, rain having fell the greater part of Monday and Tuesday afternoons. Each day during the seven-day period mentioned broke its own record for low attendance.

The 4,000,000th visitor, entering the grounds Wednesday night, was accorded special privileges, including dinner with expo execs and free admission to all shows. The AEF first reunion the last four days of last week brought prominent war veterans and high-ranking military officers. Celebration of Gen. John J. Pershing's birthday last Sunday closed the reunion and celebration. A fireworks display was dedicated to the AEF.

When New Jersey's governor, Harold G. Hoffman and entire staff arrived last Monday to spend several days, with David Wilentz, attorney general, in the party, six New Jersey National Guard planes preceded the governor and his executive department. Governor Dave Scholtz of Florida and Governor Eugene Talmadge of Georgia were visitors during the week.

Midgets Do Capacity

Tonight, Mardi Gras or Centennial Carnival Night, two hours have been set for merrymaking during which street dancing will be in order and star performers will conduct programs from three centrally located stages, their shows to be carried thru the grounds by the Centennial radio system. Orchestras of Jose Manzanaras and Ligon Smith will play for dancing. A second Dallas Day will be staged tomorrow. First Dallas Day on July 4 drew 114,000 and proved a success. Third Negro Day will be held on October 19. Special trains will bring Negroes from Texas, Oklahoma and other States.

Catholic and Italian Days, October 11 and 12, are being heavily exploited. Catholic Day will be chiefly a southwestern gathering. Bishops of southwestern diocese will participate. A military mass will be high point of the day, sung in the 5,500-seat amphitheater (band shell). A large percentage of attendance is expected to remain thru Monday for celebration of Italian and Columbus Day.

Altho business on the midway has been rather dull since Labor Day, Show Boat, a Stanley Graham attraction under management of Billy Collins, continues to do capacity business. Last performance on September 11 was the 250th since opening, it having played to 60,000 paid admissions during that time. Mrs. Neely Edwards (Peggy Snow of silent films) celebrated a birthday last Saturday. While flying to heaven (a part in the drama), Vance Swift, smallest in Midget City, also a Stanley Graham attraction, delayed her ascension long enough to present her with a birthday cake, gift from the troupe. Julia Cruze, daughter of Mrs. Edwards by a previous marriage to James Cruze, scenario writer, visited her mother sev-

Attendances

Previously reported	3,795,442
Sept. 9, Wednesday	25,800
Sept. 10, Thursday	25,268
Sept. 11, Friday	26,956
Sept. 12, Saturday	35,317
Sept. 13, Sunday	32,984
Sept. 14, Monday	19,055
Sept. 15, Tuesday	21,518
Total	186,898
Total	3,982,340

eral days, was accompanied by Marcelle Lewis Jr., a writer for RKO.

The little people in Midget City have been active since the holidays, business holding up nicely. Gussie Pick celebrated a birthday last Saturday. Celebrity night at the Chez Maurice, downtown night club, was featured with Eleanor Stubitz, John Leal, Luz Villalobos, Ellie Miller and Joe Kotalik.

Crime Essays for Kids

A series of essay contests for children, with cash and other prizes, is being held by the Warden Lawes Crime Prevention show, Dufour-Rogers attraction. Contest will be in three sections, first to end on September 28 on "What Is the Lesson of Warden Lawes Crime Prevention Exposition?"; second, ending on October 29 on "Why Does Warden Lawes Say Crime Does Not Pay?"; and third, to end on November 26, on "Is Capital Punishment the Way to Crime Prevention?" Judges are Capt. Leonard Pack, head of Texas Centennial Rangers; Andrew Patton, district attorney-elect of Dallas County, and Joe Rogers, "mayor of the midway."

Texas Youth to the Exposition movement, sponsored by State school officials, gets under way on October 1 with arrival of pupils from District 1, which includes the panhandle counties. Governor Allred has agreed to declare Centennial school holidays for the 24 districts of the State. Special rates of one-half cent a mile will be given by railroads.

September 20 and 21 have been set aside for Texas editors, families and wives.

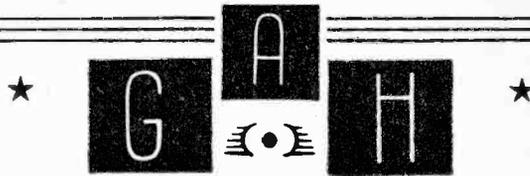
Bunny Biggs plans a big variety show in the amphitheater, to open the latter part of the month under Centennial sponsorship. Horace Heidt and his Brigadiers will play a four-week engagement at General Motors Auditorium within the next two months. Ben Bernie is current in GM's entertainment hall. Jimmy Crocker was appointed director of grounds programs to succeed Bob Coleson, who was recently elevated to the directorship after resignation of Clyde Vandeburg. Mabel L. Stire, secretary of Mississippi State Fair, Jackson, was here several days this week, guest of Mrs. Ernie Young, whose revue is playing in Streets of All Nations. Miss Stire was accompanied by Miss Mary Dickens and Mr. and Mrs. Jim Martin, Jackson.

Grand-Stand Shows

BEDFORD (PA.) FAIR on September 1-5 had Kurtzo and Kurtz, trapeze; Pansy, Wonder Horse; Dobas Troupe; Bench Bentum's Diving Sensations; Ora and Minerva, horizontal bars, and Uroff Family, perch.

HAMID program at Western Fair, London, Ont., on September 14-19, comprised the Schooley revue, *Fascinations of 1936*; Helen Reynolds and Her Eight Wonder Skaters, Will Morris and Bobby, Laddie Lamont, Four Arleys, Sensational Raccs, Christiansen's Dogs and Captain Jorgen's Animals.

TRANSCONTINENTAL REVUE was featured twice daily in front of the grand stand at Ebsenburg (Pa.) Fair on September 7-12. Acts included Bee Kyle, diver; Ishakawa Japs, Flying



GEORGE A. HAMID, Inc., pauses at this, the height of the Fair season, to note the remarkable business enjoyed by the events thus far held in the Eastern United States and Canada. In fact, business at most Fairs hasn't been merely remarkable—it has been record-breaking, matching or bettering the marks achieved during prosperity years.

GEORGE A. HAMID, Inc., is proud that it has had something to do with records which have toppled at grandstand box-offices. It is really our fault in great measure, because Fair Secretaries and Attraction Managers keep telling us about our sensational revues, units, acts, bands, novelties and the like.

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

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Available Choice Locations Grab Joints, Eating Stands, Walking Privileges, Guess Weight Scales. No exclusive. Wire, Phone or Call

HARRY LA BREQUE, Fair Grounds, Trenton, N. J.

Rockets, Albert Powell, Tierney Troupe, White Brothers, Billy Sells, Oswald and Need's Concert Band.

AT Van Wert (O.) County Fair record crowds saw Henry H. Lueders' attractions and Lamont's Cockatoos and Macaws.

AMONG acts at St. Stephen (N. B.) Exhibition, August 31-September 4, were Four Aerial Queens, Laddie Lamont and Johnny Rexola and Company.

SHOW at second Greater Mt. Airy, (N. C.) Fair on September 7-12 comprised the Four Devils, Great Parent, Bob Moore, Flying DuValls, Dutch Dietrich, Wagner's Band and Ohio Display fireworks.

OPENING its season of fairs in Middletown, N. Y., after three dates in the East, Smith's Superba Band jumped to a Florence (Ala.) celebration and will go to Virginia and North Carolina fairs before filling engagements in Georgia and South Carolina.

ADDED acts on Labor Day at Stark County Fair, Canton, O., were Steiner Trio, Rita and Dunn, Patrick and Francisco and Great Delno.

ON their way to Texas Centennial Exposition, Dallas, Capt. F. F. Frakes, pilot, and Jean De Luca, airplane stunt girl, were callers at Cincinnati offices of *The Billboard*. They have played North Montana State Fair, Great Falls; Indiana State Fair, Indianapolis, and still

AT LIBERTY FOR FAIRS, CELEBRATIONS, ETC. BURNS ATTRACTIONS

Comprising 3 Full and Complete Animal Acts; no fill-ins; each act is entirely different. Monkeys, Dogs, Ponies, Bucking Mule and Troupe of Trained Razor Back Pigs. Up to standard in every respect. Prices reasonable. Write or wire **F. W. BURNS**, 1645 N. Center, Terre Haute, Ind.

BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display thruout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. Exclusive territory arranged. Now at \$39.50. Send for illustrated circular. **LAUF-MANOMETER CORP.**, 4532 Park Ave., New York City.

dates in Fort Wayne, Ind.; Birmingham, Ala.; Louisville, Ky., and Macon Ga., booked by Barnes-Carruthers.

HAVING been playing parks and fairs, Frank Konopka was at Vandalia, Ill., Old Settlers' Reunion with his triple comedy bar act, assisted by Kellums and Wells, clowns, with Mulberry Grove, Ill., and Carbondale, Ill., to follow.

ON the bill at Gibson County Fair, Princeton, Ind., were Gene Arnold and NBC Stars, Bachman's Million-Dollar Band; Freda Draper, soloist; Earl Taylor's 60-people revue and Badger State Barn Dance, 20 people.

THERE was a reunion at Woodbury County Fair, Merville, Ia., when former (See *GRAND-STAND SHOWS* page 47)

Want Pullers At Ft. Worth

Concessioners demand action to increase crowds—studio damaged by fire

FORT WORTH, Tex., Sept. 19.—At a conference with several concessioners on September 13 management of Frontier Centennial hinted that some prices might be lowered in an effort to stimulate business. Some spaceholders declared they would close their concessions if something were not done to get crowds here. So far exploitation of the local show has been nil from the business standpoint of concessioners, they claim. Management apparently has relied on a certain section for attendance and this has not been very lucrative. There is a certain amount of out-of-State trade but not enough to create a panic. Crowds have not been large enough to make it possible for concessioners to do any business, and concessioners, they declare, want something, preferably free, to draw crowds in large numbers.

On September 11 the Photograph Studio was damaged by fire to extent of about \$4,500, including building and fixtures. Fire, supposed to have been caused by a lighted cigaret, was extinguished by the show fire department before it could do more damage. Besides furnishings and three cash registers, five modernistic photograph machines valued at \$800 each were destroyed. Dr. J. E. Klein has this studio, which is to be rebuilt by Fort Worth Frontier Exhibitors, Inc. Damage to Walter K. Sibley's concession next door to the studio was estimated at \$300.

Morrissey in Jamboree

Will Morrissey, besides numerous executive duties and seeing that performers at all shows are kept satisfied, also has been arranging and taking part in the midnight Jamborees given each week at Casa Manana as a member of a quartet rendering burlesques on grand opera selections. Jamborees, featuring talent from the show, have been changed from Thursday to Saturday nights. Three shows were being given Saturday nights anyway, so the Jamboree is given in place of a third show. In a contest at the last Jamboree to select the most popular chorus girl from the four shows here, Mary Dowell, local showgirl in Casa Manana Revue, was picked.

Henry LaMarr has been signed for duration of *Jumbo* as singer of *Another Mile in The Last Frontier*. LaMarr, former *Jumbo* razorback here and in New York, is doing swell job of solo work.

Happy Myers-Verne Newcombe string of concessions now include Shirley Temple doll wheel, Johnnie Fox in charge; ham and bacon wheel, Red Wilson, agent; blanket wheel, "Hoosier" Johnnie Taylor in charge; radio store, Jackie Gibson, agent; Rock and Rye, with Jimmie Richardson, Dick Wozencraft and Harry Crowley, and balloon dart, with George Cummings.

Bob Sandburg, talker at Boulder Dam Exhibit at San Diego exposition, took over talking on front of Ziegfeld Milk Bath. Bill Fierman will continue on front of this show. Accompanying Sandburg to Fort Worth was Frank Dalley, who had charge of publicity for Franchon & Marco shows in San Diego.

Stein at Casa Manana

Samuel A. Alasker, general manager for O'Reilly-Beresin here, flew to Philadelphia and New York for a week. Solly Magdoff, young co-manager of O'Reilly-Beresin concessions at *The Last Frontier*, has handed in his resignation and will go to New York. Maurice Stein, representing O'Reilly-Beresin interests here as manager for Fort Worth Frontier Exhibitors, Inc., has taken charge of concessions at Casa Manana. O'Reilly-Beresin now have concessions at all of the big shows, Casa Manana, *Jumbo* and *The Last Frontier*, as well as novelty and eat and drink stand on midway. John Peterson, stock man for O.R.-B. concessions, is busy seeing that concessions are well stocked, and they usually are neat and well-filled.

Lenny Palmer, 18-year-old midget from San Diego expo, joined Nude

Ranch. Harold Brown, with one of the niftiest milk-bottle games, is topping midway bottle games at present. H. W. Fisher, O'Reilly-Beresin drink-stand operator, left for the East to resume studies at Harvard Law School, while Stewart Shepard, drink-stand operator, will leave to resume studies at the University of Wisconsin, Madison. Jack Lansky is back at Nude Ranch after vacation spent in New York. Mrs. Billy Pitzer is cashier at Milk Bath. Billy Pitzer is handling added attraction at Nude Ranch.

Manager Cronin Guest

Gene Berry, one of the weight guessers, had as his guest his wife, "Boots" Berry, from Augusta, Ga. Berry reports biz holding up well, altho no records have been broken. Murray Goldberg, who owns weight-guessing machines here, visited last week. Lawrence Schwab, New York show producer, attended the show this week, as did Dick Hood, of Streets of Paris, Dallas; Al Slonaker, in charge of publicity for Streets of All Nations, and Chuck Bedell, of the Dallas show.

S. L. Cronin, manager of the Al G. Barnes Circus, was guest of Verne Newcombe here on September 6. Mr. and Mrs. Mickey Davis and son, Bobbie, San Antonio, visited Frank Hughes on the midway on September 9. Davis operated concessions at A Century of Progress, Chicago, but is now in the publishing business. Mitzl Filtz, of Nude Ranch, gave a birthday party which drew guests from Dallas and Fort Worth shows.

Bedford, Pa., Show Draws

BEDFORD, Pa., Sept. 19.—Record crowds were at Bedford Fair on September 1-5. B. Ward Beam's Congress of Dare-Devils and *Manhattan Revue* were grand-stand features. Neeld's Concert Band furnished music. Cetlin & Wilson Shows were on the midway. Improvements include a half-mile track; addition of bleachers to grand stand, making seating accommodations 1,200, and remodeled buildings.

Fed Okeh Given to Jackson

JACKSON, Miss., Sept. 19.—Federal approval was received this week on Jackson's \$50,000 State Fair improvement project, officials announced. Operations will be begun immediately upon allocation of funds. Plans call for three new buildings, graveling of midway and painting and remodeling. Under another project, yet to be approved, the stadium is to be expanded at a cost of about \$395,000.

RECORDS SET

(Continued from page 42)

five-day total showing an increase of 70 per cent over last year.

Exhibition buildings and cattle sheds contained the largest number of entries in recent years, attributed to the \$15,000



HARRY KAHN, secretary of Auglaize County Fair, Wapakoneta, O., claimed to be the only county fair in the United States in 1936 presenting an entire change of grand-stand show on each of six nights. Receipts were \$2,000 more than last year. Attendance at night shows was 24,000. Tuesday night WLS Barn Dance drew 5,800. More membership tickets were sold than for any annual in 73 years.

offered in premiums. Large crowds milled about the midway, where the William Glick Shows, with ten shows and nine rides, made a large spread and nice appearance. Managers of rides and shows reported that crowds were not adverse to spending money and business was good. Manager Glick reported an increase of 60 per cent over last year's midway gross. Hal Smith and his trained animal group were presented twice daily.

Fair Secretary M. L. Daiger declared the 1936 Maryland State Fair one of the most successful ever presented. He added that financial returns would be large enough to offset debt incurred during the past few years due to adverse weather.

PAID ADMISSIONS

(Continued from page 42)

taken up almost entirely with an unusually large display of farm machinery. But shows and rides did excellent business. Two automobiles were given away, one Wednesday and one Thursday night, which helped increase crowds. There was no pari-mutuel betting nor sale of beer on grounds. The board considers the annual the most successful in history of county fairs here.

Agricultural Situation

Condensed Data From September Summary by U. S. Department of Agriculture, Washington, D. C.

DROUGHT IN NORTH

The drought this year was the worst the country has known in more than two generations in respect to both heat and dryness. Places in the West not only have had less than 10 per cent of normal rainfall, but have had 30 to 40 days with temperatures 100 or above.

The season now is so far along that no amount of rain will greatly change the output of principal Northern crops. Rain might help potatoes somewhat; but to corn, oats, spring wheat and other small grains, as well as to fruits and canning crops, the damage is done. Corn, the mainstay of the animal industries, is about half a crop; it is the smallest in more than 50 years. It is being widely cut for fodder and silage. The total production of the four chief feed grains—corn, oats, barley and grain sorghums—appears likely to amount to not much over 50,000,000 tons—about 40 per cent less than average.

But the bigness of this country is illustrated by the fact that despite the widespread drought area, there is still an extensive region—the Cotton Belt—turning out a larger crop than last year. Likewise, there is the nearly 2,000-mile stretch of Pacific country with excellent crops. The total food supply is estimated at 97 per cent of last year.

FEED SITUATION TIGHT

The tight feed situation is beginning to bear down heavily on live-stock producers. Feeding has been necessary more or less generally in the North for a month. Dairymen in many instances have had to feed not only grain, but hay and silage as they would in winter. Pastures in many places have been virtually bare of feed.

There has been some liquidation of cattle and hogs. The slaughter of cattle, calves, packing sows and of young early farrowed hogs began to increase markedly in July. Hog prices, however, have been firm. This is one respect in which the live-stock situation differs from 1934. Hogs are worth something now. This fact provides incentive for hog raisers, but it also makes a more competitive situation all along the line for users of corn.

The drought has cut the output of milk and butter sharply. July butter production was the smallest in 13 years. Butter prices have advanced accordingly. Eggs, on the other hand, have been plentiful, the East and West Coast having offset the Middle Western shortage. Eggs were one of the few staple foods which dropped in price last month.

Lincoln Will Show Profit

State Fair net will aid in improvements and indebtedness on grand stand

LINCOLN, Neb., Sept. 21.—Nebraska on September 6-11 put across another successful fair from a financial standpoint with closing of the 1936 show and its attendant 13-day racing meet before the grand stand. Profit is expected to be about \$17,000.

Gate admissions to the fair proper were 86,496, topping 1935's 80,218. Attendance at the race meet was stronger by four times than in 1935 and betting thru the mutuels was to the extent of about \$135,000, from which the fair cuts 10 per cent and the breaks, or about 12 per cent, which will run around \$16,000, a jump of nearly \$10,000 over the haul from the 1935 races, which ran eight days.

Biggest ballyhoo measure was a tieup with the Jordan Beauty Pageant and Enterprises. Final show in the Coliseum and drew about 3,000 paid admissions. Fourth annual Horse Show was only a moderate success, pulling about 2,000 in its three days.

More Spent on Show

Beckmann & Gerety's Shows, said Fred Beckmann, grossed about \$15,000, said to be 33 per cent above figures on the books for the midway show last year. Grand stand, which has stood as a \$250,000 monument to days that were better and was built on a bond issue to be retired from its take, drew better by far this year than any time since 1931.

Fair spent more money by \$3,000 for Barnes-Carruthers attractions than in 1935 when the show went for \$5,600. It was a good show and had several outstanding acts, including Will Hill's elephants; Five American Eagles, high wire, and Seven Danwills, teeterboard. Roster of other acts included Novak and Fay, comic acrobatics and good; Hip Raymond, clown, with laughs for juveniles; Six Skating Marvels, gals on rollers and snappy performers; Marfields, dancers; Jack Eddy and Company, adagio turn, climaxed by shooting a gal from a cannon into two catcher's arms (no net); Emily Fisk, cute soubret; Wilker's circus, dogs and ponies, and Jack Polk, who sold the show and acted in the wings.

Kids' Day Is Bigger

Single innovation was establishment of Tuesday as Children's Day to beat out the constant bugaboo of the after-Labor Day lull. Attendance was bigger by several thousand than on the day before.

President R. R. Vance and Secretary Perry Reed said they believed a sum left over could be applied against grand-stand debentures and some planned improvements. Mr. Vance congratulated Jack Polk, Barnes-Carruthers representative, on the grand-stand show this year.

Free Gate Is Policy Again For Second Annual in Waco

WACO, Tex., Sept. 19.—Brazos Valley Fair, on the Cotton Palace grounds, will be the second annual event, a revival of the old Cotton Palace, internationally famous and known to every showman in America. The fair last year was a huge success from standpoint of attendance and finance in spite of three successive days of rain in the seven-day run. More than 250,000 visitors were on the grounds. The fact that there is a free gate contributed largely to this attendance, and with the same policy in effect this year record-breaking crowds are anticipated.

Beckmann & Gerety Shows will again occupy the midway. A new \$67,000 football stadium was dedicated this week and the 13,500 seats were filled. Harness racing will also be a feature of the fair.

More than 250 front feet have been added to the independent midway and bookings have been brisk. Fair directors report the finest agricultural conditions in years.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Weather Now A Big Factor

Sentiment strong for continuance in 1937—special days listed till close

CLEVELAND, Sept. 19.—Weather slapped Great Lakes Exposition this week, but despite this the 3,000,000 attendance mark was passed and, with the American Legion national convention next week, the 4,000,000 goal is assured.

Monday started the scorching, thermometer registering only 87, but there was no Lake Erie breeze to modify the sultriness. On Tuesday 90 degrees was recorded, a Cleveland record for all time for September 15. On Wednesday it stood around 88 degrees but rain at night brought a drop in temperature and Thursday say the low 60s.

Despite heat, 64,500 people attended on the three days. Concessions and midway suffered greatly during the hot afternoons. Radicland got a big play, sight-seers camping in the air-cooled hall until sunset brought some relief. With drop in temperature and coming of the Legion better business appears assured.

Youngster Honored Guest

The 3,000,000th visitor proved a surprise to exposition officials. Company I, 11th Infantry, U. S. A., was on hand to do homage on Monday and a list of present ranged from tires, motor oil, powder and perfume to ash trays, key chains and kitchen knives. When the visitor proved to be eight-year-old Alan Richardson, Pittsburgh, General Manager Lincoln G. Dickey presented him with a bronze medal and sent out a hurry call for a new list of gifts appropriate to one of his years.

Two new attractions opened this week. Al Humpke spotted his Flaming Fanny show on site of the Oriental Village, and Clarence Chamberlin and his manager, Robert Harris, moved Miss Stratosphere, the Chamberlin plane, into the spot occupied by Black Forest.

First showing of the plane heard anguished cries from other shows, since roaring of the motors drowned out other ballyhoo along the midway. Frank D. Shean, in charge of midway and concessions, effected a compromise with an electric fan and amplifier. Chamberlin is preparing to take off on his trial flight on October 10 preparatory to making the trip from Newfoundland to Ireland in six hours. A 1,000 h. p. motor is being installed, with a cruising speed of 575 miles per hour. Height of 34,000 feet will be maintained. Mrs. Chamberlin will travel as co-pilot. The plane is being cowed, re-instrumented and fitted with oxygen tanks and other stratospheric paraphernalia. It is a center of interest, with plenty attendance, especially air-minded school youngsters.

Party Given for Dickey

There were plenty of special days to keep things alive. Daughters of Scotia had theirs on Tuesday, when 400 delegates from the States joined Cleveland Scots in dinner at Pirschner's Alpine Village. J. J. MacEwan, general agent Canadian Pacific Railroad, was toastmaster. At 10 o'clock members joined in national dances at the International Circle to the piping of Old Globe Theater Scottish Band. A. S. McKnight, royal taniat, Duluth, Minn.; D. Holmer, royal physician, Boston, and Thomas R. P. Gibbs, royal secretary, Boston, were among guests.

On Wednesday National Association of Postmasters was welcomed by A. Harry Zychik, U. S. commissioner-general to the exposition. Cleveland Letter Carriers' Band gave a concert in Streets of the World. Thursday saw the visit of presidents and executives of national steel companies and directors of American

Attendances

Last reported	2,843,549
Thursday, September 10	23,801
Friday, September 11	24,605
Saturday, September 12	45,750
Sunday, September 13	56,765
Monday, September 14	25,167
Tuesday, September 15	20,805
Wednesday, Sept. 16	18,526
Total attendance for 81 days	3,057,975

and Iron Institute. They were guests of the executive committee and officers of the exposition in the Garden Rooms of the Horticultural Building. T. M. Girdler, president of Republic Steel Corporation, was host at a dinner on the S. S. Moses Cleaveland with a program carried on a Coast-to-Coast hookup on the NBC Blue network.

Wednesday was the birthday of Mr. Dickey, and department heads, managerial boards and prominent Clevelanders tendered him a party. Associate Director Almon R. Shaffer presented him with a distinguished service medal (with appropriate remarks), after which the real gift, a costly barometer, was given him.

Mrs. Henry Ford was a guest Wednesday afternoon, honored by Cleveland society women in the Horticultural Building. Thursday morning Mr. Ford visited the grounds. The pair left at noon in their private car for Detroit.

Campaign on Bank Nights

On Thursday the judiciary, Sons of the American Revolution, D. A. R., G. A. R., U. S. War Veterans, American Legion, Cuyahoga Council of Ancestral Patriotic Societies and Cleveland school children engaged in a celebration of the 149th anniversary of the signing of the Constitution.

Attendance is being boosted by Friday bank nights. Twice uncalled for, the award of \$500 mounted to \$1,000, being tipped \$250 extra each week. Twenty Yeomanettes, representing as many municipalities, are waging a ticket campaign which promises results. Spe-

Exhibitors Sign for 1937 Space After Good Biz at Toronto CNE

TORONTO, Sept. 19.—Canadian National Exhibition officials continue to report greatly increased sales over last year by exhibitors in all lines, and that more space has been contracted for next year than at the close of any previous exhibition, many signing for double and triple the space. There is a plan under consideration by large manufacturers to erect their own modern, air-conditioned buildings, replacing the only two original frame ones.

About \$1,787,500 was spent during the 14 days of the fair for refreshments, not including 1,595,000 full-course meals served in dining halls, milk, ice cream and several other varieties of food, of which estimates could not be obtained. Hamburgers led the field, as following: Hamburgers, 1,787,500; hot dogs, 330,000; coffee and tea (cups), 209,000; Peanuts (bags), 220,000; potato chips (packages), 1,265,000; sandwiches, 1,347,500; doughnuts (dozens), 148,600; soft drinks, 1,650,000; candy (pounds), 82,500.

The Rudy Vallee show was visited by 150,000 persons, had capacity crowds every night and sellouts for both Thursday night broadcasts. General Manager Elwood A. Hughes announced that ground in front of the new band shell would be terraced before 1937 to improve acoustics. Tests by city officials, acoustical experts and musicians proved that the audience ground was too low.

The 1937 CNE will be known as Coronation Year and ceremonies will be presented in recognition of the coronation of King Edward VIII of Great Britain.

Popular this year was the *Marionette Revue*, featuring Forsyth's Marionettes,

cial days continue as the season draws near its close.

It seems more than probable that the exposition will be continued another year. Sentiment along the midway and thru Streets of the World is in favor of it. Board of governors is favorably inclined. It only remains to see what business will be checked during remainder of the season. But with extension from October 4 to October 12 there is no question that 4,000,000 attendance will be reached and, it is believed, passed by a comfortable margin.

Preparing in Temple, Tex.

TEMPLE, Tex., Sept. 19.—Chamber of Commerce and Board of Development, sponsors of Central Texas Exposition, named Tom J. Cloud, in charge of agricultural, home demonstration and livestock exhibits, and Walter R. Humphrey, in charge of publicity and special events, to aid Bob Gresham, directing manager. Ex-officio members of the executive board are Secretary Hill C. Gresham and President Will R. Brown. Plans are under way for a rodeo, first to be held here since 1929. H. A. Beanland, Dallas, will stretch paper for booths, having worked the show last year. C. A. Dillard has contract on decorations. Dallas Tent and Awning Company advised that the tent to be used is 212x95, the top used by Gainesville Community Circus.

Tex Mason Is Hurt in Chi

CHICAGO, Sept. 19.—J. Tex Mason, recently connected with Warden Lawes' Crime Show and Streets of Paris at Dallas Exposition, was struck by a truck as he was crossing a street after leaving a railroad depot when he arrived here last Sunday. He suffered two broken ribs, a large gash on his left side and several lacerations, sending him to a hospital for three days. He had come to negotiate for sale of his new patented butter cutter.

ST. JOHN, N. B.—Altho weather for St. John Fair on September 5-12 was unfavorable, with fog and rain, attendance, said G. W. Frost, secretary manager, was about the same as in 1935. Featured in the outdoor show was the Catherine Behney *Winter Garden Revue*, here in 1935. Chief thriller was act of the Four Queens, aerialists, with Peaches Vess doing an individual turn. Palmer's Dog and Pony Circus; Les Rebras, perch; Laddie Lamont, comedy juggler; Demnati Troupe; Jack and Virginia, posing, supplied remainder of the bill. Stetson Radio Band, Boston, provided music, with Mildred O'Done in vocal solos.

Maine Crowds Go for Mutuels

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

LEWISTON, Me., Sept. 19.—While attendance at Maine State Fair here on September 7-12 was not record breaking, opening on Labor Day drew 20,000, of which 10,000 crowded the betting inclosure to wager \$24,078 on trotters and pacers, largest sum ever taken thru mutuels windows at any Maine fair in a single day. On Tuesday only \$8,542 was wagered. Weather was only fair, there being no especially good days and none that caused postponement of races. Opening day's crowd was swelled by American Legion members from all parts of the State.

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

Ernie Young's revue, *Passing Parade*, and fireworks comprised night entertainment, former not getting started until 10 o'clock opening night because construction of the stage was not completed. Maine Federation of Music Clubs sponsored a musical program in the exhibition hall on the second day. Wild animal exhibit in the same hall attracted much attention.

A new feature was the first annual State Fair amateur boxing tournament but, being booked for forenoons, attendance was meager. Thursday was Shrine Day. Jack Dempsey dropped in the same day with Gov. Louis J. Brann.

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Best Gate Yet Premium Facts In Charleston

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

CHARLESTON, W. Va., Sept. 19.—Kanawha County Exposition and State 4-H Fair, here on September 5-13, turned in an all-time attendance record of 310,415. Labor Day drew 67,975 to the grounds near Dunbar. Mighty Sheesley Midway had exclusive contract for rides, shows and concessions and reported good business. International Congress of Dare-Devs put on the opening show before the grand stand.

In preparation for larger crowds, total last year being about 240,000, the fair association, headed by S. Cam Savage, erected a coliseum with aid of the WPA. Cost was about \$10,000; not complete for opening, it was serviceable. Grandstand receipts in 1935 averaged \$2,067 per day and this year \$2,583. Weather was clear and hot.

Fair officials, including County Agent T. H. (Pat) McGovran, were pleased with the blanket amusement plan and intend to use it again next year instead of giving separate contracts. There was a daily hookup with WCHS, Charleston, for four 15-minute broadcasts, with traveling mike used at different locations on the fairgrounds. Local merchants paid for the time on the air and got plugs.

Part of exploitation was a popularity contest to determine baby king and baby queen of Kanawha Valley and to elect Miss Kanawha Valley from among young women. Contest started two weeks before fair opened. Evidence of its success was seen in vote totals. More than 50 children and 40 young women were entered, with result that each winner averaged more than 15,000 votes. Night before fair closed winners were paraded before the grand stand, and merchants had floats. There was a fireworks display, financed by merchants. Grandstand show was furnished by George A. Hamid and included *Revelations of 1936* revue.

Farm exhibits were about average, participated in heavily by 4-H and farm women's clubs. Daily attendance: Saturday, 25,560; Friday, 31,160; Sunday, 41,600; Sunday, September 13, closing, 22,720; total, 310,415.

Name Draws at A. C. Annual

ATLANTIC CITY, Sept. 19.—Atlantic County Fair, week before Labor Day, proved a real money maker and took the association out of the red caused by a four-day rain last year. Fair this year was extended one day, and a Major Bowes amateur unit on the final day considerably helped the gate. Bell Shows were on the midway. Booking of name attraction and result on the gate will mean search for additional names for next season.

OMAHA—Ak-Sar-Ben Live-Stock Exposition will be minus the usual rodeo this year but will have a purse of \$15,000 to make its horse show one of the largest in the country, officials said.

TORRINGTON, Conn. — Louis L. Campbell has been appointed manager of the 80th annual Harwinton Fair. Governor Cross has been invited and there will be five standard free acts and a doll carriage parade with prizes.

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(Data collected from lists received by The Billboard)

MEBANE, N. C.—Six Counties Fair, 18th annual, September 28-October 3. 60 pages. Officers: W. W. Corbett, president; W. T. Riggs, vice-president; C. S. Parnell, secretary; A. C. Thompson, treasurer; E. C. Turner, superintendent. Attractions: George Hamid grandstand show, musical revue, Wagner's Band, Ohio Display fireworks. Midway: Strates' Shows.

WOOSTER, O.—Wayne County Fair, 87th annual, September 28-October 2. 68 pages. Officers: H. C. James, president; Harry W. Graber, vice-president; Walter J. Buss, secretary-treasurer. Admissions: General, day or night, 25 cents; vehicles, 25 cents. Attractions: Grandstand show; harness racing, fireworks.

WILLIAMSTON, N. C.—Williamston Fair, September 28-October 3. 76 pages. Officers: Norman Y. Chambliss, manager; George A. Hamid, associate; Harvey Walker, resident manager; T. B. Brandon, director of exhibits. Attractions: George Hamid grandstand show; Great Paul Jones, Wilson's Comedy act, Carlos Dogs and Ponies; Lucky Teter's Hell Drivers, September 30; auto races, October 3; harness races, Ohio Display fireworks. Midway: Cetlin & Wilson Shows.

RICHMOND—Virginia State Fair, 31st annual, September 28-October 3. 98 pages. Officers: T. Gilbert Wood, president; Henry S. Hotchkiss, vice-president and treasurer; Charles A. Somma, secretary and general manager; C. T. Riddick, assistant general manager. Attractions: George Hamid grandstand show, *Revue of Revues*; Pallenberg's Bears, Royal Doberman Pinchers, Five Fearless Flyers, Dementi Troupe, Four Queens of the Air, Candrea Bros., Ray and Sunshine, Kenneth Waite Troupe, Five Juggling Jewels, Jack Eddy and Company, Frank Cervone's Band; running races, auto races. International Fireworks displays. Midway: World of Mirth Shows.

BLYTEVILLE, Ark. — Mississippi County Fair, September 29-October 4. 86 pages. Officers: C. H. Wilson, president; Hale Jackson, vice-president; Jeff Roland, treasurer; J. Mell Brooks, secretary. Admissions: Adults, day or night, 25 cents; children, over 12, 10 cents; grand stand, adults, 25 cents; children, over 12, 10 cents. Attractions, grandstand show, WLS Barn Dance, September 29; horse show, harness racing. Midway, Sol's Liberty Shows.

GREENVILLE, S. C. — Greenville County Fair, 9th annual, October 5-10. 90 pages. Officers: Mrs. C. A. Herlong, president; L. E. Wood, vice-president; E. R. Alexander, superintendent of exhibits; Miss Julia Stebbins, assistant; C. L. Clarke, superintendent; C. A. Herlong, secretary. Admissions: General, 25 cents; grand stand free. Attractions: Gus Sun grandstand show, Fred Reckless, Joe Franklin Revue, Ohio Display fireworks. Midway: Johnny J. Jones Exposition.

LOUDONVILLE, O.—Free Street Fair, 48th annual, October 6-8. 32 pages. Officers: H. G. Arnholt, president; A. H. Welmer, vice-president; O. K. Andress, secretary; J. O. Arnholt, treasurer. Free acts, shows and rides.

WINSTON-SALEM, N. C. — Forsyth County Fair, 37th annual, October 6-10. 76 pages. Officers: W. N. Reynolds, president; G. C. McNair, secretary. Admissions: General, day or night, 50 cents; children, 10 to 16, 25 cents; grand stand, day or night, 50 cents; children, 10 to 16, 25 cents; reserves, 50 cents. Attractions: George Hamid grandstand show, *Winter Garden Revue*; Carver's Diving Horses, Captain Jorgen's Wild Animals, Great Lodi Company, Cervone's Band, Balabanow Five, Christiansen's Royal Danes, Five Fearless Flyers, Lucky Teter's Hell Drivers, October 10; harness racing, pony races. Midway: World of Mirth Shows.

Another Scores in N. Y.

BROOKFIELD, N. Y., Sept. 19.—Keeping in step with the unbroken march of New York fairs, Madison County Fair here closed a four-day session with attendance of about 45,000, better by thousands than any show in its history. Not in the last 10 years has there been such a unanimous increase in attendance and receipts at fairs in this section.

SACRAMENTO'S GATE—

(Continued from page 42)

again was the major draw, and with pari-mutuel betting the State added \$32,303 to its take on the ponies alone. Betting reached \$269,184 for the eight-day meet, no racing on the two Sundays, compared to \$213,047 last year, a gain of \$56,137. State and fair officials attributed much of the upturn to improved conditions on the Coast, especially in California. Exhibits were better than last year.

Paine Is Retired

Charles W. Paine, connected with the fair more than 30 years and its secretary for more than a score, was automatically retired at close of the fair, having reached the age of 70, retirement age in State service. It was considered probable that Governor Merriam will appoint Mr. Paine to membership on the fair board.

Scrip sales were estimated to have reached \$60,000, almost \$10,000 over last year's figures. Kenneth Hammaker, former Sacramento newspaper man and new director of publicity, revised the entire promotion setup and for the first time placed the fair on a State-wide basis; 20,000 San Franciscans attended the fair in one day, something never before dreamed of by fair officials.

President Miller announced that he would present to the 1937 Legislature a bill for an elaborate expansion program embracing expenditure of at least \$200,000 annually for 10 years. The board already has been trying to secure federal building funds for an estimated million-dollar project. A modern Horse Show Coliseum to replace the present 4,500-seat arena, new buildings for agricultural organizations and exhibits would headline the proposed building projects.

Golden State Fireworks Company's daily displays afternoon and night again headed outdoor entertainment. Appropriation was advanced \$1,000 this year to \$7,000 and officials expressed themselves as well pleased with displays. Vaudeville and musical entertainment, booked for the first time thru the McClatchy Artists' Bureau, was well received. Contract price was \$4,500. Before the grand stand were Joaquin Garay, emcee, last five days; Tommy Harris, emcee, opening five days; Four Monarchs, trapeze; Six Barceloneans, tumblers; Eddie Gordon, clown cyclist; Four Gay Bonitas, dancers; Three Rolling Ramblers, skaters; Alice Lee, singer; Four Avalon Boys, musicians; Don Ricardo's Spanish Troubadours; Mona Poule, singer; Claude DeCar, acrobat, and trained dog, and George Stinson, singing cop.

Weather Hurts Midway

Foley & Burk Shows, as for more than 20 years, were on the midway, arranged this year in form of a giant L. One entrance was directly to right of the main gates, the other fronting on the quadrangle opposite the Administration Building and setup was perfect. Midway played to the best spending crowd in years for the first five days. But after the halfway mark cool winds cut deeply into night crowds, with business sliding downward. Ned Foley, resting in San Francisco, missed his first State fair in 21 years. C. G. Chapman, who managed the midway, expressed himself as well satisfied with business but made no estimate of the advance over last year. For the first time in fire officials' memory there was no fire on the grounds.

WEATHER SOURS—

(Continued from page 42)

modations. All concession space was sold.

Grandstand shows, staged by George Hamid, set a new record for night shows at the State Fair. These shows resumed night policy after a lapse of three years and packed the grand stand night after night so completely that the policy will not be allowed to lapse soon again. Henry Cogert, who directed for Hamid, was congratulated by Fair Director Dr. A. L. Brown for a show standing thousands around the grand stand every night. In the show were St. John the Baptist, diving horse; Billy Ritchey's Water Circus, Helen Reynolds' Skating Girls, comedy Katzenjammer Family, Henry Fisher, Pallenberg's Bears, Royal Doberman Pinchers and Col. Jim Eskew's Rodeo.

Press Bureau Asset

Rodeo, doing a two-hour show every night, topped the bill with rough rid-

Potter Issues Okeh on Detroit

Censor reports on amusements at State Fair—official figures being compiled

DETROIT, Sept. 19.—Official figures are being compiled on Michigan State Fair, September 4-13, and are expected to show a big gain over the last few years. Among prominent showmen visiting on final Friday were George W. Dickinson, who was secretary of the fair in 1913-'25; Fred W. Chapman former head of the board of managers and secretary of Ionia (Mich.) Free Fair for some years; former Governor Fred W. Green, Ionia; Walter Ross, superintendent of concessions and admissions of Calgary (Alta.) Exhibition and Stampede, and William Gibson, 28 years assistant manager at Calgary.

The butter exhibit turned out to be the largest ever seen on the grounds, with one and one-half tons of butter on display from 150 entries. Dairy exhibit was one of the outstanding departments.

General supervision of amusements was in charge of Lieutenant Lester Potter, Detroit police censor, who had a squad of four under him daily. He reported all shows operating thruout the week in perfect order, with only one complaint.

Princess Julia Cantacuzene, granddaughter of the late President U. S. Grant, was on the grounds to dedicate the house in which Grant lived while a resident of Detroit.

Dave Diamond, who has been leading his Della Robbia Orchestra for the fifth year at the fair for Chevrolet, brought Jack McGay's Orchestra out on Saturday, the two alternating without intermission. Ten thousand special admissions were made by Chevrolet to the grounds thru various organizations, and the new exhibit building was cleared for this crowd to dance until closing time.

ing, bulldogging and roping. Close behind came the sensational dive of St. John the Baptist, carrying a girl rider. Ritchey Water Show, with its sensational high diver and eight skating cuties of Helen Reynolds, pushed the others closely for applause. Ohio Fireworks Company furnished pyrotechnic displays.

Max Gruberg's World's Exposition Shows, generously augmented, held down the midway and flourished for the first six days. Rain on Saturday washed out business and turned the midway into a pool.

A live press bureau at the fair was capably run by A. D. Theobald, Syracuse newspaper man. Friday was designated as Press Association Day, with editors from all over the State seeing the expo, many for the first time. Radio coverage was greatest ever, with Dr. Brown on the air daily for two months from Syracuse, Schenectady, Albany, Rochester and Buffalo. Promotion dinner, staged in advance of the fair with Governor Lehman addressing editors and industrialists from all over the State, also was a feature. Result of all this was evident in the Labor Day crowd of 70,610, which just missed passing the all-time one-day record of 72,000, established in 1926.

Tough on Concessions

On the last scheduled day, Saturday, with a crowd of more than 70,000 and a new record virtually certain, rain washed out the auto race card. There was a huddle of officials and it was said that Commissioner Peter Ten Eyck, in postponing the races, consulted State officials in Albany before setting the new date and, hoping to avoid criticism from churches and blueses, refused to run them off on Sunday. They went over to Monday, considered the poorest possible day, and concessioners wailed in vain. Sunday was an ideal day. On Monday it drizzled and, with a few more than 15,000 in the stands, the races were called off again until Tuesday, when they were run off with the gates thrown open free to everyone. Payoff was that Tuesday was primary election day and a State rule forbade selling of beer on that day, so concessioners took another wallop with an estimated 32,000 on the grounds and willing to spend.

Rochester Gate Down; Tip Hiked

Exposition has lower attendance with higher price —Dodson's breaks even

ROCHESTER, N. Y., Sept. 19.—Rain worked both ways to bring successive big and little crowds to Rochester Exposition on September 7-12. An all-morning shower kept enough motorists in town on Labor Day to assure an estimated 18,000 attendance, while threatening weather for two more days and rain on Saturday kept them away. Exposition officials, for the second year in succession, declined to give attendance figures or receipts, but midway observers figured between 45,000 and 60,000 for the six-day run.

Drop in attendance was laid in part to a price boost from 25 to 35 cents over last year. Children were admitted for a dime. No admission was charged to the grand stand, where trick riders performed in the afternoon and fireworks were given at night. The show was not exploited beyond usual newspaper and poster advertising.

Most old exhibitors were back this year, but a new building built thru the WPA scattered them to an extent that gave appearance of a smaller number.

Dodson's World's Fair Shows, with 16 rides and 22 shows, broke even with about the biggest midway the exposition has seen. Crowds, according to midway men, had coin and were willing to spend, but rainy weather hurt. The show staged two free acts twice daily, Mills and Mills, high wire, and the Great Fussner, spiral tower.

Some comment was heard that concurrent dates of Rochester Exposition and New York State Fair, Syracuse, may have had some effect on Rochester attendance, but observers discounted that, pointing out that the exposition always has drawn heavy local crowds, no matter what the outside attraction. Talk also was heard of reviving Western New York Horse Show, which in past years has added a swanky note, but was abandoned last year.

William B. Boothby, general manager, was credited by showmen with doing a good job despite the price boost. Strip-ticket plan, inaugurated a few years ago, by which factory and office groups were booked for admission weeks before the show, was not in operation.

Biggest for Hatfield, Pa.

HATFIELD, Pa., Sept. 19.—Montgomery County Fair here on September 7-12 was the most successful in history, said Manager E. J. Brooks, who has made vast improvements in the past two years. Four days were devoted to trotting, pacing and mule races and two days to auto races. All space was sold two weeks in advance and entries in all classes were heavy. Free attractions, booked by George Hamid, were Oscar Babcock, looping the loop and leaping the gap; Madeline Berlo, high dive; Moran and Wiser, comedy hat jugglers; Polly Ann Revue, with Pearl Haines. Stanco Band, Philadelphia, furnished music. Attendance was about 50,000. Cetlin & Wilson Shows were on the midway.

Much Support for Trenton

TRENTON, Sept. 19.—For 1936 New Jersey State Fair all exhibit space has been sold and many have had to be refused for lack of space. On opening night Goldman's Band will give a concert under auspices of firemen and American Legion. Governor Hoffman has issued a letter asking all to support the fair and he will be there on Governor's Day. The mayor has requested all merchants and citizens to support the fair. Theaters of Trenton have given full co-operation, displaying ads on screens and distributing tickets. At night *Revelations of 1936* will be the feature, with an array of acts in conjunction. W. Earl Andrews, manager of New York World's Fair, will be a guest several days.

Fair Grounds

CHARLESTON, W. Va.—Shinnston Inter-Community Fair Association has been incorporated.

CADILLAC, Mich.—With rain on three days, Northern District Fair here on August 25-28 broke even and is paying all bills and premiums in full, reported T. O. Huckle, of the fair board.

RUSTON, La.—American Legion Post has agreed to sponsor Lincoln Parish Fair and to operate it in future on invitation of the defunct Lincoln Parish Fair Association. Plans are to build up by use of more features and acts. Premiums will be increased. Commander J. A. Shealy is in charge.

PRINCETON, Ind.—With rain on opening days, Gibson County Fair, August 31-September 5, scored a success, closing days being record breakers, reported Manager Charles A. Steele. Gooding Greater Shows were on the midway. New fencing has been placed around the grounds.

CANTON, O.—Stark County Fair officials issued a preliminary financial statement showing that 1936 receipts were about \$2,000 more than a year ago. With exception of Thursday, each day netted receipts from gate and grandstand admissions in excess of corresponding days in 1935. First two days' attendance exceeded 50,000. C. L. (Jack) Raum's circus acts provided the entire grandstand show. Howard Peters had his freak animal show, pony track and cookhouse on the midway. Admission was raised from 25 to 35 cents.

LORANGER, La.—Construction of a permanent fair plant by Tangipahoa Parish Fair Association has been started here and at least one of a half dozen buildings is expected to be completed in time for the 1936 event. Under supervision of A. O. Fuhrman, director, three days of entertainment have been set up.

MARSHALL, Tex.—Features missing from the regional fair's program for years will be reviewed this year, officials of Central East Texas Fair Association said. Exposition is branching out with special dairy show, RA and CCC exhibits, fireworks and band contest. Premiums total \$1,500 in addition to \$150 in cash awards and free distribution of \$500 in merchandise donated by merchants.

CHILTON, Wis.—Calumet County Fair closed on September 7 after three days with largest attendance since 1929, and a Sunday crowd of 8,000 equaled best in the 48 years that fairs have been held here.

GRAND-STAND SHOWS—

(Continued from page 43)

circus clowns, Silvers Johnson, Hinnie Marcum, Charles Baker and Harry Savilla, were on the bill, Baker and Marcum playing fairs for Williams & Lee Attractions.

VIRGINIA YOUNG, of the aerial act Winnie and Dolly, which has been playing Minnesota fairs, is in Chicago working on a new single act, preparatory to the fall season.

AT STURBRIDGE, Mass., Fair, with 20,000 attendance on Labor Day, acts were Casting Campbells, George Cortelli's Dogs, Aunt Jemina, Eugene Randow Troupe, Red Brady and Joan and Brenck's Golden Horse, all booked thru George Hamid.

Premier at Canada's Oldest

LONDON, Ont., Sept. 19.—Western Fair, 69th annual, September 14-19, opened on Monday with increased attendance, despite rain in the morning, while Tuesday, hot and sultry, showed a loss. Canada's oldest exhibition was officially opened by Premier Hepburn of Ontario. President J. H. Sanders said that buildings were satisfactorily filled. Comparative two days' attendance: Monday, 1936, 23,490; Tuesday, 18,072. In 1935, Monday 23,209; Tuesday, 18,149.

RINGLING-BARNUM—

(Continued from page 38)

circus also obtained its share of the Veterans of Foreign Wars, who were

having their national convention in Denver; played to good houses both days in Denver.

The route for the next few weeks will take the show toward the South, with two weeks of unusually good business anticipated in Texas. There will be several long runs before leaving Texas, but so far this season the show has been very lucky in opening its doors on schedule time with but very few exceptions. The Side Show is keeping pace with the big top in its attendance reports.

Contrary to reports, Fred Bradna, equestrian director, will be at the Detroit and Cleveland winter circuses.

Cliff Whittaker has taken over the duties of first assistant to Larry Davis in the elephant department. The elephant act is going over faster than ever before, taking over six minutes flat, including long mount and Modoc special on track. E. Snapper Ingram, of Los Angeles, stopped over to see the show in Topeka after having made the American Legion convention in Wichita.

Perhaps the best known face in the cookhouse is that of Yamo. Three times a day he welcomes the personnel to the dining hall with his smile. Under his direction the meals are served efficiently by the neat-looking and well-trained waiters whose motto seems to be "Service With a Smile."

Frank Asher visited the home of his daughter in Topeka. Mrs. Sugar Brown, of Tim McCoy's Wild West lineup, had as a visitor in Wichita her daughter, Isabelle Dunlap, of Arkansas City, Kan. Earl Cline, former ticket seller on the Big Show, visited his many friends on the lot in Concordia. Lee Norman, of Chicago, visited his many friends on the lot in Omaha. Paul Jerome, known as Jerry, the Clown, visited his friends at the John Jones store in Oklahoma City and has been engaged for his fourth season there. Felix Adler had a nice visit with Frank Hartless, national president of Circus Fans' Association, in Omaha.

Antoinette Concello is now being featured in a triple somersault to the hands of the catcher instead of her usual two and a half.

Dorothy Herbert has been on the sick list for a couple of days but is now back at work. Clown Polidor's nose has been very red and swollen. The eight-ounce toy black-and-tan dog belonging to Dr. Scully got the best of him. Louis Delano has been on the sick list for a few days.

Ralph Wagner, of the usher department, was forced to leave the show last week to have an operation for appendicitis. He left the show in Fort Dodge with Natchez, Miss., as his destination. Before reaching the hospital in Natchez his appendix ruptured and gangrene set in. He has been in a very critical condition but is improving now.

"Curly" Lill, assistant property boss, has been wearing a broad smile the past week. After 17 years on the show he finally got his chance to ride the fourth section. Let him tell you about it. "Scottle" Horseburger, contact man for Miller Bros.' concession department, says the soda business this year has shown a marked increase. Horseshoe pitching is a very popular game around the lot now. HUGH HART AND SMILEY CARLTON.

GOOD BIZ—

(Continued from page 38)

and Greensboro were all good towns and Dan Pyne has been successful in getting schools released almost every day.

Mr. and Mrs. Alfredo Codona entertained Dr. and Mrs. Mann; Mr. and Mrs. Sterling, of Washington, D. C., and Mr. Allen, of Silver Springs, Fla., recently. W. H. Chance and James S. Dunn, CFA, were visiting on the lot in Greensboro. Sandy Sallee has joined and will work in Wild West.

E. B. Jeffress, president of *The Greensboro Record*, who had been confined to his bed for several years, made a special effort and spent the afternoon as Mr. Mix's guest, room being made in the big top to park his car.

GRACE BAKER.

OLD-TIME SHOWMEN—

(Continued from page 40)

osities made a strong side-show offering.

To fully appreciate what was presented in that big show program a list of the dressing-room artists follows to refresh memories of old-time patrons of circuses, still alive, and for the Fans who follow history; 26 names, many of them with records of many seasons in

the circus arena: Pauline Lee, Louise Stowe, Estelle Wellington, Maggie Claire, Minnie Dunn and Minnie Bell of the fair sex; in the men's department Gus Hill, William Gorman, Sam Rinehart, Denny Stirk, W. H. Zeno, Frank Pirrung, Harry Long, Leonard Primrose, John Rixford, Elmer Rixford, Sam Pickett, Joe McGee, Sam Cole, Harry Bulger, Connie Rixford, Billy Lang, Dave Marion, Charles Ernest, George Jenkins and Charles Colby.

Names that stand out prominently in this list are Pauline Lee and William Gorman as bareback riders that were featured on many big circus programs; then think of the seasons and different shows that remind us of that wonderful aerial act presented by Stirk and Zeno. Their performance as a feature can be found on old circus programs thru the two decades preceding 1900. The Rixfords in acrobatics were also long before the public as experts in their specialty. William Gorman was a featured rider on the bills of Howe's London Circus in 1878. Pauline Lee's photographs in equestrienne poses show her in ring costume with her favorite horses in the seasons of 1878 and 1888. Marion and Bell, in character changes, banjo, song and dance specialties and as general entertainers on any program, were stars of the profession. And in the list of notables on the pay roll of Miller & Freeman during the 1888 season one of the popular oldtimers who only retired from active circus duty this year must not be omitted; Jacob Posey was private groom in charge of Pauline Lee's ring horses.

AL G. BARNES—

(Continued from page 38)

Tex., the mohair center of the United States, but with a 7:30 arrival, a mile and a quarter haul and a steady stiff wind, the doors opened on time to an exceptionally good afternoon business and a bang-up house that night.

Bill Moore, of the legal department, has just about seen all of his relatives here of late. His father, W. S. Moore, visited at McAlester, Okla., and at Quanah his brother, Joe, came over from Electra.

LUCKY FUR AUTO TAIL
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	\$10.80 Gross (Large)
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Another Hot Number

New Sport Tail For Boys

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PIERS' FLESH BILLS GO BIG

Season Away Up For A. C. Spots

Steel packs 'em on holiday week-end—M.-D. does better despite price boost

ATLANTIC CITY, Sept. 19.—Breaking all records back to 1929, the Steel Pier came out of Labor Day week-end with largest attendance in seven years. Altho open thruout the year, peak attendances always have come at this time during its 39 years.

Following last year's innovation of running a continuous program from Saturday morning at 8 to 2 a. m. the following Tuesday morning, to carry out the ballroom program the pier used Benny Goodman, Mal Hallett and Alex Bartha. Extra vaude shows, featuring Leo Carrillo and Belle Baker, were squeezed in. Outdoor circus also had many extra performances. Also on the holiday bill were Steel Pier Minstrels, three feature pictures, diving horses and water circus, children's theater and grand opera.

Steel Pier was also scene of majority of events of National Beauty Pageant with the gigantic ballroom a fitting spot. President Frank P. Gravatt said the pier will continue full programs as long as weather and crowds hold out.

M.-D. Increases Vaude

Million-Dollar Pier rang down the curtain on one of its most successful seasons last week-end, with more name bands and vaudeville acts booked during the summer than any since the old days. Harry Biben, Philadelphia, handled bookings. It was extremely successful in attracting national exhibitors with Production Manager Alvin Steinberg signing several new ones.

Attendance up more than 52 per cent over last year and week-ends more than double anything since before the depression, altho the pier boosted price from two bits to 55 cents. Over Labor Day week-end the pier kept open until 4 a. m. with three bands, Ben Pollack,

(See FLESH BILLS on page 50)

Clair Is Honored By Norumbega Staff

AUBURNDALE, Mass., Sept. 19.—More than 100 employees and their friends toasted Arch E. Clair, manager of Norumbega Park and Totem Pole Ballroom, at a testimonial banquet given in his honor last Tuesday. He was presented with a leather desk set by Bill Johnston, publicity director, on behalf of park employees, and Mrs. Clair received a bouquet of roses.

Anson V. Ackley, manager of game concessions, was given a pen and pencil set from workers in his division. Peggy Danforth, general secretary, was recipient of a bathrobe to keep her warm during the cold winter months in her home on the shores of the Sudbury River.

At the head table were Bryan and Billie Woods, who furnished the free acts this season; Mr. and Mrs. Fred Freeman, Riverview Ballroom; "Dol" Brissette, ork leader, who recently appeared at Totem Pole, emcee, and Mrs. Brissette; Joseph Shanley, ex-councilman, of Waltham; Mr. and Mrs. Clair; Johnny Long, ork leader; Junie Edwards, Interstate Orchestras; Bobbie Carr, Mr. and Mrs. A. V. Ackley; Ben Levias, Boston Swimming Association; Jack Walsh, ex-State commander of American Legion and superintendent of Middlesex & Boston Street Railway, which controls the park, and Bill Johnston.

Banquet was followed by a dance. Office personnel, including Helen Murdoch, Rosella Macomber and Peggy Danforth, helped make the event a monumental success. Manager Clair expressed his gratitude to the employees who were instrumental in making the season one of the most successful in years, he declared.



DECLARING that presentation of high-class attractions has resulted in a season that indicates a return to stability, President Frank P. Gravatt, Atlantic City Steel Pier, announced that the pier will continue full programs as long as weather and crowds hold out. Big bill over Labor Day week-end brought largest attendance in seven years.

Playland, Rockaway, Marks Up Boom Biz

ROCKAWAY BEACH, L. I., N. Y., Sept. 19.—Rockaway's Playland, largest Long Island amusement spot, enjoyed one of the best seasons it has had in years, Manager Louis Meisel announced.

Figures on receipts have not been disclosed, but they are understood to exceed any of the last few years.

Manager Meisel has deferred plans for a Florida trip to remain at the park, directing a great deal of its reconditioning for what he hopes will be an even greater season next year.

Heat Brings Extra Trade to Excelsior

MINNEAPOLIS, Sept. 19.—Excelsior Amusement Park closed its most successful season since predepression days on September 15.

The hottest summer ever recorded here drove extra hundreds to the park, where two speedboats, put into operation for the first time, had a good play, especially on hot days.

Norvy Mulligan's Orchestra played the concluding night in the ballroom, ending a 14 weeks' run. A special family picnic feature drew well on Labor Day.

Windup in Detroit Area Marking Preparations for Season of 1937

DETROIT, Sept. 19.—Eastwood was the only park operating thruout the week. Walled Lake and Edgewater reopened today for Saturday and Sunday only and then close for the season.

Edgewater has been almost rained out on four successive Sundays. Labor Day nearly set a record as the best Labor Day in its history with a picnic of the National Union for Social Justice. However, rain at night drove away crowds and business slumped badly. During the day four special men were required to direct traffic on parking lots.

A new Seaplane ride has been bought by Paul Heinze, park manager, and

will be installed next season, replacing the old Airplane ride. A Whip, which has been stored four years, will be reinstalled in a new location. Mr. Heinze is planning a motor trip to Texas Centennial Exposition and Mexico City.

In Walled Lake Park a new ride will be installed next year, altho the type has not been decided upon, Manager L. C. Pearce said. A new style of promotion is promised for next season, with use of a novel form of cards and letters for advertising. Prospects for picnics, from plans of various organizations, will mean a bigger season than 1936 for Walled Lake, Mr. Pearce said, altho attendance this season was highest in its history. Picnics were booked up to last Sunday, almost without a break.

Mr. Pearce will remain in the park, where he has a residence, for the next weeks, and will then go to Florida for about six weeks. His brother, Fred W. Pearce, head of several park companies, is visiting parks in Lincoln, Neb.; Minneapolis and St. Paul, and plans to return next week. He will spend some time in Florida upon the return of L. C. Pearce.

Eastwood Park will close the summer season on September 27 with a two-week Mardi Gras Celebration, mummies' parade and nightly contests for children and adults. Ballroom patrons are appearing in costume. Those attending with odd get-ups are being given free rides. Park is lavishly decorated.

Pontchartrain Marks Up a Record Season

NEW ORLEANS, Sept. 19.—About 1,000,000 persons visited Pontchartrain Beach, a new high, during the 1936 season, Harry Batt, manager of Playland Corporation, operator, said today as the beach closed for season. More than 60,000 visited on several occasions. He added that financially it was one of his best years and as a result he plans even a bigger season in 1937.

"Volume of business of concessions, rides and bathhouse was considerably above the previous season and probably best in the history of the resort," Manager Batt said.

Opening of the \$50,000,000 lake project, of which the beach is a section, opening of dozens of new concrete roadways from the city, booking of about a dozen outstanding acts and general betterment of conditions were attributed as principal reasons for the good season. Beach will be operated by the same corporation next season under a two-year contract made this year. Mr. Batt left on an extensive trip, including Dallas Centennial, seeking new ideas.

Craig Beach Rides Have High Grosses

YOUNGSTOWN, O., Sept. 19.—Craig Beach Park, on Lake Milton, near here, closed the season Saturday night after one of the best seasons in the 20-year history. Art Mallory, nine years manager, reports an excellent season in every department, with rides showing best grosses since 1929 and beer garden and refreshments grossing greatest amount in the history of the place.

Mr. Mallory also gives great credit to Carl Dennis, picnic agent and ballroom manager. Park had more picnics this year than ever before. Frozen custard stand and all games, under exclusive management of Thoma Bros. Company, Canton, O., also did excellent business.

George Williams and his WTAM Orchestra, Cleveland, played all season in the ballroom with exception of a few nights when a nationally known attraction on tour was presented. Cab Caloway and the 30 Louisiana Kings drew nice business on their appearances. Manager Mallory will vacation a short time in Canada and then will open his new roller-skating rink and recreational center in Alliance, O.

Hand Reports Best Since Peak in 1928

CHESTER, W. Va., Sept. 19.—R. L. Hand, in his second year as manager of Rock Springs Park here, reports the season most successful since the banner year of 1928. A policy of presenting famous radio acts and amateur shows Thursdays and Sundays on the midway attracted crowds.

John Hickey, in charge of picnics and special promotions, gave the park a large number of outings. He effected a tieup with owners of the steamer Washington and this greatly aided transportation from the Ohio Valley district on picnic days.

Virginia Garden Ballroom had an unusually successful season. Orchestra bookings and publicity were handled by Lew Platt, Salem, O. Tom Tice was floor manager. Among attractions played were Sammy Kaye, George Williams, Erskine Hawkins, Jimmy Raschel, 30 Louisiana Kings and Baron Elliott. Jim Hocking is in his 10th year as treasurer. All park buildings are in excellent shape, having been newly painted in spring.

Capitol Beach Wins Over Big Setbacks

LINCOLN, Neb., Sept. 19.—Capitol Beach, after suffering more from the elements than in any other season, closed its 1936 run, on September 13 showing a bigger operating profit than in 1935 by 20 per cent, but chalking up a terrific loss in property and equipment.

Last July's fire devastated the south side of the park, wiping out the Skooter, Penny Arcade and Open-Air Theater.

Wind during State Fair week wrecked the Roller Coaster and demolished the Ferris Wheel. Damage in all is estimated at about \$76,000. Plans for rebuilding this fall are under perusal.

Coney Island, New York

By LEONARD TRAUBE

Concluding with a climactic Mardi Gras, Coney Island called it a season, started to pack its grips, brought the moth balls into play and settled back comfortably until the 1937 chukker, happy in the thought that 1936 will go into the record books as the year in which the top resort of the Western Hemisphere came into its own.

The end-of-season fete, while not guilty of stirring the imagination and strangely innocent of any attempt at originality or a departure from the usual, brought out metropolitan and out-of-town crowds in healthy numbers. Confetti, souvenir and novelty vendors reported renewed interest in their wares and the gaiety of Surf avenue was nothing if not spirited. So was the take.

Inaugural parade on Monday evening was featured by the presence of Mayor Fiorello H. La Guardia and members of his cabinet, including Police Commissioner Lewis J. Valentine, who, along with some 300,000 others, watched a striking procession of police units in one of the finest demonstrations staged in New York in years and somewhat reminiscent of the dramatic cop pageants held during the regime of the late former Mayor John F. Hylan.

Bigwigs Sit Down to Feltmanesque Chow

Preceding the parade was a dinner in Feltman's Restaurant, attended by the mayor and his entourage, including Boro President Ingersoll of Brooklyn, Deputy Police Commissioner Fowler, Chief Inspector Seery; Allan Kramer, president Coney

(See CONEY ISLAND on page 50)

American Recreational Equipment Association

By R. S. UZZELL

John J. Carlin, Baltimore, has utilized his expert knowledge of real estate to help him stem the tide of the depression. The manner in which he has worked out a good all-year income from his front property is a fine piece of management. On our travels we look only for that which will benefit our members and show a better way.

Carlin was a tenderfoot in the park business in 1918. Now he is a veteran, seasoned by experience. He has owned and operated three parks and now has two. A young man starting on this wave of prosperity could well go to John J. and listen. It was the prosperous years following the war that gave this solid real estate operator a false start in our industry.

He has paid the price for his experience and now is going to go thru and hold his valuable properties. He is in Canada now rounding up hockey players for his team. He did not take up the pipes of his ice-skating arena, but left them on the old dance floor and built Showboat on top of it. His Showboat dance-and-dine emporium has character and was well done. It had the spirit of daring, dashing, difference that made them talk, but Baltimore is not ready yet to give up the night clubs, restaurant and roadside dancing for something better and of class. Perhaps it is because they are not quite prosperous enough yet. Carlin has come thru and you may be sure he will get his share of the prosperous years immediately ahead.

Graham Knows Shore

C. E. Graham is a veteran at Bay Shore, Baltimore. He took the place from the railway company at just the wrong time. Then a storm took out a bridge two years ago which the transportation company has not yet replaced. The new style of dressing or undressing has cut great inroads on his bathing. Chris says he will fence off the beach so the leeches will have to pay. He knows the shore, has grown up with it and will go thru with it. Gwynn Oak Park, owned and for many years operated by the railway company, has been rented since the railway receivership. Just now it represents a shrewd purchase and lease arrangement by which the men who rehabilitate the place will get the reward. It is a lease for 10 years with an option to purchase at the end of each season.

Here you are again, young men. Go to the shrewd men and learn. Usually the lessee makes land valuable for the owner and ultimately gives him a park. Not so with these men. They are new in the game but surely know how to start right. You are going to hear from them.

Job for Collister

In hurrying thru the Cleveland exposition grounds we took the words of two employees on the rides without verifying them, so we did not get all ownerships correct. We were sure of the makers and recognized their products at once. Our friend Larry Collister, formerly State senator, owns and operates the Loop-o-Plane. We are glad he has not deserted us. He has had much to do with Chippewa Lake, near Cleveland.

We would like to see him take a park from the bargain counter and make it over. It will soon be too late to get in at the bottom, senator. You have the spirit that the industry needs.

William Meinch will marshal the parade of our Coney Island Mardi. He can do it. He has been at Coney Island more than 40 years and knows the way. Marshals have ridden horses, carriages, autos and walked, but Billy Meinch proposes to ride a lion, not one that Frank Buck brought back alive but a wooden one produced by our efficient W. F. Mangels.

First Ferris Wheel

Ask anyone when and where the first Ferris Wheel was produced and you are sure to get the answer, "Chicago Exposition, 1893, by George Washington Ferris." We would in no way detract from the marvelous achievement of Ferris in building the big wheel, but when one writes history he hopes for the accuracy which will stand the test of time.

W. F. Mangels, director of the American Museum of Public Recreation, has

a picture, all documented, of a wheel operating in Russia just 90 years before Ferris turned on the power in Chicago. That quiet Mangels is going right along with the museum which will benefit outdoor recreation for all time. An afternoon with him is a delight. Better try it. You are sure to come away thinking.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: While amusement biz around the Island prepares to launch into a lull until Decoration Day, when a new season rises on the horizon, a large amount of interest continues to center around Flushing Meadows, site of the '39 World's Fair. There day and night crews work in the manner of the proverbial Trojans, getting the place into order. Much meadow land remains to be reclaimed before the location can be termed really solid from a physical standpoint.

Nothing but commendation should go to the expo directors for the precision with which things are going at this early stage of the game. Certainly when a magic city mushrooms itself from among what was formerly swamp and bog credit will be given to these fellers getting the thing into shape now. They're the real makers of the fair, unsung heroes.

Real high spot in Long Island does takes place on October 12, when the new Roosevelt Speedway, auto race track, which is said to rival the famous Indianapolis saucer, opens. Speedway will be devoted almost entirely to auto racing.

Pavillon Royal, Valley Stream, where big-time floor show and Vincent Lopez Ork held forth all summer, back on a slow-time schedule thru the winter.—La Casino, Jamaica, doing biz.—Mazulla's, hot doggerly at Woodmere, boasts that it possesses much of the equipment formerly used in Central Park (New York City) Casino, now demolished.—Leo Shepsky, vet Island life guard, set to take up same duties in front of Normandie Hotel, Miami Beach, next week.—Our guess is that the profits of the Broad Channel pool, Broad Channel, runs handsomely into five figures.

ROCKAWAY BEACH: Mardi Gras, Rockaway Point, as per general custom, wound up the season.—John Gordon's kid park will remain open "until it gets too cold to continue."—The Graysons, mentalists, played this resort the last few weeks of the season.—Edgemere Boardwalk Theater, operating its second season, did exceptionally well, packing 'em in solidly every night.—Standard items on local bill of fare this summer were hot dogs and malted milks, each going for a nickel a throw.—Edward Trevor, screen player, hanging around here renewing acquaintances among the Boardwalk troupe.

Long Island Railroad and Green bus line have sliced service now that the summer is over.—Jim Hayden, Irish master of ceremonies, put a real hop into the spirit of things at the Innisfall House, Seaside, during the summer.—It's safe to say that there'll be anywhere from 500 to 1,000 local folks in Florida for the summer.—Next year the Chamber of Commerce may put the fireworks shows on twice weekly.

Michael's eatery, on Boardwalk at Edgemere, did about the best trade in that locality.—Faber Brothers, Walk game kings, hold fast to that title again, no doubt doing the biz that they did.—Last year pin games were tops for money earners, and this year it appears the flashers were the big money factors.

LONG BEACH: "Long Beach, America's Healthiest City," is the newest slogan of local civic leaders.—Morty Silver leaves within a fortnight for Miami Beach and a fling at the amusement biz.—Mayor Gold off on a vacash.—Summer cops laid off.—Dotty Miron went to Atlantic City to catch Miss America contest.

Palisades, N. J.

By MARION CAHN

It's all over now. . . . And the king is in the counting house counting up his money. . . . A swell season for everybody, with plenty of black ink replacing the red of the last few years. . . . Closing night was the occasion for much revelry, some tears and sad partings for another eight months. . . . Two big parties were staged. . . . One in the Casino Bar and one in the Midway, which was cleared for dancing. . . .

LOOP-O-PLANE

DISTINCTLY DIFFERENT— THIS RIDE IS BREAKING ALL PROFIT RECORDS!

It has stolen the show and created new standards for consistent earnings wherever it has operated. Loop-O-Plane has what it takes—flash, spectacular performance, a new sensation, a real thrill. It turns a dead spot into the center of attraction. Nothing compares with it for ballyhoo, the ability to draw a crowd.

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Even park police disarmed and danced and carried on with the rest of us.

Party at Park Casino Bar included Jack Rosenthal, Anna Halpin, Arthur Halpin, Sadie Harris, Harry Shephard, Bert Nevins, Dan Levy, Ed Schwarz, Doc Vita and his wife. . . . At the Midway I saw Clem White with the usual gal, Mike Steinberg, Eleanor Boren with two guys, Al McKee, Norman Brooks and hundreds of other familiar faces around the park.

And another season has gone by, leaving just a few things to say. . . . Thanks to Harry Mulcahy for being a generally swell and square guy. . . . And thanks to all the very swell people who helped me out during the summer. . . . Happy vacations and happy fair days to all of them. . . . Hoping you'll all be back again next year and listening again to your Palisades reporter.

Wildwood, N. J.

By ORO

Moderate weather, combined with excellent bathing, is continuing to bring in crowds to make September worth while. No land office biz being reported, but everyone is expressing satisfaction. Wildwood Crest and North Wildwood gave optimistic statements on results of the summer.

Plans for next season are most ambitious, and the rental situation augurs a scramble for Boardwalk spots. New York hotelmen were here making surveys with a view of erecting a modern hostelry on the beach front. Borrowing a note from Atlantic City, Charley Burns is making plans for a post-Labor Day pageant in 1937. With the Boardwalk still showing plenty of life, most attractions being open daily, concessioners plan to hang on until Cape May County Fair in October.

Very few closings among nighteries, many planning to remain open over week-ends during winter. S. B. Ramagosa, operator of Casino Arcade, flew down Texas way to once-over the exposition for new ideas. William Feenan and Bill Gerst are winding up activities at Hunt's Ocean Pier, with bigger plans being for 1937.

Playland, Rye, N. Y.

Big Westchester spot closed its gates for the 1936 season on Saturday, September 13, but park will be in full operation on Sundays for remainder of this month and early part of next. Winter season at Ice Casino will start on October 29 with all winter activities in full swing. Plans for winter season are not fully matured as yet, but will include public skating, figure skating and amateur and public school hockey.

Summer season was exceptional, both as to biz and weather. Biz was the best in five seasons and weather superb. Closing day was spotty, with overcast sky, but grosses were fair. Concluding free attraction, Harry Greens, Human Ford with the radio brain, clicked very nicely. Final Talent Nite was well attended and the show was easily tops over any previous one. In fact, the writer seems to remember dimly three

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of the acts as former big shots in vaude. Employees' outing on September 14 was the usual joyous occasion, as was the dinner-dance in the evening. . . . Well, your correspondent has tried to get every one of the boys and girls in this column this season and does not think he skipped many. So until 1937, seniors and senioras, adios.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Sept. 19.—Continued good weather is extending the season. However, majority of places are closing or curtailing schedules. Labor Day weekend, starting off with a disappointing Saturday, hit new crowd heights on Sunday, but failed to make any exceptional high for the three-day period.

All Boardwalk theaters did standup biz on midnights. . . . Globe Theater burly also hit a high on midnight biz. . . . Joe Quitner closed the Globe and is back on Broadway for winter. . . . Harrie, the magician, will take to the road for winter, but will return next season. . . . Lex Carlin announced play tieup on Garden Pier successful and may be repeated in '37. . . . Charley Seel planning big amateur series for this winter. . . . Frank Elliott and his minstrel men gave big farewell performance on Sunday at Steel Pier and disbanded for winter, Frank returning to Philly. . . . Charley Boyden, of the troupe, has a radio tieup for cold spell. . . . Harry Lucenay and Pete, the movie dog, escorted one of the beauties thruout the parade in the Jubilee event.

A. C. Vautrinot, general manager of Atlantic County Fair, will take a Western trip. . . . Alex Bartha will get another Steel Pier winter contract. . . . Million-Dollar Pier will lack basketball this winter as no contract will be signed. . . . Auditorium, despite previous announcements, will sign for two football games in November and will increase the hockey schedule. . . . John Lester, whose midgets clicked well at Million-Dollar Pier the past season, is seeking extension of time from the British government in view of future bookings. . . . Atlantic avenue will have two vaudeville spots by midwinter.

CANTON, O.—G. F., A. A. and D. J. Thoma, of Thoma Bros.' Refreshment Company, Canton, operators of frozen custard machines in Midwestern parks, report the best season in their history.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Ad Revenue

Pool men, operators of indoor as well as open-air tanks, are always looking for propositions to bring in additional revenue. And rightly so, for the swim-pool season, especially the outdoor one, is so short that one has to conceive ways and means of getting in the do-re-me in every way possible.

While it's fine to put in as many games as facilities permit and to operate beauty parlors, restaurants and soda fountains adjacent to the pool to attract extra coin, I think that a most profitable channel of additional revenue exists at every bathing establishment which up to now is being sadly neglected. Of course, it must be stated that a few live-wire pool men have already capitalized on this branch of a sideline, but it should be practiced by more, and even the few who are taking advantage of it should go about it more seriously.

Let there be too much mystery may I say that I am referring to the practice of utilizing as much wall space about the pool as possible for advertising space. By ad space I mean that which can be used by national as well as local advertisers to exploit their products to patrons of your pool as well as outsiders who pass by the door or sides of your tank.

In other words, it is my contention (and it has been proved in a few cases in a small way) that extra revenue can be made by pool men by selling space around the pool, inside and out, for advertising. National advertisers of beach products, sunburn lotions and a thousand and one products are logical buyers of such valuable space as well as local merchants. And when a pool plays to thousands of swimmers a week and when many more thousands walk or drive past a pool, especially those in the center of towns, you can bet that advertisers will be interested in that space.

In the past pool men have utilized their walls for their own ads or have given space gratis in return for a free painting job, etc., all of which may be okeh, but it most certainly does not put money in the box office, money that is needed should it rain too often during a season.

It's all right to advertise coming events on the interior as well as exterior of your pool walls, but surely there is enough space remaining that can be turned into dollars. All ball parks employ such methods and many amusement parks and centers, especially Steel Pier, Atlantic City, have done so to great advantage.

The usual procedure is to rent the sign concession to some outdoor advertising company, any number of which will be glad to pay a big percentage or even a rental for the privilege of selling advertising space around your natatorium. Then, too, there are your locker rooms, walls of which can also be utilized and converted into ready cash.

The majority of swim tanks thruout the country allow free ad space to a well-known sunburn lotion manufacturer in return for mirrors installed free by the manufacturer. This, of course, cuts down the expense of the pool operator, but it's nothing compared to what can be captured on a regular advertising basis. Even if you do want mirrors and decide to continue that way, it still shouldn't stop you from renting the other space, because that in itself should convince you that you have something advertisers want.

Therefore consider this new means of gaining additional revenue and go about it in a regular businesslike fashion. I should like to hear some opinions on this suggestion.

Back to OP' Virginny

Tho it's much too early to talk or write about Florida swimming activities, suffice to say that the feature of this winter's aquatic season down Miami way may be the second international high-diving championships. And it may interest high divers who read this column and who followed the outdoor title meet in Jersey last summer that the competition this winter, when and if it's held, will be conducted into a swim pool instead of a portable tank to give the bridge jumpers more of a chance.

At this time, however, I should like to make mention of the fall swim season starting in West Virginia and environs.

Understand that Greenbrier pool, White Sulphur Springs, has made elaborate plans for this fall, which makes me wonder whether Chas. Norellus, famed swim coach and pool manager, is back there again. Norellus fared rather successfully at the Atlantic Beach (L. I.) Club pool last summer and there was talk of his not returning to Greenbrier. Hope it isn't so, tho, for a fall aquatic opening in ol' Virginny (even if it's West Virginny) wouldn't seem right without Charlie.

Dots and Dashes

Big turnout at swim clinic at Penn A. C. in Philly last week and so sorry I had to miss it. . . . New swim school holding forth these days at Parc Vendome indoor tank, New York City, and, apropos to the item in last week's column 'bout schools and how they can tie up with commercial tanks, understand London Terrace Inclosed pool, in same city, is going to follow the advice set forth.—'S too bad about the damaging blaze last week at Columbia Amusement Park pool, Union City, N. J., where, according to early reports, the entire bathhouse section burned. . . . Sol Solomon and the missus dropped in last week, having a week's breathing spell between park and fair dates, if a high diver can have a breathing spell, that is.

Swedish Park Acts Close

STOCKHOLM, Sept. 14.—Majority of amusement parks in Sweden end the season this week. On the closing bill of Grona Lunds Tivoli are Anita Kittner, high diver; Buck Warren Company, Western novelty; Cheroy, equilibrist; Achilles and Newman, acrobats, and Linon, comedy wire walker. Acts in Liseberg Park, Gothenberg, are Wallendas, high wire; Rassos, equilibrists;

Ghezzi Brothers, equilibrists; Mongadors, jugglers; Pickard's Chinese Syncopators, Dancing Johnnies and Carise Ballet. Miss Quincy, American high diver, is at Tivoli Gardens, Copenhagen.

Jubilee by A. C. Talked

ATLANTIC CITY, Sept. 19.—Possibility of the city taking over the Showmen's Variety Jubilee next year is being discussed following successful termination of the affair with crowning of Rose Coyle, Philly dancer, as Miss America. Many believe, however, that the city's offer to take the affair over is too late and should have been made two years ago when President Frank P. Gravatt, Steel Pier, and John Hollinger, resort hotel owner, sponsored the first jubilee along with the Philly Variety Club against overwhelming odds and made it click.

Idora Extension Successful

YOUNGSTOWN, O., Sept. 19.—Week-end operation of Idora Park here thruout September is working out successfully, according to Earl Peitz, promotion manager. Several special events have been arranged for Saturdays and Sundays, when all concessions and rides will be operated. Heidelberg Gardens has been closed for alterations in preparation for the winter season.

Ocean View Biz Excellent

NORFOLK, Va., Sept. 19.—Ocean View Park closed this week after an excellent season from every standpoint, as did Surf Beach Club at Virginia Beach. Consumption of water at Virginia Beach pool more than doubled over last year.

Coney Island, New York

(Continued from page 48)

Island Carnival Company, sponsor of the Mardi Gras; I. H. Klein, president Coney's Chamber of Commerce, and other satellites.

On successive evenings thru Friday various organizations participated in the spec with bands and marchers, with close to 100 floats passing down Surf avenue. Most of the onlookers lined the mile-long curb, but several thousand sought vantage points on balconies, makeshift platform reviewing stands. Celebration came to an end on Saturday afternoon with the annual Baby Parade. In the evening there were no parades or other events to decoy the customers from the attraction and concession turnstiles. On Sunday the island was open in full swing for its swan song look-see by visitors. Amusement fraternity enjoyed a busy week and all hired hands rowed oars until 2 and 3 a.m.

Show Mob Pays Respects to Premier Playspot

Bernard Johnson, operator of rides in Luna Park, came in from his Massachusetts farm to be in on the final week. . . . Fred Fansher, attraction distributor, Mrs. Fansher and a party hustled over to watch the parade from Luna's balcony. . . . A visitor from Manchester, N. H., was Barney J. Williams, manager of Pine Island Park there. . . . Gertrude J. Van Deuse, the outdoor warbler, and her husband, Chester Clock, barrister, rushed from their Huntington (L. I.) home to orb the pageantry. . . . That was Namy Salih, long one of the leading show barons in Coney, who operates a museum in Newark, taking in the sights with Mrs. Salih.

Short Shots on Streets of Paris Scene

There goes Mrs. Jules Tolces, wife of the manager of Feltman's Gameland, into the Streets of Paris. . . . Peg Horan and Rita Corrigan, dancers in the show, will take a well-earned rest by cruising it to Havana on October 3. . . . Libby Faye, gorgeous stepper, is slated for a spot in the Ritz-Carlton Hotel floor show. . . . Bert ("Good Evening, Suckers") Wilcox, the talker who manufactures belly-laughs in his own original way, will probably go back to the Temples of Thespis, being slated to appear in Mark Hellinger's play on Broadway. Bert is due to make a short for Warner Bros. in Brooklyn, and so is Jack Donahue, emcee. . . . Manager Charlie Miller of Luna will be in Florida around Christmas time. . . . Salvatore Merando, who was called to the Streets stage last Wednesday to get birthday greetings from the customers, will trek back to his Chicago home. Merando, manager of the Streets, had a bad case of fright and sought succor in the wings after being on the stage for a split second.

Boys and Girls Trek Hither and Yon

Stanley Graham, midget entrepreneur, visited Billy Jackson and the Midget Village and hopped down to Dallas. . . . Dave Rosen, projector of Wonderland and Palace side shows, will take out a traveling museum. . . . Fred Sindell hasn't decided about his off-season plans. . . . Sam Wagner took most of the World Circus Side Show acts to the Mineola Fair, current this week. . . . Louie Newman, his partner, is back in harness and feeling fit after his recent illness. . . . Ted Merchant and his Wild West unit went to the Lynchburg (Va.) Fair for this week. . . . Dr. Frank Couney, veteran exhibitor of the Boardwalk's Baby Incubators, is busy charting plans for expositions. . . . That was Mrs. Moe Silverman directing her staff at the poker tables on Surf avenue. . . . Jean Hallen, operator of the cat game, will take a brief rest. . . . Ameen Abbott will join a dime museum.

Plane Crackup Vies With Mardi Gras

Freddie Meers will keep the Eden Musee open until some time in October, then week-ends when the weather says so. . . . Leila Cautna, of Midget Village, has a terrific mike personality. . . . Alex Brady and Flo Rothchild, of the same show, will be wedded this week, September 23, in Washington, D. C., and the honeyspoon will be spent in Chicago. . . . Mayor La Guardia looked over the midge village and had a grand time doing it. . . . Howard M. Green, president of a Pennsy refining company, and his wife were forced down near the Municipal Baths shortly after the Wednesday parade and thousands gathered to see the wreck, which was caused by a shortage of fuel. They were rescued by life guards who had just completed their march. 'Twas big news for the city desk boys.

And so these notes come to an end until the 1937 thermometer registers the happy song of spring and with it another opening act curtain.

With the Zoos

DETROIT.—City council on September 14 appropriated \$11,672 toward a \$225,257 WPA project for general improvements in Detroit Zoological Park. Zoo commission is to furnish \$42,857. Construction of a reptile exhibit and trout stream, paving and water lines, fences and railroad tracks, painting and landscaping are programed.

MILWAUKEE.—San Diego Queenie, lioness in Washington Park Zoo, has given birth to triplets, father being Sim. Queenie now has five offsprings, two others, male and female, having been born on July 18, 1935. Hundreds of new metal signs, uniform in size and color, with yellow letters on black background, are replacing old signs on all important animal exhibits. In monkey and animal houses maps of the native continents of the animals are shown. This work and daily tours are part of a WPA project.

PITTSBURGH.—City works department submitted to council a plan to improve Highland Park Zoo at a cost of \$20,000. Improvements will include fence with turnstiles, pens and heating equipment and change of appearance and facilities of bear pits. More than 100,000 visitors were attracted this summer.

FLESH BILLS

(Continued from page 48)

Harry Reser and Eddy Morgan. Bolif and String Band, a mechanical man, stilt walkers and hillbilly trio kept up a front bally all night.

Season band bookings included Rio Rita, Joe Venuti, Richard Himber, Reggie Childs, Johnny Hamp, Benny Meroff, Emil Velazco, Harold Stern, Al Katz, Harry Reser and Ben Pollack. Headline stage acts included three Hollywood importations, Roger Pryor, Cabin Kids, Charley Chase, and standards, Radio Ramblers, Chubby Kane, N.T.G., Ken Murray and Oswald, Joe Besser and Fred Lightner.

Princess Yvonne finished out the season, her fifth there, and proved an all-season draw. British Royal Midgets also did an all-season stand. Future policy of the pier has not yet been decided.

DEXTER FELLOWS

(Continued from page 41)

to be a subcommittee on music and hold themselves fully responsible for this part of the program.

15. A band of four pieces (sax, trombone, drums and piano) be hired and that arrangements be made with them for services at 10 luncheons during the season and that these musicians, for reasons explained to the committee, be made members of the Tent.

16. Red circus band musicians' coats and hats be rented for them each month and that the band be provided with musical numbers usually heard at circuses.

17. Sharon Stephens to write a new theme song for the Tent to be used at this season's luncheon.

18. A regular bugle (no saxophone) be used for mess call.

19. The interior of the main tent be equipped with new gags, and

(a) The speakers' stand be set on the east side of the room;

(b) Besides the ring, an elephant's tub or a regular platform be arranged for guest speakers;

(c) Al Sielke be requested to build gags and charge the tent for material necessary;

(d) That we use our same oral ritual as last season;

(e) The tables be set in long rows as they are in regular circus tents rather than separate or individually;

(f) Medals similar to those previously used be continued;

(g) That the thrones be abolished.

20. As part of the ritual the new members be asked to hammer a nail in a block of wood as their first act toward building a home. A symbolic gesture.

21. President Kilborn ask the hotel management if the hotel will purchase for us and for our use red and white checkered tablecloths, we believing they give more of a circus appearance.

22. Hotel to be asked if we have permission to spread a banner in the lobby on our luncheon days reading, "Circus Saints and Sinners Meet Here Today."

23. Vice-President Pitzer was asked to purchase 200 one-sheets for \$10 and to have about 35 of them mounted on cardboard.

Adjournment.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

CINCINNATI is to have one of the finest and largest roller-skating rinks in the world. It will be erected at once on the site of the old Krippendorf mansion on Gilbert avenue, two blocks north of Peebles corner. The rink will be 250 feet long, 135 feet wide, will accommodate about 2,000 skaters and will involve an estimated cost of around \$100,000. Announcement of plans for the new enterprise were made by William F. Sefferino, manager of Chester Park and director of Chester Rink, who will have the new rink under his personal operation. Sefferino has been in rink business 28 years in Cincinnati, Chicago, Louisville, New York State and elsewhere.

ARCADIA Gardens Rink, Chicago, reopened on the night of September 10 under new management of Joe Laurey, star speed and endurance skater. Manager Laurey advises that floor has been resurfaced and a new organ installed. Next month there will be amateur and pro races and roller hockey. Bill Henning is assistant to Laurey. Chicago skates are used thruout the rink.

JOE BARNES, veteran Philadelphia rink operator, reports very successful business at his Woodside Park Rink, Philadelphia; also at his Wildwood (N. J.) Rink. His Adelphia winter rink will open for the fall and winter season on September 24 with some surprises for his large number of followers.

"WE HAVE been fortunate in holding our Arena Gardens Skating Club members together thruout summer while we were closed. We had a special committee functioning in charge of the club secretary, Ann Fivek, who did nothing but arrange a summer itinerary for skating parties," writes Manager Fred Martin, Detroit. "We opened the 1936-'37 season on September 5 with every detail complete. Close to 1,000 attended and everyone was elated over the atmosphere and wonderfully smooth floor. Since then we have enjoyed top business in spite of warm weather. On September 6 seventy-eight White City and Riverview (Chicago) Club members motored here in a body. A special entertainment was put on and refreshments were served following the regular skating session. On September 10 fifty-two skaters from Flint, Mich., chaperoned by Mr. and Mrs. Wally Kiefer, visited our rink. We have had so many out-of-town people here recently that we are starting a guest book for registrations. We have had the pleasure of seeing during the past few weeks many old-time friends and rink owners thruout the country. Following are a few: Mr. and Mrs. G. W. Smith, Columbus, O.; Mr. and Mrs. Jule Mahl, owners and operators of Hollywood Rink, Chicago; Al Flath, owner and operator of Brooklyn (N. Y.) Rink; Mr. and Mrs. Bell, owners and operators of the rink in Fort Wayne, Ind.; Harry Palmer, manager of White City Rink, Chicago; Mr. and Mrs. Joe Spring, Riverview, Chicago."

GEORGE W. SMITH, veteran operator, opened Smith's Roller Rink, Columbus, O., for fall and winter season on September 8. Policy is sessions Tuesday,

Friday, Saturday and Sunday nights with bargain Saturday matinees.

IN WINDLAND AUDITORIUM, East Liverpool, O., reopened and again under direction of Jack Dillon, a new floor has been installed along with much other equipment. Admissions have been upped slightly, 15 cents for women and 30 cents for men. Rink will operate on an average of five nights weekly, with afternoon sessions on Saturdays. Dillon said weekly races will be resumed.

CHEZ VOUS Rink, Philadelphia, opened on September 16 and many surprises were in store. More than \$4,000 has been spent in improvements and no doubt it is in line for its usual capacity business the coming winter. Great credit is given Mrs. Kelly (nee Feigle) for making this one of the best conducted and most beautiful rinks in the country. Opening of the 1936-'37 season marked her sixth consecutive year. She is ably assisted by her husband, Joe Kelly, who has assisted her since the rink first opened. Attractions offered differ from those usually given at rinks and valuable prizes are awarded. Special nights given over to teaching intricate steps of skating are themselves drawing features.

ARMAND J. SCHAUB, Cincinnati, former rink owner, manager, promoter and skater, gave an exhibition in Three-Way Inn, Plainville, O., on night of September 9, doing two turns to tumultuous applause, one in Dutch costume, with roller skates on wooden shoes, and a black-face number.

ALTHO is was rumored that Carman Rink, Philadelphia, would pass from Careys' management last year, they will again be at the helm this year. Many improvements have been made. The pipe organ which served since the opening of this resort has been discontinued and torn out, allowing for greater length in floor space. A sound system has been installed and doors were thrown open on night of September 17. Circus Garden Rink, also under Carey management, will start its second season about September 28. Carey's Carsonia Park Rink, Reading, Pa., has had one of its most prosperous seasons. Crystal Palace Rink, Philadelphia, one block north of Carman, opened on September 11. This rink has its followers and, considering the proximity to Carman, does a consistent business.

REALTOR, roller skater doing sensational spins on small table, is at the Cirque Medrano in Paris. Eight Rolling Ladies, girl skating flash, are with the Cirque Poutrier in Marseille.

CHARLES (Poppy) Harkins, 68-year-old manager of White Rose Arena Rink, York, Pa., journeyed to Bridgeport, Conn., to give three exhibitions of old-time fancy and trick skating in Ben Morey's Pleasure Beach Rink on September 1-3. While crowds were not as large as the exhibitions warranted, his stunts were greeted with rounds of applause, reports E. M. Moorar, Philadelphia. "Poppy" has been skating many years and was a member of the Dexter Family of skaters with the Barnum & Bailey Circus. Previous to the Bridgeport appearance he performed in Morey's Riverview Beach Rink, Pennsville, N. J., on August 29-31. In contrast to the performance of 68-year-old Harkins, Shirley Foster, probably now the youngest exhibitionist before the skating world, appeared with her partner, Marty Collins, in Pleasure Beach Rink, on September 12 and 13. Morey, who closed his Riverview Beach Rink on Labor Day, reports business for the season exceptionally good. Pleasure Beach Rink, Bridgeport, will remain open on a four-night-a-week schedule for an indefinite period or until Morey starts his annual winter tours. Business at the Pleasure Beach Rink was also satisfactory and, all in all, Morey has exceptionally fine locations for summer skating. He recently added considerable new equipment to his already large assortment of skates. His success with both his summer rinks is due largely to the fact that he has the best of equipment and gives plenty of attractions.

Peters, Johnnie Johnson, Rollie Berhemier and many others.

Not all records made by roller skaters were authentic; however, a larger number are and the ones making them are entitled to the credit. This also goes for measurements of tracks.

In England C. Beastall had an interesting article in June about Benny Lee, champion speed skater of England, who recently staged a comeback to the rollers after turning to the ice for a period. On Whit Monday at Hastings, England, Lee is said to have turned in a record of a mile in 2:48, said to be the fastest mile ever made in England, 72-5 seconds better than Arthur Eglington's record made in 1924. Evidently the young Englishman is a contender worth watching. This time made by Lee was a paced record, he being paced by a motorcycle.

Possibly a meeting between Lee and some fast American skater would increase the box office results of an enterprising rink manager either in this country or England.

Just received an unverified report that the Careys will have a rink in operation in Reading, Pa., this winter. This, with their Carsonia Park Rink, will give them practically a year-around season in that city.

Observations

By W. H. (BILLY) CARPENTER

(Continued from last week)

Since there are more roller-skating rinks in the country than there are ice rinks, a canvass would show that roller skaters far outnumber ice skaters. I am, of course, speaking of rinks where an admission charge is made. Roller skating would fare much better and attract a larger attendance in every rink in the country if rinks were given the right kind of publicity and more showmanship was exercised.

Unfortunately, as in any other business, there are operators who are a serious detriment to the business and these are the ones who gum up everything for experienced and capable operators and constitute one reason that some people have looked upon roller skating rinks as unfit places for young folks to attend. The sad part of it is that some of these operators have been in the business many years. Some may remark that this applies mostly to small-town operators, but that it is not true, for in my travels I have found the most orderly and best conducted rinks in smaller towns and, not only that, but I found that the operators were gifted with real showmanship and were able to attract the elite of their communities. The percentage of skaters drawn to their rinks, in proportion to the population, far outdrew big-city rinks; in fact, some small-town rinks skated more people than many larger city rinks. The small-town operator, as a rule, is very liberal with newspaper advertising, has foresight to put on feature events that will keep his skaters interested, contacts proper organizations and keeps people interested in skating.

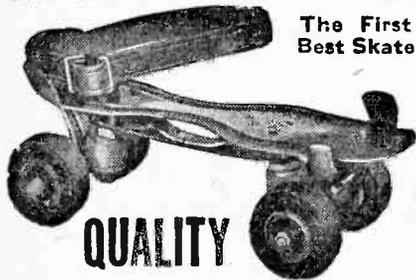
There isn't much one can do without publicity and good management, and this brings me back to the beginning of this article. While I have never met Mr. Seltzer and don't know a thing about his Roller Derby nor do I endorse it, I say that the man is entitled to the credit of having given roller skating some excellent publicity of national scope.

CORRAL

(Continued from page 41)

(30). Second day, Pat Woods (75), Blondie Brunzell (45), Clay Carr (30). Third day, Frank Schneider (75), Harry Logue (45), Pat Woods (30). Finals, Pat Woods (85), Clay Carr (50), Blondie Brunzell (35). Bull Riding—First day, Pat Woods (36), Leonard Ward (22), Harry Logue (14). Second day, Jim Jackson (36), Pat Woods and Frank Schneider (18 each). Third day, Pat Woods (36), Wesley Walls, Frank Schneider (18 each). Bareback Riding—First day, Frank Schneider (39), Harry Logue (23), Blondie Brunzell (15). Second day, Blondie Brunzell (39), Frank Schneider (23), Wesley Walls (15). Third day, Harry Logue (39), Jim Jackson and Wesley Walls (19 each). Calf Roping—First day, Andy Jauregui (13), Skeet Bowman (8), Joe Edwards (5). Second day, Skeet Bowman (13), Everett Bowman (8), Joe Edwards (5). Third day, Clay Carr (13), Everett Bowman (8), Joe Edwards (5). Finals, Everett Bowman (180), Joe Edwards (90), Skeet Bowman (30). Steer Wrestling—First day, Clay Carr (12), Skeet Bowman (7), Everett Bowman (5). Second day, Everett Bowman (12), Oscar Warren (7), Clay Carr (5). Third day, Everett Bowman (12), Leonard Ward (7), Joe Edwards (5). Finals, Everett Bowman (120), Clay Carr (60), Skeet Bowman (20).

RESULTS of Western Idaho State Fair Rodeo at Boise, Ida., August 25-29: Bronk Riding—First day, Pete Grubb (75 RAA points), Eddie Woods (56), Fritz Truan and Buck Davis (28 each). Second day, Herman Linder (75), Eddie Woods (56), Buck Davis (38), Fritz Truan, Nick Knight and Endre Barr (6 each). Third day, Eddie Jones (75), Eddie Woods (56), Burel Mulkey (38), Buck Davis (19). Fourth day, Burel Mulkey and Buck Davis (70 each), Fritz Truan (38), Eddie Woods and Pete Grubb (9 each). Finals, Fritz Truan (82), Buck Davis (50), Eddie Woods (33). Bull Riding—First day, Fox O'Callahan (111), Hughie Long and Eddie Woods (63 each). Second day, Duward Ryan (111), Jonas De Arman (66), Eddie Woods (44). Bareback Riding—First day, Pete Grubb (99), Herman Linder, Hughie Long and Jonas De Arman (41 each). Second day, Herman Linder (99), Pete Grubb and Jonas De Arman (44 each). Third day, Jonas De Arman (50), Herman Linder and Fox O'Callahan (25 each). Calf Roping—First day, Charles Jones (40), Everett Bowman (30), Asbury Schell (20), Howard Westfall (10). Second day, Everett Bowman (40), Charles Jones (30), Carl Arnold (20), Tom Breeden (10). Third day, Howard Westfall (40), Everett Bowman (30), Les Jenkins (20), Tom Breeden (10). Fourth day, Howard Westfall (40), Asbury Schell (30), Carl Arnold (20), Tom Breeden (10). Fifth day, Asbury Schell (40), Everett Bowman (30), Jonas De Arman (20), Les Jenkins (10). Finals, Everett Bowman (60), Charles Jones (36), Asbury Schell (24). Steer Wrestling—First day, Jonas De Arman (40), Tom Breeden (30), Rusty McGinty (20), Jack Kerscher (10). Second day, Jack Kerscher (40), Red Allen (30), Jonas De Arman (20), Ralph Stanton (10). Third day, Red Allen (40), Rusty McGinty (30), Tom Hogan (20), Jonas De Arman (10). Fourth day, Tom Hogan (40), Rusty McGinty (30), Jack Kerscher (20), Everett Bowman (10). Fifth day, Everett Bowman (40), Jack Coates and Jonas De Arman (25 each), Jack Kerscher (10). Finals, Jonas De Arman (55), Rusty McGinty (33), Everett Bowman (22).



RICHARDSON BALL BEARING SKATE CO.

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1630 N. Karlov Ave., Dept. 38, Chicago, Ill.

Authentic Speed Records

By E. M. MOOAR

COLLIER'S under date of August 22 carried a well-written story about the Seltzer Roller Derby. But evidently the writer did not consult reliable authority with reference to speed records made by Cioni, Carey, Harley Davidson, Rodney

"CHICAGO" Roller Skates Are Reliable



John C. McCormick, President of Madison Garden, says; "We opened our Rink in 1902 with 1,500 pairs of CHICAGO Skates; were soon increased to 2,400 pair. We opened our thirtieth season last night with 1,500 pair in our skate room. We look for some good skating years from now on. Your skates are winners and your service has been prompt."

This expresses the sentiment of many of our Rink Operators.

CHICAGO ROLLER SKATE CO., 4427 W. LAKE ST., CHICAGO, ILL.

CARNIVALS ON LAST HALF

Record "Flying High" Takeoff

Labor Day week provides big grosses, despite rain-fall in some spots

CINCINNATI, Sept. 19.—Many carnivals now swinging down the line heading for the last half of the season's marathon for records report to *The Billboard* optimistically.

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

In view of the fact that there was no perceptible slump in general average daily business following Labor Day, many carnival managers hold the opinion the season will finish with many previous records in the discard.

Royal American Shows

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

Sedlmayr expressed himself as quite elated over the very successful season the show has enjoyed to date. He was especially pleased with the record made at the Minnesota State Fair, where the week's gross was \$91,903.65.

Dick Best's World Fair Side Show topped every show on the midway, doing a gross business of \$13,031.95 on the week. Kemp's Lion Motordrome took second money, and Cliff Wilson's Sandusky Sea Monster, Laurel's India Show, Raynell's Flying High Revue and Leon Klaxon's Brown-Skin Vanities were among the leaders in grosses.

The show received a great buildup thru the St. Paul and Minneapolis newspapers and radio stations. All the papers were generous with space. The radio stations made daily broadcasts from the midway.

There were many well-known visitors on the midway at St. Paul. Among those noted were Mr. and Mrs. Crawford Bickford, of Orlando, Fla.; P. T. Strieder, of Tampa; Mr. and Mrs. Dan McGowan and Mr. and Mrs. Ralph Lynch, of Grand Forks; Harold F. DePue, of Great Falls, Mont.; Mr. and Mrs. Harry L. Pitton, of Billings, Mont.; J. H. Warren, of Saskatoon; Billy Gibson, assistant manager, and Mr. Ross, concession manager, of Calgary, and others.

Beckmann & Gerety Shows

LINCOLN, Neb., Sept. 19.—Beckmann & Gerety Shows on the midway at the Nebraska State Fair presented their full quota of carnival attractions. The outfit came back for the first time in three years. Gross on the date, which was from September 6-11, inclusive, was approximately \$15,000, according to Fred Beckmann, representing a jump over the 1935 take by about 33 per cent.

The newspapers gave the carnival about twice or three times as much publicity this year as they've ever gone for in others in the past.

The Beckmann & Gerety midway was attractive in all divisions. The presence

Merry-Go-Round Marriage

WALDWICK, N. J., Sept. 19.—While Edward Vail sat on a lion and Anna Wana make on a camel Justice of Peace John Hogan perched himself on a horse and pronounced them man and wife. Thus, while riding the Merry-Go-Round, the couple began married life on September 10. Vail came here as operator of a carousel in a carnival, and the very first night took a fancy to Anna as she was snatching the brass rings from her hobby horse. He asked her if she'd like a gold one instead and it turned out to be love at first sight.

Continuing their dizzy whirl around the stationary track, Edward explained: "We haven't known each other long, but nobody can say we're not going round together."



NEW RIDE MAKES ITS DEBUT—This camera reflection was flashed at Oregon State Fair, Salem, during the recent annual. In the background several exhibition buildings are shown. In the foreground, right, is a double Loop-o-Plane unit and, left, is the Octopus, latest ride from shops of Eyerly Aircraft Corporation, Salem. President Eyerly and General Representative Kline christened the Octopus and bade it welcome as a companion riding device to this firm's Loop-o-Planes.

of neon lighting on several of the rides dressed up the former illuminating scheme considerably. Spotting of the Skooter up close to the entrance and placing the Ferris Wheel trio at the far end of the loop made a very showy layout. Among the shows the Karl Walker Gay New Yorkers was in the money, with the Freak Show running close.

Barney Gerety told *The Billboard* representative he believed the Nebraska State Fair was well on the way back to again rank among the leaders. The fair officials expressed themselves as well satisfied with the Beckmann & Gerety organization, attractions and management.

Dodson Shows

ROCHESTER, N. Y., Sept. 19.—"Plenty of coin but few crowds" in the words of

showmen summed up the rather sluggish week at the Rochester Exposition for Dodson's World's Fair Shows with its many rides and tent shows.

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

Midway opened up Labor Day in a heavy shower. However, sunshine in the afternoon brought a crowd of 18,000 to the park which spent some coin. Ripley's Oddities, freak show; Gay Paree, an all-girl show, and the Harlem Revue, colored musical, drew the heaviest. First day was profitable but threatening weather for two days following cut down crowds, while the usual Saturday throng was reduced by a heavy rain. (See CARNIVALS on page 59)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Cluster, Mo.,
Week ended Sept. 19, 1936.

Dear Charlie:
The show made a jump back west to furnish what the bosses thought would be the exclusive midway for the event known as The Prodigal Sons and Daughters Reunion and Community Fair.

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

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

Th Ballyhoo Bros.' Show the first to arrive. This gave us the advantage over our competitors. We took the front location, spread the show all over the grounds and grabbed all the space possible. We put up 15 dead fronts that were stored in the cars to fill up more space. Orders were given to stake out to the ends of the guy lines and all tops to be erected as far away from the fronts as possible. We then filled the remainder of the space with living tops, trailers and baggage wagons.

At dusk the Drawhead Sisters' Cultured Carnival arrived. The girls were

very indignant over the whole affair. Demanding our removal at once. But the bosses and the show held their ground. Possession being in their favor. The auspices then held a meeting and decided to cancel the free acts and let them set up in the infield of the race track.

Monday at dawn the Meal & Punch Perforated Dukie Shows arrived. Again the heat was on. The committee again held a meeting and decided to call off the races and let them set up on the race track. This gave them the best of the Drawhead Show as it encircled them entirely.

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

A great reunion for the showmen. Some of the people joined the opposition shows to better themselves and some of theirs took the open jobs on our show to better themselves. By Xmas it will be an even break all around.

The spot for the brothers very good. Saturday night our electricians visited every show, ride and concession on the lot. They removed all the pennies from behind the fuse plugs so we could move the train. MAJOR PRIVILEGE.

Goodman Agents Up in the Air

Concessioners fly from Detroit to Memphis to make spot on time

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

Blankets and other prizes were generously seen on the midway, proving that they were being given out on the various wheels and other games fairly, and this fact, with frequent winners at each stand, helped to maintain a steady good will from the public.

Goodman himself left the show Thursday to go to Memphis, where the concessions moved Monday for the Tri-State Fair, leaving Max Klepper in charge of the Detroit stand.

A move exceptional in the carnival business was made by the 15 key men of Goodman's staff when a plane was chartered, leaving the Detroit airport at 5 o'clock Monday morning, flying by way of Chicago to Memphis. The party arrived in Memphis about 11 a.m. and setting a record for a carnival jump of this length.

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

Conklin Shows To End Profitable Season Soon

KINGSTON, Ont., Can., Sept. 19.—Three weeks hence the season of 1936 will be history for Conklin's All-Canadian Shows. In spite of considerable bad weather in the spring, the serious drought conditions of the Western provinces and the many days of rain since returning east, President J. W. Conklin says the tour will be a profitable one.

Conklin has not decided on his plans for the winter, but he is thinking seriously of taking a trip to Australia following the Chicago conventions. Incidentally, he reports that he has sold at very good prices all of the riding devices which he has offered for sale thru *The Billboard's* advertising columns.

SLA Cleveand Benefit Tentatively Set for Oct. 1

CLEVELAND, Sept. 19.—Arrangements and plans are under way here for a gigantic midnight show, to be staged to raise money for the Cemetery Fund Charity Drive of the Showmen's League of America.

Consent of Lincoln G. Dickey, director and general manager of the Great Lakes Exposition; Almon R. Shaffer, associate director, and Mrs. Peg Willin Humphrey, associate director, to go forward with the movement. They will act as honorary chairmen for the drive to be staged before the exposition closes. The tentative date has been set for Thursday evening, October 1.

Among the active league members now at the exposition are J. Gilbert Noon, Pete McCauley, Ben Levine, Stanley Graham, Al Rossman, Harry Calvert, Cliff Wilson and Frank D. Shean.

Trailer Photos Wanted

The Billboard is desirous of receiving clear photographs of living trailers used by show and concession people. Kindly mail same to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.

Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

Members are very much enthused over the PCSA securing more commodious quarters and all keenly interested in the removal, which will be in a few days.

There were 51 members present Monday night when First Vice-President Dr. Ralph E. Smith called the meeting to order. In deference to the rather unexpected appearance of Second Vice-President Roy E. Ludington, the gavel was turned over to him and he put the meeting thru expeditiously. Roy made a very nice talk, expressed himself as glad to be with the members and especially pleased that the dream of new quarters was soon to be realized.

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

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

Communications: From Walton de Pelaton, of Hilderbrand United Shows, with check for new members. He has reached the quota of new members accepted for that show. He also accepted membership as one of the judges of the newly organized Ananias Club. Bill Rice writes of the success of Colorado Springs, Colo., promotion. From Louis Wald, of the Conklin All-Canadian Shows, inclosed check and says he has had a most pleasant and prosperous season with that show. Never Fail President Theo. Forstall inclosed check for three new members and check covering dues for 1937 for members on Barnes show. Will Wright, of the Golden State Shows, sent his usual weekly check. Ed Workman, of the Casino Cafe, Balboa, forwarded news and check for 1937 dues. States he has had the very best season in the 10 years he has been located there. Frank Eiler wrote of plans and inclosed check for 1937 dues. Much gratification was expressed at reading of letter from Plain Dave Morris, who has been under care of physicians at National Military Home, Sawtelle, Calif. Says he is progressing nicely, is not now confined to bed, taking light exercises and plans to be back in harness in the next few weeks. Charley Dodson, from San Diego. He was two years at the Fair and will return to Los Angeles to rejoin the Coast defenders. New members: Frank J. Kennedy, Ely, Nev.; Hunter G. Farmer, Ralph W. Forsyth, of Fort Collins, Colo.; Sam J. Goodman, of Denver, Colo. These were credited to Walt de Pellaton and M. M. Buckley, of Hilderbrand United Shows. Olgar Odus Dodd, Hot Springs, Ark.; Nelson Benn, of Marland, Okla.; Frank Richards, Milwaukee Wis., credit to Mark Kirkendall, of the Al G. Barnes show.

William George Koehler, credited to A. E. Olsen and George Moffta.

Committee appointed to check into all quotas that have been set for individuals and the many shows in the membership drive are requested to report to Ben Dohbert and Harry Fink next meeting. This with the idea in mind that down the tag end of the drive those who have fallen short might be stimulated to greater activity. However, in most every case the quotas have been exceeded. Several valuable prizes will go to those successful in getting the most members. It was ordered that the standings of all be figured and reported made at next meeting. Jack Grimes writes that he will be in soon. The pygmy elephants are an assured fact. He regrets that it was not announced the selection of himself and President Forstall as to be the jockeys to ride the pygmies in the Pachyderm Derby at Hotel Biltmore. The jockeys-to-be are Milt Runkle, Nick Wagner, George Tipton, John Miller and Bill Jessup. President Forstall writes that this is positively one of the "super over surprise" numbers that will go to make the 15th annual Charity Banquet and Ball the greatest ever held.

Harry Fink and Dr. Ralph E. Smith announce there will not be another session of the Ananias Club until the return of many who, they state, are eminently qualified to rate. The personnel of the Cole Bros.-Beatty Circus will be guests of PCSA Monday night, September 21, after the night show, at which time there will be a floor show, refreshments and lunch.

At good of the order period several volunteered to donate money to a fund that will provide furnishings for the new club other than that provided for in the house committee budget. One member whose name is withheld at his request donated \$100.

Harry Seber heads a committee that will present a midnight show in one of the large downtown major houses. It is expected to realize a very substantial sum.

The weekly award went again to Johnny Kleine. At adjournment one of the most delectable lunches ever served at this club went with the liquid refreshments. A new member asked that he be not mentioned as having been the donor.

In the new quarters of PCSA there will be ample room in which the many affairs planned for winter social activities may be staged. There are many so trouper folks eligible and having a desire to mingle with a lot of fine fellows this winter, the club invites serious thought as to what it means to belong to one of the several organizations whose interest is in the welfare of showmen. Ten dollars pays all until September, 1937.

Royal American Shows Top Their Own Record

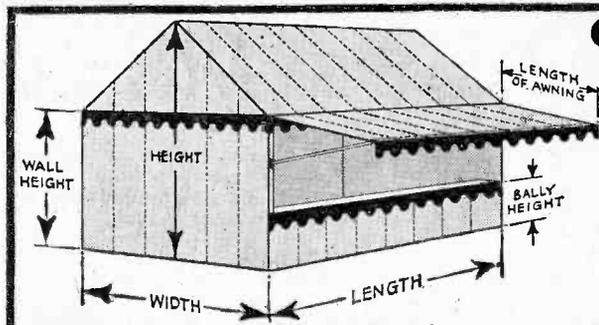
MINNEAPOLIS, Sept. 19.—The Royal American Shows rolled up a gross of \$91,903.65 at the Minnesota State Fair last week, compared with \$64,500 last year. The highest record here previous to this was made in 1920 when the midway grossed \$51,000.

The single-day achievement on Labor Day, officials said, was nearly \$3,000 ahead of the high record established by this midway organization in 1935.

Pittsburgh

PITTSBURGH, Sept. 19.—Despite threatening weather in the morning, an estimated number of 15,000 Pittsburghers attended the Great Lakes Exposition on "Pittsburgh Day" last Sunday, Harry Thomas, the show's local representative, reports. Special Pittsburgh entertainment presented at the exposition that day included the Pittsburgh Symphony Orchestra; Those Three Girls, singers; Elmer Waltman, black-face comedian; the Lawson Sisters, song team; Pat Haley, tenor; Sula Wing, contralto; George Held, emcee; Maryan McLain, Bertha Schmidt, soprano, and Johnny Duffy, pianist.

The Kaus United Shows enjoyed one of its biggest days of the season during the opening day of the Ebensburg Fair. Jean Gros and his Marionette Show were featured on the program presented for the national convention of the American Chemical Society at the William Penn Hotel here.



Concession Tents

Give Measurements as Indicated BUY from Factory SAVE Money

POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

Philadelphia

PHILADELPHIA, Sept. 19.—All parks in this vicinity had one of the best seasons in history, weather being exceptionally favorable on all week-ends and holidays.

Eighth Street Museum has the following bill this week: Youna, Japanese juggler; McGee, comedy cartoonist; Prof. Hanson and dog, Queen; Patman, magician and Mysterious Hand illusion.

Missouri Flashes

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

Mrs. Tony Martone is with the Isler Shows, operating twin Ferris wheels, penny pitch and cigaret shooting gallery. Dave Stevens, Kansas City showman, moved into his new home in Kansas City last week.

E. S. (Slim) Johnson, of the Midwest Merchandise Company, Kansas City, departed for an extended trip south visiting carnivals.

George (Laughing) Davis, manager of cookhouse with Beckmann & Gerety, operates that show's cookhouse a la circus style.

Arthur Bramble Dead; Johnnie Howard Sought

WICHITA, Kan., Sept. 19.—Local authorities and Byrd & Snodgrass Mortuary are attempting to locate Johnnie Howard, of Anderson-Strader Shows, in search for relatives of Arthur Bramble, 56, of Rochester, N. Y., who died of heart attack yesterday. Bramble is believed to be either a trouper or a relative of Howard. A letter from Howard was found in Bramble's pocket.

West Coast Showmen Concessioners Still Active

LOS ANGELES, Sept. 19.—Outdoor amusements still going big. Beaches have more week-day play than for years and week-end crowds are record breakers. Usually after Labor Day there is supposed to be a fall-off in business, however the crowds still come and concessioners and others report the crowds spending-minded. Griffith Park, in which are many hundred acres for play, is crowded in every place. Ross R. Davis, who has the rides, reports that his business was very good, as was the business at Lincoln City Park. The Hawthorne Powwow was one of the real spots, hanging up new record for attendance and all concessioners report successful four days. The Beverly Hills Country Fair at Harold Lloyd studios in Beverly Hills extended two days—the concessioners and Jimmie Woods' circus did well, but crowds were not up to expectation. One flop was recorded in the Air Circus at Glendale, Grand Central Airport, most ideal location, but the affair closed after two days of a scheduled 10-day run.

Doc Hall, of the United Shows, has contract for the Montebello Pioneer Days for rides and concessions. There will be a daily rodeo.

Harry Seber back from the North. Did very well at the Taylor Street Theater, Portland, Ore.

Ray Johnson, working special events and clubs, was awarded a prize at recent show, the donation of the two notes, Myrna Loy and Warner Baxter. Eddie Gamble away on vacation. Mr. and Mrs. Frank Foley back from extended trip. Mr. and Mrs. Bert Elenborn are touring. Hap Young writes of doing well. Col. Ed Nagell goes to Sacramento. (See WEST COAST SHOWMEN page 61)

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 19.—The date of the opening meeting for the winter is Thursday, October 1. The membership drive goes merrily on and applications received during the week are credited to Harry Ross, 10; Sam Feinberg, 1; Charles T. Goss, 1; Edward A. Hock, 1; Joe Vernick, 1; Harry Lewiston, 1. These include the names of John A. Francis, Ray Belew, Fred N. Garneau and John D. Starkey.

Returns in the Cemetery Fund Drive during the week were from J. W. Galligan, Homer Moore, A. Hodgini, E. L. Crain, Lillian Miller, Joseph Cole, Frank E. Conway, H. B. Kadison, A. R. Hodge, Ted Felger, F. H. Bonnell, Julius Cahn, Raymond Orr, H. J. Brazier, A. B. Champlon, George W. Powers, Norris E. Winn, Chickie Miller, Harry Deremo and Thomas H. Goodwin.

Brother Tom Voller and the missus, known professionally as Princess Violet, played Indiana fair dates recently.

Dues received during the week from J. W. Galligan, George Regan, Lew Dufour, Thomas B. Vollmer, Edward J. Young, Alex Aitchison, Joseph H. Suave, William F. Troyk and William C. Cleaver.

Received an application for Ray Belew, sent in by that good old brother, Sam Feinberg.

Harry Wingfield and Sammy Aldrich have again joined the Beckmann & Gerety Shows after about four weeks' absence, most of which was spent around Chicago.

President Patty Conklin advises that he is expecting great results in both the Cemetery Fund and Membership drives. He has been promised real co-operation by Brothers Ruben Gruberg, Elmer Velare, Max Linderman, W. R. Hirsch, John R. Castle, R. L. Lohmar, C. G. Dodson, Morris Lipsky, Walter White, E. Lawrence Phillips, Sam Feinberg, Fred Beckmann, Barney Gerety and many others. To say he is highly elated with these promises is putting it mildly. There are some real awards to be made in the Membership Drive and Chairman J. C. McCaffery is highly pleased with results to date.

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.

"IT'S TOPS IN RIDES"

This New TLT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

CONCESSION CARNIVAL TENTS

Our Specialty for Over 46 Years.

UNITED STATES TENT & AWNING CO.

701 North Sangamon Street, Chicago, Ill.

CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents Floss, \$45 up. Gasoline Poppers, \$28. Elec., \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free.

NATIONAL FLOSS MACHINE CO.

310 East 35th St., New York City

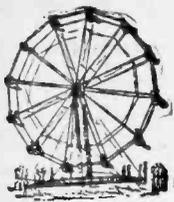
WANTED Showmen Who Are Interested in MOTORIZING

Write for Our Special Finance Plan. CHARLES T. GOSS

With Standard Chevrolet Co., East St. Louis, Ill.

No. 12 BIG ELI

The Original Model BIG ELI Wheel, 45 feet 3 inches high. Easily used portably and has plenty of height and prominence for use in the Amusement Park. Royal-American Shows operate a four-in-line unit of No. 12s, one of their most popular major attractions. Write for additional information.



ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

WHEELS Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,
\$12.00

BINGO GAME

75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 136. Heavy Convention Walking Canes. Dark Mahogany Finish. Price For Gross, \$24.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

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Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
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NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
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ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

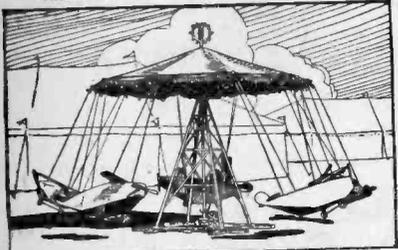
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19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

THE NEW KIDDIE AIRPLANE SWING

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springfield, Erls Co., N. Y.

1937 ASTRO FORECASTS

Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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198 S. Third Street, Columbus, O.

BUDDHA PRICES CUT

Send Stamp to

S. BOWER
430 W. 18th St., N. Y. City.

GIRLS--GIRLS

Hula, Oriental, Strip and Fan Dancers. Salary or percentage. All winter's work South. Also Talker and Grinder. Jackie Miller wire or come on.
F. W. MILLER,
Jonesboro, La., September 21-26.

Midway Confab

By THE MIXER

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

RALPH H. BLISS is handling the press for the Dixie Exposition Shows.

ARTHUR E. CAMPFIELD and Ernest Chandler—hello!

ROUTED SOUTH: How indefinite! The States have names.

T. A. WOLFE has the Holy City concession at the Dallas Exposition.

TO MANAGERS and general agents: It is hardly good business policy to claim the booking of fairs that do not actually exist.

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

FRANK J. LEE is listed among the hustling advance agents.

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

WALTER B. FOX is general agenting the Al C. Hansen Shows "way down yonder."

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

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

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

PROF. L. LEEVITCH reports from the corn belt: "Now have palmistry with Van's Circus Side Show. Business good, when not having plenty of rain."

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

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

OFFICIAL TITLE: Cetlin & Wilson Shows, Inc., "The World on Parade." Sounds quite broad and attractive for

trouble with my eyes and have been under treatment at Huntington, W. Va., eye clinic."

SOME OF THE brightest minds in America are in the carnival business, and some of the dullest think they are.

CAPT. JACK PERRY cards from Mt. Sterling, Ky.: "Have booked my water show and high dive with Col. T. L. Dedrick's Happy Days Shows for balance of season."

THIS IS A GOOD LINE: "A mammoth midway of matchless magnificence and incomparable international features." It belongs to the Great American Shows, managed by John T. Tinsley in 1935.

LAUGHTER? My how they did laugh when the first Flea Circus was produced. W. F. Heckler gave it the longest run of any "show" on Broadway and has made a fortune out of the little bugs.

DENNETT & KNEPP Exposition Shows scored a big hit at the Pocahontas County Fair, Marlinton, W. Va., according to S. B. Wallace, president of the fair association.

RAY GLOUM letters from Raleigh, N. C.: "Closed with Dan Rice Circus at Kingsport, Tenn. Now with Dennert & Knepp carnival side show in the annex. Shows doing a nice business."

WE WILL NOW have Harry A. Illions tell the carnival world what carnival was the first to use the caterpillar tractor, if so. How come? When and where, Harry A.?

THE LEAST some letter writers could do is to date their missives and spell the name correctly of the place they are corresponding from and to sign their communications.

COOKHOUSE operators: Most people like food with their meals. Coffee should be, in fact, the best "you ever drank," and generally is.

THERE WAS a time when some general agents enjoyed tearing up 10-dollar bills and tossing them out Pullman car windows. There seems to be more sanity among the clan now.

LOU C. KELLEY writes from St. Marys, Pa.: "I will be back in the game next season with a fast stepping "Crazy" Fun-house. More front, noise and three times as many Kelleys as before."

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

CAPITAL FAIR CIRCUIT: Springfield Ill., Des Moines, Ia.; Lincoln, Neb.; Topeka, Kan.; Oklahoma City, Okla. Beckmann & Gerety—it took "The Onion" to think of this one.

A LOT of carnivals are reorganizing just at present. Changing ownership just after Labor Day is better than waiting until the bank roll has been depleted. Then no one would get any of the holiday spoils.

DOC WADDELL pens: "At last I have witnessed a genuine carnival 'turnaway.' It happened Labor Day at Henderson, Tex. Gates ticket sale closed because there was no more room on the midway for the people."

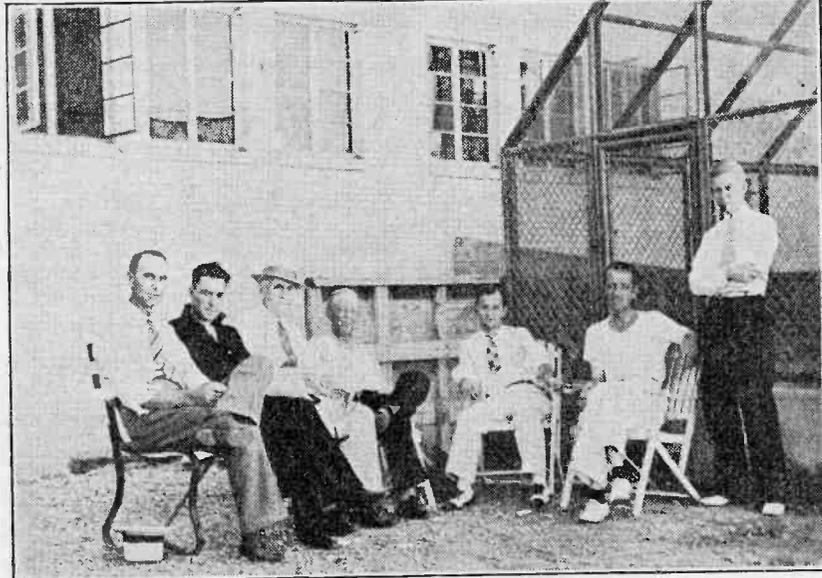
THE "Barkers" of the "Streets of the World" at the Great Lakes Exposition, Cleveland, has been renamed "Ribbers' Row." George Dixon (Amourita) seems to deeply concern them for some reason or other. Probably he wants to always be immaculate.

CARNIVAL PEOPLE are the only people in the world who will try to fly kites in cellars. They seemingly try the impossible and sometimes get away with it.

BOBBY MACK, general agent for J. B. Strayer, of the Pan-American Shows, writes: "Carnival business this year has been far above some previous seasons. Pan-American has had an excellent season so far. We, however, have had two or three dates that were not the best."

MRS. JOHN T. BACKMAN (Golda S.) flashes from Venice, Calif., September 8: "Have recovered from several nervous breakdowns and am now able to work. Mrs. George Tipton (Blossom Robinson) has resigned as secretary to Mr. Backman and I have taken the position."

RALPH R. MILLER was in Dallas on



DUFOR AND ROGERS' CRIME SHOW ACTORS—This photo is of the members of the dramatic company who enact the Sing Sing Prison scene in Warden Lawes' Crime Show at Texas Centennial Exposition, Dallas. It was taken last week in the open-air Green Room of the show. Left to right are William Penn, Gene Walsh, Barry Gray, Jim Shaw, Jay Mason, Deacon Laur and W. Bignell. Several others, including Floyd Woolsey, "escaped" the camera's eye, Barry Gray reports.

WISDOM: Either to recommend the character and qualifications of a person, or not to, may do him an injustice.

EARL ATCHISON, general agent C. W. Nail Shows, reports himself as in Louisiana contracting fairs.

A FRIEND of "The Onion" writes: "This show is suffering from partneritis."

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

FESTIVAL NEWS: The lawn party and supper went along all right until the ice cream got salt in it.

GEORGE SCHILLING from El Paso, Ill., September 12: "Jack Kettle, talker, and myself have closed with John Starkey's Ten-in-One of the Imperial Shows."

COL. M. L. BAKER, from Portsmouth, Va.: "Side show and animal show played Tasley, Va., fair. Opened on Sunday and got top money."

BOTH GOOD sometimes: "Pitch-till-you-win" boarding houses and "Pitch-till-you-win" ring games. Many times there is a "gimmick" to both.

LEE A. SULLIVAN: Many would like to know what the Big Eli Wheel population of the world is for 1936.

publicity and reminds that Harry Dunkel is the general agent.

THIS IS TERRIBLE: Fighting after the day's business is over to get first count of the takings.

NO REFLECTION on nor compliment to anyone in particular: The people of all nations are highbrow, lowbrow and nobrow, as per general population.

DISCOVERED! Harry E. Tudor has a "Show Boat" article in *The World's Fair*, outdoor show paper published in England. Oldham August 29.

JACK HUFFINS, of Fairmount, N. C., and H. W. Campbell, of the United States, are directing the destinies of the Campbell United Shows.

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

JOSEPH LUPO Carnival opened at Berwyn, Ill., September 12, auspices, the Italian-American Club. Virginia Young, aerialist, is featured with the show.

MY, HOW Morris Miller's and John T. Tinsley's Miller Bros. Shows have grown. From three rides and three shows to 11 rides and 12 shows in a few months.

F. H. BEE JR., manager F. H. Bee Shows, advises: "Have had serious

Thursday of last week with three of his trucks, purchasing stock for his concessions and other show equipment and paraphernalia. The show is now operating in Louisiana and is in its 10th year without closing.

P. J. Griffin, Mike T. Clark, Phil O'Neil, Otis L. Smith, Old Sol and Jack Frost.

HERBERT A. EVANS, once very prominent in amusement park and carnival activities at Coney Island, New York, is still playing characters in motion pictures out Hollywood, Calif., way.

TALK ABOUT service: "Red Onion" was sitting in front of the Beckmann & Gerety office wagon one morning in Springfield, Ill., during the recent fair, talking to Fred Beckmann, Barney S. Gerety, Larry Hogan and others in the group. Along came E. Lawrence Phillips, Walter A. White and Joe Pearl, of the Johnny J. Jones Exposition, then playing Beardstown, Ill. Pearl opened his mail bag and said: "Here, Mr. Onion, is a letter."

ABNER K. KLINE, the once prominent carnival owner and manager, now tours the continent for the Eyerly Aircraft Corporation, of Salem, Ore. The latest ride from this firm is the "Octopus," presented for the first time at the Oregon State Fair, Salem. He recently airplaned from Toledo, O., to Portland, Ore., making the flight over night with a few hours of daylight added. He then boarded Mr. Eyerly's private plane for Salem to see the "Octopus" rides in operation.

TO REMEMBER: John Wendler, Roy Van Sickle, Cash Miller, Ben Krause, George F. Dorman, Dave B. Stock, Helen Stock, Walter Devoyne, Berney Smuckler, Marie K. Smuckler, Otis Seiver, Mrs. Otis Seiver, Pop Seiver, William P. Lynch, Sam Levy, Samuel J. Levy, Mike Korris, George I. Friedman, C. Hamilton Thompson, Frank P. Spellman, Billy Rose, Bryan Wood, F. L. Flack, J. Frank Hatch, Sam Prell, Harry Ramish, Jack Russell and Sam Mechanic.

SOME PLACES in Russia the carnivals don't open until midnight. Some places in America the folk won't go home when it is midnight. They want to stay up for the milk and early-morning newspaper. Strange lure, this carnival thing.

LEE HOUSTON, a half-and-half, while appearing at the Wabash Valley Fair, Terre Haute, Ind., failed to "stand up" under investigation, according to an article in *The Saturday Spectator* of September 12. The investigation followed a complaint, alleging indecency, vulgarity and fraud, made to the chief of detectives by three nurses of the local Public Health Nurses' Association, and Houston was given a fine of \$50 and costs and 160 days at the State Penal Farm, the publication stated.

AL F. GORMAN, former carnival general agent and owner, is still in the decorating business in Jacksonville, Fla. He writes: "I want to let the show world know that I am alive and kicking high. My son, Nathaniel Herbert Gorman, age 22, named for the late Nat Reiss and the late Herbert A. Kline. After being in business here he joined the World of Mirth Shows at Ottawa, Ont., Can." Al F. seems to be itching for the road. He once owned the Gorman Yellow De Luxe Shows and train.

CARNIVAL SHOWMEN in England seem to delight in covering up the fronts of their shows and all available space on riding devices with signs, titles and descriptive matter all over the fronts and ticket boxes. They do it over here in great abundance, too; in fact, too much. One of the most attractive fronts in America loses its effectiveness because it is signed up too much. Nobody is knocking sign painters, Robert Dickerson, W. N. Clay and others, please note.

PRESS AGENTS should not usurp auditors' prerogatives. That is: Don't guess the receipts and percentage increases. Why invite uncalculated competition? What's the use? It is an old carnival custom to try to outbid the other feller, even if it has to be in guessing.

FRANK ZORDA reports from West Shows, Covington, Va., September 12: "Plenty of concessions. Mrs. Bertha Melville has Scooter ride. Rajah Raboid visited. Whitey Norman, late of the Sheesley Shows, is with it. George S. Marr, former secretary for many years, has resigned. Art Converse left on a business trip. At this fair people stayed on the midway as late as 2:30 a.m. most nights. Rides did capacity business. Frank West announced a season of many more weeks yet."

SOPHIE MULLINS writes from the

Western States Shows: "Colorado Springs, Colo. Auspices, American Legion. Business, poor. Just across the street from the location we showed on last year. Last year we were sponsored by the Shrine and did nice business. This year the only alibi we can find is that the State Fair at Pueblo was going on the same time we were showing here, as it is only 50 miles from Pueblo. Clyde Davis and wife, Babe, had a welcomed visitor from Kansas City, Clyde's mother, Mrs. Mike Davis, who brought their baby, Mary Ellen. Tillie Jones, Larry Wood Jr. and Johnny Hollers Jr. leaving for San Antonio and Odessa, Tex., to enroll in school. General Agent Jim Schneck is back on the show as he has the show booked until closing."

BILLY ROSE: Do not do anything until you have seen the General Motors Parade of Progress. That is regarding the transportation of a "World's Fair on Wheels." Better see Walter K. Sibley about it, as he had ideas and plans for such an exposition at least 20 years ago. He may have the plans now.

ROSTER OF W. H. Smith's Congress of Oddities at New York State Fair, Syracuse, N. Y., Labor Day week: W. H. Smith, owner; Thomas Burns, manager; George (Whitey) Usher at the "mike"; Stan Kelley, second openings; Joe Ceritos, seven-piece band with calliope. Four ticket boxes, No. 1, Mickey Ward; No. 2, Eugene Perry; No. 3, Ted Keller, and No. 4, George Hames. Inside lecturers, Doc Harmen and Eugene Perry with Jack Caird and four assistants canvassing. Inside acts: The Wonder Dog, Silver Queen, presented by Phillip Rockwood; Gray Family of Glass Blowers; the Great Skelton, magic and mind reading; Frank Mitchell, comedy juggler; Sam Mair, alligator, fire and Congo acts; Mazie Usher, palmistry; Grace, George and Harry Unger, European midgets; Enoch Stone, the man who grows; Vera Long, bearded lady; Pearl Beattie with big snakes; Angeline Perry, electric act; Earl Ward, Punch and Judy. In the annex was an added attraction for three days presented by Doc W. C. Nelms.—**FRED D. HARRIS.**

IT WAS YEARS ago: R. L. Lohman displayed the model of a complete carnival at the fair men's convention at Chicago. It was a perfect model, built by R. L. It embodied many advanced ideas now in practical use on some of the biggest ones. The trouble with "Advanced Ideas" is the average carnival owner cannot "savvy" them until about 10 years after they are revealed. Look how long it took to revive the Inclosed Midway. If it had not been for pay-gate midways some of the carnivals now raving and ranting would not be in existence. Give R. L. Lohmar credit for wakening a lot of them up.

A BRIDAL SHOWER: Mrs. H. J. Brazier and Mrs. J. T. Tarkington were hostesses Thursday, September 3, at a surprise bridal shower and luncheon for Rosemary Loomis, daughter of Mr. and Mrs. G. C. Loomis, of the Allerita Loomis Players, and niece of Mr. and Mrs. C. F. Zeiger, of the C. F. Zeiger United Shows.

An array of beautiful gifts was arranged in the parlor of the Troy Hotel, Los Vegas, N. M. The attending guests were served a luncheon at the Harvey House. The tables were decorated with asters and favors of tiny brides for each guest. The beautiful bridal cake caught the eyes of all present.

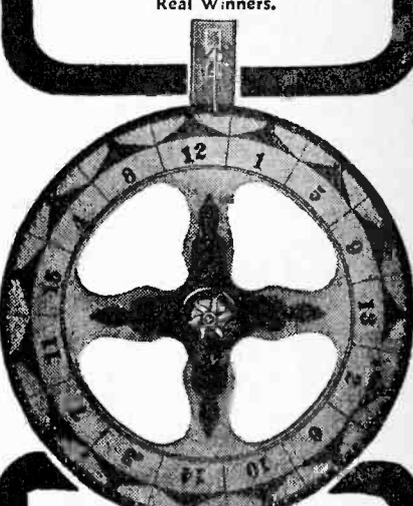
The good wishes for the bride's future were expressed and Miss Loomis responded with her appreciation.

The out-of-town guests who honored the occasion were Mrs. G. C. Loomis, Allerita Loomis, Mrs. C. Wrightman, Mrs. Harry Rogers, Mrs. Harry Lucas, Miss Ada Gonzales, Mrs. Madge Buckley, Mrs. Margaret Farmer, Mrs. Louis Ringold, Mrs. Marguerite Gunn. Those present: Mrs. C. F. Zeiger, Mrs. Oattie Bell, Mrs. Jimmie Ross, Maxine Ross, Mrs. Eddie Gonzales, Pearl Shafer, Mrs. Clyde Gooding, Mrs. Mea Goodwin, Mrs. Cleo Da June, Miss Lillion Ballard, Miss Marie Le Due, Mrs. Opal Martin, Mrs. June Haven and Jean Le Marr.

MAX CRUBERG telegraphed from Syracuse, N. Y.: "Our four weeks in Canada showed wonderful business. Last stand was Montreal, auspices Verdun Hospital. Drew an attendance of over 100,000 in eight days, thru gate. Conklin Shows played Montreal same week. Plenty show visitors. Patty Conklin and brother were a great help to us. Their display of real showmanship, friendship and courtesy is highly appreciated by the manager and entire organization of the World's Exposition Shows."

EVANS ATTRACTIONS

Will help make your Concession
THE Live Spot. Don't guess. Don't
take chances. Depend on Evans for
Real Winners.



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42" to 10'. Also Safety Coin Boxes.

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Shooting Galleries, Sets, Creepers, Grind
Stores, P. C. S. and Cases, Parts and Supplies—in fact, everything for the Midway.
This 80-page, fully illustrated Catalog is
yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

C. W. Nail Shows
Rayville, La. Week ended September 12. Auspices, Veterans of Foreign Wars. Weather, good. Business, excellent.

Show opened for first week of the season here. A surprise to all concession people, some coming from as far as Minnesota. They reported to the manager that Saturday's business far exceeded their receipts for July 4. Manager Nail owns all rides and shows and had a brilliantly illuminated midway. The auspices were on hand en masse in full regalia every night and the ladies' auxiliary of the V. F. W. also assisted in every way possible. A unique feature was the ladies serving a plate lunch to everybody connected with the show.

The roster: Capt. C. W. Nail, owner and manager; Mrs. Nail, secretary and treasurer; Earl Atchinson, advance; Carl Eaton, manager of minstrel show; Mrs. Himel, ticket box; Joe Ferguson, athletic show, Joe Evans assisting; Henry Akers, pit show, and George Canfield, deep sea show. Concessions: George Hall, two; Ed L. Hall, two; Bert Miller, two; Curly Atchinson, one; Mr. Rollins, one; Mr. Walters, one; George Stringfellow, three; Mr. Lyons, two, and Mrs. Shaffer, one. Several spots booked and all under auspices. The show will remain out as long as possible, depending on weather and business conditions.

EARL ATCHISON.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
 Automatino Bingo Shaker, real class. . . . \$12.50
 Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
 Bingo Record Sheets, 24x36, 20 for 1.00
 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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Lord's Prayer Engraved on Penny — BEST money-maker, all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mails.
"BLUE DOT" STAMP COMPANY,
 124 East Larned Street, Detroit, Mich. (Est. 1928.)

MINER MODEL Exposition Shows

WANTED—All kinds Shows and Concessions, Iron Claws, Frozen Custard, Scales, Penny Pitches, Mouse Pitches, Stock Wheels, for one of Pennsylvania's Largest Street Fairs, held on the main streets in the center of the city, Manheim, Pa., September 24th to the 26th. Three more Street Fairs to follow. Address all wires to R. H. MINER, Manheim, Pa., or come on at once.

Wanted To Buy

Will pay cash for Eli Wheel and any other Rides in good shape up to January 1. Also want Corn Game Top and Frame.

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 14 South 19th St., Belleville, Ill.

SECOND-HAND SHOW PROPERTY FOR SALE.
 \$1.75 Men's New White Buckskin Skate Shoes.
 \$1.65 Chicago & Richardson Skates. All Sizes.
 We Sell Roosevelt and Landon Flags and Decorations. Write List.
 \$35.00 Khaki Waterproof Tent, 18x24'. Others \$2.50 Govt. Flood Light, with 10' Reflector.
 We buy Evans Games, Skates, all makes; Guss-Your-Weight Scales. Call or write **WEIL'S CURIOSITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

WILL PAY CASH

For Used Loop-o-Planes.
ROBIN REED, Salem, Ore.

Joe's Playland Shows

WANTS TO BOOK OR BUY Chairplane. CAN PLACE Corn Game, Photo Gallery, Stock Concessions. Have opening for Geek Show, Half-and-Half, organized Minstrel. Cardwell, Mo., this week; Cherry Valley, Ark., week September 28.

BARKER SHOWS

CAN PLACE Stock Concessions, all kinds. Need Grinders, Girls for Hula Show, small girl for Illusion, Man and Wife for Mickey Mouse Show. We are in the Cotton Country now, and booked until the first snow. Haysi, Mo., this week; Steele, Mo., week September 28.

OPENER for TEN-IN-ONE SHOW

Tattoo Artist, Working Acts, Bird Acts, Parrakeets, Cobleskill, N. Y., this week; next week, Bloomsburg, Pa. Fair. **W. H. SMITH.**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

The Great Lakes Exposition Midway

CLEVELAND, Sept. 19.—I. B. McCoy, who fronts for the French Casino, was elected mayor of the Streets of the World Tuesday afternoon over George Dixon, "barker" for Amourita, and Gus Chang, of the Chinese Temple. Affair was real, McCoy, with Jack Melton, Nudist Colony, and Red Marcus, Creation, as board of elections, and Ralph A. Lind as mediator. Yellers and shouters, 40-milers, first of Mays barred . . . no towners . . . 58 ballots cast—McCoy 22, Dixon 21, Chang 15. . . . McCoy's cabinet includes Woody Leuthold, Nudist Colony, prosecutor; Jack Melton, presiding judge; Red Marcus, chief of police; Buddy Smith, Creation, chief of detectives; Dixon, commissioner of sewers; Dick Horowitz, Nudist Colony, public works; Al Humpke, Flaming Fanny, dog catcher; Al K. Hall, French Casino, public defender; George Myers, Amourita, fire chief; A. Meyers, Nudist Colony, comptroller; Lieutenant Snyder, police department, safety director, and Helen Middleton, Keyhole, secretary to the mayor. . . . No treasurer, McCoy serving under speed-trap customs, where all fines go to the mayor. . . . Before the balloting at 5 o'clock speeches in all languages were delivered to several thousand at International Circle. . . . Mayor was inducted by riding bucking mule, furnished by Harry Woodring, of the Midget Circus.

Shirley Rust, of the French Casino, is the latest to join the Bernards and Duvals with Rudy Vallee, opening at the Astor in New York. . . . Zouiaz, sand diviner on the Streets of the World, will move to the Mayfair Casino soon. . . . H. H. Zychik, honorable commissioner-general of the Streets of the World, reports tremendous attendance at his education exhibits, and that with little newspaper publicity. . . . The girls of the French Casino gave Phil Gordon a trick lighter for his birthday.

Jean Saunders, the Olympia of that show, is a Cincinnati high-school girl, breaking into the game. . . . Maurice Spitalny, who left the Showboat recently, opens at the Commodore Perry in Toledo September 28 with a CBS chain spot over WSPD. . . . Noel Leslie, narrator for Parade of the Years, has returned to the Playhouse for the winter. . . . Mrs. Chester Hart, of Chicago, has taken Jane Cook's place as recorder player for the Old Globe Theater dancers. . . . Cliff Wilson's pet snake, Elmer, is sick and 20 gallons of milk are required daily to help him recuperate.

Jack Rosenheim is using Lester Lake's guillotine illusion to front the Olympia show, while a half-woman illusion is displayed as a free come-on within. . . . And next door Harry Hamerhoff shows the Spidora illusion for the Keyhole. . . . Al Humpke has opened a Flaming Fanny Show on the site of the Oriental in the Streets of the World, with three girls and Slim Lee fronting.

John I. Branson, of the Hollywood Lion Motordrome, went to Chicago this week to confer with E. K. Fernandez in regard to taking his show to Hawaii for the winter. . . . William C. Gregg, assistant to Roy L. Harvey at the Old Globe Theater, changed from actor to stage director, to movie manager, his present standing. . . . Added to the cast of the Old Globe Players are Michael Farrell, Frank Gardner, Gordon Sommers, Ruth Astor and Richard Spater, all from the San Diego Company. . . . Thomas Wood Stevens is back looking the newcomers over after a vacation in the West.

Harry Calvert, of the Nudist Health Colony, is welcoming the hot days after his performers were seeking shelter from the cold snap. . . . Al Rossman is operating two handwriting pitches on the midway and announces business excellent. . . . Harry Catalano, manager of the Graham's Midget Circus, had more than 30 years in stock, vaudeville and drama as a singer and one time worked Keith's Circuit with Jack Denny, the music master. . . . Toto, nude dancer at French Casino, is Madeline Gardner, Chicago girl, who was promoted from the line. Sister is Muriel Page, the flame dancer.

Chet Dunn, manager of Puritas Spring Park for the last four years, and Mrs. Dunn, with Mr. and Mrs. Gib Laurence, did the expo last week. The Duns are

leaving for the South. Chet reports his park season the best since opening there. Norman Kestner, who is assisting Doc Shean with the small stands and concessions, is doing a wonderful job . . . and it's his first year at this phase of the game.

Mrs. Charles Snyder, the candy man's wife, is improving rapidly so Charley writes from Florida. . . . Barnum Hanley, the straw-flower king, is now a chain-stand artist with everything up to standard. . . . Jack Levy, the old trouper doing the Furman candy on the midway, is going over big with novelty candy.

Carl Sedlmayr, of the Royal American Shows, visited the grounds Wednesday night and spent considerable time with A. R. Shaffer, associate director, and Doc Shean.

United Shows of America

Detroit, Mich. Michigan State Fair, September 4 to 13. Weather, variable. Business, excellent.

Business here was a record high for all time at this fair. Show used a new location and it proved a very good one. Rain at 8:30 Labor Day night drove the patrons home. Rain again Friday of the last week, which was one of the big days of the fair and all day on the last Sunday. Visitors here were many and included George D. Dickinson, former manager of this fair; W. G. McRoberts, former secretary of the North Dakota State Fair, at Fargo, and now a national bank receiver; Fred A. Chapman, secretary of the Iowa, Mich., Free Fair, and Governor Fred W. Greene of Iowa, Mich., and William Jahnke, of the Saginaw Fair.

W. R. Hirsch, director-general of the show, left for Shreveport, La., to devote his full time to the Louisiana State Fair, of which he is secretary-manager.

Mrs. R. L. Lohmar and son, Rolland, returned home after a vacation visit of some weeks' duration on the show.

The secretary-manager of the Michigan State Fair, George Prescott Jr., is surrounded by a corps of efficient assistants and gave Michigan the greatest State fair in her history. W. H. Watt, executive secretary of the fair, rendered every possible co-operation.

The show goes to Amarillo, Tex., a railroad movement of some 1,400 miles. Amarillo starts the Southwest circuit of fairs. Long jumps are a feature of the show this season and has traveled over twice the distance that it did last year. All of which is according to an executive of the show.

Dee Lang Shows

Jackson, Mo. Week ended September 12. Annual Home-Comers' Reunion. Location, around public square. Weather, fair. Business, very good.

The show, a motorized one, made a special move of over 600 miles and opened on time for Labor Day. Spirited co-operation by the committee. The week's gross topped any of recent years for the celebration. The attendance was said to be the largest yet. Opening Labor Day and closing day Saturday were reported as record breaking. All rides went over big. Shows and concessions did very good. This was the first appearance of this show here. During the week the showfolk presented Mrs. Dee Lang with many tokens of esteem in honor of her birthday. Little Joel Cube purchased a bike. He earned the money for it himself. His parents are with the Follies of 1936 on the show. There were quite a few St. Louis visitors, including Mr. and Mrs. Leo Lang, Mr. and Mrs. Charles Goss and L. B. Smuts. From here the show moves into Tennessee. **FRANK J. HAHN.**

Along the Expo Midway at Dallas

By GRECC WELLINGHOFF

DALLAS, Sept. 19.—Midway folks at the Texas Centennial Exposition are taking to the ether waves in a big way. Several, after preliminary tryouts on broadcasts over Dallas stations, have appeared in the visual-audible Gulf radio studios over transcontinental networks.

When Rudy Vallee broadcast his Fleischmann Yeast hour from the fair he presented as one of his guest artists Cliff Lowe, Streets of Paris talker. Cliff shared honors with Lupe Velez, Robert Ripley and David Gulen, the composer, on the NBC net.

Paris Peggy Hahn, crack feminine talker, gave her clever sales talk on the Columbia Broadcasting System recently as part of a fast variety show. Miss Hahn was interviewed briefly and then went into a spiel that had the spectators rolling in the aisles.

The eminent conductor, Josef Cherniavsky, late of the stage version of *Show Boat* and currently appearing at the Streets of Paris, was guest on the last of a series of *Music of the South*, heard Sunday nights on the Columbia web.

In addition many of the showfolks have been heard in prominent roles over the three Dallas stations. Three, Rhys Williams, Shannon O'Dea and Tommy Hart, of the Old Globe Theater, Streets of All Nations and Hollywood, were broadcast on WFAA when they competed with Clyde Vandeburg, radio director, in a hog-calling contest. "Queen" Elizabeth Sowersby, of the Globe Theater, has been mistress of ceremonies on several radio shows.

Others who have appeared in interviews, variety shows and special features include Kay English, Streets of Paris singer; Marvella, fingerless pianist from Ripley's Show; George Pettite, Black Forest singer; Jack Helm, Television's mechanical man; Betty Farcus, midget singer; Teddy Goldstein, the hum-a-tune king; Clyde Pierce, Warden Lawes Crime Show; the Yanyego dancers; Jean Holmes and Edith Strand, Showboat, and numerous others.

Dixie Exposition Shows

Covington, Tenn. Week ended September 12. Weather, rainy. Business, fair.

Business was not up to expectations at the Lipton County Fair. Charlie and Alice Lee, Bingo Randolph and Perry Madison joined with concessions. Mrs. Edna Franks visited with Mrs. C. D. Scott the first time in 20 years. William Stroud repairing and repainting his rides. Several new tops received from Mahaffy Brothers. Curly Burke is recovering from recent operation. Jack De Voe, special agent, is in Russellville Hospital, Russellville, Ala., suffering with an infected foot. Ben Mottlie's new midway cafe doing real business. Anna Scott, mail and *Billboard* agent, now riding a new bicycle to and from post office. Charlie Dill and wife, of Kelly Grody Shows, were visitors. Felix Scott doing a fine job putting show on and off lot. Bob Page, general agent, back on show for a few days. Charles Noel left to join Superior Shows. Roy Bean and wife left for Arkansas. **RALPH H. BLISS.**

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FORT SMITH, ARK.
 TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1898



Heart of America Showman's Club

KANSAS CITY, Sept. 19.—The membership drive had a black horse come in and it was no other than Jake Brizendine, of the United Shows of America. He sent in at one time 27 new members for the club, as follows: Thomas E. Adams, Joseph Allen, Ingram E. Chambers, Grant Chandler, Tom E. Copperstone, William Crosby, William B. Davis, Dr. Samuel Friedman, Dick Gabb, L. O. Goodbrake, Oscar T. Halverson, James Hurd, Gerald Johnson, Robert M. Johnson, Edward Karn, Clifford Karn, Victor Lacouture, John L. Lorman, Fleming M. Love, Joseph E. Mahoney, Louis Merson, William H. Nosker, Frank C. Onstott, Joseph O'Hara, Irving C. Ray, Albert L. Sexton, William Sylvia.

This is a wonderful showing for Mr. Castle, who is president of the club and an associate owner of the United Shows of America. A good friend on the show sent along with the new members that Mr. Brizendine sent in a donation of \$10 for the Hospital and Cemetery Fund.

Jack Ruback, who is an active member and owner of the Western State Shows, has promised to put on a mid-night show at Plainview, Tex., for the benefit of the club.

Mel Vaught, owner of the State Fair Shows, is likewise putting on a show for the same fund.

W. A. Gibbs, of the Gibbs Shows, was a visitor and is one that can be relied upon to do his part.

Clark Swisher, with rides, will be with the Gibbs Shows for the remainder of the fair dates. Gibbs made a \$20 donation to the Hospital and Cemetery Fund.

The following members were secured by Toney Martone while he visited the Beckmann & Gerety Shows at Topeka, Kan.: Ray Belew, Sam Gordon, Robert Paul, Harry Wingfield and Arthur J. Weiss.

J. L. Landes, of the Landes Shows, sent in the following new members: Rollie Lee Bishop, Ben Robert Weaver, Floyd Clark and Fred Willis Clark.

With the new life the club has taken on during the past year and with the ever-increasing new members being added to the club's books, things should be pretty lively around the clubrooms this winter.

Plans have been made for the banquet and ball to be held at the President Hotel and the management has reserved an entire floor for the club and show-folks, the next floor reserved for the banquet and ball.

Marks Shows

Mount Airy, N. C. American Legion Fair. Week ended September 12. Weather, excessively hot; rain one evening. Business, rides, excellent; shows and concessions, fair.

With vast improvements in every department, and the solid backing of the entire community, the Greater Mount Airy American Legion Fair this year finished on the right side of the ledger with Marks' Shows sharing in the proceeds. The rides drew more than usual patronage, with twin Ferris Wheels, under direction of A. W. (Slim) Cunningham, leading the way with substantial grosses each day. Changes in the ride department include the appointment of Jimmy Zebrieskie to foremanship of the Lindy Loop and Fred (Tex) Leatherman to foremanship of the Ridee-O. Charles Metro enjoyed an excellent week with his Chairplane and kept the Caterpillar, under Slim Carver, humping for second-place honors.

The show department did not share the prosperity of the rides. Fair visitors were not showgoers. Altho John H. Marks had brought many new attractions to Surry County's exposition, they did not click with the natives. Sammy Solomon, with George Rody's Beautiful Hawaii, led that department acquiring satisfactory grosses, considering conditions. Art Eldridge, with Marks' Monkey Circus, enjoyed second money with Newton Kelly's Oddities. George Rody's Carioca and Col. Jack Rinehart's Lone Star Ranch Wild West battling for third place.

Concession row was considerably augmented, but did no more than a fair business. Paul Lane, with cigars and a photo gallery, probably led. Jack Chisholm's beautifully flashed corn game got top money among the privilege payers. The high spot of the week was a public wedding Thursday evening, managed by Benjamin H. Voorheis and Mrs. Voorheis. James Hester, of Augusta, Ga.,

Billboard and mail agent, and Miss Frances Gutshall, of Mt. Union, Pa., connected with Carioca, were married in a beautiful and impressive ceremony before an attendance of more than 8,000. Many beautiful and useful gifts were tendered the bridal pair by show friends and a silver service set was presented by Jessie B. Jones Post, American Legion, backers and producers of the fair.

Roy B. Jones was here, there and everywhere during the week, ably handling details between the fair officials and the show. Jimmy Raftery, the secretary, was also a very busy man. Word comes from Richlands, Va., that Mrs. Ruby Wilson, who was operated on in a hospital there during the Tazewell engagement, is recovering nicely and will be able to rejoin the show next week.

George Steen, of San Quentin, has been sick all week here, as has Mrs. Caroline Sterling, whose husband, Captain Frank, is the inside lecturer at this prison show. Frank Harrison Sr. enjoyed a big week with his palmistry booth. Mr. and Mrs. Frank Harrison Jr. returned from a visit to her home. Mrs. Joe Payne came on from Philadelphia to spend a few days with the concession superintendent. Sad news came during the week that Mrs. Inez Greer, sister of Bert (Slim) Brett, the electrician, had passed away in Columbia, S. C. Brett left to attend the funeral services in Asheville, N. C.

CARLETON COLLINS.

Al C. Hansen Shows

Centerville, Ia. Week ended September 5. Auspices, Fisher & Starke. Location, circus grounds. Weather, windy and threatening. Business, mediocre.

Many of the troupe arrived here from What Cheer in time to catch night performance of Barnes Circus on Friday. Show train came in early Saturday and promptly unloaded by Trainmaster Frank Cross and his hustling crew. Auspices, local billposters, co-operated in every way, but could not prevent this engagement being placed on the wrong side of the ledger, due to drought conditions.

L. W. Leesman and Bob Strayer, of Strayer Shows, came over from near-by point in Missouri for visit. William Snyder joined to do some special advance work during the writer's absence. Mr. and Mrs. Rivers closed here to join an Eastern show. Mrs. Edna Frank returned from trip to Clarksdale, Miss. William Kelly closed here and left for his home at Rector, Ark.

Trenton, Mo. Week ended September 12. No auspices. Location, 17th and Harrison streets. Weather, variable. Business, very poor.

Cancellation of remainder of circuit of Iowa fairs brought show in here on short notice. Saturday was lost entirely by heaviest rains in four months. The lot a quagmire of mud and wagons were finally dragged off by 10-ton caterpillar tractor loaned by county authorities.

Manager Hansen and Assistant Manager Woods out of town. Gladys Hansen sold her pop-corn machine to Riley Johns preparatory to returning to school. Abe Frank sporting new auto.

WALTER B. FOX.

Happy Days Shows

Rensselaer, Ind. Week ended September 5. Jasper County Fair. Weather, cool. Business, good.

Very pleasant dealings with officials of the fair. Our second year here. The writer's new kiddie auto ride arrived and worked to nice business its first week in action. J. J. Fontana added two merchandise concessions to his string. The Colonel has now added fireworks to the program, with free acts and band. Even on these old established fairs the added pep and exhibitions greatly boosted the attendance. George Kelly laying out presentable lots every week. Ben Tosh, trainmaster, moving train on time. Mrs. Nona Snodgrass doing well with her rides. Victor Canares pepping it up on contests. Vivian's Girls Revue clicking, as is Montague's Minstrel Show. Zenita-Zan's Circus Side Show of 24 people getting their share. Added a new Jungle Show here.

Mount Sterling, Ky. Week ended September 12. Montgomery County Fair. Weather, hot. Business, good.

Many new arrivals in concession row this week. General Agent Dr. Joe J. Fontana very successful booking the show solid until December. Victor Canares left to accept a position with an Eastern booking agency. Instead of this being what is generally known as a fair, exhibits and school work, it was merely a still date plus some good horse racing four days and the carnival's own free act, fireworks and band.

FLOYD R. HETH.

The World's Highest LOOP-O-PLANE

FIFTY-FOOTER

Neon Lights on Gondolas and Pendulums, Ticket Booths, Steel Portable Fence



Ride is portable. Just the ride for large show or Park. Most spectacular ride ever created by the

EYERLY AIRCRAFT CORP.

This Loop proved its value at the Oregon State Fair, where it was the sensation of the midway.

Will hold this Loop-O-Plane for next season's delivery upon receiving deposit from reliable showman.

Additional units built to order.

For price, terms and information write

ROBIN REED

Sales Manager and Jobber,

Eyerly Aircraft Corporation

Box 237,

Salem, Ore.

CONKLIN'S SHOWS

NOW CONTRACTING FOR SEASON OF 1937

Meritorious Shows—Sensational Free Acts—Legitimate Concessions—Side Show Attractions and Free Acts. State Salaries and Send Photos. Will consider placing a well-organized Side Show and furnish complete new outfit for same without banners.

HAVE FOR SALE—One Travers Mix-Up, stored in Kenora, Ontario; one Swooper Riding Device, stored at Vancouver; one Canopy Style Side Show Tent, 20x110; one 30x90 Tent; one Tangley Calliope; one Nu-Way and one Henry, Millard & Henry Custard Machine. All Canvas and Custard Machines can be seen operating on our show for remainder of season. Also have three Spillman Power Units for sale.

CANADIAN FAIR SECRETARIES

IT WILL PAY YOU TO GET IN TOUCH WITH US FOR YOUR NEXT SEASON'S AMUSEMENTS.

Address J. W. CONKLIN, Box 31, Hamilton, Ontario

Canadian Showmen and Concessionaires Given Preference

ART LEWIS SHOWS, INC.

FOR GREAT BARRINGTON, MASS. FAIR

September 28 to October 3—Six Days, Six Nights.

MASSACHUSETTS' BLUE RIBBON FAIR.

CONCESSIONS—All legitimate open. RATES reasonable. COOK HOUSE, GRAB, POPCORN, NOVELTIES, PHOTOS, ETC. SHOWS THAT DO NOT CONFLICT. Everybody wire or write ART LEWIS, Farmington, Me., until September 26; then Great Barrington, Mass.

Great Superior Shows

Paris, Tenn. Week ended September 12. Location, Compton's meadow. Auspices, American Legion. Weather, good. Business, fair.

Show opened Monday with a very nice crowd in attendance, everyone spending some money. Tuesday, fair attendance. Wednesday, show rained out completely. Thursday, nice attendance; also very good attendance Friday. Saturday the show played to a packed midway. Top money show for the week was the Dixie Minstrels, literally packing them in. New arrivals on concession row: Frank King and Mrs. King, the former Elizabeth Burress, who were just married September 12 at Woodbury, Tenn. Work is nearly completed on Col. O. J. Beaty's house trailer and office. BOB WHITE.

Pan-American Shows

Chillicothe, Mo. Week ended September 12. Auspices, V. F. W. Business, fair. Weather, perfect until Saturday.

After some discussion regarding the changing of the location from the show lot to the city streets it was decided to locate the show on the lot. Business Monday, Labor Day, was exceptionally good. Tuesday, Wednesday, Thurs-



Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

TRUMANSBURG, N.Y. FAIR

SEPT. 30-OCT. 3—DAY AND NITE. Can place shows at 25% ; concessions, \$2.00 per foot. Don't write, come on. W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

day and Friday's grosses were fair but the entire day, Saturday, was lost due to a continuous rain all day and Sunday night. Did not get off the grounds until late Sunday. Joe Turner's Hawaiian Nights has been completely gone over and now makes a good flash. Lee J. Young has taken over the Girls' Revue and brought on his entire cast of girls. Bobby Mack, general agent, back on the show over week-end but left. Quite a number of folks on the sick list for the past few weeks due to the extreme hot weather. Midway cafe, under the management of Dutch LeBlair, has new top. All of which is according to an executive of the shows.

GOLD MEDAL SHOWS

Want for the Following Louisiana Fairs

LOUISIANA DELTA FAIR TALLULAH OCTOBER 6-9	SOUTH LOUISIANA STATE FAIR DONALDSONVILLE OCTOBER 11-18
SABINE PARISH FAIR MANY OCTOBER 20-24	JEFF DAVIS PARISH FAIR JENNINGS OCTOBER 29-NOVEMBER 1

With Several Celebrations and Still Dates To Follow.

Organized Minstrel Show (colored) with Orchestra to join at once. We have complete outfit for same. Can place the following Shows with their own transportation: Mechanical City, Big Snake, Illusion, Fat Girl, Fun House, Wax, Crime, Expose or other Meritorious Grind Shows. Must be clean and attractive. Can also place live Pony Ride and Kiddie Rides. Will book legitimate Concessions of every description. **POSITIVELY NO FLAT JOINTS, COUPON STORES OR BUILD-UP GAMES.** Want Musicians and Girls for GIRL REVUE (office show). Sailor Harris wants Working Acts for Side Show. Want Ride Help that can Drive Trucks.

Forest City, Ark., this week; North Little Rock, Missouri Pacific Boosters' Club Fall Festival, next week.

DENNERT & KNEPP COMBINED EXPOSITION, INC.

WANT Cook House. Will use tickets. **CONCESSIONS WANTED**—Erie Diggers, Hoop-La, Pitch-Till-You-Win, Grind Stores. All Concessions open. Rates reasonable. WANT Man capable of Handling Athletic Show. WANT Oriental and Fan Dancers for Girl Show. Can place capable Promoters.

Roanoke Rapids, N. C., Fall Festival, September 21 to 26; Victoria, Va., Fair to follow; then all North Carolina Fairs until Thanksgiving. All Mail and Wires as Per Route.

WANTED FOR

Cumberland County Fair, Fayetteville, N. C., Week of September 28.
York County Fair, Rock Hill, S. C., Week of October 5.
Coastal Fair, Wilmington, N. C., Week October 12.
And 8 More Weeks of Outstanding Southern Fairs.
Legitimate Concessions. Platform Shows. Pony and Other Rides Not Conflicting.

MARKS SHOWS, INC.

This Week, Lumberton, N. C., Fair.

Gruberg's World's Exposition Shows Want

FOR RANDOLPH COUNTY FAIR, ASHEBORO, N. C., WEEK SEPTEMBER 28, AND PERSON COUNTY FAIR, ROXBORO, N. C., WEEK OCTOBER 5, CONCESSIONS OF ALL KINDS, NO EXCLUSIVE, INCLUDING EATS AND DRINKS.

WANTED—Musicians, Performers and Girls for Plant Show.

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

HAPPY DAYS SHOWS, INC.

WANT FOR LITTLEJOHN'S CIRCUIT OF FAIRS UNTIL XMAS

Legitimate Concessions of all kinds, Cook House, Scales, American Palmist, Custard, Grab, Diggers, Popcorn, etc. **SHOWS**—Big Snake, Monkey Speedway and Motordrome. Reasonable rates. We hold exclusive contracts. Ride Help for Chairplane, Wheels, Trip to Mars, Lusse Bros.' 12-Car Skooter. Harry Howard wire. Scenic Artist. Jerry Weaver wire. Minstrel Musicians and Performers. Cotton good. Conditions excellent. Tuscaloosa, this week; Montgomery, September 28-October 3; Eufaula, October 6-10; Ozark, October 13-17; Troy, October 20-24; Andalusia, October 27-31; Luverne, Union Springs, Clanton, All Alabama, with four more pending. All replies to COL. T. L. DEDRICK, Manager.

THE BANTLY GREATER SHOWS

10---CONSECUTIVE WEEKS NORTH AND SOUTH CAROLINA FAIRS---10

WENDELL, N. C., THIS WEEK; HARTSVILLE, S. C., NEXT WEEK.

Our route is in the middle of the best tobacco crop in the two Carolinas, and includes Carthage, N. C., and "Maiden" Statesville, N. C. Have complete outfit for Side Show Manager. WANT Novel Shows. Doc Mehl wants Minstrel Performers and Drummer. Drummer Shorty answer. **CONCESSIONS**—Lead Gallery, Grab Joint, Fishpond, String Game, Cigarette Gallery, legitimate Grind Joints. Some Wheels open. Ben Smith wants Agents.

THE BANTLY GREATER SHOWS

Western States Shows

Rocky Ford, Colo. Week ended September 5. Arkansas Valley Exposition and Fair. Weather, good. Business, good.

This show has played the Arkansas Valley Exposition and Fair several times during the past few years and business this year was by far better than any previous engagement. The fair management reports the largest attendance in years.

Belle Daring, secretary, and Bill Sheets, concession manager, gave us their fullest co-operation, even allowing the show to place some attractions and concessions on the independent midway.

There were many visitors during the week, among them being Lieutenant Governor Ray Talbot, of Pueblo; Frank Means, new secretary-manager, and Frank Clark, concession manager of the Colorado State Fair, of Pueblo.

The juvenile population of the midway was depleted by several of the usual younger summer visitors returning home for school. Among them were Mrs. Ruback's niece, Tillie Jones; Larry Woods Jr., John Hollis Jr. and Roy Dugan Jr.

Dodge City, Kan. Week ended September 12. Southwest Kansas District Free Fair. Weather, good. Business, good.

On account of drought Dodge City's Southwest Kansas District Free Fair was not as good as last year, altho the show had a very satisfactory week. Working under adverse conditions, George Schuler Jr., secretary-manager, and the balance of the fair board were untiring in their efforts to keep the fair up to its usual standard and assisted us in every way possible.

The management of the show purchased a new Ridee-O, which has been sent to the Dallas (Tex.) Centennial for the balance of the season. Manager Jack Ruback left for Dallas to be with A. Obidal at the premiere of this new ride. SOPHIE MULLINS.

West Coast Amusement Co.

North Bend, Ore. Week ended September 13. Auspices, Fire Department. Wather, cold first three days. Business, profitable.

Again what looked like a bloomer turned all right. Near freezing weather the first part of the week. Last three days warmed up and so did business. Many parties were held in this town. Among which of note was the one held by Ralph Deering, lot superintendent. After the show Tuesday evening the Athletic Arena was cleared and a big birthday party with some 60 persons in attendance was staged. Mr. Deering being honored in song and prose, a few speeches, plenty of liquid refreshments and a grand lunch. Mr. and Mrs. Bert Claussen entertained with an informal dinner for Mr. and Mrs. Jessup, Mr. and Mrs. Charles Walpert and Dianne Moore. Monty Steffans went fishing daily. Leo (Spot) Kelly and missus were nightly visitors. First meeting of the California branch of Kit Kat Club to be held in Lodi, Calif. Manager Krekos went to San Francisco attending to his itinerary for his trip to Europe this winter. Bandmaster Kocan is getting ready to play California, Here We Come. Charles Walpert and missus doing fine with their many concessions. Laverne, with Frank Forest's Annex, is doing good. Frank

Forest is planning new shows for next season. Dick Morriss plans Nights in Morocco Show for 1937. All show fronts are equipped with loud-speaking systems this season. Manager Krekos wired that the No. 2 unit had a good week at Lakeview Rodeo, Lakeview, Ore. W. T. JESSUP.

Hennies Bros.' Shows

Watertown, S. D. Five days ended September 11. Business, very poor.

The time here was put in painting and repairing. The show tore down Friday night and moved Saturday.

Midway observations: Mrs. Doc Belvedere back from the Mayo Hospital, Rochester, Minn., after operation on her arm; doing very nicely. Jim Dunlevay doing extra good business with his big Snake Show, with Mrs. Dunlevay on the front. Fred Bond added several new freaks to his lineup of freak animals. Mr. and Mrs. Eddie busy with their unborn show. Mrs. Eddie Clark is a picture of health since her operation late in July. Joe Rosen is on the midway with four concessions featuring his Love Bird store. Peggy Butler's frozen custard is doing business. Much credit is due H. C. Dunn, the show's mechanic, for the condition he has kept all the trucks in during the season. Many long jumps have been made with very little trouble. The show runs 45 trucks over the highways each week. Art Martin's Paris Show was destroyed by fire. VIOLA FAIRLY.

WANTED

Oriental Dancers, Hawaiian Dancers and Troupe of Hawaiian Musicians. Girls for Illusions. Year round work, all winter in Florida.

Marjorie Gordon answer.

CORTEZ LOROW

Care Royal American Show, Nashville, Tenn., now; Birmingham, Ala., next week.

WANTED

For all winter in two Georgia. Merry-Go-Round, Ferris Wheel and South or three Shows. Also can place a few Stock Concessions.

GEORGIA AMUSEMENTS

Week of September 21, Avondale, Ga.; week of September 28, Duluth, Ga.

BOYS-BOYS-BOYS

Mexican Paper Currency. Peso Bills, old discontinued issues, the original, not a counterfeit; Green backs, regulation size, in all denominations. Very strong realistic appeal. Big flash. Souvenirs, Displays, Bazaars, Clubroom Supplies, Novelty and Pitch Men, Novelty and Curio Shops and many other uses too numerous to mention. Necessary confidential information, price list, liberal quantity samples, \$1.00. P. O. Money Order. Rush! JOS. B. MANA, P. O. Box 971, Los Angeles, Calif.

READING'S UNITED SHOWS

Wayne County Fair. Concessions wanted at once. Novelties, Cigarette Gallery, Snow, Custard, Ball Games, any Stock Concessions, Snake Show, Monkeydrome, Freak Show. Any good Grind Show. 20% Join at Waynesboro, Tenn., this week; Decaturville, Tenn., Fair next week; then Huntington, Tenn., Fair to follow. W. J. WILLIAMS, General Manager.

DANCING GIRLS WANTED

Would like to hear from girls who have worked with me before. Top salary and no run around. You get paid here. Prefer Oriental, Strip Tease, Fan Dancer, etc. Wire or write at once. Pay your own wires. AL PAULERT, Mgr., [Gr] Show, care DE LUXE SHOWS, Durham, N. C.

METROPOLITAN SHOWS WANT

For GEORGIA AND FLORIDA FAIRS

Plantation and one more good Show, one Major Ride, all legitimate Concessions, Frozen Custard. List of Fairs—Sylvester, Alma, Bainbridge, Donaldsonville, Perry, Live Oak, Cairo and all winter in Florida. Money fairs for capable showmen. Answer at once as per route.

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

Brown Novelty Shows

WANT small Grind Shows. Count Zeno, can use you. CAN USE Popcorn, Fishpond, Bowling Alley or any legitimate Concession not conflicting. Mike Vejaraska, Tom Brown, Sam More, Joe Marks wire or write. Macon, Ga., September 21; Montezuma, Ga. (Macon County Fair), September 28; Jackson, Ga. (Butts County Fair), October 5. Address as per route. F. Z. VASCHE, Manager.

TILLEY SHOWS WANT

FOR GALVA, ILL., ON THE STREETS, AMERICAN LEGION FALL FESTIVAL, SEPTEMBER 28 TO OCTOBER 3.

Legitimate Concessions, Milk Bottle, Ball Games, Pitch-Till-You-Win, Bowling Alley, Cigarette Shooting Gallery, Photo Gallery, Country Store. All Concessions open except Corn Game and Cook House. Address LaSalle, Ill., this week. Several other Street Fairs to follow Galva.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 19. — Our most recent visitation took place on September 12, when thru the courtesy of Mel and Guy Dodson we visited Dodson's World's Fair Shows, playing the Rochester Exposition.

We have just received information that Class 1 railroads of the United States on August 1, this year, had 27,151 new freight cars on order, according to the Association of American Railroads. On August 1 last year there were 2,174 on order, and on August 1, 1934, the number on order totaled 13,755.

New freight cars placed in service in the first seven months of this year totaled 14,914, compared with 2,272 new cars installed in the corresponding period of 1934.

All of this would indicate that the fearful consequences predicted by the Trunk Line Association in denying the carnival industry the relief to which it was entitled are without present foundation and we feel that relief to the industry for next winter is in sight.

Incidentally, we have also received information to the effect that Baltimore & Ohio Railroad's August earnings may be slightly above those for July, the preceding month, it was indicated yesterday. July operating net was \$2,513,000, a gain of \$1,255,000, which was nearly double the \$1,258,000 operating net figure for July, 1935. August operating results will not be made public by the B. & O. until late this month, but an indication to the probable trend is shown in the carrier's freight loadings, which for August were eight-tenths of 1 per cent above July, the preceding month. The August freight volume also was 21.4 per cent above August, 1935.

A visitor at the ACA office this week was Monte J. Wax, of Los Angeles, who conducted the Log-Rolling show at the Century of Progress, Chicago.

American United Shows

Kellogg, Ida. Week ended September 11. Location, in town. Weather, cool. Business, good. Auspices, American Legion.

Moved from Wallace to Kellogg, distance of 12 miles, shortest jump of year. Played Labor Day still but to an unexpectedly good business. L. Hoffman, a local mine operator, conducted a group thru one of the mines here. Party included Mrs. Allin, Verad and Wayne Endicott, Marvin Hyland, H. Avery, Ted Shultz, Joan Avery and Bill Moscow. Al Meyers is back from a flying trip to Tacoma. Curley Casdorf driving new car. Billy Allin left for Seattle to attend school, Ray Devins replacing Mex Snowbar, electrician, for a few weeks. This week lot next to airport and several members took plane rides. Johnny Coyle one of the busiest men on the midway. Raymond Carr doing well with his new Kiddie ride. PAT HOGAN.

CARNIVALS

(Continued from page 52)

Police reviewed the shows before the opening and did not interfere in the week's run. Crowds were orderly and shows were clean. The Dodson organization was highly praised by the Rochester Exposition officials. The Journal termed the midway a "spellbinder."

Dodson's also staged the two free acts on the green, the Great Fussner, spiral acrobat, and Mills and Mills, high-wire performers.

Sheesley Midway

CHARLESTON, W. Va., Sept. 19.—The Sheesley Midway, under the management of John M. Sheesley, appeared here at the Kanawha Exposition and State 4-H Fair, held in the county near Dunbar, adjoining the city line.

This nine-day event, which terminated on September 13, is reported to have given the Sheesley organization a very high gross, said to have been from \$3,000 to \$4,000 daily.

The midway was presented under a blanket contract and was filled with shows, rides and concessions, all under the Sheesley banner.

William Glick Shows

BALTIMORE, Sept. 19.—The William Glick Exposition Shows, playing at the Timonium (Maryland State) Fair from

September 7 to 12, established a peak which has not been reached here since 1920. In previous years the midway has always opened one day before the official opening of the Timonium Fair, but due to a long trip from Burlington, Vt., Glick Shows did not get started until the late afternoon of the opening day, thereby being actually a day and a half late.

Ideal weather conditions played a large factor in bringing the receipts of the rides, shows and concessions up to a near record.

Large crowds were attracted to the midway. The first railroad show to play here in many years. The managers of the 10 shows and 9 rides reported that the visitors were in the mood for spending money.

Many improvements have been made since Glick's spring opening in Baltimore. Several newly renovated fronts were in evidence, as well as a general fresh coat of paint, which stood out prominently. Among the recent additions in shows are the Hall of Science, managed by Doc Garfield; Johnny Eck show, half boy, and D. Stack Hubbard's Sex Show. Included in the rides are the Dangler and Loop-a-Plane. Consistently taking top money was Ralph Decker's Streets of Paris Revue, with Mrs. Decker as manager. Featuring nine new and attractive show girls, Joan and Jerry Rogers, Ruth Johnson, Jewel Mandel, Irene Evans, Sally Marccuci, Kitty Harrison, Mary Kozak and Nina Moore.

All in all the Glick Shows made a nice spread and fresh appearance on the midway.

Crafts Shows

TAFT, Calif., Sept. 19.—For the fourth consecutive year Crafts Shows went over big in this city. Thru a co-operative effort on the part of Roy Ludington, manager for Crafts, and Arthur M. Keene, showman and editor of *The Daily Midway Driller*. The revamping the old-time Al G. Barnes kid ticket stunt, which was so successfully put on years ago by Rex de Rosselli and Skinny Dawson. Ludington and Keene made it possible for more than 100 kiddies to attend the carnival daily. The ideas was worked up with a half-page mat. It has been used thruout California by Ludington following its original arrangement made in the Taft newspaper.

Gruberg's World Exposition

SYRACUSE, Sept. 19.—The midway was just two long streaks of muddy water on the closing day of the New York State Fair. Max Gruberg looked over the deserted World Exposition Shows and grinned cheerfully, for the week was in the bag with a profit long before Saturday came.

The carnival came in with augmented shows and rides, installing one of the biggest midways the fair has had—and it clicked from the beginning. The crowd of more than 70,000 on Labor Day, second day of the fair, put the midway on top right at the outset, and it was a fat week right up to Saturday.

Bluenose restrictions which hampered the midway last year were removed this season. Gruberg was able to run all his girl shows and other standard midway shows, whereas last year few shows of any kind were allowed and everything was concentrated on rides. In spite of the lifting of the ban there was no dirt and fair officials declared they were highly pleased with the 1936 midway.

Rides showed the way on business, but the shows were close behind, and when the show pulled out in a drizzle of rain fair officials found themselves with a neat profit as their percentage of the midway take.

United Shows of America

DETROIT, Sept. 19.—The United Shows of America played the Michigan State Fair, September 4 to 13.

Business on the midway showed a distinct improvement over some previous years, due to general improvement in industrial conditions locally.

Labor Day, always counted on for the big play of the season, was 18 per cent ahead of Labor Day last year, according to W. R. Hirsch. Larger crowds, more inclined to spend money, were responsible for the pickup. Rides and shows appeared to benefit more than concessions.

Friday, Saturday and Sunday nights were all rainy; Friday and Sunday having drenching downpours that closed the open rides and concessions early. But tent shows and concessions with awnings continued to thrive. The corn

MAKE THE FAIRS--GET THE PROFITS with the ADVANCE "WORLD'S FAIR SPECIAL" Has The Flash and The Capacity To Get The Business

Say what you will, think what you will—this modern, new, up-to-date machine will sell more popcorn—will pay you greater profits—than old-fashioned, out-of-date machines.

The Original and GENUINE "WORLD'S FAIR" Popping Unit

Now with "Automatic Eye" and Automatic Temperature Control.

Here is a modern big-capacity machine with the very latest improvements, placing it head and shoulders above any other equipment. It gets the business—it's a better salesman.

Automatic Popping Control Assures You of Perfect Results—Better Volume—Bigger Profits—Always.

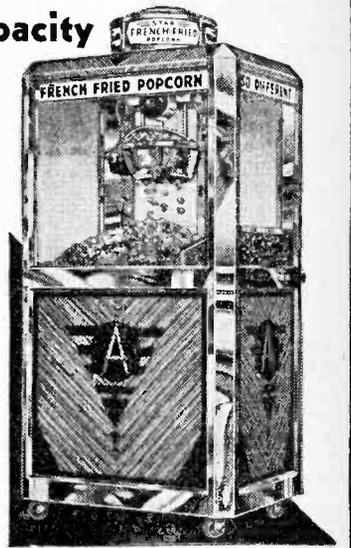
The "Automatic Eye" in the "World's Fair Special" is the secret of extra profits. You get maximum popping volume—you get maximum popping efficiency—and you get the maximum profits.

SPECIFICATIONS Big in size—75" high, 36 1/2" long, 26 1/2" wide. All-electric. Capacity better than \$15.00 worth of corn per hour. Produces \$1.00 worth of corn for less than 1c in electricity at average rate. Revolving illuminated sign, modern indirect lighting; every modern feature and improvement. Either cabinet or counter model. Buy No Equipment Until You Have Investigated This Famous Machine.

Now—today—get this new modern machine and keep in step with the times. Unusually low priced, low down payment, easy terms.

Write for Catalog Today

ADVANCE MFG. CO., 6322 St. Louis Ave., ST. LOUIS, MO.



ALSO OTHER POPULAR MODELS
"PROGRESS" Model, new full cabinet size, all-electric machine with large capacity, better than \$8.00 per hour. Only \$30.00 down. Get the facts on the profits in selling America's most popular confection.



games, cookhouses, *Pennyland Arcade* and similar semi-enclosed concessions continued to draw fair crowds on Sunday night an hour after other parts of the show were torn down for moving.

With a warm, bright day for Labor Day, midway attendance was better than anticipated, with better than 100,000 people on the grounds—115,000 up to 7 p.m., according to an unofficial count on all admissions. A light rain about 8 o'clock hit the early evening crowds, but they stayed right on the midway, and were driven away only by a heavy downpour that came on at 11:30 p.m. and closed the shows for the night.

The midway was laid out in a large horseshoe shape, with a few rides right in the center, giving a spacious appearance. Especially notable was the illumination. The ground itself gave some trouble because of the rain, and it was necessary to keep putting on shavings during the first few days.

The concessions, with the exception of Eddie Madigan's cookhouse, were all laid out on a separate street from the rides and shows. The result was especially noticeable on Children's Day on Tuesday, when the younger patrons concentrated on the rides and allied attractions rather than on the games, which drew a different, and generally older, crowd.

W. R. Hirsch left Thursday, leaving John R. Castle in charge. Castle made a trip to Cleveland on Tuesday and Wednesday.

Visitors to the shows included William Jahnke, manager of the Saginaw, Mich., Fair; Joseph Streibich, secretary of the Showmen's League of America, who paid an official visit from Chicago on Monday; Mr. and Mrs. Graham and two daughters, from Bridgeport, Conn., visiting Mrs. Eddie Madigan; Raymond Smith, of Ann Arbor, Mich., and former superintendent of rides on the United Shows; Lieutenant Lester Potter, Detroit police censor, a personal friend of Castle's, paid a daily visit.

Before leaving for Shreveport Mr. Hirsch asked to pay, thru *The Billboard*, an especial tribute to the fair management, especially Secretaries George A. Prescott Jr. and William H. Watt and H. B. Kelley, director of live stock and exhibits, for the type of splendid cooperation they had given.

Elmer F. Cote Shows

DETROIT, Sept. 19. — The Elmer F. Cote Shows closed two good engagements last week and combined both

units to play at Lincoln Park, southern suburb of Detroit. The three-day fair engagement at Milford last week for the Oakland County Fair proved one of the best of the season, while the second unit did fair on a two-week stand at Visitation Church in Detroit, altho they were rained out several nights.

James Waldon, one of the unit managers, is acting as ride superintendent at Lincoln Park and will take charge of the shows when they move to Wyandotte. Jack Champion, who is manager of the show for Cote, is leaving shortly to go over a fair route with his free act.

Ben Williams Shows

ST. JOHN, N. B., Sept. 19.—Business on the midway of the St. John International Exhibition Labor Day week was considerably below the previous high records due to the weather conditions, particularly the chilly fog. This condition on the Big Holiday was disappointing and besetting to showmen and concessioners under the Ben Williams' banner.

Williams, as usual, for the past score of years has been appearing at Eastern fairs in Maine and New Brunswick exhibitions and always giving eminent satisfaction. This year he arrived with several new shows, rides and concessions as the exclusive midway features. Among the rides were Big Eli Wheel, Merry-Go-Round, Loop-the-Loop and Loop-a-Plane. The shows and rides were numerous and imposing, such as European Circus Side Show, Museum of Freaks, Monkey racers and Hawaiian dancers. The Side Show and Museum was rated as the largest and best that ever appeared at this exhibition and drew heavy patronage, as did the rides, despite most unfavorable weather.

There was no criticism of the games, which were mostly merchandise concessions. Penny coin machines, bingo and lunchstands did good business every day.

At the St. Stephen (N. B.) exhibition the week previous the same complement of shows, rides and concessions were presented. Business of the midway was hurt by the concentration of the people on the race track, ball field and delays in running off the free show program in the proper manner. Rain and chilly weather prevailed and were added causes for reduced business. As at St. John the Ben Williams Shows held the space for all rides, shows, lunchstands and games on the midway.

Centennial Doings Pittsburgh Project

PITTSBURGH, Sept. 19.—Success of the fourth annual Allegheny County Fair in South Park the first week in September has encouraged county commissioners to think of possibility of staging a Sesquicentennial Celebration of Allegheny County in 1938.

"Such a celebration would be held over a period of several weeks," Commissioners' Chairman John J. Kane said. "While plans are by no means complete, we feel that if we get proper civic, industrial and moral support, the commissioners will promote such plans."

The fact that thousands of residents from Allegheny County have visited Cleveland Great Lakes Exposition has given impetus to staging the celebration here. Showmen here are mapping plans for staging entertainment projects for consideration of the commissioners.

Huge Crowds Attend Cromwell, Ind., Event

CROMWELL, Ind., Sept. 19.—Large crowds, which gathered early in the morning and increased until it was nearly impossible to make one's way along the midway, attended the 18th annual Labor Day Celebration here.

Parking facilities were taxed to the limit and detours established by State highway patrol were continually crowded. Free acts on the program were the Three Chesters, wire act, and Flying Howards.

Midway had Merry-Go-Round, Ferris Wheel, miniature autos and kiddie rides, Bingo, blankets, radio, novelty and other concessions, refreshment stands, baseball game, snake, athletic and girl shows and concluded with a dance in the evening.

CARNIVAL WANTED

To show under auspices of Disabled American Veterans the last week in September or first or second week in October.

ANNUAL EVENT—LARGE CROWDS

Write or wire

MR. N. E. HEATON, Greenfield, O.

CLEAN SHOWS AND CONCESSIONS WANTED

OCTOBER 14, 15, 16 and 17, 1936

FOURTH ANNUAL HORSE SHOW

BRYAN, OHIO

Best and Largest Show in State of Ohio.
DR. GLEN BIDDLE, Secy. & Treas.

PERRYSVILLE, OHIO PUMPKIN SHOW

SEPTEMBER 30-OCTOBER 1-2-3.

WANTED—Ferris Wheel, 15%. We pay for the lights. Also want Concession Booths. Rates cheap. On main streets. No Money Booths wanted.
MARION BETTS, Secretary.

WANTED

BENTON COUNTY FALL FESTIVAL AND COLT SHOW.

Sponsored by the Business Men.

WANT RIDES, SHOWS AND CONCESSIONS.
September 30 to October 3.

The First Celebration in Six Years. On the Streets.
Write POP DOWELL, Manager Concessions,
Fowler, Ind.

WANTED

Free Acts—4 Days. Concessions all kinds, Rides.
ONTARIO (O.) FALL FESTIVAL,
OCTOBER 7th, 8th, 9th and 10th.
Sponsored by Firemen—Big Crowds.
A. C. CURRENT, Secy.

ANIMAL ACTS WANTED

STOCK, WILD AND TAME TRAINED ANIMALS FOR A FRANK BUCK SHOW
AT BOSTON, WEEK OF OCTOBER 5.

No act too large or too small. Wire complete details and lowest price. Could use any unusual act for this show. Also suitable Concessions wanted. Wire

CHARLIE GORDON, Director, 204 Stuart St., Boston, Mass.

WANT WANT WANT CONCESSIONS FOR SAYBROOK, ILL., ANNUAL FALL JUBILEE

ON THE STREETS, OCTOBER 6 TO 10.

WILL BOOK any legitimate Concession except Corn Game. ALSO WANT Concessions for GRIDLEY, ILL., ANNUAL CORN-COLT SHOW, October 13 to 17, on the Streets. Concessions booking at Saybrook can play both dates. Will use plenty of Free Acts at both spots.
Address M. J. DRESSEN, Saybrook, Ill.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Festival of Elmwood Legion Post, With Attractions, Realizes Profit

ELMWOOD, Ill., Sept. 19.—Annual Fall Festival here on September 3-5 under sponsorship of the American Legion Post was the most successful staged thus far, according to R. W. Miller, chairman of concessions, and, as a result, the committee realized more than \$500. An estimated 15,000 persons attended the final night.

Much of the success of the event was due to an extensive advertising program which consisted of bumper signs, large posters, small handbills and radio and newspaper advertising, selection of separate committees for concessions, programs, dance, refreshments, decora-

tions, etc., and an automobile was given away thru a tieup with local merchants.

Free acts on the program were El Rey Sisters, roller skaters, and Al (Hap) Bailey, trick roping and whip cracking. Ferris Wheel and kiddie auto ride were furnished by Illinois Amusement Company. Concessions included Shooting Gallery, Patsy Kemper; guess-your-weight scales and palmistry, Joe Davis; ball games, J. H. Rogers, Horace Chittum; cigaret shooting gallery, photo gallery, bumper and ball game, Noble Bismark; photo gallery and duck pond, E. E. Dove. Local concessions consisted of pop corn and refreshment stands, Bingo and other games.

Frisco Dresses Up For Bridge Jollity

SAN FRANCISCO, Sept. 19.—In anticipation of the 400,000 persons who will come to participate in celebration of completion of the San Francisco-Oakland Bay Bridge this town is undergoing general renovation.

NBC's headquarters is having its face washed, first time in more than 10 years, in honor of the occasion. Theaters, night spots, restaurants and other places of amusement are also going in for a special dress-up. Fox Theater has gone in for sidewalk carpets, which San Francisco hasn't had in many years. Other class houses will follow suit in keeping with the "dress-up" program.

Play-Land-at-the-Beach has also gone in for an extensive amount of renovation, which is costing Whitney Bros. operators, about \$15,000. Rides and concessions have been repainted, new pavements laid and other improvements added. Whitney Bros. added a Laff-in-the-Dark and contracted for a Water Skooter, which will cost \$35,000, to be installed within the next 30 days.

Mimic World at School Fete

SHREVEPORT, La., Sept. 19.—Five nights of a carnival sponsored by St. Vincent's College brought out good crowds in spite of showers. Mimic World Shows had 5 rides, 12 concessions and athletic and minstrel shows. Location was good.

Rodeo To Buy Ambulance

CLEMENTON, N. J., Sept. 19.—Inter-Towns Emergency Association of Stratford and adjacent towns, in discussing means of raising funds for purchase of a new ambulance, decided to sponsor a rodeo and preparations are under way for the entertainment.

Better Attractions

FORRESTON, Ill., Sept. 19.—"The notices in The Billboard regarding Sauerkraut Day here on September 10, we believe, helped considerably in securing a better type of shows and concessions," declared Bill Moss, in charge of publicity for the committee. "Our people are all well pleased with the shows and games that were on the midway this year and the committee feels that the larger number of applications for concessions was due to publicity in The Billboard and that, with so many applicants, they could select what they felt were the best."

Sauer Kraut Day Free Acts Score Heavily With Crowds

FORRESTON, Ill., Sept. 19.—Sauer Kraut Day on September 10 was a success, according to local sponsoring committees. Altho there are still a few accounts to be collected and bills to be paid, committees feel that receipts will cover expenses. Afternoon attendance equaled last year, while evening crowds broke all records. Highway officials estimate 9,000 cars were in town, which indicates a crowd of 27,000.

Less money was spent this year, unquestionably because the day followed Labor Day celebrations and fairs too closely. Four of five wheels and two cookhouses report excellent biz. Most of remainder, blanket wheels, merchandise stores and novelties, report fair. Shows, bingo game and Hoffner Amusement Company rides did well but below last year. Midway made good appearance with about 90 concessions, all independent.

Crowds had many compliments for the free acts booked thru Joe Cody, especially Royal Rollers, skating act. Lumberjacks from WROK, Rockford, scored heavily. Colonel Uden's Animal Show entertained kiddies. Celebration will be held again next year but probably a week later, reports Bill Moss, publicity director.

Peach Festival Has Acts

DETROIT, Sept. 19.—Ray Conlin, manager of Michigan Vaudeville Managers' Association, presented a bill of acts at Romeo Peach Festival last week, including the Howards, skating team; Marcus, clown table act; Delores White, dancer; the Westerners, radio act, and the Philmers, Australian jugglers. The three-day event in Romeo is one of the biggest annual celebrations in Southeastern Michigan and drew 43,000 people into town on Monday alone.

Piqua Festival on Streets

PIQUA, O., Sept. 19.—Arnold Miller is general chairman of the 26th Annual Fall Festival, sponsored by business men and to be held on the streets. Gooding's rides and Mae Collier, high diver, have been booked.

Lions' Club in Mo. Active Fund Raisers

FLAT RIVER, Mo., Sept. 19.—Lions' Club has held two events in the past 60 days that may become annual affairs. Flat River Day was held on August 1 to tell of advantages of Flat River as trading center. The club published a 14-page standard-size newspaper, with gross revenue to the club of \$950.06. Members operated concessions consisting of Bingo, penny pitch, grocery, ham and bacon wheels, lotto and other devices from which the club grossed \$145. Total net income was \$351, reported Secretary T. J. Watkins. Entertainment consisted of band concerts by local high-school band, program by a group of Bismarck, Mo., entertainers and two features by Radio Station KMOX.

All equipment used in stands and concessions was rented from St. Louis Carnival Supply Company. All work in concessions and the preparation of news articles, ads and layout of paper was done by members. This event was an unqualified success and is said to be the best crowd-getter ever known in Flat River.

On August 31-September 5 the club sponsored the Barker Shows. No preliminary work was done on this. The club merely lending its name to advertising and assisting in taking tickets. Show presented Merry-Go-Round, large and small Ferris Wheels, steam ride or swing and seven or eight shows. The club received a guarantee of \$125 and paid lot rental and license. In the latter case the city council waived the license fee voluntarily, as the club has assisted the city in a number of instances.

Reynoldsville Event Clicks

REYNOLDSVILLE, Pa., Sept. 19.—Thousands of home-coming visitors made the third annual Home-Coming Jubilee here on September 4-8 a huge success. Event featured the Claytons, trapeze and wire, and William Shaffer, parachute jumper. Festivities also included band concerts, athletic events, baseball games, midway attractions and boys and girls' pet parade. Prizes were awarded contest winners. A special event was the Labor Day parade, in which prizes totaling \$280 were given away.

Showfolk Aid Movie Fete

LOS ANGELES, Sept. 19.—A crowd estimated in excess of 10,000 attended the second annual picnic of Metro-Goldwyn-Mayer Studio Club at Valley Park Country Club last Sunday. United Shows supplied rides and concessions. W. K. Craig, president of the club, assisted by Howard Stricklan, publicity department, and Frank P. Whiteck directed the affair. George Schneider was announcer. Rides were handled by George Moffatt; lunch, Whitey Olsen, Ruby Guyer and Flo Appel; coffee, George Engelke, Mr. and Mrs. L. R. Faulkner, Mr. and Mrs. Paul Marshall and Lorin Smith; Balboa refreshment stands, Elmer Killberg, Al Pat and Charles Pierce.

Shorts

A BALLOON ascension will be one of the attractions at a carnival bazaar of the Lambs' Club, a social organization of Omaha, Neb., which has been granted a permit by city council.

WINTER promotions, some of which probably will be in Chattanooga, Tenn.; Savannah, Ga., and St. Petersburg and West Palm Beach, Fla., have been contracted by Clay M. Greene, who advises there will be baby shows and merchants' service drives.

A STAGE show will be booked for first annual Electrical Equipment and Appliance Show to be held in Convention Hall, Enid, Okla.

ANNUAL Fall Festival sponsored by American Legion Post, Paris, Ky., will include colt, sheep and dog shows in addition to exhibits appealing to farm interests. Committee handling affair is

HELP This Department by Telling Committees About It.

headed by Post Commander Paul Brannon.

ACTS playing Norton Manufacturing Company's annual outing in Worcester, Mass., on September 12, booked by George Hamid, were Casting Campbells, Eugene Randow, Pallenberg's Junior Bears, Ledoux and Louise and Pied Piper Puppets. Attendance was 7,000.

MENDOTA (Ill.) Post, American Legion, at its fifth annual Fall Festival on September 16-18 had talent from Station WENR and there were rides and concessions on streets. M. E. Steele was in charge of entertainment.

FOURTH annual Delaware (O.) Fall Festival, said Chairman D. W. Gibson, will supplant the old pumpkin show and street fair and will include style, flower, farm and merchandise shows.

AT KENTON (O.) American Legion Post's 1936 Hardin County Century of Progress Exposition in Champion Engineering Company plant there will be vaudeville and circus acts, contests and other features, said Herman J. Neu, general chairman.

HOWARD SOUTHGATE, pageant director, arrived in Wichita, Kan., to take charge of the pageant of Kansas Diamond Jubilee, *Four Centuries Marching*, to be given several times during the Jubilee Celebration.

SPONSORED by the Booster Club of Wooster, O., a Fall Festival Week there will be the first celebration in five years. A midway will be featured. Sam McClaren, executive chairman, said free acts will be used and special events will be featured on downtown streets.

Concessions Do Well At Indiana Harbor, Ind.

INDIANA HARBOR, Ind., Sept. 19.—Despite heavy rain on the day previous to opening, concessions and shows did remarkable business at East Chicago Grocers and Butchers' Annual Festival Picnic on September 12-16. An extensive advertising campaign, which included broadcasts from WBBM and WIND, succeeded in filling Washington Park to overflowing. Seven free acts, headed by Wilson Whirlwinds, 12-girl acrobatic novelty, were furnished by the Metropolitan Booking Office. Cumberland Ridge Runners also appeared with 18 performers.

Midway had more than 65 concessions, 3 pony tracks and 7 rides, latter furnished by Miller Brothers, Chicago. In a baby health contest more than 800 were entered. Trophies were awarded winners. A huge ball concluded festivities. Clay M. Greene was in charge of promotions in conjunction with the executive committee and three working promoters. Contracts have already been signed for 1937.

Legion Street Fair Good

COLUMBIANA, O., Sept. 19.—Columbiana Street Fair concluded Saturday night the most successful three-day event yet sponsored by the American Legion Post. Some concessions were operated by members. Midway was one of the most entertaining in the many years the street fair has been held here. Dare-Devil Daniel, high wire, was presented nightly.

N. O. Fiesta Taking Shape

NEW ORLEANS, Sept. 19.—Solicitation of memberships in the Orleans Foundation, organized to initiate in 1937 an annual event to be known as the New Orleans Spring Fiesta, began with a goal of 1,000 subscribers set by the Co-Operative Club, sponsor. A week of entertainment and special events is planned, not to conflict with similar Southern events elsewhere. Warren V. Miller is in charge.

Roundup Plans Announced For Grand Rapids, Mich.

GRAND RAPIDS, Mich., Sept. 19.—Plans for Western Michigan Townsend Clubs' six-day free roundup on West Michigan Fairgrounds here point to wide variety of entertainment, including nightly Indian pageant, selection of a round-up king and queen and free commercial exhibits. Free and grand-stand acts engaged thus far are Cal Rolif's troupe of

clowns, Harvey Plumpton and Dave Divil. Frank Cook Show has been contracted to furnish concessions and midway attractions.

Other features will include a farmers' horse race, bicycle, mule and motorcycle races and horse-pulling contest. Prizes will be awarded winners. C. G. Brewer is general chairman, with Albert F. Smith, veteran showman, as assistant. Ione Smith is secretary and treasurer.

WEST COAST SHOWMEN

(Continued from page 53)

Calif., as delegate to Federation of Labor Convention. Thomas J. (Fuzzy) Hughes back in town, shipping a little beauty MGR from Butte, Mont., to Harry Bernard. Ben Dobbert back from extended trip, making Idaho, Utah and California spots. Reports all shows visited doing very good and all anticipating a longer season than for some years.

Benny Fink, in from the East, will again join the Coast Defenders. Sol Grant writes that the brand-new United American Shows doing excellent business. Bill Rice is going to Phoenix, Ariz. Mike Krekos and Will T. Jessup, of the West Coast Amusement Company, write of having their "top" season. Oklahoma Jack Shell and his Indian Show off to play contracted fairs. Joe Glacey writes he will be back in his old job, "Chief Arguefier" of the Coast Defenders, after close of Great Lakes Exposition, Cleveland, will return here. P. W. Richmond is making pitches in the Main street district to success. Doc Cunningham is framing a new show. George Kiley and Ad Summers are motoring from New York. George Withers rebuilding the Ball Out. All the local concessioners making plans to make the Los Angeles County Fair at Pomona. Crafts Shows will have the midway.

Both Rainbow and Silver Spray beaches at Long Beach are drawing very good nightly and week-ends. Hugh Wier, Jack Bussell, Frank Henion, at Silver Spray Beach, state they are having the best season in years. Bennie Oster is adding to his holdings there.

Redondo Beach has had a very profitable season. At Ocean Side Eddie Sherman states as having big crowds all season, especially large since the improvements were made there.

The California Zoo, according to Will Richards, general manager, has had best season for years. Animal rentals to studios have been very good.

The Victor McLaglen Stadium, featuring midget auto racers, is adding rides and concessions for week-ends. There is much rivalry among the several spots where Midget Auto Racing is being presented.

Mignon Goldberg, secretary to Will Richards at California Zoo, was severely injured in auto accident. She is suffering from bruises and several lacerations of the arms and is at Santa Fe Hospital.

The Hynes, Calif., Hay and Dairy Festival hung up new attendance records. Concessioners and others making it report better business than in former years. George Moffat had the United Shows Unit No. 2 there in charge of Doc Hall.

North Broadway Italian Festival drew big attendance and closed Sunday, September 13. Moffat's United Shows Unit No. 1 had the rides and concessions in charge of Bill Williams.

Robert P. (Bob) White is in a local hospital for an operation, a return of trouble due to auto accident some months ago. His condition is reported favorable.

A. W. Scott and family with the glass house are making sponsored events.

Ed F. King, managing director of the California Exposition, is promoting a 10-day event with merchant tieups. He stated there had been over 2,000,000 tickets put out.

P. W. Richmond and crew are working special events with novelties. Harry Phillips will have a store at Los Angeles County Fair. Ed Blakeslee is handling concession space other than midway. He states all space has been sold.

Doc Harris is getting ready to make spots, opening at Pomona, Calif.

Felix Burk writes that his several gold wire stores are doing very nicely. He will make the usual California fall fairs.

George Moffat has a large force setting up a layout at Warner Bros. studio for film of outdoor show life that will begin shooting this week. He has contract to supply atmosphere and a corps of outdoor talkers. The carnival and carnival sequences of *Pennies of Heaven*, with Bing Crosby, have been completed.

There were a lot of showfolk used in this film.

Another ex-trouper has located in Los Angeles Fire Department, Harry Beum, former heavyweight wrestler with carnivals.

Harry G. Seber has been made director of concessions for the California Exposition at California Zoo. Bob Winslow will be assistant.

Independent Shows and Rides at Carthage Fair

CARTHAGE, O., Sept. 21.—Midway attractions at the Carthage Fair, sponsored by the Hamilton County Agricultural Society, were booked independent this year, as has been the general rule in the past. Weather early part of the week affected show, ride and concession takings, according to many playing the date. Friday and Saturday attendance was the best of the week.

The shows were William A. Bahnsen's Animal Show and Lofstrom & St. Eloi's Monkey Circus. Robert Ellis' eight-pony track enjoyed a fair patronage.

The F. E. Gooding Amusement Company, ride unit, under management of James F. Murphy, furnished Merry-Go-Round, Big Eli Wheel, Kiddie Auto, Loop-o-Plane, Tilt-a-Whirl and Miniature Railway as the mechanical ride features.

Among the concessioners were Mr. and Mrs. Charles Monsour with a line of merchandise stores. Many traveling and local concessioners graced the ample space of this midway. Anna Henry reports frying fish for 30 years; W. C. and Mrs. Nellie Hauze as baking waffles for 36 years, and W. R. Westlake as engraving glass for 10 years at this event.

Miller Bros.' Shows

Hendersonville, N. C. Labor Day Celebration, week ended September 12. Weather, rain Wednesday and Thursday. Business, very good.

Labor Day was the big day. All shows and rides did a phenomenal business. Rain Wednesday and Thursday. Natives appeared show hungry and business ran above expectations.

Twenty concessions joined and all got a good play. The mouse concession looked new and about topped them all.

Johnny Tinsley and Morris Miller complained about terrific heat wave to all who would listen. Eric B. Hyde superintending erection of his rides and giving the Tilt-a-Whirl a new coat of paint.

Herb Tisdale was discussing various kinds of show business with acquaintances. Benny Wolf fraternizing among other midwayites and expressing pride in his elaborate Bingo concession.

Lois Tinsley, complacently lunching in Nick Patroni's eating emporium. W. E. Beatty still a prominent and versatile showman.

Cliff Aero's human cannon ball free act is attracting large crowds.

Iodine Bailey is giving thrills, chills and spills in his new double Loop-o-Plane. Ethel Roland is doubling in the Penny Pitch.

Eveline Stulken sporting a new fall coat.

Tony Lento peddled his last remaining copy of *The Billboard* from a very large order.

Prof. Shapiro is building a new Illusion. "Shorty" Rosson, the artist, is being highly praised for his beautiful modernistic banners which he recently finished for the side show. Alene Reynolds is creating a sensation with her fan dance in *Flaming Youth*. Welcome return of "Idaho Red" Good and his *Redheaded Cowgirls*, presenting a spectacular *Wild West Rodeo*. BOBBY KORK.

Big State Shows

Henderson, Tex. Week ended September 12. Location, fairgrounds. Auspices, *Rusk County Fair Association*. Free fair. Midway pay gate. Weather, perfect. Business, record crowds and receipts.

Big State Shows return to this fair. Business men of Henderson and towns in county gave banquet honoring Hon. J. W. Harris, fair secretary-manager, and Roy Gray, director-general Big State Shows. During 12 consecutive years Roy Gray Carnival has made Henderson Fair. Business has increased from year to year. Opening, Labor Day, proved the best day. Tuesday recorded four times more business than Tuesday last year. Wednesday exceeded Tuesday. Thursday ahead of Wednesday. Saturday genuine "turn-

away," with 15,000 on midway. A marriage ceremony was performed in Harry Dale's International Odditorium. The happy couple, Effie Lee Stokes, daughter of Mr. and Mrs. Will Stokes, Liberty, Tex., and Amos Webb, orator for Harry Dale. His home place in Texarkana, Tex. Sir Richmond, Holy Land-Hollywood glass worker, and Mrs. Eva Farnsworth (Madame Camille) stood up for them. Newlyweds' first home, nifty living car, wedding gift of bride's parents. Mrs. Webb will travel with her husband. Birthday parties for Jesse Wrigley, 27th milestone, and Little Bess Rogers, her 10th. Slim and Evelyn Cantrell back on show. Jack LeVere with novelties on midway. Douglas Puckett left. O. F. Metz, secretary Center Fair and fair board, visitor. Coogler and Booth joined with Jungleland. Captain Farnsworth's oratory for Green River's Jig Minstrels topping midway. Capt. Dan Cherry resumed diving. Wednesday night re-injured left leg. Sam Hard newcomer with shooting gallery. J. B. (Speedboat) Dugan in concession row with Pitch-Till-Win. Brownie directing independent midway. Ray Turntine and wife doing nicely with photo studio. Nip (Johnnie Dempsey) and "Tuck" (Dollard Oliver), radio artists, "The Sleepy Boys From the Rio Grande," new offering in Dale's Museum. G. W. Stringfellow thriving with frozen cream. *Henderson Daily News* carried stories daily with pictures. Frank Tannelly (former balloonist), now editor *Talco Times*, boosted with full-page cuts and stories. Harry Howard on front of Jungleland. Harry Rush, former secretary Dodson's Shows, now scenic artist, and wife visited; also Jack Rhodes, former John Francis carnival-ite. DOC WADDELL.

Hilderbrand's United Shows

Baker, Ore. Six days ended September 14. Location, Valley at Clark streets. Auspices, LLL. Weather, chilly nights. Business, fair.

This is the 30th week of the Hilderbrand United Shows en route since leaving Los Angeles. The stand here was only a layover toward interior Oregon fairs. Business on the whole was only fair.

An extra day was added at this stand to eliminate the long layoff awaiting the Grant County Fair at John Day. Mr. and Mrs. Johnnie Miller entertained at a cocktail party. Ruth Goff and June Pickard, the horseback ga-ga girls, drove daily over mountain trails. William Groff made a trip to Lewiston in an attempt to salvage part of his old cookhouse which went over the bank during the trip to Nampa. Mrs. Earl Stoltz is cashier at the Groff cookhouse. Mrs. Harry H. Sucker departed for Los Angeles to take Junior to military school. Pat Wilbur's concession did very nicely. Danny Callahan sports white woolen shirts. Joe Disanti's pennant concession received a good play. The sound car, under the direction of D. O. McCarty, and the Kleig lighting system, operated by George Vanderhoef, spent a busy week touring the city. Mrs. Ruth Portman is taking tickets at the Ferris Wheel. Mr. and Mrs. Charles Soderberg entertained at a dinner party in the honor of the "Four Jacks." Mr. and Mrs. Wally Reese arrived from the West Coast Shows in Seattle. Mrs. Billie Webster returned from trip to her home in Michigan. Frank and Sena Vardon act has received many complimentary comments from the press. Lee Manos, the featured fan dancer of Fred Webster's Hawaiian Village, has created a new dance which she is featuring. Charles Marshall celebrated his birthday. Jane Godfrey's Ten-in-One has been greatly enlarged by the many featured acts. Little Maxie Foss, aged four, became the show's biggest moocher. Charles M. Webber has been placed in charge of the big tops and canvas. Mr. and Mrs. A. R. Buckmeister are working for H. H. Wachtman. Mr. and Mrs. Red Grove, after selling the eleventh house car on and off the show this season, returned to Los Angeles. Mrs. Fred Stewart celebrated her birthday. Leon McLendon joined M. M. Buckley on the Monte Young Shows. Earl Payton joined the Martin concessions. One of the main assets for the success of the Hilderbrand United Shows is the fortunate position of being able to call into conference the many ex-carnival owners and managers on this show and utilize their experiences when any difficult situation arises. Among the ex-carnival owners and managers on the personnel of this show are General Manager E. W. Coe, General Agent E. Pickard, William Groff, Lucille King and the writer. WALTON DE PELLATON.

1936 FAIR DATES

ALABAMA

Alexander City—East Alabama Fair Assn. Oct. 13-17. Lewis B. Dean.
Andalusia—Covington Co. Fair. Oct. 27-31. Thomas P. Littlejohn, mgr.
Athens—Limestone Co. Fair Assn. Sept. 21-26. I. V. Legg.
Athens—Limestone Co. Negro Fair. Oct. 1-3. N. T. Redus.
Birmingham—Alabama State Fair. Sept. 28-Oct. 3. P. T. Strieder, gen. mgr.
Courtland—Lawrence Co. Fair Assn. Sept. 21-26. C. C. Horton.
Danville—Danville Fair Assn. Oct. 16-17. J. C. Mattox.
Decatur—Morgan Co. Colored Fair. Sept. 28-Oct. 3. H. J. Banks.
Florence—North Alabama State Fair. Oct. 5-10. E. R. Braly, mgr., Lawrenceburg, Tenn.
Huntsville—Madison Co. Fair. Sept. 22-26. Marie Dickson.
Jasper—Walker Co. Fair Assn. Oct. 5-10. James D. Dickson.
Lanett—Chambers Co. Fair. Oct. 20-24. W. C. Stearns.
Lexington—Lexington Fair Assn. Sept. 30-Oct. 3. Mrs. Chas. P. McMeans.
Mobile—Mobile Greater Gulf Coast Fair. Oct. 26-Nov. 1. E. T. Rosengrant.
Opelika—Lee Co. Fair, American Legion. Week of Oct. 5. C. B. Downey.
Troy—Pike Co. Fair. Oct. 20-24. Thos. P. Littlejohn, mgr.

ARIZONA

Douglas—Cochise Co. Fair Assn. Oct. 1-3. James H. Barrett.
Phoenix—Scots & White Shrine Country Fair. Oct. 19-24.

ARKANSAS

Bentonville—Benton Co. Free Fair Assn. Oct. 7-9. H. J. Beck.
Blytheville—Mississippi Co. Fair. Sept. 29-Oct. 4. J. Mell Brooks.
Camden—Fairview Community Fair Assn. Oct. 2-3. O. J. Seymour.
Charleston—S. Franklin Co. Fair. Oct. 15-17. Clyde Hiatt.
Danville—Yell Co. Free Fair. Oct. 14-17. Aubrey Cowger.
DeValls Bluff—Fayette Co. Fair Assn. Oct. 1-4. Carl McDuff.
Fordyce—Tri-County Fair Assn. Oct. 8-10. J. H. Thach.
Gentry—Home Products Fair. Sept. 24-26 (tentative). E. G. Sugg.
Hot Springs—Fayette County Fair. Oct. 5-10. Ed Barnsback, mgr.
Imboden—Tri-Co. Fair Assn. Sept. 21-26. Paris—Logan Co. Fair Assn. Oct. 5-10. Lewis C. Sadler.
Piggott—Clay Co. Agrl. Fair Assn. Oct. 1-3. T. W. Leggett.
Rison—Cleveland Co. Fair. Oct. 1-3. James G. Mosley.

CALIFORNIA

Anderson—Shasta Co. Fair. Sept. 24-27. S. A. Roycroft.
Caruthers—Caruthers District Fair Assn. Oct. 8-10. C. L. Walton.
Del Mar—San Diego Co. Fair. Oct. 8-18. James E. Franks, pres.
Fresno—Fresno-Madera District Fair Assn. Sept. 29-Oct. 5. T. A. Dodge Jr.
Merced—35th District Fair. Oct. 8-11. Walter S. Pound.
Pomona—Los Angeles Co. Fair. Sept. 18-Oct. 4. C. B. Afflerbaugh.
San Diego—32d District Agrl. Assn. Oct. 7-21. D. A. Noble.
San Jose—Santa Clara Co. Fair. Sept. 21-29. Truman Letcher.
Tulare—Tulare Co. Fair. Sept. 22-26. A. J. Elliott.

COLORADO

Denver—National Western Stock Show. Jan. 16-23. C. R. Jones, mgr.

CONNECTICUT

Bethlehem—Bethlehem Fair. Oct. 2-3. Rita Butler, Watertown, Conn.
Brooklyn—Windham Co. Agrl. Soc. Sept. 22-24. Marshall J. Frink.
Chester—Chester Agrl. Soc. Sept. 25. George M. Hall.
Danbury—Danbury Fair. Oct. 5-10. G. M. Nevins.
Durham—Durham Agrl. Fair. Oct. 7-8. F. H. Page, Durham Center, Conn.
Guilford—Guilford Agrl. Soc. Sept. 30. L. E. Coulter.
Harwinton—Harwinton Fair Assn. Oct. 3. S. L. Rauch, R. 2, Torrington, Conn.
Plainville—Plainville Grange Fair. Oct. 1-3. W. B. Wilber.
Riverton—Union Agrl. Soc. Oct. 12. H. P. Deming, R. 2, Winsted, Conn.
Somers—Union Agrl. Soc. Sept. 30. B. R. Grant, Merrose, Conn.
Terryville—Terryville Fair. Sept. 26. Marion C. Mattoon, Plymouth, Conn.

FLORIDA

Perry—Taylor Co. Fair Assn. Oct. 27-31. K. S. McMullen.

GEORGIA

Adel—Cook Co. Fair. Sept. 21-26. J. T. Dampier.
Alma—Bacon Co. Fair. Sept. 28-Oct. 3. Fair Assn. & Lions' Club.
Americus—Sumter Co. Fair Assn. Oct. 19-25. O. P. Johnson.
Athens—American Legion Fair. Week of Oct. 19.
Atlanta—Southeastern Fair Assn. Oct. 4-11. Virgil Melgs.
Bainbridge—Decatur Co. Fair. Oct. 12-17. T. E. Rich.
Cedartown—American Legion Polk Co. Fair. Late in Oct. Wm. Parker, Jr.
Columbus—Chattahoochee Valley Expo. Oct. 12-17. Felix L. Jenkins.
Cordle—Crisp Co. Fair Assn. Oct. 26-31. R. L. Dekla.
Covington—Newton Co. Fair. Oct. —. Harry Odum.
Dublin—Oconee Fair Assn. Sept. 28-Oct. 3. Mrs. E. M. Lampkin.
Elberton—Elberton Fair. Oct. 5-10. I. V. Hulme.
Elberton—Elberton Co. Colored Fair Assn. Oct. 13-17. Lee Roy Dooley.
Fayetteville—Fayette Co. Fair Assn. Sept. 28-Oct. 3. H. R. Harp.
 Fitzgerald—Ben Hill Co. Fair. Oct. —. Homer Waters.
Hilton—Early Co. Fair. Oct. 5-10. O. F. Morton.
Jonesboro—Clayton Co. Fair Assn. Oct. 14-17. W. J. Estes Jr.

Lafayette—Walker Co. Fair Assn. Oct. 22-24. C. W. Wheeler.
Macon—Georgia State Expo. Oct. 19-24. E. Ross Jordan.
Marietta—Cobb Co. Fair Assn. Sept. 30-Oct. 3. L. R. Langley, County Agent.
Milledgeville—Middle Ga. Legion Fair Assn. Week of Oct. 26. C. B. McCullar.
Ocilla—Irwin Co. Fair. Last of Oct. or first of Nov. Claud McNeill.
Sandersville—Washington Co. Fair. Oct. 13-17. G. S. Chapman.
Savannah—American Legion Fair. Week of Nov. 9.
Valdosta—South Ga. Fair. Nov. 9-14. H. K. Wilkinson, secy.—mgr.

HAWAII

Kahului, Maui—Maui Co. Fair. Oct. 8-10. E. L. Damkroger, dir.

ILLINOIS

Carbondale—Jackson Co. Agrl. Soc. Sept. 22-25. Jack Stumpe.
Mount Vernon—Mt. Vernon State Fair Assn. Sept. 21-26. Martin Henn.
Rosiclare—Hardin Co. Fair. Oct. 6-10. Otis Lamar.
Salem—Marion Co. Agrl. Soc. Oct. 1-3. Fred J. Blackburn.

INDIANA

Akron—Akron Agrl. Fair Assn. Sept. 23-26. F. M. Fultz.
Auburn—De Kalb Co. Fair Assn. Sept. 29-Oct. 3. H. E. Hart, gen. mgr.
Bluffton—Bluffton Free Street Fair Assn. Sept. 22-26. Carl Helms.
Bourbon—Bourbon Fair Assn. Sept. 22-25. M. M. Beck.
Elmore—Elmore Township Fair Assn. Sept. 24-26.
Warsaw—Kosciusko Co. Fair Assn. Sept. 22-26. Wm. Chinworth.
Ackley—Four-County Fair. Nov. 23-27. Martin J. Ryken.
Coon Rapids—Four-County Agrl. Assn. Sept. 28-Oct. 1. Gerald E. Johnston.
Guthrie Center—Guthrie Co. Agrl. Soc. Sept. 21-25. Martin Branson.
Iowa Falls—Central Iowa Agrl. Assn. Sept. 30-Oct. 1. C. H. Benedict.
Jefferson—Greene Co. Fair. Sept. 22-25. D. E. Lyon.
Waterloo—Dairy Cattle Congress. Sept. 28-Oct. 4. E. S. Estel.

KANSAS

Abilene—Central Kan. Free Fair Assn. Sept. 28-Oct. 2. Ivan Roberson.
Auburn—Auburn Grange Fair. Oct. 2-3. Helen Gillespie.
Berryton—Berryton Grange Fair. Sept. 24-26. Frank Long.
Blue Rapids—Marshall Co. Fair Assn. Sept. 29-Oct. 2. H. C. Lathrap.
Burlington—Coffey Co. Agrl. Fair Assn. Sept. 21-25. John Redmond.
Caldwell—Sumner Co. Fair Assn. Sept. 30-Oct. 2. George W. Murray.
Coffeyville—Montgomery Co. Fair Assn. Sept. 28-Oct. 2. Albert R. Reiter.
Cottonwood Falls—Chase Co. Fair Assn. Sept. 30-Oct. 3. H. U. Slick.
Greensburg—Klowa Co. Free Fair Assn. Week of Oct. 7. M. Hemphill.
Harper—Harper Co. Fair Assn. Oct. 20-23. R. E. Dresser.
Havensville—Havensville Comm. Fair Assn. Sept. 25-26. Claude Marcoux.
Hillsboro—Marion Co. Fair Assn. Oct. 6-9. Leon H. Stevens.
Hugoton—Stevens Co. 4-H Achievement Fair. Approx. Oct. 15-17. H. E. Brown, pres.
Hutchinson—Kansas State Fair. Sept. 19-25. H. W. Avery.
Kincaid—Kincaid Farmers' Fair Assn. Sept. 24-26. W. R. Brown.
Kingman—Kingman Co. Fair Assn. Oct. 14-17. Arthur Goerner, Zenda, Kan.
Kinsley—Edwards Co. Fair Assn. Oct. 15-16. George Edman.
Lindsborg—Lindsborg District Fair Assn. Oct. 21-22. S. E. Dahlsten.
Mankato—Jewell Co. Farm, School & Home Festival. Approx. Oct. 1. Geo. H. Putt.
Miltonvale—Miltonvale Fair Assn. Oct. —. R. H. Phelps.
North Topeka—Indian Creek Grange Fair. Oct. 1-2. Mrs. A. J. Owen.
Russell—Russell Co. Fair Assn. Sept. 29-Oct. 2. A. L. Boyd.
Sedan—Chautauqua Co. Free Fair. Oct. 1-3. Carl Ackerman.
Stafford—Stafford Co. Fair. Oct. 6-9. E. B. Weir.
Sylvan Grove—Sylvan Grove Fair & Agrl. Assn. Sept. 22-25. W. F. Behrhorst.
Wakefield—Wakefield Free Fair. Oct. 8-9. John Koerner.
Wichita—Kansas Natl. Live-Stock Show Assn. Nov. 9-13. Dan C. Smith.
Wetmore—Wetmore Free District Fair. Sept. 23-25. E. J. Woodman.
Winfield—Cowley Co. Fair Assn. Oct. 6-9. G. B. Woodell.

KENTUCKY

Carlisle—Nicholas Co. Agrl. Fair. Approx. first week in Oct. S. C. Vaughn.
Carrollton—Carroll Co. Fair. Oct. 6-9. Paul H. Williams.
Paintsville—Eastern Ky. Fair Assn. Sept. 21-26. Earl Walker.
Richmond—Madison Co. Fair. Sept. 23-25. G. L. Borders.
Stamping Ground—Community Fair. Sept. 24-25. Ivan Jett.
Warsaw—Gallatin Co. Farmers' Fair. Oct. 1-3. Malcolm Furnish.

LOUISIANA

Alexandria—Rapides Parish Fair. Oct. 8-9. B. W. Baker.
Bunkie—Avoyelles Parish Fair. Oct. 16-17. B. G. St. Romain.
Centerville—St. Mary Parish Fair. Oct. 3-4. Grace Barras.
Clinton—E. Feliciana Parish Fair Assn. Oct. 8-10. W. F. Kline.
Coushatta—Red River Parish Free Fair. Oct. 21-24. P. L. Collins.
Covington—St. Tammany Parish Fair. Oct. 9-12. Ralph Mentre.
De Ridder—Beauregard Parish Fair Assn. Oct. 13-17. Ruth Calvert.

Donaldsonville—South La. State Fair. Oct. 11-18. R. S. Vickers.
Eunice—Tri-Parish Fair Assn. Oct. 22-25. J. C. Keller.
Farmerville—Union Parish Fair Assn. Oct. 16-17. W. W. Porter.
Franklinton—Washington Parish Free Fair. Oct. 14-17. L. R. Mills.
Greensburg—St. Helena Parish Free Fair. Oct. 29-31. K. E. Campbell.
Haynesville—Colored Community Fair. Oct. 19-24. Lee Hatter.
Jennings—Jeff Davis Parish Fair. Oct. 29-Nov. 1. Alfred Maund.
Jonesboro—Jackson Parish Fair Assn. Week of Sept. 21. W. T. Holloway.
Leesville—Vernon Parish Fair Assn. Oct. 7-10. O. E. Morris.
Loranger—Tangipahoa Parish Fair. Oct. 4-6. Mrs. L. G. Schultz.
Lutcher—St. James Parish Fair. Oct. 22-25. E. L. Roussel.
Mansfield—De Soto Parish Free Fair Assn. Sept. 30-Oct. 3. J. V. Reel.
Many—Sabine Parish Fair. Oct. 20-24. Byron P. Belisle.
Monterey—Concordia Parish Fair. Oct. 23-25. Curtis Jacobs.
Natchitoches—Natchitoches Parish Fair Assn. Oct. 13-17. S. B. Thornton.
New Roads—Pointe Coupee Parish Fair Assn. Oct. 2-4. J. Wade LeBeau.
New Verda—Grant Parish Fair Assn. Oct. 9-10. Odella Purvis.
Oak Grove—W. Carroll Parish Fair. Sept. 30-Oct. 3. R. E. Benton.
Oil City—Caddo Parish Fair. Oct. 14-17. Mrs. J. P. Wilkinson, Keithville, La.
Olla—North Central La. Fair. Oct. 6-10. H. Vinyard.
Plain Dealing—Bossier Parish Fair Assn. Sept. 24-26. Mrs. T. J. Smith, Bossier City.
Port Allen—W. Baton Rouge Parish Fair Assn. Sept. 25-27. A. E. Camus.
Ruston—Lincoln Parish Fair Assn. Oct. 15-17. J. A. Shealy.
St. Francisville—West Feliciana Parish Colored Fair. Oct. 2-3. J. E. Ringgold.
Shreveport—State Fair of La. Oct. 24-Nov. 2. W. R. Hirsch, mgr.
Sulphur—Calcasieu-Cameron Fair. Nov. 2-7. Mrs. A. H. Lafargue.
Tallulah—Louisiana Delta Fair Assn. Oct. 6-9. P. O. Benjamin.
West Monroe—Ouachita Valley Fair Assn. Oct. 6-9. George H. Dierlaman.

MAINE

Andover—Oxford North Agrl. Soc. Sept. 23-24. R. L. Thurston.
Athens—Wesserunset Valley Fair Assn. Sept. 29-30. W. A. Dore.
Cherryfield—Cherryfield Fair Assn. Sept. 22-24. C. H. Small, Addison, Me.
Cumberland—Cumberland Farmers' Club. Sept. 22-24. H. L. Marriner, R. 1, Cumberland Center.
Farmington—Franklin Co. Agrl. Soc. Sept. 22-24. Frank E. Knowlton.
Fryeburg—West Oxford Agrl. Soc. Oct. 5-10. G. Myron Kimball.
Leeds—Leeds Agrl. Soc. Oct. 6. Mrs. Alice L. Russell.
Litchfield—Litchfield Farmers' Club. Oct. 6-7. Chas. H. Harvey, Gardiner, Me.
Monmouth—Cochewegan Agrl. Assn. Sept. 30. W. E. Reynolds.
North Waterford—World's Fair Assn. Oct. 2-3. Roy G. Wardwell.
Topsham—Topsham Fair. Oct. 13-15. E. C. Fatten.
Union—North Knox Fair. Sept. 29-Oct. 1. H. L. Grinnell.

MARYLAND

Frederick—Great Frederick Fair. Oct. 13-16. Guy K. Motter.
Hagerstown—Washington Co. Agrl. Assn. Oct. 6-10. Chas. W. Wolf.
La Plata—Charles Co. Fair. Probably Sept. 25-26. Bergen Brown.
White Hall—White Hall Fair. Sept. 23-26. H. Ross Almony.

MASSACHUSETTS

Cummington—Hillside Agrl. Soc. Sept. 29-30. Leon A. Stevens.
Fairhaven—Grange Fair. Sept. 24. Mrs. B. L. Cory.
Great Barrington—Housatonic Agrl. Soc. Sept. 29-Oct. 3. Paul W. Foster.
Lexington—Grange Fair. Sept. 25. Miss E. L. Ferguson.
Natick—Community Fair. Sept. 24-26. C. V. Heald.
North Brookfield—N. Brookfield Fair. Sept. 24-26.
Northampton—Hampshire, Franklin & Hampden Agrl. Soc. Oct. 1-3. George H. Bean.
Princeton—Grange Fair. Sept. 25. Frank A. Skinner.
Segreganset—Bristol Co. Young Farmers' Fair. Oct. 8-9. Florence M. Corder.
Springfield—Eastern States Expo. Sept. 20-26. Chas. A. Nash, gen. mgr.
Thrifty—Grange Fair. Oct. 2. Mrs. F. L. Morrison.
Warren—Grange Fair. Sept. 25-26. Mrs. C. L. Tuttle.

MICHIGAN

Adrian—Lenawee Co. Fair. Sept. 21-26. F. A. Bradish.
Allegan—Allegan Co. Agrl. Soc. Sept. 22-26. E. W. DeLano.
Burt Lake—Burt Lake Agrl. Soc. Oct. 22-23. Chas. W. Waldron.
Centerville—St. Joseph Co. Fair Assn. Sept. 22-26. S. C. Hagenbuch, Three Rivers, Mich.
Fowlerville—Fowlerville Agrl. Soc. Oct. 7-10. Thos. G. Woods.
Fremont—Fremont Community Fair. Oct. 16-17. Clarence C. Mullet.
Hartland—Hartland Agrl. Soc. Oct. 1-2. B. J. Ford.
Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 27-Oct. 3. H. B. Kelley.
Lansing—Lansing District Fair. Week of Sept. 21. Chancy Wyman.
Newaygo—Garfield Community Fair. Sept. 24-25. Gordon Christensen.
Stalwart—Stalwart Agrl. Soc. Oct. 1-2. R. G. Crawford.

MINNESOTA

Farmington—Dakota Co. Agrl. Soc. Sept. 23-26. T. J. Grove.
Hutchinson—McLeod Co. Agrl. Assn. Sept. 21-24. Everett Oleson.
Redwood Falls—Redwood Co. Agrl. Soc. Sept. 28-Oct. 1. W. A. Hauck.

MISSISSIPPI

Charleston—Tallahatchie Co. Free Fair Assn. Oct. 5-10. J. L. Burnett.
Clarksdale—Delta Staple Cotton Festival. Sept. 9-11. Mrs. T. A. Baucom.
Collins—Covington Co. Fair. Sept. 28-Oct. 3. O. W. Speed.
Columbus—Columbus Radius Fair. Oct. 12-17. R. E. Johnston.
Corinth—North Miss.-West Tenn. Fair & Dairy Show. Oct. 12-17. J. A. Darnaby.
Hattiesburg—Forest Co. Fair. Oct. 26-31. E. E. Deen.
Hazlehurst—Coplach Co. Fair Assn. Oct. 8-10. Wm. Long.
Jackson—Mississippi State Fair. Oct. 19-24. Mabel L. Stire.
Kosciusko—Attala Co. Fair. Oct. 12-17. Jones Woodward.
Laurel—South Miss. Fair. Oct. 12-17. E. P. Ford.
Louisville—Winston Co. Fair. Oct. 12-17. Mrs. R. W. Boydston.
Macon—Noxubee Co. Fair. Sept. 21-26. T. S. Bogges.
Macon—Noxubee Co. Colored Fair. Oct. 6-10. Joe Reed.
Marks—Quitman Co. Fair Assn. Oct. 5-10. F. M. Hamblet.
Meadville—Franklin Co. Free Fair. Oct. 26-31. Jim A. Torrey.
Meridian—Miss. Fair & Dairy Assn. Sept. 28-Oct. 3. Hillman Taylor.
Natchez—Adams Co. Fair. Week of Oct. 12. Robert Waldcut, mgr.
New Augusta—Perry Co. Fair. Oct. 8-10. New Albany—Union Co. Fair Assn. Oct. 14-16. Zack B. Whisenant.
Prentiss—Jefferson Davis Co. Fair. Oct. 12-17. M. E. Smith.
Senatobia—Tate Co. Fair. Sept. 21-26. John Young.
Tupelo—Miss.-Ala. Fair Assn. Oct. 5-10. F. A. Henderson.
Yazoo City—Yazoo Co. Fair Assn. Week of Oct. 5.
Yazoo City—Yazoo Negro Fair Assn. Oct. 12-Oct. 5.

MISSOURI

Birch Tree—Birch Tree F. F. A. Fair. Oct. 15-17. W. L. Keller.
Caruthersville—American Legion Fair. Oct. 6-11. George Gray, gen. mgr.
Concordia—Concordia Fall Festival. Sept. 24-26. W. H. P. Walkenhorst.
Crane—Community Fair. Sept. 28. John L. Kirby.
Ellington—Reynolds Fair. Sept. 28. R. L. Daniels.
Farmington—St. Francois Co. Fair Assn. Sept. 25. Paul H. Teal.
Fremont—Community Fair. Oct. 1-3. L. D. Smith.
Kansas City—American Royal Live Stock & Horse Show. Oct. 17-24. F. H. Servatius.
Liberty—Clay Co. Products Show. Oct. 1-3. R. J. Laughlin.
Mexico—Agrl. Harvest Show. Oct. 8-10. Glenn Muttli.
Milan—Fair & Homecoming. Sept. 21-26. Dr. Herington.
Mountain Grove—Tri-County Fair Assn. Oct. 1-3. W. A. Hoffarth.
Neosho—Newton Co. Harvest Show. Sept. 29-Oct. 2. D. E. Dorsey.
Nevada—Vernon Co. Fall Festival Fair. Oct. 6-7. Judson Smith.

NEBRASKA

Beatrice—Gage Co. Free Fair Assn. Sept. 22-25. J. G. Bozarth.
Clay Center—Clay Co. Agrl. Soc. Sept. 21-25. H. H. Harvey.
Eustis—Frontier Co. Fair. Sept. 23-25. G. C. Huettle.
Omaha—Ak-Sar-Ben Live Stock & Horse Show & Rodeo. Oct. 25-31. J. J. Isaacson, mgr.
Pawnee City—Pawnee Co. Fair Assn. Sept. 23-Oct. 2. D. W. Osborn.

NEW HAMPSHIRE

Center Sandwich—Sandwich, Town & Grange Fair Assn. Oct. 12. Chas. B. Hoyt, mgr.
Contoocook—Hopkinton Fair. Sept. 22-24. L. A. Nelson.
Deerfield—Deerfield Fair Assn. Probably Oct. 7-8. E. B. Hersey, R. F. D., Gossville, N. H.
Rochester—Rochester Fair. Sept. 29-Oct. 3. Ralph E. Came.
Tuftonboro—Tuftonboro Fair. Oct. 6. George W. Robie, Melvin Village, N. H.

NEW JERSEY

Bridgeton—Garden State Fair. Sept. 21-26. Trenton—Trenton Fair. Sept. 27-Oct. 3. Harry E. LaBregue, mgr.

NEW MEXICO

Clayton—Union Co. Fair. Sept. 24-26.
Los Lunas—Valencia Co. Fair. Sept. 25-26.
Roswell—Eastern N. M. State Fair. Oct. 7-10. Myron S. Prager.
Socorro—Socorro Co. Fair. Sept. 26-29.
Springer—Colfax Co. 4-H Club Fair. Oct. 2-3.
Willard—Torrance Co. Fair Assn. Oct. 7-9.

NEW YORK

Cobleskill—Cobleskill Agrl. Soc. Sept. 21-25. Wm. H. Golding.
Hemlock—Hemlock Lake Union Agrl. Soc. Oct. 1-3. Glenn C. McNinch, Conesus, N. Y.
Kingston—Ulster Co. Agrl. Soc. Sept. 25-26. E. W. Hathaway.
Mineola—Mineola Fair. Sept. 21-26. Fred D. Baldwin.
Palmyra—Palmyra Union Agrl. Soc. Sept. 23-26. W. Ray Converse.
Trumansburg—Union Agrl. Soc. Sept. 30-Oct. 3. P. F. Sears.

NORTH CAROLINA

Ahoskie—Atlantic District Fair. Oct. 13-17. T. E. Reid.
Albemarle—Stanly Co. Fair Assn. Week of Oct. 5. F. B. Patterson.
Asheboro—Randolph Co. Fair. Sept. 29-Oct. 3. C. M. Hayworth.
Asheville—Buncombe Co. District Agrl. Fair. Sept. 21-26. E. W. Pearson.
Beaufort—Carteret Co. Fair. Oct. 12-19.
Burnsville—Yancey Co. Fair. Sept. 23-25. George W. Smith.
Carthage—Moore Co. Agrl. Fair. Week of Oct. 12. Paul H. Waddill.
Charlotte—Carolina's Agrl. Fair. Oct. 19-24. C. W. Crafraft.

Cherokee—Cherokee Indian Fair Assn. Oct. 6-9. J. L. Walters.
Clayton—Clayton Agrl. Fair. Sept. 29-Oct. 3. J. T. Page.
Clinton—Sampson Co. Fair. Oct. 26-31. Norman Y. Chambliss, mgr., Raleigh, N. C.

OKLAHOMA
Erid—Garfield Co. Free Fair Assn. Oct. 26-30. J. B. Hurst.
Medford—Grant Co. Free Fair Assn. Oct. 20-23.

Pawhuska—Osage Co. Free Fair Assn. Sept. 21-24. Fred Ahrberg.
Tulsa—Tulsa Four-State Fair. Sept. 19-26. H. E. Bridges.
OREGON
Grants Pass—Josephine Co. Fair. Sept. 23-26. F. G. Roper.

PENNSYLVANIA
Allentown—Great Allentown Fair. Sept. 22-26. M. Herbert Beary.
Bloomsburg—Bloomsburg Fair Assn. Sept. 28-Oct. 3. Harry B. Correll.

SOUTH CAROLINA
Anderson—Anderson Fair. Nov. 2-7. J. A. Mitchell.
Anderson—Anderson Co. Colored Fair Assn. Nov. 9-13. S. C. Perry.
Bennettsville—Marlboro Co. Fair Assn. Oct. 19-24. E. A. Hamer, Tatum, S. C.

TENNESSEE
Big Sandy—Big Sandy Community Fair. Sept. 25-26. Mrs. M. M. Wagner.
Chattanooga—Chattanooga Tri-State Fair. Sept. 21-27. J. A. Darnaby, Patten Hotel.

TEXAS
Ablene—West Texas Fair. Oct. 19-25. T. N. Carswell.
Amarillo—Tri-State Fair. Sept. 21-26. O. L. Taylor.

WASHINGTON
Elma—Grays Harbor Co. Fair. Oct. 3-4. Puyallup—Western Wash. Fair Assn. Sept. 21-27. W. A. Linklater, mgr.

BRITISH COLUMBIA
Chilliwack—Chilliwack Agrl. Assn. Sept. 22-25. E. H. Barton.
Ladysmith—Ladysmith Agrl. Assn. Sept. 23-24. J. A. Hartley.

NEW BRUNSWICK
Albert—Albert Fair Assn. Oct. 8-9.
Bathurst—Bathurst Fair Assn. Oct. 7-8.
Chatham—Miramichi Exhn. Assn. Sept. 28-Oct. 3. H. B. McDonald.

NOVA SCOTIA
Bear River—Digby Co. Exhn. Sept. 24-25. F. H. Hatheway.
Bridgewater—Lunenburg Co. Exhn. Sept. 22-25. W. J. Crouse.

ONTARIO
Aberfoyle—Aberfoyle Agrl. Soc. Oct. 6-7.
Abingdon—Abingdon Agrl. Soc. Oct. 9-10.
Herbert Copeland, Caistor Centre.
Agincourt—Scarboro Agrl. Soc. Sept. 25-26. M. G. Ineson.

VERMONT
Londonderry—Londonderry Fair. Oct. 17. A. E. Phillips.
Tunbridge—Union Agrl. Soc. Sept. 22-24. Edw. R. Flint.

VIRGINIA
Amherst—Amherst Co. Fair Assn. Oct. 7-9. L. H. Shrader.

Huntingdon—Carroll Co. Fair. Oct. 7-10. W. L. Noell.
Jackson—Madison Co. Agrl. Fair. Sept. 22-26. J. E. McNeely.
Knoxville—Tenn. Valley Agrl. Fair. Sept. 28-Oct. 3. H. D. Faust.

TEXAS (continued)
Dallas—Texas Centennial Central Expo. in Fair Park. June 6-Nov. 29.
Denton—Denton Co. Fair. Oct. 6-10. Otis Fowler.
Ennis—Ennis Co. Fair. Sept. 28-Oct. 3. A. Dupree Davis.

WASHINGTON (continued)
Puyallup—Western Wash. Fair Assn. Sept. 21-27. W. A. Linklater, mgr.
WEST VIRGINIA
Clay—Clay Co. Fair. Sept. 23-26. George C. Deems.

NEW BRUNSWICK (continued)
Hopewell Hill—Hopewell Hill Fair Assn. Oct. 7.
Keswick—Keswick Fair Assn. Sept. 20.
Rexton—Rexton Fair Assn. Oct. 14.
St. Martins—St. Martins Fair Assn. Sept. 25.

NOVA SCOTIA (continued)
Halifax—Nova Scotia Provincial Exhn. Sept. 28-Oct. 4. E. Frank Lordly.
Little Brook—Little Brook Fair. Oct. 6-7.
Arnold S. Comeau.
Sheburne—Sheburne Co. Agrl. Soc. Sept. 29-30. Leslie MacKay.

ONTARIO (continued)
Ameliasburg—Ameliasburg Agrl. Soc. Sept. 26.
Ashworth—Stisted Agrl. Soc. Sept. 24. Jos. Demaine.
Atwood—Elma Agrl. Soc. Sept. 25-26. E. H. Swing.

VERMONT (continued)
Londonderry—Londonderry Fair. Oct. 17. A. E. Phillips.
Tunbridge—Union Agrl. Soc. Sept. 22-24. Edw. R. Flint.

VIRGINIA (continued)
Amherst—Amherst Co. Fair Assn. Oct. 7-9. L. H. Shrader.

Blackstone—Blackstone Fair & Expo. Sept. 21-26. Alexander Hudgins.
Chase City—Mecklenburg Fair Assn. Oct. 13-16. H. W. Nash, Wightman, Va.
Chesterfield C. H.—Chesterfield Co. Fair Assn. Oct. 14-16. J. B. Watkins Jr., mgr., Middlethian, Va.

WASHINGTON (continued)
Puyallup—Western Wash. Fair Assn. Sept. 21-27. W. A. Linklater, mgr.
WEST VIRGINIA
Clay—Clay Co. Fair. Sept. 23-26. George C. Deems.

NEW BRUNSWICK (continued)
Hopewell Hill—Hopewell Hill Fair Assn. Oct. 7.
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NOVA SCOTIA (continued)
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ONTARIO (continued)
Ameliasburg—Ameliasburg Agrl. Soc. Sept. 26.
Ashworth—Stisted Agrl. Soc. Sept. 24. Jos. Demaine.
Atwood—Elma Agrl. Soc. Sept. 25-26. E. H. Swing.

VERMONT (continued)
Londonderry—Londonderry Fair. Oct. 17. A. E. Phillips.
Tunbridge—Union Agrl. Soc. Sept. 22-24. Edw. R. Flint.

VIRGINIA (continued)
Amherst—Amherst Co. Fair Assn. Oct. 7-9. L. H. Shrader.

- Campbellford—Seymour Agrl. Soc. Sept. 29-30. G. A. Kingston.
Carp—Carp Agrl. Soc. Oct. 2-3. A. E. Cavanaugh.
Chatsworth—Holland Agrl. Soc. Oct. 8-9. A. D. McColeman.
Cookstown—Cookstown Agrl. Soc. Oct. 8-9. T. J. Dawson.
Cooksville—Cooksville Agrl. Soc. Oct. 2-3. J. J. Jamieson.
Courtland—Middleton Agrl. Soc. Oct. 1. J. G. Burnett.
Delaware—Delaware Agrl. Soc. Oct. 14. E. E. Ryckman.
Demorestville—Demorestville Agrl. Soc. Oct. 3. W. Rightmeyer, R. R. 8, Picton.
Desboro—Desboro Agrl. Soc. Sept. 24-25. John H. Lang.
Dorchester Station—Dorchester Agrl. Soc. Oct. 7. B. R. Barr.
Drayton—Peel & Drayton Agrl. Soc. Sept. 29-30. R. P. Brandon.
Drumbo—Drumbo Agrl. Soc. Sept. 29-30. Wilfred A. Cockburn, R. R. 1, Richwood.
Dunchurch—United Tps. Agrl. Soc. Sept. 29-30. Jas. Clelland.
Dundalk—Proton Agrl. Soc. Sept. 29-30. A. D. McAlister.
Dungannon—Dungannon Agrl. Soc. Oct. 1-2. C. W. Aiton.
Elmvale—Flos Agrl. Soc. Sept. 28-30. T. E. Smith.
Embro—W. Zorro & Embro Agrl. Soc. Oct. 1. Dr. H. E. Atkinson.
Fairground—Fairground Agrl. Soc. Oct. 6. Fenwick—Fenwick Agrl. Soc. Sept. 29-30. U. C. Keece.
Feversham—Osprey Agrl. Soc. Oct. 6-7. George W. Ross, Maxwell.
Florence—Florence Agrl. Soc. Oct. 1-2. F. S. Bodkin.
Fordwich—Howick Agrl. Soc. Oct. 2-3. J. H. Rogers.
Forest—Forest Agrl. Soc. Sept. 29-30. W. W. Kemp.
Galt—S. Waterloo Agrl. Soc. Sept. 26-26. R. E. Cowan.
Georgetown—Esquesing Agrl. Soc. Oct. 2-3. Wm. A. Wilson.
Glencoe—Mosa & Ekfrid Agrl. Soc. Oct. 2-3. John T. Lethbridge.
Gooderham—Glamorgan Agrl. Soc. Sept. 30. Mrs. Lorne H. Hunter.
Gore Bay—Gore Bay Agrl. Soc. Sept. 29-30. John W. Kinney.
Grand Valley—E. Luther Agrl. Soc. Sept. 25-26. Willis Rounding.
Harriston—W. Wellington Agrl. Soc. Sept. 24-25. J. F. Young.
Harrow—Colchester, South, Agrl. Soc. Sept. 24-26. F. J. Martin.
Highgate—Orford Agrl. Soc. Oct. 2-3. Merton S. Scott.
Holstein—Egremont Agrl. Soc. Sept. 24-25. Clarence Fenton.
Ilerton—London Tp. Agrl. Soc. Sept. 30. E. Douglas.
Ingersoll—Ingersoll Agrl. Soc. Sept. 24-25. George F. Janes.
Iron Bridge—Iron Bridge Agrl. Soc. Sept. 30. A. LaRone, Dean Lake.
Jarvis—Jarvis Agrl. Soc. Sept. 23-24. George L. Miller.
Kilsyth—Kilsyth Agrl. Soc. Oct. 1-2. Ernest Fleming, R. R. 5, Tara.
Kirkton—Kirkton Agrl. Soc. Oct. 6-7. Amos Doupe.
Lakefield—Lakefield Agrl. Soc. Sept. 23-24. H. W. Beavis, Peterboro.
Langton—N. Walsingham Agrl. Soc. Oct. 3. C. W. Slaght.
Leamington—Leamington District Agrl. Soc. Sept. 28-Oct. 3. Emma Atkins.
Listowel—Listowel Agrl. Soc. Sept. 23-24. Jas. Clelland.
Loring—Loring Agrl. Soc. Sept. 23-24. Albert Bain.
Lucknow—Lucknow Agrl. Soc. Sept. 24-25. Jos. Agnew.
McDonald's—McDonald's Agrl. Soc. Sept. 25. Walter Geddes.
Maberly—Maberly Agrl. Soc. Sept. 29-30. Frank Bowers.
Madoc—Madoc Agrl. Soc. Oct. 6-7. W. J. Hill.
Magnetawan—Magnetawan Agrl. Soc. Sept. 24-25. O. A. Schade.
Manitowaning—Manitowaning Agrl. Soc. Sept. 24-25. S. Purdy.
Markdale—Markdale Agrl. Soc. Oct. 1-3. T. S. Cooper.
Markham—Markham Fair. Oct. 1-3. R. H. Crosby.
Marmora—Marmora Agrl. Soc. Oct. 19-20. H. W. Sabine.
Meaford—Meaford & St. Vincent Agrl. Soc. Sept. 24-25. Thos. W. Findlay.
Melbourne—Melbourne Agrl. Soc. Oct. 9. Allan McDougald.
Merlin—Raleigh & Tilbury Agrl. Soc. Sept. 23-24. M. A. Drew.
Middleville—Lanark Tp. Agrl. Soc. Sept. 30. Agnes Yuill.
Millbrook—Millbrook Agrl. Soc. Sept. 29-30. J. N. McGill.
Milton—Halton Agrl. Soc. Sept. 25-26. A. L. McNabb.
Minden—Minden Agrl. Soc. Sept. 29. W. MacArthur.
Mitchell—Fullarton Agrl. Soc. Sept. 29-30. Miss G. Lehman.
Moraviantown—Moraviantown Agrl. Soc. Oct. 14-16. Mrs. Hilda Huff, R. R. 3, Thamesville.
Mt. Brydges—Caradoc Agrl. Soc. Oct. 5. Thos. Green.
Muncey—United Indian Agrl. Soc. Sept. 30. Leland Miskokomon.
Neustadt—Normanby Agrl. Soc. Sept. 25-26. A. J. Hessel.
Norwich—N. Norwich Agrl. Soc. Sept. 29-30. John McKee.
Norwood—E. Peterboro Agrl. Soc. Oct. 13-14. W. Burgess.
Ohsweken—Ohsweken Agrl. Soc. Sept. 29-Oct. 1. R. W. Hill.
Owen Sound—Owen Sound Agrl. Soc. Oct. 5-7. S. H. Buchanan.
Paisley—Paisley Agrl. Soc. Sept. 29-30. W. T. Hopper.
Palmerston—Palmerston Agrl. Soc. Oct. 7-8. Mrs. W. Messer.
Parkhill—Parkhill Agrl. Soc. Sept. 25. J. H. Scott.
Perth—South Lanark Agrl. Soc. Sept. 25-26. Wm. J. Ewart.
Port Elgin—N. Bruce Agrl. Soc. Sept. 24-25. G. McLaren.
Port Hope—Port Hope Agrl. Soc. Sept. 24-25. Mrs. H. Mitchell.
Powassan—Powassan Agrl. Soc. Sept. 29-30. W. G. Oldfield.
Priceville—Priceville Agrl. Soc. Sept. 24-25. J. G. Whyte.
Providence Bay—Providence Bay Agrl. Soc. Oct. 6-7. D. H. Kirk, Spring Bay.
Rama—Rama Agrl. Soc. Sept. 24-25. O. H. Cooper, R. R. 1, Washago.
Ramona—Ramona Agrl. Soc. Sept. 30. Richmond—Carleton Co. Agrl. Soc. Sept. 24-Ridgeway—Ridgeway Howard Agrl. Soc. Sept. 29-Oct. 1. J. D. Brien.
Ripley—Huron Tp. Agrl. Soc. Sept. 29-30. A. K. McLaughlin.
Roseneath—Roseneath Agrl. Soc. Oct. 15-16. C. W. Varcoe.
St. Marys—S. Perth Agrl. Soc. Oct. 8-9. H. B. Mossip.
Sarnia—West Lambton Co. Fair. Sept. 22-24. James A. Ellenor.
Saugeen—Saugeen Agrl. Soc. Oct. 5-6. Sidney Solomon, Chippewa Hill.
Schomberg—Schomberg Agrl. Soc. Oct. 6-7. A. H. McLeod.
Seaforth—Seaforth Agrl. Soc. Sept. 24-25. Mrs. Bessie Kerr.
Shedden—Shedden Agrl. Soc. Sept. 25. M. D. McCormick.
Sheguandah—Howland Agrl. Soc. Oct. 1-2. Mrs. J. T. Skilpen.
Slmco—Norfolk Co. Agrl. Soc. Oct. 6-8. G. G. Bramhill.
Smithville—Smithville Agrl. Soc. Sept. 23-24. John E. Naergarth.
Spencerville—Spencerville Agrl. Soc. Sept. 29-30. A. I. Miller.
Stella—Amherst Island Agrl. Soc. Sept. 29. David H. Filson.
Strathroy—Strathroy Agrl. Soc. Oct. 1-3. T. Edgar Bogue.
Streetsville—Toronto Tp. Agrl. Soc. Oct. 10. F. A. Maas.
Tara—Tara Agrl. Soc. Oct. 7-8. Jas. F. Young.
Teeswater—Teeswater Agrl. Soc. Oct. 6-7. Alex B. McKague.
Thedford—Bosanquet Agrl. Soc. Sept. 24-25. J. O. Jamieson.
Tiverton—Tiverton Agrl. Soc. Sept. 28-29. S. A. Cameron.
Toronto—Broadview YMCA Boys' Fall Fair. Sept. 30-Oct. 3.
Tweed—Tweed Agrl. Soc. Sept. 24-25. S. R. Curry.
Underwood—Underwood Agrl. Soc. Oct. 2. Don MacKay, R. R. 3, Tiverton.
Wallacetown—W. Elgin Agrl. Soc. Oct. 1-2. S. Turville.
Walters Falls—Walters Falls Agrl. Soc. Sept. 29-30. H. W. Wales.
Walsh—Walsh Agrl. Soc. Oct. 10. Warkworth—Percy Tp. Agrl. Soc. Oct. 8-9. J. L. Phillips.
Wilkesport—Wilkesport Agrl. Soc. Sept. 25. Wingham—Turnberry Agrl. Soc. Sept. 30-Oct. 1. W. J. Greer.
Woodbridge—Woodbridge Agrl. Soc. Oct. 9-12. N. George Wallace.
Wooler—Wooler Agrl. Soc. Oct. 1-2. H. Weswells, R. R. 1, Trenton.
Wyoming—Flymppton & Wyoming Agrl. Soc. Oct. 1-2. W. W. Rice.
Zephyr—Zephyr Agrl. Soc. Sept. 29. Zurich—Zurich Agrl. Soc. Sept. 28-29. E. F. Klopp.
ARKANSAS
Harrison—Order of Odd Fellows. Oct. 26-27. R. S. Whitlock, Bentonville, Ark.
Little Rock—F. & A. Masons. Nov. 17-18. W. Thomas.
Little Rock—State Firemen's Assn. Oct. 21-23. H. Compton, Central Fire Station.
CALIFORNIA
Eureka—P. of H., State Grange. Nov. 17-20. Eunice L. Peterson, Sonoma, Calif.
Fresno—State Fraternal Congress. Oct. 30-31. E. T. Lisle, C. of C. Bldg., Los Angeles.
Oakland—F. & A. Masons. Oct. 13-16. John Whichey, Masonic Temple, San Francisco.
Oakland—State Elks' Assn. Sept. 24-26. R. C. Benbough, 3620 Front st., San Diego.
Pasadena—Amer. Farm Bureau Fed. Dec. 9-10. W. R. Ogg, 58 E. Washington st., Chicago, Ill.
San Francisco—91st Div. Assn. Sept. 25-27. A. G. Boss, 624 Market st.
San Jose—Odd Fellows' Encampment. Oct. 13. M. H. Ludlow, Box 489, San Francisco.
San Jose—Order of Scots. Nov. 11-14. Karl Eber, 854 Phelan Bldg., San Francisco.
COLORADO
Colorado Springs—Order of Odd Fellows. Oct. 19-22. L. A. Van Tiborg, 1751 Champa st., Denver.
CONNECTICUT
Hartford—N. E. Awning & Tent Mfrs.' Assn. Nov. —. H. J. Scantlebury, 11 N. Washington st., Boston.
Hartford—Chrysanthemum Soc. of Amer. Nov. 5-8. A. H. Nehrling, 300 Massachusetts ave., Boston.
Norwich—Junior Order. Sept. 26. J. W. Wellington, N. Franklin, Conn.
Stamford—Odd Fellows' Encampment. Oct. 20. W. Hutchison, New Haven, Conn.
Stamford—Grand Encampment of Conn. Oct. 20. Wm. H. Hutchison, Box 1689, New Haven.
DELAWARE
Georgetown—Odd Fellows' Encampment. Nov. 17. A. M. Johnson, I. O. O. F. Bldg., Wilmington.
Georgetown—Order of Odd Fellows. Nov. 18. H. E. Downing, 10th & King sts., Wilmington.
Smyrna—P. of H., State Grange. Dec. 9. Mrs. S. Carpenter, R. 1, Wilmington.
Wilmington—Knights of Pythias. Oct. 15. G. A. Souder, 906 West st.
DISTRICT OF COLUMBIA
Washington—G. A. R., Natl. Encampment. Sept. 21-25. J. Risley, State House, Des Moines, Ia.
Washington—Natl. Tent & Awning Mfrs.' Assn. Oct. 26-29. J. E. McGregor, 224 Endicott Bldg., St. Paul, Minn.
Washington—Junior Order. Second week in November. John Prender, 713 Dee st.
GEORGIA
Atlanta—Southeastern Florist Assn. Nov. 4-6. R. E. Mapes, Box 116, Knoxville, Tenn.
Macon—F. & A. Masons. Oct. 27. F. F. Baker.
IDAHO
Boise—P. of H., State Grange. Oct. 27-29. F. G. Harland, Box 211, Caldwell, Ida.
Burley—Order of Odd Fellows. Oct. 19-22. P. F. Horne, Box 371, Caldwell, Ida.
ILLINOIS
Aurora—P. M., Order of Odd Fellows. Oct. 4-6. F. L. Leyman, 674 Cass st., Joliet, Ill.
Chicago—Amer. Cosmeticians' Assn. Oct. 5-7. Miss Frances Martell, 112 W. Randolph st.
Chicago—Adv. Specialty Natl. Assn. Sept. 28-30.
Chicago—Natl. Assn. Amusement Parks. Nov. 30-Dec. 4. A. R. Hodge, Suite 317, Hotel Sherman.
Chicago—Internatl. Assn. Fairs & Expos. Dec. 1-2. R. T. Hemphill, Box 974, Oklahoma City, Okla.
HARRISBURG
Chicago—F. & A. Masons. Oct. 13. R. Davenport, Harrisburg, Ill.
East St. Louis—State Moose Assn. Sept. 25-27. B. C. Conner, 1016 4th st., Peoria.
Kewanee—P. of H., State Grange. Dec. 8-10. C. W. Kleckner, 521 Summer st., Rockford.
Peoria—Order of Red Men. Oct. 5-6. L. Haney, Herrin, Ill.
Rock Island—Knights Templar. Sept. 26-28. E. A. Glad, 3037 Fullerton ave., Chicago.
INDIANA
Corydon—P. of H., State Grange. Oct. 20-22. W. R. Grant, R. R. 3, Columbus, Ind.
Ft. Wayne—Amer. Rabbit & Cavy Breeders' Assn. Nov. 25-28. A. Weygandt, 7408 Normal ave., Chicago, Ill.
Ft. Wayne—State Conv. of Shriners. Oct. 9. F. A. Blemer.
Indianapolis—Order of Odd Fellows. Oct. 14-16. G. P. Bornwasser, 1208 IOOF Bldg.
Indianapolis—Order of Red Men. Oct. 20. E. Harding.
IOWA
Ames—State Hort. Soc. Nov. 11-13. R. S. Herrick, State House, Des Moines.
Burlington—Order of Odd Fellows. Oct. 21-23. W. A. Merriam, Des Moines.
Cedar Rapids—P. of H., State Grange. Oct. —. L. Raferty, Grinnell, Ia.
Davenport—Order of Red Men. Oct. 13-14. A. J. Danielson, Box 194, Des Moines.
KANSAS
Abilene—P. of H., State Grange. Dec. 8-10. R. M. Ferris, Osage City, Kan.
Emporia—Order of Odd Fellows. Oct. 12-15. W. J. Russell, 117 W. 6th ave., Toledo.
McPherson—Farmers' Educ. & Co-Op. Union. Oct. 27-30. John Vesecky, Box 48, Salina, Kan.
Manhattan—State Hort. Soc. Dec. 3-4.
Wichita—Order of Red Men. Oct. —. W. W. Hite, Kansas City, Kan.
Wichita—State Farm Bureau. Oct. 27-29. Mrs. J. K. Smith, Box 392, Manhattan, Kan.
KENTUCKY
Bowling Green—Order of Odd Fellows. Oct. 12-13. Wm. Davies, 511 W. 6th st., Lexington.
Louisville—F. & A. Masons. Oct. 20-22. A. E. Orton, 200 Shubert Bldg.
Louisville—State Soc. of Florists. Dec. 3. H. F. Bunton.
LOUISIANA
New Orleans—Junior Order. Oct. 29. H. P. Alcantara, 4305 Canal st.
MAINE
Bangor—P. of H., State Grange. Dec. 1-3. Mrs. N. L. Hascall, Auburn, Me.
Lewiston—Order of Odd Fellows. Oct. 21. L. E. Leonard, 25a Forest Ave., Portland.
Portland—Order of Red Men. Oct. 1. H. B. Seal, 22 Waverly st.
MARYLAND
Baltimore—R. A. & R. S. Masons. Dec. 9. G. A. Eitel, Masonic Temple.
Hagerstown—P. of H., State Grange. Dec. —. E. Holter, Middletown, Md.
MASSACHUSETTS
Boston—Veteran Odd Fellows' Assn. Oct. 31. F. C. Mackintosh, 92 Worcester st.
Boston—Order of Red Men. Oct. 20-22. C. A. Hayes, 18 Boylston st.
Springfield—P. of H., State Grange. Dec. 8-10. E. H. Gilbert, North Easton, Mass.
Worcester—State Farm Bureau Fed. Dec. —. H. S. Russell, Waltham, Mass.
MICHIGAN
Battle Creek—Order of Red Men. Oct. —. W. J. Canady, Holt, Mich.
Bay City—Order of Odd Fellows. Oct. 20-21. F. A. Rogers, Lansing.
Grand Rapids—State Hort. Soc. Dec. 1-2. H. D. Hootman, E. Lansing, Mich.
Jackson—Knights of Pythias. Sept. 23-24. W. E. Hampton, 320 S. Main st., Ann Arbor.
Lansing—State Farm Bureau. Nov. 12-13. C. L. Brody.
Lansing—Veterans of Foreign Wars. Dec. 5. A. Thomas, 704 E. Jefferson st., Detroit.
Sturgis—P. of H., State Grange. Oct. 27-30. Mrs. M. E. Lovejoy, Perry, Mich.
MINNESOTA
Braham—P. of H., State Grange. Oct. 20-22. Miss M. E. Thompson, Box 123, Lansing, Minn.
St. Paul—Knights of Pythias. Oct. 13-14. J. J. Baloc, Box 383, Monticello, Minn.
St. Paul—Veterans Foreign Wars, State Dept. Commanders & Adjutants. Dec. —. E. J. Lloyd, 1026 Beech st.
St. Paul—State Farm Bureau Fed. Dec. 28-29. J. S. Jones, Shubert Bldg.
MISSOURI
Columbia—Reunion 35th Div. Assn. Sept. 26. M. C. Sullivan, 304 E. 11th st., Kansas City.
Kirksville—Odd Fellows' Encampment. Oct. 13. W. L. Long, Box 755, Joplin, Mo.
St. Louis—State Fraternal Congress. Nov. 19-20. Martha Siemer, 4 N. 8th st.
St. Louis—Knights of Pythias. Oct. 13-14. Edwin Ettinger, 3507 Pine st., St. Louis.
MONTANA
Bozeman—Order of Odd Fellows. Oct. 19-22. R. W. Kemp, Box 1364, Missoula, Mont.
NEBRASKA
Columbus—State Volunteer Firemen's Assn. Oct. 20-21. L. Novak, Norfolk, Neb.
Columbus—State Florists' Soc. Early in Nov. J. A. Danielson, 1306 N. st., Lincoln.
Norfolk—Order of Odd Fellows. Oct. 20-22. E. S. Davis, Box 367, North Platte, Neb.
NEW HAMPSHIRE
Concord—Knights Templar. Oct. 6. H. Cheney.
Concord—P. of H., State Grange. Dec. 8-9. J. A. Hammond, Laconia, N. H.
Exeter—Order of Red Men. Oct. 1. H. Young, Manchester, N. H.
NEW JERSEY
Asbury Park—Knights of Pythias. Sept. 23-24. E. E. Margerum, Box 47, Trenton.
Atlantic City—Supreme Council 33d Deg., A. A. S. R. Masons. Sept. 19-24. C. H. Spillman, 1117 Statler Bldg., Boston.
Atlantic City—Junior Order. Oct. 14-15. R. C. Walker, 137 E. State st., Trenton.
Atlantic City—Outdoor Adv. Assn. of Amer. Oct. 6-8. D. V. Daigneau, 165 W. Wacker drive, Chicago.
Atlantic City—Botanical Soc. of Amer. Dec. 29-Jan. 1. Dr. L. C. Petry, Cornell Univ., Ithaca, N. Y.
Atlantic City—State Hort. Soc. Dec. 8-10. A. J. Farley, College Farm, New Brunswick.
NEW MEXICO
Raton—Order of Odd Fellows. Oct. 12-13. L. A. Wright, 604 Hinkle st., Clovis, N. M.
NEW YORK
Albany—Junior Order. Sept. 28. F. S. Faye, 1 Madison ave., New York City.
New York—Premium Adv. Assn. of America. Sept. 28-Oct. 2. H. W. Dunk, 105 Hudson st., Jersey City, N. J.
New York—Amer. Dahlia Soc. Sept. 23-24. C. L. Ailing, 251 Court st., West Haven, Conn.
New York—Order of Odd Fellows, Sovereign Grand Lodge. Sept. 21-26. J. E. Kroh, 16 W. Chase st., Baltimore, Md.
New York—27th Div. Reunion. Oct. —. C. Lenart, Capitol, Box 11, Albany, N. Y.
New York—Daughters of Amer., Natl. Council. Oct. 6-7. M. C. Roth, 1003 Home Savings & Loan Bldg., Youngstown, O.
New York—Amer. Poultry Assn. Nov. —. E. Campbell, Ft. Wayne, Ind.
Syracuse—State Farm Bureau Fed. Nov. 11-12. E. S. Foster, Ithaca.
NORTH CAROLINA
Sallsbury—Knights Templar. Oct. 28. W. R. Smith, Raleigh, N. C.
NORTH DAKOTA
Grand Forks—Tri-State Florists' Assn. Oct. —. J. Briggs, Moorhead, Minn.
OHIO
Akron—Knights Templar. Oct. 14-15. W. E. Palmer, 308 Ohio Bldg.
Cleveland—American Legion, National. Sept. 21-24. F. E. Samuel, 777 N. Meridian st., Indianapolis, Ind.
Cleveland—Tent & Awning Mfrs.' Assn. Nov. —. D. W. Davis, 5345 St. Clair st.
Columbus—P. of H., State Grange. Nov. 9-11. John Cunningham, Gambier, O.
Columbus—P. of H. Natl. Grange. Nov. 11-19. H. A. Caton, Coshocton.
Columbus—State Farm Bureau Fed. Oct. 19-20. M. D. Lincoln, 620 E. Broad st.
Dayton—F. & A. Masons. Oct. 21-22. H. S. Johnson, Masonic Temple, Cincinnati.
OKLAHOMA
Oklahoma City—S. W. Magicians' Assn. Oct. 12. E. Barbee.
Stillwater—P. of H., State Grange. Dec. 1-3. Mrs. M. Newland, 320 N. 8th st., Ponca City.
OREGON
Hood River—State Hort. Soc. Dec. —. O. McWhorter, Corvallis, Ore.
Portland—Knights of Pythias. Oct. 12-13. W. G. Gleason, 918 S. W. Yamhill st.
PENNSYLVANIA
Philadelphia—Bryn Mawr Horse Show Assn. Sept. 30-Oct. 3. St. George Bond, 270 E. 15th st.
(See LIST on page 67)

CONVENTIONS

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

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AGENTS AND DISTRIBUTORS WANTED

A-1 ATTRACTIONS FOR VACANT STORES—European Novelty Ant Circus, "Alive." Tremendous profits. Experience unnecessary. Locations waiting. UNIVERSAL, 849 Cornelia, Chicago.

AGENTS AND DISTRIBUTORS—TRIPLE YOUR money selling Roosevelt and Landon Auto License Plate Emblems. Exciting campaign insures sensational sales. Write quick for free plan. PEGEE SALES, 445 Riverside Drive, New York. se26x

AGENTS—DE LUXE DIXIE DANCE WAX; cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. DIXIE WAX CO., Dept. B, Evansville, Ind. se26x

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BIG MONEY APPLYING GOLD INITIALS ON automobiles. Easiest thing today. No experience needed; free samples. RALCO, 1084 Washington, Boston, Mass. x

CARTOON BOOKS, 100, \$3; RARE PHOTOS, 100, \$4; large sample assortment Photos, Books, Novelties, \$1. Lists 10c. J. SANDERS, 1261 Broadway, New York. x

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MAKE AND SELL YOUR OWN PRODUCTS—Employ agents yourself. We supply formulas and full instructions for making toilet preparations, perfume, flavoring extracts, soap, household specialties. Valuable booklet free. NATIONAL SCIENTIFIC LABORATORIES, 1957 W. Broad, Richmond, Va. tffx

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NO SELLING—INTRODUCING NEW ITEM—New plan. Quick cash returns. Write for free samples. WERTH BROS., 825 S. Wabash, Chicago.

PROFIT 2,000% — AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. AMERICAN MONOGRAM COMPANY, Dept. 20, East Orange, N. J. x

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TEXIDE, LATEX, SILVERTEX BLADES, Electric Razors, Perfume, Sundries, Bandages, Novelties, etc. KEARNY WHOLESALE DRUG CO., 456 Kearny St., San Francisco, Calif. oc3

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TWELVE SMALL ASSORTED SNAKES, \$3.00; eight assorted large attractive Snakes, \$10.00. Price list on request. ROSS ALLEN, Silver Springs, Fla. se26

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BOOKS, CARTOONS, INSTRUCTIONS, PLANS

BIG PROFITS SELLING DREAM BOOKS, Astrology, Magic, Fortune Telling, Song Books. Send for list. WEHMAN BROS., 377 Fourth Ave., New York. x

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101 MAIL ORDER IDEAS FOR YOUR OWN business and where to secure 30,000 articles wholesale. PRUITT PRESS, 1, Elburn, Ill. oc3x

COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

AUTOMATIC PAYOFF PIN GAMES FOR SALE—Complete line of latest games. Must sell. Write for list. CAROLINA NOVELTY CO., 216 N. Martin St., Elizabeth City, N. C. oc3

AUTOMATICS WANTED—WRITE US WHAT you have in Payout Pin Games. WINNIPEG COIN MACHINE EXCHANGE, 265 Dufferin Ave., Winnipeg, Can. oc24

AUTOMATIC PAYOUTS—PAMCO PARLAYS, \$30.00; Gold Rush, \$12.00; Bally Ace, \$15.00. All A-1 mechanically. Counter Games; Tick-ettes, \$2.00; Superior Cigarette, \$3.00; Lite-a-Line, \$5.00; Pin Games, \$1.00, any kind. P. K. SALES COMPANY, Cambridge, O.

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. no7x

BARGAINS USED MACHINES—5c MILLS Bull's-Eye with Rock-Ola Super Triple Jackpots, or Pace Twin Jackpots, \$20.00. 5c Mills Bull's-Eye Front Venders with Factory Reserve Double Jackpots, \$20.00. Penny play late Pace Bantam Double Jackpots, \$18.00. Jennings Little Duke Reserve Jackpot, penny play, \$15.00. Little Duke Triple Jackpot, Penny play, \$18.00. Jennings Century Triple Jackpot, nickel play, Escalators, \$25.00. Mills 1c Q. T. Venders, \$20.00; nickel play, \$22.50. Pace Bantam Double Jackpot, nickel play, \$20.00. Penny and nickel play Baby Grands, Automatic Payout Reserve Jackpots, \$12.50. All above merchandise in excellent shape. Send 1/3 deposit with order. UNION VENDING CO., 2508 Strathmore Ave., Baltimore, Md. x

CANADIAN OPERATORS, ATTENTION! Bally's Hialeah, like new, \$95.00; many other bargains in Automatics. Write. Half deposit with order. NORTHERN SPECIALTY CO., Box 2636, Timmins, Ont.

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CLOSING OUT SALE—DIGGER MERCHANTS, \$10.00 and \$20.00 assortments. If not satisfied pay transportation charges only, money refunded. ROCKPORT NOVELTY CO., Rockport, Tex. se26

CANADIAN OPERATORS—ONE BRAND-NEW 1936 Wurlitzer Phonograph, Model 412, used 4 weeks, duty paid, now in Cornwall, Ontario, will sacrifice for \$260.00. Write BARNES NOVELTY CO., Malone, N. Y.

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WILL PAY CASH FOR ALL TYPES SLOT MACHINES. CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., Waterbury, Conn. oc17x

1c MACHINE WITH 5 JACKPOTS, \$7.50; Cheer Leader 5c Pin Game, \$5.00; 5c Slot with Jackpot, \$17.50; Saratoga Sweepstakes Horse Race Machine, \$10.00. O'BRIEN, 98 Thames, Newport, R. I.

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ICELESS ICE—COLDER! CLEANER! CHEAPER! Full instructions, 25c. Sell to others. STAR PUB. CO., 429 Wayne St., Detroit, Mich.

FOR SALE—SECOND-HAND GOODS

POPCORN CRISPETTE MACHINES, CORN POP-pers, Carmelcrisp, Potato Chip, Cheese Coated Corn Equipment. LONG EAKINS, 1976 High St., Springfield, O. no7

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A-1 ATTRACTIONS—TWO-HEADED BABY, Octopus, Sword Box, Powers Machine, Human Fly Act, Theatre Curtains, Ant Circus. UNIVERSAL, 849 Cornelia, Chicago.

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FOR SALE—TROTWOOD RANGER TRAILER, equipped with Photo Strip Machine, booth for inside work, enlarger; also 5x8 Kelsey Press; all No. 1. O. P. WEAR, 1107 Clinton Ave., Hamilton, O.

14 DODGE JR. CARS, \$90.00 EACH, GOOD running condition, with or without iron plates and spring bumpers, in sections. Very cheap. In operation now until September 20th. P. O. BOX 234, Reading, Pa.

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RELIABLE GROOM ASSISTANT, ALSO MAN work Stock, Dog and Pony Act. State experience. PAMAHASIKI, 515 W. Erie, Philadelphia, Pa. SAGmore 5536.

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ROADSHOWS DE LUXE—NARCOTIC, \$75; Sinister Menace Dope Sermon, \$25; new 600-Foot Caesarian Operation, \$50; new Male Medicals, \$75; late 1935 Talkie Westerns, \$50; new Two-Reel Talkie Slapsticks, \$25; new Felix, Koko, Mutt and Jeff, Alice Cartoons, \$17.50; complete Talkie Program rented weekly \$20; sacrifice sale Silents, 16mm-35mm. Lists. WALDO FILMS, Waldo Bldg., Cincinnati.

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SPECIAL CLOSE OUT SALE ON PORTABLE Sound Projectors straight lacing with 1,000-foot magazines. DeVry, \$175.00; Acmes, \$190.00. Have you seen the new Acme Model SA-W with 2,000-foot magazines? It's a honey! Used in regular theatres. Positively the greatest projectors on the market. You must see it, nothing like it in the country. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago, Ill.

2 PRACTICALLY BRAND-NEW PRINTS ON High School Girl, \$100.00 per print or both for \$190.00. 6 and 7-Reel Westerns, sample prints, \$75.00; Serials, Special Roadshow Films; Portable Sound Projectors; Silent Projectors as low as \$10.00. Trades taken in. E. ABRAMSON, 7204 Sheridan Road, Chicago. x

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ITALIAN HARP, CONCERT SIZE, LYON-Healy, sacrifice, good condition, used only one year. KENTON, 28 N. 3d, Memphis, Tenn.

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ANYONE KNOWING THE WHEREABOUTS OF Edith Marcell please communicate with TENE WILSON, 343 West 30th St., New York City.

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NEW DEAL DONKEY CAR EMBLEMS WITH words "Going Places." Made of metal; quick seller; big profits. Sells for 25 cents. Costs \$8.00 per 100. Sample 15 cents prepaid. BULL'S-EYE PISTOL COMPANY, Box 699, Rawlins, Wyo.

SALESMEN — SENSATIONAL SALES STIMULATOR, guaranteed to increase store sales. \$5 advance commission; no premiums; outfit free. HENRY KARR, Commercial Trust Bldg., Philadelphia. x

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A-1 CARNIVAL—CIRCUS BANNERS, SHOW-men duplicating their orders proving the merit of our work. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. se26

BEAUTIFUL BANNERS, SCENERY, TAVERN Paintings. Finest work, lowest prices. Save money. Send dimensions for lowest estimate. ENKEBOLL STUDIOS, Omaha, Neb.

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80-FT. ROUND TOP, WITH THREE 40-FT. MIDDLES, 10-ft. Side Walls and Steel Center Poles. Extra stakes. Good condition, rigging excellent. Extra 40-ft. rd. goes with outfit. \$1,200. J. STEINEL, 523 Flynn Bldg., Des Moines, Ia. x

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WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. BELL PRESS, Winton, Pa. x

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; 1,000 4x9 Dodgers, \$1.55; no C. O. D. BERLIN PRINT, Berlin, Md. oc10x

100 LETTERHEADS AND 100 ENVELOPES, \$1.00; 500 6x9 Hand Bills, \$1.25; 100 Cards, 11x14, \$2 prepaid. CROWN PRINT, Adelphi, O.

200 14x42 OR 21x28 HALF SHEETS, \$8; DATE Changes, 25c each. 25% deposit with order. DOC ANGEL, Ex-Trouper, Leavittsburg, Ohio.

1,000 6x9 COLORED DODGERS, \$1.50; 6x12, \$1.75; 1,000 Letterheads or Envelopes, \$2.00; postpaid Zone 4. LAWDALE PRESS, 6 Franklin, N. H. se26

WANTED TO BUY, LEASE OR RENT

IMMEDIATE CASH FOR ALL KINDS USED Rides or distressed show property all kinds. RELIABLE SHOW CO. EXCHANGE, Denham Springs, La. oc3

WANTED — COMPLETE APPARATUS FOR Trumpet Seance. Write A. J., care Camillo, 502 West 136th St., New York City.

WANTED — 25 TEST YOUR GRIPS, 25 GUM Vendors. J. H. SMITH, Philippi, W. Va. x

WANTED TO BUY—FERRIS WHEEL, ELI NO. 5 preferred. Write to HERBERT BIGSBY, 411 Sycamore St., Muscatine, Ia.

WANTED — CANDY FLOSS MACHINE OR other good moneymaker. Full particulars, price first letter. BOX C-35, Billboard, Cincinnati, O.

WANTED — TWO GOOD USED SUITCASE Sound Projectors, with Underwriters Laboratories approved label on them. Address ELEMENTARY SCHOOL, Boone, N. C.

WILL BUY FLOODS, SPOTS, STAGE CABLE plugging boxes, in good condition and cheap for cash. HAL WORTH, 4719 Junius, Dallas, Tex.

AT LIBERTY AGENTS AND MANAGERS

THEATRE POSITION — EXPERIENCED, REFERENCE, go anywhere. PEARCE PARKHURST, Gloucester, Mass. oc17

YOUNG MAN, Accountant, Secretary, single, 29, university education, seven years experience amusement field. Know fair management thoroughly. Want position with high-grade road show, carnival, circus, fair, etc. References exchanged. Address C. G., P. O. Box No. 192, Beverly, Mass. oc3

AT LIBERTY BANDS AND ORCHESTRAS

EIGHT-PIECE BAND AT LIBERTY FOR BALLroom, hotel or nite club. Swing or sweet, nice novelties, clever M. C., good voices, well outfitted, smart uniforms. Carry own P. A. System. Adaptable to floor show. Latest library. Prefer southern location. Write DICK GORMAN AND HIS BAND, 1923 Garrard, Covington, Ky.

LOREN TOWNE AND HIS ORCHESTRA AVAILABLE November 1st. Smooth, organized 9-piece band, sweet and swing. Young, neat, reliable, union. Director-Vocalist, Novelties, Doubles, Specialties. Well uniformed, complete library, amplifier, new 5-ton sleeper-bus. Desire location. References exchanged; go anywhere. Reliable bookers, ballroom, club and hotel managers write LOREN TOWNE, KFYR, Bismarck, N. D. oc17

11-PIECE ORCHESTRA AVAILABLE AFTER October 1st. Playing smooth, sweet, swingy and modern style; has all modern equipment and complete library; well uniformed. Union or non-union. Desire location for winter. All members are young, neat, sober and reliable. DANIEL MATHEWS, P. O. Box 357, Frankfort, Ky. oc3

12-PIECE BAND in September. Swing and have P. A.; also union and plenty of flash. Have our own bus. Girl singer. Now playing 12th week at Kasey Night Club. Will go South and only reliable club managers and bookers answer. Also have photos; sent on request. ERNIE HAYDN, Kasey Night Club, Henderson, Ky. oc3

PIKE BURRITT & His 11-Piece New York Orchestra. Now at Trimble Springs Hotel, Durango, Colo. Booking fall and winter spots. Bookers South and West write for photos, etc. Hotel managers write. oc3

STRING TRIO—Violin, Piano, Cello, wants location hotel; dinner music. Can augment for dance if necessary. Go anywhere. BOX C-98, care The Billboard, Cincinnati, O. se26

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY FOR WILD WEST SHOW OR CIRCUS that is out late or all winter, any show going to foreign country for winter season take note. I do menage, trick rides, work ponies and domestic animals, also elephants. BESSIE HISER, 565 N. Washington St., Janesville, Wis.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type) (No Ad Less Than 250). Figure Total of Words at One Rate Only.

ANIMAL TRAINER—Wild Animals preferred. Anything accepted. Three years' studying with various experiences. Young. No bad habits. THOMAS FEEHLY, 531 West Olney Rd., Norfolk, Va.

PUNCH AND MAGIC—Suitable for side show, store show, museum, etc. BEN BERNARD, care The Billboard, Palace Bldg., New York City.

AT LIBERTY DRAMATIC ARTISTS

GENERAL BUSINESS TEAM—MAN LEADS, Heavies, Sax, Clarinet. Woman General Business, Heavies, Characters. GOODIE GOBBEY, Columbia, S. C.

AT LIBERTY MAGICIANS

YOUNG MAGICIAN, 27, TWO UNIVERSITY degrees, exceptional speaker, striking appearance, uncanny sleight-of-hand artist with clever presentations. Public address system for voice and records. Fine line advertising. Write MAURICE LENSER, Tilden, Neb.

FIRST-CLASS MAGICIAN at liberty—Change for two weeks. Sober and reliable. Work in acts. Anything that pays salary. HARRY HUNSINGER, Colon, Mich.

AT LIBERTY MISCELLANEOUS

ADOLPHINE—FIRST-CLASS HALF AND HALF, flashy wardrobe and curtains. At liberty after September 28th. Reliable manager, state terms. ADOLPHINE, care Al C. Barnes Circus, as routed. oc3

AT LIBERTY—Radio Announcer. Can specialize in commercial, sports, musical announcing. Tonal quality excellent, recent graduate Floyd Gibbons School Broadcasting. Age 20. ALAN DRAKE, 2010 Presbury St., Baltimore, Md.

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamahaska himself. A real attraction for summer resorts or indoor circus. GEO. E. ROBERTS, Mgr., Pamahaska's Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

AT LIBERTY M. P. OPERATORS

SOUND PROJECTIONIST—Long experience, any sound or projector. Best screen results. References. Anywhere. Electrician, Sound Engineer. F. WALKER, 522 E. Hurley St., Flint, Mich. oc3

AT LIBERTY MUSICIANS

MODERN DRUMMER—Vibs. Shows. Union. HAROLD WASSON, Hotel Raleigh, Chicago.

A-1 6-STRING GUITARIST-VOCALIST—READ, fake, swing, trained voice. Single, neat appearing, union, reliable, go anywhere. At liberty after September 8. ARTHUR WARD, 20 Winsor St., New Bedford, Mass. se26

A-1 BATON LEADER OR DRUMMER—THOROUGHLY experienced show and theatre orchestras, vaudeville, musical, burlesque units. CLIFF OSSER, 967 Mann Ave., Flint, Mich. oc3

AT LIBERTY—TRUMPET-ARRANGER, SINGLE, tone, range, take off. Experienced everything, including German band. Consider job, music side line. RAY L. JOHNSON, 639 No. A St., Oskaloosa, Ia.

AT LIBERTY—GIRL MUSICIAN. ALTO SAX doubling on Clarinet and Flute. Fine tone, orchestra experience, good wardrobe. Location preferred. MUSICIAN, 126 Gallup St., Wilmington, O.

AT LIBERTY—DRUMMER, YOUNG, NEAT APPEARING, experienced. Read, fake, swing. I got rhythm. Best references and will go anywhere. Want steady work, location or travel. Reputable bookers and managers answer, state best and please do not misrepresent. Write or wire H. HAWKINS, 4415 Virginia Ave., Kansas City, Mo.

MODERN TROMBONE—FINE TONE AND EXCELLENT reader all clefs. Union, single and sober. Prefer location cafe or ballroom. Salary only. JIMMY FRESHOUR, General Delivery, Hampton, Va. se26

MODERN STRING BASS, SOME VOICE, AFTER October third. TED COOK, Hotel Saranac, Saranac Lake, N. Y.

MUSICIAN PLAYING PIANO, ALTO SAX, Violin, Clarinet. Fair reader. Can fake and jam. Prefer small combination. Location only. Sober, reliable, neat appearance. Have car. Married, but travel single. Need steady work. Just finished three weeks' location. State all in first. Guarantee reply. EVERETT SWANGER, Coalport, Clearfield Co., Pa.

PIANIST-ARRANGER — PREFER CITY WITH access to music school or college like Yale, Harvard, Chicago. Dependable, any key; don't know whether my take off is good or not. H. W. SCOTT, Smyrna, Ga.

SAX TEAM—ALTO DOUBLES CLARINET, Baritone, Tenor Clarinet, arrange some. Have library and small bus. GOODIE GOBBEY, Columbia, S. C.

TROMBONIST — YOUNG, EXPERIENCED vaudeville or modern swing dance orchestra, union. JAMES COOPER, 3007 Central Ave., Middletown, O.

TRUMPET—EXPERIENCED CONCERT BANDS, Orchestras. Write particulars. F. BELL, 806 Howard, Altoona, Pa. oc3

A-1 DOUBLE B SOUSAPHONE PLAYER—Experience all lines. Union. Sober and reliable. Only reliable offers considered. BOX C-107, Billboard, Cincinnati, O.

AT LIBERTY—Due to closing of name band, First Trumpet. Good range and plenty "go." Age 23, dependable, union. G. WILSON, Haslett, Mich.

AT LIBERTY—Due to closing of name band, Trombonist. Good range and plenty "go." Union. Do some arranging. Age 27. GARDY LAMB, Haslett, Mich.

AT LIBERTY—Due to closing of name band, A-1 Swing Drummer. Distance no object, as I have car. Prefer South or West. DOC OSBORN, Haslett, Mich.

AT LIBERTY—Trumpet Player. Last two years with name band. Consider only good swing band. Unit disbanded cause of this ad. JOE KERNS, Haslett, Mich.

AT LIBERTY—Family trio for hotel dinner music. Violin, Piano, 8-year-old daughter feature entertainer. Singing, Dancing. Go anywhere. P. J. PAOLI, Box 2223, Baton Rouge, La.

DRUMMER—Experienced in concert, vaudeville, fairs. Read anything. Bells at sight. Good tympianist. Full equipment. Join on wire. FRANK VALLELY, 940 Lakeside Pl., Chicago, Ill.

EXPERIENCED TROMBONE — Double some fiddle, good Sousaphone. Location only, hotel, club, restaurant. Room, board, perhaps, no instruments loaned. BOX 2, Elmira Heights, N. Y. oc10

EXPERIENCED TRUMPET Player wants location in West. Legion or industrial band. Direct or side man. Any legitimate offer considered. P. O. BOX 6, Angola, Ind. se26

GIRL MUSICIANS—Team. First Alto Sax, doubles Clarinet, Sings. Tenor Sax, doubles fine Piano, Accompanist. Shows, orchestras. Read, fake, transpose, Specialties. Union. Fine stage appearance. BOX 27, Billboard, Cincinnati.

PROFESSIONAL DRUMMER—15 years' experience, young, single, reliable. Can cut it with anything. Join immediately. Only steady, reliable job considered. Wire or write, stating all immediately. BEN PAVISH, Globe Hotel, Bellaire, O. oc3

TENOR SAX, CLARINET—Experienced, union, reliable, sober, age 26. Swing Tenor or work with Sax section. Experienced in floor show work. VERNON ALBERS, Sullivan, Ill.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. THOMPSON BROS. BALLOON CO., Aurora, Ill. oc3

BALLOONIST — PROF. CHAS. SWARTZ. Committees write. Permanent address, Humboldt, Tenn. oc17

HIGH FIRE DIVE, WATER. Circus, five people, sensational, beautiful. HIGH DIVER, 536 Center St., Brockton, Mass. oc24

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address P. O. BOX 21, Williamston, Mich. oc10

WEST COAST FAIR SECRETARIES, NOTE—THE Sensational Five Cardovas are opening Los Angeles County Fair, Pomona, Calif., September 26 to October 4. Have dates following open. Wire or write JOHNNY CARDOVA, Sensational Cardovas, General Delivery, or Western Union, Pomona, Calif.

CHARLES LA CROIX—Original, outstanding high-class Novelty Trapeze Artist for your Platform Free Attraction. Available for Homecomings, Celebrations, Fairs, etc. Special Electrical Display. Large special posters, free for advertising. Price for act reasonable. For full particulars address CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

CLOWN MOTORCYCLE COP on Funny Ford Motorcycle; also flashy Comedy Juggling Act, Fast Comedy Wire, Comedy Trapeze, Clown Numbers. Grand stand. One man. ART ATTILA, Billboard, Chicago.

A THREE-ACT COMBINATION, consisting of a High Trapeze and Swinging Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates, and many other feats of strength, beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-81, Billboard, Cincinnati, O. se26

AT LIBERTY—High Fire Dive. This act has the drawing power and priced right. Address CAPT. EARL McDONALD, 268 Highland Ave., Warren, Ohio. oc17

FIVE CIRCUS ACTS—Two Aerial Acts, Three Ground Acts, including America's youngest juvenile Contortionist. HIGGINS CIRCUS REVIEW, Peoria, Ill. se26

THE CHRISTYS—Wire Artists, tight and slack. Lady Rolling Globe. Gent. Juggler. As good as the best. Write for prices and literature. Keokuk, Ia. se26

AT LIBERTY PIANO PLAYERS

PIANIST—Single, musical college training, wide professional experience, soloist, accompanist, orchestra. Union. Opening must be reliable. State particulars in full. RAYMOND DEMPSEY, Franklinville, N. Y.

PIANIST—Available immediately. Young, sober and reliable. Formerly with Harry Clark, Burns Twins, Jimmy Stanton and Billy Bennington. State all in wire or letter, will save time and money, same in regards to ticket. PAUL BERLIN, 4258 Archer Ave., Chicago, Ill.

PROFESSIONAL PIANIST—Union, transposé, sight read, improvise, take off. First-class experience vaudeville, dance, accompaniment or solo. MICHAEL J. CATANZARO, 402 W. 3d, Pittsburg, Kan.

RHYTHM PIANIST—Desires change. Take-off. Prefer small combination. Experienced, young and reliable. Please be explicit. PIANO MAN, 212 Finley Ave., Montgomery, Ala.

AT LIBERTY SINGERS

LILLIAN ANWAY, SOPRANO, YOUNG AND attractive, desires engagements at entertainments, banquets, etc., singing classic and semi-classic, in New York and vicinity. Write BOX 5, Tappan, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

M. C. SINGER, VERY GAY AND NATURAL, pleasing personality. Address LEW LORRAINE, care Billboard, 1564 Broadway, New York City.

AT LIBERTY OCTOBER 3—Straight Man, Novelty Hand-Balancing, Acrobatic and all styles of Dancing. Also Sings. Lady Mentalist, Crystal Gazer. Salary your limit. Have car. Also A-1 Sight Reading Pianist, take and transposé. Twelve years' experience. Plenty reference. Will work with above people or alone. All prefer South. NELLIE K. EATON, Wheatland, Ind.

GEORGE (MUSICAL) SIMS—Comedy Musical Acts, Cartooning, Magic, Rag Pictures, Paper Novelty, Blackface. Medicine Shows going in balls or South. General Delivery, Allentown, Pa. oc8

PAMAHASIK'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Forty beautiful performing animals and birds. GEO. E. ROBERTS, Mgr., 515 W. Erie, Philadelphia, Pa. Telephone SAGmore 5536.

VERSATILE TEAM at liberty September 27th. Show closing. Tab or med. South preferred. Man, Black, Hebrew Characters, also produce. Wife, Straights, Characters. Plenty good wardrobe. Change for two weeks. Comedy Singing and Talking Doubles. Have car and house trailer. Strictly sober and reliable. JAKE ROSE, Sharpsteens Show, Colon, Mich.

LISTS

(Continued from page 64)

Philadelphia—316th Infantry Assn. Sept. 26. R. A. Cullen, 6630 Dorel st. Wilkes-Barre—State Fed. of Magicians. Oct. —. Dr. W. M. Endlich, 1224 E. Berk st., Philadelphia.

Williamsport—State Firemen's Assn. Oct. 6-8. Chas. E. Clark, Box 217, Wayne, Pa. Williamsport—Odd Fellows' Encampment. Oct. 18-22. G. H. Banes, 1516 N. 16th st., Philadelphia.

RHODE ISLAND Providence—Order of Red Men. Oct. 21. James Monroe, 175 Althea st., Providence.

SOUTH CAROLINA Columbia—F. & A. Masons. Oct. 6-8. R. J. Simmons, Duluth, Minn.

SOUTH DAKOTA Clark—State Hort. Soc. Nov. 12-13. W. A. Simmons, Court House, Sioux Falls.

TENNESSEE Nashville—30th Div. Assn. Sept. 29-30. Nashville—Odd Fellows' Encampment. Oct. 19. W. T. Ferguson, 606 N. 2d st. Nashville—State Soc. Sons of Amer. Revolution. Oct. 7. A. Crownover Jr.

TEXAS Austin—State Assn. Teachers of Dancing. Dec. 28-29. Miss F. Bleeker, Ft. Worth. Dallas—Natl. Dairy Assn. Oct. 10-18. Lloyd Burlingham, 308 Washington st., Chicago, Ill.

Dallas—Un. Daughters of Confederacy Natl. Reunion. Nov. 17-19. Mrs. T. F. Gorman, Bartlesville, Okla. Dallas—State Agri. Assn. Dec. —. E. L. Corbin, 311 S. Windemere st.

Teague—Odd Fellows' Encampment. Oct. 12. A. M. Hartley, Box 484. Waco—A. F. & A. Masons. Dec. 2-3. W. B. Pearson, Box 446.

VERMONT Burlington—P. of H. State Grange. Oct. 20-22. Mary E. Priest, Randolph, Vt.

VIRGINIA Danville—Junior Order. Oct. 20-21. E. A. Chalkley, Box 431, West Point, Va. Norfolk—29th Div. Veterans Assn. Oct. 10-12. H. J. Lepper, 343 High st., Newark, N. J.

Richmond—R. A. Masons. Oct. 27-28. J. Clift, Masonic Temple.

WASHINGTON Bellingham—Knights of Pythias. Oct. 5-6. J. L. Hogberg, 1410 Cornwall ave. Yakima—State Farm Bureau Fed. Nov. 25. C. Baker, Walla Walla, Wash.

WEST VIRGINIA Charleston—A. F. & A. Masons. Oct. 12-15. G. S. Laidley. Morgantown—Order of Odd Fellows. Oct. 13-14. A. J. Wilkinson, Box 1247, Huntington.

St. Marys—P. of H. State Grange. Oct. 22-23. Mrs. N. Johnson, Williamstown, W. Va.

WISCONSIN Sparta—Odd Fellows' Encampment. Oct. 20-21. J. A. Fathers, 25 W. Milwaukee st., Janesville, Wis. Sturgeon Bay—State Hort. Soc. Oct. 29-30. H. Rahmlow, Madison, Wis.

WYOMING Laramie—State Farm Bureau. Dec. —. R. H. Fuesner, Box 87, Basin, Wyo.

Coming Events

These dates are for a five-week period.

ARKANSAS Clarendon—American Legion Carnival. Oct. 1. Helena—Centennial Celebration. Oct. 14-16. Chamber of Commerce. Little Rock—Centennial Flower Show. Oct. 21-24.

Newport—Rice & Cotton Festival. Oct. 5-10. Marlon Dickens, Chamber of Commerce. Paragould—Harvest Festival. Oct. 22-24. Paragould—Air Circus. Oct. 10-11. W. C. Middleton.

Pocahontas—Centennial Celebration. Oct. 7-10. James King. Stuttgart—Ark. Rice Carnival. Week of Oct. 19.

CALIFORNIA Crockett—Columbus Day. Oct. 10-12. Social Club. Gilroy—Harvest Festival. Oct. 8-10. Chamber of Commerce. Merced—Covered Wagon Days. Oct. 8-10. American Legion.

Pittsburg—Celebration. Oct. 20-22. Frank M. Billeci. San Francisco—Food Show. Oct. 3-10. F. A. Tissier, 525 Market st.

San Mateo—Products & Floral Fiesta. Oct. 8-11. Taft—Horse Show. Sept. 25-27. Ventura—Cabrillo Fiesta. Oct. 10-11. Chamber of Commerce.

GEORGIA Dawson—Southern Peanut Festival. Oct. 12-19. Marshalltown—Talcorn Expo. Oct. 5-10. R. L. Smith.

IOWA Casey—Fall Festival. Sept. 30-Oct. 2. Chamber of Commerce. Chicago—Food & Beverage Fair & Household Expo. Sept. 26-Oct. 4. Felix Mendelsohn, 104 Auditorium Hotel.

Decatur—Merchants & Mrs.' Expo. Sept. 28-Oct. 3. Bob Morlock. Forest Park—Homecoming. Oct. 5-10. Max Goldstein.

Freeport—Fall Festival. Oct. 19-25. Norman R. Sleezer, chrm. LaHarpe—Centennial Celebration. Oct. 8-10. H. E. Puckett.

Pekin—Street Fair Festival. Sept. 28-Oct. 3. J. S. Patterson, mgr. Pontiac—American Legion Celebration. Oct. 3-6.

INDIANA Albion—Noble Co. Centennial Celebration. Sept. 24-26. Brazil—Fall Festival. Week of Oct. 5. W. Long.

Goshen—Street Festival. Oct. 15-17. F. N. Hascall. Greencastle—Horse Show & Rodeo. Sept. 24-26. Frank Cannon, chrm.

Indianapolis—Fall Festival. Oct. 5-10. W. C. Wehrley. Portland—Centennial Celebration. Sept. 28-Oct. 3. Clem Wilson.

Portland—Centennial. Sept. 27-Oct. 3. Clem Wilson & Frank Wilt Jr. Versailles—Pumpkin Show. Oct. 9-10.

IOWA Albia—Fall Festival. Sept. 21-26. Commercial Club. Keokuk—Free Fall Street Fair. Week of Sept. 21. John C. Fry, Chamber of Commerce.

KANSAS Eldorado—Kafir Corn Carnival. Oct. 9-12. Horton—50th Anniversary Celebration. Oct. 12-15. Wichita—Kansas Diamond Jubilee in Forum. Oct. 7-17.

MAINE Lewiston—"Overcoat" Meet, Fair Assn. Oct. 19-24.

MARYLAND Baltimore—Live-Stock Show. Oct. 5-9. W. R. Harvey, secy. 22 Light st. Frederick—Merchants, Farmers, Mrs.' Expo. Sept. 22-26. G. R. Minter, secy.

MASSACHUSETTS Lowell—Centennial Carnival. Sept. 21-26. John F. Carney. Pittsfield—Grotto Circus. Oct. 19-24.

MICHIGAN Comstock Park—W. Mich. Townsend Free Roundup. Oct. 5-10. Frank Cook. Reed City—Horse Show & Plowing Contest. Oct. 20.

Scottville—Harvest Home Festival. Oct. 1-2. F. J. Reader Jr. MINNESOTA Belle Plaine—Diamond Jubilee. Oct. 3-4. Community Club.

MISSOURI Fredericktown—Madison Co. Products Show. Oct. 9-10. J. C. Caldwell, secy. Fulton—Street Fair, Chamber of Commerce. Oct. 1-3. R. O. Baker, secy.

Kansas City—Poultry Show. Oct. 17-24. T. W. Noland, Mountain Grove, Mo. Kansas City—Fall Festival & Expo. Sept. 26-Oct. 3. George W. Catts, Chamber of Commerce.

Lamar—Fall Festival. Sept. 22-25. L. Gatham. Lockwood—Fall Carnival. Sept. 24-26. Harold Haubeln, mgr. Nevada—Fall Festival. Oct. 6-7. Chamber of Commerce.

St. Louis—Horse Show. Sept. 28-Oct. 3. Unionville—Fall Festival. Sept. 30-Oct. 2. H. C. Gardener, secy. NEBRASKA Alliance—Fall Festival. Fourth wee kin October. Chamber of Commerce.

Omaha—Food Show. Oct. 12-17. C. E. Stubbs, 335 Grain Exchange Bldg. Freehold—Legion Celebration. Sept. 21-26.

NEW JERSEY New York—National Hotel Expo., Grand Central Palace. Oct. 26-30. M. A. Cadwell, 221 W. 57th st. New York—National Business Show. Oct. 19-24. E. O. Tupper, 50 Church st.

New York—Drug Trade Products Expo., Grand Central Palace. Oct. 20-22. New York—Atlantic Coast Premium Expo. Sept. 28-Oct. 2. H. W. Dunk, 105 Hudson st., Jersey City, N. J.

OHIO Bluffton—American Legion Celebration. Oct. 14-19. Bradford—Pumpkin Show. Oct. 6-10. Everett Faun.

Canal Winchester—Amer. Legion Fall Festival. Sept. 30-Oct. 3. Paul Miller, Commander. Canton—Exposition. Sept. 23-Oct. 3. C. D. Clark, dir.

Cincinnati—Halloween Civic Festival. Oct. 30-Nov. 1. Martin Rosenberger, chrm. Circleville—Pumpkin Show. Oct. 21-24. Mack Parrett Jr.

Columbus—Merchants' Festival. Oct. 12-17. O. F. Ricketts. Berea—Centennial Celebration. Sept. 23-27. C. E. Fox, pres.

Hillsboro—Moose Lodge Celebration. Sept. 21-26. Harold Thorpe. Miamisburg—Bus. Men's Fall Expo. Sept. 21-26. Bill Alexander.

Rittman—American Legion Festival. Oct. 9-12. St. Marys—Festival of Lakes. Oct. 13-17. Thomas Broad.

Seaman—Farmers' Fall Festival. Sept. 24-25. T. F. Short. Shelby—Street Fair & Celebration. Sept. 23-26. C. L. Beal.

Washington C. H.—Farm Festival. Oct. 5-10. R. S. Bowen. Wooster—Booster Club Celebration. Oct. 12-17. Sam McClaren.

OKLAHOMA Ponca City—Outdoor Carnival. Sept. 26. D. B. Camblin.

OREGON Newwig—Farm Products Show. Oct. 16-17. George H. Layman.

PENNSYLVANIA Bangor—Centennial Celebration. Sept. 30-Oct. 3. Merchants' Assn. Barnesboro—Columbus Day. Oct. 12. Sons of Italy.

Erie—Celebration. Oct. 9-12. Calabrese Club. Philadelphia—Electric & Radio Show. Oct. 5-10. George R. Conover, Architects Bldg. Philadelphia—Food Fair. Oct. 13-23. Wm. J. Gillespie, secy. 20th & Hamilton sts.

Philadelphia—Gift Show. Sept. 28-Oct. 2. George F. Little, mgr., 220 5th ave., New York City. Pittsburgh—Shriners' Circus. Week of Sept. 28. James N. McGrath Jr., dir.

Seward—Firemen's Celebration. Sept. 28-Oct. 4. J. P. Donahue. Sunbury—41st Anniv. Celebration. Sept. 21-26. Mel Sober, chrm.

TENNESSEE Memphis—Opening of Highway 51 and New Bridge Opening. Thomas st. Sept. 28-Oct. 3.

WEST VIRGINIA Elkins—Mountain State Forest Festival. Oct. 1-3. C. W. Arbogast, Box 387.

TEXAS Breckenridge—Centennial Celebration. Sept. 24-26. H. M. Jones, secy. College Station—Stock Show & Rodeo. Oct. 16.

El Paso—Fall Harvest Fiesta. Oct. 1-3. Chamber of Commerce. Ft. Worth—Centennial Live-Stock Expo., Rodeo & Horse Show. Oct. 2-11.

Gilmer—East Texas Yamboree. Oct. 18-24. Mexia—Centennial Fiesta de Mexia. Oct. 15-17. Nacogdoches—Centennial Pageant. Oct. 16. Chamber of Commerce.

New Braunfels—Centennial Celebration. Oct. 5-10. Port Isabel—Rio Grande Valley Fishing Rodeo. Oct. 8-10.

Tyler—Rose Festival. Oct. 2-6. West—Centennial Reunion & Homecoming. Oct. 1-3. Wichita Falls—Anniversary Centennial. Sept. 27-30.

WISCONSIN Jefferson—Centennial Celebration. Oct. 10. C. R. Krause. West Allis—Expo. & Festival. Oct. 5-11. Business Men's Assn.

Wisconsin Rapids—Cranberry Harvest Festival. Sept. 24-25. H. W. Herpel, Box 263. CANADA Cornwall, Ont.—Int'l Plowing Match. Oct. 6-9.

Toronto, Ont.—Shrine Circus at Maple Leaf Gardens. Week of Oct. 26. Bob Morton. ALABAMA Guntersville—Marshall Co. Centennial. Oct. 12-17. Elbert R. Chandler, pres.

Dog Shows

These dates are for a five-week period.

CALIFORNIA Pomona—Oct. 3-4. Jack Bradshaw, 1814 S. Grand ave., Los Angeles. Sacramento—Oct. 10-11. Mrs. E. Frank, 3825 Scott st., San Francisco.

Santa Ana—Oct. 17-18. Jack Bradshaw, 1814 S. Grand ave., Los Angeles. CONNECTICUT Bridgeport—Oct. 17. Mrs. J. T. Parker, Stratford, Conn.

Danbury—Oct. 8-9. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Waterbury—Oct. 18. E. P. Heath, 205 Church st., New Haven, Conn.

DELAWARE Wilmington—Oct. 10. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

MAINE Portland—Oct. 3. H. A. Davis, Box 1895. MASSACHUSETTS Boston—Oct. 12. Miss E. R. Browne, 123 Chiswick rd., Brighton, Mass.

Lowell—Oct. 10. Mrs. A. E. Saunders, 321 Central st. MICHIGAN Hastings—Oct. 7. B. Bishop, R. F. D. 1, Lansing, Mich.

MISSISSIPPI Clarksdale—Oct. 12-13. F. Fleming Jr. MISSOURI Joplin—Oct. 10-11. Floyd B. Barrett.

NEW YORK Buffalo—Oct. 25. Harry J. Brogan, 362 E. Utica st. Westbury—Sept. 27. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

White Plains—Oct. 25. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. NORTH CAROLINA Greensboro—Oct. 23-24. E. A. Moss, 808 Summit ave.

OHIO Chippewa Lake—Sept. 27. S. H. McKeever, 1128 Garmon rd., Akron, O. Cleveland—Sept. 27. John R. Markham, Brecksville, O.

Cleveland—Oct. 11. Mrs. F. C. Ray, 3025 E. 78th st. Dayton—Oct. 4. Frank E. Theobald, 357 Sheridan ave.

New Philadelphia—Oct. 4. Jas. Holleyoak. Zanesville—Oct. 11. H. L. Pollock, New Concord, O.

PENNSYLVANIA Devon—Oct. 2. Foley, Inc., 2009 Chestnut st., Philadelphia. Erie—Oct. 17-18. Foley, Inc., 2009 Chestnut st.

Harrisburg—Oct. 13. Foley, Inc., 2009 Chestnut st., Philadelphia. Llanerch—Oct. 3. Foley, Inc., 2009 Chestnut st., Philadelphia.

Pittsburgh—Oct. 15-16. Foley, Inc., 2009 Chestnut st., Philadelphia. Reading—Oct. 11. Foley, Inc., 2009 Chestnut st., Philadelphia.

Whitemarsh—Oct. 4. Foley, Inc., 2009 Chestnut st., Philadelphia. TEXAS Ft. Worth—Oct. 28-29. C. K. Rickel, Box 1538.

Galveston—Oct. 17-18. C. M. Scholl, 4502 Sherman Blvd. Houston—Oct. 21-22. Mrs. J. D. Duggan, 4309 Austin st.

San Antonio—Oct. 24-25. Mrs. Harris Davenport, R. 1, Box 59, Converse, Tex.

Frontier Contests

These dates are for a five-week period.

CALIFORNIA Bakersfield—Frontier Days. Oct. 10-11. Larry B. Nourse. Victorville—Rodeo. Oct. 17-18.

IDAHO Lewiston—Lewiston Roundup. Sept. 24-26. Mrs. Fred C. Erb.

ILLINOIS Chicago—Chicago Stadium Rodeo. Oct. 16-Nov. 1. Jim Mullens. NEW YORK New York—Madison Sq. Garden Rodeo. Oct. 7-25. Frank Moore, mgr.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Salesboard Appeal Building; Boom Noted Thruout Country

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

The salesboard field is entering a new era. Merchandise of a new type is being used extensively and is getting a greater play than the salesboard operators have enjoyed in the last 10 years. The last 18 months have seen a boom in the salesboard business and many attribute this to the return of greater award inducement by the operators, as well as the manufacturers of the boards. It is noted that some of the leading premium designers and manufacturers have been spending a great deal of time on the question of how to make boards more attractive and more profitable. Operators of salesboards have found the field so highly specialized that they have been able to profit simply from a clearer understanding of the business than the new entrant in the field has.

Large premium firms are purchasing blank boards and arranging them with attractive merchandise displays of popular products to meet public demand. In this fashion, and because of better and more intelligent use of the new and popular merchandise display, the salesboard operators have been going ahead in leaps and bounds. The country is once again being flooded with boards and there isn't a location in the South, Southwest and West where boards may be used that isn't covered with a complete series of them.

The ingenious ideas being used on the boards themselves are also getting a lot of attention and have been responsible for perking up play in many spots where formerly no real play existed.

Thruout Montana boards can be found in about every store. Texas is also a leading salesboard State. One small restaurant noted in Texarkana had 10 large boards taking more display space back of the counter than all the delicacies.

In Tennessee, Kentucky and other Southern States, as well as the southern tip of Ohio, salesboards have always been profitable. Even New Jersey, jumping far to the East, is becoming salesboard conscious in many of the counties where formerly salesboards fell flatter than a lead nickel.

Pennsylvania has always been a great salesboard State and some parts of Upper New York State also feature the boards. Wyoming, New Mexico, Arizona, Oklahoma, Kansas, Missouri and other States in the central sector are practically always sure to be among the first to order new boards.

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

The new merchandise should be left strictly to the local operator's supervision. Many salesboard operators find it preferable to purchase the blank boards and arrange for the merchandise displays themselves. Merchandise tends to create greater repeat business which is absolutely essential to successful salesboard operation.

Such States as Minnesota and Wisconsin have been featuring boards for some time and have made them profitable with merchandise display.

There is no substitute for board attraction. The old-time boards using \$20 gold pieces were naturally the greatest money-makers that the salesboard operators have ever had. But let it be said for the modern boards that business is returning fast and the most attractive boards are merchandise boards which flash the finest quality merchandise.

The closest link for assured and continued success in the salesboard business is merchandise. The operators who have been featuring merchandise on

their boards have been proving to the entire industry the greatest lesson of all time in the fact that this year orders have doubled and redoubled.

Pittsburgh Biz Jumps Nearly 100% in 2 Years

PITTSBURGH, Sept. 19.—General improvement in business in this district has given the wholesale novelty distributors here the best trade in several years.

Road salesmen for local firms have been reporting with unusually encouraging orders and the demands from outdoor celebration committees have been unusually heavy this season.

According to the Bureau of Business Research of the University of Pittsburgh, business is now nearly twice as good in the Pittsburgh district at it was two years ago. Figures for last week show that total business in the district was 98.7 of normal.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

PRESENT indications are that most concessions will keep running as long as the weather is good enough to keep customers outdoors. This refers to smaller enterprises more than to the larger ones, where contracts interfere with an extension of the season. . . . Merchandise stocks in the hands of most operators are said to be low and much active buying will have to be done soon. A feature of the last season, and a pleasant one I should say, has been the comparative absence of storm losses, a few isolated instances early in the season excepted.

I understand that many of the bigger operators are considering locations for winter stands, but no decisions have been made and probably will not before late in November. Winter sport spots are being inspected. I am told that New England is doing a great deal better and there is much less talk about closedowns in the textile mills than appears from reading the newspapers. Everybody seems to expect great things from the Southern resorts this coming late winter and spring. Business down South is up 20 per cent and advance orders are 30 per cent ahead of last year. The wholesalers are keeping close watch on the Southern developments, because, as the South goes so will the rest of country next summer.

Past week has cleared the air a little around the wholesale district. Buying tendencies appear, altho these are still often difficult to define. Colored glass is coming to the foreground. The flat designs of cosmetic compacts are getting the customers, the flatter the better. Double and triple cooking sets are asked for by operators touring the small towns. The demand for toys and games has gone up sharply during the last week. Prices for metal toys are higher, in line with many other metal items. Advice is that you will do well making early plans for all purchases in the furnishing line. Price tendencies are decidedly upward. I may mention at this time that Badminton is rapidly gaining ground and may soon run a close second to lawn tennis. The big centers at present are New England, New York, Michigan and Illinois. Great things are expected for the Southern regions. Badminton needs watching. Premium articles from the Badminton field are rackets, smaller than the tennis racket, and shuttle cocks.

Curb stands were active Labor Day week all over New York town. There are few novelties yet, but Wall Street has had a good time buying large goggles with red cellophane lenses, obviously to provide for its own rosy outlook, whatever else the country may think. . . . The Robinson-Patman law keeps manufacturers and wholesalers worrying. My own opinion is that there is little cause, because the premium business has been comparatively free of the abuses that have existed in other lines.

Cool Weather Aids Week's Retail Trade

Retail trade plodded ahead last week under the stimulus of cooler weather in many regions, and aided by more aggressive buying incident to the approach of the school season, according to the current weekly Associated Press observation.

In its weekly survey of 37 cities the Department of Commerce, too, said: "Cooler weather and the opening of school were factors giving retail trade an upward trend from last week and a resumption of wider margins over last year in all but a few sections of the country.

"Wholesale activity was generally very satisfactory, with optimism resulting from the improved drought situation," the survey said.

The end of the heat wave in the Midwest is expected to result in the last week of summer setting a very high record, particularly in fall goods.

Pingame Awards Boost Mdse. Sales

Now that their outdoor amusement season is about over a growing number of pin-game operators and salesboard men are turning to merchandise awards and prizes to attract the crowds indoors. Wholesalers catering to this trade report that orders already placed in anticipation of a record fall business are the biggest in volume ever received from these outlets.

The type of merchandise being chosen for these promotions is essentially the same as has always been popular with this trade; namely, items having flash and appeal. There is plenty of interest in new items that combine originality and quality. Among the orders already placed there has been a plentiful demand for cigaret cases and lighters, zipper leather bags, pen and pencil sets. (See PINGAME AWARDS on page 74)

Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

BELIEVED to be the first group movement of its type in the country, 10 members of the Goodman merchandise concession operators passed thru Chicago a few days ago en route to Memphis in a Chicago & Southern Airlines plane, the Gulf Coaster. They were making the jump from the Michigan State Fair, Detroit, to the Mid-South Fair, Memphis. J. I. Goodman, in charge of the group, stated that his company expects to use air travel whenever possible in making their jumps about the country. It is the only way, he stated, that they can make the long jumps necessary and open at the fairs on time.

GENE BERRY, a weight guesser at the Frontier Centennial, Fort Worth, Tex., was all smiles last week when his wife, "Boots" Berry, arrived from Augusta, Ga.

AN INDIVIDUAL with a certain carnival was asked for a few news items about merchandise games on the show—games where the merchandise is not for flash only—and his answer was: "I have looked around the entire midway, and as this is a gift show they just have the same old merchandise—but they keep the booths looking clean." Cleanliness is an important point, but it would mean far more if it pertained to manner of operation.

RALPH RAY is in charge of the merchandise concessions which Joe Rogers, of Dufour & Rogers fame, recently opened at the Texas Centennial Exposition, Dallas. Another newcomer on the midway there is Jack Gibson, who is operating a merchandise game.

CONCESSIONS with the Crystal Exposition Shows did a satisfactory business at the fair at Lenoir City, Tenn., the first week of September. Joe Hurley has four concessions with this show, with Chick Tilly in charge of stock.

THE LABOR DAY celebration at Hendersonville, N. C., gave the concessions, including about 20 new ones, with Miller Bros.' Shows a good play, with the mouse game about topping them all.

HAPPY MYERS and Verne Newcombe have a string of concessions at the Frontier Centennial, Fort Worth. These include blanket wheel, with "Hoosier" Johnnie Taylor in charge; Shirley Temple doll wheel, Johnnie Fox; ham and bacon wheel, Red Wilson; radio store, Jackie Gibson; Rock and Rye, Jimmie Richardson, Dick Wozencraft and Harry Crowley, and balloon dart gart, George Cummings.

NO REACTION as yet on the point system suggested in this column last week for the purpose of increasing revenue on merchandise games. Whether it appealed to you or not, Mr. Operator, we would like to receive your comment. Write us now. If you wait until tomorrow you might forget. Thanks.

Big Gift Show in Toronto

A full floor of the Royal York Hotel, Toronto, largest hotel in the British Empire, was taken over for a display of giftware and novelty products of the United States and Canada from September 7 to 11, inclusive. Timed to coincide with the peak period of the Canadian National Exhibition, the Toronto Gift Show enabled the Canadian trade to make a first-hand study of an international variety of novelty items and giftware. Newest merchandise of many manufacturers, wholesalers of two nations was displayed.

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- 5—FREE ADVICE FOR YOUR MERCHANDISE PROBLEMS!** An astonishing service that has created an intimate bond between Morris Struhl and our customers! A service that is absolutely free and backed by 25 years of progressive experience.
- 6—ASSORTMENTS THAT HAVE NEVER BEEN REJECTED!** Only Morris Struhl can promptly and expertly fill your wire or letter for an assortment of merchandise by your simply stating the amount you wish to spend and your business. Our assortments have never been rejected.
- 7—FIRST WITH THE LATEST!** "All-ways first with the latest" is the compliment paid us for over 25 years by leading users of premium merchandise!
- 8—COMPLETE CO-OPERATION!** By dealing with Morris Struhl you instantly KNOW you will obtain COMPLETE CO-OPERATION for all your desires!
- 9—THE LOWEST PRICES EVERY TIME!** You are instantly refreshed and delighted when you buy from Morris Struhl—you immediately appreciate our LOWER PRICES! Write for our Catalog. Be Convinced!
- 10—THE SALE IS ONLY THE BEGINNING!** Morris Struhl service does NOT stop with the sale—it JUST BEGINS! From then on you are a personal responsibility to Morris Struhl! BUY TODAY—Obtain the intimate co-operation of Morris Struhl!

WRITE — WIRE — PHONE OR CALL TODAY FOR GIGANTIC
"REMOVAL SALE" MERCHANDISE SPECIAL BARGAINS!

Fair Crowds Large As Prizes Attract

Reports from all sections of the country indicate that the fall fair season will be the biggest in six years, both from the standpoint of attendance and of merchandise and novelty prizes distributed. Events ranging all the way from village home-comings, street fairs, corn shows, county fairs and even including State fairs are featuring a more liberal distribution of merchandise prizes than ever in attracting crowds.

Not only is there a notable increase in the number of concessions at these events which offer merchandise exclusively, but play has been very encouraging. One of the reasons for the increased popularity of merchandise awards is the official indorsements which they have received from the governing bodies of many of this season's events. There has been so much objection in recent years to cash prizes and concessions featuring them that they have been banned and official indorsement given to those concessions and operators distributing only merchandise articles as prizes.

That the crowds are in a better spending mood than in many years is indicated by the large volume of near-luxury items being called for this season. While there is still a great demand for everyday household gift items, such as clocks, lamps, aluminumware and the like, it has been some time since such a volume of goods like flapper dolls, teddy bears, jewelry items, novelty pillows, toy balloons and other goods of the non-necessity type have been ordered.

Many Radios Obsolete

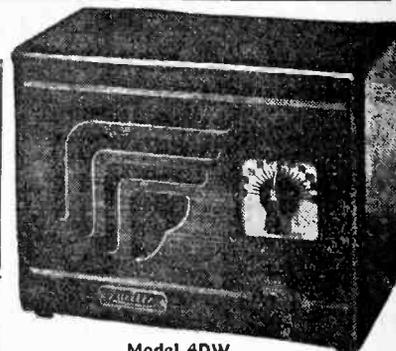
WASHINGTON, Sept. 19. — Federal Communications Committee reports that 21.6 per cent of all radio receiving sets in service were manufactured in 1929 or earlier. Finding was contained in a report made on a survey of the desirability of reallocating the country's broadcast facilities.

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	Jumping Fur Dog and Rabbit, 25c Value. Gross..	8.00
	Pecking Birds. Good for Demonstrators. Gross..	8.25
	Lucky Charms. Big Variety. Always a Fast Seller. Gro.	.80
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	Single-Edge Grade A Razor Blades. 1,000 Blades..	4.90
	Shaving & Dental Creams. 35c Sizes. Asst. Gross..	5.25
	Pencils with Inserted Erasers. Gross..	.63
	Pen and Pencil Sets, in Boxes. Set Complete..	.20
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	Pocket Combs in Leatherette Cases. Gro. Complete	3.75
	Key Rings on Safety Steel Belt Hooks. Gro. Complete	1.20
	Pot Cleaners with Wood Attachments. Gro. Comp.	2.95
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New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New Blade Sensation

Lional Razor Blade Company has just announced a new blade container named Blapak. Besides holding 25 Blapak de luxe quality blades, the container has a receptacle for used blades, and most important of all, an ingenious hone on the bottom affords the user many more shaves per blade. This remarkable container can be refilled. Answers the public's demand for a complete razor-blade container and lists for 49 cents. Great for blade and store bookers.

Useful Campaign Novelties

New photo pins just introduced by the Anderson Novelty Company have already received the official approval of both national political organizations. Pins are made of keoyln, a product with a cellulose base. Republican one is in the shape of a sunflower with a picture of Landon in the center, while the Democratic pins, of course, have the picture of Roosevelt in the center. Also the pins are small, their brilliant color and clear pictures give them plenty of flash. Should go hot with political organizations.

Mix-Ette

Where a quality premium is desired, Mixette, a serviceable table bar with a removable tray for convenient serving

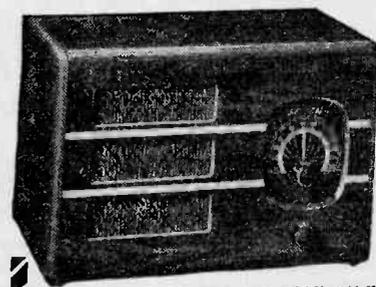
of drinks, is just about tops. It is in off-white alcohol-resistant enamel and available in red, blue or brown trim. Tray, inside, is 20 by 28 inches; table height, 32 inches. Comes supplied with a Mixette glassware set consisting of six 10-ounce highball glasses, six old-fashioneds and one ice tub. Metalcraft Corporation is distributor.

Pluto, the Pup

Pluto, the Pup, is the name of the new fast-moving toy specialty, a pal of Mickey Mouse, just brought out by Toy Folks. Pluto gets all the kiddies wild about him—does all sorts of tricks—lies down, jumps up, wiggles his tail, shakes his funny head, does a shimmy and hundreds of other capers that appeal to youngsters and grownups alike. There are no springs, no motors, nothing to break, and Pluto performs apparently without the use of human hands. It is made of solid wood and is brilliantly colored, making it look like a much more expensive toy than it really is. The company reports that early demonstrators are cleaning up and will send details upon request.

Imported Lighters

Fran-Stef, Inc., has just imported a new line of pocket and table lighters which should prove a sensation in the (See NEW ITEMS on page 74)



SIZE: 11"x7 1/2"x5 1/2".
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25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

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What a flash! A Bakelite Pipe with Cigar and Cigarette Holder to match and a fine engineered Cigar Lighter in fancy lined box. Add up the value of each piece and when you wonder how we do it, remember we sell thousands of an item like this and you can, too! Order No. B23, Net Price per Doz., \$3.92. Sample P. P., 50c.

B281—Roll Top Cigarette Boxes. Made of Natural Wood. Size 6 1/2 x 3 1/4 x 2 1/2. 50c Value. Per Doz., \$1.50; Per Gross, \$15.00

PENDANT and RING SETS \$1.50

G282—Sparkling Asst. Color Stones, White Metal Mountings. Complete, in Boxes. Cost Twice Our Price To Make. Per Doz. Sets, \$1.50

FEATHER DOLLS
Three big selling Celluloid Dolls with Decorated Faces and Feather Ornamentation.
B812x2—7 in. size. Per Doz. \$1.85
No hat or cane. B612x1—7 in. size. Per Doz. \$1.75
B612x4—Snappy Mechanical Dancing Hula Doll. She wiggles, she shakes, she draws the crowds. Wind up movement. Celluloid and metal construction. Colorful Hawaiian Dress. Hgt. 9 in. This is a wow. Per Dozen \$2.45
B5193Q2—Betty Jane "French Flapper" Doll. 30 in. tall and 36 in. diam. Dress of organdie in asst. pastel colors. \$2.00 the value. Our price, each \$1.40
25% Deposit on C. O. D. Orders. Ask for Our Big New Catalog 363, containing 164 pages of Novelties and Jewelry.

JOSEPH HAGN COMPANY
"The World's Bargain House,"
217-225 W. MADISON ST., CHICAGO.

Sales Board Operators! Premium Users!

Here's an item really sensational in performance, style and appeal. Attached to any car in 5 minutes without tools. Press a magic button and a lighted cigarette pops out! SERV-A-LITE includes an unbreakable, compact case; handy ash receiver; long-life lighter. Fully automatic; guaranteed. Don't pass this up! 24 million car owners are ready customers. LIST PRICE ONLY \$2.45

Liberal quantity discounts. Write or wire
TELEMOTOR CORP.
260 Fifth Ave. New York, N. Y.

SERV-A-LITE
TRADE MARK REG
SERVES A LIGHTED CIGARETTE

STATE and COUNTY FAIR SPECIALS

Heavy White, Mahogany or Fancy Parade Canes.
Doz. \$1.50
Gro. 16.50

Swagger Sticks. Gro. 5.50

Reach Bouncer Balls. Doz. 1.15

Rocket Baseballs. Doz. .85

Decorated Gas Balloons. Gro. 2.50

"Thrillers" Candy (250 in Case). Case 2.75

We have Beacon Blankets, Morocco Gold Covers, Aluminum Ware, Plaster and all other Carnival Supplies.
Lowest Prices and Best Service for 50 years. 25% deposit must accompany all C. O. D. orders.

LEVIN BROS., Terre Haute, Ind.

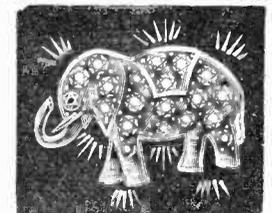
CASH IN NOW ON Campaign Souvenirs



3/4 - 1 inch White Stone Donkey. All white metal base completely set with fine cut brilliant white rhinestones. Colored stone eye. Durable pin back. Individually carded. B34J235. Per Dozen 70c.

7/8-Inch White Stone Donkey. White metal base completely set with fine cut brilliant white rhinestones. Colored stone eye. Durable pin back. Individually carded. B34J232. Per Gross \$9.00, Per Dozen 80 cents.

Roosevelt Lapel Button. Made of metal in gilt finish. Packed 1 gross to box. BN10218. Per Gross 75c. Packed 1 dozen on display card. No. N10214. Per Gross \$1.00.



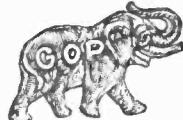
3/4 - 1 inch White Stone Elephant. White metal base completely set with fine cut brilliant white rhinestones. Colored stone eye. Durable pin back. Individually carded. B34J234. Per Dozen 70c.

1-Inch White Stone Elephant. White metal base completely set with fine cut brilliant white rhinestones. Colored stone eye. Durable pin back. Individually carded. B34J233. Per Gross \$9.00, Per Dozen 80c.



Sunflower, Landon-Knox Lapel Button. Made of metal. Actual size. Packed 1 gross in box. BN10221. Per Gross \$1.00. Packed 1 dozen on display card. BN10212. Per Gross \$1.25.

Landon Prairie Flower. Attractive bright yellow enameled leaves with black center and raised yellow enameled name. Durable pin back. Individually carded. B33J1. Per Dozen 60c.



Elephant Lapel Button. Made of metal, gilt finish. Packed 1 gross in box. BN10225. Per Gross 75c.

N. SHURE CO.
200 W. Adams St.
CHICAGO

NOTES from SUPPLY HOUSES

When a manufacturer triples his factory space he has something on the ball. The Trading Post Syndicate is doing this by moving to 222-224 W. Huron street, Chicago, this week. One of the partners of the organization, John Koetske, tells us that "the tremendous response of operators all over the country, the almost 100 per cent repeat orders and larger volume orders made the move necessary. It is our policy to ship orders the same day we receive them, as we believe this is the type of co-operation our customers want. Because of the tremendous volume lately we have been required to work three shifts during 24 hours and have adhered to this policy of delivery on the dot.

"The popularity of Trading Post, our operators tell us, is due to the fine design and attractively colored display case we use. Others confirm the fact that our merchandiser is the easiest deal they have ever placed. This we know is due to the careful selection of quality merchandise that goes into the deal. When a customer pays his dime he never loses, he wins, and we see to it that he wins enough to come back for more.

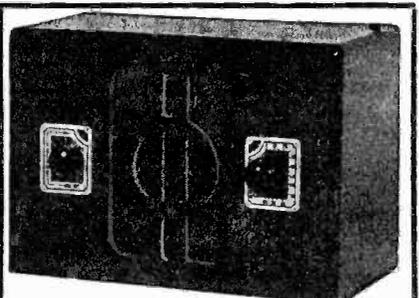
"It is this appeal of receiving fine merchandise every time they pay a dime that gives Trading Post the success it enjoys. After all the public will pay a dime if they can't lose, and we know that they are paying more than one dime by the number and size of repeat orders, to say nothing of the new orders."

Peter Moran, the other partner of the fast-growing organization, chimed in: "Yes, and dealers everywhere tell us they have increased their profits sharply, opened new locations and built increased good will with Trading Post. The proof is in the repeat orders we are receiving and the fact that we must triple our space. We expect further expansion because the trade knows that we handle only deals that sell and we guarantee they will sell."

E. S. Lowe & Company, New York, manufacturers of bingo cards, state that the bingo season is off to a wonderful start and that the season bids fair to eclipse all past records. They feel that the game is rapidly increasing in popularity and gauge their opinion on the increased orders received to date.

Hershey Metal Products, Inc., Derby, Conn., has just taken off the press a complete new catalog of its products. The firm has this season brought out a new line of popular-price stationery specialties and gifts which were shown at the New York Gift Show. Included are handsome new desk calendars in several styles and new designs in ash trays for premium use.

Hawkeye Baskets is the title of a catalog of a full 1936 line of premium baskets available from the Burlington Basket Company, Burlington, Ia. The line includes various types of hamper, pet baskets, clothes baskets, bassinets, (See SUPPLY HOUSES on page 74)



MODEL SIXTY SIX. Four RCA Licensed Tubes. Super Chromatic Speaker. Dual Pilot Lights. New Merchandise. No Surplus. Works on A. C. or D. C. Size: 7 1/4 x 10 x 5 1/2. Will Tune from 550-1600 K. C. Built-In Aerial. No Ground Required. Packed in Air Cushion Carton. Order Today. 20% Deposit, Bal. C. O. D.

PHENIX TRADING CO., 120 E. 28th St., N.Y.C.



WARNING!



Only Genuine United Blades have "Reg. U. S. Pat. Off. Trade Mark No. 271,238" appearing on side of outside carton. If your jobbers cannot supply you with Genuine United Blades bearing No. 271,238 on outside carton, write direct to

UNITED RAZOR BLADE CORPORATION
222 W. Adams Street
Chicago, Illinois

Do not accept United Blades without this number on outside carton; any blades without this number are counterfeit blades. Return them where you bought them and get your money back!

Canadian Distributor:
WESTERN DISTRIBUTING CO.,
221 McDermot Avenue,
Winnipeg, Manitoba.

Cuban Distributor:
CIA. KONIKAL DE CUBA,
Aguaate No. 70,
Havana, Cuba.

PAINTED FELT ★ Roosevelt ★ Landon ★ PENNANTS \$3.00 PER 100, SIZE 4x9"

25% DEPOSIT, BALANCE C.O.D.
All Colleges in Stock—Specials Made for Fairs, Parks, Carnivals, Resorts, Etc.
PAINTED PRODUCTS CO. ★ 872 Broadway, New York

The TRADING POST — money maker

The quickest selling deal . . . a merchandiser with 130 chances . . . and 130 winners. Repeat sales come faster and faster . . . because every customer receives high-value merchandise. The broadest guarantee in the business. **WE WILL REFUND THE PURCHASE PRICE ON ALL FULL DEALS RETURNED TO US.** Write today to MR. MORAN for full particulars.

TRADING POST SYNDICATE
224 W. Huron St. "Deals that Sell" Chicago, Ill.

HOT CAMPAIGN NOVELTY

MY PARTY CHARMS—Spinning Donkey or Elephant Sensation.

Made of White Metal with Brass Handle, Sturdily Built. **45c** Dozen

SEND FOR FREE CATALOG. 3,500 Items. 25% Deposit With Orders.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K. New York City

HALLOWEEN SPECIALS



HATS.
CREPE PAPER. Per 100 . . . \$1.00
CREPE PAPER. Per 100 . . . 1.50
CREPE PAPER. Per 100 . . . 2.00
MINIATURE ASSORTED HATS With Elastic Bands. Per 100 . . . 1.50

NOISEMAKERS.
100 ASSORTED (Wide Variety) . . . \$1.00
100 ASSORTED (Wide Variety) . . . 1.50
100 ASSORTED (Wide Variety) . . . 2.50

TOY BALLOONS.
DESIGNED. Gross . . . \$2.00
WITH SQUAWKERS. Gross . . . 2.75
SERPENTINES.

1,000 IMPORTED . . . \$1.75
1,000 AMERICAN . . . 2.25

MASKS.
COMIC CARDBOARD, Asst. Per 100 \$1.00
ASST. FORM FACE MASKS. Per 100. 1.00
5c ASST. GAUZE MASKS. Dozen35
10c ASST. GAUZE MASKS. Dozen75

CONFETTI.
POUND . . 10c; 50 POUNDS . . . \$3.50
Order From This List, or Send for Our Catalog. We Ship Same Day.

BRAZEL NOVELTY COMPANY
1700 Apple Street, CINCINNATI, O.

THE NEW BROADWAY WATCH

Guaranteed for one year. It is good looking and will keep accurate time.

7 Jewels \$3.75

Have you tried the New Lapel Watch, the fastest selling watch for the summer, a wonderful salesboard or premium item.

7 Jewels \$3.95

25% deposit, balance C. O. D. Sample Watch, 25c Extra. Write for New 1936 Catalog.

CONSOLIDATED WATCH CO.
65 Nassau St., N. Y. CITY

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

HOT CAMPAIGN NOVELTIES

ROOSEVELT PHOTO BUTTON BADGE—Complete with R. W. B. Ribbon and Donkey. Per 100 . . . \$2.50
LANDON SUNFLOWER BUTTON BADGE—Complete with R. W. B. Ribbon & Elephant. Per 100 . . . 2.50
CLOTH SUNFLOWER BADGE—Complete with Button, R. W. B. Ribbon and Elephant. Per 100 . . . 3.50
Compare our Badges with others on the market. They are more flashy and are of better quality.
Send 10c for samples.

FAIR SPECIALS

LARGE COMIC NOSE & EYEGLASS. Per Gross . \$3.60
Japanese Coolie Hats, large. Per doz. \$1.25
Japanese Coolie Hats, small. Per doz. .85
Feather Dolls, 13" Beads and Earrings. Per dozen . . . 1.75
Fur Monkeys. Per gross . . . 4.00
Straw Hats with Feathers. Per gross. 3.75

LUCKY CHARMS

Donkeys, Elephants, Horses, Dogs and many other varieties, 75c to \$1.20 per gross.
Send 25c for Sample Assortment.
Send for Our Price List for Other Good Buys. 25% Deposit With All Orders.

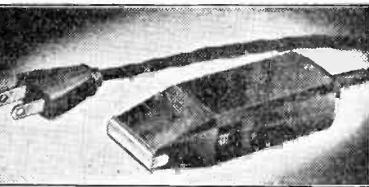
EPSTEIN NOVELTY CO., INC.
130 Park Row, NEW YORK CITY

READY 1937 SOON

CATALOGUE ON AMERICAN WATCHES

BERK MDSE. CO., INC.
145 W. 45th St., New York, N. Y.

CLIPSHAVE Electric Shaver



KNOCKOUT MAJOR PRIZE

For Salesboard, Coin Machine Operators, Etc. Millions of people will want this modern, nationally advertised Electric Shaver. A treat for tough beards. No lather—no blades, never gets dull. AC. or DC. Guaranteed One Year. Ideal for Men or Women. Retailers for \$10.00. **SAMPLE \$7.50**

Write for Quantity Prices
This is one of thousands of exceptional premium items we carry. A stock not duplicated anywhere in the country—anything from Dolls to Diamonds.

Write for Complete Details.
BENNETT BROTHERS, INC.
417 FIFTH AVE. (Dept. B). N. Y. C.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

Send for New Catalog.
ROHDE-SPENCER CO.
Wholesale House,
223-25 W. Madison St., Chicago.

Free Sample Case

—Write for Details Today.
BLADES—D. E. 20 Pks.
5 in. Per Display Card. **40c** (Include Postage)

SPINNERS
Party Charm, Political, Hot Novelty, Doz. **45c**
GROSS \$5.00
Also Imitate Elephants and Donkeys.

Full Line For: House-to-House Canvassers, Agents, Wagon Salesmen, Streetmen.

CHAMPION SPECIALTY CO.,
814-D Central Street Kansas City, Mo.

OAK HY-TEX BALLOONS

NOISE MAKERS

Popular sellers at fall celebrations, fairs and events. The OAK line offers Round and Airship Squawkers in many sizes. Plain or fancy stems. With raucous or musical tone.

At Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.



PITCHMEN
by BILL BAKER

(Cincinnati Office)

Pitchdom Five Years Ago

Glenn Olsen, widely known to boys on the leaf, announced that he and Alex Wolpa had just opened a brokerage shop.

The sheetwriting fraternity was given some swell publicity in *The Seattle Times*. Article was accompanied by a three-column photo of the famous Five Nissens. The 10th week at York, Pa., was just concluded by the Gessley Bros.' Show. Among the boys at the Syracuse (N. Y.) Fair were Fred Nevins, Tim Sullivan, George Covell, Spike Speik, Jack O'Leary, Cronin, Whiteman and Kelly. Jack and Billy Geraud were successfully operating "Little Doc" Clark's med show. The doctor died September 13, 1931.

According to Al Grant, there wasn't any depression as far as the Middle West was concerned. Sad news came from Detroit—the famous free lot on Woodward avenue was closed.

Among those working in Detroit were Roberts and wife, astrologists; Frank Wilde, the Sothens, and Sammy Fulton, flukum, and Tisha Buddha, med. The event of the week was that George Rolfe, after working to three days of rain down at the Hamilton (Mo.) Fair, won the raffle on a brand-new Chevrolet.

Doc W. A. Quackenbush joined with Jolly Bert Stevens and they opened the Bert-Bush Gift Show Company to work the insides over the winter. There were lots of the boys at the Mazon (Ill.) Fair—Chick Denton, whitestones; Doc Boswell and Doc Gilbert, medicine; F. DeGraw and wife, perfume, pens and notions; G. L. Yendell, peelers; Elmer Powers, razor paste; Joe Lewis and wife, tintypes.

Doc C. L. Stumpf claimed a record—said Doc: "Stork came by the other day and dropped the biggest, fattest 14-pound girl you ever saw. She was born in the house right back of the platform and before she was two hours old she saw her first med show. I claim that is an unbeatable record." Everyone seemed to have gotten a little money up at the Hoosier State Fair, but, according to Raymond Hebers, no one got rich. That's all.

BUFFALO CODY shoots from Keokuk, Ia.: "Our route carries us thru Missouri, Nebraska, Colorado and New Mexico and then south to the Lone Star State for Christmas. Have not found any closed towns thus far and have been getting a little folding money. We did run into some towns, tho, where pitchmen had been in ahead of us and misrepresented their goods and tried to push fast sales. This has made it hard for the boys and girls who are on the legit. Met Dr. Moore and his wife and troupe in Moberly and exchanged visits. We were treated royally and highly entertained on the show lot. Members of our organization are as follows: Dr. Weimer, herbs; Jean McLain, the "girl with the million-dollar smile," soap and hair tonic; Texas Tommy, oil. I have been pitching Dr. Harvey Broad's Tru-Lax. Our bally has been drawing big crowds to satisfactory results. Lots of luck and a big season to all the lads and lassies."

MANY OF THE LADS have been frequenting the resort spots at Indian Lake, Russells Point, O., on Sundays between fair dates and have been getting consistent money. Buckeye Lake has its share of visiting pitchmen, too, and has proved a good spot.

H. P. COFFEY who with H. Ben Oliver recently opened their new wild animal show at Caro, Mich., and since then have been playing other Michigan towns, inks from Grand Haven: "Show has been framed to play fairs and lots and will go into store-rooms in October. Organization carries 20 cages of live game animals and five cages of game birds. Show works under a 20x60 tent and features *Outdoor Magazine*. Moves are made on two

trucks. We have a swell sheet booth which employs three men, and the donation box is located at the exit. We plan to promote shows during January and February under sportsmen's clubs. If any of the paper boys drop around they may rest assured they will always receive a warm hand from this organization."

PLANTS IN THE IRON COUNTRY in the Ohio Valley are starting in at full speed, and towns reported open or partly open to pitchdom are Youngstown, O.; McKeesport, Pa.; Beaver Falls, Pa.; Weirton, W. Va.; Steubenville, O.; Monessen, Pa.; Duquesne, Pa., and farther south, Ironton and Portsmouth, O. Biz should be at peak in that territory.

LADS WORKING fountain pens and writing materials are cleaning up, especially with all those enrolling for the September school term as prospective customers.

FRANK GALLO St. Louis wholesaler of artificial flowers, reports that the boys are already putting in their orders for the Christmas numbers for the flowers and laurel. According to Frank, indications point to a big holiday season.

WATERTOWN, S. D. was a real red one for Harry Corry, who worked the jam on the Hennies Bros.' Shows.

DE MILLS of health-book fame, is going well with the books of advice on "how to stay well and happy."

SOME OF THE BEST SCORES made these days are by the lads working to the motorists at the important stop intersections on the highways with the Landon and Roosevelt pennants, Frank Buck sun hats, novelties and balloons.

LADY LEONA and Jack Halligan are giving a good account of themselves with their mental act, working horoscopes. Pair are extraordinary workers.

THE HARLAN AGGREGATION worked the fair at Canton, O., and from all appearances got their share of the folding dough.

SHEET WORKERS who made the recent Michigan State Fair in Detroit, according to Ted Reems, of glass fame, were: Ray Bowers, assisted by Harry Weary and Dr. Brodley; the O'Neils, Placey, assisted by Roy Gram; Sutton, Ross, Konahan and Steadman. Ted says that Coffey's Wild Life Exhibit, which in his opinion is one of the best and largest on the road, also made the fair.

BLACKY ROGERS infos from Indianapolis that the town is open again. According to Rogers, store readers cost \$2 per year, while doorways on Washington street are getting \$2 a week.

KNIGHTS OF PITCHDOM reported to be working in and around Chicago are Slim Pixley, inksticks; Louis Long, auto polish and perfumes; Herbert Casper, jam; Count Kenner, gummy and eyeglass cleaner, and Miller with white mice.

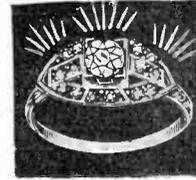
SHOW PEOPLE AND PITCHMEN are rolling in here aplenty and we are all gathered together at the Food Mart Restaurant." inks Al Ross from Chicago. "The Billboard office being in the same building makes it an ideal spot for the boys of the road. Met Pearl Grayson, of dance fame, and also Mame Gibbs from

IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN NEW YORK CITY. 458 Broadway, Fast Service Sully.

FAIR WORKERS!!!



WHITESTONE RINGS of DISTINCTION!!! Exclusive patterns from \$6.00 Gr. FOR LADIES and MEN. Also CAMEO RINGS from \$12.00 Gr. Send \$2.00 for 20 new rings. WE ALSO CARRY A FULL LINE OF CRYSTALS. Free Catalog. OLYMPIC BEAD CO., Dept. R, 307 5th Ave., New York City.

Everywhere You Go!
Leave a Counter Card of La Salle Razor Blades

Profitable, Full or Part Time line that won't interfere with other lines. Dealers welcome you back as this genuine, quality blade builds more business. Special merchandising plans for salesmen who produce. Write for full particulars and territory desired. Send 25c for complete sample agents' assortment, including five packages of blades.

LA SALLE BLADE CO. 1916 Vermont Ave., TOLEDO, OHIO.

CAMPAIGN TIES 5¢
GET ON THE BAND WAGON NOW!
Roosevelt, Landon, Lemke Ties with picture of candidate imprinted on face. Fast sellers. Shoot in your order Today and Cash In. Immediate Delivery. 25% with order, balance C. O. D.
50-100 7-100 1-250 Doz. 2 SAMPLES PREPAID
LEGION TIE Co. 701 BROADWAY, N.Y., N.Y.

PEN BUYERS

Very often I get requests for Japanese Fountain Pens. Just why anyone in the U. S. A. should want foreign made pens is beyond me. The Fountain Pen is originally an American product. We make the best Pens in the world. As a matter of fact, I am shipping my Banker Pens every week to many parts of the globe. To those who ask me if I carry Japanese Pens the answer is decidedly "No." Even if you don't buy my Pens, at least "Buy American."
JAS. KELLEY, The Fountain Pen King 487 B'way, N. Y. C., CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

CHEWING GUM 20¢ BOX
Plus Chews
RETAILS FOR \$1.00. Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 40c for sample box (prepaid). 50c West of Miss. **GREAT FIELD FOR AGENTS!** Write **AMERICAN CHEWING PRODUCTS,** 4th and Mt. Pleasant, Newark, N. J.

ART POSTCARDS

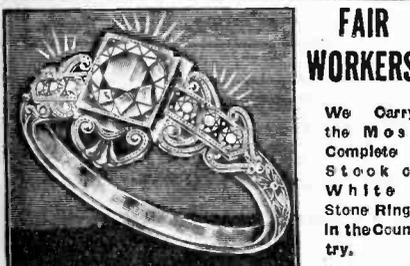
As we bought a million at a low price from a firm that needed money we are able to offer them to you at a low price. We have an assortment of 40 different subjects.
1,000 for \$2.50. 5,000 for \$10.00.
40 Samples for 25c.
Send cash or money order to **GARDEN SALES CO., Dept. BB,** 1658 Broadway, New York City

MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalogue and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

PEN WORKERS COMPLETE LINE LOWEST PRICES

PLUNGER FILL-VACS.—PEN & PENCIL COMBINATIONS. THEY WORK and GET THE MONEY. Send for Illustrated Circular.
EVERLAST Pen & Pencil Co., Inc. 303 Fourth Ave., Dept. B, N. Y. C.



FAIR WORKERS

We Carry the Most Complete Stock of White Stone Rings in the Country.

OLD CUSTOMERS—NEW CUSTOMERS All indications point to a banner Fair Season just ahead. Be prepared. You can always get what you want from us. Send for our sample line No. 93, consisting of 18 New White Stone Rings for \$2.00.

HARRY PAKULA & CO. CHICAGO 6 North Wabash Ave.

HEADQUARTERS FOR SPECTACLES and GOGGLES
We carry a Complete Line of Optical Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.
NEW ERA OPTICAL CO. Write for Catalog BF48. Optical Specialties 17 N. Wabash Ave., Chicago, Ill.

YOU GET TOP PROFITS HERE
Prosperity Needle Book, Big Flash, 90 Needles, Darners and Threader, Doz. 60c. Gr. \$6.50. Combination Projector Pen c 11. Magnifying Glass, Doz. \$1.00.
FULL LINE XMAS CARDS 24th SEASON
No. 15—Pack of 8 Cards, with Envelopes. Ea. 5c
No. 33—Box of 12 Cards, with Envelopes. Ea. 8c
No. 49—Box of 21 Cards, with Envelopes. Ea. 16c
No. 100—Box of 21 Folders with Envelopes. Ea. 45c
Prices F. O. B. New York. Deposit to be sent on all C. O. D. orders. Samples at wholesale, plus postage.
CHAS. UFFERT, Prompt Service Since 1913 19 East 17th Street, NEW YORK.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

HAND STROPPERS \$6.00 per Gross.
RAZOR STROPS, \$4.80 to \$72.00 per Gro.
WALLENBECK MOLAND MFG. CO., Sandwich, Ill.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your needs.
ARGO PEN-PENCIL CO., Inc. 206 Broadway, NEW YORK CITY.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
H. SPARBER & CO., 106 North 7th Street, St. Louis, Mo. **2.95**

NBC. Jack Kirkland, of photo fame, has a hotel here and welcomes you all. The missus, Carmelita, is in Canton, O., where she is scheduled to open a show this week. So my friend Van Red Feather will not pipe in. Well, Van, it only costs 3 cents to mail a letter and Gasoline Bill Baker still has the same desk. Will see you boys in the Windy City but not on the road."

THE KOVARS, PERRYS . . . Graysons and Ellises, all mental acts, are reported to be doing okeh with the horoscopes at fairs.

PLUNGER FILLER VAC



QUICK SALES FOR FAIR WORKERS. The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today. **GRODIN PEN CO., 396 B'dway, New York, N. Y.**

THE ORIGINAL "KING KONG"
Selling Like Wildfire on the Streets at the Fairs. etc.

Dressed in two attractive colors of life-like fur—Pure White and Chocolate Brown. Send 25c for Sample Prepaid, Each in Wrapper. 1 Dozen Ass't. to Box.

\$9.00 Gross
80c. Doz.

CAMPAIGN SPECIALS
No. 4—LANDON PHOTO BUTTON BADGE, Complete with Elephant Charm and R. W. B. Ribbon. Per 100. **\$2.50**
No. 5—ROOSEVELT PHOTO BUTTON BADGE, complete with Doney Charm and R. W. B. Ribbon. Per 100. **2.50**
Send 25c for Sample Line of Different Campaign Novelties.
Remit 25% Deposit With Orders.

GOLDFARB NOVELTY CO.
THE HOUSE OF SERVICE
116 Park Row, New York, N. Y.

\$45 WEEKLY GUARANTEED
ON 3 SALES A DAY

World's Lowest Priced **\$7.95**
Rotary Letter Printer.

PRINT-O-PRESS — amazing new money-making or money-saving necessity for the aratical profession, demonstrators or agents. Prints or writes up to full 8 1/2 x 11" Letters, Ads, Menus, Price Lists, Programs, Hand Bills, Instructions, Manuscripts, Music Scores, at a dime a thousand—everything! Typeless—Anyone can use! Fast, reliable Rotary action. Portable—can be easily carried like traveling bag. Clear, Prints colors. Work equal to \$200 equipment. Send for details of four-way profits FREE—also Free Samples of Work on request. Satisfaction guaranteed.

PROFESSIONAL PRODUCTS
Dept. 860, Silvertown, O.

BIG LEADER SELLS ON SIGHT
GENUINE LEATHER TIES
LOOK LIKE SILK—
4-in-Hands and Bows

Won't Wrinkle. Wear Indefinitely. Over 50 Patterns. We Manufacture Two Lines—"Century High-Grade" and a Lower-Priced Line.

Four-in-Hands in beautiful colors and designs. Cleaned with damp cloth. Big profits. Repeat orders. Young man sold 2 dozen ties one afternoon after school.

Century Bows known from Coast to Coast for quality, workmanship and satisfaction. Big outlets: Lettercarriers, policemen, firemen, gasoline stations, bus, bakery, laundry drivers, etc.

Send 50c for Sample Kit, including Bow and 4-in-Hand.
CENTURY TIE CO., MFRS.
Dept. J, 2345 W. Grand Blvd., Detroit, Mich.

SELL HANDKERCHIEFS

Staple, Profitable. Specialty Men, Jobbers, Agents. Write **HANDKERCHIEFS, Dept. B, 3 West 29th, New York City.**

CHRISTMAS CARD AGENTS

Large Profits easily earned selling new 21-Folder Assortment. Sells on sight for \$1.00. Write for particulars.

DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

INDIANAPOLIS . . . is positively closed to doorways to those working the static eliminators. Officials contend the loud radios disturb the office forces in the congested district. Others can work but must be armed with a written permit from the building owner, along with the city's official reader.

JACK PEAVEY . . . and the missus (Madame Cassandra) are getting their share of the folding green with corn med and astrology.

BUNNY CARROLL . . . working the knife sharpeners, is accumulating a real honest-to-goodness bank roll, according to word received from Doc Tommy Atkins.

ACCORDING TO REPORTS . . . the pitch lads working the Wapakoneta (O.) Fair did an extraordinary business. The Lord's Prayer-on-a-penny machine was one of the topnotchers on the midway.

FRANK DE SASSISE . . . cards from Los Angeles that business is on the uptrend there. He says that the lads at the San Diego Fair and concessions at Venice, Santa Monica and Ocean Park are doing a good business.

"STILL ALIVE . . . and doing well," scribbles A. M. Johansen from Omaha. "We have forgotten the dry weather and are making plenty of hay. Why didn't you stop when you were up my way, Morris Kahntroff? Would like to have a pipe from Karl Brown, Jimmy Earle, Salem Bedonie, Sam Jones and Johnny Hicks. Celebrated my 50th birthday anniversary yesterday. Lots of good luck to all the gang."

B. (BERT) GLAUNER . . . and the missus are reported to be getting plenty of sugar with the rings and jewelry at the fairs.

HONEY AND DICK JACOBS . . . have left the parking lot in the Motor City to make fairs with their horoscope and mental acts.

REPORTS INDICATE . . . that Jay Lewis and the missus are doing a good business at the fairs with their mental act.

GEORGE SALLOW . . . familiarly known in pitchdom as Michigan Red, and his partner, Bill (Paleface) Tuttle, dropped off at the Pipes desk last Thursday while in Cincy for a few hours shopping for stock. The lads have been working Dayton, O., with rad and X-rays and will remain there for another week or so before invading Indiana and the tobacco country.

MORRIS KAHNTROFF . . . who recently worked both the Stoneboro, O., and Wattsburg, Pa., fairs to a good business, is now in Cleveland. He is anxious to have pipes from Frenchy Theobaut, Bob Miller, Glen W. Bonner, Floyd Hilin and Al Fisher.

TEX ST. JOHN . . . has been working med thru drug stores with coupons to a good biz.

GEORGE CLEVELAND . . . Doc Raggett and DeWitt Shanks are holding down Nashville to good results.

WILLIAM THORNTON . . . and Billy Lockhart are the luminaries around Dayton, O., with the novelties razor blades.

DR. BERT C. ROBERTS . . . now in Blythesville, Ark., is reported to be doing well this year despite the low cotton acreage.

HARRY HERMAN WALKER . . . is still going strong working the coils in front of the busiest hardware stores in the metropolitan areas.

COTTON IS REPORTED . . . to be coming in heavy in Southern Mississippi, Louisiana and Texas and the picking will proceed northward until it reaches the northern edge of the cotton

belt. Lads in the know start with the cotton at the southern point and move north with the crop pickers and buyers.

SI HART . . . one of Pitchdom's cleverest workers, was seen in the alley doorway next to the dime store in Fort Wayne, Ind., the other day, passing out the flat sticks to plenty of sugar.

KENNETH (KEN) REYNOLDS . . . wire worker, is reported to have a new flash and is selling plenty of the coils of the gold-plated variety.

MISS V. LOEFFLER . . . with the hair curlers, has been contracted with a large chain store organization for a year's work.

REPORTS EMANATING . . . from the drought areas of Minnesota and the Dakotas have it that biz is on the upgrade despite the recent dry spell. Paper lads there report a fair biz with farm papers.

HARRY CLARK . . . is reported doing a swell business at fairs with the condensers.

WIRE JEWELRY . . . seems to be real item on fairs this fall. Every fair seems to have at least one, with all apparently doing okeh.

INQUIRIES ARE BEING MADE . . . concerning George Earle, of needle-threader fame. Write in, George, and tell us how things have been going.

BERT HULL . . . is getting a landslide turnover with the peeler sets.

GEORGE SHIELDS . . . of sex book fame, is working nights at the courthouse corner, Fort Wayne, Ind., between fair dates. A ban has been put on pitching during business hours.

BERT BOWERS . . . working fairs with the leaf and trade papers, is reported getting some real dough.

BENNIE LAWSON . . . with the trade papers, reports biz better now than at any time since 1932.

PROFESSOR JACK SCHARDING . . . is reported to be going strong at the fairs this year with astrology and health books. Scharding's flash along with his clever talks is a natural money-getter.

W. G. BARNARD . . . veteran of the knife and graters and who doffs his hat to no one when it comes to getting money with those items, claims that he is this year singing his swan song to pitchdom. Says he wants (See PIPES on page 74)

SENSATIONAL OFFER
STATIONERY AND SCHOOL SUPPLIES
EACH UNIT COSTS YOU **2c.** IN GROSS LOTS. Your Choice: Order Individually or in Assortment.

Composition Books—Stenographer's Note Books—Ink Tablets—Pencil Tablets, Nash Pencils, Cork Grip Pen Holders, Art Gum Erasers, Box of Crayons, Box of Gummed Reinforcement Patches—Note Books—Sales Books, Pencil Sharpeners, Spelling Note Books—Library Paste—Ink, Rulers, Packages of 10 1/2x8, 8 1/2x5 1/2, 9 1/2x6, 11x8 1/2 Loose Leaf Fillers, Packages of Carbon Paper, Typewriter Paper, Mimeograph Paper, Index Cards, Pay Envelopes, Commercial Envelopes, Sizes 6 1/4 and 10. Also Many More Stationery Items at a Cost to You of Only 2c Each per Item.

Choose Any Items You LIKE and as Many as You WANT.

CHRISTMAS CARDS—10 Beautiful Cards in Attractive Box. Box. **8c.**
CHRISTMAS CARDS—21 Selected Cards in Attractive Box. Box. **16c.**
CHRISTMAS CARDS—25 Selected Cards and Folders, in Attractive Box. Box. **19c.**

25% Deposit With Orders, Balance C. O. D. Send Orders to Boston or Chicago Only
BOSTON, MASS., DISTRIBUTOR
76 Washington St. Boston, Mass.

MILLS SALES CO.
27 S. WELLS ST. CHICAGO, ILL.

Get Set for Life!
IN COUNTER CARD BUSINESS

MAKE up to \$65 Weekly

In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.

World's Products Co.
Dept. 988-A, Spencer, Ind.

MAKE MORE MONEY WITH THIS NEW TOOL

LENGTH 5 IN. SAMPLE 13¢
4 IN 1 WITH GLASS CUTTER

The New Star
Sample and Prices, 25c.
GELLMAN BROS., Minneapolis, Minn.
LEVIN BROS., Terre Haute, Ind.
E. P. FITZPATRICK
501 No. Van Buren Street, Wilmington, Del.

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE.
NUTRO MEDICINE CO.
18 South Peoria Street, CHICAGO.

FAIR WORKERS. PEELER WORKERS. DEMONSTRATORS.

Our complete line of household and kitchenware items are the fastest, steady sellers on the market . . . because they are the best merchandise, attractively packed and priced right. We are well known for our quick, reliable service. Write today.

- GARNISHING SETS
- ROTARY MINCERS
- SAFETY GRATERS
- ORANGE JUICERS
- SPIRAL CUTTERS
- ROSETTE CUTTERS
- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS

and other Kitchenware Items

ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.

SUBSCRIPTION AGENTS
RACE MAGAZINES FREE

HORSE & JOCKEY (25c retail) latest issue furnished Free to Agents. You sell 25c, keep all. Turf Gossip Weekly (25c) included Free. Makes fast-selling combination OFFER, both 25c, you keep all. Our profit is from reaching new Readers.
SELLS FAST in any City or Town where races can be played.
NO DEPOSIT, no fee, offer is FREE as stated above. Write
HORSE & JOCKEY PUBLISHING COMPANY, 2335 Devon Ave., Chicago, Ill.

Majestic Shows

Norton, Va. Week ended September 12. Auspices, none. Attendance, poor. Weather, ideal. Business, nil.

Show arrived in due time after a run from Dunganon Fair, where everybody had a wonderful week at the fair. Norton very bad, but the folks all had a good rest. Jack Mansfield went to Bristol, Va., with Hob and Mag Cole to spend the week-end at Mrs. Cole's. Bill Hunter still on the job. Glen Huddle and his missus just returned after a visit home. Candy Sabath and Johnny Stebler left for a hurried trip to Bristol and returned. Manager McHendrix has just purchased several new tops. Danny Hester, superintendent and auto mechanic for the show, overhauled three trucks that are used to transport part of the show. Clarence Hogue has just returned after being away for several weeks. Happy Bollinghaus just received his new top and frame for the corn game. Mrs. Stebler is looking for visit from one of her daughters from the East. Mrs. Feeney was here for a visit with her two daughters and left for home in Connecticut. Both of Mrs. Feeney's daughters were very popular with all the folks around the show. Mr. and Mrs. Massaro were given quite a surprise upon their arrival at Honaker, Va., to find Mrs. Massaro's mother and father on for a visit, and Neal put his father-in-law to work right away as he was short of help. Jack Mansfield is becoming quite a writer these days, sending in two stories to the *True Story Magazine*. Have added several new shows this week, *Buried Alive*, with the Prof. himself being buried, none other than Professor Estes, one of the first to frame said shows.

EDWARD A. SABATH.

L. J. Heth Shows

Central City, Ky. Week ended September 12. Auspices, American Legion. Location, baseball park, heart of city. Weather, two nights lost by rain.

Long move from Terre Haute but all was in readiness for Monday night except Swooper. Show played to good crowds, but spending money was not in evidence. Mrs. H. T. Reeves (nee Daisy Sparks) rejoined the show here after a month's visit in Birmingham. Mrs. Charles Miller was taken seriously ill here and was taken in an ambulance to a hospital to her home town, Franklin, Tenn. Late reports are that she is recuperating slowly. Looking down the midway from the office wagon the eye catches Blackie Bushong's midway cafe, Blackie looking things over and Mrs. Blackie at the cash register; Jack Carey, chef; Al Travis, head waiter; Dick Richards, commissary; H. Cunningham, dishwasher; Al Bell, snowball concession, and Jim Daily, grab stand, with Al Travers assisting. Clyde Barrick sporting another bold-striped shirt. Next down the midway comes Madrid Heth's ball

game and blanket store; just opposite we see Homer Kilborn (tireless, *The Billboard* agent) and missus with their combination pop-corn and candy floss stand, and sandwiched closely between two rides are Charles (Bingo) Miller, perched on his seat near the dome of the canvas in the corn game testing his loud-speaker; next Henry Heth and his three concessions, bowling alley and two blanket wheels; opposite Henry George Holliday and his Erie Diggers; next to George Ernie Johnson with a slum spindle; Del Graham Jr. and missus with a Mickey Mouse penny pitch. Slim Reynolds, for many years a professional soldier, but now the operator of "Anona," a five-banner front of the Illusion Show. Next in line, Andy Calho, educated chimpanzee, with Del Graham Sr. managing the show and Mrs. Graham on the front. They have a popular attraction and Andy is a "cutup." Opposite Andy Green Young, palmistry, with two readers, and then the Girl Show—Monty Novarro, manager and talker; John Stewart, piano; Ernest Johnson, drums; Billy Love, Ginger Bender, Loraine Harrison, Peaches Howell, Peggy Bickford. Minstrel Show—Prof. George Harris, producer; Charles Raymond, talker. Band—Clarence Wooden and Howard Williams, cornets; Chappie Harris, sax; George Harris, trombone; LeRoy Williams, snare drums; Tuba Thomas, tuba, and John Lewis, bass drum. Comedians—Stump Dawkins, "Pee Wee" Taylor, J. W. Lewis. Chorus—Billy Jo McGlothlin, Maxine Jones, Margaret Mack, Mary-Jackson and Clara Webster. Chappie Harris, blues; George Harris, straight. Whitey Bickford and Sailor Murphy taking all comers on the Athletic Show. Other concessioners are Tony Romelli, with three well-framed concessions; Jack Johnson, one; J. W. Griffin and missus with a revolving dart wheel; Sam Sergie with frozen custard. Dutch Kohlman is the new trainmaster. Otis Howell has replaced Earl Enos as master of transportation and he is assisted by Ralph Burlingame. Fred Hennon handled the front gate for the show's two still dates.

AL KUNZ JR.

Beckmann & Gerety Shows

Lincoln, Neb. Week ended September 11. Nebraska State Fair. Weather, unsettled. Business, fair.

Rain Sunday, Tuesday and Friday. Badly needed in this dry community and no doubt welcomed by many, dampened the enthusiasm of those who otherwise might have been good midway patrons. The bingo game, under the management of Sammy Feinberg, had a very good week, as did several of the other game concessions. Owing to the game concessions not operating at the Springfield and Des Moines fairs a majority of Sam Gordon's agents went hopt-scotching during the interval. A majority of the old reliables, Red Wingfield, Sammy Aldrich, Whitey Weiss, Ray Belew, Archie Benton, Dutch Wilson, Pete Pivor, Bill McLaughlin, George Ames, Mickey Allen and William Sullivan, were on hand when the show train arrived in Lincoln and all voiced the same opinion, "Glad to be home again." Sammy Aldrich Jr. celebrated his first birthday anniversary Friday and was the recipient of many presents from the boys along concession row. Papa Aldrich wanted to celebrate the occasion by initiating Junior to the night life of Lincoln, but Mama Aldrich put her foot down on that, so they compromised by allowing the youngster to listen to bed-time stories over the radio. Barney Oldfield, in charge of the amusement page on *The State Journal*, not only generously gave of his page to the interest of this show before and during the fair but boosted the midway over the radio at every opportunity. Jake Brouer, operator of the Humpty-Dumpty Funhouse, purchased a new house trailer in Des Moines and is keeping bachelor quarters.

KENT HOSMER.

PIPES

(Continued from page 73)

to get out of the business to invest some of his cocoanuts in another line that will keep him closer to home. Sarah Bernhardt made at least a dozen "farewell tours," so don't be surprised to see Barnard back at it in his usual big way next season.

STAN (TOBY) DECKER . . . of Toby's Comedians, inks from Richmond, O., that summer has doubled back on them. Decker reports that Cal Townsend has just purchased a new Graham sedan and that business has been above expectations. Roster includes Cal Townsend, Babe Townsend, Hal Montell,

Pauline Lieter, Maxine Moore, Harry DeCleo and Roy Wiley. "Best regards to Rolling Cloud, Ross Engle, Happy Philipson and Arthur Pyle," Decker says.

REPORTS INDICATE

that the tobacco markets will not be so hot this fall and winter. The drought has impeded the growth of the weed and, altho prices are advancing, a low crop will be offered to the buyers.

NELSON POMBLER

with the spark intensifiers, is reported to have done well at the Dayton, O., fair.

JAMES (GREAT PIZARO) FERDON

is clicking to a real business. Ferdon is doing most of his collecting. He appoints the agents who call at his luxurious office car.

FIDO KERR

of peeler fame, is as usual getting top money at a lot of spots with his demonstration.

DOC GRIFFITH

wife and son are working out of West Frankfort, Ill., with their med opera. Biz is expected to be good in that neck of the woods when coal mining operations are resumed for the winter.

NICHOLSON

is playing fairs to good success with the astrology chart.

SKIPPY DAVIS

is doing a swell biz this season with the sharpeners. The tool is commanding a higher price by this recognized ace of workers.

RAY BRISON

of Silver Bros.' Circus, reports that during the show's recent tour of Pennsylvania it had as visitors Jerry Frantz, Doc Kries, Doc Fehr and Doc Burke.

JERRY RUSSELL

cards from Twin Falls, Ida.: "Did well for myself at the Filer Fair here. Hope Morris Kahntroff is okeh with his circuit of fairs. Will stay out on the Coast and help defend it this winter. Let's have some pipes from jam men."

JOE AND MARY PERRY

of tea-pot fame, are reported to be collecting plenty of the long green engraving that article. They are working State fairs only.

EARL SEARCH

has returned to the road with astrology and, as usual, is clicking.

SUPPLY HOUSES

(Continued from page 71)

layettes, baskets for picnics, refrigerator, motor bags, shoppers' baskets, fancy fruit baskets, market baskets, others for display and delivery, toy baskets, etc. The book will be mailed on request.

PINGAME AWARDS

(Continued from page 68)

vanity cases and compacts, drinking equipment, midget radio sets and even a few electric shavers. Also lamps, clocks and electrical household items. Inasmuch as repeat play is an important factor in the success of the pin games, there is a marked preference for quality goods that will be entirely satisfactory. Operators who have previously employed the award system are particularly insistent on quality in their merchandise awards.

One of the systems in favor this year is the distributing of merchandise prizes for weekly high score at a different group of games each night of the week. Thus the operator is not faced with the necessity of providing fresh awards to all the games on his route at one time. He is also enabled to have attractive prize displays at all times at the games to invite play.

It is reported that the number of operators employing the merchandise award system this season is the greatest in history. An important reason for this trend is given as the increasing legal obstacles to the money award system on pin games, with the result that operators are turning to attractive merchandise gifts to stimulate play.

NEW ITEMS

(Continued from page 70)

salesboard and general premium fields. Ranging in selling price from 39 cents to \$1, they afford a nice margin of profit for jobbers and retailers.

New "Typeless" Printer

A new necessity for business enterprises of all kinds—the theatrical profession, outdoor show business, coin machine operators and jobbers, demonstrators and agents, according to the manufacturer, Professional Products, is a new typeless printer of letters, handbills, programs, instruction sheets, music scores, advertising and form printing of all kinds, known as the Print-o-Press. Anyone, it is said, can use the new device at sight to produce printed matter at less than 10 cents per 1,000 copies. Requiring no typesetting—even no typewriter—it prints by the well-known stencil letter-duplicating process.

The new, factory-precision-built machine, the selling at what is heralded as the world's lowest price, produces work, according to its makers, equal to that of \$200 equipment. It has fast, true rotary action—is easily portable—many advanced features—and is unconditionally guaranteed. Details and samples of work available by writing this department.

Four-way profits are enumerated thru its use in one's own work . . . printing for others . . . and distributing supplies for it.

New Mdse. Offerings Build Philly Business

PHILADELPHIA, Sept. 19.—Wholesale business in Philadelphia was one of the bright spots in a mixed business picture for the post-Labor Day season. Department of Commerce reports showed a spurt in sales, early opening of parochial schools, brisk fall weather and last-day labor holiday purchases as important factors. Business as a whole, however, had a slight decline following the holiday. Vacationists returning home last week encountered high temperatures which dampened the enthusiasm for fall goods.

Altho few buyers were in the leading markets, wholesale volume showed signs of being bolstered again by reorders, which reflects the generous response to new merchandise offerings. A fall upswing is therefore anticipated for this week. In spite of reports of dullness from several centers, school reopenings enabled sales volume to keep its totals equal with those of 1935. And after closing the most successful summer months since 1930 wholesale merchandisers are opening the fall season with hopes of approaching closely their 1929 volumes.

Philly Electrical Exhibit To Feature Home Needs

PHILADELPHIA, Sept. 19.—With the final plans for the annual electric and radio show completed, George R. Conover, managing director, revealed that the exhibit will serve as a display window for all the electric and radio manufacturers in this part of the country. The latest developments in electrical appliances will be displayed and a special exhibit will deal with radio.

Set for convention from October 5 to 10, a preview disclosed that most of the products to be shown by the increased number of exhibitors will be of a nature devised solely for home consumption, familiar merchandise in new dress and improvement.

RCA Has Rolling Display

CAMDEN, Sept. 19.—Two gigantic streamlined show-coaches, their more than 35,000 cubic feet of space packed with every variety of radio and allied products, are rolling out of Radio City, New York, to bring the story of RCA Victor to communities in all parts of the country. Fitting into a tow car, coaches are equipped to display all the diverse products made at the RCA Victor plant here. According to Thomas F. Joyce, advertising manager, the traveling show-coaches will operate in the East and South and distributors in these territories are already booking both coaches heavily for fairs, special exhibits and demonstrations.

Great Sale - While They Last



MEN'S STRAP WATCHES—10 1/2 Ligne Swiss Chromium Cases, Gilt Dials. \$22.00 Price Tag in Box. In Lots of 6, 6-Jewel, \$3.00 Ea.; 15-Jewel, \$4.00 Ea.

AMERICAN MADE WRIST WATCHES—With Strap or Metal Band and Gift Box and Tag.

DUEBER HAMPDEN—7-J., \$3.00; 15-J., \$3.75.

ELGIN & WALTHAM—18 Size, Railroad Model \$2.00

Case, 7-Jewel, Hunting Movement. Each 15-Jewel, \$2.50; 17-Jewel, \$2.75.

SPECIAL PRICES FOR QUANTITY USERS—Sample 50c Extra.

25% Deposit, Balance C. O. D. Send for Catalog.

N. SEIDMAN
173 Canal Street, NEW YORK, N. Y.

AL-JO NIFTY KNOT TIES
(Slips On and Off Quickly.)

Here's a Real Tie Form. It will sell and repeat, and is beautifully packed on cards. 75c Dozen. Also Beautiful Selection of Ties with Al-Jo Form already inserted. Newest Patterns, Colors and Materials. \$2.50 per Dozen.

CAMPAIGN TIES.
Without Tie Form. Hand Made. Roosevelt (Rose Flower). Landon (Sun Flower). Retail \$1.00. \$3.50 Dozen.

NEW FALL LINE TIES.
Without Tie Form. Machine Made. 90c Doz. \$1.50 Doz.

HIGH-GRADE TIES.
Hand Made. \$3.50 Doz. \$6.75 Doz. 1-3 Deposit. Bal. C. O. D.

AL-JO Co. 710-6th Ave. NEW YORK, N. Y.

First Quality, Guaranteed Uniform D. E. Blue

BLADES \$2.95 Per 1000

GEM TYPE, \$4.95 per 1,000.

Send 25% Deposit or Cash with Order.

NATIONAL BLADE COMPANY
36-D Rosedale Street, Rochester, N. Y.

LETTER LIST (Continued from page 34)

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Hartmann's
Broadcast

LAST year there was some excitement on the midway of the Iowa State Fair, Des Moines, when State Representative Gustave Alesch, midway clean-up crusader, found a girl dancing with more action than he thought was necessary and also with what he considered too few clothes. At that time he threatened legislative action if the fair didn't eliminate nudity from the midway program.

This year the situation was different. After a thoro investigation of the Beckmann & Gerety Shows he found no nudity. In okeing the show he said he had no desire for "personal notoriety" and was only interested in "advancing the cause of morality on the midway."

At the Michigan State Fair, Detroit, week before last an attempt was made to go last year's girl dancer at the Iowa State Fair one better by two dancers doing their stuff in the nude, but it didn't get very far when Lieut. Lester Potter, chief censor, got wind of it. It all happened in the *High Hat Revue* on the second Saturday night of the 10-day run, when a blowoff was arranged with an extra quarter admission. Catching the two girls dancing sans costumes, Censor Potter immediately called a halt. After being reprimanded by the managements of both the United Shows of America and the State Fair, the manager was permitted to operate the show the next day without prosecution. The attraction itself was characterized as high class by Censor Potter, and the complaint was the only one received by him during the fair. It was the first time, he stated, that anything of this kind had been tried by a carnival attraction in his 25 years' experience as Detroit censor.

It was news (?) to us when we read in a newspaper recently that a circus now operating in this country returned to the U. S. last year after a five-year European tour. Why is it necessary to have the daily press publish such slush?

we ask. Doesn't it sour the press against circuses when the truth becomes known?

FOR the last two years several managers and general agents tried to break down the barriers against carnivals in Niagara Falls, N. Y., but it remained for Mel Dodson to turn the trick. There was a big resistance to meet and Mel had to make two council meetings in one day to get set. The date was played last week. Big crowds were on the midway Monday and Tuesday nights, with everything going on nicely and the show getting the best of co-operation from both city and auspices, the American Legion Post.

J. W. Conklin is a believer in the old saying, "The early bird gets the worm." *Although he has a few weeks yet to go with his Conklin's All-Canadian Shows before closing this season, "Patty" already has put the machinery in motion for organizing his 1937 show. Despite several drawbacks this year has been a profitable one for him.*

WALTER D. NEALAND is willing to grant that Dick Collins has him licked so far as press agenting hot dogs is concerned, but Walt feels that he is entitled to all honors when it comes to being the first one to press agent a battling bunny.

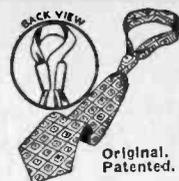
It was during the Canadian National Exhibition at Toronto that the battling bunny came into the public eye—and how *The Evening Telegram* and *The Toronto Daily Star*, local newspapers, and many others did go for it! The publicity concerned a "fight" between a big python and a white rabbit in Colonel Welliver's Snake Show with the Rubin & Cherry Exposition.

Telegram on its front page carried a three-column cut of the python, called Myrtle, and the bunny, known as Goliath, along with a 13-inch by-lined story headed "Goliath the Berserk Bunny Outfights 22-foot Python." *Star*, on an inside page, carried two double-column cuts and a double-column 24-inch story headed "Conqueror of Big Python, Rabbit Is Now Show Hero." But to let Walt tell you in his own words:

"As you will see by the inclosed press clippings from Toronto, when a rabbit bites a snake that makes front-page news—and how?

"In reading your esteemed column in the September 12 issue I note that my old friend Dick Collins proudly announces that he is press agent for a hot-dog stand which is the height of something or other. Dick also casts a few orchids at me, for which I am duly grateful and appreciative, coming from a man of his wide and varied experience. I suppose that I should confess that we have a mutual admiration society—he and I—because we are both oldtimers in this business and I'm mighty glad that Dick has staged such a wonderful comeback.

"However, I am convinced that this time I have friend Richard the Great



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In a pocket, because if he can successfully exploit a wiener, I'm the first to press agent a battling bunny, as evidenced by these stories which not only made the front page of *The Evening Telegram* but cracked the conservative *Toronto Star*, a paper that seldom goes for this kind of stuff, which is more or less partly true. As a followup, the story went over the Canadian Press Association wires and was relayed to the Associated Press and thence to the United Press. *The New York Times* wired to Robinson McLean, who by-lined the yarn, for 2,000 words with four pictures for their Sunday weekly edition and McLean already has received a down payment from *The American Weekly* for a full page.

"My Toronto clipping bureau has picked up about 150 clips so far from all over the Dominion and wired the New York and Chicago clip bureaus to send on the clips from the United States, so you see the story clicked in a big way.

"Now we have the 'Goliath' rabbit in a strong steel cage in a prominent location in the giant snake exhibition and believe me, Al, when I tell you that the crowds pass by the big snake cage and how they fuss over the 'Fighting Rabbit' is a world's wonder. It's a much greater attraction than the 22-foot python, which is now wearing a bandage around its neck to back up the story. Colonel Welliver is doing a land-office business as a result of the publicity.

"I'll match my fighting rabbit, at eight pounds ringside, against Cliff Wilson's python that allegedly bit his hand in Cleveland, or to a finish with his Sandusky Sea Serpent any time or any place—howzat?

"This should tie Dick Collins' hot-dog yarn, or does it? I'll let you be the judge of the merits of the case."

To be frank (hot dog!) about it, I'm a poor judge, Walt, but I think the hot dog has been "tied" by the fighting bunny, so let's have one!

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- Marvin, Mrs. Glen
- McClellan, Nellie
- McKinley, Mrs. Joe
- Marshall, Lillian
- Oliver, Mrs.
- Pollack, Lola
- Potoma, Mrs.
- Rounds, Mrs. Jas. L.
- Selby, Mrs.
- Slaughter, Ruby
- Dean
- Spencer, Edna
- Stuart, Mrs. Tex
- Williams, Thelma
- Winkle, Mrs. C. C.
- Wortham, Mrs.
- John T.

Gentlemen's List

- Alexander, T. A.
- Anderson, C. H.
- Armstrong, Clinton R.
- Baer, John
- Baldwin, Billie
- Baudreau, Peto
- Beaty, E. J.
- Beaver Sr., Doc
- Behney, Chief & Elsie
- Bills, Jack (Doc)
- Brunk, L. D.
- Campbell, Fred
- Canfield, Jim
- Carter, Wray
- Castle, Whip
- Cockrell, G. A.
- Daly, Fred
- Daniel, Os
- D'Ariann, John
- Davis, Jim
- Davis, O. B.
- (Chiseler)
- DeMello, Chas.
- DeRosselli, Joe
- Easley, Melvin
- Fields, Jackie
- Fontinella, Robt.
- Foster, Bud
- Gable, John
- Garza, B. E.
- Gibbon, Mack
- Gracey, Fred
- Harrison, Bill
- Hicks, Billy
- Hoffman, Johnny
- Hopkins, Don S.
- Hugo, Capt. E. H.
- Keene, Bert
- Kelley, Robt. E.
- Kirby, L. R.
- LaPurl, Chas.
- Marlin, Fat
- Mack, Win
- Melville, Bert
- Miller, B. E.
- Miller, Bertram E.
- Miller, Floyd E.
- Moon, Dr.
- Morgan, Edd
- Morgan, John R.
- Nolt, I. E.
- Pasha, Eulym Bill
- Peitz, Frank
- Quade, Jack
- (Oklahoma)
- Raymond, Geo.
- Roberts, Bill
- Robn, Strawberry
- Roach, Chas. J.
- Romig, Carl A.
- Ruppe, George
- Saintners, James
- Selzer, Luie
- Sharkey, George E.
- Smith, Lenard V.
- Smith, Leonard
- Stanley, Paul
- Stapels, Lee
- Stark, Mickey
- Stevenson, C. C.
- Stewart, Dick
- (Otto)

- Swires, Carl W.
- Twohouse, Chas.
- Vincent, Richard
- Watkins, T. F.
- Wagner, Ralph
- Wilson, "Speedy"
- Wingert, Billy
- Winslow, Harry
- Frank Wise, Ralph

MAIL ON HAND AT

DALLAS OFFICE

401 Southland Life Bldg.

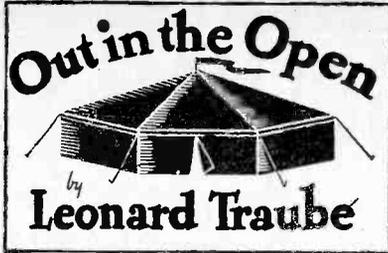
1416 Commerce St.

Ladies' List

- Adams, Mrs. Curley
- Adkins, Marguerite
- Anthony, Mrs.
- Barthelme, Rose
- Bryer, Carrie
- Bryer, Mrs. Louise
- Calloun Jr., Mrs.
- Carmeleta
- Crawford, Lillian
- Cuzdek, Mrs.
- Dawson, Nana
- Dempsy, Charlotte
- Gordon, Mrs. Ray
- Hodge, Helen
- Jamison, Mrs.
- Kanthy, Mrs. Dick
- Layne, Doris
- Luther, Mrs.
- McElvain, Laverne
- Norie
- Rivenbark, Marguerite
- Rungie, Helen
- Sheeks, Mrs.
- St. Alamo, Jean
- White, Mrs. Fred
- Levit, Teddy
- Lewis, Bobby
- Long, Harry R.
- Loomas, Players
- Mauley, Dick
- Mars, Walter J.
- Martin, Fred
- McClaskey, Jack
- McCoy, Jack
- Everett
- McCune, Tige
- Manley, Lee
- Mason, Jay G.
- Miller, N. A.
- Moore, A. G.
- (Jack)
- Moore, Claude E.
- Moser, P. M.
- Monett, Frankie
- Murphy, C. C.
- (Pat)

Gentlemen's List

- Acosta, George
- Allen, Sonny Boy
- Barnes, Robert
- Barnett, T. C.
- Bartlett, The Wire
- Berkshire, H. L.
- Borzarte, Emmett
- Binda, F. L.
- Breadway, Joe
- Brownie, George A.
- Byer, Bill
- Burrughs, John R.
- Cassteel, H. W.
- Casper, Lin
- Clock, Al
- Cole, B. B.
- Cooke & Cooke
- Corey, Ted
- Czerwinski, Walter
- Day, Jockey
- Darling, Happy
- Dean, L. R.
- (Tattooer)
- Dixon, N. L.
- Eli, George
- Emahizer, A. J.
- Embrie, George
- Fox, Johnnie
- Fowler, Jack A.
- Freed, Stanley
- Gardon, Ruth
- (Harry)
- George, Frank
- Gilbert Jr., William
- Goad, Dude
- Gordon, Ray
- Grehmann, C. It.
- Gropman, Harry
- Grover, Jonie
- Haberman, Bennio
- Ogden, Ray W.
- Packo, Johnny
- Phillips, Jack
- Pyatt, Al
- Roberts, Burt C.
- Rogers, Benton F.
- Seibrand, John
- Spor, Paul
- Stanley, Leroy
- Stanley, Paul
- Stegalan, Earl
- Tatum, Floyd
- Thompson, G. C.
- Thorp, Toad
- Thurber, B. P.
- Valentine, R. G.
- Van, Libby & Jim
- Wilson, Grady
- Wilson, Pat
- Wiltse, Cash
- Wright, Harry
- Zeitlin, Mack



Columning: Or How To Go Nuts Quicker and Better

THE best way to get yourself into the star section of what used to be called a lunatic asylum, but classified by modern psychiatry these days under the euphemism of "mental hospital," is to write a column—specifically a show-trade column—which is intended for the orbs of people operating in every form of open-air amusementdom.

What is interesting or illuminating to one man is just plain piffle or poison to another, and the best you can expect for your honest endeavor is an endearing note, possibly two, telling you what a fine influence you are on society and won't you be a nice boy and say something about me, too. This is known as Series 1, Pamphlet 1, Relating to Flattery With an Object. It is also called the sneak-in method.

No human being—especially a columnist—can resist the temptation to give the flatterer a break. But in yielding to temptation he often discovers himself falling for the most menacing kind of fantastic yarns which all come out in the wash. Jonathan Quaint Public is not so quaint when it comes to pointing the finger of scorn once an error has been committed. A retraction or second-thought item only feeds the flame and in addition is a means of informing the unknowing customer that the guy who is running the pillar isn't as infallible as he thought all along.

This is an awful revelation to the innocent ones, those babes in the woods whose illusions are completely destroyed in one sweeping disclosure.

Another type, operating in a subtle manner, furnishes false information or material via the conversation route. When he notes that his object has been achieved in print and the falsity discovered he meets the columnist's calumny by blandly announcing that he never said any such thing. In fact, he will back up his statement by smearing same on several stacks of Bibles. This system is known as the Phony Tipoff, but fortunately such a tip-off man is put on the little black list. He will then go around telling people that he is being persecuted, boycotted, hounded and made the object of an unreasonable and unjustified prejudice, conveniently forgetting his tricky tales or perhaps actually believing that he was motivated by purest idealism and a desire to help.

The person who serves up false or inaccurate information thru the mails and signed by his own hand may be forgiven because he has at least made his statements a matter of record, and in the majority of cases his errors are human or accidental ones, not deliberate, designed or with malice aforethought.

OF ALL the cheap and cowardly practices indulged in by readers, the cheapest is the letter writer who signs himself "A Constant Reader" or with other such ghastly titles. This is the Mythological Mugg Division, because no authentic person would even think of cloaking himself in anonymity. "Constant Reader" always writes things he would never dare to express in the open, face to face or, of course, with his name signed. Frequently he acts as a stooge for the man with an ax to grind who has hired him, especially if the communication is in pen and ink or pencil and therefore subject to close scrutiny for detection of identity. In such cases the man behind the cannon commits two grave sins, but they are not on his conscience because he does not possess any and, in fact, never even heard of the word, or if he did could not spell it.

A less frequent but nevertheless active type is the sensationalist who has a mania for telegraphing burning denials or scathing attacks or both. When sent prepaid the communications generally have some significance, but the people who wire collect are made of different stuff. Their contributions just don't make any sense at all, possibly because this variety of nut is more interested in saving a few farthings than in dispensing worthy complaints. For the benefit of those interested in labels, this type comes under the heading of the Marconi Midas.

IT IS not possible within a limited oblong to describe all the characters that help in the direction of landing the receiving end in the Napoleon factory by easy stages, but those mentioned will suffice. Naturally the craft has its lighter side, as, for instance, the Graft Department or Invitation to Tea. "Uncle" Herb Maddy, the veteran rodeo executive and publicist, would word it this way if he were to request our presence at the Mineola (L. I.) Fair this week on behalf of the Jim Eskew chute and corral drama:

"Camp is pitched under the noble elms, with plenty of shade and big easy chairs. Our lady goat, Angel Eyes, which gives the most delicious milk punch, is fresh again, so we will have something of an intoxicating nature to offer you. For some inexplicable reason Angel Eyes' milk contains a large percentage of alcohol and consequently her milk, when sugar and ice are added, makes a decidedly powerful and tasty drink. A dash of powdered cinnamon makes this draught juice taste just like nectar from the gods. So bring your thirst with you."

One of the nice reasons for living under the badge or dishonor peculiar to gossip collecting is the knowledge that the scoop-line lies in waiting a sentence away. For example, did you know that a showman is one of the most important aids to Dr. Townsend, pappy of the Old Age Revolving Pension movement? Of course you didn't. His name is Homer Sibley, monologist, lecturer, dime museum manager and scholar, and the troupe is spreading the Townsend gospel at some of the fairs.

And are you aware that . . . ? But here we are at the end of the trail and the typesetter is clamoring for copy. It's the printers who should be the first to go nuts. They have to read this stuff.

Bantly Greater Shows

Morgantown, W. Va. Week ended September 5. Auspices, Westover Fire Department. Location, Granville showgrounds. Weather, variable. Business, fair.

The first and only stand of the season for the shows in West Virginia proved quite satisfactory from every angle except the weather. Billy Winters, a new arrival with the Irene Ferrill Show, was close to the top money. H. H. Baily and A. W. Titus, of the committee, co-operated 100 per cent. Graves H. Perry, in charge of the collection of the many West Virginia taxes and known to many showfolk, assisted in every manner possible to make it easy for the show office.

Harrisonburg, Va. Week ended September 12. Auspices, VFW. Location, Heitzel showgrounds. Weather, bad. Business, only fair.

The last two days of the week were the only days that the residents of Rockingham County had an opportunity to visit the Veterans' Jubilee and naturally the week did not show a profit. The Edyth Siegrist Company and Florence Meeker furnished the free acts and held the crowds till almost midnight Saturday. Dock Mehl joined with Minstrel Show. Mary Bell and Dick Keller, of the Circle of Death, worked on a slippery wall two days. Lillian Shell joined Bud Brewer's Scandals of 1936. Mrs. Bud Foreman and her sister, Eva Greenaway, were called to the death bed of their mother, Mrs. Carrie Cole, of Phillipsburg, Pa. Members of the show sent flowers and tokens of sorrow. George and Will Roberts have returned with their cotton candy stand. The painters and repairmen are busy getting all rides and shows dressed. Fair season starts in two weeks. CHRIS M. SMITH.

J. C. McCaffery Arrives Via Cincinnati En Route

CINCINNATI, Sept. 19.—J. C. McCaffery, general representative Rubin & Cherry Exposition, stopped off here today en route to points distant. He visited *The Billboard* office and was in his usual cheerful mood, but declined to talk for publication other than to state "Everything is moving per contract." However, he did add that the show's opening in Chattanooga was good.

NORTH BERGEN, N. J., Sept. 19.—Fire of undetermined origin destroyed a water pumping station in Columbia Amusement Park, near here, on September 16. Damage to buildings and machinery amounted to about \$10,000. Park had closed the season.

BIG STATE SHOWS WANT

FOR MONTGOMERY COUNTY FAIR, Conroe, Tex., September 29 to October 3. With Fairs and Celebrations Until Thanksgiving. Loop-o-Plane (Lew Fairfield wire), Pony Ride or any Ride not conflicting. Liberal proposition to Independent Shows with own transportation. Opening for few legitimate Concessions such as Blanket Wheel, Ham and Bacon, Birds, Radio, etc. Will sell exclusive on Custard very reasonable. Texas in better shape than has been since '29. Address **BIG STATE SHOWS**, Crockett, Tex., this week.

WANTED

Shows, Rides and Concessions for **CHARLES COUNTY FAIR** La Plata, Md. Address **H. W. LEHMAN, Secy.**, Bryans Road, Md.

CUMBERLAND VALLEY SHOW

WANTS for 6 Fairs, Tennessee and Georgia. Musicians and Chorus Girls for Minstrel Show. Have complete outfit for Ten-in-One or Five-in-One Show. Address all mail to **ELLIS WINTON, Manager**, Decherd, Tenn., Fair.

KAUS SHOWS, INC.

WANT for balance of season, legitimate Concessions of all kind. No exclusive except Bingo. All address **KAUS SHOWS, INC.**, Lexington, Va. (Fair), this week; next week, Farmville, Va. (Fair), with Chase City, Va. (Fair), to follow.

West World's Wonder Shows

WANT high-class Talker for first-class Half-and-Half Show. Wire **ROBERTO ROBERTS**, Care West Shows, Charlotte, N. C., week September 21; Reidsville, N. C., week September 28.

WANT ATHLETIC SHOW

Other Shows wire, may be able to place you. Will furnish outfits. Long season. We have exclusive for the Scots Fair, Phoenix, this fall. **C. F. ZEIGER UNITED SHOWS**, this week Prescott, Ariz.; Kingman, Ariz., September 28 to October 3.

BARFIELD'S COSMOPOLITAN SHOWS

Went for Fayette County Fair, Fayetteville, Ga., Next Week; Henry County Fair, McDonough, Ga., Week October 8, and Others Following. Any Shows not conflicting. Also Loop-o-Plane or any Novelty Rides. WANT Grab, also legitimate Grand Stock Concessions. **CAN LACE** experienced Ride Help, especially for 8-car Whip. Address **C. E. BARFIELD**, Bremen, Ga., this week.

CETLIN & WILSON SHOWS, INC.

For the following outstanding North Carolina Fairs: Williamston, Wilson, Beaufort, Henderson, Clinton and Rocky Mount. Followed by big Armistice Celebration. Want Specialty Girls for Paradise Review. Want Colored Chorus Girls.

Can also place legitimate Ten-Cent Concessions only, such as Pitch-To-Win, Ball Games, Hoopla, Fishpond, Stock Bowling Alley, etc. No other kind given consideration.

Glen Porter wants to hear from Bob Rand.

Want Grinders and Workingmen in all departments.

All address, this week, Blackstone, Va., Fair.

CETLIN & WILSON SHOWS, INC.

C. W. NAILL SHOWS WANT

FOR COTTON WEEK, BASTROP, LA., SEPTEMBER 28-OCTOBER 3; THEN TWO OF THE BIGGEST FAIRS IN NORTH LOUISIANA, NORTH CENTRAL LOUISIANA FREE FAIR, OLLA, OCTOBER 5 TO 10; LINCOLN PARISH FREE FAIR, RUSTON, LA., OCTOBER 12-18.

SHOWS—Mickey Mouse, Working World, Kizer's Working World wire. Also "Determination" Show wire, Illusion and strong Pit Show. RIDES—Kiddie Rides, to join at once; also one Flat Ride. WANT Mix-Up Foreman and Second Man on Wheel quick. Chuck Shaffer wants Concessions that put out stock. WANT Cook House at once. Jonesville, La., American Legion Celebration, September 21-26; Bastrop Cotton Week, September 28-October 3; Olla Free Fair, October 5-10; Lincoln Parish Free Fair, Ruston, La., October 12-18. Address **C. W. NAILL**, Jonesville, La.

GREAT CONEY ISLAND SHOWS

WANT for the following named Fairs: Shows with their own equipment. Concessions all open. OAK GROVE, LA., FAIR, week September 28; WEST MONROE, LA., FAIR, week October 5; FRANKLINTON, LA., FREE FAIR, week October 12; EUNICE, LA., FAIR, week October 19. Can also use Shows, Concessions and Ride Men for NEW ROADS, LA., FREE FAIR, week September 28; COVINGTON, LA., FREE FAIR, week October 5; ST. FRANCISVILLE, LA., week October 12. Shows will be out all winter in Louisiana, the same as for the last ten years. **RALPH R. MILLER**, Assistant Manager, Jonesboro, La.

GIVE THEM AWAY

Our beautiful new Campaign Wall Atlases with pictures of the Presidential Candidates make ideal premiums for sheet men. Flashiest campaign item on the market today. The low price will astound you.

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GEOGRAPHICAL PUBLISHING CO.
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WANTED TO SELL AT \$3.95
MEN ELGIN WATCHES

MAKE UP TO \$10.00 DAILY

No selling experience required. Work full or part time. Complete outfit FREE—write at once—NOW!
NATIONAL WHOLESALE CO.
202 S. State St., Dept. D-9, Chicago, Ill.

Curl's Greater Shows

WANTED

Concessions that work for stock and put it out. Shows not conflicting. Side Show Acts. Free Act with Concession. Wire or come on. Jeffersonville, O., Fall Festival, September 21-26; Blanchester, O., Fall Festival, September 28-October 3; All on the Streets.

WANTED

Rides, Shows and Concessions of Every Description.

OLD HOME WEEK & STREET FAIR
McADOO, PA., SEPT. 28 TO OCT. 3.

Parades, Prizes, Wedding, Contests, Special Events Daily. Advertised for miles. Everything Decorated. Address **OLD HOME WEEK COMMITTEE**, American Legion Home, McAdoo, Pa.

WANT CARNIVAL

Second or Third Week in October. Rides, Shows and Concessions. Backed by County and City Officials.

J. S. BALL, Mayor, Alamo, Tenn.

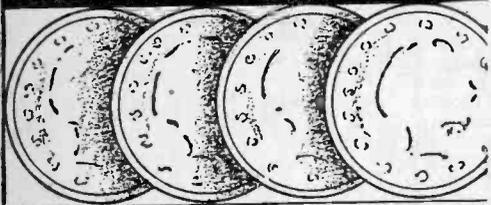
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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

Amusement Business

If pinball is to hold its place in the affections of the public "amusement" must be a constant word in the industry's vocabulary. While players admittedly approve of skill awards, the amusement angle is one that will keep the games in the forefront of public fancy.

Back in the days when pinball was an undersized infant sired by depression and ingenuity *The Billboard* recognized the marble tables as appealing amusement devices with high potential appeal. As "the world's foremost amusement weekly" *The Billboard* realized that pinball fell in the amusement classification and *Billboard* executives promptly gave the young industry all the editorial support and promotion that the magazine is eager to accord any likely entrant in the amusement fold. Indeed, pinball received what at the time must have seemed to be more than its share of publicity, for the amusement industry was having lean days, and anything new which showed the slightest indication of stimulating the amusement field was looked upon as something to be guarded and nursed along with all possible care.

That *The Billboard's* attitude was more than justified by the acceptance of pinball by the nation and the world goes without saying.

Start talking about what made pinball the diversion of the masses and you have the basis for an argument that can't end in a decision, but this writer's opinion is that the games succeeded because they filled a distressing need for inexpensive amusement.

The world was hard pressed financially when pinball took its bow, and the amusement public was waiting and begging for some form of inexpensive relaxation and pleasantries.

Pinball succeeded because it filled a need. There was an unfilled demand for what the games had to offer. People who were harassed by money and employment worries could insert a nickel in a coin slot and forget their troubles for a few minutes in a thrilling, entertaining, nerve-relaxing game of pinball.

Business conditions improved. If you're a Republican, they improved because they were following a natural cycle. If you're a Democrat, they improved because of efficient government control. Anyway, they improved.

And pinball had built its clientele. People who had played the games to forget their troubles, to secure inexpensive amusement, had found that pinball was fascinating entertainment, a big nickel's worth of anyone's money. They continued to play and urged their friends to play. More nickels were in circulation and those same nickels entered the coin slots in ever increasing numbers.

The coin machine industry boomed.

It was good amusement at a popular price. It had won the approval of a vast audience.

Those who hold that other factors than amusement appeal are responsible for pinball's popularity have a hard time backing up their arguments when you mention to them the admitted fact that the average life of a pin table on one location runs from three to six months.

If the big appeal of the games were the lure of profits from skill awards a game would be taking in just as much money during its fifth year of operation as during the first month. Customers would never want a change of games, for familiarity with the operation of any particular table would increase the player's possibility for high scores.

If you've watched the pin tables more than casually you've seen players desert an old game with a high percentage of payouts for a new game with problematical payout potentialities but unquestionable amusement lure. A "different" game gets the play, proving to my complete personal satisfaction that entertainment is the one attribute which any game must possess if it is to enjoy a healthy play.

True, skill awards are essential to the success of the games. And they are necessary because they add to the amusement of the player. The competitive spirit is high in all of us. We're vain enough so that we like to show our superiority in any sport. The skill award system has made the games a field of sport competition. We play them to beat the scores set by the game manufacturer. We enjoy winning because it makes us feel that we're a little better than the next fellow. Winning a skill award gives us so much amusement that we usually show our appreciation by playing again and again in an effort to duplicate or better our high score.

It isn't the amount we win that amuses us so much as the sheer joy in winning. The average player will get more pleasure out of winning five 10-cent awards than he will from one \$2 award.

We players don't want easy games. At least we don't want to think that they're easy. We want to feel that we've accomplished a feat when we hit a winning score. It's much more amusing that way.

The individual who plays pinball with the express aim of ending up with a profit is so obscure as to be practically non-existent. Go into any popular pinball location and ask every player you find if it's possible to show a profit on the games. Anyone who answers in the affirmative is either awfully naive or is a sharpshooter who juggles game tables, uses slugs when the proprietor's not watching and makes himself generally obnoxious.

"Of course you can't make money on 'em," the average pinball fan will inform you. "They weren't made to be beaten. The fellow who owns 'em is going to make a profit or he wouldn't be in the business."

"Why, then," you ask as you watch him insert another nickel in the coin slot, "do you play the games if you know you're not going to end up with a profit?"

He'll give you a glance of withering scorn. "Because they're fun," will be his answer. "I get a kick out of 'em."

He will be telling you the truth. He's an intelligent fellow, this average pinball fan, and he knows that he's not getting much of anything for nothing from anybody. He knows that nobody is running any business at a loss simply for the pleasure of the customers.

He knows, too, that pinball is good amusement. He is well satisfied with the thrills and pleasure he receives for his money. He feels that he is making a shrewd buy when he puts a nickel in the coin chute.

Try to induce his patronage with the appeal that you're offering him

Minms Sportland in Louisville Is Success

LOUISVILLE, Ky., Sept. 19.—The Playhouse, reported to be the most elaborate sportland ever to be established in this city, was opened three weeks ago by E. N. Mimms, owner of Amusement Games Company, coin machine distributor.

The Playhouse is located in the block which boasts the highest rentals in the city, adjacent to the Brown Hotel and Loew's new theater. It occupies a floor space of approximately 3,000 square feet and is equipped with four Bally-Rolls, for which the Amusement Games Company is the exclusive distributor in this territory; Seeburg's Rayolites, Mutoscope Reel's Photomatic and all the latest pin games. They are planning to install Rock-Ola's Tom Mix Radio Rifle. It is therefore possible for jobber and operator customers to not only come in and inspect the games, but also to see them in action and to ascertain how the public is reacting to them.

Mimms states that he has planned to use a four-piece string orchestra for the added enjoyment of his patrons and to attract the attention of the passing crowds. However, that was not necessary, as his sportland has been heavily patronized from the opening day.

St. Louis Coin Men Plan Gala Frolic

ST. LOUIS, Sept. 19.—Missouri Amusement Machine Association will hold a big outing Sunday, September 27, at the farm of Judge Dewey Godfrey, attorney for the association. Judge Godfrey will be the host. Barbecue meats will be served and all refreshments will be free for the members of the association and their friends. Various sporting events will be held, with prizes awarded the winners. Frank Joerling, of *The Billboard*, has been chosen to act as master of ceremonies at the festivities.

Among those noticed at the regular monthly meeting of the association Monday night, September 14, were Walter Koch, Carl Trippe, Abe Jeffers, Herb Besser, John H. Beckmann, Carl Luyties, George E. Selzer, Dick Westbrook, Jack Rosenfeld, Al Miller, Walter Bowman, John B. Grotewill, Nathan Wolff, John Winkleman, Lou Kornblum, Harry Davies, Albert Libroch, William Betz, Louis Morris and Lee Turner.

All operators from St. Louis and vicinity are invited to attend the big doings.

Pennyland Gets Heavy Play

DETROIT, Sept. 19.—Pennyland, a large penny arcade with the United Shows of America, had the best week of the season during the Michigan State Fair, which closed last Sunday. Show is operated by the veteran C. L. Nogle, who owns the concession.

It is located in a 30x50-foot tent and contains 110 machines. They are well placed in batteries of like-type machines on the principle that the presence of like machines will stimulate trade.

View machines, a little modernized with the newer picture series, have been

an opportunity to make money and you insult his intelligence. He has better ways of making money. He plays because he likes the games, and you can put a \$25 skill award on a game that has no amusement appeal to him without luring his patronage.

It's all right to have skill awards. Indeed, the industry must have them because of the competitive angle they give the sport. But don't think that the skill award is everything. Its sole purpose is to add to the player appeal of any game. In other words, it is an added amusement angle.

It isn't so much the award as the way of determining it that makes a hit with the players. An award based on an ingenious, novel pinball layout will do far more business than an award of double the amount on a drab, ordinary, uninspired game.

Don't forget that amusement is what the customer wants and is going to get—from your games or elsewhere.

SILVER SAM.

C. M. Exhibition Assured for A. C.

NEW YORK, Sept. 19.—The East is promised a great exhibition of coin machines at the convention to be held in Atlantic City the last three days in October. The main convention hall will be used and hundreds of leading operators from all States along the Atlantic coastline are expected to attend. Attorneys Benjamin H. Haskell and Theodore Blatt have been chosen as business managers of this show.

Prominent coin-machine men are being elected to the board of directors and special effort will be made to obtain prominent leaders in public life for the welcoming committee.

Leading distributors are reported to have already reserved booths for showing of the machines of manufacturers they represent in the East. There will be many unique arrangements, and a banquet is planned to be held in New York City on the day following the closing of the exhibition. This banquet and ball is the annual affair of the large operators' associations in this city. Those attending the Atlantic City exhibition have sufficient time to get to New York to attend this affair.

The name adopted for this exhibition by the committee in charge will be ACAC, meaning Atlantic City Automatics Convention. The committee is also preparing to send important members on the road to meet with operators in every city and to arrange for attendance at this affair.

Plans are now being completed by Theodore Blatt and Benjamin H. Haskell here. Further information can be obtained from Haskell at his offices at 305 Broadway, this city, or Theodore Blatt, 50 Court street, Brooklyn.

Texas Ops To Meet in Dallas

DALLAS, Sept. 19.—Meeting of the Texas Coin Operated Vending Machine Association, called by President Earl E. Reynolds for next Friday, Saturday and Sunday, September 25, 26 and 27, has evidence of being a much larger meeting than originally anticipated. Reservations have been received from operators in Texas, Louisiana, Tennessee, Oklahoma, New Mexico and Missouri.

Only business session of the three-day conclave will be on Sunday afternoon. The balance of the time will be devoted to pleasurable tours of the Centennial and other places of amusement, climaxed by a big dinner and dance at the Jefferson Hotel Sunday night. There is no charge for the banquet and dance. All that is required of the visitor is a reservation direct to President Reynolds at the Jefferson Hotel. Write or wire your reservation now and relieve Reynolds of a lot of last-minute inconveniences and worries.

Increasingly popular. Girls as well as men have been among the steadiest patrons. Strength machines, especially several punching bags and pulling machines, also drew good attention from the men visiting Nogle's Pennyland.



**"IN OVER 30 YEARS OF
OUTSTANDING AUTOMATIC
MANUFACTURING . . . THE
RAY-O-LITE RIFLE RANGE
IS THE GREATEST MACHINE
EVER PRODUCED BY A
MANUFACTURER"**

J. P. Seeburg

The SEEBURG RAY-O-LITE RIFLE RANGE is the triumphant achievement which climaxes a tremendous investment both in money expended and intensive mechanical and electrical engineering. Many months were consumed in practically working out the untold problems which the production of this machine presented.

Unethical manufacturers will falsely announce the same type of machine in a blaze of ballyhoo and misleading statements. They cannot produce the same type of machine without infringing on our patents . . . if they do . . . they most assuredly will be stopped!

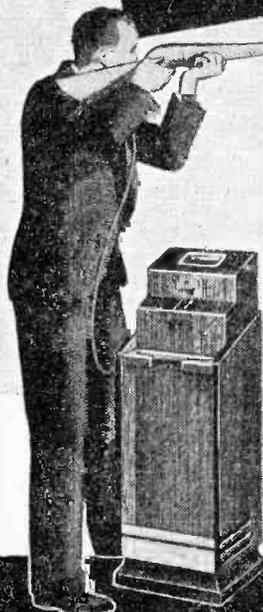
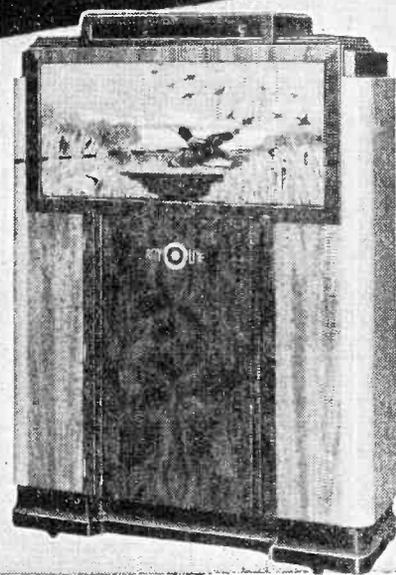
★
Don't gamble with cheap and unproven imitations! Why should you pay for some manufacturer's experimentations?

★
Today, and for years to come the SEEBURG RAY-O-LITE RIFLE RANGE is the acme of mechanical perfection and design. Its ability to make big money on all locations is proven by the fact that for the past 20 months there are over 1,000 in actual operation. Mechanically perfect — the SEEBURG RAY-O-LITE RIFLE RANGE IS ABSOLUTELY FREE FROM SERVICE HEADACHES!

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For over thirty years the J. P. Seeburg Corporation has always been honest and fair in all of its dealings. This fine reputation is your unqualified assurance that the new SEEBURG RAY-O-LITE RIFLE RANGE is the finest investment you can make in this type of equipment.

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**SHOOTS A RAY OF LITE AT A
MOVING DUCK TARGET!**



**RAY-O-LITE RIFLE RANGE IS PROTECTED BY PATENT NUMBERS
2,007,082 AND 2,007,083—AND OTHER PATENTS PENDING
ALL INFRINGERS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW!**

READY FOR IMMEDIATE DELIVERY!

J. P. SEEBURG CORPORATION
1510 DAYTON STREET • CHICAGO, ILLINOIS

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
 With Autumn at hand, don't be a Fall guy and monkey with unprofitable games. Take advantage of our original credit plan, as hundreds of successful operators have done, and stock up with high grade games—the only kind we handle.
WRITE TODAY!
 ASK FOR CREDIT!
Lee S. Jones
 P. S.: No place for pikers, chasers and crepe hangers.

REEL "21"
 Has Been Tried AND PROVEN To Be One of the Best Counter Games Yet.
 Don't hesitate to try Reel "21" on our 7-day guarantee.
 1/3 Cash Deposit.
 Be sure to write for list of Used Machines.
H. & D. SALES CO.
 410 N. GAY ST. KNOXVILLE, TENN.
\$23.75 Tax Paid



— for all **SKEE BALL TYPE GAMES** —
 BALLY ROLL • ROCK-O-BALL • BOWLETTE
 SKEE BALL • ROLL-A-BALL • ROLL-A-SCORE
 GENCO BANK ROLL • PAMCO FASCINATION.
 — CASH WITH ORDER —
 Write— FOR OUR PRICE BUSTING BARGAIN LIST OF NEW AND USED GAMES EVERYONE GUARANTEED.
The MARKEPP CO. 3328 CARNEGIE AVENUE CLEVELAND, OHIO
 OHIO'S LARGEST DISTRIBUTORS OF COIN OPERATED EQUIPMENT.




Cohn and Sommer on Skis With Skee Ball

NEW YORK, Sept. 19.—Nat Cohn and Irving C. Sommer, tycoons of Modern Vending Company, report that the operators here have them on skis with Skee Ball.

Nat and Irv claim that every time a flood of ops enter their offices they grab their ski and skid right out. They say orders are pouring in at such a fast pace since the firm displayed the new tournament Skee Ball manufactured by the Rudolph Wurlitzer Company that the boys are dodging from making too many promises and sking away from their offices regularly.

Nat Cohn is taking all the punishment these days while Irv relaxes in his special hidden office. Every op entering the firm's offices this past week has been after Nat to get instant delivery of Skee-Ball.

Friday of last week Nat gave up and dashed for the "Modern Bird's Nest" to cool off with a few "Lillian Stingers"—the new drink he has invented for just such emergencies.

Nat reports that he is only able to bear one more day of this slow torture and has put thru a call for Homer E. Capehart, who is now madly giddy-apping in from Buffalo on his "Big White Horse," with Paul Bennett holding on to the pommel—to save the day.

Automatic Amusement Buys Evansville Firm

EVANSVILLE, Ind., Sept. 19.—Progress of the Automatic Amusement Company, this city, is extended further with the announcement by Charles Ewing, owner of the firm, that it has purchased the routes and equipment of the Indiana Amusement Company here. Automatic Amusement will continue to act as distributors for the lines formerly handled by the Indiana Amusement firm, among which are the well-known Paces Races.

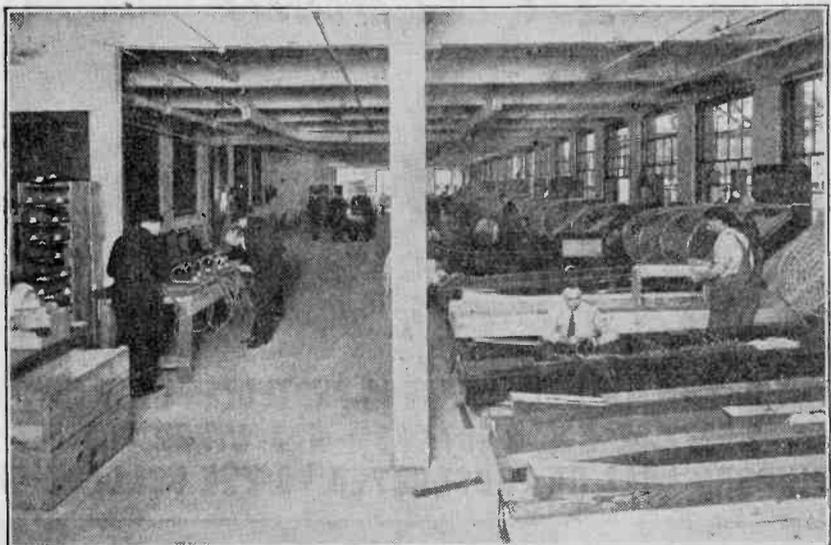
Automatic will carry a full line of all the latest amusement games and counter machines, as well as full line of Wurlitzer phonographs. In taking over the new business it has added four new trucks and additional route men to service its trade thru Southern Illinois, Southern Indiana and Western Kentucky.

Unique Origin of Club-Jack

CHICAGO, Sept. 19. — Club-Jack, novel and ingenious amusement machine recently patented by Alfred R. Babcock, president of the Four-Jacks Corporation, has a unique origin.

When Babcock was promoting motorcycle and midget auto races the demand arose for a system of determining winners of prizes among the patrons by tying up the last three numerals of rain check or ticket stubs to the numbers of contestants finishing first, second and third. Babcock invented and copyrighted a system called Speed-Jack, which was successfully used at Soldier Field, Chicago; State Fair Park, Milwaukee, and Wolf Lake, Ind.

Why not a similar device for retail stores? reasoned Babcock. Why not give the forgotten people, the cash customers, a fair shake, rattle and roll? With that idea in mind he labored with a few wheels from an old clock, a pair of hub



TESTING DEPARTMENT IN THE NEW ROLL-O-MATIC, INC., factory in Newark, N. J., showing the Roll-a-Ball bowling-type games being fitted with units and tested before being shipped out to waiting customers. Roll-o-Matic has its entire plant geared to full speed to meet the demand for the new De Luxe Roll-a-Ball games.

caps—and the skin from his knuckles—and came up with the first Club-Jack machine. Today, from that beginning, is seen the finished product now on display and in use in retail stores. The machine is patented, copyrighted, registered, and is legal because no coins are needed to operate it.

With Club-Jack, the makers say, the customer patronizing the merchant is allowed a turn of the wheels and a chance to win a prize, or get his purchase free if he turns up the number corresponding to his sales slip, and the merchant finds his business increased by customers turning to his store where Club-Jack banners are displayed.

New Comprehensive Finance Plan Announced

CHICAGO, Sept. 19.—C. R. Kirk & Company announce a comprehensive finance plan for their distributors, jobbers and operators. According to the new plan, the distributors, jobbers or operators make a nominal down payment at the time of purchase and the balance in small weekly payments.

C. R. Kirk, president of the company, said: "We have always felt that a simple, comprehensive finance plan was badly needed in the industry. The individuals that make up the industry as distributors, jobbers and operators have had the privilege to buy their automobiles, radios, refrigerators, etc., on the extended payment plan, but they have not generally been accorded the privilege in the purchase of the very equipment by which they made their living, and feeling this was a definite handicap to the extension of their activities, we set about to correct with our C. R. K. Finance Plan.

"We have been experimenting with this plan on a national basis for the last 90 days and the results proved so satisfactory that we are now extending it to include all of our distributors, jobbers and operators thru the United States.

"We believe this C. R. K. Finance Plan will prove a very definite help to all our distributors, jobbers and operators because it affords them the opportunity to pay for their equipment from the profits the equipment produces and this should enable them to greatly expand their activities in their respective territories."

Brooklyn Amusement Co. Distrib for Pacent's Bolo

BROOKLYN, Sept. 19.—Charlie Aaronson, Brooklyn Amusement Company, has been appointed to distribute Bolo for the Pacent Novelty Manufacturing Company, of Utica, N. Y. Brooklyn Amusement Company has been jobbing and distributing pin games for many years and Aaronson is enthusiastic about the possibilities of Bolo.

Bolo is a two-ball game. The board has no holes, but has 10 miniature bowling pins placed the same way as in a bowling alley. The ball bounces from pin to pin recording on a light-up back-board.

Brooklyn Amusement intends to start a strong selling campaign within a week or so which shall take in the entire coin-machine trade.

Landing Locations Is Booklet's Theme

CHICAGO, Sept. 19.—How a certain smart operator obtained additional locations for Bally-Roll, how he overcame "location inertia" and particularly how he got around the question of size—this is the subject of *X Marks the Spot*, an interesting booklet recently released by Bally Manufacturing Company. In a series of humorous "short, short" stories, each a brief drama of salesmanship, the booklet gives helpful pointers on the problem of convincing the merchant.

In one of the stories the operator buys out the contents of a bargain counter in order to dramatize the slow profits earned by the counter in comparison to the earnings he promises if the location owner will take out the counter and install a Bally-Roll.

Altho presented in story form, the booklet is based on actual experiences, according to Jim Buckley, Bally's sales manager. Jim adds that: "Bally-Roll continues to dominate the market and the end of the tremendous demand is not even in sight. In fact, operators are turning up new locations every day. Also battery operations, where five or six Bally-Rolls are placed side by side, are just beginning to get under way. As this idea gains ground during the fall and winter we expect our Bally-Roll volume to climb even higher than at present."

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS
Does this make sense?
 Old fashioned operators still use batteries when they can do away with them forever with
ELECTROPAK

ELECTRICAL PRODUCTS COMPANY, INC.
 1527 RUSSELL STREET DETROIT, MICH.
 CHICAGO OFFICE: 1425 W. JACKSON BLVD.
 NEW YORK OFFICE: 115 WEST 32nd STREET

Rays Track \$300.00	Diamond Mine \$49.50
Velvet 84.50	Bally Derby . 62.50
Challenger . . 89.50	Monopolee . . 49.50
Hilcoah 47.50	Grand Slam . 42.50
Fence Buster . 89.50	Multiple . . . 59.50
Pin Hitter . . 49.50	Alamo 45.50
Pamco Chase . 59.75	Trojan 22.50
McCoy 89.50	All Star 53.00
Sunshine	Double Score . 29.50
Derby 38.50	Hollywood . . 29.50
Red Salls . . 52.50	Daily Races . 43.90
	Daily Races . 89.50
	(Mystery) . . 89.50
	Peerless 29.75

Seeburg Selectophone Phonographs, 1935-\$125
 Terms: One-third deposit with order, balance C. O. D., F. O. B. Houston or New Orleans.

STELLE & HORTON
 1515 Louisiana, 822 Carondelet,
 HOUSTON, TEX. NEW ORLEANS, LA.

B HERB BESSER B
 STRONGLY RECOMMENDS
REEL "21"
\$23.75
 And he substantiates his recommendation with a guarantee that he will allow you 50% trade-in allowance on any new machines purchased from him in six months.
B BESSER NOVELTY CO. B
 3020 OLIVE ST., ST. LOUIS, MO.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



COMPARE THEM ALL

for EYE APPEAL — PLAY APPEAL — SUBSTANTIAL CONSTRUCTION — MECHANICAL PERFECTION

Before you operate any bowling game, check them point for point against Wurlitzer Skee Ball, the original Skee Ball. Compare Skee Ball's colorful, streamlined, crowd-stopping beauty—its exciting, crowd-holding, profit-producing play appeal. Then, check construction! Is it big, substantial, built to last like the 522-pound Wurlitzer Skee Ball? Lastly, look to the mechanical angle. Note the fool-proof, precision built mechanics of the Wurlitzer Skee Ball. Nothing to get cut of order or require constant servicing here. Skee Ball is engineered to get and hold the big locations—produce both maximum and permanent profits.

Write or Wire For Prices

THE RUDOLPH WURLITZER MANUFACTURING COMPANY, NORTH TONAWANDA, NEW YORK

Line up with the LEADER

Follow the advice of successful operators everywhere. Operate Wurlitzer Skee Ball. For biggest profits, get the greatest name and the finest game in the coin machine industry working for you at once.

and you'll Pick the

WURLITZER SKEE BALL REG. U. S. PAT. OFF.

Mutoscope Factory Busy With Hits

NEW YORK, Sept. 19.—International Mutoscope Reel Company, Inc., this city, is extremely busy these days with Pokerino, Numberino, Hurdle Hop and its new Crane.

Bill Rabkin, popular and genial president of Mutoscope, reports that the factory has been working double-shift for some time now and that the Pokerino and Numberino games have been keeping the men stepping at a fast pace.

The two games have gained the approval of leading operators, jobbers and distributors everywhere, he reports. They have been earning sensational profits thruout and are fast growing in popularity, due to the fact that they are adjudged absolutely skill games and therefore legal everywhere.

Hurdle Hop, Bill says, is going into hundreds of locations where the larger bowling games cannot be used. The game is bringing better profits than any game of its size in the past two years, Bill says.

The firm believes that Pokerino and Numberino will soon be the greatest games in the industry. The games are beautifully and sturdily constructed. Five rubber regulation handball-sized balls are used and give the play a real skill control with a bouncing, thrill effect. The games are in operation for more than three months in many territories and earnings are claimed to be ever greater today than when first placed on location.

They are convenient to handle and have thereby gained many locations thruout the country.

With the factory in full production the Mutoscope engineers are planning to present new surprises for the industry very soon. Pokerino and Numberino are holding up all other games for the time being. Many new products will be introduced by the firm and are certain to gain the approval of the trade.

They contain the usual high Muto-

scope quality and are very attractively arranged for playing appeal. They are now being tested on locations prior to their presentation to the industry.

The Photomatic department of the firm is shipping constantly. Larger orders are coming in daily due to the great success enjoyed by Photomatic at all summer resorts this past season. Photomatics are now being placed everywhere in the country, due to the proven profits which resulted this summer.

Max and Paul on Reel "21"

CHICAGO, Sept. 19.—"It pays to be daring," according to Max Glass and Paul Gerber, of Gerber & Glass. They have this interesting story to tell about their firm's sensational success in making Daval's Reel "21" the largest selling counter game the industry has ever had.

"We knew upon first seeing Reel '21'

that it was a natural," they say. "It had every appeal that makes for a counter game success. In our endeavor to create a new merchandising plan for the promotion of the game we hit on the idea of offering a seven-day free trial. The operators and jobbers were naturally dubious about such an offer. It sounded too good to be really sincere. However, after selling more than 14,000 Reel '21's' not one was returned, even though our firm stood ready at all times to take back any Reel '21's' that did not meet with the purchaser's entire satisfaction. So tremendous was our success with this selling plan in promoting the counter game that we have authorized the Daval Manufacturing Company to have all of its jobbers and distributors use a similar guarantee as ours."

Gerber & Glass are Daval's distributors in 12 Midwestern States.

Glass informs the writer that this firm has sold more than 120,000 counter games in the last 18 months. Their hardest job, he states, was to secure shipments in a large enough volume so that the Gerber & Glass reputation for service and prompt shipments would not be endangered.

Gerber & Glass maintain a large warehouse in conjunction with their spacious salesrooms, with the added feature of a truck driveway. Here games can be loaded direct to the big intercity trucks. A staff of 22 men is constantly kept busy receiving, checking and shipping games. A Chicago shipping association has declared Gerber & Glass' warehousing and shipping facilities to be among the finest and most modern in the city.



BANK-ROLL BIG CUSTOMER-DRAWING ATTRACTION—Not for the \$2 to \$4 an hour it earns, but because it draws desirable customers into their store, the managers of the Meyer Drug & Truss Company, Lincoln and Belmont avenue, Chicago, hail Bank-Roll, Genco's bowling game, as one of their most valuable money-making assets. "The crowds that come in to play and watch Bank-Roll are constant buyers at our cigar and drug counters and soda fountain," they aver. "By drawing these additional customers Genco's Bank-Roll contributes a valuable extra return to our business."

BARGAINS

Escalators, like new, blue front, 1c Mystery Gold Award Bell, \$47.50; 2 Heraldic Design Escalators Mystery, \$45.00 each; 2 10c, 3 5c Mystery Extraordinary Gold Award Bells, like new, \$57.50; 5c, 10c, 25c Futurites at \$50.00 each; 50 Double Jack Goose-neck Mills and Jennings, good condition, \$16.00 each; Penny Smokes and Cent-a-Packs, \$7.50 each; 50 Dice-c-Matics, \$3.50 each; Adlee Counter Digger, like new, \$40.00; 30 1c Peanut Machines, \$2.10 each. 1/3 with order, balance C. O. D.

NATIONAL HANDBOOK
110 East 31st, ERIE, PA.

Weekly MUSIC Notes

Beauty, Value in Mills' Swing King

CHICAGO, Sept. 19.—Someone in the Mills organization had a particularly felicitous thought when he named the newest Mills phonograph the Swing King. Swing is "the thing" in music at the present time and is likely to be

for a long time to come, as it seems to enthrall and satisfy dance lovers.

In addition to having selected a name that is a sure winner, Mills has turned out a beautiful piece of work that will enhance the appearance of any location. They also have incorporated in the Swing King many features that make it desirable to the operator. One of the most important of these features is dual high fidelity control by which the ma-

chine may be adjusted to suit the acoustical properties of the room in which it is located. This is not merely tone control, the makers explain, that reduces high tones in order to accentuate low tones so necessary for rhythm. Low tones, they state, can be increased without losing the effect of the brilliant high tones, thus giving "umpah" and brilliance at the same time.

Other important features include simplified multiple selection by which the player has his choice of arranging his selections in any number from 1 to 12; triple coin chute which accepts nickels, dimes and quarters and gives one play for each 5 cents inserted, and a "sampler" exclusive Mills automatic play booster which can be set to play free music at intervals of from 15 minutes to an hour.

The Swing King cabinet is distinctive and beautiful. Its color is a combination of silver, green and blue and it also can be had in natural birch.

"We believe," said a Mills executive, that we have put the greatest possible phonograph value into the new Swing King."

Alabama Music Ops Form State Group

BIRMINGHAM, Ala., Sept. 19.—Operators of automatic phonographs in this territory convened here September 13 for the purpose of organizing a State association. This group which gathered here represented a large percentage of the phonograph ops in Alabama.

Max Hurvich, of the Birmingham Vending Company, was elected president of the new association, and George W. Hunter, Mobile, Ala., was named secretary and treasurer. President Hurvich appointed E. C. Collins, of Huntsville; David Franco, Montgomery, and F. E. Deaton, of Columbus, Ga., who operates phonographs extensively in Alabama, to the advisory board.

An attorney has been retained to represent the association. It was decided to have the next meeting in Montgomery September 27, at which time the attorney, Abe Berkowitz, of Birmingham, will outline the plans of the organization in detail.

Every operator of phonographs in Alabama is urged to join the association, which is formed to work for the betterment of the music business in the State of Alabama.

Rock-Ola Phonographs Selling Fast, Says Webb

CHICAGO, Sept. 19.—I. F. Webb, manager of the phonograph division of Rock-Ola Manufacturing Corporation, made a flying trip to Buffalo this week and on his first day there sold four carloads of Rock-Ola Multi-Selectors.

In Syracuse and Rochester he also sold two carloads for immediate delivery. Webb found that locations are demanding the best there is in music, which has been proved by the fact that nationwide demand is keeping the plant in 24-hour operation.

"Everywhere," says Webb, "operators are conscious of the clear true tone of the Rock-Ola Multi-Selector Phonograph, with its marvelous multi-selector feature, the coin chute on top in a safe and convenient position, and the eye-appealing appearance make it the most outstanding musical instrument in the entire coin-machine world."

Poles Like Music Machines

DETROIT, Sept. 19.—Jake Huddleston is one of the newest Detroit operators, operating principally in Detroit's east side Polish neighborhood.

"Polish people are taking to coin machines readily," Huddleston said. "They especially like the music machines and I am planning to put more machines on location. Beer gardens are the principal locations in this section, and amusement or pinball machines are also proving popular."

Huddleston is operating a number of Wurlitzer automatic phonographs, as well as a route of varied pinball games. He is probably the first Detroit operator who has been reported as specializing in the Polish district of the city and his work will be watched with much interest by other operators.

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEA and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, September 11, to Thursday, September 17, both dates inclusive.

Until the Real Thing Comes Along	33
Did I Remember? (28)	28
When Did You Leave Heaven? (26)	27
Sing, Baby, Sing (25)	25
A Star Fell Out of Heaven (23)	24
Bye, Bye, Baby (24)	23
I'm an Old Cowhand (18)	19
Empty Saddles (15)	18
Me and the Moon (20)	18
When I'm With You (21)	17
No Regrets	16
A Fine Romance	15
Close to Me	15
You're Not the Kind	14
If We Never Meet Again	13
Sing, Sing, Sing (9)	13
'Taint No Use	10

Sheet-Music Leaders

(Week Ending September 19)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold 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 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. Did I Remember? (2)
2. Until the Real Thing Comes Along (3)
3. A Star Fell Out of Heaven (1)
4. When Did You Leave Heaven? (4)
5. Bye, Bye, Baby (5)
6. Rendezvous With a Dream (9)
7. I Can't Escape From You (7)
8. Me and the Moon (10)
9. When I'm With You (6)
10. Empty Saddles (8)
11. I'm an Old Cowhand (12)
12. Sing, Baby, Sing (14)
13. The Way You Look Tonight (15)
14. On the Beach at Bali Ball (13)
15. South Sea Island Magic

Dallas

DALLAS, Sept. 19.—Don't forget the Texas coin meeting next Friday, Saturday and Sunday, September 25, 26 and 27. A big time, lots of people, important messages from the president and interesting matters generally are in store for you. Banquet, floor show and dance Sunday night are free. Your reservation immediately to President Earl Reynolds at that Jefferson Hotel, Dallas, is the only requirement. Five States will be represented, so join the parade and come in.

Marvin McClellan, of Pacific Amusement Manufacturing Company, returned to Chicago last week after a business trip thru Texas.

Harold Daily, manager of South Coast

Demand
PERMO-POINT
PHONO NEEDLES
 FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS



DO-RE-MI'S TC DETROIT—Photo shows part of shipment of Mills Do-Re-Mi phonographs to the National Coin Machine Corporation, Detroit. Standing beside the uncrated machine are Eddie Clemons, general manager of the National Company, and Frank Oakes (with straw hat), Mills salesman.

THE SEEBURG FRANCHISE IS MORE VALUABLE!

SUPER DE LUXE MODEL "F"

The Instrument without Service Headaches

J. P. SEEBURG CORPORATION
 1502 DAYTON STREET · CHICAGO ILLINOIS

HIGH FIDELITY Phonographs



GUY LOMBARDO

the King of Dance
When Did You Leave Heaven? } 25357
Sweet Misery of Love

WAYNE KING

the Waltz King
Honolulu Eyes } 25410
La Golondrina

FATS WALLER

the Harlem King
Copper Colored Gal } 25409
I'm at the Mercy of Love
(from the new Cotton Club Review)

TEMPO KING

the Hot King
Sweet Adeline } B-6563
We can Huddle at Home

BENNY GOODMAN

the King of Swing
St. Louis Blues } 25411
Clarinet Marmalade
(by the Original Dixieland Band)



VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Amusement Company, Houston and Dallas, was a visitor here last week-end. The family was with him. It was a pleasure trip only and no business interfered with Daily's plans.

Ed Furlow, vice-president of Electro Ball Company, has returned from a vacation on the West Coast on which his family accompanied him.

Eastern Chatter

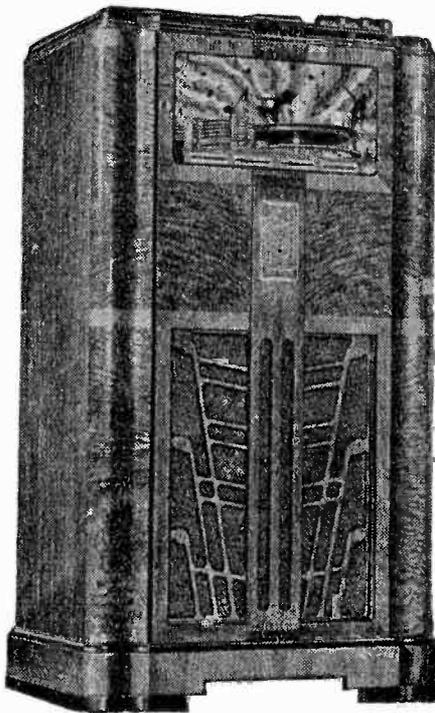
CHICAGO, Sept. 19.—Dave Robbins, of D. Robbins & Company, is keeping the Roll-o-Matic factory busy shipping him the new de luxe model of Roll-a-Ball. Dave claims the picture in the September 19 issue of *The Billboard* shows a large factory, but he wishes it were twice as large so that he could get twice as many machines.

Babe Kaufman will arrive in Chicago September 25. She most likely will make the trip by plane as usual.

Sam Getlan, of the United Automatic Sales Company, is taking a business trip down south. He expects his wife to join him in about a month.

Mrs. Elizabeth H. Barclay, who has been operating phonographs in New Jersey for the last 10 years, claims an unusual distinction in the coin-machine world. Mrs. Barclay, who was seen at Modern Vending Company, New York, claims to be the only woman who personally operates, makes collections, solicits locations and repairs the machines. She is reputed to be a mechanical genius and there is nothing about a phonograph that she doesn't know—either as to its mechanical value or how to repair any part of the machine if it gets out of order. Mrs. Barclay has just signed contracts with the Modern Vending Company for 100 Wurlitzer phonographs to augment the present large operation.

10 Best Reasons Why Rock-Ola Multi-Selector Phonograph is the Biggest Hit in Music — week after week: " " " "



1. TONE SUPREMACY
2. MECHANICAL FREEDOM
3. COIN-CHUTE CONVENIENCE
4. AMPLIFIER UN-DISTORTED
5. SPEAKER FULL-FLOATED
6. CABINET PERFECTION
7. REPRODUCTION SCRATCHLESS
8. CRYSTAL PICKUP EXCLUSIVE
9. DUAL MOTORS SMOOTH PERFORMANCE
10. BEST BY TEST FOR PROFITS



Rock-Ola Mfg. Corporation
800 N. KEDZIE AVE. CHICAGO, ILL.

Ten Best Records for Week Ended Sept. 21

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6535—"I'll Sing You a Thousand Love Songs" and "Papa Tree-Top Tall." Tempo King and Kings of Tempo Orchestra.	7716—"A Fine Romance," Fred Astaire with Johnny Green and orchestra, and "The Waltz in Swing Time," Johnny Green and orchestra.	891—"Until the Real Thing Comes Along" and "You Turned the Tables on Me." Jan Garber and orchestra.	25394—"The Curse of an Aching Heart" and "I Just Made Up With That Old Girl of Mine." Fats Waller and orchestra.	3300—"Knock, Knock, Who's There?" and "Bye, Bye, Baby." Stuff Smith and Onyx Club Boys.
2	B6504—"Bye, Bye, Baby" and "Make-Believe Ball Room." Charlie Barnet and Glen Island Casino Orchestra.	7730—"B'Wango" and "Pursuin' the Blues." Hal Kemp and orchestra.	809—"Until the Real Thing Comes Along" and "Walkin' and Swingin'." Andy Kirk and 12 Clouds of Joy.	25374—"Until the Real Thing Comes Along" and "I'm Crazy 'Bout My Baby." Fats Waller and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orchestra.
3	B6533—"Bojangles of Harlem" and "Organ Grinder's Swing." Tempo King and Kings of Tempo Orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	895—"Until Today" and "Bye, Bye, Baby." Ted Weems and orchestra.	25391—"You Turned the Tables On Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
4	B6505—"The Way You Look Tonight" and "Never Gonna Dance." Shep Fields and Rippling Rhythm Orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	871—"I'm an Old Cowhand" and "I Can't Escape From You." Bing Crosby with Jimmy Dorsey and orchestra.	25341—"Mary Had a Little Lamb" and "Did I Remember?" Tommy Dorsey and orchestra.	3303—"Heah Me Talkin' to Ya" and "Tight Like This." Louis Armstrong and orchestra.
5	B6476—"Did I Remember?" and "Sittin' in the Sand a-Sunnin'." Shep Fields and Rippling Rhythm Orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	894—"Never Gonna Dance" and "The Night Is Young and You're So Beautiful." Ted Fio-Rito and orchestra.	25401—"Sing, Baby, Sing" and "Make-Believe Ball Room." Ruby Newman and orchestra.	3301—"I'm in the Market for You" and "Little Joe." Louis Armstrong and orchestra.
6	B6507—"Knock, Knock, Who's There?" and "When a Lady Meets a Gentleman Down South." Dolly Dawn and Dawn Patrol Orchestra.	7732—"Picture Me Without You" and "It All Begins and Ends With You." Red Norvo and orchestra.	878—"A Star Fell Out of Heaven" and "When Did You Leave Heaven?" Ben Bernie and orchestra.	25361—"A Star Fell Out of Heaven" and "Dream Awhile." Eddie Duchin and orchestra.	3291—"If We Never Meet Again" and "Here Comes Your Pappy." Putney Dandridge and orchestra.
7	B6537—"Fancy Meeting You" and "A Good Man Is Hard To Find." Wingy Mannone and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	859—"Did I Remember?" and "I'm Just Beginning To Care." Jan Garber and orchestra.	25388—"Bye, Bye, Baby" and "There Goes My Attraction." Fats Waller and orchestra.	3288—"Summertime" and "Billie's Blues." Billie Holiday and orchestra.
8	B6511—"Picture Me Without You" and "Midnight Blue." Shep Fields and Rippling Rhythm Orchestra.	7731—"You're Not the Kind" and "Got To Dance My Way to Heaven." Pinky Tomlin—orchestra under direction of Cy Feuer.	888—"Me and the Moon" and "When the Moon Hangs High." Victor Young and orchestra.	25396—"Out Where the Blue Begins" and "Organ Grinder's Swing." Jolly Coburn and orchestra.	3280—"Until the Real Thing Comes Along" and "I Can't Escape From You." Erskine Hawkins and Bama State Collegians.
9	B6488—"A Star Fell Out of Heaven" and "When Did You Leave Heaven?" Charlie Barnet and Glen Island Casino Orchestra.	7699—"These Foolish Things" and "Why Do I Lie to Myself?" Teddy Wilson and orchestra.	880—"Song of the Islands" and "Aloha Oa." Bing Crosby with Dick McIntire and orchestra.	25393—"South Sea Island Magic" and "I'll Sing You a Thousand Love Songs." Eddie Duchin and orchestra.	3284—"I Kept on Rubbing That Thing" and "Chicago Rhythm." State Street Swingers.
10	B6472—"You're Not the Kind" and "I Just Made Up With That Old Gal of Mine." Wingy Mannone and orchestra.	7721—"South Sea Island Magic" and "It Ain't Right." Artie Shaw and orchestra.	885—"Knock, Knock, Who's There?" and "When a Lady Meets a Gentleman Down South." Ted Weems and orchestra.	25395—"Sweet Hawaiian Moonlight" and "You're Still Mine in My Dreams." Eddie Duchin and orchestra.	3292—"Until Today" and "Am I Asking Too Much?" Henry (Red) Allen and orchestra.

Important Distributors
Thruout America Will
Shortly Present

"GIANT MOVIE BANK"

A One-Shot Table That Es-
tablishes a New Trend in
Payout Table Achievement

- by all means -

WAIT FOR EXHIBIT'S "GIANT MOVIE BANK"

The greatest achievement in Auto-
matic History—positively obsolesces
everything on the market.

Large size table—51"x25". Pull
out "in-a-drawer" mechanism.
Large metal ball—and many new
and different features never before
incorporated in an Automatic Pay
Table.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

George Ponser, N. Y., Opening a Success

NEW YORK, Sept. 19.—George Ponser, president of George Ponser Company, Inc., this city and Newark, officially opened his beautiful New York offices and salesrooms last Saturday with one of the finest parties ever thrown in the Big Town.

The Ponser Company timed its opening with the beginning of the fall season, when all operators are looking forward to augmenting their operating business. From early Saturday morning operators, distributor friends, jobbers and well wishers kept flocking in to pay their respects to one of the best liked men in the business, George Ponser.

George, who has been located in Newark for many years and has been one of the most successful distributors of pin games, expanded his activities and opened offices at 1140 Broadway a month ago. In keeping with his new distributing plans George employed "Andy" Anderson as his general sales manager, located at the New York office.

On exhibit at the New York salesrooms were the Genco Bank-Roll, Rolla-Base and Electric Ray, a new rifle-shooting electric ray game.

In addition to the many visitors from all parts of the country, George Ponser received wires of congratulation and flowers from his friends from all parts of the United States and Canada.

George had his entire staff acting as hosts and hostesses. George himself was very much in evidence, as were Mrs. Ponser; Andy Anderson, general sales manager; Ben Becker, sales manager metropolitan New York; Bert Lane, New England representative; Joe Ash, New York State representative; Harry Yackoe, Pennsylvania representative; Irving X. Morris, sales manager Newark office; Francis Smith, Selma Brown, Mrs. Harry Dashew and Matilda Waraft, office secretaries.

Byrde, Richard & Pound, advertising agency, was represented by Bill Gersh and Herman Jay Bernstein. Genco, Inc., was represented by Louis Gensburg, who came in from Chicago to help celebrate.

Harry Wolcher, en route from Seattle, Wash., to join the celebration, was held up and wired his regrets that he could not get to New York in time. However, George Ponser promised Harry a good time, even if it were a few days later. The party ran far into Saturday night and all the visitors were profuse in their compliments of both the games displayed and the manner in which the party was conducted.

Jack Keeney's Man Becker Going Out of Circulation

CHICAGO, Sept. 19.—"Good-by, boys, I'm going to get married in October—

GUARANTEED O. K. SLIGHTLY USED PAY TABLES LIKE NEW

	EACH
GOTTLIEB DAILY RACES, Cash Payout, Like New	\$47.50
PAMCO PARLAY SRS., Cash Payout, Perfect	47.50
BALLY MULTIPLES, Cash Payout, Like New	75.50
BALLY DERBYS, Cash Payout	47.50
BALLY HIALEAH, Cash Payout, Like New	54.50
BALLY PEERLESS, Cash Payout	42.50
BALLY JUMBOS, Cash Payout	36.50
BALLY GOLDEN HARVESTS, 10-Ball, Cash Payout	34.50
BALLY BONUS, Cash Payout	47.50
BALLY PROSPECTOR, Cash Payout	30.00
BALLY ACES, Cash Payout	19.50
PAMCO GALLOPING PLUGS, Cash Payout, Like New	65.00
PAMCO PALOOKAS, SRS., Perfect	80.00
DAVAL DAILY DOUBLES, Cash Payout	25.00
TYCOON BATTERY MODEL	37.50
PAMCO RED SAILS, Cash Payout, Perfect	45.00

ATTENTION—WRITE FOR OUR COMPLETE LIST OF SLOT MACHINES, PHONOGRAPHS and AUTOMATIC PAY TABLES.

Terms—1/3 Deposit With Order, Balance C. O. D.

CAROLINA NOVELTY COMPANY
216 N. Martin St., Elizabeth City, N. C.

Good-by, boys, I'm going from sunshine to —" But Ray Becker, of J. H. Keeney & Company, is convinced that life will be an Elysian when he joins hands in marriage with the as yet mysteriously beautiful young widow from St. Louis.

Love is a marvelous thing, Ray, but those St. Louis women and their proverbial diamond rings need plenty of attention. You're in, Ray, because the banns have already been published and the lady fair will soon be yours.

To the future Mrs. Becker, knowing Ray as we do, we must confess that she is a very lucky woman. Having the utmost confidence in Ray's ability to choose a wife, we know that she must be graciously endowed with Ray's sterling qualities. Congratulations—the best of luck!

JOBBERs and OPERATORs

WE ARE MAKING IMMEDIATE SHIPMENTS ON

TURF CHAMPS - SHORT SOX - REEL "21"

All Models of

WURLITZER SKEE BALLS and WURLITZER AUTOMATIC PHONOGRAPHS
on Display in Our Showrooms

USED MACHINE CLEAN-UP SALE

NOVELTY GAMES	AUTOMATIC PAYOUTS
Kings of the Turf	Mystery "3"
Flash Lite	Pamco Palooka
Twenty Grand (Floor Sample)	Genco Silver Cup (Ticket)
Genco Champs (Floor Sample)	Alamo
Jennings Great Guns	Cocktail Hour (Jennings)
Match-the-Dial	Tycoon (Electropak)
Zoom	Tycoon (Battery)
Five and Ten	Mills Ten Grand (Late Type)
COUNTER GAMES	PHONOGRAPHS
Sandy's Horses (Original Cartons)	Capehart 1935 Model
Daval's Auto Punch (Samples)	Mills Dance Master
Daval's Auto Punch (Used)	

TERMS: One-Third Deposit With Orders, Balance C. O. D.

CENTRAL DISTRIBUTING CO. 105 W. LINWOOD BLVD. KANSAS CITY, MO.

BARGAINS IN USED MACHINES

Daily Races, Mystery	\$75.00	Pamco Speedway	\$55.00	Pinch Hitter	40.00
Palooka	75.00	Bally Derby	55.00	Alamo	40.00
Challenger	75.00	Pamco Red Sails	55.00	Track Odds	40.00
Galloping Plugs, Mystery	65.00	All Stars	55.00	Sunshine Derby	35.00
Pamco Chase	60.00	Pamco Parlay	50.00	Big Shot	30.00
		Galloping Plugs	50.00	Trojan	25.00

One-Third Deposit Required on All Orders.

M. & M. BLDG., HOUSTON, TEX. South Coast Amusement Company 211 SOUTH PEARL ST., DALLAS, TEX.

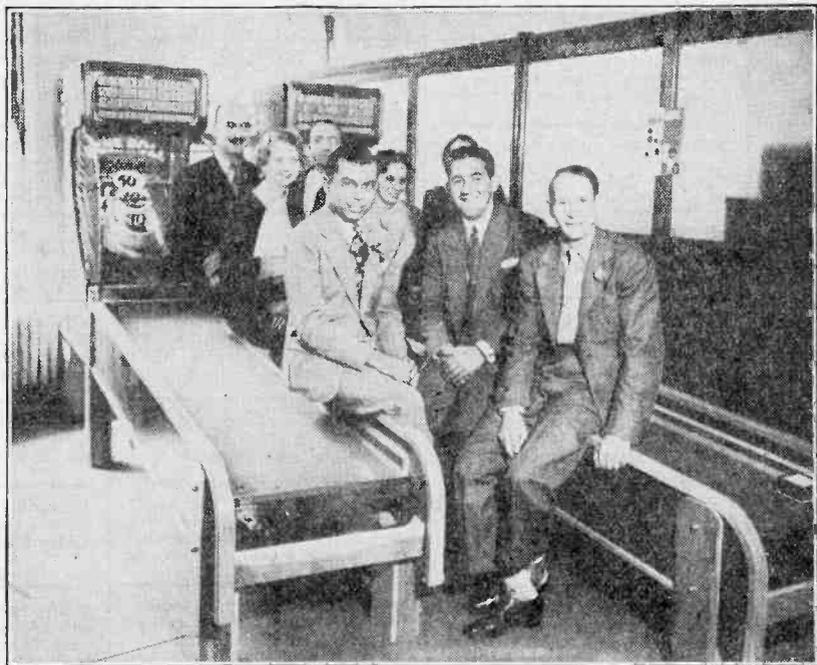
IMMEDIATE DELIVERY

THE BOWLING GAME WITH ALL THE FEATURES THAT COUNT

HY-G GAME CO.

1641 HENNEPIN AVE. MINNEAPOLIS, MINN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



AT PONSER OPENING PARTY—Snapped at the official opening of the George Ponser, Inc., New York offices were the following members of the sales and administrative staff of the company, as shown in the accompanying picture. Left to right: B. Becker, L. G. (Andy) Anderson, A. Blount, S. Brown, Frances Smith (with her head behind one of the salesmen), Joe Ash, Bert Lane and George Ponser, president.

CANDIES

FOR
VENDING MACHINES

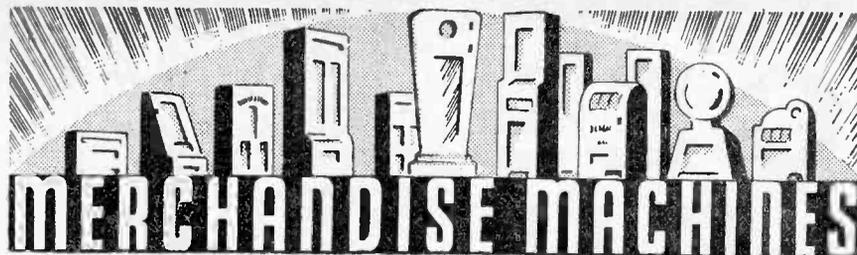
- Rum and Butter Pellets
- Clove Drops
- Boston Baked Beans
- Licorice Dibs
- Fruit Dibs
- Breath Pellets
- Digger Machine Candy

Write for Price List

PAN CONFECTION FACTORY

(National Candy Co., Inc.)

345 W. Erie St., Chicago



Rushour Operators Find Business Good

CHICAGO, Sept. 19.—With the passing of an unusual summer, breaking records for heat, drought and humidity, more than 20 operators of Rushour candy machines in the Chicago area have been exchanging experiences gained during the past several weeks. All of them state they have been able to maintain a good volume of sales and they are especially glad to have had a steady income. Some who employ a service man to care for their route report above 10 per cent profit per month on their investment during July and August. This is something to be proud of, they state.

All of them praise the selectivity of their machines as the main feature in meeting summer problems. By being able to use any standard candy bar on the market they have a wide field in which to purchase merchandise that sells. Nougats, caramels, nut bars of all kinds and even some packaged goods have been used to keep sales at a high level. They report trying various ideas to find the candy bars that sell best on each location and their experiences would be helpful to any operator.

Ralph W. Squires, dean of the Rushour operators here, says he has made it his business to do a lot of experimenting during the summer. He is celebrating his fifth year of using Rushour machines this month. By being able to keep up sales during the summer months he says that he easily holds locations against competition and already has a good volume of business when other operators are getting ready for the cool days. A truly selective machine and a big variety of popular candies is the key to a year-round business, he says.

American Vending Shares Jersey's Philly Office

NEWARK, N. J., Sept. 19.—Sam Broudy, of Jersey Trading Company, announces that American Vending Company, of Brooklyn, will share their quarters in Philadelphia.

Some time ago Jersey Trading Company established a large branch of its premium business in Philadelphia and has been increasing its premium business there. Harold Landau is in charge of the Philly offices and is said to be one of the most popular premium men in Philadelphia.

With the moving in of American Vending Company to share the offices, Broudy believes that they will be able to give better service to the Philadelphia ops.

New Vending Machine Co.

ALBANY, N. Y., Sept. 19.—Herman Richman, Harry Feinberg and Herman Popelasky, of Brooklyn, are the organizers of the Crescent Specialty Company, of Kings County, a new vending machine enterprise issued a charter of incorporation this week by the secretary of state. Company has a capitalization of \$20,000.

PILE UP BIG PROFITS



With the NEW
TID-BIT SHOPS

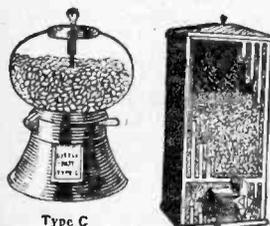
Many new exclusive features. Ultra-modern appearance. Easily serviced, durable, dependable, Preferred by experienced operators.

Write For Circular.

VENITOR Corporation

10 and 5c, Slug-Proof. We endorse 9-Point Program of National Council of A. M. O. A.

Title & Trust Bldg. DETROIT, MICH.



FACTORY PRICES ON LITTLE NUTS

Type B \$2.50
Type C 3.50
Type G 3.50
Nut House 3.00
Nut Shop 2.50
50c extra for postage on samples.

LITTLE NUT VENDOR CO. Lansing, Michigan

KAY-SEE PEANUT VENDER



for
BOOTH or BAR
The Ideal Machine for Locations where space is limited.

\$3.00

Each 1 or 100. Complete With Wall Hanger.

CENTRAL DISTRIBUTING CO. 105 W. Linwood Blvd., KANSAS CITY, MO.

End your correspondence to advertisers by mentioning The Billboard.



VERY NICE!—We are speaking of the new Northwestern De Luze Vender, but we'll agree the attractive young lady—who, by the way, is the popular Toni Jolien—deserves her share of applause, too.



SALESBOARD OPERATORS

ACT QUICK—BE FIRST WITH THE LATEST

1,000-Hole Board, 18-Piece Dutch Petit Design, first Quality Breakfast Set, Tricorn Pattern (U. S. Patented). It's New—Flashy and Exclusive. Nationwide appeal. Takes in \$50.00—Pays out \$17.50 in Trade. New Type Board, with Easel. Complete Deal \$5.95. 25% with order, balance C. O. D. Send for FREE illustrated catalog on fast-selling nationally advertised Merchandise, Electric Appliances, Lamps, Gift Ware, Watches, Candy, Novelties, Salesboards, etc., at low factory prices.

RAND & CO., 5336 No. Clark St., Chicago, Ill.

BIGGER PROFITS

PETITE VENDERS
HALF THE PRICE, TWICE THE INTAKE.

A Midget Size Machine With Giant Earnings.

PEANUT VENDER

Holds 1 1/4 Pounds of Nuts. Takes in 75c. Will vend out completely in one night in ordinary spots.

Also Pellet and Ball Gum Style.

SPECIALTY COIN MACHINE BUILDERS

J. H. AUSTIN, Proprietor, 617 W. Division St., Chicago, Ill.

INDEPENDENCE



with **TOM THUMB**

Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the finest miniature vender you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

Pat. App'd For.

FIELDING MANUFACTURING CO. Dept. 639, Jackson, Mich.

NUT MACHINE OPERATORS AND ROUTE MEN

A complete line of Nuts prepared in a special way that makes them stay fresh much longer. Double your sales immediately. Write for full particulars.

TROPICAL NUT CO. Cincinnati, O.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc. P. O. Box No. 600 Grand Central Station New York, N. Y.

Name.....
Address.....

Distributor Jobber Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

PRICES CRASH

700 PAYOUT MARBLE GAMES
400 COUNTER GAMES
175 RACE HORSE GAMES
MUST BE SOLD IMMEDIATELY

ALL STARS, ALAMOS, BROKERS TIP, BALLY DERBY, BONUS, DAILY RACES MULTIPLE, DAILY RACES MYSTERY, GALLOPING PLUGS, GRAND SLAM, JUMBO, HIALEAHS, MAMMOTHS, PEERLESS, PALOOKA 7-SLOT, PALOOKA JR., PAMCO PARLAY, PROSPECTORS, RED SAILS, RAINBOW, TYCOONS, RAY'S TRACK, PACES RACES.

PRICES ARE TOO LOW FOR PUBLICATION AND ARE GUARANTEED THE LOWEST OFFERED ANYWHERE.

LIBERAL FREIGHT ALLOWANCES TO BUYERS IN DISTANT STATES.

Send your quantity order today, and we will ship at guaranteed lowest prices or send us list of machines you need for special quantity quotation.

AUTOMATIC AMUSEMENT CO.

Main Office—628 MADISON AVE., MEMPHIS, TENN.

Roll-o-Matic Factory Busy Day and Night

NEWARK, N. J., Sept. 19.—Archie and Howard Kass, of Roll-o-Matic, Inc., manufacturer of the new de luxe model Roll-a-Ball, which they say has gained the praise of every operator who has seen it, report that their large factory is busy 24 hours a day turning out the new game.

Their assembly and metal works in this city covers an area almost equal to a square block. The single factory is actually composed of eight buildings joined into one. Each building is devoted to a separate branch of the work in the manufacture of their Roll-a-Ball games. The factory is supplemented with another large factory building, where the firm originally started manufacturing the Roll-a-Ball, at Linden, N. J., and now strictly devoted to the making of the cabinets.

Archie and Howard Kass state: "We manufacture Roll-a-Ball exclusively and therefore feel that no other factory in the Eastern part of the country compares to ours in size for the exclusive manufacture of individual products. Our new de luxe model Roll-a-Ball has created a tremendous sensation. We are busy night and day at our factories turning out the new game."

Morris Struhl Building Honors Firm's Founder

NEW YORK, Sept. 19.—New Morris Struhl Building, just opened at 24 West 23rd street, is a true signal of progress to the founder of the business, lovably known thruout the coin machine industry as "Pop" Struhl, who entered the game some 25 years ago.

Morris Struhl has proved to be one

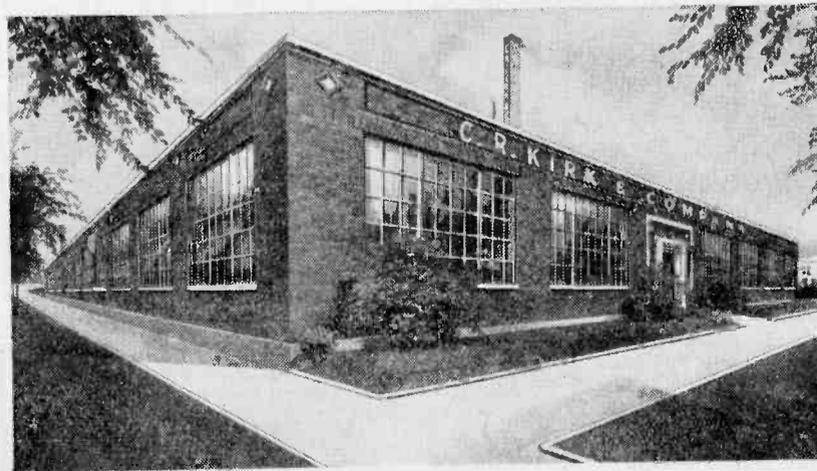
LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

of the most progressive merchandise firms in the coin machine industry. Starting back in the days before the industry ever dreamed of using merchandise awards with play of the games, the firm had a great deal of experience with many premium users. Their entrance into the coin machine field many years ago was but a natural advancement. They instantly proved their wide knowledge of the merchandise industry and also adapted themselves to the needs of the trade so that the finest type of merchandise was procurable at reasonable prices from the firm while it was located on Park Row.

They displayed their merchandise for the past three years at the coin machine conventions in Chicago and have gained a tremendous number of followers everywhere.

The firm is constantly shipping merchandise to every part of this country and to other countries as well, and it has one of the largest businesses of any premium merchandise organization in the coin trade.

The new, beautiful Morris Struhl Building which the firm has now established is certain to become one of the landmarks in the advancement of the coin machine industry in this city. Be-



FACTORY OF C. R. KIRK & COMPANY—The company, with which O. D. Jennings is associated, has gone extensively into the coin-operated machine field and at present is busy turning out the Rotary Merchandiser.

O. D. Jennings and C. R. Kirk Launch New Coin Machine Firm

CHICAGO, Sept. 19.—C. R. Kirk & Company makes its bow to the automatic industry. Officials of the company state that wires, cables and letters are pouring in by the hundreds from distributors, jobbers and operators in every section of the globe, extending congratulations and best wishes. C. R. Kirk, president of the company, said he believed it was the most enthusiastic reception ever given a new company. Firm will manufacture and distribute all types of coin operated devices, its initial machine being the sensational Rotary Merchandiser.

O. D. Jennings, president of the company that bears his name and a man known to the entire industry, both as a pioneer of the field and a man of unusual keen business judgment, has a large financial interest in the new organization. When asked about his association with the new company he had this to say:

"Despite the phenomenal growth of the coin machine industry, I feel that it is still in its infancy and it has always been my desire to assist and encourage ambitious young men with new and progressive ideas, because if this business is to continue its rapid advancement we must constantly be seeking new blood to make this industry eventually rank among major industries of the country.

"Mr. Kirk, with whom I have become associated, needs no introduction to the coin machine industry, as he established an enviable reputation as an executive with one of the important manufacturing companies here in Chicago, and I am confident that under Mr. Kirk's guidance the new C. R. Kirk & Company will quickly make an impor-

tant place for themselves in the industry."

C. R. Kirk has had one of the most spectacular rises in the industry. His first outstanding success was when he came east with the sensational machine called the Lark, which was manufactured in California and was the outstanding development at that time. For several years he was engaged in the manufacture and operation of coin-operated machines on the Pacific Coast with such success that in 1933 he was induced to come to Chicago to become vice-president of the Exhibit Supply Company, where he established an enviable record in the promotion and sale of many outstanding games. In addition to being an experienced executive and possessing an uncanny skill for picking winners, he is also of an inventive turn of mind, having invented such outstanding successes as the Steeplechase, Magic Clock and the first ticket game unit, and his latest and most successful contribution is the new Rotary Merchandiser.

In commenting on his new venture, Mr. Kirk had this to say: "In the formation of this new company I have surrounded myself with those men who, in my opinion, have been most outstanding in their respective fields, and it will enable me to carry out a program of manufacturing and distribution policies, predicated on my many thousands of contacts with distributors, jobbers and operators thruout the world. Many months have been spent in formulating and developing new ideas which will be announced from time to time to the trade, and I am confident that the C. R. Kirk & Company will very quickly make a very definite place for themselves in the industry."

Frank Matland, vice-president and general manager of the new concern, was formerly an executive with the Industrial Acceptance Corporation and president and general manager of the subsidiaries for the Studebaker Corporation of America at South Bend. Frank developed and operated machines on the Pacific Coast until about three years ago, when at the request of several manufacturers he brought some of his ideas to Chicago, which were incorporated in several very successful numbers. He is said to have designed and sold more machines to manufacturers in Chicago than any one individual in the industry. Among his contributions to the industry were the introduction of jumbo tables, light-up tables, remote control and multiple coin chutes, and we understand that very shortly his major accomplishment will be publicly announced to the trade.

William E. (Bill) Struby, chief engineer in charge of production, is one of the industry's best known engineers and has a strong background in coin-operated devices, particularly machines employing electrical units. Bill has been identified with some of the leading coin machine organizations, having been formerly associated in the production department of the Capehart Corporation, and before that with Holcomb & Hoke, who are one of the pioneers in coin-operated phonographs. During the past three years he has been associated in the production department of the Exhibit Supply Company and has played an important part in the production of the new Rotary Merchandiser.

Ed E. Collison, one of the country's most outstanding mechanical engineers, is co-designer of the Rotary Merchandiser. His experience also parallels with that of other executives of the new organization, having been at one time chief engineer for the Capehart Corporation and Holcomb & Hoke, and has served as chief engineer for the staff of the Servel Refrigeration Corporation. Steve, as he is better known to his friends, was one of the co-designers of the first ticket game unit. He also played a big part in the development and production of the original peanut and pop-corn machines.

For many weeks a large staff of mechanical and electrical engineers, together with several experimental men, have been busily engaged in the development and perfection of new machines, some of which are already undergoing thoro tests, and announcements of special importance will be forthcoming in the very near future. It is said that C. R. Kirk & Company's engineering and experimental staff is one of the finest groups of men ever gathered together in the coin operating industry.

**A SENSATIONAL CLOSE OUT SALE
AT LOWEST PRICES IN HISTORY!**

MILLS BLUE FRONTS \$57.50
HIGH SERIALS—USED ONLY A FEW WEEKS—1c, 5c, 10c PLAY... EA.

WATLING ROLL-A-TOPS \$52.50
THE BEST! 5c PLAY EA.

PACE'S RACES SERIAL NUMBERS FROM 28,000 TO 29,000... \$297.50

- | | | |
|-----------------------------------|--------------------------------------|--|
| Bally's Peerless, 1 Ball. \$42.50 | Pamco Pinch Hitters, 1 Ball. \$39.50 | Mutoscope Granes, 1 Lot of 20 Bally's Traffic, Model A, perfect condition, look like new. Take Lot, \$8.00 Each. |
| Bally's Bonus, 1 Ball. 42.50 | Bally's Ave, 1 Ball. 22.50 | |
| Bally's Hialeah, 1 Ball. 49.50 | Bally's Jumbo, 1 Ball. 32.50 | |
| Pamco Red Salls, 1 Ball. 39.50 | Star Electro Hoist. 49.50 | |

Enclose 1/3 Deposit, Balance Shipped
C. O. D., F. O. B. Greenville, N. C.
WRITE—WIRE—PHONE or CALL IMMEDIATELY

M. CORMICK MACHINE CO.
121 EAST 4th ST.—GREENVILLE, N. C.

**High Card New
Gottlieb Game**

CHICAGO, Sept. 19. — D. Gottlieb & Company have introduced a new one-ball automatic payout game based on the popularity of playing cards. The new game, High Card, has a colorful light-up rack which flashes one or more cards as the coin is inserted. The player has four chances to win on each card or 28 chances if all seven cards appear on the light-up rack. Games equipped with Gottlieb's Mystery Single Coin Slot give from one to seven cards and odds as high as 40 to 1 with the insertion of one coin. Multiple Coin Slot allows additional coins to be inserted in order to add more cards or to change the odds.

If the ball goes into the spades suit of the corresponding card as shown on the rack the payout may be as high as 40 to 1. In the hearts, up to 20 to 1; clubs, as high as 16 to 1, and diamonds, up to 12 to 1.

High Card has a most elaborate playing board. It shows striking scenes of Monte Carlo activity in 12 beautiful colors. The rich blue, massive cabinet harmonizes with the field to make High Card an outstanding game of beauty. Gottlieb officials say that jobbers and operators who have visited the plant and have inspected High Card predict it will be one of the most successful games of the season. Dave Gottlieb says he has already received substantial orders for High Card and the plant is shipping them as fast as they come off the assembly line.



JIM VS. JIM IN BALLY-ROLL CONTEST—Jimmy Stelle, of Stelle & Horton, Houston, and Jim Buckley, general sales manager of Bally Manufacturing Company, snapped during "alley fight" which took place during Stelle's recent visit to Chicago. Reporters were unable to find out who made high score.

**Operators Respond
To Reel Races Value**

CHICAGO, Sept. 19.—"A great counter machine, one that is a proven big money maker, at moderate price." According to Jimmy Johnson, owner of the Western Equipment & Supply Company, "a counter machines as described above would be the answer to the operators' prayer. If one could be produced to fill the bill there isn't a fraction of a doubt that it would gain the immediate acceptance of all the operators and consequently enjoy a tremendous sale."

"Altho Reel Races was ready for production many months ago, Johnson hesitated to offer it sooner than he did because he wanted to make sure that when Reel Races was announced to the trade that it could be publicized as one of the greatest counter machines ever devised at an exceptionally low price, plus the added attraction that it is a proven big money maker on location."

The Reel Races counter machine which Western recently announced is the proven result of many new features which the engineering staff of the Western Equipment & Supply Company has introduced in a counter machine for the first time. From the most insignificant part of the machine to the beautiful design of the all-metal cabinet, the Western firm is to be congratulated on this concrete demonstration of mechanical and design perfection.

The tremendous response which greeted the announcement of Reel Races again justifies the knowledge, both from an engineering and sales standpoint, of Jimmy Johnson and his excellent staff.

Jimmy goes on to say: "Operators were quick to recognize the amazing value of Reel Races. The thousands of orders received are a convincing demonstration of the successful policy which has predicated the aggressive growth of the Western Equipment & Supply Company as one of the leading manufacturers in the automatic field."

Any machine, whether it is a counter game, novelty pintable, automatic payout or de luxe equipment, such as Thorbred, is only offered after Jimmy Johnson is thoroughly convinced by actual tests that he is giving the operator the utmost in value and earning power.

Reel Races has proved very popular on bars or counters. Simple, thrilling to play, all the player does is insert a coin and press the streamlined lever. Silently the four reels spin and come to a positive jar-proof stop. If the numbers of the first two reels match, the third reel designates whether the player get win, place or show. The fourth reel shows the award to the player on win, place or show. The player receives a ball of gum by pressing a convenient button.

Because of Western's gigantic production facilities, all Reel Races orders are being shipped immediately.

**Greenstein Enthuses Over
Derby Day and Hit Parade**

CHICAGO, Sept. 19.—On September 9 D. Gottlieb & Company received the following Western Union telegram: "Received sample of Hit Parade and Derby Day. They have created furor among the operators. Rush 100 each model. Solid carload if possible. Have rented additional space. Expect to use 500. (Signed) Hy-G Games Company, Henry Greenstein."

The company states that the above is just one of the many wires that are being received daily telling of the sensational

FOR THE OPERATOR WITH MONEY and ABILITY—
here is the GREATEST

**★ STRAIGHT
MERCHANDISE
SALESBOARD PLAN**

EVER OFFERED.

**EVERY PUNCH RECEIVES A
HANDSOME TIE—\$12 RETAIL—
FOR AS LITTLE AS 1¢...
No Blanks—No Losers**



300 punches to the board. Every punch a winner. Every punch receives a handsome, first quality necktie. No blanks. The inducement to play is provided by charging the amount punched from No. 1 to No. 50. The player therefore has an opportunity to get a tie for as little as 1c. No one pays more than 50c and we give such good values that any man would be glad to pay 50c for the tie anyway. We can do this because we manufacture ties in large quantities and are developing this means to increase our volume.

The Continental Salesboard
MOVES SO FAST

That Any Fair Location Sells Out
AT LEAST A BOARD A WEEK

If You Have the Money and Ability You Can
Easily Make \$200.00 to \$500.00 a Week.

**HERE IS THE CONTINENTAL
SALESBOARD DEAL**

**PUNCH BOARD
DISPLAY EASEL
WINDOW DISPLAY POSTER
25 DOZEN FIRST QUALITY TIES
BOARD TAKES IN \$137.75
DEAL TO YOU \$ 90.00**

Profit \$47.75

CONTINENTAL MERCANTILE CO. 414 Broadway, N.Y.C.

**CONTINENTAL
SALESBOARD**

**JUST SWAMPED
WITH ORDERS**

Men are always looking for new Neckties. No man ever has enough. And with the opportunity of buying a first quality Tie for 1c the **CONTINENTAL SALESBOARD PLAN CAN'T MISS ANYWHERE**

★ ★ ★
**LARGEST SELECTION
250 DIFFERENT TIES
50 DIFFERENT PATTERNS—6 Colors
NEW ASSORTMENTS
SHIPPED ALL THE TIME**

★ ★ ★
1/3 Deposit with All Orders, Bal. C. O. D., F. O. B. N. Y.

**WE GUARANTEE THIS
DEAL UNCONDITIONALLY**

If You Are Not Satisfied Return the Deal and We Will Refund Your Money. (Less Freight Charges.)

Jobbing Franchises Still Open In Many Sections of the Country.
Write TODAY for full PARTICULARS.

reception accorded Hit Parade and Derby Day. On the basis of the enthusiasm shown by the operators in his territory when he displayed samples of these two new Gottlieb hits, Hy Greenstein placed the largest initial order for new games ever given by the Hy-G Games Company. When Hy visited the Gottlieb plant a few weeks ago he had this to say about Derby Day: "Derby Day is positively a phenomenal game and I believe it will be the biggest hit ever given the coin-machine world by Dave Gottlieb. . . . Derby Day has been on the market for only a very short time, but we have been hearing plenty about it up in our territory. Reports from operators who have it on location are very encouraging."

Since making the above statement Hy says he has had an opportunity to discover the possibilities of Hit Parade and Gottlieb's new payout with bowling-game atmosphere, Skill-Roll, and the new playing card payout, High Card. He is very enthusiastic in his praise for these and has placed substantial orders for the different games.

With Derby Day, Hit Parade, Skill-Roll and High Card on display and being host to a record number of visiting operators, jobbers and distributors, the Gottlieb plant has taken on the appearance of a miniature convention, according to Dave Gottlieb.

Calcutt Foresees New Era

FAYETTEVILLE, N. C., Sept. 19.—Joe Calcutt, president of the Vending Machine Company, foresees a new era being ushered into the industry by the manufacturers who are progressively developing new games for the trade.

Joe believes that the new machines which have been so far introduced to the trade are but forerunners for a regular avalanche of a new-type equipment which will revive play and bring about better operating conditions. He also looks forward to the manufacturers bringing forth new games along the present lines which will create new players and a new play appeal for the regular patrons of the games.

Joe states that the entire Vemco organization is prepared with many of the new games which they have already tested and which they have found to be unusually fine money-makers and mechanically perfect.

**RECONDITIONED
AUTOMATIC
PAYOUT GAMES**

BALLY'S DERBY \$55.00
PEERLESS 50.00
JUMBO 35.00

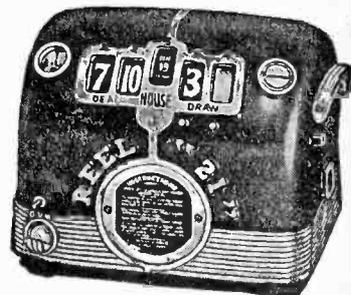
KEENEY'S REPEATER . . 32.50
MAMMOTH . . 25.00

SUNSHINE DERBY . . \$40.00

PAMCO PARLAY . . . 52.50

HOLLYWOOD 32.50

DAVAL'S



\$23.75 Tax Paid

Sold on 7-Day Money-Back Guarantee.

5 STAR BALL GUM, CASE OF 50 BOXES, 6 ASSORTED COLORS. \$4.95

CLOSE-OUT ON TICKETS FOR MILLS TICKETTES. Per 1000. . . 75c

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR A COMPLETE LIST OF NEW AND USED GAMES.

1/3 Deposit With Order, Balance C. O. D.

UNITED MACHINE CO.

1124 HARMON PLACE
MINNEAPOLIS MINN.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

- MILLS TYCOON, Batt. . . . \$49.50
- MILLS TYCOON, Elec. . . . 54.50
- MILLS TYCOON, New Front Batt. . . . 64.50
- MILLS TYCOON, New Front Elec. . . . 69.50
- HIALEAH . . . 59.50
- PAMCO PALOOKA . . . 99.50
- WESTERN'S RACES . . . 55.00
- DAILY RACES . . . 59.50
- DAILY RACES MYSTERY . . . 72.50
- RELIANCE 5c—4 Play . . . 62.50



- BONUS . . . \$59.50
- DE LUXE 46 . . . 34.50
- MAMMOTH . . . 39.50
- MILLS McCOY . . . 69.50
- DOUBLE SCORE . . . 39.50
- BROKERS TIP . . . 54.50
- RED SAILS . . . 59.50
- HOLLYWOOD . . . 44.50
- KLONDIKE (like new) 1 Ball . . . 17.50
- JUMBO . . . 43.50

One-Third Deposit with ORDER, Balance C. O. D.
BALL GUM SPECIAL
 10c per 100

REEL 21

Backed by Our Original 7-Day Free Trial Guarantee. Money Back If Not Satisfied.

23.75 TAX PAID

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

FACTORY RECONDITIONED PAYOUT GAMES

- ALL STAR . . . \$70.00
- DAILY RACES, Multiple . . . 60.00
- TYCOON, Late Model . . . 50.00
- BROKER'S TIP . . . 70.00
- SUNSHINE DERBY . . . 45.00
- REPEATER . . . 32.50
- MAMMOTH . . . 27.50
- JUMBO . . . 37.50
- BAFFLE BALL . . . 31.50
- MYSTERY 3 . . . 27.50
- DE LUXE . . . 32.50
- GOLD AWARD ACE . . . **30.00**
- PEARL HARBOR . . . 17.50
- KING FISH . . . 16.50

SLOTS

- MILLS WAR EAGLE, 326,000 . . . \$60.00
- MILLS WAR EAGLE, 308,000 . . . 45.00
- MILLS NEW YORKER, 288,000 . . . 37.50
- 2 PACE COMETS, 10c, 26,800 . . . 50.00
- 2 DUCHESS, Jennings, Like New 47.50

Also New Watling, Mills and Jennings Slots.
 1/3 Deposit, Balance C. O. D., F. O. B. St. Paul.

COMPLETE STOCK ON HAND OF ALL NEW GAMES IMMEDIATE DELIVERY ON ALL WURLITZER SIMPLEX PHONOGRAPHS AND SKEE BALLS. WRITE US BEFORE YOU BUY.

AMUSEMENT GAMES, Inc.
 1679 University Ave. ST. PAUL, MINN.

10,000,000 Bowlers

By HERB SIME, Formerly Sales Promotion Manager Brunswick, Balke, Collender, and Now Factory Distributor for Rock-Ola Products.

Ten million men and women in this country bowl for fun and exercise. To drive home this tremendous number one has only to realize that there are as many bowlers as there are golfers and no one would deny for one minute the interest of the American public in golf.

Bowling has grown by leaps and bounds during the last 10 years. As a matter of fact, during the regular bowling season from September 15 until March 15 or right after the close of the American Bowling Congress, there aren't enough bowling alleys during the evening hours to accommodate those who would like to bowl.

Women as well as men have learned to enjoy bowling because it's exercise, it's fun, it's the "play route" to good health and trim figures during the fall and winter months.

Thus there is every reason in the world why bowling should be enthusiastically received by the millions of bowlers. And, of course, I am partial to Rock-o-Ball. Rock-o-Ball sacrifices little of real bowling fun. While only 14 feet 9 inches long, it actually requires real skill and muscular control to show a really high score.

And there's exercise in rolling the nine balls up the smooth linoleum surface to the scoring circles.

Units placed in strategic locations, as for example hotel lobbies, railroad, bus, aviation depots, stores, clubs and taverns, will attract bowlers and bowling

fans any time of the day or evening for some keen fun.

Operating bowling machines will make you money, but it's like anything else—you'll get as much out of operating these units as you put into them. For example, the successful bowling-alley operators vigorously promote their business. They sponsor league bowling. They offer prizes and other things that keep the old bowler coming back and bring new players into the game.

A good many locations for bowling machines will be naturals, but almost any spot will pay you dividends if you'll sell the location on getting behind the bowling unit, peppering the customers up and playing a few games now and then to show what really high scores can be made with practice. The smart operator will suggest contests, bank nights and other ideas to keep the game "hot"—that's the way to make real money out of their operation.

Hanlon Advertising Mgr. for Rock-Ola

CHICAGO, Sept. 19.—Tom Hanlon has been appointed advertising manager of the Rock-Ola Manufacturing Corporation. Tom is well known in the amusement world, having been a dramatic and musical comedy actor for a number of years and later traveling representative of the Actors' Equity Association for three and one-half years. He also managed several musical comedy productions in New York, best known of which were *The Pink Lady*, *Irene*, *The Big Little Show* and *The Vanities*.

Originally Hanlon studied to be a physician, but after four years' practice he decided to follow the profession of his forefathers, who were well known years ago with the production of *Superba* and *Hanlon Fantasma*.

He succeeds Milton Swanstrom, who left for Hollywood to accept a responsible position.

Hanlon has been with Rock-Ola in the phonograph division and should find no difficulty in handling the advertising of that organization, as he acted in a similar capacity with the Super-Maid Corporation for a number of years. That corporation started over 600 theatrical people in that business thru the medium of advertisements which ran in *The Billboard* from 1926 to 1930.

Hanlon has been a close friend of Jack Nelson for a great many years and should be of value to him in promoting the Rock-Ola products.

Introduces Skee Ball At Seattle Banquet

SEATTLE, Sept. 19.—Fred Fields introduced the Wurlitzer Skee Ball to Western Washington operators at a banquet in Seattle's New Washington Hotel recently. In the course of his remarks Fields called particular attention to the fact that the Wurlitzer Skee Ball is the original Skee Ball, Wurlitzer having purchased the patents from the National Skee Ball Company, of Coney Island, N. Y., originator of the game. He pointed out that National

Distributors Like Daval Races Game

CHICAGO, Sept. 19.—Leading coin-machine distributors who for many years have been handling the products of Daval Manufacturing Company are reported to be rushing orders for the firm's new Races game, due to the fact that they believe it is the best machine the firm has produced.

Willie Blatt, of Brooklyn and New York, this week rushed a wire to Daval, advising Al S. Douglas, president of the firm, that "Supreme Vending Company can as always be depended upon to represent Daval counter games and to guarantee and indorse your games."

I. H. Rothstein, president of Banner Specialty Company, Philadelphia, also wired Daval of his approval of the new Daval's Races counter game without even having received his first sample.

Joe Calcutt, of the Vending Machine Company, Fayetteville, N. C., rushed in his order for the new Races counter game to follow the tremendous success which this firm is enjoying with Reel "21."

Bill Marmer, of Sicking Manufacturing Company, Inc., Cincinnati, also wired a large order to Daval for the new Races game and said: "Am already selling Races to my customers simply on fact that it is a Daval counter game."

Gerber & Glass, of this city, are expected to exceed the tremendous business they are doing on Reel "21" on the new Daval Races.

S. H. Lynch, of Electro Ball Company, Dallas, is already spreading the word throughout the Lone Star State, advising his hundreds of operators that a new Daval counter game is ready for delivery. Over on the Pacific Coast Irving Bromberg in Los Angeles, Lou Wolcher in San Francisco and Harry Wolcher in Seattle and Portland are rushing letters, wires and phone calls to the operators up and down the Coast to advise them of the new game.

In Newark Dave Stern, of Royal Distributors, Inc., has rushed telegrams to every counter-game customer to get on to the new Races games.

Down South the "Gold Dust Twins," Max and Harry Hurvich, of Birmingham Vending Company, Birmingham, have rushed to Daval one of the largest orders they have ever placed for counter games.

Charley House, of Kentucky Amusement Company; H. G. Payne Company; Charley Ewing, of Automatic Amusement Company; E. C. Cluff, of Arizona; Harry Brinck, of Montana, and many other outstanding distributors, jobbers and operators have swamped the Daval offices with what the company claims are among the largest preorders on any counter game in the history of the industry.

had been selling Skee Ball as an amusement park device for many years and that Wurlitzer is able to capitalize on National Skee Ball's long and successful experience.

"We knew how to build the kind of game that would have the strongest play appeal," continued Fields. "We were in a position to offer a tried and proven product.

"Because of the head start that this experience gave us we were able to perfect the product to make it suitable for big volume production in contrast to the relatively limited production of the old National Skee Ball Company," explained Mr. Fields.

"We refused to be stampeded into shipping large quantities of Skee Ball until the improved coin-operated game, as manufactured by us, measured up in every particular to the exacting standards which Wurlitzer sets for every product bearing the Wurlitzer name plate.

"Today Wurlitzer has the first perfected coin-operated Skee Ball produced on a production basis and can guarantee quantity shipments," concluded Fields. "We are set up to deliver thousands of machines—machines packed with play appeal—constructed to stay on the job and to keep on harvesting a continual stream of nickels without service interruptions."

To back up his talk Fields exhibited the Skee Ball for operator inspection and approval. The enthusiastic reception accorded the showing and the deluge of orders that followed the meeting proved the operators' confidence in the profit possibilities of Skee Ball.

S. & W. BARGAINS

SLIGHTLY USED PAY TABLES

- Bally Derby . . . \$60.00
- Bally Bonus . . . 60.00
- Carloca . . . 15.00
- Daily Limit . . . 40.00
- Exhibit's Elec. . . .
- Electric Eye . . . 120.00
- Electric Baffle . . .
- Ball . . . 30.00
- Gold Rush . . . 15.00
- Mammoths . . . \$30.00
- Mills Q. T. . . .
- Pay Tables . . . 30.00
- Repeaters . . . 35.00
- Rex . . . 12.50
- Red Arrow . . . 10.00
- Rockets . . . 10.00
- Sportsman . . . 20.00
- Traffic A. & B. . . 12.50
- Palooka, Jr. . . 90.00

SLIGHTLY USED NOVELTY GAMES

- Fifty Grand . . . \$30.00
- Banker . . . 20.00
- Chicago Ex. . . .
- press . . . 7.00
- Cross Cross-a-Lite . . . 7.00
- Castle Lite . . . 5.00
- Cannon Fire . . . \$ 7.50
- Cross Country . . . 10.00
- Golden Gate . . . 4.00
- Lite-a-Line . . . 12.50
- Major League . . . 7.00
- Signal, Sr. . . . 12.50
- Traffic . . . 7.00

All kinds of Slot Machines. Inquiries get our efficient and sudden attention. One-third deposit must accompany all orders.

S. & W. AMUSEMENT CO.,
 209 N. MARKET ST., Paris, Tenn.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



WESTERN WASHINGTON OPERATORS as they gathered recently at the New Washington Hotel, Seattle, for a gala banquet and to hear Fred Fields introduce Wurlitzer's Skee-Ball bowling game. Skee-Ball was enthusiastically received by the Washington ops and a deluge of orders followed their inspection of the popular game.

GUARANTEED



O. K.
NEW AND
USED PAY
TABLES

NEW PAY TABLES

Write for Prices Today on
BALLY GAMES, RAY'S TRACKS AND JEN-
NINGS MACHINES.

USED PAY TABLES

CHALLENGERS (Like New)	\$99.50
ROCK-OLA'S MYSTERY "3s"	24.75
GOTTLIEB ELECTRIC BAFFLES	29.75
JUMBOS	39.50
REPEATERS	34.75
MAMMOTHS	29.75
JENNINGS DAILY LIMIT	34.50
GOTTLIEB DAILY RACES	47.50
DE LUXES "46"	29.75

MORE USED PAY TABLES

GOLD RUSHES	\$12.50 and \$15.00
PUT 'N TAKES	10.00
JENNINGS SPORTSMAN	10.00

SLOT MACHINES

MILLS FOK ESCALATORS WITH DOUBLE JACK POTS	\$32.50
MILLS FOK DOUBLE JACK POTS	25.00
JENNINGS 1c DUKES	15.00
JENNINGS TRIPLE JACK POT 1c DUKES	20.00
JENNINGS TODAY VENDORS	7.50
JENNINGS TODAY VENDORS WITH JACK POTS	12.00
CAILLE 5c JACK POTS	25.00
CAILLE 25c JACK POTS	15.00

MISCELLANEOUS MACHINES

ABT TARGET SKILLS	\$ 1.00
SARATOGA SWEEPSTAKES	5.00
CAILLE BALL GUM VENDORS	3.75
BLUE BIRD DICERS	1.00
BALLY SPARK PLUGS	7.50

Purchases of \$10.00 or less, full amount
with order required. All other purchases 1/3
with order, balance C. O. D. Canadian ship-
ments, 50% with order, balance C. O. D.

TWIN CITY NOVELTY COMPANY

246 W. Broadway Minneapolis, Minn.

Buckley Makes Unusual Offer

CHICAGO, Sept. 19.—The report is circulating that Bill Woollen, executive sales manager of the Buckley Manufacturing Company, has again come to the fore with one of his characteristic gestures.

Bill is known to the trade as one of its keenest merchandisers. When you read the following deal that Buckley offers you will readily appreciate it is a typically "Woollen" venture:

Golden Horses, which previous to this announcement sold at a very moderate price, is one of the most successful counter machines ever to be produced. Because of its tremendous success imitations spring up from time to time, only to lose out as fast as they come in. Many Buckley original features, obtained only after concentrated and exhaustive engineering, are protected by the patent laws. However, successful operators could not be misled by unethical practices. They know from actual experience the huge profits they derived from operating Golden Horses and they refused all imitations.

Woollen stated: "The Buckley Manufacturing Company fully realizes that the success of our organization is entirely dependent upon the operator's success. Any deal that will benefit the operator, even tho it might prove expensive to us for the time being, I figure is good business. Operators appreciate any break a manufacturer gives them. While in cold dollars and cents our profit is naturally cut, it is more than made up in the number of new operating friends we have made who are loyal to an honest, progressive manufacturer.

"I want every operator to take full advantage of this deal. It is to my mind the biggest offer ever made in the coin-machine business. Until further notice the Buckley Manufacturing Company offers every operator the opportunity of getting one Golden Horses counter machine free with every five purchased. This is a very unusual deal and, frankly, I myself don't know how long it will last."

Golden Horses is a beautiful counter machine that remains perpetually new in appearance. It was one of the first counter machines made with the phenomenal odds-changing feature.

Multiple Play on Mills' Railroad

CHICAGO, Sept. 19.—Mills organization is enthusiastic over the new Mills one-shot pay table Railroad, recently introduced. An inspection of the game reveals a number of intriguing features that make for repeat plays, and the cabinet and playing field are exceptionally attractive.

Mills' Railroad is a seven-slot table built for seven players to play at one time or for any number from one to seven to play. There are seven railway lines. The player selects the line he wishes to play, and on each line are several money stations. If the ball stops on a special payout station the reward is paid out automatically. There are 27 different money stations and on every play the ball threatens some extra desirable shots.

The cabinet is elaborate and beautiful in design, and the makers say the playing panel has a hypnotic appeal for the crowds.

"We are so sure of the game's appeal," said a Mills official, "that we are offering a 10-day trial, with a full refund upon return of the game, charges prepaid, if the customer is not satisfied."

MIKE MUNVES WELL KNOWN SAYS:

N. Y. JOBBER



BANK ROLL has proven to be 100% mechanically perfect and one of the finest amusement devices I ever handled! MORE THAN 300 BANK ROLLS ARE ALREADY IN OPERATION IN AND AROUND NEW YORK.



THE GREATEST BOWLING GAME EVER PRODUCED. UNCONDITIONALLY GUARANTEED AS TO MECHANICAL PERFORMANCE BOTH BY GENCO, INC., AND OURSELVES. Immediate Deliveries From Our New York and Newark Warehouses. SIZES: 10' 8" / 11' 8" / 13' 8". TALK WITH US ABOUT QUANTITY LOT PRICES.



ROLLA-BASE

NOW GOING STRONG!
THE NEW ROLL DOWN
GAME SENSATION!
WRITE FOR DETAILS!

FOR VALUES • SERVICE
and FAIR DEALING

GEORGE PONSER CO., INC.

GEORGE PONSER, PRESIDENT

HOME OFFICE: 11-15 EAST RUNYON ST., NEWARK, N.J.
PHONE Bigelow 3-6272

N.Y. OFFICE: 1140 BROADWAY, NEW YORK CITY
PHONE ASland 4-3915
LESLIE G. ANDERSON, General Sales Mgr.

OFFICES AND SALESROOMS NOW OPEN IN

LOUISVILLE, KY.

PLEASE NOTE—We Do NOT Operate!

We Are NOT Your Competition!

You may always feel free to bring your customers to our showroom and let them see all models. Make our showroom your office.

OHIO SPECIALTY CO.

On Broadway—Near Clay, Louisville, Kentucky.

CLOSEOUT OF LATEST MODEL AUTOMATIC PAY TABLES

CONDITIONED LIKE NEW

Tycoon, latest model with power pack	\$47.50	Top Row	\$32.50
Double Nugget	22.50	Multiplay	42.50
Palooka Jr.	47.50	Hialeah	57.50
Palooka Sr.	67.50	McCoy	45.00
		Electric Eye (ticket)	62.50

RUSH ORDERS AND DEPOSIT—IMMEDIATE SHIPMENT

COIN-O-MATIC DISTRIBUTING CO.

815 EYE ST., N. W. WASHINGTON, D. C.

SPECIAL.

10 Novelty Merchantmen @	\$ 90.00 Ea.	4 Pamco Palooka Juniors @	\$ 60.00 Ea.
5 De Luxe International Muto- scopes @	125.00 Ea.	2 Sunshine Derbys @	40.00 Ea.
1 Buckley Digger @	100.00 Ea.	2 Prospectors @	20.00 Ea.
USED AUTOMATIC.			
4 Pamco Galloping Plugs @	\$ 50.00 Ea.	1 Multiple @	75.00 Ea.
4 Pamco Red Sails @	45.00 Ea.	2 Flying Turfs @	15.00 Ea.
5 Pamco Finch Hitters @	42.50 Ea.	2 Bally Babes @	8.00 Ea.
4 Pamco Chase @	70.00 Ea.	2 Sandy Horses @	8.00 Ea.
3 Pamco Palooka Seniors @	75.00 Ea.	4 Capehart Orchestropes @	150.00 Ea.
1 Paces Races, Serial 1,300, Factory Rebuilt, \$225.00. These Prices F. O. B. New Orleans, La.		TICKET GAMES.	
		1 Whirlpool	\$ 25.00 Ea.

GENTILICH DISTRIBUTING CO. 900 N. RAMPART ST. NEW ORLEANS, LA.

9-FT. ROLL-A-BALLS IN STOCK

Brand-New WATLINGS AND PACE'S 5c, 10c, 25c PAY TABLES. New and Used. All kinds. Turf Champs, \$137.50; Beat "21," \$24.75; High Stakes, \$24.75; Half Mile, \$32.50.
NEW PIN GAMES IN STOCK—Lights Out, Bank Nite, Neck 'n' Neck, Cent-A-Smokes, Peanut and Ball Gum Machines, U-Need-A-Pak Cigarette Machines. All kinds of New and Used Equipment.
JOBBER'S WRITE FOR QUANTITY PRICE.

LEHIGH SPEC. CO., N. W. Cor. 2nd & Green, Philadelphia, Pa.

The Last Excuse is Gone Now...

Up to the present, D. C. locations still had to use batteries. Now the ADAPTOPAK (Universal AC-DC—ELECTROPAK) removes the last reason for using batteries because it works equally well on D. C. (Direct Current) and A. C. (Alternating Current.)

ELECTRICAL PRODUCTS CO., Inc, DETROIT, MICH.

New York Office: 152 W. 42nd St. Chicago Office: 628 W. Jackson Bldg.



ROTARY MERCHANDISERS MOVING—Another carload of C. R. Kirk & Company Merchandisers on the way to the Pacific Coast.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

TRADE IN

Your Used Daval PENNY PACKS

We'll give \$8.75 — HALF PRICE — (Original Price \$17.50) for each Daval Penny Pack when traded in on Daval's new Sensation . . .

Reel "21"



\$23.75 Tax Paid

Operators everywhere acclaim REEL "21" as the greatest money-maker ever set on a counter. It's the long-life, steady profit-making game you need. And what an opportunity to get it.

FIRST TIME IN HISTORY

. . . that a distributor has offered half the original price on a year-old game when traded in on the "hottest" counter game of today. Dared only by ELECTRO-BALL . . . the house of Liberal Trades!

Ship us your Penny Packs pre-paid (limit 10 to each operator). We'll credit you \$8.75 for each of them toward the purchase of REEL "21", leaving a balance of \$15.00 per game. Send your check for the difference or we'll ship C. O. D. on the balance.

This Offer Expires October 1, 1936, and is limited to the United States because of duty costs.

Doesn't This Great Offer Prove the Dependability of Daval Counter Games?

Ship Your Penny Packs at once!

Electro-Ball Co.,
INC.

1200 Camp Dallas

Jennings' Flicker Sets New Records

CHICAGO, Sept. 19.—Flicker, automatic pay table based on the three-reel appeal of a bell machine, is said to be setting new production records at the big O. D. Jennings plant. Reports from the manufacturers are to the effect that the game has proved highly successful.

In Flicker the light-up panel has three columns of symbols, closely resembling lemons, cherries, plums and other fruit symbols of a Bell machine. When a coin is inserted these symbols flicker up and down. Suddenly the lights stop on a certain combination. If this combination also appears on the reward card the player simply shoots three marbles to the center pockets, which present an easy target. The pay-out unit does the rest.

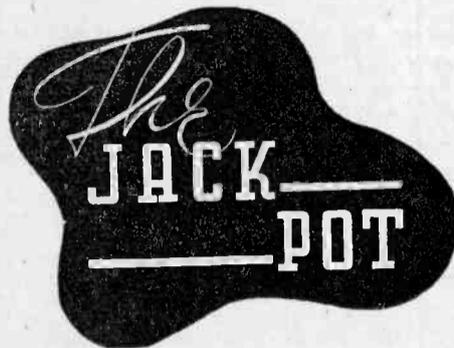
If, however, the combination on the light-up panel is not a winner the player may change it by shooting a marble into the Flicker pocket. And since the ball placed in this pocket is returned for replay the player may continue changing the combination, provided he is not lacking in skill.

"It is that bell-machine appeal which has made the Flicker table such a tremendous success," said a Jennings official. "At first operators were somewhat hesitant in giving the machine a test, being of the opinion that only a one-ball automatic would be fast enough from an earning standpoint to justify a big investment. The Jennings sales staff has worked out a new policy in introducing the Flicker table. One city or community at a time has been developed. Today there are many sections in which Flicker table is making exceptional progress. Towns that have licensed automatic tables and those with the ticket feature have been exceptionally sold on the operating merit of Flicker. In the city of New York alone several carloads have been placed, and an equally fine reception has been given the table on the West Coast, in the Central States and in the Northwest. Ninety per cent of the orders reaching the factory every day are from those of the trade who already own and operate the Flicker table."

Jennings, it is stated, has been handicapped to a great extent by not being able to produce the Flicker in keeping with the big demand. Many changes have been made which will provide for greater production. The sales staff of O. D. Jennings & Company invites operators doing business in those sections where automatic tables or those of the ticket type can be used to examine the Flicker table. They remind that Jennings' 10-day money-back guarantee permits every operator to see for himself what the Flicker will do under every operating condition.

A trip thru the Jennings factory will convince anyone that the Flicker has certainly taken hold with operators seeking a fast money-making automatic

MEET... Miss "A. B. T. Game Hunter" IN THE NEW 52-PAGE ISSUE OF



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ALL THE LATEST AND BEST MACHINES AND HUNDREDS OF USED MACHINE BARGAINS ILLUSTRATED IN THIS NEW SENSATIONAL ISSUE.

**THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA**

table. The makers state they believe the Flicker is destined to remain popular for a long time. Its flexibility of operation, they say, makes it popular in any section of the country in which tables of the automatic and ticket type can be used.

Groetchen's Counter Games Are Popular

CHICAGO, Sept. 19.—"Operators are quick to appreciate really new ideas in their equipment," reports Karl Klein, of the Groetchen Tool Company. He substantiated that statement by producing a high stack of bona fide orders for

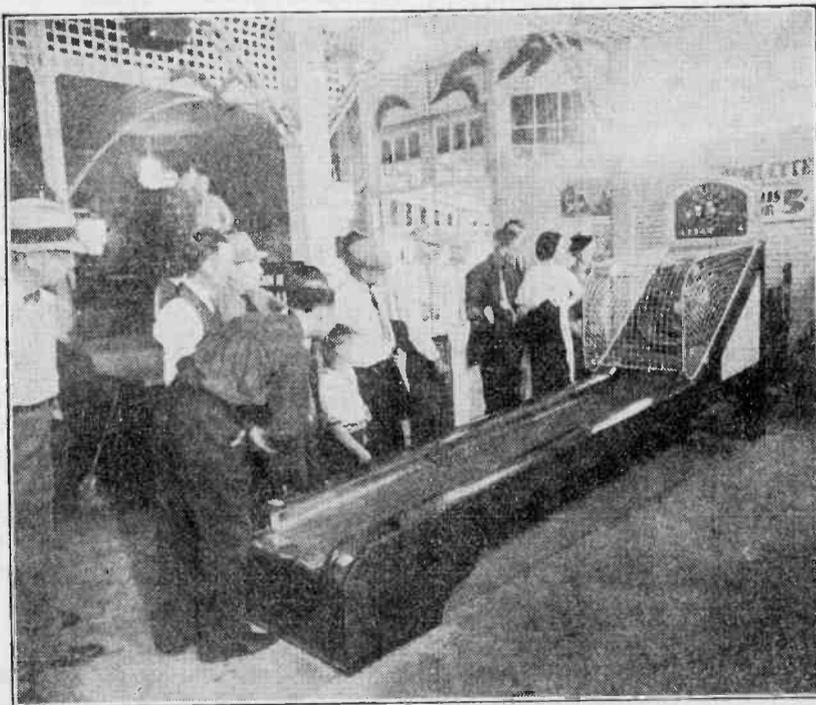
Groetchen's High Stakes counter game. While the horse-race idea has been used in various ways on reel-type machines, Groetchen claims to be the originator of the "match-a-color" horses idea as used in High Stakes.

"High Stakes has all the playing allure of the bell-fruit type machines and all the class that only a modern counter game could have," says Klein. The player understands and thrills at the play instantly. The three right-hand reels bear portions of a horse. A winner is determined by lining up a complete horse in one color. The two left-hand reels indicate the win, place or show position and the odds, which may range up to 50 to 1."

The Groetchen firm has the largest force in its history devoted to the manufacture of High Stakes, Black Jack 21 and Groetchen's new Columbia bell-type machine. Busy assembly lines attest to the popularity of Groetchen's manufactures. Each of the two counter games and Columbia has its own exclusive section in the Groetchen factory. Because the Groetchen firm maintains one of the most complete tool and die plants in the entire country, it controls the making of practically all the component parts that go into the construction of its amusement devices almost to the entirety with the exception of large castings and cabinet work.

Because Groetchen has specialized exclusively in making counter-type machines, its games have earned for themselves a most enviable reputation. Both High Stakes and Groetchen's Black Jack 21 have been featured by jobbers and distributors all over the country as the very ultimate in construction, in appearance and playing principles. Operators, they claim, have looked to Groetchen year in and year out for counter-type machines that will earn a dependable income on their investment.

Klein points out that High Stakes and Black Jack 21 are being featured by jobbers in every State in the Union and in seven foreign countries.



MINNESOTA STATE FAIR CROWDS THRILLED BY BOWLETTE—Produce record "Fair Week" earnings for Bowlette operator. Shown above is one of the several Bowlettes on the fairgrounds at St. Paul, which was procured thru the Amusement Games Company of that city.

CHICAGO, Sept. 19.—Al Douglass, of Daval Manufacturing Company, entertained Harry Wolcher, of Western Distributors, at the swanky Villa Venice one night last week. Wolcher spent several days in Chicago en route to New York to visit his mother.

MORE BUSINESS . . .

is at hand with the Fall Operating Season setting in. Operators and Jobbers are considering new equipment, and will do WELL to consider what's NEW and RECOMMENDED. Our years of experience QUALIFY us to advise you—FOR GAYLORD is close to the source of—and FIRST with the LATEST and BEST equipment coming from the Nation's Leading Manufacturers. If it's a new coin-operated device—it will be to your advantage to ask Gaylord FIRST!

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CHICAGO, ILLINOIS

1,000th Placement of Seeburg Ray-o-Lite Rifle Range Heralded

CHICAGO, Sept. 19.—J. P. Seeburg Corporation recently heralded the 1,000th placement of its original creation, the Seeburg Ray-o-Lite Rifle Range. In the comparatively short period of 20 months this unusual automatic device has proved itself to be an outstanding achievement in the amusement machine industry.

Specialized engineers, previous to its successful introduction, experimented for months, not satisfied until their production was assured of absolute mechanical perfection. Large sums of money were spent to conduct one test after another, the goal of mechanical perfection always ahead. Intensive research concerning every minute detail was necessary until the Seeburg Corporation was convinced that nothing had been overlooked which would prevent constant satisfactory performance.

Then some 20 months ago Seeburg's Ray-o-Lite Rifle Range was presented to the market. Order after order was placed. The results were completely gratifying. Today the record of the amusement device stands as concrete evidence that the Seeburg engineers attained their goal of mechanical perfection. The durability and fine construction of the Ray-o-Lite Rifle Range has withstood a steady flow of patronage in a thousand locations to produce an unparalleled record in profit making.

The popularity of the Seeburg Ray-o-Lite Rifle Range led to other companies entering the field, and Seeburg claims some of these infringed on Seeburg's patent rights. Finally the J. P. Seeburg Corporation adopted a policy of aggressive defense against all alleged infringements of its patent restrictions. Notice was immediately served to all manufacturers who are alleged to have

infringed upon patents Nos. 2007082 and 2007083.

"From the very beginning of the J. P. Seeburg Corporation's departure from the stereotyped amusement device," says an official of the firm, "they were definitely certain that the appeal of this unique machine would be universal. Combining all the thrill of actual trap shooting with the requirement of skill and control on the part of the player, they have virtually changed the whole aspect of the automatic business for the operator. Here was a product that was more than just a simple game. This was entirely new—an amusement machine that fascinated every person, constantly giving patrons satisfaction and building up a repeat traffic that raised profits higher and higher."

The Seeburg Ray-o-Lite Rifle Range consists of an attractive cabinet which holds the range and the moving duck targets, a rifle built to regulation standards and a gun stand.

The operation is simple and so easy that any man, woman or child can operate it without trouble. The player aims at a moving duck that comes across the range background, pulls the trigger and a ray of light is projected from the gun to flash on the range showing the result of the shot. When the duck is squarely hit it drops and the direct shot is registered automatically on an illuminated panel.

The psychology that makes this machine such a successful profit maker is the feeling of keen competition when shooting moving objects. The desire to better the previous score will keep a player interested time after time.

The cabinet and the rifle stand are of modernistic design and they are both hand-rubbed finished. An attractive addition to any location, the Seeburg Ray-o-Lite Rifle Range is ideal for hotel lobbies, restaurant foyers, theater lobbies, city clubs, country clubs and arcades. Almost every type of location which draws a large crowd is a logical placement for the machine.

Altho combining the principle of the radio and photo-electric cell, the installation of this device is effortless, as it operates under ordinary lighting conditions. It is simply plugged into a standard light socket. Any available space will do, as the range can be set at various distances.

Production at the J. P. Seeburg Corporation plant is reported to be almost at its maximum, but they state that efficiency and excellent workmanship enables the immediate delivering of all orders to meet the ever-increasing demands.



JERRY KERTMAN VISITS CHICAGO—Head of American Coin Machine Company, Rochester, N. Y., enjoying a game of Bally-Roll at the Bally Manufacturing Company plant in Windy City. Herb Jones, Bally's ad man, whose assistant snapped the picture, says it's a bit dark, because somebody in the same room just won a game of Lights-Out.

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PREMIUMS AND SPECIALTIES

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over **\$50.00** *PER DAY* *and* **now BEING EARNED CONSISTENTLY AND FOR OVER 3 MONTHS ON POKERINO and NUMBERINO**

YOU OWE IT TO YOURSELF TO BUY THESE GAMES TODAY! INCREASED PRODUCTION HAS NOW MADE POSSIBLE IMMEDIATE DELIVERY OF THESE PROVED, SENSATIONAL, ABSOLUTELY LEGAL, BIG MONEY-MAKERS!!

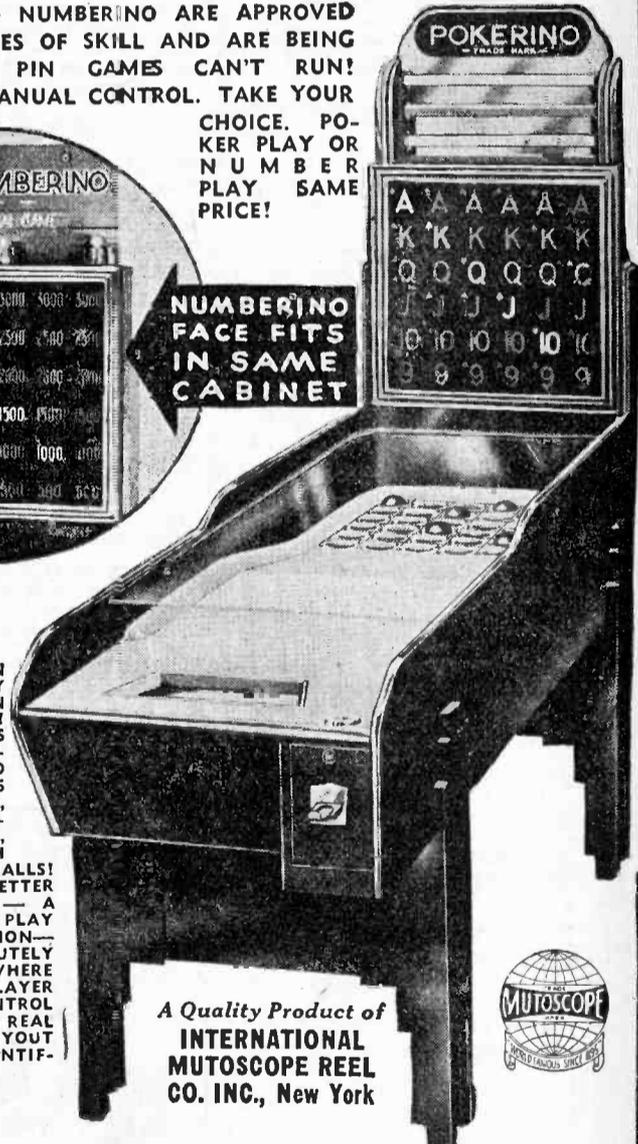
POKERINO AND NUMBERINO ARE APPROVED AS LEGAL GAMES OF SKILL AND ARE BEING USED WHERE PIN GAMES CAN'T RUN! 5 BALLS 5c—MANUAL CONTROL. TAKE YOUR

CHOICE. POKER PLAY OR NUMBER PLAY SAME PRICE!



NUMBERINO FACE FITS IN SAME CABINET

COST LESS THAN THE AVERAGE PAY TABLE! EARN TWICE AS MUCH! LAST TEN TIMES LONGER ON LOCATION! EASY TO HANDLE, ONLY 6 FT. LONG! FAST, THRILLING, 5-BALL-FOR-5c PLAY, USING SMOOTH PLAYING RUBBER BALLS! ATTRACTIVE — BETTER — FASCINATING — A REAL CHANGE OF PLAY FOR EVERY LOCATION — AND — ABSOLUTELY LEGAL EVERYWHERE BECAUSE THE PLAYER HAS DEFINITE CONTROL OF THE BALLS. REAL SKILL PLAY! PAYOUT PERCENTAGE SCIENTIFICALLY GAUGED!



A Quality Product of INTERNATIONAL MUTOSCOPE REEL CO. INC., New York



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Inquiries Invited**

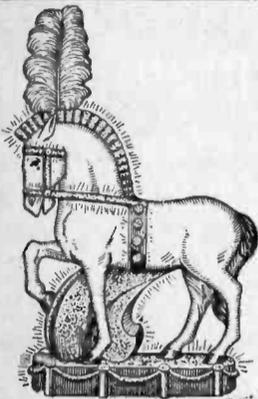
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ARTHUR A. SEGER, President
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NEW JERSEY DISTRIBUTORS FOR WURLITZER'S TOURNAMENT
 READY FOR DELIVERY **SKEE-BALL** RUSH YOUR ORDER!
ROYAL DISTRIBUTORS, Inc., 1125 Broad St., Newark, N. J.

DON'T BE DISAPPOINTED
 WHEN ORDERING from DELUXE
 COMPLETE STOCKS OF ALL
 POPULAR CONCESSION ITEMS
"DELUXE PLASTER"
 LATEST CREATIONS—FINEST FINISH
CORN GAME FLASH
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Beacon BLANKETS"
 ORDER NOW—WHILE THEY LAST
 BEACON MAGNETS — MINGOS —
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 25% DEPOSIT WITH ALL ORDERS.



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WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

CANDY GIVE-AWAY PACKAGES
 AND INTERMEDIATES.

SMILES 200 To Carton
 Per Carton \$2.00
 Per 1,000 \$10.00



ORIENTAL SWEETS 100 To Carton
 Per Carton \$2.00
 500 Pkgs. \$10.00
 1,000 Pkgs. \$20.00

These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line.
 20% Deposit with Order, Balance C. O. D.

DELIGHT SWEETS, Inc., 50 East 11th St., New York City.

GREENLAND EXPOSITION SHOWS
 PLAYING SELMA, N. C., FAIR THIS WEEK.

Can use Merry-Go-Round and one more Flat Ride. Can use shows that do not conflict. Want Girls for Girl Show. Stock Concessions of all kinds. Our route of Fairs will be furnished to interested parties. Write or wire for next week's spot.
GREENLAND EXPOSITION SHOWS, Selma, N. C.

PAN-AMERICAN SHOWS WANT

Free Act for balance of season. WANT Shows and Show People for Circuit of Southern Fairs. WILL PLACE Side-Show Acts, Half-and-Half Manager and Talker. Will furnish complete outfit for Single Pit Attractions. WILL PLACE Independent Shows not conflicting. WANT Minstrel Show People, Par-formers, Musicians and Chorus Girls, Talker for Hula Show. WANT sober Merry-Go-Round Ride forms, Concessions wanted: Custard, Photo, Mitt Camp, and will place legitimate Concessions of all kinds. WANT Agents for Wheels, Coupon and Grind Shows. WANT Girls for Ball Games and kinds. Penny Pitch. Address as per route: Lamar Fall Festival, Lamar, Mo., week September 21; Joplin, Mo., week September 28, and Tri-County Fair, Aurora, Mo., week October 5; Independence County Fair, Batesville, Ark., week October 12.

H. W. CAMPBELL SHOWS WANT

For four South Carolina Fairs, opening Camden, week October 12th, Ferris Wheel, Swing, Merry-Go-Round, Loop-o-Plane or any good Ride. Any good Show. All Concessions open. Want strong Side Show Free Acts, especially want Corn Game, Cook House and Diggers. Out all winter. Address H. W. CAMPBELL, Mullins, S. C., this week; Conway, S. C., Fair follows.

SEVENTH ANNUAL AMERICAN LEGION FAIR
 WOODRUFF, S. C., SEPTEMBER 28th-OCTOBER 3d.

Can use Legitimate Concessions. Want two more Grind Shows. Will furnish outfits. Want two more Free Acts for balance of season. State salary. Address
CRYSTAL EXPOSITION SHOWS
 This week Sevierville, Tenn. P. S.—This Show has all Fairs until first week in December.

NEXT WEEK!—NEXT WEEK!
 FARMERS' GRANGE FAIR, ADAIRSVILLE, GA.; THEN CANTON, ACWORTH, WEST POINT AND SEVEN OTHERS. FLORIDA ALL WINTER.

WANT—Merry-Go-Round, Kiddie Rides, 15%. This spot, Shows 15%. Concessions, \$10.00 and Light. WANT several low priced Acts with Aerial Rigging. Those with Concessions preferred. CAN USE Sound System and Promoters. Address
TERRELL'S COUNTY FAIR SHOWS
 THIS WEEK, CHATSWORTH, GA.

Cohen on Wurlitzer Line in Louisville

CINCINNATI, Sept. 19.—B. O. Bolles, Harry Payne and William Merchant, representing the Rudolph Wurlitzer Manufacturing Company, were in town early this week to close a deal with H. H. Cohen, president of the Ohio Specialty Company, whereby the latter firm will handle the Wurlitzer Skee Ball and automatic phonographs in Louisville, Ky., and surrounding territory.

Cohen has opened new quarters on Broadway, near Clay, in Louisville, where he will show the complete Wurlitzer line. Cohen says he will not operate the Skee Ball bowling games or Simplex phonos in the Louisville area. Frank Feldman is in charge of the Ohio Specialty Company's Louisville offices and salesrooms.

ROUTES
 (Continued from page 37)

Speed and Sparkle: (Capitol) Toledo, O., 28-Oct. 3.
 Steppin' Stars: (Gayety) Buffalo 21-26.
 Two Hot for Paris: (Princess) Youngstown, O., 25-27; (Casino) Pittsburgh 28-Oct. 3.
 Vaniteasers: (Miles Royal) Akron, O., 21-26; (Avenue) Detroit 28-Oct. 3.
 Wine, Woman and Song: (Empire) Newark, N. J., 21-26; (Howard) Boston 28-Oct. 3.

REPERTOIRE

Billroy's Comedians, Billy Wehle's: Longview, Tex., 22; Jacksonville 23; Nacogdoches 24; Lufkin 25; Trinity 26; Palestine 28; Corsicana 29.
 Bishop Tent Show: Crossville, Tenn., 21-26.
 Fox Players: Cooper, Tex., 21-26.
 Ginnivan, Norma, Dramatic Co.: Centerville, Mich., 21-26.
 Hale Comedy Co.: Cains, Pa., 21-26.
 Harvey Players: Dyersburg, Tenn., 21-26.
 North Players: Hays, Kan., 21-26.
 Princess Stock Co.: Marmaduke, Ark., 21-26.
 Stone, Hal, Show: Des Arc, Ark., 21-26.

MISCELLANEOUS

Ace-Hi Show: Macon, Ga., 21-Oct. 3.
 Almond, Jethro, Show: John's Station, N. C., 21-26.
 Baker, M. L., Side Show & Animal Land: Warsaw, Va., 21-26.
 Crutchfield Shows: Boley, Okla., 21-26.
 Hunsinger, Harry, Magician: Colon, Mich., 21-26.
 Harlan Show: (Fair) Marion, O., 21-26.
 Karnacks, Magicians: Summit, N. J., 21-26; Plainfield 28-Oct. 3.
 Long, Leon, Magician: (Fair) Blackfoot, Ida., 21-24; Dillon, Mont., 25; Butte 26-27; Miles City 28; Bismarck, N. D., 29; Minot 30; Fargo Oct. 1; St. Paul, Minn., 2.
 Marine-Firestone Co.: Tyler, Tex., 21-26; Marshall 28-Oct. 3.
 Miller's, Jacke, Indian Herb Co.: Mountain View, Mo., 21-26.
 Mel-Roy, Magician: (Teton) Powell, Wyo., 24; (Orph.) Sheridan 25; (Peseta) Gillette 26; (Empress) Laramie 28; (Lincoln) Cheyenne 29; (America) Ft. Collins, Colo., 30; (Boulder) Boulder Oct. 1.
 Newton, Magician, & Master Denton, Mentalist: Rensselaer Falls, N. Y., 21-26; Morley 28-Oct. 3.
 Original Floating Theater: Crumpton, Md., 21-26; Centerville 28-Oct. 3.
 Rickett's Show: Pikeville, Tenn., 21-23; Dunlap 24-26.
 Rippel Show: Beaver Dam, Va., 21-26.
 Silver's Fun Show: Nashua, Ia., 21-26.

CIRCUS AND WILD WEST

Barnes, Al G.: Las Cruces, N. M., 22; Albuquerque 23; Gallup 24; Winslow, Ariz., 25; Flagstaff 26; Prescott 27; Phoenix 28; season closes.
 Barney Bros.: Boonville, Calif., 22; Point Arena 23; Fort Bragg 24-25; Cloverdale 26.
 Cole Bros.-Clyde Beatty: Los Angeles, Calif., 20-24; Hollywood 25-27; Santa Monica 28; Riverside 29; Pasadena 30; Oxnard Oct. 1; Santa Barbara 2; Long Beach 3-4.
 Cooper Bros.: Orillia, Ont., Can., 22; Barrie 23; New Market 24; Oakville 25; St. Catharines 26; season ends.
 Mix, Tom: Spartanburg, S. C., 22; Anderson 23; Athens, Ga., 24; Macon 26; Dublin 28; Savannah 28.
 Polack Bros.: Great Falls, Mont., 21-26; Havre 28-Oct. 3.
 Ringling Bros. and Barnum & Bailey: Clinton, Okla., 22; Chickasha 23; Wichita Falls, Tex., 24; Ardmore, Okla., 25; Paris, Tex., 26; Dallas 27-28; Tyler 29; Waco 30; Austin Oct. 1; San Antonio 2; Corpus Christi 3.
 Sadler, Harley: Colorado, Tex., 22; Rotan 23; Hamlin 24; Haskell 25; Rochester 26; Spur 28.
 Seal Bros.: Bridgeport, Neb., 24; Sidney 25.
 Tiger Bill, Golman Bros.: Essex, Mo., 23-24; Sikeston 25-27.

CARNIVAL COMPANIES
 (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Macon, Ga.
 American United: Pasco, Wash.
 B-M. Am. Co.: Healdton, Okla.
 Bach, O. J.: St. Johnsbury, Vt.
 Bantly Greater: (Fair) Wendell, N. C.; (Fair) Hartsville, S. C., 28-Oct. 3.
 Barfield's Cosmopolitan: (Fair) Bremen, Ga.; (Fair) Fayetteville 28-Oct. 3.
 Barker: Hayti, Mo.; Steele 28-Oct. 3.
 (See ROUTES on page 94)

Concessionaires...
NOVELTY SUPPLY FOR
 FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
 Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
 WAPPECANOE CITY, OHIO

POPCORN
 South American, Jap. Hullless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.
H. B. HUISINGA
 DELAND, ILLINOIS
 Grower of Pure-Bred Varieties of Popcorn.

CALIFORNIA EXPOSITION
 October 23d to November 1st,
 ZOOLOGICAL GARDENS, LOS ANGELES.
 WANT—Concession, \$5 per front foot; 50 per cent deposit. Write or wire HARRY C. SEBER or THOMAS J. HUGHES, 906 South Olive Street, Los Angeles, Calif.

BUCHANAN'S ANNUAL FALL FESTIVAL
 On the Streets, BUCHANAN, MICH., September 30th to October 3d.
 WANT—Shows of all kinds, 25 per cent; Legitimate Concessions of all kinds, \$1 foot. Write or wire C. K. DETRICK, Concession Committee.

WANTED
A-1 CHEVROLET TRUCK MECHANIC
 With Tools to handle 20 Trucks. Must be sober, reliable and furnish reference. Join on wire.
BIG STATE SHOWS
 Crockett, Tex., This Week.

WANTED
FOR LA GRANGE ANNUAL STREET FAIR & CORN SHOW
 OCTOBER 5th to 10th, LA GRANGE, IND.
 Shows of all kinds; Concessions of all kinds.
 Wire or write GLENN DUTTER, La Grange, Ind.

WANTED
 Shows, Rides and Concessions
AMERICAN LEGION HOME-COMING
 Blue Mound, Ill., October 7, 8, 9, 10.

WANTED
 For Ada Annual Harvest Festival, sponsored by business men on street, October 5 to 10. Will book Merry-Go-Round, Loop, Kiddie Auto Ride, Shows: Mechanical City, Glass Blowing, Athletic, Concessions: Photo, Candy Floss. All Legitimate Concessions open except Bingo, Lunch and Milk Bottles. Write or wire R. A. DAVIS, Ada, O.

WANTED AGENTS
 Long season South; slum, skillets open. Women for Hoops, Penny Pitch, Mouse Game. Can use good Seal Man. Wire or come on. LARRY LAWRENCE, GREATER AMERICAN SHOWS, Evansville, Ind. Jack Thomas and Tex Parker wire.

4 FOR DIME PHOTO STRIP OPERATORS
 LAST CALL to be on the first mailing of announcement of the New Invention that will earn money for your business. Write at once. Give permanent or route address. EDWARD FELDMAN, 1825 Chestnut St., Philadelphia, Pa.

RED HOT TIMELY NOVELTIES
 ELECTION SPINNERS: Black, Silver, Dark & Elephant, Doz. 35c; Gr. \$3.75. Other Spinnings, Ham, Humby, Hitler, same price. CAMPAIGN BUL-LONEY MONEY, very funny. Per 1,000, 75c. RED HOT SHIMMIE DANCERS, 25c Doz.; \$2.50. Gr. CARTOON BOOKS, 10 kinds, \$1.25 per 100, etc. Order from above, or 25c for 10 Samples.
 T. R. PAYNE, 25 Cardinal Place, New York.

Jones Makes Survey On Bowling Games

CHICAGO, Sept. 19.—Lee S. Jones, president of American Sales Corporation, has been doing considerable traveling of late visiting the principal jobbing centers in the East and Central West for the purpose of ascertaining first-hand the exact status of the bowling-type game.

Jones reports he personally interviewed many operators of this type of game in widely separated territories in the course of his travels and found them, almost without exception, highly enthusiastic regarding their experience with these bowling games. They point to the fact that these games not only hold their heavy play but in a majority of cases become more popular as the skill of the player develops, and being strictly games of skill they are encountering no interference from the authorities.

Lee Jones, by way of further identification, in point of years devoted to the amusement games industry in practically all of its phases, ranks very close to the top of the roster. He is the originator of the now famous and highly successful credit plan, national in scope, for the purchase of games by operators, which has been featured weekly in *The Billboard* by American Sales Corporation for several years past.

FINAL CURTAIN—

(Continued from page 33)

veteran in the carnival business, at Adrian, Mich. Russell was a promoter of hair-raising stunts for a quarter of a century and was known as "the man with an iron nerve." His last engagement was with the Barber & Murray Shows. Cremation at Woodmere Cemetery, Detroit, September 9.

SINNOTT—Mrs. John, 91, mother of Mack Sennett, pix producer, September 15 at her home in Tingwick, Que.

SMITH—Mrs. Mazie, 42, wife of Bill Smith, showman and wrestler, September 8 in the South. Smith has traveled with the Coleman Bros.' Shows for nearly 30 years.

THOMPSON—Mrs. Theresa O'Callahan, 60, sister of Trixie Friganza, of chronic myocarditis in Hollywood September 16. A native of Anna, Ill., she had appeared in vaude with her sister until she moved to Hollywood 17 years ago.

TRENDALL—William C. (Mose), 82, musician, at his home in Laconia, N. H., September 1. He played with the old Rublee Band and for several years toured with circuses. Survived by his widow and four children, Mrs. Robert E. Burgeson, Mrs. George Caldwell, Mrs. Herbert and George B. Trendall. Services from Wilkinson Funeral Home, Laconia.

WHITE—Marion R., wife of Clinton M. White, Gaumont-British assistant sales manager, recently following a prolonged illness. Private services at Glen Ridge, N. J.

WUPPERMAN—Mrs. Josephine Wright, 84, mother of Ralph Morgan and Frank Morgan, actors, and grandmother of Virginia Wupperman, actress and writer, of a heart attack at her home in Greenwich, Conn., September 17. A third son, Carlos, also an actor, died in the World War. Mrs. Wupperman was head of the Angostura - Wupperman Corporation. Survived by one other son and two daughters in addition to the above named.

Marriages

BARNES - WOODS — George Scott Barnes, screen cameraman and ex-husband of Joan Blondell, to Betty Woods, film dancer, at Fresno, Calif., September 13.

BOYD-TALBERT — Stanley (Zeke) Boyd, trombonist and former member of Brunk's Comedians, to Jane Talbert, of Denver. In that city September 9.

CARON-WASKO—Jimmy Caron, manager of Santly Bros.' Joy, Inc., Chicago, to Lillian Wasko, Chicago, at Waukegan, Ill., September 6.

CARR-GRAHAM—F. Hazen Carr, concert master of the Rhode Island Symphony Orchestra and member of People's Symphony Orchestra, of Boston, to Frances Graham, nonprofessional, at Salem, N. H., September 2.

CORBIN-DICKIE — Goldie Corbin, bulldogger, and Effie Dickie, trick rider, both with the Clyde S. Miller Rodeo, at Princeton, Ill., August 26.

DREW-JOHNSON—Lieut. Col. George A. Drew to Fiorenza d'Arnelro Johnson,

daughter of Edward Johnson, general manager of the Metropolitan Opera Association of New York, in Guelph, Ont., September 12.

FALKIN-STAFFORD—Frederick Falkin, nonprofessional, and Lucille Stafford, film actress, at Ensenada, Mex., recently.

FARROW-O'SULLIVAN—John Villiers Farrow, film writer, and Maureen O'Sullivan, screen actress, at Santa Monica, Calif., September 12.

FONDA-BROKAW — Henry Fonda, screen actor, and Frances Seymour Brokaw, nonprofessional, in New York September 16.

GERSHEN-HORNER—Max Davis Gershen, Pittsburgh musician, and Wilma Horner, burlesque principal woman, in Millbourne, Pa., September 12.

KRAMER-MORRIS—Joseph P. Kramer, of Detroit, and Eileen (Babe) Morris, tap dancer, in that city September 12.

HOLLAND-WITHERSPOON—Bud Holland, nonprofessional, of Detroit, and Elizabeth Carmichael Witherspoon, former Detroit actress, recently.

LEWIS-SHANE—Harry Lewis, Philadelphia radio entertainer known as Uncle Abe Lapidus, and Virginia Shane in that city September 13.

McCLEAN - CHARLTON — Alexander McClean, film producer, to Pearl Charlton, actress, in Los Angeles September 11.

MATHEWS-MEYER—Russell Mathews, assistant director at Paramount, to Frances Meyer, nonpro, recently in California.

MATHIS - HOOPER — Walter (Jim O'Brien) Mathis, of the Big State Shows, and Hazel Hooper, of Paris, Tenn., and former member of the New Deal Shows, in that city September 12.

ROOPE-CRANDELL—George N. Roope, snake-show manager, and Betty Crandell, dancer, both members of Sol's Liberty Shows, at Oshkosh, Wis., September 3.

SMITH - ROBERTS — Martin Smith, NBC engineer, and Kathryn Roberts in Los Angeles September 12.

SOMNES-BONFILS — George Somnes, New York stage director, and Helen G. Bonfils, daughter of the late Frederick G. Bonfils, former part owner of Sells-Floto Circus, at Denver September 15. Somnes was director of the stock company at Elitch Gardens Theater, Denver, this summer and Miss Bonfils a member of the company.

STRAUS-HAMMER—Earl Straus and Veldene Hammer, trick riders and ropers with the Clyde S. Miller Rodeo, at Taylorville, Ill., September 13.

WEBB-STOKES—Amos Webb, of Texarkana, Ark., talker with Harry Dale's Odditorium on the Big State Shows, to Effie Lee Stokes, nonprofessional, at a public wedding in Liberty, Tex., recently.

WOOLERY-BARRET — Pete Woolery, radio singer and Philadelphia manager for the Irving Berlin Music Company, and Helen Barret, songstress, in Philadelphia September 16.

Coming Marriages

Abe Gruber, of Philadelphia, and Sylvia Shenkman, concessioner at Casino Arcade, Wildwood, N. J., in Philadelphia soon.

Pat Murphy, radio actor with the Chicago NBC studios, and Lucille Edwards, of Station KSTP, St. Paul, in Chicago October 3.

Cecelia E. Norcross, radio performer, known over Station WPG, Atlantic City, as Auntie Tella Tale, and John Robertson, of Clayton, N. J., early next month. Eddie Dowd, of the vaude act Three Mad Wags, to Ann Tatka, nonprofessional, in October in New York.

Robert Whitney, director of the Whitney Ensemble, heard over NBC, Chicago, to Margaret Gilbert at Chicago October 3.

Births

To Mr. and Mrs. William O'Connor a 6½-pound daughter in Los Angeles September 15. Father is talent scout for Selznick-International Pictures.

A daughter, Frances, to Mr. and Mrs. Charles McCormick at Presque Isle, Me., recently. Father is a side-show talker.

An 8½-pound son, Danny, to Mr. and Mrs. Bill McCluskey at Ravenswood Hospital, Chicago, September 12. Both are staff members of Station WLS there, the mother known professionally as Millie Good.

A six-pound son to Mr. and Mrs. Jack Burrell in San Francisco September 13. Father is chief engineer of Station KYOS, Merced, Calif.

An 8½-pound daughter, Mary Roxana,

SKILL-ROLL

Not A Bowling Type Game

HERE is the atmosphere of a bowling type game in a 50"x24" automatic payout table! Just the game for locations that haven't tremendous space to spare. SKILL-ROLL pays from 2-1 up to 40-1 on 16 winning holes. The payout depends upon the odds shown on the Light-Up Rack which the player has one opportunity of changing. It is equipped with the famous Gottlieb Motor-Driven Payout Unit and all the excellent features of Sunshine Derby and Sunshine Baseball, PLUS new refinements. A marvelous up-to-the-minute attraction you MUST have on your route! Order yours today!



Battery equipped. Check Separator, No Charge. Electropak, \$5.00 extra. 2-Ball Play, \$2.50 extra. 5-Ball Play, \$10.00 extra. Ficket Model, \$10.00 extra.

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to Mr. and Mrs. Paul Schulz in San Francisco September 6. Father is chief engineer of Station KYA, that city.

To Dr. Albert C. Magee and Mrs. Magee, who is Mary Moore, coloratura soprano, formerly of the Metropolitan Opera, a daughter September 14 at Long Island College Hospital, Brooklyn.

To Mr. and Mrs. Samuel J. Buzzell a daughter September 15. Father is attorney for Duke Ellington, Cab Calloway and other artists.

Divorces

Eleanor Thatcher Crickard from Jack Douglas Crickard at Oklahoma City recently. Both are radio performers.

Joan Blondell, screen actress, from George Barnes, motion picture camera man, at Los Angeles September 8.

Al Casino, singing night club waiter, from Olga Casino at Cleveland September 8.

Wilma Weston, burlesque performer, from J. Glen (Tiny) Weston, member of Karns Fat Family, recently.

Aileen Dee Florey from Robert Florey, film director, at Los Angeles September 10.

Bess Meredythe, film writer, from Michael Curtiz, motion picture director, at Long Beach, Calif., September 9.

Violet Buckler, former actress, from Hugh Buckler, stage and screen player, in Los Angeles September 5.

Maud Brader from Harry Brader, former orchestra conductor in Omaha theaters, in Omaha recently.

Hilda Moreno, dancer, from Frederick Bustindui, nonprofessional.

Dodson Shows

Rochester, N. Y. Week ended September 12. Rochester Exposition. Weather, rain. Business, disappointing.

This fair exposition was not up to expectation in spite of beautiful grounds, co-operation from the president, secretary and, in fact, all connected with it. Good publicity and well billed. Weather was not propitious and Labor Day started out with rain all the morning but cleared at night. Children's Day was not up to standard and show lost

out badly on account of rain on Saturday, when much was expected. However, President Cash paid the show and Dodson Brothers a high compliment thru the press and personally as well and is quoted: "During the last 10 years I have never had so many complimentary remarks paid to the midway shows. They have given the utmost satisfaction." Mr. Boothby chimed in with "That goes double for me too." Unnecessary to state that these encomiums coming from these two gentlemen were appreciated by the owners, altho the shows did not prosper financially, it departed with the kindest good feelings toward the Rochester Exposition management and the remembrance of a pleasant if not a very profitable engagement. Joe Dobish joined with Motordrome, taking the place of Ruth Harris and Her Motor Maniacs. Jack Bailey's two mammoth bingo games did a nice business and caused much comment on their appearance. *The Rochester Journal, Times and Democrat* all spoke well of the show editorially and gave it around 10 pictures between them, including two front-page spreads. DICK COLLINS.

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ORDER YOUR BOWLING TYPE GAMES AND PHONOGRAPHS FROM US.

Keeney Claims New Payout Game Is Five Years Ahead

CHICAGO, Sept. 19.—While no particulars have been out as yet, Jack Keeney is promising a new one-ball odds-varying payout game that is claimed to be five years ahead in build and mechanical features by those who have seen the original model.

Jack Keeney's man, Becker, states that "the house that Jack built" has been working on this sensationally different game for the last four months and has developed a game that is destined to be the start of a new era in automatic payout history.

ROUTES

(Continued from page 92)

- Barkoot: Gladwin, Mich.
- Beckmann & Gerety: Hutchinson, Kan.
- Bee, F. H.: (Fair) Jackson, Tenn.; (Fair) Dickson 28-Oct. 3.
- Big State: (Fair) Crockett, Tex.; (Fair) Conroe 28-Oct. 3.
- Blue Ribbon: Huntsville, Ala.
- Bowen & Lane: Bay Springs, Miss.; Collins 28-Oct. 3.
- Brown Novelty: Macon, Ga.; (Fair) Montezuma 28-Oct. 3.
- Bruce: (Fair) East Point, Ga.; (Fair) Tallapoosa 28-Oct. 3.
- Buck, O. C.: Mineola, L. I., N. Y.
- Bur Am. Co.: Galena, Mo.
- Burdick's All-Texas: Hubbard, Tex.; (Fair) Frost 28-Oct. 3.
- Burke, Harry: (Fair) Port Allen, La.; New Roads 28-Oct. 3.
- Byers Bros.: Kennett, Mo.
- Campbell United: (Fair) Mullins, S. C.; (Fair) Conway 28-Oct. 3.
- Cetlin & Wilson: Blackstone, Va.
- Cherokee Am. Co.: Webber Falls, Okla.
- Christ United: Sandusky, O.
- Coleman Bros.: (Fair) Contoocook, N. H.; (Fair) Rochester 28-Oct. 3.
- Colley, J. J.: (Fair) Bixby, Okla.
- Conklin's All-Canadian: (Exhn.) Stratford, Ont., Can., 21-23; (Exhn.) Galt 24-26; (Exhn.) Leamington 28-Oct. 3.
- Corey Greater: Emporia, Va.; Enfield, N. C., 28-Oct. 3.
- Crafts 20 Big: (Fair) Pomona, Calif., 21-Oct. 4.
- Crowley: Abila, Ia.
- Crystal Expo.: (Fair) Sevierville, Tenn.
- Cumberland Valley: (Fair) Decherd, Tenn.
- Cunningham Expo.: Faden City, W. Va.; Shinnston 28-Oct. 3.
- Curl: Jeffersonville, O.; Blanchester 28-Oct. 3.
- DeLuxe Shows of Amer.: Durham, N. C.; (Fair) Lexington 28-Oct. 3.
- Dennert & Knepp: Roanoke Rapids, N. C.; Victoria, Va., 28-Oct. 3.
- Dixie Expo.: (Fair) Haleyville, Ala.; (Fair) Decatur 28-Oct. 3.
- Dixie Model: (Fair) Spring Hope, N. C.; (Fair) Clayton 28-Oct. 3.
- Dixie Belle Attrs.: (Fair) Hardinsburg, Ky.
- Dodson's World's Fair: Williamsport, Pa.; (Fair) Bloomsburg 28-Oct. 3.
- Dudley, D. S.: Ralls, Tex.
- Elane: Brunswick, Md.
- Endy Bros.: Marion, N. C.
- Evangeline: Okmulgee, Okla.
- F. & M. Am. Co.: Sunbury, Pa.
- Fairway: Terry, Mont.
- Frederick Am. Co.: (Fair) Cozad, Neb.
- Frisk Greater: Hutchinson, Minn., 21-24; Montgomery 27.
- Georgia Amusements: Avondale, Ga.; Duluth 28-Oct. 3.
- Georgia Attrs.: Latta, S. C.
- Gibbs, W. A.: Split week, Moline and Kincaid, Kan.
- Glick, Wm.: Expo.: Bridgeton, N. J.; (Fair) Trenton 28-Oct. 3.
- Gold Medal: Forrest City, Ark.; North Little Rock 28-Oct. 3.
- Golden State: Fresno, Calif.; Selma 29-Oct. 4.
- Grady, Kellie: Phil Campbell, Ala.
- Great Coney Island: (Fair) Jonesboro, La.; (Fair) Oak Grove 28-Oct. 3.
- Greater Expo.: (Fair) Cleveland, Miss.; (Fair) Winona 28-Oct. 3.
- Great Olympic: (Fair) Carlville, Ill.
- Great Superior: Trumann, Ark.; Lepanto 28-Oct. 3.
- Greater American: Evansville, Ind.
- Greenland Expo.: (Fair) Selma, N. C.
- Gruberg's World's Expo.: (Fair) Durham, N. C.; (Fair) Asheboro 28-Oct. 3.
- Hames: Tyler, Tex.
- Happy Days: (Fair) Tuscaloosa, Ala.; Montgomery 28-Oct. 3.
- Happyland: (Fair) Allegan, Mich.
- Hansen, Al C.: (Fair) Milan, Mo.; Monett 28-Oct. 3.
- Henke Bros.: (23d & State sts.) Milwaukee, Wis.
- Hennies Bros.: Skeston, Mo.
- Heth, L. J.: (White Fair) Athens, Ala.; (Colored Fair) Athens 28-Oct. 3.
- Hilderbrand's United: (Fair) Burns, Ore.; (Fair) Redmond 29-Oct. 3.
- Hoffner, Wm.: Am. Co.: Macomb, Ill.; Pekin 28-Oct. 3.
- Hodge, Al G.: Muncie, Ind.
- Hughes Bros.: Glasgow, Ill.
- Hurst, Bob: (Fair) Jefferson, Tex.
- Imperial: Slater, Mo.; Hannibal 28-Oct. 3.
- Intermountain: (Fair) Delta, Colo., 24-26.
- Joe's Playland: Memphis, Tenn.
- Jones, Johnny J.: Expo.: Asheville, N. C.
- Joyland: (Fair) Anderson, Calif.
- Kaus: (Fair) Lexington, Va.
- Keystone Expo.: (Fair) Murphy, N. C.
- Krause Greater: Decatur, Ala.
- Landes, J. L.: (Fair) Clay Center, Neb.; (Fair) Abilene, Kan., 28-Oct. 3.
- Lang's, Dee, Famous: (Fair) Lexington, Tenn.; (Fair) Trenton 28-Oct. 3.
- Lewis, Art: (Fair) Farmington, Me.; (Fair) Great Barrington, Mass., 28-Oct. 3.
- Liberty National: (Fair) Cave City, Ky.
- Liberty State: (Fair) Carrollton, Tex.
- McGregor, Donald: Russell, Ia.
- McMahon: Falls City, Neb.
- M. B. Am. Co.: Bernie, Mo.

ACE	\$22.50	GOLD AWARD	\$18.50
ALAMO	59.50	GOLDEN HAR-VEST	39.50
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DAILY RACES	55.00	Flr. Sample	59.50
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Payout	75.00	PLUS OR MINUS	13.50
ELECTRIC EYE,		PUT 'N TAKE	14.50
Ticket	85.00	RAMBLER	37.50
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10 Ball	23.50		
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RODEO 10 Ball Ticket	\$22.50
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70c Doz. \$4.20 Carton
25% Deposit with Order, Bal. C. O. D.

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MOTOR DROME RIDERS WANTED

Trick Rider wanted, manage Drome balance of season, till middle November. Sober, reliable. Quick action; no letters, telegrams only. Pay your own.

AL DERNBERGER
CARE GOODING SHOWS.
Centerville, Mich., week September 21; Auburn, Ind., follows.

CELEBRATION

GAS CITY, IND.
First Time in Years.
WANT Shows and Concessions. Wheels work. September 23-27, Inclusive.
Wire W. B. J. SHOWS, or Come On. Twin City Bathing Beach.

WANT CARNIVAL COOK

Capable cooking for 30 People. No pastry. Must be sober, experienced with Coleman Stoves. Practically year-round proposition to right party. Salary \$7.50 and board per week, and 50% all earnings from the griddle. Preference given man and wife.

BUCKEYE STATE SHOWS, Inverness, Miss.

Royal Amusement Co.

Carrying five Rides. WANTS Shows and Concessions. Opening for Photos, Cookhouse, Corn Game, Ball Game and similar Concessions. Playing West Helena, Ark., this week, but wire J. E. CLAYTON, Mgr., Gregg Hotel, Helena, Ark.

Candy Stand and Lunch Stand

Privilege for lease on established motorized circus playing the Southwest, including prize-package Privilege. Wire quick, Crystal City, 24; Cotulla, 25; Laredo, 26; Alice, 28; all Texas. Long season. R. K. WILSON, R. K. WILSON MOTORIZED CIRCUS.

MOUNTAIN STATE PARK FESTIVAL

Largest Annual Event in West Virginia, Week September 28, Elkins, W. Va.
WANT Rides, Shows and legitimate Concessions of all kind. Eating and Drinking Stands. No exclusive. All address
KAUS SHOWS, INC., Lexington, Va. (Fair), this week.

CAMPAIGN NOVELTY

DONKEY & ELEPHANT SPINNERS
Made from black cell, with embossed Silver Figures, Doz. 35c; Gr. \$3.75. Or red cell, with Raised Figures, 60c. Other Spinnets in stock are Ham, Humpty, etc. 35c. NEW SPARKLE MATCHES (IMPROV. ED), Doz. 30c. SHAME ON YOU (hot seller), Doz. 85c. AND our NEW JOKE GIANT SMOKING CIGAR... A giant cigar, hollow. Put a cigarette inside and it looks like you're smoking a giant cigar. Doz. 75c. New Shooting Pen, 90c. Doz. Standard Good Sipping JOKES are Snake Radio, 35c; Spiffing, 50c; Cigarette Plugs, 30c; Explosion Safety Book Matches, 30c; Snake Lighters, 50c; Rubber Point Pencil, 35c; Groucho Eyeglasses, 40c; Trick Soap, 50c. Prices listed are per dozen. Our new bulletin for FALL is ready, send dime for it and Catalogue, or \$2.00 for 50 Samples of FAST SELLERS.
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Top the Midway with these items



ONE DAY SERVICE
CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN

DIXIE EXPOSITION SHOWS WANT

For seven more Alabama Fairs. Good crops, plenty of money. Decatur, next week; Albertville, Carbon Hill, Aliceville, Greensboro and Monroeville. Want Flat Ride, Pony Ride and Kiddy Ride, Pit Show and Grind Shows. Johnny Webb, answer. Legitimate Concessions, Novelties, Juice and Grab. Photo Gallery open. Ride Help Foreman for Merry-Go-Round. Haleyville, Ala., this week. C. D. SCOTT.

BOWEN & LANE SHOWS

WANT FOR MISSISSIPPI AND LOUISIANA FAIR DATES, STARTING WEEK OF SEPTEMBER 21 AT JASPER COUNTY FREE FAIR, BAY SPRINGS, MISS., FOLLOWED BY COVINGTON COUNTY FREE FAIR, COLLINS, MISS., AND SIMRALL COUNTY FREE FAIR, SUMRALL, MISS., WITH ONE MORE DATE IN MISSISSIPPI AND THEN LOUISIANA FOR THE WINTER.

WANT Shows of all kind. Good opening for Geek Show or any Show capable of getting money. Very low percentage, with or without transportation. CAN PLACE Kiddie Ride and one more major ride that doesn't conflict. Concessions of all kind. Not booking any Stores. WANT Chairplane and Whip Foreman. CAN ALWAYS USE good Ride Help. G. B. Sherman wants Coupon Agents. Frank Mulins wants Agent for Country Store. Ernest Daly/trumpet has opening for Agents on Pishwood and Grind Store.
W. E. "BILLIE" BOWEN, C. E. LANE.

(See ROUTES on opposite page)

How To Keep 'Em Rolling

NEW YORK, Sept. 19.—L. G. (Andy) Anderson, general sales manager of George Ponsler Company, Inc., this city and Newark, reports that Joe Horowitz, leading Brooklyn operator, is using a tournament-play idea with his Bank Roll games which Andy believes to be the finest method in use at this time for increasing the take on bowling games.

Andy says that Horowitz has four games on location in one of Brooklyn's leading restaurants and that he has devised a unique tournament play. Each game has a team of four men. Tournament play starts about 10 p.m. and continues until 2 a.m. The bowling games and tournament are acting as a powerful attraction for the restaurant. Teams are composed of some of the leading citizens of Brooklyn.

Joe Horowitz says he has never had any games which have been praised as much as Bank Roll. The players not only like the smooth action and the silent play but also the stimulating exercise which they get from the machines.

Andy said: "This tournament-play idea as originated by Joe Horowitz not only proves him to be a progressive operator but is the very best way to keep interest and steadily increase profits on Bank Roll."

ROUTES

(Continued from opposite page)

- Majestic Expo.: Clintwood, Va.; Anniston, Ala., 28-Oct. 3.
- Marks: (Fair) Lumberton, N. C.; (Fair) Fayetteville 28-Oct. 3.
- Metropolitan: (Fair) Rochelle, Ga.; Sylvester 28-Oct. 3.
- Midwest: (Fair) Arnold, Neb.
- Midwest: (Fair) Akron, Ind.
- Miller Bros.: (Fair) Rockingham, N. C.; (Fair) Laurinburg 28-Oct. 3.
- Mimic World: (Fair) Plain Dealing, La.
- Mimer Model: (Fair) Manheim, Pa.; Windsor 28-Oct. 3.
- Nail, C. W.: Jonesville, La.; Bastrop 28-Oct. 3.
- New Liberty: Big Sandy, Tenn.; Lexington 28-Oct. 3.
- Northwestern: (Fair) Cameron, Mo.
- Page, Rome, Ga.; (Fair) Marietta 28-Oct. 3.
- Pan-American: Lamar, Mo.; Joplin 28-Oct. 3.
- Pearson: Mattoon, Ill.
- Peerless Expo.: Ceredo, W. Va.; Paintsville, Ky., 28-Oct. 3.
- Pollie & Latto: (Fair) Lansing, Mich.
- Reading's United: Waynesboro, Tenn.; Decaturville 28-Oct. 3.
- Rogers Greater: Manchester, Tenn.
- Rogers & Powell: Turrell, Ark.
- Royal American: (Fair) Nashville, Tenn.; Birmingham, Ala., 28-Oct. 3.
- Royal Am. Co.: West Helena, Ark.
- Royal Palm: (Fair) Courtland, Ala.; (Fair) Roanoke 28-Oct. 3.
- Rubin & Cherry Expo.: (Fair) Chattanooga, Tenn.; (Fair) Knoxville 28-Oct. 3.
- Savidge, Walter, Rides: York, Neb., 24-26.
- Shesley Midway: Lynchburg, Va.; Gastonia, N. C., 28-Oct. 3.
- Shugart, Doc: Rogers, Tex.
- Smith Greater Atlantic: Altavista, Va.
- Sol's Liberty: Keokuk, Ia.; (Fair) Blytheville, Ark., 28-Oct. 3.
- Spencer, C. L.: Chaffee, Mo.
- State Fair: (Fair) Tulsa, Okla.; (Fair) Ennis 28-Oct. 3.
- Strates Shows Corp.: (Fair) Suffolk, Va.; (Fair) Mebane, N. C., 28-Oct. 3.
- Sunset Am. Co.: (Fair) Carbondale, Ill.
- Terrell's: Chatsworth, Ga.
- Thomas, Dug: Willow Springs, Mo.
- Tidwell, T. J.: (Fair) Pawhuska, Okla.; (Fair) Iowa Park, Tex., 28-Oct. 3.
- Tilley: La Salle, Ill.; Galva 28-Oct. 3.
- United Shows of America: (Fair) Amarillo, Tex.
- Valley: (Fair) New Braunfels, Tex.; (Fair) Lagrange 28-Oct. 3.

- Wallace Bros.: (Fair) Macon, Miss.; (Fair) Canton 28-Oct. 3.
- Ward, John R.: (Fair) Senatobia, Miss.; (Fair) Belzoni 28-Oct. 3.
- Weer, Mabel R.: (Fair) Paulding, O.; Buchanan, Mich., 30-Oct. 4.
- West Bros. Am. Co.: (Fair) Butler, Mo.; (Fair) Coffeyville, Kan., 28-Oct. 3.
- West Coast Am. Co.: (Fair) Mariposa, Calif.
- West, W. E., Motorized: Ellsworth, Kan.; St. John 28-Oct. 3.
- Western State: Plainview, Tex.
- West's World's Wonder: (Fair) Charlotte, N. C.; (Fair) Reldsville 28-Oct. 3.
- Wilson Am. Co.: Mason City, Ill.
- Winters Expo.: (Fair) Waynesburg, Pa.
- Work, R. H.: Eckman, W. Va.; (Fair) Mocksville, N. C., 28-Oct. 3.
- World of Mirth: (Fair) Allentown, Pa.
- Yellowstone: (Fair) Las Vegas, N. M., 25-27.
- Zeiger, C. P., United: Prescott, Ariz.
- Zimdars Greater, No. 1: (Fair) Malden, Mo.
- Zimdars Greater, No. 2: (Fair) Imboden, Ark.; (Fair) Piggott 28-Oct. 3.

Additional Routes

(Received too late for classification)

- Burke & Gordon Show: Royal, Ill., 21-26.
- Clovers, Four: Charlotte, N. C., 25-Oct. 3.
- Cooke & Cooke: (Fair) Lexington, Va., 21-26.
- Dandy Dixie: Marietta, N. C.
- Daniel, Magician: Royal, Ill., 21-26.
- Felton, King, Magician: Princeton, Mo., 21-26.
- Fred's Kiddie Circus: Blue Springs, Neb., Oct. 2-3.
- LeVant Show: Grawn, Mich., 21-26.
- McNally Show: Pine Plains, N. Y., 21-26.
- Miller, Al H. Show: Omega, Ga., 21-26.
- O'Neill Circus Unit: Slater, Mo., 21-26; Hannibal 28-Oct. 3.
- Powers, Billy, Gold Dust Twins: (Jubilesta) Kansas City 26-27.
- Rayaltos Concert Co.: Bronson, Mich., 21-26.
- Silver, Hal: (Fair) Pomona, Calif., 27-Oct. 4.
- Wilson, R. K., Motorized Show: Crystal City, Tex., 24; Cotulla 25; Laredo 26; Alice 28.

Show Letter Writers

Many carnival show letters submitted for publication in this week's issue of The Billboard arrived too late to be used.

All matter intended for the carnival department should be written of the previous week's engagement, ending with Saturday date. They should be in the Cincinnati office of The Billboard not later than Friday morning each week.—CARNIVAL EDITOR.

Rubin & Cherry Exposition

Toronto, Ont. Canadian National Exhibition. Final week ending Saturday, September 12. Business, great. Weather, variable.

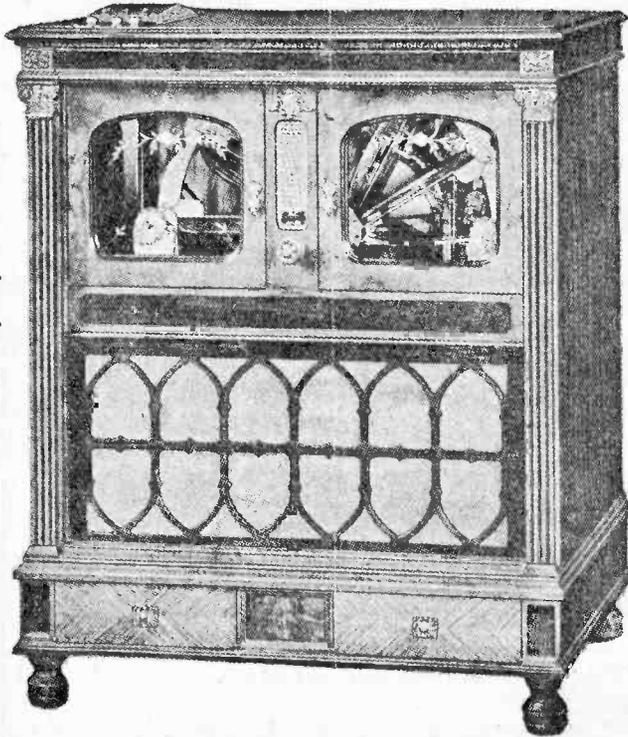
Midway attendance during the second week at the Canadian National Exhibition showed a marked increase over the previous week. Rubin Gruberg announced that, while the total attendance showed a 48,000 decrease over 1935, the gross midway receipts were approximately 10 per cent over those of last year. This despite the heavy showers that killed morning business Labor Day and several times during the week. Saturday, the last day, was the biggest day's business except Children's Day and Labor Day. Cleo Hoffman's *Flaming Youth* won honors for top money, followed by the Congress of Freak Oddities, managed by Sam G. Eddy (Determination Eddy). *Rumba*, Spanish revue, followed closely on the heels of the leaders. "Diamond Kitty," fat-girl show, was a big hit, and E. V. McGarry announced that the results were highly satisfactory. Zeke Shumway and his Motordrome did well on the engagement, and "Miss America" posing girl revue did surprisingly well.

Max Linderman, of the World of Mirth Shows, was a visitor and among those to congratulate Gruberg. H. H. McElroy, manager of the Ottawa Exhibition, and his executive staff were among the visitors. Hyla F. and Mrs. Maynes, of ride fame, North Tonawanda, N. Y., were seen on the midway. Stanley Graham, midget show magnate, another visitor. William Cain Jr. and wife, formerly of the Royal American Shows, arrived and will be with the show for the remainder of the season. Doc Spears is orator of the Congress of Freak Oddities. Mrs. Annie Gruberg back from Philadelphia, where she visited with her daughter, Edith Gruberg Margolies.

Chong Leen, magician (Great Richardi), with Preacher Monroe and Bob Sherwood on the front, scored heavily. Colonel Wally Welliver's snake exhibit received big publicity break with Toronto press and packed them in at every showing. Joyce Jackson assisting the Colonel as inside lecturer. During Toronto engagement "Diamond Kitty" on the job from 9 a.m. until midnight daily, a tough assignment for a single entertainer. Harry and Lena Coffin, with two shows, Life Begins and Frances Marie, two-headed baby, enjoyed prosperity. Dr. Norma Ford, of the University of Toronto, indorsed the two-headed baby as genuine and had X-ray photos

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THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

COREY GREATER SHOWS

EMPORIA, VA., THIS WEEK; ENFIELD, N. C. (FAIR), NEXT WEEK; BEDFORD, VA. (FAIR), WEEK OF OCTOBER 5; AMOSKIE, N. C. (FAIR), WEEK OCTOBER 12; SUFFOLK, VA. (FAIR), WEEK OCTOBER 19; LORIS, S. C. (FAIR), WEEK OCTOBER 26. OTHERS TO FOLLOW.

WANTED—Loop-o-Plane, Free Acts for Enfield, N. C. Shows, Geek, Diggers, Custard, Eats, Drinks, and legitimate Concessions of all kinds. Address E. S. COREY or LEW HENRY, Emporia, Va. P. S.—J. Bramon, Mabel Mack, Seal and a good Ten-in-One Show.

GREAT SUPERIOR SHOWS WANT

FOR POINSETT COUNTY FAIR, LEPANTO, ARK., WEEK OF SEPTEMBER 28; TRI-COUNTY FREE FAIR, FORDYCE, ARK., WEEK OF OCTOBER 5, AND FIVE OTHER FAIRS TO FOLLOW.

Concessions that work for stock. Rates reasonable. Positively no racket. Money getting Shows that don't conflict. This show plays money spots of Arkansas and Mississippi. All answer Truman, Ark., this week; Lepanto Fair, next week.

O. J. BEATTY OR HARRY W. LAMON.

taken to prove the indorsement. Charles Sheppard did well with Public Enemies and the Squintorium all during the engagement. The four Ferris wheels topped the midway for rides. With several additional miniature rides, there were actually 21 rides on the Rubin & Cherry midway at the CNE. Many new members of the Showmen's League of America as a result of the official visit of J. W. (Patty) Conklin, League president, with Rubin Gruberg and Nate T. Eagle co-operating. Mrs. Gertrude Cain presiding at the Temple of Knowledge booth. Much entertaining at Jake Gruberg's Midway Cafe during the engagement. Show train loaded and away early Sunday morning for London, Ont. Show makes a 780-mile jump from London, crossing the border at Port Huron-Sarnia on Sunday, September 20, for Chattanooga, Tenn.

WALTER D. NEALAND.

Smith's Greater Atlantic

Martinsville, Va. Week ended September 12. Auspices, Fair Association. Weather, hot. Business, fair.

First fair of the season. Top money recorded to the Ferris Wheel, with the Whip, Merry-Go-Round, Chair-o-Plane running a very close second. Top-money show honors went to Anna Lee Smith with her Dixie Minstrel Show. Minnie O'Brien's Monkey Circus, Elmira Smithley's Five-in-One, Peggie Ewell's Noma

Show, K. F. Smith Jr.'s Snake Show, Kid Siki's Athletic Show and Cincinnati Smith's Girl Show all enjoyed fair business. All were satisfied. Concessions all enjoyed a fair week's business. New arrivals included Clarence Sargee with a corn game and Sam and Lawrence Fogle with fishpond and clothespin pitch-tillu-win. These stores were combined in one tent. Frank O'Hara's cookhouse was satisfied, as well as Rex Coulter with his bowling alley. Bill Penny said okeh for him. Ernest Jones, with his Kiddie Auto, and M. Bartlett, Kiddie Plane, were pleased. Mr. and Mrs. Harry Small joined. Harry has taken over the business manager's part of the show, as well as looking after some of the advance work. Manager Brownie Smith made a short visit to his home at Salisbury, N. C., where he took his youngest son, Paul, back to school. The show is completely motorized and is booked solid to Thanksgiving week. The writer is still handling *The Billboard* and for the size of show is satisfied.

K. F. SMITH JR.



BILL RABKIN, president of International Mutoscope Reel Company, Inc., New York, now enjoying an unusually busy run with *Pokerino*, *Numberino*, *Hurdle Hop* and its new *Crane*.

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BUCKLEY
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Line o' Two of News

HURON, S. D., Sept. 19. — Hennies Bros.' Shows opened here at the fair Sunday, September 13, to a crowd reported to be the largest since 1928.

NIAGARA FALLS, N. Y., Sept. 19.—Scout Younger, of the "Crime Does Not Pay" show on the Dodson Shows, reports top-money receipts for the early days of this week's engagement here.

ALEXANDRIA, La., Sept. 19.—H. Doc Allen, general agent Bloom's Gold Medal Shows, reports as having contracted the North Little Rock, Ark., date under the auspices of the Missouri Pacific Boosters' Club.

Carnivals Active In North Carolina

CHARLOTTE, Sept. 19.—This city looms in the show world limelight as being carnival headquarters for general agents. Those seen in prominent hotel lobbies recently included C. W. Cracraft, for the Sheesley Midway; Jack V. Lyles, West Wonder Shows; Matthew J. Riley, Strates Shows; Lee Schaffer, William Gilck Shows; Leo Bistany's representative for the Mohawk Valley Shows, and R. F. McLendon, now free lancing in the field of general agenting.

The appearance of these men portends a virtual invasion of this State by many of the carnivals which have heeded the lure held out by general crop conditions. With all reported excellent.

Listed among the carnivals now in this section or nearing its borders are: World of Mirth Shows, Campbell United Shows, Corey Greater Shows, Dandy Dixie Shows, De Luxe Shows of America, Dennert & Knepp Shows, Dixie Model Shows, Endy Bros.' Shows, Gruberg's World Exposition Shows, Smith's Great Atlantic Shows, Marks Shows, Miller Bros.' Shows and West's World Wonder Shows.

The State Board of Health recently gave notification that certain requirements for the operation of cookhouses and hot-dog, hamburger and other stands are now effective. Such eating establishments, the same as local restaurants, must have floors, screens and hot and cold running water. All waiters are required to wear white coats and qualify with health certificates, as are cooks and assistants. Miller Bros.' Shows at High Point and Marks Shows at Mt. Airy consider these demands rather stringent, but they must be complied with under the ruling.

Zimdars Shows

Moville, Ia. Week ended September 11. Weather, fine. Location, fairgrounds. Auspices, Woodbury Fair Association. Business and attendance, good.

Fair attractions very good. Rains marred the night for Thursday, the big day. Buck Cooper came back to show. Clyde Curran bought a new housecar. CHARLES SEIP.

WPA ACTIVITIES

(Continued from page 4)
 istrator, issued a statement announcing the drawing up of Rule No. 14, which is an agreement with the AFA establishing the same understanding concerning performers on the WPA variety projects.

With the dissenting voice of the AFA satisfactorily quieted, the Federal Project is going right on with what continues to be its biggest piece of news, i.e., completion of arrangements for the nation-wide opening October 27 of the Lewis-Moffitt dramatization of the former's *It Can't Happen Here*, which is to be the first of four major programs presented thruout the country. The rumored rift in the Lewis-Hallie Flanagan combine is reported to be so much haywire; the script of the piece is nearly completed, and casting, supervised by Lewis at the Adelphi, began last week.

Of the project's new plays, *Path of Flowers* and *Horse Eats Hat?*, the former a farce by Valentin Katayev, moved into the Experimental Theater, formerly Daly's, September 17. This last opus of the author of *Squaring the Circle*, dealing with the confusion of a befogged radical in contemporary Russia, is directed by Turner Bullock, with sets by Robert Chertov and Theodore Fuchs and a cast comprising Colfax Sanderson, Georgia Graham, Lulmilla Toretzka and others. The latter, adapted by Orson Welles and Edwin Denby from the French, is set for Maxine Elliott's September 24. Another new one, *Swamp*

Mud, by Harold Courlander, originally scheduled for production at the Lafayette Theater in Harlem by the WPA Negro Theater, is being considered by Alfred Kreymborg, managing producer of the Manhattan-Bronx division, for presentation this season at the Princess Theater, New York. In addition, four one-act poetic plays by Kreymborg have been put into rehearsal for early fall production at the same theater. To be given during a single evening, they are *Monday*, *Limping Along*, *Frank and Mr. Frankenstein* and *America, America*.

With the opening of a nine-day engagement at the Majestic Theater, Brooklyn, October 1 *Macbeth* will bring to a close its 4,000-mile tour, during which it visited the Texas Centennial Exposition and five key cities in the Midwest. Preceding the Brooklyn opening, which is the third metropolitan stand of the play, the piece will go from the Lafayette Theater, Detroit, to the Federal Theater, Cleveland.

WPA legit gleanings: *Help Yourself*, the Popular Price unit's show at the Adelphi which chalked up 50 performances last Wednesday, will have played 83 times when it closes October 17 to make way for the Sinclair Lewis opus. The Yorkville Casino, New York, has been engaged for weekly showings of Joachim Ringeltnatz's *The Sailor's Ballad*, a new production of the German Theater, opening October 1. Thursday of each week is the day. *Dr. Wespe*, German comedy-drama, was given last night at the Labor Temple, New York. *We Live and Laugh*, Yiddish musical presented at various theaters in the five boroughs since its opening May 8, goes to the Bronx Winter Garden for tonight and tomorrow, following which it is booked for a three-day run at the Hunts Point Palace, Bronx, beginning September 21, and a two-day stand at the Lyric Theater, Brooklyn, September 28 and 29.

On Top, the WPA musical extravaganza, follows *Be Seated* at the Majestic Theater, Brooklyn, starting September 21. It is booked for a one-week stand. Over in Springfield Gardens, L. I., the Federal Theater Circus opened last week, its huge tent seating 4,000. Two hundred tanbark artists go thru 60 acts. Admission is 15 and 25 cents, and performances are given Tuesday thru Saturday evenings, including a special matinee Saturday for children. A recent release from Federal Theater authorities in Washington concerning the various WPA marionette projects states there are 22 such shows operating in 12 cities ranging from the Atlantic to the Pacific.

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London

LONDON, Sept. 12.—Seaside summer season in Britain is drawing to a close. It has been of a mixed nature for operators of amusement machines, restrictions imposed by authorities in some places under old laws not being too helpful. British Automatic Machine Operators' Society, Amusement Caterers' Association and Blackpool Amusement Caterers' Association have endeavored to go into a huddle to secure some relief. Cranes have received worst setback and there has been a rush for pusher-type merchandisers to replace them. Scott, Adickes & Company have had all their work cut out to keep pace with demand for Exhibit's Rotary Merchandiser. This machine has been covered under British patents to prevent infringement by would-be copyists.

The exhibition will open each day at 10:30 a.m. and close on the first two nights at 8 p.m. On the third day it will close at 6:30 p.m. and on the last at 7 p.m. Reason for the 6:30 closing is to allow exhibitors and visitors to get into glad rags for the annual Bamos Ladies' Festival, which takes place that night.

Robert White announces revival of automatic section at Brewer's Exposition held in London during October. Until creation of trade's own show this used to enjoy good support and played big part in starting British pin table boom.

Coin-Operated Machine Supply has established itself as one of the most prominent jobbing concerns in the country. Good business has recently been done with Daval's Stock Exchange, which joint principal Cohen secured while in the States.

FINAL DAYS

(Continued from page 3)
 factor. Dates were a month later than in several years.

Secretary D. R. Van Atta, long a member of the board, was in executive charge, succeeding the late D. L. Sampson, who was secretary 42 years. Exhibits were reported up to standard in number and variety. Former Governor Myers Y. Cooper, president of the board, on the grounds daily, was host to a number of Buckeye fair officials.

Features of the grand-stand show were the Barnes-Carruthers acts, Aerial Bauers, Fink's Ponies and Dogs, and Shorty Flemm, who clowned the track and grand stand, going "on the air" several times via loudspeaker with Mr. Cooper and other notables to the delight of the stand. Smittie's Band, under the leadership of the third generation of Smiths, played the acts. J. F. Murphy was in charge of a unit of Gooding rides on the midway, where Bill Bahnsen's Wild Animals, featuring Capt. Chubby Guilfoyle as trainer, was the major show attraction. Carthage officials have experimented with early and late dates and may set a definite policy under Secretary Van Atta as to time of future fairs and, it is said, an augmented grand-stand program will be presented in 1937.

Wilson Shows End Season at Vassar, Mich.

SAGINAW, Mich., Sept. 19.—Frank Hilldoer reports Wilson Shows closed season September 12 at Vassar after playing Michigan territory exclusively from Bay City April 15. Wilson will take a short vacation, after which he and Hilldoer will promote indoor events. Carlson's rides with the show will play independent dates until late October.



HAROLD E. JOHNSON, Chicago manager of the Electrical Products Company, is rich in coin machine experience. From 1930 to 1935 Johnson was district manager for the Burgess Battery Company, which put him in active and continual touch with the manufacturers of electrically operated automatic equipment. In January, 1935, Johnson was appointed special representative to the coin machine industry by the Ray-o-Vac Battery Company. In January, 1936, when Mr. Chereton, of the Electrical Products Company, was looking for a Chicago representative he was referred to Johnson as the man for the job because of his extensive contacts. Johnson has made himself invaluable to the automatic device manufacturers because of his assistance in their electrical engineering needs. He has made the name Electropak synonymous with battery replacements.

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Venders Are Going Good in Colorado

DENVER, Sept. 19.—Merchandise vending machines and scales are showing better returns this year here and in Colorado as a whole, according to operators. More machines were put out than at any time during the last three years and receipts are running higher than at any time during that period.

Many stores reopening thruout the region have given added locations and have enabled operators to put out machines they have had in storage for some time. In many cases new machines have been purchased or older models traded, so that newer equipment is in the field. A number of new operators have also sprung up.

The big season is drawing to a close, however, as the tourist run will soon be over, and the two large amusement parks in Denver close in September. These factors will cause a number of machines to be stored or added to the heavily run vending machine business in the city.

"Business is definitely better than it has been in the last three years," says C. J. Fendrick, veteran operator, who has been in the business 40 years and has routes in Colorado, Wyoming, Montana and South Dakota. "I have put out more machines than any time during the three previous years. A number of stores that were closed during that time have been opened by new people and have added good locations."

Mr. Fendrick specializes in package gum and scale machines. In Denver he has a contract with chain stores and also has a number of scales in an amusement park. The two Denver amusement parks report generally one of the best seasons in several years—that is in all lines of business.

"The suggestion I would make in the local vending machine operation business at the present time," Mr. Fendrick says, "is that the many new operators entering the field be coached and educated in the business."

Cigarette vending machines seem to be very popular in Denver. The Colorado Popcorn Company, reported to be operating 300 such venders with success, is said to have added another route of them.

Scales have come back to some extent and merchandise venders are showing better returns.

DENVER GOES

(Continued from page 3)
money, one being \$100, which is given each week. For the two larger sums, however, which this week will be \$1,000

and \$400, one number is drawn for each, and then from \$200 to \$300 added if no winner is present. A round trip to Chicago is also being given this week.

The Civic theaters, eight with no first-runs, are offering \$1,250 on their first drawing this week, and will add \$300 during the week if the amount is not won. Divided into two groups, the South Side, with five theaters, is offering \$550, and the North Side, with three houses, is offering \$700, each group having three drawings a week, with \$50 added each night. Besides this, the Civic theaters offer about \$450 worth of groceries and merchandise.

Five other theaters have giveaways of their own, adding about \$200 weekly to the grand total.

Two first runs, the Orpheum and Center, have kept clear of giveaways thruout, and nine subsequents do not have them now, altho a few have tried them.

LOTTERY BILL

(Continued from page 3)

a board of 59 members be authorized to license and promote events offering prizes and to decide ways and means of paying \$100 a month to needy blind and other disabled persons, provided the recipients spend the same within 31 days.

It empowers Newton to act as manager at \$10,000 annual salary until a permanent manager is elected at the next gubernatorial election. Measure requires that all money collected under the act, less administration costs and expenses, be paid into the state treasury for use as the board may designate. It also repeals the California retail sales act.

GREAT LEGIT

(Continued from page 3)

27 *Lady Precious Stream*, first of the American Theater Society plays, begins an engagement at the Harris. Second of the society's productions will be Max Gordon's *Pride and Prejudice*, opening October 12. Sam Weller will be in advance of the show.

The *Ziegfeld Follies* is booked for the Grand Opera House, to open about the middle of October.

Other productions scheduled for presentation here but with no definite date or house set are *Ina Claire*, in *End of Summer*; *Call It a Day*; *Jane Cowl*, in *First Lady* (about Christmas); *Victoria Regina*; the *Lunts*, in *Idiot's Delight*, and *On Your Toes*.

At present the road-show picture *Romeo and Juliet* is showing at the Erlanger Theater, which a little later will house legit.

NEW HAVEN

(Continued from page 4)

ated again this year in the Lincoln Theater spot, but the shore group, after a very successful summer season, decided to operate at the New Haven playhouse.

The name of the theater is to be changed to George Pierce Baker Memorial Theater, in honor of the founder of the Yale School of Drama. The producer of the shows will be Ray Burrows, graduate of the Yale School of Drama. Included on the executive board are Robert Lanchraft, of the New Haven Chamber of Commerce; Julia Diane Jacobs, Dr. Macy Battlin and Howard Shaefer. Richard Owen is the business manager and press agent.

The theater, after alterations, will open about the first week of October with *Sailor, Beware!* Other plays to follow are *Biography*, *Nathan Hale*, *Ten-Minute Alibi*, *Bill of Divorcement*, *Double Door* and others. Price range will be 55 cents and 83 cents.

DENIES ASCAP

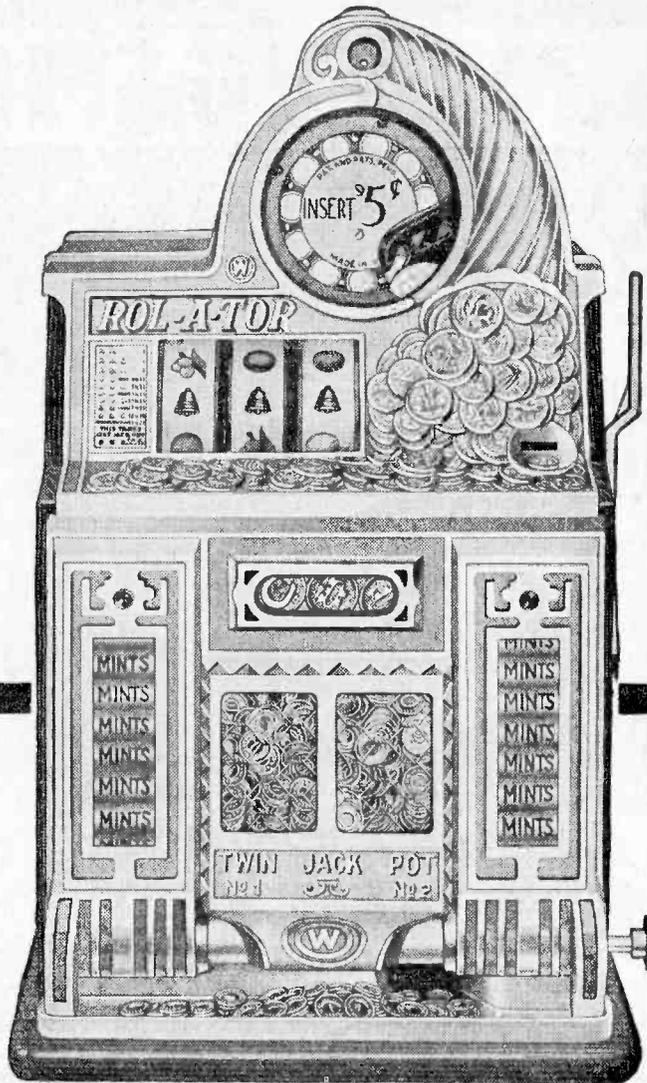
(Continued from page 4)

Averbach contended, does not carry this guarantee.

Application for the injunction was made for the society by Earl I. Freshman, and 14 music publishing companies were linked with ASCAP in the application, indicating how serious the society considers the new angle of contested originality.

In turning down the injunction plea Judge Bryant said he acted because "the grounds or facts in the affidavits are in dispute and there is no reason why a speedy trial of these issues cannot be had." He added that he did not think there would be any "irreparable damage" if the lodge used music in question during the interim.

FREE--GOLD AWARD ATTACHMENT--FREE



Free—Gold Award Attachment. Heretofore we charged \$5.00 extra for the Gold Award Attachment. During the month of October we make no extra charge.

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This machine is furnished in 1c, 5c, 10c, 25c and 50c play.

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GOODHEART DENIES

(Continued from page 3)

monopoly. He cited as top bands not under MCA management those of Paul Whiteman, Richard Himber, Rudy Vallee and Fred Waring. Himber is reported as going over to MCA within the fortnight.

READING FAIR

(Continued from page 3)

The State in 20 years. World trotting and pacing records were broken. Practically capacity midway business was done on five nights by the Cetlin & Wilson Shows.

THE NATION'S FAVORITE ARMY 21 GAME

The Latest Thing in Black Jack

A Marvelous
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**21 COUNTER
GAME**

A Gold Mine To Operate

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It's Black Jack at its best—the game everybody knows. Built into a fast action counter game that everybody plays. You actually draw to a "21" hand against dealer or house. House hand and awards change on play—exactly as Black Jack or "21" is played.

A great location getter—a sure fine profit maker. Buy it—make big money with it. 1c, 5c, 10c and 25c play. Legal ball gum vender. All aluminum cabinet. Quality built.



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Increase Production On Bally Blue Bird

CHICAGO, Sept. 19.—Heavy fall buying is now in full swing, according to Jim Buckley, general sales manager of Bally Manufacturing Company, who cites as evidence the volume of orders being received on Bally's new Blue Bird one-shot payout game.

"Production on this new winner is being doubled," Jim stated, "to take care of the demand. Operators report players wildly enthusiastic over the Blue Bird 'extra dividend' idea, whereby a winner can pay up to 30 to 1 regular award plus as high as 40 to 1 extra gold award. And, furthermore, this 70-to-1 winner can be made on any hole on the board. If that isn't a knockout idea for stimulating repeat play, I don't know what is. And to judge from collection reports now coming in, Blue Bird is the strongest repeat play getter since Bally Derby."

Full Coverage, Says Lazar

PITTSBURGH, Sept. 19.—B. D. Lazar, of B. D. Lazar Company, this city, says that the firm has complete coverage in this State since the recent opening of its Philadelphia offices. The firm has Mike Carpen managing the Reading office, Lou Feldman managing the Scranton office, Paul Strickland and J. D. Delaney in charge of the Philadelphia offices and J. D. (SI) Lazar traveling between all offices.

"Aside from the fact that we have always striven to give the operators the best machines and the best service, we believe that we now have complete coverage in State," Ben Lazar said. "Our expansion program started some time ago and soon upset tradition by offering the same fine service at our branches as we do in our headquarters here. Now that our firm can give the operator everything in machines from merchandisers to music, and with instant delivery from four near-by warehouses assured, we are waiting for our branches to solidify their present arrangement prior to entering into the new phase of our expansion program."

Traylor Opens Dallas Office

DALLAS, Sept. 19. — Bill Traylor, prominent Southwestern coinman, recently opened his own offices and salesrooms at 306 South Pearl street here, specializing in buying, selling, trading and rebuilding coin machines. Traylor will carry a large stock of new and used machines and a complete line of parts. Traylor's repair department is as complete as a factory's. There is nothing in the way of a repair job that he cannot handle. This will save operators considerable expense by eliminating express charges which heretofore they were forced to bear because of the lack of facilities in the Southwest.

Traylor's experience in the Southwestern coin field has been that of repair man, operator and salesman for leading distributors. It likewise covers a period of many years.

Rothstein Turns Farmer in Spare Time

PHILADELPHIA, Sept. 19.—Izz Rothstein, president of Banner Specialty Company here, has turned farmer during his spare time. Izz is now raising sugar corn, sickle pears and Wine-Sap apples on his palatial estate not far from this city.

For some time Izz has been known as one of the best fishermen in the coin machine business, but this is the first time that he has admitted to being a farmer. The announcement created a great deal of interest, for manufacturers, jobbers and operators who have known Izz for many years are wondering whether he had a successful crop and whether he is as good a farmer as he is a fisherman and distributor of coin machines.

Izz claims: "Don't listen to the rumors. Just come down to my place and see whether we haven't raised pears that are the size of an average man's head. Apples that are so big we use bowling game crates for every three we chop down. And sugar corn that is so tall we have arranged with four steeplejacks to bring down the smaller ears from the top first so that there won't be any damage to the soil when they let the large ears drop.

"Of course, some people may not believe this, but you can assure them for me that having captured the fishing championship of the coin machine industry I feel certain that the championship cup for the 'best farmer' will also be granted to me after we have displayed part of our crop at the next coin machine convention.

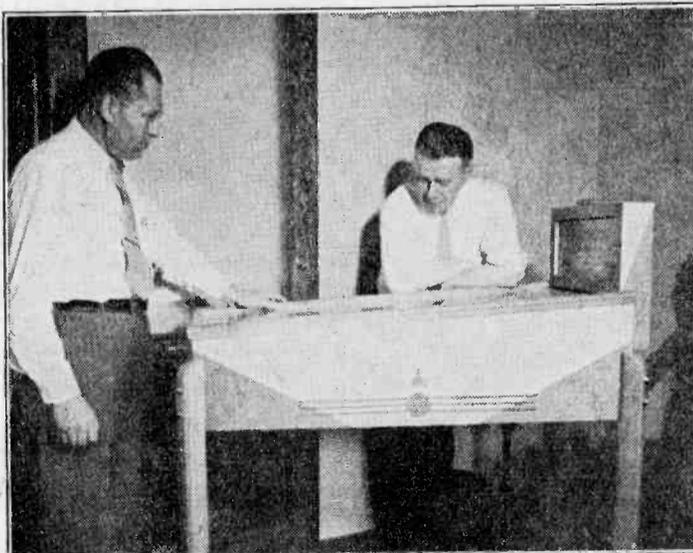
"We would like to ship some of the apples, pears and corn to the men in the business, but the railroads notified me that they haven't flat cars sturdy enough to hold the weight, and so until they build the stronger flat cars we aren't able to let the industry sample any of our crop."

Fitzgibbons Plans Surprise

NEW YORK, Sept. 19.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., reports from the Bally Building that he will soon have "the biggest surprise in the history of the coin-machine business here."

As Bally Manufacturing Company's Eastern distributor, Jack Fitzgibbons has presented many unique surprises to the trade. Opening of his new Bally Building was one of the most progressive moves ever made in this area. His daring and intelligence in the conduct of his business have brought him many operator friends who look up to Jack for new ideas.

There has been a general air of expectancy about the Bally Building for several months, employees report, and Fitzgibbons has been grooming his salesmen for new ideas which have aroused general interest here. It is certain that his new plans have something to do with the new Bally games. Jack refuses to divulge his plans, but from what he has already hinted there is certain to be quite a furor here when they are finally completed and announced to the trade.



I. H. ROTHSTEIN VISITS CHICAGO—Head of Banner Specialty Company, Philadelphia, snapped while playing Lights-Out, new eight-ball non-payout novelty game by Bally Manufacturing Company. Jim Buckley, of Bally, shown "libitizing" the game, reports that Lights-Out is bringing many dormant locations back to life in non-payout territory.

it
keeps
going

MILLS McCOY PAY TABLE

Mills Novelty Company

TURTLE SOUP

1c Skill Game



IT'S LEGAL.
Buy Direct From
Manufacturer.

100,000
LOCATIONS
Open for This
MONEY MAKER.

EARN
\$2.00 to \$5.00
Daily.

Clever, Original,
Novel, Profitable.

PRICES \$1.45
1/2 Deposit
Balance C. O. D. LOTS OF 12

Hurry While They Last

FIVE BORO MACHINE MFG. CO.
967 Lafayette Ave. Brooklyn, N. Y.

Keeney Producing More Bowlettes Than Ever

CHICAGO, Sept. 19.—Even the long among the leaders in a sales way, the Keeney Company states it is producing more Bowlettes than ever. Bowlette, they say, has been increasing in sales as the weeks pass. Every week calls for more and more of the games from the three Keeney factories.

While Bowlette is conceded to be one of the quietest of the bowling-type games, the makers say the late models produced have reduced the noise to a point where they are as noiseless as a feather pillow.

The Keeney firm attributes much of the success of Bowlette to the absolute dependability of the scoring and electrical system of the alley. No Bowlette is allowed to leave the Keeney factory until it passes 12 tests, which assure the purchaser of a 100 per cent perfect unit.

Kitchen and Griner Visit Atlas Factory

CHICAGO, Sept. 19.—Bruce Kitchen and G. Griner, both of the Michigan Coin Machine Company, Kalamazoo, recently visited the Atlas Novelty Corporation. Preparing for the coming fall season, the company is making a complete survey of all new developments in the automatic machine industry.

The Atlas Novelty Corporation, as an aggressive and successful representative for the largest manufacturers, is a concentrated center of attraction in this area for coin-machine distributors and operators.

Kitchen and Griner have been favorably impressed with the new fall lines and are looking forward to a very successful season in their territory.

2,000 1,500 1,000 500 Rotary Merchandisers

WERE SOLD IN 90 DAYS WITHOUT THE AID OF ANY ADVERTISING

WHAT a record. . . What a machine. The Rotary Merchandiser is unquestionably the greatest, most consistent producer of income ever offered to operators. They play it by the hour . . . the appeal never wears off. Each time new items are added, a brand new appeal is created. It's the only machine that's *New* every day.

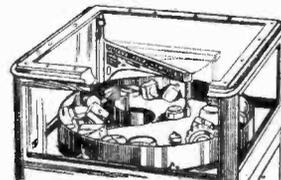
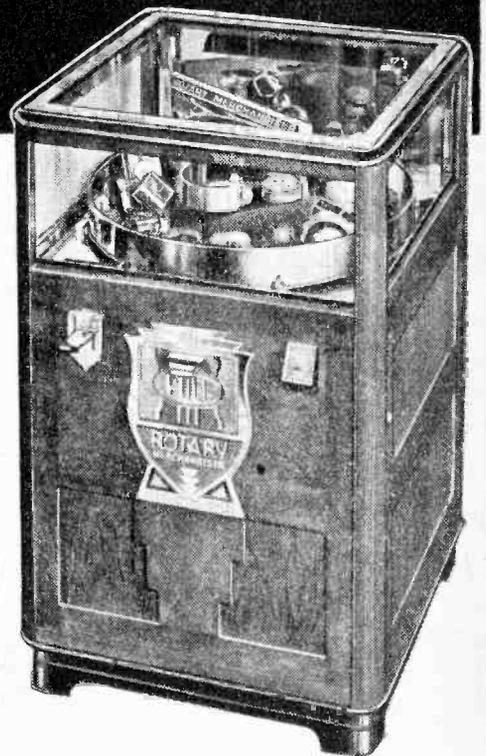


The best looking machine you ever set eyes on. Cheat proof . . . automatic tipping device prevents players from tipping merchandise out of machine. Easy to operate . . . no special training required as with other merchandise type machines. All mechanism and moving parts easily accessible. Precision built, trouble-free mechanism, assures a long life of perfect performance.

Be the first in your territory with this great money maker—Order your Rotary Merchandisers TODAY.

EASY TO PLAY

Player inserts coin and table starts rotating. When desired article is in front of pusher arm player stops rotation by pressing stop button. If player is successful, pusher arm will shove merchandise into open slot and it will be delivered to him through chute



C. R. KIRK & COMPANY 1136 N. KILBOURN AVE., CHICAGO, ILL.

Greenberg, O'Melia Inspect Fall Lines

CHICAGO, Sept. 19.—Phil Greenberg, general manager of the Pittsburgh branch of the Atlas Novelty Corporation, accompanied by Art O'Melia, sales manager of the same office, returned to their home office this week. The main purpose of their visit here was the discussion of promotional plans for the fall season with Maurie and Eddie Gins-

berg, chief executives of the company. Greenberg and O'Melia also inspected the fall lines of various prominent automatic machine manufacturers in the Chicago territory. Among the plants contacted were J. P. Seeburg Corporation, Rock-Ola Manufacturing Company, Western Equipment and Supply Company, Groetchen Tool Company, the Bally Manufacturing Company, all of Chicago, and the Stoner Corporation, Aurora, Ill. A complete review of the latest developments in the amusement machine industry has been very impressive and both gentlemen are looking forward to a highly successful season.

Phil Greenberg has done a marvelous job in the Eastern section, building up a tremendous business. His uncanny knack of choosing consistent winners has created a feeling of confidence on the part of all the operators. They have learned to depend upon his judgment and look to him for advice.

Art O'Melia as an invaluable contact man is largely responsible for the widespread active business in Pennsylvania and adjacent States. His complete knowledge of the industry has proved profitable to many operators in his territory.

Both executives have followed thru completely with the Atlas Novelty Corporation's "Personal Service Policy." The keynote of the organization is absolute co-operation with the operator to assure mutual success.

The Pittsburgh office is the Eastern outlet for the Seeburg Symphonola, producing outstanding record in sales for the J. P. Seeburg Corporation. They have also virtually "gone to town" as representatives for the original Ray-O-Lite Rifle Range, manufactured by the same company.

The Pittsburgh office has established itself as a distributing outlet for almost every leading automatic machine manufacturer. The warehouse managed by this branch carries a complete line of used machines that are thoroughly reconditioned before being placed on the market.

A REAL MONEY SAVING SALE!

- | | |
|--|---|
| <p>—ONE BALL PAY TABLES—
 TEN GRAND Cash Payout, perfect . . . \$35.00
 Rock-Ola FORTUNE, Cash Payout . . . 25.00
 DAILY DOUBLE Sr., Cash Pay. 30.00
 REPEATERS, Cash Payout . . 32.50
 MAMMOTH, Cash Payout . . 27.50
 PROSPECTOR, Ticket . . . 27.50
 STAMPEDE, Cash Payout . . 15.00
 Rock-Ola CREDITS, Floor Samples—
 Write for Price.
 1/3 Certified Deposit, Balance C. O. D., F. O. B. Buchanan, N. Y.</p> | <p>—SLOT MACHINES—
 5c Mills FUTURITY Bell, only one week old . . . \$75.00
 —COUNTER GAMES—
 6 Bally SPARK PLUGS, Cash Payout. Each . . . \$7.00
 —PIN GAMES—
 MADCAPS, Plug In Models. . \$25.00
 KINGS 6.00
 FIFTY-FIFTY 6.00
 SPITFIRE 7.00
 T. N. T. 6.00</p> |
|--|---|

B. ROY, BUCHANAN, N. Y.

DUCK SOUP 1c Skill Game

5 PENNIES ON DUCK (PACKAGE OF CIGARETTES)

IT'S LEGAL
 100,000 LOCATIONS
 Open for this MONEY MAKER

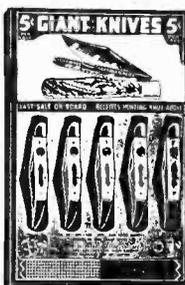
Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES Sample . . . \$2.75
 1/2 Deposit Lots of 6 . . 2.25
 Bal. C.O.D. Lots of 12 . . 1.70

Protect Your Route Without Delay
STAR SALES CO.
 3901-09 Wayne, Kansas City, Mo.



BIG PROFITS--FAST PLAY

That's what Operators get With Our Big Value Assortments

6 Large Assorted, Pearl Colored **FISHING KNIVES** and 300-Hole 5c **BOARD** Pays out \$2.10 worth of Cigarettes (14 Packages). Net take, \$12.90.
 No. B115—Sample, \$3.25. 25 Lots, Each . . . \$3.00
 25% with Order, Balance C. O. D.

Our New Colored Page Catalog Full of New 1-2-5c Assortments and Boards Now Ready. Send for a Copy and Save Money.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

BOLO JUST LIKE REAL BOWLING
 The Most Sensational and Realistic Pin Game Ever Produced.
STRIKE FOR BIGGER PROFITS

THE SENSATIONAL PIN GAME At Two Balls for a Nickel this game takes in 50c per Frame, while a Full-Size Bowling Alley, that cost \$1,200, takes in only 20c. Furnished in 2-Ball and 5-Ball Models.

Hundreds of operators report Tremendous Earnings—Don't Believe Us! **PRICE \$54.50**
ORDER ONE IMMEDIATELY, place one on your location and be convinced. We are positive you will then order a quantity of "BOLOS."
 Terms: 1/3 Cash With Order, Balance C. O. D. F. O. B. New York
NEW YORK DISTRIBUTING CO., 3682 Broadway, N. Y. C.
 ED 4-3545

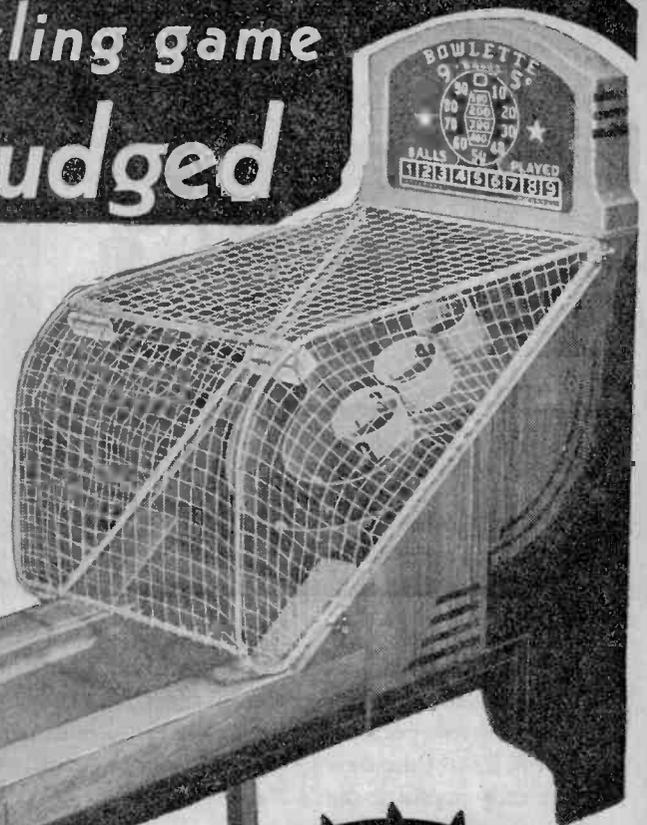
BOWLETTE - still the one bowling game by which all others are judged

and still out-selling all other makes

The "Official" Game

as adopted and approved by Bowlette Clubs and Leagues, because BOWLETTE is the only game technically correct in alley width and "pitch," and in playing field design. Operators everywhere report tremendously increased earnings with cooler weather, and with BOWLETTE taking on the form of a new nationwide Fall and Winter sport craze—also with the adoption of the new Keeney "Step Up" Award System.

- 100% MECHANICALLY PERFECT SCORING MECHANISM AND BALL COUNTER :: DELUXE CABINET "SILENCED" THRUOUT :: POSITIVE 9-BALL COIN CHUTE BALL RELEASE :: CHEATPROOF

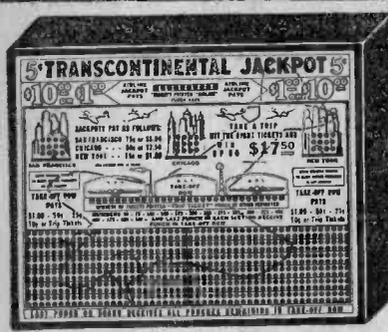


"It is better to buy a BOWLETTE than to wish you had"

IMMEDIATE DELIVERIES ON BOWLETTE THRU YOUR KEENEY DISTRIBUTOR OR FROM
J. H. KEENEY & CO.
 2900 SO. MICHIGAN AVENUE, CHICAGO, ILL.
 New York City Office: 250 W. 54th St. — Babe Kaufman, Manager

FLASH! NEXT WEEK—AN ANNOUNCEMENT OF A NEW **KEENEY** 1-BALL PAYOUT GAME WITH "PLAY" AND MECHANICAL FEATURES FIVE YEARS AHEAD OF THEIR TIME

TRANSCONTINENTAL JACKPOT

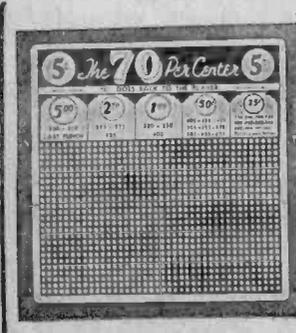


BLAZING A TRAIL OF PROFITS FROM COAST TO COAST

No. 712 600 HOLES
 Progressive Jackpot feature permits players punching "Trip Tickets" to punch in from 1 to 4 Jackpots with possibility of winning up to \$17.50.
 Takes in.....\$30.00
 Average Payout..... 12.38
 Average Gross Profit.....\$17.62
 Price \$2.81 Each, Plus 10% Tax.
 Price includes easels and 4 fraud-proof tickets.

A HARLICH JUMBO BOARD

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO - ILLINOIS



The 70 PER CENTER
 A Flashy Quick-Selling Board That Insures a Square Deal for the Players, and Should Repeat Many, Many Times, Because
70% Goes Back To The Players
 1,000-Hole 5c Brings \$50.00. Pays Out \$35.00.
Suggested Resale Price \$2.50 Each.
 PRICES TO BOARD OPERATORS:
 \$9.00 PER DOZEN, \$50.00 PER 100. (Sample \$1.00).
 F. O. B. St. Louis. Tax Included.
 Will Consider Exclusive Distributorship to Large Quantity Buyers.
ARTHUR WOOD & COMPANY,
 219 Market Street, St. Louis, Mo.

BIG MONEY MAKERS!
SHORT SOX \$49.50 | **TURF CHAMPS** TICKET MODEL \$137.50

RECONDITIONED EXHIBIT TICKET GAMES.
 Play Ball \$25.00
 Rodeo, Gateway, Whirlpool, Each 17.50
 Write for Complete Catalog of Games and Vendors.
 Remit 1/3 Deposit, Balance C. O. D.

DROBBINS & CO. 141-B DEKALB AVE. BROOKLYN, N.Y.

The 1c EMPIRE Vends Salted Peanuts, Pistachio Nuts, etc. Steady Money Maker

CARL TRIPPE'S SEPTEMBER BARGAINS

ELECTRIC EYE \$50.00	ELECTRIC BAFFLE BALL . . \$ 20.00
BIG FIVE, SENIOR 25.00	SHELL GAME (Western) . . 17.50
VELVET 75.00	SUNSHINE DERBY 37.50
REPEATER (Free Game) . . . 22.50	PLANETELLUS 100.00
BIG CASINO 30.00	HIALEAH 60.00
GREAT GUNS 27.50	PUT 'N TAKE 10.00
DOUBLE SCORE \$45.00	

Terms: One-third deposit, balance C. O. D.
 WE WILL BUY LATE MODEL SLOTS, COUNTER GAMES, AUTOMATICS OR YOUR ENTIRE ROUTE OR BUSINESS.
 WRITE US AND OUR REPRESENTATIVE WILL CALL ON YOU.
IDEAL NOVELTY CO., 1518 MARKET STREET ST. LOUIS, MO.

IF STONER makes it ATLAS sells it

TURF \$137.50 SHORT \$49.50 CHAMPS SOX

Write for Latest Price List of Completely Reconditioned One-Shot Automatic Pay Tables.

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

When Writing to Advertisers Mention The Billboard.

TURF CHAMPS

Dominates
The Entire
Field!



CUSTOMER SERVICE
The Aristocrat Line

\$137⁵⁰
 TICKET MODEL
 ELECTROPAK
 EQUIPPED

STONER CORPORATION
Aurora, Illinois



50"
X
24"

SINGLE
NICKEL
VISIBLE
COIN
CHUTE

DAMCO BELLS

with Cherries—Oranges—Plums—
Bells and Bars on Playfield and
Life - Up ANSWER to an "Operator's
Prayer"!

\$89.00

"SARATOGA"

raises Pamco's 'Odds-Commuta-
tor' to GREATER HEIGHTS than
ever! For this GIANT
S-P-I-N-N-I-N-G 'Odds-Changer'
carries TWICE the ANIMATION
of previous machines. Order
Pamco "SARATOGA"—It's a
"Purchase of PROFITS" you
NEED right NOW!
PAYOUT \$119 TICKET \$129

GET FULL DETAILS—NO OBLIGATION



1 NICKEL
1 CHUTE
1 BALL
PLAY
50"
X
24"

U. S. PATENT No. 2,029,177

PACIFIC

AMUSEMENT MFG. CO.

4223 WEST LAKE ST. • CHICAGO • ILL.
1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

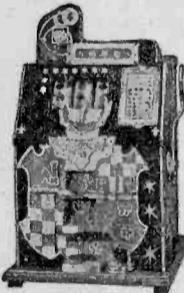
REEL '21' 10-DAY TRIAL

Is BLACK JACK or the Old Popular Army Game "Strictly According to Hoylo!"
In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS.



BALL GUM

15c a Box
(100 Pieces)
Case Lots
100 Boxes
\$12.00
1/3 Deposit
With Order.



ALL TYPES OF
Mills Bells &
Venders
AT FACTORY PRICES
Write for Complete Catalog

\$23.75 DOUBLE DOOR AND REGISTER \$2.00 EXTRA
Rush Your Order Now

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

MILLS BLUE FRONT MYSTERY
Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

Still Best!

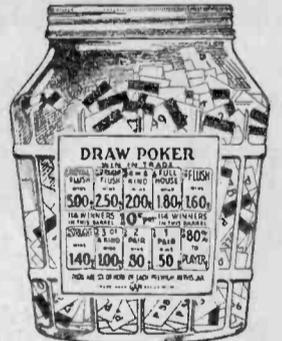
After many experiences with other merchandise, operators everywhere report enormous profits with these three items. Order yours today! Prices F. O. B. Omaha.

DRAW POKER

"America's Fastest Seller"

Takes In \$174.00
Pays Out 135.00

PROFIT \$ 39.00
Sample Jar. . \$3.00 Refills. . \$2.50 Ea.
Dozen. . \$27.50



BANK JARS

Takes In \$183.00
Pays Out 144.00

PROFIT \$ 39.00
Sample Jar. . \$3.00 Refills. . \$2.50 Ea.
Dozen. . \$24.00



PUT & TAKE

"The Proven Winner"

Takes In \$75.00
Pays Out 43.30

PROFIT \$31.70
Doz. Complete. \$28.00 Refills. \$3.25
Empty Jars for Above. \$3.60 Doz.
1/3 Deposit, Balance C. O. D.

NATIONAL PREMIUM CO.
1316 Dodge St. Omaha, Nebr.

BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075

Takes In \$144.00
Pays Out 112.00

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board & Card House in the World

6320-32 Harvard Avenue, Chicago, U. S. A.



EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. J. H. Keeney & Co. Exhibit Supply Co.
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Groetchen Mfg. Co. A. B. T. Co. Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

DEE"21"

ACCLAIMED EVERYWHERE IN COIN MACHINE INDUSTRY "THE GREATEST COUNTER GAME MONEY-MAKER OF ALL TIME." NOW IN 500 PER DAY PRODUCTION TO FILL ALL ORDERS.

\$23⁷⁵ EACH
TAX PAID—4-WAY PLAY
RUSH YOUR ORDER
TO YOUR JOBBER NOW

and now

**BEFORE YOU BUY
YOU RACE
HORSE GAME SEE
ANY HORSE
COUNTER
GAMES**

available

**ONLY \$19.95
CASH OR TAX PAID**



READY FOR DELIVERY NEXT WEEK

RUSH YOUR ORDER NOW!

REMEMBER:
"What Sterling means on other Counter Games!"
YOU AT THE LOWEST PRICE IN HISTORY FOR SUCH FABULOUS QUALITY AND BROTHERLY SERVICE!
YOU CANNOT LOSE—RUSH YOUR ORDER NOW!

**DAVAL MFG CO
200 SUPERIOR ST
CHICAGO**

**THE MACHINE THAT DEFIES COMPETITION --
4 REELS NOT 3 -- QUALITY NOT PRICE!**

**PLAYER APPEAL PLUS
FLASH!
ACTION!**

REEL RACES

\$19.50

IMMEDIATE DELIVERY! **TAX PAID**



POLICY
The outstanding 1-ball automatic payout table today, and for a long time to come. POLICY is a proven big money maker, MYSTERY COIN CHUTE—LITE-UP RACK—WESTERN'S MOTOR DRIVEN PAYOUT UNIT. Cabinet 24"x50".

\$125.00 STANCOR UNIVERTER BATTERIES OPTIONAL.
\$135.00 Ticket Model. No Charge for Check Sep.

THORO-BRED
A super de luxe automatic payout machine. A tremendous profit maker because it gets the locations where big money is spent. A masterpiece of beautiful design in modernistic matched woods. Seven horses run every race—automatic payouts from 2 to 30. Additional information upon request.

FLYING HIGH
Profits actually soar with this great 1 ball automatic payout table. On every location it's a positive sensation. Players like the MYSTERY COIN CHUTE THAT LITES FROM 1 to 7 pigeons with each coin. De luxe cabinet 24"x50".

\$139.50 STANCOR UNIVERTER BATTERIES OPTIONAL.
\$149.50 Ticket Model. No Charge for Check Sep.

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE.

CHICAGO, ILLINOIS



MONEY TO BANK with BANK-O-MONEY
Fastest Money Maker ever made—100 Winners! EVERY STEP A WINNER! EVERYTHING GOES.
Four Beautiful Colors.
Takes In \$50.00
Pays Out 23.10
PROFIT \$26.90
Price \$2.40

GLOBE PRINTING COMPANY
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227 S. Presa Street, SAN ANTONIO, TEX.
22 West 23rd Street, NEW YORK, N. Y.
248 Marietta Street, ATLANTA, GA.
ATLANTA, GA.



BARGAINS IN RECONDITIONED MACHINES

AUTOMATIC PAY TABLES	GOLD RUSH	\$15.00
MULTIPLE	Varsity (5 Ball)	15.00
HIALEAH	PLUS AND MINUS	13.00
DAILY RACES	PUT 'N' TAKE	13.00
BROKERS TIP	PIN GAMES	
BONUS	WHIRLPOOL (Ticket)	\$25.00
ALAMO	CHAMPS (Lato Model)	14.00
SUNSHINE DERBY	HI-HAND	14.00
JUMBO	BANKER	13.00
MAMMOTH	FIVE AND TEN	11.00
BIG FIVE, SR.	ZOOM	10.00
BAFFLE BALL	BALL FAN	10.00
DE LUXE "46"	BIG GAME	8.50
ACES	THREE-IN-LINE	8.50
GOLD AWARD	ROCK-OLA "21"	6.00
STAMPEDE		

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.
First With the Latest New Games—Get Your Name on Our Mailing List.

USED MACHINE BARGAINS

Makes us offer you these used games at close-out prices. First come—first served. All machines quoted subject to prior sale and F. O. B. Nashville. Deposit required on all orders.

SUNSHINE BASEBALL, 2 Ball Ticket, Used Two Weeks \$80.00
SUNSHINE BASEBALL, 5 Ball Ticket, Used Two Weeks 80.00
AIRLANE, Ticket, 10 Balls, Used Two Weeks 70.00
PAMCO PALOOKA, SR. . . . \$80.00 | TOTALITE \$15.00
ROCK-OLA FORTUNE, New. 35.00 | NECK 'N NECK 27.50
GENCO CHAMPS 15.00 | FIFTY GRAND 25.00

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

SALESBOARD OPERATORS

Clean Up on the Most Sensational Deal of Today! Featuring the Nationally Advertised

PACKARD LEKTRO-SHAVER

The Packard Lektro-Shaver is taking the country by storm. The manufacturers are spending thousands of dollars in Saturday Evening Post, Esquire, Cosmopolitan, Literary Digest, Collier's, Time and Good Housekeeping magazines bringing the Lektro-Shaver to the attention of every person in the United States.



Live Wire Operators Can Make Fast Money! Write at once for Sample Salescard and full particulars.

BEST DISTRIBUTORS CO., 110 West 42nd St., New York, N. Y.

4-FOR-A-DIME Developing Rack

For developing strip photos, develops one or up to five strips at a time. Speeds up developing during rush days. Does away with the use of rubber gloves, as with this rack and trays you do not have to get your hands into the developers, as all you have to do is to load the easily loaded racks with one or more strips and use the handles on the rack to put the strips through the different developers and rinse waters. The strips stay in the rack from the start to the finish. Once used you will wonder how you ever got along without them. Send for descriptive circular and prices.

"OLSON" 4 for a Dime Photo Machine	\$100.00
CAMERA, Without Lens, Together With Plans for Building Cabinet...	10.00
ENLARGER, Complete With Lens, Makes 3 1/4 x 4 1/4 and 5 x 7 Size Enlargements From Strip Photos	10.00

OLSON SALES CO., 815-B W. Walnut St., Des Moines, Iowa

FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we endorse "only the best" coin-operated machines of every description. Immediate Delivery!

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.
"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

BOWLETTE
KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME
9 Balls Light-Up Score Board.
12 Coin Escalator. Perfect Mechanism.

IMMEDIATE DELIVERY!
VELVET—1 BALL PAYOUT OR TICKET TABLE

DABE KAUFMAN, INC.
250 West 54th Street (Circle 6-1642) NEW YORK, N. Y.

DAILY RACES STILL GOING STRONG — DAILY RACES STILL GOING STRONG

DAILY RACES STILL GOING STRONG — DAILY RACES STILL GOING STRONG

ANOTHER WINNER

BY GOTTLIEB!

HIGH CARD

A PAYOUT FOR ALL CARD FANS



\$149⁵⁰

Check Separator, No Charge. Ticket Game, \$10.00 extra. D. C. Adapto-pak, \$5 extra. Electropak equipped (Batteries optional). Equipped with New A. B. T. No. 400 Slot.

Deal yourself and your locations a winning game! HIGH CARD will prove to be your ace in the hole for profits. A game for card fans—for everyone! Players "go" for HIGH CARD because it gives them 28 chances to win—and a game of real fascination. Odds as high as 40-1 for Spades, 20-1 for Hearts, 16-1 for Clubs and 12-1 for Diamonds. HIGH CARD has the most elaborate playing board ever offered—striking scenes of Monte Carlo activity in 12 beautiful colors. What a Royal Flush is to Poker . . . HIGH CARD is to One Ball Automatic Payouts. Be sure to order yours today!

BE SURE TO SEE THESE SUPER FEATURES IN ALL THREE GAMES

★ — MYSTERY SINGLE COIN SLOT

The feature that made Daily Races the sensation of the year.

★ — AWARDS

Mechanically Adjustable Invisibly mechanical adjustment controlled in light-up rack.

★ — IN-A-DRAWER MECHANISM

Simple construction—all parts easily accessible.

★ — MAMMOTH

Cabinet 54"x26" Beautiful design—rigidly constructed by expert craftsmen.

★ — ESCALATOR 8-COIN VISIBLE

Jam-proof Belt type escalator.

★ — MOTOR DRIVEN

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