

The World's Foremost Amusement Weekly



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Coast to Coast.

address communications

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HOLLYWOOD RESTAURANT TONAWANDA, N. Y.

UNTIL OCT. 23rd

New York, N. Y.

1619 Broadway

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## Canavan To Join Weber

Will not be candidate at 802-joins AFM in Jan.disavows Weissman support

NEW YORK, Oct. 3.—Edward Canavan, president of Local 802, American Federation of Musicians, for 15 years, is retiring from activity in the federation's largest local and will not be a candidate for that office in the December elections. Canavan starts in January, 1937, in the federation office as assistant to President Joseph N. Weber in the spot previously filled by Fred Birnbach, now AFM secretary. previously lines of AFM secretary.

Canavan, who just returned from (Gee CANAVAN TO on page 10)

#### Ringling-Barnum Smashes Records at San Antonio

CINCINNATI, Oct. 3.—A record for all time in San Antonio was established by the Ringling Bros.' and Barnum & Bailey Combined Shows yesterday, a wire from General Manager S. W. Gumpertz stated. The show strawed them in the afternoon and as early at 5 p.m., he said, there was a complete sellout for the night performance, which of course was a big turnaway.

## No Shows, No Work!

RIDGEFIELD, Conn., Oct. 3.—Lack of a movie theater has complicated the servant problem for wealthy residents of Ridgefield Hills here. A committee elected by the town meeting last year to find a suitable place for a theater will present its report next month.

Meanwhile the group has received complaints concerning the difficulty of holding servants owing to the lack of entertainment. Some residents established the custom of sending their servants to a near-

ment. Some residents established the cus-tom of sending their servants to a near-by town once a week, but the committee reported this to be unsatisfactory as the servants want to designate their own night off and the type of entertainment.

## No Action by CSSCA for Home

RICHMOND, Va., Oct. 3.—No definite action looking to the building of a home for indigent circus people was taken at the annual meeting of the Circus Saints and Sinners' Club of America, held here at the John Marshall Hotel October 1 and 2, tho the question was discussed at some length. The general opinion expressed was that while the club might build such a home with funds now available, the organization at present would not be able to meet the expense of operating such an institution. Therefore it was not deemed wise to erect or buy a building until some provision had been made for keeping it open. All of the officers were re-elected with RICHMOND, Va., Oct. 3 .- No definite

All of the officers were re-elected with (See NO ACTION on page 83)

## Sinclair Lewis Gives All For Uncle Sam, Public, \$\$

Sure of \$1,400 first week-\$50 from each of 28 productions each week—in 4 languages, 15 cities—a personal sacrifice?—he hopes not!

NEW YORK, Oct. 3.—Sinclair Lewis, Nobel prize winner and author of the novel It Can't Happen Here, which he and John Moffit have adapted for mass production by the Federal Theater Project, granted a mass interview to the lads and lassies of the press yesterday at the Adelphi Theater, where one of the four New York productions of his play will open. In addition to the newspaper reporters there were several younger interviewers present. They didn't say where they came from, but queried Lewis on the "youth" problem. Lewis answered this query and a host of others. By way of actual news the interview wasn't overly productive. Uncle Sam is doing 28 productions of Can't Happen thruout the country in 15 cities. They all open October 27. For each production Mr. Lewis gets \$50 per week royalties. The government isn't paying anything to Moffit, latter getting his on a separate deal from the red-headed scrivener. Each company has 28 speaking parts, plus extras.

Bands

Broadway Beat, The 21
Burlesque-Tabloid 24-25

plus extras.

A reporter from The Billboard asked Lewis whether his income from the gov-ernment's first large scale production ernment's first large scale production fling was as lucrative as one commercial presentation on Broadway. Lewis is sure of \$1,400 as his share for the first week of the play's multitudinous presentations. After the first week, tho, many of the smaller town units will have to do other shows because of the population limits of those towns. A spokesman for the government said Lewis would probably be getting about \$250 or \$300 as a weekly average, and that the plays wouldn't run as long as did Sidney Howard's dramatization of Lewis' Dodsworth. Someone closed this episode by (See SINCLAIR LEWIS on page 10)

(See SINCLAIR LEWIS on page 10)

# 1935 Figures

that this year's event was the most successful in several years. Despite rain and cold weather on Tuesday, Wednesday and Thursday morning more than 221,000 visited the fairgrounds. Last year's attendance ran 191,000 in round numbers. According to George A. Hamid, lessee of the Trenton grounds, the new

(See TRENTON UPS on page 5)

## Concerted Movement by Papers To Plug Their Medium, Serious

Washington Post advertisement takes a rap at radio and show biz-may be advance guard of the "United Front" movement and looks like shot at Chase & Sanborn

NEW YORK, Oct. 5.—Radio officials are beginning to think seriously about the "United Front" movement intended to present newspapers as the shock troop corps of advertising campaigns and generally promote this medium as the prime necessity in any national offensive. From now on the "United Front" proposition is down as important business for all forthcoming gatherings of newspaper organizations, while the head men at their recent meetings in this city are reported as setting a budget of \$400,000 annually for the next three years at least to carry out the project. It is believed that this particular movement will eventually result in strong backing from auxiliary organizations. The Joint Committee represents newspaper representative organizations as well as important figures in the newspaper world.

What is believed to have theory as the same three three properties are the properties.

What is believed to have thrown a scare into the radio execs who are looking ahead is the full-page advertisement of The Washington Post in the Septem-(See DAILY'S AD on page 6)

# Trenton Ups

TRENTON, N. J., Oct. 5.—Final attendance figures of the New Jersey State Fair, September 28 to October 3, show that this year's event was the most

## Alabama State Fair Attendance And Midway Records Shattered

BIRMINGHAM, Ala., Oct. 5.—A gain of nearly 50,000 in general attendance and an increase of more than \$12,000 in the start tumbling. midway gross brought stars tumbling down on the Alabama State Fair last

In This Issue

The attendance was slightly short week. The attendance was signity short of 400,000. The Royal American Shows' gross increase was proportionately higher than last year over the previous engagement, according to C. J. Sedlmayr and Velare brothers.

With Tryouts

Seven slated for next four weeks-local 'Home, Sweet Home' wants N. Y. showing

BOSTON, Oct. 5.—Boston is going to town with three new shows opening within a four-day period.

The first legit effort that had its American premiere at the Plymouth Theater was also the first major flop of the current Broadway season. It is The Golden Journey, called here Days

Following an 18-day legit lull, Boy Meets Girl opens at the Plymouth this

evening.
On Wednesday Vinton Freedley's new musical, Red, Hot and Blue!, opens the Colonial Theater for a 10-day run. Jim-

(See BOSTON BUSY on page 10)

Ideal weather marked the entire engagement. The attendance Monday, featuring school children, was only slightly higher than the opening day last year. Saturday, however, with a packed grand stand for Alex Sloan's races and the Barnes-Carruthers free acts, establised a pew single day high with more the Barnes-Carrutners free acts, establised a new single day high with more than 100,000 attendance. The Royal American midway was packed simul(See ALABAMA STATE on page 83)

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## Utah Fair Exhibits Up; Attendance Runs Behind

SALT LAKE CITY, Oct. 3.-Utah's SALT LAKE CITY, Oct. 3.—Utah's annual State Fair closed today after a seven-day run. Fine weather prevalled with exception of opening day. In point of attendance Manager Ernest S. Holmes says this year's fair was slightly behind last year, but in exhibits it ran far ahead. Every available inch of space was taken and more could have been seld, particularly in the Manufacturers' Bullding. Complete story will be in next week's issue.

## Picket War Gets Noisy

Theaters turn on speakers to counteract pickets new drive offices opened

NEW YORK, Oct. 3.—The campaign started by Local 802, American Federation of Musicians, and the American Federation of Actors to return live talent to theaters entered its noislest phase this week. Several theaters, in order to counteract vocal and walking picketing, hooked up loud-speakers to blare in front of the houses. At the Palace, vaude's ex biggest stand, the din was unbearable.

able.

Meanwhile the two unions are taking steps to intrench themselves, opening branch offices for the drive thruout the city and working with other must-cians' locals to spread the campaign. That Philadelphia, where Local 77 is fighting Warners and the radio stations, will undertake a similar campaign is practically definite now Authory Temes. will undertake a similar campaign is practically definite now. Anthony Tomei, president of Local 77, was here this week with a delegation getting info on the campaign. Jacob Rosenberg, secretary of Local 802, will address a Philadelphia membership meeting Tuesday, with a resolution to be introduced calling for a similar picketing campaign. Pitter

with a resolution to be introduced calling for a similar picketing campaign. Pitts-burgh, as well, is expected to follow suit, since the circuits are likewise being fought in that city.

There were no legal entanglements this week, no pickets being arrested. Unions concentrated on getting their branch offices set up and establishing a speakers' bureau. Speakers are to address fraternal organizations, unions, women's clubs and the like, asking for support. All trade unions are being asked, by way of a letter sent today, to support the campaign and pass resolutions condemning the straight film policies.

tions condemning the straight film policies.

Musicians do not claim to have hurt the grosses at the Broadway theaters, but do state that neighborhood houses, especially on 14th street, Manhattan, have been seriously affected. Spokesmen for the unions allege the Academy of Music is running into the red considerably as the result of the campaign. No indication has been made of any attempt on the circuits to get together.

No indication has been made of any attempt on the circuits to get together with the two unions.

Branch theater drive offices opened by the unions are at 717 Seventh avenue and 189 Second avenue, Manhattan; 861 East 162d street, Bronx, in the Franklin Casinc, 572 Atlantic avenue, Brooklyn, and 107 West 103d street, Harlem.

Two representatives of the French musicians' union were in New York this week studying methods of the AFM. The two men, Auguste Poinderfert and Marcel Villain, conferred with Local 802 exces on the theater drive.

## Screen Writer Code Is Drafted

HOLLYWOOD, Oct. 3.-Final details HOLLYWOOD, Oct. 3.—Final details of the code of practice and working conditions for screen writers were worked out this week by committee of Screen Playwrights, Inc., and will be presented to general membership of the organizato general membership of the organiza-tion within the next week. Code calls for a setting up of arbitration ma-chinery between producers and scribes, subject to membership approval, and will be placed before producers in the near future for their acceptance.

near future for their acceptance.
Following the split in the ranks of
Screen Writers' Guild last May, with the
subsequent formation of Screen Playwrights, producers voiced a willingness
to adopt any code of writer practice that
was fair and equitable to both parties.
Draft committee, which has spent several weeks on the code, consists of
Grover Jones, Bess Meredyth, William
Slavens McNutt and James K. McGuinness.

## Dinner for De Vries

NEW YORK, Oct. 3.—Sol De Vries, ticket counter and disburser par excellence, currently behind the bars of the Winter Garden's box office, will be honored at the 47th annual dinner of the Treasurers' Club of America at the Hotel Edison October 10. Marking De Vries' 30th year under the Shubert banner, the affair will be highlighted by a ticket-counting contest, the winner of which is to receive a purse of \$100. Coming down the wire with De Vries will be a bevy of eminent ticketeers, including Harry Nelmes, Lep Solomon, Bill Norton, Riv Bisland, Charlie Bowman, Spence Bettel-heim, Paul Meyer, Frank Frayer, Allen Schnebbe, Clarence Gray, Artie Block and Willie Metz.

## **Guild Plots** Indie Move

HOLLYWOOD, Oct. 3.—All aggressive moves on the part of the Screen Actors' Guild against the studios to secure a closed shop will be held in abeyance until after the November election. It is understood the first move at that time will be directed toward the Independent studios and producers by affiliated unions. This strategy was worked out by Kenneth Thomson, Guild executive secretary, at the recent State labor convention.

No drastic measures will be taken to force major studio récognition until the annual April meeting in New York between producers and union heads signatory to the present basic agree-ment, it is believed. At that time SAG will make its demands for a Guild shop.

## Scandinavian Booker Has 15 Weeks

LONDON, Sept. 28.—Jack Woronovsky, foremost Scandinavian booker of the Rode Molle, Oslo, and other spots in Northern Europe, is now in London on a talent search and is lining up acts for the next spring and summer seasons. Woronovsky, who greatly favors American talent, especially of the comedy sight genre, played over 40 American acts at his various spots this season. He can offer 15 weeks to suitable acts.

## Penn. Giveaway Mad

PITTSBURGH, Oct. 3.—A last-minute checkup reveals that more than \$10,000 in eash is given to theater patrons in Western Pennsylvania weekly thru a number of giveaway forms. Bank Night leads the field, the local office reporting an average of \$7,000 distributed by its local and neighboring territory accounts. Both the Warner and Harris chains have ushered Bank Night into their theaters, the latter circuit providing a night for all its theaters in this community. Theater managers using the free-cash features claim that business jumps over 200 per cent on prize nights.

## WPA Coast Activity

LOS ANGELES, Oct. 3.—Two Federal Theater shows opened here the past week, John Henry, at the Mayan, and The Warrior's Husband, at the Musart, both on Wednesday. Holdovers are Madame X, at the Mason, and two pupet shows. Project resumes tenancy of Hollywood Playhouse this week with The Black Crook booked on a continued run from downtown.

## Stem Wallows in Heavy Dough, As World Series Crowds Spend

NEW YORK, Oct. 3.—Terrific evening business all thru the week, owing to the influx of out-of-towners here for the World Series, more than made up for slack matinee grosses around the Stem area, the drop in the afternoon take being aided by scoreboards for outdoor crowds. Chief boon to the sidewalkers incidentally was the Bond Building play-by-play sign overlooking Times

Foremost in the sharers of lucre were Foremost in the sharers of lucre were the niteries, including hotel dining rooms, all of which did landslide busi-ness. Heading the list of night-life events were the opening Sunday of the Hollywood Restaurant show, featuring Harry (The Flyer) Richman; the Benny Fields opening Thursday at the Ver-salles, and the various fall shows which came in over the week-end at the Hotel Commodore's Palm Room, the Biltmore's Brown Room and the Maisonette Russe of the St. Regis. All attracted good crowds, as also did Thursday's Rainbow Room presentation featuring Sheila

Outstanding event of the week in legit was the much-publicized opening

of the highly touted White Horse Inn at the Center Theater. Occasion drew favorable press notices, but the critics failed to fall over backwards. Produc-tion looks like business, but the weekly tion looks like business, but the weekly salary check must be a 100 per cent headache. Night Must Fall and Love From a Stranger, the two English mellers, show a certain amount of strength. Closings amount to three, all of them tonight. Those outward bound are Golden Journey, So Proudly We Hail and Stork Mad. The brokers are still howling for a hit.

Picture houses fared as well as the rest in the general take. Paramount holds over The Texas Rangers and Will Osborne's ork: Dodsworth continues strong at the Rivoli, Nine Days a Queen,

Osborne's ork: Dodsworth continues strong at the Rivoli; Nine Days a Queen, opening yesterday, looks a good thing for the Roxy: ditto Graig's Wife at the Music Hall. Romeo and Juliet, Midsummer Night's Dream and The Great Ziegfeld all continue their occupancy of the Astor, Strand and Capitol theaters, respectively. Loew's State business heavy with George Hall and Al Shayne, coupled with Jest of the Mobblems.

## Philly Congressmen Hit Theater Project as "Red"

PHILADELPHIA, Oct. 3.—The "Red" scare blanketing the New Deal has finally caught up with the Federal Theater Project. Congressman Clare G. Fenerty, at a Republican rally here, following a tirade anticipated by Congressman William H. Wilson, charged that the \$30,000,000 theater project set up by President Roosevelt has gone "Communistic in purpose and production" and now is used mainly to spread the gospel of the "Reds." "I charge that Franklin Roosevelt knows this \$30,000,000 is being used for Communistic

propaganda, but is doing nothing about it," Fenerty added. Both stated that at the next session of Congress they will protest from the floor of the House. Fenerty also attacked Mrs. Hallie Flanagan, "who studied drama under the Russian Society for Cultural Relation With Foreign Countries and who is on an important' list of Reds. "Plays under the New Deal have become Communistic in tendency and in

come Communistic in tendency, and in one drama the characters of George Washington and Andrew Jackson were eliminated and that of Earl Browder, the Communistic Presidential nominee,

NEW ORLEANS, Oct. 3.—Opening the fall season of a series of repertory plays, the Federal Theater project here Tuesday presented *The First Legion*. The project will now turn to rehearsals on a Shakespearean play. Plans are under way for leasing of a permanent playhouse.

## Dance Music Not Enough

Straight dance bands having tough time-public

ing tough time—public wants style, entertainment

NEW YORK, Oct. 3.—Band bookers and buyers predict the market for straight dance bands will get smaller and smaller and that dance bands as such will find the possibilities of work diminishing steadily. No leading spot in any major city will, according to the bookers, stick to a straight hoofing combo, but taking the lead set by radio advertisers will insist on bands that have any one or more of several factors to take the outfit out of the routine class. Bookers blame themselves to a great extent for this condition, since they say it makes it that much harder for themselves to sell their bands, as well as making it tougher, obviously, for musicians and leaders themselves. What brought this situation to a head, it is believed, was the "swing" music publicity craze, since resulting in a flood of other musical "styles," authentic and not authentic. Rippling and slide music, by way of Shep Fields and Will Osborne, are cited as examples. Bookers admit that in recent auditions they have told the leaders that their music may be excellent, but "it's just dance music and we can't sell it."

Most night spots, hotels and cabarcts now want bands that, besides producing

excellent, but "it's just dance music and we can't sell it."

Most night spots, hotels and cabarets now want bands that, besides producing dance rhythms for the customers, can provide entertainment by way of solosits, duos, trios, glee clubs, jam bands from the main outfit and comedians. Theaters likewise insist on their band attractions being stage bands—not straight dance outfits. Several such recently playing local theaters found their chances of repeating practically nil since they carried no acts with the band. If they add the acts by extra personnel the costs sometimes become prohibitive. Almost every name band playing local theaters lately has been able to offer a variety of entertainment.

Only exceptions to this rule are those leaders such as Ben Bernie, who sell the band themselves by way of the personality routine.

#### Bans Late Shows

Bans Late Shows
PITTSBURGH, Oct. 3.—Mayor William
N. McNair has issued a warning stating
that neither dance music nor floor
shows are permitted in local night spots
after 2 a.m. week days and after 12:45
a.m. Sundays. Clubs may remain open
and sell drinks after that hour, but
the staging of any kind of entertainment will mean the loss of dance and
floor-show permits.

## SHAVO SHERMAN

(This Week's Cover Subject)

 ${
m A}$  LTHO he comes from a theatrical family and the natural conclusion would be that Shawo Sherman started out by conthat shaws sherman started out by con-centrating on getting into the show business, the reverse is the case. Six years ago he was "rushing copy" on the now defunct Daily Graphic, his chores then including work for both Walter Winchell and Ed Sullivan in the pre-feud columnizing days. He wasn't quite certain whether to remain a newspaper man or

certain whether to remain a newspaper man or become an actor—and then the paper folded. A series of varied positions followed. He was with the advertising departments of The New York Times and Evening Journal; with a Wall street firm and in the press department of Metro-Goldwyn-Mayer. Mean-while he was working steadily on developing his talents of imitating and mimicry and thru his brother, a musician then working in the Clayton, Jackson and Durante Orchestra when the Schnoz trio were in their own Broadway night club, he was givon a chance to shew his wares. Durante in particular liked his work and he gave Sherman a spot doing bits with the trio. with the trio.

with the trio.

Sherman then started to climb. He went into "Strike Me Pink." where, he says, he learned much from James Barton. Then he went with Ted Lewis, followed by dates with Benny Davis and Benny Goodman, and these, in turn, followed by single dates in both theaters and night spots. While playing at the Hollywood on Broadway recently Sherman doubled on an unusually successful two weeks' date into the Paramount Theater, New York.

TICKETS 100,000-\$17.00 SPECIAL PRINTED-CASH WITH ORDER

## Battle for Actor Votes

NEW YORK, Oct. 5.—With the major parties fighting a close battle for votes, the theatrical district finds itself an important factor in the coming elections. State Assemblyman Herbert Brownell (Republican) is seeking re-election from the 17th Senatorial District and is being opposed by Leon A. Fischel (Democrat), a former actor. former actor.

a former actor.

There seems to be no organized drive to get theatrical votes for Brownell, but the Democrats are organized in two factions. There is the Theatrical Democratic League, headed by Gus Hill and supporting the national policies rather than those of Tammany Hall. It has had sollettors circulating among WPA theatrical workers. Rival club is the Allied Democratic Club, a branch of the Tonkawa Club and a "regular" Tammany organization. Douglas Leavitt is president and claims several hundred members.

Fischel, making a bid for actor sup-port, has promised the American Feder-ation of Actors that if elected he will seek legislation aiding the current actor-musician drive to return living attrac-tions to movie houses. He promises to seek legislation for lower license tax for vaudefilmers as compared with straight movie theaters.

## Engineering Hearing On in Washington

WASHINGTON, Oct. 5.—The informal engineering hearing, more popularly called the reallocation hearing, got under way this morning before the Federal Communications Commission in the Government Auditorium on Constitution avenue. some 80-odd organizations, in-stitutions, stations and other interests are represented either by counsel, special representatives or thru heads of the organizations in question.

organizations in question.

Opening statement was made by Judge Eugene O. Sykes, chairman of the broadcast division of PCC, which was followed by a talk by T. A. M. Creven, chief engineer of the Commission. Testimony followed by A. D. Ring, assistant chief engineer of the FCC and Dr. L. P. Wheeler, chief of the technical information section. Testimony of the various respondents will follow during the first few days.

few days.

National Association of Broadcasters will be next in line with James W.
Baldwin and C. W. Myers, managing di-Baidwin and C. W. Myers, managing di-rector and president, respectively. In-dividual stations and station organiza-tions will follow, as well as those in-terested in part-time assignments on clear channels.

## Taylor Names 4 To Do Air Symphonies

NEW YORK, Oct. 5.—Deems Taylor, recently appointed as music consultant to Columbia Broadcasting System, has put into effect his first move with CBS by announcing six commissions to as many composers to write symphonic music especially for radio. Because of the time element in radio compositions will be limited to maximum running time of 40 minutes,

Composers chosen were Aaron Copland, Louis Gruenberg, Howard Hanson, Roy Harris, Walter Piston and William Grant Still.

All compositions are to be ready by

Grant Still.

All compositions are to be ready by
June 1. CBS will put them on the air
under the baton of Howard Barlow.

## THEATER WANTED

PHIL H. HEYDE P. O. BOX 448, Olney, III.

## TRUMPET PLAYER WANTED Single or married if wife is experienced in chorus. Long season South and next season's work to right people. We pay all and rour money is sure every week. No money advanced, but you can draw any amount on arrival. Ticket thief cause of this ad. ORIGINAL FLOATING THEATER, St. Michaels, Md., this week; Denton, Md.,

# New Pittsburgh Agents' Assn.

Asks Support of Performers

PITTSBURGH. Oct. 3.—Nearly 200 contracts for the mutual protection of the protection of the

soon to reorganize the local ArA branch
and appoint a new local representative
to succeed William Jeffries, resigned.
James N. McGrath Jr., president of
the association, revealed the purpose of
the meeting was to outline the policy of
the newly organized agent association
and solicit the co-operation of enterteners.

L. C. McLaughlin, local booker, ex-plained the necessity of a contract and stated that every member of the or-ganization will be supplied with such

## Coast Boothmen Deadlocked on Scale

LOS ANGELES, Oct. 3.—Efforts of Projectionists' Local 150, IATSE, to unionize all remaining non-affiliated inunionize all remaining non-affiliated in-dependent picture houses in this area reached a deadlock this week over a dif-ference of 10 cents per hour in wages. Principal controversy is with Grover L. Smith over his asserted refusal to in-stall union boothmen in his Roxie and Cosmo theaters in Glendale at \$1.25 per hour, 10 cents under regular scale. Operator refuses to pay more than \$1.15 and union won't concede any more than already yielded.

and union won't concede any more than already yielded.

Picketing of Smith's houses, launched on night Roxie opened several weeks ago, has been suspended under agreement for nine days regardless of what may de-velop between indie houses and operain the meantime.

Committee representing Independent Committee representing Independent Theater Owners of Southern California and Arizona was to hold another session with projectionist executives this week regarding the status of remainder of non-union spots. Decision is also expected in the Grover Smith problem.

## TRENTON UPS-

(Continued from page 3) management is more than satisfied with

results.

The gross of the William Glick Shows on the midway was 20 per cent over the midway gross in 1935. Glick realized his largest Monday business since 1929, grossing \$6,300.

Ralph Hankinson's auto races drew

approximately 30,000 people Friday after-noon, and amateur bike races, under the supervision of Ernest Ohrt, drew well

Saturday.

Altho not up to expectations, night grand-stand attendance increased as the grand-stand attendance increased as the week progressed. Management is satis-fied with the results in view of the fact that Trenton has been without a night program since 1931. Midway business at night was encouraging. Day-by-day figures are: Sunday, 20,000

(fair not officially open); Monday, 81,000 (Kids' Day); Tuesday, 18,000 (rain); Wednesday, 10,000 (rain—gates closed 5 p.m.); Thursday, 40,000; Friday, 30,000, and Saturday, 41,000.

Jerry Martin Injured
Jerry Martin, member of the Martin
and Martin aerial act, is in a serious
condition at McKinley Hospital here as
a result of a fall from his rigging in
front of the grand stand Saturday night
when a wrist strap broke. He is suffering from fractured vertebrae, broken
ribs, a cracked wrist and possible internal injuries. His condition is serious,

## Robbery on R-B Train

HOUSTON, Oct. 5.—In a robbery of the Ringling-Barnum Circus train be-tween Corpus Christi and Houston early yesterday the savings, \$1,900, of a number of circus electricians were taken. Circus officials said that the robber apparently swung on the side of the speeding train and bored thru the side of a heavy wagon to the money box inside.

contracts for the mutual protection of the agent and entertainer. Steve Forrest, another booker, urged co-operation and assured the audience that the current drive is to make their organization absolutely substantial. He turned to the girl night club entertainers, in particular, and urged them to organize for their own benefit. He assured them that the members of the agent organization will at all times pay their acts in accordance with the merit of their work.

Harry Thomas, outdoor act booker, urged the entertainers to improve the business side of their profession. Other speakers among the bookers included Jack Bowman, Jack Dalley, Don D'Carlo, Jayne Jarrell, Anne King, Larry Kennith, Peg Lanigan, Marty Nelson and Ellnor Savage.

## Ferry Show Stays; **Etting Walks Out**

LONDON, Oct. 3.—Felix Ferry's musical, Transatlantic Rhythm, is continuing at the Adelphi Theater here, with Lupe Velez and Lou Holtz carrying on despite Ruth Etting's walkout thru alleged nonpayment of salary. Dorothy Dare, subbing for Etting, together with Holtz and Velez, received a terrific ovation the second night on announcement of the decision. of the decision.

of the decision.

The show, which is understood to have everything, is now reported to be unofficially backed by Charles B. Cochran.

Production, with a weekly salary headache of \$17.500 and a house capacity of \$22,000, may break even within 12 weeks.

weeks.

Al Cohen, American, is new backer of show. Holtz predicts six months' run. Business is capacity and back salaries have been paid. Buth Etting and James Donahue, former backer, are salling aboard Normandie Wednesday to return to New York.

## CRA Hollywood Office

HOLLYWOOD, Oct. 3.—Charles E. Green, president of Consolidated Radio Artists, Inc., arrived in town this week for the purpose of setting up local offices to handle radio orks and bands managed by the organization. Space will probably be taken in the Equitable Building, with Phil Jacks in charge. Recently Green opened offices in Cleveland and Chicago. land and Chicago.

## TAFT HOTEL South Eighth St. PHILADELPHIA, PA.

Newly Remodeled and Refurnished RATES: Special Weekly Rates \$1.00 up

## \* HAVILAND \* The Magical Cutter Upper

Featuring paper tearing extraordinary. Now on tour.

## LIBERTY WALTER MARS

Piano Player, Leader and Arranger. Tab, burly, stock, yaude, dance, night club, etc. Play atons or lead band, big or amail. Produce floor show Emisses. Have public address system; new sedan car; go anywhere. Salary limit. Please mention it. Age 36. (Extra) wife, tickets, walltees of bostess, age 22. Wire or write guickly.

ing. Prefer with stage equipped, tails to BOX D-47, Billbeard, Cincin

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Versatile TEAM. Tab, Med. Vaudeville. South preferred. MAN—Black, Hebrew Characters. Also Producer. WIFE—Straight, Characters. Plenty good modern wardrobe. Change for two weeks. Comedy Sinning and Talking Doubles. Strietly sober and reliable. Name salary. Have car and house trailer. Address BOX D-48, Car6 Billboard, Cincinnati, O.

High Class Standard Acts Wanted

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Ten-piece Traveling Dance Orchestra with transportation. Open-littlers Western States. Write, works much best weekly price. Stoody works Matthews the Company of the Compan

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Phone your telegrams. They will be charged on your bill.

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Trade, Prize, Baseball, Circus, Carnival

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THE TOLEDO TICKET COMPANY, Toledo, Ohio

Home of the Toledo Process Ticket

# DAILY'S AD THROWS SCARE

## Concerted Movement by Papers To Plug Their Medium, Serious

Washington Post advertisement takes a rap at radio and show biz-may be advance guard of the "United Front" movement and looks like shot at Chase & Sanborn

(Continued from page 3)
ber 28 issue of Advertising Age. The ad
is headed: "There, little girl, don't cry;
they've taken your doll, I know . ."
which is a James Whitcomb Riley quotation. Most of the ad is taken up with
a picture of a tin soldier being taken
from the girl, said soldier hanging on to

a mike.

Further, the copy queries: "Has someone taken your prima donna? Have you spent hundreds of thousands of dollars on the buildup of a star for your radio program . and then seen him lured away by still more money in another man's hand? Is your heart broken by the injustice of it all? . . No use weeping over spilt coffee. No use, either, in letting it happen again.

"Forget show business, and get back"

letting it happen again.

"Forget show business, and get back into advertising! Radio stars can be lifted or may burn out . . . there's a lot of glamour in show business. A lot of headaches, too. . ." Sandwiched in between these admonitions are points in favor of newspaper advertising.

In the trade it is presumed that the art work represents Major Bowes being taken away from J. Walter Thompson agency and Chase & Sanborn (Standard Brands, Inc.). Especially since the words "spilt coffee" are used. The ad is seen as a direct slap at the build-up system for radio artists and probably the most unusual attack of its kind that ever appeared against radio in an advertisement.

peared against radio in an exactly ment.

Officials looking ahead do not exactly see radio as tumbling down because of this ad but do not see where it will do them any good either. One or two large accounts should they be influenced, will suffice to hurt considerably and probably start a "back to the newspaper" movement that may prove fairly serious.

Whether the ad is a preliminary shot

## Vallee Will Teach Radio Showmanship

BOSTON, Oct. 3.—In an exclusive interview with The Billboard Dean Gleason L. Archer of the Suffolk Law School here stated that Rudy Vallee, radio, stage and screen star, would be in charge of a newly created department on Radio Advertising and Showmanship, scheduled for a place on the February (1937) semester curriculum curriculum

curriculum

While the dean commented that the school had no ambitious titles, Vallee's official title would be professor.

Present indications point to a weekly class, probably on Tuesday evenings. At intervals Vallee will fly to Boston for class. He will prescribe the saliency of the course that is expected to cause many to flock for matriculation.

## WHO Barn Dance Marks Sixth Year on the Ether

DES MOINES, Oct. 5.—Fall opening of the Iowa Barn Dance program, October 3, marked the start of the program's sixth year on WHO, the opening of its third season in a theater and its second season from the 4.500-seat Shrine Audi-torium, largest theater west of Chicago.

The station mailed more than 1,000 invitations to agencies, advertisers, city, county, State and federal officials to get across an institutional campaign. With the invitations went illustrated souvenir booklets on the program and large descriptive folders on WHO.

The program is appropriate the approximation of the program is approximately a program of the program is approximately a program of the program is approximately as a program is approximately as a program is approximately as a program is approximately app

The program is sponsored by a participating group and broadcast from the theater every Saturday from 8 to 10:15 p.m. and continued from WHO studios from 10:30 to 11:15 p.m.

emanating from the "United Front" camp is not known, but if it is a sample, it is not considered a dud by any means. If it is purely individual as to its backing, then The Washington Post is in the position of "giving ideas" to future antiradio campaigns,

## **Woodbury Quitting** Two-Product Plug

NEW YORK, Oct. 5. — Lennen & Mitchell agency, handling the John H. Woodbury soap and cold cream account, is planning on divorcing the two products as a double commercial on one program. The Sunday night show on the NBC Blue web done by Paul Whiteman has been plugging both the soap and cold cream.

Understood that two products on one program has been found to aid a newer product but little, while the chances are that the better known product is apt to suffer because the listener is unsold on it, altho he or she previously knew the product in question very well. This is attributed to the confusion

well. This is attributed to the confusion arising from plugging two products on one program.

With the new Woodbury night show with Shep Fields getting under way around the first of the year, program will plug cream, while a new five-time weekly afternoon show is contemplated for Woodbury's soap early next year.

## New Additions to WLS Staff

CHICAGO, Oct. 3.—Frank Baker, for the past year with the NBC continuity department here and previously with CBS-WBBM and WAAF, joined the WLS continuity staff this week to handle commercial announcements.

Added to the station's talent staff are the Rock Creek Rangers and Sunshine Sue, who came from KRNT, Des Molnes, Ia., where their act was known as the Rock Creek Ramblers. Herb Morrison, formerly of KQV, Pittsburgh, has also joined WLS as announcer and production man.

#### Singing Stooges

NEW YORK, Oct. 3.—The current craze for Community Sing programs has the producers of the Palmolive Community producers of the Palmolive Community Sing show staffing the theater studio with singing stooges to insure the success of the broadcasts. Forty men and 40 women plants are rehearsed the afternoon of the broadcast and planted in selected portions of the house shortly before the audience is admitted.

is admitted.

Plants, mostly professional layoffs, rate
a \$5 bill for the date and pay 10 per cent
commission to agent getting them the job.
They fake the lead in all singing and provide the nucleus needed to get the broadcast over in booming form.

## Mutual and WLW Are Status Quo

NEW YORK, Oct. 5.—Officials of the Mutual Broadcasting System who went nitely leaned toward National Broad-casting Company of which it is an optional outlet for Red or Blue network, provided, of course, that time sought is available.

available.

MBS officials who went to Cincinnati were Fred Weber, general manager, and Ted Streibert, treasurer. They conferred with Powel Crosley Jr., Louis Crosley and Frank Smith, WLW sales manager. Matter of WLW taking the Ford World Series programs from NBC was set at a time when WLW and MBS relations were unsettled, and then it was too late to make a switch after the NBC commitment.

## FCC Okehs WIP Power Boost

PHILADELPHIA, Oct. 3.—Permission to broadcast day and night on a power of 1,000 watts was granted WIP by the Federal Communications Commission. Station was a 500-watter during daytime and had upped its power to a thousand on an experimental basis, pending final FCC decision. Permanent grant was denied earlier in the year when Examiner Melvin H. Dalberg told the commission that the increase would constitute a hostile act under the agreement between United States and Canada, since it would increase interference to CFCF, Montreal, and CRCW, Windsor, Ont.

## Disk Artist Orgs File Suits Against Three More Stations

Against Three IV.

NEW YORK, Oct. 3.—Litigation by members of the National Association of Performing Artists against the use, by radio stations, of recordings made by NAPA members, has resumed with two new legal actions filed, with more contemplated and in the process of preparation. Earlier this year a number of NAPA members commenced individual actions against several stations located in the New York City area.

The new legal actions are: Fred Waring against Elchard Austin Dunlea (WMFD of Wilmington, N. C.), claiming unauthorized use for commercial purposes of a disk of the Waring Ork playing Wahoo. Suit filed by Attorney John Newitt, of Charlotte, N. C., in the local U. S. District Court. Also Connie Boswell. for herself and her sisters against Drovers Journal Publishing Company (WAAF of Chicago), alleging unauthorized use for commercial purposes of various records of Connie Boswell sisters. Suit filed by Attorney Max A. Kopstein, of Chicago, in the local U. S. District Court.

As in recent New York City actions, the proceedings are based on favorable verdicts received by the NAPA and Fred Waring in similar litigation in Philadelphia. Maurice Spelser, of New York, is

attorney for the NAPA.

New members of the board of directors of the NAPA are Jascha Heifetz,
Lawrence Tibbett and Connie Boswell.

LOS ANGELES, Oct. 3 .- Second of a proposed series of court actions by American Society of Recording Artists to restrain radio stations from using records of its members without payment of a fee was filed late last week against KFAC and the Yellow Cab Company. Complaint asks injunction against fur-ther use of disks. First suit was leveled at KFWB and Smiling Frankle Gordon several weeks ago.

WASHINGTON, Oct. 3.—Managing Di-rector James W. Baldwin of the National Association of Broadcasters has informed Association of Broadcasters has informed members that many station owners have received letters from their local musicians' union requesting information as to the usage made by outlets of phonograph records. Also, that most stations are taking the position that the American Federation of Musicians or any other musical organization has no any other musical organization has no right to inquire into the use made of phonograph records by radio stations and that the stations in question are ignoring the communications.

## Cupid Gets Break On Iowa Net Show

DES MOINES, Oct. 3.-Latest of the cycle of novelty programs based on "courts" is Cupid's Court which airs via KRNT and WMT each Sunday afternoon for a half hour. Program was developed by Dave Nowinson and Ranny Daly, of the lows Network program department, and found a sponsor the same

partment, and found a sponsor the same day.

Show brings engaged couples to the mike. Bill Spargrove as prosecuting attorney shoots questions at the hubby and frau-to-be, with Ranny Daly acting as judge and handing down sentence. Questions are obvious: "Where did you meet?" "How much money should a couple have before marrying?" "Can you cook?" Couples are tipped off to some of the questions just prior to broadcasting which gives them just time to think about answers which are unrehearsed and spontaneous.

Sponsor's product, a soda pop, is served during "recess." Listeners submitting best three questions each week rate a case of the product. Each couple appearing on the program gets a useful household gift.

## New CBS-WBBM, Chi Studios Cost \$300,000

CHICAGO, Oct. 3.—After nearly five months of construction carried out without interrupting program opera-tions the new \$300,000 Columbia Broadcasting System and WBBM studios and offices in the Wrigley Building are nearing completion. When finished they will occupy the basement and first three floors of the north annex of the Wrigley Building.

The new "live-end, dead-end" acoustical construction, reported in an earlier Billboard story, has resulted in one of the most distinctively novel and func-

the most distinctively novel and functional decorative treatments yet produced in radio studios. Complete regimentation of offices and studios is being accomplished in the rebuilding program. The executive offices on the ninth floor have been abandoned completely, being replaced by one large office adjacent to the studios on the second floor. The program, traffic, engineering, news and production departments are located so they use the same reception room as several of the studios. Every square foot of space, be it offices, studios, shop or control space, is fully air conditioned. Altho construction has been pushed rapidly, heavy program originations for

Altho construction has been pushed rapidly, heavy program originations for WBBM and CBS prevent attention to more than two studios at a time, so only four new studios will be ready for occupancy by January 1. Included in these will be a 250-seat studio for visible programs and two large orchestra production studios. One studio has already been completed.

## Phil Baker To Help Ether Comic School

NEW YORK, Oct. 5.—WINS, key station here of the Hearst New York State Network, starts a new program today which will be presided over by Phil Baker, comedian, along with Bottle and Beetle, and Agnes Moorehead. Show is in the nature of an amateur airing for aspiring comedians or comediannes and the best tyro will receive a 13-week buildup as a paid artist on WINS. Baker will also give his personal instruction.

Baker will also give his personal instruction.

Local Hearst paper, The Evening Journal, is being tied in with the program, with Charlie Riley, of the WINS publicity staff, working out the entire plan.

## John L. Clark Joins WFIL

PHILADELPHIA, Oct. 3.—WFIL brings in John L. Clark Monday (5) as new program director. Will co-ordinate the program and production duties and build new shows, anticipating new State regional network being formed by WFIL. Enid Hager remains on programs and Margaret Schaeffer on production and continuity. Clark comes here from KMOX, St. Louis, and prior had been at WBJ and WBJA in Boston.

## Ann Arbor Free To Have Outlet

ANN ARBOR, Mich., Oct. 3.—Word has been received here from the Federal Communications Commission in Wash-ington that the application of Harry Kipke for a radio station here has been withdrawn. Kipke is head coach of the varsity football team of the University of Michigan, located here.

of Michigan, located here.

Withdrawal of the Kipke application now leaves the local field clear for the erection of a locally owned station. Articles of association were filed in Lansing September 28, with the new broadcasting company to be known as the Ann Arbor Broadcasting Company, Inc. The board of directors includes Waldo M. Abbot, professor of radio broadcasting in the university; Clare H. McKinley, manager of The Ann Arbor Daily News; Philip C. Pack, Floyd H. Weissinger and Fielding H. Yost, director of the entire athletic program of the university. All of the men are local.

Remote control wires and broadcasting

Remote control wires and broadcasting facilities, in addition to those of the main studio, are planned for the broadcasting studios of the university, the Burton Memorial Tower and carillon, Hill Auditorium, Michigan Union and several other university buildings.

## Child Psychic Ties Up With Southern Outlets

NEW YORK, Oct. 3.—Tour of Southern radio territory will be opened the coming week by Baby Yvonne, six-year-old child psychic, who has been holding forth at the Million-Doular Pier, Atlantic

Arrangements are being made for local tleups with radio outlets and department stores sponsoring local programs, plan being to have the mental marvel perform before a studio audience. Child answers questions in detail and otherwise does a routine heretofore considered the best a routine heretotore considered the best work of matured psychies. She will be accompanied by her mother, Princess Yvonne, regarded as the most successful psychic in the country. Local sponsors will be offered a double act as a result. Territory now being booked includes North and South Carolina and Tennessee, with tentative opening deta being for

with tentative opening date being for spot advertiser on WBT, Charlotte, Oc-tober 10.

## Station House Organ Refuses Advertising

NEW YORK, Oct. 3 .- W2XR, with pro-NEW YORK, Oct. 3.—W2XR, with programs of classical recorded music, has had repeated offers from advertisers, both national and local, to take over the publication of the station's program listing, which is sold to listeners on a yearly subscription basis. Advertisers wanted to place their own plugs on the sheet in return for underwriting the expense of publication and handling detail. Station nixed the offers rather than lose control of sheet. than lose control of sheet.

tall. Station nixed the offers rather than lose control of sheet.

Subscriptions to the program listing have doubled since the inception of the plan in June of this year. Currently the listings are mailed to 1,000 listeners each month. A great majority pay \$1 per year, with a few taking the service at 10 cents per issue. Station features classical music and opera via recordings and started service in response to numerous requests for advance info on programs to enable dialers to arrange dinner-soirees of music lovers on program nights. Station is on the air mainly during evening hours.

At present the outlet is driving for commercial sponsors, using its class and obviously well-to-do audience as a major selling point. In past this point has given them sponsors like John Wanamaker and Steinway Planos. Station also is endeavoring to stay away from spot-announcement biz, one of its rules being no spots within 15 minutes of each other.

## Carter CBS Press Head For All Coast Activity

NEW YORK, Oct. 3.—David Carter, of local publicity department of CBS, flew to the Coast Thursday to take post as director of Coast publicity for CBS. Will look after all network programs emanating from Coast as well as local programs. Connie Vance, KNX press agent, has been set as assistant to Carter, with rest of the staff also coming from the West Coast.

## Memphis Outlets Add More Men to Staffs

More Men to Staffs

MEMPHIS, Tenn., Oct. 3.—Expansion programs are under way at Radio Stations WMC and WNBR, both owned by The Commercial Appeal, and at WREC, the Wooten station. Following installation of its new 6il-foot vertical half-wave antenna tower, WMC added two men to its staff, Jack Merrill as a salesman, and Robert M. Gray, former reporter for The Commercial Appeal, as director of publicity. Paul Hodges, a veteran in radio work, formerly with WREC. Joined the WNBR staff as salesman and conductor of a breakfast hour program, and Billy Sisson, another ex-reporter, was also added to the WNBR staff.

WREC, after moving into its new quarters and increasing its facilities with new towers, retained Bernard L. Cohn, former newspaper publisher and more recently president of the advertising agency of Lake-Spiro-Cohn, in an executive capacity.

tive capacity.

### Breneman Title Change

SAN FRANCISCO, Oct. 3.-With re-SAN FRANCISCO, Oct. 3.—With return of standard time in Eastern cities, necessitating a complete new alignment of network programs, Tom Breneman's twice-weekly quarter hour, "Good Morning Neighbors," heard over the CBS-Don Lee network from KFRC, has become "Good Afternoon Neighbors." It's being heard at 2:45 p.m. Tuesdays and Fridays under continued sponsorship of Durkee Famous Foods, Inc., which recently renewed for another 13 weeks. Program features Breneman in song and Program features Breneman in song and patter. He also presents a comedy skit, enacting all roles. Virginia Spencer is plano accompanist, and Elma Latta Hackett, home economist, plugs mayonnaise, the sponsor's product. Bob Bence

## New Station for Hammond

CHICAGO, Oct. 3.—Permission has been granted by the Federal Communications Commission to the Hammond-Calumet Broadcasting Corporation, Hammond, Ind., of which Gerge F. Courrier is president, to erect a new 5,000-watt station in Hammond to use the 1,480 regional wave length. The corporation operates Station WWAE, Hammond, on 1,200 kilocycles and 100 watts at present and will continue to operate the station

## NBC Musician 'Spy' Appeals From Drastic Union Action

Charges and counter charges being made with the real fireworks yet to break-John Royal brought into the picture—criticism aimed at 802 Trial Board

NEW YORK, Oct. 3.—Arthur Lora, flute player and a member of the house musicians' crew at the National Broadcasting System, is filing an appeal with the American Pederation of Musicians from the decision of the trial board of Local 802 whereby he was found guilty of spying on fellow members of the NBC crew and reporting their alleged misideeds to NBC executives. The Lora case, which was started when H. Leopold Spitalny, NBC contractor, filed charges against the flute player, has created a furor in the local musician field. Claim is being made that political maneuvering is behind the decision, one member of Local 802 alleging that Lora was given a raw deal because Spitalny is an appointee of the present administration of the local. It is also reported that Selig Liese, Fusion candidate for president of the local in the forthcoming December elections, has volunteered to help Lora fight the decision. Monday Lora will work ago. Broadcasts are handled by an unofficial South American "unit" of NBC consisting of John DeJara Almonte, Charges and counter charges have

NEW YORK, Oct. 3.—NBC reports getting an excellent response to a new good-will broadcast series aimed towards South America that started about six weeks ago. Broadcasts are handled by an unofficial South American "unit" of NBC consisting of John DeJara Almonte, evening general manager: Dan Bussell, announcer; Ray Diaz, night supervisor, and Charles Carvajal, engineer. All save Russell are of Spanish extraction and naturally fluent users of the language. Program, not heard in this country, is titled El Pan Americano and goes to the southern continent thrice weekly by way of W3XAL, NBC's short wave transmitter at Boundbrook, N. J.

Broadcasts, which plug the USA and NBC, have Russell and Carvajal handling continuity and announcing; Diaz in charge of requisitioning talent, music, equipment, etc., and Almonte as the excutive contact to smooth snarls.

Program may have an important bearing on the thoughts of NBC concerning commercial short-wave broadcasts to South America with North American sponsors having SA distribution footing the bill.

new 5,000-watt Western Electric trans-

and will continue to operate the station from 8 to 12 p.m. nightly when the new station goes on the air.

Orders were placed this week for a Hammond Times Building.

## WCAU Organist Asks Court To Restrain Musician Local

PHILADELPHIA, Oct. 3.—Fight be-ween the musicians' union, Local 77, and PHILADELPHIA, Oct. 3.—Fight between the musicians' union, Local 77, and the radio stations, principally WCAU, has passed the calling-names stage and is now set for a legal airting. A bill in equity was filed by Doris Hadens in Common Pleas Court No. 4 against the Musicians' Protective Association, Local 77, AFM, to restrain the union from interfering with her work at WCAU. Summonses for the hearing, set for October 27, were served by Dave Bortin, attorney representing Miss Hadens, on Anthony A. Tomei and Al Rex Riccardi, president and secretary of the union, respectively. Declaring that interference with her employment at the station will cause her irreparable damage, Doris Hadens, organist, asks for an injunction against her by the union's trial board.

Bill of complaint states that the union action against her is an attempt to force adjustment of other difficulties between the union and the radio station involving the employment of a studio band. Union heads claim it's the other way around, that Dr. Leon Levy, WCAU prexy, is trying to force the union into accepting his terms for the employment of the studio band. Trouble started September 1 when Levy refused to accept union scale that called for an upping

tember 1 when Levy refused to accept union scale that called for an upping of the 11-piece studio combo to 16 men and tabooing commercials on the cuff. Summonses were served on Wednesday,

Summonses were served on Wednesday, September 30, and both Tomei and Ric-cardi contend that it was instigated by Doc Levy. Further, they allege that Levy's secretary called them the day be-fore and asked for their first names. Writ server showed up the next morn-

Inssmuch that WCAU had turned down the union scale for a studio band, no scale was provided for sustaining work by musicians on station. Miss

Hadens was brought into the union earlier in the year on a settlement with Tomei that called for the unionization Tomei that called for the unionization of all solo players at the station. Union rules state that no member is permitted to work where no scale is provided for. She was called before the trial board on September 29, fined \$200 and ruled to stand automatically erased if she continued her work at the station. Union rules also state that no member is permitted to bring legal suit wastness it without first exhausting all the prerogatives under penalty of erasure. Would mean first going to Joseph N. Weber, national prez of the American Federation of Musicians, for a stay of judgment, then to the national trial board, and finally to the convention floor.

While it will be up to the judge to decide, ramifications of the case will ex-tend beyond local concern. Rules in-voked against Miss Hadens are those propounded by the national organ and the final decision threatens to undermine the entire structure of the American Federation of Musicians. In asking the Federation of Musicians. In asking the court to issue an injunction restraining the union from taking any action that would interfere with her employment opportunities, Miss Hadens contends that portions of the by-laws of the union an unincorporated association, are "unreasonable, arbitrary, unlawful and void" She declares that she was found guilty of non-observance of these rules, fined \$200 and told if she attempted to continue her work would be erased, making it impossible for her to continue her radio work since stations are prone to employ non-union musicians.

Case is without precedent in the an-

Case is without precedent in the an-nals of radio history. Five years ago a suit along similar lines was brought against the local by a member who asked

Charges and counter charges have een made on both sides, with the union refusing to divulge any actual informa-tion other than the results. However, reliable information has the story along these lines: Lora, for some time since Spitalny was made NBC's contractor, had been outspoken of certain practices, including alleged favoritism on Spitalny's part towards certain staff members. part towards certain staff members, Within the first mouth of Spitalny's term, it is said, Lora had a dispute with the contractor when the latter, allegedly, refused to allow Lora to use substitutes

the contractor when the latter, allegedly, refused to allow Lora to use substitutes, altho given this permission to other house men. Several weeks ago Milan Smolen, house pianist, was given his eight weeks' notice when he was late for a show. Afterwards, it is alleged, Spitalny approached Smolen and said the notice might be rescinded if he, Smolen, would give Spitalny a statement identifying Lora as having squealed to NBC execs. Smolen did this.

However, at the trial Lora introduced an affidavit sworn to by Smolen wherein, the report has it, Smolen said he did not give this statement of his own volition, but did it to save his job. One allegation is that Spitalny promised Smolen a raise if the statement came thru. Trial board, in his decision, said that the belief of the board, of which Max Arons is chairman, was that Smolen's statement given Spitalny was not given under duress. Smolen's notice still stands.

Smolen's statement given Spitalny was not given under duress. Smolen's notice still stands.

Criticism levied towards the trial board now is that since Spitalny was an appointee of the present administration and hence might have been favored. Spitalny was enarged, in the counter claim brought by Lora, with unfair tactics in failing to give Lora his eight tactics in failing to give Lora his eight weeks' notice, and unfair dealings by having one union man work against another. Report is that a member of the executive board of Local 802 was mentioned as being given "breaks" by Spitalny, and while this could not be confirmed, it was said to have been another reason for the decision against Lora.

It is said that at the trial John Royal, It is said that at the trial John Royal, according to evidence presented, told Spitalny that Lora was the man giving the information, the info going to Royal by way of the office of David Rosenblum, NBC treasurer. Claim is also made that the information getting to NBC officials was reported by NBC production staff members.

Lora had been with NBC eight years.

the court to restrain the union from interfering with his work in theaters. Musicians were on a lockout at that time, pending settlement of labor agreement with Warner Brothers. However, complainant died before the day set for the hearthy.

plainant died before the day set for the hearing.

Weber has advised Tomei to employ the best available counsel. Likelihood that Maurice J. Speiser will be called upon to take up the union's stand. Speiser is legal adviser for the National Association of Performing Artists, having waged a successful battle against radio stations in restraining them from airing phonograph recordings of NAPA members. The American Federation of Musicians will also send down legal counsel to protect its interests, entering the case as amicous curae, friends of the court.

8

## **JAYSNOFF SISTERS**

The Leading International Duo Ptanists Radio Concert Stage Now on

## DONALD BAIN

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

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

and His Orchestra

"Music in the Morgan Manner"

HOTEL BILTMORE NEW YORK

AL BERNARD, minstrel man, has left WWL, New Orleans, but plans to return to air soon thru another local.

Five football games in one afternoon is the boost of The Commercial-Appeal stations in Memphis on last Saturday, when WMC brought two games thru NBC and WMBR brought in the Tulane-Ole Miss and two high school scrape. NBC and WNBR brought in the Tulane-ole Miss and two high school scraps.

. . In connection with the ceremonies making all toll bridges of the State free of cost on September 29, five Alabama stations hooked up for address by the governor. Chain included WSFA, Monf-gomery; WAPI, WSGN and WBRC, Bir-mingham, and WJBY, Gadsden. Fifteen bridges were made toll free.

LOFTON L. HENDRICK, commercial manager for several years at KRMD, Shreveport, left this week for Sherman, Tex., to become station manager of the newly established KRRV there. A story in the Little Rock newspaper tells of signing of a new two-year contract by Lum 'n' Abner (Lauck and Goff) to pay them \$385,000. Lum 'n' Abner began their present series for Horlick in April, 1934. . . J. A. McPHERSON, research director for Lloyd & Chalmers Agency, spent last week on the Mississippi evilf coast. newly established KRRV there. spent last gulf coast.

Alabama's newest radio station, WJRD, Alabama's newest radio station, WJRD, Tuscaloosa, owned and operated by JAMES D. DOSS JR., took to the air on October 1 with a full-day feature program. WJRD, with 100 watts, operates on a 1200 band daytime only. Station will maintain approximately 10-hour schedule daily. . FCC has authorized the removal of studios of KUOA from Payetteville, Ark., to the campus of John Brown University at Siloam Springs. Brown University at Siloam Springs, Ark, where university officials announce they will seek ultrapower to give Amer-ica its first national radio college. ica its first national radio college. . . . A unique program that has already been forced into more time is that of the Silver's Variety on WNBR, Memphis. Listeners are requested to resurrect old player piano rolls and bring them personally to studios on Sunday afternoon for playing on the program, when an old-fashioned plano gathering is open to the public. . KTBS, Shreveport, starts a new dramatic program this week to the public. . . . . KTBS, Shreveport, starts a new dramatic program this week with the skit *Two's Company*, sponsored by a large department store.

GENE SUMMERS, a junior in a Nev Orleans university, has been added to the announcing staff of WDSU. ... WDSU announced just a few hours be-fore taking the air with the first Louisiana State University football game this past week-end that all LSU's home games at Baton Rouge will be sponsored games at Baton Rouge will be sponsored for remoting from field by the New Orleans Insured Homesteads Association. Up at Baton Rouge WJBO officials announce that LSU's games will be remoted there thru sponsorship of a joint account. . WSGN, Birmingham, is using 5 announcers, 12 mikes and 5,000 feet of wire to bring the Alabama State Fair, which opened on September 28, for a week to the outside world. A full morning hour, a full noon hour, an hour and a quarter in the afternoon and a good portion of the night is given over to airing special events at the fair.

MALLORY CHAMBERLIN, advertising director of The Commercial Appeal Radio Stations WMC and WNBR, has been appointed chairman of a committee to represent the South Central States in the sales managers' division of the National Association of Broadcasters by J. BURYL LOTTERINGE of KOLLthe National Association of Broadcasters by J. BURYL LOTTRIDGE of KOIL-KFAB, Omaha, chairman of the executive committee. Chamberlin will name the six other committee members. States in the South Central group are Tennessee, Mississippl, Alabama, Georgia, Florida and the Carolinas.

IRVING AARONSON, band leader, has joined the staff of WHN, New York. . . . WDNC, Durham, N. C., has placed

ON TOUR. Management M. C. A.

ORCHESTRA

in operation new RCA transcription turntables, new RCA Velocity mikes and the new Standard Transcription Library. the new Standard Transcription Library.

CHARLOTTE BUCHWALD,
WMCA, New York, drama commentator,
was a delegate to the New York State
Republican Convention in Albany, N. Y.,
last week. ... WTAQ, Green Bay,
Wis., started a free Personal Service Bureau program three weeks ago and has
achieved fine good-will reaction from listeners. ... LYLE DEMOSS will
switch his Man on the Street program
over KFAB, Lincoln, Neb., on the Saturdays that Nebraska University plays
home games. Instead of visiting he will
set up his mike in the lobby of the
Cornhusker Hotel and interview visitors
to the football games. ... WHN, to the football games. . . WHN, New York, has purchased the local ex-clusive rights to broadcast racing results from the Nation-Wide News Service.

KFEL, Denver, Colo., will each Sunday afternoon air the football game of most interest to Rocky Mountain region fans, The first program will be piped from Milwaukee. FRANK BISHOP, MARK CRANDALL and HOLLY MOYER, of the EFEL staff, are to handle the broadcasts. CRANDALL and HOLLY MOYER, of the KFEL staff, are to handle the broadcasts via leased wires direct to the playing fields. Chevrolet Motors has taken 72 spots six times daily starting November 1 to 14, over CFLC, Ogdensburg, N. Y. JIM COX, newcomer to radio, has joined the continuity staff of KFAB-KFOR, Lincoln, Neb., replacing JiM VAN LIEW. EVERETT COBB, WTAQ's Man on the Street broadcaster, employed a novel switch on his program last week. Used three girls stooges as questioners, with passers-by proving delightfully susceptible to their wiles. A Women on the Street program?

WSB, Atlanta, Ga, operated by The Atlanta Journal, did some fine institutional plugging with its distribution of The Journal's 1936 Football Dope Book.

## New Biz, Renewals

Chicago

BUTLER MOTORS, Inc., thru Schwimmer & Scott, Highway Melodies, a local commercial, electrically transcribed pro-

gram, taking 15 minutes following the football games on Saturday for a period of nine weeks, from October 3. WGN.

CHARLES DENBY CIGAR CO., thru Ruthraff & Ryan, Inc., Smoke Dreams, on MBS commercial originating at WLW, taking Sundays from 1:30 to 2 p.m. for 13 weeks beginning December 20. WGN. 13 weeks, beginning December 20. WGN.
THE PABST CORP., thru MorrisSchenker-Roth, Inc., Sports Review, a
local commercial, taking Monday,
Wednesday and Friday, from 6:45 to 7
p.m., for 52 weeks, from September 28.
WGN.

THE WANDER CO., thru Blackett-Sample-Hummert, Inc., Little Orphan Annie, renewal, daily except Saturday and Sunday, from 5:45 to 6 p.m., for 52 weeks, from September 28. WGN.
CHOCOLATE PRODUCTS, thru J. L.

Sudgen, Buddy and Ginger, a local com-mercial, electrically transcribed pro-gram, taking 5:15 to 5:36 p.m., Monday, Wednesday and Friday, for 52 weeks, beginning October 26. WGN. MID-CONTINENT PETROLEUM CO.,

MID-CONTINENT PETROLEUM CO., thru R. J. Potts, Diamond City News, a local commercial, electrically transcribed program, taking 8 to 8:15 p.m., Tuesday, Thursday and Sunday, for 26 weeks, from September 29. WGN.

F. W. FITCH & CO., thru L. W. Ramsey Co., Beauty Clinic, an MBS commercial, originating at various points, taking 2:15 to 2:30 p.m., Tuesday, for 26 weeks, beginning October 6. WGN.

NATL. DEMOCRATIC COMMITTEE, thru the United States Adv. Corp., The National Democratic Party, an MBS commercial, originating at WOR, taking 10:45 to 11 p.m., Friday, for five weeks.

commercial, originating at WOR, taking 10:45 to 11 p.m., Friday, for five weeks, starting October 2. WGN.

KOSMET LABORATORIES, Meadows Beauty Clinic, an MBS commercial, originating at WOR except weeks of October 19 and 26, when it will originate at WGN and be fed to WOR, WGAR and WAAB, taking 2:15 to 2:30 p.m., Monday and Friday, for 26 weeks, starting October 5. WGN.

#### Newark

SACHS FURNITURE STORES, thru Scheer Advertising Agency; started Sep-(See NEW BIZ on page 44)

## Coast S. O. Conductor Awarded Fellowship

SAN FRANCISCO, Oct. 3.—Arthur S. Garbett, NBC Western division educational director, has been awarded a special Grant-in-Ald fellowship by the Humanities Division of the Rockefeller Foundation, for the purpose of developing music appreciation on the West Coast. It's in recognition of his work in the field of education by radio. He guides the Thursday morning Standard School Broadcasts sponsored by Standard Oil Company of California over NBC's airlanes during the school year, and also the New World series on that network. network.

network.
Fellowship is to assist him in his
"creative composition" system, which is
a short cut to musical composition.
System is being experimentally used in
public schools of Oakland and San Francisco, and Garbett declares it enables
persons of all ages to develop any natural talent for musical composition.

#### Anne Director at Frisco Post

SAN FRANCISCO, Oct. 3.—Anne Director has been appointed head of the J. Waiter Thompson Company radio department here, succeeding Fred H. Fidler, who was recently transferred to St. Louis as manager of the agency's office there, Miss Director, well known in Pacific Coast radio and advertising, was for four years assistant to Fidler.



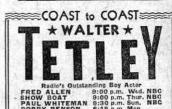
## HUGH CROSS AND ADIOGANG

Care Billboard, Cincinnati.

ERNIE BRODERICK, Personal Representative.



# \* STAR of \* Radio, Screen, Stage and Concert.



BUCK ROGERS

6:00 p.m. Mon. Wed. CBS

# Program Reviews

EST Unless Otherwise Indicated

## "Good Morning Tonight"

Reviewed Tuesday, 9:30-10 p.m. (PST). Style—Orchestra and vocalists. Sponsor—Albers Bros.' Milling Company. Station—KPO (San Francisco) and NBC Pacific Red network.

This oddly titled half hour of vocal and instrumental music, which started tonight for 13 weeks under sponsorship of Albers Bros. Milling Company, is broadcast to Pacific Coast listeners on Tuesday nights to remind housewives and mothers to serve hot Carnation mush on Wednesday morning and on and mothers to serve hot Carnation mush on Wednesday morning and on other mornings as well. If a characterizing phrase should be sought to describe the show, one as good as any would be "old-fashionedness." Johann Ormay, well known on the Pacific Coast as Gyula Ormay, directs the 17-piece probestre. well known on the Pacific Coast as Gyula Ormay, directs the 17-piece orchestra, which can stand a few more strings and less brass. Mixed octet also needs bolstering up. Sounded like a quartet and appeared to be considerably nervous. Using Grieg's Morning for a signature, program opened with a brief announcement, then proceeded at once to the business of music. Let's Sing Again led the parade, presented by the ensemble. This was followed by the powerful tenor of Edwin Imhaus singing Somewhere a Voice Is Calling. A string sextet played Neapolitan Nights, background by the orchestra. Well executed. tet played Neapolitan Nights, back-ground by the orchestra. Well excuted. ground by the orchestra. Well executed. And then verbose Cliff Engle, handling the commercials, talked of tomorrow's breakfast. Additional vocal and musical numbers followed. Free offer, this one being a book on How To Play Football, sent in exchange for the top of a mush box. The ensemble closed the program with She Shall Have Music. Sign-off theme was When You Come to the End of the Day.

Just because an idea has been used before desput necessarily make it worth-

before doesn't necessarily make it worth-less, but this program is a revision to the style employed by radio several years ago. Sponsor has the material for a good 30-minute program and should make the most of it.

D. H. G.

#### "First National Food News"

Reviewed Wednesday, 9:30-9:45 a.m. Style—Variety food show. Sponsor— First National Stores, Inc. Station— WMAC (Boston) and six Yankee Net-work stations.

work stations.

Premiere of this large chain grocers' thrice weekly. Monday, Wednesday and Friday 15-minute frame is distinctly miles above most shows of its kind. Presided over by Imogene Wolcott, director of the Homemaker's Service Department of Fi-Na-St, Inc., and Major Millbrook, the "Man With the Smile." the show literally trickles with smart entertainment and sparkling repartee that spells laughs. The duo work exceedingly well together. They combine their wit with chatter on food prices, practical cookery and general cuisine highlights.

Heretofore, Miss Wolcott for Fi-Na-St

highlights.
Heretofore, Miss Wolcott for Fi-Na-St spieled entirely on food bargains, kitchen hints and the related household subjects. But this year, Major Milibrook, universal trekker, epicure and connoisseur of foods, is an addition.

Because of an 18.74 per cent boost in New England shipments during 1935 via a three-station Yankee hookup, the company officials have increased radio coverage 100 per cent this year in Massachusetts, Maine, Rhode Island and Connecticut, thru WNAC, WTIC, WICC, WEAN, WCSH and WTAG. This 40-week show, contracted thru the Boston Richardson, Alley & Richards office, is a radio edition of The First National News, a weekly chain store tab sheet. The announcer barks out the headlines, and Imogene Wolcott follows with subheadlines and the story itself, spiced with a bit of okeh kibitzing by the major. The brand of this program production and the story layer of a The brand of this program production s not tedious as one might expect of a

homemaking show.

A Bargain Bell (two clangs) is the signal calling the married gals on the other side of the loudspeaker to attenother side of the loudspeaker to atten-tion for the bargains of the day. The major gags about the Nightshirt Club of America, founded by L. M. Davis, edi-tor of an Ottawa, Ill., sheet, and builds some wordage about the incident—great men of history never wore pajamas, etc., and puts Imogene Wolcott on the spot asking her what her better half wears. Menus for the day are appetizing—

at least, from the way the gal spiels

them.

The major finally decides to run a The major finally decides to run a contest. Because the majority of house-wives would be too modest to sing their own praise, the idea is for them to pen a letter on The Finest Homemaker I Ever Knew . . about some neighbor, relative, someone they've admired—tell who she is—where she lives, why they think so—a human-interest story. Prize is a \$9.75 Sessions electric clock, one to be—given to the winner each time the program goes on the air. Contest ends October 31.

Show is also okeh for dialing by other

Show is also okeh for dialing by other ian homemaker enthusiasts. S. P.

## "Music From Texas"

Reviewed Monday, 1-1:15 p.m. Style-rchestra. Sponsor—Crazy Water Hot Orchestra. Sponsor—Crazy Water Hotel and Spa. Station—WGN (Chicago) and Mutual network.

Before going on the MBS net this program was heard 743 times over a Texas network during the last three years, being broadcast direct from the lobby of the Crazy Water Hotel at Mineral Springs, Tex. It is musical fare thruout and features Jack Amlung and his orthestre. orchestra.

After the opening number by the band the guests in the lobby were asked to participate in a community sing, using Put on Your Old Gray Bonnet. After a thought for the day by the announcer and a testimonial for Crazy Waters Jack and a testimonial for Crazy Waters Jack Amlung was heard as vocalist in When the Organ Played at Twilight and a novelty trio did My Cross-Eyed Gal. Honeysuckle Rose and Home on the Range, by the band, concluded a pleasant 15 minutes of music. Program is to be heard three times weekly and fills a niche for this kind of music early in the afternoon. F. L. M.

### "Home Talent Hunt"

Reviewed Sunday, 6:30-7 p.m. Style— Imateur show. Sponsor—Freihofer Bak-ng Company. Station—KYW (Philadelphia).

As a paraphrastic on the "rose" solipsism, an amateur show by any other name scents just as bad. And this one shrouded as a home-talent ferret emits the same strong, offensive odor. Bakers excuse themselves on the ground that entertainers formerly bank-rolled have attained national prominence and now hope to find others for skyrocketing, But they forget the footnote that their

But they forget the footnote that their Helen Jepson, Conrad Thibault et others were never dug out of a tyro tryst.

Program pattern calls for an uncovering of ams among the various local municipal and industrial plants. When caught, pseudo-talent was dragged from the Philoo plant. And as radio entertainers they should stick to the mechanical end of set construction. Factory sent along a generous share of singers, a mime and a musical saw. Only thing missing was the ubiquitous Asleep in the Deep belcher. Millenium must be just around the corner.

Deep belcher. Millenium must be just around the corner.

Airs for a visual at the baking plant. Hand noise was half-hearted and might help some to plant clackers in the audience to create an illusion of enjoyment for the forgetful dialer who keeps the set running on this one.

Jack Steck, who handles tyros for a

summer amusement park, emsees the show. But that doesn't help matters any. Jan Savitt's Top-Hatters, studio crew, and Carlotta Dale, songstress, are added. Give out a shot and then lost in the shuffle. The artists, figuratively speaking, have to get along with a piano accomp.

in the satural speaking, have to get along with a piano accomp.

While this is one time a gong is in order, budget goes overboard and a John Manville is set up to register the votes. Three accounting for the most d. c. and in running to split the \$50 are called back. Steck holds his hand over their heads, in the approved manner, and the meter refines the poll. Not known whether whistling or stamping counts. As a weekly it's a cheaple. Won't dent Freihofers much, but certainly 'unworthy of the time and energy expended on it. Next week a good card game will be broken up, when the home-talent hunt will bring in the town's firemen.

## Helen Hayes

Reviewed Monday, 8-8:30 p.m. Style Dramatic serial. Sponsor—General -Dramatic serial. Sponsor-General Foods Corp. Station-WJZ (NBC Blue network).
This season's vehicle for Miss Hayes

This season's vehicle for aims hayes is a radio version of the Marjorle Benton novel. Bambi, adapted by Edith Meiser, who also did the scripts last year for the inimitable Hayes. Insofar as radio drama is concerned Miss Hayes may well

inimitable Hayes. Insofar as radio drama is concerned Miss Hayes may well lay claim to be First Lady. Many may squawk about the type of script she is doing and expect that every week she should do something that should raise the roof off the house in the way of dramatic heights. But half-hour versions of great plays are not exactly satisfactory, apart from other interfering angles, and who is going to supply a hit original playlet every week?

All things considered both the sponsor and Miss Hayes have acted wisely in contributing a series that gives ample scope to the ability of Miss Hayes in a way that will make it wear better, even tho it does not please everybody, but does present a pleasing half hour of the actress doing a more or less rubberstamp type of yarn. The character portrayed is that of the comely, soft and clever little girl who wants a certain man because she feels that she is just the one to take care of him and mold his future into the channel of success. the one to take care of him and mold his future into the channel of success. Otherwise he will merely blunder along Otherwise he will merely blunder along due to his absent-minded and artless ways. The man in this case is one of the teachers at the school. The gal is the daughter of a professor. Bambi is willing to embark on a career to support her man until he gets set, with the result that despite her father's mild protests and the bewilderment of Jarvis Trent, the marriage is arranged and over with before the menfolks realize what has happened. This is the first installment and a curtain speech by Miss Hayes followed. Needless to report. Miss Hayes was as charmingly delicate as usual in her handling of the script. Sanka coffee credits were minus any undue length or blatancy.

In support of Miss Hayes were James Meigham, as her leading man: Wilmer

Meighan, as her leading man; Wilmer Walter, Vera Adams and Laura Bow-man. M. H. S.

#### Tom Powers

Reviewed Sunday, 5-5:30 p.m. Style -Talk and dramatic sketch. Sponsor— . C. Johnson & Son, Inc. Station— FOR (Newark).

Tom Powers, legit name, comes to WOR after a 39-week run on NBC for the same sponsor. Does an interesting half hour of chatter that features as smooth and easy-to-the-ear commercial

as was ever aired, plus a Life Study in

as was ever aired, plus a Life Study in Black and White skit for a climax.

Show airs with a studio audience and Powers offering \$50 for a listener's "life study." Things that happen every day but are important and dramatic nevertheless. Contributors are identified as

theless. Contributors are an alphabetical letter.

This program skit was based on an argument of a frau and hubby, with a class father overhearing spat. Medicos argument of a frau and hubby, with a sick father overhearing spat. Medicos say dad will pass off at slightest shock, so feuders try to cover up by claiming to be rehearsing script for dramatic society. Dad is suspicious and asks for script. They stall dad while they try to remember words used in quarrel in attempt to prepare script. No can do, so make clean breast and all is forgiven. Powers plays the lead. Well-done production that must have registered with every couple in audience. Competition is weak at this air time and show is bound to have a good ether audience. bound to have a good ether audience.

#### Norman Ross on News

Reviewed Monday, 6:50-7 p.m. Style— News comments. Sponsor—Penn Tobac-co Company. Station—WMAQ (Chicago).

A new 10-minute newscast that is interestingly done. Unlike the usual program of news flashes, this one is being conducted along the lines of a newspaper. Starting off with important front-page news, Norman Ross, veteran rfadio commentator, gives interesting general news items, touches on politics, baseball, football and golf, and gives the latest financial news and market reports. About the only thing missing is the comic page. Ross has a pleasing delivery and makes the program worth listening to.

F. L. M.

#### Krueger Musical Toast

Reviewed Monday, 10:30-11 p.m. Style

Vocals and ork. Sponsor — Krueger
Brewing Company. Station—WJZ (NBC network).

Krueger dropped its CBS niche to the Republican politicians, who sponsor a fuller network, shifting to NBC for a

fuller network, shifting to NBC for a late-evening half hour once a week.

Program is an unpretentious 30 minutes of pleasing pop vocals by Jerry Cooper and Sally Singer, with the Ray Block Ork handling the accompaniment and swinging a few on its own. The Debonairs provide vocal backgrounds, Cooper doubles as emsee and handles his assignment with ease. His tenor was confined to two ballads, but his voice is reminiscent of the halcvon days of

to two ballads, but his voice is reminiscent of the halcyon days of Vallee, Crosby and Columbo. Sally Singer torched two tunes in nice style. Ray Block's combo does three numbers to round out the program, best of which is a fresh arrangement of St. Louis Blues.

Commercials are brief and easy on the ears. One slack in the even pace of the program is the finale, in which the entire troupe handles Bye, Bye, Baby tune in a familiar-sounding routine that turns hammy to sing in a mention of the sponsor. This one sour note was noticeable only because it was not up to par.

Sponsor has an advantageous broad-cast time with no opposition, and since Monday is stay-home night it should gain customers.

#### "Diamond City News"

Reviewed Tuesday, 8-8:15 p.m. Style —Serial, with music, Sponsor—Mid-Continent Petroleum Corp. Station— WGN (Chicago).

Continent Petroleum Corp. Station—WGN (Chicago).

Electrical transcription serial heard on 23 additional Midwest outlets. A small-town weekly newspaper office is the locale of this new comedy series. The opening episode shows promise of the series being an interesting one except that the voice of the leading character, that of the easy-going country editor, sounds too young for the role. Everett Kemp, who plays the part of Hank Smithers, a tramp printer employed by the paper, has a voice much better suited for the kindly and genial editor and is more of the kind the average listener would expect a country newspaper man to have. Tom Collins is being starred in the series as the editor, and had the parts been switched it would have been a better piece of casting.

Besides these two the only other character introduced in the opening chapter was that of Ted Dix, a breezy New York reporter, adequately played by Arthur Ellison. There was more atmosphere than story in the first episode. The Taxas Rangers, a male quartet, split the dialog with one old-time song and an orchestra called the D-X'ers furnished the music.

the music. F. L. M.

# Network Song Census

Selections listed below represent The Billboard's accurate check on three not-works, via WIZ, 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 25, to Thursday, October 1, 1936, both dates inclusive.

The Way You Look Tonight (24)	28	Until the Real Thing Comes Along (22)	20
When Did You Leave Heaven? (25)	25	I Can't Escape From You (23)	16
A Star Fell Out of Heaven (20)	23	Me and the Moon (18)	6
		Until Today (18) 1	
		It Can Happen to You	
		Running a Temperature	
		You Came to My Rescue	
		You're Giving Me a Song and a Dance.	
			3368

SHEET MUSIC best sellers will be found on page 14.

# air Briefs

TWICE in the past two weeks temperament has invaded the Ken Murray-Rinso program. The most recent occasion had Murray feuding with agency announcer Uttel and agency man Underwood. At tail of the program Murray tells his last gag and motions for audience's applause. Lack of time brings Uttel on stage to "knock down" this applause in order to get the closing announcement, which includes the commercial, on the air so it can be heard. Murray has been peeved over this curtailing of his applause. Closted himself and Uttel in a dressing room backstage at CBS Playhouse and raged in stenorian tones. Not until agency man Underwood succinctly commented did the upheaval subside.

The previous week when the program

the upheaval subside.

The previous week when the program included the initial air appearance of flyers Harry Richman and Dick Merrill, Press Agent Jay Paggen appeared with photographers and took photo of Richman, Merrill, Murray and Phil Regan. Which caused Bandleader Russ Morgan to erupt. Faggen was his press agent as well as the others, and nary a picture did he crash. Faggen stuttered, blushed and scrammed back to his office to compose and release to the press a masterpiece about Russ Morgan.

The new Phil Lord program. We, the People, bears a most startling re-semblance to Sid Schwartz's The Listener reopie, bears a most starting resemblance to Sid Schwartz's The Listener Speaks program, which has been airing over WOR for the past many, many months. For the record, The Listener Speaks just received a 13-week renewal, a boost from 30 to 45 minutes and now is heard over the MBS. RCA and subsidiary company staffs dined Prexy David Sarnoff on his 30th year in the biz at the Ritz Carlton last week. MCA offered Dick Powell \$1,500 per night to step in front of a band. Powell no wanna. Gene Gaudette is in Chicago ahead of the Roy Campbell Royalists. Lining up publicity and radio breaks. The four Lane Sisters, Lols, Leota, Priscilla and Rosemary, and their mother were together for the first time in many moons at the Waring program last week. Federal Writers' their mother were together for the first time in many moons at the Waring program last week. Federal Writers' Project aired a dramatized interview between Travis Hoke, assistant State director of the project, and members of the staff compiling the New York City Guide, over WHN. James Ranieri, of the WFAB-WHOM, Jersey City, announcing staff, wed Yvonne Danziger last week. Jean Grombach is again producing and recording the Conoco half-hour program featuring Carveth Wells, Frank Ventre's Ork and guest soloists to air over 35 stations. Tracy-Locke-Dawson Agency. Radioite Charles Webster is the English voice of Harry Bauer's Herod in the French pic Golgotha, soon to be released. Briggs tobacco and Old Gold are in the market for programs.

Bert Lebahr, sales manager of WMCA, wonders what would happen were Williams and Colgate to play a bit of football with sponsored broadcasting. . . . . Jimmy James, secretary to Doug Coulter, caught a little ptomaine poisoning from a few little clams. . . The public-address system to be used on the President's campaign tour train was installed by WOR. . Adrian Flanter opened a publicity and advertising office in the RKO Building. . NBC is cutting the second floor to pieces to create more office space. Visitors are having their reception room cilipped some 10 feet at each end. . . The Fred Waring Ork journeys across the waters to play its first Staten Island date on Saturday night.

Ed Lewis, Macfadden p. a., has become wholesale distributor in Minnespolis for Macfadden and other publications. He did a splendid job as p. a. for the Macfadden programs and publications. Howard Perry takes his place with Joe Weigers, of the Macfadden publicity department, taking over sundry other chores. That John S. Young and Bill Weisman Gift of Gap program over WMCA is a combination of Goodwill Court and Street Forum with variations. Mike is available to anyone desiring to get something off his chest. All talk must be spontaneous, no scripts, and all speakers must expect hecking from anyone in studio. Young & Weisman, attorneys for the station, will handle the program. They'll heckle and

watch the talk to keep anything offensive

#### SINCLAIR LEWIS

(Continued from page 3)

saying that Lewis was letting Can't Happen go on in this way as a "personal sacrince." Lewis said he hoped it didn't turn out that way.

sacrifice." Lewis said he hoped it didn't turn out that way.

In addition to the Adelphi production there will be three others here. One in Yiddish, one in a "Suitcase Theater" to play CCC camps, small halls, etc.; one for Brooklyn and one for Queens. The show is being done in Italian in Boston, Yiddish in Los Angeles as well as here, and Spanish in Tampa. A production in German for Yorkville here is planned. The reason it hasn't started is because of "casting troubles"—not because of squawks from Nazi officials. The play deals with dictatorship, Adelphi production, which Vincent Sherman is directing, is in rehearsal, as are all the others. Each production has different directors; casts and personnel, obviously, and may also differ from all the others not only

as to physical production, but as to script. Lewis isn't doing a G. B. S.
Lewis denied that there had been any rows—as published—in getting the show on. The only discussions were those always incidental to play producing. No orders, from Washington or any other place, have been given to Lewis, he said.
Actors in the cast get the regular WPA place, have been given to Lewis, he said.
Actors in the cast get the regular WPA
actor, wage of \$23.86 per week, stagehands getting the same, only prorated
to keep in line with the union scale per
hour. The play uses nine sets in 15
scenes, Tom Cracraft designing the
Adelphi production. As to the play—
the Adelphi cast can't be made public
mow.

The list of 15 cities is not available A report that the Adelphi is sold out for four weeks can't be verified. It's true that about 30 theater parties have already been booked for the Adelphi production.

## BOSTON BUSY-

(Continued from page 3) my Durante, just back from the Continent, Ethel Merman and Bob Hope head an imposing cast.

Richard Herndon's Come Home To Roost opens the Copley Theater Thurs-

Roost opens the Copley Theater Trursday.
On June 30 last this production played for the Greenwich Guild under the tag of Home, Sweet Home. Under the new title and an augmented local cast the Fred Herendeen new American comedy will play here two and one-half weeks, pending a New York opening in November. Cast is headed by Mary Young and includes Herbert Yost, Eva Condon, Wallace Erskine, Leighton Carey, Richard Van Patten and Percival Lennon. With the exception of Miss Young these with the exception of Miss Young these players are intact from the Home, Sweet Home cast. Additional are Philip Truex, Kathleen Moran, E. J. Blunkhall, Greta Granstedt, Leon Leonard and Gloria

Mann.
On Monday, October 19, the curtain rises for the Boston Opera House season with Hamlet, presented by Leslie Howard, also playing the title role.
Mme. Nazimova on the same night will open her season in Hedda Gabler for one week at the Colonial Theater.
Also at the Shubert Theater, the Theater Guild, in association with Lee Ephraim, will present Call It a Day as the first in a subscription series of six plays.

The last of seven productions to appear here within a four-week period will be the break-in of the Shuberts' The Show Is On. It is the Beatrice Lillie-Bert Lahr-Vincente Minnelli show, the cast comprising Reginald Gardiner, Mitzi Mayfair, Paul Haakon, Gracie Barrie, Gil Lamb, Vera Allen and others. The last of seven productions to ap

# Chi Air Notes

By F. LANGDON MORGAN

Bess Johnson, NBC actress and radio executive of the Stack-Goble Agency, has after a two weeks' siege with Old Man chartered a plane for a trip to Elkins, W. Va., this week-end, where she will visit her mother and attend the Mount in State Forest Festival in her home town. . . It now develops that Myrt and Marge are not definitely set for the Ford show and as yet have no contracts for their return to the air. . . Amos for their return to the air. . . Amos over the Red network as the NBC Jamboree in Thursdays. . . Vivian della Chicago soon to continue their broad-Chicago soon to continue their broad-Chicago NBC songstress, adds another Chicago the contracts to the life on October 9. . . The visit ner mother and accent the another tain State Forest Festival in her home town. It now develops that Myrt and Marge are not definitely set for the Ford show and as yet have no contracts for their return to the air. Amos for their return to the air. Amos or Andy are scheduled to return to Chicago soon to continue their broadcasts from here. They have been on the Pacific Coast for the past few months. The J. Walter Thompson agency was host at a party thrown for Floyd Gibbons, ace newspaper man, at the Palmer House this week. Gibbons is master of ceremonies for the new Nash program which went on the air over CBS October 3 and it was a pleasure to renew our acquaintance with him. Charles Egelston has joined the cast of the Uncle Ezra skits in the role of Hi Skinner, replacing Cliff Soutne cast of the Uncle Exra skits in the role of Hi Skinner, replacing Cliff Soubier, who went to Hollywood for the First Nighter show. . . Bill Thompson, NBC's young dialect comedian, says his ideal girl would have eyes of blue, hair of brown, the form of Venus and the Valce of Exparience. oice of Experience. . . . Ho, hum.

Molly of the Movies, one of the MBS dramatic programs emanating from here, is expanding its network, beginning October 12, when it will be heard over 14 stations. . . Horace Heidt, heard over the CBS and WGN, has added a clavier to his orchestra. . . Pat Flanagan recently celebrated his eighth year of service with WBBM. . . . Jack Odeli

Chiesa, NBC songstress, adds another year to her life on October 9. . The Maple City Four is celebrating its 10th anniversary as a radio act October 16. . Three of the boys, Pat, Art and Fritz, hall from La Porte, Ind., known as the Maple City, while Al comes from New Jersey. . Jackle Heller, the Morin Sisters, Pat Kennedy, the Vagabonds quartet and Mrs. Pennyfeather have been booked by NBC to appear at the Des Moines Food Show, October 12 to 17. . Ted MacMurray, WBBM engineer, has been promoted to the WBBM-CBS production staff.

Favorite pastimes: Betty Winkler, buying shoes. . . Fibber McGee, disappearing whenever Molly wants him to do any work. . . Joan Blaine, visiting the Art Institute for special exhibits. . . Bruce Kamman (Prof. Kaltenmeyer), reading German novels. . . Lester Tremayne, taking unusual photographs. . . Uncle Ezra, entertaining children at baseball games. . . Hezzie, of the Hoosler Hot Shots, buying stoogles of all varieties. . . Ted Weems, listening to new and unusual arrangements. . . Helen Hayes will probably air her winter

## West Coast Notes; Renew Wolfe-Hayes

SAN FRANCISCO, Oct. 3.—John Wolfe and Clarence Hayes, who specialize in patter and song with guitar accompaniment, have had their Sailing With Saylor's program renewed for another 13 weeks under sponsorship of Saylor's Chocolates, Inc. Formerly a twice-weekly morning show, the sponsor, starting last night at 7:45, is making it a weekly NBC-KPO evening feature. Show is slightly different, too, for each week a different maritime personality will be brought to the mike in an interview during the quarter-hour broadcast. Last night's guest was Capt. Wilbur Ross. Wolfe and Hayes are also being heard

wolfe and Hayes are also being heard twice weekly over the NBC Pacific Blue network in Jingletown Gazette, and starting October 7 will make a Wednesday morning appearance on the Western Farm and Home Hour broadcasts over the network.

With Ben Murphy, tenor, as guest soloist, Moments Musicale, a new 30-minute musical series featuring Claude Sweeten and his orchestra, makes its bow over the CBS-Don Lee network from KFRC tomorrow at 2 p.m. Sweeten compliments Meredith Willson, NBC's Western division musical director here, when he offers the young composer-director's Thoughts While Strolling from O. O. Molntyre Suite. O. O. McIntyre Suite.

#### Los Angeles

LOS ANGELES, Oct. 3.—Indignation of high officials of the Democratic national campaign against Earl C. Anthony's KFI, NBC Blue, for cancellation of President Roosevelt's recent "fireside chat" resulted last Wednesday in a radio oddity, with KHJ, a CBS affiliate, given in this sector a paid Presidential talk heard elsewhere thruout the country on an NBC hookup.

Hookup of the Columbia station to the NBC chain was decided upon two hours before broadcast time and was heard only for 15 minutes due to CBS com-mitments on the Camel program.

## CANAVAN TO-

(Continued from page 3)

(Continued from page 3)

Europe as a delegate representing the American labor movement at the British Labor Congress, had been expected to run in opposition to Jacob Rosenberg, present secretary of 802 and who will be Blue ticket candidate for president. Louis Weissman, former official of the local, who was retired from office two years ago when the Blue ticket swept the elections, had announced that if Canavan ran he would support him. Weissman's group is called the American ticket. Canavan stated yesterday, however, that if he had run it would have been as an independent. Understood that Weissman will now run for the presidency. presidency.

Present expectations are that Rosenberg, Weissman and Selig Liese, the latter heading the Fusion ticket, will be the three opponents for the chief job in the local. However, since applications for candidacy need not be filed until November more hats may be thrown in the ring.

thrown in the ring.

Dave Klein, Fusion candidate for delegate to the AFM convention, leaves October 8 for Hollywood, stopping on his way to confer with business agents of other locals on the current picketing situation. Unofficially, of course.

Campaign is expected to be a bitter one.

show from here after the first of the year. . . . Robert Romaine, of the Junior Nurse Corps cast, is really Mike Romano, well-known Chicago criminal lawyer and former member of the State's attorney's staff. . . John Boles, screem actor, and Marion Claire, opera singer, head the Sears show to be broadcast October 8. . . Unbeknown to many of their listeners, Lum 'n' Abner was a one-man show all last week. . . While Abner (Morris Goff) took a short vacation Lum (Chester Lauck) carried the story alone with the four characters he portrays in the series. . . Bob Purcell, who conducts WAAF's afternoon 'Man of the Street,' is one of radio's tallest men, towering to a height of six feet four and a half inches. . . Altho she is now starred in her own show, Betty Winkler will again play the role of the telephone operator in Grand Hotel for sentimental reasons, as it was her first Chicago radio job.

Providence

Name Battle

## Cops Snitch on Fan Dancer; Vancouver Clubs Lose License

C Oct. 3.- High spots of the local hot spots, including a fan dancer who was careless with her fans, bottles under the table and glasses fans, bottles under the table and gassess on top, staggering men and noisy women—even reminiscent of the policemen's own banquet—have been paraded before the city council here. Result is that, upon recommendation of License Inspector H. A. Urquhart, four cabaret licenses have been canceled.

They are Venice Cafe, Hollywood or Blue Goose Cafe, Mandarin Gardens and W. K. Oriental Gardens. Cancellations were made on police reports of alleged liquor conditions in cabarets.

Inquor conditions in cabarets.

Angelo Branca, the Venice; W. Martin Griffin, the Blue Goose, and Emore Meredith, the Mandarin and Oriental Gardens, state there will be no appeal, tho at first they planned this action. Branca says he has looked into the law and finds there is no recourse.

and finds there is no recourse.

Addressing the council, Branca said,
"Not long ago, as some of the aldermen
may know, the city police force had a
banquet at a restaurant in the West End
of the city and liquor flower like water
under the table. And I might say that
if you go to some of the big eating
places and large hotels you will see
liquor being consumed there."

"I am sure we want to be fair shout

"I am sure we want to be fair about this thing, but the time has come when we must decide if we are going to allow the operation of some places in viola-tion of the law, by-law and the policy of this administration," said Mayor G. G. McGeer.

Police undercover men in testifying beconce undercover men in testifying be-fore the council told of what they saw in the W. K. Oriental Gardens. There were three shows during the three hours they were present and in each a slightly

## **Ping-Pong Gains** As Big Attraction

HOLLYWOOD, Oct. 3.—Introduction of popular indoor sports as swank night club floor features is the newest customer lure on the Coast. Ambassadr Hotel's Cocoanut Grove is bringing in ping-pong, with probability that Don Terry and Bill Weissbuch, both champs, will be booked.

Use of ping-pong and badminton on local vaude stages here several months ago created great interest.

## ROC Opens New Spots; Cut in on Mills

NEW YORK, Oct. 3.—Radio Orchestra Corporation has succeeded in getting traveling bands into several spots previously limited to local bands only. Washington was opened for Paul Tremaine at the Cocoanut Grove, with Tantilla Gardens, Elchmond, Va., another closed city, likewise opening. Carlos Molina went into this spot, opening yesterday. Both spots now buying their bands exclusively from ROC.

Dick (Hotcha) Gardner has been NEW YORK, Oct. 3.—Radio Orchestra

bands exclusively from ROC.

Dick (Hotcha) Gardner has been booked to open October 9 at the Radison Hotel, Minneapolis, by ROC, which also set Henry Halstead to start at the Raymor Ballroom, Boston, October 7, succeeding the Hudson-DeLange Orchestra. This is the first band booked by Raymor away from Mills Artists in a long time.

## Burke To Handle CRA Publicity in New York

CHICAGO, Oct. 3.—Frank Burke, Chicago publicity man who became assistant to Leo B. Salkin, manager of Consolidated Radio Artists, Inc., with the establishing of its local offices recently, has been named national publicity director for the organization and will leave for New York November 1 to take in his new nost.

leave for New York November 1 to take up his new post.

Burke's new duties will include coordination of press relations between the 
New York, Cleveland, Chicago and Los 
Angeles offices and handling the publicity campaigns on all Consolidated 
orchestras. Prior to joining the Consolidated offices he was publicity director for the Sligh & Salkin Agency, 
Olsen and Johnson and the Music Corporation of America.

dressed girl danced. The first performance was a powder puff dance, in which the dancer wore only a narrow cloth; second was a fan dance, the investigators claiming the fans failed to cover her back as she spun round and that her final gesture was reminiscent of September Morn in a holdup. The last dance was a veil dance but the "veil," officers said, was only a wreath of flowers.

## Mills to Coast; **Opens Texas Branch**

NEW YORK, Oct. 3.—Irving Mills, of Mills Artists, is slated to leave today for a trip to Texas and the Coast. Heading for Dallas, where he is opening a branch to be headed by Carol Buckner and "Jinks" Bryan. These two from the New York band booking office of Mills, leave Bob Sanders, department head, solo here.

From Dallas, Mills will head to the Coast, where picture deals pend for Duke Ellington and other Mills acts.

### Ex-Actor Now Nightery Booker in Rochester

ROCHESTER, Oct. 3.—Harry Stone, former vaude actor (Beck and Stone and Beck Brothers) and now operating a booking office, has a flock of acts working nighteries in near-by territory. Patricia Murphy, Lillian Bates and Hal Damas are at the Triangle here. Honey O'Day and Bobbie Newell are at the Collegiate Tavern, Elmira. At the Wagner Hotel, Bath, N. Y., are June Darling and Kay Murphy. Salubria Inn, same town, has Betty Young and Jack Arnold.

Stone has also set Leta Bellamy and

Stone has also set Leta Bellamy and Joe Reno for the Hollywood; the Kerr Sisters, Curtis Brothers for the Golden Grill, Judy Gordon, Mona DuPrez at the Lake Avenue Grill, and the Hamilton Sisters and the Roseland Trio for the Clifford Cafe, all local spots.

## Banjoist Is Too Good: So Wife Wants Divorce

So Wife Wants Divorce

CAMDEN. N. J., Oct. 3.—Picking on the banjo plucked Grover Grier out of his happy home, the plectrum being named as correspondent in divorce proceedings instituted by Mrs. Grier.

She figured it was only a mild annoyance at its worst when he used to sit home nights picking out "My Bonnie Lies Over the Ocean"—one note at a time. Thru diligent practice he graduated to "Waiting for the Robert E. Lee." "The Arkansas Traveler" came next, bringing over the neighbors for a listen. And when Grier worked up to "Turkey in the Straw" and put that old fremolo effect into "The World's Waiting for the Sunrise," he began to get invited out. But he never came home.

Mrs. Grier didn't care if the banjo stayed out, but she wanted her husband at home. Advisory Master Kraft asked Mrs. Grier if she still loves her husband. "I do not," she said. "And another thing, if I ever marry again, it won't be to a banjo player."

## Rockwell-O'Keefe Add Isham Jones

NEW YORK, Oct. 3.-Rockwell-O'Keefe NEW YORK, Oct. 3.—Rockwell-O'Keefe are reported adding another name band to their list, with Isham Jones going under that banner. Jones was previously with CBS, but shifted to Music Corporation of America when the musicians' union withdrew all employers' band booking franchises.

Understood that Jones Band will be come a co-operative affair with Woody Herman, clarinet player with the band, conducting. Jones is ill and will not be actively concerned with the band.

## Joins Rochester Agency

ROCHESTER, Oct. 3.—Jack O'Mears, club agent, has shifted affiliations and is now with the Charles Kramer agency of this city. O'Meara is currently on the road scouting talent.

BOSTON, Oct. 3.—Al Martin, Lou Walters office booker for the Club Bagdad, Providence, is lining names. Booked Estelle Taylor, followed by Frances Wil-liams. Belle Baker goes in week of Oc-tober 5.

tober 5.

Miss Taylor had a poor opening, but finished okeh. As a publicity stunt, she appeared at the Narragansett Race Track at Pawtucket, R. I., and piped lustily for the turf fans. It helped biz the end

for the turf fans. It helped biz the end of the week.

Miss Baker, it is reported, suddenly became ill Tuesday, less than a week before the opening date. Being booked out of the William Morris Agency. Martin believes that the Stork Club, Providence, a competitor, is following all innovations inaugurated by the Club Bagdad. The Stork Club has orally publicized it will feature Miss Baker starting tomorrow.

publicized it will feature Miss Baker starting tomorrow. However, Martin has effected an op-tion with the Morris Agency this week that, following her intended hospital admittance in New York hospital, Miss Baker will fulfill her contract at the Club Bagdad.

## Ames With Bestry

NEW YORK, Oct. 3.—Harry Ames is now with the Harry Bestry Agency, doing night spot agenting. Formerly a vaude flash producer.

with his marvelous balance atop of a high unloycle and also on a trick bicycle. An above-average trick bike rider.

Maureen and Norva are a sock team combining versatility, grace and skill. Offer a great variety of routines, all done with finesse and each climaxed with a punch, usually a spectacular spin. Their flirtation number is especially sweet.

House was packed the opening night (Friday). A fine tribute to Hallett in particular.

Paul Denis.

particular.

## Yacht Club, Chicago

Yacht Club, Chicago

One of the town's atmospheric places, this room is laid out like the deck of a yacht, with seascapes painted on the walls and clouds on the ceiling. Furnishings are in keeping with the decorations. At one end of the room is a horseshoe bar and at the other a raised deck effect serves as a stage for the performers. Sonny Goldstone directs the activities of the club and is always on hand to see that his guests enjoy their visit aboard.

Johnny Wells, emsee, started the show by introducing Mickey Braatz, recently reviewed at the State-Lake Theater, whose tapping with acrobatics and juggling, climaxed by some very fast cartwheels, gave the bill a good start. Wells then sang a trio of popular tunes to good results and was followed by June St. Clair, buriesque specialty dancer, who is doubling between here and the Rialto Theater. She did an exotic routine with bumps and ending in a strip and drew a nice share of applause. Paul Olsen was next with a novelty comedy dance which was done with a dummy attached to his feet. Started with a waltz and closed with a fast routine that sent him off to good applause.

Keller Sisters and Lynch, headliners of the current bill, came on to a reception and entertained with their particular brand of harmony. They dished out Dinah, Siboney and Lone Prairie, the last with a bit of yodeling by Frank Lynch. They were an easy bit. Heavy applause and several bows. Wells closed the show with a "thank you" parody to One Hour With You.

Nino Rinaldo's seven-piece combination expertiy played the show and furnished the dance tunes. Juan Rojas five-piece rumba orchestra alternated.

F. LANGDON MORGAN.

### Bal Tabarin, San Francisco

This smart nightery in the heart of the Latin quarter is among the most popular in town. Tom Gerun and Frank Martinelli, co-owners, pay top price for talent and give a good show, plus elegant atmosphere, good food and excellent service. excellent service.

Fred Scott, baritone, singing Western songs, is the current favorite and just (See CLUB REVIEWS on page 20)

# Night Club Reviews

## Blackhawk Cafe, Chicago

A gala crowd greeted Louis Prima and his orchestra the first night of his initial appearance in this city and immediately became enthusiastic with the Primastyle of swing rhythm. This young man from Way Down Yonder in Neworleans, which is also the name of the band's theme song, caught on from his first tune, and if the reaction of the first-night crowd is any indication Prima is well on his way of becoming one of the most popular bands in town. Prima toots a mean trumpet and when we say mean we mean terrific.

Eddie Elkort, who books the spot, has

Eddie Elkort, who books the spot, has surrounded Prima with a nice array of talent. The new show also marked the return to Chicago of Romo Vincent, rotund emsee and singer and one of the

rotund emsee and singer and one of the town's favorite sons.

Velme Rae, singer with Prima's Band, started the program off with the singing of two numbers and was followed by JiMae, a smooth trickster, whose line of magic was relished immensely by the crowd. Working with a woman assistant, he opened with some clever card work, done with gloves on, followed with the folded newspaper trick and with a much different climax in which he produced 12 lighted pipes from his shoes and six from the air routine with a shoes and six from the air. His closing trick astonished the customers and helet the floor to a resounding hand.

Five members of the orchestra that constituted Prima's original New Orleans Five did numbers with skat vocals and

constituted Prima's original New Orleans Five did numbers with skat vocals and hot trumpet playing by Prima and a clarinet and trumpet specialty between Prima and Pee Wee Russell and almost stopped the show. Ruth and Billy Am-brose were next, first with a ballroom waltz and then a fast routine and drew nice applause.

nice applause.

Romo Vincent closed the show with the singing of I've Got Plenty of Nothin; Blow, Gabriel, Blow, an excellent impression of Charles Laughton and

a parody on I'm Funny That Way and was an immense hit. F. LANGDON MORGAN.

Hotel Commodore, N. Y. Room here has Mal Hallett and band and a floor show comprising Emily Van Loesen, Paul Duke, Maureen and Norva and Paul Gordon.

Redecorated, with the band stand now on the right end rather than in the center, the room is still unsatisfactory, so far as visibility for all diners is concerned.

so far as visibility for all diners is consecred.

Main interest is in Hallett, who is making his debut in a local hotel spot. Playing ballrooms almost exclusively for years, the Hallett outfit proves its versatility by adapting its style to the patronage here. Milking for request numbers, Hallett soon found out what the dancers wanted—and gave it to them. His band is a good musical outfit, perhaps too swingy and hot for this rather staid hotel, but, nevertheless, capable enough to change to please. It has 14 men. Buddy Welcome, clarinetist, goes to the mike for good vocalizing. Blond Phyllis Usher warbles the blues nicely, while young Jerry Perkins steals the show with an unusually appealing tenor voice. tenor voice.

Of the floor-show talent, Paul Duke Of the floor-show talent, Paul Duke is an easy hit with his eye-opening sleight-of-hand tricks. Does card manipulating, followed by mysterious plucking of lighted cigarets, cigars and lighted pipes, one of the tricks combining the switching and tying of silks in the mouth while smoking a cigar.

Emily Van Loesen, comely blonde, is a delight. Easy to look at, she provides pert and expert acrobatic dancing, including slick kicks, flips and toe work.

Paul Gordon is another surprise item

For individual band and new reviews please turn to page 20. "Dean of Sophisticated Swing"

BEN POLLACK AND HIS ORCHESTRA

ON TOUR

Exc. Mgt. Consolidated Radio Artists, Inc. Personal Direction EDDIE RICHMOND.

Featuring the Mound City Blue Blo

RED McKENZIE AND HIS ORCHESTRA

Exc. Mgt.-Consolidated Radio Artists, Inc.

Broadcasting via NBC, Coast to Coast,

HARRY RESER AND HIS CLIQUOT CLUB ESKIMOS

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RADIO-STAGE AARONSON HIS COMMANDERS Exc. Mgt. CONSOLIDATED RADIO

DANCE TOUR.

THE FIVE WONDER GIRLS opened at the Edgewater Beach Hotel, Chicago, EARL, JACK AND October 2. EARL JACK AND
BETTY are joining the NTG unit for
two weeks, beginning October 16 at the
Mayfair Casino, Kansas City, Mo.
LUCILLE GRAY, Sam Haas and Olivia
Lynn opened at the Club Marine, Chicago, October 1. DON MARYA,
Grover Williams, Mildred Phillips, Lee
Ross, Patsy Adair, Connie Lowry and Ted
Young are now playing the Planet Mars,
Chicago. . NYRA LOU and Natasha
will open at the New Castle Chicago. October 2. Chicago. . . . NYRA LOU and Natasha will open at the New Castle, Chicago,

Nudity is still a storm center in many sections of the country. What New York and Chicago would consider as too tame might be hot stuff in Rochester or Boston. A nudist troupe new playing night spots in the Midwest has been encountering trouble right clong. When it played Rochester it had to give a preview for the local police heads and was permitted to continue only if using veils and dim lights. In Buffalo the cops raided the show. It seems that the tolerance brought out by the various expositions is dying out quickly. Is if because big money is no longer involved?

NAYAN PEARCE and the Rocky Twins (Leis and Paal), working together the past three months, have gone to Europe, booked thru Curtis & Al-len. Opened September 26 in London. ... JOE AND BETTY LEE went into the ... JOE AND BETTY LEE went into the Versallies, New York, Thursday. . . . BOBBY LARUE is being featured in Florence King's Revue at the Plaza Villa, Plittsburgh. . . GARY LEON and MARCIA MACE, Serge Tekar, Carmen Castillo and Xavier Cugar's Orchestra opened at the Stevens Hotel, Chicago, Friday. . . BELLE RIGAS, singer, is recuperating from an illness at her home in Brooklyn, N. Y.

The trouble the French Casino, New York, is now having in court over its charging a "location charge" ought to warn other night spots. Using a modest minimum charge for bait, the French Casino socks a mysterious location charge on the customers, figuring few will have the nerve to object. We don't think there's anything wrong with a location charge if a night spot advertises it. But to deliberately trap customers is stupid business and will cause great ill feeling.

OS ANGELES BRIEFS: Original Can-OS ANGELES BRIFFS: Original Candy, of the team of Coco 'n' Candy, who has been with Ted Rio-Rito for two years, is now working in Ambassador Hotel lounge with Bill Roberts, tenor, and Lester Parker, pianist.

CHARLEY KALEY, back from vaude tour, opens at Somerset House to sing and emsee.

ALEX STEFFINS, waiter of the control of the co

tour, opens at somesser the some state of and emisee. . ALEX STEFFINS, maitre d'at Sardi's, recovering from a major operation. . IRENE TAYLOR, warbler at Casanova, nearly drowned last week while swimming. . BILLY and BEVERLY BEMIS go into the Coronado Hotel, Coronado Beach, this week, . EMILY LANE, singer with Eddy Duchin's Ork, has signed for Universal Pictures HARRY SUGARversal Pictures. . . . HARRY SUGAR-MAN is importing shrubs and trees from Honolulu for atmosphere at the Tropic.

There's a heavy demand for novelty and comedy acts in night spots. It seems there are too many singers and dancers around and night-spot bookers are on the lookout for acts that can supply laughs or win surprise, With so many novelty turns out of work thru vaudeville's decline, this new trend will be a

CHICAGO NEWS—JACKIE GREEN
and Janice Williams opened Friday in
the Terrace Room, Morrison Hotel.
. MICKEY BRAATZ and Paul Olsen
opened at the Yacht Club Wednesday.
. RAOUL AND EVA REYES opened at
the Palmer House, Chicago, Thursday,
replacing Georges and Jalna, who go

into the Blackstone Hotel October 23. . . . EDITH MURRAY opened at the . . . EDITH MURRAY opened at the Vanity Fair, Chicago, Friday, directing a 14-piece girl orchestra. . . ROY Vanity Fair, Chicago, Friday, directing a 14-piece girl orchestra. . ROY CAMPBELL and his Royalists will be in the new Drake Hotel show, opening October 9. . So will PAT O'MALLEY, star of last year's Jack Hylton revue. . . NICE, FLORIO AND LUBOW, currently at the Hotel Morrison, celebrate their sixth year together last week. . . JIMMY SAVO. now playing the Chez Paree, leaves for Hollywood at the conclusion of his present contract to appear in Hippodrome for Universal Pictures. . . RUTH AND BILLY AMBROSE, Romo Vincent and JiMale opened at the Blackhawk Cafe Thursday. . . NOBLE AND DONNELLY, piano team, opened at the Casa De Alex Sunday. . . SHIRLEY LLOYD, vocalist with Herbie Kay's Orchestra, left for New York last week to become the songstress with Ozzle Nelson's Orchestra. . . She replaces Joy Hodges.

Musicians returning from summer engagements at resorts report some pretty tough grinds. In the Catskill Mountain (New York) section, for example, most of the resorts demanded that musicians play noon to 2, 5 to 5:50, 6 to 7:30 and then 9 to 11 p.m. That's a heavy schedule for seven days

SAN FRANCISCO BRIEFS: Rex Glissman has taken over the long-closed Kalua Club at 2115 Powell street. Reopened October 1 with Wilbur Stump's six-man ork and Roy Rogers as emsee. Entertainment features Meroff and Merova, Dot Kay, Bud O'Brien and Al and Billie Gerber. . . MUSIC BOX, which has a different floor show each night, has three bands going: Ellston Ames, Floyd Robertson and Don Alvarado. . . FRANK GALVIN, emseeing the 365 Club the last two years, after a vacation and fling in Hollywood movies, is back with a new floor show . . . DICK RICHARDS and Pete Winandy, who operate the Club Tivoil, have brought in Jimmy Clark as emsee. . . . DON STEELE, tenor, is featured at the Greenwich Village, where Jerry Lester emsees . . . BABE LAURETTE, producer for the Kit Kat Club, is staging a Gay '90s show there: Entertainers include Rees and Renard, Dorothy Ipswitch, Al and Léona, Tommy Bell and Mona Greer, Geraldine Ferrari, Don Carroll and Bob Harrison Ork. Harrison Ork

The cover charge idea is now well established in the night-spot field. However, it is being abused. A Detroit cafe, for example, charged a 50-cent cover when it presented amateur shows. That's going too far and makes the customers feel they're being gypped. Fortunately, the AFA stopped the practice in this particular instance.

BILLY AND BEVERLY BEMIS started a return date at Coronado Hotel on the Coast beginning October 1, On October 7 they return to Los Angeles to dance at the Flashlite Frolic in the Biltmore Bowl. . . GEORGE MENEN is the new partner of August Gonzales, guitarist, at the McAlpin Hotel, New York. He replaced Don Rangel . . BILL CHURCH has just closed a two-month date at the New Penn Club, Pittsburgh. . . SMILING JERRY BAKER, who opened at the La Casina, Jamaica, N. Y. September 11 for two weeks, has been opened at the La Casina, Jamaica, N. Y., September 11 for two weeks, has been held over for another fortnight. Rest of the show includes Vivian Hall. Lois Leonard, Lucille Wayne, Helen Lazae, Shirley Grey, Elsie Merer, Irene Burko, Carol Kay and Jean Bennett. Orchestra is led by Vincent Toyer. . DOROTHY GRANVILLE, club booker, leaves for Europe October 10 on a combined business and pleasure trip.

JOHNNY KAYE, m. c. who recently closed after seven months at Trotta's, Baltimore, is now with Florence King's Boys Will Be Girls unit at the Plaza Villa, Pittsburgh, Show has Bobby La-Rue, Leonard Jans, Vern Valdez, Merry Richford, and George Many Control and Control Many Contr Rue, Leonard Jans, Vern Valdez, Merry Pickford and George Manns.

Boulevard Tavern, on Queens boulevard, Rego Park, N. Y., operated by Jack Hines, has been enlarged to a 500 seating capacity. Mickey Feeley is featured in the current floor show.

ALLEN WERNER, who recently joined the Embassy Boys, now in their 14th week at the Rainbow Grill, New York, was formerly with the Buccaneers on the Burns and Allen air show. Freddie Barth and Eddie Willis are the original members. Willis does the arranging. Group open at the Congress Hotel October 9.

(See CLUB CHATTER on page 25)

PAUL ROBINSON

The Ultra Modern HARMONICIST.

DICK DIXON Romantio

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ORCHESTRA

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# Bands and Orchestras

W EST COAST ITEMS . . . JAN GAR-BER'S Ork moved into the Am-bassador, Los Angeles, October 5. Set for three months. He closed at the Hotel St. Francis, San Francisco, September 26 after two weeks to make way for Eddie Fitzpatrick's Band, which returned Sep-tember 29. Santschi and Buckley, dance team, have joined him in Los Angeles. Vera Van is Fitzpatrick's new singer. . . . MERLE CARLSON, fresh from a Honolulu MERLE CARLESON, Iresa from a honolitude engagement, has his aggregation in the Palace Hotel, San Francisco, taking Sterling Young's spot, Young's Ork is now at the Beverly-Wilshire, Los Angeles. Bernie Cummins, from the Edgewater Beach Hotel, Chicago, is to open the redecorated Rose Room of the Palace Hotel, San Francisco, October 8, coming the redecorated rose room of the range Hotel, San Francisco, October 8, coming in for 10 weeks with options. Featured vocalists are Dorothy Crane and the Three Sophisticates. . . . GRIFF WIL-LIAMS and his ork are back in the Mark Hopkins Hotel, San Francisco, until spring, when he goes to Chicago's Aragon-Trianon ballrooms for three years Aragon-Trianon ballrooms for three years on a nine months out of each year contract basis. Featured vocalists are Buddy Moreno and Monty Kelly. . . AL BESE-MAN, known as the world's tallest trumpet player (he's six feet seven), has joined Ellis Kimball's Ork at Topsy's Roost, San Francisco. He's also vocalist and arranger for the band. . . CHARLES GLASSPOLL, violinist and arranger, has joined John Wolohan's Ork at Wolohan's Ballroom, San Francisco.

and Bob Fishel.

M EMPHIS NEWS—JOHNNIE MAIT-LAND and orchestra, featuring the Four Toppers, Dick Rock, Cedric Spring, Hugh Doyle, James Burdette and Marie Du Pree, now at Hotel Claridge. . . . Du Pree, now at Hotel Claridge.

PAUL PENDARZIO and band now playing at the Silver Slipper Club... BOB
FOSTER and ork featuring Evelyn
Phipps and Flo Carlton, have closed at
Cleveland, Miss., and are now current at
Bob's night club, near Ferriday, La...
THE HARRISONIANS, after a summer
tour, have opened at the Madrid Ball
room, Harrisburg, Pa... JOHN MOUL
has formed the Stardust Orchestra, currently playing around Detroit.

J ACK EAVES and orchestra, thru the Meyer Davis office, open for the season at the Copley Plaza, Boston, soon. Davis office has also set Howard Lally and orchestra for Sherry's, New York, opening October 6. . . FREDDA GIBSON is the new vocalist with the Hudston-Delange Band which heads toward. SON is the new vocasist with the fault-son-DeLange Band, which heads towards Chicago from the Raymor Ballroom, Boston, soon. . . DUKE ELLINGTON starts at Fort Worth October 15, doing a revue, talent including Ivy Anderson and Sonny Greer; music and lyrics by Mitchell Parrish and Ellington, sketches by Richard Mack. After this engagement by Richard Mack. After this engagement by McDard Mack. After this engagement Duke will head towards the Coast for picture work. SHIRLEY LLOYD is now vocalist with Ozzie Nelson and his orchestra, opening October 7 at the Lexington, New York. She replaced Joy Modess.

W ALT SEARS and swing band are at the Springhurst Club, Lexington, Ky., and afring over WLAP, Lexington, Dorothy Gough is vocalist. Sears goes

For individual band and new acts reviews please turn to page 20.

JAN GAR- from here to the Trianon, Cincinnati, to the Amshortly.... WILL HOLLANDER and or-ober 5. Set chestra are back at the Hotel New York-

CHAUNCEY CROMWELL and orchesdated Radio Artists into the Rainbow Room, Wilmington, Del., opening October 22. . . Same office has set JERRY BLAINE to succeed Dick Messner at the Park Central, New York, starting November 30. . . . CHARLIE BARNETT plays Lehigh University October 30 on his onenighter tour. . . ORIGINAL DIXIELAND BAND is one-nighting, too, handled by Consolidated Radio Artists, with the original five men still in the band, which has been augmented with nine more musicians. Nick LaRocca is still leader, other players being Eddie Edward, Larry Shields, Tony Sparba and J. Russell Robinson. Outfit is recording for Victor. . . REGGIE CHILDS plays the Pittsburgh A. A. dance for four days starting October 15. . . . CHICAGO OFFICE OF CRA, under Leo Salkin, is building a new theater unit around Rita Rio and her band. . . When CHARLIE BOULANGER opens at Coffee Dan's, Al Quodback's first New York nightery, there'll be a CBS wire in the spot.

SAN FRANCISCO NEWS: Everett Hoagland and his 15-man band, with
Betty Dunne and Dave Fellows, singers,
have moved into the El Patlo Ballroom,
replacing Leon Mojica's troupe, which
has gone on the road for a series of
nighters. . ROGER BURK, who has
the cocktail ork at the Sir Francis Drake
Hotel, is set for an afternoon spot over
KFRC. Harpist KATHERYN JULYE,
formerly in Tom Gerun's Ork, has joined
Betty Marino's Canterbury Hotel Trio.
. . WALITER KRAUSGRILL, band director, has opened a food shop here. rector, has opened a food shop here.

PITTSBURGH NOTES: Sammy Kave 

## Mississippi Clubs on Spot

JACKSON, Miss., Oct. 3.—Night spots in Mississippi are still feeling the effects of the governor's recent threat to close spots where gambling is permitted. Club Forest here was raided and a quantity of gambling equipment seized this week. Only beer can be sold in clubs of the State and operators have found it a bit difficult to buy good acts without the aid of steady revenue.

#### Bleyer Incorporates

ALBANY, N. Y., Oct. 3.—Archie Bleyer, Bronx: George Silver, Brooklyn, and Polly Fishman, New York, are the promoters and shareholders of the Bleyer Orchestras, Inc. of Manhattan, a new enterprise granted a charter of in-corporation today. Capital of 100 shares of stock of no stated par valuation.

#### **New Club in Henderson**

SHREVEPORT, La., Oct. 3 .- A night SHEEVEFORT, La., Oct. 3.—A night club is under construction at Hender-son. Hugh Cooper is operator. He for-merly owned the Cooper Club, destroyed by fire recently. Will use best acts and bands available.

## Raynor Lehr Signs To Produce in Australia

CHICAGO Oct 3 -- Raynor Lehr, concluding a long engagement here at Colosimo's, has signed a two-year contract with Frank Neal, general manager of sail for Melbourne January 6.



Held over Blossom Heath Inn, Detroit, 4 weeks. Held over Biltmore Hotel, New York, 4 weeks. Held over Rainbow Room, New York, 8 weeks. Currently

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Novelty Fox Trot

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## LIVING FROM DAY TO DAY

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THE OLD MILL WHEEL

RHYTHM IN MY BONES

Arrangement by LOU HALMY

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# Music News

Sitting on the Moon, with a Jimmy Daley arrangement, is being featured by Red Star Songs, Inc. Altho a moving picture of the same name will appear shortly, Red Star Songs states that they have a prior claim to this title as they had it registered a year ago. Living From Day to Day, with a Jack Mason arrangement, and The Old Mill Wheel are two other current numbers being featured in catalog.

Thru a reciprocal arrangement Jack Mills has sold the English rights of two of his publications, namely, Swinganola and Does Your Heart Beat for Me? Lawrence Wright, of London, has the numbers, both of which are in for a concerted period of plugging.

Another addition has been made to the Roy Music Company in the person of Malvin Wall. Besides acting as con-tact man he will also take charge of the advertising and publicity of the firm.

Upon his return from Russia Edgar Upon his return from Russia Edgar Lesile immediately got busy with some new songs. In collaboration with Joe Burke he has authored what he terms a novelty love ditty. Its title at any rate is unusual and is called The Camera Doesn't Lie, Netther Do I. Lesile claims that he did not remain long enough in Soviet territory to study the music situation, that is, as applied to popular tunes. In other parts of Europe, however, he found conditions quite encouraging.

Bob Miller has taken over a new song created by John Redmond and Lee David, two young men who are turning out plenty of compositions right now. It is in a comedy vein and bears the name of The Duchess Had the Duke for Din-

Another shift has been made in the Chicago office of the Words and Music Company, with Billy Lund succeeding

Owing to the prevailing style of brevity in some songs, in particular in the chorus, some publishers are insist-ing that their writers furnish them with at least two verses instead of one. It is claimed that some singers find it difficult to get the requisite punch out of a number by repeating at least four or

## Hot Sunday School Music

PHILADELPHIA, Oct. 3.—Congregations which transform devotional religious meetings into emotional orgics by singing jazzy hymns in swing time were admonished by Mrs. H. H. Skerrett at the 11th annual Interdenominational Missionary Institute

Interdenominational Missionary Institute meeting here.
"I have watched leaders of certain Sunday schools waltz as they led the singing, and the singers unconsclously waltz in time to the tune," said Mrs. Skerrett. "We should-take care that the hymns they sing are not of the cheap, jazzy type which are used in some Sunday schools."

more of the final lines in the refrain. In their opinion it injures the continuity. In view of this it would not be surprising if some of the dittles eventually revert to the former pattern construction embodying a short chorus and lengthy stanzas.

Bill Weiman, of E. B. Marks, usually rather taciturn when it comes to predicting anything, is certainly optimistic regarding the popular music trade. Weiman, who is now on the road, writes that sheet music is enjoying one of the best seasons in years. He speaks for his best seasons in years. He speaks for his own firm, of course. However, he adds he has found conditions equally as good for his contemporaries in the trade.

Ben Edwards, of the Isham Jones Music Corporation, reports plenty of indorsement for the latest number sponsored by his concern, viz., Give Me an Old-Fashioned Swing. It is by Joe Bishop, who is also the writer of that hearty perennial Blue Prelude.

## Philly Must Clean Up Nighteries, or Else

PHILADELPHIA, Oct. 3.—An ordinance empowering the local Health Department to make annual or more frequent inspections of the town's sipping and snacking spots was finally approved by city council. The measure, sponsored by Mayor Wilson and Director William C. Hunsicker, of Public Health, is the first of its kind here supervising operation of night spots from the standpoint of hygiene.

ton of higher spots from the scandpoint of hygiene.

Law will require all employees to undergo health exams. Owners will be taxed an annual \$5 to defray expense of inspections, with violators, slated for fines and possible revocation of liquor license.

## Philly Musicians Jam Away Until Cops, Union Call Halt

PHILADELPHIA, Oct. 3.—When Greek meets ditto the inevitable happens. And when a sharp meets a flat the music comes out. For the swingsters with Bob Crosby and Fats Waller it not only got out but went round and round until it disturbed the superficially jaded existence of Sleepytown after midnight. The boys jammed away until the enforcers of the law rolled around, just ahead of the milkman and called a halt. Rabid religionists who swear by "swing" have organized the Hot Club of Philadelphia. The boys and gals,

some devoted to the muses, others to gin, had been airing hot platters over WHAT in a stint subtlely labeled Basin Street. And when the musikers, responsible for the screwy riffs and licks on the stove lids, came along for a vaude date the hot boys couldn't resist the temptation. Frank Bradley generously permitted his Roumanian Inn be used as a go-to-meetin' spot. Invitations were a go-to-meetin' spot. Invitations were issued to Crosby and Waller to come up for an ovation.

Sophisticates might call it a clambrake, barrel house or a roundhouse.

# Country bred and fed might think it a hoedown. But to the local musicians it was just a jam session with get-thee-behind-me-Satan and ride, red, ride.

No long underwears husking. No Mc-Gintys letting the corn fly. No Dixle that sounds like jazz from a cracked record. The stuff was up to snuff. And mellow. Licks to keep the lappers lolling. Improvisations that left them gapping like the Boulder Dam. Gusto garnished with gin.

garnished with gin.

Diga diga doing in the make-believe recording laboratory, the hero-worshipers planted Herman Autrey, Gene Sedric, Rudy Powell and Slick Jones from Fats Waller's camp. Bob Crosby's banner was flanked by Joe Sullivan, Eddie Miller and Matty Matlock. Johnny Watson represented Larry Funk's Ork.

represented Larry Funk's Ork.

Joe Sullivan blushed unseen some years back when he pressed the black and whites for Ray Huston. But no more long hair for Sullivan. Salon has given way to swing. With an ubiquitous lett, while the right tears it all to pleces, his Steinwaying was nothing short of madness. Miller and Matlock, remembered in the early days with Ben Polock on the tenor and licorice stick respec, kept the hi-de-ho heated. And how! In fact, Bob Crosby's Band was once fronted by Pollock. Funk sat among the jitter bugs perhaps in the hope of being able to add to his repertoire of a thousand melodies and heard Watson, his trumpet-tooting arranger, join the jamming.

his trumpet-tooting arranger, join the jamming.

But it was the sepia stars who stole the show. Powell obliged with his chorus on the Write Myself a Letter tune, recorded for posterity by Waller. Jones, formerly with Fletcher Henderson, showed how he slides the slip for Fats. Sedrio created quite a furor over in Europe on his tenor as a member of Sam Wooding's Band. And Autrey gave vent to the balloons in his bags and leather on the uppers with his satch-mo trumpet if refined into articulate parlance.

lance.

Three sours were coming up for the orchestra when the neighbors decided it was time to call the cops. But was the hot club downhearted? Swingsters with Duke Ellington were booked for another night of jamming this week, cops or no

cops.
But the musicians' union caught wind
of it all and declared involuntary bankruptcy for the barrel house. No puffing
or blowing in public houses, declared the union.

the union.

And so with heads hanging low but spirits (frumentis) high the hot club returns to its Quaker cloak of gathering around the old phonograph.

### Wants Hostesses Eliminated

CHICAGO, Oct. 3.—A resolution asking an ordinance to prohibit employment of hostesses in taverns here has been introduced in city council by Alderman Edwin Meyer. Many of the smaller spots employ a number of women whose duty is to steer the men customers to the her and have a drink on them. Orduty is to steer the men customers to the bar and have a drink on them. Or-dinance would ask that licenses be re-voked if the owners continue to employ hostesses, whom Alderman Meyer classes as "moochers."

## Royal Circuit News

NEW YORK, Oct. 3.—Billy Jackson, cal agent, reports progress for the NEW YORK, Oct. 3.—Billy Jackson, local agent, reports progress for the Royal Circuit, which he and Jack Saurin, of Hollywood, are promoting. Claiming to be the first night spot circuit established nationally, they say they are tying up talent. Jackson says he is now managing for night club work such acts as Joe E. Howard, La Babaria, Paul Mall, wilton Pouclas and Macka and La Welle. as Joe E. Howard, La Babaria, Paul Mail, Milton Douglas and Macke and La Velle, John L. Backer, local attorney, has joined the organization. Saurin is pub-lishing a four-page leaflet plugging new talent signed by the office.

#### **AUTHORS AND COMPOSERS**

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SHERWOOD MUSIC SERVICE

# Sheet-Music Leaders

Based on reports from leading jobbers and retail music outlets from Coast to

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 listling. 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. Until the Real Thing Comes Along

- When Did You Leave Heaven? (3)
  A Star Fell Out of Heaven (4)
  The Way You Look Tonight (7)
  I Can't Escape From You (6)
  Me and the Moon (5)
  Sing, Baby, Sing (10)

- 9. A Fine Romance (8)
  10. I'm an Old Cowhand (13)
  11. Organ Grinders' Swing
  12. Empty Saddles (9)
  13. Rendezvous With a Dream (11)
  14. Bye, Bye, Baby (12)
  15. When a Lady Meets a Gentleman Down South

PHONOGRAPH RECORD best sellers will be found on page 77.

# Philly Battle

Musicians to fight to finish Warner awaits union election results

PHILADELPHIA, Oct. 3.—With Warner Brothers switching its houses to straight picture policies and the downtown theaters going vaudeless for the first time in many years, the musicians' union is girding its loins for a fight to the finish. Possibility of letting the mayor's labor relations beard bring about a setlabor relations board bring about a set-tlement was balked when Warner execs apparently made use of political influ-

ence.
Following the New York pattern, Anthony A. Tomei, president of the musicians' local, is mapping out a campaign to foment public opinion for live entertainment in the theaters. Tomei will discuss the campaign at a union meeting this Tuesday. If the members fall in line plans call for a monster mass meeting in a public hall. Mayor S. Davis Wilson will be on hand to address the assemblage. While financial ob-Davis Wilson will be on hand to address the assemblage. While financial obstacles preclude a campaign as extensive as the one being waged by Local 802 in New York, Tomei's plan also calls for peaceful picketing at the houses which recently shelved the pit crews. Joseph Sharfsin, city solicitor, has promised the union that there will be no police interference, in their nicketing activities.

union that there will be no police inter-ference in their pleketing activities.

From the Warner Brothers' front it is reported that the circuit will play possum until the first of the year after the musicians have elected their new officers for 1937. If present officers are defeated there is the possibility that Warner exces will be able to deal with warner execs will be able to deal with a union head not so unbending as Tomei. Romeo Cella, 1935 union president, is heading an opposition slate, and the ultimate outcome of the campaign for flesh may depend on the December elec-

## **Apollon Unit Second** Interstate Booking

NEW YORK, Oct. 3.—Dave Apollon's unit has been set for the Interstate time in Texas to open the second week in January. He will probably play four weeks, including stopoffs in Dallas, Houston, Fort Worth, San Antonio and

Houston, Fort Worth, San Antonio and Austin.

The Weaver Brothers will be the first show for the circuit this season, opening October 24 in Dallas. There will probably be another show booked for the tour late in November.

The Interstate will play about a show a month, booked from here by Charles J. Freeman. The delay in playing shows in that territory was occasioned by difficulties with the labor crafts and because of the expositions in that territory.

#### Ft. Wayne, La Crosse Shows

CHICAGO, Oct. 3.—Two week-end spots have been added in the last week to the vaude and unit playing time booked out of here. The Shirley Theater, Fort Wayne, Ind., inaugurated a Friday, Saturday and Sunday vaude policy last Fri-day, using five acts weekly, booked by Frank Gladden.

The Wisconsin Theater, La Crosse, Wis., will start stage shows October 10, playing every Saturday and Sunday, booked by Boyle Woolfolk. First shows to be set will be units, with prebable vaude

## Pitt Negotiations Reopen

PITTSBURGH, Oct. 3.—Negotiations between the musicians' union and Warners for the resumption of stage bills at the Stanley Theater were revived last week. Both factions are reported to be willing to extend the usual annual agreement to two years.

#### Ward Joins Grossman

NEW YORK, Oct. 3.—Harold Ward has joined the Al Grossman office as associate agent. He was last with the Arthur Fisher office.

## Union-Warner St. Louis Ambassador Opens; Partington and Kaye There

ST. LOUIS, Oct. 3.—Fanchon & Marco opened stage shows at the Ambassador Theater here yesterday. It is a stage-band policy, with Paul Ash temporarily leading the band. The acts comprise Morey Amsterdam, Mabel Todd and Tony Romano, formerly with Al Pearce's Gang; Cappy Barra Harmonica Boys and George Ryon, newstator.

George Byron, newstator.

Jack Partington, head of F. & M.
Stageshows, arrived here from New York
Tuesday, while Jesse Kaye, also in the
New York office, arrived Thursday. Kaye will also visit Chicago.

Rappaport Denies Clause

BALTIMORE, Oct. 3.—Issy Rappaport, operator of the Hippodrome Theater here, denied today that his contract with the musicians' union has a clause which specifies that if Loew comes to terms with the union on the Century Theater it will be compelled to pay back salaries as of September 1. Rappaport claims that he was in perfect harmony with Loew in negotiations with the union, and that when Loew could not come to terms with the union the circuit told him it would be oken for him to continue to negotiate.

## Penn May Return to Loew

PITTSBURGH, Oct. 3.—The Loew's Penn Theater, an independent house for the last five weeks, will revert back to chain control early next month, it is reliably reported here. The Penn Federal Corporation, a group of local stockholders financing the operation of the house, feels that the theater will benefit from the experience of the Loew office. No change in policy is contemplated, Mike Cullen will be retained as manager.

## Detroit House and Managerial Changes

Managerial Changes

DETROIT, Oct. 3.—Madison Theater, headquarters house of United Detroit Theaters, shifted to a first-run policy this week for the first time in about 10 years, while the circuit reopened the Broadway-Capitol, which it had not operated for about three years, as a second-run house. With this move every downtown: de luxe house except the Downtown will be open. The Downtown is scheduled to open about October 15.

United Detroit Circuit made another general shift of managers at the Broadway Capitol Theater: Clyde K. Tanner is manager; Everett Thompson, assistant, and Arthur Oliver, treasurer. At the United Artists Rufus Sheppard is the new first assistant; Frank Upton, second assistant, and Hubert Windsor, treasurer. At the Madison Theater Morgan Creedon is manager, succeeding Henry P. Zapp, who becomes film booker for the circuit, and Frank G. Perry, is assistant. At the Varsity Theater Vincent Sullivan has been made assistant, and at the Annex Theater Claude Deardorff has been promoted to manager.

Annex Theater Claude Deardorff has been promoted to manager.

## **Decry Government Shows as** Unfair to Private Industry

Ross Frisco, Boston booker, declares he and others are cancerously being eaten out of livelihood-cites cases of WPA competition-says WPA bookers work on side

BOSTON, Oct. 5.—In a pleading statement to the press that theater and booking agencies in New England are cancerously being eaten out of their livelihoods due directly to the Pederal Theater-WPA "cutthroat" competition, Ross-Frisco, local booker, declared, in part "If this situation continues actors, musicians and stagehands who are not employed by the government will become destitute, and licensed and bonded booking offices will be driven out of legitimate business." Frisco believes that vaudeville actors are being forced to choose the "protective" cloak of the Federal Theater or the ranks of the unemployed. He named a trio of recent instances where the government spotted its talent in direct competition with private industry.

dustry.

The private agency cannot think of bucking the government in this enterprise in view of the latter's financial resources. Furthermore, the WPA can book units and shows at lesser prices than the booker, who must consider production, transportation and commission. Standard prices mean nothing to the government. Such are the sentiments of this veteran booker.

sion. Standard prices mean nothing to the government. Such are the sentiments of this veteran booker.

Frisco stated, "We have been booking attractions for the Gates Theater in Lowell, Mass., for the last two years. Recently we received word here that the manager is skeptical, mind you, about renewed bookings because the Works Progress Administration is to book a 45-people unit into an opposition theater on Fridays and Saturdays of each week on a 50-50 basis. The manager of this theater employs 30 people. With the federal unit competition taking away his chance for week-end profits, the only part of the week that is b, o., he cannot continue to exist and the jobs of his staff are endangered,

"For seven years my office has booked large. Mere Technologies."

his staff are endangered.

"For seven years my office has booked a large New England independent circuit. I am informed that a man representing himself as a booker for the Federal Theater Project recently offered this circuit a 45-people unit at \$150 a day. No regular booking agent could sell a 45-people show at this price and pay decent salaries to performers.

"It has also been brought to my attention that one or two Federal Theater bookers have been soliciting private club

bookers have been soliciting private club entertainments and booking them pri-

vately.
"I also have information that on Sun-

"I also have information that on Sunday, September 20, the Theater Project booked a seven-act vaudeville show into a Mariboro theater, charging admission.

"My interpretation of the project is that it is to employ actors and other stage people to entertain in hospitals, camps and such but not to compote with private business.

"What is to become of private enterprise? What is to become of the actors who cannot get on the federal pay roll or who still have enough of the spirit of American independence to get out and make their own living?"

# Comerford Circuit

LINCOLN, Neb., Oct. 5.—Sample of the Wilbur Cushman circuit's vaude goes into the East for the first time with word from the Dallas headquarters this week that the Comerford time has set three-day stands in Pottsville, Hazleton and Williamsport, Pa. Vaude houses are all named Capitol.

Cushman advises that he has clipped the usual snow-blocked Dakotas and Minnesota off his route this year. This decision also cuts him out of the Canadian time in and surrounding Winni-

The Cushman shows for Comerford start with the Williamsport date Octo-

## Detroit Fox Publicity Setup

DETROIT, Oct 3.—Manager David M. Idzal has reorganized the publicity staff of the Fox Theater, with the addition to the staff of Harry Remington, former film critic of The Minneapolis Tribune. Remington will handle general news-paper contacts, while George Mitchell, who has been handling all publicity, will take over the special exploitation de-partment and Jack Efrusy will continue to handle the office detail.

#### Stone's Personals Off

DETROIT. Oct. 3.—Fred Stone, who opened with his daughter Paula at the Fox Theater here last week, was forced to cancel all other personal appearances on word from the Coast to return for the filming of Mother Carey's Chickens. Before going west he jumped to New York to see his daughter Carol open in White Horse Inn Horse Inn.

#### Gloversville Using Shows

NEW YORK, Oct. 3.—The Glove, Gloversville, N. Y., went into a vaude policy last week and will play shows Fridays and Saturdays. The A. & B. Dow office here is booking it.

# Vaudeville Notes

last week for a couple of hours. He was laid up for several weeks in a hospital and at home with the flu. Senor Wences has been, signed by the Morris Agency with Walter Wanger to appear in a pix. Hell leave for the Coast soon.

A goif quartet of left-handers has been formed comprising Bobby Clark, Marvin Schenck, Charlie Dale and Al Trahan. Clark reveals that the only 100 he broke was the other day when he reduced a fever. Jeannine, singer 100 he broke was the other day when he reduced a fever. Jeannine, singer recently on Pinaud's Lilac Time program over Station WLW, Cincinnati, is going into vaude, opening October 16 in Indianapolis. Harry Romm is agenting her. Ken Maynard will go into Boston for RKO the week of October 16. Will Osborne is doing a short for Paramount this week, and goes into the New Yorker Hotel Thursday for an indefinite run. definite run.

MAJOR BOWES has been bitten by the all-girl bug, and he's readying an amateur unit that will be all-femme. . . . Eleanor Tennis, toe dancer, handled by

week-end on another one of his many trips in search of talent. . . . Selma Marlowe, tap dancer, has had her option exercised for another Warner short to be done in Brooklyn soon . . . Some of the Fancho & Marco Giant rooters have to do it quietly because Joe Dimegglo. on the Yankee team, is under contract to the office.

ED LOWRY, vacationing in Hollywood, was called in to emece the Hollywood Community Chorus last week in the Hollywood Concert Hall. KMTR took the airing. . . Sammy White goes into the Los Angeles Paramount Thursday. the Los Angeles Paramount Thursday,
. . AVALON FOUR has been tagged
by Hal Roach to supply quartet music
for the new Laurel and Hardy Western,
yet untitled. . . Syd Page and Company
opened at the Fox Theater, Detroit, Fri-

BOSTON, Oct. 3.—Success of the September 12 and 13 and September 19, 20 and 21 combination bookings of Federal and 21 combination bookings of Pederal Theater vaude and private industry mo-tion pictures at the indie house of V. H. Adams, the State Theater, Mariboro, Mass., has been so gratifying that Satur-day, Sunday and Monday act bookings will continue for at least a six-week

period.

This booking has been watched by other managers, with Thomas D. Senna, State supervisor of the Federal Theater Vaudeville Division, handing over to Walter Burke, vaude booker, requests from other managers. The percentage payoff will prevail between the Federal Theater and the movie houses.

Requests have come from an organization in Woburn, Mass., and the Capitol Theater, Winchendon.

## Honolulu Flesh Out

LOS ANGELES, Oct 3.—J. J. Franklin announced here this week that flesh shows are being eliminated from his Honolulu theaters for three whiter months. Franklin heads east soon to prosecute a damage action against Warner Brothers.

#### 16

## Loew's State, New York

(Reviewed Friday Evening, October 2)

Current vaude show is among the very best seen here recently. The individual turns are peachy, altho the bill as a whole could have used more women and ore flash. Only four girls on the whole

Five Elgins, three men and two girls, got the bill off to a pleasing start. The juggle hats and clubs in various com binations and formations, varying the speed to achieve novel effects. ways, an entertaining turn. As al-

Then come Worth, Wyle and Howe, three boys, who shape up as among the finest comedy acrobatic turns around. They sing a bit, dance, maul each other and clown in a delightfully zany fashion. Work fast, piling up the clever bits and displaying a refreshing sense of humor. Took a couple of bows and had to encore.

Al Shayne took care, as usual, to plug Al Shayne took care, as usual, to plug his radio sponsor and then offered a batch of pop songs, winning applause and having to do a couple of encores. Shayne has an ingratiating voice that carries a masculine tone which gives it a definite appeal. It was women's applause that brought him back for encores. Shayne, however, is still guilty of staying on too long.

Harry Savoy was on 22 minutes, far too long, even tho he stayed on due to applause. He is an unusual comedian, no doubt, using an odd delivery and queer line of chatter. Fast at ad libbing, he plays close to the audience reaction and knows how to nurse the laughs. Pert little Louise Tobin does straight capably and offers a pleasing vocal solo.

George Hall and band, from the Hotel

George Hall and band, from the Hotel George Hall and band, from the Hotel Taft, provided lively music, but the singing and comedy attempts were not strong enough. Pretty Dolly Dawn, in an unbecoming black gown, is a good trick vocalist, while Johnny McKeever comes thru with pleasant tenoring. However, neither are unusual enough to stand out. Hall himself sticks to leading, putting the boys thru familiar poptunes, some of them standing up for quick solos. The band and the vocalists pep it up for the closing cowboy numpep it up for the closing cowboy num-ber. Band could have been given a brighter background, incidentally. Seting now is too sombre.

Picture is Last of the Mohicans (Re-liance). Ruby Zwerling is, of course, still in the pit and Al Rosen is still



"A Tempestuous Maze of Rhythm and Color."

RIMAC'S Rumbaland Muchachos

t returned from triumphal European Tour, Play-week September 18 with their unit at Earle atre, Washington, D. C. Direction: HARRY ROMM.







Another house-produced revue labeled the Continental Gaieties holds the boards this week and Charles Nigge-meyer, stage director, and Dorothy Nut-ter have again done a good job of producing.

The opening number showed the girls doing snatches of nationality dances with Elaine Maye furnishing the vocals. with Elaine Maye furnishing the vocals. Burton Pierce, a tap stylist, contributed two excellent routines to the tunes of Dodging a Divorcee and Swampfire, both accentuated by some fine ballet turns while tapping. A smart tapster who took a good hand.

Betty Lee did several numbers on her xylophone, among them Did I Remember?, Rendezous With You and Let's Sing Again. She also contributed some

ber?, Rendezvous With You and Let's Sing Again. She also contributed some expert malleting of the Second Hun-garian Rhapsody. Nice hand. Carter and Holmes corred with their variety which included harmonica and uke playing while daacing, an impres-sion of two marathon dancers, a com-

uke playing while daacing, an impression of two marathon dancers, a comedy wrestling match and other antics. Exited to good applause.

Elaine Maye, blond songstress, sold Is It True What They Say About Dixie? and went to the city with Swing, Mr. Charlie before singing My Kingdom for a Kiss, as the State-Lake Sweethearts did a very pretty fan number that drev applause several times during the routine for their formations and work. Francis Renault, with several new striking gowns, went over big in the next spot with his female impersonations. He sang Marta, I Just Can't Make My Eyes Behave and My Hero and drew no little amount of laughs with his comedy talk Heavy applause.

Weist and Stanton opened with a line of comedy chatter, did a dramatic burlesque and a radio travesty that garnered the laughs and closed with a changed version of their always encyable St. James Infirmary bit. Left to a big hand.

Steve Evans made a hit in the next-to-closing spot with his excellent impressions, having added a Bob Burns one to his collection.

The finale had the girls doing a number with drums, after which they danced on large drums and Burton

ber with drums, after which they canced on large drums and Burton Pierce rejoined them for another routine, also done on the top of a large drum.

F. LANGDON MORGAN.

## Roxy, New York

(Reviewed Saturday Afternoon, Oct. 3)

Charles Collins, dancing screen star, heads the layish but tasteful stage show at the Roxy this week, his engagement being a return one. Offerings are both solo and duo routines, his partner in the latter being Nadine Gae, who also contributes one hoofing number herself during the opening ensemble of the Gae Foster girls. Collins impresses as a performer with fine versatility, his routines including both tap and ballroom turns. To this reviewer he lacks nothing, possesses a world of showy technique, and is not hampered, as some critics say, by an over-stylized method. Miss Gae ably support him in two numbers, one a Spanish affair danced against the Latin ensemble setting of the Foster girls, and the other a waltz first done by Collins in his recent film, Dancing Pirate. Charles Collins, dancing screen star,

Pirate.

Following the first chorus routine by the Foster lassies, a pretty affair with blue and red costumes, Art Barnett takes over the mike to give a version of a train pulling out of a depot, in which is included a myrlad of sound effects. Successive pieces are versions of a man starting a model T Ford on a cold day, a parody on the shadow singing I Only Have Eyes for You, an impression of wooden street cars in St. Louis, and a burlesqued impression of grand opera. Went off very nicely.

burlesqued impression of grand opera. Went off very nicely.

Herman Hyde, assisted by Sally Burrill, mixed comedy team, have a neat, compact act mostly comprised of instrumental hoke. Guitars, fiddles, etc., do queer tricks. Sally Burrill's songs are humorously interrupted, and the turn goes along in a humorous, nonsensical

managing. Business consistently good.
PAUL DENIS.

State-Lake, Chicago

Reviewed Saturday Afternoon, Oct. 3)
Another house-produced revue labeled

The state of the business and the sat continues to grow upon the audience. Burrill, incidentally, is a continue of the business and easily holds are the part of the business.

very capable comedienne and easily holds up her half of the business.

Gae Foster line present their showiest number together with Collins and Nadine Gay, the white and gold Spanish costumes being set off by rose-colored cloaks. Their other routines, interspersed thruout the bill, are invariably well done and well dressed.

Pix is Nine Days a Queen (GB) and business will probably continue very good for the duration of the bill.

PAUL ACKERMAN.

## Chicago, Chicago

(Reviewed Friday Afternoon, October 2) Three of the four acts that constitute the current bill are singles and all are men. Leo Carrillo, who treks this way

men. Leo Carrillo, who treks this way at least once a year, headlines the bill, with Milton Douglas, a song find who recently concluded a 16-week engagement at the Palmer House here, sharing the electric lights.

The Evans Girls opened with a clever dance novelty based on the game of checkers, with the girls doing their routine on the squares of a large checkerboard. A good idea that clicked with the customers. Burns and White, recently reviewed at the Hi-Hat Club, appeared before the traveler curtain to do a nity musical comedy tap routine. They made a classy appearance and left to a generous hand.

Bob Dupont held the next spot with

a classy appearance and left to a generous hand.

Bob Dupont held the next spot with a nice line of juggling. Opens with nonchalant comedy juggling of three balls and follows with Indian club work expertly done. He then played three tambourines while juggling them and closed using a plate, napkin and an apple, taking a bite of the apple each time it reached his mouth until it disappeared completely. Good hand.

Milton Douglas, the boy with the powerful baritone voice, started with Lullaby of Broadway and followed with Ole Man River and We Saw the Sea, His deep, resonant delivery kept the customers enthralled and he drew a heavy hand. Coming back he sang The Way You Look Tonight as the Evans Girls, sugmented to 24, did a Powder Ballet, a

augmented to 24, did a Powder Ballet, a number that was nicely done and beau-tifully costumed. Leo Carrillo closed the show. Swag-

gering out in his colorful Mexican cos-tume, the one he wore in Viva Villa, he had the folks in hysterics with his funny dialectic monolog. He was backed by an appropriate setplece and drop. The gay caballero was an easy hit. F. LANGDON MORGAN.

## Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Oct. 1) The Music Hall shows itself to advantage on the stage this week, offering a stage show that's replete with everything—excellent production, liveliness, entertainment and topping it all a swell idea. More shows such as this would be idea. More shows such as this would be welcome instead of the many dull spectacular affairs. The current layout is artistic, but it's lightly so. It is playing opposite the Columbia picture, Craig's Wife, and business at this last show opening day was good, the opening down the street of White Horse Inn not cutting in on the reserved-seat mezz-trade. Following Dick Leibert's work at the console and the newsreel and a Walt Disney cartoon, the symphony orchestra, under the direction of Erno Rapee, made a short but effective inning of selec-

under the direction of Erno Rapee, made a short but effective inning of selections from White Horse Inn.

Manhattan, Second Edition, is the title of the show, produced by Leonidoff and settings by Albert Johnson, the latter's efforts being of superlative quality. Brownstone Front is the opener, a swell street set harboring the ballet girls. Polly Juen's the milkman; Betty Bannister and Martha Wilbert, the newsboys; Hilda Eckler, the policeman, and Mignon Dallet and Nina Sabatini, the street cleaners. It's cleverly done, this Dawn Patrol, and to top it off appealingly is the ringing of many slarm clocks ingly is the ringing of many alarm clocks to bring on the ballet corps as *The* Early Risers. They do an effective rou-

tine.

On the Sidewalk is the next episode, in two sections also. To music by Earl Moss and lyrics by Albert Stillman, the glee club, with Robert Weede soloing, works as The Sandwich Men. This number is but fair, altho Weede's soloing is excellent. Leads into The Shooting Gallery, a small one leading into a full-stage scene of outstanding realism and beauty. Drew quite a hand, which

was swelled later by the precision-perfect dancing of the Rockettes.

The Museum of Natural History is the inning for the show's vaude act, Walter Dare Wahl, who, together with his new partner, Johnny Trama, is togged out as a museum employee. He goes into his ever-enjoyable burlesqued acrobatics with his small partner, acrobatic fun that had the Music Hall patrons laughing heartily all the way. Before their getaway they offer serious acrobatics, which shows them as excellent gymnasts.

The Little Church Around the Corner The Little Church Around the Corner is the closer, and it looks familiar. It's a naval wedding staged at New York's famed church, and it's most spectacular. Beatrice Joyce and Robert Weede capably sing the opening, and the ballet corps does another number. Top it off with the bride and groom, the glee club as naval officers and an auto on stage to drive the couple away. to drive the couple away.
SIDNEY HARRIS.

## St. Louis, St. Louis

(Reviewed Friday Evening, October 2)
Comedy prevails here this week, with
Rodney and Gould and Senator Murphy
sharing applause honors. The Roxyettes
open the flesh proceedings with a Sing,
Baby, Sing, dance routine, displaying
natty costumes as usual.

Ray Vaughn rightfully styles his offering "Selected Novelties. He displays
real talent on the xylophone and the
musical bottles. His number on the
xylophone with the electrically illuminated sticks is a real novelty and his
specialty on the bottles acored heavily.

Rodney and Gould started them
chuckling on their appearance and the
laughter continued thruout their routine
of comedy songs and dancing. They
have a lot of new and original stuff.

Armida, well known to St. Louisans (Reviewed Friday Evening, October 2)

have a lot of new and original stuff.

Armida, well known to St. Louisans for her appearances last summer with the St. Louis Municipal Opera, was next and the diminutive Spanish looker made a hit with her cycle of songs and dances, excelling in several Spanish numbers, for which the Roxyettes formed an appropriate background.

Senator Murphy, "The People's Choice," had them howling at his political monolog. Now in his 30th milestone on the vaudeville stage, Murphy adds enough new material to his monolog to make it interesting and funny to the auditors, regardless of how many times they have heard it. heard it

Finale was an elaborate number by the Roxyettes. Sing, Baby, Sing the feature photoplay. FRANK B. JOERLING. photoplay.

#### Loew's Grand, N. Y. (Reviewed Friday Evening, October 2)

This West Bronx house has been mak-

This West Bronx house has been making fine strides with its four-day vaude policy, the business building steadily ever since the start of the policy weeks ago. The booking office is providing five-cent shows that are duck soup for these audiences, which aren't too demanding in their entertainment desires. Current show is the first crack at emsees.

manding in their entertainment desires. Current show is the first crack at emsees, with Collins and Peterson, Bronx favorites, headlining and emseeing. The show runs 67 minutes, which is overboard, but explainable by the emsee activities. Picture is Sworn Enemy.

After a swell warmup by Henry Frankel and his pit crew, a most capable musical bunch, Marty Collins and Harry Peterson took over the show's reins. They went into a lot of chatter, delivered in their aggressive style, and then brought on the Three Girton Girls. Latter are an energetic and willing trio, doing everything from riding a bike to floor acrobatics, dabbed with comedy. It's an effective opener and different and with a little more coherent routining and with a little more coherent routining it will be helped considerably. Went

it will be helped considerably. Went over big.

Tommy Trent, preceded by the emsees, found big favor in the deuce spot with his puppet turn. He works several hand-puppets behind a prop house for good laugh results and done cleverly, but his big punch is at the finish. He makes his appearance, and he's a young boy, to introduce his own string-puppet creation, a colored puppet who can truck swell.

swell.

Marian Belett and English Brothers mopped up also with an act that's destined to get as much work as can be gotten, once it's polished off via more break-in time. They are a swell trio, talented at comedy knockabouts and able to do some whirlwind dancing. Miss Bellett's always been a sock dervish dancer and she's good at hoke, while the brothers engage in the hoke nicely and hoof and take falls beautifully.

Collins and Peterson work the next-to-closing spot, offering their familiar

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Radio City, New York

cross-fire chatter, working right into the audience, and Marty blowing his trumpet and doing a couple of flip-flops, and Harry doing a good straight, singing and hoofing. They know how to win an audience's favor, which they did. Pritchard and Lord close, offering a neat flash, which caught on beautifully.

neat flash, which caught on beautifully. The billed couple offer quite a few dance routines of much charm and class, taking in ballroom taps, adagio and tango. They are aided by two boys, a singer and accordionist, who help the act a lot. Of further help is the nice settings and lighting. SIDNEY HARRIS.

## Orpheum, Lincoln, Neb.

(Reviewed Thursday Night, October 1) First Major Bowes amateur unit to light here this season is titled Transcontinental Revue. Musical background

continental Revue. Musical background is furnished by a seven-piece band. The transcontinental title comes honestly by the unit, as it is making a wild dash of one-night stands across the country toward the Pacific Coast.

Transcontinental is a good show, better than any of the Simon-pures to touch here last season. It runs 51 minutes, as caught here, without a letdown. Admission price of two-bits all day was jacked to 40 cents for the night performances. Company did four shows a day.

Opening with the Major Bowes swing band doing Califronia Here I Come and Bugle-Call Rag, the chief object being to get it over with, Paris Lee follows with a vocal on Vagabond Song and O'l Man River. He has a good voice. Following him is Mae McPhee, tap dancer with class. Girl has personality and

with class. Girl has personality and can hoof.
Windy Jack, who can do tricks with balloons, coasts thru a gadget routine and then gives way for Rhoda Chase with a voice from way down under. Her numbers are Until the Real Thing Comes Along and Broadway Rhythm. Pretty fair. James Erikson, hauled out of the band, accordions a duo and sells them with a broad smile and dimples. Ruth O'Neil, soprano, cuts off a nice hand with Indian Love Call and The Kiss Waltz. Has a good voice and a figure.

Indian Love Call and The Kiss Waltz. Has a good voice and a figure.

Two prize packages are saved for the close. They are the Mimicing Melodiers, four boys who ape popular bands, and Adolphus Quinoy Robinson, colored personality kid. The Melodiers are a clean-looking quartet with ability. Robinson gives the mike the business and meets with enthusiastic approval. He trucks everybody on for the finale. Company manager joining the show

Company manager joining the show here is Bill McIlwain, who replaces J. H. Kennedy. Latter air mails himself to the Coast to become a booker for the Bowes shows to come. Picture, no help, was Society Dough-nuts (Mascot).

## Metropolitan, Boston

(Reviewed Friday Afternoon, October 2) The Met today opened to its poorest

## WALTER "dare" WAHL

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audience in many a blue moon, despite the okeh Rainbow Room Frolics presented by Al Donahue's Ork, featuring the \$1,250 stage debut of Harry Richman's pilot, Dick Merrill, publicized by the Met press lads as "the theatrical scoop of the centruy." Merrill was interviewed by Roland Winters, one of the

terviewed by Roland Winters, one of the Hub's leading free-lance mikemen, for a 13-minute session that proved im-mensely interesting to those not aeronau-tically-minded. Merrill has a pleasing vocal apparatus that mikes okeh. Tete-a-tete dealt with chronological events, prior, during and following the two-way water jump. Two curtain bows for Merrill Merrill

Merrill.

A colorful rainbow played upon a cloud scrim opened the Froites, with Donahue toeing out his theme as six couples hoof smoothly. Setting is 66th floor of Radio City. Burns and Swanson do an arty bolero on an elevated stage behind the band. May McKim, former local WMEX star (Charles Edgar Harper proteges) and Brown Derby nightery warbler, piped Jealousy From the Trombone, with the tromboner sliding out some sweet, mellow music. mellow music.

mellow music.

Novelty, Meet the Band, introduced Bobby Gilbert, Hebe fiddler who slaught Bobby Gilbert, Hebe fiddler, who slaughtered the King's English via torturous Hebe double talk that easily cracked the face. Does corking good diddle talk and winds up with smash fiddle recitation of Jack and Jill. Is socko and the good applause was well-earned. The Winstead Trio, gal and two lads, guitarists, harmonize Stomping at the Savoy a la Harlem, with the ork playing Grofe's On the Trail against Savoy. Ted Adair interpolates with nice tap terp. Trio encores with Sing, Baby, Sing piping.

tap terp. Trio encores with Sing, Baby, Sing piping.

Jarvis and Mack tap in formal attire and McKim returns to solo I Wish I Could Figure. Quintet of ork fiddlers led by Donahue whack out the melody in grand style. Shea and Raymond, of George White's Scandals, close with rubber legwork and screwy bits of alleged term hardwork, deed man bit and burstern hardwork. terp, handwork, dead pan biz and bur-lesqued adagio, and encore with a silly Spanish rumba.

Wives Never Know (Paramount) is the cture. SID PAINE.

## Fay's, Philadelphia

(Reviewed Friday Afternoon, October 2)

Fay's is one of the two houses in town showing flesh. With the marquee values Sid Stanley has on tap from week to week, the house should pass out of the nabe category and become a must-see for the village gadder-abouts.

Current bill has Benny Rubin and his Current bill has Benny Rubin and his amateurs. Altho there are still a few of the hybrids in captivity, it would be unfair to criticize the act as such. The Selbys, Arlene and Norman, can hardly be considered as break-ins; the Three O'Hea Sisters aren't what you would call fresh from a department store counter, and even Benny Davis had trouble making them believe that Miss Ròsamonde Just won a prize when he brought his revue to town two months ago. As for the others, those who are ago. As for the others, those who are don't fool a soul. And those who are don't rate any better. Pit crew is elevated to the rostrum and Benny Rubin flits about as major general and such. Taxes his ability

thruout to keep it all from falling apart. Even muggs thru a trombone solo. Staging is poor, with no attempt to groove routines. Looks like a rush job, with first come first on. Frank Byrne is first on for some

Frank Byrne is first on for some power-house vocalizing. Lad won the house contest last week and also gets a shot on Rubin's air show. Pitello Brothers, no question about their tyro standing, give out on the harmonica and Miss Rosamonde follows with her accordion stuff. Gal is dynamite on the squeeze-box, but someone should tell her she can't sing. Rubin foils with Dave White, who is introduced as a singer and then turns comic. He is neither. O'Hea gals come on for some pop harmonizing, Billy Brant top tenors a couple and the Selbys wind it up with their familiar terps.

Runs an hour and sadly in need of swifter pacing. Pic is Sifting on the Moon (Republic).

ORO.

## Folly, Brooklyn

(Reviewed Thursday Evening, Oct. 1)

Business at the Folly has skyrocketed since the house restored its vaude shows. And, for the price, or double it, the Williamsburghers have no squawks com-

williamsburghers have no squawks coming. The present show carried plenty of entertainment. Business the night caught, at the last show, was excellent. Show is done in a revue form and called the Black and White Revue. Sunshine Sammy, former film "name" from the Our Gang comedy crew, was m. c., working with and waving the baton before the Hardy Brothers' Band. No doubt that the house was packed with hot music fans, with the orchestradishing out the traditional Harlem torridity in huge gobs and the house, after plenty of it, asking for more. At such music the band does an okeh job. Sunshine Sammy does his conducting in an energetic and acrobatic style, somewhat a la Lucky Millinder. Previously in vaude, Sammy has worked as a hoofer and comit with his brother, Charlle, and had a strong act. But under current conditions with the band dire probably

and comic with his brother, Charlle, and had a strong act. But under current conditions, with the band, it's probably an item, despite the additional cost, that is easier to book. Aside from the conducting and emseeing, Sammy does a brief but good acrobatic dance.

Francis and Wally, mixed hoke act, have been around some time. Impression was definitely given that the pair played down to the audience. On that basis judgment for other vaude houses must be withheld. Girl sings in a none too good voice, burlesquing the colora-

must be withheld. Girl sings in a none too good voice, burlesquing the coloratura type work, while Francis clowns and tomfools galore. Best bit is their closing, a burlesque Spanish number that's amusing.

Smiling Jerry Baker, radio singer, is a favorite in this house, playing here several times just before the summer hiatus. Not much merit to his work, either as a radio or vaude singer, but this audience, and those before when Baker was caught here, can't get enough of him. He had to beg off after a very strong reception.

of him. He had to beg off after a very strong reception.

Page, Dodge and Page, not in the new act files but possibly the Three Page Boys, have a combination hoofing and comedy act. The comedy is of the slap-around type, popping partners on the schnoz, slapping the kisser, poking the eyes, etc. Also as a comedy bit is the now familiar fan dance burlesque, but it wasn't familiar here and drew plenty of howls. On the hoofing the boys are aces, going into precision and challenge work and doing it excellently. It's a good act for vaude or night spots, provided they get some new comedy routines. routines

routines.

House also carries a line of 10 girls, the De Sylvia and Corinne Girls, billed as the Follyettes. There were also three mixed young Negro couples, announced as Lindy Hop winners in a recent dance test. They scorch plenty.

Show was presented with band numbers between all the acts and paced unusually well. If there's any doubt around that the neighborhood wantwaude, this house and the business it's doing, removes that doubt. Management deserves a hand. JERRY FRANKEN.

## Rialto, Beaver Falls, Pa.

(Reviewed Friday Afternoon, October 2) Harry Clark invaded the East this sea son with a new unit, a 17-people affair, labeled Rhapeody in Rhythm. While unfolding nothing startlingly new, the show is a swell dish for the small towns. It is freshly costumed, has enough variety and is entertaining.

Maurice Carter, of the Carter Brothers, doubles as emsee, leading Dick Curran's seven-plece stage band in Wahoo, opening number. The musical outfit dis-

played unusual talent in handling the pieyed unusual talent in handling the pop tune. The four-girl line (the Danne Sisters and Vera and Marcella), a shapely quartet, follows with an engaging dance interpretation of Bye, Bye, Baby. Eddle Kube, personable dancer, is featured in this turn with an acrobatic offering.

Mel Ody, a better-than-average juggler, is next, taking the honors with some fancy tricks, using balls, dishes and dumbbells. His high spot is the juggling of three dishes while standing on a moving seeas contrantion ing seesaw contraption,

The Danne Sisters return for a neat kick dance to the tune of *Tea for Two*. The gals are easy on the eye and display The gals are easy on the eye and display some graceful stepping. Band is featured next in the old favorite, Mama Don't Allow, followed by Howard Fuller and Company in some splendid hand and head-balancing exhibitions. Mae Fuller, "the company," displays amazing strength, supporting the board on which Howard performs his act.

Eddie Kube comes on for a brief Russian dance, walfing way for the Carter.

Eatle Kube comes on for a breakus-sian dance, making way for the Carter Brothers and a few minutes of amusing nonsense. The boys offer some original couplets and are assisted in bits by the Danne Sisters. A scarcity in original material here, but the boys are good salesmen and have little trouble peddling the gazs on hand.

the gags on hand.

The four-girl line with Eddie Kube close the bill with a jungle-flavored turn. All on for the finale.

The screen had Edward Arnold in Meet

Nero Wolfe (Columbia), A brief organ recital, a newsreel and a comedy short round out the program. SAM HONIGBERG.

## Marx Bros. One-Nighter Tour

HOLLYWOOD, Oct. 3.—Series of one-night stands thru the South and South-west is being planned by the Marx Brothers upon completion of their cur-rent picture, A Day at the Races. Tour will be straight personal appearances, not a tryout, and will take in Texas, Alabama, Georgia and Louisiana.



## NEW FOR THOSE Handicapped By GOLD OF DINGY TEETH

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BEARDS MAKE - UP

Thanks to Al Grossman A Great Bet for Pictures P. S: At least we think so. (Signed) Murray, Larry and Sammy.

RETURN TO BROADWAY

WORTH, WYLE and HOWE

NOW APPEARING AT LOEW'S STATE, NEW YORK

# **Equity Mulls**

Committee gathers datato meet managers—Equity council holds off decision

NEW YORK, Oct. 3.—Equity's committee, appointed to consider establishing a \$40 single salary minimum for both junior and senior members, is gathering statistical data on the subject, following a meeting last Monday. It will meet representatives of the managers to try to reach an understanding. The League of New York Theaters, representing the managers, stated thru its executive adviser, Henry Moskowitz, that, according to the results of a question naire, the matter did not seem to be of serious import, except in cases of large casts.

casts.

Equity, as yet, has received no complaints from senior members, but it is generally felt that the council, before deciding either way, will have to weigh very carefully the pros and cons. First, there is the question of whether the older actors, master craftsmen for the purpose of this comparison, should be placed in the same price class as apprentices; secondly, the apprentices may argue they are entitled to eat more regularly, a problem which is particularly hard to meet in view of their present \$25 minimum and the scarcity of work.

work.

Meanwhile, the juniors, some of whom are erstwhile "Peter Panners," may take a long time a-growing, but may look forward to the possibility of a financial break at the expense of the dignity of the seniors. Equity, however, promises nothing either way, there being too many conflicting angles to the question to permit premature announcement.

#### "Blossom Time" Held Over

CHICAGO, Oct. 3.—Box-office activity at the Grand Opera House, where Blossom Time is playing its eighth Chicago engagement, has increased to such an extent that the show is being held over a week beyond the two originally announced. Closing date is now set for October 10. The Ziegfeld Follies will be the next attraction.

## OUT-OF-TOWN OPENINGS "One Way to Heaven"

(Rose Valley, Pa.)

By Countee Cullen. Directed by Jasper Deeter. Presented by the Hedgerow Theater at Rose Valley, Pa., September 28. Settings by Ferl Nofer and Harry Sheppard. Costumes by Helen Laird. Arthur Rich. Ruth Jackson, Betty Howard, Goldie Ervin. Robert Watson, Daisy Carry, Amos Chew, Casco Alston. Roscoe Wormley, Anna Marquess, Vashti Norwood, Ethel Brookins, Cyril Riley, Guernsey Booth, Miriam Phillips, Robert Hanley, Catherine Reiser and Edwin Pettet in the cast.

In 1926, when the sheriff closed Hedgerow Theater, Jasper Deeter went to New

In 1926, when the sherin closed heage-row Theater, Jasper Deeter went to New York and directed the Pulltzer winner, In Abraham's Bosom, at the Province-town. Even since Deeter has seen the need of a Negro Theater. After carry-ing around the script for three years, his notion took form in the presentation of Countee Cullen's One Way to Heaven. Better known as a poet, Cullen culled types from the upper-caste of Negro

society.

The ublquitous admixture of satire and faith, of love and comedy, that characterizes Negro lore is not found wanting. Only instead of setting it down deep in the cotton belt among the po' trash, the dissection is done within the confines of the cream among Lennox avenue intellectuals, "Striver's Row."

Sam Lucas is the central figure, whose readiness to be converted at every revival meeting is tempered with pecuniary considerations. To Mattle Johnson religion is an intemperate zealous matter. Meeting in church, the couple are attracted to each other and within a week marry. Mattle goes to work as a domestic in the home of a wealthy Negro woman. And from there on the author unleashes his vitriolic pen in drawing portraits of Newe blue context. While they present. his vitriolic pen in drawing portraits of Negro high society. While they present Cullen's best lines, the digressions set the play off balance and siacken the

pace During these spasms the main characters are subjugated. The central theme concerns the renewal of heart and true love of God of Sam Lucas by

\$40 Minimum

There are 27 characters in all, three of whom are played by white members of the Hedgerow company. Outstanding in the large cast are Goldle Ervin as Mattle, Robert Watson as Sam and Betty Howard as Mattle's aunt.

## "Stage Door"

(Philadelphia)

By George S. Kaufman and Edna Ferber. Directed by George S. Kaufman. Produced by Sam H. Harris at the Forrest Theater week of September 28. Settings by Donald Oenslager.

Margaret Sullavan, Robert Thomson, Alex Courtney, Walter Davis, Edmund Dorsay, Onslow Stevens, Richard Kendrick. Helen Ray. Priestly Morrison, Judith Russell, Draja Dryden, Tom Ewell, William Atlee, Stephen Fox, Ralph Locke, Sylvia Lupas, Janet Fox, Lill Zehner, Dorothea Andrews, Beatrice Blinn, Mary Wickes, Grena Sloan, Lee Patrick, Louise Chaffee, Edna Archer Crawford, Frances Fuller, Virginia Franck, Jane Buchanan, Phyllis Brooks, Juliet Forbes, Catherine Laughlin, Margot Stevenson and William Andrews in the cast.

in the cast.

A few years ago Margaret Sullavan came to Philadelphia as the understudy in Strictly Dishonorable. Aided and abetted by a meteoric celluloid career, the flags are now up. Teaming with Edna Ferber for their fourth collaboration, big 56th theatign by collaboration by 56th theatign by 56th theating by 56th th Edna Ferber for their fourth collabora-tion, his 26th theatrical production set for the New York stage, George S. Kauf-man has provided the pix player with the role of a struggling young actress who scorns the call of Hollywood in favor of what she feels to be the more serious business of playing in the legitimate theater." Onslow Stevens, also from pictures, is cast opposite Miss Sullavan as a motion picture director.

also from pictures, is cast opposite Miss Sullavan as a motion picture director. Essentially it's the story of hopes and frustrations of no less than 18 other ingenues who, with Terry Randall (Margaret Sullavan), do their pipe dreaming in the Footlights Club in their struggle for recognition on the legitimate stage. While the other gals win the acclaim that goes with Hollywood stardom, Terry invites poverty and insecurity in the theater to fame and fortune on the screen. She remains to battle it out against the unbelievable odds.

With such thin threads weaving the plot and narrative, the authors fairly clutter up the stage with 33 speaking parts. Each girl is called upon to tell her story, and it sometimes approximates a boarding-school pandemonlum. But thru it all there is a generous sprinkling of bright lines.

bright lines.

## "And Stars Remain"

(Pittsburgh)

By Julius J. and Philip G. Epstein. Produced by the Theater Guild, Inc. Staged by Philip Moeller. Settings by Aline Bernstein. Presented at the Nixon Theater for a week beginning Monday. September 28.

September 28.

The cast includes Clifton Webb, Helen Gahagan, Claudia Morgan, Mary Sargent, Richard Barbee, Charles Richman, Suzanne Jackson, Ben Smith and Edgar

Kent.

The story, labeled by the critics proNew Deal propaganda, centers around
an aristocratic ex-convict who served a
sentence for her participation in a bank
fraud which also caused the suicide of
her husband. A romance between her
and the militant attorney who sent her
to prison develops. She confesses to him and the initial attoring who seek her to prison develops. She confesses to him her husband's guilt in the bank failure, but when the lawyer wishes to use this fact to win votes in the current Presi-dential campaign she turns back and refuses to incriminate her dead husband. The election goes to the Old Guard, but the redisclaringted widow manages to the radical-minded widow manages to extort from her grandfather, a political big shot, a promise to put thru legislation that will continue relief for the starving mass

starving masses.

The critics didn't think much of the story but liked the acting and praised some of the clever dialog. George Seibel, of The Sun-Telegraph, wrote: "The Epstein Brothers supplied the incongruous ingredients of a drama that has some of the wittlest of lines hung upon some of the most hackneyed of episodes."

Harold W. Cohen, of The Post-Gazette said: "The Freres Epstein composed in their first play a consistently bright and occasionally provocative little piece

that darts diligently and wittily between cynicism and liberalism. . . . It is

cynicism and liberalism. It is definitely the property of that reformed hoofer, Mr. Clifton Webb."

Florence Fisher Parry wrote in The Press: "It could have been a delightful comedy if its authors devoted themselves more to Clifton Webb and less to the

## Chi WPA Active; Announce New Plays LNYT Annual Meet Oct. 13

Announce New Plays

CHICAGO, Oct. 3.—Triple A Plowed Under exhausted its draw with the public here and closed suddenly at the Civic Theater September 27. The cast, which was known as Theater No. 1 of the Federal Theater projects here, has been absorbed in the company rehearsing it Can't Happen Here at the Blackstone Theater under the direction of Harry Minturn and a big musical revue which is expected to reopen the Great Northern Theater the last of the month.

The musical has been tentatively titled Oh, Say Can You Sing? and will have a cast of 120. Joe Whitehead, who has been featured in one of the WPA vaudeville units, will have the comedy lead, and others to be featured will be Bertha Ochsner and Mr. and Mrs. Kurt Graff, dancers. Frances Oliver, prima donna, has also been transferred from a vaudeville unit for a part in the show.

A Negro unit of the federal theatrical activities will open at the Princess Theater October 6 with Hymm to the Rising Sin, written by Paul Green. October 27 has been set for the opening date of it Can't Happen Here at the Blackstone Theater, currently playing Broken Dishes.

## **Equity Eyes Coast Managers**

NEW YORK, Oct. 3.—In regard to in-fractions of Equity rules committed by actors in West Coast little theaters, Equity's council has decided to penalize

not only the players but also managers. In the future, therefore, whenever performers are suspended the case will not rest there, but further action will be taken to place offending managers on Equity's unfair list.

## Actor Wins Dispute

NEW YORK, Oct. 3.—Controversy between William David, actor, and D. A. Doran, producer, involving the former's contract for a role in the Broadway production of Seen But Not Heard, tried out this summer at Locust Valley, was settled, with Doran's representatives acceding to David's contention, backed by Equity, that an actor re-engaged for a part previously played cannot be let out without two weeks' salary.

## "Melody" Set for Philly

PHILADELPHIA, Oct. 5.—Alex Yokel has pushed back his production of Kodgers & Hart's newest musical, Bubes in Arms, slated to premiere at his Erlanger Theater here on the 26th, to permit Jack Kirkland and Sam H. Grisman to open Sigmund Romberg and Otto Harbach's musical, Forbidden Melody, on the 12th. Carl Brisson Forlish in Harbach's musical, Forbidden Melody, on the 12th. Carl Brisson, English pix player, and Ruby Mercer, Metop's coloratura soprane, cast in the leads. Melody set for two weeks, then going to the New Amsterdam in New York. Change in house bookings will have Rury the Dead for the followup and Yokel's musical penciled in for November 16.

Yokel's musical penciled in for November 16.

Philadelphia will also be the first to see Leslie Howard in his first Shakespearean role. Brings Hamlet here for the week of October 26 at the Forrest,

## Coast "Dead End" Off

HOLLYWOOD, Oct. 3.—Citing financial difficulties attendant to Equity's ruling difficulties attendant to Equity's ruling for payment of players during rehearsal, Homer Curran has announced indefinite postponement of his proposed production of Sidney Kingsley's Dead End. Curran declared that the rehearsal wage expense for the large cast would run to \$3,600 and make it impossible for him to realize a profit on the short Coast engagement.

Equity requires \$20 per week for each senior player during rehearsal, with \$15 for juinors.

for juniors.

campaign. Mr. Webb, to speak quite crudely, is the whole show."

Honigberg.

## Last Equity Gab Meet

NEW YORK, Oct. 3.—Equity's last informal discussion meeting at the Astor yesterday was attended by 48 members, presided over by Robert Haines, Business considered was routine, with no important announcements emanating from Equity offices.

NEW YORK, Oct. 3.—Annual mem-bership meeting of the League of New York Theaters will take place October 13, at which time a program for the winter will be mapped out.

#### **Detroit Theater Union**

DETROIT, Oct. 3.—New Theater Union will open its fall and winter season October 15 with the production of Stevedore. Casting is about to begin for the Viennese comedy Help Yourself.

## Equity Tellers Appointed

NEW YORK, Oct. 3.—Official tellers for Equity's referendum vote on the constitutional amendment requiring juniors to have 50 weeks of paid work, including rehearsals, in addition to two years' junior standing before being admitted to senior rank, have been appointed. They are Clyde Fillmore, George Heller and Alfred Kappeler.

### AMBASSADOR

Beginning Wednesday Evening, Sept. 30, 1936

## STORK MAD

A farce by Lynn Root and Frank Fenton, Staged by William Schorr, Setting designed by S. Syrjala, built by William Kellam Com-pany and painted by Centre Studios. Pre-sented by James R. Ullman.

Harry Dever	Lynn Root
Hank Dever	.Marion Willis
Grandpap Dever	Carleton Macy
Mary DeverDort	ha Duckworth
Feter Dever	. lackie Grimes
Matthew Dever	Percy Kilbride
Annie Preston	. Ann Thomas
Dr. Guthrie	Arthur Griffin
Jed PetersEdwa	rd F. Nannary
Sam Peters	Alfred Herrick
Cedric Preston	
Preacher Perkins	
Judas Dever	
Melinda Dever	Patsy Roe
Paul Dever	
Sheriff Higgins	
Emma Peters	dary McQuade
The entire action takes place	

ab things turned out, nothing happened —but Mr. Root is a brave man none the less.

There is no use in wasting a great deal of time over Stork Mad. It probes the somewhat problematical humors of co-habitation for two hours of what is sometimes laughingly known as enter-tainment, as it tells its story of the Dever family. Papa Dever, egged on by his older offspring, enters the derby, with mama as a willing helpmate. He holds the lead for five years, until his neighbor and rival, Jed Peters, frames him on an assault charge and has him sent to jail. That, naturally, holds Papa Dever for a while. In a madcap finish Papa Peters heats Papa Dever under the wire by seconds with an 11th child—and then it is discovered that Papa Dever's oldest son has beaten ever the redoubtable Mr. Peters, his wife having had quadruplets just before the derby's end.

If one persists in thinking that childbirth and the events leading up to it are extremely funny, some pleasure may be had in Stork Mad. It harps endlessly upon its single theme.

Percy Kilbride, who some dây will be given a play worthy of his talents, does what he can with Papa Dever. The others in the cast seem understandably ashamed of what they are forced to do. Stork Mad. at any rate, is one play that will never be carted to the ware-house; it will have to be shoveled there. And it won't take long.

## The New Plays on Broadway

#### FULTON

Beginning Tuesday Evening, Sept. 29, 1936 LOVE FROM A STRANGER

play by Frank Vosper, from a story by Agatha Christie. Staged by Auriol Lee. Set-tings designed by Kate Drain Lawson, built by Turner Construction Company, painted by the R. W. Bergman Studios. Pre-sented by Alex Yokel.

Frank Vosper, author and featured player of Love From a Stranger, which Alex Yokel presented at the Fulton Theater Tuesday night, spends the greater part of the evening setting the stage for his last act. It is an excellent last act when it finally does come around, but the process of watchful waiting is apt to get a bit irksome as during two-thirds of the drama nothing happens with slarming regularity.

to get a bit Irksome as during two-thirds of the dram nothing happens with alarming regularity.

Mr. Vosper, who took his play from one of Agatha Christie's stories, is interested in melodrama and the psychology of mass murderers—specifically, that of a modern Bluebeard who rather closely approximates the real gentleman named Smith, who was a sensation among English homicide-addicts some years ago. The real Mr. Smith, however, had it over Mr. Vosper's imagined Mr. Lovell in one important respect; Mr. Smith must have had a macabre gift for outre method. He would marry a lonely maiden lady, get her to sign over her property and then, with fitting preparation of character witnesses and such, convince her she should take a bath. While she was busy at her ablutions Mr. Smith, a loving newlywed, would enter the room and do away with her by the simple expedient of lifting her feet high in the air, her head remaining beneath the cleansing waters of the tub until she was quite completely drowned.

Mr. Lovell showed no such amorous insensity. He buried his ladies beneath

air, her head remaining beneath the cleansing waters of the tub until she was quite completely drowned.

Mr. Lovell showed no such amorous ingenuity. He buried his ladies beneath the cellars of a series of lonely houses, hired for the purpose, thereby taking a page—or at least half a page—out of the pitful book of Dr. Orippen. It is Mr. Vosper's contention that Lovell's sanity returned after each climax of homicidal madness, remaining with him for some months—for enough time to engineer another marriage, get the necessary papers signed and work up into another paroxysm of blood-lust. Mr. Lovell is, in all truth, a methodical madman. In the first act he barges into the flat of a young lady who has won a sweepstakes prize, and gets her to jill her stodgy swain in order to marry him. In the second act they are seen happy in their sequestered cottage, as the paroxysm slowly grows—but very slowly—and several mildly disturbing events take place. In the last act the loving wife reads about a Canadian murderer who was acquitted and disappeared, the evidence of his orimes later being discovered. Since he was a dark man she falls at once to connect him with her goldenhaired spouse—but she does see some connection later. Just what happens in a last act of excellent out-and-out melodrama will not be described here. The last few moments are reasonably phony, but it all makes for extremely effective theater.

Mr. Vosper plays his own Mr. Lovell in a mannered fashion, at times creating certain ominous and sensuous effects, but more often appearing to be just an actor who is doing a job on a juicy melodramatic part. Walking off with the real honors of the evening is Miss Jessie Royce Landis as the wife. Charming and lovely in the early sections, splendidly dramatic in the last act, effective and completely believable through she does see the finest work of her career. Mildred Natwick, Minna Phillips and A. G. Andrews stand out in the support.

There was much pre-production talk about similarity between Love From a Stronger and the previous evening's Night Must Fall. It was largely exaggerated. Mr. Emlyn Williams, author

and star of Night Must Fall, was chiefly interested in abnormal psychology and excellent acting parts; Mr. Voster was chiefly interested in melodrama—at least when he finally did get around to it in his last act.

## ETHEL BARRYMORE

Beginning Monday Evening, Sept. 28, 1936

## NIGHT MUST FALL

NIGHT MUST FALL

A play by Emlyn Williams, starring Emlyn Williams, Staged by Emlyn Williams, his work based on the original London staging by Miles Malleson. Settling uncredited. Presented by Sam H. Harris.

The Lord Chief Justice. Ben Webster Mrs. Bramson. May Whitty Olivia Grayne, Her Niece. Angela Baddeley Nurse Libby. Michael Shepley Nurse Libby. Michael Sh

Night Must Fall, the first of two "mental" melodramas from London, made its appearance Monday night at the Ethel appearance Monday night at the Ethel Barrymore Theater under the sponsorship of Sam H. Harris. It is the work of Emlyn Williams, the English actor, who scored here so sensationally several seasons ago in Criminal-at-Large; Mr. Williams also directed and played the starring part. As is usual with psychological shockers, it is nothing but our old friend Von Katzebue hiding behind a Freudian false face; but in its second act it manages to work up an engaging lather of theatrical effect.

Ninht Must Fall is understandebly

Night Must Fall is, understandably enough, an actor's play. Mr. Williams, in writing the chief role, gave himself a part that any player would love to get between his teeth, and Mr. Williams does get it between his teeth, along with a bit of the scenery. That, however, is (See NIGHT MUST FALL on page 28)

#### 48TH STREET

Beginning Sunday Evening, September 27, 1936

#### BRIGHT HONOR

play by Henry R. Misrock. Directed by Anthony Brown. Scenery designed and painted by William Oden Waller and con-structed by T. B. McDonald. Presented by Jack Kirkland and Sam H. Grisman.

Cadet Roger (Peanuts) Bendix . Roy Le May Cadet Morris (Moe) Creenblath Cadet loe Allen . Neal Vernon Buhler

Cadet Joe AllenEdward Wragge
loan Clark
Joan Clark
Gordon Reese Leon Ames
Captain John J. Stocker James Spottswood
Chaplain Arthur Manning Bram Nossen
Thomas Briggs Jr
Peter ThompsonFoster J. Williams
Cadet Elmer Gardeuer Frederic Stange
Codet Daymond Floreing John Cost
Cadet Raymond Fleming
Cadet Henry Metchik Marshall L. Buchwald
Cadet Malter Willard Bales Wellings
Cadet Walter Willard Ralph Welliver
Cadet Anthony Mazetti Perry Meyer
Mr. Thomas Briggs Frank Harvey
Mr. Herbert SeltonOtis Sheridan
Mrs. Herbert Selton Aileen Poe
Agnes Fenner Elinor Queen
Vivian CaldwellFlorence Sundstrom
Mildred ShotwellRuth Gilbert
General Dayton M. Warren John T. Dwyer
Mrs. Dorothy MacLean Helen Peabody
Guest at DancePatricia Howell
Guest at Dance
Guest at DanceJewel Hart
Guest at Dance
Guest at Dance
The Entire Action Takes Place in the Newtown
Military Academy The Time Is the Present

Interpretation lakes Place in the Newtown Military Academy. The Time is the Present. ACT I—Scene 1: The Canteen, Early in February. Scene 2: A Section of the First Floor of the North Barracks. Several Weeks Later. ACT II—Scene 1: A Classroom, the Next Day. Scene 2: The Commandant's Office, That Afternoon. Scene 3: A Section of the First Floor of the North Barracks. Two Months Later. ACT III—Scene 1: A Section of the First Floor of the Scene 1: A Section of the Scene 2: A Section of the Scene

(See BRIGHT HONOR on page 28)

## BROADWAY RUNS

Performances to October, 3, inclusive.

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#### CENTER

Beginning Thursday Evening, October 1, 1936

#### WHITE HORSE INN

white HURSE INN
musical comedy with book by Hans Muller,
suggested by Blumenthal and Kadelburg's
comedy. American adaptation by David
Freedman, Lyrics by Irving Caesar. Music
by Ralph Benatzky. Additional musical
numbers by Robert Stoltz, Irving Caesar,
Irving Zeno and Will Irwin, Richard Fall,
Jara Benes, Vivian Ellis, Eric Coates. Staged
by Erik Charell. Scenery and costumes
designed by Ernst Stern. Scenery built by
T. B. McDonald Construction Company and
painted by Triangle Scenic Studio. Costumes
executed by Eaves Costume Company.
Modern dress designs by Irene Sharaft.
Dances staged by Max Rivers. Lighting by
Lugene Braun. Orchestra under the direction of Victor Baravalle. Orchestrations by
Hans Spialek. Presented by Laurence Rivers,
Inc.

Pepi, the Milkmaid
PiccoloTommy Gavin
Hanni, the PostwomanMarie Marion
Head ForesterOscar Ragland
Zenzi, the Goat Girl Eleanor Bauman
Cook's GuideAlbert Mahler
Franz, a WaiterFloyd Cornaboy
Leopold, the Head Waiter William Caxton
Katarina Vogelhuber, Proprietress of the
White Horse Inn , Kitty Carlisle

The Honeymooners: Mary Sutherland, Hal Voeth
Captain of the Steamboat Grover White
William McGonigle
Natalie, His Daughter Carol Stone
Donald HuttonRobert Halliday
Alpine Rose Hotel Porter Milton Gill
Professor Hinzelman Frederick Graham
Gretel, His Daughter Melissa Mason
Sylvester S. Somerset Jr Buster West
The MayorRobert Williamson
Schoolmaster Pimperl Nelson Clifford
Head Forester PolmanOscar Ragland
Proprietor of Esplanade Hotel. Howard Warrings
Proprietor of Alpine Rose Inn

Proprietor of Alpine Rose Inn Norman Van Emburgh
Proprietor of The Black Bull Anthony Marvin Proprietor of The Golden Beer Jack Millard
Farmer Thomas
Butcher Smith Martin LeRoy Baker Kaufman
Farmer ChristensenEd Smith Miss KatzenjammerAlmira Sessions
The EmperorArnold Korff Ketterl, His Valet de ChampErnst Robert

Ketterl, His Valet de Champ ... Ernst Robert
GIRLS IN THE ENSEMBLE: Betsy Berkeley,
Maude Carroll, Phyllis Cameron, Helene Dernelle,
Eleanor DeWitte, Valerie Eaton, Sonia Efron,
Margle Evans, Dionne Farrelle, Wendy Greene,
Lorraine Harris, Frances Hyatt, Loraine Latham,
Velma Lord, Patricia Martin, Florence Menges,
Mildred Patterson, Klara Buester, Adelaide
Raleigh, Evelyn Sather, Ruth Shaw, Sonia Sorel,
Georgina Yaeger, Luba Matiuk, Olga Schwenker,
Marry Sutherland, Charlotte Lorraine, Evelyn
Bonefine, Carol Crowell Maxine Martin, Marion
Harvey, Audrey Elliott, Tilda Getze, Ruth
Rostyn, Evan Beatty, Betty Pope, Cloria Whitney, Ruth Roberts, Janicle Winter, Frances
Hayes.

BOYS IN THE ENSEMBLE: George Corst, Bill Chandler, William Bull, Clark Leston, Joseph Wirag, Mel Kacher, Gene Gally, Sid Gordon, Ed

Hall, Billy Hale, Harry Quinn, Carl Trees, Edwin Gale, James Babbitt, Maurice Kelly, Edward Brown, Kenneth Weaver, Jack Voeth, Mickey Moore, Jack Barnes, Edwin Hackett, Buddy Hertelle, Charles Chavez, Bill Pollock, Harold Muray, Thomas Blayney, Edwin Sims, Jules Mann, Gene Kavanaugh, Paul Shobat, Floyd Cornaby, Jack Rogers, Paul Moore, Ed Smith, Herbert Rissman, Jack Millard, Winton Sears, Hal Voet.

Rissman, Jack Millard, Winton Sears, Hal Voet.
SINGING ENSEMBLE: Penny Banks, Ruth
Dawson. Geraldine Hamilton, Mae Muth,
Florence Keezel, Lillian Sullivan, Cladys Haverty,
Emily Marsh, Nina Verde, Esta Elman, Ceraldine
Bork, Anne Francis, Flora Laney, Norman Van
Emburgh, Maurice Carr, Arthur de Voss, John
Albert, Fred Locke, Arthur Vann, Howard Warriner, Alfred Drake, Martin Le Roy.
CHILDREN: Anthony Marsin, Morsio Sizent

riner, Alfred Drake, Martin Le Roy.

CHILDREN: Anthony Marvin, Morrie Siegel, John Barry, Marguerite Lodge, Eleanor Bauman, Babs Rossiter, Dorothy Lodge, June Meier, Diane Chase, Dorothy Richel, Myra Green, Dorothy Joan Palmer, Gratia Landley, Virginia Lodge, Joe Shaughnessy, Leo Freedman, Joe Brown Jr., Marvin Atkin, Walter Elliott, Enton Lonek, Billy Entenmann, Billy, Lichtenberger, Joseph McCarthy.

ACT I—Scene 1: Early Morning Outside the White Horse Inn. Scene 2: The White Horse Inn. Scene 4: The Cow Shed. Scene 5: The Garden Restaurant. Scene 6: The White Horse Inn.

ACT II—Scene I: Market Day in the Village.

6: The White Horse Inn.

ACT II—Scene 1: Market Day in the Village.
Scene 2: The White Horse Inn. Scene 3: The
Railway Station. Scene 4: The Solarium. Scene
S: The Forest. Scene 6: An Alpine Plateau.
Scene 7: The Forest. Scene 8: The Town Hall.
Scene 9: The Forest. Scene 10: Welcome on
the Landing Stage.

ACT III—Scene 1: Next Morning at the
White Horse Inn. Scene 2: The Forest. Scene
3: A Tyrolean Wine Garden. Scene 4: The
Forest. Scene 5: On the Hill Top. Scene 6: The
Forest. Scene 7: A Summer Night at the White
Horse Inn. With a Trip Around the Lake on the
Stamboat, Passing the Wine Carden, the Alpine
Plateau and the Village Fair.

White Horse Inn. the Ionne wested

White Horse Inn, the long-awaited spectacle that has taken London, Vienna, Berlin and various other European communities by storm, opened at the Center Theater Thursday night under

(See NEW PLAYS on page 33)

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October 10, 1936



# New acts - Bands Reviews



## Benny Goodman Orch.

Reviewed at Hotel Pennsylvania, New York. Style—Swing band.

A first-rate musician to begin with and a marvel at the clarinet, Benny Goodman first came into general prominence about two seasons ago when he went on the air as one of three bands for the lengthy National Biscuit Company dance sessions on NBC. Later he got his first big job at the Roosevelt Hotel, which further established him. From the start, on the NBC commercial. Hotel, which further established him. From the start, on the NBC commercial, he had set himself up as an exponent of swing style of dance music and the trade as well as hot dance fiends soon found out that the boy was there. As a leader on the stand, he looks the part, is clean-out and perhaps rather studious in comparison to the average conductor. His personality is an asset right off the bat. Being noted for his musiclanship and uncanny sense of rhythm and ad bat. Being noted for his musicianship and uncanny sense of rhythm and ad lib. playing, he readily commands the respect of fellow leaders as well as his men, and it doesn't take a musician to note how well he has every man under strict control. Despite the seemingly impromptu style of some of the arrangements there is no slurring by any of the sections and they cut clean.

ments there is no slurring by any of the sections and they cut clean.

Brass predominates for the most part, but it is always rhythmic, and the fine sax section has plenty of licks also. Goodman gives everyone in the band a break and sells them like nobody's business. One standout would sell himself, however, any time and place and this is the dynamo of a drummer who seems to have everything on the ball from a lowdown African rhythm to what it takes to stop the show. When the it takes to stop the show. When the dancers crowd around the stand and hover around on the dime, it is a sure tipoff on the band's effectiveness. There hover around on the dime, it is a sure tipoff on the band's effectiveness. There are few bands that can do this regularly. Followers of the Goodman technique cheer as lustily as the "bravo" birds do at the opera. When heated up the band has a few numbers up its sleeve that are positively sensational. It's the kind of stuff that can never register as well on the air because it must be a tough proposition to balance before the mike. Hot music folks, if they are sitting down, bounce and tap themselves into a frenzy trying to keep up with the band. They were spotted all over the MADhattan Room on Goodman's opening night, leaping out of their skins at the hot breaks. But this is not because the men are good and merely toss it off. It takes plenty of hard work and every man in the organization is a hard worker, apart from being capable. However, not every selection is intended to be just for the hot lick lovers. There is sufficient variety in the list of selections.

Goodman is using 13 men besides

tions.

Goodman is using 13 men besides himself. Helen Ward does the vocals. Goodman, of course, chimes in with the clarinet at will and how he "chimes." He hops in and plays circles around any piece of music. Not a few of the selections offered were the kind usually heard as straight waitz or fox-trot and the style of the swing band gives the pieces new virility that finally wins over the most anti-swing member within hearing. Band has a terrific sock, never lets down and the secret, if it is one, a bard work and they seem to love it. is hard work, and they seem to love it.
M. H. S.

## Dick Messner and Orchestra

Reviewed at the Park Central Hotel, New York. Style-Dance band.

The Messner band (12 men) has been in the Cocoanut Grove Room of this hotel the past eight months and is steadily building up a rep for itself. Now broadcasting over WOR five times weekly and featuring college programs in tieups with local universities. Angle to build up a young following of

weekly and featuring college programs in tieups with local universities. Angle is to build up a young following, of course. Band is new on Broadway, althouthe Messner brothers have toured the East the past two years.

Dick leads and also plays several instruments. He and his three brothers, all good musicians, have built the band around themselves. They join for vocalizing trio and quartet combinations. Shorty Schipper and Miss Gail Reese offer sole and duet vocalizing and also join combinations of musicians in novelty numbers. As a matter of fact, the entire group is quite adept at singing,

the band opening all its broadcasts as a glee citb.

The outfit has youth and appearance and is a good, the not particularly outstanding, musical organization. The Willard Cotrell (tenor sax) arrangements are good. The music is swingy but never gets wild or too loud. Easy to dence to. gets wild or too loud. Easy to dance to, it is also pleasing to hear.

it is also pleasing to hear.

The band has developed a repertoire of production numbers, stressing novelty and comedy, and should build up into a peachy outfit appealing especially to the younger set.

P. D. to the younger set.

#### Don Hooton

Reviewed at the Park Central Hotel, New York. Style—Singing, dancing, rope twirling and comedy. Time—Nine min-

Here is a versatile youth who hasn't been around New York much. A blond fellow, he is permitted to do almost everything but sleight-of-hand in this show.

show.

Emsees the show, spleling special lyrics and pulling a couple of gags. Does a fencing and dancing bit, following it up with a fancy roping number, some fast hoofing, baton twirling and a snatch of singing. His baton twirling and roping has beet and the comedy fast nooling, batch twhing and ropof singing. His batch twirling and roping bits are his best and the comedy
his weakest. Perhaps in attempting so
many things he was unable to really
sock over each item. If given a single
spot, rather than spreading thru a show,
he might shape up much better.

Worked hard here and seemed to get over nicely.

## Joseph Martin

Reviewed at Loew's Grand Theater, Bronx. Style—Singing. Setting—In one. Time—Nine minutes.

Martin is a young and ingratiating tenor from Station WHN. He has a nice sweet voice which sustains its power when hitting the higher notes and which has a definite appealing

quality.
Offered Did I Remember?, Song of Songs, Let's Sing Again and, for an encore, When Irish Eyes Are Smiling. Drew a hand after each number, going off to

mice applause.

Martin's stance at the mike is poor
He's too wooden, standing stiffly and Martin's stance at the mike is poor.
He's too wooden, standing stiffly and
avoiding any gestures or mannerisms that
would give him life. Probably the result
of too much radio studio singing.
P. D.

### Jack Seymour Revue

Reviewed at Loew's Grand Theater, Bronz. Style—Dance flash. Setting— Full stage (special). Time—Ten minutes.

Full stage (special). Time—Ten minutes.

A pleasing five-people flash working full stage before a simple drape set with a center opening.

With a girl at the piano, the act opens with two girls and a boy hoofing. Follows with a brunet offering a contortion-acrobatic specialty, which drew quite a hand. The sister team returns for some nimble tapping, the boy then winning a big hand with his agile stepping. He is a lanky youth whose loose-limbed dancing is out of the ordinary. The sister team returns for another number, the others then joining in for the finale.

Seymour is the standout. Rest of the cast (Adele Miller, Van Twins and Doris Stapleton) is good. Costuming is neat and colorful and act as a whole is pleasant entertainment.

## Frank and Peter Trado

Reviewed at Loew's Grand Theater, ronx. Style—Singing, dancing and omedy. Setting—In one. Time—Sixcomedy. Setting—In one. Time—Six-teen minutes.

The Trado twins have been around

punchy finish with their sure-fire double-man bit.

The boys manage to avoid the stereo-typed two-man comedy routines and this alone is refreshing. Went over nicely here.

## Al and Toby Cortez

Reviewed at the Black Cat Club, New ork, Style—Singing and dancing. Time Ten minutes.

Tork. Style—Singing was described. The minutes.

A colored mixed team that is much above average. The boy is at the plano, while the girl sticks to vocalizing.

Main interest is in the girl, who shapes up as a comer. Has locds of personality, plenty of vigor and an engaging personality. The rendition of Rhapsody in Blue in exuberant style is peachy. The girl sings in several languages, including Jewish and Spanish, and then does a few impersonations, including one of the vivacious Ella Logan. The boy joins in the vocalizing at times but lets the girl dominate always.

at times but always.

There's no doubt the girl has something that raises her out of the average class. It's not fully developed yet, but with time it ought to come out. Went the strength of nicely here.

#### CLUB REVIEWS-

(Continued from page 11)

(Continued from page 11)
about stopped the show at this catching.
Being held over another three weeks.
Chap has been singing in the films and
has plenty of personality, women patrons
going for him in a big way.
Marietta, ballet toe dancer, is another
favorite and holdover. She's dainty, not
a bad looker and the house makes no
bones about showing appreciation. She's
tops.

a bad looker and the house makes ho bones about showing appreciation. She's tops.

Show opened with Bal Tabarin Girls, eight of them, in snappy costumes, going thru new routines. Peggy O'Nell, producer, uses good judgment in picking her girls. Line is nice to look at. Presents routines in an artistic and pleasing manner, making a couple appearances in different costumes with each show. Charles and Helen Stone, with their inimitable line of smart tap, brought a round of hearty applause.

Tom Brown has the 10-man band. Offered sweet stuff, backing up the show in grand style. Occasionally his boys present novelty numbers. Music is persuasive and lures customers to the dance floor. Has two excellent vocalists, Pearl Cameron, blues balladist, and Harold Harris, tenor. Pearl's a heat little trick with a pleasing personality. Harris, a personable lad, has an unusually sweet tenor voice. Don Francisco's Tango Orchestra, four-man string group, supplies the relief music and also entertains in the cocktail lounge. There is no emsee, but Tom Gerun, who has had his own band and knows how to get around, presents each act in a manner all his own band and knows how to get around, presents each act in a manner all his own band and standard procuments of approximately 600 persons. Capacity at this catching.

D.H. GLICKMAN.

#### Plantation Club, Leavenworth

The "Plantation Club," one of Leaven-The "Plantation Club," one of Leaven-worth's most distinctive spots, opened last week. Situated 11 miles south of the city, it has been remodeled and transformed into an elaborate club. Thomas Hogan is the proprietor. Club is decorated in soft pink, rose henns and cream. Lighting effects are especially effective.

henna and cream.
especially effective.
Paul Schaffer's eight-piece orchestra,
from Kansas City, Mo., plays for dancing.
Bessie A. Martin.

#### Hotel Pennsylvania, N. Y.

Hostelry is situated about a mile downtown from the so-called night-spot The Trado twins have been around for quite some time and are now using new material. They are veteran comedians, knowing how to sell their stuff, how to pace the laughs and when to make their exit.

Open with a bit of singing, working in clowning bits and then offering an amusing bit showing two people sitting in a dark movie house. This was too long but the customers enjoyed it. A when they are ready to run, and, of bit showing types of pedestrians was fair, the boys nevertheless getting in a downtown from the so-called night-spot belt and the Statler management has never sought to try to make a night club out of either its roof garden or the MADhattan Room, formerly called the grill. Rather it caters to the numerous guests seeking to dance and dine, plus the suburban patrons from either Long Island or New Jersey who find themselves but two minutes from the train when they are ready to run, and, of

The latter has always been the feature, good dance music, name or no name band. However, some of the best-known orchestras have had their inning at the Pennsylvania.

Pennsylvania.

Benny Goodman and his swing outfit is the new attraction in the MADhattan Room and, judging by the early rope stretched across the entrance of the room, Goodman is the reigning New York sensation for those who like their music hot and swingy. Between dances Teddy Smith cleverly tickles the ivories, the colored pianist being at home on both the classics and the low down. Helen Ward swings her vocal solos with the band, she's a mere slip of a warbler Helen Ward swings her vocal solos with the band, she's a mere slip of a warbler who seems to have a following. Later on Goodman, Smith and the band's drummer, Gene Krupa, get together for a swing session of their own. Josephine Bernhardt and Clive Graham, ballroom dancers, do a versatile routine, opening with a waltz and then running thru tango, maxixe as well as fox-trot. Costumes, rhythm and grace help make them an unusually pleasing team.

Tariff is a Theoret convert for supper

Tariff is a 75-cent couvert for supper during the week and \$1.50 Saturdays and holidays. Menu is reasonable, with an innovation in special supper combina-tions ranging from 45 to 85 cents. Lay-out should attract the young dance crowd and keep them coming. Shap.

#### Cocoanut Grove, Boston

A five-grand thoroly renovated Cocoa-

A five-grand thoroly renovated Cocoanut Grove greeted a packed house last Friday in spite of heavy rain. Barney Welansky, manager, has podiumed Lew Conrad's 10-piece orchestra, whose interpretations of pop cleffings bring new musical life to this spot. Conrad leads, fiddles, vocals and shivers the maracoaduring tango numbers.

Color motif is red and white, with twilight heaven showering dreamy atmosphere on a Hawailan setting. No couvert. Minimum, \$1.50 week days; \$2 Fridays and holidays and \$2.50 Saturdays. Floor shows during the week at 7:30 and 10:30. A new Melody Room downstairs is perfect harmony with black celling and walls and white furniture indirectly lit from beneath a beautiful octagonal bar and corner torch lamps.

Lew opened the fall premiere with his

Lew opened the fall premiere with his own idea of crescendo vocals and a brief spiel that this is his first try as an emsee. Margie Greene initiates with a good Shoe Shine tap. Sylvia Harrishas a knockout whirlwind routine featuring nicely executed toe work and spins to Ride, Red, Ride. Mildred and Maurice are easy clickers with their graceful interpretative dances in spangled costume to Lost in a Fog. Gal has long brunet bob and looks like Salome. Corking good twirls, rapid bend and carriage work.

work.

Tom Rafferty treys with click hoke tap. Encores, minus music, with an imaginary punch-bag tap routine that is socko. Virginia Gibson, blond contralto, warbled to I Got a Kick Out of You, Cuban backgrounded. Patrons did get a kick out of it and Gibson encored with When a Gypsy Makes His Violin Play, interpolating Play, Gypsy, Play, and Lew took the hint and fiddled. Grand amplayse.

Lew took the hint and fiddled. Grand applause.

Margie Greene came back for a socko Whistle workout replete with swell spot somersaults, high kicks and such. Sylvia Harris took the spot again for a charming butterfly toe routine to Alone and wound up with whirlwind toe spotters to Cosi-Cosa. A hit. Rafferty's interpretative Ball Ball tap delighted the customers to a laugh session. Mildred and Maurice wound up the splendid floor show with a Rustles in the Spring veil adagto that was distinctly different.

During ork intermission Hene Damur,

During ork intermission Hene Damur, featured at the Beach and Tennis Club, idled the time away with smart key-

idled the time away with smart key-board tickling,
Conrad outfit has Bert Colter, plano;
Martin Bennett, sax tenor lead; Lester
Fink, sax second lead; Tony Vittalio,
sax alto (these lads also double in bass
clarinet, clarinet, flute and baritone);
Eliot Simmons, drums, virbraphone;
Harold Cedar, guitar; Joe Caffery, bass;
Herman Brenner, first trumpet; Walter
McKenna, second trumpet, and they
double in rumba instruments.

Sid Paine.

Sid Paine.

# Thru Sugar's Domino

EW YORK'S employment mart is a buyer's paradise; acts of night club and vaude caliber will fall for anything that's not strictly a benefit gag. They will even fall for the benefit subterfuge provided there's the chance of getting a meal and a few extra cents meant for cabs but actually used for a subway ride and tomorrow's breakfast and lunch. That's how tough it is for and tomorrow's breakfast and lunch. That's how tough it is for acts in the once great talent center. Thousands of acts uncertain about the morrow and out of work today. Hundreds of acts shooting for the same mark: a job in a local jernt that hardly makes up in salary for the weeks the act has waited and starved.

So goes it in cockeyed New York while talent middlemen up-State and in near-by States are frantically seeking attractions at wages that are at least big enough to keep a self-respecting actor off relief and the wolf away from the door. One after another of the out-of-town bookers drift into New York on the hunt for talent, not believing until they see for themselves that actors prefer to starve in New York, waiting for the break that rarely comes, than to get out into the sticks and eliminate entirely the worry of keeping employed at wages above the subsistence level. Great is the lure of Broadway-that vague possibility of something big hiding just around the corner. Tough is it for the acts attracted by the flame; tougher for the spots out of town that are ready and willing to pay what (for them) is a fair wage but unable, during a period of so-called inactivity, to obtain performers to accept it.

Of such stuff is the average actor made that he would rather go thru a living hell of want, suffering and lack of shelter than be secure in the thought that he is going to get his three square and decent place to sleep for an unlimited but no sudden offers from the pix companies, NBC or the night club czars of Broadway. Maybe that's the stuff that makes for greatness. In certain cases such persistence has been responsible for success. When Lady Luck beckons we like to point to the factor of persistence that made it possible for the candidate to be present when his name was called by the convention. But this happens to one of many thousands. Lady Luck is not lavish in her bestowing of favors. But the men and women who have been ground down in the dust of defeat have heart and hope—and an abundance, too, of imagination and emotion. The chances are slight but there's always the possibility of their being the one chosen to climb the golden stairs. This bare possibility breaks hearts, throws a monkey wrench into the works of the talent market-and gives plenty of material to slobberingly sentimental backs for whom Broadway is a gold mine

THE newsreel started out when you were very young as an inoffensive time killer on a theater's screen program. Comparatively recent developments have made of it an important factor in entertainment and education. Propaganda, too, if you please. Clever editing, breakneck speed in transmission of prints and other improvements tied up with sound and wide-screen projection have made of the newsreel an integral part of a screen program.

The newsreel has been well established on its own, judging from the success of small-capacity theaters featuring them, so-called newsreel theaters and featured spotting given clips on the screens of the country's leading theaters.

The Presidential campaign now raging, with its display of mudslinging, poor sportsmanship on both sides, digging up of religious and radal issues by would-be doctors of mass psychology representing both major parties—with all of this the newsreel assumes tremendous importance. Not only because it is the only medium that brings views of political events, voices and expressions of speakers to large masses; also because it represents the ultra-modern technic applied to political campaigning. The average theater operator is unbiased and desires to appeal to his patrons as one who trades in amusement—not politics, isms, hates or political enthusiasms. It becomes increasingly difficult for the theater man to maintain an impression of utter neutrality on political issues and personalities.

During the past couple of years it has been impossible, for example, for this commentator to view a Hearst Metrotone newsreel without the accompaniment of violent hissing. This, it must be confessed out of fairness, was observed only in New York. It is within the realm of possibility that in other parts of the country audiences manifest similar dislike of Hearst newsreels, even other newsreels or personalities. The theater owner booking Hearst newsreels is up against a proposition of deciding whether to cancel them or whether to disregard public disapproval as many operators are doing thruout the country who refuse to reinstall "fiesh" policies despite the success of WPA units in their immediate vicinity. immediate vicinity.

In general the matter of presenting political clips of newsreels should be guided by common sense, the best barometer of all. But where common sense cannot serve the best solution is to make sure to present clips of both major parties on one showing—or no political clips at all. This is the height of good showmanship and common sense combined.

S WING music is the rock that split the congregation of musicians and dancing maestros. A vigorous minority of band leaders, musicians and dance teachers lavishly praise the swing trend as the finest expression of modern jazz. On the other side of the controversial fence are the bandsmen and professors of terpsichore who dismiss swing as a passing fancy. One of swing's strongest opponents predicts that swing will be something of the past by November. It takes courage to make a prediction like that; one that pins down the seer to a date.

Our humble opinion is that swing is one of the countless trends jazz has taken since Irving Berlin started the vogue. It is merely a milestone on the way, we hope, to a definite American dance form. Swing does not differ as materially from jazz as its wildest champions and worst enemies would have us believe. It is merely a new variation for eternally dancing feet. When the time comes when new variations cease to arrive they had better get ready a wing in the museum for what is now among our most virile arts—jazz music and dancing.

## The Broadway

By GEORGE SPELVIN

FORT WORTH, according to info received, is still taking advantage of its names to work up additional interest for its Frontier Celebration.

Paul Whiteman was made mayor of the town for one day recently and later there was an official Paul Whiteman Week, via a proclamation by Governor Allred.

That always entails a special guard of honorand maybe Whiteman didn't like it, moving around with a equad of Texas Rangers at his heels.

"Battling" Al Trahan almost went to work for Billy Rose at the Casa Manana, but Trahan kept saying over the phone that he does 21 minutes.

"Say," yelled Trahan, "I bove for 10 minutes."

"Whereupon the deal was off.

Alex Yokel is holding a countless number of auditions at the Playhouse for his forthcoming Babes in Arms, auditioning some of the talent as much as eight or nine times.

Marie Marion, with White Horse Inn, was asked to ride a bicycle for her role. After two weeks of practice she showed up, bruised and cut, and told the director it was okeh.

But he took one look at her and switched her to a tricycle, just to play safe.

The Palace Theater, trying to drown out the protests of the musician-actor pickets, turned on its marquee loud-speaker full blast—but it had to quit because of the anti-noise ordinance.

The Paramount gives an interesting buildup for its coming pictures, a mixed team of legitiers appealing from the stage to both sexes.

Vinton Freedley made a last-minute search last week for a fat girl or Red. Hot and Blue!

She had to be young and pretty and well over 200 pounds—but her only job in the show was to giggle.

The till between the French Casino and the near-by Taft Hotel over the allegedly unpleasant odors and sounds emanating from a seal act harbored on the Casino roof is still raging.

But returned from a vacation and says that it shirt true that Socialists are interested only in propaganda plays.

"It hink Fannie Brice's burlesqued Revold in the Follies is one of the funniest things I have ever seen, and that Cliffort Octets The General Died at Daun is one

# Chicago Chat

NOTES by the Way: Willie, West and McGinty, veteran "house builder" vaude act, are heading for Australia at the conclusion of their fair season. . . . Emma Alpianalp, of Chicago Flim Board of Trade, spent a week-end in her home town, Ridgway, Pa., celebrating her father's 86th birthday. . . Looks as if Tom Mix will make Jacksonville, Fla. his winter quarters. . . And rumors persist that there may be a change of base of some of those circuses wintering in Indiana. . . But nobody will confirm them. . . That Daily Times advertising truck now cruising the Loop attracts plenty of attention. . . Elephant and donkey, standing on hind legs, sock each other in the jaw alternately as gong rings. . . One night of Chicago Stadium Rodeo sold out to Seagram's. . . Willard Rutzen, of Hotel Morrison staff, motoring east on short vacation. . . Bob Clay and the missus, of Des Moines, motored in from Kansas City. . . Elmer Johnson and his band jumping from Birmingham to New York to play Colone W. T. Johnson's rodeo at Madison Square Garden. . . A disappearing water ballet with some exceptionally novel features for stay-up-lates is a possibility for one of the Loop night spots. . . . It shouldn't be difficult to guess which one and who the producer will be!

Off to "Bumminham" with the rain deliberately following us from Chicago, but getting lost somewhere in Tennessee. . . . As we pulled into the edge of town we almost expected Florian Slappey or some other of Octavus Roy Cohen's colorful characters to appear on the scene, but the best we got was some white-haired, tottering Uncle Neds. . . . Birmingham is not much of an entertainment town we were informed by a pulchritudinous languid-volced young lady who is engaged in—to use her own words—"teaching a bunch of fourth-grade gorillas." . . Nevertheless, we found them very enthusiastic over the Alabama State Fair. . . The way they packed the grand stand to see Barnes-Carruthers' big revue, the autoraces and "Lucky" Teter and his Hell Drivers stamped them as hungry for entertainment. . . "Lucky," an unassuming young fellow whose success hasn't inflated his dome, goes about his job of thrill making as unconcernedly as you or I would sit down to a game of bridge. . By all the usual rules he might be expected to be a subject for the undertaker every time he does one of his crazy stunts, but he comes out of 'em smilling and debonair, nonchalantly waving a response to the thunderous applause that greets him. . . "Lucky" carriers with him a group of young daredevils as fearless as he. . . His dad, Argie, a grizzled Hoosier, is always at hand to see that all props for the hazardous feats are as they should be and to shake his boy's hand before and after the stunts.

Ten minutes after the grand-stand show is over these thousands of Birminghamians (or what do they call 'em), having received a final thrill from Frank Duffield's brilliant fireworks show, may be found streeming down the Royal American Shows' midway for the thrills Carl Sedlmayr has told 'em about from the grand-stand mike. . . . And do they find them? . . . Well, just read the record grosses from week to week and draw your own conclusions! . . . We haven't heard any complaints from Carl or the Velare boys, nor yet from "Pa" Strieder, dapper Warren Leach, Frank Duffield or Alex Sloan, and we heard plenty of enthusiastic comments.

Communications to 1564 Broadway, New York City

## News of the Week

Hope of elimination of "early birds" around Times Square and immediately adjoining sectors dropped to a new low adjoining sectors dropped to a new low during the latter part of last week when Howard S. Cullman, Roxy trustee, indicated that he would not kotow to other interests and jack up his theater's morning price scale. In view of Cullman's determination to stand by the Roxy current policy, a committee of local exhibitors abandoned their original local exhibitors abandoned their original intention of trying to persuade him to adopt a more conciliatory attitude. Harry Brandt and Max Cohen, with theater interests on West 42d street, and Consolidated Amusements, with houses Consolidated Amusements, with houses on Eighth avenue, are averse to jacking up the 10-cent morning admission until similar action is taken on Broadway, which in turn has placed the hot potatoes in the lap of Cullman. Latter's decision, so he says, is grounded on the fact that the public took the Roxy out of bankruptcy and therefore deserves a break in admissions.

The Perlman case, the crux of which involves the right of a distributor to forbid playing of his pictures on dual bill programs, is to be reheard Monday (5) in the Circuit Court of Appeals. Edwin L. Weisl will represent Paramount, together with Louis Phillips. Morris Wolf handles the case for the four major companies, who are defendants.

In order to avoid paying the federal tax on undistributed profits, going into effect January 1, Paramount subsidiaries and RKO will declare dividends. In the case of Paramount this will up the earnings for the third quarter to something in excess of \$1,000,000.

An initial cash dividend of \$1 on the common shares, payable October 23 to stockholders as of October 16, was voted last week by directors of 20th Century, Fox. tury-Fox.

Conclusion of the deal whereby 20th Century-Fox is to acquire the 58 per cent interest in Fox-West Coast Theaters now held by the Chase National Bank will probably be delayed owing to the increased earnings of F-WC and legal snarls. Twentieth Century-Fox already owns 42 per cent of F-WC.

According to Jules Levy, RKO Radio sales chief, buying in Chicago has reached something of an impasse, the wrinkle being that the exhibitors have no way of definitely ascertaining their product needs for the new season in view of the seeming indication in that city of a return to duals. Notwithstanding all this uncertainty, however, theater business in Chicago, says Levy, is comparable to what it was in predepression days.

At a meeting of directors in New York MPPDA elected Ploneer Pictures and Samuel Goldwyn, Inc., members. Merian C. Cooper was named representing the former company and Samuel Goldwyn the latter. Goldwyn's old company, Goldwyn Distributing Corporation, was among the original members of MPPDA, but this membership went over to MGM when the union with Metro was accomplished in 1924.

William LeBaron, managing director of Paramount production, stated recently that the studio reorganization had been completed and that no more startling changes were likely. The associate producer setup will remain essentially the same, the only one scheduled to leave at this time being E. Lloyd Sheldon, whose contract ran out six months ago anyway. Bogart Rogers takes his place.

Walter Reade, head of the newly or-ganized American Community Theaters Corporation, last week announced plans for the construction of 100 movie houses in as many cities of more than 5,000 (See NEWS OF THE WEEK on 4th col.)



## "CRAIG'S WIFE"

TIME—76 minutes. (COLUMBIA) RELEASE DATE—October 1. PLOT—Harriet Craig is a cold and calculating bride of two years, who shuts berself and her husband and home off from the world. The beauty and security of her home is her only concern and it appears that everybody knows it with the exception of her husband. His aunt tells him after an argument with the wife, but he only finds out for himself that she married him for material gain when he is innocently involved in a murder and suicide of friends of his. He leaves her, as has everyone else, and then when she gets word of her sister's death, when she needs someone's sympathy, she apparently comes to the realization that all she has in the world is her home, visibly gorgeous but lifeless.

CAST—Rosiland Russell, John Boles, Billie Burke, Jane Darwell, Dorothy Wilson, Alma Kruger, Thomas Mitchell, Robert Allen, Nydia Westman and others. Russell in a brilliant performence; acting at its best. Rest of cast superb. RELEASE DATE-October 1. (COLUMBIA) TIME -76 minutes.

DIRECTOR—Dorothy Arzner. Needed a woman and only a woman to give this picture the depth, understanding and delicate touches the story provides. A picture made very lifelike—nothing movielike about it. The audience lives the picture with the characters.

AUTHORS—From the play by George Kelly. Screen play by Mary C. McCall Jr. To write so vivid a story about a woman and so correctly, rates Kelly many orchids. He did a grand job and Miss McCall kept to it in the screen adaptation.

adaptation.

COMMENT—A remarkable story and excellently handled, but as screen fare it is not suitable. It's not entertainment, but rather a sermon against cold, calculating women. Movie audiences like to be kidded.

APEAL—Higher-class family trade.

EXPLOITATION—Pulitzer Prize play, in addition to exploitation stunts on

all home-life angles.

#### "STAGE STRUCK"

(WARNER)

TIME-91 minutes.

RELEASE DATE not given.

PLOT—Sweet and simple (mostly simple) home-town girl makes the big town's best known dance director. Dance director escapes the wiles of a psychoanalyzed actress. Dance director and home-town girl step in at the last minute and save the show. Fade-out.

CAST—Dick Powell, Joan Blondell, Warren William, Frank McHugh, Jeanne Madden, Carol Hughes, Craig Reynolds, Hobert Cavanaugh, Johnnie Arthur, Spring Byington, Thomas Pogue, Andrew Thomas, Lulu McConnell, Val Stanton, Ernie Stanton, Edward Gargan, Ed Chandler, Libby Taylor, Mary Gordon and the Yacht Club Boys. Powell, unmitigated, even with the mustache, expands thruout the picture, but Blondell hits the high spots with a powerful delineation of an actress who would be class. Jeanne Madden, as the hometown girl, is a miracle of sweetness, with one of the most infectious smiles Hollywood has canned yet. Much is still to be done with her, but she's a nice girl. Warren William oces a swell job and so does Frank McHugh. The Yacht Club Boys are amusing when they don't overdo it.

DIRECTOR-Busby Berkely, and it's not a bad job.

AUTHORS—Story by Robert Lord, music and lyrics by Harburg and Arlen. Some of the music's good, but the story is too sappy.

COMMENT—A fair hour's amusement, but don't hurry.

APPEAL-General.

EXPLOITATION-Names, and the recent Powell-Blondell merger.

# 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 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.

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Name	Favor- able	Unfa- vorable	No Opinio	n Comment
Dodsworth(United Artists)	16	0	0	"Magnificent."—A merican. "Class A picture."—Film Daily.
The Texas Rangers(Paramount)	15	•	3	"Absorbing picture." — Herald Tribune. "Packed with excite- ment."—Mirror.
The Devil Is a Sissy (MGM)	7	. 0		"Drama with a heart sock."— Motion Picture Daily. "Box of- fice natural,"—Showmen's Trade Review.
Don't Turn 'Em Loose (Radio)	10	3	2	"A bargain in horror films."— World Telegram. "Climax that is terrific."—Box Office.
Trouble Ahead(Atlantic)	4	3	2	"Jarring importation of cine- matic cliches." — Times. "Fair light comedy."—Mirror.
Hollywood Boulevard (Paramount)	7	4	5	"Story drags."—Motion Picture Daily. "Entertaining melodrama." —Mirror.
Thank You, Jeeves	4	2	2	"For the P. G. Wodehousers."  —Post. "Poor entertainment."  Showmen's Trade Review.
Yellowstone(Universal)	•	2	4	"Program support:"—Daily Variety. "Fair program." — Film Daily.
Brilliant Marriage (Invincible)	2	1	5	"For not too finicky nabe trade."—Film Daily. "Will appeal to deb-age fans."—News.
In His Steps	7	0	1	"A sleeper."—Daily Variety. "Will appeal to all."—Film Curb.

## Exhibitors' Organizations

The suggestion that MPTOA hold a big national convention of theater owners in Miami this year is receiving serious consideration, according to a re-cent bulletin released by President Ed Kuykendall. In view of the many advantages to be gained from this locaadvantages to be gained from this loca-tion, including surprisingly low trans-portation rates now that railroads are charging 2 cents per mile, Kuykendall solicits ideas and suggestions on the matter. Several other cities are under-stood to be actively in favor of landing the powwow.

The first of seven regional gatherings at the Netherland Plaza, Cincinnati, for the purpose of opposing the contemplated 10 per cent admission tax was attended last week by some 50 exhibitors and other show-business interest representing legit theaters, producers, etc. Cause of the agitation lies in the fact that a constitutional amendment may be passed in the forthcoming November elections exempting food from the sales be passed in the forthcoming November elections exempting food from the sales tax. Consequent loss of revenue to the State would be, according to estimates, about \$1,500,000, a sum which would have to be collected thru other channels, notably movies. Chief among the speakers was P. J. Wood, secretary of ITO of Ohio, who dealt with the effect the tax would have if passed. Others at the meeting were Nelson Trowbridge, manager of the Cox, representing legit interests, and Lewis M. Crosley, part owner of the Cincinnati Reds. A second confab one day later was held at the Kirwin, Lima. Kirwin, Lima

Independent Motion Picture Theater Owners of Connecticut at a meeting last week named October 13 the day on which the association would vote on the question of affiliating with Allied States.

With Ed Kuykendall, MPTOA chief, With Ed Kuykendall, MPTOA chief, scheduled to arrive in New York October 3 to resume negotiations with distributors concerning adoption by the latter of the exhibitor organization's 10-point program for the alleviation of trade abuses, interest hinges upon just what the final upshot of the long-pending affair will be. Kuykendall in his recent bulletin affirmed his stand that the matter now rests entirely with the the matter now rests entirely with the distributors and intimated that a show-down would be forthcoming very soon regarding their real attitude toward self-regulation within the industry. Sales head of major distributors when queried recently stated that no meetings between them and Kuykendall for the near future had been arranged or breached. broached.

The annual movie ball in Seattle sponsored by the local MPTOA will be held October 16. Committees appointed to handle details are L. J. McGinley, L. O. Lukan, E. E. Barber and J. M. Hone, in charge of tickets; Leroy V. Johnson, Al Rosenberg, Ed A. Lamb, arrangements; B. F. Shearer, Don Beckman, Bill Forman, Guy F. Navarre, decorations; Vic Gauntlett, Joe Cooper and Jack Sampson, publicity.

Annual confab of Allied Theaters of Michigan will be held November 4 and 5 at the Hotel Statler, Detroit, according to H. M. Richey, manager.

## NEWS OF THE WEEK-

(Continued from 1st col.)

(Continued from 1st col.)
population thruout the United States.
Four of the units will be under construction by October 15, comprising two
in New York, one in New Jersey and one
in Connecticut. Within 30 days seven
are scheduled to be under way. Capitalization of the project amounts to
\$5,000,000, of which \$500,000 is paid in.
The theaters, which are to be built in
sections of the country where good
movie houses are practically nonexistent, will have seating capacities
ranging from 600 to 1,000, coupled with
the latest sound equipment. Local managers will be installed and will participate in the profits to the extent of 50
per cent. Associated with Reade are
L. N. Olmstead, who formulated the idea,
and Thomas W. Lamb, theatrical architect. Directors and stockholders in the
corporation are Frank V. Storrs, Carl E.
Schuster, Charles J. Bryan and Walter
Reade Jr.

#### "TWO IN A CROWD"

(UNIVERSAL)

TIME-69 minutes.

RELEASE DATE-September 13.

PLOT—A lad with a race horse and no money finds half of \$1,000 bill on New Year's Eve and then finds the girl who found the other half. She has no other money either, so they pool resources. Since the bill was one of a lot lifted from a bank, both cops and crooks get on their trail. They live together (but in a nice way, of course) over the stable where the horse lives and play around with a bunch of characters that are painfully unlike those of Damon Runyan. The horse finally wins the race and the crooks are caught and everything is simply lovely.

CAST—Joel McCrea, Joan Bennett, Elisha Cook Jr., Alison Skipworth, Reginald Denny, Henry Armetta, Andy Clyde, Nat Pendleton, Donald Meek and others. No one matters much but the first three. McCrea and Bennett give performances that make them resemble shop-window dummies equipped with mikes. Cook excellent, but then he's an actor.

DIRECTOR-Alfred Green. Uninspired, to say the least.

AUTHORS—Screen play by Lewis R. Foster, Doris Malloy and Earle Snell from a story by Lewis R. Foster. Runyan started something that this crew can't finish.

COMMENT-Phooey. APPEAL-Lower brackets. EXPLOITATION-The \$1,000 bill.

## "KELLY THE SECOND"

(MGM)

TIME-69 minutes

RELEASE DATE-August 21.

PLOT—Molly Kelly, lunch counter girl working for Dr. Klum, a pharmacist, meets Cecil Caliaghan, wild Irishman, when the latter's truck runs off with her car. Molly, Klum and Cecil make a deal whereby the latter becomes a professional battler under the management of the former couple. Amid a great deal of boisterous nonsense, Cecil is finally engaged to fight the champ, but the works by this time have been gummed up considerably by Ike Arnold, notorious gangster, who, thru intimidation of Klum, has obtained an interest in the battler. Ike's moll goes for Cecil in a big way, with the result that he is drunk on the eve of the fight. Arnold, sensing catastrophe, places his dough on the champ, but only succeeds in double-crossing himself when Molly makes her boy fight like a wildcat by inducing the audience to sing an Irish jig.

CAST—Patsy Kelly, Pert Kelton, Guinn Williams, Charley Chase, Edward Brophy, Harold Huber and others. Kelly is a typical nutty role, with Williams supporting very well.

DIRECTOR—Gus Meins, Lags occasionally but has worked in some hilarious

DIRECTOR—Gus Meins. Lags occasionally but has worked in some hilarious

AUTHORS—Screen play by Jeff Moffit and William Terhune. Adaptation by Jack Jevne and Gordon Douglas.

COMMENT—Fair light comedy.

APPEAL—Good dualer for non-class audiences.

EXPLOITATION—Kelly routine.

#### "KING OF THE ROYAL MOUNTED"

(20TH CENTURY-FOX)

TIME-58 minutes.

RELEASE DATE-August 29.

PRODUCER-Sol Lesser.

PLOT—Becker crooked attorney, brings Helen Lawton to a lonely Canadian mining settlement, claiming she is entitled to a half share of a wealthy mine staked by her dead father and his partner, still alive and now owner of the mine. Actually, he wants to gyp her out of it. Sergeant King of the Royal Mounted suspects Becker, tries to tell the gal and is rebuffed. The partner, who takes a liking to the gril, decides to give her her share, but Becker finds it out and shoots him. The girl is suspected, but King solves it and neks Becker.

CAST—Robert Kent, Roslind Keith, Alan Dinehart, Frank McGlynn Sr., Arthur Loft, Grady Sutton and others. Acting and the picture are the personification of mediocrity.

DIRECTOR-Howard Bretherton. Dull and lifeless.

AUTHORS--Original by Zane Grey, with Earl Snell on the screen play. A Zane Grey potboller, uninspiringly adapted.

COMMENT—Uninteresting Mountle story that holds scant box-office promise. For the twin houses. That swell scenery is here again, but they still make travelogs.

APPEAL—Very little except for the very easily entertained.

EXPLOITATION—Zane Grey and the famed Mountle slogan.

#### "MEN OF THE PLAINS"

(COLONY)

TIME-62 minutes.

RELEASE DATE not given.

PLOT—Jim Deane, G man, goes to a California town with a few cronies to clean up a gang of train robbers led by Travis. Situation for the latter is complicated when he tries to double-cross two of his men, both of whom are aware of the state of affairs. Deane is hampered in making the final roundup when one of his helpers, Dad Baxter, is captured by the viliains and held as a means of forcing Deane to fay off. Ultimately, however, Deane rides the gunfire to save Baxter, but finds him dead. Battle begins in earnest, with the crooks stopping plenty of buillets. Travis is killed by his own men, who are captured by Deane. Love interest is Laura, whose sweetheart, a gangster, is killed in the melee. Looks like she'll go a-studding with Jim.

CAST—Rex Bell, Joan Barclay, Charles King and Forrest Taylor, Merely a question of ammunition.

DIRECTOR--Robert Hill. Pattern.

AUTHORS-Story and screen play by Robert Emmett. Formula.

COMMENT-Routine Western from A to Z.

APPEAL-Solely for alfalfa circuit.

EXPLOITATION-Routing.

#### "THE DEVIL ON HORSEBACK"

(GRAND NATIONAL)

RELEASE DATE-September 15.

TIME—70 minutes.

PLOT—Pancho Granero, exiled South American living in voluptuous splendor at his hacienda amid the mountains, falls in love with Diane Corday, American film actress, whom he knows only thru the medium of the screen. Diane, on a broadcasting tour of South America with her press agent, Wilbur, and sponsor's son, Gary, is persuaded by the latter to say a few words over the mike to Pancho, who is Gary's boyhood pal. Pancho, apprised of the whereabouts of his fiame, captures the party in an amiable way in order to woo Diane. In the course of the plot Pancho's regular moll tosses a few daggers and Pancho tangles with Gary, who has been proposing to Diane for oh, these many years. Story of the phony abduction finally makes the headlines, to the delight of the press agent, who had worked hand in hand with Pancho. Latter, however, gets in Dutch with government officials and for a while seems headed for a phony Latin execution. All is righted, with Pancho going back to his original gal and Gary and Diane resuming their private battle of the sexes.

CAST—Lili Damita, Fred Keating, Del Campo, Jean Chatburn, Tiffany Thayer, Renee Torres and others. Keating best of lot and not a bargain.

DIRECTOR—Crane Wilbur. Absolutely nothing to work with.

AUTHOR—Screen play by Crane Wilbur.

AUTHOR—Screen play by Crane Wilbur.

COMMENT—A matter of guitars and patios. Script simply zero. Entire production in lavish color.

APPEAL—Very little.

EXPLOITATION—Filmed in color the only angle worth anything.

## "THREE MARRIED MEN"

(PARAMOUNT)

TIME-60 minutes.

RELEASE DATE-September 11.

PLOT—Peter Cary and Jennie Mullins marry, despite the hostility of their respective families, based on an old business quarrel. Peter, a simple fellow, get his marriage instructions via a set of phonograph recordings, and, gramaphonically admonished to be a man, not a mouse, he dons a set of Roumanian pajamas and proceeds to do his loving in the style favored by the romantic Balkans. Jennie's laughter precipitates a quarrel, the old family skeleton is dragged in and the couple separate. Much henry chatter and consternation are occasioned by the impasse, but the love birds finally meet, quite accidentally, aboard a Pullman. Without his records Peter manages very well.

CAST—Roscoe Karns, Lynne Overman, Mary Brian, George Barbier, William Frawley and Marjorie Gateson. Cast looks as tho it eats oat-meal for breakfast, thereby getting over the hayseed effect necessary to these homespun

DIRECTOR-Edward Buzzell. Okeh as far as the script allows.

AUTHORS—Screen play by Dorothy Parker and Alan Campbell from story Owen Davis Sr.

COMMENT-Nothing to fear from the Legion of Decency, and often humorous in its own right.

APPEAL—Good dual material for the nabes. EXPLOITATION—Old stuff.

#### "JUSTICE OF PLAINS"

(COLUMBIA)

TIME-58 minutes.

RELEASE DATE not given.

PLOT—Tim Condon is called to Apache Basin by Mr. Graves, who is presumably a friend of Mr. McLean, who is a bitter enemy of the Brennans. Graves apparently is trying to stop an imminent range war between the opposing families. He is branded a phony, however, because he holds a note for the McLean ranch. McLean cannot raise the money to pay off the note because his cattle are being rustled, seemingly by the Brennan family, and because Peg-Leg, an old cowhand and friend of the family, was killed and robbed just before he was about to deliver the necessary funds. Tim, by devious means, ascertains the Brennans are innocent, reunites the two families, saves the ranch and, incidentally, clears himself of the charge that he had murdered Peg-Leg. Archyllain proves to be Graves.

CAST—Tim McCoy, Bill C. Seward, Ward Bond, Guy Usher and Edward Le Saint. Up to usual McCoy Western.

DIRECTOR-David Selman. Has thrown in all the proper ingredients.

COMMENT-A welcome sagebrush opus.

APPEAL-Alfalfa circuit.

EXPLOITATION-Standard McCoy routine will put it over.

#### "BAR 20 RIDES AGAIN"

(PARAMOUNT)

TIME-62 minutes.

RELEASE DATE-Not given.

PLOT—Called to aid Butler, a friend having trouble with rustlers, Cassidy immediately departs but leaves behind his friend, Johnny, because Butler's daughter, Margaret, once in love with Johnny, has seemingly fallen for another pair of pants named Purdue. Johnny, however, does go to the Butler ranch, where he cuts in on Purdue's time. Cassidy meanwhile joins the villains, secretly led by Purdue, and brings about their undoing. Johnny gets the gal.

CAST—William Boyd, Johnny Ellison, Jean Rouverol, George Hayes and Frank McGlynn Jr. Boyd fair, remainder of cast atrocious. The role of the villain, calling for a chess-playing cattle rustler with a Napoleonic complex, is a wonderfully absurd piece of business.

DIRECTOR-Howard Bretherton. Too naive even for a Western.

AUTHORS—Story, Clarence E. Mulford's Hopalong Cassidy; adaptation, Doris Schroeder; screen play, Doris Schroeder and Gerald Geraphy.

COMMENT-Unintentionally amusing.

APPEAL-None

EXPLOITATION—Cassidy stories and Boyd.

## Hirst Okehs **BAA Demands**

Grants chorus raise - to drop one girl a show -BAA to help operators

NEW YORK, Oct. 3.—Another meeting between Issy Hirst, head of the Independent Burlesque Circuit, and Tom Phillips, head of the Burlesque Artists' Association, held last night, is supposed to have finally settled the long-pending differences between the groups on the agreement for the new season. Hirst is understood to have consented to granting the \$1.50 increase for chorus girls and, while he is understood to have been seeking a break on midnight show pay in six-day towns, it is reported that he has complied with the BAA's demands in that respect also.

Hirst was away Thursday, the report

in that respect also.

Hirst was away Thursday, the report being that he went to Baltimore to discuss the BAA's demands with Hon Nichols. He returned yesterday, telephoned Phillips and arranged for the meeting last night. In granting the raise to chorus girls Hirst says that one girl will have to be taken off each show, reducing the number of chorines from 15 to 14. He claims that the operators were not in favor of granting the raise, but are doing so only because of the insistence of the BAA. It is unlikely that the BAA will unbend in its demands for pay for midnighters. pay for midnighters.

pay for midnighters.

With Hirst and his Indie Circuit agreeing to the BAA demands, the new agreement situation is entirely cleared up. The BAA will now strive to be of assistance to the operators in the education of members as regards rules and regulations and also will attempt to bring more business into the theaters. Phillips intends making trips to Indie Circuit houses and hopes to make speeches from the stage urging continued patronage, advising audiences of the theater's attempts to provide living wages, aid in unionization, etc. BAA members, new and old, will be fully informed of rules and regulations so that they will not get into any conflicts with the operators.

ANN NORTON returned to New York via the Irving September 25 after two years in Marengo, Ill., 50 miles outside of Chicago, where she owns a 20-acre farm. She raises chickens, and husband, Ellis McDorman, movie operator at the Astor, Chicago, raises other live

## Michaels Lining Up New 9-Week Casts

NEW YORK, Oct. 3.—Dowey Michaels, one of the members of the Metropolitan Circuit, comprising theaters in Buffalo, Toronto and Detroit, was in town this

Toronto and Detroit, was in town this week to line up talent. New casts are to be assembled to open October 28, when the first shows under nine-week contracts are thru.

Shows play three weeks in each town. Michaels claims that other houses have approached the circuit, wanting to play the shows, but that at present they are not taking on any other theaters.

MARY MURRAY, of Ferguson and Murray, flew from Minsky's, Brooklyn, to her Detroit home to attend the funeral of her brother, John, 38, nonpro, who died September 26.

## Dave Rudnick Gets Brooklyn Theater

NEW YORK, Oct. 3.—Dave Rudnick, brother of Max Rudnick, operator of the Eltinge Theater, has leased the DeKalb Theater, Brooklyn, and will probably operate with a burlesque policy. Tentative opening date is October 16, with Eddie Lambert, vaudeville comedian, scheduled to go in as producer-comic.

The building housing the theater was taken over by Sam Briskman, who in turn leased the theater to Rudnick in the name of the Bribill Corporation. The theater, seating 2,400, has been dark for about six years. It formerly housed vaudeville and pictures.

Rudnick formerly managed the Shu-bert, Philadelphia, for his brother.

GLADYS FOX, at Minsky's Gotham, New York, taxled home a load of gifts sent her backstage on her birthday September 15. Ann Valentine, at the same house, celebrated a birthday Sep-tember 21. Helen Colby, another co-principal, birthday-gifted sister June St. Clair at the Rialto, Chicago, with a watch.

PAUL KANE, producer at the Star, Brooklyn, has his Kanettes in hot competition for first prize in a punch-embroidery contest. Among the industrious contestants are Mae DeVoe, teacher; Dottie Ryan, Raylie Mansfield, Honey Vargas, Helen and Betty King, Vivian Raemer, Gene Gordon and Joe Maiben.

JACK GARRISON, slated to assume the management of the Gayety, Buffalo, for the Indie circ, is hobbling New York streets with a cane because of injuries sustained when his car was hit by a truck September 22 near Harrisburg en route to Buffalo. Art Moeller in his place.

RUTH KAY, prim with Red Rhythms, Indie circ, is a new burlesque principal this season. She was promoted a few weeks ago from the chorus of the Bijou, Philadelphia, because of her vocal

BILLY LEWIS, comic, seven years ago with Joe Catalano's Hippity Hop on the big wheels and since them with Fred Hurley and operator of his own stock in Louisville, opened September 25 at the People's, New York. He was formerly titled "The Ben Turpin of Burlesque" and "The Man of Many Hats." Betty

(See U-NOTES on opposite page)

# Burlesque Keviews

## Republic, New York

(Reviewed Tuesday Afternoon, Sept. 29)

(Reviewed Tuesday Afternoon, Sept. 29)

The current fare at this Joe Weinstock house on 42d street is the first stock show since dropping the Independent Burlesque Circuit layouts. Shapes up as a hastily thrown together affair, a show that is ragged and hits a new low in being off-color. Poor appearance can be attributed to the rush job of throwing in a stock show to replace the wheel units, but the off-color angle has no excuse. Business, tho, was as good as ever, the lower floor playing to a lot of standees.

The comedy and is looked after by

of standees.

The comedy end is looked after by Bob Ferguson, Irving Selig and Brownie Sick, the latter doubling as straight and light comedian. Selig goes to town on dishing the dirt and while the belly laughs result there are "tsh tsh" remarks also. Ferguson is a grand comic, remindful somewhat of Bobby Clark. Sick's a grand worker also, providing a refreshing performance. Straight support is contributed by Charles Evans, whose work is okeh.

Stripping crew is plenty hotcha.

Stripping crew is plenty hotcha. Whereas in most houses the strippers

get mike announcements, the only one to rate it here is Toots Brawner. She's the show's feature and goes over big with the onlookers, altho she doesn't spice her routine up as several of the others do. The Mavis Sisters go too raw in their attempts to be peppy. Lillian Harrison's strip is as effective as ever, while Miss Shutta's opening strip goes over okeh also. Mabel Francis didn't get a chance to show what she could do, for she engaged in a word battle during her number with the ork leader, with the result that the leader stopped the music cold on her. Mary Murray is out this week due to the death of her brother.

Despite the generally poor makeup of

Despite the generally poor makeup of the show there are some nice flashes of production. Jane Dobbins, blonde, does several effective exotic dance rou-tines, while Bill Crooks sings well enough. Nine chorus girls and seven showgirls round out the show with many routines. The showgirls are a swell-looking lot, providing a heaping eyeful for the men folks.

Shows are produced by Freddie O'Brien under the supervision of Harold Weinstock. SIDNEY HARRIS.

# Burly Briefs

COUNTESS VANYA is opening at the Roxy, Toronto, October 9, booked by Milton Schuster. . . . Elinor Cook is

closing as producer at the Palace, Buffalo.

Joan Barlow was the added attraction at the Roxy, Toronto, last week,

Johnny Kane is closing at the National, Detroit, to open at the Colonial, Indianapolis. Roxanne closed at the National, Detroit, September 30 and was booked into a Columbus, O., night club by Milt Schuster . Lester

was booked into a Columbus, O., night club by Milt Schuster . Lester Mack and Gay LaBarr opened October 3 at the Avenue, Detroit. . Barbara Bow opened October 2 at the Empress, Kansas City, Mo., as an added attraction with Modes and Models . . Scratch Wallace opened with the same company on the same date. . Matt Kolb is manager of the Ha-Cha Company which opened at the Gayety, Minneapolis, October 2 . . In the company are Mike Sachs, Alice Kennedy, Lillian Dixon, Lew Petel, Ina Thomas, Ruth Brown, Sam Gould, Billy and Mary DuVal and "Coo Coo" Morrisey. . . "Bimbo" Davis and Estelle Montillo are being brought east by Milt Schuster and will soon announce their opening date.

BILLY (BOOB) REED, featured for some months at the Avenue, Detroit, has just signed a year's contract at that spot. All told, Reed has played nearly two years at the Avenue. . . The snappy pit ork at the Empress, Cincy, is batoned by Dave Plate and includes Al Gandee, Tiny Graves, Bert Little, Fred Lower and Carl Holbrock. . . Fred Hurley's new show opens at the Drury Lane, formerly the Walnut, Louisville, October 16. Company will do four-a-day with a change of bills each Friday . . Frankle Ralson, producer and manager of Jack Kane's Scan-Dolls, and Walter Collins, juve with the show, were visitors at the Cincy Billboard office early last week. Boys were loud in their praise of the way things have been going around the Kane Circuit. . . The Tiffanys, (See BURLY BRIEFS on opposite page)

NOW APPEARING

On the Pacific Coast for Popkin & Ringers enjoying California's sunshine.

WATCH FOR

## Anne Mitchell

Something Entirely New, Odd and Rare in an Undress Routine.

A Fest hered Fantasy.

A Real Box-Office Draw — A Decided Rave.

GLADYS FOX MINSKY'S GAIETY & GOTHAM, N. Y. CITY.

FAY TOBY SOMETHING NEW IN STRIP-TEASE. Season 1936-1937.

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BABE CUMMINGS PERT\_PEPPY\_PERSONALITY\_POISE, At THE PEOPLES, New York City.

NADINE MARSHALL THE SWEETHEART OF BURLESK

# ROSE LaROSE\*



## PERSONALITY! VIVACITY!

Back to Burlesk after a Post - Graduate Course in Prominent Nite Spots in New York City and Atlantic City.

When I was night-clubbing-Walter Winchell:

"Connie Ray does a strip tease dance at Leon and Eddie's that makes all other strippers look like amateurs. Connie Ray is actually Rose LaRose, graduate of Minsky's."

A FEATURE WITH MINSKY-HERK STOCK HOUSES THE GAIETY AND GOTHAM • NEW YORK CITY— INDEFINITELY

#### Tabloid Conducted by BILL SACHS--Communications to 25 Opera Place, Cincinnati, O. =

# Tab Tattles

HAL CRIDER and his partner, Paige, have split, with Hal aligning himself with Morris Nelson in the operation of a new unit, Ladies in Lingerie, and Palge going out on his own with his Paradise Scandals. . . . Ladies in Lingerie, 18-people tab traveling by bus and one sedan, opened for Gus Sun at Bucyrus, O. October 3, with 12 more days in Ohio and Indiana to follow, after which the troupe jumps to Jacksonville, Fla., to open for Lucas & Jenkins. Featured with the unit are Raby Crider, mistress of ceremonles; Morris Nelson, tenor and straights; Cardiel, magician; Crewe and Summers, dancers; Hal Crider, comedy trapeze act; Texas Peggy, yodeling cowgirl; Grace Crider, specialties; Ethel Richards, banjoist, and the Six Rhythm Boys Ork. . . The Cotton Watts tabs switch locations this week, the No. 1 moving from the Roxy, Knoxville, to the Bonita, Chattanoga, and vice versa. Freddle Frampton is handling the No. 2 show for Watts. . . Ray LeRoy and Arlee Rappe, dance team well known in tabdom, joined Jack Kane's Scan-Dolls at the Empress, Cincy, last Thursday. Arlee Rappe, dance team well known in tabdom, joined Jack Kane's Scan-Dolls at the Empress, Cincy, last Thursday. Show is in Atlanta this week. Ray and Arlee have been working night spots all summer. . . Grand Theater, Moundsville, W. Va., reopened last week under the management of E. Street. under the management of F. Stuart Markey, of the Marshall Theater Com-pany, of Parkersburg, W. Va. A com-bination tab-talkle policy goes into ef-fect at the Grand October 6.

CURLEY (BUBBLE BELLY) BURNS and his partner, Aline Walker. CURLEY (BUBBLE BELLY) BURNS and his partner, Aline Walker, breezed into Cincinnati early last week, after closing an extended run with the Watts tabs in Knoxville and Chattanoga. They played all last week at the Wonder Bar, Cincy whoopee emporium, and are set this week at the Peacock Club, Columbus, O. Ernie Creech, of the Sun forces, made both bookings. Curley and Aline are set for the season on a new show which opens soon. . . Charles Velvin Turner, who describes himself as a "former hall-show agent and manager" and now on the road for the Curtiss Candy Company, of Chicago, celebrated a birthday in Cincinnati the past week-end. And the big dear just wouldn't say how old he is. Charles Velvin Jr. celebrated his ninth birthday at the family home in Chicago. dear Just wouldn't say how old he is, charles Velvin Jr. celebrated his ninth birthday at the family home in Chicago september 30. . . In conjunction with Old Man Turner's celebration in Cincy, his boss, Jack Fischbach, celebrated his forthcoming marriage to Catherine Edwards, of the Cook County Edwardses, which will take place in the Windy City October 17. . . Dan M. White, "the blues singer from Dixle" chirps from Shreveport: "Where in 'ell is everybody. I am located here, working at my old trade of auto mechanic nine hours per day and doing a b.f. double with our mutual friend, Hy Heath, two nights a week over Station KWKH. We're billed as Grits and Gravy. I wonder what has become of the following: Tom and Mickey Harris, Charles (Joy) Gramlich, George Clifford, Knute Ross, Floyd Pritchard, Florence Market, Bertha Nankana and Olio and Buddy Shepard."

THE Keith-Albee and Palace theaters, Huntington, W. Va., have made arrangements to use tabs thruout the fall and winter. Palace last week played Harry Clark's March of Rhythm, featuring Sherman and Wallace, Lamonte Jr., the Clairs, Cleo Coree, the Gibson Sisters, Fay Wallace, the Six Rhythmettes and Herb Harpster's Ork. . . . The Keith-Albee had Broadway Nights, headling Fields, Smith and Fields; Pancho and Delores, Ann Theodore, Dinky Ozment's Ork and the California Rockets, line girls. . . . Vivian (Alaska) Vincent, erstwhile tab chorine, has turned pitchwoman and is working Pittsburgh stores with Koppee Fun, a transferine.

## BURLY BRIEFS-

(Continued from opposite page)
dance team, closed with Scan-Dolls at
the Empress, Cincinnati, last week and
returned to Indianapolis to Join another
Kane trouge

ABE AND HAROLD MINSKY will start Saturday midnight shows at Minsky's Gotham, New York, this Saturday. . . Dorothy Dee took her first plane trip September 24 when she flew from the Newark airport to Pittsburgh, and from there to Youngstown, O., to join an Indie show. . . Walt Stanford and Claude Mathis replaced Boob Mc-

Manus and Murray Lewis last week at Minsky's Gotham, New York. . . . . Nadine Marshall left the latter house last week to go into the Bijou, Philalast week to go into the Bijou, Philadelphia, for two weeks. . . Olga Brace, a new stripper, recently of the Weinstock chorus, opened at the Bijou this week. . . Marie Cord and Irene Austin swapped theaters last week, Marie going into the Irving Place, New York, and Irene into the Star, Brooklyn. . . Billy Elliott, tenor, went out of burlesque and the Irving Place, New York, into Jimmy Kelly's Paradise night club in Brooklyn.

FRANK HARCOURT, Dolly Hendricks, FRANK HARCOURT, Dolly Hendricks, Murray Solow, Sam Dody and Sammy Wright bowed out as the stock players at the Jacques, Waterbury, Conm., Saturday. . . . House is only playing the Indie shows now. . . Queenie King replaced Dorothy Lawrence at the Star, Brooklyn, Friday, with Miss Lawrence going into the Oxford there. . . . Ralph Brown, colored hoofer, is doubling between the Ubangi Club in Harlem and burlesque houses. He played the Star, tween the Ubangi Club in Harlem and burlesque houses. He played the Star, Brooklyn, last week and is current at the Galety, New York, . . . Dave Cohn's bookings include Sherry Britton and Ginger Sherry to the Coast for Popkin & Ringens October 10; Joy St. Claire into the Irving Place, New York, this week and Phil Silvers next week, and Queenie King at the Star, Brooklyn, this week and Patricia Paige next week. . . . Tommy Levene, of Cohn's office. . . . Tommy Levene, of Cohn's office, set Att Candler into the Oxford, Brooklyn, this week, and Noma Niles and Lew Lewis into the People's, New York, opening this Friday.

DORAL DENA DERSHON, now pearing on the West Coast, will shortly come into Eastern houses. She recently returned from England, where she rereturned from England, where she received international publicity about an operation which transformed her sex.

. Bobby Faye is leaving the Indie Circuit, while Erma Vogelee is staying on.

. Annette, under contract to the Minsky-Herk combo, received another offer from NTG to appear in his vaude unit and she was forced to turn down his \$150 a week offer because of her contract.

. Billy Alnsley closed Wednesday on the Metropolitan Circuit and went over to the Indie, with Dewey Michaels putting Artie Lloyd into his and went over to the Indie, with Dewey Michaels putting Artie Lloyd into his spot. . . . World Wide Agency on the Coast, headed by Jack E. Lewis, is booking burly talent into the Capitol and Liberty theaters in San Francisco. . . Nat Mortan booked the Washboard Four into the Galety, New York, for this Friday, to follow with the Metropolitan Circuit. He also has Mammy Jinny currently at Werba's, Brooklyn, and booked Harry Levene Jr. and La Vadis Levene, son and daughter of the Eltinge, New York, comic, with the Indie wheel.

JOHN D. DEMME, long associated with the Gayety, Baltimore, as doorman, passed away September 14. His son, George, is still connected with the Gay-ety. . . Guy Johnson, former come-dian, is now connected with Bennie dian, is now connected with Bennie Benjamin as manager of the New Commercial Hotel, Baltimore. . . Billy Lee, of Babes of Broadway, gave a party at his home in Baltimore for the entire cast during the show's stay in that city. . . . Jack Harrison has been appointed manager of the Gayety, Buffalo.

#### U-NOTES-

(Continued from opposite page) Louden, stripper, moved from the People's to Clover, Baltimore, September 4. Another new stripper at the People's Ruth Arnold. Jack Sobol, comic, and is Ruth Arnold. Jack South, Mildred DuVon exited October 8.

PATRICIA MORGAN, Jean Rose, Herb Lelpsig and Phil Farrell, of Bally-Hoo, Indie circ, aired their respective talents over WCBA, Allentown, Pa., September 28 to bally their show at the Lyric there.

HELEN McMANUS TUTTLE, chorine and George Tuttle, tenor-straight at the Eltinge, New York, are the proud ma and pa of a six-pound two-ounce girl born September 25 in the Kings County Hospital, Brooklyn.

TAMARA, dancer for the Wilners, just let out the info of her marriage July 13 to William Bailey, professional swim-mer. She signed the certificate with her family name, Juliette Tamara Reino.

JACK RYAN, tenor-straight at the Irving, New York, has a younger brother, John D., graduate of Boston College law, who lost out by just 14 votes in the

September 15 election for a seat in the Massachusetts House of Representatives.

JOAN CARROL'S dressing room back-stage of the Gaiety, New York, all dressed up in blue and black, even to the window. Ditto Rose LaRose's, two doors away. Both have long-term con-tracts with the Minsky-Herk firm.

MARGIE HART, now back with the Wilners, celebrated a birthday September 28 with a party at her Brooklyn home. Co-hostesses were sister Pat, recently Co-hostesses were sister Pat, recently here from her Minneapolis home, and Markie and Irene Wood.

PAUL CUNNINGHAM, formerly of Cunningham and Bennett, headliners of burlesque and vaude, now operator of the Holland Tavern, Greenwich Village, New York, and the Bankers' Club, Phila-delphia. Another ex-burlesquer, Tiny Huff, is at the Holland.

ROSE Larose, of the Gaiety, New York, now a regular three-mornings-a-week horseback rider in Central Park.

VIOLET O'BRIEN, assistant producer at the Republic, New York, and Minsky's, Brooklyn, birthday-gifted September 24 by husband, Fred, with a wrist watch; by the chorines with lingerie, and by Jane Dobbins, dancer, with a pocketbook.

TOOTS BRAWNER, one of the Hollywood Playhouse principals back with the Weinstock shows, was offered a screen test by Maurice Revnese, MGM director, but turned it down.

SID FIELDS, straight man, formerly of burlesque, now with Eddie Cantor's staff of writers, recently purchased a chicken farm at Beacon Hills, Calif., where Mrs. Fields will be chief chicken

#### CLUB CHATTER-

(Continued from page 12) MOSCATELLI is maitre de hotel of Radio City, in charge of all the eating spots in that center. . . POLGAR, noted European mentalist, will debut in this country soon. Lew Kerner handling.

SHAVO SHERMAN is busy nowadays, doubling between the Paramount Theater and the Hollywood Restaurant, New York. FORD CRANE, three months at the Paradise Restaurant, New York recently, is now giving all his time to radio. . . JOHNNY HUDGINS, comedian, left New York to open last week at the Rafters Club, Philadelphia. . . JACK DAVIS, Janice Doe and Lois Davis have gone into the revamped Club have gone into the revamped Club JACK DAVIS, Janice Doe and Lois Davis have gone into the revamped Club Eldorado. Detroit, operated by Joe Krauser and Mrs. Garrison. . . RUTH DAVIS, Blanche Gould and Peggy Burke are being featured with the Ken Casey Band at the Half Moon Hotel, Coney Tsland

ITTSBURGH NOTES: Plaza Cafe and Harlem Casino, leading spots, have reopened. Casino uses Harlem shows. reopened. Casino uses Hariem shows. Plaza, again operated by John Maganotti, books out of New York. The Hollywood Debs furnish the dance tunes. . . BOB LYNN, singer and dancer, has been added to the Nixon Cafe show. Other newcomers include the Aurette Sisters, acro, and Catherine and Charles Joy, dance. dance. . . ALFRED AND MAXINE, dancers, joined the Italian Gardens show. . . . GEORGE JAFFE is reopening his Show Boat next month. Name bands will be used. . . . BILL GREEN is remodeling his indoor spot for an early comping. early opening.

L OLA AND ANDRE are playing the Blackhawk Cafe, Chicago. . . THE BURKE SISTERS opened at the Powatan Club, Detroit, September 26. . . DOROTHY MAYE opened at Dutch's, Chicago, September 24. . . BOOTS BRAE, DeCarlos and DuBois, Ann Howe and Vera Miller opened at the Golden Spot, Chicago, September 24. . . EDDIE BARNES and Freddie Steger opened at the Colony Club, Chicago, September 24. . . ADELINE KIRKOFF, Jeanette Atler and Taylor and Wilson opened at the South Bend Inn, South

Bend, Ind., September 28. . . . FRAN AND SUSAN and Mary Clifford opened at AND SUSAN and Mary Clifford opened at Vine Garden, Chicago, September 28, ... NOLAN AND KENNY opened at the Paramount Club, Chicago, on the same date, booked by Tommy Sacco, Chicago, ... CLIFFORD AND WELLS and Al Sanders opened at Everly Garden, Chicago, September 27. ... CHARLOTTE COPPLE and Pams' Winners opened at Winona Gardens, Chicago, on the same date. ... ANN HOWELL and Dean Sisters are now playing the Midnight Frolics, Chicago.

Cotaves back at Benny the Bum's after a spell at a seashore haunt. . . DOR-OTHIE DORNE waving her fans at Palumbo's Cabaret. . . MAUD O'MALLY back from the Sportland, Wildwood, N. J., at the Little Rathskeller.

OS ANGELES NOTES—CORLISS and PALMER are at the Melody Grill.
Also there is Charlie Bourne.

LARRY BLAKE, signed for the Para-LARRY BLAKE, signed for the Para-mount Theater after singing at the Tro-cadero, has been set in a term contract at Universal. . . . JOE LEWIS goes into the next Jane Withers film at 20th Century-Fox October 19.

YOUNGSTOWN, O., NEWS—Lee Barton is emsee at the Clove Club. Thelma White, doing her Fantasy in Flame dance, tops an excellent bill, which includes Jackie Dunlin, songs, Gwen and Celete, dancers; the Francis Sisters and the Three Debutantes, with Tony Ambrose's band playing.

THOSE FIVE Parisian Divorcees are back in town, this time at the Frolic Club, where Sid Ward is staging.

FLO and LARRY ROCHOW will have a change of show at their Skehill niterie with the closing of Evelyn Rena, scoring heavily for last two weeks.

A 12-ACT SHOW, with Billy Roberts as emsee, is on tap at Pete Myer's Greywolf Tavern. Revue includes Dorothy Henry, Homer Coghill and Sis, Christine Frazier, Beatrice Goldman, Victor Yvonne and the Six Vanettes and Lee Leali and band.

BARGAIN —15,000 COSTUMES

FIRST ORDERS—BEST SELECTION
8, 12 and 16 to Seja.
BIG ASSORTMENT, ALL IN GOOD CONDITION
JAZZ—TILLER—NOVELTY—PARADE
PRICE, 25c to \$1.00 per Costume.
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Cleveland, O.

## WANTED FOR DRURY LANE THEATRE

CHORUS GIRLS FOR STOCK ENCAGEMENT. Also Musical Comedy People, Vaudeville Acts and Feature Attractions. Address FRED HURLEY, Drury Lane Theatre, Louisville, Ky.

## Rose Bros.' Show Ends 20-Week Tour

THOMPSONTOWN, Pa., Oct. 3.—Rose Bros.' Tent Show, built new last spring, closed a 20 weeks' season here last Saturday. Company played Pennsylvania exclusively on all week stands with repertoire, vaudeville and a hill-billy jamboree concert.

only mishap of the season occurred at Believille when the top of a tree fell on the tent during a windstorm, causing the loss of one night. A Una-Fon and sound truck were used for bally purposes, with a public-address system carrying the announcements inside the tent. Management announces that the same territory will be played next season. With the show at the closing were Eddle and Rosa Phillips and son. Eddie

with the show at the closing were Eddie and Rosa Phillips and son, Eddie Jr.; Ross, Clara and Tommy Hansel; Jakie McKnight, Scottie Phillips, Edna Wise, Harry Schetrampf, Harvey Dixon, Pal and Milton Weaver, and Harry, Sally and Loy Rose.

Recent-visitors on the show were Ellis Thornback and family; Frank (Red) Fletcher, who made the trip up from Texas to present Manager Harry Rose with a set of steer horns; Bob Noel, pitchman, and family, and Doc Hauk and wife.

## Cleveland Playhouse Begins Its 21st Season

CLEVELAND, Oct. 3.—Cleveland Playhouse, an independent producing theater, inaugurated its 21st season last night with Merrily We Roll Along, by George Kaufman and Moss Hart. The Playhouse produces 14 plays a season, operating between two theaters, both in the Playhouse building. A regular subscription season keeps the theater open for a period of nine months.

Frederic McConnell, Playhouse director, is at present in New York directing Delos Chappell's production of Daughters of Atreus, scheduled to open October 14. K. Elmo Lowe, associate director, is serving as acting director of the Playhouse group during McConnell's absence. A revival of one of last season's successes, Lost Horizons, by John Hayden, will follow the production of Merrily We Roll Along. Following this Sean O'Casey's Within the Gates will be presented.

O'Casey's Within the Gates will be presented.

Other plays under consideration for the season's schedule include Libel, Murder in the Cathedral, Topaze, Not for Children, Russet Mantle, The Shining Hour, Afternoon, Ethan Frome, Wild Justice and A Sleeping Clergyman. Shakespeare will be observed by a revival of As You Like It and the Playhouse repertory will be enriched by a new production, The Winter's Tale.

The school of the theater maintained by the Playhouse has 45 apprentice students, representing 16 States, enrolled for this coming year. The Playhouse requires no tuition from these students. In lieu of tuition the apprentices give their full time to work in the theater and in return receive instruction from the staff members and the opportunity for actual experience and participation in all phases of dramatic production.

The Children's Theater, an increasingly important adjunct of the Playhouse, is entering upon its fourth season this year. Between 300 and 400 school children receive free weekly instruction from the theater staff. The Playhouse is closely associated with the Graduate School of the Theater and Drama of Western Reserve University.

WANTED

A good reliable Stock or Minstrel Show by the
Veterans of Foreign Wars, Oconto, Wis., the latter
part of November. Address all communications to RUSSELL E. DAVIS, Adj. and Q. M., 312 Park Ave., Occorto, Wis.

## Fox Theatre

Open for Stock Company. Week stand near Rodessa Oil Field. A clean up for good show. Write or wire BENNIE MINSHEW, Fox Theatre, Vivian, La.

## THE FILM WEEKLY **AUSTRALIA**

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN, 188 City Tatiersalls Building, Fitt Street, Sydney, Australian Office of THE BILLBOARD.

## Conger-Santo Will Rep Ripples Again Play Houses

MR. AND MRS. G. W. THOMAS. of MR. AND MRS. G. W. THOMAS, of the Community Players, are in Kewanee, Mo., after a swell vacation trip to Pikes Peak and surrounding territory. They shoot us several snaps taken on their vacation jaunt.

OTIS OLIVER, now in Wichita, Kan., postals that his two units are now head-ing southward.

HARRY BLETHROAD, comedian, after closing the season with the Neal Stock Company in Brush, Colo., September 26, joined the Beck-Dawson circle at Kilgore, Neb.

HARRY HARVEY JR., grandson of Fannie Mason, is now a pupil of Grants School in Hollywood. Harry has appeared in Our Gang comedies and is slated to play Tim Tyler for Fanchon & Marco next. He is just six years old and is already doing a swell rhythm routine.

DAN F. ROWE and Gertrude Walsh have returned to their home in San Antonio after a fairly good season in Texas territory. Dan and Gertrude, with the kiddies, Barney, Gertrude Jr. and Marle, are contemplating an engagement with a Texas dramatic company for the fall and winter.

THE HUGO PLAYERS, who closed their tent season at Ashland, Neb., September 20, are now working a circle in houses, with headquarters at Grand Island, Neb.

CLYDE J. WHITE, for the last 16 months general agent with the Dick Lewis Players in Virginia, has closed with that company and is now located for the winter in Farmville, Va., at his old trade of barbering.

CHARLES D. CLEMONS has joined the cast of the Bryant Showboat, now winding up its eighth season at the foot of Lawrence street, Cincinnati. Clemons will remain with the troupe until it concludes its run early in Nowember. He is a veteran of the dramatic stock and repertoire fields.

## Kansas City Jottings

KANSAS CITY, Mo., Oct. 3.—Chick Boyes Players No. 2 Company, under the management of Harold Gauldin, started rehearsals September 29 and will open September 29 and will open With the exception of Harold and Billy Gauldin, cast will be entirely

Frank Wilder, manager of the Rainbow Players, has moved his company to Central Minnesota for the winter. No changes have been made in the cast.

Bill De Arms and Mitzi Le Garde have finished the season with the Tilton-Guthrie Players. They passed thru Kansas City en route to their home in

exas. Wilson-Feagin Circle opens in North-

ern Iowa this week.
Cliff and Helen Carl have been signed for the Tilton-Guthrie Players this winter.

Sonny and Dolly Du Vell are signed with the Nig Allen circle stock in Kansas.

Freddie and Lillian Poole are visiting

Freddle and Lillian Poole are visiting relatives in Chicago.
Henry Brunk's Comedians made a long jump last week into their Southern territory. Henry reports business very good, Jimmy White, after closing with the Tilton-Guthrie Players, has gone to his home in Arkansas for a short visit before signing for the winter. signing for the winter.

Christy-Obrecht Players closed the tent season last week and opened immediately in theaters. Show will continue until December 1.

Jimmy Erixon has joined Harvey's Comedians in Colorado.

Earl La Rue, who was signed for a four weeks' engagement with Henry Brunk's Comedians, has been re-signed

or the winter.

Owens and Gaynor have just closed with the Gordon Players and are enjoying a short vacation at their home in Illinois.

Frank (Nig) Clark has been confined to the Veterans' Hospital here for the last week with a sprained back. Clark states he will be up and about in a few

days.

Hester Holderby is a recent arrival

AKRON, O., Oct. 3. — Conger-Santo Players, 15 people, closed their canvas season in Michigan September 19. According to Frank, Burnett, who came here after the closing, weather conditions were more than favorable. He said the show had 17 dry teardowns on the season, the first time this has happened in the show's many years under canvas.

canvas.

Members of the organization are taking a brief vacation before opening their regular indoor season in Kentucky, Tennessee, Alabama, Mississippl and Louishana. George H. Conger left for Fulton, N. Y., with Al Santo coming to Akron. Lakeland Sisters went to Porcupine Mountains, with the Hillbillies heading for Detroit and Cleveland. Jack Horner left for Wheeling, W. Va., while L. D. Ludholtz, boss canvasman, and his five assistants departed for their respective assistants departed for their respective

According to Burnett, two new trailers and one truck will be added to the show next season and plans call for the com-pany to play three-night and week

## Van Arnam's Barn Dance

Van Arnam's Barn Dance
LYNCHBURG, Va., Oct. 3.—Charlottesville proved a disappointment Friday
and Saturday. Business certainly wasn't
up to standard. We spent Monday and
Tuesday in historic Fredericksburg and
capacity business greeted us Monday
night. A downpour of rain kept many
away Tuesday, altho the tent was comfortably filled. Wednesday at Gordonsville still more rain and for the first
time in two seasons tent was not erected. ville still more rain and for the first time in two seasons tent was not erected. Not to be daunted, however, Manager Roberts made arrangements to give the performance in the Town Hall, result-ing in a well-filled house. We will not see much of Bossman Van Arnam until after the football sea-son, as he has entered upon his duties as chief scout for the Syracuse Uni-versity, team a position he has held for

wersity team, a position he has held for many years. His first assignment was the Duke-Colgate game at Durham last Saturday. Accompanied by Assistant Coach Roy Simmons, Mr. John stopped by last Sunday to say "hello" and "good-by" on his return trip to Syra-

The Reed-Driscoll feud is at its height, Reedy claiming that Driscoll has been "that way" ever since he was hit on the head by a stage batting several years ago. Driscoll says Clarie takes advantage of the fact that Unkie Roy is the manager. As for me, I'll not a word; I'll let Dome Williams cook

say a word; In 100 Scale Militer, Donald (Desperate Ambrose) White-house made the trip to Washington last Sunday, he says, on \$8 and didn't even see the inside of the city's bastile. Don

is busy on his book, tentatively titled I Ain't A-Scared of Nothing.

Four more days in Virginia, one two-day stop in North Carolina at Greensboro, then the leap into South Carolina.

MACK D. FERGUSON.

#### Pitt Playhouse Plans Six

PILL Playhouse Plans Six

PITTSBURGH, Oct. 3. — Pittsburgh
Playhouse, guided by Herbert V. Gellendre, opens an 18-week season November 10, offering six productions, each
for a stay of three weeks. The opening
play will be Russet Mantle, followed by
The Streets of New York, an old melodrama. Helen Donnelly has been appointed publicity director. Gellendre
announced earlier in the year that
Equity members will be used in the
leads.

VERNON CRANE, formerly with the Carnegie Tech Players, Pittsburgh, has landed a role in Broadway's current production, So Proudly We Hail.

EDDIE BLANE, Pittsburgh stock actor, has landed a role in Al Golden's Mimi Scheller, which opened on Broadway September 30. He played a similar part in that production when it was presented by the Pittsburgh Playhouse a couple of years ago under the title of Female of the Species.

in Kansas City. She closed with the Don Null Players last week.
Nelson Loranger has reopened his show, with 'headquarters at Grand Forks, N. D.
Scotty's Comedians report that their business is holding up nicely over their theater territory. theater territory.

## Billroy Show Briefs

MEXIA, Tex., Oct. 3.—Well, he's finally caught up with us. I knew he was on his way but hardly expected him so soon. I refer to Ol' Man Winter. He's been with us for three days now but business apparently has suffered little from the result of his frosty oite. Flood waters, too, have been raging all over the lowlands of this section but we've been fortunate enough (knock, knock!) to keep at least one jump ahead. Several other shows in adjacent territory have suffered loss of scheduled dates due to weather and ensuing lot conditions. Tom Gunnels, of Sid Lovett's brigade, was called home suddenly late Sunday by the serious illness of his mother. Incidentally, Sid has enlarged his brigate with the addition of Charles Kates, formerly of Russell Bros.' Circus, and Jack Gay.

Harry Reed Jr., of Louisville, who was

Meriy or Russian and Chapting arrived home safely in Pitts-Gay.

Harry Reed Jr., of Louisville, who was on a short time ago for a visit with mother, Helen, recently made space in the syndicated column of Ted Cook by way of his clever rhymling.

Things I wonder about: If Lillian Chaptin arrived home safely in Pitts-

burgh? What the D stands for in Mack Fergu-

If Walter (Kingfish) Bowker remem-bers the world's series of last year? What's become of Bob Flsher?

What's become of Bob Fisher?
If Chappy Chapman still has a desire
to be a "cat" man?
I hear The Star-Spangled Banner
being played on the radio in the next
room so that means another series
started—and the end of this column.
(Ain'tcha glad?)
JOHN D. FINCH.

JOHN D. FINCH.

## NIGHT MUST FALL

(Continued from page 19)

nothing against his performance. His playing is, to put it mildly, somewhat expansive—but at least it is a thrice welcome relief from the acting understatement that we have, in the course of lean years, learned to expect and to dread. As an egocentric bellhop who commits two murders as the only means.

lean years, learned to expect and to dread. As an egocentric belihop who commits two murders as the only means of expressing his own personality, he offers a detailed, energetic and at times horribly convincing study in abnormal psychology. It is an excellent job—a job for which the play itself is really only a framework.

But while writing a part for himself Mr. Williams generously remembered the others in his cast. Dame May Whitty is also offered ample opportunity for pyrotechnic display, and takes it with the ease and tremendous effect to be expected from so splendid a trouper. And Angela Baddeley comes thru, too, in a part that was obviously written by and for a performer.

As for the play itself, it is, as has been suggested, merely a framework for the acting. Mr. Williams spends his entire first act carefully tipping his hand;

the acting. Mr. Williams spends his entire first act carefully tipping his hand, he goes on to a second act in which hair-raising and horrific suspense is splendidly built up, rather by the acting than the writing; in his last act he reaches his expected climax—a climax that couldn't possibly live up to the expectations created by the suspense that has gone before.

It's all about Dan, a bellhop in a rural hostelry, who barges into the cottage of a crusty old lady several days after the murder of a female guest at the hotel.

murder of a female guest at the hotel. He wins over the beldame, much to the disgust of her suppressed niece, who sees disgust of her suppressed niece, who sees very clearly that the man is forever and always acting a part. The niece tries to pierce the vell with which he covers his thoughts, half fearing and half hoping that he is the murderer. What happens thereafter carries too much suspense to be divulged, but it has to do among other things, with a hatbox that contains not a hat but a head; a cushion that is put to a use other than that for which it was intended, and various other addenda favored by the big shudder-and-ague men. and-ague men.

and-ague men.

There is also, of course, Mr, Williams' study in abnormal psychology, somewhat overshadowed by the acting that illustrates it, and there is some talk of the hidden things that can go on behind open faces, of the strange abominations that may lurk just beneath the surface of commonplace "reality." This is never brought out sufficiently to make it important to the play.

Primarily, Night Must Fall is an actor's play—and Mr, Williams is the man to act it. It is eminently worth seeing, both for his performance and for the fine-spun, nerve-jangling suspense of the second act.

# Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

Nashville, after closing with the Mighty Haag Show. Says he had a good season with the circus.

after a successful season in Indiana, Ohio and Michigan, is being revamped and several new items are being added for the fall and winter tour. Company comprises Eldo Shaffer, Russell DeBols, William Hoffer, Kathylene Hoffer and

MYSTIC COURTNEY, after a swing of Ohio night clubs, opened his school season at Masontown, W. Va., October 5. He expects to be in West Virginia and Maryland for the next six weeks. Courtney is still doing his one-man show and ently has added several new effects.

PRINCE HASSAN, now being featured in the Chesapeake Lounge of the Hotel Emerson, Baltimore, will shortly begin a swing thru the South, after which he will again head for the West Coast.

MARQUIS THE MAGICIAN. MARQUIS THE MAGICIAN, who launched his new season nearly a month ago, has been working the last several weeks under the handlcap of a serious illness, according to word from Dan Alspach, show's advertising manager. "Business has been surprisingly good in Pennsylvania and Ohio," Dan pens, "and the show is running smoothly, despite Marquis' illness."

ZUDELLA AND SHASTRI, mentalists. AND SHASTRI, mentalists, have been featured with their new turn at a Gary, Ind., night spot the last several months. Zudella was also featured recently with Fay Norman's Gay Boy Revue at the Wagon Wheel night club, Lansing, Ill. She expects to work the South this winter.

BOBBY BURNS, who in the past has agented various magicians, has returned to his home in Louisville, after a suc-cessful season ahead of a small circus. After a brief rest Bobby expects to go out ahead of another mystery show.

DARWIN THE MAGICIAN, after closing his second season with the Mme. Mayfield Players September 26, is taking a brief vacation in Tidioute, Pa., before starting out on his fall and winter tour. He is framing a new act from effects purchased recently.

CHANDA THE MAGICIAN, after four weeks at the Wonder Bar of the New Howard Hotel, Baltimore, is slated to remain there for several more weeks. Prin-cess Zeella, mentalist, has been at the same spot for six weeks, with five more to go. Chanda recently had a visit from Vin Carey and the two enjoyed an hour's gablest. Chanda is contracted for his fourth straight holiday season at Kaufman's Toyland, Richmond, Va.

KEYSTONE RING No. 20 held its regular monthly meeting at the Harrisburg, Pa., Y. M. C. A. September 24. Recent newspaper exposing of magic was discussed. Those attending were Eddie Clever, president; Charles Jones, secretary; Fred Landrus, Joe Motter, William Shellenberger, William Wise and Joe Yeaser

OHARLES LEEDY, Youngstown, O. newspaper man and magician, was author of a feature article in the September 27 issue of The Youngstown Vindicator, in which he listed many prominent Youngstown men who are interested in magic either as a hobby or means of a livelihood. At least two traveling shows will originate in or near Youngstown this season, according to Leedy's story. Thomas and King, who have been making Youngstown their headquarters, will again play thru the South under canvas, and Nevin Hoefert, who lives at near-by Warren, O. is to make his first road tour this fall and winter, playing mostly schools and lodges. Leedy credits Kingdon Brown as being the best known Youngstown magician.

ED McKENNA and Roy Wilkes, assistants to Birch the Magician, sustained serious burns and cuts about the face and hands when a live wire intended to set off a small amount of flash powder

FETA SAJII is back at his home in lashville, after closing with the Mighty laag Show. Says he had a good season in the circus.

EL DORADO MAGIC ATTRACTION, fter a successful season in Indiana, bhio and Michigan, is being revamped and several new items are being added or the fall and winter tour. Company the fall and winter tour. Says in the circus and several new items are being added or the fall and winter tour. Says in the fall and the circus are several new items are being added or the fall and winter tour. Says in the fall and the circus are several new items are being added or the fall and winter tour. Says in the fall and the circus are several new items are being added or the fall and winter tour. Says in the fall and the circus are several new items are being added or the fall and winter tour. Says in the circus are several new items are being added or the fall and winter tour. Says in the circus are several new items are being added or the fall and winter tour. Says in the circus are several new items are being added or the fall and winter tour.

CHARLES HOFFMAN, now in his fourth hold-over week in the Blue Room of the Roosevelt Hotel, New Orleans, has been drawing some unusually fine newspaper notices for his work with his magic bar. Previous to his New Orleans engagement he completed three weeks at the Hollywood Club, Galveston, and is set to open at the William Penn Hotel, Pittsburgh, soon.

PAUL ROSINI finished his engage. PAUL ROSINI finished his engage-ment in the Urban Room of the William Penn Hotel, Pittsburgh, September 29 and left for Chicago for a club engage-ment. Le Paul followed him at the William Penn.

LOUIS E. COLLINS (Roba), after closing with Riddle's Circus Unit, has gone to his home in Patterson, Mo., for a brief rest. He has been working fairs in Illinois and Wisconsin for the last two months. Roba expects to play vaude and schools again this winter.

THE WIZARD CLUB, Chicago, is holding open house and ladies' night at its clubroom in the Morrison Hotel, Chicago, October 7. A good program of magic has been arranged.

THE PAVEYS, Harry and Zola, magic enthusiasts of Coraopolis, Pa., had as recent visitors at their home there Monk Watson, of Detroit; John Lippy Jr. and Ray Otterbach, of Baltimore and Washington, respectively, and Jerry Furman, of Indianapolis.

PAUL ROSINI was tendered a birthday party on his closing night in the Urban Room of the William Penn Hotel, Pittsburgh, September 29. Among those who participated in the festivities were Mr. and Mrs. Louis Cimino, Mr. and Mrs. William McCafferty, Mr. and Mrs. Harry Pavey, Maxine McDaniel, John D. Pippy Jr. and Mary Kim.

HAVILAND opened his current season September 15 at the Foundry M. E. Church, Washington, with a large delegation of SAM and IBM members present. Since his opening he has played the Poor House Inn, Hanover, Pa.; the Conewago Country Club, York, Pa., and Sunday (4) concluded a week's engagement at the Bell Haven Cafe, East Baltimore, Md.

JOE BERG, of the Chicago Wizards' Club, is handling Charles Hoffman's latest trick, Levit Liquids.

JIMMY NELSON (Ji Mae) is now play-ing the Blackhawk Cafe, Chicago.

WALTER J. METZ opens at the College Inn, Chicago, October 9 in a new act, Clown Magic. In the same show will be Negaphy with his fire act.

SIR FELIX KORIM opens his new season October 16. All equipment has been overhauled and redecorated and many new pieces have been added, Korim says. Miss Choai and Frank Tavar are again with the show. Bookings will be handled out of Station WIBX, Utica, N. Y., until January 13, at which time the Korim show will leave the frigid North until April. "In magnitude and beauty we have evolved one of the finest lyceum magic shows that have ever been launched," Korim writes. "The invention of the car trailer writes. "The invention of the car trailer is a real benefit to the showman."

GEORGE LA LONDE, who has been GEORGE LA LONDE, who has been presenting his magic with the Wallace Bros.' Shows all season, is confined at a Montreal hospital with a pierced lung, sustained at the Pontiac County Fair, Shawville, Que., September 28 when a spectator who was watching LaLonde's presentation of Sawing a Woman in Hall apparently took the trick too seriously and, seeking to save the girl, grabbed a sharp sword from



The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of falent 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

LEON AMES—legit actor now playing in *Bright Honor* at the 48th Street Theater, New York. Does an excellent job with an almost imposstole part. A leading man, he is not the accepted "actor" type, bringing a note of belief and sincerity to both his playing and his personality. Might click excellently in films. Should screen well.

TITO GUIZAR - romantic Latin TITO GUIZAR — romantic Latin singer caught at the Roxy, New York. Has been around for quite a while, singing in presentation houses and on the air and should have been picked up for pictures long ago. A handsome fellow with the well-known Latin charm and an excellent singer. Speaks English with an engaging accent.

## For LEGIT

BOB FERGUSON—burlesque comedian whose talents rate a nod from

some enterprising revue producer. Somewhat reminiscent of Bobby Clark, handling his material in a similar manner. His mugging and nonchalance all help in the laugh buildups and he gets laughs without resorting to the "blue."

LELA MOORE-dancer who does an LELA MOORE—dancer who does an unusual routine, dressed on one side as a man and on the other as a woman. Ziegjeid Follies chorus now uses number based on the dance, but Miss Moore, who has been doing it quite a while, rates a single spot in

## For RADIO

FPA (FRANKLIN PIERCE ADAMS)

—w.-k. columnist of The New York
Herald-Tribune, heard as a guest on
Heinz Magazine of the Air on CBS. Heinz Magazine of the Air on CBS. Revealed a good air voice and has plenty of material if he wants to use it. Professes a desire to stick to his writing, but could easily do a series of anecdotes and topical items to advantage.

# Minstrelsy

By BOB EMMET (Cincinnati Office)

DOC SAMSON is back at his home in Richmond, Ind., after a very brief session ahead of the Texas Jack Sulli-

GRITS AND GRAVY are two new characters on Station KWKH, Shreve-port, La, Grits is Hy Heath and Gravy

the magician's rack and plunged it into LaLonde's back. LaLonde's condition is reported to be serious. Police have arrested a suspect.

NATIONAL ASSOCIATION of Fortune Tellers held its first annual convention on the State fairgrounds at Trenton, N. J., September 27. The organization voted to picket all tea shops in the country employing tea-leaf readers who are not members of the association. Helena A. Perota, professionally known as Gypsy Lee, is president of the body. She states that the association will strive to have fortune telling legalized in New Jersey. Among the predictions made during the Trenton session were that the Yankees would the predictions made during the Trenton session were that the Yankees would win the World Series, four to three; that President Roosevelt will be reelected and that next year will be one of prosperity and good times in which the United States will enter no war and suffer from no major disaster.

KEYSTONE THE MAGICIAN, of Springboro, O., reports that he will play the Texas territory this season under the management of George W. Ward, of San Marcos, Tex.

SEVENTH ANNUAL State Convention of IBM Rings will be held October 23 and 24 at Lancaster, Pa., with the Red Rose Ring No. 51, IBM, as host. Meeting, banquet and farewell party will be held at the Stevens House, convention headquarters, while the show will be staged at the Lancaster YMCA. Among those slated to appear in the show are hax Holden, Colta and Colta, Ted Heuber, Ellwood and Ripel and Doc Scheeler, with Frank Rice as emsee and Doc W. M. Endlich stage manager. A \$2 ticket covers all activities.

is played by Dan White, two boys who have trodden many a theater with minstrel troupes and other shows. Their program is heard at 6:45 p.m. on Mondays and Thursdays.

GUS HILL, of cartoon comedy fame and a veteran of the minstrel field, both as a manager and performer, was recently elected president of the Theatrical Democratic League, which has just moved into new headquarters on West 46th street, New York, next door to the old NVA quarters. "Am awful busy in politics these days," Hill pens, "trying to elect my man and his party."

AL BERNARD, "Gentleman From the South," has left the air waves temporarily, but expects to join the staff of another New Orieans station shortly. Al had been entertaining over WWL since early summer with a new ditty idea that has proved popular and brought him thousands of letters.

JOE SMITH, former star with the old Al G. Field and Primrose & West Min-strels and now playing the Brass Rail, Chicago, recalls the day when Belle Bak-er, Eddie Foy, Eddie Leonard, Louis Mann, Houdini and himself were honorary guests of the Keith Circuit at the laying of the corner stone of Keith's in White Plains, N. Y.





## Federal Theater Goes Minsky With Its Latest Presentation

NEW YORK, Oct. 3.—A horse ate a hat on the stage of the Maxine Elliott last Saturday night and this reporter is still suffering from vicarious indigestion. Thruout the following two hours a handsome hero, followed by his wedding party in toto, chased all over Paris to find a duplicate hat, for its owner's honor depended on it. Amid falling scenery and general hullabaloo the search progressed; obscenity was dragged in by the forelock and Art was effectively put to rout.

The Billboard

In case you're interested, the play was Horse Eats Hat, based on a farce by Labiche, and licentiously translated by Edwin Denby and Orson Welles. Welles' direction was purely inspirational, as were the costumes and settings by Nat Karson, and the result was a theatrical phenomenon resembling a cross between a London music hall and Minsky's burselesque. The actors did a uniformly good job, the how they stood the strain is a matter of recurrent wonder. Arlene Francis deserves a medal for her portrayal of Tillie, the shop girl.

A nickelodeon in one box and a trumpet soloist in the other played in-termittently during the intermission, and

## 300 at AFA's **Boston Picnic**

BOSTON. Oct. 3.—After being washed out of its intended August 29 outing date the local branch of the American Federation of Actors finally enjoyed its second annual picnic at Nipmuc Lake, Mendon, Mass., last week.

Supervised by Thomas D. Senna Jr., local AFA rep, more than 300 attended. The usual sports were enjoyed, including a ball game and track meet.

a ball game and track meet.

The 100-yard and 50-yard swimming dash contests were won by Joe Canassa. In the women's division the 50-yard dash (swim) was won by Alice Wells. May Ernie won the 100-yard dash. The men's potato race was copped by Mickey Lopell. The femme potato race was victoried by Violet McGaffrey. In the men's division the three-legged race was won by Tom Senna Jr. and Frank Novarro, and the boy's division by Joe Lavisa.

#### Zanuck Sells 20,000 Shares Pop Dunlap Walkathon

WASHINGTON, Oct. 3.—According to a report of the Security and Exchange Commission, made public here Thursday (1), 20,000 shares of common stock in 20th Century-Fox were sold by Darryl Zanuck, company exec, thus reducing his holdings to 162,130 shares.

## Utica Little Symphony

UTICA, N. Y., Oct. 3.—Eugene Gant-ner has organized a 40-piece little sym-phony which starts its engagement at the Stanley, Warner Bros.' house, Thursthe Stanley, Warner Bros.' house, Thursday. Ganther will serve as concert-master and do part of the conducting. George M. Wald, director of the Polish Male Choir, which has copped a number of national prizes for singing, and Nicholas D. Gualillo, composer and conductor of the New Utica Orchestra, a symphomy of 80 places will be suest. symphony of 80 pieces, will be guest conductors on the Gantner program.

## Chorus Equity Notes

One new member joined the Chorus Equity in the past week.
Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele Butler, Charlotte Davis, Llela Gans, Gladys Harris, Eda Hedlin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ,
Members of Chorus Equity working on WPA projects are reminded that there is a time limit set for the concession made by the council for members working on WPA who are delinquent two years or more. All such members may place themselves in good standing until November 1, 1936, upon the payment (See CHORUS EQUITY opposite page)

this with incidental music during the play (Virgil and Thompson, Please) proved the truth of the old saw that music hath charms. Well, music still has

## Chi Movie Operators' Wage Dispute Settled

CHICAGO, Oct. 3.—After many weeks of negotiations a compromise agreement was reached here this week between the Moving Picture Operators' Union, Local 110, and the Allied Theaters of Illinois, represented by Aaron Saperstein, president, and the Exhibitors' Association of Illinois, headed by Morris Leonard, whereby the wage scale of 1935 will prevail thru 1937, with the exception of a few minor details.

The agreement is retroactive as of September 1, when the old contract with managers expired. Thru the efforts of Frank Clifford, business manager of the operators' union, the question of sanitation and ventilation of theater operating booths came up for discussion and both theater groups agreed to correct bad conditions wherever they exist.

## Giant Signed for Stage

CHICAGO, Oct. 3.—Robert Wadlow, 18-year-old Alton (III.) giant, who has reached the height of 8 feet 5½ inches and is said to be the world's tallest human, has been signed by a local theatrical agent for stage appearances and will begin his tour in the East in October. The youth has grown half an inch and has added 35 pounds in weight since his 18th birthday in February.

CHICAGO SAM is holding a magic dealers' night at the Morrison Hotel, Chicago, October 16. Impromptu demonstrations of the latest tricks and innovations will be given under the direction of Tony Novak, secretary of the Wizards' Club, Chicago.

## CAPA Elects New Officers

CHICAGO, Oct. 3.—At a meeting held this week by the CAPA new officers were elected for the ensuing three months. C. E. (Sonny) Dennison, of the Neiser-C. E. (Sonny) Dennison, of the Neiser-Myerhoff agency and former treasurer of CAPA, was elected president. Others selected were James Luntzel, Oriental Theater, vice-president; Irving Mack, of the Filmack Trailer Company, secretary, succeeding Lou Abramson; Harry K. Smythe, local Bank Night representative and former president, treasurer; Ted Morris, manager of the Drexel Theater, publicity man, and Cal Hermer, sergeant at arms. The new executive board is comprised of Bellman Jones, Edgewater Beach Hotel; Sam Clark, publicity director for Warner Bros. Chicago branch, and Harvey Olson, of The Chicago Datly News.

## State-Lake Deal Still Unsettled

CHICAGO, Oct. 3.—Altho two-thirds of the stockholders, representing around 12,000 of the 17,428 outstanding shares 12,000 of the 17,428 outstanding snares of the State-Lake Building Corporation, have approved and authorized the sale of the State-Lake Building for \$650,000 to 190 N. State, Inc. (Balaban & Katz), at a stockholders' meeting held here October 1, the deal still remains unsettled settled.

It will take at least 60 days to settle legal difficulties in connection with the transferring of the property, and, even tho the sale has been approved by the stockholders, W. A. Goldsmith, president of the State-Lake Building Corporation,

of the State-Lake Building Corporation, intimated that legalities may cron up in the next two months that might prevent the final disposition of the property to Balaban & Katz.

It has been reported that if successful in acquiring the house Balaban & Katz intend to discontinue stage shows at the State-Lake and use the theater as a long-run film stand, Jones, Linick & Schaefer's lease calls for a six months' cancellation notice, so it looks as the vaudeville and stage shows will remain at the State-Lake Theater for at least nine more months. nine more months.

# Endurance Shows

## Continues To Pull 'Em

ARBOR, N. J., Oot. 3.—Pop Dunlap's Walkathon (European Battle of Champions), which got under way at the Rock avenue showgrounds here September 3, continues to attract full houses, with good matinees thru the week and turnaways the rule on Sundays. Show, which is under the sponsorship of the Arbor Hose Company No. 1, is located half-way between Plainfield and Dunellen, two of New Jersey's thriving small towns, with New Jersey's thriving small towns, with a population exceeding 250,000 people within a 12-mile radius. At this writing 15 teams and one solo, all sponsored, remain.

The big tent is framed to seat more than 5,000 persons, including a ringside capacity of 1,100 seats around a 100-foot raised dance floor. A 70-foot modernistic front with two 16-foot side wings graces the front of the stadium and is set on such an angle that it may be seen from two streets. The color scheme is preserve and blue. scheme is orange and blue.

Organization is practically the same Organization is practically the same as at the opening, with the exception of Walter Grafskys, who has succeeded Johnny Martin as floor judge, and the addition of Babs Fath to the nursing staff. Pop Dunlap continues at the ship's helm, with Fil Filloon as his associate. Manager Dick Edwards handles publicity and promotions, with Bill Stein taking care of all broadcasts over WNEQ. Archie Gayer and Danny Bramer round out the platform staff. Don King's Californians furnish the music.

Californians furnish the music.

Remaining contestants include Johnny Hughes and Lillian McMann, Joe Rock and Jennie Busch, Pee Wee Collins and Fauline Boyd, Roy and Millie Myers, Bennie Rothman and Nellie Roberts, Elmer (Sparkie) Dupree and Lucille Rock, Al and Ruth Smith, Harold Wallace and Jean Moon, Charlie Taurso and Hilda Ladwig, Marvin (Hobo) and Patsy Hobaugh, Whitey and Margaret Helm,

Harry Hamby and Helen Tyne, Billy and Doris Donovan and Violet Gretshal.

GENE HECK is anxious to read notes from Anita O'Day, Mabel Cooper, Tommy Loring, Dick Powell, Jack Sceaton and Andy Lynch thru the Letter List.

COME ON. FOLKS, let us have the latest news of your activity. The more, the merrier, you know.

"SORRY TO SEE the shows falling off like they are," cards Herman Bearzi from Pittsburgh. "I really believe the officials should let up on them for a while. It was thru marathons that I learned to massage and at present I'm working my way thru the University of Pittsburgh as trainer for the track team. I at least got one benefit out of marathons. Would like to read notes from Mae and Ted Carmody, Lee Sullivan, Dub Allbritton, Glen Haney and Ed Worthington. Worthington.

SCOTTY REED, who closed at the Tacoma (Wash.) show recently, says he would like to see some notes from Moon Mullins and Eddie Cotton.

JOHNNIE RAY, formerly of Atlantic City, is now located in Philadelphia, where he plans to promote a skating derby soon. He advises all marathon and walkathon dancers who can roller skate to watch for his ad. He infos that he has some good backers this time and expects the show to last about six weeks. six weeks.

VAN AND LOUISE MILLS would appreciate a word from Frankle Wagner, Goober Wilson, Harry Hamby, Bob Wilson, Curtis Thatch, Jean Zalesky, Maxie Capp and Johnny Lue.

ALTO LOCKE, who has been spending the summer fishing at the bay and gulf near Mobile, Ala., is anxious to hear from Hal J. Ross, Bob Cole, Professor Dunlap and friends.

## Rochester Agency Busy

UTICA, N. Y., Oct. 3 .- Collins Management Services, of Rochester, anticipates one of its biggest years, according to G. LeRoy Collins, manager, here making arrangements for shows booked in 50 towns in Central and Northern New York.

Collins maintains a staff of 00 entertainers, running five circuits out of Rochester in the fall. Staff includes the Davies Singing Party, Bessie Andrus, Frank Preston Johnson and the Casford

#### BRIGHT HONOR-

(Continued from page 19)

North Barracks. A Few Days Later. Early Satur-day Evening. Scene 2: The Arsenal, Later That Evening. Scene 3: A Section of the First Floor of the North Barracks, Next Morning.

Comparisons are as odious in the the-Comparisons are as odious in the theater as they are anywhere else, but since So Proudly We Hatl, one of last week's openings, and Bright Honor, which had its premiere Sunday night, attack the same problem, and since they approach it by almost identical paths, comparison of a sort is inevitable. Bright Honor (to keep the records straight at the outset) is by Henry R. Misrock, and was presented by Kirkland and Grisman at the 48th Street Theater. It is far beneath So Proudly We Hatl, in writing, production and general effect.

Both plays deal with the deterioration

neath So Proudly We Hail, in writing, production and general effect.

Both plays deal with the deterioration enforced upon those unfortunate adolescents who are sent to military schools, where their individuality is torn down to make way for "esprit de corps," where their ideals are supplanted by the cheap catch-phrases of muffling junkerism, where willing cannon-fodder for the next war is endlessly developed. Bright Honor tells of Thomas Briggs Jr., who is beaten into line at the Newtown Military Academy. He starts out as a nice enough youngster with a mind of his own; he becomes the friend and prize upil of an English instructor who has no mental truck with the rabid fascism of the school and who is therefore elegantly known as a "wet smack" to the students. The lad tries to stand up for his own ideals, but is eventually beaten down by being put in "Coventry," a pretty trick taken over by the Newtown lads from the heroes who infest West Point. Thereafter he too turns on the instructor, for obviously insufficient reasons, and helps to have him fired.

In some respects Mr. Misrock's play is potentially better than its predeces-

and helps to have him fired.

In some respects Mr. Misrock's play is potentially better than its predecessor. He deals with only one lad, thereby giving himself greater opportunity to create a believable breakdown; the lad himself is just an ordinary boy, rather than a supersensitive idealist; the conditions shown are not quite as brutal as those in So Proudly We Hail, and therefore might have been more believable to theater customers who know pothing of the actual situation. nothing of the actual situation.

nothing of the actual situation.

But despite such potential advantages, Mr. Misrock's play falls woefully flat. He certainly lacks the ability to build individual scenes, possessed by Joseph Viertel, author of the previous drama; his dialog is, thruout, painfully mawkish; his play structure is practically nonexistent, and he shows a distressing tendency to run eagerly toward the stalect of possible cliches in both his lines and his situations. As it stands, Bright Honor is an idea, but by no stretch of the imagination a play.

And its production does nothing to

And its production does nothing to help. A large cast of adolescents runs around the stage perpetrating performances that are almost as hammy as those of the majority of the play's adult actors. In this the youngsters are immensely aided by Anthony Brown's direction, which is, to put it mildly, fumbling and amateurish.

bling and amateurish.

Bright notes are sounded, however, by
James Spottswood, who does an effective job as a junker ex-army captain,
and by Ruth Gilbert, who makes her
one short, badly-written scene as a little
joy girl a poignant and heart-touching
interlude. As I have suggested before,
Miss Gilbert is a lass to be watched.

But brightest of the infrequent bright But brightest of the infrequent bright spots is the playing of Leon Ames as the English instructor. Mr. Ames, struggling against all-but-overwhelming odds, comes thru with a performance that is forthright, intelligent, appealing and immensely effective. It's one of the best jobs done in the interests of a bad play that I've ever seen.

# The Forum

St. Cloud, Fla. The writer has made about 60 towns and cities in Florida in recent weeks and finds that prospects for a big amuse-ment season this winter were never bet-

Outside Jacksonville and several other of Sees Hunger the larger towns In Florida for there has not been a stage attraction for months and the crying need Flesh Shows

the crying need now seems to be for flesh shows of high type. I am confident that stage shows will do splendidly in almost any sizable town in the State. The natives are show town in the State. The natives are show hungry and tourists will soon swell the crowds. Numerous night spots in Mlami and other sizable cities are readying for opening and the indications point to a greater number of them than in previous years. New high-school auditoriums are available in many towns for stage attractions and, while there is a feeling in many towns against the winter showman, proper promotional work will result in many productive engagements. So if one has something novel and attracif one has something novel and attractive to offer the amusement-hungry Floridians one will hardly make a mistake in coming to this State in the near future.

JOHN S. BAUGHMAN.

New York.

And so they come and go, these exposes of magic, and smart is the magiclan who can expose an effect and still keep it a mystery. It's good publicity, fine showmanship and perhaps it is

Philosophical About Exposes In Magic Field

an end of a means, but what an ending! A loss of prestige in the

In Magic Field

on bressage in the business a mong the professionals.

Creating a desire on the part of the public to see this particular person perform. It's good for the box office, and the "almighty dollar" is still the deciding factor of any enterprise. Remember that. These expuses are online on they will almighty dollar is still the deciding factor of any enterprise. Remember that. These exposes are going on, they will continue and who can say when they will stop? The layman in magic can't do anything about it because he hasn't developed enough to capitalize on his knowledge or experience sufficiently to help his personality to get across. The best thing to do in cases of exposes is to watch, learn and keep a stiff upper lip. When the opportunity presents itself to do something yourself a little better, a little different, then is the time to show a little sportsmanship in the business. The only thing to do is to stop squawking and use that energy in learning more about your own capabilities and personality. Develop your own talents and watch the other fellow and learn from his mistakes what to do and what not to do.

The letter of J. Kane in the Forum of September 26, recalling "ten-dollar shows seen for a dime," was very interesting to me, put the old clock wheels

Sibley Goes

in reverse and set me back in the dim long ago. Many of the fol-

Back to Days

Of Long Ago

Of Long Ago

Of Long Ago

Of Long Ago

A near-actor or under the sidewall in the case of circuses: Barnum, Bailey & Hutchinson in Brighton, Mass.; Buffalo Bill and Dr. Carver, with Annie Oakley, at the same place; Old Howard Atheneum Star Specialty Company at the Boston Howard, with Maggie Cline, Harry and John Kernell, Pat Rooney and others who became famous, as the first usher engaged by the great B. F. Keith in his very first theater, the Bijou in Boston, where he presented high-class vaudeville for 10 cents, with a free seat. Mr. and Mrs. Jerry Cohan were of the most popular performers there. If memory serves me right, George M. Cohan and sister, Josephine, made their debut there and the title, The Four Cohans, originated in that house. Milton Aborn was one of the popular stars in the light operas presented there from time to time, notably The Chimes of Normandy, Pirares of Penzance, Pinafore and many others that silp my mind. Others that came to my mind are Barnum, Bailey

& Kiraify's great outdoor spectacle, The Fall of Babylon; Larry McCarthy's sensation of the day, The Soudan; the never-forgettable Black Crook; Brothers Byrne in Eight Bells; Lotto, the sweetheart of the day; Robert Downing in Sparticus, with William Muldoon as the fighting Gaul; Rice's Evangeline, with Henry E. Dixey, and with Richard Golden playing the heifer; The Mikado, with Richard Mansfield playing Koko; Henry Irving and Ellen Terry in a repertoire; the writer as the page in Hamlet; "Alas, poor Yorick; I knew him well!"; Camille D'Arville in Poor Jonathan; Around the World in Eighty Days; Charles E. Davis in Alvin Joslin; Murry and Murphy in Our Irish Visitors; Bill Scanlon in various plays; the great pantomimists, the Zanfrettis; Sinclair and Favor in many of the great Hoyt comedies; the Dalys in Vacation and my dear old friend, John L. Sullivan in, I think, Honest Hearts and Willing Hands. Mr. Kane, why did you start me on this? I'd need a whole issue of The Billboard from cover to cover.

WALTER K. SIBLEY.

from cover to cover.
WALTER K. SIBLEY.

Albrook Field, Canal Zone, Panama

I am glad to note in The Billboard indications that "the road is coming back." Have been down here for two seasons with the Mask and Wig Dramatic Show and can readily see that the citizens in this neck of the woods are flesh-hungry. In Panama Spot

In Panama Spot

In Panama Spot They are gian to get anything at all that may be touring thru to South America. There is only one legitimate house in Panama City and that hasn't seen a real show in City and that hasn't seen a real show in years, only concert artists who make one-night engagements. Here's a chance for a wide-awake stock or repertoire manager. The local movie houses apparently refuse to give the public what it wants—and that is flesh. They appear to be too tight to spend a dollar so that they may make 10. For a year and a half our company has managed successfully in one spot, the Balboa YMOA Theater, and I think that is good business in any man's language. People are tired of the same old situations in the movies, the same inept characterizations, and are longing for good old legitimate and vaudeville. My prediction: The stage is coming back stronger than ever.

HARRY S. WEATHERBY.

was known as Main Cross and Depot streets. The build-

Evansville, Ind. In a recent issue of a daily paper of Madison, Ind., a story refers to a building soon to be wrecked to make space for a filling station at Main and Craignount streets. mount streets. Years ago, I am in-formed, this corner

Hoosier Story Recalls Gebest, Band Director

Band Director streets. The building was formerly known as the Centennial Hotel and was operated by the paper calls attention to the fact that in his many years as band director of the John Robinson Circus, Charles Gebest, native of Madison and of a large family of musicians, rounded up all his band at this hotel and for two weeks or more they were housed there to rehearse for the opening season. Fifty and more more they were housed there to rehearse for the opening season. Fifty and more years ago Charlie Gebest was with the old John Robinson Circus and stayed with it many years. Madison is 80 miles from Cincinnati on the Onio River, it being probable that the band journeyed from the Hoosier city to Cincinnati, home of the circus, by boat. If any readers recall Charlie Gebest and his band or his connections with the John Robinson Circus it would be interesting to hear from them in the Forum. The writer recalls the John Robinson Circus on the Ohlo River one season, its barges being towed by the steamer Courier. Who recalls this and in what year was it?

GEORGE (CHANDELIER) McGINTY.

Kansas City, Mo. I noted that a writer to the Forum recently stated that vaudeville will never come back. In my opinion he is mis-taken. Let another B. F. Keith appear at the helm and

Believes Keith Methods Would bills are presented as Mr. Keith offer-

vaudeville

Win Out Today

Win Out Today

Win Out Today

lege to work under him when he first opened the Gayety and Bjou in Boston. Let some managers follow his methods now and packed houses will be assured. He was always on the alert; every word said on his stage was censored and there was never an act that was not subject to his criticism. I'am speaking of the time before E. F. Albee ever put his hand to the wheel. From ticket seller to doorkeeper, ushers, janitors and stagehands all feth his quiet touch as he moved about his theater, and nothing escaped his notice. The comfort and amusement of his patrons always his first consideration, he was a grand personality and a great manager. The same methods today will win if (and here is the if) the same class of vaudeville is offered to the public.

## Saranac Lake By BETTY HUNTINGTON

Next week will find a new name at the head of this column. John Louden will carry on from here with new material. Yours truly will have left for the big city, a natural and complete cure. Vernon Laurence has battled a slight setback and is up and around again. Vernon is at present a teacher of leather-craft at the Trudeau Workshop.

The Sweethearts of the Air who played

The Sweethearts of the Air, who played an indefinite engagement here at the Floridel night club in Saranac, write that they are doing four shows a day in Montreal and that they expect to return to Saranac this winter.

Jerry Vogel, of the Vogel Music Com-pany, New York, surprised us all with his photographs, along with his weekly donation of candy which he has been sending to the NVA and other sans for

years,
Yes, it's true what they say about Jack
Eskins and May Dorfman, of New York.
They were married a few weeks ago
while Jack was in the city for the holidays. The happy couple have since returned to Saranac and will make their
home at the lodge for a while. We wish
them hearty congratulations and a
weetth of heavings.

them hearty congratulations and a wealth of happiness.

Lew Burko and Melvin Fox have been added to the up-patient department and are now enjoying all meals in the dining room. Both boys have been here for a short time and are showing excellent improvement.

Herman Levine, of the New York NVA office its spending a few down at the

Herman Levine, of the New York NVA office, is spending a few days at the lodge, spreading cheer and happiness among his many friends here.

Garry (Esquire) Stigreaves proved that he could take it when he underwent his second rib operation performed by Dr. Woodruff at the General Hospital, Garry is back at the Lodge and doing likely and herest vertices he formal design.

Garry is back at the Lodge and doing nicely and hopes to return to his family by Christmas.

Leo Mantel, former assistant manager of the Waldorf Theater, Brooklyn, left Saranac Lake for his home last week in A-1 condition. His mother, Mrs. G. Mantel, who had been visiting here for a few months, accompanied him.

Allen Brooks passed away here last week. For details read Final Curtain this issue.

this issue.

week. For details read Final Curtain this issue.

And now I must leave you for my time is up. Good-bys are hard for me to say, so I'll just say au revoir and as you make your departures one by one I shall be anxiously waiting to greet you. So hurry and get well. The writer wishes to express sincere appreciation and gratitude for all those responsible for her comeback: To Harold Rodner, Dr. Fischel, Dr. Wilson and to Mrs. Monroe and her able staff of nurses who so willingly and cheerfully gave their services; and to all the others connected with NVA, my thanks. In all these United States there isn't a finer place to cure than the NVA Lodge. So Auf Wiedersehon, my buddies. I shall miss you all. It was a pleasure to have known you and I shall watch your progress thru The Billboard, with a prayer in my heart for your safe return to health. May God bless you.

Please check your health to avoid the ble s you.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

42d YEAR

## The DIIIDOard Founded by W. H. DONALDSON

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Vol. XLVIII. OCTOBER 10, 1936. No. 41

#### CHORUS EQUITY

(Continued from oposite page) of \$13-but this payment must be made before November 1, 1936.

Chorus Equity's employment bureau is busier at this time than it has been in several seasons. Not only are there a number of productions using large choruses in rehearsal, but we are expecting calls within the next few weeks for choruses in rehearsal, but we are expecting calls within the next few weeks for several more. At this time of year all members who are out of work and looking for employment should call at the office daily. It is impossible to notify the entire membership every time we have a call. The member who is in the office frequently is the member most apt to obtain work.

Don't hesitate about coming in because you are in bad standing. If you paid your dues when you were working you are entitled to an excused card which gives you the full use of the employment bureau—and excusse you from paying the delinquency fine for the time that the card is issued.

Rehearsal pay is due and payable on Saturday and starts from the eighth day of each individual member's rehearsal. By that we mean that if the company

of each individual member's rehearsal. By that we mean that if the company, as a whole started rehearsing September 15, but an individual chorus member started rehearsing September 18, the rehearsal pay for that individual begins on September 26, and Saturday, September 26, that member would be entitled to two-sevenths of \$15 as rehearsal pay, whereas the member starting on September 15 would be entitled to five-sevenths of \$15 on the same Saturday.

of \$15 on the same Saturday.

This is just another reason why we ask all members to sign in the rehearsal ask all members to sign in the rehearsal book at Chorus Equity headquarters on the first day of rehearsal. If the management does not pay for rehearsals on the first Saturday that it is due, it then becomes necessary for your officials to take individual claims before proceeding, since we do not know how much money is owed each individual. If all members of the chorus had signed in the papersel book we would have all details rehearsal book we would have all details necessary without the delay of taking

Be sure that we have your correct address on file. Not only is this necessary so that you may receive all official notifications, but it is particularly important to you at this season of the year when the majority of engagements are made. Don't lose a season's work because you have neglected to keep Chorus Equity's office informed as to your address. It you haven't time to come in person you can always send a card.

DOROTHY BRYANT,

Executive Secretary.

## MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place

Brd, H. M., 15c Qualls, Knox, 3c Park, Chan, 6c Raymond, Nick, 8c Pamarin, Geo., 3c Reeves, Glenn C., 10c Parcel Post Chark, Chas., or Chark, C Flanders, F. L. 170 Shaw, A. F., 10c Hamilton, Arch. 10c Shaw, A. F., 10c 30c Hamilton, Arch. 10c
Hummel, Ruth, 3c
Lavan, Pauline, 6c
Oliver, O. L., 10c

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ms. Pegrie
right, Ruth
m. Mrs. (Morn)
m. Mrs. (Morn)
m. Mrs. (Morn)
m. Mrs. (Morn)
m. Lorest
m. Lorest
m. Lorest
m. Lorest
m. Mrs. (Morn)
m. M Ladies' List Adams, Peggie Albright, Ruth Allen, Mrs. Andrews, Mrs. Sylvia Andrews, and Sylvia
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Tanya
Anglis, Margaret
Ann, Madam
Raymond F.
Archer, Mrs.
Evelyn
Armstrong, Mrs.
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From Mrs. Noma
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Frank. Dot.
Frank. Mrs. Marie
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Fren, Katherine
Gaither, Roseanna
Garland, Ethel
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C.
Gates, Delorice Bennance, Elia
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Aders, Taylor
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Bliss, Don
Boch, Frank
Bodner, Millie
Bodner, Millie
Bodner, Millie
Bodner, Millie
Bodner, Hell
Bodner, Hell
Bohn Trio, The
Bolt, J. Paul
Bohner, Fedrick
Bohn Trio, The
Boltzer, Geo.
Bonner, Glens
Bonner, Glens
Bonner, Glens
Bonner, Samuel
Booner, Samuel
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Booner, Samuel
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Cotter, Fred H.

auch, Cash
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Cotter, Fred H.
Couch, Cash
Coughanou, Cash
Coughanou, Detr
Coughanou, Detr
Cornington, John R.
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Cox, Raymond
Cox, Russen
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Cox, Russen
Crabtree, Harry
Crawford, Fordrick
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Brown, B
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& Mabel
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Gillert, Verm
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Hipp, Corrad
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Knauff, Bert
Knight, Ler
Knight, Ler
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Knots, Callie
Knotts, H. O.
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Kokel, John
Kob, Mar R.
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Miller, Rabha B.
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Rosen, Harry
Rosenberg, C. A.
Ross, Harry
Rosenberg, C. A.
Ross, Ray
Ross, Ross, Rosy
Russell, Claude
Russell, Heror
Russell, Horor
Russell, Loud
Ray
Rand, Prof.
Randerson, C. L.
Sando, Prof.
Sanderson, C. L.
Sandor, Prof.
Sanderson, C. L.
Sandorot, L. A.
Sergen, Cord
Savage, Jas. Leo
Sandorot, L. A.
Sargen, Cord
Savayer, Cord
Savayer, Cord
Savayer, Cord
Savayer, Fornets
Rocholat Rruss
Schmuck, Carl R.
Schneider, Vic
Schobert, Chas.
Schubert, Chas.
Schubert, Chas.
Schubert, Chas.
Schubert, Pross J.
Serlen, Sam
Serlen,

is, waiter

is, wa Sharpe, Raymond
Shartell, O. P.
Shea, Ted
Sheets, Wm. Red
Shelt, Earnie
Shell, Earnie
Shell, Shorty
Shelly, J. Ty
Shelton, Toby
Shepard, Frank
Shepperd, E. H.
Sherman, Carl
Sherman, Carl
Sherman, Carl
Sherman, Tex
Sherwood, James
Shipley, Lawrence
Shuey, Wm.
Siegil, L. J.
Sliverberg, W.
Simmtons, "Dutch"
Shmon, Harry C.
Shmon, Br. M.
Simpson, Dr. M.
Simpson, Dr. M.
Simpson, Oscar
Sims, J. P. Simpson, Oscar
Sims, J. P.
Sinclair, Charles
Sinnett, Astrologer
Trevallion, Fred

Sintz, H. W.
Sissom, Harry
Sitton, Ky.
Skeen, James
Skiver, Charley
Sloan, Billy
Sloan, Joe
Sloats, Joseph B.
Small & Bullock
Shot Smiley, James
Smith, A. E.
Smith, A. I. & Lil
Smith, A. J. & Lil
Smith, Andy
Smith, Ben A.
Smith, Frank
Smith, Frank
Smith, Ira Jack
Smith, J. P.
Smith, Lacy
Smith, Millon M.
Smith, Millon M.
Smith, Wernon Smith, Milton M.
Smith, Venn Pete
Smith W. B.
Smyder, Chas.
Smyder, Ch. E. D.
Smyder, Ch. E. D.
Smyder, K. K.
Smyder, W. Litis
Spounsen, C. E.
Smyder, W. Toby
Spear, Barney Toby
Spear, B.
Spanner, Walter
Spear, Barney Toby
Spear, W. A. Sweet, Charles
Sweet, S. F.
Tabor, Floyd
Talbert, Homer
Tallie, Geo.
Tarson, Kid
Tate, Randolph
Tatum, Earl
Bensin Bensin
Taylor, Bille
Taylor, Chas.
Taylor, Delmar
Taylor, Don
Taylor, Geo. H.
Taylor, L. E.
Taylor, R. Ferris
Taylor, Raymond
Taylor, Russell
Templeton, Patrick
G. Tenney, H.
Tennyson, Dave
Tennyson, Glen
TerMoat, Rawland
Ternasky, M. J.
Terrill, Billy
Terry, James C.
Thibaut, Bernard Thibaut, Bernard
Thomas, Chas M
Thomas, Pete
Thomas, Pete
Thomas, Rest
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Tow y, Gall , Paul son, C. M. send, Capt Ted

Verdon, Mark
Vermont, Chas. Slim
Vernick, Joe Slim
Vernick, Joe Slim
Vernon, G. A.
Vernon, G. A.
Vernon, G. A.
Vernon, Wally
Vidalia Med. Show
Vigilante, Tom
Vileko, Paul
Villa, Panch. H.
Wacsey, W. H.
Waller, H. W. M.
Waller, M. E.
Walker, Al or
Walker, Al or
Walker, Garnet N.
Walker, Garnet N.
Walker, Garnet N.
Walker, Jimmile
Waller, B.
Waller, W. W.
Wallick, Marion
Waller, W. W.
Wallick, Marion
Waller, W. W.
Warn, Frank
Warne, Frof. W.
Warnen, Frof. W.
Warren, Frank
Warren, Frank
Warren, Frank williams
wil Warmer, Fronk W.
S. Warren, Frank Warren the Wizard
Warren the Wizard
Watson, Roy W.
Watson, S. H.
Wattes, Doc C.
Waite, Kenneth
Watts, W. B.
Weatherford, Earl
Wasver, A.
Weaver, Duke
Weaver, Duke
Weaver, W.
Webb, Billy
Webb, Joe B.
Webb, Mary
Webb, Mary
Webb, Mary
Webb, Mary
Webb, Mary
Webb, Mary
Webb, Tohnn Tex
Webb, Mary
Webb, Tohnn H.
Webkier, Gon, H.
Weekky, G. E.
Weeks, Frank
Weiner, Sam Wordley, Ralph Workely, Alfred Worth, Ivan H. Wortham, John T. Wornick, F. J. Wright, Jack Wright, Jesse Wright, Kenneth Wright, Phil MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway. Parcel Post Davis, Whitey, 6c Decker, Stan Toby, Howey, Clyde, 6c 4c Ahn, Lillian
Anderson, Millie
Andferheid, Eileen
Bergman, Mrs. Sol
Bray, Corrine
Brenna, Virinia
Brown, Chickie
Chan, Blosson
Chan, Blosson
D'Alu, Nina
D'Alu, Nina
D'Alu, Nina
D'Alu, Nina
D'Alu, Nina
Dexter, Gladys
Davis, Affreda
Davis, Greta
Davis, Gloria
M. Heddolph, Erika
Hinds, Virginia
Hope, Marie
Hinff, Tiny
Johnson, Judith
Le Claire, Marsue
Kridello, Lillian
Le Claire, Marsue
Markets, Tamson
Kridello, Lillian
Le Claire, Marsue
Wells, Jerry
Winn, Agnes
Woolsey, Ida
Gentlemen's List Ladies' List Gentlemen's List en's List

Fazio, Jack
Fonda & St. Clair
Gittleson, H.
Gold, L.
Gregg, F. O.
Guzzman, Chico
Hartigen, Chico
Hartigen, Chico
Hartigen, Chico
Hartigen, Chico
Hodelman, Murray
Homer, T.
Hughes, Allan
Jackson Troupe
Johnston, Geo.
King, J. Val
Kitchens, Tate
Konopka, Frank C.
Kridelo, Mr. &
Mrs. Sid
La Rue, Bobby Agnew, H. D.
Alden, O. J.
Anderson, Bob
Andre, Jack
Andrews, Walter
Hutton Andrews, Whitton (Anton, Frank Asheychik, Alex Bede, Capt. Harry Bel-Mar, John J. Billboard, Jack B. Bloom, Jack B. Bloom Jr., Jimmie L. Dog Bloom Jr., Jimmie
Bozo, the Dog
Bryden, Ray
Bryden, Ray
Burke, Daniel
Buther, Howard J.
Callahan, Robert J.
Callel, Jas.
Carey, Thos. P.
Cartell, Blud &
Carroll, Albert F.
Carter, Elles
Collier, Sec.
Counting James C Mrs. Sid
La Rue, Bobby
Laner, Murray
Large, Wm. Foy
Leahy, Eddie
Leonard, Geo.
Lesley, Robert H.
Lincoln, Ned
Lusk, Joe
Mack, Teddy
(Marcus)
Marks. Fred

Show Co. Cunningham, Bob (4 Aces)

Curran, James V. Dash, Irwin Dennis-Leigh, Pat Dudiak, Joe

Weirick, Wm. Wesselman, L. B She McLeod, Chas. C. Shaw, Jack (Flash) Shephard, N. McPherson, Leano (Khouri) B., McPherson, Leano Melacras Miles, H. Mitchell, Lowell Morris, Howard O'Shea, King Peanan, Chas, Peernan, Chas, Peers, R. H. Posner, Chas, Pressler, James Pritchard, B. Franklin Sidney, Al Smith, Nelson Smith, Russell Spitzer, Harry Stamm, W. M. Stone, Jimmy Sulley, John Stern, Jack (Thesi West, B. M. West, W. R. Billy Weston, June & Weston, June & Clyde Weston, June & Clyde Wetterer, E. G. Wheatley, L. K. Whitaker, E. V. Whitaker, Geo. A. Whitaker, Pete White Cloud, Chief (Theater) Posner, Chas.
Prossler, James
Prossler, James
Prossler, James
Pritchard, B.
Pritchard, White, Hugh Chief
White, John C.
White, Kinnin
White, Kinnin
White, Kinnin
Wickett, Martin
Wickett, Martin
Wicketh Martin
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Wicketh Andrin
Wilfred Mas Trio
Wilfred Martin
James
Wilferns, Lare O.
Williams & Rernica Chief Williams & Williams
Willie-West & McGinty
Macon E. MAIL ON HAND AT CHICAGO OFFICE 600 Woods Bldg., 52 West Randolph St.

Armour, Hazel
Bair, Mrs. Marie
Bair, Mrs. Marie
Genoit, Mrs. Marie
Brooders, Florinea
Bradley, Caroline
Brown, Katharine
Brown, Katharine
Bruns, Mrs. Frank
Carcio, Patsy
Coeial, Bozo &
Lillian (Babe)
Cook, Sue
Davidson, Mrs.
Lillian (Babe)
Davidson, Mrs.
Lillian (Babe)
Davidson, Mrs.
Loraine
Dean, Donna
Dorry, Mrs. Date
Dean, Donna
Dorry, Mrs. Edde
Dean, Donna
Dorry, Mrs. Edde
Dean, Mrs. Garie
Germain, Mrs. G.
Graber, Betty
Lorraine
Harrison, Madams
Hart, Ervi Roea
Hartleor, Mrs.
Sorow, Mrs. B. J.
Sartiel, Paulline
Sorow, Mrs. B. J.
Sartiel, Paul
Sartiel, Paul
Sartiel, Mrs. Ada
Pearson, Betty
Sartiel, Paul
Sartiel, Mrs. Ada
Pearson, Betty
Sartiel, Mannie
Comman, Mrs. Ada
Pearson, Betty
Sartiel, Mannie
Carrie
Mrs. Advina, Betty
Mangean, Mrs.
Sartiel, Paul
Miller, Louise
Monse, Lee
Mrs. Advina, Betty
Mangean, Mrs.
Sartiel, Paul
Miller, Louise
Monse, Lee
Mrs. Advina, Betty
Mangean, Mrs.
Sartiel, Paul
Miller, Louise
Monse, Lee
Martin, Jewa
Miller, Louise
M Ladies' List

Gentlemen's List

Ball, Reginald T.
Beebe, Ellis
Bogard, Jack
Booth S., Cricket
Borella, Arthur
Boyer, Chick
Briggs, Harlan
Brown, Joseph A.
Burnk, Fred G.
Buchana, Reginal
Brown, Joseph A.
Burnk, Fred G.
Buchana, R. G. A.
Burhans, C. A.
Burhans, Gentlemen's List

Pernn, Lempi C.
Pernn, Lempi C.
Phillips, Edgar
Phillips, Edgar
Phillips, Edgar
Phillips, Jack
Phillips, Jack
Phillips, Jack
Pike, John P.
Power, Kex Nath
Roller Schamp.
Quinn, N. J.
Rainer, Phil
Recers, Burt
Rainer, Phil
Recers, Burt
Regan, Mr.
Regan, Mr.
Regan, Mr.
Regan, Mr.
Regan, Mr.
Respent, Chaulie
Rosen, Mike F.
Rosenbalm, Ted
Roy, J. George
Ruppert Chuak
Schott, Frank L.
Sharp, Bud
Sherman, Chester
Sherman, Rex A.
Simmons, Dutch
Sherman, Rex A.
Simmons, Waron
Sanyder, Herbert
Spencer, Al
Spinks, H. G.
Strong, William

Hall, Jack Hamilton, Francis L.

Hall, Jack
Hamilton, Leo
Hamilton, Leo
Hamond, Jack
Hamilton, Leo
Hamold, Jack
Hamilton, Leo
Hamold, Jack
Helvey, Neale
Hendricks, Gecil
Hobson, Herbert
Hughes, Ray & Keca
Hurd, Clifford N.
Jason, Emil
Jaudon, Z.
Johnson, Everett
Jones, Russell P.
Joy, Billy &
Jones, Millam
Kafika, Stanley &
Kapue, William
Karika, Stanley &
Wamson, Garl
Warle, Claude
Warner, G. B.
Wenh, John
Walte, Claude
Warner, G. B.
Wenh, John
Watie, Kenneth,
Warner, G. B.
Went, John
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Warner, G. B.
Went, John
Watie, Kenneth,
Warner, G. B.
Went, John
Watie, F. Rosenbalm, Ted
Rosen, Mike F.
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Rosen, Mike F.
Rosenbalm, Ted
Ruspert, Chunck
Hamilton, John
Simmons, Dutch
Simmons, Warren
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Simmons, Warren
Simmons, Warren
Simmons, Warren
Simmons, Warren
Simmons, Outerbert
Swanson, Emil
Swanson, Garl
Swanson, Garl
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Warner, G.
Swanson, Garl
Warner, G.
Swanson, Garl
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Swanson, Garl
Warner, G.
Swanson, Garl
Warner, G.
Warner, G

MAIL ON HAND AT ST. LOUIS OFFICE 890 Arcade Bldg., Eighth and Olive Sts.

Parcel Post Daniels, Oss, 5c Ladies' List

Lusk, Joe
Mack, Teddy
Mack, Teddy
Marks, Fredy
Marks, Fredy
Marks, Fredy
Marrow, Tex
Martyne, Edw.
Mason, BIlly
Mason, BIL

-Howard, 27, film director for Wilding Pictures Production, Chicago, and former actor, in a plane crash near Naperville, Ill., September 29. He played with Tallulah Bankhead In stock companies and held the leading role in An American Tragedy. He was also a former radio announcer at Cleveland.

ADAMS—Isabelle Vance, veteran actress, September 22 in Englewood, N. J. She made her first stage appearance at the age of 10 with Edwin Forest in Jake Cade. Survived by a son, William P. Adams, of San Francisco.

BARNACLE—Frank G., stage me-chanic, who worked in St. Paul theaters for more than 40 years, September 24 in that city following a two-year ill-ness of cancer of the stomach. He be-came a member of Local No. 20, IATSE,

came a member of Local No. 20, IATSE, in 1895. Interment in Oakland Cemetery, St. Paul.

BENNING—Mrs. Minnette, 45, wife of William Benning, musical director of WTMJ, The Milwaukee Journal station, September 29 in a Milwaukee hospital. The Bennings appeared together in musical comedies thruout the country before moving to Milwaukee in 1914. Bener moving to Milwaukee in 1914. fore moving to Milwaukee in 1914. Besides her husband, survivors include a daughter, Virginia; her mother, a sister and three brothers.

BIDDY—Ralph, 36, Chicago motion picture man, in a plane crash near Naperville, Ill., September 29.

CLANCY—Mrs. James F., 56, wife of the business manager of Station WTIC, Hartford, Conn., at her home in West Hartford, Conn., September 26. Surviy-ing are her husband, two daughters and

two sons.

COLAFEMINA—Mrs. Edna Coates, 32, well-known violinist, composer, teacher and writer on musical subjects, September 23 at the home of her parents in Swarthmore, Pa. She had been ill for several months. She was the wife of Donato Colafemina, former opera tenor. Besides her parents and husband, a daughter, Vincenza, and a sister survive.

CONNEAL—I. Lincoln. 70 widely

CORNEAL—J. Lincoln, 70, widely known singer and choir leader of Pitman, N. J., and Philadelphia, September 27 at his home in Pitman after an illness of several months. Corneal was the founder and for 15 years director of the Pitman Community Male Chorus.

the Pitman Community Male Chorus. Survived by his widow and a daughter. COX—Lawrence F. (Larry), 37, formerly of Cox Brothers in vaudeville, at his home in Dunsmuir. Callf., studdenly September 25. He had been in ill health for several years. For the last three years Cox had conducted a dance band and around Denver. Survived by his years Cox had conduced a dance balled in and around Denver. Survived by his widow, a daughter; his parents, Mr. and Mrs. I. L. Cox; a sister, Mary E. Cox, and a brother, L. Raymond Cox, magician. Burial in Denver.

CURRIER—Lewis J., 65, well known in Northeastern Ohio as a hand leader

and musician and associated with the Musical Publishing Company of Cleve-land, September 24 near his home in Painesville, O., when he was thrown from his automobile. His widow, two sons and a daughter survive. Funeral services and burial in Painesville.

services and burial in Painesville.

DEANE—Charles Louis, 54, musician and for the last 17 years violinist in the Boston Symphony Orchestra, at Massachusetts General Hospital, Boston, September 26. Survived by his widow, Mrs. Blanche M. Deane; two sons, Philip Deane, of Old Town, Me., and Archie Deane, of Brookline, Mass., and one daughter, Genevieve Deane, of Brookline. Body cremated at Forest Hills Crematory. Body cremated at Forest Hills Crematory, Boston, and burial in Saco, Me., his

birthplace.

DECOURCY—Howard, 58, picture bureau manager for International News Service, Los Angeles, in that city of heart attack September 29 while attending a dinner of the Spancs, society of news and publicity writers.

DENT—James, workman with the Tom Mix Circus, recently at Savannah, Ga. FARRELI.—John J., member of TMA No. 18 and IATSE No. 10 and brother of Mary Farrell, Mrs. Robert A. Felthousen and Mrs. John B. Green, September 7 in Buffalo. Services at St. Joseph's Cathedral, Buffalo.

FORD—Lettle, 89, vetran actress and widow of Clifton Ford, September 26 in

Joseph's Cathedrai, Bunan.
FORD—Lettie, 89, veteran actress and widow of Ciliton Ford, September 26 in Bellevue Hospital, New York. She made her first stage appearance in Indianapolis 70 years ago with Lotta Crabtree. For many years she toured the Middle West, playing leading roles in Ford's Comedy Company. She had appeared with David Warfield in The Grand Army Man, with Richard Mansfield in Per Gynt and with Frank Craven in Too Many Cooks. In 1918, just prior to her retirement, she appeared in Elmer Gantry and The Passion Play. Recently she did several roles in pix, including one with Douglas Fairbanks. A daughter, Pearl, survives. Services at Walter B.

# The Final Curtain

tember 29. Interment in the NVA plot at Kensico Cemetery, New York.

at Kensico Cemetery, New York.

FOSTER—Mrs. F. C., 37, concessioner, in St. Mary's Hospital, Emporia, Kan., September 26. With her husband, F. C. Foster, she had been a concessioner for the last 12 years. Survived by her husband; her parents, Mr. and Mrs. Concannon, of Emporia; a sister, Mrs. F. T. Williams, and a brother, Thomas Concannon.

GLENDANIEL—Frank G., well-known musician, suddenly in Easton, Pa., September 25. He had been suffering from a nervous condition for several months. GRISHAM—Rufus, 59, song publisher and recording artist, at a Laurel, Miss., hospital after illness of six months September 26.

tember 26. Interment in local cemetery September 27.

September 27.

HAFER—Charles T. (Shorty), 52, electrician for many years identified with theaters in Cambridge, O., September 26 in Cambridge, Funeral services and burial in that city.

HAYWOOD-Josephine Robinson, 71, HAYWOOD—Josephine Robinson, 71, veteran stock actress, of complication of diseases September 27 in St. Luke's Hospital, New York. Miss Haywood made her stage debut with John Elisler's troupe at the Academy of Music in Cleveland. She played in The First Year and with the late Blanche Walsh in The Woman of Bronze. Services, under auspices of Actors' Fund of America, at Walter B. Cooke's Funeral Home in New York September 30. York September 30.

York September 30.

HAYWOOD—Irving, 48, actor, writer, director and producer, known professionally as Allen Brooks, at the NVA Lodge, Saranac Lake, N. Y., September 28. He was in show business for 25 years. Haywood wrote and produced Dollars and Sense and played the lead in many legit shows. Survived by a brother, Dr. Haywood, of New York. Interment in NVA plot, Pineridge Cemetery. Saranac Lake.

tery, Saranac Lake. HICKEY—John W., 52, veteran theater man, suddenly at his home in New London. Wis., recently. He had been asso

don, Wis., recently. He had been associated with New London theaters for 40 years, starting at 12 when he worked in his father's theater. He entered partnership in 1917 with Claude Wadkins and secured all New London theaters. Survived by one sister, Josephine. Interment in New London.

JEWELL—Lucina, 62, noted composer, suddenly October 2 at Marblehead, Mass. Was born at Chelsea, Mass. Was graduated from New England Conservatory of Music. Had conducted music studio at Huntington Chambers, Boston; Dane Hall School, Wellesley, Mass. One of her most famous composi-Mass. One of her most famous composi-tions was In My Father's House. She was not married and leaves no relatives. Funeral services at Marbiehead Methodist Church October 4. Burial in that

city.

KINTNER—Dr. Samuel Montgomery,

KINTNER—Dr. samuel Montgomery, 64, ploneer in radio research, at his home in Pittsburgh September 28. He was internationally known for his research work in the development of radio communications. His widow and a son sur-

LANDOU—Mrs. Diana, 49, mother of Beatrice Landou, radio pianist, and Sey-

leader, in Bridgeport, Conn., September 28 from heart attack.

LEE-O. H., father of Charles Lee. prominent concessioner, at his home in Maryville, Tenn., September 30. Lee also has several other children in show business. Interment in St. Mary's Ceme-

tery, Maryville.

LESLIE—Walter M., September 23 at his home in Wilkes-Barre, Pa. Survived by his widow, Mrs. Marion Leslie; one daughter, Mrs. Dorothy Skelton, and two sons, Phelan and Pierce, both of Cleveland.

LLEWELLYN-Edward Beach, 57, musician, killed instantly at Monahans, Tex., September 25 in a head-on col-lision with another automobile. His career embraced important positions with the Philadelphia Symphony Or-chestra, the Minneapolis Symphony Or-chestra and the United States Marine Band. For 24 years he was business manager and first-chair trumpet with manager and first-chair trumpet with the Chicago Symphony Orchestra. It is said that every symphony orchestra of note in the United States has one or more of his pupils. Survived by his widow. Body was cremated and the ashes interred at Graceland Cemetery, Chicago.

MacDONALD - Mrs. Lillian A. mother of two actresses of silent screen days, Katherine MacDonald and Mary McLaren, at her home in Los Angeles September 25.

MEAKIN—Mrs. Naomi Eliza Brunker, well known as a writer of children's verse and other poems and mother of Jack Meakin, NBC composer-planist-conductor, in San Francisco September 25 following a heart attack. Survived by her son and a daughter. Funeral services September 27 in Salt Lake City.

MEISTER—Gustavus P., member of TMA No. 18 and husband of the late Mary Rosar and father of Gustavus C. Meister, Mrs. C. W. Truncer, Mrs. F. G. McKale, Josephine and Lillian Meister, September 27 in Buffalo.

MOLGARD—Seymour, known in the carnival field as "Molly," at Walla Walla, Wash., September 27. Survived by two

NELSON—Pauline, wife of Nath Nelson, both members of Royal American son, both members of Royal American Shows for the last 11 years, at St. Barnabas Hospital, Minneapolis, Septem-ber 19. Nelson is at present operating a Penny Arcade on the show. He is also chief electrician. Body shipped to St. Louis for interment.

NORMAN—John E., 47, this season with Sam Jones Circus and previously with several other tent shows, circuses and traveling attractions, September 16 at Emery, Utah. Survived by his widow, father and sister. Burial in Los Angeles geles.

O'CONNELL-John Francis (Cow), 50. O'CONNELL—John Francis (Cow), 50, 124-hour man with the Ringling-Barnur Circus, at Tyler, Tex., September 28 of heart attack. He was with the Big Show for 15 years. O'Connell was stricken in his hotel room and died on way to the hospital. He was well known as an after-dinner speaker and specialized on early circus lore. During his youth he had toured Europe with the Buffalo Bill Show. He also had been with Norris & Rowe, 101 Ranch and Sells-Floto shows. Body was shipped to his home at Lynn, Mass.

REED—Harry, 78, veteran showman, having been with Robinson, Main and other circuses, of pneumonia at Austinburg, O., recently. Death was hastened from an injury of long standing sustained when an elephant stepped on his

ROBERTS—Edward A., 67, director of Hall of the Great Lakes, Great Lakes Ex-position, Cleveland, of a heart attack October 1 at his home in Shaker Heights, Ottober I at his nome in Shaker Heights,
O. He was honorary secretary of Cleveland Builders' Exchange, on which he
served for 36 years, retiring in 1934,
Survived by widow, son and three daughters.

ROBLEDILLO - Carmelino, aerialist with the Santos & Artigas Circus in Havana, recently in that city. The guy ropes that held her trapeze in place slipped, causing her to fall on top of the orchestra chairs.

ROUNDS—Flora Belle, 69, well known as a musician and an active member of the Athena Study Club, auxiliary of the Detroit Symphony Orchestra, recently in Detroit. Survived by her husband, Herbert O. Rounds, and one son. Burial in Evergreen Cemetery, Detroit, September 29.

SHIELS—Thomas E., 74, formerly manager of the Kramer Theater, Detroit, September 26 at his home in Detroit. Survivors are his widow and one daugh-ter. Burial in Grandlawn Cemetery, Detroit.

SHUESTER—Wilma, 24, script writer for Wilding Pictures Production, Chi-cago, in a plane crash near Naperville, Ill., September 29.

SLOCUM — James, 74, at one time manager of Michigan State Fair, at his home in Ferndale, Mich., September 29. Survived by his widow and two daugh-ters. Burlal in Lakeside Cemetery, Holly, Mich.

Holly, Mich.

SULLIVAN—William H., 75, father of the late Harold Sullivan, New York night spot operator, of natural causes in New York September 30.

SWOPE—Elmer E., 73, former musician, September 21 at his home in Downingtown, Pa., after an illness of several weeks. He was one of the organizers of the Wyoming Band, Philadelphia, and played with the organization for 10 years. Surviving are his widow, Mrs. Julia Harvey Swope, and two daughters.

THEVENIN — Robert. 33, orchestra

THEVENIN — Robert, 33, orchestra leader of the Opera of Nancy and stage director of the Casino of Annecy, was accidentally killed at Annecy, France,

WALLENDA—Willy, of the Famous Wallendas, internationally known highwire act, at Liseberg Park, Goteborg, Sweden, September 12 of a fall while riding his cycle on the high wire. He fell about 25 feet, just missing the fell about 25 feet, just missing the second wire and safety net. Death was instantaneous. Survived by his widow and three children, all of Berlin.

WEST-Katherine B., 53, veteran stage WEST—Katherine B, 53, veteran stage and screen actress, in Los Angeles September 26 of heart trouble. Known professionally both as Maxine Morton and Lillia Westner, she started in show business playing the Girl From Kalamazoo with May Robson in The Rejuvenation of Aunt Mary. She last appeared in a Hirliman film, Yellow Cargo, not, yet, released. not yet released.

WIDEGAR-Benjamin A., for 30 years a bandmaster in the U.S. Navy and formerly a concert violinist and director of the orchestra at Bowdoin Theater, Boston, in Milford Hospital, Milford, Conn., September 22 after a long illness.

Herb Williams, 52, internationally known comedian of vaude, legit and pictures, died October 1 at his home in Freeport, Long Island, N. Y., a victim of pneumonia. He was ill but a few days, and the day before his death sat up to listen to the opening game of the World's Series.

Williams was born Herbert Schussler billerbeck in Philadelphia. He aspired to be

HERB WILLIAMS

a concert planist and studied at the Philadelphia Conservatory of Music, from which he was graduated to vaudeville, changing his name to Williams. After a long stretch as just another act he rose to headline position in the vaudeville field with his partner,

Jean Wolfus.

For about 25 years he used the same act, a hilarious comedy piano turn, involving a trick plano, his inimitable yelling of "spot-light," and the comedy hanging of a stoage. He appeared extensively here and in Europe, achieving his prominence in vaudeville, later entering the musical comedy and motion picture fields.

In 1915 Williams appeared in a Santley show and seven years later in a show with Ted Lewis. In 1924 he appeared in a John Murray Anderson revue and in 1930 was with Earl Carroll's "Vanities." His last two legit appearances were in "The Farmer Takes a Wife," in 1934, and "At Home Abroad" last year. Among the pictures in which he appeared was "Rose of the Rancho."

Recently Williams turned to vaudeville again, heading a unit produced by Harry A. Romm, "The King Goes Swing." The unit folded about three weeks ago after a short tour, and Williams was to have opened October 15 for RKO in Boston with his standard act.

Standard act.

Williams lived in Freeport for 25 years. He was a member of the Lambs and the Friars and was an organizer of the old Lights Club of Freeport. Survivors are his widow, two daughters, Diane and Doris Williams; his father, Henry Billerbeck; a brother, Milton Billerbeck, and a sister, Mrs. Edna Ebenbeck. Funeral services were held October 2 from Fulton & Sons' Funeral Home in Freeport. Burial October 3 in Philadelphia.

## Marriages

CUSHING-WHEATON — Kerby Cushing, sports announcer for Station KYW, Philadelphia, and Elsie Wheaton, September 27 at Canandaigua, N. Y.

HARTMANN-NINNESS — Marx Hartmann, featured player with the Pittsburgh Playhouse and member of Station WCAE, that city, and Florence Ninness, Pittsburgh dramatic actress, in Wellsburg, W. Va., recently.

ISING-JENNINGS — Rudolph Ising, animated cartoon film producer, and Maxine Jennings, film actress, Septem-ber 26 at Las Vegas, Nev.

KAYE-COBURN-Al Kaye, band member at Club Casanova, Hollywood, to Helen Coburn, nonprofessional, in Holly-wood September 25.

KING-BURRESS—J. Frank King, car-ival concession agent, to Elizabeth Bur-

ress, of Murfreesboro, Tenn., at Woodbury, Tenn., September 12.

LOEW-SCHMITT—Arthur M. Loew, vice-president in charge of foreign activities for MGM, to Melissa Schmitt, his former secretary, several months ago, it has just been learned.

MEYER-RADON - Mrs. Anna, mother of Hans Meyer-Radon, Paramount Pictures art director, in Los Angeles Sep-tember 24.

MURPHY-EDWARDS — Pat Murphy, dramatic actor of the Girl Alone series over NBC, Chicago, to Lucille Edwards, formerly of Station KSTP, St. Paul, in Chicago October 3.

PRYOR-SOTHERN—Roger Pryor, or-chestra leader and actor, to Ann Sothern, screen actress, in Beverly Hills, Calif., September 27.

RANIERI-DANZIGER—James Ranieri, radio announcer, to Yvonne Danziger, nonprofessional, September 30 in Jersey

STONE-WILMONT-Eddle Stone, Warner Brothers publicity photographer, to Dorothy Wilmont, nonprofessional, in Las Vegas, Nev., September 25.

TURZYNSKI-KRIVONIAK-Mike Turzynski, Pittsburgh movie operator, and Anna Krivoniak, of the Art Cinema The-ater, that city, in Carnegie, Pa., Septem-

WHITNEY-GILBERT — Robert Whitney, director of the Whitney Ensemble over NBC, Chicago, to Margaret Gilbert, nonprofessional, in that city October 3.

## Coming Marriages

Ethel Smith Atwell, showgirl and di-vorced wife of Roy Atwell, and Cyril Tolley, golf professional, soon, probably in the East.

Commodore J. Stuart Blackton, for mer film producer, founder of the old Vitagraph Company and now making educational films, and Evangeline Rus-

vitagraph Company and now making educational films, and Evangeline Russell, screen actress, soon.

Arthur D. Gillettle, radio engineer, and Alberta Mountain, nonprofessional, October 10 in Cincinnati.

Smiley Burnette, Republic Pictures player, and Dallas MacDonald, Hollywood newspaper woman, soon.

Van Nellson, nonprofessional, to Mildred Metz, Hollywood film casting office employee, in Salt Lake City soon.

Russell Kramer, operator of the Supreme Booking Office, Detroit, to Victoria Dolores Kramer, his former dancing partner, in Chicago soon.

William G. Wheeler, of Boston, and Doris Arntzer, Boston musician, soon.

William Schwann, Boston organist, and Sonya Tuttle, nonprofessional of that city, soon.

Prentice S. Green, musician, and Mary I. Ringer, model, in Boston soon.

I. Ringer, model, in Boston soon.

## Births

To Mr. and Mrs. Merril Pye an eight-pound son in Los Angeles September 26, Father is in MGM's art department. A son to Mr. and Mrs. George Curry September 28 in Pittsburgh. Father is member of the Dave Broudy Orchestra in that city.

A daughter to Mr. and Mrs. Eddie Peyton in Pittsburgh recently. Father is a night spot operator there and mother

a former night club performer.

A son, George Hanna, to Mr. and Mrs.
C. W. Jasper September 21 at Scottsbluff, Neb.

A six-pound 13-ounce son, Eric Bennett, to Mr. and Mrs. W. J. Bailey September 23 at West Palm Beach, Fla.

tember 23 at West Palm Beach, Fia.

To Mr. and Mrs. R. L. Taber a son recently in Riverside, Calif. Father is owner of Taber's Animal Chautauqua.

A 9% -pound daughter to Mr. and Mrs. Lloyd Meverden September 25 at Oconto Palls, Wis. Father operates a pony ride.

A daughter, Jessie Fay, to Mr. and Mrs. Waiter L. Clark, October 19, 1935, it has just been learned. Father is bill-poster for Lewis Bros.' Circus and son of W. C. Clark, juggler with Seils-Sterling Circus. ling Circus.

## Divorces

Thelma Ryback, night club enter-tainer, from Chester Ryback, nonprofes-sional, in Camden, N. J., September 25, "Eddie" Hawkins, ex-Ziegfeld Follies actress, from Oliver C. Austin, nonpro-fessional, in Los Angeles September 25.

fessional, in Los Angeies Septemoer 49.
Mildred Huckaby Herman from Milton
Herman, musician with Seils-Sterling
Circus, at Arcadia, La., June 26.
Pia Damerini, concert pianist, from
(See DIVORCES on page 85)

## NEW PLAYS-

(Continued from page 19)

the sponsorship of Laurence Rivers, Inc., and one of the most distinguished gatherings of the season sat from 8:30 until a little after midnight, enthralled by its eye-filling beauty and enchanted by its lovely and litting score. Whether the gathering was either enthralled or en-chanted by the show itself remains a

Without doubt, White Horse Inn is a Without doubt, White Horse Inn is a magnificent spectacle—a far loveller one, for this reporter's money, than The Great Walts. For The Great Walts depended for its effect chiefly upon the Center Theater's Coney-Islandish stage mechanics; while White Horse Inn, under the direction of Erik Charell, achieves its color and movement and visual zest thru the use and interplay of the living figures of the actors, thru of the living figures of the actors, thru

Ernst Stern's variegated and magnifi-cent costumes and the way in which those costumes are handled to achieve maximum effect. In this respect it is an excellent show.

And the music, by Ralph Benatzky, falls with sentimental loveliness and ocfalls with sentimental loveliness and oc-casional gayety upon the ears of an over-sentimental reporter. It is light and lilting in the best of what has come to be known as the tradition of mittel-Europa, and until the customers reach the saturation point in the third act it is a complete delight. Even honey, how-ever, can become a bit sickening, if tak-en in overabundant doses.

In addition, there are some excellent dance routines staged by Max Rivers, and a couple of bright and amusing eccentric dances done by Buster West and Melissa Mason. They give the show a welcome note of comedy, a note of comedy that the lines are dispiritingly unable to furnish.

That brings us, much against desire, to the plot. It's all about Leopold, head-waiter at White Horse Inn, who is in love with Katarina, the proprietress. But she, in turn, loves an American lawyer. And he, in turn, loves the daughter of William McGonigle, bathing suit manufacturer and his sworn enemy in countless lawsuits. Mr. McGonigle doesn't seem to love anybody—which is a relief.

It all comes right in the end, of course, with Katarina choosing the joy within her grasp (brought to her acquiescent frame of mind not by God but by the Emperor), and with the lawyer and the daughter of the bathing suit

and the daugnter of the bathing suit king getting papa's permission.

This may be very good, as operetta books go—but White Horse Inn takes three acts instead of two to get it all told. And David Freedman, who did the American adaptation, encumbers the pitiful plot with attempted humor that falls flatter than a kartoffle-pfannkuchen. It gets in the way of the spectacle and the songs, and in general makes of itself both a nuisance and a bore.

Naturally, the comedians in the cast are rather unhappy. Mr. William Gaxton, as Leopold, does his best, but the wistful ghost of John P. Wintergreen hovers disconsolately above him. Mr. Billy House, as McGonigle, is as—well,

as expansive—as ever.

Miss Kitty Carlisle, lovely and charming, sings Katarina, and Miss Carol ing, sings Katarina, and Miss Carol Stone, lovely and charming, plays the daughter of the McGonigles. Mr. Robert Halliday, as the romantic lawyer, poses pleasantly in the best operetta tradition. Among players of the countless minor parts, Arnold Korff, as the Emperor (it's odd seeing an actor buried under both a spectacle production and a set of false whiskers), and Tiny Tommy Garvin, as a bus-boy, stood out.

my Garvin, as a bus-boy, stood out.

The dancing chorus is capable and attractive, and the singing chorus is excellent.

cellent.

As a spectacle, White Horse Inn is undoubtedly an outstanding show, filled with movement, color and splendid effect; but three and a half hours of even an outstanding spectacle can come pretty close to being too much. The piece will undoubtedly be cut. I suggest that they try amputating the plot.

#### RITZ

Beginning Wednesday Evening, Sept. 30, 1936

### MIMIE SCHELLER

MIMIE SCHELLER

A new drama by Alfred L Colden. Directed by Dickson Morgan. Settings by Cirker and Robbins. Presented by Ned Jakobs.
Frank Healy Edward. Blaine Joe Matthews Calvin Thomas Mike Praft Morgan Conway Deputy Warden John Vosburgh Warden Herbert Warren Hank Fisher Conrad-Cantzen Matron Fisher Marie Curtis Len Shay Bigelow Sayre Williams Gordon McCracken Matron Winthrop Ann Williams Prison Physician Richard Allen Chaplain John Davis Mimie Scheller Ara Gerald The Action Takes Piace in the Death House of a Mid-Western State Penitentiary.

ACT II—A Morning in Early Spring. ACT II—One Month Later. ACT III—The Following Monday Morning.

A quantity of uninhibited emoting goes on behind the prison bars on the stage of the Ritz Theater, where Ara Gerald, playing Mime Scheller in the play of the same name, curses, sings and accomplishes quite a number of unrestrained heroics before the coppers finally lead her off to the hot spot, where she pays with her life for the murder of some of the country's respectable citizens. Mimic, of course, has a able citizens. Mimie, of course, has a

few male colleagues, one of whom is her lover, Len, parked in an adjoining cell. In one of the more touching bits Mimie says farewell to the man she led astray, and, separated by bars and fettered to each other's eyes, Len haphazardly reaches thru the grate and grasps his love on one of the less austere portions of her anatomy. The fault may be the stage carpenter's or the director's, but it looks like a good bargain for Len.

looks like a good bargain for Len.

The supporting roles provide the usual assortment of characters, all of whom render performances as adequate as the play allows. Calvin Thomas as Joe Matthews, a kindly prison guard, emits tobacco juice and trite philosophy. Herbert Warren is a fair warden, Marie Curtis a good matron Morsen Conway as the control of the control o tis a good matron, Morgan Conway sat-isfactorily plays a tough and nasty po-liceman. Yet the audience is apt to nod as the plot unfolds, and it is not until Mimie attempts a jail-break and fires a pistol that the adrenals begin flowing

pistol that the adrenus superior rapidly.

In general, Mimie Scheller impresses as an honest effort, but nothing more. In last Thursday's performance the role of Len Shay was taken over for the nonce by William Greer. Other fair performances were given by Edward Blaine and John Vosburgh.

PAUL ACKERMAN.

MARTIN BECK
Beginning Monday Evening, Sept. 28, 1936

## H. M. S. PINAFORE

H. M. S. PINAFORE

(Repertory Revival)

A comic opera writter by W. S. Gilbert and composed by Arthur Sullivan. Setting by George Sheringham. Musical director, Isladore Godfrey, Persented by the D'Oyly Carte Opera Company.

The Rt. Hon. Sir Joseph Porter, K. C. B. (First Lord of the Admiralty). ... Martyn Green Captaln Corcoran (Commanding H. M. S. Pinafore). Leslie Rands Raiph Rackstraw (Able Seaman). Derek Oldham Dick Deadeye (Able Seaman). Derek Oldham Dick Deadeye (Able Seaman). Derek Delman Dick Deadeye (Able Seaman). Service Servi

## COX AND BOX

A comic opera by Maddison Morton, F. C. Burnand and Arthur Sullivan. Setting by Willalm Nicholson. Musical director, Islandore Godfrey. Presented by the D'Oyly Carte Opera Company.
Cox (a journeyman Hatter)...Richard Dunn Box (a journeyman Printer)...john Dean Bouncer (Their Landlord)...Richard Walker SCENE: A Room in Bouncer's House.

Altho two clergymen ensconced in a dark corner of the Martin Beck Theater obviously found the D'Oyly Carte Com-pany's H. M. S. Pinafore and Cox and Box a matter of frequent jubilation, the Box a matter of frequent jubilation, the show, notwithstanding such sinister manifestations, is very good indeed. Gibraltar never looked as nautical as the stage of the Beck, which is rigged out with phony canvas, caroling sailors, shiny brass and a bevy of songsters only too willing to captivate with additional choruses of the Gilbert and Sullivan tunes, and musically Isidore Godfrey's orchestral direction of Martyn Green, Leslie Rands, Derek Oldham, Sylvia Geedi, Leslie Rands, Derek Oldham, Sylvia Geedi, Leslie Rands, Derek Oldham, Sylvia Cecil, Marjorle Eyre and Evelyn Gardiner pro-vides a constant and pleasurable titillation.

One of the most remarkable aspects One of the most remarkable aspects of the production is its freshness, and altho the sequences as presented by the D'Oyly Carters leave nothing to be desired in the way of theatrical lubrication, the fabrication of the piece is crisp and sparkling. Major honors for the evening go to Martyn Green, First Lord of the Admiratly, who not only sings the intricate lyrics well, but pitches his voice so expertly that they are easily understood. The chorus work is also superb, beautifully timed, and needs no audience of rabid Gilbert and Sullivan fans to say so.

audience of rabid Gilbert and Sullivan fans to say so.

In brief, the company, faced with the obstacle of performing up to its own high standard, does so with the utmost case and, seemingly, enjoyment.

Curtain was raised by Cox and Box, a three-cornered piece of nonsense involving Richard Dunn, John Dean, Richard Waller and a margelously wany triber and a margelously wany triber and a margelously wany triber. voiving Richard Dunn, John Dean, Richard Walker and a marvelously zany lyric called Printer, Printer, Take a Hinter, Amusing in itself, Coz and Boz's chief interest is its background, the authors being Maddison Morton, F. C. Burnand and Arthur Sullivan.

PAUL ACKERMAN.

## LETTER LIST-

(Continued from page 31)
cek, Madge Marvin, Mrs. Glen
olivetz, Mrs. Babe
tiott, Famile Poltons, Mrs. Staterine
tott, Famile Potoms, Mrs. Mabe Deck, Madge Dollwitz, Mrs. Deck, Jangs Dollwitz, Mrs. Babe Eston, Mrs. Babe Eston, Mrs. Babe Eston, Mrs. Babe Freed, Mrs. H. T. Gearhart, Reba Guinn, Mrs. J. C. Harwell, Marle Haun, Mrs. Bessle Hester, Mae Heldis, Derothy Hugo, Mrs. G. Wurtham, Mrs. Lamb, Marle Lambart, June

Pottoma, Mrs. Madge Price, Mrs. D. M. Selby, Mrs. Lorretta Slaughter, Ruby Dean Stine, Mrs. A. E.

## Gentlemen's List

Abbott, Ray C. Alexander, T. A Armstrong, Clint A. Gracey, Fred ton Harrison, Bill R. Hicks, Billy Harrison, Isia Hicks, Billy (Otto) Heffman, Johnny Hopkins, Den S. Higgo, Capt. E. H. Jones, Jimmle Jeager, Berk Keng, O. H. LaPurl, Chan, (Do.) Lamb, R. Scott Arthur, John R.
Baudreau, Pete
Beaty, E. J.
Beaver Sr., Doc
Little
Behney, Chief & Elsie oenney, Chief Elsie
Berse, Jack (Doc)
Bille, Sam
Bresnahan, T. J.
Brunk, L. D.
Butcher, O. J.
Castle, Whip
Cockrell, G. A.
Daby, Fred
Daniel, Os
D'Ariann, John
Dayis, M. LaPurl, Chas, (Do.)
Lamb, R. Scott
Litts, G. F.
Lucas, Harry
Martin, Fat
Mack, Wen,
Medica, A. J.
McBloo, M. P.
McBloon, Dr.
Morgan, John R.
Nelson, H. L.
Nozinan, J. W.
Posha, Enlym Bill D'Ariann, John Davis, Jim B. Davis, Jim B. Davis, O. G. Ghiseler) DeRosselli, Joe Delmars. The Dickerson, Ralph Dolan, Halph Exman, Goerze Fields, Jackis Fontinella. Robt. Foster, Bed French, Chas. D. Gable, John Garza, B. E. nsha, Eulym Bill entz, Frank card, Dave symond, Geo,

Quade, Jack
(Okiahoma)
Ready, R. M.
Roach, Chas, J.
Roach, Chas, J.
Roach, Chas, J.
Roupe, George
Samders, James
Stapels, Leery
Stapels, Leery
Stevenson, C. C.
Stewart, Dick

## MAIL ON HAND AT DALLAS OFFICE

401 Southland Life Bidg. 1416 Commerce St., Ladies' List

Adams, Mrs. Curley
Adkins, Marguerito
Althony, Mrs.
Barthelme, Rose
Lame, Doris
Lame, Mrs.
Lame, Mrs.
Lame, Mrs.
Lame, Mrs.
Lame, Mrs.
Norle
Crawford, Mrs.
Ray
Relivan, Mrs.
Marguetite
Romgie, Helen
White, Mrs. Tamale
White, Mrs. Fred
Gordion, Mrs. Ray
Hodge, Helen
Wight, Loretta
Zachery, Jonnia

ston, Mt.,
dge, Helen

Gentleme.

Acceta, George
Allen, Sonny Boy
Barnett, T. C.
Barnett, T. C.
Broan, L. R.
Breadway, Joe
Browne, George A.
Bryer, Billohn R.
Cassted, H. W.
Casser, Lin
Cassted, H. B.
Broke

Broke

George, Frank
Gilbert Jr., William

Goad, Dude
Gordon, Ray
Grebmann, C. R.
Gropman, Harry
Gropman, Harry
Gropman, Bente
Halberman, Bente
Halberman, Bente
Halberman, Bente
Halberman, Bente
Holley, G. Lewis
Holley, G. Lewis
Holley, G. Milled
Johnson, Loffen
Johnson, Loffen
Johnson, Milled
Johnson, Loffen
Kelly, James B.
Kilmec, Ole
Kullikowski, Jos.
La Mont, Chief
Le Roy, Frief
Holly
Lewis, Bobby
Long, Harry R.
Loomas Players
Manley, Diet
Mars, Walter J.
Martin, Fred
McClinkey, Jack
McClinkey, Jack
McClinkey, Jack
McClinkey, Jack
McClinke, Tige
McClinkey, Jack
McClinker, Jack
McClinker, Tige
Malley, Diet
Koune, Tige
Malley, Diet
Koune, Tige
Malley, Lies
McClinker, Jack
McClinker, Tige
Malley, Lies
McClinker, Tige
McClinker, Ti mcCop, Jack
McCone, Tige
Manley, Lee
Manley, Lee
Mason, Jay G,
Miller, N. A.
Moore, C. (Jack)
Moore, C. (Jack)
Moore, P. M.
Monett, Frankle
Monett, Frankle
Monphy, C. (Pat)
Ogden, Ray W,
Packo, Johnny
Phillips, Jack
Pyatt, Al
Roberts, Rurt C.
Rogers, Benton F. Roberts, Burt C. Rogers, Benton F. Selbrand, John Spor, Paul Stanley, I Sebrand, John Spot, Paul Stanley, Leroy Stanley, Paul Stanley, Paul Stagolan, Ead Tatum, Lloyd Thompson, C. Thorp, Toad Thurber, B. P. Valentine, B. Van, Liby & Wilson, Grady Wilson, Grady Wilson, Cash Wilso, Cash Wilso, Cash Wright, Harry Zettlin, Mack

## ACTS, UNITS AND ATTRACTIONS

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

ABC Trio (El Chico) NYC, nc.
Abbott & Tanner (Hi-Hat) Chi, nc.
Ace, Red (Club Nightingale) Parkersburg, W.
Va., nc.
Adams, Brook (Green Gables) Hazleton, Pa., ro.
Adams, Crawford & Paulette (Park Central)
NYC, h.
Adrian, Iris (Hollywood) NYC, cb.
Ah San Lu (Maple Diner) Hartford, Conn., AR San Lu (Maple Diner) Hartford, Conn., re.
Allen, Jean (Swanee Club) NYC, ne.
Allis, Ethel (Embassy) Phila, ne.
Alvarez, Dioria (Gaucho) NYC, ne.
Andrews, Anic (Cotton Club) NYC, cb.
Andrews, Avis (Cotton Club) NYC, cb.
Andrews, Margaret (Gloria) Columbus, ne.
Andrews, Ted & Catherine (Barbizon-Plaza)
New York, h.
Annelise, Mille (French Casino) NYC, nc.
Apollon, Dave, Co. (Paramount) Springfield,
Mass., 5-8, f.
Archer, Gene (Weber's Summit) Baltimore,
ne.

Mass., 5-8, t.
Archer, Gene (Weber's Summit) Baltimore, nc.
Archer, Cene (Weber's Summit) Baltimore, nc.
Ardelty, Elly (Prench Casino) NYC, nc.
Ardelty, Elly (Prench Casino) NYC, nc.
Ardelty, Elly (Prench Casino) NYC, nc.
Aristocrats, The Four (Palmer House) Chi, h.
Armond & Diava (Blitmore) NYC, h.
Armond & Diava (Blitmore) NYC, nc.
Ashiey & Ware (Wivel's) NYC, re.
As San & Henri (Maple Diner) Hartford.
Casino (Colonial) Dayton, O., t.
Aunt Jemima (Loew) Montreal 5-8, t.
Austin, Gene (Wivel's) NYC, nc.
Balla, Arthur (Walton) Phila, nc.
Ball, Arthur (Walton) Phila, nc.
Bartette (Earle) Washington, D. C., 5-8, t.
Bartette & Carlita (Palumbo's) Phila, cb.
Barnett, Art (Roxy) NYC 5-8, t.
Barrett, Shelia (Rainbow Room) NYC, nc.
Baxer, Marilya (Wivel's) NYC, re.
Baxer, Marilya (Wivel's) NYC, re.
Beakeley, Irens (Riviera) Ft. Lee, N. J., ro.
Beltt, Marton, Co. (Grand) Bronx, N. Y.,
5-8, t.
Bell & Grey (Habboro) Habboro, Ps., h.

Belett, Marlon, Co. (Grand) Bronx, N. x., 5-8, t.
Bell & Grey (Hatboro) Hatboro, Pa., h.
Bell, Jim & Nora (Paradise) NyG, re.
Belle, Ann (1214) Phila, ne.
Bellows, Jean (Normandie) NyG, h.
Bennett, Eddie (Place Elegante) NyG, nc.
Bergeron, Marlon (Embassy) Phila, nc.
Bernard, Lil (Club Alabam') Chi, nc.
Bernhardt & Graham (Pennsylvania) NyG, h.
Bert & Jay (Colonial Village) Peoria, Ili, nc.
Bill & Lei (Club Rendezvous) Rockford, Ill., nc.
Bc.

Bill & Lei (Club Rendezvous) Rockford, Ill., nc. |
Birse, Daria (Russian Kretchma) NYC, re. Blackstone, Nan (Yacht Club) NYC, nc. Blackstone, Nan (Yacht Club) NYC, nc. Blanchard. Eddie (Club Elegante) NYC, nc. Blanche & Eiliott (Ringside) Fort Worth, nc. Blanc, Barbara (Arcadia) Phila, re. Blenders. Four (Embassy Club) San Francisco, nc. Bodenweiser Ballet (French Casino) NYC, nc. Bodenweiser Ballet (French Casino) NYC, nc. Bonners, The (Arrowhead Inn) Clincinnati, nc. Boran, Arthur (Great Lakes Expo.) Cleveland. Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc. Bowes, Major, Unit (Loew) Richmond, Va., 5-8, t. Bowes, Major, Anniversary Show (Marbro) Chi, t. Tompu (Savoy) London, h.

Bowes, Major, Anniversary Show (Marbro)
5-8, t.
Bowes, Major, Anniversary Show (Marbro)
Chil.
Ch

Call, Audrey (Hollywood) NYC, cb. Cail & Stuart (Club Laurier) Lowell, Mass.,

Cani, & Suart (Chob Laurier) Lowell, Mass., no.
Cameron & Van (Riverview Driving Club)
Reading, Pa.
Campbell's, Royalists (Earle) Washington,
D. C., 5-8, (Dizzy Club) NYC, no.
Carliale Sisters (Bob White Grille) Buffalo, re.
Carliale Sisters (Bob White Grille) Buffalo, re.
Carlian & Juliet (Essex House) Newark, N. J.
Carr Bros. & Betty (Loew) Montreal 5-8, t.
Carriane Bros. (Terrace Gardens) Rochester,
N. Y., no.
Carrillo, Leo (Chicago) Chi, t.
Carroll, Della (Leon & Eddie's) NYC, re.
Carroll, Gella (Leon & Eddie's) NYC, re.
Carroll, June (Ghb Mayfair) Boston, no.
Carroll, June (Ghb Mayfair) Boston, no.
Carroll, John (Shalen Hotel) NYC, h.
Carter & Schaub (Jimmy Kelly's) NYC, no.
Cartier, Joan (Favillon Royal) Valley Stream,
L. I., not (Hollywood) NYC, cb.
Castillo, Carmen (Stevens) Chi, h.
Castillo, Carmen (Stevens) Chi, h.
Cavanaugh, Bob, Trio (Robert Tree) Newark,
N. J., h.

# Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

#### EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Charles, Ernest (Normandie) New York, nc.
Charles, Eddie (Bradford) Boston, h.
Christine, Bobette (Chateau Moderne) NYC,
Christine, Bobette (Chateau Moderne) NYC,
Clark, Jean (Dizzy) NYC, nc.
Clark, Keith (Leon & Eddie's) NYC, nc.
Clark, Keith (Leon & Eddie's) NYC, nc.
Claucet, Marguerite (Orlando) Decatur, Ill., h.
Claucet, Marguerite (Orlando) Decatur, Ill., h.
Claucet, Charles (Cafe Bail) NYC, nc.
Clayton, Pat (Barrel of Fun) NYC, nc.
Cliff & Cormody (Queens Terrace) Woodside,
L. I., ro.
Clifford, George (Colony) Phila, nc. ne.

Clark, Jean (Dizzy) NYC, nc.
Clark, Seith (Leon & Eddie's) NYC, nc.
Clark, Keith (Leon & Eddie's) NYC, nc.
Clare, Tonic (French Casino) NYC, nc.
Claucet, Marguerite (Orlando) Decatur, Ill., h.
Clauson, Charles (Cafe Bail) NYC, nc.
Clayton, Pat (Barrel of Fun) NYC, nc.
Cliff & Cormody (Queens Terrace) Woodside,
L. L., ro.
Clifford, George (Colony) Phila, nc.
Clifford, Joan (Chaney's) Santa Rosa, Calif.,
nc.

nc.
Clifford, Patricia (Essex House) Newark, N. J.
Clovers, Four: Augusta, Ga., 5-10.
Cole, Lester, & His Midshipmen (Falmer
House) Col., h.
Coley, Curtis (Club Diamond) Wheeling, W.
Collette & Barry (Webster Hall) Detroit, h.,
Collins, Chas. (Roxy) NYC 5-8, t.
Collins, & Peterson (Grand) Bronx, N. Y.,
5-8, & Counter Peachly, Village 1.

Compton, Dorothy (Hollywood) NYC, re. Connors Jr., Chuck (Tin Pan Alley) New Comnors Jr., Chuck (Tin Pan Alley) New York, ne.

Consolo & Melba (Meadowbrock) St. Louis, cc. Coogan, Frances (Butler's) NYC, re.

Cooke & Cooke (Fair) Spartanburg, S. C. Cooley, Marion (Stork Chub) NYC, nc.

Cordona, Kay (Dizay Club) NYC, nc.

Cort. Nita, singer (Club Maylair) Boston, nc.

Cort. Nita, singer (Club Maylair) Boston, nc.

Cortlin & Youtia (McVan's Patio Club) Buffalo, N. Y., nc.

Costello, Jimmy (Jimmy Kelly's) NYC, nc.

Courtney, Ann (Montclair) NYC, h.

Crane, Gladys (1523) Phila, nc.

Crock, Dynne (Victoria) NYC, h.

Crossy, June (Victoria) NYC, h.

Cross & Dunn (Versailles) NYC, nc.

Earl & Fortune (Savoy) London, h. Earlson, Vic (Half Moon) Brooklyn, N. Y., h, Easter & Hazleton (Westminster) Boston, h. Easton, Patty (Spanish Gardens) Du Bois,

Easter & Hazleton (Westminster) Boston, h. Easton, Patty (Spanish Gardens) Du Bois, Pa., nc. Eboup Rascals, Four (Club Callente) NYC, nc. Edwards, frving (Loew) Montreal 5-8, t. Elaine & Barry (Philadelphian) Phila, h. Elgins, Five (State) NYC 5-8, t. Elissa, Senorita (Nnii's French Cabaret) New York, c. Ellis, Mary (Broadway Room) NYC, nc. Embassy Boys (Congress) Chi, h. Endor & Farrell (Mon Paris) NYC, nc. Ercelle Sisters (Bon Air) Chi, cc. Errante, Charles "Happy" (Place Elegante) NYC, nc. Estelle & LeRoy (Paradise) NYC, nc. Estelle & LeRoy (Paradise) NYC, nc. Estelle & LeRoy (Paradise) NYC, re. Evans, Bobby (Lucky Eleven Club) Baltimore. Evans, Steve (State-Lake) Chi, t.

Parrell, Bill (Place Elegante) NYC, nc. Farrar, Jean & Jane (Jermyn) Scranton, Farrar, Jean & Jane (Jermyn) Scrant Pa., h. Farrell, Bunny (Place Elegante) NYC, nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Felicia & DeiRay (Plaza) Pittsburgh, c.

# Gonzales & Rangel (McAlpin) NYC, h. Goodele, Neila (Chez Paree) Chi, nc. Gordon, Paul (Commodore) NYC, h. Gould, Blanche (Half Moon) Coney Island, N. Y. h. Gordon, Paul (Commodore) NYC, h. Gould, Blanche (Half Moon) Coney Island, N.Y. h. Glancz, Sandor (Palmer House) Chi, h. Glancz, Sandor (Palmer House) Chi, h. Granoff, Bert (Bismarck) Chi, h. Granoff, Bert (Bismarck) Chi, h. Granoff, Bert (Bismarck) Chi, h. Greene, Jackie (Bon Air) Chi, cc. Greenwood, Dawin (Paradise) NYC, re. Gregory & Raymond (Tower) Kansas City, t. Grisha, Dancer (Cocoanut Grove) Boston, nc. Growler Man, The (Gang Plank) NYC, nc. Gypsy Albert Trio (Beverly Bar) NYC, nc.

Hacker & Seidell (Adelphia) Phila, h.
Hager, Clyde (Loew) Montreal 5-8, t.
Hall, Frank (Club Lido) Montreal, Can., nc.
Hall, Ocorge, & Orch. (State) NYO 5-8, t.
Hall, Vivian (La Casino) Jamalca, L. I., nc.
Hall, Wilbur (Savoy) London, Eng., h.
Hallman, Fiorence (1523) Phila, nc.
Hamilton, Kay (Lookout House) Covington,
Kw. nc.

Hamilton, Kay (Lookout House) Covington, Ky., nc.
Handle & 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, Ren (Savoy) London, Eng., h.
Harvey, Russ (Maple Diner) Hartford, Conn.,
re.

marvey, Russ (Maple Diner) Hartford, Conn., Pt. .

Hatts. Harry (Bradford) Boston, h. Hawaiians, Benny Hanno's (Monmouth County) Mommouth, N. J., cc. .

Hayden, Tommy (Wivel's) NYC, re. .

Hayes, Pt., & Jim Ashley (Bossert) Brooklyn, N. Y. .

Hazleit, Gene (Hipp.) Toronto 5-8, t. .

Healy & Garnella (Royal) Columbus, Ga., 8-10, t. .

Henry, Harri (Maple Diner) Hartford, Conn.,

Henry, Flo (Club Alabam') Chi, nc. Herman, Irving (Man About Town Club) NYC,

ne.
Herrora, Billy (Club Piccadilly) Baltimore, ne.
Heywood & Allen (Normandie) NYC. h.
Higgins, Peter (Post Lodge) Larchmont, N. Y.
Hinton, Hot-Cha (Club Piccadilly) Baltimore,

Hinton, Hot-Cha (Club Piccadilly) Baltimore, nc.

Holiday, Byron (Westchester Bath Club) Westchester, N. Y.

Hilliard, Jack (Jimmy Kelly's) NYC, nc.

Hollis, Marie (Paradise) NYC, re.

Holly, Edna Mac (Ubagg 100) No. York, nc.

Hollis, Don (Park Central) NYC, h.

Howard, Bob (Oriental) Chi, t.

Howard, Bob (Oriental) Chi, t.

Howard, Helen (18 Club) NYC, nc.

Howard, Joseph E. (Gay '90s) NYC, nc.

Howard, Joseph E. (Gay '90s) NYC, nc.

Howard, Kathleen (Green Gables) Hazleton.

Fa., ro.

Howard, Kashiese (Correlators) Phila, no. Hudgins, Johnny (Rafter's) Phila, no. Hurok, Jemma (Sherry-Netherland) NYC, h. Hyde, Herman (Roxy) NYC 5-8, t. Hyers, Frank (18 Club) NYC, no.

Indefatigable Charlies (St. Regis) NYO, h. Ingram, Rex (Nixon-Grand) Phila 5-8, t.

Ingram, Rex (Nixon-Grand) Phila 5-8, t.

Jackson, Irving & Reeye (Clover) NYC, nc.
Jackson, Joe (Savoy) London, Eng., h.
Jackson, Joe (Savoy) London, Eng., h.
Jackson, & Nochra (Tower) Kansas City, t.
Jackson, Lawrence (President) New York, h.
Jackson, Lawrence (President) New York, h.
Jackson, Lawrence (President) New York, h.
Jackson, Jacyneline (Jackson, Eng., h.
James, Jacqueline (Queens Terrace) Woodside, L. L. ro.
Jarrett, Lucille (Chateau Moderne) NYC, nc.
Jarrett, Lucille (Chateau Moderne) NYC, nc.
Jarrett, Lucille (Chateau Moderne) NYC, nc.
Jeanne & Earle (Starland) Winnipeg, Can.,
5-10, t.
Jennel, Julle (Paradise) NYC, re.
Jerry & Turk (Green Gables) Hazleton, Pa.,
ro.
Johnsons, The (Navarro) NYC, h.
Jones, Bobby (So-Ho) Springfield, Ill., nc.
Jones, Broadway (Cotton Club) NYC, cb.
Jones, Jonah (Only Club) NYC, nc.
Jordan Sisters (Avalon) La Fayette, Ind., nc.
Joy, Adelaide (Philadelphian) Phila, h.
Joyce & Freddie (Leon & Eddie's) NYC, nc.
Julian, Lewis (Biltmore) NYC, h.

Kaima, Lewis (Biltmore) NYC, h.

Kaima, Willie (The Rendezvous) Rockford,
Ill., nc.

Riber & McKenna (Frolles) Niagara Falla,

C. Kaloah (Cotton Club) NYC, nc.

Kamiki, Ernest (Club Rendezvous) Rockford,
Ill., nc.

Kane, Patsy (Roosevelt) NYC, h.

Kann, Alex (Versailles) NYC, nc.

Karavaeff, Simon (Russian Kretchma) NYC,

re.

Resson, Maria (Jerman) Communication

Karson, Maria (Jermyn) Scranton, Pa., h. Kaufman, Sam Jack (Book-Cadillac) De-troit, h.

troit, h.

Kay, Beatrice (Tony's) NYC, nc.

Kay, Buddie (Colonial) Dayton, C., t.

Kaye, Johnnie (Plaza Villa) Pittsburgh, nc.

Kearns, Allen (Cerutti's) NYC, rc.

Keller Sisters & Lynch (College Inn) Chi, re.

Kenaned, Billie (Howdy Club) New York, nc.

Kendaell, Terry & Doris (Savoy) London, Eng.,

h. Kenhedy, Buddy (Murray's) Tuckahoe, N. Y.,

nc. Kenneth & Leroy (Kit Kat) NYC, nc. Kenny, Phyllis (Peltman's) Coney Island, c. Kent Florence (Cocoanut Palms) Eastwood Kenneth & Leroy (Kit Kat) NYO, nc.
Kenny, Phyllis (Peltman's) Coney Island, c.
Kent Florence (Coceanut Palms) Eastwood
Park, Detroit.
Coceanut Palms) Eastwood
Park, Detroit.
Claremont Inn) NYO, nc.
King, Forence (Plaza Villa) Pittsburgh, nc.
King, Jean (Victoris) NYO, h.
King, Jean (Victoris) NYO, h.
King, Kenn (Washington Club) East Liverpool. O.
King & Sinclair Twins (Lyric) Indianapolis, t.
King, Tommy (Broadway Room) NYO, nc.
Kolb, Harold (Claremont Inn) NYO, nc.
Koubek, Zdenek (French Casho) NYO, nc.
Kramer, Dolly (Midget Circus) Great Lakes
Expo, Cleveland.
Kramer, Ida (Swanee) NYO, nc.

La Centra, Peg (Lexington) NYC, h. LaMonterito, Spanish Dancer (El Toreador) NYC, nc.

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

Cunningham, Fairy (Cocoanut Grove) Minneapolis, nc. Cueto, Marguerita (Gaucho) NYC, nc. Cummings, Don (Rainbow Room) NYC, nc.

D Dade, Elmer, Girls (Montgomery Royal)
Brooklyn, N. Y., re.
Dae, Janice (Peacock) Columbus, O., nc.
Dale, Helen (Howdy Club) NYC, nc.
Dale, Haryon (Chateau Moderne) NYO, Rc.
Dancer, Jenny (Kit Kat) NYC, nc.
Dandes, Four (Larue's) NYC, re.
Daniels, Billy (Black Cat) NYC, nc.
Daniels, Mae (Kit Kat Club) NYC, nc.
Daniels, Mae (Kit Kat Club) NYC, nc.
Dandridge, Putney (Hickory House) NYC, nc.

nc. Danna & Dahl (Maple Diner) Hartford, Conn.

re.
Darie & Yates (Pierre) NYC, h.
Davies, Dorothy (Callente) NYC, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Davis, Lois (Eldorado) Detroit, nc.
Davis, Lois (Eldorado) Detroit, nc.
Davis, Ruth (Half Moon) Coney Island, N. Y.,
h.
Dawn, Alice (Leon & Eddie's) NYC, nc.
Dawn, Dolly (Taft) NYC, h.
Dean, Carol (Hollywood) Galveston, Tex., nc.
Deffees, Lois (Dizzy Club) NYC, nc.
DeBold Twins, Dancers (Paradise Club) NYC,
nc.

nc.

De Marco, Antonio & Renes (Plaza) NYO, h.
Delina, Vera (El Chico) NYO, nc.
Delong Sisters, Three (Oriental) Chi, t.
Deloning, Chi, (Elviera) Ft, Lee, N. J., nc.
Deloning, Chi, (Elviera) Ft, Lee, N. J., nc.
Deva, Bobby (Village Barn) NYO, nc.
Digitianos, The (Park Central) NYO, h.
D'Orsay, Pili (Versailles) NYO, nc.
Dimitri & Helen (Club Gaucho) NYO, nc.
Dion & Sparklettes (Anchor Club) Sandusky,
O., nc.
O., nc.

C., nc.
Diplomats, Four (Dickie Wells) NYC, cb.
Doe, Janice (Eldorado) Detroit, nc.
Dolores & Candido (El Chico) NYC, nc.
Donshue, Al, & Band (Met.) Boston 5-8, t.
Donshue, Red (Oriental) Chi, t.
Donshue, Ralph, emsee (Gloria) Columbus,

nc.
Doris, Miss (Versailles) NYC, nc.
Doris, Dorothea (Palumbo's) Phila, c.
Dorothy & King (Yacht Club) Chi, nc.
Dot & Dash (Frolis) Toledo, O., nc.
Douglas, Milton (Chicago) Chi, t.
Downey, Jane (Edison) NYO, h.
Downey, Morton (Hipp.) Toronto 5-3, t.
Drake, Connie (Deauville) New York, nc.
Drake, Edith (Philadelphian) Phila, h.
Drayer, Paul (Pierre) NYC, h.
Drew, Doryce & Freddy (Chez-Ami) Buffalo,
N. Y.
Drum, Dotty (Hector's Club New Yorker) New
York, nc.
Duffy, James (Montelair) NYC, h.
Duke, Paul (Commodore) NYC, h.

Ferguson, Bobby (New Casino) Toledo, ne. Fields, Benny (Versailles) NYC, nc. Fields, Benny (Versailles) NYC, nc. Fields, Happy (Place Elegante) NYC, nc. Fields, Living (Buckinsham) NYC, h. Fields, Leon (Butler's) NYC, rc. Fiske, Dwight (Savoy-Plaza) NYC, h. Fitchman Twins (Maple Diner) Hartford, Conn., rc.
Flash, Serge (Hollywood) NYC, cb.
Flournoy, Yule (Wivel's) NYC, rc.
Flowerton, Consuelo (St. Regis) NYC, h. Fogarty, Alec (Wevilin NYC, h. Folies De Amour (Utc) Colorado Springs, Colo., 9-10; (Main) Fucbho 11-12; (Sterling) Greeley 18, ts. (Boston) Boston 5-8, t. Follow the Sars (Boston) Boston 5-8, t. Folies De Amour (Out) Colorado Springs, Colo., 9-10; (Main) Fucbho 11-12; (Sterling) Greeley 18, ts. (Boston) Boston 5-8, t. Folies Charles (Ballyhoo Club) Columbus, O. Cordham, Louise (Number One Bar) NYC, ne. Four Dandies (Larue's) NYC, rc. Fowler, LaMse (Dixon's Cafe) Omaha, c. Franzesco, Tony (La Casino) Jamaica, L. I., 10.

nc.
Franz & Fuller (Front Street Gardens) Toledo, nc.
Frey, Ethel (Dickie Wells) NYC, cb.
Fricke Sisters (Terrace Gardens) Rochester,
N. Y., nc.
Froeba, Frank (Onyx Club) NYC, nc.
Frobman, Bert (Paradisc) NYC, re.
Fry, Bob & Virginia (Man About Town) New
York, nc.
Fuchs, Leo (Russian Arts) NYC, re.

Puchs, Leo (Russian Arts) NYC, re.

G
Gae, Nadine (Roxy) NYC 5-8, t.
Gainsworth, Marjorie (St. Moritz) NYC, h.
Gain-Gail (Versailles) NYC, nc.
Gamble, Richard E. (Navarro) NYC, h.
Gardner Go-Eds (Ritz) Superior, Wis., nc.
Gardner Soloists (Piaza Villa) Pittsburgh, nc.
Gardner Sweethearts (The Frolics) Youngstown, O., nc.
Gaska Troupe (Shrine Circus) Helena, Mont.;
Spokane, Wash., 12-17.
Gaye Sisters (Silver Lake Inn) Clemington,
N. J., cb.
Gavitte, Rex (Place Elegante (NYC, nc.
Gaylene Sisters (Adelphia) Phila, h.
Gerrity, Paul (St. Regis) NYC, h.
Gerrity, Pulla (Wallon) Phila, h.
Gibbs, Frank (Paramount) NYC 5-8, t.
Givens & Karol (Wivel's) NYC, re.

Girton Girls, Three (Grand) Bronx, N. Y., 5-8, t.
Givens & Karol (Wivel's) NYC, re.
Gladstones, The (Bohemian Gardens) Newport, R. I., no.
Gleason's, Art, Town Scandals (Rose) Thomasville, Ga., 9; (Pal.) Jacksonville, Fla., 10-11, t.
Gienn, Cinda (French Casino) NYC, nc.
Glorified Follies of 1936 (Capitol) Washington, D. C., 5-8, t.
Giory, Camille (13 Club) NYC, nc.
Gobs, Three (Ubangl) NYC, nc.
Goff, Jerry (Rivlera) Fort Lee, N. J., nc.
Gomes & Winona (Rainbow Room) NYC, nc.

Laird, Ruthe (Chez Maurice) Dallas, nc. Lambert, Helen (Man About Town) NYO, nc. Lambert, Nellie (Man About Town Club) NYC, nc.

Lampene Family (Gloria) Columbus, nc.
Landis, Jean (Hollywood) NYO, cb.
Lane, Leota (Number One Bar) NYO, cb.
Lane, Lelliar (Dizzy Club) New York, nc.
Lane, Letter (Gloria) Columbus, nc.
Larry & Leroy (Gloria) Columbus, nc.
Lamarr, Bobby (Ballyhoe Club) Columbus,
O, nc.

LaRochelle, Cecile (Port Arthur) Providence, LaRochelle, Cecuse (Colorador)
R. I., reLaRue, Bobby (Washington Club) East Liverpool, O.
La Viole, Ed-Helen (Jumbo) Fort Worth,
Tex. t.
La Viva, Mille (Maple Diner) Hartford, Conn.,

Tex., t.
La Viva, Mille (Maple Diner) Hartford, Conn., re.
LaVola, Don: Helena, Mont., 5-10,
Lawrence, Lucille (Swanee) NYC, nc.
Lawrence Trio (Congress Hotel) Chi, h.
Lawson Twins (Butler's) NYC, re.
Leazaro, Lee (Place Elegante) NYC, nc.
LaFleur, Arthur (Riverside) Milwaukee, t.
LaZellas, Aerial (Peony Park Nite Club)
Omaha; (Gentre) Denver 12-17.
Lazier, Freda (Club Diamond) Wheeling, W.
Va., nc.
Leach, Earl & Josephine (Green Gables)
Leach, Barl & Josephine (Green Gables)
Leach, Pa., 70.
Lee, Betty (State-Lake) Chi, t.
Lee, Bob (Wivel's) NYC, re.
Lee, Gretchen (Bismarck) Chi, h.
Lee, Gypsy, Quortet (Edison) NYC, h.
Leit, Raynor (Colosimo's) Chi, nc.
Lei Lehus, Frincess (The Rendezvous) Rockford, Ill., nc.
Lestie Sisters (Red Nose Inn) Detroit, nc.
Lestie Sisters (Red Nose Inn) Detroit, nc.
Lestie, Ann (Cotton Club) NYC, nc.
Levis, Corp. (Congress New (Park Central) NYC, h.
Livis (March (Nach (Na

Lewis, Ann (Cotton Ciub) NYC, nc. Lewis, Henry (Fior D'Italia) Modesto, Calif., 70.
Libby, George, Revue (Park Central) NYC, h. Liebling, Tod, (Tower) Kansas City; (St. Louis) St. Louis 9-15, t.
Liptova, Schura (St. Regis) NYC, h.
Lischeron & Adams (Adelphia) Phila, h.
Little Words, Three (Small's) NYC, ch.
Little Words, Three (Small's) NYC, ch.
Lloyd, Shirley (Edgewater Beach) Chi, h.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lord, Velma (Paradise) NYC, rc.
Lorna & Carr (Capri) Lawrence, Mass., rc.
Lornaine, Bill, & Ed Furman (Gay Nineties)
NYC, nc.
Lorsine & Manners (Cocoanu Grove) Boston, nc.

ton, nc.
Lover, Violet (Adelphia) Phila, h.
Lowery, Fréd (Astor) NYC, h.
Lucy, Alice (Palumbo's) Phila, cb.
Lynn, Bert (Savarin) Chi, nc.

Mackay's Rhythm Debs (Broadway Room)
NYC, nc.
Maddux, Frances (Le Mirage) NYC, nc.
Maddux, Frances (Le Mirage) NYC, nc.
Mae, Edna (Paradise) NYC, rc.
Mannledil, Kitty (New Town Bar) New York, nc.
Mann, Edith (Terrace Gardens) Chi, re.
Manners, Gene, & Bernice Lee (Paradise)
NYC, rc.
Manners, Grace (1523) Phila, nc.
Manya & Drigo (Arcadia) Phila, re.
Marianne (St. Moritz) NYC, h.
Markoff, Mischa (Russian Yar) Milton-onHudson, N. Y.
Mariowe, Boopsie (Dizzy) NYC, nc.
Mariowe, Boopsie (Dizzy) NYC, nc.
Mariowe, Mospata (Mayfair Club) West Orange,
N. J., nc. (Roston), Roston, Sc. t.

Crit, h. Marsh, Howard (Mayfair Club) West Oral N. J., nc. Marsh, Joan (Boston) Boston 5-8, t. Marta, Joan (Club Diamond) Wheeling, Va., nc.

Marria, Joan (Jul Diamond) wheeling, w. Va., nc.
Martel, Lee (Dizzy) NYC, nc.
Martin, Marian (Hollywood) NYC, re,
Martin, Tommy Bradley (Savoy) London, h.
Martin, Vera (French Casino) NYC, nc.
Massey & Miller (American Music Hall) NYC,
nc.

nc. Mathews, Babe (Ubangi Club) NYC, nc. Mathews, Peggy & Peter (Lake) Gary, Ind., h. Maurice & Cordova (Riviera) Ft. Lee, N. J.,

Maurice & Cordova (Riviera) Pt. Lee, N. J., 10.

Maurine & Norva (Commodore) NVC, h. Maxellos, The (Hipp.) Toronto 5-8, t. Maye, Elaine (State-Lake) Chi. t. Maye, Elaine (State-Lake) Chi. t. Mayer, Diok (Dizzy Club) NVC, nc. McCabe, Sarah Ann (Pierre) NVC, h. McConnel & Moore (Pioneer Palace) Pt. Worth, Tex. nc. (Pioneer Palace) Pt. Worth, Tex. nc. & Ruth Kidd (Cocoanut Grove) Washington, D. C., nc. McCorn, Elena (Jimmy Kelly's) NVC, nc. McCoy, Flances (18 Club) NVC, nc. McCoy, Lilian (Mayfair Casino) Cleveland, nc.

nc. McGill, Billie (Wonder Bar) Owasso, Mich.,

nc.

McGill, Billie (Wonder Bar) Owasso, Mich.,
nc.

McKay, Doreen (Paradise) NYC, nc.

McLean, Ross (Adelphia) Phila, h.

McMabon, Larry (Village Barn) NYC, nc.

McNelly & Chapman (William Penn) Pittsburgh, h.

McMardon, Logano (El Torcador) NYC, nc.

McRedis Sisters (Bismarck Hotel) Chi, h.

McMardon, Logano (El Torcador) NYC, nc.

McRedas, Seven (French Casino) NYC, nc.

Mcreaa, Seven (French Casino) NYC, nc.

Mcredas, Deland (Hollywood) NYC, nc.

Mcredas, L. L. h.

Mcrill, Dick (Mct.) Boston 5-2, t.

Mctaux, Georges (Chex Parce) Chi, nc.

Miacuha (Oriental) Chi, t.

Michon, Michel (Russian Kretchma) NYC, rc.

Miller, Helen (1523) Phila, nc.

Miller, Jack & Jancet (Philadelphian)

Phila, h.

Miller & Lamare (Lexington) NYC, nc.

Miller, Marty (Turi Club) Pittsburgh, nc.

Miller, Kirk & Howard (Yacht Club) Chi, nc.

Mirkin, Barry, emsec (Club Mayfair) Boston,

nc.

Mischa (Russian Kretchma) NYC, re.

nc.
nc.
Mische (Russian Kretchma) NYO, re.
Mischell, Charlie (Man About Town Club)
NYO, nc.
Mitchell, Connie (Center) Denver 8-14, t.
Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
Mogui (Paramount) NYC 5-8, t.
Mogui (Paramount) Radio City Rainbow
Room) NYC, nc. Montes, Mona (El Chico) NYC, nc. Montgomery, Anne (Brill's) Newark, N. Y., nc. Monty, Paul (Man About Town Club) NYC,

Monny, Feat (and the fact of t re. Morgan, Stuart, Dancers (Chez Pares) Chi.

Morgan, Stuart, Pausets

no.

Morris, Dwight (Gabriel's) NYC, nc.

Morris, Joe, & Co. (Lyric) Indianapolis, t.

Morrisoy, Tex (Harry's N Y. Bar) Chi, nc.

Murlel, Mimi (Meurice) NYC, c.

Murphy, Senator (St. Louis) St. Louis 5-8, t.

Murray & King (Hollywood) NYC, cb.

Murray, May (Black Cat) NYC, nc.

Myra (Tillie's Chicken Grill) New York, nc.

Mystics, Two (Leon & Eddle's) NYC, nc.

Mystics, Two (Leon & Eddie's) NYC, nc. N
N
Nadia (Russian Kretchma) NYC, rc.
Nazarenka, Tasha (St. Regis) NYC, h.
Nazarro Jr., Nat (Lido) Montreal, nc.
Neff Boys, Three (Palumbo's) Phila, cb.
Netl, Peggy (Moonglow Club) Syracuse, N. Y.
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.

re.
Nichols, Les (Garrick) St. Louis, t.
Nils & Nadyne (Cocoanut Grove) Boston, nc.
Niles, Noma (Swanee) NYC, nc.
Ninon & Mantin (French Casino) Atlantic City, nc. Niva, Vera (Green Gables) Hazleton, Pa., ro.

## THE NONCHALANTS

"GENERAL THEATER'S CIRCUIT." Exclusive Management M. C. A.
HARRY FOSTER AGENCY IN EUROPE.

Nolan, Mary (Cocoanut Grove) Washington, D. C. 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.
Norworth, Ned (Club Minuet) Chi, nc.
Norworth, Ned (Club Minuet) Chi, nc.
Now, Yvonne (Faradise) NYC, re.
Octaves, Three (Benny the Bum's) Phila, nc.
O'Nell, Cackles (Hollywood) NYC, re.
O'Nell, Cackles (Hollywood) NYC, re.
Ohel, Del (Colosimo's) Chi, nc.
Clidas, Los (El Torendor) NYC, nc.
Clivete, Mina (Hollywood) NYC, nc.
Olivette, Mina (Hollywood) NYC, cb.
Olivette, Mina (Hollywood) NYC, cb.
O'Nell Pegev (Bragdway Room) NYC, nc.
Clivel (Nell Pegev (Bragdway Room) NYC, nc.

Olmstead, "Minto" (Number One Bar) NYO, nc.
O'Neil, Peggy (Broadway Room) NYC, nc.
O'rlins, Toddy (Nut Club) NYC, nc.
Ortons, Four (Alhambra) Paris, t.
Osborne, Will, & Orch. (Paramount) NYC
5-8, t.

Page, Marion (Hollywood) NYC, re. Palge & Parker (Hillsgrove) Warwick, R. L.

cc.
Paim, Dorothy (La Casina) Jamaica, L. I., nc.
Pape & Conchita (Shrine Circus) Helena,
Mont.; Spokane, Wash., 12-17.
Pappy, Zeb, Ezra & Elton (Lyric) Indianap-Mont.; Spoane, V. Series, V. Series, V. Series, V. Pappy, Zeb, Ezra & Elton (Lyric) Indianapolis, t. Parisian Divorcees (Greywolf Tavern) Masury,

olis, t.

Parisian Divorcees (Greywolf Tavern) Masury.

O., nc.

Parrish, Jimmy (Orph.) Spokane, Wash., t.

Pasquar, Jimmie (Post Lodge) Larchmont,

N. Y., ro.

Paterson's Personettes (New Yorker) NYO, h.

Paul, Charles (Montolair) NYO, h.

Paul, Manya (Northwood Inn) Detroit, nc.

Peacock, Melvin (Linger Bar) Sheboygan,

Wis., nc.

Pecoraro, Dick (Monte Ross) NYO, re.

Pedro & Luis (Orph.) Hannibal, Mo., 5-8, t.

Pedulla, Hugo (LaRue'z) NYO, nc.

Peppers, Three (Yacht Club) NYO, nc.

Perpra, Anthony (Gabriel's) NYO, re.

Ferry, Katherine, & Her Girls (Gotton Club)

NYO, nc.

Petterson, Ivor (McAlpin) NYO, h.

Plekford, Merry (Plaza Villa) Pittsburch no.

Pete, Peaches & Duke (Paramount) NYC 5-8. t.
Peterson, Ivor (McAlpin) NYC, h.
Peterson, Ivor (McAlpin) NYC, h.
Pickford, Merry (Plaza Villa) Pittsburgh, nc.
Plerce & Harris (Mayfair Casino) Kansas
City, nc.
Plyton-Allen Girls (Greywolf Tavern) Sharon,
Pa., nc.
Pontee, Joe (Claremont Inn) NYC, nc.
Pontee, Joe (Claremont Inn) NYC, nc.
Pops & Louie (Pal.) Cleveland 5-8, t.
Pope Sisters, Three (Kit Kat) NYC, nc.
NYC mhompson (American Music Hall)
NYC mhompson (American Music Hall)
Powers, Happy (Montclair) NYC, h.
Prime, Patricia (Broadway Room) NYC, nc.
Pritchard & Lord (Green Gables) Hazleton,
Pa., nc.
Pittchard & Lord (Green Gables) Hazleton,
Pa., nc.
Pittchard & Lord Revue (Grand) Bronx,
Pitchard & Lord Revue (Grand) Bronx,

Pritchard & Lord Revue (Grand) Bronx, N. Y., 5-8, t.

Quadrie & La Vern (Bon Air) Chi, cc. Queens of Rhythm (Cocoanut Grove) Phila, nc.

Racket-Cheers, Three (1214) Phila, nc.
Randall Sisters (1523) Phila, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Randolph, Amanda (Black Cat) NYC, n.
Raphael (Waldorf-Astoria) NYC, h.
Rasch, Albertina, Ballet (St. Regis) NYC, h.
N. Y., nc.
Ray & Maldi (Pierre) NYC, h.
Raye, Gilbert & Vicky (Wagon Wheels) Akron, O., nc.
Raymonds, Three (Jimmy Kelly's) NYC, nc.
Raymonds, Three (Jimmy Kelly's) NYC, nc.
Read, Dianne (Fost Lodge) Larchmont, N. Y.
Readinger Twins (Chez Paree) Chi, nc.
Reed, Billy (Dizzy Club) NYC, nc.
Reed, Blane (Weilington) NYC, nc.
Reed, George (Falumbo's) Phila, cb.
Reed, George (Falumbo's) Phila, cb.
Reed, George (Falumbo's) Phila, cb.
Reed, George (Falumbo's) NYC, nc.
Reese, Gall (Park Central) NYC, h.

Regan, Jimmy & Elleen (Castle Terrace) Co-lumbus, nc.

Reillys, Five (Losw) Montreal 5-8, t.
Renault, Francis (State-Lake) Chi, t.
Reno, Kay (Maple Diner) Hartford, Conn., re.
Resnick, Marian (Park Central) NYC, h.
Revel, Baxter, Dean (Oriental) Chi, t.
Rhythm Boys (Weylin Hotel) NYC. h.
Ricardo, C. Lara, tenor (El Toreador) NYC, nc.

ne.

Riccardo, Rona (French Casino) NYC, nc.

Ricca, Sunny (Adelphia) Phila, h.

Richman, Harry (Hollywood) NYC, cb.

Richards, Harold (Claremont Inn) NYC, nc.

Richards, Jimmy (Paradise) NYC, nc.

Richards, Jimmy (Paradise) NYC, nc.

Ringar, Jimmy (Vogue Club) NYC, nc.

Ringo, Ramon (Chateau Moderne) NYC, nc.

Rios, Rosita (El Chico) NYC, nc.

Robinson, Evelyn (Usangi) NYC, nc.

Robinson, Paul (Club Rio) Allentown, Pa.,

nc.

Robinson, Paul (Club Rio) Allentown, Pa., nc.
Rochison, Paul (Club Rio) Allentown, Pa., nc.
Rochkrast, Marlanne (Westminster) Boston, h.
Rochey, Jean (Garage, Louis) St. Louis 5-8, t.
Rodney, Jean (Faramount) NYC 5-8, t.
Rodney, Jean (Faramount) NYC 5-8, t.
Rogers, Muriel (Chateau Moderne) NYC, nc.
Roch, Mynne, Wivel's) NYC, rc.
Roch, Labelle (Bulley) St. Louis 5-8, t.
Rock, Labelle (Bulley) St. Louis 5-8, t.
Rock, Labelle (Bulley) St. Louis 5-8, t.
Rock, Labelle (Bulley) Rock, rc.
Rossin (Palmer House) Chi. h.
Ross & Stone (Riverside) Milwaukee, t.
Ross, Dr. Sydney (Radio City Rainbow Room)
NYC, nc.
Rossi, Pal (Cafe Loyale) NYC, re.
Rosth, Raye & Robins (Bonita's) NYC, re.
Roth, Raye & Robins (Bonita's) NYC, re.
Roth, Raye & Robins (Bonita's) NYC, re.
Roth & Shay (Alameda) Mexico City, Tex., t.
Rowe, Dorothy (Bossert) Brooklyn, h.
Royal Duo (Bolton) Harrisburg, Pa., h.
Royal Hawaifans (Dizzy Club) NYC, nc.
Rozelle, Mildred (Ye Olde Tap Room) NYO,
nc.
Rubin, Benny (Club Mayfair) Boston.

kozene, America nc. Rush, Ann (1523) Fhila, nc. Russell, Frank (Gay Nineties) NYO, nc. Russell, Frank (Gay Nineties) NYO, nc. Ryan, Jerry (Queens Terrace) Woodside, L. L., ro.

8

Ryan, Jerry (Queens Terrace) Woodside, L. I., ro.

S
Sabile, Mickey (Man About Town) NYO, ne.
Salici Puppets (Lyric) Indianapolis, t.
Salici, Dorothy (Kit Kat) NYC, nc.
Salici Puppets (Lyric) Indianapolis, t.
Salici, Dorothy (Kit Kat) NYC, nc.
Sanderson & Gardner (Colonial) Daylon, O., t.
Sanderson & Gardner (Colonial) Daylon, O., t.
Santelli, George (Holel St. Regis) NYC, h.
Santelli, George (Holel St. Regis) NYC, nc.
Sauders, Sylvia (Isle of Capri) Arlington,
N. J., nc.
Savage, Harry, & Co. (State) NYC, 5-8, t.
Savoy, Jack (Villepigue's) Sheepshead Bay,
N. Y., re.
Savyer, Bobby (Gabriel's) NYC, nc.
Sedwick, Edna (Hollywood) NYC, nc.
Sedwick, Edna (Hollywood) NYC, cb.
Sellers, Jane & Lou (Riverside) Milwaukee, t.
Senour, Ann (Colony Sina), nc.
Schaw, Jack (Club Royal, McAllon, Tex., nc.
Shaw, Jack (Club Royal, McAllon, Tex., nc.
Shaw, Jack (Club Royal, McAllon, Tex., nc.
Shayne, Al (State) NYC 5-8, t.
Shelby, Bubbles (1823) Phila, nc.
Sherman, Shavo (Hollywood) NYC, nc.
Sherman, Shavo (Hollywood) NYC, nc.
Sherman, Shavo (Hollywood) NYC, rc.
Shore, Willie (Hi-Hat) Chi, nc.
Siske, Noble, & Orch. (Pal.) Cleveland 5-8, t.
Sigman & Fields (Paradise) NYC, nc.
Silver, Hal (Griph, Los Angeles 7-13, t.
Sliver, Hal (Fair) Fomona, Callit, (Corph.)
Los Angeles 7-13.
Simmons, Lee (Ubngl) NYC, nc.
Shidon Rev (Hote) Piccadilly NYC, hc.
Smith, Alma (Ubangl) NYC, nc.
Smith, Chubby (Swanee Club) NYO, nc.
Snith, Chubby (Swanee Club) NYO, nc.
Snith,

Clair, June (Rialto) Chi, t. Claire & O'Day (Hay's Pavilion) Paw Paw, Mich.
St. Claire, Putnam (Ubangi) NYC, nc.
Steele, Don (Club Deauville) San Francis

nc. Stephans, Ann (Embassy) Phila, nc. Stepsons. Three (Ubangi) NYC, nc. Stevens, Prances (Claremount Inn) NYC, rc. Stewart, Vera (Show Bar) Forest Hills, N. Y.,

Stone, Dick (Essex House) NVC, h. Stone, Dick (Chateau Moderne) NVC, nc. Stullivan, Bobby (Swance Club) New York, nc. Sultan (St. Regis) NVC, h. Sweeney, Bud (Chateau) Cleveland, nc. Sweeney, Bud (Chateau) Cleveland, nc. Swe. Joan & Billy (Broadway Room) NVC,

nc. Sydell, Paul (Paradise) NYC, cb. Sylvester, Hannah (Dickie Wells) NYC, cb. Sylvia & Ciemence (Riverside) Milwaukee, t. T

Table Tooners (Chateau Moderne) NYC, no. Taft, Ted & Mary (Simmarck Hotel) Chi, h. Talbert, Wen, Choir (Cotton Club) NYC, cb. Tamara, Maria (French Casino) NYC, no. Tappen, Maxine (Essex House) NYC, h. Taylor, Jack (Neal's Barnyard) Gary, c. Taylor, Nila (4 Horsemen Club) Phila, ro. Tesgue, Tommy (Marine Park) Tennis, Eleanor (Pierre) NYC, h. Tenis, Eleanor (Pierre) NYC, h. Tenis, Eleanor (Pierre) NYC, h. Thompson, Kay (St. Reglis) NYC, no. Thompson, Kay (St. Reglis) NYC, no. Thompson Twins (Club Roxie) Washington, Pa., no. de (Tokay) NYC, re. Tic Toc Girls (Park Central) NYC, h. Tic, John (Arrowhead Inn) Cincinnatt, t. Tilan Trio (Terrace Gardens) Chi, re. Tomasso, Oria, Place Elegante) NYC, no. Totto, John (Berny the Bum's) Phila, no. Todd, Mabel (Ambassador) St. Louis 5-8, t. Topatio, Jarabe (El Toreador) NYC, no.

Torrence, John & Edna (Terrace Gardens) Chi, re. Torres, Ralph (Edison) NYC, h. Tracy, Gale & Leonard (Yacht Club) NYC,

rne. Tranger, Don (Pair) York, Pa. Trask, Billie (Riviera) Pt. Lee, N. J., nc. Travers, Jean (Bon Air) Chi, C. Treen, Virginia (Grand Cafe) Phoenix, Ariz.,

ne. Tommy (Grand) Bronx, N. Y., 5-8, t. Turry, Dorothy (Chatcau Moderne) NYO, ne. Tuscher, Sid (LaRue's) NYO, re. Tyber, Ben (French Casino) NYO, ne. Typer, Evelyn (Radio City Rainbow Room) NYO, ne.

Valencia & Ramon (Club Gaucho) NYC, nc. Valera, Lou (Edison) NYC, h. Valerie, Dorothy, May & DeLories (New Yorker) NYC, h. Valle & Moline (Garrick) St. Louis, t, Valle & Moline (Gurick) St. Louis, t, Valley, Vivian (Club Normandie) NYC, nc. Vallon, Nannette (Gaucho) NYC, nc. Van Alen, Patricia (Le Mirage) NYC, nc. Van, Gus (Gocoanut Grove) NYC, nc. Van, Jack, Show (Fair) Fetersburg, Va., 5-10. Van Loseit, Emlly (Commodore) NYC, h. Vanilla, Dolores (Chaney's) Santa Rosa, Calif., nc.

Vanilla, Dolores (Chaney's) Santa Rosa, Callf., nc., Nc., Vaughn, Ray (St. Louis) St. Louis 5-8, t. Velas, Ester (Roosevelt) NYC, n. Venezia, Chiquita (Jimmy Keily's) NYC, nc. Verrill, Virginia (Paradise) NYC, re. Versatile Trio (Mon Paris) NYC, re. Vestoff, Floria (Yacht Club) NYC, nc. 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. Vox & Walters (Earle) Washington, D. C., 5-8, t.

Wacker, Bob (Lexington) NYC, h. Wages, Johnny (Subway Gardens) Canton, O.,

Wages, Johnny (Gasons, no. 10, no. 10, no. Waldron, Jack (Hollywood) NYC, re. Walker, Bea (Paradise) NYC, re. Walker, Bea (Paradise) NYC, no. Walsh, Clara Bell (Ambassador) NYC, no. Walsh, Sammy (Lockout House) Covington,

Walsh, Sammy (Lookout House) Covington, Ky., nc.
Wamby, Donna (Subway Gardens) Canton, O., nc.
Ward, Helen (Pennsylvania) NYC, nc.
Warren & Body (Jimmy Kelly's) NYC, nc.
Warwick Sisters (Embassy) Phila, nc.
Waters, Elia Mae (Pal.) Cleveland 5-8, t.
Watson, Betty (Callente) NYC, nc.
Wayne & Lorraine (Bal Tabarin) Cleveland, nc.

Wayne & Lorraine (Bal Tabarin) Cleveland, no.

Wayne & Lorraine (Bal Tabarin) Cleveland, no.

Weicker, Florence (Ambassador) NYC, h.

Weicher, Helena (Maple Diner) Hartford, Conn., re.

Weilington, K., nc.

Govington, K., nc.

Govington, K., nc.

Govington, K., nc.

Weill, asy (Pow Wow) Chi, nc.

Wessells, Henri (Cotton Chub) NYC, nc.

Weylin Knightcaps (Weylin) New York, h.

White, Baby (Yacht Club) NYC, nc.

White, Jack (18 Club) San Diego, nc.

White, Theima (Clover) Sharon, Pa., nc.

Wick, Gus (Gay Nineties) NYC, nc.

Williams, Jerry (Man About Town Club) New York, nc.

Williams, Corky (Calente) NYC, nc.

Williams, Corky (Calente) NYC, nc.

Williams, Joyce & Freddie (Leon & Eddie's)

NYC, nc.

Williams, Robert (Kit Kat) NYC, nc.

Williams, Robetta (Kit Kat) NYC, nc.

Williams, Robetta (Kit Kat) NYC, nc.

Williams, Rubberlegs (Leon & Eddie's) NYC, nc.

nc.
Wilson, Beth (McAlpin) NYC, h.
Winehill, Cliff (Arrowhead Inn) Cincinnati,

Minston, Doris (18 Club) NYC, nc. Wolandi (Indoor Circus) Kingston, N. Y.

Wolandi (Indoor Circus) Amagazzi,
Sandi (Indoor Circus) Amagazzi,
Wolfords' Pets (Tower) Kansas City, t.
Wolman, Harold (Port Arthur) Providence,
R. I., re.
Woods, Ann (Paradise) NYC, re.
Woods, Ann (Paradise) NYC, re.
Wong, Jim, Troupe (Colonial) Dayton, O., t.
Wong, Jim, Troupe (Colonial) Dayton, O., t.
Woods & Bray (Arrowhead Inn) Cincinnati,
ne.

Neth, Wyle & Howe (State) NYC 5-8, t. Wright, Charlie (St. Moritz) NYC, h. Wyman & Schuh (Lookout House) Covington,

Worth, Wys.

Wright, Charlie (St. Moritz) NYU, n.

Wyman & Schuh (Lookout House) Covington,

Ky, nc.

Wynn, Natalie (Club Deauville) NYC, nc.

Wynn, Nosalie (Westminster) Boston, h.

Yates, Irene (Half Moon) Brooklyn, h.

Yollenti, Mary (Hollywood) NYC, re.

Young, Irwin (Valhalla) NYC, nc.

Zaneite, Guido, & Joyce Coles (St. Moritz)

NYC, h.

NYC, h.

Zeela, Princess (Howard) Baltimore, h.

Ziegreid Beauties (Hollywood) NYC, re.

Zudella & Company (Wagon Wheel) Lansing,

## FAIR GRAND-STAND AT-TRACTIONS

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

Albanis: Wilson, N. C.
Atwoods, The: Pforence, Ala,
Avalons, Six: Pforence, Ala,
(Indoor Circus)
Norwich, Conn., 12-17.
Balabanows: Winston-Salem, N. C.
Basile's Band: (VFW, Indoor) Kingston, N. Y.;
(Fair) Raleigh, N. C., 12-17.
Bernard's Elephanis: York, Pa.
Carver's Diving Horses: Winston-Salem, N. C.
Cervone, Frank, Band: Winston-Salem, N. C.
Christianson's Great Danes: Winston-Salem, N. C.
N. C.

Christianson's Gress Danies Vinstal State N. C.
Christensens, Aerial: Meirose, Minn., 9-10;
Buffalo 12-13.
Continental Revue: South Boston, Va.
Danwill Troupe: York, Pa.
Dowling, Edith, & Co.: Shelby, N. C.
(See ROUTES on page 60)

## Conducted by CHARLES WIRTH-

## **R-B Passes Up Dallas**

DALLAS, Oct. 3. — The Ringling-Bernum Circus, scheduled to play two days here last Sunday and Monday, was forced to pass up the city because of the muddy condition of the lot. Three days of rain preceded the show's arrival. The show unloaded but did not pull on the lot. According to General Manager S. W. Gumpertz, it was the first two days lost in four seasons.

The show left here at 4 p.m. Monday for Tyler, Tex., its Tuesday stand. Originally contracted to leave over the Sante Fe Railroad, the show had to make a last-minute change over to the Cotton Belt's route took the show to Mt. Pleasant, then east to Tyler, a considerable number of miles out of the way.

At Paris, Tex., last Friday preceding the Dallas dates the show was set up before the start of the rains, but had to tear down in a downpour and had difficulty getting off the lot. Wagons, horses and elephants and even the workingmen sank deeply into the gumbo.

Waco, Austin and other Texas towns on the R-B route are in the flooded area, but advance men of the show reported the lots in those towns "are high and dry."

## Novel Publicity Stunt

LOS ANGELES. Oct. 3.—A most outstanding publicity stunt was the "Wedding of the Elephants," the preview of which was recorded in last week's columns. Wednesday morning, by special permission, Broadway was closed for a block and in this inclosure the stunt was presented. All surrounding space was jammed with eager spectators, while the movie camera and sound men. space was jammed with eager spectators, while the movie camera and sound men from Universal newsreel, Paramount News, Fox newsreel, Hearst Metrotone, Pathe, Acme, A. P. Acme, N. E. A. and Wide World service took shots. A director from Warner Brothers directed the affair in regulation studio manner. Every local major daily gave the affair prominent space.

## Cole Folks Visit Studios

LOS ANGELES, Oct. 3.—Movie studios have been most unusually gracious to members of the Cole-Beatty Circus during its stay in the Los Angeles section. Invitations from Warner Brothers to members of show gave opportunity for several who had not seen the process of shootling for the movies.

Frank Madison, production manager of Warner Brothers, had as guests September 26 Mr. and Mrs. Jess Adkins, R. B. Dean and Steve Henry, On September 30 Wade McVeigh, chief of publicity of that studio, had Mr. and Mrs. Ora Parks and Mr. and Mrs. Steve Henry as luncheon guests and a round of the stages, looking over the takes and sound recordings.

recordings.

Noyells Burkhart headed another party of troupers that were shown over the

#### American Aerialist Hurt

LONDON, Sept. 21.—While fulfilling an engagement at the Variete Theater, Prague, Czechoslovakia, Enos Frazere, American aerialist, who does a trapeze single featuring some dangerous heel catches, fell 15 feet to the ground striking his head heavily. He was rushed to the hospital where he was found to be suffering from head and face contusions and concussion. He is progressing favor-ably and hopes to resume work within

#### 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.

## Savannah Considered For Tom Mix Quarters

SAVANNAH, Ga., Oct. 3.—The industrial committee of Savannah is making overtures to the Tom Mix Circus in an effort to have the circus go into winter quarters here. Mr. Mix said "Savannah has about a 50-50 chance" of hearing selected. Other locations being selected.

Muddy condition of lot reason — first two days lost in four seasons

DALLAS, Oct. 3. — The Ringling-rnum Circus, scheduled to play two ys here last Sunday and Monday, was ced to pass up the city because of a muddy condition of the lot. Three ys of rain preceded the show's arrival. The show unloaded but did not pull a swing thru the Carolinas he should as 50-50 chance" of being selected. Other locations being considered are Sumter and Orangeburg in South Carolina, he said. If the circus decides to locate here the fairgrounds buildings will be put in first-class condition and other improvements made. The Mix Circus played to capacity crowds at the matinee and night performances here Monday. Radio fadities of WTOC were given Mr. Mix and schools were dismissed at 1 o'clock. The circus plans to go into quarters about the first week in November after a swing thru the Carolinas and Georgia.

a swing thru the Carolinas and Georgia.

James Dent, a workman for the circus,
was found dead from natural causes was found dead from natural causes on the Coastal highway near the fair-grounds the morning after the circus played here. It was at first thought he had been slain, but a coroner's jury returned a verdict that he had died from natural causes.

## Miller Suffers Arm Injury

BRINKLEY, Ark., Oct. 3.—Art Miller, general agent of Seils-Sterling Circus, while en route from this city to Marianna, was crowded from the highway by a truck, which resulted in sideswiping his car. He suffered a severe injury to left arm. Miller visited with Mr. Folsom, owner and publisher of The Archet in Brighten Argus in Brinkley.

## Joeys Win "Slow" Race

PARIS. Sept. 28 .- At the annual "slow" PARIS, Sept. 28.—At the annual "slow" hill-climbing contest for autos and motor-cycles held last Sunday on the steep hill of Montmartre, the Fratellini trio of clowns from the Cirque Medrano won first prize in the light truck category. The joeys were in clown makeup and had their truck loaded with street urchins.

## Closing of Seal Advance

CINCINNATI, Oct. 3 .- The advance of Seal Bros.' Circus closed at Canton, Kan., September 26. Boss Billposter John H. September 26. Boss Biliposter John H. Gearhart returned to his home at Dallas; L. Dietz went to Brookville, Ind.; Slim Gludney and Jack McCrary, Kansas City; C. Poe, brigade agent, Hot Springs; General Agent W. F. Wilcox and Contracting Agent Jackie Wilcox, Kansas City; George West, Little Rock, and James Miller, Jrt. Worth.

## Hawn Back in Chicago

CINCINNATI, Oct. 3.—D. C. Hawn has returned to his home in Chicago following the close of Cooper Bros. Circus, Hawn states that for a new show it did very well, covering nearly 10,000 miles, which took it far into northern and western Canada, and one stand within the Arctic Circle, Dawson Creek, B. C. Show will be enlarged for next season and there will be at least another baggage car. Several wild animals, two elephants, some camels and other hayeating animals will be added. CINCINNATI, Oct. 3 .- D. C. Hawn has



DICK WAYNE BARLOW and his new 16-foot Budger coach. It is his third triefler. Barlow has been absent from the circus field three years with the exception of two months with the Ringling-Barnum Circus Side Show last year. He is now in the theater advertising business and makes 30 States

## Closing Week Good Ingle With Main Show For Al G. Barnes

PHOENIX, Ariz., Oct. 3,—"Closed in a blaze of glory" aptly describes the final week of the Al G. Barnes Circus for

Leaving El Paso behind, where all past Leaving El Paso Benind, where all past records were broken, an afternoon show only was given to far above average business in Las Cruces, N. M. This one show stop, less than 50 miles from El Paso, serves to break the long hop into Albuquerque. Albuquerque.

Albuquerque, always a good stand for the Barnes show, came thru with two bang-up houses. Governor Ciyde Ting-ley, good friend of this show, took in the night performance and voiced his enjoyment of the entertainment from start to finish.

start to finish.

Gallup, N. M., had been passed up for a couple of years, and this little town that is famous for its Indian powwows was really circus hungry and proved it by filling the tent at both shows. Quite a few Indian families were camped on the circus grounds when the first wagons arrived, they having come from long distances to see the "white man's show in the big tent." There is a large Indian school a few miles away and several hundred youngsters were brought in by bus, truck and auto for the afternoon show. noon show.

Ninslow followed with surprising crowds at the two shows. Flagstaff will be a day not soon to be forgotten by the (See CLOSING WEEK on page 44)

PINE BLUFF, Ark., Oct. 3.—Glen H. Ingle closed with Rabbit Foot Minstrels advance and joined the advance of Waladvance and joined the advance of Wal-ter L. Main Circus. He was replaced by Earl Porter. M. L. Frisbte also closed with the advance and is now on the front door. He has been with F. S. Wolcott attractions 14 years. Show is entirely motorized, traveling on six new Inter-national trucks and trailers. Wolcott purchased a 35-people Greyhound bus to transport the company. Business thru Mississippi and Arkansas has been good.

#### Pickups From Europe

PARIS, Sept. 28.—The tiger "Bengaii" and a high-school horse of the Bouglione Circus were mysteriously poisoned recently. The Circus Pourtier closed four weeks' run at Lille and opens next month for month's stand at Bordeaux with the

Carre horses.
Cirque Pinder is playing along the

Mazetti's dog show is at street fair in

The Circus Van Bever is touring Hol-

#### Main in Mississippi

GREENVILLE, Miss., Oct. 3.—The Walter L. Main Circus played thru the Delta this week in wake of that section's first cool spell of the season. The show did a twice daily here on the 29th, with a near full capacity.

## Fernandez Show Honolulu Bound

All-American Circus departure delayed four days by longshoremen's strike

LOS ANGELES, Oct. 3.—E. K. Fernandez All-American Circus got away for Honolulu after considerable delay occasioned by the Longshoreman's strike at Los Angeles Harbor. The horses and other stock, together with the physical equipment, sailed from San Francisco September 30 instead of the 26th as planned. Others of the personnel sailed from San Pedro (Los Angeles Harbor) Saturday night.

The show opens at Maua for that fair October 8 for three days, then Hilo two weeks, Honolulu three and one-half weeks, Kaul two weeks and the possibility of a return to Honolulu on a dif-

weeks, Koul two weeks and the possibility of a return to Honolulu on a different location. George W. Christy is equestrian director; Charles Redrick, band leader, with two men to augment the Vivian Lewis ladies' band of 12. The acts are Goebel's lion group of five, with Louis Roth trainer; Christiana troupe of nine; Christy's three bulls, eight-horse Liberty act, six menage horses (Merle Belew and Lorenzo Bell in charge of Christy equippent); Winston's two seal acts; Beckwith's three chimpanzees; American Girl Revue of 32 people, with Leon Johnson in charge; Speedy Babb's four dare-devil motorcycle riders; Mary Norton, Yamashita Jap troupe of five, balancing, juggling and wire act; Three Delmars; Calvin A. Sheller, upside-down man; Pauline Loretta; Fred A. Leslie, head slide; Guinevere Henry, Freaks: Big chimp Demakoe, pulling auto by his hair; Tam Tam, spotted man; Robot, electric marvel; Updike, half man, half lorse; sawing woman in half, and from China and Japan it was stated there would be other freaks.

The clowns: Kenneth Waite, Chester Sherman, Jim Keating, Cash and Carry, Kling Brothers, Charley Post, Charles Bathe, Chick Reed, Curly Phillips. A new Loop-o-Plane is included for the rides. Fernandez stated there were several acts that were en route from Russia and Australia, also stated that he may include the Orient in the litinerary.

#### Mix Biz Fair at Macon

MACON, Ga., Oct. 3.—Tom Mix Circus received flattering afternotices following its visit here last Friday. Business was fair. Show had an early arrival after a 93-mile rum from Athens. Weather was ideal. There was plenty of Ringling-Barnum paper posted for its November date.

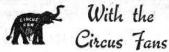
## Biz Holding Up For Tom Mix Show

COLUMBIA, S. C., Oct. 3.—The Tom Mix Circus recently ran into some heavy rains, but business is holding up fine. Sunday off in Savannah, Ga., and showed under auspices of Shriners on Monday. Two packed houses. On Sunday a reception was given Mr. Mix by Shriners at local clubhouse and Savannah Hotel extended to Mr. Mix the courtesy of the governor's suite there. Newspapers were generous with space and the radio station reserved time for an interesting interview of Mr. Mix Sunday evening; also the writer was on Monday morning before show time.

Long jumps, but Denny Helms has had everything ready for afternoon show before time to open doors, most of heavy lead leaving and the station of heavy lead leaving and the same station of heavy lead leaving a supplication of the same supplies to the same supplies the same supplies to the same supplies the same supplies to the same supplies the same same supplies the same supplies the same supplies the same supplin COLUMBIA, S. C., Oct. 3.-The Tom

had everything ready for afternoon show before time to open doors, most of heavy loads leaving at night and arriving without mishap. Rabbit Bates, supervisor of gas and oil for transportation, had his gas truck newly painted in Anderson, also stake driver.

Very large crowds are coming in for the concert. Hank Linton is in charge of the after-show performance. The confest between cowboys is getting to be keen competition. Mr. Mix is still in the lead so far. Homer Hobson Sr. and several of the folks in the backyard to be keen competition. Mr. Mix is still in the lead so far. Homer Hobson Sr. and several of the folks in the backyard are going in for book reviews, the lending library being located in Mr. Mix's bus. Everyone is enjoying fried chicken suppers these days, the chicken being delivered from door to door by resource(See BIZ HOLDING UP on page 44)



By THE RINGMASTER

CFA. President,
PRANK II HARRILESS, W. M. HUCKINGHAM.
2930 West Lake Street,
Chicago, III.
Conducted by WALTER HOTHENADEL, Editor
The White Tops, eare Hohenadel Printing Company, Rochelle, III.)
GAINESVILLE, Tex., Or

ROCHELLE, Ill., Oct. 3.—Mr. and Mrs. "Bugs" Raymond and Walter Buckingham, of Norwich, Conn., drove to Bridgeport, Conn., September 6 to attend the Shrine Circus. They visited with Mr. and Mrs. Reed, who are with Nelson's dancing elephants that were one of the eight acts on a very fine program.

Fred W. Schlotzhauer, CFA, Oquawka, Ill., rang down the curtain on the 1936 season when he caught Sells-Sterling at Monmouth, Ill. Fred writes that he made 10 shows on 18 lots, for a total of 25 performances. These are the shows: Cole Bros.-Clyde Beatty, Ringling-Bar-num, Al G. Barnes, Russell Bros., Tom Mix, Sells-Sterling, Atterbury Bros., Rice Bros., Lewis Bros. and Mighty Marlow.

"Homecoming for a Good Guy" was the heading on the invitation sent out by W. W. Cole Top, of Spokane, Wash., for a dinner honoring Guy Toombes upon his return to that city after an absence of a year and a half. His return was fittingly celebrated by all CFA turning out for a dinner at the Davenport Hotel September 28.

port Hotel September 28.

Elmer A. Kemp, CFA, of Trenton, N. J., writes: "Expect to have a welcome-home party in the very near future for Mr. and Mrs. Charles T. Hunt and family, of Eddy Bros.' Circus, now New Jersey's own. located in Trenton and closed for the season September 26 at Middletown, Del. We have taken in the Flemington (N. J.) Fair, Allentown (Pa.) Fair, Met my old friend Doc Cann with the World of Mirth Shows at Allentown, also Doc and Mrs. Oyler and William Glick, world of Mirth Shows at Allentown, also Doc and Mrs. Oyler and William Glick, of the Glick Shows. Recently when Tom Mix Circus played Elizabeth. N. J., Fans Schuyler Van Cleef and son, Pete; Walter Cougle; Mrs. Cora Wilson, of Larchmont, N. Y.; Hugh Higgins and myself attended the show."

W. H. Hohenadel caught the Atwell Luncheon Club at Hotel Sherman, Chicago, September 30. Found a poor attendance due to rain. Allen Lester, of the Barnes adwance, first to arrive in Chicago after the show closed, was the honored guest. Besides the sponsor, Harry Atwell, others present were Walter Krawiec and Burt L. Wilson. After moving shows on and off muddy lots until 2:45 the session was adjourned.

## Visit Ringling-Barnum

GAINESVILLE, Tex., Oct. 3.—Members of Gainesville Community Circus and Gainesville CFA had a big day when Ringling Bros. and Barnum & Bailey Circus exhibited in near-by Ardmore, Okla., September 25.

A. Morton Smith, OFA; Verne and Ralph Brewer and Portis Sims, of the community circus, spent the day on the lot and were guests in the backyard of Pat Valdo.

Johnny Young, youthful slack-wire performer of the local show, who hitch-hiked to Ardmore, won the attention of General Manager Samuel W. Gumpertz, who saw that he attended the matine and night performances, was guest in the cookhouse and was introduced to a

and hight performances, was guest in the cookhouse and was introduced to a number of performers.

Joining the party for the night show were CFA Joe Leonard and wife, Mr. and Mrs. F. A. Lloyd; Mrs. Portis Sims and daughter, Jane; Mr. and Mrs. Alex Murrell, H. A. Hardegree, Mr. and Mrs. Roy Wilson and children, Mrs. Morton Smith and children, Mr. and Mrs. David O'Brien, Mr. and Mrs. Leon Gilmore and Gamily, Jane Harris, Bill Wingert, Newman Shell, Mr. and Mrs. S. G. Staniforth, Mr. and Mrs. Allen King and daughters; Mr. and Mrs. Joe Mitchell and daughter; Mr. and Mrs. Took Marie; Mr. and Mrs. Howard Bailey and daughters, Juanita and Metta, Mrs. Frank Morris and son, Fletcher, all of the community circus.

and son, Fletcher, all of the community circus.

Capt. Tom Hickman, who has been judging a rodeo at Detroit, Mich., for Barnes & Carruthers, returned home and was in the program again when the circus exhibited at Decatur October 1 and 3. Sheriif Luther McCollum has been pinch-hitting for him in sharpshooting.

Participating in the Circus Night program at the Centennial Exposition at Dallas recently were six aerial turns from

Dallas recently were six aerial turns from the Gainesville circus, Evelyn Welborn and Bill Ritchie, double traps; Miss Weland Bill Ritchie, double traps; Miss Welborn, cloud swing, and Ritchie, muscle grind; Doris Marle Norman, single trapeze, and Jane Sims, loop-the-loop trapeze and Spanish web. Verne Brewer and Portis Sims handled rigging. There were 31 acts in the show, including Naida and Perez, balancing turn; Gertrude Bell, slide for life; Parker Brothers, acrobatic turn; Marcellus Troupe, adaglo dancers; Monty Beeler's dogs and ponies, and Ray Wood, high dive. Gainesville performers were only amateurs in layout.

Out.
With the closing of the season at the
Red River Valley Fair in Sherman October 7-8, equipment will be put away
for the winter. The Fair Park Auditorium will be fitted up for rehearsals
and plans started on the Santa Claus
parade unit to be put out December 1.

#### Cole Biz Big In L. A. Sector

LOS ANGELES, Oct. 3.—The date of the Cole Bros.-Clyde Beatty Circus at Santa Monica Monday completed all but one city in the Los Angeles sector, that being Pasadena, September 30. The business that has been done, according to Jess Adkins and Zack Ter-rell, had exceeded expectations. In

according to Joss Adkins and Zack Ter-rell, had exceeded expectations. In downtown Los Angeles there were two straw night houses, last Tuesday and Wednesday; one straw matinee and three-fourths of a house night of Sep-tember 24. The customers went for the performances in a big way. Hollywood gave the show fine business three days. It was the second circus parade staged in Hollywood. The newspapers were very generous

parade staged in Hollywood.

The newspapers were very generous with space. The newspaper folks were much in attendance. Noted movie directors also were present. Of special interest to the movie executives were Otto Griebling and Emmett Kelly, clowns. Ginger Rogers had a half dozen shots taken with Kelly and Griebling snapped on the come-in, with many notables of the screen.

Frank Shepard, trapeze performer, who was injured last winter, made his first appearance in the program; still limping (See COLE BIZ BIG on page 44)

#### PCSA Members Guests at Cole

LOS ANGELES, Oct. 3.—Cole Bross-Beatty Circus had as guests at Monday night performance at Washington and Hill streets members of the Pacific Coast Showmen's Association, Ladies' Coast Showmen's Association. Ladies' Auxiliary and others. The PCSA sent a huge floral horseshoe which was displayed in main entrance to the circus. The guests were met by Noyells and Butch Burkhart. Section D and part of Section E reserved, banner noting presence of the showfolk and announcement done by Ray Dean, announcer of show. On the midway there was a small tent erected with tables and chairs, where guests registered and were given the tickets (show absorbed the tax) by Steve Henry, chairman; John Miller, Harry Fink and Ben Dobbert. Otto Griebling and Emmett Kelly did special clown numbers.

The guests were Olga Celeste, Mr. and

The guests were Olga Celeste, Mr. and Mrs. John T. Backman, Mr. and Mrs. Steve Henry, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. And Mrs. Ben Dobbert, Mr. and Mrs. Gerug, Mr. and Mrs. Ed Walsh, William Walsh, Mr. and Mrs. Ed Walsh, William Walsh, Mr. and Mrs. As. Gorman, Mae Allman, Mr. and Mrs. Charles E. Redrick, Sally Swank, Adolph Gonzalez, Annis and Robert La Roque, Curtis E. Little, Mr. and Mrs. Harry S. Bayless, Buddy Cohen, Bob Mitchell, Mr. and Mrs. Neal Eastman, Happy Johnson, Ike Lewis, Mr. and Mrs. James W. Hicks, Mrs. Murdoch Cook, Stella Kirkendall, Mrs. Mark Kirkendall, Mrs. Mabel Nothstein, Mr. and Mrs. Harry C. Rawlings, Billie Allman, Thomas J. Hughes, Robert F. Myers, Jack Weinberg, Doc Cunningham, G. B. Griffith, Mush Ellison, C. C. McIntosh, Minnie Fischer, Maybelle Bennett, Laird Johnstone, Gladys Forrest Waddell, Ada Mae Moore, Martha Levine, Mr. and Mrs. Chet Bryan, W. S. Burris, Fred Schaffer, Mr. and Mrs. Sol Grant, Mr. and Mrs. Claude A. Barie, Mr. and Mrs. John Ball, Mr. and Mrs. Claude A. Barie, Mr. and Mrs. John J. Klein, Jack Bigelow, Alfreda Avalon, Margaret Kline, W. W. Dodsworth, Vera Downle, Mr. and Mrs. R. J. Turney, Laurence Valli, Mrs. Billie Williams, Charles Farmer, Anna Emanuel, Mr. and Mrs. Harry G. Seber, Earl Harvey, Jolly Lee Harvey, J. W. Leonard, E. F. (Buck) Moulton, Bill Casey, Dannie Odom Jr., Ed Wolf, Marle Bailey, Dorothy Denny, Florence Stites, Mr. and Mrs. Bob Winshow, Mrs. Eisle Sucher, R. T. Dodson, May Thaxton, E. E. Brierton, Samuel A. Goldberg, Mr. and Mrs. Bob J. Hargerty, E. H. Caldwell, Mr. and Mrs. Leo J. Haggerty, E. H. Caldwell, Mr. and Mrs. Leo J. Haggerty, E. H. Caldwell, Mr. and Mrs. Leo J. Haggerty, E. H. Caldwell, Mr. and Mrs. Leo J. Haggerty, E. H. Caldwell, Mr. and Mrs. Leo J. Haggerty, E. H. Caldwell, Mr. and Mrs. Leo J. Haggerty, E. H. Caldwell, Mr. and Mrs. Cack Schaller, Mr. and Mrs. Leo J. Haggerty, E. H. Caldwell, Mr. and Mrs. Cack Hargis, Capt. W. D. Ament, W. E. Payne, Bert Chipman and sister, Mr. and Mrs. Ce

Pacific Coast Showmen's Association entertained 105 members of the show.

Monday night after the performance.

This was the last function in the old

We're taking stock of all used Tents, some made new, only rented a time or two, oth-ers not so new. Prices accordingly. A whale of a good time to buy. COME EARLY AND AVOID THE RUSH

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Temple, October 6; Taylor, 7; Lockhart, 8; Seguin, 9; Gonzales, 10; Cuero, 11; all Texas, Permanent address, Rolla, Mo.



-6-Houston, Tex.

9-Lafayette, La.

12-Mobile, Ala. 13-Montgomery. 15-Riemingham

17-Tuscalloosa.

THE GREATEST SHOW ON EARTH

REAL BUY. Two Elephants, one male, one female. Good performers. Finishing this week Trenton, N. J. Can be seen on Fair Grounds, Trenton. Wire or write

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#### WANT FOR INDOOR CIRCUS

Also for Department Store—Units, Animal, Novelty Acts, Punch and Judy, Magic, annall Band. Also recommended to the Acts of the

## Under the Marquee

JOLLY TINY, fat boy, left Sells-Ster-ling Circus to finish his senior year in high school in Wisconsin.

S. W. GUMPERTZ, general manager of Ringling-Barnum Circus, reports that business is great.

STARR DeBELLE, what's doing with the "Won, Horse and Upp Combined Shows" these days?

FRANK B. HUBIN, on a boosting tour for re-election of President Roosevelt, is making 10 to 15 towns daily.

C. C. EMRIE left Cincinnati last Friday night for St. Louis for an indefinite

AERIAL LaZELLAS, after a route of 14 fairs in the Northwest, are opening with a Fanchon & Marco unit in Denver.

F. BERNIE HEAD, following close of the Barnes show, returned to Hot Springs, Ark.

BERT RUTHERFORD, who is in Houston, Tex., says that he is feeling fine and enjoying plenty of good fishing in the gulf.

GERALDENE-GERALD closed with Barnett Bros. Circus September 26, after a long and pleasant season. Left for home in Glens Falls, N. Y.

McCUNE GRANT TRIO, comedy horizontal bar ac, closed with Schell Bros.\* Circus September 22 and opened on fairs at Lubbock, Tex., week of September 28.

DOC TRIPP, band leader and mail agent with Lewis Bros.' Circus, which closed recently, writes that he may be in Toledo, O., all winter.

ARTHUR BORELLA is enjoying his stay in Galveston. Tex., on the beach. He recently appeared at the Shriner's Annual Lawn Party in that city.

FOUR JONES SISTERS, of San Antonio, Tex., went to the Hawaiian Islands for a return engagement, salling Sep-tember 26.

MARY ELLEN KETROW and Maxine Robbins, of Kay Bros.' Circus, recently visited the Tom Mix and Beers & Barnes circuses and enjoyed the performances.

KLING BROS. (Pat and Bill) returned to Honolulu September 26 with E. K. Fernandez. Report a swell season on West Coast. They left the Barnes show early this spring.

BARNETT BROS.' Circus is now in Alabama after several weeks in Georgia. Show is understood to have had an exceptionally big day recently at Co-lumbus, Ga.

LUCIUS JENKINS pens this: "It is understood thru the Board of Trade, Tifton, Ga., that this thriving little city has ensered a bid for winter quarters of Tom Mix Circus."

LION trailer with Seils-Sterling tipped over en route to Jerseyville, Ill., and three animals became free, but after an hour were recaptured by members of the cir-

R. E. PATTERSON has closed with the Cole-Beatty Circus brigade and returned to Atlanta, Ga. (Exchange Hotel). He will be with Ray Maddox, billing the Southeastern Fair.

RUSSELL C. KNISELY was in Cincinnati last week and called at *The Billboard*. Said that he was en route to North Carolina, where he has several

J. E. BOWMAN closed his third season as boss elephant man with Seal Bros.' Circus. He did a "head carry" act with "Enn." Show closed at Sidney, Neb., and is in quarters at Emporia, Kan.

HARRY LIMBERT, formerly of the Limbert, Clark and McCullough Trio with Ringling Bros. Circus, left Cincin-nati last week for Chicago. He does

COLE-BEATTY will return to Roch-ester, Ind., when season ends. barrel and juggling acts, also has per-forming buildog.

THE HENRYS (Arthur and Marie) closed with Seal Bros.' Circus September 24. Joining H. Kay Lewis' Hollywood Varieties the following day. Unit is playing the larger theaters in Colorado, New Mexico and Texas.

FOUR ORTONS sailed on the S. S. Washington September 23 for Paris, opening there October 2 for two weeks. On October 23 they sail from Southampton, Eng., for Union of South Africa for an indefinite engagement.

SUNSHINE POUNTAIN, widow of Bobby Fountain, writes from Los Angeles that she has two brothers who have been in business in that city for the last 10 years, but have never been in show business.

FRANK P. MEISTER, band leader and mail agent of Cooper Bros. Circus, has returned to Cincinnati, where he will remain for several weeks before going to his ranch near Apopka, Fla., for the winter. He plans to play engagements in that vicinity.

SCHAD CIRCUS Attraction closed the fair season at Woodlake, Neb., September 29 and is preparing to play theater dates. Season was very good. Schad recently Season was very good. Schad recently added a one and one-half ton panel Ford truck, also purchased a public-address system, which will be used for street

MILT DURHAM, Southern Railroad yardmaster at Danville, Ky., called at The Billboard, Cincinnati, last week. He is slowly recovering from a badly in-fected knee, caused by having it frozen last winter. He regretted that he was unable to visit any of the white tops

LESTER RODGERS, peanut concessioner who for several years has been on the midways of major circuses, the last two seasons with Cole-Beatty Circus, has two units working Eastern Ohio fairs. He left a unit on the Cole show and came east recently to make many fairs he contracts each fall. He reports business excellent.

GUY V. WILKINSON, who is at U. S. Veterans Hospital, Albuquerque, N. M., spent the day on the lot when the Barnes show played there, visiting with the bunch. The first person he met was his old boss, Mr. Kirkendall, with whom he worked on the John Robinson 10 Big Shows. Wilkinson would like to hear from Chuck Lankford, who is reported to be in a hospital at Memphis, Tenn.

FREDDIE VALENTINE, manager of FREDDIE VALENTINE, manager of Flying Valentines, postcards from Crockett, Tex., that he and his brother, Ray, along with Roy Gray, owner of Big State Shows, and Louis Bright, manager, had a fine visit with Russell Bros.' Circus at Mexia, Tex., and report a well-balanced program. Were extended courtesies by Mrs. C. W. Webb and members of Five Fearless Flyers and Six Lelands troupes.

GEORGE B. REARICK and Danny McAvoy thank officials of Cole-Beatty Circus for the wonderful treatment accorded them when they visited the show
in Los Angeles. "Seems like nothing is
too good for troupers and ex-showmen
who visit this show," say George and
Danny. They greatly enjoyed the performance. McAvoy visited with Charley
Luckey, whom he had not seen in years,
also the Clarks, riders and all in clown
alley, A party in Klinko's apartment at
the end of the day brought a very pleasant visit to a close. ant visit to a close,

LEO ABERNATHY, international president of the billposters and billers' union, is back on the job in his Pittsburgh office following a trip to the Coast, where he completed negotiations for an agreement with the Foster & Kleiser Company, one of the largest outdoor advertising companies in the country, controlling Washington, Oregon, California and Arizona States. The meeting was held in San Francisco and the agreement calls for a union shop and increases in wages in July, 1937, and July, 1938. While on the Coast Abernathy LEO ABERNATHY, international presimet Bill Backel and Floyd King, of Cole

JOHNNY JORDAN Troupe closed a 10-JOHANY JORDAN Troupe closed a 10-week season of fairs at Centerville, Mich., and open October 14 at Macomb, Ill., with a unit produced by Amy Cox The-atrical Enterprises. Unit will have 25 people and called Rhapsody in Blue. Seven Sensational Jordans will be fea-tured with their tester-board act. Johanny Jordan has had a special house trailer Jordan has had a special house trailer built. Paul Lorenzo, manager of Four Aerial Lorenzos, former partner of Johnny Jordan, was on the bill at Cen-Johnny Jordan, was on the bill at Centerville and gave a surprise birthday party, which was attended by the Neiss Troupe, DeWaldo Duo, Felix Patty and Tarzan, Chris Cornalla, Hazel Cotter, Yahado's Japs, Bacardie Trio, Toby Wells, Bert Clinton, Mr. and Mrs. Jimmy O'Donnell, Benny Bonta, George Carl, Louis Ortez. Al Helwig, who was injured in an auto accident in July, will rejoin the Jordans for their winter tour.

#### Circus Boom in Paris

PARIS, Sept. 28.—Paris is enjoying a real circus boom this season and prospects are that more circus spots will open before the Christmas season. Induor circus bills are running at Cirque Medrano, Cirque d'Hiver and at the Empire. The Bougliones, operators of the Cirque d'Hiver, have their big tent circus playing the suburbs, and the Amars, operators of the Empire, are planning to erect their semi-frame circus arena in the city. It is also rumored that the Bougliones will soon take over the Moulin Rouge music hall and run circus-vaude shows there in opposition to the Cirque Medrano. Medrano.

Medrano.

Cirque Medrano programs this season are excellent and the SRO sign has been up at practically every performance. Present bill is up to standard with the Two Reverhos, a clever pair of jugglers who work on a slack wire, sooring an outstanding hit. The Florettys Trio also rate good mention with their difficult balancing stunts performed on a trapeze. The Slatanachs, a five-people bike act, score solidly in difficult bike and unicycle routines and an amusing parody of score solidly in difficult bike and unleycle routines and an amusing parody of basket-ball on bicycles. Two Morgans are on in good contortion and balancing number. Modest but amusing bar act presented by Leon and Harry. Tommy Dale, a ciever youngster, scores with xylophone playing, tap and acrobatic dancing. Poorly routined acro dance parody offered by Mercedes, Willy and Racul.

Clown honors go to Porto and Alex, who with Tony as stooge presents a really funny entree. Fratellinis score as really funny entree. Fratellinis score as usual but several of their electrical gadgets went screwy and marred effects. Horse numbers presented by Fred Petoletti are more than okeh. Doumel active line of patter.

as emsee and makes good with a clever line of patter.
Martha la Corse and her lions, recently escaped from Spain, have been added to the Cirque d'Hiver program. Marck and his lions are still marconed in Madrid.
The Three Zemganos, flying trapeze, and Willy Woltard, juggler, are at the Alhambra. The Orlando Waldemar Troupe, springboard tumblers; Joan Tanya, trapeze, and Theo M's dogs are at the Trianon. Miss Maeckers, contortionist; the Lock-Harts, clowns, and Jo Laurines, juggler, are at the Petit Casino.

Casino.

The Three Gazettis, equilibrists, are at the Paramount. Frank and Eugenie, trapeze; Six Yuck Tchings, Chinese acrosts, and the Dalcy Trio, Jugglers, are at the Gaumont Palace. The Three Poppescus, bar act, are at the Cigale, and the Chevaller Brothers, acrobats, are at the Pey.

## Old-Time Showmen

By CHARLES BERNARD

The Broadway Circus" was an in-The Broadway Circus was an institution located at a point on east side of Broadway, near Grand street, during the second decade of the 19th century, when New York's amusement patrons were just learning what constituted a real circus performance. In 1816 James West brought to New York City the first company that really constituted a firstcompany that really constituted a first-class circus organization. It consisted of both stage and ring performers, a splendid stud of horses, all necessary

splendid stud of horses, all necessary wardrobe and trappings.

Not having a building prepared for opening on their arrival Messrs, Simpson and Price engaged the West company to produce equestrian spectacles in the Park Theater. At the termination of this engagement Mr. West took his com-(See OLD-TIME SHOWMEN page 46)

NEW YORK, Oct. 3.—The first meeting of the Circus Saints and Sinners Club at the Hotel Commodore September 29 was a huge success, 162 members and guests present, and with the new props, new side-show banners, new pennants and decorations the club was sent forward with great momentum. At an early hour the crowd began assembling. Ed Robbins and Ollie Olliphant were busy in the marquee directing members and guests to tables set aside for filling out guest tags and requests for cookhouse tickets. Here was the procedure: A member would fill out ber 29 was a huge success, 162 memquests for cookhouse tickets. Here was the procedure: A member would fill out a slip which had to be exchanged at the ticket wagon for regular lumcheon ticket. As he handed in his slip and money he received a double-numbered seat check. Receiving this, he entered the main tent and selected his seat, putting the one tab of his numbered check on his plate, thus reserving it. Having done this, he could so herk and have around the thus reserving it. Having done this, he could go back and hang around the side show or the pink lemonade stand. (At this stand was a sign reading "Pink Lemonade, Drink at Your Own Risk.") The same thing had to be done with guest coupons. The ticket wagon on the outside was newly built and is an exact replica of a regular circus wagon. Dave Miller, owner of The Allentown Morning Call, donated \$5 towards the Home Fund. Home Fund.

Home Fund.

Gene Buck made an excellent Fall Guy. He was first entertained in the side show in a Chic Sale specialist house and those present were only allowed to peep in at him thru a crescent cut in the door. He was led into the room blindfolded, and as he walked towards the dais, with a helper on each side of him (roustabouts), he was met with all sorts of menagerie noises. Gene never faltered, however. When he reached the center of the ring he was unmasked and introduced to President Orson Kilborn, who ushered him to a seat.

Bert Lahr sneaked in while Buck was

and introduced to Freedom Orson Kilborn, who ushered him to a seat.

Bert Lahr sneaked in while Buck was
making his great speech about celebrities he had made. Introductory talks
were given by Jack Dempsey and Bob
Bartlett, members of the club. Ed
Thornburgh, treasurer of the Tent,
stated that there were 244 members in
the Tent, with 152 members fully paid
up. The new guest tag, on which were
plainly written the name of the guest
and the name of the member as host,
worked out well. The tags tied to the
lapels of coats were often referred to
for introduction purposes. It seemed a
fine gesture to do honor to a great circus name. Oscar Lowanda was the circus guest of honor and sat on the dais
with the Fall Guy. Mr. Lowanda, it is
said, was the first to somersault from
the back of one horse to the back of
another while the horses were in motion.
Mr. Lowanda wore a beautiful gold
medal presented to him for his expert Mr. Lowanda wore a beautiful gold medal, presented to him for his expert equestrianism.

The drawing for the Omega watch, presented to the club by W. W. Schwab, created great interest. Bim Pond, dressed as prop boy, filled a drumhead with member and guest names. Three names were drawn. The first received a Bronx cheer, the second applause and the third the beautiful waterproof Omega watch. The lucky man was Hurley Abbott. The new Tent song for this season is called *Circus Days*, written especially for the CSSCA by Sharon Stephens. The chorus goes as follows:

Circus days are here again. Hear the band. Oh! Isn't it grand? Lions, camels, jungle cats, Jugglers, tumblers, acrobats, Funny clowns Who strive to please, Daring girls On flying trapeze,
You never forget,
You gasp for your breath,
Performers facing death,
Circus days are here again.

Ollie Oliphant read a proposed amend-ment to the constitution and by-laws. ment to the constitution and by-laws. The resolution was highly technical, concocted by Judge Schlesinger, who looks after the legal matters of the club, and had to do with the building fund and the financial committees of the

Much credit is due our new president, Orson Kilborn, for the orderly manner in which the meeting was conducted.

MORE THAN 6,000 persons witnessed the 20-act performance of the Circle 6 Rodeo which recently played a Sunday engagement at Muncle, Ind., fairgrounds, under sponsorship of the Lions' Club and Radio Station WLBC. Auspices net-ted about \$500 for the Muncle Milk, Fund. Ford Larrabee was chairman of the various committees, while M. F. Price was in charge of the radio sta-tion's part of the program.

FRANK MOORE, New York manager of Col. W. T. Johnson's World Championship Rodeo, which opens a three-week run in Madison Square Garden, October 7, announced this week that a wild horse race, so popular in recent years at Western rodeos, will be a nightly feature at the New York event. According to Moore, 50 head of non-broken mustangs are en route to the Gorden. mustangs are en route to the Garden. Nine "steeds" will be used each night,

THE ANNUAL Arkansas - Oklahoma Rodeo, said to have attracted more than 95,000 paid admissions in the last three years, will be staged early next summer years, will be staged early next summer at Andrew's Field, Fort Smith, Ark. This was assured when the Chamber of Commerce, at a recent board of directors meeting, authorized the announcement that the organization would again sponsor the event. Harry Robinson has been named general chairman, with Homer Todd again in charge of production. J. E. (Pat) Garner will again handle publicity and broadcast a buck-by-buck radio description of the event.

RESULTS of the Cambria Rodeo held at Cambria, Calif., September 6. Bronk Riding—Ray Kalin (30 R.A.A. points), Fred Padia (23), Bill Lyon (15), Paul Strohn (8). Bull Riding—Rod McMillan (24), Fred Padia (14), Geofge Dellaganna (8). Calf Roping—Gene Eblen (78), Girard Davis and Buster Wolf (42 each), John Beach (18). Single Roping—Girard Davis (103), Ki Silacci (75) Alvin Wells (49), W. Markham, John Mendes and R. Buell (9 each), Team Roping—Alvin Wells and Fred Alms (41 each), Allen Jespersen and George Newson (29 each), Paul Strohn and Leland Strohn (19 each), Al Stone and R. Buell (10 each). (10 each).

RESULTS of the Weiser (Ida.) Valley Fair and Rodeo held September 3-5. Bronk Riding—First day, Eddie Woods (11), Frank Van Meter (6), Ray Monosmith (4). Second day, Eddie Woods (11), Jack Connier (6), Frank Van Meter (4). Third day, Al Flether (11), Eddie Woods (6), Jack Conner (4). Finals, Eddie Woods (225), Frank Van Meter (135), Larry Daniels (90), Steer Wrestling—First day, Frank Van Meter (6), Steve Heacock (4), Jack Bell (2). Second day, Larry Daniels (6), Frank Van Meter (4), Steve Heacock (2). Third day, Larry Daniels (6), Frank Van Meter (4), Steve Heacock (2). Third day, Larry Daniels (6), Frank Van Meter (40), Larry Daniels (60), Frank Van Meter (40). Calf Roping—First day, Irby Mundy (13), Red McCullough (8), Vick Rogers (5). Second day, Vick Rogers (5). Second day, Vick Rogers (13), Irby Mundy (8), Chet Thorson (5). Thirld day, Chet Thorson (13), Harold Wilburn (8), Larry Daniels (6). Finals, Irby Mundy (100), Vick Rogers (60), Albert Black (40).

RESULTS of the Ellensburg Rodeo at Ellensburg, Wash., September 5-7. Bronk Riding—First day, Bill McMacken (75 R.A.A. points), Walter Heacock (45), Stub Bartelmay (30), Roc Richmond (23). Second day, Bill McMacken (75). Doff Aber (45), Walter Heacock (30), Doug Bruce (23). Third day, Doff Aber and Bill McMacken (60 each), Turk Greenough (30), Jack Wade (23). Finals, Bill McMacken (225), Doff Aber (113), Walter Heacock (75), Herman Linder (38). Bull Riding—First day, Bim Thompson and Pat Owens (34 each), Herman Linder (23), Shorty Lee (15). Second day, Bim Thompson (38), Don Ellis (30), Eddie Barbour (23), Harold Franklin (15). Third day, Herman Linder (38), Pat Owens (30), Walter Padea (23), John Kirk (15). Calf Roping—First day, Charles Jones (50), Irby Mundy (30), Hugh Ridley (20), Tony Vey (15). Second day, Jack Sellers (50), Bob Crosby (30), Charles Jones (20), Herman Linder (15). Third day, Jack Sellers and Bob Crosby (40 each), Charles Jones (20), Vic Rogers (15). Calf Roping—Finals, Charles Jones (150), Irby Mundy Finals, Charles Jones (150), Irby Mundy RESULTS of the Ellensburg Rodeo at

(75), Herman Linder (50), Tony Vey (25). Steer Wrestling—First day, Jim Massie (50), Frank Van Meter (30), Jim Williams (20), Walter Heacock (15). Second day, Norman Cowan (50), Buff Brady (30), Hugh Ridley (20), Steve Heacock (15). Third day, Hugh Ridley (50), Steve Heacock (30), Bill McMacken (20), Jim Williams (15). Finals, Steve Heacock (150), Hugh Ridley (75), Frank Van Meter (50), Bill McMacken (25).

RESULTS of the Nampa Harvest Festival and Rodeo held at Nampa, Ida., September 7-9. Bronk Riding — First day, Guy Cash (26 R.A.A. points), Pete Grubb (16), Buck Buchanan (11). Second day, Pete Grubb (26), Guy Cash and Fritz Truan (13 each). Finals, Pete Grubb (263), Guy Cash and Gritz Truan (13 each). Finals, Pete Grubb (263), Guy Cash (188), Bob Waldon (150). Calf Roping—First day, Alen Holder (30), Everett Bowman (18), Jonas DeArman (12). Second day, J. W. Young (30), Allen Holder (18), Jonas DeArman (12). Finals, Allen Holder (125), Lawrence (75), J. W. Young (50). Steer Wrestling—First day, Dick Herren (23), Tex Doyle (14), Everett Bowman (9). Second day, Jack Coates (23), Jonas DeArman (14), Bob Robins (9). Finals, Dick Herren (150), Tex Doyle (100), Jonas DeArman (75).

AN ESTIMATED 85,000 persons, according to John A. Stryker, producer and program director, witnessed the MidSouth Fair Rodeo, which was held September 14-19, inclusive, at Memphis. It was said to be the largest grand-stand gathering there since the 1927 National Dairy Show. Lou Cogger and Wesley Huff furnished the stock. Breezy Cox and Slats Jacobs set the principal records. The former roped and tied a 280-pound calf in 14 seconds, while the latter threw his steer in the bulldogging event in seven seconds flat. More than 80 contestants participated. Officials besides Stryker, Cogger and Huff were: Herschell Ross, arena director; Tex Slocum, assistant arena director; Harry Williams, Jay and Henry Snively, judges; Bill Hanna, chief timekeeper, and Frank D. Fuller, secretary. Contracted performers included Frank and Bernice Dean, Ival Del Jacobs, Josephine Profer D. Fuller, secretary. Contracted performers included Frank and Bernice Dean, Ival Del Jacobs, Josephine Proctor, Francis and Floyd Wever, Toofey McCrorey, Alice Sisty and Norman Clark and Charley Shultz. Final Winners were: Bronk Riding—First day, Melvin Tivis, Jackie Cooper, Ken Hargis. Second day, Dude Colbert, Les Karstad, Canada Kid and Ken Hargis split first, second, third and fourth. Third day, Leo Murray, Les Karstad; Frank Martz, Slats Jacobs, Ken Hargis and Jackie Cooper, split third and fourth. Fourth day, Eddie Cutis, Slats Jacobs, Jackie Cooper. Fifth day, Leo Murray, Slats Jacobs, Jackie Cooper. Fifth day, Leo Murray, Slats Jacobs, Jackie Cooper. Fifth day, Hoyt Heffner, Frank Marion, Ken Hargis, Second day, Canada Kid, Ken Hargis, Joe Orr. Third day, Frank Marion, Doc Foust and Slats Jacobs split first, second and third. Fourth day, Jim Whiteman, Ken Hargis, Hoyt Heffner, Fifth day, Shorty Hill. Joe Orr, Hoyt Heffner, Finals, Hoyt Heffner, Ken Hargis, Shorty Hill. Calf Roping—First day, Breezy Cox, Jim (See CORRAL on page 47)

#### Bernard Has Great Day on Mix Circus

SAVANNAH, Ga., Oct. 3.—The Tom Mix Circus arrived at the fairgrounds here early Sunday morning. Its reception by the "early birds" was the kind that in the fading past flocked to the railroad yards to witness the unloading of flats and stock cars of the big rail-transported shows. One prominent local citizen expressed a frank opinion that during Sunday morning and thruout the day a very large part of the population of Savannah, the county, several adjoining counties and some of the South Carolina folks from across the river were visitors to the fairgrounds endeavoring

visitors to the fairgrounds endeavoring to get a peep at Tom Mix and size up the equipment that constitutes his circus.

Monday, after a few showers in the forenoon, the weather was ideal for circus day. The customers came in gratifying numbers, and when Rhoda Royal blew the whistle for the grand extended. fying numbers, and when Rhoda Royal blew the whistle for the grand entree there was but a very limited number of vacant seats. The impression given thru the eyes of a veteran trotper on entering the big top was that its size, its great seating capacity, its complete equipment for presenting a circus of major proportions was the nearest to the big rail-transported circus of my active years of trouping yet seen of the truck-transported shows. The performance from

beginning to end was full confirmation of that first impression.

of that first impression.

The Billboard readers are familiar with the names of performers and the acts that make up the program of merit, having read the reviews and comments as published during the season. Tom Mix and his horses were greeted with ringing applause at each appearance in the arena; children and women of the big audience voiced their gleeful mood in the most earnest manner. The riding of the Hobsons, the elephant and zebra act, the aerialist in a head-balancing act extraordinary, Irma Ward's trapeze specialties, the Bell troupe of aerialists, the group of springboard artists, a wire act of real merit and that comedy "bull fight" were numbers that brought forth pronounced favor from the crowd.

For myself the real important event

For myself the real important event of the day was about three hours of an oldtimers' gablest indulged in by the senlor of the Hobson family, Rhoda Royal and myself, in which there was a general review of circus days from the time of P. A. Older and Miles Orton; up that the period when Adam Forenaush time of P. A. Older and Miles Orton; up thru the period when Adam Forepaugh had the big showmen all guessing; the seasons of Walter L. Main's rapid rise during the Gay '90s, all of which was a period in which we three trouped on the same shows and had not yet had any dreams or visions of a motorized method of transportation. It was a day well spent, and its pleasures will add a brightly lighted page of memorized history for review in the speeding years that filt by. CHARLES BERNARD.

#### Barnes Back in Quarters

LOS ANGELES, Oct. 3.-The Al G. Barnes Circus completed its tour at Phoenix, Ariz., September 28 and ar-rived at Baldwin Park September 30.

#### Lewis Bros. Show Has Its Best Year

JACKSON, Mich., Oct. 3.—Lewis Bros.' JACKSON, Mich., Oct. 3.—Lewis Bros.' Circus, which opened May 2 at Jackson, Mich., closed at Northville, Mich., September 19. Was in seven States and covered 9,080 miles. Four hundred and twenty-one people were with the show. The season was the most successful since its inauguration in 1916. Several acts The season was the most successful since its inauguration in 1916. Several acts that closed with the show are still with it in winter quarters and will play indoor dates and vaude during winter months. Dorothy Lewis will be in charge of ponies, horses, dogs, monkeys and small animal acts, while Capt. Jerome Smith will present his fighting lion act and also superintend around winter quarters. quarters.

Another farm has been purchased, three miles from here, and several buildings are under construction under direction of Whitle Simerson. Mrs. Simerson is doing the cooking at quarters. Bill Oswald is looking after the elephant and is a handy man around the barn. Quarters are situated on Brown's Lake and the boys spend hours fishing. At present there are 22 at quarters.

Paul M. Lewis, the writer, and Vern Hall, boss mechanic, will do some pheas-ant hunting, after which they will go into the north woods to hunt deer and

## Deeping

ON THE PERFORMERS' CLUB

By BERT CLINTON

CHICAGO, Oct. 3.—Things are beginning to buzz again at the club here and getting plenty of calls for acts for indoor circuss. The boys are painting the front of the building.

the front of the building.

Al Ackerman just came off the fairs in the Northwest. Vern Coriell opened with Circus de Paree September 30. The Jordan Troupe closed a season of eight weeks in the Northwest. Cress Troupe left to open on a unit. Aerial Millettes arrived here after a successful fair season. President Toby Wells is leaving October 15 to open on the G. G. Gray Show.

Mr. Christensen states that he has re-

Mr. Christensen states that he has re-covered from his operation and is work-ing again. George Geddis and his fox terrier, Rowdy, are rehearsing a new routine.

Chris Cornalla arrived here after a season with DeWaldo's Rhythm Revue. Had a pleasant engagement as manager of the show, but back to the sawdust and Indoor show, opening for G. G. Gray October 15 in Bemidji, Minn. Sensational Togo drops in every now and then. Griffin and Wells passed thru here on their way to a night club engagement in Dallas.

The Welters Trio is in after playing.

The Walters Trio is in after playing a season of fairs and expects to play a few vaude dates around the Middle West. "Dakota Bill" Poole has a big chicken and wild duck farm in Henry, Ill. Bob Eugene is going deer hunting in Massachusetts.

Ill. Bob Eugene is going deer hunting in Massachusetts.

Three Adairs are playing a celebration this week in Pekin, Ill., with their horizontal bar act. Oscar Haas is visiting at his home in Sedalla, Mo., advising that he will make a trip to Chicago shortly on business. Katherine Brown informs she has several night clubs around the city. Notice Buddy around the club doing a lot of rehearsing.

The following applicants were admitted to membership since the summer vacation period: Vivian and Johnny Jordan, Jimmy Livingston, August Streblow, Saul Grauman, Josephine Campione, Edwin H. Thompson, Leonard Christensen, Frank Allen, Dwight S. and David Palmer Robbins, Robert Boyer, Arnold Fischer, George Togo, Peggy Drake, Jack Frazier, Robert Kuhn, Olive Attree, Lee Early and Everett McGowen. Early and Everett McGowen.

bear, Connie Kirkendall has entered high school here and next June will again join the show and be with it until the fall semester, when he will enter University of Michigan Junior College to study medicine. Mae Lewis has been

study medicine. Mae Lewis has been canning.

The personnel will present many new faces next season. Program will be new and novel, eliminating all ballet girls and amateur performers who have here-tofore sometimes appeared with the show. Management has decided to select a program from highly seasoned circus talent.

#### World's Greatest Rodeo

World's Largest Arena

CHICAGO STADIUM CORPORATION

## World's Championship Rodeo

\$15,000.00 IN PURSES \$15,000.00 October 16 to November 1, 1936

## TRENTON'S NIGHT STRESSE

## 80,000 for Opener Is Followed By Drop in Cool Rainy Weather

Elaborate entertainment bill is featured by George A. Hamid-big increase in sale of space reflected in number and variety of displays-plant shows improvement

TRENTON, N. J., Oct. 3.—New Jersey State Fair here, operating for the first time under a new organization headed by George A. Hamid, officially opened a six-day run on September 28 with attendance of about 80,000. Periodical showers and cool weather on Tuesday and a hard rain all day on Wednesday held attendance on those days to 20,000 and less than 5,000, respectively. All activities were abandoned Wednesday night. Nearly 20,000 visited the grounds on Sunday for a preview, altho few attractions were in operation. Gate has been doubled to 80 cents this year. Mr. Hamid, emphasizing the night grand-stand show in an effort to re-establish Trenton as a night fair, offered an elaborate entertainment bill.

Opening night grand-stand attendance.

tainment bill.

Opening night grand-stand attendance was extremely encouraging, but inclement weather on Tuesday and Wednesday, causing postponement of the show on the latter evening, made it impossible to judge the show's pulling power during early part of the run. Offering was enthusiastically received, however, on Monday.

Revelations of 1936 revue, under management of Gene Hamid and capably emseed by Herman Uils, of Uils and Clark, singing turn, was presented in six parts and featured unusual stage and indirect lighting effects.

indirect lighting effects.

#### Array of Attractions

Night performance in front of the grand stand opened with Aunt Jemima and Her Three Pancakes, acrobatic act, followed by Winifred Colleano doing a single on flying trapeze. Alf Loyal's Dogs filled the third spot, followed by Martin and Martin, novelty aerial number. Next came the Rexola Troupe, coming the status and acrohatic putting.

ber. Next came the Rexola Troupe, com-bination skating and acrobatic routine; Gene and Irene Arley, in a greatly im-proved aerial thriller, combining high-pole balancing and single trap, and Luisita Leers on the trapeze.

Six parts of Revelations, with distinc-tive wardrobe, included Ulis and Clark, clever singing duo; Elaine Dowling and Her Coquettes, acrobatic turn; Rosita and Perez, ballroom dancers; Gene Hamid's Four Flashes; Walter Nilsson and his comedy bike routine; the Picchianis,

and Perez, ballroom dancers; Gene Hamid's Four Flashes; Walter Nilsson and his comedy blue routine; the Picchianis, presenting a comedy routine this year under the billing, Lodi Troupe; Evelyn Lee, tapster; Minerva Clark, soprano, and the flashy Billy Ritchey Water Circus as a finale. Joe Basile's Band played the afternoon and night circus acts, and a 10-piece orchestra carried the music for Revelations, working on the back of the stage under direction of Paul Bogash. Special attractions for the week included Edwin Franko Goldman's Band, which offered a concert in front of the grand stand last Sunday and returned for another today, and Lucky Teter and fis Hell Drivers, originally scheduled for one performance on Monday. So popular was the show, however, that it is being brought back for a post-fair date tomorrow. A Major Bowes unit, which preceded the Tuesday night grand-stand show and drew considerable comment from the audience; New Jersey State Horseshoe Pitching Championship on Tuesday. Larry Mahoney, three times State champion, repeated his victory in this event. Mahoney, of Red Bank, N. J., is only 16 years of age. Eastern Circuit Horse Raeing on Tuesday, Wednesday and Thursday, Rain caused abandonment of Wednesday's program; Ralph Hankinson's auto races on Friday and amateur bike races, under direction of Ernest Orth, on Saturday.

#### Big Exhibit Increase

Big Exhibit Increase

According to H. E. LaBreque, resident manager, amount of sold exhibit space resembled old-time Trenton days. Manufacturing and industrial exhibits showed an increase of more than 100 per cent over 1935, with revenue resulting therefrom reaching the \$6,000 mark. Farm implement department used exactly three times as much space as the department did last year and several nationally known concerns were represented for the first time in three years. Number and quality of restaurant and refreshment stands was definitely above (See TRENTON'S NIGHT on page 43)

DOVER, O., Oct. 3. — Tuscarawas County Fair was attended by over 10,000 more than a year ago, officials declaring it most successful in 10 years. Attendance on the four days was 21,774 as compared to 11,604, when the board went in debt more than \$1,600. The deficit will be cleared by this year's and the official ways and the county of t deficit will be cleared by this year's profit, said Harold Boltz, president, and Tom Taylor, secretary. Officials give credit to the night grand-stand show. This year marked revival of night fairs, discontinued some time ago. Buck Maughiman was on the midway with midget horse show; Larry Larrimore, Akron, made the fair for the 20th consecutive year with concessions; E. G. Minneman was here for his 10th year with waffles, and Roy N. Kirk, restaurant operator, returned for the same number.

#### Ohio Blaze Probe Is On

COLUMBUS, O., Oct. 3.—Investigation is under way as to origin of fire that damaged the frame fish and game exhibit building on Ohio State Fair grounds here. Earl H. Hanefeld, State director of agriculture, said electric current had been turned off and the building had been cleaned thoroly after the fair so that spontaneous ignition was not likely. The building, damaged to the extent of more than \$1,500, must be rebuilt, he said.

#### Second for Laurens, S. C.

LAURENS, S. C., Oct, 3.—John E. Brown is manager of the 1936 Laurens County Fair, which will be the second in the county in 22 years, an event last year having been successfully managed by Harry E. Crandell. Exhibits will be in tents, but it is expected city and county will provide grounds and exhibit buildings next year. Keystone Exposition Shows will be on the midway.

#### Honor Fairgoer

BELLEFONTAINE, O., Oct. 3.—Honors for attending Logan County Fair go to William L. Black here, it was determined recently. Mr. Black, a Civil War veteran, has attended the fair for 80 of the 85 years that it has been an annual. George Kerr, also of this city, has a 78-year attendance record. Others say they have been patrons for from 50 to 70 years.

## **ESE** Victor Over Flood

Springfield's anniversary expo has gate of 300,437 -5,000,000 since start

SPRINGFIELD, Mass., Oct. 3.—Eastern States Exposition, September 20-26, concluded its 20th annual with attendance of 300,437, within 13,000 of the all-time record of 1929. This year's anniversary show was a complete success from the viewpoint of President Joshua L. Brooks down to the most modest concessioner. Two attendance records were broken, on Sunday with 68,864. Friday morning officials greeted the 5,000,000th visitor since the grounds were first opened 20 years ago. A world's record for the half-mile dirtrack was chalked up on Friday by Gus Schrader when he drove the oval in (See ESE VICTOR on opposite page)

#### Paris Building Costs Up

PARIS, Sept. 26 .- New labor laws, providing for a 40-hour week and salary in-creases, have increased cost of construc-tion to such an extent that to cover ad-ditional costs of pavilions of ministries of public works, public health, aviation and agriculture being erected at the Paris International Exposition of 1937. the French Parliament has been obliged to vote additional funds totaling 27,300,-000 francs (\$1,820,000) to cover the additional demand.

#### Takes Up for Lisbon, O.

LISBON, O., Oct, 3.—Attendance at Columbiana County Fair here, as reflected in gate receipts, showed a big increase over 1635. Paid admissions at gate and grand stand totaled \$6,858 for the two big days, an increase of \$1,228 over a year ago, officials said. Annual election will be on November 7, Secretary H. E. Marsden announced.

## Receipts Up At Nashville

Tennessee State has best financial returns, despite slight attendance drop

NASHVILLE, Tenn., Oct. 3.—Topping all previous financial returns despite slight decrease in attendance, due principally to weather. 31st annual Tennessee State Fair on September 21-26 in Cumberland Park, was termed a "prosperity fair" by officials and showmen, establishing new marks at gates, grand stand and midway in receipts.

Attendance of 113.544 slumped 3.556

stand and midway in receipts.

Attendance of 113,544 slumped 3,556 below last year's total. Altho opening-day crowds were boosted slightly by inauguration of free auto races, crowds on the second and third days fell off slightly due to rain and threatening skies. Saturday's attendance, attracted by auto races again, about equaled last year's, Attendance by days: Monday, 7,723; Tuesday, 9,797; Wednesday, 14,-349; Thursday, 20,162; Friday, 28,299; Saturday, 33,214.

General admission was 50 cents as usual, with 3,500 seats in the grand stand free on each day, except Saturday, when every seat was jammed for auto

when every seat was jammed for auto (See RECEIPTS UP on opposite page)

#### Buy Plant in California

SAN JOSE, Calif., Oct, 3.—Negotiations are under way by the new Santa Clara County Fair Association to purchase Mira Monte track on Monterey highway as site for an annual fair, President George T. Letcher said. Plant has a fine mile track, barns for racing and show stock, paddocks and pasture. The 5,000-seat grand stand formerly used at Belmont, Calif., dog track has been obtained and will be moved to Mira Monte.

#### Sellout for Great Wilkes

NORTH WILKESBORO, N. C., Oct. 3.—
Increased interest in exhibits, a sellout on concession space and an increased attendance every day marked Great Wilkes Fair here on September 14-19. A fire in the eating stand of George Beech destroyed it and caused loss of about \$400 in stock. Marks Shows, considerably larger than in previous years, again occupied the midway. Contract for 1937 was awarded John H. Marks, Secretary W. A. McNeil said.

#### Dancer Sues Cleveland Expo

CLEVELAND, Oct. 3.—Eleanor Buckla, dancer, has brought suit against Great Lakes Exposition for alleged breach of contract, asking \$500 alleged damages for salary of \$50 for nine weeks and \$50 more for costuming 12 dancers for an act to be used on International Circle in Streets of the World. Instead, she claims, Belgian Wooden Shoe Dancers were engaged for the spot. Well known as a dancer, she is the wife of Julius Kubingi, artist, and sister-in-law of Kalman Kubingi, painter and etcher.

#### Georgians on Visiting Tour

MACON, Ga., Oct. 3.—Three officials of Georgia State Fair and Exposition have returned from visiting many other fairs and preparations are being completed for the 1936 fair here. President E. G. Jacobs, Secretary-Manager E. Ross Jordan and Paul M. Conway, publicity director, have visited many Southern fairs recently. Conway went to Reading, Pa., to review the Hamid show, Revelations of 1936, which will be a grand-stand attraction in Macon. Manager Jordan has announced his staff, which is practically unchanged from former years.



TWO OF THE MEN active for the success of Los Angeles County Fair, Pomona, Culif., on September 18-October 4. Left, Secretary-Manager C. B. (Jack) Afflerbaugh, credited for much of the progress of this growing Coast institution, and, right, Bob Cannon, of Fox-West Coast Theaters, in charge of grand-



stand entertainment. dio programs were changed for the last eight days of the fair.



## Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

## Weather Bar To Gate Goal

Rain and cold set a high daily average for remaining period of operation

CLEVELAND, Oct. 3.—With weather playing havoe and with a complete rain-out Wednesday night, Great Lakes Exposiout Wednesday night, Great Lakes Exposi-tion approaches its close on October 12 with 4,000,000 attendance still in the distance. Present reading shows that 3,578,052 persons have passed thru the turnstiles, leaving a desired patronage of 421,958 to make the grand total. With the days to go this means that daily average attendance must run to 31,822.

average attendance must run to 31,822. During seven days reported here thermometer has ranged from 40 to 79 degrees. Sunday saw plenty rain, despite which 61,956 made the grade. Cold and rain continued on Monday and Tuesday. Wednesday saw such à downpour that the midway and Streets of the World practically closed up with sunset, but few attractions remaining open, while concessioners and stray visitors found refuge and comfort in cafes and cocktail bars.

With this condition plenty of nen is

refuge and comfort in cafes and cocktail bars.

With this condition plenty of pep is being put into closing days. One stunt, starting on Monday, is a Festival of Light, planned to show light shafts, phosphorescent planes, smoke screens, bombs, very lights and fireworks. Display will be presented by the 202d Coast Artillery Anti-Aircraft Unit, Illinois National Guard, under command of Col. Charles Dawes, son of Rufus C. Dawes, president of Chicago's A Century of Progress. Nightly show to be divided into five episodes, with grounds completely darkened while they continue.

Have for Weather Break

#### Hope for Weather Break

Spot held by Chamberlin is now oc-cupied by Sir Malcolm Campbell's famous cupied by Sir Malcolm Campbell's famous racing car, the Bluebird, attracting some attention, altho play has not been what it might be if weather favorable. Spots which have folded are Mammy's Cabin and Sportsman's Paradisc. Al Hempke has closed his Flaming Fanny and Frank Monaco is letting his cafe on the lake go, as his refreshment license has expired. Otherwise other concessions are plugging along, hoping for a change of weather and praying that the week-end will make up for one 15,000 and two 14,000 days. 14,000 days.

14,000 days.

Tuesday night, with the thermometer around 50, good attendance was in the stadium when 145th Infantry Band; Troops A and B, 107th Calvary; Co. 1, 11th Infantry, U. S. A.; 1st Batallion, U. S. Naval Reserves; 145th Infantry; Battery B, 135th Field Artillery, and the 112th Engineers, numbering 1,500 men, took part in a military exhibition and sham battle. Bayonet exercise, machinegun drill, setting up pup tents, operation sham battle. Bayonet exercise, machine-gun drill, settling up pup tents, operation of one-pounders and 75s, and as finale the shame battle, with plenty of blanks and maneuvering, it proved as successful as any stunt since the expo opened. Before the exhibition Maj. Gen. Dudley J. Hard, commander of the 37th Division, reviewed the entire forces.

Sunday proved an exceptional day, weather considered. In mid-afternoon rain started. Thermometer ranged from 57 to 50 degrees during the day. Despite this more than 9,000 entered the grounds between 3 and 10 p.m., with rain beating down, Total attendance was 61,956.

#### Railroaders View Engines

Attendance was swelled several thou-sand by railroad labor organizations, it being Brotherhood Day, arranged by D. B. Robertson, president of the Brother-hood of Locomotive Firemen and Enginemen; Alvanley Johnston, grand chief engineer of the Brotherhood of Locomo-

#### Attendances

Previously reported 3,378,1	00
Thursday, September 23 15,2	96
Friday, September 25 27,3	91
Saturday, September 26 44,4	122
Sunday, September 27 61,5	56
Monday, September 28 14.5	114
Tuesday, September 29 21,4	105
Wednesday, September 30 14,	68
Total to date 3,578,	=

tive Engineers; A. F. Whitney, president of the Brotherhood of Railroad Trainmen, and J. A. Phillips, president of the Order of Railway Conductors. Much time was spent mousing around the historic engines of the Parade of the Years.

Another help was youth who came to

the Years.

Another help was youth who came to see the finish of the fencing tournament. Territory is strong for fencing and much interest attended presentation of matches. Saber, open foll, women's foll, novice and epee were represented. Contests had been staged in the open but rain necessitated finals being held on sheltered ramps of the stadium. On Friday, September 25, 400 nurses, doctors and sanitation officials celebrated Public Health Day aboard the Showboat. Luncheon speakers were Dr. Louis

Public Health Day aboard the Showboat. Luncheon speakers were Dr. Louis Karnosh and Dr. Harry Rockwood, Academy of Medicine; City Health Commissioner Harold J. Knapp; Miss Katherine Buckley, Cincinnati, chairman Ohio State Nurses' Association, and Mrs. Carrie E. Lewis.

First bank-night prize was awarded the same right wires tables 1166

the same night, purse totaling \$1,250. Present bank-night prize stands at \$1,000, with last drawing on October 8.

Livest party of the expo was staged in Streets of the World Wednesday night during washout. Mr. and Mrs. Jan Vrombaut, wooden-shoe makers of the Streets, were celebrating their 35th wed-ding anniversary. John Gourley, man-ager of the streets, lined up concessioners aget of the steets, lined up concessioners and called it a day. Parade was formed, with Jan in the lead sounding a trumpet; Mrs. Jan escorted by Don Baker and his three dogs, and a general procession following. From cafe to cafe the party proceeded, ending at the French Casino, where it remained.

#### New Site in Red Lion, Pa.

RED LION, Pa., Oct. 3.—Having lost lease of Fairmount Park grounds upon which Gala Week Fair has been held for 18 years, Secretary R. M. Spangler announced that directors have leased 15 acres on the edge of Red Lion for a term of years. Work will begin in spring to prepare the new location for the 1937 fair, Paid admissions were 3,105 more this year than in 1935, midway did bigger business and the fair was voted the best in history.

#### Mineola Hit by Weather

MINEOLA, L. I., N. Y., Oct. 3.—Spotty weather spiked hopes of sponsors of Mineola's 94th annual fair on Septem-ber 21-26, holding attendance to 80,000 as compared to an anticipated 250,000. Exposition is fostered by Nassau-Queens Agricultural Society. Opening-day attendance was 20,000.

#### Elkhorn's Comeback Strong

ELKHORN, Wis., Oct. 3.—Attendance at Walworth County Fair here on September 7-10 was estimated at 75,000, with increase in receipts over last year of \$35,000 and estimated profit of \$10,000.

tracted horsemen from all over the coun-

Royal American Shows, on the mid-Royal American Shows, on the mid-way for the third successive year, grossed its greatest amount for Tennessee State Fair, it was said. The free shows in front of the grand stand were outstand-ing hits, especially the lavish Passing Parade. Al Sweet's Band played con-certs daily.

Among innovations were a series of daily broadcasts by Station WLAC. These included a "man on the midway" broadcast each morning and afternoon and cast each morning and afternoon and an afternoon broadcast from the newly opened Electrical Building. Exhibit space was filled to capacity and concessions reached a new high, according to Phil C. Travis, superintendent. All livestock competitions were held on the tanbark of the Horse Show Pavillon, with \$35.000 in prizes. Joe Spanter, protanbark of the Horse Show Pavillon, with \$85,000 in prizes. Joe Spanier, program concession, said that for the first time in his experience of 53 years his sales boys were unable to get thru the crowds with their wares. Fair publicity was in form of posters, catalogs, autostickers and considerable aid from newspanses. papers.

#### ESE VICTOR-

(Continued from opposite page)
25.90 seconds, breaking his own record
of 26.15. The racers assembled by J.
Alex Sloan and Bob Repp did their
stuff before crowds of about 10,000 on
Friday and Saturday. Early in the week
Bobby Jeanne, known also as Cora Lane
and Ruth Dodd, of London, Eng., suffered serious leg and back injuries
when the firing apparatus of the cannon
act went wrong and she became wedged
in the barrel. She was taken to a hospital and the night show went on without her thruout the week. Miss Jeanne
was substituting for a friend injured in
doing the act in Toronto.

Big Renue Praised (Continued from opposite page)

#### Big Revue Praised

Weather was about perfect. The spectacular Scaring High revue proved entertaining to satisfactory crowds that paid to see. Comment was that this was one of the best night shows staged in the East, taking the place of a stampede and rodeo for the past three years. Included were the Empire Male Octet, Greye Family, Lolita Bertling, Jack Eddy Company, Ray and Sunshine and a chorus under training of R. Alamoff.

Horse races on the first four days drew

a chorus under training of R. Alanoff.

Horse races on the first four days drew
crowds of from 4,500 to 7,500, considered above the average of the past
few years. Lucky Teter's Hell Drivers
were given credit for a fair portion of
daily turnouts. Sunday, Governor's Day,
had Governor Curley and Lewis O. Barrows, making his first public appearance
as governor-elect of Maine, substituting
for Governor Brann. After a bad Monday start the Horse Show drew well,
entries comparing fayorably with the best day start the Horse Show drew well, entries comparing favorably with the best showings of pre-depression days. Fol-lowing practice set last year, show man-agement plugged with stunt classes. Baby beef sale brought \$1.15 per pound

to owner of the best animal, but was far below all-time records of \$11.15 a pound and \$10,202 total paid in 1933, when competition for top animal was keen among buyers.

#### Tribute to Officials

Other features included the largest Other features included the largest ever Dog Show, a record championship chopping contest and sheep-dog trials. Cattle entries were unusually heavy, with the Holstein showing perhaps the best ever. So successful was the outdoor machinery show that most of the exhibitors have reserved space for 1937. Many concessioners declared the fair the hest since heefuning of depression. since beginning of depression.

The expo was considered more than a success by the management. In March, during a record flood, the Coliseum had 14 feet of water in the ring and on some parts of the grounds level of water was 18 feet. This water was on the grounds nearly 10 days, and it cost more than \$60,000 from expo funds and much work and planning to get the plant ready. That everything went off better than had been hoped for was considered a tribute to the abilities of all including a tribute to the abilities of all including a tribute to the abilities of all, including especially General Manager Charles A. Nash, Assistant Manager Milton Dan-ziger and Jim Fifield, publicity man.



#### WILLIAMS & LEE ATTRACTIONS WANT

for 1937 Fair season. Acts of all kinds, in-terested in Revues, Troupes, Animal Com-binations, SENSATIONAL acts. No act too large or small if it has merit. Give full de-tails. Write

WILLIAMS & LEE, 117 Mackubin St., St. Paul, Minn.

#### GRANDSTAND SHOW WANTED

5th Annual Sabine Parish Fair, October 20-24, ercentage basis only. Have Horse Races afternoons, easily Pageant and Weddins by promoter who nows business nights; also five night Sireworks. BYRON, BELISLE, Sec.-Migr., Many, La.



GEORGE A. HAMID. Inc.-Undisputed leader among the world's outdoor booking and producing offices. For THE ACME IN ACTS the journey begins and ends at THE HOUSE OF HAMID HITS. It is not too late to let us supply your needs for your Fair. Now, as always, pledged to a unique type of product and performance-at a price that challenges comparison.





GEORGE A. HAMID, Inc.

CONCESSIONERS, BOOK NOW FOR THE

WACO, TEXAS

OCT. 29-NOV. 8. Inclusive

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

Write or wire A. E. QUINN, Secy.

#### places Jumbo as a nut reducer—showfolk leaving

FORT WORTH, Tex., Oct. 3.—New show at Frontier Centennial, Billy Rose's International Circus, put in as a "nut reducer" in place of Jumbo, opened to about 100 customers on night of September 28. The circus, receiving as much ballyhoo as other shows here received now consists of seven acts. ceived, now consists of seven acts retained from Jumbo, and it is said new acts and performers are to come in.

Acts are Captain Rudy, with elephant, camel, horse and dog; Francisco and La-Belle Dolores, balanching act; Dr. Ostermaier, educated horses; Poodles Hanneford and Family, riding act; the Jacksons, whip snappers; the Kimris, aerialists, and Josephine Demott Robinson, bareback rider. Opening show lasted about 45 minutes; admission, 50 cents. Captain Irving O'Hay, formerly announcer for The Last Frontier, is ringmaster. Hyman Maurice continues as orchestra leader. Musical score is entirely different from that in Jumbo. One reason for the small opening crowd might be that circusgoers saw Jumbo camel, horse and dog: Francisco and Lamight be that circusgoers saw Jumbo the last week it showed and may be fed up for the time being.

#### Last Frontier in Record

For the first time here Jumbo and The Last Frontier played to S. R. O. last week, finale for both shows. Reason for the turnout was announcement that as the turnout was announcement that as this was the last week for these shows it was also last week that bargain book tickets, sold before the show opened, could be used. Because of rain, which kept many away, unused tickets to Jumbo and The Last Frontier are being honored at the new circus and second performances of Casa Manana Revue, Jumbo showgirls, dancers, Allan K. Foster tumblers and Singing Razorbacks left for New York on September 28.

The Last Frontier, with about 140 per-

The Last Frontier, with about 140 performances, established a new American record for Western shows and rodeos in any one city, it is said. For the week of October 3-11 tickets at 50 cents purchased for either the Horse Show at Will Rogers Memorial Coliseum or Live-Stock Exposition on the north side entitle purchasers to admission to the grounds of Roses's section.

Exposition on the north side entitle purchasers to admission to the grounds of Rose's section.

Olin Thornton concessions moved onto the asphalt midway, surrounding the monkey mountain, and show up much better than when they were off the midway. Remaining rides also have been moved nearer the midway.

Henry LaMarr, soloist for The Last Frontier, left for New York on September 28. Barbette, aerialist in Jumbo, left for a week's engagement in a Washington (D. C.) theater and then on to the State Theater, New York. Walter Dare Wahl, formerly starring in Casa Manana Revue, left for New York, and Eddie Bruce, formerly on front of blowoff show at Nude Ranch, left for New York. Mary Dowell, Casa Manana showgirl, left for New York with the Jumbo Company. George Dukas, assistant maitre d'hotel at Casa Manana, left on September 25 for his native country, Greece, to re-enter military service. Bob Lawrence, baritone soloist in Jumbo, returned to Paul Whiteman's Orchestra at Casa Manana. As a feature on Kids' Day on September 25 Jack Powell, new Casa Manana. As a feature on Kids' Day on September 25 Jack Powell, new drummer star in Casa Manana Revue, presented pairs of drumsticks to first kids on the grounds.

#### Nude Ranch Is Altered

Nude Ranch Is Altered

Atterations to Nude Ranch make bally stand larger, box office has been moved to a better spot and is now glass-inclosed, and in place of the bear-skin trade-mark there is a scenic view of nudies painted on ranch sides. Bob Williams, formerly grinder at the Ranch, lett last week. Dob Gandberg, burlesque straight man, left Milk Bath and is handling added attraction at Nude Ranch. Billy Pitzer, also well known in burlesque, who formerly had charge of this added attraction, left for New York, where he has joined an Associated burlesque show. Mrs. Pitzer, cashier at Milk Bath, is staying on. Eddie Golden, talker for Milk Bath and Nude Ranch,

Cool Weather

Cuts Into Biz

left for Hollywood to be emsee at the Clover Club. Later he has an engagement at the Germania Club, Seattle. Charlle deHaven, producer of Milk Bath, will leave soon for Hollywood. Morris will leave soon for Hollywood. Morris will leave soon for Hollywood to be emsee at the Clover Club. Later he has an engagement at the Germania Club, Seattle. Charlle deHaven, producer of Milk Bath, will leave soon for Hollywood to be emsee at the Clover Club. Later he has an engagement at the Germania Club, Seattle. Charlle deHaven, producer of Milk Bath, will leave soon for Hollywood to be emsee at the Clover Club. Later he has an engagement at the Germania Club, Seattle. Charlle deHaven, producer of Milk Bath, will leave soon for Hollywood. Morris will have soon for Hollywood. Morris he will leave soon for Hollywood. Morris he will have soon for Hollywood to be emsee at the Clover Club. Later he has an engagement at the Germania Club, Seattle. Charlle deHaven, producer of Milk Bath, will leave soon for Hollywood. Morris he will he successful he will have soon for Hollywood. Morris he will he successful he will he accessful he will he accessful he will he accessful he will he will he accessful he will he will he accessful he will he

prised as natives at the early cold weather, which brought the thermome-ter down to around 60 degrees after rains. This weather hurt business con-

Jack Ruback, who came from Plain-view, where his Western States Shows sack Rubback, who came from Flainview, where his Western States Shows
are playing, accompanied by Booby
Obadahl; Mr. and Mrs. Johnny O'Shea,
of Beckmann & Gerety Shows, and Larry
Hogan, general agent for B-G, visited
Mr. and Mrs. Olin Thornton this week.
They were guests of the Thorntons at
Casa Manana for dinner and the revue,
and later the group visited Ploneer Palace and saw the show there. Neptune's
Harem, operated by Clyde Fox, now
allows women in free when accompanied
by men at certain times. Charlie Rauer,
formerly in O'Reilly-Beresin novelty
stand, is at Caca Manana ac cachier.
Harry Novak, formerly in charge of a
drink stand, is in charge of the big
novelty stand in Magic Shop concession,
now operated by O'Reilly-Beresin.

#### Whiteman Week Is Set

W. L. Lewis, who cme from Cleveland, opened with Happy Myers a roly-poly concession where the Negro Dodgem for-merly was located. Steve Stephenson Joe Woods are in charge for Lewis and Myers.

George L. Ames, Beckmann & Gerety Shows, and Sammy Lasky. Western States Shows, are now at the Brazilian States Shows, are now at the Brazilian board game, owned by Sam Salerno and Tony Miller. This also has been moved nearer the midway to adjoin Thornton's group. Graham Young, who had the "largest steer," moved it to the north side during the Live-Stock Exposition on October 3-11, but probably will return to this show. Mr. and Mrs. Frank Hughes left for Albuquerque, N. M., where Mr. Hughes, who was in charge of the double blower for Olin Thornton, is to undergo an operation. Jake Loman left for his home in Oklahoma. Jack Earl, circus giant, came from Dallas to Earl, circus giant, came from Dallas to see last performances of Jumbo and to visit friends.

visit friends.

Governor Allred designated September 26-October 3 as Paul Whiteman week. Whiteman and his orchestra played an engagement at the University of Texas, Austin, as part of Whiteman week. Frisco, Ziegfeld star, went into Pioneer Palace Revue on October 1, replacing Tom Patricola, who will be in Casa Manana Revue only. Cardini, magician, went into Casa Manana Revue as extra went into Casa Manana Revue as extra attraction. Jesse Phillips, formerly talker at Milk Bath, is playing at the

#### Storm Holds Down Gates in Brockton

BROCKTON, Mass., Oct. 3.—Official attendance figures for 62d annual Brockton Fair on September 14-19 are 114,128. By days: Monday, 7,000. opening with a night performance; Tuesday, 26,529; Wednesday, 20,652; Thursday, 25,601; Friday, 2,000. day washed out by storm; Saturday, 32,346.

It is the belief of Secretary Frank H. Kingman that had weather been good on Saturday attendance would have reached 55,000. Attendance at last year's fair on seven days, with rain on Monday, Kids' Day, was 156,000. In 1934 there was rain on Thursday, Friday and Saturday. Secretary Kingman declared

Saturday. Secretary Kingman declared the 1936 fair better balanced than those

the 1936 fair better balanced than those of the last five or six years.

Hollywood Revue, a George Hamid production, personally supervised by Paul N. Denish, New England representative of the Hamid organization, fared okeh, and so pleased were officials that next year the gal revue will be staged on a more elaborate plan.

Management retained the price policy of 50 cents for adults, 25 cents for children, reand stand, 50 and 75 cents.

children; grand stand, 50 and 75 cents, \$1 and \$1.50.

AT GREAT Wilkes Fair, North Wilkeshoro, N. C., the Four Devils were fea-tured. They were Ohlo Display fire-works nightly and Thompson's auto races Saturday afternoon.

DES MOINES—Board of West Liberty (Ia.) Fair reported a balance of \$493.50 from the 74th annual fair, receipts being \$14,101.48 and expenditures \$13,607.98.

JONESBORO, La.—Winn and Jackson parishes, merging for the first time, had the most successful fair in history of either association. Over \$800 in premiums were awarded and attendance reached close to 50,000. A public wedding featured closing day.

RANDOLPH, O .- Best attendance in recent years marked Randolph Fair here on September 25 and 26, the 78th annual attracting more than 5,000, it was re-

DOVER, O.—Prosecutor has informed Tuscarawas County commissioners it would be legal for them to advance Tuscarawas County Fair board \$10,000 toward the erection of a grand stand as a PWA project, commission to be repaid by withholding \$1,000 a year from \$2,800 annually appropriated for the fair. If built the stand is expected to seat 2,500 and be erected flush with the race track.

SUMMERVILLE, Ga.—Chatooga County Fair Association re-elected J. P. Baker president.

NATCHITOCHES, La.—Within a few hours after fire swept the plant of Natchitoches Parish Fair Association here on September 24 officials announced the fall event would not be called off but that tents would be used for exhibits. President A. A. Lay, who said the fire started in the agriculture building in stored hay, estimated damage at about \$10,000, not covered by insurance. All buildings will be rebuilt, he said. he said.

WEST POINT, Va. — King William County Fair Association elected S. S. Robinson, president; W. G. Waring, Dr. A. W. Lewis, W. T. Fleet, Everett Ed-wards, vice-presidents; Mrs. George A. Clark, secretary-treasurer; C. S. Watkins,

TOLEDO.—Lucas County Fair here on September 17-20 on the Miami grounds, according to Secretary Charles Glann, had a gate estimated at 25,000 adults and 15,000 children. It was the first time that the society has held a fair over Sunday. Milt Hinkle's Rodeo was presented afternoons and a horse show at night. Robert Gloth, head of Cleveland Bazar Company, concessioners, reported the best four days in several years for the midway.

LARGO, Fla.—William Gomme is secretary and manager of Pinellas County Fair, the 1937 presentation of which will be the 20th annual.

INDIANAPOLIS .- Fielding W. Scholler, reteran harness race starter at fairs, home for a brief rest after dates in Lewisburg, W. Va.; Louisville, Ky., and Athens, Ala., reports conditions good in the South. He will officiate, among other spots, in Carroliton, O.; Shelby, N. C., and at meets in South Carolina.

LEIPZIG, Germany.—General recovery of world trade was indicated by Leipzig Fair this fall. During August, the fair month, Germany reached its peak of ex-ports for the year. Fair attracted exhibi-tors and buyers from 74 countries and tors and buyers from 74 countries and exhibits from 16 leading producing na-tions. Half of the visitors have at-tended 20 previous fairs. Exhibits oc-cupied more than 1,000,000 square feet. Fair, which has been held for 700 years, is considered a dependable barometer of orld trade conditions.

CHARLOTTE, N. C .- With full co-op CHARLOTTE, N. C.—With full co-operation in the territory for Carolinas Agricultural Fair, first annual, to be held here, Manager C. W. Cracraft reported that it has been necessary to enlarge tented space for exhibits. Schools are to be closed two days during the fair and there will be more than 25 school exhibit booths. Poultry show entries are heavy. Mighty Sheesley Midway will furnish attractions.

LUMBERTON, N. C.—Charlotte Mae Hedgpath, who celebrated her second birth anniversary during Robeson Coun-ty Fair here, week of September 21, is

## Fair Grounds Records Set

Two-bit gate policy credited with increasing attendance last three years

ALLENTOWN, Pa., Oct. 3.—Great Allentown Fair, on September 21-26, was called the most successful in history, weather being good and no races or night shows being called off, altho Thursday was threatening. Officials estimated attendance at about 225,000. Gate admission, set at 25 cents three years ago, is credited with being a great factor in increased attendance. Grandstand attendance was excellent, especially at night, when the stand was sold out every night, first time this has been ut every night, first time this has been

done.

Exhibits were 40 per cent ahead of last year and of much better class and quality. Daily parade of atook in front of the grand stand, exceptional this year, was headed by the Ploneer Band of Allentown, which at the conclusion gave concerts in front of the stand. Tuesday was the biggest Children's Day in history of the fair, bringing more than 50,000 kids. Trotting, pacing and running races were given on four days, and on Saturday auto races under Hankinson Speedways drew more than 25,000. Joe Basile's Band gave concerts afternoon and evening and played the free attractions and revue at night.

While concession space was well filled

While concession space was well filled not as much was sold as last year and much better supervision was evident. it was remarked.

it was remarked.

Grand-stand attractions and revue, booked by George Hamid, consisted of Katzenjammer Kids, comedy novelty auto; Eric, the Great, high pole; Great Lodi Troupe, comedy teeterboard; Luisita Leers, trapeze over grand stand; the Albanis, aerial novelty; Will Morris and Bobby, comedy knockabout bicycles; Helen Reynolds Skaters, beautiful roller-skating number, and Balabanow Flve, accordions. Night revue, Fascinations of 1936, produced by Edgar I. Schooley, consisted of five beautiful parts, and had exceptional lighting effects and scenery of unusual height and brilliance. Principals were Lee Barton Evans, emsee; Principals were Lee Barton Evans, emsee; Helen King, prima donna; Mary Stone, soubret; Margot Koche, premier dancer; Four Aces Quartet; Jack Gwyne and Company, magicians; Dorothy Martin Quintet Dancers and 24 girls in line.

Quintet Dancers and 24 girls in line.
World of Mirth Shows, on the midway
for the flith year, had 30 shows and 17
rides. Officials said that business was
somewhat ahead of last year.
Visiting fair officials included Samuel
S. Lewis, J. D. Weiser, York; H. B. Correll, Harry Flickenstine, Bloomsburg;
Major E. B. Allen, Flemington, N. J.;
Frank Bausman, Pottsville, and Sam B.
Russell, Lewistown. Sam Burk and Harry Kurwitz, Lulu Temple Shrine, Philadelphia, were visitors with Bob Morton delphia, were visitors with Bob Morton to view the revue, which will be pre-sented by the Shrine at the Metropoli-tan Opera House in that city. Jim Ma-lone looked after interests of Hankinson Speedways and George Hamid and secretary were busy between shows with correspondence.

PHILADELPHIA—Lu Lu Temple, Mystic Shrine, has booked Fascinations of 1936 revue for a week's engagement at the Metropolitan Opera House, starting on October 12. Revue is playing fairs under George A. Hamid, Inc. Local arrangements were handled by Bob Morton. Morton.

granddaughter of Fair Secretary W. O. Thompson, was born during the 1934 fair and was christened the "Robeson County Fair Baby." During the 1936 fair she was a guest on the Marks Shows "Pleasure Trail" of Miss Jean Marks, also two, daughter of President and General Marker Loyal Marker. eral Manager John H. Marks.

LITTLE FALLS, Minn.—President Lee M. Shell, State Fair board, presented the trophy to Little Falls City Band, win-ner for the second consecutive year in the State-wide band tournament at Minnesota State Fair. Band, under leader-ship of W. P. Blake, featured Sargle Lambert, woman drum major.



## Texas Centennial Exposition

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

## Record Low Week Put In

Adverse weather and flood felt at gates-Young has new edition of revue

attendance down for another week, the third consecutive one of exceptionally low gate figures. Week following Labor Day showed 186,000; second post-holiday week increased to 189,000, but the sevenday period ending last Tuesday saw a drop to 147,560, lowest week since the expo opened. Wednesday, September 23, expo opened. Wednesday, September 23, first day of the seven-day period, was average with 35,000. On Thursday rain fell during the afternoon with threatening weather at night. Early Friday morning rain fell again and continued without a letup until early on Monday. Since then weather has been too cold for exposition-goers. then weather i

position-goers.

Heavy rains flooded a considerable portion of Texas, particularly south of Dallas. Highways and rall lines were covered with water over the week-end making travel nearly impossible. All special events scheduled for Friday, Saturday and Sunday were canceled. Circus Night, scheduled for the amphitheater Saturday night, was postponed. It will be a free show and will include a slide-for-life by Gertrude Bell from tower of the State Building to the Ford Building, about 1,000 feet. about 1.000 feet.

the State Building to the Fold School to Apolitical Properties of the past week was the convention of the International Association for Indentification, attended by leading Gmen of the world. It brought national publicity to the exposition, which was all for naught because of weather. Another publicity stunt was Reporters' Day, set aside for reporters of the four Dalsan newspapers covering the exposition. Press agents from exhibits and concessions were at the command of the reporters and were obliged to play hosts at breakfast, luncheon and dinner. The day ended joyously for the reporters when all the press agents were taken to the Stephen Austin Army Camp on the grounds and placed before a firing squad. Charity Horse Show the past week drew fair crowds in spite of weather.

#### Hollywood Show Folds

Ernie Young's new edition, Novelties of 1937, originally set to open last Satur-day, delayed because of weather, opened Monday night. Starring is Mile. Corinne, sensational dancer, who offers a series of new dances in addition to her apple dance. St. Clair and Durand, specacular adagio team, and Helen Doyle, prima donna, are additions. Joe Rio remains as emsee and Lou Harris' Ork continues on the elevated steep. Down Cate structs emsee and Lou Harris' Ork continues on the elevated stage. Don Cato, single specialty dancer, remains. New edition includes a musical comedy number, Congo number, bubble dance, cape dance, military drill, reflections number and the parasol number, held over by request

Show is being staged in two sections, a new policy. Heretofore the revue had been on an every-quarter-hour policy. Current edition, third since the Ernie Young organization invaded the exposition last June, has flash, beautiful musical scores, elaborate wardrobe and an array of talent that stops the show too often.

Hollywood Studios and Hollywood Nights, in the heart of the midway and containing the largest and flashiest front, closed Tuesday night. Hollywood village is on the advance tickets, which will be honored for duration of the exposition at Streets of All Nations. Hol-

#### Attendances

Previously reported	4,171,863
Wednesday, Sept. 23	35,936
Thursday, Sept. 24	20.928
Friday, Sept. 25	17,899
Saturday, Sept. 26	19,279
Sunday, Sept. 27	
Monday, Sept. 28	
Tuesday, Sept. 29	
W. W	147,560
Total to date	4 319 423

DALLAS, Oct. 3.—Rain and cold held from the opening day.

#### Student Influx Starts

Student Influx Starts

Doll Parade, last Saturday afternoon, was also hampered by weather. However, it was a success and probably will be staged again later. Bunny Bigg's Whirlingigs, stupendous variety show, is in the makings and will open on October 10. School children of Texas start their invasion next week, first group from the Panhandle district to include about 10.000. It will be followed by groups every week until school districts have been covered. There is a possibility of increasing attendance by 1,000,000 thru these student groups.

poen covered. There is a possibility of increasing attendance by 1,000,000 thru these student groups.

Only soloist able to hold the "show-window" crowds at the visual-audible studios of Gulf Oil Corportion is Lee Kenner, leading exponent of the banjo.

. Howard Way, composer, arranger, script writer and production expert of the expo's radio staff and veteran of major networks, left for New York, where he will work on several independent shows of his own. He will assume managerial responsibilities of several radio and musical units. . . A full fleet of gondolas has set sail on the Lagoon, newest daytime sport and romantic evening pastime being inaugurated this week. Finding singing-paddling Venetian gondoliers has the sponsors of this concession in a turmoil.

## Kansas State Will Pay Out

Hutchinson fair bucks rain to add to reserve fundattendance down from '35

HUTCHINSON, Kan., Oct. 3.—Rain fell on two days at Kansas State Fair here on September 19-25 and paid attendance was down 8.000 compared with last year. A year ago the paid gate was 75,000; this year it was 67,000. However, the fair paid out and added to the reserve fund. Officials and patrons alike considered it one of the best balanced in years despite drought.

years despite drought.

Farm machinery exhibits were largest and most diversified in half a dozen years. Agricultural displays from countles demonstrated ability of Kansas farmers to stick to the land. More than 800 boys and girls from the 105 counties were guests of the fair for the week as members of 4-H clubs, second year the new 4-H Club Building was in use.

Entertainment was of the same high

Entertainment was of the same high quality of the last 10 years or more. Beckmann & Gerety Shows returned Beckmann & Gerety Shows returned with attractions which were well patronized. For Barnes-Carruthers attractions, afternoon and night, grand stand averaged 7,500 at night, despite cool weather the last two performances. Auto races Monday and Friday afternoons outdrew horse races of Tuesday, Wednesday and Thursday. Monday saw a capacity crowd of 11,000 in the stands, while Friday drew about 9,000. Only about 3,500 attended horse races Tuesday afternoon because of rain; 6,000 on each of the other afternoons was a good estimate. These figures are about

even with 1935.

A fair official estimated nearly 150,000

A fair official estimated nearly 150,000 persons were on the grounds during the week. About 5,000 passes were out; School Day on Monday, with free gate, attracted at least 15,000 kids. Carnival crowds after the 25-cent gate went off at 9 p.m. increased general attendance. The board cut down on passes but didn't completely trim the list. Gate remained at 35 cents until 6 p.m., then two bits until 9 p.m. What the pass trend will be next year is uncertain. Beer is not legal in Kansas, but it's not illegal either, so there were four beer stands on the grounds, all doing good business, with one dealer staging a floor show every half hour. He sold the most steins. It will probably mean a jumble of floor shows next year if a jumble of floor shows next year if, the beer status remains as is. Local talent was used, but the boys out front were moaning for a fan dancer. Jack Storey, mike performer at big auto and air meets, presided for the auto races.

## Grand-Stand Shows

PLAYING a route of fairs in Missouri, Arkansas and Mississippi before going to Florida for the winter, Edward Le Roy, high wire, reports the best season in high wire, three years,

AFTER 18 weeks as free attraction with William Glick Shows, Bench Bentum Diving Sensations began the season of, fairs in Luray, Va., on August 24, followed by Bedford and Smethport (Pa.) fairs and Maryland Club Gardens, Washington, D. C., before joining Endy Bros.' Shows for remainder of the fair season. Besides Houry Bentum reseason. Bros. Shows for remainder of the fair season. Besides Harry Bentum, manager, and Miss Bentum, featured diver, troupe comprises Blanche Gran, Fred Beattle, Clown Johnny Bananas, Jerry O'Brien and Jack and Harry Bentum Jr.

A SUCCESSFUL season, with the observation that fairgoers like concert music, is reported by Conductor James Neeld, Neeld's Concert Band, which opened in Clarion, Pa., and played fairs in Bedford and Ebensburg, Pa.; Petersburg, W. Va.; Huntsville, Ala., and Lawrenceburg, Tenn., with Florence and Guntersville, Ala., to follow.

REPORTING a successful season at fairs, J. Lamont, Lamont's Cockatoos and Macaws, closed at Wayne County Fair, Wooster, O., on September 29-October 2.

AT DAKOTA COUNTY FAIR, Farmington, Minn., acts were the Five Lees and Chilcott's Animals, and Moville (Ia.) Pair were Silvers Johnson and Company, Baker and Evers, Savilla Frazier Trio, Ray and Lercy, Great Millette, Valen-tine Trio and Chester Huber, all booked by Williams & Lee.

TRENTON'S NIGHT
(Continued from page 40)

level of the last three years. In other words, it looks like Trenton is on the way back from an exhibit standpoint, considering amount of space sold and prices asked for footage, as compared to previous years.

prices asked for looking.

Several improvements to the plant were in evidence. A section of chair were seats was added to bleachers, new flags seats was added to bleachers adorned the grand stand seats was added to bleachers, new flags and banners adorned the grand stand and entrances to grounds, neon and electric signs added color to grand-stand gates, ticket stands and exhibit departments; modern ticket-selling facilities have been installed in the grand stand and a much-needed 50 by 70-foot stage has been erected in the infield. Shell Barrett, veteran circus ticket man, in charge of the grand-stand sale, employed a new system for Trenton that seemed to be approved. to be approved.

#### Exploitation Is Heavy

William Glick Shows on the midway had one of the largest Mondays of its season, grossing \$5,300, just double the amount realized by the midway on the corresponding day in 1935. Rain on Tuesday and Wednesday affected business considerably, many shows and rides remaining dark all day on Wednesday. Twelve shows and 11 rides were in operation.

An elaborate display of framounts were

An elaborate display of fireworks was

An elaborate display of hreworks was presented nightly by Ohlo Fireworks Company, set pieces being featured. Pat Purcell, of Ralph Hankinson organization: Bert Nevins and Leonard Traube handled publicity and special exploitation, a big job this year. They landed plenty in local and near-by-

## Tulsa in New Mark in Rain

Four-State goes far over count of 90,000 in 1935 -first Indian expo held

TULSA, Okla., Oct. 3.—Rain that fell or threatened on each day of Four-State Fair on September 19-26 failed to prevent setting a new attendance record, according to estimates of officials, which ran from 100,000 to 183,000, latter figure based on day-by-day estimates. Last year's attendance was about 90,000. Figures, as announced at closing time each night: Saturday, September 19, 7,000; Sunday, 22,000; Monday, 31,000; Ckids' Day; Tuesday, 12,000; Wednesday, 14,000; Thursday, 34,000; Friday, 25,000; Saturday, September 26, 5,000.

Two Saturdays, Tuesday and Wednes-TULSA, Okla., Oct. 3 .- Rain that fell

25,000: Saturday, September 26, 5,000.

Two Saturdays, Tuesday and Wednesday were worst hit by weather, altho it had its effect on the other days. Admission prices were the same as last year, 25 cents to grounds and same charge to grand stand for stage show and auto races. Six acts, booked by Ernie Young for special appeal to children, were scheduled for the last seven nights at the grand stand, but were rained out on three. Sunday afternoon program was probably most popular, with auto races, model airplane contest and baby parade pulling an estimated 10,000. Art Goebel, aviator, was referee and Barney Oldfield starter, as added attractions at races in which Bill Morris, Denver, won major honors on the dirt track.

Thursday and Friday, Thrill Days at

Thursday and Friday, Thrill Days at the grand stand, had motorcycle racing, auto polo, stunt cycling and auto driving, and Bud Quist, Milwaukee "hat man." Thearle-Duffield fireworks were given every night that the grand-stand show was held.

Mel Vaught's State Fair Shows on the midway set something of a precedent for Tulsa fairs by having all attractions set up at noon on opening day. Five of the organizations' tents were blown down Tuesday night, causing about \$2,000 damage, heaviest to the animal show top. Showmen said Children's Day was one of the best days of the season.

Two exploitation stunts involving use of the two local radio estation were

of the two local radio stations were com-mended by carnival officials. One was a series of broadcasts of midway descriptive matter by Allen Franklin, KVOO announcer; the other a braggers' contest for show talkers thru KTUL. The test for show talkers thru KTUL. The first annual American Indian Exposition was run on adjoining grounds and in conjunction with the fair. It is hoped to build this up until it may rival the International Petroleum Exposition held here blennially. Fair officials claimed a record number of entries in exhibits, al-tho drought undoubtedly had some ef-fect. Hade E. Bridges, fair board secre-tary, was in charge for the second suc-cessive year. cessive year.

dailies besides conducting a thoro radio campaign thruout the week. Purcell, conducting 15-minute radio shows three times a day over WTNJ, ably assisted by Mildred Odone and Herman Ulis. Three additional broadcasts were handled by Dave Driscoll over WOR, Newark, at intervals.

Horsemen competed for special trophies offered by Governor Hoffman, George A. Hamid, The Trenton Times and The Trenton State-Gazette, Major Edward B. Allen, Flemington, N. J., being racing secretary.

Allen, Flemington, N. J., being racing secretary.
Visiting fair and park people on Thursday included Dr. Albert Brown, director of New York State Fair, Syracuse, and Mrs. Brown; Secretary Charles W. Swoyer, Reading (Pa.) Fair; Leonard Brown, manager of attractions, Playland, Rye, N. Y., and Anna Halpin, Harry Shepard and Sadie Harris, Palisades (N. J.) Park.

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IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

## Birmingham Biz Goes Up

Alabama State has larger exhibits and added departments-better on midway

BIRMINGHAM, Ala., Oct. 3.—In spite of threatening weather on Monday and Tuesday, Alabama State Fair drew large crowds, and on Friday indications pointed to attendance records being smashed. ed to attendance records being smasned.
Thrill Day, Wednesday, with Lucky Teter
and his Hell Drivers, was big in the
afternoon and at night there was a
\$4,500 grand stand. Grand stand was
packed Thursday night.

Fair had much larger exhibits than last year. Educational exhibit space was 400 by 40 feet. Poultry and wild-fowl show was one of largest in the South. Live-stock and flower shows were added. Management has been highly complimented by many visiting fair officials and showmer.

and showmer.

The midway, with the Royal American Shows, had a tremendous play, far better than last year. Ideally laid out, the show presented a beautiful appearance. Carl J. Sedlmayr and Elmer and Curt Velare continued to enhance the beauty of the fronts with more neon lighting and this, together with line of tower floodlights and battery of searchlights, made the midway a veritable carnival of light.

Larger midway shows ran a close race for top-money honors. Raynell's Flyin' Hi Revue, Leon Claxton's Rhythm Revue, Walter Kemp's Motordrome, Dick Best's Side Show and Freda Wilson's Sandusky Sea Monster Show all did tremendous business and the smaller shows proportionately. Rides had a heavy play.

COLE BIZ BIG—
(Continued from page 37)
but doing his full routine. Capt. John
Smith, who has been in San Francisco
Hospital, returned to show in Hollywood.
Clyde Beatty and Harriet were entertained by the movie folks. They go to
Europe at close of season for an extended
tour, strictly on pleasure. tour, strictly on pleasure.

Al Dean, steward, has had many cookhouse parties of screen folks. KMTR broadcasting station on hand at performances, passing the "mike" to persons in audience to tell how they were enjoying the show.

performances, passing the "mike" to persons in audience to tell how they were enjoying the show.

Among movie folks present were Bobby Breen, Richard Arlen, Johyna Ralston, Mary Brian, Eaymond Hatton, Hal Sherman, Fred Perry, Helen Vinson, Charley Farrel, Mike Curtiz, Bess Meredith, Earl Taggart, "Scoop" Connelly, June Kilgour, Natalle Connelly, Elmer Sheesley, Emilie Leie, Daryllyn and Susanne Zanuck, Beyerly Roberts, Mr. and Mrs. Guy Kibbee and daughter, Ginger Rogers, Clark Gable, Slimone Simon, Mrs. Wallace Beerr, Mr. and Mrs. Matt Gilman, Doris Jean, Carol Ann Gilman, John Beal, Mr. and Mrs. Matt Gilman, Doris Jean, Carol Ann Gilman, John Beal, Mr. and Mrs. Spencer Tracy, Anna May Wong, Jimmy Hicks, Ella Logan, Pete Smith, Lewin Lewin, Mr. and Mrs. Harry Carey, Emanuel Cohen, Ben Silva and party, Ross Alexander, Mr. and Mrs. Howard Jason, Mr. and Mrs. Howard Deighton, Mr. and Mrs. Kenneth Harlan, Mr. and Mrs. Charles Cook, Mr. and Mrs. Joe E. Brown and daughters, Mr. and Mrs. Vincent Barnett, June Travis, Patricia Ellis, Olivia de Haviland, Helen Gibson, Wade McVeigh and party, Frank Madison and party. Showfolks noted, Mr. and Mrs. John Miller, John O. Talbott, George Hines, Mr. and Mrs. Harry Munson and Harry's mother, Mr. and Mrs. Ernie Smith and party, Mr. and Mrs. Ernie Smith and party, Mr. and Mrs. William Thorpe, Curtis E. Little, Leo J. Haggerty, Charley Farmer, Eddic Gamble, Mr. and Mrs. M. D. (Doc) Howe, Fred Snaier, Mr. and Mrs. M. Jake Posey, Charles (West Coast) Smith, Hugh Wier, Mr. and Mrs. Neal Eastman, Doc Hail. At Pasadena night show, Jackie Coogan and Miss Grabill headed a party of visitors. Ray Dean, the announcer, did a novel stunt, getting Jackie and the party to stand, announced them. and when the ricers appeared for the Wild West announcement there was Jackie mounted, wearing a 10-gallon hat. Harriet Parsons and crew, of Screen Snay Shots News Reel, took shots on Pasadena lot of Al G. Barnes Circus.

Notes

The side show, under management of

#### Notes

The side show, under management of



LIVING TRAILER of Marlo and Le Fors, high pole act, ple and other outdoor doings.

Lou Delmore, did very big business for entire engagement.

Fred Seymour and Charley Young did fine jobs in setting the show on Los Angeles, Hollywood and Santa Monica

A word is due Ray Dean, the show's announcer, for a splendid job.

Noyells Burkhart, auditor of front door, and "Butch" Burkhart and assistants were complimented for courtesy accorded patrons.

Orphans of St. Vincent's Orphan Asylum were present for the matinee September 24.

Messrs. Adkins and Terrell told The Billboard correspondent that the Coast would be included in the 1937 itinerary.

Riverside, Calif., gave the show two good houses September 29, and Pasadena light matinee and good night house the 50th. Manager and Mrs. S. L. Cronin, Jack Grimes, George Tipton, Leonard Karsh, Bill Kolp and Harry Levy were noted among the members of the Barnes Circus that visited at Pasadena.

#### CLOING WEEK-

(Continued from page 36)

circus folks. Business was big but the circus folks. Business was big our time weather was at the freezing point. Some change from the torrid weeks just passed thru which had tried the nerves and stamina of the circus family, both human and animal.

Prescott, Ariz., after an absence of two years, was billed for a Sunday afternoon only. The folks filled the seats all around, chalking up a record afternoon for the season.

With only one show at Prescott the 136 miles over a twisting mountainous rail was negotiated in about seven hours, making arrival in Phoenix (the closing stand) a little before 4 a.m. The cir-cus trains were switched from the Santa Fe to the Southern Pacific, loaded Santa Fe to the Southern Facilic, loaded and spotted on the usual crossing, which is only some three blocks from the circus grounds. The afternoon crowd was just a little short of capacity, but at night straw had to be used, sitting on straw all the way round.

With the night show over, there were good-bys aplenty, as many were not to take the show train to Los Angeles but were scattering to the East, North and

#### BIZ HOLDING UP-

(Continued from page 36)

ful darkies from their snack stands. It has not affected the Clifford Cafe on the midway.

Mr. and Mrs. Bud Asher are the parents of a girl born last week. Mrs. Asher and baby are expected to join the show in a few days. An elaborate shower was given Mrs. Asher before she left for the hospital.

Ted Metz's Side Show is getting a good percentage of business. Roberta Ray continues to be a leading attraction, also Emily Minton with her snakes and Lec-turer Frank Stratton, who gives a neat magic performance.

The show has traveled almost 11,000 miles this season. General Agent P. N. Branson visited the show in Savannah.

GRACE BAKER.

## Progress Seen At Chattanooga

Tri-State receipts, exhibits and attractions better -weather hurts start

CHATTANOOGA, Oct. 3.—Off to a bad start due to weather, paid admissions at Tri-State Fair on September 21-27 totaled 70,000, and Manager J. A. Darnaby said the take was considerably better than last year. After having lapsed for several years, Mr. Darnaby last year revived the fair and the 1936

lapsed for several years, Mr. Darnaby last year revived the fair and the 1936 edition showed marked improvement in every line.

"We did practically our entire business in four days," he said. Monday had a free gate, the carnival company not having arrived because of delay in making a long jump here. Tuesday was School Day and kids filled the grounds. Cold rain fell all day on Wednesday and at night, cutting attendance to practically nil. Thursday was not ideal, but a fair crowd turned out. Friday and Saturday were perfect and the real turnout came.

Despite an early drought agricultural exhibits were 500 per cent improved over last year in number and appearance. An innovation was the Power Building where were displayed modern appliances and booths by merchants.

where were displayed modern appliances and booths by merchants.

Altho auto races drew fair business, motorcycle races were poorly attended despite appearance of local riders. A second afternoon of motorcycle races was postponed because of weather. Night grand-stand show, featuring Oo-La-La Continental Revue, failed to do land-office business, as compared to the Ernie Young show last year. Ohio Fireworks displays were novel and superior to last year's.

The midway was credited with a good

The midway was credited with a good week despite weather.

#### NEW BIZ-

(Continued from Radio Section) tember 21. Four 15-minute periods weekly. WNEW.

weekly. WNEW.

BOSTON SHOE EXCHANGE, direct, started September 18. Five 15-minute periods weekly. WNEW.

STANDARD MILLING CO., thru Benton & Bowles, Inc., started September 21. Announcements. WNEW.

BUSCH'S CREDIT JEWELRY CO., direct. Started September 14. Announcements. WNEW.

ROYAL DIAMOND AND WATCH CO.

ROYAL DIAMOND AND WATCH CO., thru Central Advertising Agency, started September 21. One half-hour weekly and announcements. WNEW,

#### Cleveland

ARNOLD WHOLESALE CORP., spot announcements, once weekly at night for 13 weeks, thru Nesbitt Service Co.

WHK.
C. L. KAUFMAN & SONS, 15-minute daytime half-hour show once weekly.

WILLARD STORAGE BATTERY CO., three spot announcements daily for six weeks, thru Weldrum & Fewsmith. WHK.

COMPAGNIE PARISIENNE, five-min-ute transcriptions, six weekly for three weeks, thru Northwest Radio Advertis-ing. WHK.

ing. WHK.
SLAVIN TAILORS, 15 minutes of foot-

Ing. WHK.
SLAVIN TAILORS, 15 minutes of football scores. WHK.
ARROW DISTILLERIES, spot announcements thrice weekly at night for 25 times, thru Gordon Vichek. WHK.
EILERT BREWING CO., 13 weekly spot announcements. WHK.
KENTON PHARMACAL CO., three weekly spot announcements thru Roche, Williams & Cunnyngham. WHK.
GOVERNOR DAVEY, 15-minute transcriptions, four weekly, 32 times. WHK.
SHEAFFER PEN CO., five weekly spot announcements, 17 weeks, thru Baggaley, Horton & Hoyt. WHK.
FORD COAL CO., three weekly spot announcements. WHK.
CLEVELAND DODGE DEALERS' ASSN., one weekly announcement. WHK.
BANNER DEPT STORE, one weekly announcement, 13 times, thru Nesbitt Service Co. WHK.
YALE CLOTHES, Inc., five five-minute evening news periods weekly; six 15-minute evening news periods weekly, 300 times, thru Morris Jessop. WHK.

GEORGE WORTHINGTON CO., 13 weekly announcements. WHK.
PIPER BROS., 20 weekly spot announcements. WHK.
GENERAL MILLS, Inc., five minutes preceding football games once weekly, eight times, thru Simons-Michelson. WHK.

#### Denver

DUPLER ART FURRIERS, 104 announcements at the rate of three per week. KLZ.

MAYER HARDWARE CO., 312 spot announcements at the rate of six per week. KLZ.

Week. KLZ.
SHAW-BETTS ADVERTISING, Inc., six
15-minute political broadcasts. KLZ.
OLD HOMESTEAD BREAD CO., 250
spot announcements at the rate of five
per week. KLZ.

FRUMESS JEWELRY CO., one 15-minute program weekly for 26 weeks, KLZ.

STOKES CANNING CO., 53 spot announcements at the rate of three per week. KLZ.

KNOX CO. (Cystex), one 15-minute program, *True Confessions*, weekly for 25 weeks. KLZ.

ROGERS & SON MORTUARY, one announcement weekly for 26 weeks. KLZ.

K. & B. PACKING & PROVISION CO., five 15-minute programs weekly for one year, The K. & B. Inquiring Reporter. KLZ.

WHITEHOUSE CLEANERS, 312 one-minute announcements at the rate of six per week. KLZ. GRAYSON APPAREL STORE, one 15-minute program, Honor the Law, weekly for 34 weeks. KLZ. GAYLORD APPAREL SHOP, 53 an-nouncements at the rate of two per weew. KLZ.

weew. KLZ.
CAPITOL JEWELRY CO., six announcements weekly for one year. KLZ.
DE MOINES, Inc., 53 one-minute announcements, one weekly. KLZ.
DENVER BEAUTY SCHOOL, 78 one-minute announcements, six weekly.

minute announcements, six

PRESTONE-NATIONAL CARBON CO., 26 announcements, three weekly, KLZ. CULLEN-THOMPSON MOTOR CO., two announcements weekly for one year.

DENVER BUICK, Inc., 15 spot announcements. KLZ.

DENVER DANCING ACADEMY, six spot announcements and one 30-minute

remote control program veekly for 34 weeks. KLZ.
FAHEY-BROCKMAN, three 15-minute programs weekly for 59 times. KLZ.
AMER. TYPEWRITER EXCHANGE, three announcements daily for one month. KFEL. JOE ALPERT, Inc., 100 announce-

ments. KFEL.
GOODRICH SILVERTOWN STORES,
13 announcements. KFEL.
NORMAN'S DEPT. STORE, seven announcements daily for one year. KFEL.

#### Philadelphia

Philadelphia

NEW JERSEY STATE FAIR, thru
Carter-Thompson Agency, started September 21 for one week, daily participation in Uncle Wip's program. WIP.
NU-ENAMEL CORP., thru Shwartz
Agency, started September 28 for indefinite period, five spot announcements weekly. WIP.
FOOT-HEALTH INSTITUTE, thru Joseph V. Breen Agency, started Septem-

FOOT-HEALTH INSTITUTE, thru Joseph V. Breen Agency, started September 21, ending September 18, 1937, Monday thru Saturday, £:15-8:30 p.m. Musical transcriptions. WIP.
PRESENTERIAN GUARDIAN PUBLISHING CO., placed direct, starts December 5, ending March 27, 1937, Saturday, 5:30-5:45 p.m. Religion in the News. WIP.
REPUBLICAN CENTRAL CAMPAIGN COMMITTEE, thru Al Paul Letton Agency, October 1, 2, 3, 19 spot announcements. WIP.

#### Chicago

MID-CONTINENT PEROLEUM CORP., MID-CONTINENT PEROLEUM CORP., thru R. J. Potts & Co., Kansas City, Mo., Diamond City News, a local commercial, taking Tuesday, Thursday and Sunday, beginning September 29 to and includ-ing March 27, 1937, from 8 to 8:15 p.m.



### Chi Riverview In Gate Record

Mail campaign before opening is credited-new ride outstanding with patrons

CHICAGO, Oct. 3.—Riverview Park closed its regular season, setting an all-time record for attendance. Lewis Cowan, publicity director, stated that direct mail campaign before opening was largely instrumental in stimulating interest evident thruout the entire season.

concessions, with such a good season, are getting set for next year and many improvements are in store. George Schmidt, president, was responsible for new landscaping and futuristic lighting. A new ride, Pair-o-Chutes, designed and built by Lieutenant-Commander Strong, retired, United States Navy, at a cost of \$40,000, was the outstanding attraction. Park's final week was called Good-Will Week, and funds which had accumulated from bank nights were distributed to patrons, this probably being responsible for increased attendance during closing week. Plans are under way to completely recondition and decorate grounds.

#### Free Day for Philly Zoo

PHILADELPHIA, Oct. 3.—The first free admission to Philadelphia Zoo in three years will be offered on October 10. The last free day, July 15, 1933, drew attendance of more than 69,000. An outdoor mass meeting will be held, an outdoor mass meeting will be held, arranged by the citizens' committee for a free and modern zoo. R. Sturgis Ingersoll, executive chairman of the committee, will set forth the hopes of the Zoological Society of Philadelphia for modernizing the zoo and making it free to the public five days a week.

#### Heinze Going on Auto Tour

DETROIT, Oct. 3.-Paul Heinze, owner and manager of Edgewater Amusement Park, is planning an automobile tour of the South, driving as far as Mexico City with his family and returning in about a month to begin winter refurbishing of the nerk

## Long Island By ALFRED FRIEDMAN

FROM ALL AROUND: Summer's o'er, there just ain't no more. Nassau Sport-ing Club, where a walkathon was spon-sored this past season, may operate a similar event during winter.

It will be interesting to see how things go on the World Fair site at Fushing during winter. At present men are engaged in work on a 24-hour three-shift daily basis. Fair solons insist that the weather, no matter what it may be, will not defer work.

Following Mineloa Fair, hurt by weather, dog racing returned to the fair-grounds there. Canine events have been very successful at Mineola.

Big event on the calendar now is scheduled opening of Roosevelt Speed-way, auto track that rivals the famous way, and track that rivers are lattered in dianapolis plant. Auto racing will be inaugurated on a small scale at the start, reaching its crescendo next summer. First event is spotted for Co-

lumbus Day.

Doubtless no other part of the State has as many swimming pools as Long Island, and for that matter it is safe to say very few areas anywhere can match this locality in number of natatoriums. Odd thing is, most of the pools are lo-cated near by the ocean, where it seems there should be little need for swim-

Eddie Doherty, crack ticket salesman, who should know how amusement biz on the Island is going, says this year was

okeh.

ROCKAWAY BEACH: Entire shore's "been put to bed until spring," tho there'll be plenty of activity in one form or another thru winter. Rock-away Chamber of Commerce footed the fireworks shows' bill, and it cost the organization a pretty penny. Ocean-front property owners will receive bulk of the \$3,050,000 tax refund in connection with improvement of the beach by the city of New York. Money is being (See LONG ISLAND on page 46)

#### Season Big for Larrimore

AKRON, Oct. 3 .- Larry Larrimore, vet-ARRON, Oct. 3.—Larry Larrimore, vet-eran concessioner in Summit Beach Park here, who has been playing celebrations and fairs since midstummer in Western Pennsylvania and Ohio with eight or ten concessions, said the 1936 season has been best for him since 1929. He added that this is a general feeling among show-men playing fairs and celebrations whom he has contacted in recent weeks.

#### Pool Manager Loses an Eye

LINCOLN, Neb., Oct. 3.—Ralph Beechner, pool manager of Capitol Beach, whose left eye was injured last summer while giving a swimming lesson, had the eyeball removed this week. He was incapacitated 12 weeks.

#### Mass. Boats Carry Million

BOSTON, Oct. 3 .- September 27 and 28 were the last two days of the season during which Nantasket-Boston Steamship Company operated steamer service ship Company operated steamer service to and from Nantasket Beach and Pemberton, Massachusetts south shore. Exceeding all records since 1929, the company carried on its vessels, Mayflower, Pemberton, Nantasket and Allerton, more than 1,000,000 passengers. Harold E. Greene, general manager, sald service of the Nantasket boats will be resumed in spring.

#### Making a Bid for Campers

HALIFAX, N. S., Oct. 3.—Francklyn Park here, owned and operated by Nova Scotia Light and Power Company and managed by C. J. Hayes, has been opened to tourist campers carrying their own equipment. A section has been set off for campers. Stationary attractions are dance pavilion, restaurant, canteen, bathing beach, lockers and Merry-Go-Round. Park is connected with the street railway system. Until the recent change in attitude the park had been closed to campers.

#### Rolling Green, Pa., Puts in Big Season

SUNBURY, Pa., Oct. 3.—Rolling Green Park on September 27 closed its best season since 1929. In all lines this season was away up. Early in the season a Whip and kiddle ride were added, both proving to be good investments.

In the dance pavilion increase in attendance was 23 per cent over last year. The pavilion had a stationary orchestra Monday and Saturday nights but played name bands Wednesday nights. Rides were up 34 per cent over last year and the picnic bookings were up 58 per cent over last year and up 200 per cent over 1934.

Manager R. M. Spangler contemplates putting in another new ride or two as well as a funhouse and several more concessions. Attendance was at least 40 per cent more than last year. Park did not lose any holidays due to rain, Fourth of July being a banner one, and the park not being able to take care of crowds.



GEORGE H. CRAMER, president of GLONGE H. CHAMER, president of the American Recreational Equip-ment Association and head of Spill-man Engineering Corporation, North Tonawanda, N. Y., will preside at a meeting of the executive committee and committee chairmen in New York City on October 13, when plans will be Talked for the exhibit at the annual convention of the National Association of Amisement Parks Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, week of November 30.

#### The Pool Whirl By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

#### Rain, Rain, Go Away

TRENTON, N. J.—Drove down here this week to look in on George Hamid's newly acquired New Jersey State Fair, but as this is being written it is pouring outside for the second successive day.

And so I don't suppose I'll be able to see much and I don't suppose Hamid will do as well as was expected, what with the tough weather break.

This continual rain reminded me of something about which I have wanted to write for some time, the possibilities of rain insurance for open-air swimming pools. While the subject may not seem timely now, with indoor tanks holding sway in most sections and majority outdoor ones folded for the season, owners of commercial natatoriums in Florida as well as in California may find it interesting, even if the chambers of com-merce of both places do swear that it never rains.

A few years ago one or two big outdoor tanks did try rain insurance with very little success. Lloyds, London, handled that type of insurance and still does and at the time the rate for such coverage was so terribly high that it really didn't pay. Then, too, experiences of the few outdoor not men who did corn such handled. door pool men who did carry such insur-ance proved that in the majority of cases, even when it rained, the average

(See POOL WHIRL on page 46)

## Gain Shown Over Nation

Pickup in park biz set at 25% by Whitney after six

weeks' tour of fun spots

SAN FRANCISCO, Oct. 3.—Business conditions are greatly improved and as a result amusement parks thruout the nation have shown a gain of about 25 per cent over business of last year.

So stated George K. Whitney, who, with his brother, Leo C. Whitney, owns and operates Playland-at-the-Beach, when he returned home from a six weeks'

he returned home from a six weeks study of business conditions in the na-tion's amusement parks.

tion's amusement parks.

"I found that we are now operating more rides than any park west of Chicago, and, with the additional rides we plan to build, we expect to surpass them very shortly," Mr. Whitney said. "One of these will be a water ride more than 2,000 feet in length. New ride will oost about 335,000 and was designed by Edward Schoeppe," he said.

Whitney Brothers have spent about \$15,000 in renovating Playland-at-the-Beach. Rides and other attractions and concessions have been repainted, new buildings and amusements added and other improvements made.

#### Ocean City Starts Battle For Fed Funds for Repairs

OCEAN CITY, Md., Oct. 3.—Mayor, city council and citizens urged Representative T. Alan Goldsborough to aid this summer shore resort in a fight to this summer shore resort in a fight to obtain a federal grant of \$100,000 from the National Flood Relief Council for re-building and improving Ocean City boardwalk, wreeked by a hurricane on September 18. Request was made at a city-wide meeting and Mr. Goldsborough promised to make every effort to secure the crant.

promised to make every effort to secure the grant.

Mayor W. Thomas Elliott said Ocean City needs about \$75,000 to rebuild the ocean-front boardwalk, over one and one-half miles in length, and that the city is without such funds.

City charter provides that expenses and repairs be borne by individual property owners adjacent to the boardwalks. Residents, principally hotel owners, have attacked this provision as unfair and are united in a stand to refuse to bear expense of rebuilding the boardwalk.

#### Morgan Leaves Jones Beach

VALLEY STREAM, L. I., N. Y., Oct. 3.

—More than 100 friends and associates feted Kenneth K. Morgan at Pavilion Royal here on the eve of his retirement as superintendent of Jones Beach State Park. In charge of the Jones Beach project seven years, he is retiring to devote his time to the Morgan, Hamel & Engelken engineering firm, which will be active in preparing the site of the 1939 World's Fair at Flushing. Charles Koppe, first assistant at Jones Beach, presented him with a valuable watch as a token of appreciation on the part of employees.

## Cleveland Builder in Paris

PARIS, Sept. 28.—Robert A. Miller, president of Thrill Devices, Inc. Cleveland, O., has been in Paris conferring with Gaston Akoun, of the CRCC, holders of the amusement zone concession for Paris International Exposition of 1937. Mr. Miller may have two or more rides at the Paris fair.

#### Eastwood in Nickel Closing

DETROIT, Oct. 3.—Eastwood Park, east side, closed Sunday night. Four gala nickel nights featured the closing. Management opened all rides to patrons for 5 cents. Everything in the park, including refreshments, rides and the famous Show Boat, went at 5 cents.

CINCINNATI.—William F. Brown, for the past few seasons office cashier of Excelsior (Minn.) Amusement Park, has been visiting his grandmother, Mrs. B. Schorr, Fort Thomas, Ky., having re-covered from a severe operation which he underwent just prior to the close of this season

## Best Season in Years Is Revealed By Survey of New Jersey Resorts WILDWOOD, N. J., Oct. 3.—Surveys of in back taxes and had 13,000,000 visitors,

New Jersey's resort towns revealed they had the most prosperous summer season in years. While it was impossible to in years. While it was impossible to estimate the prosperity wave in dollars and cents or on a count of visitors passing turnstiles, the almost unanimous description of the past season was the best since 1929.

Mayor Dorls W. Bradway, Wildwood, claimed tops for this resort, with business up 30 to 40 per cent. Hotels were capacity for major part of the run.

capacity for major part of the run.

Atlantic City's record was charted by Thomas L. Husselton, of the Chamber of Commerce. His "production curve" rose 12.8 per cent over the previous year. One of the few serious efforts to chart resort business, the curve takes into account hotel registration, long-distance telephone calls, telegrams and electricity and reso constitution. Futures review. and gas consumption. Pigures reveal the playground town collected \$2,500,000 or 1,000,000 more than a year ago.

or 1,000,000 more than a year ago.

Mayor George T. Wetzell, Cape May, estimated business improved 20 per cent, with a heavy influx from Phlladelphia's fashionable suburban area. In Ocean City Mayor Joseph G. Champion calculated 1,100,000 visitors were there, an increase of about 15 per cent over a year ago. year ago.

Some doubt was expressed, however, whether North Jersey resorts had a better season as a whole than they did two years ago. In Asbury Park bank deposits rose nearly 40 per cent between Decoration Day and Labor Day, and hotels reported the best summer in years. However, the resort extended the 1994 season long after Labor Day. The 1934 season long after Labor Day. The burned hulk of the ill-fated Morro Castle which lay aground on the beach attracted hundreds of thousands to the

## American Recreational Equipment Association

By R. S. UZZELL

Now that operation for 1936 has practically closed and our members are pausing to consider 1937 plans, it is well to get our organization in good well to get our organization in good working fettle again. A meeting of the executive committee and chairmen of our standing committees is called for October 13 at 2 p.m. in office of Secre-tary R. S. Uzzell, 130 West 42d street, New York City. George H. Cramer. presi-New York City. George H. Cramer, president, will be present.

It is hoped Program Chairman Wallace St. C. Jones will have an outline of the program for the Chicago meeting ready for consideration at this meeting. He for consideration at this meeting. He has promised to serve, so we are sure of a live program. Any member of AREA nas promised to serve, so we are sure or, a live program. Any member of AREA in the city at the time of this meeting will be welcome. Let's put our part of the annual conclave over in a big way. It is going to be a real exhibit this year, best since 1928. It is not so far away as some seem to think. By shipping early under our classification and in universal car-lot method one can save about 65 per cent on freight. How much cheaper than to go express is easily computed. All with whom the secretary has talked are making better exhibits than in 1935. We shall tell you in next issue how space is go-ing, provided we get a report from

#### Billings Reports Success

Warm fall weather is favorable to week-end operations in parks and to the extended season of the Cleveland expo-sition. C. D. Bond was here with a smile and a story of substantial advances for the Dodgem Corporation.

Rex D. Billings, in from Belmont Park. Montreal, is encouraged by a 28 per cent boost over 1935. He is planning for a greater 1937, which would infer that he will continue at the Canadian resort. He does not speak French yet, but man-ages to know what is transpiring at that beautiful park on the river.

Leonard Traube having made a connection with George Hamid, Roger S. Littleford Jr., a grandson of the late William H. Donaldson, founder of The William H. Donadson, founder of The Billboard, takes up the work which Traube was doing on this publication. He is well qualified for the work and already has won a host of friends in our ranks. Here is wishing you well, R. S. Jr.

R. S. Jr.

When Coney Island men don't hang crepe one may be sure of better days. We feared it was a fixed habit down there to peddle gloom. It was not getting them anywhere. The projected world's exposition here is no small urge in getting these men on the alert with an analysis of their troubles and a remedy with organized effort behind it. Seaweed will never grow on Coney's beach. Long ago it became the world's playground and long shall it so remain.

#### Moving at Coney

Maurice Piesen and National Skee Ball Company, Inc., are dusting their feet from the old location, 2002 Neptune

MAKERS OF MECHANICAL SHOOTING GALLERIES W.F. MANGELS CO. CONEY ISLAND, N.Y.

#### SCOOTA BOATS

HAVE SO DEMONSTRATED THEY ARE SUCCESSFUL ONEY ARE HEADED FOR A MAJOR ATTRACTION FOR 1937.

It requires no fortune to prepare a place for their operation. Ask us why Electric Boats have become such favorites.

We Specialize in Exporting Amusement Devices and Equipment to South America—Maintaining Our Leedership Developed Thru Many Years of Expert Knowledge of the Wants of South America—Aeroplane Swings (New or Used), Kiddie Ridgs, Used Ridgs, Exporting. Tell us what you have for quick sale or what your ride requirements are.

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Auto - SKOOTER - Water



SHOWMEN

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LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

avenue, Coney Island, and are going to 2757 Stillwell avenue, Coney Island. When the Wurlitzer Company took over the production of Skee Roll under con-tract it did not mean the exit from our tract it did not mean the exit from our industry of Piesen. He remains in the industry and at Coney Island and has taken a booth at Chicago for our annual exhibit. There was a celebration down there of the departure from the old address, to which Coney business men, some foreign visitors and your author were invited, an account of which will appear in the next issue.

It was at the Stillwell avenue address that Morris Goldberg held out with the Skee Ball development and exploitation. He made the game known over the world and then sold to Piesen and the late lamented Herman Bergoffen. These two gained a wide acquaintance and brought out the Skee Roll. Upon the passing of Bergoffen the remaining member was left alone to handle the enterprise. He has greatly strengthened his position by this alliance with the Wurlitzer Company, which has all the facilities for quantity production and distribution. Already they have streamlined the Skee Roll and are gaining a wide representation of it. late lamented Herman Bergoffen, These

## With the Zoos

animals in Como Park Zoo here, which are facing a shortage of food thru lack of maintenance funds, brings to the fore a problem intimately connected with tourist trade in Minnesota. The Northwest as a whole is inhabited by a wide variety of animals and birds. These are drawing cards which annually bring much of the tourist business. Lack of funds in many cities has forced cur-tallment of zoos. Profiting by experitallment of zoos. Profiting by experi-ences of other cities which have the same problem now confronting St. Paul, a group of service clubs have banded toa group of service cluss have saided to-gether and are considering a plan where-by they will share the cost of continued showing of the animals. Officials plan to form a zoological society so that maintenance can be put on an organized basis and in that way be more suc-cessful.

NEW YORK—A collection of giant frogs, now in tadpole form, is en route from Trinidad, Barbados Islands, to New York Zoological Park. Amphibians were collected by Dr. Raymond L. Ditmars, a curator of the zoo.

CHICAGO. — Brookfield Zoological Gardens purchased from Jean Delacour, Gardens purchased from Jean Delacour, Cleres, France, his collection of rare birds and fowls, which will be added to the zoo on October 6. Among these is a stckle-billed bird of paradise of which only one other specimen is known to be in any zoo. Recently a pair of young musk oxen, captured by Capt. Robert A. Bartlett artife evalouer arrived at the Bartlett, arctic explorer, arrived at the

MILWAUKEE — Exchange Club has campaign on to raise \$3,000 for purchase of motion picture equipment and to make other improvements in an auditorium on the second floor of the animal house in Washington Park Zoo. Re-modeled hall would be used for lectures.

#### LONG ISLAND-

(Continued from page 45)

returned following taxpayers' submis-sion of proof that they overpaid. Much work is scheduled for Riis Park, Neponsit, which Park Commissioner



130 W. 42nd St., New York City

Robert Moses has promised to transform into a "miniature Jones Beach." Work will continue thru winter. Jack O'Connor's beer spot at Seaside did a turnaway biz all summer. Talk renewed again for sanction of roller chairs on the Boardwalk.

Harbor Inn, Rockaway Park, made money. A lot of improvements are carded for Playland Park. Too many licenses granted for selling liquor and beer during the summer, and report is that there will be a cut down next year.

LONG BEACH: Everybody in town seems to have something to do with construction of the new Boardwalk. Those who aren't building it are on a committee of some sort. A few of those leaving for annual winter stays in Miami are Curley Neuleider, Abe Kress, Dan Kenny, Willie Kano and Doc Leonard. City solons are making a mighty drive to clear up tax arrears. Exces insist that after a successful summer there is no reason why payments should not be brought up to date.

#### POOL WHIRL

(Continued from page 45)

rain policy did not pay off. Not that Lloyds is not a reputable concern, but because every rain policy carries a spe-cial clause that the rain must be so-and-so many inches. And as every pool and-so many inches. And as every poor man knows, a slight drizzle does as much damage to an open-air aquadrome as a heavy downpour. Still a rain insurance policy does not cover under such circumstances. And so the few who did try such insurance found it inadvisable.

Another provision of rain insurance is that one can be insured only certain hours of the day and, should it rain in the morning or early afternoon, which

the morning or early attention, which rodinarily kills the day for the outdoor tank if it clears up later in the afternoon, a policy may not offer protection.

Nevertheless, it seems a shame that with so much money expended over a short period of time when every penny's revenue counts an amusement man canrevenue counts an amusement man cannot be protected properly and inexpensively from rain or cold weather. Take
astute George Hamid with this week's
State Fair. While George is not a pool
man, he spent thousands of dollars to
rehabilitate the fair this season and with

rehabilitate the fair this season and with every indication pointing to a big fair week, along came this rain which certainly is crimping matters.

The same thing occurs with operators of open-air bathing establishments. Sometimes a great deal of do-re-me is spent with the hope of enticing a big Fourth of July crowd or a Saturday or Sunday patronage and then along comes rain or chilly weather. Rain insurance is the solution, but apparently it must be an entirely different kind of coverage than that which is in existence. Of be an entirely different kind of coverage than that which is in existence. Of course, it may be difficult to find a firm in this country to write such a policy or to get Lloyds to change its present rulings. But the thought occurred that possibly, with proper organization either thru local pool owners' groups or the national pool operators' association affiliated with the NAAPPB, sufficient backprotection. It certainly is needed and it certainly is worthy of consideration.

#### Passing Thru

Many swim coaches, trainers and pool managers from the Midwest and Far West who journeyed to Philadelphia recently for the Penn A. C. swim clinic went to New York before returning home. One of these was Paul Huedepohl, of the Jantzen swim pool, Portland, Ore., who spent a week in Gotham shaking hands with old friends. Paul is in charge of the program for this winter's national convention and so he was in a huddle with President Harry C. Baker discussing papers and topics to be disdiscussing papers and topics to be dis-cussed. And while I regret that I didn't have time to see the Jantzen pool man personally, I understand he is going to send me some very important news real soon concerning this year's sessions.

#### With Regrets

Word has just come from New York City that the father of Paul Morris, praise agent for Rye (N. Y.) Playland Pool, died last week. Paul, who is working on winter activities at Playland as well as on publicity for the forthcoming park and pool confabs, took a leave of absence to return home for a short period.

#### Dots and Dashes

Pauline Black has retired from high diving, with a newcomer to the field succeeding her in Capt. Sol Solomon's

water act. . . . Irv Rosenthal, Palisades water act. . . Irv Rosenthal, Palisades (N. J.) Amusement Park pool, returned from a flying trip to Fort Worth Frontier Show.—Ambassador indoor tank, Atlantic City, is going after the convention trade for the next two or three months with special inducements. . . Commercial pools, as well as municipools and privately owned tanks, such as club and Y proposishes, have been mentioned here for a long time and so next week an entirely new kind of swim pool, operated by big commercial organizations for emby big commercial organizations for em-ployees, will be discussed.—Which brings to mind that the Hershey (Pa.) pools, run by the candy people, are again staging official title meets. . In an-swer to a recent query made in this column, a Mr. Charles Hansen wrote in from Republican headquarters to assure me to reassure readers that Governor Alfred Landon is "most certainly a swim enthusiast—as much so as President Roosevelt."

#### OLD-TIME SHOWMEN

(Continued from page 38)

pany to Philadelphia and opened in a building where the Walnut Street Theater was later erected. West established a reputation of popularity that reached to other large cities of the Eastern States and when he opened the Broadway Circus it grew in favor rapidly, and by 1823 had become such a formidable rival of the Park Theater that Simpson and Price, in self-defense, bought all of the circus property owned by Mr. West in this country, paying the reported price of \$22,000. Mr. West with his family returned to England. Simpson and Price, after purchase of the circus property, placed the comedian, Joe Cowell, as manager. George Blythe was brought over placed the comedian, Joe Cowell as manager. George Blythe was brought over from London to serve as equestrian director; also James Hunter, who introduced his specialty of doing an equestrian act without saddle or bridle on his horse. James Stoker doing a slack-rope act, and George Gale to do the leading character in equestrian spectacles, were additional professionals brought from England and were later joined by Kirby, the pantomimist, and Wilkinson, a noted vaulter and equestrian rope dancer.

In the meantime James West and

In the meantime James West and Andrew Ducrow formed a partnership, for which West furnished the capital. They leased Astley's Amphitheater in London for a number of years and its greatest glory and success was achieved during that partnership.

during that partnership.

West's identity with circus operations in the United States had given such pleasing results to the public and the profession that his connection with the operation of Astley's Amphitheater in London and the popularity of his partner, Andrew Ducrow, was a double assurance that the London venture would be a success. When the Broadway Circus was opened by Mr. West it was given publicity as the most attractive place in that part of New York. Then its pronounced success while operated by West gave Simpson and Price an established business which they easily continued by the employment of an able staff of managers and the engagement staff of managers and the engagement from time to time of stars of the pro-fession who introduced new acts and features.

fession who introduced new acts and features.

During the period of Simpson and Price control Mathew Buckley, who had been a principal clown at Astley's, was brought to the Broadway Circus and given deserving publicity as a special attraction. Two notable events that gave the place valuable publicity were the visit of Lafayette and the introduction of champion of the turf, the famous horse Eclipse, after his victory over the renowned Southern horse, Sir Henry, George Gale, who was leading character in the spectacles, later lost his life in a balloon ascension in England. His daughters, the Gale Sisters, who also played leading characters in spectacles at the Broadway Circus, were burned in a Philadelphia theater. Names on the bills of the Broadway establishment more than 110 years ago continued to be popular with circus patrons in this country down thru the 19th century, as younger members of early professionals grew up in the business and made records for themselves.



## inks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

PLANS to have every major skating rink in the country join the AAU with a view toward establishing roller skating as a contest event in the next Olympic Games were announced last week by Games were announced last week by Fred Martin, operator of Arena Gardens Skating Rink, Detroit. Under the plans each important rink center would serve as a recognized elimination organization for the final Olympic team. When plans are more complete in a few weeks a meeting to organize will be held in Detroit.

DETROIT rink business took a little slump because of reopening of school. However, Karl Couyoumjan, proprietor of Brightmoor Rink, ordered 50 pairs of new skates and will shortly place an-other order for an equal number. A new sequentials program has been derived by advertising program has been started to build up regular patronage. Names of students in schools near the rink will be used on a special mailing list.

"I KNOW the public likes figure skat-"I know the public likes figure skating or they would not turn out the way
they do," writes Fred (Bright Star)
Murree, 76-year-old Indian, who has
closed his Red Lion (Pa.) Rink for the
season and started a tour of exhibitions
in rinks, recently appearing in Herndon,
Pa., where, he states, more than 1,000 Pa., where, he states, more than 1,000 would-be customers could not get into the packed rink. 'I recently turned down a vaudeville offer because I have always favored rinks and have advocated that when an act took to the stage it made one less rink attraction. I work in full Indian costume, all buckskin, and it is mighty warm for 30 minutes of fast work in which there is no repetition of moves. I used to have 96 figures, doing all movements right and left and forward and back. I have had to cut out some of the acrobatics but still have 60 movements that would be difficult for young performers today. I hope to be going for at least 10 years more. My legs become tired at the finish of exhibitions but soon recover."

ROLLAWAY Rink, managed by Alex A. MacLean, and Michael Delrusso's Revere Skating Arena are planning much activity for Revere Beach, Mass., skaters. Only half a foot divides the two arenas on Ocean boulevard. For 31 years MacLean has been in the same stand. But



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## ROLL - AWA)

SHOE SKATES are "CHAMPIONS" REGULAR WHEELS are "GOOD" DE LUXE WHEELS are "BETTER" Get Started Today with Roll-Away.

ROLL-AWAY SKATE COMPANY

12435 Euclid Ave.,

Cleveland, O.

#### WANTED

TRAVELING ROLLER SKATING RINK.
STUTTGART, ARK., OCTOBER 19-24, INC.
Ill give city permit and grounds 30 days free, proled we can use Rink for three nights! Dancing
string Fesstival. October 21-22-23. Wire
RICE CARNIVAL HEADQUARTERS.

#### RINK MANAGERS

Interest, your patrons in the real pleasures of roller skating. Sell our beautiful 38-rage illus-trated Waltz Instruction Book. Sample 35 cents postpaid. Quantity prices on request. ROLLER SKATING PUB. OO. 1630 N. Karlov Ave., Dept. 38, Chicago, III.

for the first time he has gone into winter operation, contracting for installation of an oil-heating plant. He plans many winter races and feature nights. Amateur and pro races, conducted for 10 weeks, closed on September 23, with Ernie Scott, Wakefield, Mass., being given title of New England professional roller-skating champion for 1936. He won on points that totaled 21. In the amateur division Blackie Bernard, Beachmond. Revere, conned the title of New Monday and the state of New Monday and New Monday and the state of New Monday and the state of New Monday and the state of New Mon ammeter division Blackie Bernard, Beachmond, Revere, copped the title of New England amateur roller-skating champion for 1936 with 19 points. MacLean has found it necessary to increase his staff of four instructors to six on special nights. Michael Delrusso added seven to his instruction personal Michael has found it necessary to increase his staff of four instructors to six on special nights. Michael Delrusso added seven to his instruction personnel, Michael Lardiroe, Eddie Jordan, Paul Green, Charles Duffy, Swede Olsen, Fred Otolo and Peter Burgess, and is adding to an imposing list of feature nights. Seven years at the same location, he will go into winter operation for the first time, declaring this has been one of the best seasons for roller skating, not only in the country but also for him, and that prospects for the snowy months look bright. In 1935 he employed only two instructors. Matron is May White. An extra skate boy, Carmen Sarno, was taken on because of increased patronage. Leo Doherty, New England two-mile prochamp in 1927, has charge of skateroom, Prices at both rinks are 40 cents for men and 30 cents for women.

REALTOR, roller skater, is at the Palais d'Ete in Brussels.

THREE rinks under Winter Garden management are Annex Rollerway, Dor-chester, Mass., which opened on Septemchester, Mass., which opened on September 11 under management of Malvin J. Solari; Lyonhurst Rollerway in Lake Williams, Mariboro, Mass., managed by Daniel O. McNeice, in the organization about four years, and Nantasket Rollerway, Paragon Park, Nantasket Beach, Mass., under Manager Edward F. Lunny, After close of the latter Manager Lunny will assume management of Winter Garden Rink, Neponset Bridge, for the winter season, opening on October 16.

BROWN Palace Rink, Ogden, Utah, opened its fall and winter season under management of Kirk Brown, it being management of Kirk Brown, it being an excellent spot, equipped with Chicago skates and having a capable staff, advises Frank Vernon, exhibition skater, who is on a tour of the West. He added that Boyd Smerin, Lehigh, Utah, is to open a new rink this month.

JACK (SKATES) HYLAND is in Utica, N. Y., running Jacobus Hall, where he is promoting business thru special nights and booking acts. Harry Simmons, Utica, known as "Utica Bob," threatens to go on the road again, he told "Skates," who is known for long trips on roller skates. He started for the national Legion convention in Cleveland this year and did a number of State conventions. He got as far as Syracuse and then turned back to Utica to take the job there. Bobby Goodheart is in Springfield, Mass., but hopes to be on the road again soon with JACK (SKATES) HYLAND is in Utica, hopes to be on the road again soon with his act. Rink at Madison Lake is doing good business, with as many as 700 and 800 going on a Sunday in three sessions, Richfield Springs Rink reports fair busi-

HENRIETTA LAMBURTUS joined the Flying Demons, skating act working in Pittsburgh territory.

ARMORY ROLLER Rink, Huntington W. Va., opened for the season last week. As opening attendance stimulant, women accompanied by escorts admitted free. Sessions are nightly except Tuesdays and Sundays.

### Taking a Chance

By PETER J. SHEA-

In my travels calling upon amusement enterprises I come into contact with many managers of roller rinks, ballrooms many managers of roller rinks, ballrooms and amusement parks and I find that a great many take delight in producing their scrapbooks telling of the many important things they have accomplished in the past. In other words, it is their desire to impress others in the game regarding what they have been doing in their cities and rinks, parks and ballrooms.

It is interesting to know that these managers are so alert and up-to-date but also amusing because, in my many years' experience in managing high-class but also amusing because, in my many years' experience in managing high-class rinks, ballrooms and amusement parks, I have found that there are so many things more important than being a good

amusement manager. For instance, business men and others who know little or nothing about amusement business will open a rink or ballroom and hire a fairly good manager for \$40 or \$50 per week and, from his intelligence and experience, will make five and 10 times as much as is paid to the manager. So I would advise any young manager to would advise any young manager to learn something of finance, banking rules and promotion schemes and start bis own enterprise. Why work for the man who has not the ability that the manager possesses? The and ballroom managers who have for years been managers.

There are many rink and ballroom managers who have for years been managing large and small rinks with such ability and foresight as to make barrels of money for the other fellow but who have overlooked the most important thing—that of making money for themselves. I have seen men with absolutely no experience in the business hire managers with brains and make plenty of money, some even being foreigners not long in this country, but who took a chance and made good, while the smart fellows who know so much about the game are still working for existing salaries.

The writer many years ago took great pride in his managerial ability and had reasons to do this, too, but as the years advanced he became wiser and learned that it was most important to own one's own enterprise and get all the money in own enterprise and get all the money in sight instead of working for someone else. Many have been years in the business on salaries and have little to show at the end of a long career, successful from the standpoint of management. I always admire the man who takes a chance and gets into business for himself. He is further shead in the long run. So the lads with ambition should not lose sight of their concentration. run. So the lads with ambition should not lose sight of their opportunities. What the country needs today are more rinks and good promoters. There is for rinks an unlimited field that affords clean, wholesome sport and exercise that appeal to young Americans everywhere.

#### CORRAL-

(Continued from page 39)

(Continued from page 39)
Snively: Tom Foreman and Amye Gamblin split third and fourth. Second day, Ralph Bennett, Amye Gamblin, Otis Riddle. Third day, Hugh Bennett, Amye Gamblin, Ralph Bennett. Fourth day, Ralph Bennett. Jim Snively, Henry Snively. Fifth day, Tom Foreman; Manerd Gaylor and Amye Gamblin split second and third. Finals, Amye Gamblin, Otis Riddle, Ralph Bennett.

EASTERN IDAHO Fair Rodeo at Blackfoot, Ida., September 21 to 24, inclusive, marked the closing of the most successful year in the history of the Colborn & Sorensen Rodeo Company, according to Pete Kerscher, arena secretary. The rodeo played 16 shows, which included 59 performances, in Idaho, Utah, Wyoming and Oregon to 175,000 paid admissions with the biggest take at Salt Lake City Covered Wagon Days, where 35,000 passed thru the turnstiles despite threatening weather. The Boise, Ida., show broke all records in the history of the Western Idaho State Fair. Colborn and ening weather. The Boise, Ida., show broke all records in the history of the Western Idaho State Fair. Colborn and Sorensen paid out more than \$100,000 in contracts, purses and salaries, and 1,462 horses were bucked, 485 Brahma steers fidden, 719 calves roped and 566 steers bulldogged over the 16 weeks. Officials besides Kerscher were: Everette Colborn, arena director; Doc Sorensen, who handled the booking; Stretch Eisele, transportation manager; Jack Kerscher, technical director and judge, Carl Arnold, judge. Frank Turner was timer, while Steve Maloney worked ahead of the larger shows. Contracted acts held in conjunction with actual rodeo competition included "Suicide" Ted Elder, Carl Preston, Rose Davis, Mary Keen, Don Wilcox, Paul Sonerant; Lou, Garlene and Gloria Ann Tindall; Jazbo Fulkerson, Velda Tindall and Peggy Long, Live-stock string has been shipped to Colonel W. T. Johnson in New York for use in the world series rodeo at Madison Square Garden, Boston Garden's show and other Indoor rodeos. Show will win-

ter at Colborn and Sorensen ranch, May, Ida. Final results were: Bronk Riding— First day, Bob Waldon, Harry Knight, Pete Grubb. Second day, Pete Grubb, Turk Greenough, Fritz Truan. Third day, Fritz Truan and Burel Mulkey split first and second; Harry Knight, Turk Greenough, Pete Grubb and Bob Waldon split third. Fourth day, Turk Greensplit third. Fourth day, Turk Green-ough, Harry Knight, Fritz Truan. Finals, Turk Greenough, Pete Grubb, Fritz Turan Greenough, rece Grano, rins Truan Bulldogging—First day, Rusty McGinty, Jack Kerscher, Bill Wright, Second day, Bill Wright, Jack Kerscher, Rusty McGinty. Third day, Harry Hart, Ralph Stanton, Jack Coates. Fourth day, Jack Kerscher, Joe Coumerila, Joe Mendes. Finals, Jack Kerscher, Rusty McGinty, Oscar Warren. Calf Roping— McGinty, Oscar Warren. Calf Roping—First day, Harry Hart, Jerry Davis, Bill Eaton. Second day, Harry Hart, R. R. Ingersoll, Lee Simons. Third day, Jerry Davis, Bill Eaton. Harry Hart. Fourth day. Jerry Davis, Harry Hart. George Wilderspin. Finals, Harry Hart, Bill Easton, Lee Simons. Bareback and Steer Riding was all mount money at this show. Amateur Riding—First day, Terry Lockyer, Cliff Caldwell. Second day, Buel Burns. Third day, Terry Lockyer, Cliff Caldwell, Aury Smith. Fourth day, Ted Hutchinson.

WINNERS at the recent Multnomah County Fair Rodeo at Gresham, Ore: Bronk Riding—First day, Jack Sherman (45 R.A.A. points), Tom Bride (34), Norman Flagg (23), Leonard Ward (15). Second day, Frank Schneider (45), Leonard Ward (34), Fay Olsen (23), Shorty Moran (15). Third day, Frank Schneider (45), Tom Bride (34), Tim Derry (23), Fay Olsen and Jack Sherman (8 each). Fourth day, Jack Sherman (45), Tom Bride (34), Leonard Ward (23), Frank Schneider (15). Flith day, Frank Schneider (15). Flith day, Frank Schneider (45), Shorty Moran (34), Leonard Ward (23), Tom Bride (15). Finals, Jack Sherman (78), Leonard Ward (68), Frank Schneider (45); fourth money divided between non-winners. Bull Riding—First day, Tom Bride (48); Al Hayes and Joe Cunha (30 each); Joe Burrell (12). Second day, Harold Jones (48); Leonard Ward and Tom Bride (30 each); Frank Schneider and Al Hayes (6 each). Finals, Joe Burrell (77), Shorty Lee (57); Blondy Brunzell and Tom Bride (29 each). Bareback Riding—First day, Blondy Brunzell (24), Walter Fadia (18), Neil Waggoner (12), Shorty Lee (6). Second day, Neil Waggoner (24); Blondy Brunzell and Frank Schneider (15 each), Leonard Ward (6), Third day, Al Hayes and Walter Padia (21 each), Blondy Brunzell and Joe Burrell (9 each), Flonth day, Blondy Brunzell (24), Frank Schneider (15), Joe Schneider (16 each), Leonard ward [9], Third day, Al Hayes and Walter Padia (21 each), Blondy Brunzell and Joe Burrell (9 each). Fourth day, Blondy Brunzell (24), Frank Schneider (18), Joe Burrell (12), Earl Bettie (6). Fifth day, Joe Burrell and Shorty Lee (21 each), Walter Padia (12), Blondy Brunzell (6). Finals, Blondy Brunzell each), Walter Padia (12), Blondy Brunzell (6). Finals, Blondy Brunzell and Frank Schneider (43 each), Walter Padia (24), Joe Burrell (12). Calf Roping—First day, Lawrence Conley (30), Al Allen (23), Clay Carr (15), Bill McFarland (10). Second day, Lawrence Conley (30), Bill McFarland (23), Clay Carr (15), Al Allen (10). Third day, Bill McFarland (30), Leonard Ward (23), Clay Carr (15), Lawrence Conley (23), Al Allen (10). Third day, Bill McFarland (30), Lawrence Conley (23), Al Allen (15), Dorie Hinton (10). Fifth day, Al Allen (30), Lawrence Conley (23), Al Allen (15), Clay Carr (10). Finals, Lawrence Conley (40), Al Allen and Dorie Hinton (5 each). Steer Wrestling—First day, Jim Massey (30), Cherokee Alcorn (20), Eaconard Ward (15), Clay Carr (30), Law Massey (30), Jim Massey (23), Dorie Hinton (15), Cherokee Alcorn (10). Finals, Cherokee Alcorn (10). Fourth day, Leonard Ward (30), Jim Massey (23), Dorie Hinton (15), Cherokee Alcorn (10). Finals, Clay Carr (40), Cherokee Alcorn (30). Dorie Hinton (20), Jim Massey (10).

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#### GO TO I HENNIES BROS.

## Season 1937 on 30-Car Train

H. W. and O. W. Hennies announce rebuilding show in its entirety

St. Louis, Oct. 3.—Hennies Bros.' Shows, one of the most successful motorized carnivals, will take the road in 1937 as a 30-car railroad organization. The tremendous growth of this show since its inception three years ago necessitates this important move.

The show promises to be a revelation, with the owners, Harry W. and Orville W. Hennies, planning many new and novel ideas never before used in carnivaldom. The Hennies brothers will spend several weeks in New York during the winter in quest of new ideas, besides those already in mind, for fronts and shows. The show will be transported on an all-steel train and will be rebuilt in its entirety at its winter quarported on an all-steel train and will be rebuilt in its entirety at its winter quarters in East St. Louis, III. All of the show fronts will be done in chromium, decorated in neon from one end of the midway to the other. The rides also will be illuminated in neon, and a new ride, which promises to be a sensation, will be featured. The Hennies brothers have contracted with the inventor of this new ride for the exclusive showing in 1937.

All present fronts, altho fronts com-

this new ride for the exclusive showing in 1937.

All present fronts, altho fronts comparing favorably with those of the largest railroad shows en tour this season, will be discarded. All shows are to have new canvas, this to be in a new uniform color combination never before seen on a carnival, it is promised.

Hennies Bros.' Shows carved an enviable niche in the carnival world since they launched their mammoth motorized show in 1934. The show was successful from the very beginning in getting a fine route of fairs, and seasons of 1935 and 1936 had even better routes, getting contracts for large fairs which never before booked a motorized show. With the present plans of the Hennies brothers it would require more than 100 pieces of motor equipment to transport the show next season, which they say would be a superhuman undertaking, and for that reason they are systeching to rail.

transport the show next season, which they say would be a superhuman undertaking, and for that reason they are switching to rail.

Work of rebuilding the show will start immediately after the close of the current season. Several prominent scenic builders and artists already have been engaged to work out some of the new ideas for shows and fronts.

The show will dispose of all its motorized equipment, show fronts, shows, paraphernalia, canvas, etc., as it is almed to have everything new on the midway

paraphernaina, canvas, etc., as to a same to have everything new on the midway when the show opens next spring. With such an ambitious undertaking there is no doubt that this show will be the talk of the 1937 season, just as it was when the Hennies boys launched their motorized show in 1934.

## Phil C. Travis Knows

Phil C. Travis Knows
His "Onions" Plenty?

NASHVILLE, Oct. 3.—The concession department of the State fair knows its business and is familiar with "squawks," but a new one was registered with it Thursday night of fair week.

A booth operator in the No. 1 exposition building phoned: "Come up here and keep the people moving. There are too many people in front of our booth." To this the concession manager in his most pleasing phone deportment replied: "Quit giving away free coffee and cookies and the crowd will move on; they are just getting a free lunch and are probably some out-of-town boys." The booth manager turned off the coffee flow, folded up the cookies and the crowd dispersed in the direction of another ballyhoo. of another ballyhoo.

springfield, Mass., Oct. 3.—The Eastern States Exposition here had no regular midway this year as usual. Some routine amusements such as a Merry-Go-Round were operated. Those thus favored reported unanimously that a good week's business was enjoyed.



HIGH AND FAST-FLYING CONCESSIONERS—This photo was taken at the airport in Memphis, Monday, September 14, following the jast flight from Detroit of the operating staff of the Goodman Concessions, Inc. From left to right are Sam Miller, J. C. Lott, Pete Benway, Joseph Goodman, Ruth Goodman, Russell Walters, Don Goodman, Louis Yaffa, Ralph Goldstone, William Powell and William B. Davis. Max Goodman and Lieutenant Toll Fowler, of the Memphis police department, who greeted the air passengers in behalf of the Mid-South Fair, of which Frank D. Fuller is secretary, are shown clasping hands. Mail and passenger planes are in the background.

## **SLA Cemetery Fund Materially** Aided by Conklin Shows' Efforts

LEAMINGTON, Ont., Can. Oct. 3.-LEAMINGTON, Ont., Can., Oct. 3.— The Conklin All-Canadian Shows staged a big special midnight performance in the Odd Fellows' Hall here on Monday, September 28. The entire proceeds of the affair were donated to the Cemetery Fund of the Showmen's League of America.

America.

The final checkup showed the sum of \$477.25 in hand. One of the loyal members of the League who is with the show did not wish to see the returns go in for less than \$500 and kindly offered to donate the sum of \$25 to help put it over this mark, making the total \$502.25. Draft for this amount was handed to Secretary Joe Streibich who was here for the occasion. Photo of check will Photo of check will occasion. be found in another section of this is-

sue of The Billboard. Tickets sold for 81 each.

Program of the affair included kiddles from Miss Irwin's Dancing School; Jack Crawford's Toronto Orchestra; Bluey Bluey in sleight of hand; Alex Aitchison in imitations of boys on the lot, also in a wrestling match with Walter Devine; Louis Delgado in lightning sketches; Bob Schlossburg in a dancing act, also teamed with Jimmie Ellison in a bit of nonsense which went over with a bang; Alex Tolson on the guitar. Tony Steuby was emsee and handled his part to a nicety. Dancing followed the show.

The affair closed with a mock trial, officers of same being Dave Picard, judge; Maxie Herman, clerk; Albert Roy (See SLA CEMETERY on page 55)

(See SLA CEMETERY on page 55)

## Royal American Scores Again

Tops own previous grosses at Nashville-illumination features outstanding

NASHVILLE, Oct. 3.—Record financial returns this year indicated that the Royal American Shows were a distinct hit on the midway of the Tennessee State Fair, which closed at Cumberland Park Saturday, September 26.

Park Saturday, September 26.

Occupying the "mile-long" midway for the third consecutive year and popular here as always because of its extensive variety in shows and rides, the Royal American this year, as usual, presented something new in the way of varicolored neon lighting for attractions. These lights were augmented by the powerful battleship searchlights at the end of the midway which crisscrossed in constant pattern as a mighty backdrop for the midway and, in fact, the exposition as a whole.

Twenty rides and 30 shows, ranging in

exposition as a whole.

Twenty rides and 30 shows, ranging in type from Believe It or Not odditoriums and black and tan shows to elaborate musical revues, were presented. Again the four Ferris wheels were in line at the end of the double midway. The organization carried its own electric power generating plants.

The Royal American Shows went over the top for a gross of \$41,216.80 as com-

the top for a gross of \$41,216.80 as compared to \$35,994 in 1935. This is \$12,000 more than any other show ever grossed at Nashville, according to Phil C. Travis, superintendent for the fair of publicity, concessions and amusements.

#### Frank B. Pilbeam To Operate a Carnival in 1937

HOWELL, Mich., Oct. 3.—J. K. Miller sponsors the assertion that Frank B. Pilbeam will launch and manage his own carnival, starting next spring in Michigan, his home State.

Pilbeam is credited with having organized and successfully managed one of the first organized carnivals to tour, at Owosso, Mich., some 35 years ago. During that time he was associated with his brother Harry, who is now in the department store business in Chicago, having retired about 15 years ago. However, Frank B. has never given up active interest nor participation in outdoor show business except for a few months or so since entering the field.

The past season he has operated a ganized and successfully managed one

since entering the field.

The past season he has operated a cookhouse at fairs in Wolverine State and has been doing so to his profit. At one time he managed a unit of rides for Elmer Cote, prior to that he operated the Pilbeam Amusement Company in season and a print shop in Detroit in the winter. Having had success shadow his recent activities he has decided to launch his own carnival for season 1937.

Mr. Miller assures The Billboard that it will not be of the "horse and buggy" days type, but thoroly modern in every particular and that Pilbeam does not aspire to any gigantic display at the offset.

## Ballyhoo Bros.' Circulating Expo. a Century of Profit Show

By STARR DeBELLE

SOAP LAKE, Tex Week ended October 3, 1936. Dear Charlie:

At this writing the Ballyhoo Bros.' Shows are playing on the banks of Soap Lake, a body of water that holds all the ingredients of liquid soap. The auspices under which we are playing are the Soap Lake Sons of Suds. To the delight of all members of the show, they were in no way connected with the word soap, the committee being all members of a bartenders' union.

tenders' union.

The date a washout from a laundry standpoint but a mop-up financially. Our people all took advantage of nature's free wash and bathtub, spending hours in its soapy waters. When our 1,500 employees plunged into the pool at one time the bubbles, suds and lather rose to a height of nine feet. This is probably where the bubble dance was originated. Even the show equipment, from the canvas to the wagon poles, was bathed and laundered. Some of our people were hard to recognize after the third day. The bosses have decided to play this spot twice annually. Going up in the spring and coming down in the fall. We owe it to our patrons. patrons.

So elated were the bosses with the clean appearance of our people they de-cided to promote many of their faithful employees. The inside lecturer of the side show was promoted from the title

professor to doctor. Capt. Cameron, musical director, was advanced to a major. This with the understanding that if he stays two more seasons the Ballyhoo Bros. will make him a Colonel. Here is the roster of Major Cameron's Here is the roster of Major Cameron's Royal Scotch Highlander Band: Sandy McIntosh, cornet; Tony Olivetta, valve trombone; Dutch Schwarts, tuba; Michal Callahan, drum; Edwardo San-chez, peck horn; Aberham Ginsberg, snare drum, and three Scotchmen that just came from Roumania whose names we couldn't pronounce or write.

Back-Slapping Irish McGary (agent for the Drawhead Sisters' Cultured Car-nival) visiting Pump-Handle Lew Truck-low (Ballyhoo Bros.' general agent).

Our concession row grossed the heavi-Our concession row grossed the heavi-est in this spot. The show will return in the spring to pick up several first and second coupons, also to offer some uncalled-for jackpots. One of our grab-joint operators felt flattered when a patron bought two hamburgers, ate one and threw one away, saying: "Now give me an egg sandwich, I never did like too much meat."

The committee lathered the office and the office soft-soaped them. Have orders from the management to write the spot up as big. What the actual gross is the press department never could find out. But General Manager Pete Ballyhoo is singing I'm Forever Blowing Bubbles.

#### Pleads Not Guilty

DES MOINES, Oct. 3.—Marvin A. (Irish Hogan) O'Shaughnessy, 27, said to be an ex-carnival employee, pleaded not guilty when arraigned at Rockwell City, Ia., last week on murder charges. It had been announced earlier by Chief Glen Schmidt, of the Iowa State Bureau Glen Schmidt, of the Iowa State Bureau of Investigation, that O'Shaughnessy had signed a confession that he and Robert (Buck) Avery beat to death a retired farmer of Rockwell City August 25. Avery, whose home is Rockwell City, is still at large. A fingerprint in the ransacked farmer's house is said to have led to O'Shaughnessy, who was visiting relatives in St. Pau'r at the time of his capture. While pursuing O'Shaughnessy State Agent William Arthur traveled with a carnival for a time.

## HENNIES BROS. SHOWS

Announce a Brand New

30

CAR RAILROAD SHOW

— To Take the Road in 1937 —

30

### FAIR SECRETARIES-FAIR BOARDS AND OFFICIALS

You are most cordially invited to meet with us in the "Aeroplane Room" at the Sherman Hotel,
December 1-2-3-4, during the International Fair Association Meeting, Chicago, III.

BEFORE CONTRACTING FOR YOUR MIDWAY ATTRACTIONS SEE WHAT WE HAVE TO OFFER.



## Attention = SHOWMEN = Attention

We have not contracted with any Individual Shows or Showmen for the 1937 Season.

We want Capable, New and Meritorious Attractions that will measure up to and with our GIGANTIC PLANS.



#### MOTORIZED SHOWS

We Have FOR SALE:-

40 CHEVROLET TRUCKS—1934-35-36 Models. All in best of shape. 40 SPRINGFIELD TRAILERS—20-22 and 24-Foot Lengths, Austin Fifth Wheels. Air Brakes, both stock rack and van jobs.

A "LITTLE BEAUTY" ALLAN HERSCHELL MERRY - GO - ROUND. "SKOOTER" Platform—3 years old and in best of condition.

"WHIP" Ride - In best of shape and condition.

#### WINTER QUARTERS HELP WANTED

Wagon Builders, Mechanics, Blacksmiths, Electricians, Sheet Metal Workers, Gas and Electric Welders, Painters, Artists, Neon Light Experts. Address us immediately, telling all in first letter.

### WANT TO BUY

STEEL FLATS — SLEEPERS AND STATE ROOM CARS.

#### MOTORIZED SHOWS

We Have FOR SALE:-

1 GIRL SHOW 46-FT. FRONT— Beautiful gold-leafed, hand carved—repainted and decorated this season. On 20-ft. Springfield trailer.

1 MINSTREL SHOW FRONT—Decorated and repainted this season, Hand carvings and gold-leaf. 46 feet. Mounted on 20-ft. Springfield trailer

1 MOTOR DROME—In A-1 condition. Loads on 24-ft. trailer. NUMEROUS Showfronts, Banner Lines, Banners, Tents and other Show Paraphernalia.

Everything FOR SALE can be seen up and in operation at the Laurel, Miss., and Tupelo, Miss., Fairs.

Everybody Address:-

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As Per Route for Balance of Season, or Winter Quarters Address:

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## 350 BINGO S. L. of A. Big

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. Lichtweight 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

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 lateral cards, per 100, \$1.25, without fatigments of the cards, per 100, \$1.25, without lateral cards, per 100, \$1.25, without lateral cards, per 100, \$1.250 blingo Blackboard, cloth, size 24x36 (Relis up).

up)
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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by now, you are missing
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SECOND HAND SHOW PROPERTY FOR SALE. \$ 1.75 Men's New White Buckskin Skate Shoes. \$ 1.65 Millians and Shoes. Shoes Shoes Shoes Shoes Shoes Shoes Shoes Shoes Millians and Shoes Cost \$400. Other Instruments. We buy Skates, all makes, Evanas Games. Portable Shooting Galleries. Well's CURIOSITY SHOP, 20 S. 2nd St., Philla., Pa.

#### **AUTO STUNT DRIVERS**

Motorcycle Stunt Drivers, Head-On Collision Dare-devils and Daredevil Clown wanted at once. Wire, don't write.

Manager, Death Dodgers Cincinnati, O. Reading Road, (Phone, Avon 7292.)

#### FISHER TRAVELING MUSEUM

Wanted girls for illusions, not over 110 lbs. Strong man, Freaks of all kinds, Sword Swallowers, three good window attractions and talker. All acts who were with Howard's Museum last year get in touch with me at once. Babe 1a Barre, wire at once. MART FISHER, Gon. Mur., 822 Sandusky St., N. S., Pittburch, Pa. Harry Rioodems, Scortary.

Proceeds from Great Lakes program for the Hospital and Cemetery Fund

CLEVELAND, Oct. 3.—The gigantic combined theatrical night, dance and frolic for the benefit of the Showmen's League of America Hospital and Cemetery Fund will be staged Thursday, October 8, in Graham's Midget Circus big top on the Great Lakes Exposition grounds.

After many weeks of planning and work on the part of the committee chairmen and associates the program of the events for this worthy cause have been completed.

Festivities will commence at 11:30 p.m. and continue until the band plays Home, Sweet Home. In addition to the talent from the various exposition features there will be movie, circus, vaudeville, radio talent and stars from many branches of the profession of entertainment. Several name bands have volunteered to play for the desperse on which ment. Several name bands have voint-teered to play for the dancers, on which there will be no watches pulled, ac-cording to announcements.

Tickets have been on sale at 25 cents for several days. Sales reported satisfactory to date. These "ducats" will admit all holders to the exposition grounds at the East Ninth street entrance after 10 p.m. on this eventful night to which the general public is in-

General Chairman Frank P. Duffield feels confident that this affair will be a

#### 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.

#### Nan Rankine Honored At Nashville Fair

NASHVILLE, Oct. 3.—At the State fair here Nan Rankine was honored with a booth in the Woman's Building and per-

booth in the Woman's Building and permitted to publicly display her prowess on the stage at afternoon performance. This building is controlled by the society and moneyed interests of Nashville. Nan made a big hit and her booth was always crowded. She got in because the concession superintendent knew her personally and how she worked, and no one else could have crashed this building.

#### Nashville Midway Breezes

NASHVILLE, Oct. 3.—J. C. (Jimmy) simpson, general representative Jones Exposition, was a caller at the Tennessee state Fair on October 2. He was taken in charge by Phil C. Travis, of the concession department, and escorted to the Travis cottage for a steak dinner prepared by Gussie.

On the closing day Raynell is reported to have grossed upward of \$1,300, which is the biggest day she is said to have ever had except Labor Day at Minneapolis this year, when she did \$1,400. She attributes it to the publication of State Fair News, of which 30,000 were



REPRODUCTION OF THE CHECK FOR \$502.25 sent to the Showmen's League of America by Conklin's All-Canadian Shows, representing the receipts of a Cemetery Fund benefit held by this show at Leamington, Ont., Can. It is not too late for others to follow this fine example.

grand success. The various committees and members as follows:

grand success. The various committees and members as follows:

Honorary chairmen: Lincoln G. Dickey, Almon R. Shaffer and Peg Willin Humphrey. Honorary committee: Al Gonsior, Sam Brin, Colonel Hughes, Marty Laigle, C. Ehrnsberger, William S. Gordon, Watter Davis and A. Thormin. Honorary official guests: J. W. Conklin, president Showmen's League of America; Mrs. John R. Castle, S. L. Ladies' Auxiliary; Mrs. Frank D. Shean, SLA Ladies' Auxiliary, Ticket committee: A. Rossman, Bert Todd, John Gourley, E. C. Allen, V. Horwitz, Al K. Hall, I. B. McCoy, Renee Zouary, Jack Croak, Jack Lydick, Johnny Meyers, George Maschke, Al Hempke, Robert Marcus, Gus Chan, Joe Glaccy, Ben Parks, P. L. Sheppard, Allen LaPorte, Jack Melton, Morris Goldstein, Harry Goldberg, Bill Smiler, D. L'Horbe, Irving Kempfe, Eddie Reicher, Melville Cramer, Jess Berk, Jack Gordon, Louis Costa, Charles Napolitano, Harry Meldon and Jack Eisenbrock. General chairman: Frank P. Duffield. Executive committee: Frank D. Shean, secretary; Clif Wilson, treasurer: Al Rossman, Pete McCauley, Murray Goldberg, S. R. Graham, J. Gilbert Noon, Ben Levine, Harry Calvert, F. E. Gooding and Harry Mazey. Entertainment committee: George Young, chairman; Frank Hines, R. Humphrey, William G. Rose, Morris Zaidins, Warren Irons, John Gourley, Mike Speciale, John Ross Reed, Vic Horwitz, Phil Gordon, George McCarthy, Larry Collister and John Branson. Program committee: I. B. McCoy, chairman: Harry Calvert and Morris Zaidins, Special arrangements committee: N. J. Kestner, chairman; John Servas, Marty Laigle, E. S. Porter, Harry Adams, Henry Catalino, H. E. Hemple, C. T. Smallwood and W. Grant.

distributed from door to door in Nash-ville and surrounding towns. The pub-licity man of the fair, Phil C. Travis, got out the paper and saw to it that it was distributed properly. Travis said: "I was able to get it out because Jack Dadswell supplied me with ample copy and mats." On Saturday Raynell did not have to bally as the people were crowding the entrance at all times and there was practically a continuous per-formance. distributed from door to door in Nashformance.

The Maynes-Illions rides did much to swell the gross of the Royal American Shows. Illions was on the job and he is no stranger, having been with the Johnny J. Jones Exposition for a number of years when it was at the fair.

State fair concessioners were Mrs. Margaret Barden, silhouettes and rings; Tom Beall, grab; Jack Brodo, wire jewelry; Avory Christy, grab; Desplanter Bros, novelties; E. H. Daugherty, juice; W. H. DeVoyne, pictures; Millard Fairbanks, root beer; Art Fifield, grab and juice; M. Furhman, tintypes; Nelson A. Harris, jewelry; Rex Howe, grab; Mrs. Sarah McCaffery, frozen custard; R. C. Mills, grab; Nan Rankine, palmistry; George Reinhardt, cookhouse; O. P. Shartell, candy floss and pineapple snow; B. O. Tucker, grab; Mrs. E. C. Velare, candy apples; W. J. Winslow, scales, and Fred J. Zimer, root beer. Business was good and all were regular in their dealings, according to the concession department. partment.

Advertising committee: Jack Croak and Jack Gordon. Publicity committee: H. J. Miskell, chairman; B. H. Beitler, H. Tannenbaum and Jed Kiley.

### Vaught's Shows Suffer Loss

Have blowdown at Tulsa-Mel Vaught returns from hospital-hillbillies join

TULSA, Okla., Oct. 3.—A week of rain and a windstorm that did \$2,000 damage was the welcome given Mel Vaught, of the State Fair Shows, at the Tulsa Four-State Fair, in Vaught's first full stand with his show since he was released from a Kansas City hospital. The show boss rejoined his outfit in Wellington, Kan, the previous stand, after several weeks in the hospital with a badly infected finger.

Despite the bad weather the shows probably broke about even in the eight-day stand here, Mrs. Vaught said. The troupe was presented on the midway the full length of the fair from September 19 until September 26. Five tents were blown down in the Tuesday night storm, the pripring lone being the animal show the principal one being the animal show

Most popular with the Tulsa fairgoers were the side-show freaks and the
Beverly Hillbillies. The latter outfit is
a new one that joined the carnival at
Wellington, Kan., and a former broadcasting and recording outfit of singers
and instrumentalists. Two radio exand instrumentalists. Two radio exploitation stunts were used. One involved midway descriptions broadcast by Allen Franklin, announcer for KVOO. The other was a "braggarts" contest for show "barkers," broadcast by KTUL and won by Charlie Griner, announcer for the Follies. Other contestants were Blackie Seamster, of the Hilloillies; Jako Dymes, of the Show Boat, and Bill Johnson, of the freak show.

#### Allentown Fair Midway

ALLENTOWN, Pa., Oct. 3.—Concessioners complained of business being below last year.

Doc John H. Oyler managed the Jungle Show and did good business.

Carlson Sisters, the fat girls, played their third season here.

Bryan Woods, wife and child visited the shows after a season in Arch Clair's park, Auburndale, Mass., on way to Miami, Fla.

Norman Selby Jr. handles The Bill-board on World of Mirth Shows. He is the son of the former fighter, Norman Selby, otherwise Kid McCoy.

Sam Weintaub, after a successful season in New England, had a Bingo game and did good business.

W. C. Rushmer, one of the original carnival men, had the Skooter with the

Gaylord White takes care of all press representatives visiting the show, and got plenty of publicity for the shows.

Frank Bergen was on the lot and Ralph Smith in the office wagon for the shows while Max Linderman supervised all show activities.

#### Chattanooga Midway Gross

CHATTANOOGA, Oct. 3 .- Carnival at CHATTANOOGA, Oct. 3.—Carnival at J. A. Darnaby's Chattanooga Tri-State Fair last week did a gross of approximately \$18,000. This was in the face of one day lost on account of a long jump to this city, a day and night of rain and cold and another day of part

Drawing best were the Flaming Youth show, managed by Cleo Hoffman; Congress of Freak Oddities; Godino Twins, who entertained at "twin" party on the midway; Rumba Show, featuring Senorita Juanita, and Miss America show, which got a lot of publicity in local papers for its nudity.

Friday and Saturday the fair attendance hit its peak and they likewise were the best days for the midway. There were 24 shows and 21 rides.

FORT WORTH, Tex., Oct. 3.—Claude (Chief) Keenan, formerly in charge of bird store with Joe Rosen Amusement Company and now in charge of stock for Olin Thornton's concessions at the Fort Worth Frontier Centennial. Tally Glover is handling merchandise stock with Keenan.

## Showmen's League of America

165 W. Madison St.,

CHICAGO, Oct. 3.—On our way for the fall and winter season. The opening meeting was held on October 1, with a very nice attendance but a lack of chair officers. In their absence Treasurer Lew Keller was selected to preside and handled the job to perfection.

A check of the roster of members shows the League has lost six valuable members during the summer thru death, and as the meeting opened all stood in silent prayer for our departed brothers—Fred L. Clarke, Harry Hoffman, Patrick F. Murphy, J. H. Rosenthal, Elmer D. Robinson and Joseph W. Diehl.

The membership committee is going along fine and the total is gradually reaching the 200 mark. The goal is 300 and it looks like this will be attained if the brothers continue their undivided co-operation.

The finance committee reports Brother William Claire has the cast removed from his Injured leg and is now hobbling around, hoping to be able to leave the hospital in a short time. Letter from Brother Claire verifies the report.

House committee has attended to a number of necessary repairs. Reports other work needed will have attention in a very short time.

A Halloween party is in the making but to date has received no off sanction This is to come up later.

The meeting closed with remarks by Brothers Tex Sherman, Col. F. J. Owens; Francis L. Deane and Chris Cornalla, both new members; A. L. Lindmark, Patty Ernst, and Charles C. Clue, who is in Chicago for a conference with Dr. Max Thorek, of the American Hospital, relative to his physical condition. Charles has been on sick leave from his work for a leave time, and the conference with the conference with the conference of the co work for a long time and is making sincere effort to receive the proper medical attention, as he says he is lonesome to get back to the job.

Brother Jack Arenz is still at the Illinois Research Hospital and would appreciate cards or visits from his many

Brother Col. F. J. Owens advises that Mrs. Owens passed another milestone in life on September 30. Our congratulations are extended

tions are extended.

The mail is getting heavy, but we do not mind that, for it usually brings returns for dues and the Cemetery Fund Drive, to say nothing of a nice number of applications.

Dues received this week from Brother Dues received this week from Brothers Billie J. Collins, Harry A. Levine, Dennie Curtis, Ben Beno, Jack Jacobson, L. C. Kelley, Nat D. Redgers, Daniel Krassner, Carl A. Mann, Ben Levine, Steve Pappas, J. W. Conklin, Frank R. Conklin, Stanley

J. W. Conklin, Frank R. Conklin, Stanley Kurask, William F. Troyk, Herbert Ireland, Merrick J. Nutting, A. A. Craig, Fred F. Donnelly and H. A. Lehrter. Look for your name on this list, If it's not there better send yours in at once. Final letters in the Cemetery Fund Drive are being placed in the mail in the hope of putting some added life to the necessary action. Let's all get busy and see if we cannot help this committee realize its desire to put this over tee realize its desire to put this over bigger and better than ever before. Returns this week are from Billie J.

#### THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Mr. Showman

There is in it a fifty-fifty value-You need the League and the League needs you.



"CUPID'S DART" HITS ITS MARK and they marry. This photo taken in Cleveland of Al Tominia, giant, and Geanie Wecks, half lady, "Half Lady" with the John Hiz "Strange as It Seems" at the Great Lakes Exposition, who were married in Ripley, N. Y., Cleveland's Gretna Green, on Monday afternoon, September 28. The previous week Tominia, carrying his bride-to-be, applied for a license The previous week Tominia, carrying his bride-to-be, applied for a license at the Cleveland bureau but was refused since the girl was under age and had no parents at hand to give consent. Arrangements were made to go to Ripley on Monday and the ceremony was performed the same day, the couple returning in time for the night show. This is the first marriage of a giant and a half woman in the history of the shows, it is believed. Tominia stands 8 feet 4 inches.

Collins, Harry F. (Fitzie) Brown, C. H. Hoyt, H. C. Boyles, J. Schwab, W. H. Grave, Frank A. Grave, W. H. La Pearl, E. Dellebate, Oscar Lowande Jr., A. L. Ray, W. H. Feltman, Florence Madson, Arthur B. Palmer, C. A. Mann, Jack Jacobson, L. C. Kelley, Jim Butler, T. W. Engle, William Young, Elsie Herman, Harold Barnes, B. Pelley, Harry A. Levine, Frank Hamilton, John Theodor, Devo-Frank Hamilton, John Theodore, Doro-thy Pappas and J. W. Conklin.

Frank Hamilton, John Theodore, Dorothy Pappas and J. W. Conklin.

Applications coming along fine; those received this week were Sol Unger, Arthur L. Courtney and J. V. Lyles, credited to Fitzie Brown; nine from Brother Harry Hennies as follows: R. C. Borros, Harry P. Martin, Jack Dondlinger, Edward Meisterman, John M. Stone, Johnny Lavin, Jack Nadig, James P. Butler Jr., William Schulman, Jimmie Limbaugh, credited to Sam Feinberg, and another bundle from Harry Ross, containing the following: Walter Devine, William G. Chilton, Michael Kablin, Frank L. Marks, Charles O'Brien, Wesley Van Dusen, Edgar J. Casey, George S. Feakes, Charles J. Franzman, Louis A. Wald. Harry Hazey, David Schulman, Nick Milenchuck, Sven Eric Anderson, William G. Unrau, George J. Vokal, Sam Sanderson, Ronald W. McDonald, Max Tubis, Albert N. Richmond, Irving Barker, Bob Martin, Sam Burd, Frank Hamilton, Jihnnie Carrigan, Herman Larson and Thomas Aiton. Looks like Harry is hot after that gold life membership card. bership card.

Advices tell us there will be a Ceme-Advices tell us there will be a Ceme-tery Fund benefit show at the Great Lakes Exposition on October 8. Presi-dent Patty Conklin is planning taking the trip down from Canada with Broth-ers Maxie Herman and Harry Ross, and Secretary Streibich and Treasurer Lew (See SHOWMEN'S LEAGUE on page 56)

## Philadelphia

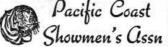
PHILADELPHIA, Oct. 3, — Eighth Street Museum continues to do business. Current bill is Habu, iron-tongue act; Professor Ruster, musical act; Sims, juggler; Dot Smith, blues singer; two-headed baby; Mysterious Hand Illusion; Poses Plastique; Princess Zeida, men-talist, and dancing girls in Annex. Buck Taylor is on his farm at Doyles-

town, Pa.

Jackle Mack, after a successful season at Woodside Park, is taking a rest.

Jack Kelly, who has been with the Art Lewis Shows the past season conducting the Circus Side Show, arrived.

Namy Salih, who closed a successful season with his circus attraction, was a visitor. He will open a museum in Newark, N. J.



LOS ANGELES, Oct. 3.—The long-visioned dream came true Monday night. There were 73 members that took a first look at the handsome clubrooms that are now the home of Pacific Coast Show-men's Association, Inc. Those who were getting their first slant got an eyeful of the entire fourth floor of the Walker Theater Building, 5,850 square feet of floor space. New pool tables and all furniture that was retained from the furniture that was retained from the other quarters done over and additional furniture purchased, such as big chairs, divans and carpets. There is a new large room for serving liquid refreshments and lunch, a new Frigidaire is to be installed next week. The showfolk are very proud of the place. It is expected that the change to new and more commodious quarters will provide a fine parking place for the winter months. First Vice-President Dr. Raiph E. Smith presided. Rose R. Davis, treasurer, and John T. Backman, were the other officers present.

other officers present.

The usual business routine was handled in an expeditious manner so that the members might have time for the evening's entertainment. Report of Chair-man Ed Walsh of the house committee got tremendous hand, as his untiring efforts were one of the main reasons that the club is so nicely situated. The read-ing of the financial statement still rising high went over big.

Communications from Austin King, of the Ringling-Barnum Circus, check and letter of great interest. From Leona Carter, of the Tom Mix Circus, a letter in regard to a matter that will be looked after. From M. Lee Barnes, of the Foley & Burk Shows, a check and news of the show and the success it has had this season. From Dick Wayne Barlow, as having some great fishing and expects to be a Coast defender after January 1. Ross Ogilvic wrote news of the wilds of Arizona and New Mexico. J. W. Shafer wrote from Waterloo, Ia., for information as to the cost and desires to become member. From Mrs. Joe Diehl Sr., acknowledgment of appreciation to the PCSA members for kindnesses shown at time of the death and burial of the late Joe Diehl, a past president of the organization. Joe Glacey wrote interestingly of matters at the Great Lakes Exposition, and said he has had a very good season and that he and Cal Lipes will again be among the Coast defenders.

Will Wright, of the Golden State Shows sent check for new members. He Communications from Austin King, of

again be among the Coast defenders.

Will Wright, of the Golden State
Shows, sent check for new members. He
wrote as having had Mr. and Mrs. Frank
Downle and Mr. and Mrs. Ben Dobbert
as guests. H. J. Brazier sent news and
check. Texas Tommy Updegrove wrote
of success he is having in vaudeville.
Walton de Pellaton, of the Hilderbrand
United Shows, inclosed a very sizable
check for new members and added there
are more to come. Walt is very much are more to come. Wait is very much in the running for "tops" prize in the membership drive. M. M. Buckley, of the Monte Young Shows, sent a large check for new members. G. E. Blondell (Mysterious Blondell) also sent check.

Joe Flatto wrote from the Orpheum Studio a most generous offer to make free one 8x10 picture of each member of PCSA to be hung in clubrooms. Frank E. Conklin sent a check, J. W. (Patty) R. Conklin sent a check, J. W. (Patty) Conklin's letter was most interesting and the sentiments incorporated in the missive were much appreciated. W. H. Westlake wrote an interesting letter and inclosed check. Squire Sammie Gooding, of the C. F. Zeiger shows, sent check to cover new memberships. Felix Burk came in with a letter and check. Ted Le came in with a letter and check. Ted Le Fors broke in with a note and money order covering two new memberships. Mrs. Ed Foley wrote a very interesting letter and sent a donation to the cemetery fund. She also stated that Ed Foley is rapidly regaining his health and on the sure road to complete recovery. Cal Lipes typed a short note and inclosed \$10 for a reinstatement. President Theo Forstall, the last to come from nim this season, wrote of a great pickup in busi-Forstall, the last to come from him this season, wrote of a great pickup in business for the Barnes Circus and the lucky break the circus got in San Angelo, Tex, just barely getting out of the flood that did great damage in that section. He also inclosed a check for a new member; reinstatement and dues for one member. In second letter there was a check for one new member and dues for 1937 for two members.

For the closing spot on communica-

tions J. Ed Brown, assistant to the di-rector-general of Texas Centennial Expo-sition at Dallas. He wrote of a multi-plicity of duties that have kept him busy. The most highly interesting item was his statement that he had taken "the veil" and was ever mindful of the admonition to "look not on the wine when it is red."

Jack Grimes says he will soon be right here on the job and that he will tell the listeners personally of the many "over surprise numbers" that will feature what Jack says is to be "the most stupendous of all the annual charity banquet and ball affairs PCSA has thus far dished up." New members: Don O. Radenbaugh, credit to Will Wright; T. E. Johns, credit to Al Linderberg; Edward Woeckener, Herman Walther and Karl Knudson, of Barnes Circus, credit to Mark Kirkendall; Harry Wooding, credit to Cal Lipes; Harvey De Fran, George A. Manos, F. Dewey McNutt, Hubert H. Cole, credit to Rugh Wier; Henry H. Hughes, credit to Roy Ludington; Jess Grider, Frank Henry Bahr, Martin Glabb, Charles E. Carter, Leonard Henderson, Leonard Readerson, Leonard Readerso Jack Grimes says he will soon be right Roy Ludington; Jess Grider, Frank Henry Bahr, Martin Glabb, Charles E. Carter, Leonard Henderson, Lyman Gresham, George Vanderholf, Stanley Dale Cole, Delebrt O. McCarty, Gordon Pickard, Ernest McCarthy, Frank F. Ellis, Lloyd Wilson, all to credit of Walt de Pellaton; Roy E. Smith and William D. Sinclair, credit to Ted Le Fors; Joe A. Diehl Jr., credit to John T. Backman; Bobby Irwin, credit to Whitey Olsen; L. H. (Bill) Williams, Philip P. Wagner, W. S. Burris, credit to Doc Hall; W. L. Bell, Ralph Schafer, credit to Squire Gooding; Lawrence A. Valli (Bozo the clown), credit Ralph E. Smith and Harry Fink; Ralph Lacey, credit to Harry Wallace, reinstatement, credit to Metcalf. Total of 37 for one week.

There was not time for the diversion

There was not time for the diversion period as many wanted to express ap-proval of the new quarters. Joe Krug, of the Crafts Greater Shows, talked on good of the order periods, as did Ed Walsh, Phil Williams, Frank Downie and

After adjournment there was a buffet After adjournment there was a buffet luncheon and refreshments served in the new serving room. Refreshments the donation of Dr. Ralph E. Smith and the lunch by Lew Keller. The Ladies' Aux-lliary were invited in and made up a very jolly party.

The expression "going places" is passe with this organization, the PCSA has "gone places" and plans the doing of bigger things. Eligibles are invited to think over the matter of membership, \$10 pays all until September 1, 1937.



#### CANDY FLOSS & CORN POPPERS



Chespest, best genuine;
many models; 10 gatents
propers, \$28. Elec., \$30.
Also Burners, Parts, etc.
Guaranteed, Catalog Free.
MATIONAL FLOSS
35th St. MACHINE GO. New York Glis

### WANTED Rides and Shows

FOR THE WINTER FOR PORTO RICO AND VENEZUELA

Big Snake Show, High Dive Free Acts, Hawailan Dancers. Must have beautiful outfit. Will book Scooter or Tilt-a-Whirl. Will pay all trans-portation from New York to opening spot, John Kilonis, get in touch me with me at once.

PETER PETERS, Hotel America, W. 47th St., New York City

#### FOR NINE BONA FIDE FAIRS

Motordrome, Animal Show, Life, Crime Show, Big Snake and Illusion, Photo Booth, Prozen Custard Shake and Illusion, Photo Booth, Prozen Custard Solin wanta Eli Wheel, Chairpolane and Trip of Mars Foremen and Help, also Platform Free Act, Side-Show Act, Tattoo Artist and all others answer.

#### T. L. DEDRICK, Mgr.

HAPPY DAYS SHOWS, INC., Eufaula, this week; Ozark, 12-17; Trey, 19-24; Andalusia, 26-31; Luverne, Nov. 2-7; all Alabama.

#### **BIG ELI NEWS**

## SEPTEMBER - OCTOBER

Now ready for Mailing

Items, Pictures, Articles, Helpful Sugges-tions of Interest to every Ride-Owner and Operator.

Send a postal for your free sample copy of "The Ride Man's Own Magazine."

ELI BRIDGE COMPANY

Opp. Wabash Sta., JACKSONVILLE, ILL.

#### **ASTRO FORECASTS** AND ANALYSES

All Readings Complete for 1936.

#### **NEW DREAM BOOK**

30 Pages. Sample, 30c. Seme Binding, ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit, Our name or ads do not appear in any merchandise.

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19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.



Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special

BINGO GAME

75-Player, complete, 55.25, for our new 1936 Catalogue, full of ames, Dells, Blaukets, Lamps, Alum-Ware, Candy, Pillow Tops, Balloons, Hats, Favors, Confetti, Artificial rs, Novelties, Send for Catalogue, Property of the Catalogue, Property of the Catalogue, Send for Catalogue, Send for Catalogue, Property of the Cat

Flowers, Novellies.

Send for Catalog No. 236.

Send for Catalog No. 236.

CANES Heavy Convention Walking Canes.

Day K. Malogany Finish.

Price Per Gross, \$21,00.

SLACK MFG. CO.

HD 124-126 W. Lake St., Chicago, III.

#### THE NEW CHAIRPLANE



The Latest Invention. The Most sensational Ride Out for Parks, Fairs and Camirals. Portable and Stationary. Write today and let us tell you all about it. Weight 6.500 bs. SMITH & SMITH, Springville, Eric Co., New York.

#### 1937 ASTRO FORECASTS

1937 ADIRO (Also Last Quarter 1936.)
Buddha Papers, 1-4-7 and 35-page Readings. Zodiao Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magle, Spirit Effects, Mitt Camps, Books, Graphology Charts.

XEW 124-Page CATALOGUE now of the press. Most comprehensive line of Apparatus and Supplies of the Comprehensive Charles of the Charles of the Comprehensive Charles of the Charles

NELSON ENTERPRISES
198 S. Third Street. Columbus, O.

#### WANT TO BUY

Penny Arcade Machines & Rides

Athletic Machines, Novelty Machines or any others suitable for Penny Arcade. Will also buy Merry-Go-Round, Ferris Wheel, Whip or any Rides you

CHAS. RUBENSTEIN
239 West 125th Street, New York City.

#### WANTED for

HAVANA, CUBA. Complete Carnival; deals preferably from Tampa, Miami, November, December, January, Concessions, Rides, Showa, Free Acts, etc. Best. location heart Havana (600,000). Bank

B. MADAN, 38 Virtudes St., Havana, Ouba.

## Midway Confab

By THE MIXER

THE BINCO season never ends

FRED SMYTHE-Drop a line of news.

JOHN M. SHEESLEY always has a good word for everybody.

BOB LE BURNO is reported as still busy general agenting.

NATH NELSON seems busy on the Royal American Shows,

EDDIE MARTIN-Write your mother. She reports death in family.

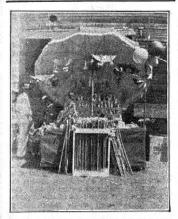
A CLEAN SHAVE does not weaken the man constitution.—Tom Salmon.

WHATS a couple of nude women among partners?

KENT HOSMER has plenty of ideas for tuture publicity stunts.

CHARLES C. BLUE was a visitor in Chicago last week.

HERE IS A NEW ONE: "Auspices of



UNIQUE NOVELTY STAND-A UNIQUE NOVELTY STAND— This phote flashed recently at a fair shows R. W. Chaney and his umbrella novelty store. Chaney re-ports the public as buying a better grade of merchandise this season and that sales have increased over recent years.

FRANK M. SUTTON has proved himself as a progressive carnival showman.

JACK V. LYLES reports that the West Shows had a great week at Charlotte, N. C.

"THE GREAT HORSE and Buggy Shows." Just as appropriate as some titles.

PROF. WILLIE J. BERNARD writes from Boston, Mass.: "Have been with many carnivals this season."

JENNIE MILLER, in the New Yorkers musical revue with Carl Walker as man-ager, is quite a drawing card.

SEEMS LIKE there are the Indifferent Shows also. Indifferent to obligations, as it were,

RAY TURNER, of Petersburg, Ill.: Are you and your brother going to launch a carnival in 1937 titled Turner Bros.?

HARRY, MARK AND SAM WITT— Some news of your Latin American ac-tivities; now or when?

MR. AND MRS. GEORGE Lebrell pottered from Rifle, Colo.: "Good season with girl show on Siebrand Bros."

PROF. CHARLES WAGNER, tattoo artist, has been holding down the same location in New York City for 30 years.

THOSE WHO know themselves first are more liable to succeed than those who do not.

SAM AND BOBBY HYSON write from Selma, N. C.: "Sailor Harris can go home now. Cotton has been picked."

WHEN "A TERRIBLE BLOOMER" encompasses a carnival the thing to do is to go along as per usual and admit it.

HARRY LaMAR postcards from Lubbock, Tex.: "J. S. Robertson joined United Shows with Prince George and midget attractions."

JAMES B. VARIAT cards from Kirk-ville, Mo.: "Roy Goldstone Joined Greater Olympic Shows for Mississippi stands with 30 concessions on six trucks."

IF YOU do not advertise vertise your business for sale?

DEE LANG SHOWS appear to be carrying out plans made at the start of the season. Tom Salmon speaks very highly of Dee and the organization.

MAX GOODMAN wants to be on time to open as per contract and he will fly his men to the spot to keep his agree-

ONCE THERE was a title for an in-dependent carnival show: "The Greatest Shows the World Has Ever Seen." Was it H. M. Goodhue?

DO NOT CONFUSE ignorance with business.—Soapy Clue.

MATTHEW J. RILEY is the originator of the expression, "The old equalizer," is the opinion of many. What say you, Matthew J.? Some news, say we.



HAPPY NEW CAR OWNER-Mrs. C. E. (Pearl) Barfield, wife of the well-known owner-manager of the Cosmopolitan Shows, is shown stand-ing by her recently purchased "Zephyr" in Houston, Tex. Fritz Behrens, her secretary, "tripped" it to Georgia therein.

ETHEL T. HEITZ—Russell G. Knisely wants to know how that story went: "Did the boy eat the alligator or did the alligator eat the boy?"

GEORGIE SPEARS JR. cards from Great Barrington, Mass.: "All season with Jack Kelly's Side Show with Art Lewis Shows, managed by Pete Pietras."

WALTER POWELL post cards from Glasgow, Scotland: "Making a big hit over here with my wire act."

W. O. TAYLOR, once famous talker, is still editing a newspaper in Archbold, O. He sends regards to the exposition talkers of then and now.

HOMER ACUFF writes from Richmond, Va.: "Ronald Dare and myself are having a successful season working grand stands with prize packages."

TOM WATERS, of piano comedian fame, cards from Gowen City, Pa.: "Out of show business for the present. Op-erating a roadside cafe."

A WISE SHOWMAN does not set a pace that cannot be maintained successfully.—
"The Onion."

and joined Happy Days Shows, Bill Spears and myself have 14 concessions."

BECKMANN & GERETY have a certain kind of paint made to order. In view of its brilliancy and durability it shall now be known as the "B&G Red."

DICK COLLINS should be a native of London, Eng., by this time. Bet he has been talking to Bert Ross in *The Billboard* office there telling of Dodson Brothers and their climb up this season.

A QUESTION to be settled: "What American carnival was the first to have twin Ferris Wheels?

BEN L. BOWMAN is in Alabama spots thinking of the old "World at Home" when, under the management of James T. Ciyde, it played Miles City, Mont., in a June snowstorm.

WALTER D. NEALAND has crowned himself this season as an ace among the carnival press agents. Keep up the speed, Walter D., proper recognition will come in time.

FROM THE SIMPLE THINGS much can be learned. Worldly wise does not necessarily mean that by being so one should forego the finer things in life. "Enough said."

BANDS HAVE come back: "Royal Italian" big uniformed brass band and all that. Watch out for some big name bands on carnivals in 1937. They are due.

SERIOUS THOUGHT should be given to the closing of a carnival before Thanksgiving Week. "Keep working" is what every man in and out of show business wants to do.

STARR DE BELLE—When are you going to take Ballyhoo Brothers to Swamp Poodle and have the little children stand on crange boxes so they can play the joints? Your stuff is great.

WILL H. HILL has been playing west with his elephant and combination acts. He should be back in the carnival busi-ness with an independent show. He has plenty of equipment.

"ELECTRICAL WONDERS" would make an interesting show. There are plenty of tricks which can be done with electricity. H. G.

MECHANICAL CITIES and working world shows: For its class and kind Kempt's Model City has never been equaled, nor remotely approached for details and mechanical perfection.

J. C. McCAFFERY was in charge of amusement events, Earl Taylor had the revue in front of the grand stand and J. Alex Sloan put over the auto races at the Chattanooga Fair.

BUNNY VENUS writes from Manchester, Tenn.: "Am exotic dancer and physical culturist of "Bunny Venus" attractions. Dr. Carpenter is lecturing the Crime Show, one of them."

EDDIE VAUGHN, where is "Stella"? Coming back to the carnival business? Welcome! Eddie still hates money and does not fear

LAWRENCE LaLONDE writes from Blackfoot, Ida.: "Bessie Bessette is now in the Side Show with Monte Young Shows. Has been having one of the best seasons in her career. Theatrical dates for the winter."

C. WILSON postcards from Holland, Tex.: "You know business must be good when Mr. and Mrs. Frankie Dean jumped all the way from Ottumwa, Ia., to this place to join Dr. Shugart Shows. They reported others on the way."

MORRIS MILLER reports from Atlanta that the Miller Bros.' Shows have decided to change their previously arranged route. He states that some disappointments have resulted recently but the show goes on."

IF THERE IS no exposition held on the North American continent in 1937 just look at those who will flock to the carnivals from those held this year. Ex-position does not mean exhibition or carnival.

CAN BUSINESS be combined with pleasure? Ben Williams does differently. When he works he works and plays when he plays, each

BILL FRANKS reports from Tusca- COL. M. L. BAKER postcards from loosa, Ala.: "Closed with Bruce Shows Apex, N. C.: "Am now with Smith's

Atlantic Shows. Have Clara Robbins doing illusions, June Baker blade box, wife and self doing mental act, magic, Punch and Judy, jugging and impalement."

TO REMEMBER: Bert B. Perkins, Alfred Hamilton, J. Stanley Roberts, Ernest Mahrol, George Westerman, Mrs. C. A. Wortham, Clarence Wortham Jr., Maxwell Wortham, Mrs. Steve A. Woods, Mr. and Mrs. Lew Dufour.

BEAUTIFULLY illuminated midways generally attract crowds. Let there be light. More neon signs and floodlights if necessary. Royal American Shows paved the way for the latter.

MARIE K. SMUCKLER writes from Roanoke, Ala.: "Royal Palm Shows express energy and money well spent. Now building new stage for the Minstel Show. Have new top from the Pulton Bag & Cotton Mills. I am now the lot man also."

H. TENNEY, advance agent G. T. Scott Shows, letters from Alturas, Calif.: "Show carries four rides, four shows and 20 concessions. Mr. and Mrs. G. T. Scott had nice season in Oregon and Washington. No girl shows and all stock concessions. Routed toward Arizona."

HERMAN BANTLY and Chris M. Smith seem to be in perfect harmony in their business relations on the Bantly Greater Shows. As it should be. Chris M. certainly knows the territory in the Carolinas.

SOME OF THE girl show managers should have some "Little Lord Fauntleroy" pages on their stages instead of some of the smutty comedians. Kooche! Kooche! Dancers can be decent, too. Art and smut are different entities of show business.

HARRY HENSON writes from Lincoln, Neb.: "Was in Springfield, Ill., with Beckmann & Gerety with the largest mule in the world." He speaks very highly of the B. & G., Crowley Shows. Mel Vaught and extends especial greetings to Fred Beckmann.

"JOHNNY J. JONES wants:" was an advertising line that kept the late showman's name constantly in the show limelight. It meant that he was always adding to his organization in an endeavor to improve it.

AN AUTHORITY on the consumption of short ribs of beef claims that Joe Stiy's cookhouse puts out the best—and that for real ham steaks Eddie Madigan's eating emporium is tops. Now let's hear from the cheese-omelet experts and Prench toast chefs.

MRS. CHARLES YOUNGMAN has joined the "Famous Kit Kat Club" of the West Coast Amusement Company and promises Mrs. Charles Walpert, its president, to outdo all at the next meeting. Those women, when they get going, do things right.

SHOW LETTER WRITERS: Try to get a story in before the closing of the season. Where the people go and where the carnival will winter is interesting to others in the business.

WE JUST as well have the "Hue and Cry" carnival also as some of the titles now tagging on with the rest of the unmodern makeups. It does not take over 30 and 11 cents expense to coin a good title. Try it. Did some ever think of how they must sound to the public?

TRAIN DIVING POG: A Great Danedived out of a show train window when it passed thru Cincinnati recently. It



## WANTED CONCESSION PEOPLE

Can Place for a String of Mississippi Fairs, Sterling Grands, Miss., This Week.

Capable Agents for Blowers, Coupon, Pitch-TülWin, Grind Stores, Wheels, Slum Stores, Ball
Miss, Stand Workers, Palmisto, Scale Peter AlBally Stand Workers, Palmisto, Scale Peter AlBally Stand Workers, Palmisto, Scale Peter AlBally Stand Workers Palmisto, Scale Peter AlBally Stand Workers for modern Cook House. Salary
sure. Also capable Help in all other lines. Out
till December. Reply to

ROY GOLDSTONE, Greater Olympic Shows, Grenada, Miss., Fair, Week October 5; New Albany, Miss., Fair, October 12.

was rescued and returned to its owner by John Klotz, of the Cincinnati Police Department. This dog seems to have beat the high-diving dogs in general.

CARNIVALS

HENNIES BROTHERS plan a new style of carnival fronts for their shows. In some countries ride owners have very elaborate fronts to their rides. Yes, Merry-Go-Rounds, too. However, look to the Hennies Brothers to do some real things.

SNAKES: "A UP press dispatch reports from Helena, Ark., that a man caught a rattlesnake with a loop made of a shoestring a foot long." Wonder if this reptile escaped from the W. A. (Snake) King farm last February or any other month? As for the report, "fish and chips."

JERRY J. GIBBS writes from Port Henry, N. Y.: "The old town is sure dead since the O. J. Bach Shows left. Had a visit from Jimmy Cassey and Carl Murray recently, both of the Bach Shows, Regards to Carl Miller Side Show folk, Gale Marks and Jack Bragdon."

F. E. COODING is a wixard. He can operate some half-doxon ride units in as many places at the same time and never becomes excited in the least. He has accomplished things others have dreamed of doing. Dave Tennyson—let's have some news.

JOS. FREDERICK (Penny King) cards from Centerville, Mich.: "Had Arcade and Side Show out all season with carnivals and at fairs. Been very successful; best year since 1930. Will play storeroom shows for the winter. Have new truck. Will enlarge Side Show for 1937 with all new equipment."

J. A. DARNABY—This is to invite you to give Chattanooga, Tenn., a colossal City Progress Celebration spring of 1937. As you recall, Chattanooga in years past had a spring carnival that was the talk of the nation. A city its size can stand two outdoor events a year is the opinion of "The Onion"

B. H. NYE has discovered that the town of Boone, N. C., has never had a carnival. Hs terms the situation as a "Ripley." However, Johnny Buckley played it last week. Nye, personally, took over the publicity campaign for the forthcoming civic celebration at Shelbyville, Tenn.

BEN O. ROODHOUSE, sales manager Eli Bridge Company, is on the job for Big Eli Wheel sales records. He is a big man. He is big enough to do the proper thing when certain matters should be righted. "The Onion" thanks Ben O. Roodhouse for a recent

"TILLY FEW CLOTHES" says: "I want to know who is the genius of the carnival business. They have them in astronomy, automobile business, circus business, hand laundries, hot-dog stands, railroad and other kinds of human endeavor. Surely there must be one in our line."

TO REMEMBER: Alex Brown, Pee Jay Ringen, William P. Lynch, Irving Kempf, Bruce Kempf, Ben Roessler, Cash Wiltse, Harry Clayton Wilbur, John T. Wortham, Walter F. Stanley, James Paterson, Raymond E. Elder, Chris C. Egan, Fred Millican, Charles Docen and J. Allen Darnaby.

CAPTAIN MIKE DOLAN'S cards read:
"U. S. Marine Research League and
Seattle Whaling Company (Educational
Department), Egypt, Little America,
Ceylon, London and San Clemente."
Captain Mike seems to be all over with
addresses except a permanent one in the
United States. Oh, well, Otto!

OIRCUS IS CIRCUS. A distinctive form of outdoor amusement. It is a question whether a "circus" as presented with carnivals is consistent and a paying proposition. Coliseum and stadium shows have been made to pay. There is a whole lot more to this. Those showmen who are interested in this are thoroly capable of figuring it out.

SHOWS WANTED: New style portable funhouses, such as Turn-Over-Craxy Houses and Mirror Maxes. A new form of presenting "Plantation" shows. Highup single pit shows —like they were when Westlake and others, including Capt. Jim Moore, made them pay big money. Others to follow.

THOSE UP-DE-DUFFS should quit kidding themselves that they are in the carnival business. They fust do not seem to know what it is all about. They annoy managers by getting in the way of

those who really want to work. Their actions are akin to the antics of that late famous clown Marcelene. He was always starting to help set the stage but never did.

HARRY H. WINTERS writes from Masontown, Pa.: "Winters Exposition Shows close season here. The show wishes to thank The Billboard for the co-operation given this season. Had a nice business. Good luck to all the people who were with it. Mr. and Mrs. Winters will spend a few weeks home at Beaver Falls, Pa., and arrange to go southward."

F. L. FLACK writes from Detroit: "Nono Bill not dead yet. Not dead but sleepeth." He inclosed clipping: "We can now fly around the world in two weeks, it is announced by an aviation official. Okeh, but a Merry-Go-Round trip is cheaper, safer, quicker and the destination is the same." F. L. is expected to make an important announcement for 1937 season. He knows the carnival business.

REAL TALKERS in front of shows do not beg. They sell the idea to the public that they should pay admission and see the show they represent. "For three minutes, and three minutes only by my watch, the price will be 10 cents—after that the admission goes back to a quarter, as the admission has always been." Never was there such BUNK dished out to an intelligent public.

TO REMEMBER: W. A. Sanges, Clift Knight, J. A. Jackson, Thomas J. Brady, Julia Taffet, William Hamilton, Eddie Madigan, Mrs. Eddie Madigan, R. S. Uzzell, George P. Donovan, Elsie Pay, Paul Parker, Fred C. Murray, Mrs. Stuart Kollins, Mrs. Joseph H. Hughes, Jane Hughes, Mr. and Mrs. Max Gould, Sylvia Gould and Gannas Marakas (the airship pilot).

DID ANYONE ever consider the lost motion that pertains to the operation of a carnival? Such as: "Picking up things that are in the right place and then placing them in the wrong location. Doing jobs over and over instead of doing them properly in the first instance—and so on." Some efficiency expert would shudder to contact the presence of some lost motions in the business.

JOSEPH H. HUGHES writes from Hallfax, N. S., Can.: "Everything down this way is about the same, except that this year we had two crops of rain instead of one. However, even with this extra crop of rain business was good everywhere for gates, midways and grand stands. We worked between drops and at St. John, N. B., had to give three extra night performances to handle the business. Ben Williams well pleased with business.

MILLER, the guess-your-weight scale man, wants to know who was the first to give out stock with guesses. Guess he can be referred to the late Louie Gordon's former associate, Sid Goodwaldt, and others. Miller postcards: "Have been operating a scale since 1907. Then it was 5 cents. I made more at 5 cents. Have talked to many of the old school and they, too, said they did better at 5 cents." Not being a scale man, the "Onion" does not know which is the more profitable. Scale men, kick in.

W. T. JESSOP advances with: "Dick Morris will have the girl show. Forrest will have 20-in-One and all other walk-thru shows. Louis Leos will build a new office wagon, which promises to be a revelation with all the brilliant ideas he can gather from other carnival people embodied in the structure. Andy Kocan will have the band and five new concessions. Charles Walpert is already making plans for season 1937. Phil O'Brien will make jumps in airplane to be in time to fill the Ferris Wheel with banners. All on the West Coast Amusement Company for 1937.

COL. T. L. DEDRICK cards: "Happy Days Shows, four States in four weeks. Will rebuild the show in winter quarters and build a new motordrome. Plan many new fronts. John Weaver Jr. replaced Victor Cansres as special agent on banners and things and did very well the first stand. Lee Cresson, manager Lee Amuscment Company, visited. Joseph J. Hefferman, M. D., formerly of Ringling Circus, is and has been business manager on Happy Days for several weeks and is highly satisfactory in that capacity. George Kelly, lot superintendicht, and Floyd E. Heth shoot the fireworks nightly and put them over to the satisfaction of the public. Other fairs have been added to the Littlejohn circuit."







## Make \$50.00 a Day on Candy Floss More and more people are buring our Candy Floss Machine —there MUST be a reason—memory make the ONLY Original Guaranteed Machines. \$5.00 worth of sear makes \$100.00 worth of Candy Floss. Write TODAT.

ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

#### Reading's United Shows

WANTS Concessions for BROWNSVILLE, TENN., FAIR. Come on, get in on the good one, Colered Performers for Minstrel Show. Huntingdon, Tenn., Fair, this week; Brownsville, Tenn., Fair, next

W. J. WILLIAMS, Gen. Mgr.

### WANTED

36-Ft. 3-Abreast Merry-Go-Round, either Herschell or Spillman. Also No. 5 Eli Wheel, Must be A-1 condition and cheap for cash, No junk. Answer BOX ST. L. 8, Billboard, St. Louis, Mo.

#### WANTED PERFORMERS

n all lines that can really do something, for balnee of this season of seren weeks, and booked olid all winter. Wire quiek, giving full details bon't write. Be ready to join on wire. Good sal-

LILLIAN SHEPPARD
Care Johnny J. Jones Exposition, Greenville, S. C.,
Week October B.

## The Great Lakes Exposition Midway

CLEVELAND, Oct. 3.-Preparations for the benefit for the Showmen's League of the benefit for the Showmen's League of America Hospital and Cemetery Fund on October 8 occupied the midway and Streets of the World of Great Lakes Expo this week. . Workers active in the drive are Lincoln G. Dickey, Almon R. Shaffer and Peg Willin Humphrey, honorary committee; Frank P. Duffield, general chairman; Mrs. Frank D. Shenn, Ladies' Auxiliary; President J. W. Conklin and Secretary J. L. Streibich hon lin and Secretary J. L. Streibich, honorary guests, and Harlowe R. Hoyt, local representative of *The Billboard*, stage

Old Globe Theater sees change its last week. . . Roy L. Harvey, manager, moved to Dallas, succeeded by his assistant, William C. Gregg. . . Joseph Curtin, stage manager, returned to New York for legitimate and radio, replaced by Marge Ferris, just on from Dallas.

Jack Tavlin presented the three Del Rios, Trinidad, Dolores and Paul, to Cleveland Rotary in Hotel Statler Thurscleveland Rotary in Hotel Statler Thursday noon. . . Jack Gordon, of the Administration Building forces, was circulation go-getter for the old Scripps group. . . Henry Ford is dickering with the Parade of the Years for famous old engine "995" for his Dearborn museum. . . Reports show business of French Casino increased 20 per cent with advent of present Toto, who does a dance in the nude.

I. B. McCoy, mayor of the Streets of the World, is preparing to dissolve his cabinet with appropriate ceremonials on the International Circle on October 12, closing day. . . Curt McClelland. closing day. . . Curt McClelland, Punch and Judy front for the Old Globe Theater, will leave for Detroit, afterward returning to Kensington, O., to ready a magic show for winter presentation. . Al Hempke, Flaming Fanny impresario, is returning to Anderson, Ind. to visit relatives when show folds.

tion. Al Hempke, Flaming Fanny impresario, is returning to Anderson, Ind., to visit relatives when show folds. . . Frank Monaco is preparing to close his Street Cafe, since refreshment permit was only for 100 days. . Admiralty Club has moved downstairs on the Show Boat. . And the Redcoats have deserted, while roller-chair boys are joining the exodus, many of them returning to college.

William D. L'Horbe, of the Flying Scooters, and Larry Collister, of the Loop-o-Plane, harvested some nice publicity when Larry offered L'Horbe \$100 to make a parachute jump from Goodyear blimp. . Challenge broadcast over WTAM Saturday morning. . . . . Papers took it up. . But no jump to the present. . . P. L. Shepherd, of the Slovak Village, was given a surprise Tuesday night when friends framed the Eelgian Market Dancing Girls to gang him, pull him on stage and smother him with lipstick. . . P. L. took it like a good sport and a gentleman.

Ted Foster, human fly, recently com-

Ted Foster, human fly, recently completing a tour of New York State, was a midway visitor this week. . . . Harold Anfenger guest of Clif Wilson on Wednesday. . . Dave Lamont has taken over John Robinson's three elephants and will handle them from Chicago.

Mr. and Mrs. Frank D. Shean celebrated their 14th wedding anniversary Wednesday night with a party attended by Sam Brin, Al Hempke, John Gourley loads to be exact visited Russell Bros.

#### DeLuxe Shows of America

Leaksville, N. C. Week ended September 19. Auspices, Rockingham County Fair Association. Weather, fair. Rusiness, very good for shows and rides.

A long jump from Wilmington, Del., together with a long haul made everybody hustle to get open on time, but show made it. Tuesday was Children's Day and about 4,000 came and gave the shows and rides a fine play. Saturday all the mills closed down and all had a topping day. Secretary Bob Smith retopping day. Secretary Bob Smith re-ported that this was the best fair in years. Too much cannot be said about years. Too much cannot be said about the fine co-operation the officials of the fair gave. Nothing was left undone to make things agreeable for the shows. Paul Prell reported the best week of the season. James Morgan, the ball game operator, had a good week. Mrs. Harry Ramish was busy all week with her fishpond and devil's bowling alley.

Col. H. B. Watkins, secretary Danville Fair, paid his annual visit to Leaksville and said it was a fine fair. Mrs. Ramish purchased a truck to haul her concessions. The show now has a Merry-Go-

purchased a truck to haul her concessions. The show now has a Merry-Go-Round, Twin Ferris Wheels, Ridee-O, Lindy Loop, Dual Loop-o-Planes, Whip, Kiddie Auto Ride, Aquaplane, You-Drive-It Autos and Kiddie Aeroplane. Shows are Crime Show, Circus Side Show, Revue, Circus Hillbilly Show, Mickey Mouse, Arcade and Serpentina.

HARRY RAMISH.

#### Big State Shows

Grockett, Tex. Week ended September 26. Auspices, Houston County Fair As-sociation. Location, jairgrounds. Free admission. Midway, pay gate. Weather, one day rain—rest sunshine. Business, not up to previous years.

William Norman, chief mechanic, and wife took leave on eve of move to Crockett. Caravan reached Crockett under direction Robert Young on time. Weekly Courier stingy with space. Weekly Times liberal. Daily papers and weeklies in counties surrounding delivered parfectly with stories and sixtured.

ly Times liberai. Daily papers and weeklies in counties surrounding delivered perfectly with stories and pictures. Midway opened informally Monday night to light business. Tuesday, ditto. Wednesday night, lighter. Fair formally launched Thursday with parade. Attendance off from last year. Midway business fell short. Rained out during day Friday. Cleared for night and midway was crowded but people didn't spend. Saturday came near equaling business two years ago.

District Attorney Lusk censored midway and approved all concessions. Bronson McDonald, for years Houston, Tex., Billboard correspondent, now in charge of advance advertising. Charles Ellis, of "Ranger" horse fame, with wife and cowboy, Rosie Roseman, honored with twilight Wild West dinner. Ellis off road past two years breaking horses and putting on Rodeo for H. G. Lewis at Elkhart, Tex. Douglass Pipes and Lawrence S. Sanders on midway with novelties. Mrs. Velma Pipes, Fort Worth trained nurse, a visitor. Howard Smith, vice-president Madison County Fair, also visited. Coogler and Booth, with "Jungleland Menagerie," and Mrs. Texas Mack's Monkey Circus left show. Little Edna, midget, is a hit. Capt. Emmons Howard Hugo is drawing crowds with fire truck high-diving ladder. Freddie Valentine, of Flying Valentines, recovered from illness. Director General Roy Gray, Roy Valentine and Secretary-Treasurer Louis Bright and two auto loads to be exact visited Russell Bros.'

and Mr. and Mrs. N. J. Kestner among Circus at Mexia. Unanimous verdict: Circus at Mexis. Unanimous verdict:
"Fine equipment, people and performance." Ray Blankenship, Russell Bros.
new general agent, and Justus Edwards,
contracting press agent, visitors. "Major
Dot" (Frazier Baggett), midget, suddenly stricken. Rushed to hospital uncon-scious. George Cheney, deputy sheriff, as special officer on midway, honored by showfolk with after-midnight party. Formerly wrestler, operating athletic show for Roy Gray. DOC WADDELL.

#### Blue Ribbon Shows

Jackson, Tenn. Week ended September 19. West Tennessee District Fair. Weather, perfect. Business, excellent.

The two chiefs, Long Wolf and Wanna Pony, Indian bead workers, impalement artists and wire-haired performers are still on the Side Show program. Madam Kay, the mentalist, assisted by Miss Mc-Pherson, reported an unusually big week, Madam Kay has a nicely decorated stage and booth. and booth.

Almeda Stanton, said to be America's

youngest lady show operator, made quite a few oldtimers take notice. Just 16, she owns and operates the No-Name At-

she owns and operates the No-Name Attraction.

Bob Perry, new from the ground up Motordrome, also showed up in topmoney class. Marion Perry (the big boss) and Cyclone Snapp on the wall with Bob, on the mike. Concession operator and Business Manager Mike Rosen reported a splendid week's gross on his 10 stock stores. Ann Galigan's Bingo was busy afternoon and night.

Huntsville, Ala. Week ended September 26. Madison County Fair. Weather, one day rain. Business, good.

The run here made in record time. All shows and rides up and ready early Monday morning. But due to the fair not being scheduled to open until Tuesday everyone enjoyed a night of recreation. The midway well located near the grand stand made it possible for all attractions to get an early and steady law. The night performence was just play. The night performance was just long enough to be good and with the early turnout gave the midway a better break. Tuesday's business very light. Wednesday the gross jumped up, althout rained the fore part of the afternoon. Thursday very good. Friday, Children's Day, all shows and rides doing a capacity business. Saturday almost as big a gross was registered as on the big day. General Agent Hicks is back with the show for a short visit and rest. Business Manager Mike Rosen reported a big week with his stock stores. George Kitchen, the veteran showman, is one of the busiest men on the show. Happy Sum-merall, chief mechanic, back with it after a short vacation. Doc Willse's Side Show and the Blue Ribbon Revue top money here. STARR DeBELLE.

#### Golden State Shows

Antioch, Calif. Week ended September 20. Auspices, Contra Costa County Fair. Weather, warm. Business, very

good.

This spot proved to be one of the best of the season. Received splendid co-operation from fair board and local newspapers gave the show good publicity. Circus Side Show was top money among the shows. The Scooter played to capacity the last two days. Mr. and Mrs. Frank Forrest, manager of Side Show with West Coast Amusement Company, and Madeline Arthur, who operates Revand Madeline Arthur, who operates Revelation on same show, were visitors.

Manager Wright visited the West Coast Manager Wright visited the West Coast Amusement Company at Lodi and was entertained by Mike Krekos, owner of show, and by Mr. and Mrs. Bill Jessop, Art Anderson is building a concession. Harry Taki, owner of several concessions

Harry Takl, owner of several concessions on the show, left to look over his many concessions at Venice Pler, Calif.

Week ended September 27. Fresno, Calif. Auspices, St. Elia Celebration. Location, Italian Amusement Park. Weather, warm. Business, good.
Business in this spot improved nightly, with Friday, Saturday and Sunday the red letter days; shows, rides and concessions all did good business. Many visitors, including F. Pickles, general agent Hilderbrand's Shows; Al Pisher, general agent Clark's Greater Shows; Charlle Aleright, owner of most of the concessions bright, owner of most of the concessions on Foley & Burk Shows; Billy Bozzell manager of their Side Show. O. N. manager of their Side Show. O. N.
Crafts flew up from Pomona for a short
visit and reported good business at Pomona (Calif.) Fair. Dick Kanthe has
taken over the Athletic Show together
with Eddie Fox and is doing nice busiress. R. M. SMITH.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 3.—Preparations have already been commenced for the next annual meeting of the association to be held in Chicago, Particular emphasis will be placed at this meeting upon the adoption of a set of by-laws for future action by the members of the association.

for future action by the members of the association.

During 1934 a proposed set of by-laws for the association was prepared and coples were forwarded to our membership. At the Toronto annual meeting in 1934 the membership decided to lay the matter on the table for a year to allow additional time for study of the then proposed by-laws. At the last annual meeting in Chicago we recommended in our annual report that in-asmuch as no by-laws for the association have as yet been adopted that the matter be given the attention of the membership and that a code of by-laws be adopted as conveniently as possible. This year we shall again recommend the adoption of a set of by-laws, and our present plans are to submit a printed draft of these by-laws to our membership at lin advance of the coming meeting at Chicago so that our members can give them the necessary amount of study and consideration and will be prepared

give them the necessary amount of study and consideration and will be prepared to discuss the same and act upon them

at the next meeting.

In the meantime it will be very helpful if our members will send to the ACA office any suggestions which they may have for inclusion in the proposed set of by-laws.

It will also be greatly appreciated if the members will communicate with us advising of the subject which they are most interested in for discussion at the most interested in for discussion at the annual meeting. Many of the ACA mem-bers have particular subjects and prob-lems which they would like discussed during course of the next meeting and if they will advise us of their pref-erences we shall be pleased to plan to include the subject in the program for the next annual meeting.

include the subject in the program for the next annual meeting.

Incidentally we found that it met with the satisfaction of many of our members to hold our meetings com-mencing at midnight. It is our present intention to continue the plan to hold this year's sessions at the midnight hour unless a majority of our members write us requesting some other stated time.

#### Al C. Hansen Shows

Milan, Mo. Week ended September 26. Annual Homecoming and Community Fair. Location, around Public Square. Weather, cold and rainy. Business, poor.

Weather, cold and rainy. Business, poor,
Tuesday and Saturday completely lost
by rain. Cold winds retarded attendance balance of week. Whole-hearted
support by entire community and not
one complaint registered by any business man. Undoubtedly a good show
town under normal conditions. Visitors
included Miller, of dog and pony note,
and lately with Atterbury Bros.' Circus;
Mr. and Mrs. Dally, of Hannibal, and Walter Hartsock, of Kirksville, Mo.
Trainmaster Frank Cross returned via
plane from Boston where he had been

plane from Boston where he had been on business. Gladys Hansen left for Mt. Carroll, Ill., to enter Frances Skinner College. Edw. O'Brien closed here and returned to Memphis for the winter. Manager Al C. Hansen and his father, F. M. Hansen, left on business.

WALTER B. FOX.

#### Zimdar's Greater Shows

Malden, Mo. Week ended September 26. Auspices, Chamber of Commerce, Weather, moderate. Attendance, good. Business, fair.

The manager was surprised to hear upon arrival of the show that the fair had been canceled. Zimdar got busy and arranged to play the town cold. Resulted in a good week's business. Wednesday night in a heavy rain folks stayed late taking in the rides and shows. Saturday rain fell until 4 p.m., after which the midway filled with proafter which the midway filled with peo-ple and they spent freely. Quite a bunch of visitors from Byers Bros. and bunch of visitors from Byers Bros. and Pan-American shows. Louis Seltzer, of "Monkey Man" fame, and Mrs. Treat, of Lincoln, Neb., were also visitors. Several concessioners joined the show; also Eaken Brothers, pony ride. Jolly Johnny Webb topped the midway.

CHARLES SEIP.

## ROLL AND As You Want 'Em When You Want 'Em DAY AND NIGHT SERVICE TICKETS

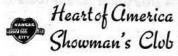
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CASH WITH ORDER PRICES --- 1x2 INCHES --- NO C. O. D. 10,000....\$6.65 30,000....\$ 8.95 100,000....\$17.00 Duplicate Coupons 20,000.... 7.80 50,000.... 11.25 200,000.... 28.50 Double These Prices

Above prices for any wording desired. For each change of wording and color add \$2.00.
For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS WELDON, WILLIAMS & LICK FORT SMITH, ARK.

dual dual antees Quality and Accuracy



KANSAS CITY, Oct. 3.-The contest of the membership drive is gaining interest and speed each day and new members are being added to the club's books.

Harry Altshuler, the treasurer of the club, made a trip to Butler, Mo., and secured seven new members. He was assisted by J. W. Laughlin and his wife, Virginia, and several of the boys on the show. The new members that joined the club are Behavior Virginia, and several of the boys on the show. The new members that joined the club are Robert E. Laughlin Jr., Walter F. Bennett, Ted England, Mac Findley, Marion Thompson, S. A. Schmidt and George Carson. J. W. Laughlin is a member of the club and a hard worker for anything that will benefit it.

Ellis White and Roy Marr were visitors from the West Bros. Amusement Com-pany. W. F. Wilcox and his wife are in

from the West Bros. Amusement Company. W. F. Wilcox and his wife are in for the winter. closing with the Seal Bros. Circus at Emporia, Kan.
J. L. Landes, of the Landes Shows, sent in the following new members: Ed. J. Dennison, Orin Johnson and Joseph E. Walker. Dues were received from the Landes Shows from C. G. Buton and Billt Wolf.

and Billy Wolf.

Harry Altshuler received the following new members: Norman Anderson and L. J. Doile.

Members who paid their dues last week were Charles Goss, O. N. Walters, Russell Hull, W. H. Gordon, Glen Hyder, H. F. Fellows, W. H. Duncan, Noble C. Pairly, Pat Templeton and W. A.

Word has been received from President Castle that he will put on a show and dance at Houston, Tex., for the benefit of the club. George Howk will attend the fair at Houston.

#### Barfield's Shows

Dalton, Ga. Week ended September 19. Auspices, American Legion County Fair. Location, jairgrounds. Weather, ideal. Business, excellent.

deal. Business, excellent.

This spot proved to be the banner one of the season, with all shows, rides and concessions doing capacity business, Much credit is due to the American Legion for this large attendance; also Mr. and Mrs. Wiggins, promoters handling spot, Thursday night being the largest attended night of the week as this was public wedding night, handled by Mrs. Wiggins. The bride and groom received many useful gifts from merchants, the American Legion Band doing its part by furnishing music appropriate for the occasion. for the occasion.

The twin Big Eli Wheels topped all

The twin Big Ell Wheels topped all rides, Whip second, Chair-o-Plane and Merry-Go-Round close for third money. All shows were well patronized, with Minstrel Show in the lead for gross receipts, the Circus Side Show running second and Robert Sorenzen's Girl Revue giving all other shows plenty of opposition for first money. All concessions tion for first money. All concessions were stock concessions and enjoyed the best week's work of the season. Manager C. E. Barfield is busy on the

midway repairing and repainting all rides and show fronts. Bought No. 12 Eli Wheel and Mangel's eight-car Whip,

bir wheel and Mangers eight-car Whip, bringing the list of rides up to eight. General Agent Tom Terrill was back visiting show this week, bringing several fair contracts. Barfield and Agent Terrill are very much elated with future busi-ness prospects.

Bremen, Ga. Week ended September 26. Auspices, Firemen's County Fair. Weather, some rain. Business, fair.

Weather, some rain. Business, fair.

Monday and Tuesday night opening very slow, business getting better latter part of the week. Children's Day, which was Friday, was not so good, rain keeping all school children away except those attending city schools. City schools attending city schools. City school and marching in body to fairgrounds aroused much interest and looked very favorable for a big day until it began to rain about 2 p.m., driving everyone for about 2 p.m., driving everyone for sheiter, which hurt the night's business. Saturday and night business above average, everyone being satisfied and no one being left in the red. This spot was handled by Mr. and Mrs. J. L. Lynch, formerly of Bruce Greater Shows, and deserve much credit for their untiring efforts in trying to put this spot over the top.

the top.

Mrs, C. E. Barfield, accompanied by
her secretary, Miss Fritz Behrens, arrived Saturday in Mrs. Barfield's Zephyr
after closing a very successful season at

Galveston, Tex., and having two weeks' vacation at the Texas Centennial Ex-position at Fort Worth and Dallas, Tex. All showfolks welcomed her with a celehar showlors welcomed her with a cele-bration. The minstrel band met Mrs. Barfield at the office and serenaded her with Happy Days Are Here Again. Man-ager C. E. Barfield and all connected with the show are optimistic as to the immediate future of the shows. TED DUNN.

#### Cetlin & Wilson Shows

Blackstone, Va. Week ended September 26. Courier-Record Fair and Exposition. Located on new fairgrounds. Weather, fair. Business, fair.

Owing to the long move from Reading, Owing to the long move from Reading, Pa., and not tearing down until Sunday night the show missed Monday night here, but everything in readiness for opening Tuesday. Wilno, the human cannon ball, who was used on the mid-way here, did not arrive until Wednes-day morning owing to truck trouble. Then the crowds really came. Every-Then the crowds really came. Everyone very agreeably surprised in this town, as no one expected to do any business. Several visiting showmen remarked "It must be C. & W. luck," as no other show ever drew any people before. This was the first adventure by the local payersone research. before. This was the first adventure by the local newspaper sponsoring the fair for five counties and received excellent co-operation from everyone, and, inci-dentally, it was a success.

A. J. Grey, the fair manager, and Alexander Hudgins, secretary, are popular citizens and deserve credit for the manner in which they put it over. Ed L. Eger a visitor. I. Cetlin away for his holidays. Speedy Merrill with his Wall of Death top show, Leo Carrell's Monkey Circus second, Paradise Revue third. Scooter top ride, Twin Ferris Wheels second and Tilt-a-Whirl third. C. & W. showed this fair without any C. & W. showed this fair without GEORGE HIRSHBERG.

#### Endy Bros.' Shows

Doylestown, Pa., Fair. Week ended September 19. Weather, one day rain. Business, excellent.

With the new dates putting this fair ahead two weeks was a big idea, as the crowds were larger this year than any previous fair ever held here. Dr. Turner, president of the fair, and J. Allan Gardy both deserve praise for putting this fair over the top. Much money was spent in repairing the grounds, buildings being built and fine acts were used in front of the grand stand, furnished by George A. Hamid offices. All available space was used here for the concessions, all space being sold far in advance. Much more space was needed for the carnival attractions to accommodate all the shows and rides. The gross on Kids' Day this year was over 20 per cent more than last year. Over 60 concessions on the show hidway. Attendance records were all broken at both the grand stand and the front gates. Many visitors, including B. H. Patrick, of The Bilboard; Buck Taylor, of rodeo fame, who has a large farm near by, and William Muhlhauser, a real friend to showfolks. Top money honors went to the twin Big Eli Wheels and Tilt-a-Whirl. Mildred Neth, daughter of Morris Davis, also a visitor from Erie, Pa. Davis has the kiddle cars. Brooks, secretary the Hatfield Fair, a visitor, as was Ben Weil and Nan Rosenthal, of Philadelphia. J. J. (IRISH) KELLY. With the new dates putting this fair

#### SLA CEMETERY-

Continued from page 48)

Cohn, assistant clerk; Jack Swiber for the defense; Neil Webb doing a good job as prosecutor; Jockey Custock as sergeant at arms, with William (Tokio) Chilton and Joe (Honest to God) Podolak as assistants. J. W. Patty Conklin gave nice talk as introduction of the affair and Joe Streibich was called upon to asknowledge an introduction.

Harry Ross handled the special enter-tainment. Attendance at the affair included only members of the show with exception of about four or five invited guests.

guests.

Patty is grateful for the co-operation of Cecil Stobes, official of the affair, also a member of the League; Miss Irwin and Jack Crawford, each of whom entered whole-heartedly into the spirit of the affair. He feels that this is an example of what can be done if the various shows will take an interest and try to put one over. The effort is slight and the re-sults as evidenced are indeed gratifying.

## OOP.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.

SPECIFICATIONS PRICES—TERMS ROBIN REED, Soles Mgr. Craft Corp., Box 237, Salem, Orc. Manufacturers.



#### L. J. HETH SHOWS-WANT for the NORTH MISSISSIPPI—WEST TENNESSEE FAIR & DAIRY SHOW CORINTH, MISS.

WEEK BEGINNING OCTOBER 12, AND SIX OTHER MISSISSIPPI DELTA DATES.

Loop-o-Plane and Kiddle Aeroplane, experienced Ride Help, Mechanical Show or Working World (Joe Teska wire), Chornis Girls who can do Specialties, or Organized Girl Show, Plane Player, Talkiers and Grinders, Motor Drome, Half and Half, Illiasion or Snake Show, One-King Circus, Wild Annal Show or any show of merit. Low percentage, Concessions all open except Scales, Corn Game, Photo and Cookhouse. Wire or write L. J. HETH SHOWS, Huntsville, Ala, this week.

G. Norman King wants for 10-in-1; Working Acts, Outstanding Freak, Chief White Eagle, Princes Iona and Bluey Bluey Thompson, come on. Bob Posey wants more real Midgets.

### Kansas City

KANSAS CITY, Oct. 3.—Recently the West Bros.' Amusement Company was visited by some of our members and much surprised to find that the show much surprised to find that the show is capable of earning real money. They were informed by the owners, J. W. Laughlin, manager, and his wife, Virginia Laughlin, secretary and treasurer, that they have had a fine season. The show is motorized and consists of 8 major rides, 2 kiddle rides, 7 shows and 20 concessions. The show moves on 25 trucks and trailers, and of the 17 housecars on the show five were new covered wagons bought at Fort Dodge, La, when they played that city. Roperts Ia., when they played that city. Roperts has the feature show on the midway, working three young lions that were in pictures before joining the show. The two corn games are a credit to the op-erators. The show fronts and conces-sions are well kept up. Ruce Brown is a hard worker and general representa-tive. Glen Osborn looks after legal matters and Mac Findley is the mechanic.

This show is to be complimented on the showing it made in securing new members for the HASC. No other its size can boast of 20 members in the Heart of America Showman's Club.

#### **Great Superior Shows**

Truman, Ark. Week ended Sentember 6. Location, heart of the city. Weather, cod. Business, good.
Opened here on Monday with a real

turnout despite the size of the town. Show has been augmented largely by the arrival of several shows and concesthe arrival of several shows and concessions. Business was good all week and wound up with a real Saturday, altho it rained until 6 p.m. Many visitors from other shows. Col. O. J. Beaty renewed card at the Truman Post of the American Legion, of which he has long been a member. Chief of Police Charles Albright a nightly visitor and was always weedy to help out in any way. ready to help out in any way.

BOB WHITE.

#### West Coast Amusement Co.

Unit No. 1. Anderson, Calif. Shasta County Fair. Three days ended September 27. Weather, hot. Business, nil.
This spot was too small for the entertainment offered by this show. Hence business was the worst this season. Twenty-six concessions, 5 shows and 5 riding dayless concessions, 5 shows and 5 riding dayless concessions. Iwenty-six concessions, 5 shows and 5 riding devices constituted the midway. Unit No. 2. Maricopa, Calif. Three days ended September 27. Weather, good. Business, beyond expectations at this Frontier Celebration.

Manager Mike Krekos took 3 riding devices and 21 concessions and 3 shows up to this mountain such and reported.

up to this mountain spot and reported that the business there was up to expectations. Larry Ferris took a Loop-o-Plane and Ferris Wheel, the first riding devices ever to be exhibited in this spot, and they did a bang-up business. Dick Morris and his Dancing Cuties had the best one day's business stope his advent best one day's business since his advent in carnival business. Various conces-sions did extra well. Joe Zotter with Unit No. 3, titled Joyland Shows, did a

(See WEST COAST on page 57)

#### Hilderbrand's Shows

Burns, Ore. Week ended September 26. Location, streets. Auspices. Harney County Fair. Business, jair. Weather, good but chilly nights.

good but chilly nights.

With the battle of shows being staged on the midway, considerable amusement was created to the enjoyment of the showfolks and patrons. With the influx of many new shows, high-powered acts and talkers from the closing shows in the Northwest, the battle to top the midway began, with Lillian La France victorious as usual. She was closely seconded by Mrs. Herman Van Dee's "Lady Elysia" animal show. She has augmented her show by the addition of Mr. and Mrs. Floyd Basil, and Harry Warren from the American United Shows taking over the front. A. A. Russell arrived from the West Coast Shows from Seattle with a Prison Show, and came out third in the race. The personnel of the Prison Show is as follows: A. A. Russell, warden: Don Quinn, front; Monk Hill, tickets; Doyl Drumm, inside; Johnnie Scroggins, Norman Ronaldo and George Fischer, assistants. The entire setup of the prison show is attractive George Fischer, assistants. The entire setup of the prison show is attractive. Fred Webster has taken over the management of the Athletic Show, and together with his two girl shows did very good business. Jane Godfrey with Tenin-One side show and Tommie Lee with his Snake and Hilbillies, shows added his Snake and Hilbillies, shows added in-One side show and Tommie Lee with his Snake and Hillbillies shows added sest to the battle, which raged all week. O. H. Hilderbrand and Mrs. Harry Sucker arrived from Los Angeles. Hilderbrand departed again via Portland for Los An-(See HILDERBRAND'S SHOWS page 57)

#### Sutton Shows Buy Land For Winter Ouarters

OCEOLA, Ark., Oct. 3.—Frank Sutton, owner of the shows bearing his name, recently purchased a track of land just north of the city limits facing Highway 61. He will build a residence on the lot for himself and family and will also build quarters large enough to house the equipment of the shows between seasons.

Sutton has wintered here for several.

Sutton has wintered here for several years and occupied rented quarters in the city, but has been in the market to find a suitable location for some time. It was during the summer that he finally located such property as he desired and finally purchased it.

Several show families now with the Sutton Shows will also make Oceola their home this after-season time. The Sutton Shows played here some weeks back and were rained out, which seems to be their bad luck each time come home to show.

## Glong the Expo Midway at Dallas

By GREGG WELLINGHOFF

DALLAS, Oct. 3.—Three solid days of rain over last week-end, followed by cold weather. White summer suits one day and overcoats the next. Air-cooling plants were in operation until Friday and heating plants started Monday. The heating plants started Monday. The buildings that drew heavily all summer because of their air-conditioning like-wise drew heavily the past few days be-

cause of their heating plants.

Mis. J. Eddie Brown returned early
this week after a summer in New York
State, where she had been visiting her

Mr. and Mrs. Ted LeFors were one-day visitors last Monday. The LeFors closed with the Mel Vaught State Fair Shows at Tulsa and were en route to the West

Phil Little was also in for several hours

Cost.

Phil Little was also in for several hours last Wednesday, coming from Oklahoma City, where his concessions are booked at the Oklahoma State Fair.

The Ringling - Barnum engagement, scheduled for last Sunday and Monday, was canceled because of a muddy lot, thereby depriving all the local showfolk of an opportunity to see an exposition compete with the "Greatest Show on Earth." Much had been discussed on the matter, but the weather man made the decision.

Jack and Ketta Lindsay were in last Monday, on route from Tulsa to Ennis, with their concessions.

A large number of the personnel of Mel Vaught's State Fair Shows, also T, J. Tidwell Shows, spent Sunday in Dalias and at the exposition, when the shows passed thru Dallas en route to their current week's stand.

State Fair Shows to Ennis and T, J. Tidwell Shows to Iowa Park. The Ringling-Barnum people also gathered in large numbers on the exposition grounds last Sunday.

to rowa Park. The Ringling-Barnum people also gathered in large numbers on the exposition grounds last Sunday. Bill (Tuffy) Barnett, Billboard agent at the exposition, has never missed a day on the midway since the show opened last June 6.

Barry Gray of Dufant & Bornal M.

last June 6.

Barry Gray, of Dufour & Rogers' Life
Show, was surprised last week when he
received a letter from Vic Hugo, who is
manager of a theater in Hongkong,
China. Hugo reports "all's well" with
him and the wife, and recalled his start
in the show business many years ago at
Toledo, O., for which he credits Barry
Gray.

Clyde and Bea Davis, of the Clyde and Bea Davis Players, are visiting at the home of a niece in Dallas and are frequent visitors around the dressing rooms of the various attractions. Later the Davises will go to the West Coast.

#### Miller Bros.' Shows

Rockingham, N. C. Week ended September 26. Fair. Rain Thursday. Busiess, satisfactory.

This spot was advertised as the Rich-

mond County Fair, town being heavily papered, but in reality it was considered nothing more than a still date. Local

nothing more than a still date. Local paper falled to co-operate, merely stating another carnival was in town.

Thursday was pay day and the public wedding, staged by Bob Hallock, drew large crowds, but a sudden downpour of rain came at 9 p.m. and curtailed business. rain came at 9 p.m. and curtailed business. Rides, shows and concessions had a satisfactory play all week. Francois Russell, strong man, doubling from the Side Show, is now being featured as one of the free acts, using a truck, driven by Hank Stulken, running over Russell's body, is attracting crowds.

Bobby Kork's Sex Family now using two ticket sellers, Don Black and Walter Woods. The show is now carrying two Double Loop-o-Planes, both brilliantly illuminated. Nick Patrinos and Iodine

illuminated. Nick Patrinos and Iodine Baily pleased the natives with their box-ing match in the Athletic Arena and is the talk of the midway.

BOBBY KORK.

#### L. J. Heth Shows

Athens, Ala. Week ended September 26. Auspices, Limestone County Fair Association. Location, fairgrounds. Weather, one day rain. Business, excel-

Much can be said for Dr. I. V. Legg, secretary of this fair, who knows how to get and treat the cash customers. He came put of a handicap of three other fairs not farther than 24 miles distant to make this a well-attended and paying event. L. J. Heth returned to his man-agerial duties here after undergoing a agerial duties here after undergoing a serious operation in Columbia, Tenn. During the absence of Mr. Heth his duties were earried on by Mrs. Heth and the writer. Visitors were Mrs. Henry Heth; C. G. Zieger, of the show bearing his name, and Louie Margolies, former owner of Coe Bros.' Shows. Charles (Bingo) Miller again topped the midway for concessions. The Girl Revue was tops for the shows, with Professor Harris minstrels running a close second. G. Norman King joined with a Ten-in-G. Norman King joined with a Ten-in-One. Ride men are busy painting and putting everything in shape for the future fairs. AL KUNZ JR.

#### Monte Young Shows

Blackfoot, Ida. (fair). Week ended September 24. Weather, good. Business, very good.

The least said about the date at Trementon, Utah, the better, as there was no business. Everyone was given a surprise when the Blackfoot Fair turned out to be one of the best in its history. Stella's Circus Side Show topped the midway by a large margin. This being Stella's third consecutive year here proves that a good show can repeat. Carl Lindsey's Girl Revue and Bob Perry's Wall of Death make a most excellent appearance on the midway. Everyone is appearance on the midway. Everyone is painting and getting ready for the State Fair at Salt Lake City. That will be the show's closing stand. Nina Rodger's Bingo still topping concessions.

LAWRENCE La LONDE.

#### Dixie Exposition Shows

Haleyville, Ala. Week ended Septem-ber 26. Weather, good. Business, good.

Haleyville, Fair proved to be another banner spot. Shows and rides did ca-pacity business all week. Charles Ziegler, pacity business all week. Charles Ziegler, of Detroit, joined with kiddie ride and two concessions. Louie Margolis also with concessions. Louie Margolis also with concessions. Estella and Raiph DuVal visited on their way to their home at Gibsonton, Fla., after playing fair dates with their free act. General Agent Bob Page has seven more fairs booked. A shower was held Wednesday for Mrs. Arthur Scott, secretary, who is expecting a new arrival soon. Many heautiful presents were given. Ben Mottle is anxious to get back to his tourist camp in Florida. Hank Spellman and wife returned after placing their daughter Helen in boarding school. Felix and Anna Scott are planning to winter on their farm in Kentucky. Harry Harris has added a new show.

RALPH H. BLISS.

RALPH H. BLISS.

#### Silver State Shows

Shamrock, Tex. Week ended September 26. Auspices, none. and cold. Business, bad. Weather, wet

After a very bad week in Elk City, Okla, on account of rain and the familiar red mud a jump of 66 miles was made to Shamrook, Tex., where weather made to Shamrock, Tex., where weather conditions were not much better. It rained the entire week, turning off cold the latter part. The show people turned out in winter wearing apparel. It was the most miserable week-end the show has experienced since the spring opening. Shows, rides and concessions did no business; in fact, it was a total blank. This show has improved since the opening, new rides, shows and concessions have been added and painting has been done. New trucks for transportation, and many of the show people and concessioners have purchased housecars.

Bill Nelson recently purchased a new enlarging machine for his photo booth. Paul Towe, owner and manager, is busy as usual. BOB MATHEWS.

#### Greater Exposition Shows

Cleveland, Miss. Auspices, Bolivar County Fair. Week ended September 6. Weather, hot. Business, good.

The first town in the Mississippi Delta The first town in the Mississipi Delta for this show indicated that business would be better than last year. Everyone seems to have money and is spending it. Committee all hustlers and the whole town behind the fair. No day play but plenty of people at night. Many visitors from the various shows. The Hennies Bros.' Shows passed thru Saturday. Harry W. Hennies on the show all that afternoon. Art Martin, Hazel Martin and Joe Scully also visited. Frank Wallick and wife Lottle drove in from El Dorado, Ark., to visit. Mrs. Wallick was with the show for several years. Several house trailers on the show. Charlie Goss made a flying trip and sold a new coupe to Telegram Hare. Committees from Yazoo City, Greenville and Greenwood on hand to inspect the show. Three free acts, Mile. Florence, Ethel Garland, and Captain Lee Vitches, high dive, now on the midway. for this show indicated that business

#### **Bantly Greater Shows**

Wendell, N. C. Week ended September S. East Wake Fair. Weather, fair. Weather, fair. 26. East Wa Business, fair.

There was a little too much show for this date, with the Nash County Fair going on at the same time about 17 miles distant. Both events usually draw from the same territory. The Wendell date registered about a middle-class spot. Visits were exchanged between the "neighboring" troupes. Mike Gravis stopped to see the writer, the first meeting in many years—en route to Victoria. stopped to see the writer, the first meeting in many years—en route to Victoria, Va. Among the many visitors to welcome the Bantly Shows on their first visit to North Carolina were J. P. Bolt, menager of Dixle Model Shows; H. (Splinter) Royal and wife; Freddle Boswell; Siegrist, the Lindy-Loop man; Harry Small, of the Smith Atlantic Shows. Paul Waddill, the Smith Atlantic Shows. Faul waddin, secretary of the Moore County Fair, was on the midway every day. H. H. Agne joined with his 50-foot Bingo stand, J. W. McCrary came on for the week, Fogleman Brothers with a 20-foot grind store. Mr. and Mrs. Snyder had a record week with the custard stand. Good-Fellaws, Girb had a meeting Wodneydin. rellews' Club had a meeting Wednesday night, with Bennie Smith as emsec. Voted Miss Mary Mettler, now in school

in Harrison, O., a new crisp \$5 bill to purchase "what she might most want to start her studies" Miss Mary has been playing the umpatpat in the Metler's Banda Familia, and an active member of the club all season. Master Eugene gave a birthday party at which the future showmen participated in consuming scads of cake and ice cream to commemorate his 'th birthday. A partial list included Clura Keller, Howard Harrison, Jean O'Conner, Carroll and Elizabeth Brown, Gene Mettler, Paul Williams, Dallas Starling, Andy Sires, Gene Winter, Goldie, Margie and Virginia Harrison, George Brown. All adults were barred, but a few slipped in to get cake and ice cream. CHRIS M. SMITH.

#### Dee Lang Shows

Lexington, Tenn. Henderson County Fair. Week ended September 26. Weather, fair. Business, satisfactory.

er, fatr. Business, satisfactory.

Co-operation from the president-secretary and all connected with the fair board expressed themselves as well pleased, and this the second consecutive appearance of the show here. The attendance for the week topped any of recent years, with closing day, Saturday, having very large attendance and the biggest day of the week. Van Ault's Penny Arcade was paid many high compliments on its appearance. All shows, rides and concessions passed the okeh on the general inspection. The show added several new attractions, including a Man Ape Show. Mrs. Helen Stock. a Man Ape Show. Mrs. Helen Stock, rejoined the show after a month's visit to her home in Indiana. Hottel's rat game is going good. Much credit is being given Ralph Hatton, the show's mechanic, for the condition he has kept the trucks in during the season.

DAD HAHN.

#### SHOWMEN'S LEAGUE

(Continued from page 51) Keller expect to make the trip from

Chicago.

Secretary Streibich made that contemplated trip to visit the Conklin All-Canadian Shows at Leamington. Glothere in time for the big benefit show, there in time for the big benefit show, and what an affair it was. Perfect in every detail, as will be evidenced by the report to be found elsewhere in this issue. Joe reports a wonderful visit with a swell bunch of boys and as usual he was loath to leave when the time came to say good-by. Guess you would be the same if you just made the trip.

the same if you just made the trip.

Callers at the rooms during the week were R. A. (Babe) Drake, formerly of the Rubin & Cherry Shows; Col. F. J. Owens, James Murphy, Louis Claver, Nieman Eisman, H. A. Lehrter, Harry Coddington, Beverly White, Harry Gibbons, Roy Danborn, Charles H. Hall, Sam Tessler, William J. Coultry, Tex Sherman, Charles C. Blue, Lew Keller, James Campbell, Julius Wagner, Frank Hamilton and son, Harry Price, Joseph Murphy, Morry Brod, Chris Cornalia, Jack Pritchard, William Young, Rudolph Singer, Nason Brothers, Fred Donnelly, Francis L. Deane and A. L. Lindmark. We are advised that the Royal Ameri-

We are advised that the Royal American, Dodson's World's Fair and Johnny J. Jones Exposition are planning Cemetery Fund benefit shows for the League. Mighty good news and we await news of the results. While we are at it, let's again urge your co-operation.

We may have overlooked mentioning your card or letter in this column; if so please pardon oversight, for such it is, and your messages are always welcome.

#### LADIES' AUXILIARY

The summer season of social affairs has come to a close and first regular business meeting for the fall was held on Thursday, October 1, President Mrs. Lew Keller presiding. Seated with her Lew Keller presiding. Seated with her at the table were Vice-Presidents Mrs. Bob Brumleve and Hattle Latto, Treasurere Edith Streibich and Secretary Cora

Routine business was given attention and the committee to select the new officers for 1937 appointed. Those who will serve on this committee are Mrs. Bob Brunleve, Cora Yeldham, Phoebe Carsky, Maud Geller, Rose Page, Mrs. Patty Ernst and Mattie Crosby.

Recent applications received were from Mrs. Peter Kortes and Marion Ward. Membership cards have been mailed. The relief committee reports Mrs. Harry Mamsch still confined to the hos-pital, the result of an auto accident ome time ago.

Many social affairs are being planned for the fall and winter.

## CETLIN & WILSON SHOWS, INC.

NA REPORT DE LA PROPERTIE DE LA COMPANSION DE LA COMPANSI

CARTERET FAIR, WEEK OCT. 12, BEAUFORT, N. C. GOLDEN BELT FAIR, WEEK OCT. 19, HENDERSON, N. C.

All legitimate Concessions open for both fairs. No exclusives excepting bingo and diggers. Can place worth-while Grind Show that don't conflict and we furnish complete equipment. Want good Workingmen in all departments. All address, this week, WILSON, N. C.

THE RESIDENCE DESCRIPTION OF THE PROPERTY OF T

MOHAWK VALLEY SHOWS WANT

FOR LAURENS, S. C., (WHITE) COUNTY FAIR, WEEK OCTOBER 12; ABBEVILLE, S. C.,
OUNTY FAIR, WEEK OCTOBER 12; ABBEVILLE, S. C.,
OUNTY FAIR, WEEK OCTOBER 19.

With seven other Fairs booked, not pending, but hold contrasts for same, in Georgia and South CaroHina. Florida tour out all winter. This Show has not closed in three years. WANT TO BOOK LoopOP-Hane, Kiddle Rides and one more Ferris Wheel. Shows as all open. Will furnish outlits for right
abovened. Like to bear from first-class, Minstrel Show, also a good Touled. Like to bear from one will be to be to

## Ohio Festival **Uses Streets**

Seaman business men back successful event for 21st time-premiums offered

SEAMAN, O., Oct. 3.—The 21st annual Farmers' Fall Festival here on September 24 and 25, sponsored by the Business Men's Club, made a net profit which will be applied on next year's event, said Secretary Frank G. Young of the club. The first festival was held in October, 1913, and one has been held each year since except two years during the war. Festival is held on the streets. No admission is charged and no entry fees are asked on exhibits. asked on exhibits.

asked on exhibits.

Premium list this year amounted to more than \$300. President of the Business Men's Club calls a meeting in June at which officers for the festival are elected. A solicitor visits each of the 30 or more business places and solicits cash to bear expense of the event, \$10 being the highest amount subscribed. A concession manager books rides and concessions to make up a midway.

"We place an advertisement in The Billboard and from the replies received we are in a position to select the kind of attractions that we desire," said Mr. Young.

of attractions that we desire," said Mr. Young.

Ferris Wheel and Merry-Go-Round were presented by A. E. Kennedy, Huntington, W. Va.; blanket wheel and caramel corn, American Legion, Winchester, O.; pop corn and peanuts, Clem Roebuck, West Union, O.; Novelties, L. C. Baker, Augusta, Ky.; bingo, Carl Brady, Sardinia, O.; pitch-till-win, Claude Morgan, Manchester, O.; ball games, Claude Morgan, Manchester, O.; bhild games, Claude Morgan, Manchester, O.; photo gallery, Ray C. Neltner, Newport, Ky.; palmistry, Madame Brown; dart game and guess-your-weight, Jack Lee, Newport, Ky.; penny pitch, Sanford Kilmore, Manchester, O.; balloon game, Whalen; gum and jewelry wheel, J. H. Hall, Springfield, O. Free act was a daily balloon ascension with triple parachute drop, booked by Mrs. Ruth, Indianapolis, Amount received from business men was \$280, received for advertising in premium list \$62, received from concessions \$175.

#### Vaude Acts for Food Show

CHARLOTTE, N. C., Oct. 3.—Many troupers will again be at Charlotte Exposition and Food Show, which during its 10 years of operation has had from 60,000 to 70,000 people visit it annually. Vaudeville acts are being arranged and the building will be displayed with home appliances and booths of food manufacturers, said James B. Vogler, executive secretary.

#### Milwaukee Expo Has Contest

MILWAUKEE. Oct. 3.—Horace Heidt and his Brigadiers have been booked for the second annual Milwaukee and Wisconsin Exposition, to be staged for eight days in the Auditorium here. Appearing with Heidt will be Lysbeth Hughes, harpist: Alvino Rey, Alyce King, Happy Jerry Browne, Art Thorsen, Bob McCoy, the Four King Sisters, Dorothy Russell, Charles Goodman, Ernie Passajo and a glee club of 30 male voices. A Miss Ex-position contest is being held.

#### Contests for Buffalo Event

BUFFALO, Oct. 3.—Amateur contests, door and floor prizes, donated by merchants, will be used at an indoor carnival here under sponsorship of Buffalo Moose, said Jack Gribbin, chairman. Awards will be given winners in piano-accordion, tap danoing, personality and bathing beauty contests. A tleup with merchants has been arranged whereby purchasers of advertising space in the souvenir program will be given tickets in equivalent to the amount of money expended. Merchants will in turn give tickets to patrons.

HELP This Department by Telling Committees About It.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Cincinnati, O.)

## Success of Bridgeport Shriners'

Circus May Insure It as Annual

BRIDGEPORT, Conn., Oct. 3.—J. C.
Harbacher, Providence, chalked up a
winner for Pyramid Shrine Temple at
Newfield Ball Park here on September
21-27. So successful was the circus that
the officers of Bridgeport Shrine wanted
to hold the show over for two days
longer, but the majority of the acts had
prior engagements so the idea was abandoned. Plans are on to hold the event
annually.

The show itself was outstanding and
was responsible for many repeaters. Program included Three Aerians, revolving
ladder novelty; Wolandi Duo, high wire;
Ben Hamid Troupe of Arabian Tumblers; Flying La Mars, flying return act;
Adele Nelson and her Dancing Elephants: D'Avery Girls, high ladder; the
Regnalls, fire divers, and Capt. Fendrick,

doned. Plans are on to hold the event annually.

Vast throngs that packed the park were amazed at the high-class manner in which everything on the beautifully decorated and highly illuminated midway was conducted, there being no blatant "barking" and no offensive operators but a well-drilled organization that displayed the last word in efficiency

Regnalls, fire divers, and Capt. Fendrick, human bullet.

Show was announced and presented by Ernest Anderson. Acts were booked thru the John C. Jackel office. Two shows were given nightly, with only one matinee on Saturday for the benefit of crippled children, Bumpsy, the clown, going over big with the youngsters.

#### Legion Debt Cleared

PONTIAC, III., Oct. 3.—Fair here on September 5-7, under sponsorship of Aarvig-Campbell Post, American Legion, was a financial success and as a result the post made enough to clear a debt on its \$20,000 home. Midway had four rides, furnished by Wilson Amusement Company, and 15 concessions. Free acts and awarding of a Chevrolet coach, latter accounting for most of the net proceeds, were added features.

#### Shorts

SECRETARY S. M. Patterson, Chamber of Commerce, is working on preparations for Texas Citrus Flesta, to be held in Mission, Tex., sponsored by the cham-

RIDES, shows, concessions and exhibits were features of West Side Fall Festival which opened on October 5 in Indianapolis, six-day event being sponsored by West Michigan street merchants and professional men, with W. C. Wehrley chairman of arrangements.

ANNUAL drive for its Christmas tree fund by North Little Rock (Ark.) Booster Club of the Missouri Pacific Railroad opened with a full week's sponsoring of Gold Medal Shows and free entertainments to several charitable organizations. organizations.

FALL FESTIVAL, to include a pageant, proposed in Unionville, Mo., has been called off because of drought conditions, said Chairman Harry E. Gardner.

ATTENDANCE close to 10,000 witnessed the first annual rodeo sponsored by Winnsboro (La.) Post, Veterans of Foreign Wars, on the fairgrounds on September 26 and 27. Pirst rodeo ever held in Franklin Parish, it was well received.

NORTHEASTERN Wisconsin Industrial Exposition, Inc., has been organized in Green Bay, Wis., to conduct an exhibit of manufactured products of northern and central sections of the State in connection with a three-day Fall Festival on Brown County fairgrounds.

#### Novelties at Fete in Pa.

UPPER DARBY, Pa., Oct. 3.—A unique feature of the 15c-year anniversary of the founding of the township will be arrival of the queen of the celebration from an autogro on opening day. Another feature will be giving away an 88,000 house to winner of a contest, house being fully equipped with oil burner, air-conditioning and elevator.

#### Stars for Badger Centen

JEFFERSON, Wis., Oct. 3.—Thirty nationally known radio stars are scheduled to furnish entertainment at a three-day Centennial Celebration here, sponsored by Jefferson Centennial, Inc. A carnival, for which two blocks of business section will be marked off, will be main attraction.

#### Bean Festival Plant Is Set

PAHOKEE, Fla., Oct. 3.—Mansfield Post, American Legion, has issued \$10,000 Post, American Legion, has issued \$10,000 worth of 10-year swimming pool and fairground bonds. Plan is to get a federal grant for that amount and start work in the next few days on the plant, preparatory to its annual Bean Festival in the spring. Guy Stovall, promoter, who assisted in putting on the first Bean Festival here and first Everglades Fair at Belle Glade, will be director of this year's event and is already on the job, reports George C. McLarty.

#### HILDERBRAND'S SHOWS

(Continued from page 55)
E. W. Coe and the writer, Mrs. E. W.
Coe recovered from her recent illness and is again custodian of the marquee. Mr. and Mrs. Myles Nelson and Miss Connie Pearson departed for Azusa, Calif., to the sick bed of their father. Many conthe sick bed of their father. Many con-cessions have been added, including Art Butler, Harry Cooper, Bennie Kaplan, Johnnie Steffens, S. A. Brooks and James McCarthy, A disastrous accident oc-cured when Kenneth Turner and Wil-lam Summers turned over and landed in a ravine 90 feet below, completely de-molishing one of the larger trucks. Turner was confined to the hospital with a broken foot and a partially amputated arm, while Summers received fractures arm, while Summers received fractures of the head and internal injuries. The truck was a total loss, Mr. and Mrs. Ralph Balcom entertained at a venison dinner to 10 guests. General Agent E. Pickard departed for California.

WALTON DE PELLATON.

#### Band in Pa. Raises Funds With Festival

SUNBURY, Pa., Oct. 3.-Seven nights SUNBURY, Pa., Oct. 3.—Seven nights of a Music Festival celebrating the 41st anniversary of Sunbury City Band, on Greenough Field, September 21-26, drew large crowds. First four nights were warm, Thursday with rain and cold weather hurt business, but Saturday business picked up. Advertising was thru newspapers, radio, window cards and a sound bus.

and a sound bus.

Shows booked were McCloskey's Girl Show and Captain Lamb's Mechanical City. Rides, Aeroplane Swing, V. H. Garbrick; ponies, Charles Snyder; Kiddie Aeroplane Swing, C. McCrey. Concessions, cookhouse, A. Dommel; ice cream sandwiches and carmelcorn, M. M. Dull; palmistry, Redrick; ball game and string game, M. Reed: shooting callery and ball. sandwines and carmeicon, M. Duli, palmistry, Redrick; ball game and string game, M. Reed; shooting gallery and ball game, Johnny Whitaker, diggers, D. J. Billard; sugar waffles, H. Thomas; frozen custard and candy apples, Georgo Treon; ball game, M. Wolfe; tobacco store, Rosey McCloud; dart game and lanket wheel, Al Kline; Mickey Mouse and dart store, C. McCrey; penny pitches, Brower, Mihaelwitz, Phil Hayes (2); photo gallery, Rambling Jack; cigaret gallery, Ray Fisher; high striker, poporn, W. H. Tobias Jr.; ball game and country store, bingo, horse race, cake booth, operated by committee.

Concessions, rides and shows all booked independently, did good business, considering weather. About 8300 was cleared and the committee in charge is planning a bigger event next year, but will hold it earlier in the season. General compilities was S. S. Genery, L. H.

will hold it earlier in the season. General committee was S. S. Geasey, J. H. Toblas, T. Michaels, Earl Hill, W. Duke, Mel Sober, C. Bloom and Charles Wolfe. Mel Sober handled special events, advertising, publicity and attractions.

#### WEST COAST-

(Continued from page 55)
fine business at Yreka, Callf., at the annual "Gold Rush" celebration. Business Manager Jessup now has the show booked up and is away on a vacation. While in Redding recently Jessup provided a venison feed for members of the show. Leo Leos left the show at Coluss for a visit with his family and will take them to Monterey and Coast points for a rest. Mike Krekos will remain with the show for the balance of the season. There are three shows in a radius of 50 miles here now and much visiting is being done. O. H. Hilderbrand paid the No. 2 unit a visit at Anderson last week, as did Pickles Pickard, both claiming a fine season for the Hilderbrand United Shows. LaVerene, associated with Frank Forest in the production of his many shows on our midway, has made arrangements to take out a store show for the winter, opening in Stockton, Calif.

W. T. JESSUP.

## WANT-WANT LEGITIMATE CONCESSIONS FOR ANNUAL CORN COLT SHOW OCTOBER 13 TO 17. ON THE STREETS, GRIDLEY, LL. ame, Address M. J. Bressen, Gridley, III.

## The Adelphi Carnival

Concessions wanted. R. H. BOWSHER, Secy., Adelphi, O.

#### WANTED CARNIVAL COMPANY

With Flash for Armistice Day Celebration, November 10, 11 and 12, 75,000 People on Grounds.

Also Circus Acts of all kinds. Address EDDIE MASON, Easton, Md.

Like to hear from Lucky Teeter's Hell Drivers. Auspices American Legion.

#### GREENFIELD, O., Oct. 12-13-14-15-16-17= DISABLED AMERICAN VETERANS 7th ANNUAL HOME COMING FESTIVAL

7th ANNUAL HOIVE COMMUNITY'S LARGEST YEARLY EVENT.
WANTED—Loop-e-Plane, Kiddle Ride. WILL BOOK Cook House, Stock Wheels, Penny Arcade, Scales, Ball Games, Novelties and a few more legitimate Concessions. SHOWS—Half-and-Half or any Shows not conflicting. Billy Winters come on. Big event. Communicate

ED WEYLS, Manager, Greenfield, O.

#### WANTED FOR CELEBRATION

RIDES - SHOWS - CONCESSIONS

October 16, 17, 18—Auspices Fire Department—Rich Mining Center— Pay Day October 15—Rates Cheap. Parades, Prixes, Contests, Special Events. FIESTA COMMITTEE, Coulterville, Calif. Advertised for Miles.

## Classified advertisements

#### COMMERCIAL 10c a Word

Minimum-\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders, Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

#### FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

#### AT LIBERTY

5c WORD (First Line Large Black Type) 2c WORD (First Line and Name Black Type) 1c WORD (Small Type) Figure Total of Words at One Rate Only No Ad Less Than 25c. CASH WITH COPY.

#### ACTS, SONGS AND PARODIES

FOR SALE — EXCELLENT BAND CONCERT library, slightly used, list on request, small band arrangements mostly, A bargain. BOX C-110, Billboard, Cincinnati, O.

GUARANTEED MUSIC ARRANGEMENTS, \$3.50; booklet, ROBERT VAN SICKLE La Belle, Mo. oc17x

#### AGENTS AND DISTRIBUTORS WANTED

AGENTS - DE LUXE DIXIE DANCE WAX cleans and waxes while they dance. Un-limited market. Cafes, tavens, anywhere there is dancing. Profits guaranteed! Some territors still open. DIXIE WAX CO., Dept. B, Evans-ville, Ind.

BIC MONEY — COMMISSIONS DAILY; FREE clothing. Sell quality Raincoats, Jackets, Overcoats. New styles; lowest prices; Sales Kit Free. COODWEAR, 712-H, Roosevelt, Chi-

BIG MONEY APPLYING GOLD INITIALS ON automobiles. Easiest thing today. No ex-perience needed; free samples. RALCO, 1084 Washington, Boston, Mass.

CHRISTMAS CARDS—CAN YOU SELL QUAL-ity? America's finest; big profits. Write quick for samples. ROBINSON CARDS, 215 Orange, Clinton, Mass.

EXPERT ANALYSIS; RESEARCH; INDUSTRIAL
Development. Newest guaranteed formulas;
biggest catalog free; special prices, leads. GIBSON\_LABORATORY, Chemists, EL-1142, Sunny-

FIELD CLASSES, HEAVY GRAIN LEATHER
Case, looks like \$10.00 value; \$7.20 dozen.
Sample \$1.00. FELICIA, 218 West 40th, New
York.

GOOD INCOME SILVERING MIRRORS, PLATing and Refinishing Lamps, Reflectors, Autos,
Beds, Chandeliers by late method. Free parficulars. Write GUNMETAL CO., Ave. C,
Decatur, III.

MAKE MORE MONEY SELLING SHIRTS, TIES, Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms, Sales outfit free NIMROD CO., Dept. 43, 4922-28 Lincoln Ave. no.28x

NO PEDDLING — FREE BOOKLET DESCRIBES

107 money-making opportunities for starting own-business, home, office. No outfits

ELITE, 214 Crand, New York.

oc31x

ELITE, 214 Grand, New York.

NOXALCO FOR SOBERING AND HANGovers. New non-competitive. Sells all merchants. 2-color display retails \$3.00; liberal
quantity discounts. 100.000 sold monthly.
Send \$1.00 for \$3.00 display and plans for distributorships; fast money maker; eight other
items. Your label. No triflers. JERSEY DRUG
CO., Box 94, Camden, N. J.

OIL PAINTINGS, VELVET PICTURES, PILLOW
Tops. Low priced: big sellers. Novelties.

Tops. Low priced; big sellers. Novelties. Lessons in Oil Painting. ENTERPRISE, 2321 N. 36th, Milwaukee.

PERFUME BUDS — SENSATIONAL STREET-men's seller. Cost 1c each, sell 5c. Par-ticulars free; samples 10c. MISSION, 2328 W. Pico, Los Angeles. oc31x

RARE PHOTOS, \$2, \$3.50; CARTOONS, BOOKS, \$1.25, \$2 per 100; catalog 25c. P. O. BOX 468-B, New Haven, Conn. octox

SALESBOARD MEN—NEW PUT AND TAKE Jars, twelve different payouts. A natural Details, sample free. TOM THUMB, Dept. BB Navoo, III.

SELL NEW AND USED CLOTHING! 100-300% profit. Selling experience unnecessary. We start you furnishing everything. Catalogue free. LIQUIDATION MERCHANDISE, M-550

SILK STOCKING AND LINGERIE SHAMPOO Brand new idea. Cleans in cold water, which preserves colors and prolongs wear. Every woman buys; an excellent item for tourist camps. SPRAZIT PRODUCTS, 907 Jefferson Ave., Toledo, O.

THRILLING, SNAPPY CARTOON BOOKLETS,
Novelties, Comic Xmas Cards, Rare Photos,
Specialties. 50 Sample Assortment, \$1.00.
Lists 10c. Write REALVALUE SALES, 3009
State, Chicago.

TIES, NEW FALL STYLES, \$12.00 AND \$17.00 gross. 25% cash, balance C. O. D. Money refunded. Send \$1.50 for sample dozen. FRED-LINE TEXTILE AGENCY, 106 W. Ninth, Los Angeles, Calif.

WHERE TO BUY AT WHOLESALE 500,000 ARticles. Free Directory and other valuable in-formation. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. no7x

WHY WORK FOR OTHERS? MAKE AND SELL WHY WORK FOR OTHERS
your own goods. Formulas, Tollet Articles,
Perfumes. Extracts. Valuable book free. SCIENTIFIC LABORATORIES, 1957 W. Broad, Richtfmx

#### ANIMALS, BIRDS AND PETS

ALLIGATORS, CROCODILES, TURTLES, LIZ-ards, Animals. Twelve small assorted Snakes, \$3.00; eight large attractive assorted Snakes, \$10.00. Coral Snakes preserved in patent jar for exhibition, \$1.50. ROSS ALLEN, Silver Springs, Fla. Wire via Ocala. oc31

CANARIES, \$6.75 DOZEN; PARRAKEETS, Finch, Love Birds, Free list. One-half cash, balance C. O. D. EBERT'S AVIARIES, Arcadia, Calif.

ONE FREAK CALF, FOUR MONTHS OLD, FOR sale or trade. Only one like it in the world. Write GEORGE'S MARKET, 225 E. Main Street, So., Gainesville, Fla.

#### BOOKS, CARTOONS, IN-STRUCTIONS, PLANS

LEARN TO BE AN EXPERT VENTRILOQUISTther sex; easy plan; low cost. Write for details. APEX, 221 East 31st St., New

LUCKY OCCULT CHARMS, HERBS, NOVEL-ties, Skin Parchment, Moses, Occult Dream Books, Catalog, STAR BOOK CO., Dept. A, Camden, N. J.

SCHEME GETS ME DOLLARS—GET IT! USE it! Prosper! One dollar, postpaid.

H. EPPLEY, 326 N. Queen St., York, Pa

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, wis.

#### BUSINESS OPPORTUNITIES

MAIL ORDER AND LOCAL BUSINESS—ALL office. No canvassing; no stock; no shipping. Part of national chain. All instructions given. Shoestring capital. Circular free. HARRIGAN, P. O. Box 97, Drexel Hill, Pa. x

SELL BY MAIL! BOOKS, NOVELTIES! BAR-gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. F. ELFCO, 525 South Dearborn, Chicago.

101 MAIL ORDER IDEAS FOR YOUR OWN business and where to secure 30,000 articles wholesale. PRUITT PRESS, I, Elburn, III. no7x

#### COIN-OPERATED MACHINES SECOND-HAND

#### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

A-1 USED MACHINES—1 801 MILLS PHONO-graph, \$50,00; 2 Dance Masters at \$115.00; 3 Pearl Harbors at \$18.00. 1/3 cash, balance C. O. D. CARL URICH, Jasper, Ind.

AUTOMATICS WANTED—WRITE US WHAT you have in Payout Pin Games. WINNIPEG COIN MACHINE EXCHANGE, 265 Dufferd Ave., Winnipeg, Can.

BARGAINS — \$10.00 EACH: AUTO FLASH, Bomber, Cenco Baseball, Squadron, Cyclone, Seven-Eleven, Tango. \$8.00 each: Ginger, Rapid Transit, 666, Spit Fire, Quick Silver, MUNVES, 145 Park Row, New York.

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write BADGER NOVELTY, 2546 N. 30th, Mil-

waukee, Wis.

BARGAINS — 20 ELECTRO HOISTS, 1934
models, \$40.00 each; 3 Buddy Electric
Cranes, \$35.00 each; 3 Mutoscope 1933
Cranes, \$40.00 each; 10 1935 Roll Front Electro Hoists, \$70.00 each; excellent condition,
guaranteed, Order immediately! ROBBINS CO.,
1141B DeKalb Ave., Brooklyn, N. Y.

CHEAP—1 PROSPECTOR, \$25.00; STRAIGHT "8", \$40.00; Double Score, \$35.00; Rapid Fire, \$16.00; Double Up, \$70.00; Peerles, \$45.00; Hialeah, \$55.00. All machines A-I condition, perfect working order. One-third certified deposit. JOHN C. EICHE, 942A N. 10th St., Reading, Pa.

CHESTER POLLARD FOOTBALL CAMES, COOD condition, \$25.00 each; Mills Equity 1-shot Tables, \$15.00 each, 1/3 deposit with order, MILLS SALES CO., 1640 18th St., Oakland, Calif.

CLAWS, DIGGERS, CRANES, PEANUT, CHEW-ing Cum Machines at low prices. Cent-a-Smoke Cigarette Venders, \$4.50. Machines of any kind. NATIONAL, 4242 Market, Phila-

COIN-OPERATED MACHINES BOUCHT, SOLD, exchanged. Highest prices paid for Escalators. In business since '91. JARL, 1704 Leavenworth, Omaha, Neb. x

DIGCERS—DUE TO DEATH OF PARTNER, WE offer 47 Treasure Island 1936 Buckley Diggers, practically new, \$75, 1/3 deposit, balance C. O. D. MACHINE CORPORATION OF AMERICA, 28 Essex St., Hackensack, N. J.

FIFTY WATLING TREASURIES AND ROL-A-Top Bells, less than one month old; Treasuries, \$40.00; Rol-A-Tops, \$55.00. BOX 213, Billboard, Chicago.

FOR SALE CHEAP—I FORTUNE, LIKE NEW, \$25.00; Gold Rush, \$10.00; Carloca, \$12.00; Kingfish, \$15.00; Silver Cup, \$55.00. One-third certified deposit. All machines like new, in perfect working order. JOHN C. EICHE, 942A N. 10th St., Reading, Pa. X

FOR SALE—3 JUMBOS, \$37.50; 2 PEERLESS, \$52.00; 2 All Stars, \$60.00; 3 Palooka Jrs., \$65.00; 3 Leathernecks, \$60.00; 2 Sunshine Derbys, \$45.00; perfect condition. One-third cash, balance C. O. D. H. A. GEERS, Monmouth, III.

on trailer, immediate cash for used rides, any condition. RAY YARHAM, Newton, Ia.

FOR SALE — SIX STAMPEDE TABLES, TWO
Baffle Ball Tables for \$100; A-1 shape. Ten
DAVID UNDERWOOD, Chimney Rock, N. C.

MERCHANTMEN—STAR HOISTS, \$75; ROLL Chutes, mechanically perfect, machines look like new. Or exchange for Automatic Phono-graphs. JOSEPH MESSANA, 1123 Broadway, New York.

MILLS 10-BALL PAY TABLES, COOD CONDI-tion, \$10.00 each; Pearl Harbors, I-shot, \$25.00 each; Tycoons, \$75.00 each; Seeburg Sportsman, \$25.00 each; all guaranteed in good condition. 1/3 deposit with order. MILLS SALES CO., 1640 18th St., Oakland, Calif. oc31

MYSTERIOUS EYES, \$25; TOTEM TICKET, \$7; Jennings Victoria Double Jackpot Escalator \$40.00; Caille Dictator Silent Double Jackpot \$38.00; Beer Barrel, \$3; Bally Derby, \$47; Hialeah, \$70. BEVERLEY L. SUTTON, Glen-wood, Ia.

wood, Ia.

REAL BARCAINS — MULTIPLES, \$57.50;
Challengers and Sunshine Baseballs, \$49.50;
Hialeahs, \$39.50; Alamos, \$37.50. One-third
deposit required with all orders.
SALES, 1723 Franklin, Waco, Tex.

SALES, 1723 Franklin, Waco, Tex.

ROCKETS, CHAMPIONS, MILLS OFFICIALS, \$6.00; Buckley Pay Days and Sure Shots, \$37.50; slightly used, \$22.50; Sportsmans, \$6.00; Visible, \$9.50; Put and Takes, \$6.50; Varsity, \$7.50; Big Casinos, Hollywoods, \$27.50; Traffics A, \$15.00; Baffe Ball, \$27.50; Big Bertha, Jennings Football, Electro, Lightning, Streamline, etc., \$3.00; Indoor Strikers, 75c; Public Scale, large, \$23.50. MILWAUKEE CONCESSION CO., 1310 W. Ring, Milwaukee, Wis.

ROUTE OF PEANUT, PISTACHIO AND GUM
Machines. Established nine years. Net income over two hundred and fifty dollars per
month. Will stand strict investigation. LYSLE
D. KILBOURN, New Hartford, N. Y. X

SEEBURG SELECTOPHONES, \$100 TO \$135; Credit, \$70; Used Pin Tables and Counter Machines. C. C. HILLIGOSS CO., 617 West Douglas, Wichita, Kan. oc24

Douglas, Wichita, Kan. oc24

SPECIAL SANDY'S HORSES, \$8.50; HOLD AND Draw, late model, \$9.75; De Luxe 46, \$32.50; Galloping Plugs, combination ticket model, \$9.59.50; Repeater, \$32.50; Radeo and Gateway, ticket, \$19.50; Multiple, \$77.50; Derby Ticket, \$67.50; Rock-Ola Regular or Night Club Multi-Selector, 1936 models, each. Write for bargain list issued weekly, MARION COMPANY, Wichita, Kan.

MARION COMPANY, Wichita, Kan.

TICKETTE, 500 TICKETS, \$3.50: RODEO,
Carloca, Cold Rush, Stampede or Pearl Harbor, \$9.75; Trojan, \$19.75; De Luxe 46, \$22.50;
Hollywood, \$29.75; Speedway, Red Sails or
Tycoon (Electropak), \$49.75; Daily Races,
\$52.50; Multiplay or Hialeah, \$67.50; Natural,
\$77.50; Palooka, Jr., \$87.50; Paces Races,
\$195.00 up. All guaranteed satisfactory. 50%
certified deposit. PIKES PEAK GAMES, Box
874, Colorado Springs, Colo.

WANTED — 500 ADVANCE DUPLEX E 5c Candy Vending Machines at once. Must be cheap and in good condition. BUREL & KING, 2144 Van Buren St., Chicago.

WANTED — 100 CIGARETTE COUNTER Ma-chines in exchange for Pay Tables or Slots; Little Duke Venders, \$17.50. COLEMAN NOV-ELTY, Rockford, III.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. COODBODY, 1826 East Main St., Rochester,

WILL PAY CASH FOR ALL TYPES SLOT MA-chines. CONNECTICUT AMUSEMENT MA-CHINE CO., 294 N. Main St., Waterbury, Conn.

5 1934 MODELS SEEBURG SELECTOPHONES, 10 Record Selective, \$100 each; 2 Mills Troubadours, Model 845, 12 Record capacity, Triple Slot, 5-10-25c, \$85 each. CARL KING, Elwood, Ind.

10 5c PLAY 10 BALLS PIN GAMES, \$30.00; Puritan Ball Gum Machine, \$3.50; Mills Target Practice. \$3.00; cash with order. O'BRIEN, 89 Thames, Newport, R. I.

36 TELEVISION POKER GAMES WITH So Slot, \$50 each. TIMES AMUSEMENT CORP., 1663 Broadway, New York City. oc17x

50 NICKEL IN SLOT, AMPLIFIED PHONOgraphs, play and sound good as new, only \$45.00 each. WISCONSIN NOVELTY CO., Kaukauna, Wis.

\$50.00 CASH PAID FOR MILLS BLUE FRONTS, also buy regular Cold Awards, also all types Color Machines, Mills Deweys, Caille or Jackpot Brownies, State serials, ROCKPORT NOVELTY CO., Rockport, Tex.

#### COSTUMES, UNIFORMS, WARDROBE

COSTUMES—SETS, RIDING HABITS, COWNS, Wraps, Street Wear. Sent subject examina-tion. Bargains. CONLEY, 310 W. 47th St., New York City.

MUSICIANS MESS JACKETS, \$2.00; SCENERY, Curtains, \$5.00; Gowns, Overcoats, Suits, Tuxedos, Orchestra Coats, Tents, Chorus Ward-robe. WALLACE, 2416 N. Halsted, Chicago.

#### **FORMULAS**

EXPERT ANALYSIS; RESEARCH; INDUSTRIAL Development. Newesf guaranteed formulas; biggest catalog free; special prices, leads. GIBSON LABORATORY, Chemists, BH-1142 Sunny-

FAST SELLERS ANALYZED — DUPLICATION guaranteed. New Automobile Motor Renovator. Successful pitching, canvassing formulas. Write for lists. ASSOCIATED CHEMISTS, Indianapolis, Ind.

FORMULAS — LATEST MONEY MAKERS.
Write for free literature describing newest formulas for fast sellers. H. BELFORT, 4042 N. Keeler, Chicago.

#### FOR SALE—SECOND-HAND GOODS

CORN POPPERS—FEARLESS GIANT ALUMI-num Geared Popping Kettles; rotary, elec-rics, Candy Kettles. Lowest prices. NORTH-SIDE CO., 2117 Harding, Des Moines, Ia. del2x LORD'S PRAYER ON PENNY MACHINE, BLUE Dot make, slightly used and full equipment, will sell reasonable. H. L. ELLIOTT, 4601 No. 41st St., Milwaukee, Wis.

POPCORN CRISPETTE MACHINES, CORN POPpers, Carmelcrisp, Potato Chip. Cheese Coated Corn Equipment. LONG EAKINS, 1976 High St., Springfield, O.

10 K. W. KOHLER ELECTRIC PLANTS, 110 C220 volts D. C., used only as standby plants, with practically no service. 110 volts, \$650.00; 220 volts, \$550.00. L. S. COX, 163 North, Atlanta, Ca.

70 PAIRS RICHARDSON SKATES, STEEL ROL-lers, used very little @ \$1.15 pair, or \$70.00 for all. T. S. JAMISEN, Smithers, W. Va.

#### FOR SALE—SECOND-HAND SHOW PROPERTY

ANT CIRCUS, ILLUSIONS, OCTOPUS, RODEO Horns, Tents, Mummies, Banners, Sword Box, Sidewall, Wax Figures, Theatre Curtains, UNI-VERSAL, 849 Cornelia, Chicago.

12-CAR KIDDIE AUTO RIDE, NEW, \$375.00; cleanup South. 2 fine large U-Drive Cars, \$125.00. Sickness, 109 Kentucky Ave., Indian-anolis.

#### HELP WANTED

EXPERIENCED SONG PLUGGER FOR CHICAGO territory. Well acquainted with orchestras and trade. References required. BOX 736. Billboard, 1564 Broadway, New York.

HUGO PLAYERS WANT USEFUL REP PEOPLE, Trumpet and Sax that double stage. Write HARRY HUGO, Box 548, Grand Island, Neb. SINGLE OR TEAM FOR MED SHOW IN HALLS: State all and salary. Write BURKE AND GORDON, 417 N. Central, Paris, III.

SOBER, DEPENDABLE ELEPHANT ATTENDANT SOBER, DEPENDABLE ELECTION AND QUARTERS,
—All year work; comfortable quarters,
FRANK BUCK ENTERTAINERS, Amityville, L. I.
0c24x

TWO ATTRACTIVE GIRLS—PIANO PLAYER, read and fake; girl Guitar player and Singer; not over 27. Work steady and pleasant, F. M. WILLIAMS, Winnemucca, Nev.

WANTED—MED PERFORMERS IN ALL LINES. Salary or percent. Address J. W. DRANE, Zaro Med Show, Box 24-A, Benning, D. C. WANTED — FAST RHYTHM PIANO MAN salary, steady work. Write EVAN MORGAN Box 434, Ames, Ia. oct

WANTED—HILLBILLY CIRL, PLAY NOVELTY instrument, Sing, Comedy. Also man, play Cuitat, Yodel, Fast act; immediately. EMER-SON, care E. Riley, Bond Building, New York.

WANTED—YOUNG LEADING TEAM. STATE lowest sure salary. Long season. Versatile lowest sure salary. Long season. Versatile

WANTED — MED PERFORMERS, SINGLE OR double, play string, good percentage proposi-tion. Salary in halls. D. RAY PHILLIPS, Bruns-wick, Mo.

#### MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Cipaphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. 132 illustrated page catalogue, 30 ho free pamphlets. Leaders since 1930. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ocl7

A FULL LINE OF MAGIC, TRICKS AND JOKER'S Novelties. Send 15c for large illustrated cata-log. GEO. KRINOG, 536 Sixth Ave., New York.

DON'T MISS THIS—15 POCKET, PARLOR AND Stage Tricks, 15c. Sure to please. C. A. HYDE, 537 Ritter St., Reading, Pa.

LUMINOUS CHOST, NATURAL SIZE, \$7.50; Graphology Charts, \$4.00 thousand; sample 10c. Catalogue free. S. W. REILLY CO., 1853 Bryden Road, Columbus, O.

Bryden Road, Columbus, U.

LARGE PROFESSIONAL MAGIC CATALOGUE,
25c, MAX HOLDEN, 220 W. 42d St., New
ociox

\$75 WORTH OF BRAND NEW, NEVER USED Magical Effects for \$30. All items complete, A rare bargain. BOX C-112, Billboard, Cincin-

#### MISCELLANEOUS

BALLROOM AND STAGE LIGHTING EFFECTS
—Crystal Showers, Spotlights, etc., for the
Night Club. NEWTON, 253 W. 14th St., New
York, ociox

BARCAIN ON 10 WATT, INSIDE COLORED
Electric Bulbs, flame tint and amber, 5c each, lots of 100. Hurry! M. C. SOLON, 636
E. Third St., Duluth, Minn.

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bash, Chicago.

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Who Laughs, Breath of Scandal, Daughter
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1,000 3x8 DODGERS, \$1.00; 1,000 4x9s, \$1.25; 2,000, \$1.75; 100 Tack Cards, \$1.50. Fast delivery. KING SHOPRINT, Warren, III. x

#### WANTED TO BUY, LEASE OR RENT

WANTED TO BUY A MANCELS WHIP; MUST be in good condition; explain all in letter, SILVER BEACH AMUSEMENT CO., St. Joseph,

WANTED—RING CURB AND PAD. MUST be reasonable for cash. Please state size and condition. BOX C-113, Billboard, Cincin-nati, O.

#### AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT — 12 years' experience, Can route and book any attraction anywhere in the United States and Canada. Close contractor; salary only; reliable. BOX 300, Billboard, Chicago. oc.17 BUSINESS MANAGER-AUDITOR for reliable show or vaudeville act. Good education. Can double stage. Young man, height six feet, weight 150. BOX 601, Stockton, Calif. oc31

WANTED—Theatrs position; services for expenses. Best references furnished; go anywhere; experiment assistant manager, doorman, usher. Followed heatre, personnel, advertisins, bookkeepins, PEAROE PARRHURST, Gloncester, Mass. oct.

#### AT LIBERTY BANDS AND ORCHESTRAS TO BOOKERS AND HOTEL

Managers: South and West — Ten-piece smooth or swing band desiring winter spot. Experience at ballrooms, night clubs and resorts. Complete library, modern equipment, union, sober and girl vocalist optional. Excellent references and reliable locations desired. FOSTER CILLETT, 317 Hamilton St., Geneva,

DIE DeROSIER AND HIS NEWPORT
Society Orchestra, completing summer engagement at exclusive Old Silver Beach Club
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library of dance and concert music. Union, A-1
amplifier, complete wardrobe, reliable and
sober. Interested in reliable location. References. Write or wire E. DeROSIER, 118 Adams
St., New Bedford, Mass.

St., New Bedford, Mass.

FOUR-PIECE, ALL MEN ENTERTAINING—
Cocktail or night club band doubling floor on the consider night stands, or what have you? Not on panic. Ham promoters lay off. Full particulars BOX C-111, Billboard, Cincinnant, O.

LOREN TOWNE AND HIS ORCHESTRA AVAIL-LOREN TOWNE AND HIS ORCHESTRA AVAILable November 1st. Smooth, organized 9piece 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
notel managers write LOREN TOWNE, KFYR,
Bismarck, N. D. oct7

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INTERNATIONAL SEA LION TRAINER—NOW performing French Casino, New York, desire further engagement after close at Casino. ALBERT SPILLER, care Billboard, 1564 Broadway,

AT LIBERTY—GEORGE DeMOTT, Clown Juggler, with good wardrobe and equipment, about October 11, on account of show closing. Write to home address, Millville, Columbia County, Pa. 0010

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AT LIBERTY—Character Team, double Piano and Drums. Single and double specialties. Sober, re-liable, experienced, Good study and wardrobe. Have car. Reliable rep. stock or med. Address W. LEROY, General Delivery, Palestine. Ill.

ROWE AND WALSH, Comedy Singers and Dauc-ers. Produce Toby and Blackface Comedies, Spo-cial Poster Paper; also produce feature vaudeville. Address ROWE & WALSH SHOW, 1104 East Quincy, San Antonio, Tex.

YOUNG ACTOR, 23, would like to join a reliable drumatic company. Play any role as cast. Salary not important. Would appreciate chance to get ex-perience. P. O. BOX 182, Jackson, Mich.

#### AT LIBERTY MAGICIANS

MAGICIAN, SOBER, RELIABLE — CIRCUS, carnival, stage experience. Inside lecturer, good Magic, Strait-Jacket Escape. LEON THE MAGICIAN, Mt. Olivet, Ky.

DE GLEO THE MAGICIAN and Novelty Man-Change 2 weeks, double straights or second, Comedy, Join on wire. Salary, your offer accepted. DE GLEO THE MAGICIAN, 118 E. Sth., Marys-ville, O.

FEATURE MENTAL ACT—Mindreading, Crystal.
Box-office builder for any kind of show. Oriental
presentation. Straights or parts if perceasing, Salary
and percentage on private readings. PRINCE YOSE,
care The Billboard, Cincinnati.

#### AT LIBERTY MISCELLANEOUS

#### ORIGINAL ONE-MAN BAND

—Want connection with carnival or fair traveling South. Have sound truck of unusual appearance and sound quality. AL BERESOFF, Billboard, 1564 Broadway, New York.

DOG, PONY, MONKEY, BIRD CIRCUSplete unit. Gives performance an hour or longer.
All clean stock and good features. Presented by the
well-known Prof. Pamahasika himself. A real attraction for summer resorts or indoor circus. GEO. E.
ROBERTS. Mer., Pamahasika's Studio, 515 W.
Erie Ave., Philadelphia, Pa. SAGmore 5536.

MAN WITH A-1 Portable Talkie and Musical Bally and repertoire of excellent talkie features, including some popular stars, for week stand, med, or what have you? Have everything, plus years of experience, to present high-class entertainment. I invite offers from reliable, experienced people. State all first letter; allow time to forward mail. BOX CHI-57, care The Billboard, Woods Bidg., Chicago, Ill.

#### M. P. OPERATORS

PROJECTIONIST-MANAGER—LONG EXPERI-ence, any sound or projector, electrical and sound technician. Can install complete equip-ment; anywhere. PAUL SMITH, 1056 Pine Ave., Union, N. J.

#### AT LIBERTY MUSICIANS

#### DRUMMER — THEATRE

hotel, radio, concert, dance. Union. Join on wire. States, Canada, South America. MUSI-CIAN, 307 Glen Lake, Toronto, Canada.

#### LADY ACCORDIONIST -

Age 20, taught Accordion 3 years at Wur-litzers, Chicago, desires position with orches-tra or radio. Address RUTH BRINCK, Broad-view Hotel, Hyde Park Blvd., Chicago. oc17

AT LIBERTY—TRUMPET-ARRANGER, TONE, range, modern, RAY L. JOHNSON, 639 No. A St., Oskaloosa, Ia.

AT LIBERTY—GIRL TROMBONIST, EXPERI-enced stage and dance, available imme-diately. Union. BOX 735, Billboard, 1564 Broadway, New York.

AT LIBERTY—DRUMMER WANTS CHANGE. Show, small and large dance band. Experi-ence, young, reliable and hard worker. Write ARCHIE LAMAIGE, 724 W. Lorain St., Apple-

CLARINETIST AT LIBERTY-WANTS LOCAtion. Sight reader. Good worker and a good musician. Age 40. Address J. R. WELCH, Route 3, Box 597, Bessemer, Ala.

MODERN DANCE DRUMMER — READ AND fake, can join at once. A good steady band; go any place if job is steady. FRANK J. SCHALK, 1271/2 So. Front St., Mankato, Minn.

DRUMMER, A-1 voice, available October 10. Solid ride and swing, union, reliable, good appearance. Write or wire, state all, RAY NELSON, 3513 Hamilton Ave., Dallas, Tex.

EXPERIENCED TROMBONE—Donble some Fiddle, good Sonsaphone Lecation only, hotel, club, restaurant. Room, board, perhaps, no instruments loaned. BOX 2, Elmira Heights, N. Y.

PIANO-TRUMPET, DRUMMER—Will work to-gether or separate. Experienced men, average age 23. State all in first letter. MUSICIANS, 1017 Walnut St., Blytheville, Ark.

PIANO-ACCORDIONIST—Read, fake, plays solos or with band. Will travel. Anything considered. Wire or write, stating full information. FRANK PAGOT, Box 422, Lausing, O.

SAX, ALTO AND TENOR, doubling Cello and Voice. Read and fake, modern, take off. 32, neat appearing. Location in South preferred, MUSI-CIAN, Room 23, Court Place Hotel, Denver, Colo. SPECIALTY ACCORDIONIST, white, clean, neat and reliable, Give full particulars, JOSEPH MAFRICE, care James Macri, 802 Magee St., Watkins Glen, N. Y.

STRING BASS AND HORN—Thoroughly experienced, young, reliable, single, union. Write details. Please do not misrepresent. JOHNNY WILKES, Box 384, Louisville, Miss. 0017

TROMBONE—Sweet tone, swingy ride, read fair, range, Experienced dance and show; prefer logation. Union. Salary only, Age 22, single, neat, sober. Write or wire full details NELSON SMITH, Princeton, Ind.

VIOLINIST wants radio work, doubles some Piano. MRS, FLORENCE L. SHOOP, Cawker City,

#### AT LIBERTY PARKS AND FAIRS

#### BALLOONIST - PROF.

CHAS. SWARTZ. Committees write. Per-anent address, Humboldt, Tenn. oc17

HIGH FIRE DIVE, WATER Circus, five people, sensational, beautiful, HIGH DIVER, 536 Center St., Brockton, Mass.

CARMENE'S CIRCUS REVUE-S COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address P. O. BOX 21, Williamston, Mich.

P. O. BOX 21, Williamston, Mich.

A THREE-ACT COMBINATION, consisting of a High Trapeze and Swaring Pole, 130 feet high with a 500-tont Slide for Life as a climax. A spectacular exhibition of skill arm of the same sexpetional drawing power. Also have two platform acts, one a Spanish Wire Act doing Jusgilms, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Digrobing on the Wire; the other a Hand Balancius Act doing Handstands on Tables, Chairs, Blocks, Roller States and many other feats of strength. Beautiful wardrobe and fine equipment. Also turnish bond to guarantee our appearance. Address BOX C-S1, Bilboard, Cincinnut, O. cc31

AT LIBERTY—High Fire Dive. This act has the

AT LIBERTY—High Fire Dive. This act has the drawing power and priced right. Address CAPT. EARL McDONALD, 268 Highland Ave., Warren, Ohio.

Ohio. — See Eigenand Are, Warrein, col. T
CHARLES LA CROIX — Original, outstanding high-class Novelty Trapers Artist for your Platform Free Attraction. Available for Homecomings, Celebrations, Fairs, etc. Special Electrical Display Large special posters, free for advertising. Price for Available of the Colling Section o

CLOWN MOTORCYCLE COP on Funny Ford Motorcycle; also flashy Comedy Juggling Act, Fast Comedy Wire, Comedy Trapeze, Clown Num-bers, Grand stand. One man. ABT ATTILA-Billibeard, Chicago.

THE GUTHRIES—Lady and gentleman for South-ern fairs. Four high-class acts for the price of one. Tight Wire. Double Trapeze, Iron Jaw and Single Trapeze. Reasonable. Acts now in the South. Address care Billboard, Circinnati. oc24

VAUTELLE'S CIRCUS—Ten Dogs, Cats, Mon-keys, No. 2 Acrobatic Clown. The acts that are guaranteed to please all classes for circuses or fairs. Gastonia, N. C.

#### AT LIBERTY PIANO PLAYERS

DANCE PIANIST—READ, FAKE, TRANSPOSE, union, sober, reliable, married, Location; sweet band preferred. Library, good rhythm. No panics. Write, wire PIANIST, College Apts. 19, Springfield, Mo.

EXPERIENCED PIANIST — READ, FAKE, transpose, competent, reliable, single. BOX C-7, care Billboard, Cincinnati, O.

PIANIST — READ, FAKE, APPEARANCE, young. State terms. NELS OLSEN, 348 Washington Ave., Downingtown, Pa. oc17

AT LIBERTY for winter season—Attractive Lady Pianiste, double stage. Versatile performer, sweet singer. Tell all in first. Address BOX C-18, Bill-hoard, Cincinnati, O.

PIANIST—Available immediately. Young, sober and reliable. Formerly with Harry Clark, Burns Twins, Jimmy Stanton, State all in wire or letter, will save time and money. PAUL BERLIN, 4258 Archer Ave., Chicago, Ill.

Archer Ave., Chicago, Ill.

PiANO PLAYER—On account of season closing.

I play the spots, all of them, no butterfly stuff.

Circles, taverns, tab, or what hare you. Must be
reliable and for entire season. Do parts if necessary. Age 43, married, sober, dependable. State all
details in first. KARL SAPP, Brothead Road,
New Sheffleid, Ps.

RHYTHM PIANIST, 24, union, lots experience with bands, shows. Read and fake. Leave immediately. Absolutely soher, dependable. Write or wire JED HADFIELD, Princeton, Ind.

#### AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY AFTER OCTOBER 14th-EXPERI-AT LIBERTY AFTER OCIUDER Impersonator and enced Comedy Female Impersonator and Master of Ceremonies. Write or wire FREDDIE FREDERICKS, The Billboard, St. Louis, Mo. ocl0 ocl0

EDDIE JOLSON—Young Entertainer, Comedian Dislect Singer, at liberty. Act will surprise you. To traveling. Floase write. Thank you. 3216 W. 1616 St., Chicago.

AT LIBERTY for Hillbilly or Rube Act. Single lady, A-1 Pinnisto, sweet Singer. Address BOX C-18, care Billboard, Cincinnati, O.

GORDON'S EDUCATED PETS—Dogs, Ponies and Monkey Gircus. A real act of merit. Spectacular, entertaining, humorous, educational. An outstanding attraction. Booking theatres, schools and indoor engagements. Managers wanting acts that are new and different, write GORDON J. SMITH, 125, 65th Arc. W., Dulth, Minn.

PAMAHASIKA'S DOG, Pony, Monkey, Bird Cir-cius. Can work anywhere. Forty beautiful per-corning animals and birds. GEO. E. ROBERTS. Mgr., 515 W. Erie, Philadelphia, Pa. Telephone SAGmore 5538.

TEAM FOR MED or Tent Show — Have own trailer. Both young, Man, produce, put on acts and make 'em go, does Comedy, etc. Woman works acts, fakes plano. Both do Singling and Dancing Specialties. Change nightly, South preferred. BOX C-109, Billboard, Cincinnati, O.

Color, Billhoard, Cincinnati, O.

VERSATILE SPECIALTY TEAM—Man, age 36, dark, strong Yocal, Violin, Steel, Standard, Uke, some Franc, Monolos, unusually large repertoire feature singing audience requests. Wife, age 28, fair, Hoofer, Dancing Taacher, Comedienne, Charactera, Drums, Jike, Years of experience radio, and types shows. Can double modern jam or hilbilly band. Best references. Sober, neat, rollable, connection must be likewise. Americans, car, photos. Address TROUPERS, 1909 Capitol. Are, Omsha, Address TROUPERS, 1909 Capitol. Are, Omsha, Trumpet, Violin, Standard and Steel, Music Teacher, just closed season with us. Twenty-people outdoor med opry. Organized trio or duo.

#### ROUTES-

(Continued from page 35) DuBell's Dogs: Melrose, Minn., 9-10; Buffalo

Continued from page 35)

DuBeil's Dogs: Melroso, Minn., 9-10; Buffalo 12-13.

El Rey Sisters: Greeneville, Tenn.
Fric the Great: Wilson, N. C.
Flemings, Flying: Winston-Salem, N. C.
Flemings, Flying: Winston-Salem, N. C.
Francis Trio: York, Fa.
Franklin Fantasy Follies: Greenville, S. C.
Hart's Happy Family: Danbury, Conn.
Keaton, Billy: Winston-Salem, N. C.
Jewels, Juggling: Danbury, Conn.
Keaton, Billy: Winston-Salem, N. C.
Lamphan & O'Done: Danbury, Conn.
Latona Troupe: (Gelebration) La Harpe, Ill.
Lauren, Guy: Tupelo, Miss.; Laurel 12-17.
Leers, Lalisita: York, Pa.
Lodi Troupe: Winston-Salem, N. C.
Mailoy, J. R., Circus Revue: (Celebration)
Athens, O.
Marie Circus: South Boston, Va.
Martin & Martin: Raleigh, N. C.
Marin & Martin: Raleigh, N. C.
Marin & Martin: Raleigh, N. C.
Marin & Martin: Raleigh, N. C.
Morris, Will, & Bobby: Shelby, N. C.; Raleigh 12-17.
Palenberg's Doberman Pinchers & Bears:
Shelby, N. C.
Racos, Sensational: Shelby, N. C.
Randow, Jemima & Three Pancakers: Danbury, Conn.
Reynolds, Helen, Skaters: York, Pa.; (Met.
Q. H.) Phila 12-17.
Revelations of 1836: Shelby, N. C.
Randow, Jemima & Three Pancakers: Danbury, Conn.
Reynolds, Helen, Skaters: York, Pa.; (Met.
Q. H.) Phila 12-17.
Verent Martin: Releigh, N. C.
Racos, Sensational: Shelby, N. C.
Ra

#### BANDS AND ORCHESTRAS

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

Adams, Jackie: (Piccadilly Club) Baltimore, nc. Adams, Johnnie: (Subway Gardens) Canton, O., nc. Adoock, Jack: (College Inn) Phila, nc.

Adems, Johnnie: (Subway Gardens) Canton, O., nc., O., nc., College Inn) Phila, nc.
Addock, Jack: (College Inn) Phila, nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Albin, Jack: (Bossert) Brooklyn, N. X., h.
Altiniller, Jess: (Palumbo's) Phila, cb.
Ambrose, Tony: (Clove) Youngstown, O., nc.
Artal Ramon: (885 Club) Chi, nc.
Arlas, Ramon: (885 Club) Chi, nc.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo,

nc. Ambeim. Gus: (Roosevelt) New Oricans, h. Autenreith, Ruth: (Union Grill) Pittsburgh,

Baduc, Jules: (Cotton Club) New Orleans, nc. Bannen, Al: (Chase) St. Louis, h. Barron, Blue: (Southern Tavern) Cleveland, re. Bartle, Jean: (Dubonnet) NYC, re. Bartha, Alex: (Steel Pier) Atlantic City, b. Bass, Paul: (Anna Held's) NYC, rc. Bate, Bob: (Palais Royal) Dunkirk, N. Y., nc, Bate, Bob: (Palais Royal) Dunkirk, N. Y., nc, Batein, Alex: (St. Moritz) New York, h. Belasco, Leon: (Netherland Plaza) Cincinnati, h. Bennett, Dixie: (The Oaks) Winona, Minn., nc.

Bennett, Dixie: (The Oaks) Winona, Minn., nc.
Bergere, Maximillian: (Stork) NYC, nc.
Berkeley, Duke: (Honkey-Dory) Stamford,
Conn., nc.
Bernie, Ben: (Mayfair Casino) Cleveland, re.
Black, Bob: (Fere Marquette) Peoria, III., h.
Bleyer, Archie: (Hollywood) NYC, ob.
Boulanger, Charles: (Morocco) Mountainside.
Boulanger, Charles: (Coffee Dan's) NYC, nc.
Bragale, Vincent: (Arrowhead Inn) Saratoga
Springs, NYC, nc.
Brandwine, Nat: (Essex House) NYC, h.
Breinholt, Verdi: (White City) Ogden, Utah,
b.
Britzon, Mill: (The May May May Cob.
Bettyon, Mill: (The May May May Cob.

b.
Bring. Lou: (French Casino) NYC. cb.
Britgon, Milt: (Chez Maurice) Dallas, Tex.
Brockway, Howard: (Green Gables) Hazleton
Drums, Pa., ng.
Brown, Tom: (Bal Tabarin) San Francisco, nc.
Bulowski, Counte: (Centennial) Dallas, Tex.
Bunchouk, Alex.: (Russian Eagle) NYC, rc.
Busse, Henry: (Chez Paree) Chicago, ng.

Byard, George: (Old Country Club) Phoenix,

Carces, Emilio: (Merry-Go-Round Club) Dayton, O.
Caloway, Cab: (Cotton Club) NYC, nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Carlon, Merle: (Pal.) San Francisco, h.
Casa Lome: (Michigan) Detroit, t.
Cloir, Paul: (Browning Lane Inn) Bellmawr,
N. J., rc.
Campus Jesters; (Cypress Arms) West Hartford, Conn., nc.
Cancy, El: (St. Morits) NYC, h.
Carroll, Frank: (Belier's) Bronx, NYC, cb.
Carvel, Craig: (Brown Palace) Denyer, h.
Chalkin, Louis: (Rofbrau) Camden, N. J., rc.
Cherniavsky Josef: (Streets of Paris) Texas
Centennial, Dallas, Tex.
Clair, Paul: (Browning Lane Inn) Bellmawr,
N. J., rc.
Cleff, Fat: (Brightylew) Rochester, N. Y., nc.
Clemente: (Versailles) NYC, nc.
Codelban, Cornellus: (St. Regis) New York, h.
Conn, Irving: (Arrowhead) NYC, rc.
Craig, Mei: (Flesmann's) Brooklyn, rc.
Craig Mei: (Flesmann's) Brooklyn, rc.
Craig Mei: (Flesmann's) Brooklyn, rc.
Craig Mei: (Flesmann's) Brooklyn, rc.
Crandail, Clair: (Wagner) Bath, N. Y., h.
Crickett, Ernie: (Unique Grill) Delawanna,
N. J., re.
Ugat, Xavier: (Stevens) Chicago, h.

Grandall, Clair: (Wagner) Baun, N. Y., n. Crickett, Ernie: (Unique Grill) Delawanna, N. J., re. (Ugat, Xavier: (Stevens) Chicago, h. Cummins, Bernie: (Pal.) San Francisco, h. Cutter, Howard: (Bradford) Boston, h. Darrall, Pat: (Wonder Bar) Zanesville. O., nc. Davis, Eddie: (LaRue) NYO, re. Davis, Fess: (House of Jacques) Oklahoma City, Okla. nc. De Babary, Joska: (Biltmore) NYO, h. De Salvo, Emile: (L'Aigion) Chi, c. Delmar, Jack: (La Casa) Phila, b. Dibert, Sammy: (Webster Hall) Detroit, h. Dixon, Dick: (Gloria Palast) NYO, nc. Donahue, Al: (Met.) Boston, t. Donao, Commy: (Lawrence) Erle, Pa., h. Dorsey, Tommy: (Lawrence) Erle, Pa., h. Duerr, Dolph: (Green Derby) Cleveland, nc.

Eddy, Ted: (Feitman's) Coney Island, Brooklyn, N. Y., re. Edmund, George: (Loyale) NYC, c. Elkins, Eddie: (Jack Dempsey's) NYC, re. Elliot, Barron: (Kennywood Park) Pittsburgh, Erlenbach, Les: (Arrowhead Inn) Cincinati,

Fairfax, Frankie: (Uhangi) Phila, eb.
Familant, Mickey: (Silver Lake Inn) Clementon, N. J., or Farley-Riley: (Hickory House) NYC, re.
Farmer, William: (Promenade) Radio City, NYC, c. Farmer, William: (Promenade) Radio City, NYC, c. Fenton, Ray: (Hitchin' Post) Union, N. Y., nc. Ferdi, Don: (Ocean Echo) Salisbury Beach. Mass.
Mass.
Fetter, Ray: (Billingsport Grill) Paulsboro,
N. J., re.
Fiddler, Max: (Towne Olub) Pittsburgh, nc.
Fields, Shep: (Fierre) NYO, h.
Pillo, Jimmy: (Overbrook Inn) Lindenwold,
N. J., ro.
Finch, George: (Shore Road Barn) Brooklyn,
re.

re. Flor-Rito, Ted: (Terrace Gardens) Chi, re. Flor-Rito, Ted: (Steuben) Boston, h. Flisher, Mark: (Medinah Club) Chi, c. Flisper, Mark: (Medinah Club) Chi, c. Flizpatrick, Eddie: (St. Prancis) San Prancisco, b. Flenniken, James: (Cliff Tavern) Lake Lynn, cisco, b.
Flenniken, James: (Cliff Tavern) Lake Lynn,
Pa., 70.
Fodor, Jerry: (Frank Brothers) Toledo, nc.
Fodor, Jerry: (Frank Brothers) Toledo, nc.
Fosdick, Gene: (Mon. Paris) NYC, nc.
Francisco, Don: (Centennial) Dallas, Tex.
Fraser, Harry: (Flynn's Rendezvous) Brooklyn, nc.
Fraser, Jerry: (Pinn's Rendezvous) Brooklyn, nc.
Frasy, Jacques: (St. Regis) NYC, h.
Freeman, Jerry: (Paradise) NYC, cb.
Funk, Larry: (Aradiae) Phila, nc.
Gabriel, Al: (Montgomery Royal) Brooklyn, rc.
Garber, Jan: (Ambassador) Los Angeles, h.
Gentry, Tom: (Turnpike Casino) Lincoln,
Neb., ro.
Gerard, Gerry: (Petit) Cleveland, c.
Gilbert, Irwin: (Coq Rouge) NYC, nc.
Gilbert, Jerry: (Sunset Lodge) Rockaway,
N. Y.
Gilberto, Don: (Torcador) New York, nc.
Giroux, Lew: (Wagner's) Phila, b.
Golden, Nell: (Queens Terrace) Woodside,
L. I., 10.

Golden, Nell: (Queens Terrace) Woodside,
Godman Benny: (Pennsylvania) NYC, h.
Godman Benny: (Pennsylvania) NYC, h.
Gordon, Herb: (Rilley's Lake House) Saratoga
Springs, N. Y.
Gottheif, Manfred (Jermyn) Scranton, Pa., h.
Grant, Douglas: (Di Burro's) Haverhill,
Massi, G.
Gray, Glenn: (Congress Hotel) Chi, h.

Grenet, Elisio: (Yumiri) NYC, nc.
Grunau, Harry: (Torch Club) Ganton, O., nc.
Hail, George: (Plaza) San Antonio, h.
Hail, George: (State) NYC, NYC, h.
Hail, George: (Waldorf-Astoria) NYO, h.
Hamilton, George: (Waldorf-Astoria) NYO, h.
Hamilton, George: (Waldorf-Astoria) NYO, h.
Hamp, Johnny: (Rahhow Grill) NYC, rc.
Hampton, Jack: (Schneider's) Detroit, c.
Handeiman, Phil: (Fifth Avenue) NYC, h.
Hannels, Roland: (Lookout House) Covington, Ky., nc.
Hardie, Dick: (Club Frolics) Albany, N. Y.,
nc.

nc. harraves, Bobby: (Kit Kat Club) NYC, nc. hargraves, Bobby: (Kit Kat Club) NYC, nc. harris, Claude: (Joey's Stables) Detroit, nc. harris, George (Club Mayfari) Boston, nc. harris, Jo: (Edgewater) Lafayette, La., nc. harris, Lou: (Centennial) Dallas, Tex. hart, Charlie: (Maple) Hartford Conn., re. hart, Little Joe: (O. K. Farr's) Denver, b. Hart, Ruth: (Spanish Villa) Detroit, nc. Hart, Ruth: (Spanish Villa) Detroit, nc. Hayden, Lee: (New Penn) Pittsburgh, nc. Headrick, Pearl: (Brass Rail) Parkersburg, W. Va., nc.

nc. Hendrick, Warren: (Bali) NYC, c. Hill, Harry: (Post Lodge) Larchmont, N. Y.,

Bill, Harry, (Pose Bodge) Assessed, St. Bill, eddy, (Ubangi) New York, nc. Hosgland, Claude: (Bilimore) Dayton, O., h. Hoffman, Mirisami (Show Bar) Forest Hills, Hollander, Will: (New Yorker) NYC, h. Holmes, H. P.: (Lido Club) Tulsa, Okla., nc. Hope, Hal: (Montclar) NYC, h. Hopkins, Claude: (Roseland) NYC, b. Hudson-Delange: (Raymor) Boston, b. Huntley, Lloyd: (Mount Royal) Montreal, h.

Irwin, Lee: (Takenasse) Fleischmanns,

N. Y., h.

Jaffe, Moe: (Ben Franklin) Phila, h.
Jenico, Al: (New Kenmore) Albany, N. Y., h.
Johnson, Johnny: (Lord Baltimore) Baltimore, h.
Juele, Prank: (Bellevue-Stratford) Phila., h.

Juele, Frank: (Bellevue-Stratford) Phila., h. K. Kay, Herbie: (Edgewater Beach) Chi, h. Keates, Henri: (Gay Ninetics) Chi, no. Keener, Lee: (Madison) Jefferson City, Mo., h. Kellem, Milton: (Anchorage) Phila, no. Kimball, Ellis: (Topsy's Roost) San Francisco. no. King, Henry (Cocoanut Grove) Los Angeles, Kirkham, Don: (Biakeland Inn) Denver, no. Klein, Jules: (Statier) Detroit, h. Knight, Harold: (Adelphi) Phila, h. Kress, Andya: (Avon Inn) Asbury Park, N. J., Krueger, Benny: (Essex House) Newark, N. J., no.

nc. Krumin, Costya: (Russian Bear) New York, re. Kuenzler, Robert: (Martin's Rathskeller) NYC, no. Kyser, Kay: (Trianon) Chi, b.

La Marr, Frank: (Arcadia) NYO, b.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Glub Trianon) Mobile, Ala., nc.
Lande, Jules: (8t. Regis) NYO, h.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Sid: (Hi-Hat Glub) Chi, nc.
Le Brun, Duke: (Grand Salon) SS Normandie,
Leali, Lee: (Greywolf Tavern) Youngstown,
O., nc.

Leali, Lee: (Greywolf Tavern) Youngatown,
O. nc.
Lercy, Howard: (Orlando) Decatur, Ill., h.
Lewis, Johnny: (Netherland Plaza) CincinLewis, Johnny: (Netherland Plaza) CincinLewis, Van: (Ritz-Carlton) Phila, h.
Lewis, Vic: (Times Square) Rochester,
N. Y. h.
Light, Enoch: (McAlpin) New York, h.
Light, Enoch: (McAlpin) New York, cb.
Lombardo, Guy: (Rosseveit) NyC, h.
Lombardo, Guy: (Rosseveit) NyC, h.
Lombardo, Ralph: (Dinty's Garden) AlbanySaratoga road, nc.
Lopez, Vincent: (Astor) NYC, h.
Loss, Jimmy: (Lake) Gary, Ind., h.
M.

McCarn, Grace: (Chinese T Gardens) Detroit,

re. McCoy, Clyde: (Roseland) NYC, b. McDaniels, Henry: (Governor Clinton) NYC, McFarlane, Frank: (Chateau Moderne) NYC,

DC.

McGrane, Don: (Cleveland) Cleveland, h.
McGrew, Robert Fletcher: (LaSalle) Chi, h.
McKenzie, Red: (Yacht) NYC, nc.
McKenza, Red: (Palace Gardens) Lansing,
Mich. nc.
McKehns, Red: (Palace Gardens) Lansing,
Mich. nc.
McPherson, Hugh: (Greystone) Columbus, b.
Mack. Ed: (Zepp Club) Akron, O., nc.
Malvey, Hal; (Windsor Court) Springfield,
Masss, nc.

Mamman, Steve: (Riviera Club) Averhill Park, NYC, nc.
Mann, Millton: (Village Barn) New York, nc.
Mano, Art: (Pair) Shelby, N. C.
Manuti, Al: (Man About Town) New York, rc.
Manuzanares, Jose: (Centennial) Dallas, Tex.
Maples, Nelson: (Byerly Crest) Pittsburgh, nc.
Mareno, Frank: (Sweeney) Baltimore, c.
Mariana, Hugo: (Waldorf-Astoria) NYC, h.
Mario, Don: (Hollywood) Tonawanda, N. Y.,
70.

ro.
Marsh, Herbert: (Cocoanut Grove) Boston, nc.
Marsico, Al: (Club Mirador) Homestcad, Pa.,

nc.
nc.
Martel, Gus: (Stork Club) NYC.
Martell, Paul: (Arcadia) New York, b.
Martin, Preddy: (Aragon) Chi, b.
Martin, Gordon: (Grescent Club) Boston. nc.
Martin, Ted: (Childs' Paramount) NYC, rc.
Masters, Frankie: (Rice) Houston, Tex., h.
Mausby, Charles: (Pavilion) Hagerstown,
M.A. b.

Mausby, Oharles: (Rde) Houson, Tex., I.
Mausby, Oharles: (Pavilion) Hagerstown,
Md., b.
Mayno, Artie: (Belmont Grill) Bridgeport,
Control fe.
Boys: (Versailles) NYO, re.
Mecker, Paul: (Villa Moderne) Ohl, nc.
Méyers, Jack: (Club New Yorker) New York,
De.

Nash, Joel: (Sunrise Rest) Wantaugh, L. I.,
Yo.
Navarre, Ted (Roseiand) Brooklyn, N. Y., br.
Navarro, Al: (Belvedere) Baitimore, h.
Nelson, Ozzie: (Lexington) NYC, h.
Nickles, Billie: (Allah) Seal Beach, Calif.
Nichaur, Eddie: (Casino Moderne) Chi, nc,
Noble, Ray: (Rainbow Room) NYC, nc.
Norvo, Red: (Syracuse) Syracuse, h.
Noury, Walt: (Roma) Haverhill, Mass., re.

O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
Ohman, Phil: (Trocadero) Hollywood.
Olman, Val: (Hollywood) Galveston, Tex.,
Ec.

nc. (Rilywood) Galveston, 16x, nc. Olsen, George: (Gibson) Cincinnati, h. Olson, Walter: (New Julius) Gardenville, N. Y. 16. Owens, Bob: (Minikahda) Minneapolis, Minn., cc.

Pablo, Don: (Palais Royal) Benton Harbor, Mich., nc. Pajer, Val: (Steven's) Brocklyn, rc. Paimer, Freddy: (Colonial Inn) Singac, N. J.,

Palmer, Freeddy: (Colonial Inn) Singae, N. J., re.
Palmer, Skeeter: (Westchester Country Club)
Rye, N. Y., cc.
Pancho: (Park Lane) NYC, h.
Pesry, Bob: (Hotel Graemere) Chi, h.
Pecoraro, Dick: (Monte Ross) NYC, re.
Pendarvis, Paul: (William Penn) Pittsburgh, h.
Periman, Jack: (Red Hill Inn) Pennsauken,
N. J., ro.
Perry, Ron: (St. Moritz) New York, h.
Peterson, Dee: (Anchor Club) Sandusky, O.,
no.

no.

Peterson, Eric: (Woodlands) Ardsley, N. Y., no.

Peterson, Eric: (Woodlands) Ardsley, N. Y., no.

Pettl, Emil: (Savoy Piaza) NYO, h.

Phalen, Jimmy: (Romance Inn) Angola, N. Y.

Pierce, Ross: (Alms) Cincinnati, h.

Prima, Louis: (Blackhawk) New Orleans, re
Pitman, Jack: (Port Arthur) Providence,

T. T. T.

Pitman, Jack: (Port Arthur) Providence, R. r. Platt. Earl: (Broad Street Grill) Harrisburg, Pa. re. Pugh, Raymond: (Brunswick Casino) Boston, nc. Pullo, Ben: (Brown Derby) Boston, nc.

Pullo, Ben: (Brown Derby) Boston, ne. R.
Racheurn, Boyd: (Jefferson) St. Louis, h.
Raginsky, Mischa: (Commodore) NYC, h.
Rainhow Rambiers: (Ciub Moose) Haverhill,
Mass., ne.
Rainey, Marjorie, & Rhythmettes; (Velvedere) Nashville, Tenn., ne.
Ramon, Don: (Texaco Gardens) Texas Gentennia, Dallas.
Ramon: Ramon: (Ambassador) NYC, h.
Ravazza, Carl: (Adolphus) Dallas, h.
Reader. Charles: (Fort Montague) Nassau,
B. W. I. h.
Regal, Tommy; (Syracuse) Syracuse, N. Y., h.
Regis, Del; (Studio) Phila, h.
Resh, Benny: (Shawnee) Springfield, O., h.
Reynolds, Suddy: (Rose Garden) Hannibal.
Mo., b.
Reynolds, Murrice: (Tommy's Place) Onconta,
Recytolds, Maurice: (Tommy's Place) Onconta,
Recytolds, Maurice: (Jimmy Kelly's) Greenwich
Village, NYC, ne.
Rinaldo, Nino: (Yacht Club) Chl, ne.
Ringer, Johnny: (Casino Venezia) NYC, nc.

Rivet, Joe: (Gonzales) Lake Charles, La.
Rodrigo, Nano: (Rainbow Room) Rockefeller
Center, N. Y., h.
Rodriguez, Chago: (Hildebrecht) Trenton, h.
Rodriguez, Jose: (Montparnasse) NYC, nc.
Roland, Will: (Schenley) Pittsburgh, h.
Rojlins, Todd: (Donohues) Mountainview, N.
J., nc.
Romaine, Freddie: (Donahue's) Mt. View,
N. J., nc.
Romaine, Freddie: (Donahue's) Mt.
Rosen, Tommy: (Wisteria Garden) Atlanta,
c. C. Ruby & Ork: (Hollenden) Cleveland, h.

Ruby & Ork: (Hollenden) Cleveland, h.

Sands, Ted: (Breakers) Rochester, nc.
Sandusky, Bob: (Mid-Tex Club) Midland, Tex.
Sucorts, Mid-Tex Club) Midland, Tex.
Sucorts, Mid-Tex Club) Midland, Tex.
Sucorts, Sol: (Old Rumanian) New York, re.
Schneider, Sol: (Old Rumanian) New York, re.
Schreiber, Garl: (Ivanhoe Gardens) Chi, c.
Scotgin, Chic: (400 Club) Wichta, Kan., nc.
Scotgin, Chic: (400 Mill Inn) Haddonfield,
N. J., c.
Shaw, Artie: (French Castino) NYC, cb.
Sheppard, Ed: (Old Mill Inn) Haddonfield,
N. J., c.
Simmons, Lonny: (Black Cat) NYC, nc.
Sisale, Noble: (Pal.) Cleveland, t.
Smith, Harl: (St. Paul) St. Paul, h.
Smith, Harl: (St. Paul) St. Paul, h.
Smith, Harl: (St. Paul) St. Paul, h.
Smith, Harl: (Montparnase) NYC, nc.
Barre, Pa., h.
Smith, Stuff: (Onyx) NYC, nc.
Spitalny, Maurice: (Commedore Perry) Toledo, h.
Stablle, Dick: (Lincoln) New York, h.
Stable, Dick: (Lincoln) New York, h.
Stable, Dick: (Lincoln) Amarillo, Tex., nc.
Steele, Leo: (Chateau) Phila, nc.
Steiner, Herb: (Glen Island Casino) New
Rochelle, N. Y., ro.
Steiner, Herb: (Glen Island Casino) New
Rochelle, N. Y., ro.
Stenros, Charles: (Lotus Gardens) Cleveland,
nc.

nc. Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc. Ga., nc. Stone, Al: (Leghorn Parms) Trenton, N. J., ro. Subel, Allan: (Bedford Springs) Bedford Subel, Allan; (Bedford Springs) Bedford Springs, Pa., h. Sweeney, Bud: (Chateau Club) Cleveland, nc.

Sweeney, Bud: (Chateau Club) Cleveland, nc. Taylor, Fats: (Glub Forest) Jackson, Miss., nc. Texas Go-Eds: (La Fontaine) Huntington, Ind., h. Thompson, Claude: (Gloria) Columbus, nc. Thompson, Lang: (Showboat) St. Louis, n. Thurn, Otto: (Alpine Village Hofbrau) Cleteland, re.
Tinsley, Bob: (Colosimo's) Chi, nc.
Tormey, Bob: (Cesa Loma) South Bend, Ind., nc.
Toyer, Vincent: (La Casina) Jamaica, L. I., nc.

nc. Trace, Al: (College Inn) Chi, re. Tratton, Johnnie: (Eldorado) Detroit, nc. Trask, Clyde: (Lookout House) Covington, Ky., nc. Tremaine, Paul: (Coccoanut Grove) Washington, D. C., nc. Tucker, Orin: (Hollywood Dinner Club) Galveston, Tex. Tyldesley, Bobble: (Irvin Cobb) Paducah, Ky., h. Ky., h. Tuttle, Elisha: (Le Mirage) NYC, nc. V

Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro, Van Joan: (St. Mary's) Lawrence, Mass., a. W

Warner, Billy: (Twillight Inn) East Paterson, N. J., 7e, Warren, Pathur: (Hollywood) NYC, ch. Wattins, Ralph: (Riviera) Fort Lee, N. J., ch. Wattins, Ralph: (Clicky Wells) Harlem, New Weeks, Ranny: (Gocanut Grove) Boston, re. Welkly, Wee Willie: (Palm Gardens) Phillipsburg, N. J., 7e, Welser, Leo: (Michigan Tavern) Niles, Mich., Welser, Leo: (Michigan Tavern) Niles, Mich.

ne. Neil; (Lewiston) Lewiston, Mich., b. West, Neil; (Lewiston) Lewiston, Mich., b. White, Dave; (Oasis Grill) New York City, re. White, Doug: (Wintergarden) Wichita, Kan.,

b. White, Ed: (Club Gourmet) Cleveland, nc, Whitman, Bernie: (Mt. Pocono Grill) Mt. Po-

White, Ed: (Club Gourmet) Cleveland, ne.
Whitman, Bernic: (Mt. Pocono Grill) Mt. Pocono, Pa.
Whitney, Palmer; (Baker) St. Charles, Ill., h.
Wiley, Hod: (Spearin's) Dayton, O., nc.
Williams, George: (Little Hofbrau) Canton,
O., nc.
Williams, Griff: (Mark Hopkins) San Franclsco, h.
Williams, Joe: (Mark Twain) Hannibal,
Mo., h.
Wilson, Ray: (Golden Pheasant) Jamstown.

Mo., h. ay: (Golden Pheasant) Jamstown, Wilson, Ray: (Golden Pheasant) Jamstown, N. Y., nc.
Wingert, Billie: (Bowery) St. Louis, mh., Winiz, Julie: (Top Hat) Union City, N. J., nc. Wolohan, John: (Wolohan's) San Francisco, h. Yates, Billy: (Grotto) Pittsburgh, br., Young, Gus: (Penn-Hills Tavern) Analomink, Pa., nc.
Young, Sterling: (Beverly Wilshire) Los Angeles, h.

getes, h. Z
Zarin, Michael: (Waldorf-Astoria) New York,
Zatour, Joseph: (Biltmore) NYC, h.
Zeeman, Barney: (4 Horsemen Olub) Marple
Hills, Pa., ro,
Zelman, Rubin: (Caravan) NYC, no.
Zello, Leo: (Walton Roof) Phila, h.
Zwilling, Sid: (Belleview) Belleaire, Fia., cc.

#### DRAMATIC AND MUSICAL

And Stars Remain: (National) Washington,
D. C., 5-10.
Blossom Time: (Grand) Chi 5-10.
Chi 7: (Grand) Chi

## Hartmann's Broadcast

THE PATRON is the most important individual in the success of any enterprise, whether it be in show business or outside. He always should be given the greatest consideration. His reactions should be studied carefully and if unfavorable steps taken to eliminate or correct those things to which he objects if common sense says they are wrong. are wrong.

Progressive and wide-awake showmen make it a practice to do this, but there are others who apparently have little or no regard for their patrons, or for the future of their business for that matter. future of their business for that matter. For the especial benefit of those in the latter class I am going to let an outsider, a man who loves circuses and carnivals when they are cleanly conducted, a man who "pays as he goes," relate his reactions and observations. The man in question is E. G. Smith, of Huren, S. D., and I feel that those with the future of their business at heart will agree that the arguments he sets forth are sound. He writes:

"A reader of The Billboard for a long time, I have followed with interest the activities of the various amusement branches represented in its columns. I have no connection with any amusement endeavor-just a patron and one of the

Night of January 16: (Selwyn) Chi. Pride & Prejudice: (Nixon) Pittsburgh 5-10. Red. Hot and Blue: (Colonial) Boston 7-17. Scandals: (Paramount) Salt Lake City 9-10. San Carlo Opera Co.: (Auditorium) Chi 5-26. Tovarich: (Forrest) Phila 5-10. Tobacco Road: (Shubert) Newark, N. J., 5-10.

#### INDEPENDENT BURLESK

INDEPENDENT BURLESK

Babes of Broadway: (Empire) Newark, N. J., 5-10; (Howard) Boston 12-17.

Ballyhoo: (Gayety) Buffalo 5-10; open week, 12-17.

Beauty Parade: (Jacques) Waterbury, Conn., 8-10; (Empire) Newark, N. J., 12-17.

Bizzy Dames: (Avenue) Detroit 5-10; (Capltol) Toledo, O., 12-17.

Garden of Girlis: (Gayety) Washington, D. C., 6-10; (Hudeon) Union City, N. J., 12-17.

Gayety Girlis: (Gayety) Washington, D. C., 6-10; (Hudeon) Union City, N. J., 12-17.

Ha-Cha: (Gayety) Minneapolis 5-10; (Empress) Kansas City 12-17.

Hindu Belles: (Hudson) Union City, N. J., 5-10; (Trocadero) Phila 1-17.

Hindu Belles: (Hudson) Union City, N. J., 5-10; (Trocadero) Phila 1-17.

H.Flyers: (Trocadero) Phila 5-10; Allentown 12-12; Harrisburg 14; Reading 15-16; Williamsport 17.

Knec-H. Revue: Harrisburg, Pa., 7; Reading 8-9; Williamsport 10.

Modes and Models: (Empress) Kansas City 5-10; (Garrick) St. Louis 12-17.

Red Hot: (Casino) Pitisburgh 5-10; (Gayety) Baltimore 12-17.

Red Rhythm: (Howard) Boston 5-10; (Jacques) Waterbury, Conn., 12-17.

Scan-Dolls: (Miles Royal) Akron, O., 5-10; (Avenue) Detroit 12-17.

Scan-Tees: Open week, 5-10; (Rialto) Chi 12-17.

Scan A Sparkle: (Roxy) Cleveland 5-10; (Gazety) State Casino) Pitsburgh 12-17.

17.

Speed and Sparkle: (Roxy) Cleveland 5-10;
(Casino) Pittsburgh 12-17.

Steppin' Stars: (Ralato) Chi 5-10; (Gayety)
Minneapolis 12-17.

Swing Girls: (Worcester) Worcester, Mass.,
12-17.

Too Hot for Paris: (Gayety) Baltimore 5-10;
(Gayety) Washington 12-17.

Vaniteasers: (Capitol) Toledo, O., 5-10;
(Roxy) Cleveland 12-17.

Wine, Woman and Song: (Gayety) Buffalo 12-17. Wine, W 12-17.

#### MISCELLANEOUS

Ace Hi: Forsyth, Ga., 5-10.

Baker, M. L., Side Show & Animal Land: Zebulon, N. Co., 5-10.

Bink Circus Revue: Loyal, Wis., 5-10.

Birch, Magician: Harrodsburg, Ky., 7; Lexington 6; Lebanon 9; Campbellsville 10; Berea 12; Irvine 13; Paris 14; Maysville 15; Cincinnata, Co., 6-10.

DeCleo, Magician: Marysville, Co., 5-10.

DeCleo, Magiciani, Escape: (Union) San Francisco 19; Bay Shore) San Francisco 19; Bay Shore, San Francisco 19; Bay Shore, San Francisco 19; Bay Shore, San Magicians: Culbertson, Mont., 7; Mohall, N. D., 8; Bottineau 9.

Karnacks, Magicians; New Brunswick, N. J., 5-10.

Karnacks, Magicians: New Brunswick, N. J., 5-10.

LaLonde, L., Magician: Ogden, Utah, 5-9.

Lewis, H. Kay, & Hollywood Varieties: Santa Fe, N. M., 5-10; Albuquerque 11-12.

Long, Leon, Magician: Milwankee, Wis., 7; Madison 8; (Regal) Chicago, Ill., 10-11; Evansville Ind., 12; Hopkinsville, Ky., 13; Paris, Tenn., 14; Humboldt 15.

Marine-Pirestone Co.: Palestine, Tex., 5-10.

Miller, Jacke, Indian Herb Co.: Walnut Ridge, Ark.

O'Neill Circus Unit: St. Charles, Mo., 5-10.

O'Isinal Floating Theater: St. Michaels, Md., 5-10; Centon 12-17.

((See ROUTES on page 84)

many thousands of American citizens who are fond of outdoor amusements. "On several occasions I have read in

"On several occasions I have read in your column articles that condemn grift and dirt prevalent on some carnival midways and circus lets. I love the smell of the menagerie top, the catchy music of the circus band and the spiel of the butchers who are vending their wares. Equally well I love the lights and the noise of the busy carnival midway. But, like the majority of people, I like these attractions to be clean.
"It was my misfortune recently to at-

"It was my misfortune recently to at-tend an event that is held each year and witness some of the off-color shows and midway activities that are making the going hard for the up-and-up shows. I believe that people as a whole have been educated by the radio and talkies to appreciate and demand clean shows and

appreciate and demand clean shows and when some owners flaunt immorality and dishonest games before them on the pretext that the public demands them they are digging their own financial graves.

"It was made possible for me to witness the performance of one of America's finest circuses this summer and I found it to be a good clean one. All employees were courteous and considerate and dirt was conspicuous by its absence. Evidently this show, judging from its size, has made some money and a lot of friends. I have no doubt there are other shows that enjoy the same reputation and the same measure of prosperity. But, unsame measure of prosperity. But, unfortunately, all the people are not able to witness all the shows and therefore when a grift show comes along it becomes established in the minds of a great many people that all shows are alike.

great many people that all shows are alike.

"I can't see why, when some clean shows have been outstanding successes, others insist upon living in the age of the clothesline privilege and shell game. When I take my youngsters on the midway I want them to enjoy the rides and other things in which they are most interested and I don't feel that they should be subjected to the highly illuminated and questionable methods used on the bally platforms of some of the shows.
"One may argue, 'Well, you have places in your own community that are not fit for your children to witness.' That is true, but those places are frequented by people who go there because of that fact—and they are in the minority. With the carnival and circus it is a different situa-

pie who go there because of that lact—
and they are in the minority. With the
carnival and circus it is a different situation. When they come to town it is in
a holiday spirit and everyone, old and
young alike, is invited to attend. There
are, of course, the depraved class that
will come in the hope of satisfying a desire, but here again they are the minority. The circus and carnival make their
appeal to the masses and to have these
shows gratify the desires of the few
seems to be out of step.

"I am not trying to assume the role of
the bluenosed reformer or tell a group
of honest men how to run their business. Rather I am trying to make an
appeal to all showmen to get behind the
ones who are honest and keep before
the public the vision of a clean American
circus. The same thing can be applied

the public the vision of a clean American circus. The same thing can be applied to the carnival.

"In closing, let me wish you success in what you undertake to do and, without any desire to flatter, let me state that your column is the first to which. I turn when I get my copy of The Billboard."

There has been so much talk about it that it wouldn't surprise me to see Jess Adkins and Zeek Tetrell put a second circus on the road next year. If they do my guess is that it will go out in almost as big a way as the Cole-Beatty Circus in 1935.

† † †

HE KNOWS 10,000 race horses. Intimately. Sees them once and never forgets them. He can spot them a quarter of a mile away and call their names. If you're interested he can tell you their records, history and genealogy. Thus starts an article about M. E. (Pat) Bacon in The Des Moines Sunday Register of September 20, by Bert McGrane, its sports editor. Pat started the harness races at the recent Iowa State Fair and has barked the "Go!" command into the ears of hundreds of race drivers for a quarter of a century, the McGrane article continues. Other points brought out were:

Pat has come to know at least 200 horses each racing season . . . starts a race, then steps in front of a microphone and announces the position of each horse at various stages of the race.

and announces the position of each horse at various stages of the race... never consulted a program... was in the sulky himself at 17, driving races for four years, then turning to starting . . . in 1918 went to Spencer as secretary Chamber of Commerce and secretary Clay County Fair, remaining there thru 1919 . . . then to Davenport, Ia, as secretary and general manager Mississippi

Valley Fair, holding that position thru 1931, when he went to Aurora, Ill., as secretary Central States Fair. . in 1932 general superintendent Cook County Fair, Maywood, Ill. . . joined Texas Oil Company at A Century of Progress, Chicago, in 1933 . . . still with the Texas outfit.

'Don't try to catch Pat Bacon identifying a horse wrong. I found that Pat doesn't miss," concludes the article.

The Sportland continues as a money The sportiana continues as a money maker at amusement parks and beaches. At Pontchartrain Beach, New Orleans, for instance, Manager Harry Batt had a battery of two dozen coin-operated amusement machines and considered this concession as his best at the beach.

amusement machines and considered this concession as his best at the beach. It is a support of the Dodson World's Fair Shows' recent engagement at Niagara Falls, N. Y., are from an article that appeared in The Niagara Falls Gazette: "From Legion sources it is announced that the out-of-town visitors were very numerous, hundreds of cars coming from Tonawanda, North Tonawanda and Buffalo, as well as from the Canadian side and especially St. Catharines, Ont.

"The show attaches do not live on the cars, but are spread thruout the city in hotels and rooming houses and around 450 of them patronize the various restaurants and hotel dining rooms of the city. The Legion feels that in bringing the Dodson outfit here it has, in addition to boosting its own finances along, brought no small amount of business to local concerns."

That's letting the public know that carnivals leave money in town and also that they bring people into town. This type of information in the daily press is not new, but there cannot be too much of it.

Dick Collins, Dodson's p. a. by the

Dick Collins, Dodson's p. a., by the way, should be in the Old Country by this time.

Captain Lew D. Nichols, a showman from the old school, who recently lost his wife, has written a book and expects it to be off the press this month.

#### John R. Ward Shows

Senatobia, Miss. Week ended Septem-er 26. Tate County Free Fair. Business, good.

The shows' first stand in Mississippi. "What they say about Dixie" is right. Plenty cotton money and good spenders. Ward's new Tilt-a-Whirl arrived from the factory Friday at Portageville, Mo. in time to operate two days there. This ride chromium trimmed and brilliantly illuminated. illuminated.

illuminated.
Carl Cundiff and Billy Wilson joined the Ralph R. Miller Shows in Louisiana with Ward's Circus Side Show, Athletic Show and California Beauties. All report business above average.
Jeffie Jean and Joy June Ward have entered school in Memphis. Little Julie Ward and Mrs. Ward remaining with the show.

show. Bob LeBurno got his first glimpse of the show since last July. It has been greatly enlarged since Bob left to pilot the show.

Windy Wilson joined with his concession at Portageville, Mo. Many new concessioners joined, including Charlie Drill, with five, and Maurice Helman, with three. Dolletta departed for points north. Mr. and Mrs. S. J. Cantara have taken charge of the cookhouse.

Mrs. Ted Reed, the wife of our surveyor, paid the homefolks in Missouri a visit recently.

Shows, rides and concessions are doing good. It is hard to say which is top

good. It is hard to say which is top money. Cotton Ellis and Johnny Ward made a trip to Louisiana to look about Ward's show interests in that State. Show has 6 rides, 10 shows, 35 concessions, calliope and sound truck. State remains the same. BOB SICKELS.

#### Crystal Exposition Shows

Sevierville, Tenn. Wock ended September 26. Sevier County Fair. Weather, good. Business, good.

Doc Hall joined with Gertie, the Scotch Doc Hall joined with Gertie, the Scotch giantess, and was in the top money for the shows. Eddie Mack's nine months old boy was taken seriously ill here and had to be taken to a hospital in Knoxville. Eddie has the Ten-in-One. Weekly newspaper here. Montgomery Vindicator, gave the show co-operation and front page splash entirely to the shows stories and cuts. Shan Wilcox, vice-president of the fair, at Maryville, was a nightly visitor. Business light first three days; Thursday, Priday and Saturday were good.

PUNCH ALLEN.

October 10, 1936 The Billboard 62

## Wholesale RIZES

■Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.■

## Trend Toward Better Goods At N. Y., Philly Expositions

NEW YORK, Oct. 3.—Second annual Atlantic Coast Premium Buyers' Exposition closed a very successful buying week here yesterday. Held under the auspices of the Premium Advertising Association of America, Inc., the exhibition occupied the entire 10th floor of the Hotel Astor. the Hotel Astor.

"Attendance was 50 per cent above that of last year," said Howard W. Dunk, secretary of the association, "and came up to our fondest expectations. Business, proved very satisfactory and there was a definite trend toward the better class premiums. Several large orders were placed with exhibitors during the week, outstanding of which were a single order for 500,000 household aprons, a \$200,000 order for china. Prom all indications there will be more premiums used in sales promotions this year than used in sales promotions this year than ever before because premiums have a direct customer appeal and are excep-tionally fine business stimulators."

Exhibitors displayed their wares from open booths and the entire show was attractively arranged. There was un-usual interest shown in the exposition this year and the exhibit space was sold out as early as July. This year's show had 117 exhibitors, 20 more than last

PHILADELPHIA, Oct. 3.-Matching the PHILADELPHIA, Oct. 3.—Matching the new prosperity of 1937 with an optimism and lavishness never before equaled in its history, the Philadelphia Gift Show proved one of the greatest all-round expositions of gift, art and home decorative merchandise ever held here. Occupying four entire floors of the Hotel Adelphia, displays of almost 800 items by 70 of the country's leading producers and wholesale distributors served

#### "God" Frowns on Rabbits' Feet

A colored gentleman who purchases small quantities of rabbits' feet from Charles Brand, New York manufacturer and distributor of fur novelties, suggested to Brand that he stamp "Father Divine" on the metal caps of the rabbit feet. Brand wrote Father Divine, whom many colored folk consider Cod, asking permission to stamp his name on the caps.

The following letter was the good father's answer:

father's answer:

"My Dear Mr. Brand: Your letter of the 10th received and I am replying to advise you that I do not indorse MY name being attached to the rabbit paw.

"I do not indorse you spaculating nor racketeering on ME and on MY name as a means of getting easy money, and AM writing to request you to cease to attempt to use MY name for such purposes of graft and greed.

"MY followers will not buy anything in that line, as I have instructed them accordingly.

that line, cordingly.

cordingly.

"Knowing if you seek to express Honesty and Righteousness in your work and business you will be better off mentally, Spiritually and otherwise, this leaves ME as I shall Eternally remain, Well, Healthy, 10yful, Peaceful, Lively, Loving, Successful, Prosperous and Happy in Spirit, Body and Mind and in every organ, muscle, sinew, joint, limb, vein and bone, and even in every atom, fiber and cell of MY Bodity Form.

Form.

"Respectfully and Sincerely, I AM,

"(Signed) REV. M. J. DIVINE,

"(Better known as FATHER DIVINE).

"M. J. DIVINE:r"

Brand told his colored customer he was sorry and passed up the opportunity of stamping his caps with the good father's name. He's still doing a good business and reports that he's feeling fine in his holdir form.

as a provender for the local buyers in the industry.

While the trend in prices has been in an upward direction, there was an un-precedented demand for the higher priced items, especially those used for informal entertainment and as decora-tive accessories for the home. Quite an increase manifested itself in the use of pictures, glassware and Chinese art goods.

Increasing steadily in popularity since Increasing steadily in popularity since its introduction four years ago, hand-hammered aluminum articles were a stand-out item. Hand wrought from virgin metal, hand-hammered aluminum is imperishable and promises to supplant the silver-plate. And not meeting any competition in the open market, prices have been maintained.

Wooden designs and decorative wood

Wooden designs and decorative wood arts were presented for the first time. A new process has been found to water-proof the wood and making it service-(See TREND TOWARD on page 64)

#### Detroit Business Good

DETROIT, Oct. 3 .- Retail buying ac-DETROIT, Oct. 3.—Retail buying activity increased during the last weekend, showing a 12 per cent improvement over figures for the corresponding week of last year, according to the Detroit Retail Merchants' Association. Monthend sales proved a helpful factor. The month is expected to show a volume of 15 per cent above the month of September of last year. ber of last year.

In the automotive field stocks of car dealers continued to shrink as more of the motor car companies started their assembly lines on production of 1937

#### U.S. Factory Employment Reaches a Six-Year High

Employment in United States factories reached the highest level for any month since September, 1929, according to a report issued last week by Secretary Perkins of the Labor Department.

It was added that employment and weekly pay rolls in both manufacturing and non-manufacturing industries during August increased over the provious month. No index for the non-manufacturing group was announced, but employment in two of its important divisions—wholesale and retail trade—was above any August since 1930.

1930.

The August survey showed an increase of 2.2 per cent in factory employment over July, indicating the return of approximately 155,000 workers to jobs during the month and marking the seventh consecutive month in which gains had been reported. The total gain for both groups was placed at 166,000 workers.

Election Is Aid to Direct-Selling Biz

The direct-selling field is taking full advantage of the opportunities offered by the coming election as is evidenced by advertisements for salespeople for election signs, neckties bearing candidate's pictures and electioneering slogans, chewing gum with political advertising wrappers, plaster busts of candidates and the like.

Incidentally, the offering of these

dates and the like.

Incidentally, the offering of these items suggests that there are many good profit opportunities open to the alert direct-selling person who is looking for new ideas. By keeping an ear to the ground and a sharp lookout he can anticipate important events, popular fads, etc., and be first in the field with sourchirs novelties and items for which etc., and be first in the field with souvenirs, novelties and items for which a demand is created by the occasion.

#### Luxury Merchandise Stages Big Comeback

The sustained business improvement which has repeatedly shown itself to be nation wide is beginning to be felt in a strong comeback of a wide range of luxury items. Outstanding so far this fall is the demand for a comprehensive line of jewelry pieces, embracing practically everything in the field from ticolips and pins to silverware, watches, quality necklaces and bracelets.

There is an even more apparent trend

There is an even more apparent trend among salesboard operators toward fea-turing merchandise that is of a not-absolutely-essential nature recent orders

turing merchandise that is of a notabsolutely-essential nature recent orders
indicate. In this category also comes
the electric razor, which is getting a big
play on salesboard deals. Wholesalers
also report that game concessions and
fair workers are finding greater public
preference for novelty merchandise that
has little or no utility value, with the
result that the call for these goods is
greater than in the last several years.
Outside the strictly jewelry field there
are also a number of major items of a
more or less luxury nature which have
not been called for in such volume for
a long time. Notable examples are
cocktail sets, movie and candid cameras,
auto radios and midget radios for use as
a second or third set in the home. Wider
use for premium purposes by manufacturers in recognition of the growing
public demand for this type of goods is
responsible for much of the recent increase in volume.

#### New Premium and Carnival Supply House for St. Louis

ST. LOUIS, Oct. 3.—A new premium and carnival supply house will open its doors in this city about October 15. The firm will be known as J. Rosenfeld & Company and offices and display rooms will be located at 2314-16 Locust street.

company and offices and display rooms will be located at 2314-16 Locust street. Jack Rosenfeld, president, signed a long-term lease for the large quarters Thursday. A large parking lot for the convenience of customers adjoins the location. The new firm will carry a complete line of premium merchandise, fast-selling novelties, concession goods, salesboards and specialty merchandise of all kinds. Rosenfeld is no newcomer in the novelty or premium business. Until four months ago he owned and operated the Union Novelty Company, this city, distributor of all makes of coin-operated machines. He sold his business to the Ideal Novelty Company with the view of entering the premium business. On July 1 he left for a two months trip thru Europe on which he made contacts with foreign manufacturers for new premium and novelty numbers. He claims to have many new items and weel mium and novelty numbers. He claims to have many new items and real money-makers arriving from Europe

money-makers arriving from Europe soon.

While in the coin-machine business Rosenfeld earned an enviable reputation for square dealing. Rosenfeld left yesterday for New York, where he will make further deals with importers and manufacturers to handle the latest in premium and novelty goods. He plans on spending a week in the metropolis and opening his new place immediately upon his return here.

#### Yanks Most Radio-Minded

PHILADELPHIA, Oct. 3. — Americans now occupy front rank as the most earminded people in the world, with 4,000,000 more radio sets than all the European countries combined, according to figures recently compiled by the Philos Radio and Television Corporation. The world's poorest possessors of radio sets are the Haitians, with 5,762 sets.

Three-fourths of Europe's 22,000,000 sets are in England, France, Germany and the U. S. S. R. England, althohighest, has only 6,500,000 sets for its 26,000,000 people. The 50,000,000 population of Russia boasts a mere 2,000,000 radios.

## New York Bull's-Eyes By WALTER ALWYN-SCHMIDT

It's a little early to talk about next year, but here is a list of premiums that I expect to go big during the summer of 1937. Some will be seen in the South this winter. The real demand, however, will come with the opening of the summer season. Fitted handbags may head the list. They will be smaller than the 1936 variety. The advance samples which I have seen were in purple and the prices were higher. Military dolls, English guard style, will be featured during the British coronation and may make a live attraction in this country early in the season. Enameled jewelry, ladles' cigaret cases and holders are another choice. Slate blue is the most favored color at this time. Colored hat bands for men are talked about in the straw hat trade, with British regimental colors finding most attention. Stripes will be in fashion for neckties at the same time. It will be quite a colorful year generally. Color will find its way into men's belts, too. I have seen sets of belt, hat band and ties for which great things are expected. Much of this is still in an experimental state. Packaging is much improved. Designers believe that nothing but a real jewelry package will shift the premium trade next year and that the better looking packages will absorb whatever slight price increase may become necessary. All this is in the nature of a far-distant forecast. Don't ask me where my information comes from, because I won't tell. It is the pickup from designing studios, but you will find most of it pretty much correct when the time comes around.

A very able operator who makes the round of picnics, saengerfests and other folksy affairs tells me that a lot of business can be done with national costume dolls if they could be purchased at the right price. Wooden hollowware, especially the sort that will hold a fair measure of beer, is making quite a hit in certain quarters, and sets of steins and a large pitcher to go with them are somewhat of a novelty again with a certain type of crowd.

Listening around in the candy trade I am informed that prices will surely go up shortly after New Year's. Raw materials are getting more costly. By the way, there is a feeling around that women show a marked preference for smaller sizes of candles. It's not that they eat less candy, but the fashion for small sizes is becoming somewhat of a feature with many articles for women's use. This is a point well worth remembering. The rule in the cosmetics and toilet goods field is small sizes for everything that is carried and large sizes for all the articles that are in daily use at nome and for refill packages.

I am reliably told that electric toasters, irons and percolators have been hot sellers these last few days—that no rise is expected in soap prices for a while at least—that snake jewelry and Oriental designs are all the rage in a certain type of trade—that buyers prefer better merchandise in chinaware, lamps and some cosmetic lines—that hosiery prices are expected to remain very much where they are until next spring—that work clothes are up and will stay there. This may have an effect upon overall promotions.

WHAT DO YOU



FOOTBALL SPECIALS GILT FOOT-

or 100. \$1.75 No. 50—Bades

NO. 50—Bades

NO. 50—Bades

The made up complete

and up complete

with Celluloid But
satin Ribben and Mets Lithogoph

Football. All Complete

NO. 60—Same as Above with

Miniature Gilf Feotball. Per 100.

Special Orders Shipped 5 Days After Receipt

of Order.

Send for Special Feotball.

for Low Prices and New Novelties.

for Low Prices and New Novelties.

"KING KONG" DANCER
Works the same as Dancing Dolls or Glowns.
Dress the same as Dancing Dolls or Glowns.
Dress the same as Dancing Dolls or Glowns.
Dress the same as Dancing Dolls or Glowns.
Pure White and Chocolate Brown. Send 25c
for Sample Prepaid, Each in Wrappe, 1 Decen
Assorted to Box. Complete with Directions. Gross.

CAMPAIGN SPECIALS
No. 4—LANDON PHOTO BUTTON BADGE,
Complete with Elephant Charm and
2.50
No. 4—LANDON PHOTO BUTTON
DADGE. Complete with Doubey
Charm and R.W.B. Ribbon. Per 100, 2.50
Charm and R.W.B. Ribbon. Per 100, 2.50
Remit 25% Deposit With Orders.

GOLDFARB NOVELTY co THE HOUSE OF SERVICE











8.00 Gross

#### ROOSEVELT and LANDON TIE CLASPS and PINS for MEN and WOMEN

The best canmaign numbers yet! Hish quality brilliantly nickel-plated Tie Clasps with Democratic donkey and "Roose-selt" in colorul shining cannel with silver trim; or large bright yellow sunflower and "Landon." Also smart fancy scroll Roose-yet! Pin and Sunflower Landon Pin. All mounted on attractive "official" silpaly cards. To-day's greatest campaign item values. Every voter buys, Order Today! 25% Deposit, Balance C. O. D.

STEINBERG MERCHANDISE CO.

LUCKY FUR auto tail d. Ginuine RABBIT'S FOOT RED, WHITE and BLUE STREAMER. New! Different! A HOT ITEM with a ready-made market, Order today at special new low prices. You'll clean up! Also new SPORT-TAIL for bors' skull, buschall and icostating cars. Commorans. \$5.00 Gross. Sample, 150. \$1080 Gross (Large) 650 Gross (Small) Sample, cular. "Everything in Furs." Write for FREE cir

## CHARLES BRAND 208 W.26 ST.

RED HOT TIMELY NOVELTIES ELECTION SPINNERS, Black, Silver Donk & Elephant, Dor. 350; Gr. \$3.75. Other Spinners, Ham, Humpty, Hitler. . same price. CAMPAIGN BULLONEY MONEY, very funny . Per 1.000, 75c. RED HOT SHIMMIE DANCERS, 25c Dor.; \$2.50. Or.; \$2.50. Or. Order form above, or 250 for 10 Samples. T. R. PAYNE, 25 Cardinal Place, New York.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

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.

WHOLESALE MERCHANDISE

#### Smooth-Cut Can Opener

Smooth-Cut is the name of a new can opener being introduced by Bennett Bros., Inc. It has many interesting fea-tures, among which are a rotary cutter with self-adjusting mounting which ad-



justs the can opener to any variation in thickness of rim and self-aligning roller guides to accommodate any shape can. It removes cover completely, leaving a smooth rim with no ragged sharp edges or burrs. It lifts cover for removal at end of cut.

Smooth-Cut opens round, oval or square cans, and can be mounted on a wall in a jiffy. It is made to retail for around \$2 and carries a five-year guar-

#### Window Writing Brush

A new brush designed for writing on A new brush designed for writing on store windows or similar special display purposes is being marketed by the Simplicity Manufacturing Company. The brush is equipped with an inkholder glued onto the handle and connected with the brush bristles in such a way that the ink is fed from the holder right to the bristles when in use. The brush in effect acts like a fountain pen, with a steady flow of the colored window writing fluid, making easy, fast writing possible at all times.

#### Hang-Up Lamps

A line of handy electric lamps that A line of handy electric lamps that can be hung on the wall or set on the table anywhere within reach of the plug is the latest in lamp fashions. No wir-ing is necessary, making the light ideal for bedrooms, bathrooms or wherever an extra lamp is needed. The makers, the Artallic Lamp Company, report that both men and women agents in large numbers are meeting with success in

## 

Complete Supplies and Merchandise Assortments At Special Prices

FOR BINGO! ALSO COMPLETE BINGO SETS-LAP CARDS-GRAND AWARD CERTIFICATES, ETC.

WRITE FOR NEW CAT-ALOG AND SPECIAL BINGO CIRCULAR

#### MORRIS STRUHL,

(MORRIS STRUHL BUILDING) 24 West 23rd St., New York their initial efforts. Many styles, sizes, colors and low prices combine to make this an excellent new item.

#### Nautical Tie Holder

An attractive patented tie holder of nautical design is a new product placed on the market by S. Lowe & Sons, the manufacturers. The holders are available in gold-colored anchor with silver-colored cross-arms and silver-colored anchor with gold-colored cross-arms, individually housed and a silver-colored and silver-colored anchor with gold-colored cross arms, individually housed and a silver-colored cross arms, individually housed and a silver-colored cross arms, individually boxed and packed 12 to the carton. The anchor design provides hanging space for many ties in a small space and yet allows each tie to be plainly visible while on the hanger. The low price (\$7.20 a dozen to members of the trade) makes this an appealing item for a number of uses,

#### HOT!! CAMPAIGN NOVELTY:

MY PARTY CHARMS-

Spinning Donkey or Elephant Sensation Made of White Metal with Brass Handle, Sturdily Built. 45c

SEND FOR FREE CATALOG 3,500 Items 25% Deposit With Orders

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K. New York City

ELGIN or WALTHAM \$1.95 Ea.
7-Jewel, 18 Size Watches. In New White Cases,
7-Jewel, 19 Size Eigin and Waltham, \$2.75.
Flash Carnival Watches that do not run, 500 each,
Sond for Price List.
You Sond for Price List.
Old CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
118 N. Breadway,
St. Louis, Mo.

NEED? DEMONSTRATORS, DUCTS
PITCHMEN, AGENTS,
CANVASSERS,
SALESMEN
SEE 426 BROOMEST, NEW YORK, N.Y. ORDER
TODAY FROM THIS
LIST OF BORLAB BARGAINS YOU GET YOUR OWN PRIVATE REE DOZEN OR MORE Cold Gream (2 oz.).

Cleaning Gream (2 oz.).

Liquifying Gleansing Gream

Cold Gream (2 oz.).

Liquifying Gleansing Gream

All

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All

Faciliantine, Liquid (4 oz.).

Here's your chance to start a business of your own—a real opportunity to make more money than you've ever made before. If you need anything in Gesmetics, Cleansers or Polishes write us, We'll sare you money and give you be values. Order now! Write for free circular and price list. BORLAB PRODUCTS 428 Broome St., New York, N. Y.

## Free Sample Case

-Write for Details Today.

BLADES-D. E. 20 Pks.
5 in. Per Display Card... 40c

(Include Postage) 40c

SIDELINE G O O D S-Special. Gross, 75c. Full Line For:
House-to-House Canvassers, Agents, Wagon Salesmen, Streetmen. Party Charm, Political, Hot 45c Novelty, Doz. 45c GROSS \$5.00 Also Iverite Ele-phants and Donkeys.

**SPINNERS** 

CHAMPION SPECIALTY CO., 814-F Central Street, Kansas City. Mo.

#### \* THE SMALLEST MIDGET RADIO MADE? EXACT SIZE 7-7/16x41/2x53/4

WITH A DYNAMIC SPEAKER

- Striped Walnut Cabine
- New Style Zephyr Dial Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity Moving Coil Dynamic
- Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes Exclusive Style

- Original Design
  Set and Tubes Guaranteed

PLAYLAND SUPPLY CO.

118 East 28th St. New York City

You Don't Need Any Free Trials, Our Sets Our Sets Really Work. Continuous repeat orders is our best proof. Send for New Catalog

Model 4DW \$5°5°

in lots of six

F. O. B. N. Y. 25% Deposit The Smallest Radio in the world with a full sixed 5" Dynamic Speaker 



Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestio Merchandise we have ever offered.

torit lodau.

**OUR PRICES DEFY COMPETITION I** 

If you're a live-wire Co Pitchman, Demonstrator, Novelty Worker or Hustler, you simply New General Catalog. Don't fail to send for your free copy.

119 North Fourth St. MINNEAPOLIS, MINN.

ARRESESSED AND ARREST For Instant Shipment DIRECT

#### IMPORT and FACTORY PRICES

Send Your Orders to the "New York" MILLS SALES CO.

Wholesalers of Popular-Priced Merchandise Since 1916 We Are Never Undersold

Localed in New York Only

WRITE FOR FREE CATALOGS

MILLS SALES CO. 901 BROADWAY, NEW YORK N. Y. ESTABLISHED 1918 Branch, 85 DRCHARD ST. NEW YORK

#### Great Sale - While They Last



SMALL 12 SIZE ELGIN AND WALTHAM MOVEMENTS In Fancy Venetian Cases, made by Illinois Watch Case Co. 7 Jewels. Each . . . \$2.50 15 Jewels. Each . . . \$3.00

AMERICAN MADE WRIST WATCHES -- With Strap or Metal Band and Gift Box and

metal Band and Girt Box and
Tab UBBER HAMPDEN — 7-J.,
\$3.00; 15-J., \$3.75.
ELGIN & WALTHAM—18
Size. Railroad Model \$2.00
T6-Jewel, Hunting Movement. Each. \$2.00
T6-Jewel, PRIGam For CUANTITY USERS
PECIAL PRIGam For CUANTITY USERS
25% Deposit, Balance C. O. D. Send for Catalog.

N, SEIDMAN 179 Canal Street, NEW YORK, N. Y.

## SUPPLIYA HOUSES

"If orders received in the last few weeks can be used as a barometer this is the first Presidential election in years which has not placed a damper on busi-ness," says the manager of General Wireless Laboratories. "Because of the



campaign we were a bit skeptical about introducing new models at this time, but the response to the introduction of our new G-4 model has been so fine that we feel we will experience our best fall season in years."

The new G-4 is a beautiful model in an all-walnut cabinet with a new three-color dial. It has a powerful dynamic speaker, RCA licensed tubes—one metal and no aerial or ground is needed for

E. S. Lowe, of the E. S. Lowe Company, well-known manufacturer of Bingo cards, reports that Bingo is becoming one of the most popular games for churches, bazaars and fraternal organizations.

The concern specializes in a special type of Bingo cards for such organizations. It comes in 3,000 different combinations, numbered consecutively from 1 to 3,000. Each set contains a red serial number. The cards are padded, 25 cards to a pad, packed 20 pads (500 cards) to a package and six packages (a conplete set) to a carton.

These cards shorten the playing time

of the games and increase the number

of games played.

A special line of cards are also manufactured for theaters, special games, etc.

Playland Supply Company's new 1937 catalog is now ready for distribution. This is one of the most unique catalogs ever published by a radio concern catering to the premium field. It has illustrated more than 20 different models, ranging from the small console, 7½ inches high, to an 11-tube all-wave superheterodyne model.

For a number of years Playland Sup-ply Company has specialized in popular-priced radios for the concession and premium field. A copy of the new cata-log may be obtained free by writing this department.

One of the most consistently popular salesboard items during the last year has been the rotary clock distributed by the Garden City Novelty Company. Since its introduction to the trade about a year ago, the novel item has been featured in countless salesboard deals of various types and is still going strong. The clock is offered in a range of five colors, making the clock suitable for use in any room in the house.

#### TREND TOWARD-

(Continued from page 62)

able for use. Styles are mostly for table service. Another new process devised by the Hubley Manufacturing Company has made it possible to introduce silverplated door stops, with prices remaining the same as in natural colors.

Among the low-priced items, a feature Among the low-priced items, a feature of the gift and stationery items for the 1988 show was the "200" line of the General Bindery. Inc. Giving a hand-tooled leather effect and featuring genuine ivory inserts, items were first introduced August 2 on the Atlantic City Boardwalk and received over 1,000 consumer requests. The pine originals sumer requests. The nine originals shown here included an etching port-folio, scrapbook, wastebasket, doublefold desk pad, personal file, book ends, accessory box, desk pad and cigaret box.

The wide variety of items on display showed that the exhibitors are preparing for a banner year and meeting the in-creased needs of the buyers for appeal-ing and unusual creations.

#### **FOOTBALL** Price List Now Ready

Send for Your Copy Today Newest Ideas

Lowest Prices

Lowest Prices
CAMPAIGN NOVELTIES
ROOSEVELT PHOTO BUTTON BADGE
—Complete with R. W. B.
Ribbon and Donkey Charms. \$2.50
Per 100
LANDON SUNFLOWER BUTTON
BADGE—Complete with R.
Charms. Been and Elephant
Charms. Been and Elephant
Charms. W. B. Ribbon and Elephant Charms. 3.50
Per 100
Compare our Badges with others on the
market. They are more flashy and are of
bettier quality.

Send 10c for Samples.

better quality,
Send 10c for Samples.

LUCKY CHARMS

Donkeys, Elephants, Horses, Dogs and Many
Other Varieties, 75c to 51.20 per Gross,
Send 25c for Sample Assertment,
Send for Our Price List of Fair and Garnival Speciels, 25% Deposit with all orders,

EPSTEIN NOVELTY CO., Inc.

#### Get Set for Life! /~ COUNTER CARD BUSINESS



STORE

ROUTE

#### MAKE up to \$65 Weekly

In new kind of wholesale business. Place famous line for-10e goods with stores. Morehants grab our FREE GOODS Deal. World's finest, largest, best selling line. Allmost 200 daily necessities. All mounted on new style. All mounted on new style. The proofs for you and merchant. On the proofs for you and merchant. And big Catalog sent free.

World's Products Co.

#### UNIVEX FOLDING CAMERA



Case is made of Metal. Crystal Finish; may be had in assorted colors. Yory compactly constructed engles closed, 54, 32.2%; in. May be used for many or time pictures. Makes pictures size 14-714 in. Due of the LATEST MODELLS—very stocessful as a seller. Produces very excellent pictures that may be enlarged.
No. B101 OAMERA.

69c.

Ten for \$6.50

No. Bi02 Films, for Above. Put up 6 Exposures in a Roll. 

ROHDE-SPENCER CO.

223-25 W. Madison St.,

### THE "FIRESIDE" .A BETTER RADIO for LESS MONEY

"The FIRESIDE" is catching on all over the couny! Orders and reorders are fleeding in daily! There;
st one reason—"The FIRESIDE" is a better Radio
n less money! Illustrated is latest improved model,
o. 40. A. C.-D. C.—Smart, modern, walnut finish
lithiet. New improved white marble, full-vision calirated dial, lithist up glowing red, 550 to 1600 kiloxass. Four quality RCA licensed them, but the country
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• \$5.75 IMMEDIATE \$5.35 FREELY CORP., 2 W. 20 St., New York, N.Y.



Priced To Make Your Acquaintance !

#### INTRODUCTORY SPECIALS!

ACE DOUBLE EDGE BLADES, 1,000....\$2.80 \$2.80

7,000 \$2.80
SINGLE EDGE \$4.75
BLADES 1,000 \$4.75
BABY CASTILE SOAP,
Large Cakes (6 in Diplay
BOX. Exceptional Value \$2.25
PALM & OLIVE LATHER
SHAVING CREAM.
31/26

SPECIAL DEALS FACE POWDER & PERFUME COMBINATION, Excep-31/20

15 DOUBLE EDGE \$ 15 RAZOR BLADES
1 GIANT TUBE SHAV. OREAM
1 STYPTIO PEN-DOZ. Deals

The above deals are all celle phaned. Both making a classy package with strong sales appeal.

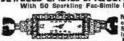
ORACKER JACK ADES, double-edge, t quality only, Super 

CRACKER JACK

LONDONER SALES CO., 41 East 21st St., Dept. H

LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business. MIDWEST MERCHANDISE CO. ·1026~28 BROADWAY, KANSAS CITY, MISSOURI.

JEWELED LADIES BAQUETTE WATCH



With 50 Sparking Fac-Simile Diamonds SPECIAL No. 111—Modeled From a Soo Article. In 1/2-doz, 55.50 No. 100—Fine Ladies' Jeweled Watch, Complete With Box. Chromium Bracelet. In Dozan 9, 95 Sample, 50c Extra. 25% Deposit, Bai. O. O. D. Also Full Line of Waltham and Epin Reconditioned Watchs of All Types at Very Lowest Prices. Send for Latest List.

FRANK POLLAK NEW YORK OITY

#### THE REPRESENTATION OF THE PROPERTY. STATE and COUNTY FAIR SPECIALS

Heavy White, Mahogany or Fancy Parado Canes. Doz. ....\$ 1.50 Gro. . ..... 16.50 Swagger Sticks. Gro. . . 5.50
Reach Bounder Balls. Doz. 1.15
Rocket Baseballs. Doz. . .85
Decorated Gas Balloons. 2.50

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, accompany all C. O. D. orders. LEVIN BROS., Terre Haute, Ind.

ORBERSSESSES

#### SOME DOLL!



your conwith Dolls. Easy to Low price

—Easy to
pay. Write pay. Write

MIDLAND DOLL CO.

351 W. Oak St. Chicago, III.

WE MANUFACTURE BINGO

**GAMES and SUPPLIES** EXCLUSIVELY

E. S. LOWE COMPANY 1123 Br Phone: Watkins 9-0051.

HALLOWEEN BULLETIN READY! Send for it!

CAMPAIGN NOVELTIES, BIG SELEBERS. SPINNERS—Black Sliver ERS. SPINNERS—Black Sliver ERS. SPINNERS—Black Sliver ERS. SPINNERS—Black Sliver Expossed, with DONKEY & ELEPHANT.

Dozen, 35c; Gros. S3.75. ALUMINUM SPINNERS. Dozen, 35c; Gros. S3.25. NEW DEAL HOT AIR STAGE MONEY, Printed both Sides, S1.00 M. OTHER MONEY, Printed both Sides, S1.00 M. OTHER GROSS CO. And The Concept Sides, S1.00 M. OTHER GROSS CO. SPENS CO. And The Concept Sides, S1.00 M. OTHER GROSS CO. SPENS CO. And The Concept Sides Sides

## New Items Review

#### New Fountain Pen

The Jackwin Pen Company is now featuring a crackerjack rapid-selling new plunger pen. A two-month supply of concentrated

a two-month supply of concentrated ink comes with each pen and it is merely necessary to fill with ordinary water. Moreover, it is so constructed that it can be filled with regular fountain pen ink. Comes in the latest shimmering pearl, marble and opaque colors, costs prestigally the same as the constructed with the same as the construction. Costs practically the same as the or-dinary pen.

#### Smooth-Edge Can Opener

One of the cleverest can openers on the market today is the "Frisco." A tricky gadget does just as neat a job as the high-priced wall type openers—removes the entire top of the can, leaves a smooth edge and should last a lifetime. Comes in colored lacquer handles of red, green, blue and white. Precision lacquer handles of red, green, blue and white. Precision Metal Workers, the manufac-turers, will furnish at cost price cans suitable for demon-strating purposes.



#### **Book of Presidents**

A new book of Presidents, designed to take advantage of the unprecedented interest in a Presidential election, has just come off the press of the Amsterdam Printing and Lithographing Company. The timely booklet contains complete and interesting information not only on the Presidents but also of the New and interesting information not only on the Presidents, but also of the New Deal, the Constitution and the Supreme Court. The book is pocket size, with the front cover attractively designed and printed in three colors. The entire back cover is reserved for advertising. The per unit cost, in lots of 250 or more, is extremely low.

#### Safety Flare Light

United States Electric Manufacturing Corporation, New York City, is introducing a new search light called "Usalite Red-Head," the safety flare light.

The search light is a popular priced item which features a red, widespread lantern flare around the top of the flash which acts as a safety measure against canger from all sources. The scarch light is made of nickel with a brass-plated case and has attached a metal bracket hanger by which the search light can be made to stand, hang or lie down at any desired angle.

desired angle.

With every order U. S. Electric is giving plenty of flashy window streamers and attractive self-selling merchandise

#### New Autopoint Pencils

Two novel and unusually attractive pencils in short length have just been produced by Autopoint Company, No. 71X without clip; No. 72X with bail clip. The handsome appearance of the new numbers is set off by an ornamental teardrop cap over the eraser.

These new models have barrels and black writing tips of genuine bakelite molded—barrel colors in solid maroon, green, red, blue black, motited orange, green, maroon. The teardrop cap can be supplied either in silvonite finish or black with silvonite beaded trim.

These distinctive new pencils will be featured by Autopoint Company for good-will advertising distribution, premium items and for economical efficiency

good-will advertising astribution, pre-mium items and for economical efficiency in organization use. Their novel design, combined with the sturdy Autopoint mechanism and Bakelite construction, definitely assures a wide demand for

#### Simple Kitchen Device

Women by the thousands are turning to the use of the new pea huiler, bean slicer and vegetable cutter made by the Vaughan Novelty Manufacturing Company and just introduced to the prenium trade. It should also make a good item for agents and demonstrators, for women today are educated to the fact. women today are educated to the fact hat it is a waste of valuable time to do by hand what can be done better by machine in a fraction of the time. This simple device clamps on the

kitchen table and shells a pound of lima beans or peas in two minutes and a few seconds is all that is required to change from shelling to slicing—slicing every-thing in the vegetable kingdom into thin, attractive shoestring shapes. De-signed to retail for \$1.39, it can be bought at prices that make it desirable for al-most any premium or direct selling plan,

#### Clipshave Electric Shaver

The Clipshave Electric Shaver has just been introduced by Bennett Bros., Inc., in response to the increasing demand for a dependable electric shaver at a lower price than that already established. The Clipshave is attractive in design and, of course, requires no blades, no lather and never gets dull and is guaranteed for one year. The wholesale price is \$7.50, which makes it an attractive premium item for use in many ways.

#### Complete Line of Specialties

A complete line of novelty and spe-cialty products in only and marble is being manufactured by the Only and Marble Products Company. The company's products are distinguished by being genuine onyx or marble, as the case may be, rather than the synthetic or artificial substitutes more prevalent in

artificial substitutes more prevalent in modern novelty work.

A line of drnaments, lamp bases and standards, some with silver and gold plated statuary work mounted upon them; book ends, cigaret boxes, pen and pencil sets and similar items are being produced. produced.

The company is starting to specialize in a desk set consisting of a pure onyx pen holder equipped with a standard fountain pen. The set is characterized by a specially designed universal joint in the holder itself which allows it to

and the holder treef which allows it to hold any size pen snugly by the use of a spring mechanism.

A wide variety of color appeal is secured thru the use of carefully selected pieces of onyx for the base and contrasting holder color.

#### Electric Traveling Sign

A rotary electric traveling sign is being introduced by Lee J. Ellis, of New York. It is called Adcolite and is a splendid advertising medium for business establishments in general. The advertising message, which can be easily changed because the letters are interchangeable, travels on a circular band and is operated on a heat-motor principle. The Adcolite sign is made up in cifferent designs and sizes and should find a ready market.

#### New Gas Saver

The Econogas Company has developed an appliance which achieves a saving of from 5 to 25 per cent, on the average, in auto fuel consumption. It is set upon the principle that an excess ratio of gasoline to air is commonly used in cars, and that, when the car is coasting, or driving at medium speeds, roughly 25 miles to 45 miles per hour, the amount of air can be increased, thereby increasing engine efficiency. It is now ready for national distribution and is adaptable for a wide range of potential methods of distribution. The new product has been named the Gasaver.

#### Pollyana Sweeping Set

A clever sweeping set is the Pollyana, comprising a long-handled sweeping brush and pan, which eliminate much of the effort entalled by short-handled sets. Attractively finished in a variety sets. Attractively finished in a variety of colors and designed to retail at \$1, it makes an excellent premium item or a good article for agents. The maker, Patent Novelty Company, ships them two dozen to a case. Weight 25 pounds a

#### **Extension Bridge Table**

The "Foldinette" is the name of a new combined bridge and dinette table that folds. The product makes an unusually welcome high-quality premium and was introduced by Louis Rastetter & Sons Company. The Foldinette takes the place of the usual bridge table and may be extended from its normal size of 31x31 inches to a length of 46 inches. When extended it is ideal for serving

luncheons after the bridge party or as a permanent furnishing for the breakfast room. Even when extended it is strong and rigid and locked into one solid unit. There is no folding leaf or other mechan-There is no folding leaf or other mechanism visible to mar the beauty of the table. The table is finished in walnut and the top is covered with durable, at-tractive leatherette. The same company has a line of folding chairs designed to match the table.

#### Special Women's Razor

A new type of razor designed especially for feminine use is being placed on the market by the St. Clair Manufacturing Company. It has been entirely redesigned by engineers for specialized uses and is quite different in construction from any other razor on the market.

Consists of only two parts, holder and handle. The usual guard has been eliminated, making it proof against the snagging of hairs, which made the usual razor construction a nuisance for femining the state of the s

razor construction a nulsance for feminine use. Has a two-way curve, lengthwise and crosswise of the handle, so that it is per-fectly adapted to the special curved sur-faces of arms, legs and callouses. Re-tails for 25 cents with two steel blades.

#### Pencil Sharpener

The ever-useful pencil sharpener is The ever-useful pencil snarpener is presented in a new and novel form in the new line handled by E. J. Cadigan, Inc. The two models are cup shaped, one having three little dice in the covered top, the other having a miniature roulette wheel. The cutting blades are of unusual quality and do the work of a large machine. Packed one dozen in a large machine. Packed one dozen in a box, assorted colors of both models. The low cost and strong appeal should make it easy for agents to put one or more in every office.

#### Silk Hose Preservative

A new hose saver, the Long Life Silk Preserver, is being placed on the market by the Lawrence Products Company. The by the Lawrence Products Company. The preparation operates very simply, only requiring placing of a small amount of the powdered form in water to dissolve it and soaking the hose in this solution for about half an hour before normal washing. Besides being guaranteed to double the average life of hose, it is also effective for lingerie and similar silk and related products.

#### Triple-Plated Skillets

Two new model triple-plated skillets re being placed upon the national mar-Two new model triple-plated skillets are being placed upon the national market for premium distribution by the Chesterfield Company. Known respectively as the Champion and Chesterfield models, the two are similar in general construction and appearance, allowing a slight variation only.

The skillets are of first-grade strength, being made of 14-gauge steel and plated with copper, chrome and nickel over the steel, giving a brilliant appearance to the finished product that is unequaled for displays.

for displays.

#### Combined Radio and Globe

About once a year there appears on the market an item which from the very first may be classed as a hit. Such a product has just been announced by the Globe Products Company. It is a low-priced radio, which alone makes it acceptable as a premium, combined with an accurate 10-inch globe. To tune the radio just turn the globe.

The quality of the tone, volume and reception are as good or better than the average small set and much better than the majority of midget sets.

Except for the one knob to turn the radio on and off and the wire leading

radio on and off and the wire leading

## CASH IN NOW ON Campaign Souvenirs



White Stone
Donkey. All
white metal
base complotely set
with white
rhinestones.
Colorad
tone eve. ttone e y e. Durable p l n back. Individually

70c White metal irded, B34J235—
re Dozen
- Dozen
- Inch White Stone Denkey. White
- Stone Denkey. White
- Stone With white rhir
ofored stone eye. Durable pin back.
- Idvidually carded. B34J232. Gro.
- Per Dozen, 80c. 9.00

cosevelt Lapel Button. metal in gilt finish. gross to box. BN10218—Per Gro. 75c

Packed 1 Doz. on Display Card. BN10214—Per Gross 1.00 1.00





White Stone
E I ephan t.
White metal
base completely
set with
white rhine-

vidually carded. B34J234—Per Dozen ....... 70c 1-Inch White Stone Elephant. White base completely set with white rhinestones ored stone eye. Durable pin back. Indivi-carded. 9.00 B34J233-



Sunflower, Landon-Knex Lapel Butten, Made of metal.
Actual size. Packed 1 gross
In box.
BN10221—1.00
Packed 1 Dox. on Displ. Card.
BN10222—1.25
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- 60c





ton. Made of metal.
gilt finish. Packed
1 gross in box. BN10225-Per Gross ... .... 75c

## N. SHURE CO.

200 W. Adams St. CHICAGO

into the base, one would never know that this accurate globe contains a complete radio and speaker.

The item will not be ready for dis-tribution until the first part of Septem-ber, but it would be well for salesboard and other premium users to contact the sales promotion division of the company



GENERAL WIRELESS

LABORATORIES, Inc. 240 W. 23rd St. (Dept. 6-E) New York, N. Y.

SATISACTION GUARANTEED
Try this GENUINE GENEILAL,
BADDO for 5 days AT OUR
RISK, You'll find it the best
buy on the market—or your
money refunded. No questions
FAST SALES! BIG PROFITS!
Modern Walnut Cabinet. Powevil dynamic Speaker, Superb Modern Walnut Cabinet. Pow-erful dynamic Speaker. Superb tone. NEW S-GCLOR DIAL. R. C. A. Licensed Tubes— one Metal. No aerial or ground needed. A. C.-D. C. Packed in air cushioned carfons. FREE! NEW 1937 CATALOG. Showing 6 new models. Sensa-

Leaders for 20 years, Oak Balloons are bet-ter in quality, su-preme in beauty and stronger in sales ap-

Whether you want standard balloons in bright colors or unique novelties, Oak offers you a wonder-ful variety of money retters.

Specify "Oak" when you order from your jobber.



#### The OAK RUBBER CO. Selling Through Jobbers Only

REX HONES 3c Each
\$4,25 a Gross
\$42,50 a Gross
Send \$1,00, Bal. 0. 0. D.,
Plus Postage,
Each Hone in flashy silver
box, priced 50c. A real fast
cutting abrasite stone of good
quality. Wonderful demons
ACT OUTCLE REX-HONE MFRS., 1500 West
Madison, BR-10, Ohlosgo, III.



HEADQUARTERS FOR
SPECTACLES and GOGGLES
We carry a Complete Line of Goggles,
Field Glasses, Microscopes and Optical
Merchandise. Our prices are the lowest

NEW ERA OPTICAL CO. Catalog BF48. 17 N. Wabash Ave., Chicago, Ill.

#### ининининининини **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.

H-61, Box 353, Hamilton, Ontario.

Brand-New Cases. Metal Bands.
Send for Catalog. Biggest Bargains in Cased Watches and Diamonds in the Country.

H. SPARBER A CO.,

106 North 7th Street, St. Louis, Mo.

#### MEDICINE HEADQUARTERS A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and

Omea Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
157 E. Spring Street,
Columbus, O.

NEW BANKER PENS, Plungers, Vacuums, Combinations. Stream Line and Bullet Shapes. All Fitted with the New 14K. Gold Plated Chromium Points. Get My New Price List.



AS. KELLEY, The Fountain Pen King, I'way, N. Y. C.; CHICAGO, 180 W. Adems St. 784 Mission St., San Francisco, Gallf.





ARGO PEN-PENCIL CO., Inc. NEW YORK CITY. 206 Broadway.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

## Fire. CH K by BILL BAKER

(Cincinnati Office)

#### Pitchdom Five Years Ago

Silent Bob Brann took a five-year lease on his Boardwalk location at Coney Island, N. Y. Little Sampson and Jack Sluce teamed up and were working exercisers on Madison street, Chicago. . . . George Wintz took on the name of

exercisers on Madison street, Chicago.

. George Wintz took on the name of
Doc and went into the med biz.
. The Great Allentown Pair went over big
for the sheet boys. Among those there
were Wilson and Pennington, Fredericks
and Patterson, Meehan and McNeilis,
Rolph and Sayer, Graam and McNeilis,
Rolph and Sayer, Graam and Arnheim
and Dillon and Rhines,
. With
cotton at 5 cents a pound and syrup
at 20 cents a gallon Alabama was plenty
tough for W. D. Cooper.
. Doc
J. G. O'Malley had been playing Arkadelphia, Ark., for two solid weeks.
. Jack Cleary and C. W. Lawrence happened to run into one another at a football game between Army and Ohlo
Northern. Before the game was over
they had cooked up plans for a restaurant to tide them over the coming winter.
. Doc George M. Reed found
Chi slower than the surrounding small
towns.
. Five pitch stores in New
York weren't enough for Doc V. Edison
Perry, so he was planning to open up a
few more.
. Georgia Crackers were
going strong for the Earl Wilson family's
auto polish.
Rain spoiled the
Brockton, Mass., Fair.
. Business
in Clney forced Richard Ricton to leave
the road temporarily.
. It was one auto polish. Rain spoiled the Brockton, Mass., Fair. Business in Cincy forced Richard Ricton to leave the road temporarily. It was one of the biggest seasons in history for Doc Schneider's tent opera. Paper biz wasn't so good out in Arkansas, according to A. Dell. Ed St. Mathews and aids weren't making a million out in Kansas City either, but, according to Jerry Russell, they had enough to buy giggle soup. From reports, Frank Poulos fulfilled his promise to have the highest class pitch store in America. highest class pitch store in America. After the grand opening at 52d and Broadway numerous compliments came Broadway numerous compliments came into this office. . . Doe C. L. Stumph was gathering a fair share of the coconuts down in Mississippi. . . Old man depression couldn't hold down the hoys working the sheet. All the boys hose working the sheet. All the boys at the Idaho and Utah fairs seemed to be getting their share, according to word from P. A. Murphy, Frank Hayton, Max Waddell, J. Rosen, Curly Gates, C. Davis and wife, J. Williams, M. Kirk, George Evans and Pollack. . . . That's all.

KENNETH B. REYNOLDS . . . shoots from Lebanon, O., that John Sweeney and Thomberg have been writing plenty of sheet there. He also infoothat Chuck Price has been doing a swell biz with the knife sharpeners, while Clayton, working Mo-Ton med, is exhausted from handling so much long green.

36

"HAVE BEEN BRAVING THE . . . early winter winds in Ohio during the last few days and am now packing up my little paper and heading south," inks J. E. Nicholson from Hamilton, O. "All fairs were okeh, with the exception of the one at Carthage, O. Few paper men made money there. I'm heading for God's country once again. Lads in Georgia and Alabama will have to make room for one more because the prodigal son is coming home." coming home."

ROY (DOC) LART.

after a long silence, infos from St. Louis that he is again located in that city and never passes up a lad who is trying to get his over the tripes and keester. Lart says that some of the boys, chief among whom is Carl Huber, who has his waterproof glue going good at several spots, are making St. Louis their home. Lads and lassies working in and around St. Louis, according to Lart, are Bill Cramer, gummy: Tommie Lee, books; Silm Craig, sheets; Bernie Delmar, horn nuts; Crip, jumping beans; Phil and Margle Long, horoscopes; Bill Givens and Curley Scott, handbags, and McCormack, snake oil and polish. Roy reports that Red Chalmer and the missus left there last week and that Smitty, working glass cutters, left for a trip

thru the West. Lart says he is anxious to read pipes from Buck Owens, Herb Casper, Doc Cooper, Charley White, Bill De Grace, Pencil Whitey, Smitty, Jim Miller, Fred Miller and Doc Metcalf and voices the opinion that Clement Lartique is a coming topnotcher.

B. J. STARK . pipes from Gary, Ind., that lots and doorways are open there and business has been good thus far. He advises the nas been good thus iar. He advises the lads who contemplate making Gary to get there on pay days. Stark says he had the pleasure of meeting Salem Bedonie there. He suggests that Harry Corry, Frenchy Thibaut, Art Cox and Al Rice pipe in.

36

ALBERT S. MARSH... who has been working fairs in Michigan with the automatic paint sprayer to a good business, was a visitor to the Pipes desk last week. Before leaving for Birmingham, Ala., he reported that Chicago is closed. He says that the Reo factory at Lansing, Mich., is going strong and that Niles and Buchanan, Mich., are also good. Marsh reports that due to shops just reopening, Saginaw and Flint, Mich., are bad.

TOM WATERS .

TOM WATERS...
scribbles from his Wigwam Cafe, Gowen
City, Pa.: "Just a whiff of the old pipe
to tell you of our pleasant week-end
visit with my old pal Charles F. Edwards at Hillcrest. Effort, Pa. There was
a home-cooked supper from the hands
of Mrs. Edwards (Etta to us), then a bit
of plano music by your humble servant.
Afterwards we drove over to Weir Lake
and tossed off a few foamy beers, then
back to Hillcrest for more music and
chatter and then to the kitchen for acold bottle and lunch and so to bed. cold bottle and tunch and so to bed. Charles Franklyn, wife and so visited and we talked over old times to a few belly laughs. We had a delightful trip and were royally entertained."

HUSTLERS' TIP: Two outstanding seasonal articles are artificial flowers and laurel. They make excellent table as well as wall and window decorations during the holiday season. Housewives of the nation welcome this type of canvasser. Due to the heavy demand the lads handling these items frequently find it difficult to twist the wire of the flowers onto the laurel and keep up with sales. Artificial flower hustlers are always in the money.

cards from Paducah, Ky., that he has been doing a swell business with the Lord's-Prayer-on-a-pin thru Illinois and Kentucky and is now on his way to work Tennessee and Alabama. He says he has traded his old bus for a new Chevrolet coupe in Louisville and that he plans to spend the winter in Florida.

MORRIS KAHNTROFF... is now in Fort Worth, after making the jump from the Cleveland Exposition in one long hop. Writing from the Lone Star State, he says: "I didn't work the exposition at Cleveland but paraded with my Legion post from Florida instead. Have opened a swell auction store here and business has been okeh. Met Whitie Johnson and family, Phil Mullins and wife and J. McDonald at the Dayton, Pa., Fair and while in Reading, Pa., had visits with Harry Maiers. Harry Perkins. MORRIS KAHNTROFF visits with Harry Maiers, Harry Perkins, Doc Reynolds and the Ragan sisters. They all seemed to be doing good."

X

JEFF FARMER . writes from Dresden, Tenn., under date of September 29: "I noticed in last week's issue of *The Billboard* that some of the boys were asking for pipes from James Earle, better known to the lads and lassies of Pitchdom as 'Happy.' If I am not mistaken, he died in Bowling I am not mistaken, he died in Bowling Green, Ky, some months ago. I had the pitchmen's headquarters spot in Louisville at the time, and his brother George, sheetwriter, informed me of his death. Harry Richlands is running the road unit at Wilson, N. C., while I'm here. I'll be back there next week. See

SELLS PLUNGER FILLER VAC

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Fast Service Sully.





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FLASH No. 1—Quick skilling "Hand of Fate" Fortune Cards. 32 Flashy Cards. Hooklet of full Instructions in Flash Backet, Marked \$1.00. Street
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Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

PEN WORKERS COMPLETE LINE
LOWEST PRICES



where some of the lads are slowing down on their pipes. Doc Anderson, Southern Jack Wilson, Jack Flowers, Blacky Kessler and many more of the boys have friends who would like to hear from them. Come on, youse lads and lassies, pipe in."

"THE LADS WILL PROBABLY . . . . give me the old guffaw for this one, but it's a fact," pencils W. D. Cooper from Morgan, Miss. "Business has been so good down here on the Delta that I have had as many as nine customers on the leaf at one time waiting for the privilege of getting theirs and paying the duke. Best here since 1920. Why don't you come down to the land of money, Tommie Duncan?"

26



AL ROSS . scribbles from Chicago: "The Pipes column is getting better all the time and the lads are sending in some real facts. Met Bob Roche and he reports that Cleveland got him the winter bank roll. Twisto is opening a swell club here. Reports have it that Danning is going to open a store show in Wisconsin. This open a store show in Wisconsin. This ought to be an opportunity for some of the boys to go to work. Still at the Food Mart and, believe me, the pitch-men and showmen are all eating here. Rychelle Darling was in town before leaving for Dallas."

who recently closed a 10 weeks' stay at McCrory's in Reading, Pa., where he worked white shoe cleaner and who since has been working the fountainpen roll in Pennsylvania and Maryland, is now in Pittsburgh. Writing from the Smoky City, Eddle says: "Arrived to find that Ruby Duvall had worked the pen roll here and is now in Columbus, O. Doc Murray and the missus worked the recent Lewistown (Pa.) Pair with the recent Lewistown (Pa.) Fair with herbs and corn punk to a bloomer, but

#### PLUNGER FILLER VAC



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\$1.50 Dozen, (Plus Percel Post Charges)
ROOSEVELT AND LANDON TIES
Doz., \$2.00 (Plus P. P. Che); Cro., \$18.00.
25% Doposit With Order, Bal. 0. 0. D.
J. LEINKRAM
915 Broadway.
Making Ties Since 1907.

Saturday of the same week worked a picnic and came back with a bank roll. Machine shops in Homestead, Pa., are running capacity, with pay days on the 1st and 15th of each month. Lads working the gates there get a little money. Would like to see a pipe from Jack Mahoney. Regards to all the regulars. money, Woun. regulars."

WHOLESALE MERCHANDISE-PIPES

GEORGE A. SAUERWEIN . . . lone wolf of KAO fame, who has been making spots in Oklahoma and Texas to making spots in Oklahoma and Texas to a satisfactory biz, scribbles from Dallas: "Haven't seen a pitchman in these parts. Doc Roberts continues to play to thousands nightly at Oklahoma City. Five years is a record to shoot at and Doc is still letting them have it at the same old stand. Why don't you pipe in, Captain Matlock? Haven't heard from you in a long time. Things look promising for the fall and winter in Texas. Regards to all the pitch lads."

HARRY PELLETIER 

℀

JIM KELLY . . . is a strong booster for the "Buy American" campaign.

BOBBY LAIDLOW

BOBBY LAIDLOW . . . is working in and around Oklahoma City with med and boasts of some good

MARTIN BLACK

MARTIN BLACK . . . of aspirin card fame, is frequently seen around the Auditorium at Tulsa, Okla.

36

THE ROXY LOT . . . in Detroit is getting a real play by the pitchmen.

shoots from Chicago: "Am still in the jam pitch biz and will be from now on. Altho the season for me has had its ups and downs, the last three weeks in Indiana have been good. Saw my father's dear friend and old sidekick, Morris Kahntroff, and will say he is without a doubt the best in the biz and a real pal, too. The missus and I spent a week's vacation on Lake Geneva in Wisconsin with relatives. We are heading south for what looks like some good Louislana fair dates. See you in Louislana, Morris. Will be there with Oscar Bloom."

CECIL LINNABERG: clever gold-wire twister, claims a good season with his product. He is at present making Illinois and Indiana fairs.

MRS. RAY EDER . MRS. RAY EDER. scribbles from Chicago that Herb Casper was going so strong making his pitch in Topeka, Kan., recently that an elderly man fainted. She reports that Ray Whitehouse and family, Della Eder, Johnny Vogt and the remainder of the gang held a reunion at the Revere House, Chicago, recently.

AL MARKS ... razor hone, blades and dime-penny trick purveyor, is reported going good, working the hot spots in the larger cities. Al is one of the most consistent hustlers in Pitchdom.

A LAD . . . selling G man badges off a board on the streets of Dayton, O., with the item go-

## FAIR WORKERS-PEELER WORKERS-

**DEMONSTRATORS** • Our complete line of household and kitchenware items 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.

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7.000 or Less, 1000.87.50 % "-1.000 ...\$12.00 0.000. Per 1.000 ...\$12.00 1½ "-1.000 ...\$12.00 1½ "-1.000 ...\$12.00 1½ "-1.000 ...\$12.00 25% Dep., Bal. C. O. D. -1.000 ....\$12.00 SOUVENIR STICKERS for all Colleges and Carried in stock—Specials to order for Adver





#### BUTTONS FOOTBALL

Brighter Than Ever. - They Sell Themselves SEND IN YOUR ORDER EARLY

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#### DAINTED FELT \* Roosevelt \* Landon \* \$3.00 PER 100, SIZE 4x9" PENNANTS 25% DEPOSIT, BALANCE C.O.D.

All Colleges in Stock-Specials Made for Fairs, Parks, Carnivals, Resorts, Etc.

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ing for a dime a copy, is reported as doing a land-office business. All boys and even girls with their parents are sure-fire buyers. Boys getting on well with G man badges could swell their gross by adding G man toy guns, flashlights, etc., to their salesboards.

36

OLIVER AND GERARD . sons of Oliver Fitzmaurice, better known to pitchdom as "Calculator Williams," are going strong in St. Louis with the notions and razor blades.

8

TOMMY HOY . . . . Detroit med purveyor, has enjoyed a good season. He has been holding down the nut traveling in his housecar.

DR. FLOYD B. JOHNSTONE . and the missus, Margle, are reported to be going great guns this season. While Doc puts out his small but high-priced tonic package Margie works single-o off the tripods to real results.

MORE TOWNS REPORTED OPEN in Indiana are South Bend, factories; Mishawaka, corners good, Saturday only; Elkhart, doorways; Ft. Wayne, doorways. Terre Haute and Evansville doorways. Terre

SI HART... tever paddle worker, is going like a house aftre in the factory towns of the Hoosier State. Si is working the rad package and as a business stimulator is giving two paddles, an X-ray, stiptic pencil, fiber hone, razor blades and a strap watch. SI HART

INFORMATION RECEIVED FROM . INFORMATION RECEIVED FROM . . . the Washington Bureau of Mines indicates an acute shortage of railroad cars hauling bituminous coal. The mines are slated to run full blast this winter, which means that lads working



#### WHITE STONE WORKERS

of Rings in the We have the most complete stock of Rings in country, also carry every kind of jewelry store demonstration merchantics. Welco over the store of the s

HARRY PAKULA & CO. 5 North Wabash Ave. CHICAGO



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PROSPERITY NEEDLE BOOK
Great Flash. 90 Needles,
Threader included.
Sample, 10c. Dozen, 60c. Gross, 56.50.
INOENSE—18 Centes and Holder, 8rd. Doz. 40c
Solssor Sharpener (Gloseout). Per 100. 75c
Steel Tapes, 72", Push-Pull Type, Baselite \$2,00
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XMAS OARDS—Special Box 21 Handsome Carda with Envelopes. Doz. Boxes
Prompt Shipments. Prices F. O. B. New York.
Deposit to accompany all G. O. D. Orders. Samples at wholerale, plus postage.

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#### MEDICINE

PRIVATE LABEL TONICS, Immediate Ship ments, New Price List, WRITE OR WIRE. NUTRO MEDICINE CO.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

68

36 PARKING LOTS . . . in Dayton, O., are regularly frequented to pitchmen, working high and low

between fair dates.

THOMAS LAKE . . . and the missus were callers at Frank Gallo's flower store in St. Louis recently, where they did some shopping for holiday stock. Lake has just purchased a new house trailer and reports good business with the certified botanical items in Iowa and Illinois.

BILL BROOKS . . . working the jam pitch with Barney Bros. Circus, is doing a red-letter biz. 8

JIMMY (NEEDLE THREADER) WELLS is collecting his share of the gelt with his knife-sharpener pitch.

136

W. A. QUACKENBUSH . . . fogs thru from Big Flats, N. Y.: "The Bush-Byrne Players closed their outdoor season at Slaterville Springs, N. Y., September 26. Billy Byrne and Tom Evans have returned to Corning, N. Y. The former will again produce home-talent shows there while Tom does night club entertaining. Shirley White will again winter in Olean, N. Y. This has without a doubt been the poorest season I ever experienced. It might have been the territory played, but the fact remains that, althow edid not play one bloomer, we only had three good spots. I am not so stage struck that I enjoy being on the road without making money. So unless I can see something

#### ASPIRIN STABS. 1c Each



ABS. 1c Each
LOWEST PRICES
AND THE LATEST
SILVE MITCOT SERVED
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LISTON HEID TO MAKE
SALES AND MITCOT SERVED
ASPIRIN — 6 TABE.
IN TIM. PACKED 72 TIME
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LES HE THE AN TIME
CARDS OF MORE.
FACED, AGO.
SAME AS ABOVE.
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12 GARDS OR MORE.
Each, AGO.
Complete Price List.
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25 Lucias Ave.
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Original. Leader Ties

SLIP-NOT TIES NEW FALL LINE, Silk-Lined—Jacquard Figures— Stripes, Plaids, Solid Colora. Fast 50c Seller. \$2,25 per Doz. Send for Sample Doz. \$2,50 Postpald. Money re-funded if not satisfied.

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Ready-Made Knots, Hold its shape forever. NEW FALL LINE—Silk
Lined. Fast 50c sellow. ZEN.
Send for Sample Dozen. \$2.50 Postpaid, Money refunded if not satisfied.
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doz. \$1.50 postpaid.
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Sells on sight. Can be tied or united at will,
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First Quality, Quaranteed Uniform D. E. Blue \$2.95 Per 1000

GEM TYPE, \$4.95 per 1,000. Send 25 % Deposit or Cash with Order. NATIONAL BLADE COMPANY Rochester, N. Y.

## HALLOWEEN NOVELTIES

GORDON NOVELTY CO.

#### Pitchmen I Have Met By SID SIDENBERG

To many persons in Pitchdom he is known as "Leather-Lunged Shorty," while others know him simply as "Shorty" Treadway. His real moniker is Sherman C. Treadreal moniker is Sherman C. Iread-way and no matter by what name you know him you cannot mis-take his voice when he pulls up at a factory, lot, corner of fair-grounds and begins ballying in preparation for one of his famed soap pitches.

It has always been tough sail-It has always been tough saining for anyone attempting to work the same gate with "Shorty." His voice is as much a disturbance to one trying to make a pitch along-side of him as it would be for one trying to make a pitch next to a Marry-Ca-Round. Merry-Go-Round.

Merry-Go-Round.

Personally, Treadway has as many friends as anybody in the business. Shorty has staked many a pitchman to a C. O. D. and just when a C. O. D. was badly needed. Anybody going his way has always been welcome to free transportation.

has always been welcome to free transportation.

I, for one, admire the man. Treadway lost both his legs in an accident while railroading out of Chicago years ago. The accident left him with some insurance, but when that was spent Shorty made it for home in Georgia, where the creat Oliver Fitzmaurice, better

it for home in Georgia, where the great Oliver Fitzmaurice, better known as Calculator Williams, made his acquaintance and took him under his wing. With some coaching by Williams, Shorty soon took to the road on his own. I first saw him about 17 years ago. He was driving an old model-T Ford touring car. He then secured a Reo Speed Wagon, which was one of the most elaborate and expensive cars in Pitchdom. The pensive cars in Pitchdom. The truck was built railroad-coach style, with an observation plat-form, from which Shorty made his top-notch money-getting soap talks. Shorty drove his car with the same dexterity as a man with

both legs.
In 1908 Shorty enlisted in the
Navy when Theodore Roosevelt
sent the American battle fleet around the world on a diplomatic tour. He did an eight-year hitch in the service. Treadway recently passed his 46th milestone and is a member of the American Legion. The Billboard, Cincinnati, is his

next spring besides a politician's prom-ise I will not be on the road. No, I'm not going south. I went last fall and saw some of the boys selling liniment for a dime and tonic for a quarter. The snowballs don't taste bad if you have a little sugar to put on them. Well, so long till the bluebirds start warbling in the springtime." springtime."

× 

good season. I

SHEETMEN REPORTED . . . to be in the money after making fairs are Ray Bowers, Frankie Neal, Harry Noey, Sammy Geist, Dick Wells, Frank X. Murphy and Si Ullman.

VERNAL (CHIEF RED WOLF) TATE ... has been finding business okeh in the Hoosier State with his medicine show.

HARRY WHERRY . . . has been getting some real dough with

the receipts.

brisk business.

AL WALLIEN . . . top-notch knife-sharpener worker, has been making some real touchdowns with AL WALLIEN that item.

BACK IN '24, '25 AND '26 . . . Casper, Long and Newman were a triple combination working doorways, lots and factories who were hard to beat. They

were known as the "Three Musketeers Williams' Merry-Go-Round of Pitchdom" in those days,



JACK KEARNS oldtimer of ink-stick fame, is going as strong as ever with that item, while the missus works darners, etc.

MRS. JUD BODSWORTH is reported to be going over in a big way with the character analysis and astrological charts.

FRANK KEITH . and his med troupe have been doing a big business this year.

ACCORDING TO LATEST . reports, Slim Rhodes is still going strong with the watches, hones, stiptic pencils and razor blades. Rhodes has been working regularly and clicking everywhere. He has found very few closed

PEELER WORKERS . making fairs are reported to be elated with returns on that item.

26

ABNER HOOD . is going good working single-o with med in the Hoosier State. Ab would like to have a pipe from George Groom.

CHIEF MEXAS . . . sporting a new car, is preparing to invade Detroit and other Michigan towns with his new flash.

36

CHIC DENTON inks from Butte, Mont., that he has found business more than satisfactory there. Chic says he met Richard Owens in Billings, Mont., where latter has been working to a good business. He says been working to a good dusiness. He says he is headed northwest to the Coast but will not invade California. "This is the first fall in five that I haven't been in the cotton country," he infos. Chic wants to know if it's true that Edward St. Matthews has a medicine

#### Young's Revue Breaks Records at Knoxville

KNOXVILLE, Tenn., Oct. 3.—Attendance records of the grand stand at the Tennessee Valley Fair here for many years' standing were smashed this week by Ernie Young's Passing Parade revue. The SRO sign was displayed as early as 7:30 p.m. on the opening night, with business increasing to such an extent that Fair Secretary Hugh Faust found additional performances necessary, two additional performances necessary, two complete shows being given at 7 p.m. and 9 p.m. during the remainder of the week

the week.

Ernie Young personally directed the beautiful and lavish presentation. The program is a pretentious one, the cast including among others Betty Thompson, radio personality, who is prima donna; Large and Margner, monopede acrobats: International Five, Risley act; Three St. Johns, hand-balancing act; Linonati Trio, xylophonists: Roy, Rita and Roule, dancing trio, and Duncan's Collies, dog act de luxe. Al Sweet, veteran circus bandmaster, directed the augmented orchestra of 16 musicians. Beautiful stage settings, of scintillating chrome steel and colorful hues, enhanced by gorgeous costumes and striking light chrome steel and colorin these, enhanced by gorgeous costumes and striking light effects, as well as a chorus of 24 beautiful dancing girls in new and original numbers, combined to make the production a typical Ernie Young presenta-

#### Sterling Shot by Constable; Condition Reported Serious

CHARLESTON, W. Va., Oct. 3.—Theodore Sterling, also known as "Ted Starr," was wounded in a fight by a local constable on the fairgrounds at Clay, W. Va., recently. He was shot thru the spine, abdomen, chest and arm, resulting in being paralyzed from the hips down. From the Staats Hospital here it is reported that delirium tremens have developed and that altho in a serious condition he has improved some in the last few days, but the eventual outlook is not good as to his life.

JACKSON, Miss., Oct. 3.—The John Ward Shows will furnish the midway attractions for the Jefferson County Free Agricultural Fair to be held at Prentiss, Miss.

## Helper Collects Antiques

WINFIELD, N. Y., Oct. 3.—Earl Marr, whose life is just one merry-go-round after the other with the Ben Williams Shows, recently completing a tour of the Northeast, is a collector of antiques and curios of ancient vintages. He has in his possession a collection of old newspapers, one of them published in 1842, and others between that year and 1890. These papers represent a wide variety of cities and towns in the United States and Canada, and particularly the route followed by the Williams carnival in its annual trek from its base here up thru the Atlantic States and provinces. At each of the stands Earl, whose nome in the off season is at Gardiner, Me., has been getting publicity in many Eastern State and Canadan dailes thru his collection of antiques and particularly the old papers. He has been with the Williams Merry-Go-Round for several seasons. Ben Williams, formerly of Sydney, N. S., has been making his home at Jackson Heights, New York City.

#### Happy Days Shows

Tuscaloosa, Ala, Week ended September 26. Circus grounds. Auspices, Central Labor Union. Pay gate. Weather, some rain. Business, good.

Capt. Jack Perry's high dive in flames,

Capt. Jack Perry's high dive in flames, nightly fireworks displays and one of the best committees we have been sponsored by all season made this a very pleasant and profitable engagement.

Mrs. Nona Snodgrass closed here and departed for Arkansas. Reno Lewis, of the photo-booth fame, went also, as did the business manager. The writer's new eight-car Whip was well worth the effort and expense to bring it here. Thomas P. Littlejohn's rides are on the fairgrounds in Eufaula, Ala., awaiting the arrival of the show. Prof. Vincent Bellamo's Royal Italian Band, with George Spaulding the official announcer, getting plenty favorable comments and notes in local press for their downtown concerts. Cotton Club Follles added three new members to the minstrel show. Jack Wish and two flashy merchandise concessions joined from Carlinville, Ill. Bill Franks, with six new stock stores, joined. Business is better all around.

#### **Exhibition Concessioners** Suffer Losses

ST. JOHN, N. B., Can., Oct. 3.—Robie and Ray Kaizer, of Lunenburg, N. S., father and son, had the frowns of Lady Luck at a week stand here with the Ben Luck at a week stand here with the Ben Williams Shows. They operated a popcorn concession with this carnival. Nothing untoward happened until the deluge 
came. First, Robic Kaizer was severely 
burned on the arms and legs when a 
fire broke out and he tried to extinguish 
it. He was taken to the local hospital 
for treatment. The following night 
another fire broke out, and while Ray 
Kaizer was subduing the flames with 
the aid of several other concessioners a 
thief grabbed a bag of cash from the 
counter and vanished. It was estimated 
the bag contained about \$35 in bills and 
silver. So the Kaizers have three vital 
reasons for remembering their stay here 
this year.

## Dodson's Shows Contract

Free Acts for 1937 Season
BLOOMSBURG, Pa., Oct. 3.—M. G.
Dodson, general representative Dodson's
World's Fatr Shows, announced this
week that the shows will have three
Big Eli wheels and a larger number of
free acts for season 1937. Zacchini
Brothers have been re-engaged to present their Human Cannon Ball act. Vittoria Zacchini, the "human projectile,"
will be shot over the three wheel rides.
Edmundo Zacchini is now working on a
new act which he promises to be equally as sensational as the cannon stunt, this also booked. Dodson reports a profitable season and that the Zacchinis proved to be a strong drawing card on the Dodson midway.

#### Hilderbrand's Shows Will Extend Season to Nov. 14

LOS ANGELES, Oct. 3.—Walton de Pellaton announces that Hilderbrand's Shows will be en tour until November 14. Among the forthcoming events will be the exposition to be held here in the Selig Zoo grounds and events to be held in Long Beach and Santa Ana.



DESPITE inclement weather on Tues-Despite inclement weather on Tues-day and Wednesday the New Jersey State Fair at Trenton at the time this was written was making a strong comeback bid under the personal direc-tion of George A. Hamid, its lessee. As expected, Hamid has thrown plenty of attractions into the grand-stand show in a viceorous attempt to re-establish expected, Hamid has thrown plenty of attractions into the grand-stand show in a vigorous attempt to re-establish Trenton as a night fair. It's a difficult enough job to resurrect almost any fair, but especially so in the case of Trenton, which caters to a majority of people located the year round within reasonable distances of metropolitan amusement centers. So we can hardly expect Trenton to realize a marked degree of tangible success this year. It is quite evident by the caliber of acts being offered at Trenton this week, if by 1938 New Jerseyites are not flocking to evening performances, that particular but important part of the New Jersey State Fair will be stagnant for many years to come. On the other hand Harry LaBreque, resident manager of the fair, reports that, altho detailed figures are not available as yet, exhibitor space is far in excess of last year. And in the final analysis exhibitors are the life blood of every legitimate exposition.

#### HOT SPRINGS **FIVE COUNTY FAIR** WANT CONCESSIONS

HOT SPRINGS, ARK., OCTOBER 12-17

#### WANT

four-seater, 12-wheel used Coaster s. Have used Miniature Railroad for

National Amusement Device Co.

#### WANT

FOR MECKLENBURG COUNTY FAIR, CHASE CITY, VA., OTOBER 13, 14, 15, 16. Rides and Shows that don't condition; Legitimate Concessions of all kind, Eating and Drinking Stands. No exclusive except Bings. L. H. Harrell wants Talker and People for Side Show. Address KAUS BHOWS, INC., Weldon, N. C., this week; next week, Chase City, Va., Fair.

#### WANTED QUICK

Show opens November 5, cities, week stands. Out all winter. Promoters write J. C. ADMIRE, Brail, Ind. All others, HARRY HAAG INDOOR CIR-CUS, Royal Center; Ind.

#### **CUMBERLAND VALLEY SHOW**

WANTS for four best Fairs in Georgia, all legitimate Concessions, Shows and Ridge that don't conflict, one concessions Shows and Ridge that don't conflict, one and all winter's work in Museum. This week, South Pittaburg, Tenn; next week Jonesboro, Ga, Fair. ELLIS WINTON, Manager.

#### WANTED

Aerial Acts, Contortionists, Trained Animal Acts. Coldwater High School Indoor Circus

COLDWATER, MICH. Write to R. E. SHARER, Manager

#### DORCHESTER COLORED FAIR ASSOCIATION ST. GEORGE, S. C.

Now open for contracts for Shows, Rides and Con-cessions, Date, Week November 2-7, 1936. Write M. J. ROBINSON, Gen. Manager, St. George, S. C.

One of the fastest moving, elaborately wardrobed musical revues on the Eastern fair circuit this year is the Revelations of 1936 unit playing dates for the Hamid office. Felicitations are in order for Herman Ulis, emsee and producer of the show, for assembling a thoroly enjoyable program. The line of 20 Revelettes is one of the best locking lines of girls in the business. While on the subject of outdoor musical comedies we wonder why so many units persist in leaving a "live" mike immediately in front of the stage orchestra during chorus routines and down-stage specialty numbers. Invariably it picks up but one instrument, usually a trumpet or sax, lending a rather weird effect to the band's offering to say the least. Revelaband's offering to say the least. Revela-tions is often guilty of this misdemeanor.

MAURICE PIESEN, Coney Island game manufacturer and former head of the now extinct National Skee Ball Company, held an open house last Wednesday at the concern's old head-quarters on Neptune avenue. Piesen, altho reticent in regard to his plans for the future, announced that he is formthe future, announced that he is forming a new firm to be known as Maurice Plesen, Inc. He has several new novelty games in line for production in the near Piesen, Inc. He has several new novelty games in line for production in the near future. Among those enjoying the festivities were Isadore Klein, president of the Coney Island Chamber of Commerce: Fred Fansher; Morris Goldberg, one-time owner of the Skee Ball plant; Charles Samuels, publicity director of the Brooklyn Borough Gas Company, and Mr. and Mrs. George E. Booth and Mr. and Mrs. W. Wilkle, amusement equipment people from Merrie England. Most everyone should know, of course, that Plesen recently sold the Skee Ball, Skee Roll, etc., rights to the Wurlitzer Manufacturing Company. Incidentally, according to Coney's loyal friend Mr. Klein, if the Coney people put forth a well-organized publicity and political campaign plenty of the forthcoming New York World's Fair gravy will come Coney's way. We agree with him, however, that it will demand a concerted effort on the part of everyone connected with the Island. with the Island.

GREAT AMERICAN SHOWS
Realclare (Fair), III., this week.

CAN PLACE

Rides, Shows and Legitimate Concessions for following Mississippi Fairs: MACON COLORED FAIrs, and SHELBY to follow.

PLAYLAND SHOWS

WANT

BHORTS . . . Al Flath, veteran skattering impresario, visited the "Open" desk last week to discuss Leo Seitzer's recent Roller Derby at the New York Hippodrome. Flath is again operating his Brooklyn roller rink. The Seitzer entourage left for the Chicago Coliseum immediately after the close of the Hippodrome event. Coliseum is the second of the react endurance skating show . . . Ernest Anderson, well-known show builder and circus expert, departing for Youngstown, O., on business. . . Reports are circulating that Charles Rubinstein, New York areade and museum man, is organizing a carnival for the read in 1937. To title it Playland Shows, Rubinstein received his carnival seum man, is organizing a carnival for the road in 1937. To title it Playland Shows. Rubinstein received his carnival education from Otis L. Smith, for years conductor of Smith's Greater Shows.

... Gene Buck, eminent indoor showman and recognized biggle of the American Society of Composers, Authors and Publishers, got the works as Fall Guy at the first luncheon of the season of the Dexter Fellows Tent of the Circus Saints and Sinners Club. Saints and Sinners Club. Saints and Sinners alike, were as full of fun as ever. ... Grover Whalen, president of the New York World's Fair, Inc., addressing a luncheon here last week, pictured a \$100,000,000 project that will draw in excess of 50,000,000 visitors. The corporation, he stated, already has decided to create accommodations on the fairgrounds for 250,000 house trailers. Whalen predicted that 1,000,000 persons would travel by trailer from all parts of the United States to attend the fair. . . Benjamin Van Schaick, executive secretary of the Long Island Department of State Parks, released some interesting figures last week on the past season at secretary of the Long Island Department of State Parks, released some interesting figures last week on the past season at Long Island's civic-controlled amusement centers. According to Van Schaick, approximately 5,750,000 persons visited Long Island parks last summer, an increase of 10 per cent over the corresponding period of 1985, which theretofore had established an attendance record for the park system. Jones Beach headed the list with 3,800,000 visitors. Revenue realized from the parks ex-

#### Mrs. Tan Araki Injured

CINCINNATI, Oct. 3 .- Mrs. E. Haag States that Mrs. Tan Araki, formerly Carrie Showers Kellogg, was seriously injured when a ladder fell. She is in Memorjal Hospital, Jackson, Tenn., and will be there for some time.

Revenue realized from the parks ex-ceeded \$645,000.

## **ROYAL PALM SHOWS**

For Southeastern Alabama Fairs, Dothan, October 12 to 17-One more Free Act. Can place Motordrome, Big Snake, Mickey Mouse, Fun House, Penny Arcade. Also few more legitimate Concessions; no graft. Del Crouch, Van Ault, Glenn Wybee, Congo Man, wire; also H. T. "Paddy" Miles. Long season through good territory. This week, Opelika, Ala.; then Dothan.

#### WANTED FOR THE FOLLOWING DAY AND **NIGHT FAIRS**

BACON COUNTY FAIR. Alma, Ga., this week.
WORTH COUNTY FAIR, Sylvester, Ga., October 12 to 17.
BEN HILL COUNTY FAIR, Fitzperald, Ga., October 15 to 14.
TAYLOR COUNTY FAIR, Perry, Fla., October 25 to 31.

SHOWS OF ALL KIND EXCEPT CIPIC COUNTY FAIR, Denaldsenville, Ga., November 23 to 25.

SHOWS OF ALL KIND EXCEPT GIRL SHOWS, WITH OR WITHOUT TRANSPORTATION.
RIDES of all kind that do not conflict with the following which we own: Merry-Go-Round, Ferris
Wheel, Chairplane, Kidde Autos, U-Drive It. WANT TO BOOK No. 5 Ell Wheel to the with with ours
which is only cight weeks old. CONCESSIONS—A few more legitimate Concessions. No racket,
Experienced Ride Help on all Rides. Would like to hear from the following Shows: Bryan Woods, Cash
Miller, Mabel Mack, Clark Coley, Jimmie McVey, also organized Minstrel. Write or wire as per route
above.

METROPOLITAN SHOWS
SAM LAWRENCE, General Manager; JOHN B. DAVIS, General Agent.

#### HIGH SENSATIONAL FREE ACT

To join at once. Leo Hamilton, D'Arcy Girls wire if at liberty.

BOOK any Show of merit. Also PLACE American Palmist, Diggers, Lead Gallery, Cat Rack, or any legitimate Concession.

#### STATE FAIR SHOWS

Week of October 5 (Fair), Sherman, Tex.; Week of October 12 (Fair). Denton, Tex. MEL H. VAUGHT, Manager.

KERSHAW COUNTY FAIR, CAMDEN, S. C., 6 DAYS, 6 NIGHTS, OCTOBER 12-17. DILLON COUNTY FAIR, DILLON, S. C., 6 DAYS, 6 NIGHTS, OCTOBER 19-24.

#### H. W. CAMPBELL AND HELLER'S ACME SHOWS COMBINED

WANT Free Acts, Shows, Rides and Concessions of all kinds. These two Fairs are bona-fide Fairs. Well advertised, not New Dealers. And others to follow. Out all winter. Long sca-son. Reasonable rates. Live and let live proposition to Showman. CAN USE useful Show Folks at all times. Good proposition to Pit or Side Show, also Geek and Girl Show. All address Laurinburg, N. C., this week, and as per route.

### JACKSON COUNTY FREE FAIR

WANTS Merry-Go-Round to complete Ride Section, WANT Shows of any kind, as we have none at present. WANT Concessions of all kinds. Louis King, Charlie Shock get in touch. Address

TERRELL'S COUNTY FAIR SHOWS

#### AL C. HANSEN SHOWS, INC.

Have opening for Shows with or without outfits on very liberal terms. Baby Alice and Dudley wire. Also Concessions. For our Circuit of Fall Pairs and Celebration. Clementine Coffey wants Talker, Must-People in all lines. Surveits Have a surveit of the Concession o

AL C. HANSEN SHOWS, INC.
This week, Jonesboro, Ark.; nest week, Beonerille, Miss., Fair; week October 19, West Point, Miss.,
Fair; week October 26, Tucalcoata, Ala.

#### WANTED FREE ACTS Quote Lowest Price and Just What You Do

CONCESSIONS WILL SELL X ON THE FOLLOWING:

One CARAMEL CORN. One AMERICAN PALIBITETY, One MUG JOINT, One HIGH STRIK-ER, About 6 WHEELS (Must be strictly merchandise). Opening for GRIND SHOW and NOV-ELTES. CORN GAME and COOK HOUSE ALEKADY SOLD.

COTOBER 26 TO 31, DECATUR CIRCUS AND FROLIC. To be held in the Beautiful New Armory, and sponsored by County Democratic Organization. Wire TONY R. BERRETTINI, St. Melnelas Model, Decatur, III. MORE GOOD SPOTS TO FOLLOW.

to join immediately. All Alabama towns.

#### MIGHTY HAAG SHOWS

Red Bay, October 7; Moulton, 8; Courtland, 9; Rogersville, 10.

#### FREE ACTS

#### BEAUFORT COUNTY FAIR

WASHINGTON, N. C., OCT. 12-17.

Concessions—Legitimate Only Address All FRAZIER McDEVITT, Sec.

70 The Billboard October 10, 1936

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago

## OCTOBER

"In this season of planning, we are busy with our own plans to

improve our service to the industry. To every member of the trade we say that while you try to improve your own business service and in effect, 'please the customers,' we are working toward the same goal . . Any suggestions which may be offered to increase the effective-

goal . . . Any suggestions which may be offered to increase the effectiveness of the coin machine section will be appreciated for their practical worth. Suggestions which we publish 'for the good of the industry' are given with the simple understanding that every man should have the right to make up his own mind as to what is the best course to follow."

The crisp, cool days of October are an inspiration to the coin machine industry. If the cool days do not reach operators in the South for a few days yet, market reports at this moment show that King Cotton is bringing a higher price, and that should be encouragement for them. The variations in the weather show how varied are the conditions in the industry itself. The newspapers report that operators in the Denver area are having heavy snowstorms. If the weather brings no encouragement there is the World Series to provoke argument and friendly wagers.

Whatever the poets may say about October, it does bring a forward look to everybody in the trade. While those who covered tourist spots may be compelled to bring their machines back into town, still the present time is regarded as the opening of a long and favorable season for every type of operator.

Manufacturers gauge their business accordingly and already have a brilliant array of machines on the market.

A succession of new offerings will keep trade channels alive for the next 10 months. After being absent from the trade for several months, it is impressive to note the variety in new devices that now are prominent in the lineup of

machines. One noticeable factor is that all new ideas in the amusement field tend toward higher priced machines.

It would be easy to philosophize on the effects of this higher price range both in the manufacturing field and in operating circles. It is evident that an operator today must have business background and ability to conduct a modern amusement business. One effect may be to increase the importance of the operator in the general setup of the industry.

Whatever may be the trend of coin-machine history, this is a season for new plans and new ideas. The announcements of manufacturers and distributors are vibrant with ideas intended to make things hum. All of which indicates an industry alive to the necessity of being aggressive. If there is a cog missing it will be the omission of some plan to carry forward the "general welfare" of the trade while competition keeps each man pushing his own wares to the best of his ability.

There are various ways in which an industry may promote its larger interests while individual firms keep busy with their own special products. One is to support effective trade organizations and comply with plans and ideas mutually agreed upon. Another is to support a trade press which offers both a service and a little idealism to the trade.

In the midst of hellish competition there is some idealism left in all of us. There are manufacturers who have been in the business for years and who get their chief thrill in life from good music. To see their hardboiled antics in the routine of business you would never guess it. There are others who revel in the sayings of poets and philosophers—when no one is looking. There are still others who may seem to be most heartless in this competitive game and yet who fairly worship a son or daughter.

The varied interests bound up in what we call the coin-machine industry makes it difficult to follow a progressive editorial policy. There is a difference in a trade paper which contributes constructive ideas toward building up the industry and a paper which merely lives off the industry.

The Billboard editorial policy has been to contribute as much as possible to the building up of the industry and at the same time play a game fair to all. To that end a

> basic news service has been developed, and the usefulness of that service has been apparent to all. But even a news service has its rough spots and many objections and diversities of opinion as to what is news. In a country so big and a trade so

varied in its interests there is plenty of room for differences of opinion.

In this season of planning we are busy with our own plans to improve our service to the trade. To every member of the industry we say that while you try to improve your own business service and in effect "please the customers" we are working hard toward the same goal. Any suggestions which may be offered to increase the effectiveness of the coin-machine section will be appreciated for their practical worth. Suggestions which we publish "for the good of the trade" are given with the simple understanding that every man should have the right to make up his own mind as to what is the best course to follow.

All these suggestions, opinions and ideas that come and go within our trade are to be considered if we do not take them too seriously. If sales keep climbing for the next several months, as everything seems to indicate, what do our differences matter anyway! There is a hot political campaign on for some diversion, and when politics and business competition get too hot we can relax on the World Series, or a little later on football.

## YOU LAUGH at the FELLOW WHO BUYS THE BROOKLYN BRIDGE!...

False claims camouflaged by beautiful words and high pressure selling methods have been responsible for selling bridges, railroads and skyscrapers to the gullible. We all laugh like the devil at the poor unsuspecting soul who purchased the Brooklyn Bridge for a thousand dollars. These very same tactics are being attempted by unethical manufacturers who advertise imitations of the original rifle range, the SEEBURG RAY-O-LITE. With machines of questionable mechanical performance, these unethical manufacturers are trying to sell you a "Brooklyn Bridge proposition." DON'T BE TAKEN IN!

THE SEEBURG RAY-O-LITE RIFLE RANGE required over two years of pioneering, backed by the finest mechanical, electrical and scientific engineering. One thousand of these machines placed within the past twenty months have broken all profit records. The perfect performance of these one thousand machines is your proven assurance of mechanical perfection. Capitalize on the tremendous universal appeal and the marvelous opportunities for new and better locations to which this machine paves the way. We urge you to order immediately!

# THE SEEBURG LANGE

SHOOTS ATE
RAY-O-LITE
AT A MOVING DUCK TARGET

COMPLETELY AUTOMATIC— HITS REGISTERED ON ILLUMINATED PANEL!

REGULATION SIZE RIFLE

ULTRA-MODERNISTIC
MATCHED WOOD CABINET
MATCHED GUN STAND!

PROTECTED BY PATENTS NOS.

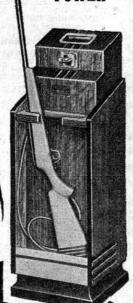
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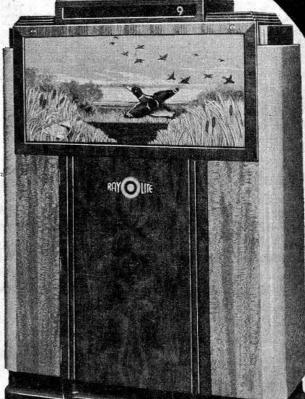
AND OTHER PATENTS PENDING

AND OTHER PATER 10

The J. P. Seeburg Corporation owns
the exclusive right to these patents.
Licenses to manufacture have not
been granted to be prosecuted to
fringements will be prosecuted to
the fullest extent of the law.

UNSURPASSEI EARNING POWER





READY FOR IMMEDIATE DELIVERY!

J. P. SEEBURG CORPORATION
1510 DAYTON STREET CHICAGO, ILLINOIS





## **Texas Ops Wind Up Meeting** With a Bang-Up Celebration

Estimated attendance put at 350 mark-visitors see centennial and other spots-plans for State co-operation discussed-Chicago manufacturers among those present

DALLAS, Oct. 3.—The three-day special meeting of the Texas Coin Vending Machine Operators' Association, which ended September 27, was attended by approximately 350 delegates, including a dozen factory representatives from Chicago. It was the largest attendance ever gathered for the State meeting. The delegates came under the most difficult circumstances. Heavy rain thruout the Southwest flooded many highways leading into Dallas, forcing a number of the operators to make long defours to reach here. The three-day convention was arranged so that the greater part of the time would be devoted to amusements. From the start of the entertainment program, which included visits to the feentennials and other amusement return and last speaker. Brown's talk deat chiefly with the policies of the start of the music at the banquet and ball, the visitors were provided with plenty of activity.

Most important of all was the short

at the banquet and bal, the visious were provided with plenty of activity. Most important of all was the short business session held Sunday afternoon on the roof of the Jefferson Hotel. While the business meeting was brief, as promised by President Reynolds, it provided the operators and coin-machine representatives with the highlights of coin-machine operating in Texas. It brought forward the fact that co-operation and organization are a vital necessity now more than ever. Many discussions were created, but the main discussion pertained to trade policies as applied to future plans and which will be publicized as they develop.

Earl E. Reynolds, president, opened the meeting with a brief address of welcome, then followed with the business details. His talk was elaborated upon and explained more fully by Jesse Martin, of the law firm of Martin &

Moore, legal counsel for the association. Fisher Brown, past president, was the third and last speaker. Brown's talk dealt chiefly with the policies of the State Association, its progress in recent years and its assured future. Brown also related his experience on his trip to Chicago, where he personally presented the Chicago manufacturers with invitations to the Dallas meeting.

The early expening hours following the

The early evening hours following the meeting were devoted to a bit of refreshments at a bar on the meeting floor, also in rooms througt the hotel occupied by manufacturers, jobbers and operators.

operators.

The banquet started promptly at 7 o'clock. President Reynolds, after a few words of welcome, presented the toast-master, Tom Murray, who immediately set the routine for a joyous banquet. During the banquet many speakers were heard, including the following from Chicago: Walter Tratsch, A. B. T. Manufacturing Company; D. Gottlieb, D. Gottlieb & Company; Leo Kelly, Exhibit Supply Company; Jack Keeney, J. G.

Keeney & Company; J. O. Bates, Pace Manufacturing Company; H. L. Eaker, Pace Manufacturing Company; Jimmy Johnson, Western Equipment and Supply Company; George Maloney, Bally Manufacturing Company; Louis Ginsberg, Genco. Inc.; Charlie Snyder, Mills Novelty Company; John McMahon and Dick Hood, H. C. Evans & Company.

berg, Genco, Inc.; Charlie Snyder, Mills Novelty Company; John McMahon and Dick Hood, H. C. Evans & Company.

Among the speakers were Harry Drollinger, of the Music Association, followed by the vice-presidents of the State Association, who included Pat Newman, San Antonio; Jim Cloer, Fort Worth; C. M. Durham, Texarkana; Harry Turner, Dallas; Dick Warnecke, San Antonio, and L. A. Blackwell, Houston.

Others who made short talks or compromised with a bow were John Bachman, Dave Crowder, Harold Dally, S. H. Lynch, Jimmy Stelle, Dad Johnson, A. H. Shannon, Helen Savage, Arthur Lee Moore, Jesse Martin, Mr. and Mrs. Martin Chapman, Jack Rose, M. Lewis, Roy Jones, Nick Nigro, Ernest Walker, Harold W. Miller, O. J. Branch and G. H. Weilinghoff.

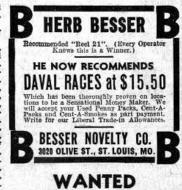
J. B. Newman furnished the floor show. Dancing followed.

Registrations were difficult to obtain, but in addition to the names mentioned above delegates were: A. C. Hughes, A. E. Thornton, E. D. Furlow, J. W. Smalley, Eddie Schatz Jr., H. H. Cruse, W. Peacock, C. F. Moore, DeWitt Haley, Pano H. Karr, Ell Rurwitz, Joe D. Ray, Charlie Leftwich, Thomas A. Gober, C. C. Tucker, C. F. Jackson, Jesse Turner, C. C. Van Gilder, Roy Hundley, O. Weeden, S. W. Martin, Morrie Ablon, Morris Gottlieb, J. H. Lynch, T. E. Beck, C. C. Durham, Lester Burchfield, Harvey Mize, Gene Bybee, Robert W. Hunter, George W. Wrenn, W. W. Ackman, W. C. Deaigh, John McGe, Hobson J. Cloer, Paul M. Durland, J. Fred Barber, George A. Berry, R. E. Knight, S. W. Martin, Ben Walker, H. H. Andrews, D. E. Lattimore, M. T. Dodd, B. F. Wright, Charlie Thompson, Charles Contello, Perry Clements, Joe Williams, E. H. Burns, E. F. Conklin, H. Kalin, D.

Tuck, Winnie H. Cloer, Herbert H. Cloer, A. C. Woodruff, John M. Senor, J. C. Arthur, John C. Kramer, A. E. Kolber, Lonnie Dewiess, H. E. Stromberg, Howard Horton, Mr. Benton, Morris Liedeker, C. W. Percy and M. L. Durham.

#### Premium Office Closed

PHILADELPHIA, Oct. 3.—Jersey Trad-ing Company, of Newark, has shuttered its Philadelphia offices and will serve the local operators in the premium field from its New Jersey point. Sam Stern, who conducted the Penn Distributing Company in the coin-machine field at the Jersey Trading offices, has left the amusement machines business for other enterprises. Concession was turned over enterprises. Concession was turned over to the American Vending Company, of Brooklyn, and until closing date Miltle Green was in charge. Jersey Trading em-ployees were returned to the Newark office.



Any quantity Blue Front Mysteries, Extraordinary Mysteries, War Eagle Bells, Jennings Chiefs in 5, 10 and 25c Play, 1c O. T.'s. BADGER BAY CO.



## **Add Employees To** Meet Big Demand

NEWARK, N. J., Oct. 3.—Roll-o-Matic, Inc., manufacturer of Roll-a-Ball games,

Inc., manufacturer of Roll-a-Ball games, reports that due to demand from operators for faster delivery of games it has been necessary to increase the working force for the assembly of the games.

They are convinced by the reception given the game that the new de luxe Roll-a-Ball is one of the best bowling games the industry has produced. They not only point to their last 18 months' experience in the manufacture of bowling games but also to the fact that since the introduction of the new model many outstanding distributors have

since the introduction of the new model many outstanding distributors have wired congratulations and have placed larger orders than ever before.

Dave Robbins, of D. Robbins & Company, distributors for Roll-a-Ball, is reported to have acclaimed the game as "the best on the market and also the most heautiful which has yet been in-

"the best on the market and also the most beautiful which has yet been introduced to the coin-machine industry."

Dave is considered one of the best judges of coin-operated games in the country. His success with Roll-a-Ball is pointed out by the firm as one of the reasons why they have been able to add more employees, for Dave alone is demanding almost as many games as formerly produced. The increased demand is also coming from operators, jobbers and distributors all over the country who have seen the new model.

Roll-o-Matic, Inc., reports that one of the reasons for the instant success of the de luxe model is that it incorporates

the de luxe model is that it incorporates those features which operators have dis-covered to be necessary during the las-tiles months of operation of this type of

### Makers of Phony Coins Nabbed

MICHIGAN CITY, Ind., Oct. 3.—Three men who thought they had found an in-

fallible way to cheat coin-operated ma-chines learned otherwise here recently. The men and 11 boys charged with aid-ing them were arrested here by the T

The boys were turned over to juvenile authorities, but the men, George Kieffer, Theodere Bowman and Thomas Laroy Duczkowski were held in \$500 bonds

each on charges of counterfeiting.
Capt. Thomas J. Callaghan, of the
Secret Service, said that the men confessed giving the boys 250 counterfeit nickels and dimes to feed the mechani-cal devices and were carrying 300 more when arrested.

### Stop Counterfeit Ring In Pennsylvania Town

PHILADELPHIA, Oct. 3.—Secret Service men from the office here destroyed a counterfeit coin plant at Frackville, Pa., recently, arresting a ring of six men and confiscating over 200 bogus 5-cent

pieces.

Three months ago operators of coin machines in the mining districts in Schuylkill County reported to Secret Service agents that their machines were yielding phony nickels and slugs. An undercover agent traced the coins to Frackville and Morea and in the latter town became acquainted with three of

Frackville and Morea and in the latter town became acquainted with three of the reputed counterfeiters and managed to find their plant.

The raid September 29 culminated the three months' investigation by the federal men, and coin-machine operators cherish the fond hope that the circulation of the spurious nickels thruout the county will be stopped. The plant was the first to be found in the mining region in years. Seizure of the hideout also included several molds used by the ring to cast the counterfeits.

William Landvoigt, agent-in-charge of

ring to cast the counterfeits.
William Landvoigt, agent-in-charge of
the Secret Service bureau in Philadelphia, has slated the prisoners for an
early hearing before a federal commissioner in Pottsville, Pa.

### BARGAINS BARGAINS BARGAINS

The indianated about Detroit Frie in	Terret meenamear condition.
5—Bally Bonus. Each	2—Ivory Golfs. Each
Sand One Third Dance	

# INDEPENDENT NOVELTY COMPANY

220 North 5th Street,

Springfield, Illinois

# 25 PUNCHETTES @ ......\$7.50 100 CLEARING HOUSES and TIT100 CLEARING HOUSES and TIT100 TAT-TOES ® .5.0 ALSO AN ASSORTMENT OF WAGON WHEELS, SPORTLANDS AND CADETS, CENT-ASMOKES, PENNY SMOKES, TAVERNS ® 57.00. MAD CAPS ® .525.00 TACKLES ® .14.00 TOP HATS ® .16.00 BALL FANS ® .12.00 BOMBER @ .5.00 BOMBER & .5.00 BOMBER

don't buy your coin machines from us we both lose. Get our prices before buying else-We positively save you money—we carry the largest stock of new and used Slots, mes and Counter Games in the country. Write today! Let's get acquainted. HUBER COIN MACHINE SALES CO., 602-612 W. Van Buren St. CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## GUARANTEED O. K. **USED PAY TABLES**

GOTTLIEB	Daily Races (Single Mystery) \$75.00   S75.00   Daily Races (Multiple) 50.00   Baffle Ball 25.00   Plus & Minus 10.00   Treasure Ship 10.00
CHICAGO COIN CORP.	Multi Play (Single or Mystery)\$60.00
BALLY	All Star\$55.00 Bally Derby 50.00 Ace 20.00 Prospector 20.00
BUCKLEY MFG. CO.	(Sample)\$75.00
ROCKOLA	Credit
EXHIBIT MFG. CO.,	Top Row (Sample).\$45.00
KEENEY	Repeater\$29.50 Mammoth 25.00
DAVAL MFG. CO.	Daily Double, Sr 522.00
MILLS	Q. T. PAYTABLE .\$10.00
IMMEDIATE DEL	IVERY DAVAL'S RACES



\$17.50 Tax Paid

SPECIAL

10 NEW JENNINGS DUCHESS, IN ORIGINAL BOXES. WHILE QUANTITY
LASTS, \$45.00 Each.
10 JENNINGS U DIE BS, USED ONE
WEEK ONLY. WHILE QUANTITY
LASTS, \$39.50 Each.

IT WILL PAY YOU TO BE ON OUR MAIL-ING LIST. WRITE FOR A COMPLETE LIST OF NEW AND USED GAMES. 1/3 Deposit With Order, Balance C. O. D.

HY-G GAMES CO. 43 Hennepin Ave., Minneapolis, Minn

# Plans Month of **Many Specials**

FAYETTEVILLE. N. C., Oct. 3.—An entire month of "specials" has been planned by Joe Calcutt, head of the Vending Machine Company here. His announcements in *The Billboard* have attracted wide attention and operators are reported to look forward in anticipation of the "specials" which the firm tion of the "specials" which the firm

tion of the "specials" which the firm may announce.
Calcutt plans a month of special bargains as an effective manner in which to introduce the new machines to the operating field. He says that when the manufacturers have provided a big variety in machines then it is good policy for distributing organizations to eaggressive in their announcements. The time is ripe now, he says, to present what the market provides. Complete stocks of the new machines have been made ready for the rush of business.

Vending Company draws its customers vending company draws its customers from a wide field, and the home office is expected to be a center for operators from many States. They will watch eagerly for the announcements, Calcutt

### Official Photog Snaps Pictures of Visitors

NEW YORK, Oct. 3.—Phil Coogan, sales correspondent in the firm of Pitzgibbons Distributors, Inc., has been named official photographer for the firm.

named official photographer for the 11th.

John A. Fitzgibbons, in announcing
the appointment, presented Phil with a
brand-new camera and has made him
responsible for obtaining pictures of all
out-of-town visitors to the Bally Building here. Phil has been wasting film
all this past week testing the camera.
He says that every visitor will be given
a print free and that he is preparing a
complete display of operators, nictures. complete display of operators' pictures. Men in the organization have nick-named him "Phillum Phil, the Camera

Cowboy."

The pictures will be used by the firm in various ways, Fitzgibbons explained, and he believes that the collection will be of considerable interest. Operators are invited to come to the Bally Building and have their pictures taken.



DAVAL RACES on a prominent cigar-stand location shows the beauty and attractiveness of the machine. Cigar stands report unusually heavy profits with the new Daval counter game. Al S. Douglis, president of the Daval Manufacturing Company, is making a collection of location photos for use in an operators' manual which he is preparing.

# Garden City Production

On New Game Goes High
CHICAGO, Oct. 3.—Production line of
the Garden City Novelty Manufacturing
Company was speeded to the limit recently in turning out a new counter device called Army-21-Game. It weighs
18 pounds and offers the player an opportunity to play either one of the old
favorites, Black Jack, 21, Baccarat, etc.
The game is constructed with such
desirable features as ball gum vender,
an all-aluminum cabinet, multiple coin
play, visible coin window and joggle
proof reels and is said to be silent running. It offers the operator cheat proof
features and is fast in action.
The management says that a craze
for this type of game is sweeping the
country and that this game has been
designed to enable operators to cash in
on the public fancy.

# **Gottlieb Reports** On Texas Meet

CHICAGO, Oct. 3.—Dave Gottlieb has returned to Chicago after attending the convention of the Texas operators. He said that the number of operators in attendance at the sessions at the Jefferson Hotel was a surprise to other manufacturers as well as himself.

"I had intended to see quite a number of operators," said Dave, "but when such a great number turned out I was surprised and I was gratified to know that Texas is so coin-machine minded."

The correctors to behave and distribute the said distribute and distribu

The operators, jobbers and distribu-tors were guests of D. Gottlieb & Com-pany in a suite of rooms at the hotel after the convention and the banquet. The banquet was one of the most elaborate ever attended by Dave. After the banquet the activity in the Gottlieb suite was evident until the wee hours of the following a.m.

The manufacturers visited the Texas The manufacturers visited the Texas Centennial and were guests of Dick Hood and Johnny McMahon at the Centennial Club of the Streets of Parls, where they were royally entertained. The Fort Worth Association entertained the manufacturers at the Prontier Celebration and they reviewed the magnificent super production at Billy Rose's Casa Manana.

Dave had a complete line of Gottlieb games on display at the Jefferson Hotel games on display at the Schleron Robers and every game was given an enthusiastic received by Dave personally will necessitate carload shipments into Texas for some time.

"The Texas Association," said Dave, "has proved to the manufacturers that

it is one of the strongest in the industry. I am a former Texan and I am glad to say that I am proud of the operators' association in Texas."

# Spinaround Will **Boost Cig Sales**

KANSAS CITY, Mo., Oct. 3.—Eye appeal plus player appeal is said to be the combination in Spinaround, the new counter machine designed to boost cigaret sales and made by the Star Manufacturing Company here. A. E. Sandhaus, president of the firm, seems to have the knack of knowing the pulse of players and operators, because this machine seems to have the right tempo.

Millions of dollars are spent annually Millions of dollars are spent annually for cigaret advertising to get the user to ask for specific brands. Spinaround capitalizes on this by having the player pick his brand before play is begun. Selector is locked when dial spins. If the dial stops with pointer on the selected name the player wins a pack of his choice, otherwise no win with one exception.

exception.

As a special come-on a narrow strip on the dial is marked "Blue Ribbon." If dial stops with pointer at "Blue Ribbon" player gets a pack of his favorite cigarets. Payout averages about 58 per cent, making Spinaround especially attractive to both players and operators.

The manufacturer claims that Spinaround is as near foolproof as a coinoperated machine can be. It is slugproof, as Spinaround has a visible coin
chute showing the last two coins played.
Ball-point anti-tilt detector prevents attempted cheating. Mechanism is of tempted cheating. Mechanism is of highest quality and unqualifiedly guaranteed.

The cabinet is particularly attractive. Selected clear birch is used, as its beautiful grain makes Spinaround stand out in any company. Modernistic decorain any company. Modernistic decora-tions as well as full-size illustrations of tions as well as full-size illustrations of packages enhance the appearance of the cabinet, which is about the size of a large cigar box. Brightly colored spin dial set over an attractively designed face card and covered with crystal glass make of Spinaround "a thing of beauty" and an ornament for any counter. Cabinet and face card were designed by a nationally known artist-designer.

A feature of Spinaround is the guarantee attached to it, seven-day trial with money back if operator is not entirely satisfied.

# On New Game Goes High

# **BESSESSESSES** OCTOBER SPECIALS The following Machines in good condition. Cash payoff.

tion. Cash payoff.
4 PROSPECTORS\$27.50
4 De LUXE "46" 22.50
2 CREDITS 60.00
1 ALAMO 45.00
4 BIG SHOT, Calif. Exhibit 27.50
1 COLD RUSH 5.00
2 DAILY LIMITS 27.50
10 CERTEX MACHINES. Each 17.50
Lot, \$150.00,
5 E. Z. Put 'n' Take Conversion 4.00
1 SPORTSMAN, Black Cabinet, 5.00
1 DOUBLE SHUFFLE, 1c Slot 7.50
7 TWO Pals, 1c Slots 7.50
One-half deposit, balance C. O. D., F.
O. B. Wichita Falls.
Orders under \$10.00 remit in full.
Shipment within 24 hours.
LONE STAR COIN MACHINE CO.

ARRESTS SERVICE SERVIC

# SLOTS MILLS BLUE FRONTS MYSTERY GOLDEN SIDE VENDERS, Low SoHILLS, Scor 10c Play, Same as new, at. \$70.00 MILLS WAR EAGLES, BELLS, Sc or 10c Play, at. 50.00 MARBLE TABLES PAMCO PALOOKA, Floor Sample, 6 Slots, at MILLS MCCOYS, at MILLS TEN GRANDS, at CHALLENGER PAMCO PARLAY ACES FLICKERS RAPID FIRE ROCKET OKET We carry a Complete Line of Mills Slot Mines. The Largest Stock in Southwest Mines. Write, Wire or Phone us your needs. One-Third Deposit with All Orders. T. & T. NOVELTY CO. 114 N. Main Street. Joplin, Mo J. L. TREADWAY & G. H. TATUM.

### BLOOD PRESSURE

COIN MACHITES, original, patented. The biggest hit of the year. Hundreds now on display throat country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attended to the country of the country o

End your correspondence to advertisers by men-

# **Daval Heralds Non-Payout Game**

ment.

Excel has been under construction for some time at the Daval factory here. Engineers have put their best efforts on the game for many months. Secret tests have been conducted by Daval distributors in the East, on the West Coat and in the Midwest to check the game's earning power and its correct payout percentage. At the same time these tests have proved that Excel is mechanically perfect and correctly pinned.

"The came follows up the tremendous

chanically perfect and correctly pinned.

"The game follows up the tremendous record sales of the greatest counter game known in the coln-machine industry," Douglis says. It is so scientifically arranged that the game does not require any specified number of balls. The player can win with two balls and can use three times that many if he so desires. The play of the game is based on strict skill play and allows the player to "outguess it"—a feature that has made Reel "21" a remarkable playing game.

Playing game.

Excel is a non-payout pin game and Douglis believes it will absolutely revive Douglis believes it will absolutely revive pin-game play everywhere in the country. It comes to the industry at a time when a non-payout pin game is being sought by all distributors, fobbers and operators. Shipments of Excel are being rushed to all Daval distributors and will be in the hands of their customers within the week.

Incorporating Popular Features

CHICAGO, Oct. 3.—A. S. Douglis, president of the Daval Manufacturing born. The complete play of the game Company, announced this week what his it company, announced this week what his it can be called the property of bagatelle." The game follows the sensational counter games, Reel "21" and Daval's Races, and then presses the button near the coin is scientifically based on the principles must beat. Any score over 21 is on the game in the Daval factory here, the player of the presses the button to see the number he is to beat he can some time at the Daval factory here, Engineers have put their best efforts on the game for many months. Secret tests to beat the player of the game for many months. Secret tests to beat the can be pressed the store the player of the presses the button to see the number he is to beat he can get no more balls from the game, for the game for many months. Secret tests the player on the game of 21 or Black Jack or the Old Army Game right to the very last draw, and is the collection of the game of 21 or Black Jack or the Old Army Game right to the very last draw, and the presses the button near the coin the same beat and presses the button to see the number he is to beat he can get no more balls from the game, for the game for many months. Secret tests locks the game. It requires another nickel to start the play. The store-keeper doesn't have to come near the game. He can see the complete action and the payoff 50 feet away.

"Furthermore the game is so real-istically based on the action of Reel '21' istically based on the action of refer 21 that it is not necessary for the player to learn how to play it. The popularity of 21 itself as a card game and the additional popularity which has accrued since the introduction of our own Reel '21' has acquainted all players with the action of Excel.

"One of the reasons we believe Excel will excel in play all previous records is that the moment our distributors saw the game they instantly pushed us for immediate delivery and in the largest possible quantity.

"Such distributors as Supreme Vend-"Such distributors as Supreme Vending Company, Gerber & Glass, Banner
Specialty Company, Irving Bromberg
Company, Advance Automatic Sales
Company, B. D. Lazar Company and
dozens of others have demanded immediate carload shipments. We feel that
this is the first game in years to have
met with such instantaneous and popumet with such instantaneous and popu-

Douglis states: "We believe that in Excel we have the greatest scientific who has tested the tremendous profits play, non-payout pin game that has appeared in the annals of the coinprofits from Excel, which in our estima-

tion is a real lifetime non-payout pin

The entire Daval factory is in high-speed production on Excel and ship-ments are being made as fast as is humanly possible.

75

## New Service Idea **Proves Its Value**

NEW YORK, Oct. 3.—John A. Fitz-gibbons, president of Fitzgibbons Dis-tributors, Inc., has announced the ap-pointment of a traveling service man-ager, an idea which he says will pioneer a new service standard in the distributing field.

ing field.

Henry Jacobs, one of the best informed mechanics in the coin-machine industry, with special training at the factory of Bally Manufacturing Company, has been named traveling service manager of the firm.

manager of the firm.

Fitzgibbons points to one incident which he believes has repaid the firm for the installation of such a department. A call came in from Utica, N. Y., stating that an operator there was having trouble with one of his games. Jacobs was soon dispatched to the territory. He repaired the game the same evening of his arrival, explained the mechanical principles of the game and was back in New York the next day.

The Utics operator has written the

was back in New York the next day.

The Utica operator has written the firm an encouraging letter, Fitzgibbons states. He also reports that Jacobs is helping the firm not only to ploneer a new service but to bring about a more lasting friendship between Fitzgibbons Distributors, Inc., and operators in the Fast.

### Novel Method Builds Sale of Bank Rolls

NEW YORK, Oct. 3.—A novel means of arousing interest in Genco's bowling game, Bank Roll, has been devised by the sales promotion department of the George Ponser organization.

Advertising has already appeared to the effect that a Bank Roll game is to be given away free to an operator.

L. G. (Andy) Anderson, general sales manager of the company, reports that "there are no strings attached to the offer and that every operator sending in his name and address will be entitled to participate in the obtaining of this Bank Roll."

According to plans an announcement

Bank Roll."
According to plans, an announcement will be made in *The Billboard* some time in December, giving the name and address of the winner, and it is optional as to which model Bank Roll may be chosen—10 feet 8 inches, 11 feet 8 inches or full size 13 feet 8 inches.

Anderson reports that every operator in the United States is invited to send in his name and address to the George Ponser organization.

### New Display Room To Show Latest Machines

CHICAGO, Oct. 3.—Monarch Coin Machine Company celebrated the big in-crease in the number of its customers by arranging a new display room that shows all the machines handled by the

firm to the best advantage.

Roy Bazelon, manager, says that business has grown beyond expectations and that the new display facilities will en-able them to show the newest products from the manufacturers as they should

from the manufacturers as they should be shown. He looks forward to a very successful season running thru to the annual show here next January. The slogan used by the firm, "Mon-arch—that's the name; remember it for every game," is being used to good ad-vantage. Operators are appreciative of the service idea back of it, Bazelon states.

### Continental Firm Clicks With New Salesboard Idea

NEW YORK, Oct. 3. — Continental Salesboard, introduced by the Continental Mercantile Company a little more than a month ago, is going over so strong Jack Greenberg, of that company, reports that the factory has to go full speed to fill the new and repeat orders received.

received.

Continental Salesboard is a straight merchandise deal with a novel twist. There are 300 holes to the board and each is a winner, as the player receives a quality tie for each purchase. The inducement to play is provided by charging the amount indicated from 1 cent to 50 cents so that the player may obtain a tie for as little as 1 cent. No one pays more than 50 cents, and Continental gives such good values the play-



ROY BAZELON. Monarch Coin Machine Company, Chicago, snapped while enjoying a vacation in Colo-

er doesn't mind even when he has to pay 50 cents for the tie.

What makes the Continental a winner, says Jack Greenberg, is the fact that no man ever has too many ties, and no man ever has too many tree, and with the opportunity of buying a high quality tie for 1 cent he keeps playing the board week after week. Many locations sell more than a board a week, says Jack, and this is proved by the large volume of ties being shipped.

Continental Mercantile is so confident of the money-making possibilities of its deal that the board is solid with a money-back guarantee.

# Fort Worth

FORT WORTH, Oct. 3 .- City of Fort Worth was honored Monday of this week with the presence of distinguished coin-machine manufacturers from Chicago, machine manufacturers from Chicago, who are in the territory after attending the State meeting of the Texas Coin Vending Machine Operators' Association at Dallas last Sunday. Those who were on hand for a brief meeting, a banquet and a visit to the Fort Worth Frontier Centennial were Walter Tratsch, A. B. T. Company; D. Gottlieb, of D. Gottlieb Company; Leo J. Kelly, Exhibit Supply Company; Jack Keeney, Keeney Manufacturing Company; J. O. Bates and H. L. Baker, Pace Manufacturing Company; Jimmie Johnson, Western Equipment and Supply Company; George Maloney, Bally Manufacturing Company; Louis Ginsberg, Genco, Inc.: Charlie Snyder, Mills Novethy Company; Dick Hood and Johnny McMahon, H. C. Evans & Company, and Jack Rose, Stewart & McGuire Company, New York. who are in the territory after attend-

Thelma Andrews, wife of Tubby Andrews, Jacksonville, is in the hospital here, where she underwent two major operations. Mrs. Andrews is the sister recently married in the Alamo City.

# DO YOU NEED THESE MACHINES?

- 1. ROCK-OLA'S SENSATIONAL, NEWRHYTHM KING?
- ROCK-O-BALL?
- 3. DRAW BALL?
- 4. REEL "21"?
- 5. DAVAL'S RACES?
- 6. BANK NIGHT?
- 7. BOWLETTE?
- 8. LIGHTS OUT?
- 9. MASTER NO. 77?
- 10. RAY'S TRACK?

and all the Latest and Best Pay Tables! Before You Buy-Write or Visit Our Nearest Office Today! You Can ALL-WAYS depend on

# B. D. LAZAR COMPANY

1340 FORBES STREET, PITTSBURGH, PA.

620 SPRING GARDEN ST., PHILADELPHIA, PA.

> 119 PENN STREET, READING, PA.

136 FRANKLIN AVE., SCRANTON, PA.

of Joe and Elgin Akers, operators in Denton, Tex.

H. W. Carpenter, Wichita Falls, has added a beanery to his long list of investments in West Texas.

Helen Savage, manager of the Fort Worth branch of Automatic Amusement Company and only woman jobber in the Southwest, recently returned from Mineral Wells, Tex., where she spent a brief vacation and also celebrated her second anniversary in the State.

S. L. Stanley, president of Automatic Amusement Company, Memphis office, recently acquired the added moniker of "Here Today and Gone Tomorrow Stan-ley." His fast traveling in the South-west is responsible for the title.

Sammy Frankrich, of Frankrich Distributing Company, has gone haywire over flying. Made a number of trips during the last few months, including a trip to Chicago, and is now seriously thinking of taking up flying with the intent to buy a plane later.

Visitors in the city recently were George Reynolds, E. L. Chitwood, John McGee, R. L. Davis, John Senor, A. C. Woodruff, Elgin Akers, Joe Baine and

Miss Hirsh, of Exhibit Supply Company, Chicago, was a recent visitor in Fort Worth, attending the Frontier Centennial. Big State Novelty Company (Nick Nigro) played host to her, showing her the interesting spots around the village, topping it off with a visit to Casa Manana at the Centennial.

Ernest Walker was recently in Chicago and Aurora, Ill., visiting the Stoner Cor-poration in the latter city.

### Distrib Boosts **Bolo Table Game**

SPRINGFIELD, Mass., Oct. 3.—Automatic Coin Machine Corporation here announces its appointment as distributor in the New England territory for a remarkable new table game called Bolo. The firm claims Bolo to be one of the most sensational skill games that it has ever presented to its customers. Bolo is a 100 per cent skill amusement table with all the thrills of bowling and is operated on the same principle. The beautifully colored score panel on the backboard shows strikes, spares and pins from 1 to 10 and tilt, all fully illuminated as the balls score. As many as five people can play competitively at one time. Regular bowling score pads are furnished with each game, and additional pads can be furnished by the Automatic Coin Machine Corporation at a nominal cost. The pads induce competitive play and increase the receipts per game.

The Automatic Coin Machine Corpora-

a nominal cost. The pages induce competitive play and increase the receipts per game.

The Automatic Coin Machine Corporation points out that Bolo is legal in all territories and can be used with or without prizes. While the standard Bolo is a two-ball table representing a frame of the complete bowling game, it is also obtainable as a five-ball model. Automatic Coin Machine Corporation is one of the fastest growing distributing companies in the New England States. They recently moved to larger quarters so as to better serve their ever-growing clientele of jobbers and operators. Besides being the distributor for Pacent Novelty Manufacturing Company's Bolo, they are distributors or jobbers for most of the leading manufacturers. The Automatic Coin Machine Corporation has a complete supply and service deportment fully accultance. Automatic Coin Machine Corporation has a complete supply and service department, fully equipped so as to render quick service to operators. Service jobs are handled by experts who have been trained in factory methods, thereby assuring the operator a really efficient reconditioning service.

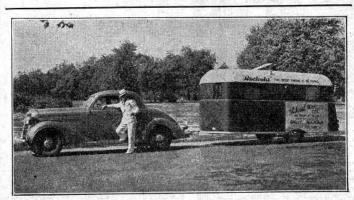
### Special Offer Planned When in New Quarters

When in New Quarters

HARTFORD, Conn., Oct. 3.—As one of the signs of better times, Abe Fish, president of General Amusement Game Company, is reported to be seeking larger quarters and has also added to the mechanical and office staffs of the firm. They have purchased new trucks also for faster delivery of new games.

Fish is a Bally game booster and is planning for one of the biggest events in his career by a tremendous introductory offer of new Bally games when the firm has moved into larger quarters.

The enlargement of the service organization will be of definite value to every operator, he reports, for the firm will now be able to send a man to every operator's location if necessary to help with his games. Additional help in the offices will mean greater service to operators and will save them time and expense. A special system is being arranged whereby operators will be kept informed almost daily of the new games arriving and of special offers on trade-ins and used machines.



TRAILER BEING USED BY THE IDEAL NOVELTY COMPANY, St. Louis, in calling on distributors, jobbers and operators in the Middle West. Earle Thorpe, traveling representative for the firm, is shown in the picture. He travels Missouri, Kansas, Illinois, Indiana, Kentucky and Tennessee in his car and the specially built trailer. Trailer is equipped with a bar.

# Phonos Saved By Lumberjacks

CHICAGO, Oct. 3.—Henry Anchester, one of the J. P. Seeburg Corporation's star sales representatives, relates by letter the following interesting incident:

"From a psychological standpoint it might be very interesting to the company to know that the town of Plains, Mont, burned down, or rather the business section did. We had three phonographs in three taverns. The fire took place at 12:30 a.m.; the proprietors in each tavern ran out with the cash registers, and the customers in each of the three places saved the phonographs. There was absolutely nothing saved but the phonographs and the cash registers.

"One week later they were all doing business again in shacks that they had put up—it is a lumberjack town. I asked some of the customers why they saved the phonographs and in their slow

### Texas Music

DALLAS, Oct. 3.—Annual meeting of the Texas Music Machine Operators' Association will be held at the Jefferson Hotel, Dallas, Sunday, October 11. Arrangements are being made for some very prominent speakers connected with the music Industry.

A big banquet and dance is on the program and it is anticipated that every music

A big banquet and dance is on the program and it is anticipated that every music operator in the State will try to be present. Subjects which are scheduled for discussion include Taxation, Ways To Improve Operating Conditions, Co-Operation Among Operators; Various State, County and Municipal Laws Related to the Operation of Phonographs, and other interesting matters.

Operation of Phonographs, and other in-teresting matters.

The association committee plans to make this the biggest meeting of phono-graph operators ever held in the State of Texas. Communications may be sent to Don Law, secretary-treasurer Texas Music Machine Operators' Association, 508 Park avenue, Dallas, Tex.



way they told me that they could not see a fine machine burned up when it had given them so many hours of fine entertainment.

"You know, mister, when one of us put a nickel in the machine 40 of us get nice clean pleasure from it and when the time came to do the machine a good turn we just did it," they explained.

Mr. Anchester travels Montana, Wy-Mr. Anchester travels Montana, Wy-oming, Idaho, North Dakota and South Dakota. He is one of the most popular men traveling the great wide-open spaces. He claims that out west where men are men and women—. Now, Henry! No farmer's daughter quips!

### Record Sales Are Index

DETROIT, Oct. 3.—"Detroit operators are experiencing a big revival of business." Fred Gersabeck, of the City Music Company, Detroit Jobber, said this week. "Fall weather has meant an increase in play of the music machines especially.

"We are selling a large volume of nev records for the past few weeks and that indicates the average play on phono-graphs. Music in general is staging a comeback. Music stores are selling more records and the dealers are selling more pianos, so people are coming back to individually played music.

"The fact that we are open evenings is responsible for much of the increased business because that makes it con-venient for the operator to come over and select records during a pleasant evening's drive."

# **Calls Swing King** Timely Music Hit

FAYETTEVILLE, N. C., Oct. 3.—Joe Calcutt, of the Vending Machine Company, rushed an important announcement to the coin-machine industry imnediately after receiving his first shipment of the new Mills Swing King

Calcutt explained that "this is one of the greatest coin-operated phonographs which has ever been introduced in coinwhich has ever been introduced in coin-machine history. Furthermore, it is being introduced at a price which is certain to meet with the approval of every operator in the industry. The new Mills Swing King was especially created to meet the musical trend of the present time, with swing music the big feature. Every leading orchestrs in the country Every leading orchestra in the country is featuring swing music, which has captured the dancing feet of America, and the Mills Swing King picks up those records and actually swings them upon the insertion of a nickel."

Calcutt believes that Swing King will the greatest hit in the phonograph field. Preparation has been made for record shipments and a new contract or sales plan is being offered. It is said to provide liberal terms.

### Rock-Ola Firm Features "Idea Exchange" for Ops

CHICAGO, Oct. 3.—Large Rock-Ola plant is proving a focal point for the exchange of ideas among phonograph operators. Some of the recent discussions are worthy of consideration. For example: A well-known Rock-Ola operator but stage in the local paper. example: A well-known Rock-Ola op-erator buys space in the local paper to advertise something like this: "A new Rock-Ola phonograph has recently been installed in the well-known establish-ment of John Jones"; then follows a description of the man's place of busi-ness, usually copied from his business card, giving the things featured in the establishment.

The cost is only a few dollars and the operator does not say anything about the matter until after the location man has seen the advertisement. Naturally, he is delightfully surprised and when the operator comes around on his next visit the location owner is all smiles and the operator has made a permanent friend.

Another operator has advertising cards (dodgers) printed, outlining the features of a location and concluding with the statement: "Come in and see and hear statement: "Come in and see and hear the latest music on our new Rock-Ola Multi Selector Phonograph." The cards are distributed at a total cost of about \$2 and the cards, usually 1,000, cost about the same amount. The dodgers build lasting good will for the operator, who claims that the increased play on new locations, right from the start has new locations, right from the start, has made the idea self-supporting.

made the idea self-supporting.

Another operator has made good use of small checkbook-size blotters, which he has distributed directly to the home. The blotter reads: "Every time you visit a place of amusement (except the theater) ask the proprietor if he has Rock-Ola music. He can get all the latest songs for you on a Rock-Ola Multi-Selector Phonograph. Ask him to call—" This is followed by the operator's name, address and phone number. name, address and phone number.

The operators' exchange of ideas thru the Rock-Ola Phonograph Division is proving mighty profitable, for more and more the live, wide-awake operator must create and keep good locations.

### Sheet-Music Leaders

Week Ending October 3)

Based on reports from leading job-bers and retail music outlets from Coast to Coast, songs listed are a con-sensus 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 Rich-mond Music Corporation, Inc., are not included, due to exclusive selling 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 Hingad Music Corapany and Western Book and Stationery Company, of Chi-

- Until the Real Thing Comes
  Along (1)
  Did I Remember? (2)
  When Did You Leave Heaven? (3)
  A Star Fell Out of Heaven (4)
  The Way You Look Tonight (7)
  I Can't Escape From You (6)
  Me and the Moon (5)

- Me and the Moon (3) Sing, Baby, Sing (10) A Fine Romance (8) I'm an Old Cowhand (13) Organ Grinders' Swing Empty Saddles (9) Rendezvous With a Dream (11) Bye, Bye, Baby (12)

- Bye, Bye, Baby (12) When a Lady Meets a Gentleman
- Down South.

### Radio Song Census

Selections listed represent The Bill-

Selections listed represent The Bill-board's accurate check on three networks, WIZ, 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 25, to Thursday, October 1, 1936, both dates inclusive.

The Way You Look Tonight (24)	28
When Did You Leave Heaven (25).	
A Star Fell Out of Heaven (20)	23
Sing, Baby, Sing (24)	23
Bye, Bye, Baby (19)	22
Who Loves You?	22
Did 1 Remember? (21)	21
A Fine Romance (17)	20
Until the Real Thing Comes Along	
(22)	20
I Can't Escape From You (23)	16
Me and the Moon (18)	16
Until Today (18)	16
It Can Happen to You	15
Running a Temperature	10
You Came to My Rescue	8
You're Giving Me a Song and a	
Dance	7

### Studio Converted Into Roomy Display Quarters

PHILADELPHIA. Oct. 3.—What was once a center for radio entertainment has now been put into use to serve another phase of the amusement industry. Joe Eisen and Dave Margolin, welknown New York coin operators, have organized as the Penn-Coin-o-Matic (See STUDIO CONVERTED on page 78)



### SOUTHERN AUTOMATIC MUSIC CO. DISTRIBUTORS OF

J. P. SEEBURG CORP. PHONOGRAPHS

WE ARE EXCLUSIVE PHONOGRAPH DISTRIBUTORS.



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COMING ...

**ROCK-OLA'S** Triumph

Just arriving for display at all ROCK-OLA Distributors in key cities Write or wire for full details



ROCK-OLA M hicago, Illinois ROCK-OLA MFG. CORP., 800 North Kedzie Ave., Chicago, Illinois

# Ton Rost Records for Week Ended Oct 5

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6547—"I'm Talking Thru My Heart" and "You Came to My Rescue." Shep Fields and or- chestra.	7716—"A Fine Romance," Fred Astaire, Johnny Green and or- chestra, and "The Waltz in Swing Time." Johnny Green and orchestra.	25394—"The Curse of an Aching Heart" and "I just Made Up With That Old Girl of Mine." Fats Waller and or-chestra.	3305—"Out Where the Blue Begins" and "Darling, Not With- out You." Henry (Red) Allen and orchestra.
2	B6533 "Bojangles of Harlem" and "Organ Grinder's Swing." Tempo King and orchestra.	7717—"The Way You Look Te- night" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3306—"I'll Sing You a Thousand Love Songs" and "Picture Me Without You." Henry (Red) Allen and orchestra.
3	B6535—"I'll Sing You a Thou- sand Love Songs" and "Papa Tree-Top Tall." Tempo King and orchestra.	7739—"You Came to My Rescue" and "Here's Love in Your Eye." Teddy Wilson and orchestra.	25406—"Love Me or Leave Me" and "Exactly Like You." Benny Goodman and orchestra.	3304—"Sing, Baby, Sing" and "You Turned the Tables on Me." Putney Dandridge and orchestra.
4	B6548 — "Trouble Ends Out Where the Blue Begins" and "Me and the Moon." Shep Fields and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25374—"Until the Real Thing Comes Along" and "I'm Crazy "Bout My Baby," Fats Waller and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
5	B6549—"It's the Gypsy in Me" and "And They Said It Wouldn't Last." Wingy Mannone and or- chestra.	7737—"Out Where the Blue Begins" and "Midnight Blue." Music in Russ Morgan Manner.	25401—"Sing, Baby, Sing" and "Make - Believe Ball Room." Ruby Newman and orchestra.	3307—"I Wish I Could Shimmy Like My Sister Kate" and "That's a Plenty." Joe Haymes and orchestra.
6	86563"Sweet Adeline" and "We Can Huddle at Home." Tempo King and orchestra.	7718—"Never Conna Dance" and "Bojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	25403—"Tiger Rag" and "Bluin' the Blues." Nick La Rocca and orchestra.	3308-"I Can't Believe That You're in Love With Me" and "My Sweet." Louis Armstrong and orchestra.
7	B6562—"Sweetheart, Let's Grow Old Together" and "Sweet Hawaiian Moonlight," George Hall and orchestra.	7740—"The Stars Know" and "Let's Get Together and Swing." Louis Prima and New Orleans Gang.	25347—"I Can't Escape From You" and "I'm an Old Cow- hand." Eddle Duchin and or- chestra.	3281—"Hinky, Dinky, Parley Voo" and "Medley of Bar- Room Songs." The Sweet Violet Boys.
8	B6504—"Bye, Bye, Baby" and "Make-Believe Ball Room." Charlie Barnet and orchestra.	7736—"Sing, Baby, Sing" and "You Turned the Tables on Me." Teddy Wilson and or-chestra.	25361—"A Star Fell Out of Heaven" and "Dream Awhile." Eddle Duchin and orchestra.	3310 — "Sweet Violets" and "Put on Your Old Gray Bonnet." The Sweet Violet Boys.
9	B6560 — "Alabama Barbecue" and "That's What You Mean to Me." Tempo King and orches- tra.	7738— "Pick Yourself Up," "Never Gonna Dance," "A Fine Romance," Medley, and "Bojangles of Harlem," and "The Way You Look Tonight," Medley, Piano Specialty, Johnny Green.	25372—"The Way You Look Tonight" and "A Fine Romance." Guy Lombardo and orchestra.	3312—"Let's Get Drunk and Truck" and "Hottest Gal in Town." Lil Johnson and Chi- cago Swingers.
10	B6505—"The Way You Look Tonight" and "No Huggin' or Kissin'." Hartman's Heart- breakers.	7734—"In a Jam" and "Up- town Downbest." Duke Elling- ton and orchestra.	25367—"When Did You Leave Heaven?" and "Sweet Misery of Love." Guy Lombardo and or- chestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orches- tra.



### **BLUE BIRD RECORDS** HAVE THEM!

Be sure to get these releases:

### SHEP FIELDS

"I'm Talking Through My Heart"
"You Came to My Rescue"

### TEMPO KING

"High Har, a Piccolo and a Cane"
"You're Giving Me a Song and a Dance"

### **DOLLY DAWN**

### "Copper Colored Gal," "Sing a Song of Nonsense"

WINGY MANNONE

### "It's the Gypsy in Me" "And They Said It Wouldn't Last"

EMMET MILLER

# "I Ain't Got Nobody" "Right of Wrong"

TAMPA RED "That's the Way I Do"



### VICTOR and BLUE BIRD RECORDS

RCA Munufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of As



NON-AUTOMATIC GAMES

MAD CAPS with Electropaks, \$22.50; TOTAL LITES, \$15.00; PANAMAS, \$20.00; BUDGETS

with Electropaks, \$15.00; STOOK EXCHANGES with Electropaks, \$15.00; DITTOES, \$12.50;

HARVEST MOONS, \$12.50; ECREAMOS, \$7.50; THRILLERS, \$15.00.

JUMBOS, \$35.00; BALLY DERBY and ALL STARS, \$50.00; BALLY'S SIX-SLOT PARI-MU-TUEL, \$65.00; TURF CHAMPS, Write for Prices; BALLY SKY HIGH, Ticket Model, \$45.00; ROCKETS and CHAMPIONS, \$7.50; HIALEAHS, \$47.50; HOLLYWOOD, \$25.00; Four Play 5c RELIANCE, \$60.00; Four Play 25c RELIANCE, \$65.00, Same as New.

COUNTER GAMES
TIT TAT TOES and TIO TAC TOES, \$7.50; BUCKLEY'S HOR
DUCK SOUPS, \$1.25; In Lots of Twelve, \$1.00 Each. HORSES, \$9.00; TICKETTES, \$4.50;

SLOT MACHINES SLOI MACHINED

1 25c Play MILLS GOOSENECK, Streamlined, Mystery Payout, \$50.00; 1 MILLS 10c BLUE
FRONT GOLD AWARD, \$50.00; 1 PENNY PLAY BLUE FRONT GOLD AWARD, \$50.00; 1

and 50 DOUBLE JACK POT WATLINGS, \$22.50; 1 CENTURY DIGGER, Cost \$175.00; Like
New, \$75.00; WURLITZER PHONOGRAPHS, Perfect Condition, Write for Price.

All Games Guaranteed Mechanically, Orders Filled in Rotation. Rush One-Third Deposit, Got on
Our Mailing List for Bargains.

### **AUTOMATIC SALES COMPANY**

191"SECOND AVE., N.

NASHVILLE, TENNESSEE

SOUTHERN OPERATORS
Write us your ROLL-A-BALL requirements. We sell ROCK-0-BALL, BOWLETTE, and BALLY
ROLLS. Our Terms are Very Liberal. Inquiries Invited.

JOBBERS—Write for Prices on anything with a Coin Chute.

MULTIPLE\$72.50	BALLY DERBY \$55.00	WESTERN RACES,
CHALLENGER 72.50	GALLOPING PLUGS 47.50	Mystery\$65.00
CREDIT 62.50	PAMCO CHASE TO.00	HIALEAH 50.00
BIG RICHARD 37.50	MYSTERY THREE 19.00	ALAMO 45.00
BONUS 50,00	PEERLESS 50.00	COCONUT 19.00
IUMBO 37.00	PROSPECTOR 27.00	FENCE BUSTER 52.50
TYCOON 42.50	VELVET 75.00	MAMMOTH 30.00
TEN GRAND 37.50	PUT & TAKE 10.00	DAILY RACES 47.50
TOP ROW 30.00	ALL STARS 60.00	
ROLY POLY 17.50	DOUBLE SCOKE 35.00	
TOTALITE 20.00	FIVE & TEN 10.00	50 CRAND 20.00
		WHIRLPOOL Ticket 22.00

THE RESIDENCE OF THE PROPERTY OF THE PROPERTY

All machines guaranteed in perfect condition or money back. We have the latest machines. Write for our trade-in prices

# Decatur, III.

A Phonograph Playlet in One Act, Entitled

### OVERCOME OBJECTIONS AND THEY WON'T OVERCOME YOU

B. SMART—(Entering Location) Hello, Harry, old boy, how are you and how's your business?

HAPPY HARRY—Hello, Smart, the answer is fine to both of your questions? How's it by you?

B. SMART—The guy who said this is a heavenly business was dead wrong, for heaven is not where business goes to!

neaven is not where business goes to!

HAPPY HARRY—My business is really
good for a change!

B. SMART—Well, mine is not bad, but
my expenses are eating up all the

HAPPY HARRY—Have you figured out every way possible to cut the corners on

B. SMART-I don't get you? How do

B. SMART — don't gee you't near?

HAPPY HARRY — Well, for example, take that Multi-Selector Phonograph over there. The money I get from the operator of that instrument pays for all operator of that instrument pays for all my lights, the signs, the laundry of my linen, the replacement of many supplies and even part of the porter's salary!

B. SMART—Smoley hokes! Where have I been—give me all the facts—how can I cash in on that?

HAPPY HARRY—It is very simple! Just get in touch with the operator. You will find his phonographs will actually increase your business!

I. M. NERTZ—Say! Did I hear you mention phonograph? Don't get any. Bothers the radio too much!

B. SMART—How do you mean, bothers

B. SMART-How do you mean, bothers

I. M. NERTZ-Every time I wanna

listen to the ball game the phonograph bothers me!

HAPPY HARRY -- But many of my customers object to too much baseball and want music instead! Besides, very few ball games are on the air at night!

I. M. NERTZ - Don't care, I hate

B. SMART-Well, you get music on

B. SMART—Well, you get music on the radio, too!

I. M. NERTZ—Yaa! Tha's just it!

Music and a lot of static and whistles and hisses and everything else!

HAPPY HARRY—That's one of the biggest points in favor of a Multi-Selector Phonograph. Total absence of static, No matter how many street cars pass or regardless of lightning in a storm the phonograph is always a producer of clear, true tone!

I. M. NERTZ—Maybe, but it costs me a nickel a record to play it. Radio

me a nickel a record to play it. Radio costs nothing!

costs nothing!

HAPPY HARRY—But look what you get for your nickel! Music played by the biggest and best artists in the world.

For 60 cents you can hear 12 great or-

chestras, with their music produced as realistic as the you attended an actual

performance!

B. SMART—Yes. Twelve records is an entire concert, and to hear 12 of the leading orchestras would cost at least \$2 reading orchestras would cost at least \$2
per concert. That's \$24 worth of music
for 60 cents!
I. M. NERTIZ — (Forgetting Himself)
Well, I can't get into a concert on one
of these slugs!

of these slugs!

HAPPY HARRY—So you're the bird that has been putting slugs in the machine!! Biff! \*\* Bang! Crash! Zowie!

Plop! — Swish! ??? ZZZZ OOOOOO XYZ ????!111! \*\*\*\* 888!!!!

B. SMART—Where did he land?

HAPPY HARRY—Right in the gutter, where all sluggish slug-ers belong.

The big bum!

B. SMART—At'aboy, Harry! Come up and see me some time soon, I'll have my phonograph in right away.

### Returns to Music Field

DETROIT, Oct. 3.—Earl Phillips is speedily becoming one of Detroit's larger coin-machine operators in the music machine field. He started in the business some years ago, but was out of the field for a long time, returning this spring in a big way.

He is now operating an extensive route of machines thruout the city, specializing in the newer models of Mills automatic phonographs, and reports that business on these machines is constantly improving, largely because of seasonal reasons and better employment conditions.

### Leo Weinberger a Visitor; Going Big With Symphonola

CINCINNATI, Oct. 3.—Leo Weinberger, of Southern Automatic Music Company, Louisville, visited the Cincinnati office of The Billboard yesterday. Southern Automatic is distributor for J. P. Seeburg Corporation for Kentucky, Southern Indiana and Southern Ohio and maintains a branch in this city, with Joe and Sam Weinberger in charge.

Joe and Sam Weinberger in charge.

Weinberger has just finished a trip thru the three States and reports an increase in the sales of J. P. Seeburg Symphonolas. Operators are purchasing new Symphonolas for the winter locations which have not had music before. According to Weinberger, there is a huge demand for the Model D Symphonola, which is equipped with two speakers and a seven-tube amplifier. Operators have marveled at its superior tone and modernistic cabinet, Weinberger says, and operators are purchasing it to take care of the top-money locations. Daily shipof the top-money locations. Daily ship-ments of all models are received at the firm's Louisville and Cincinnati offices.

Southern Automatic specializes on music and is in position to devote full time to the requirements of the music operator.

### The Sphinx Speaks Out

CHICAGO, Oct. 3 .- William Cohen, CHICAGO, Oct. 3.—William Cohen, the somber Sphinx from Minneapolis, was around Chicago this week with a smile on his face for a change because he was the recipient of six Mills Blue Fronts given by Mills Novelty Company as winner of first prize for showing the largest increase in business of any Mills jobber in its \$2,000,000 August sales drive. drive.

Bill reports that the Mills Railroad new automatic multiple payout pin table, "is a winner in the Northwest ter-ritory, as indicated by a nice volume of repeat orders I am receiving, the only



NICK MALES, of De Luxe Amuse-ment Company, San Antonio, dem-onstrates his skill on Bally-Roll, "Doubling-type" game, while visiting plant of Bally Manufacturing Company in Chicago.

sure way in which a game can be proved a winner."

He reported a steady sale of Do-Re-Me, Mills phonograph. He also stated that, "Swing King." Mills new phonograph with a sampler, is bringing in plenty of extra nickels for the operators.

STUDIO CONVERTED

(Continued from page 76)
Company, converting the former studios of Station WDAS in the Broadwood Hotel as a display show place for local machine men.

Having access to the entire second mezzanine floor of the hotel, approximately 5,000 square feet, the Penn-Coin-o-Matic represents the display room of tomorrow. The general decorative motif, while modern in theme, does not lean toward the ultra or futuristic, rather resembling the living room of a comfortable home. Extending the entire length of the former broad-casting studio is now a handsomely appointed reception room and foyer for exhibition of Wurlitzer products. And the former glass-paneled observation quarters have been converted into business offices. Air conditioning, scientific ventilation and indirect lighting supplies the last word in temperature, humidity and light control for client comfort.

Not only will Bisen and Margolin display Wurlitzer products, but will also introduce Bolo, a new pin game, to this territory.

A house-warming party is being ar-

territory.

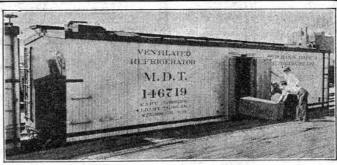
A house-warming party is being arranged to officially unfurl the Penn-Coin-o-Matic banner, when Eisen and Margolin will host the local operators. A contingent of Wurlitzer executives has promised to be on hand for the narty

### Tests of Roll-a-Ball Bring Deluge of Orders

BROOKLYN, Oct. 3.—"Since the new de luxe model Roll-a-Ball bowling game was announced and the first 10 were placed on locations we have been swamped with orders from jobbers and operators," says Dave Robbins, of D. Robbers bins & Company, who are acting as fac-tory distributors.

"The beautiful appearance and excellent construction of Roll-a-Ball have made the game the outstanding bowling-type machine on the market. Operators find it easy to place the good-looking machine in the best hotels, taverns, clubs, etc. Roll-a-Ball is a genuine game of skill, which will take in plenty of money without prizes being offered. It is a game that will have a long-time appeal, as it is based on a sport which has been highly popular for more than 50 years."

Dave Robbins says that he is so sold on the game that for the first time in 15 years he has again decided to enter the operating field with a quantity of Roll-a-Balls. Successful plans for making money with Roll-a-Ball games will be furnished gratis to operators who wish to enter this lucrative field, he said. "The beautiful appearance and excel-



SO HOT IS KEENEY'S STOP AND GO that many shipments are being made in refrigerator cars, as the above picture clearly shows. Looking on is Ray Becker, sales manager, who is personally supervising the shipments.

### ATLAS GAMES *must* be OR YOUR MONEY PUT 'N' TAKE . . . . \$12.95 CARIOCA 13.00 28.50 BAFFLE BALL REPEATER 31.50 (Plain) PEERLESS 53.00 PAMCO PALOOKA, SR. (6-Chute) . . . . 89.50 AND Attractive Payout Bargains, W 200 OTHER Price List Just Being Released. Write for ATLAS NOVELTY CORPORATION 2200 N. WESTERN AVE. 1901 FIFTH AVE

## **Atlas Spreads Out** As Business Grows

CHICAGO, Oct. 3.—Significant of its chicago, oct. 3.—Significant of its rapid growth and increased activity is the Atlas Novelty Corporation's recent acquirement of an additional 5,000 square feet of space to be used by both the sales and service department.

The organization began active business two and one-half years ago. Maurie Ginsberg, general manager, and Eddie Ginsberg, sales manager, in this short period of time have created an enormous period of time have created an enormous trade, built on confidence and the "per-sonal service policy." The Ginsberg brothers possess a thoro knowledge of the amusement machine industry and they have consistently assisted opera-tors in solving their problems.

The corporation is the direct factory representative for the Stoner Corporation and the Western Equipment & Supply Company and is also engaged as distributor or jobber for the Groetchen Tool Company, the Bally Manufacturing Company, Rock-Ola Manufacturing Com-pany and other manufacturers of auto-matic amusement devices. Atlas is also the jobber for Electrical Products Company.

Maurie and Eddie Ginsberg founded the Atlas Novelty Corporation 30 months ago in quarters having a 25-foot frontage. Within a few months they were forced to double their space and also secure warehouse facilities. A year and a half later their rapid rise made it necessary for them to move to their present location on North Western ave-

The present space is partially being used for the stocking of 50,000 parts used in repairs. The immense stock assures immediate servicing of machines

sent in for overhauling.

Atlas maintains on display tables and amusement devices representing almost every manufacturer in the country and also has one of the largest stocks of lused amusement machines in America.

A year ago the corporation opened a district.

Pittsburgh branch office managed by Pittsburgh branch office managed by Phil Greenberg, with Art O'Melia in charge of sales. The two executives have done a marvelous job and have been forced to expand their office space considerably. In Chicago the office management is in the capable hands of Eva Ginsberg, sister of the two heads of the corporation.

# Superior Products in

Big Expansion Program
CHICAGO, Oct. 3.—Superior Products
Company has recently taken over the
fifth floor at 14 North Peoria street. The
rapid growth of the firm since starting
in business in Chicago about 18 months in business in Chicago about 18 months ago has been an interesting story and it was this growth that compelled them to seek much larger quarters. The three manufacturing units of the firm are now under one roof and a much larger area of floor space is being used. New machinery has been installed to take care of large quantity, production.

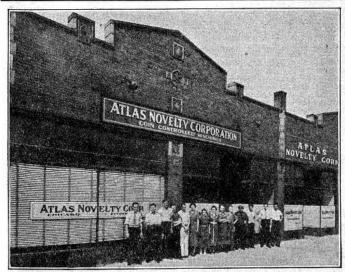
chinery has been installed to take care of large quantity production.

The firm manufactures a popular line of salesboards. The offices have been modernized and present an unusually attractive appearance. The announcement of the big expansion brought a flood of congratulatory messages from all over the country to George Sachs, president, and M. Bright, his partner.

H. C. Pennypacker, sales manager, has spent 18 years in the industry and has a wide acquaintance. "Creating and developing ideas on a large scale is our aim," according to Mr. Pennypacker.

### More Meters Installed

More Meters Installed
FORT WORTH, Oct. 3.—Three hundred additional parking meters have been purchased for Fort Worth business district by the local city council from the Dual Parking Meter Company, Oklahoma City. This increases the number on Fort Worth curbs to a total of 998 meters. Based on revenue from the 698 installed previously, the income from meters will be raised to about \$370 a day when the latest 300° are working, according to calculations by city officials. Meters now will cover entire downtown district.



CHICAGO STAFF OF ATLAS NOVELTY CORPORATION, in front of the enlarged quarters. Significant of the firm's growth is the addition of 5,000 square feet of space for the sales and service departments. Mauric Ginsberg, general manager, is on extreme left, and Eddie Ginsberg, sales manager, on extreme right.

# FRED MILLS, President of.... MILLS NOVELTY COMPANY, says...



"IN MY ESTIMATION NO OPERATOR CAN DO HIM-SELF A BETTER FAVOR THAN TO DEAL WITH JOE CALCUTT AND THE VENDING MACHINE OF FAY-COMPANY ETTEVILLE."

WRITE TODAY - LEARN WHY LEADERS RECOMMEND

THE VENDING MACHINE COMPANY ETTEVILLE, NORTH CAROLINA

# BETTER BUYS

Electro-Ball reconditioned games are better: First, all games are dismantled, worn parts replaced—mechanism oiled and greased—playing panel cleaned, cabinet polished and finally a thorough check-up test is made; then the game is experity packed for shipment. Many operators tell us our games are worth \$10 to \$20 more.

### One-Ball, Automatic Pay, Reconditioned

ALAMO\$39.50	I HI
CHALLENGER 69.50	H
DAILY LIMIT 34.50	PA
DAILY RACES, Multiple 49.50	SU
GALLOPING PLUGS 49.50	TF
GRAND SLAM 39.50	1 AE

ELECTRIC EYE PISTOL PRACTICE, Automatic Pay, Like New.\$49.50 EVANS' ROLL-ETTE, Good as

PACES RACES, Like New, Oak.\$197.50 Black, No. 762, 5c Play..... 239.50 Black, No. 2255, 5c Play... 297.50 Black, No. 2854, 25c Play... 325.00

Distributors

13

1200 Camp St., Dallas, Tex.

### MACHINES! USED SLOT

—Sc Mills Blue Front Bells. \$57.50
—10c Mills Blue Front Bell. 60.00
—25c Mills Blue Front Bell. 62.00
—5c Mills Skyscraper Mystery
Bell 42.50
—5c Mills Skyscraper Bell. 42.50
—5c Mills Skyscraper Bell. 40.00
—5c Mills Seyscraper Bell. 40.00
—5c Mills Skyscraper Bell. 40.00
—5c Mills Single Jack Pot,
Rock-Ola Fronts 22.50

1316 DODGE STREET

Sold Subject to Prior Sale.
1/3 Deposit Must Accompany Orders.
Prices F. O. B. Omaha.

NATIONAL PREMIUM CO. OMAHA, NEBRASKA

# READY!

WRITE TODAY FOR THE NEW, COMPLETE, 8 PAGE CATALOG ON THE SENSATIONAL DE LUXE MODEL

S ROLL - A - BALL S ROLL-O-MATIC, INC., 209 Parkhurst St., Newark, N. J.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# LOOK!--OPERATORS AND JOBBERS--LOOK! MOSELEY CAN MAKE PROMPT DELIVERY OF THE FOLLOWING NEW MACHINES

PACES RACES, WURLITZER'S SKEE-BALL, BALLY ROLL, PAMCO FASCINATION, ROCK-O-BALL, Also

BALLY'S NEW LIGHTS OUT, ROCK-OLA'S BIG BANK NIGHT,
DAVAL'S 21 and TURF CHAMPS
GROETCHEN'S 21 BLACK JACK AND HIGH STAKES,
KEENEY'S STOP-AND-GO AND HURDLE HOP,
SHORT SOX, ROCKOLA'S MONTE CARLO
THE HIT OF ALL BALL GAMES OF THE SEASON.

IF YOU ARE A LORDED WE WILL QUOTE YOU JORDED'S DRIVES.

IF YOU ARE A JOBBER WE WILL QUOTE YOU JOBBERS' PRICES NOT BRAND NEW BUT SLIGHTLY USED AND FLOOR SAMPLES LIKE NEW

[12] [2] [1] [1] [1] [1] [1] [2] [2] [2] [2] [2] [2] [2] [2] [2] [2	
2 GALLOPING PLUGS, Cash Payout.\$60.00 [	3 T. N. T.s\$ 2.50
7 PAMCO CHASE, Cash Payout 47.50	5 BIG GAMES 3.00
2 FLYING HIGH, Cash Payout 45.00	6 TICKETTE, 1,000 Tickets with
	each maching 4.00
2 PALOOKA, JR 60.00	
2 PALOOKA, SR 75.00	
2 DAILY RACES 45.00	8 PENNY SMOKES 5.00
3 DOUBLE HEADERS 42.50	1 PENNY PACKS 7.50
3 TYCOONS 33.50	3 RITHMETICS
1 SKY HIGH, Ticket Model 45.00	2 PACES RACES, 5c Play, Serial
1 ALL STAR, Cash and Ticket 40.00	3700-3798 325.00
1 PINCH HITTER, Cash Payout 40.00	
4 DAILY LIMITS, Cash Payout 34.00	2 PACES RACES, 25c Play, Serial
	Serial 3661, Used 30 Days 350.00
	1 MILLS BLUE FRONT, 50 Jack-
2 WHIRLPOOLS 10.00	pot Vender 55.00
1 TEN GRAND, LIKE NEW 30.00	1 MILLS YELLOW FRONT.
1 GENCO CHAMPS 20.00	So Jackpot Vender 35.00
1 REPEATER, Perfect, Cash 25.00	
2 TRAFFIO As 5.00	
1 BAFFLE BALL, Cash Payout 25.00	13 MILLS JACKPOT SIDE VEND-
1 FIFTY GRAND 20.00	ER, 50 Play 12.50
1 PROSPECTOR 25.00	1 DUTCHESS, 5c Play 12.50
8 ACES, Cash Payout, Perfect 10.00	1 JENNINGS BELL, 50 Play 12.50
All orders must be accompanied by one-third of	deposit in the form of P. O., Express or Telegraph
money order. Write and ask us to put you on our	mailing list.

MOSELEY VENDING MACHINE EX., Inc., OO BROAD ST., Richmond, Va. Richmond, Va.

DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.



# WATCH THE FIVE ON 5 PENNIES ON TURTLE

For Every Gounter—in Gates—Lunch Rooms—Glear Stores—Stores—News Stands—Clubs.

IT'S NEW—IT'S DIFFERENT—IT'S FASCINATING—
100% SKILL—LEGAL EVERYWHERE. -Cigar Stores-Drug

BUILT TO LAST-EQUIPPED WITH 7 TUMBLER LOCK

PRICES 1/2 D	EDOCIT	SAMP	LE				\$1.95
PRICES 1/2 D	EFUSIT	LOTS	OF	6			1.45
BAL. C. O	. D.	LOTS	OF	12	٠		1.35

ATLAS MFG. CO.

# Racing Game Offers 4th Chance In Addition to Standard Features

CHICAGO, Oct. 3.—"Race-track thrills slus" is the way Jim Buckley, general ales manager of Bally Manufacturing Jompany, sums up Preakness, Bally's lewest one-shot changing-odds payout ame. "By that," Jim explained, "I mean that Preakness not only pays wards on win, place and show but also in fourth place. Our location tests wove that the extra opportunity to in results in unusually heavy play, tepeat play in particular is greatly timulated by the fact that the player lever knows when the selections-and-dids indicator will give him 28 winning CHICAGO, Oct. 3.—"Race-track thrills plus" is the way Jim Buckley, general sales manager of Bally Manufacturing Company, sums up Preakness, Bally's newest one-shot changing-odds payout game. "By that," Jim explained, "I mean that Preakness not only pays awards on win, place and show but also on fourth place. Our location tests prove that the extra opportunity to win results in unusually heavy play. Repeat play in particular is greatly stimulated by the fact that the player never knows when the selections-and-odds indicator will give him 28 winning pockets to shoot at."

"For example, when the coin is de-

"For example, when the coin is deposited one or more selections flash up on the light-up backboard. Each selection represents a winning number on the play field. If only one number lights up player can win only by shooting ball in a pocket with that number in one of the four sections designated win, place, show or purse. But quite requirements they have or four numbers. in one of the four sections designated win, place, show or purse. But quite frequently two, three or four numbers will light up; then all of these numbers are winners. And it is possible for all seven horses to light up on a single coin, giving player the entire board to shoot at—win, place, show or purse on any one of seven selections—a total of 28 winners!"

Preakness is said to have the greatest flash that has appeared on the market in recent years. The backboard in particular is designed for maximum eye appeal. It is higher than the usual backboard—14 inches high, in fact—and features realistic illustrations of seven famous champions of the track. Special paint is used to give brilliance to the backboard when the lights are flashing and the commutator is arranged. to the backboard when the lights are flashing and the commutator is arranged to provide for a second or two of dazzling flash, while the various selec-tions and odds flash on and off, skipping all over the backboard in a riot of ani-mated color. This "flash period" is also said to build up suspense, as the

is featured on the board, the design of which speeds up the play by clearly differentiating between the various groups, such as win, place, show and fourth place. Of course, we use the famous Rocketype payout unit, which has now been used on some 75,000 machines during the last three years. Other profit-protecting features include the new A. B. T. No. 400 coin chute, the original Bally 12-coin escalator and in-adrawer mechanism that is really in a drawer with all parts right up in front. "Sample shipments on Preakness were begun prior to our announcement in

# New Game in **Production Soon**

CHICAGO, Oct. 3.—J. Frank Meyer, president of the Exhibit Supply Company, together with his superintendent, Bruno Radtke, made a flying trip to Fond du Lac, Wis., recentily at the request of W. F. Schmidt, of the Wisconsin Novelty Company.

The object of the visit was to give a demonstration of Exhibit's new Chucka-Lette machine, which was placed on location for several days.

Operators from surrounding territory were on hand to watch the operation of the machine and to note its reception among players. It was the consensus of opinion that Exhibit has a new number

opinion that Exhibit has a new number in Chuck-a-Lette that will equal, if not exceed in fascination, many of the horse-

exceed in lascination, many of the horse-race games, as well as slot machines.

Meyer reports that as a result of the visit some very fine business was secured for the Chuck-a-Lette machine, which he promises will be in production in the near future.

### Al Fischer Joins Ponser Organization

NEW YORK, Oct. 3.—George Ponser, president of the George Ponser Company, announces the appointment of Al Fischer, popular Eastern coin machine man, as manager of New York State sales for the Ponser organization. Fischer was formerly with the Peo organiza-tion of Rochester, N. Y., for many years and knows the manufacturing, distributing and operating end of the business from every angle. He is one of the best-liked men in

He is one of the best-liked men in the amusement machine business in the East and Leslie Anderson, Ponset's general sales manager, states: "We feel indeed fortunate to have obtained the services of Al to take care of our interests in Upper New York State. His broad knowledge of the business, his untiring efforts in the interests of the operators will fit in perfectly with the alms and ideals of our organization."

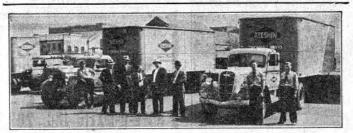
### Pacent Plant Is **Greatly Enlarged**

UTIOA, N. Y., Oct. 3.—Pacent Novelty Manufacturing Company has enlarged its plants and is now in a position to produce 1,500 Bolo games per week, officials state. Bolo is offered as a realistic reproduction of the popular bowling games in a pin-game cabinet. Increase in production was made necessary by the increasing demands made on the factory by Charles S. Lichtman, of the New York Distributing Company, New York, and Charles Aronson, Brooklyn Amusement Company.

New York, and Charles Aronson, Brooklyn Amusement Company.

Operators, according to Lichtman's story, are actually mobbing him to get delivery. Even with regular shipments he finds it impossible to satisfy the demand for the popular bowling game in the pin-game size. The game, which is of standard size, comes with either two or five balls. The field is made up of miniature bowling pins which when hit by the rolling ball score on the backboard. The backboard lights up, showing a new number for each pin hit. ing a new number for each pin hit.

order to get the trade's reaction. The response to the machine has been so enthusiastic that we are immediately swinging into full volume production. We expect Preakness to be another unusually long-run machine like Jumbo, and it's my prediction that it will still be one of our current machines when the January show rolls around."



THREE BIG TRUCK LOADS of Keeney Bowlettes delivered to Yendes Service, Inc., Dayton, O. Standing in the group is Ernie de Friese (fourth from left), representative of Coin Amusement Supply Company, Toledo, shown handing bills to Robert Yendes. Harvey Belk, of Toledo, is shown to the left of Mr. Yendes.



# **Exhibit Payouts** Arouse Interest

CHICAGO, Oct. 3.—"Has anyone seen Kelly" Yes, they have, down in Texas. He attended the State meeting of Texas operators in Dallas recently, showing the new one-ball automatic creations by Exhibit Supply Company, including Giant Movie-Bank and Trap Lite.

He reported a rousing enthusiasm shown by operators and distributors who witnessed the initial showing of these new sensations. The response, he said, indicates a busy season ahead for the production department in filling the orders already placed with Mr. Kelly and orders anticipated from other sections of the country. of the country.

The Giant Movie-Bank is described as The Giant Movie-Bank is described as not merely a novelty game. It is entirely automatic, combining the same thrilling beano and bank-night features which are enjoyed by millions of movie fans every night. There are odds of 2 to 40 on regular plays and a chance for the self-accumulating bank pot which may reach a total of \$42.

Many new features have been added, Kelly says, and nothing has been over-looked to make the game an outstanding sensation with both operators and players for the fall and winter months.

Exhibit's Trap Lite is another genuine-Exhibit's Trap Lite is another genuine-ly new innovation in a fast one-ball auto-matic pay table. It is said to introduce some entirely new and different play-ing features, with an ingenious yet simple arrangement of light-up in-dicators of odds, payoffs, etc. The play is fast and fascinating, full of high ten-sion, lingering suspense on a large play-ing area.

Reports from distributors thruout the country indicate that Trap Lite has all the earmarks of a pace setter in the payout field.

### Says Guarantee Offer Doubled Sale of Games

Newark, Oct. 3.—Dave Stern, who heads the firm of Royal Distributors, Inc., reports that since their 10-day free trial offer on the Daval Reel "21" counter game, "we have actually doubled our sales.

"Futhermore," he reports, "we have had many games before, but this is the first one on which we were willing to place such a daring guarantee. We were simply sure of the results and any operator who wants the game can get it from us to use for 10 days, after which, if he so desires for any reason whatsoever, he can return the game, keep what collection he has made and receive his full purchase price in refund.

"Instead of seeing a flood of operators in our offices, they began to drift in a few at a time to try out the game. Today they are clamoring for more and more games and we are trying to get them from Chicago as fast as we can. We realize that the factory is jammed with orders, but we know that operators are willing to wait for a while, for they don't even care about the guarantee we have made; they just want more Reel "21" games.
"Our sales have more than doubled on

"Our sales have more than doubled on this game and if we would have been prepared with machines in advance, I am sure that we would have tripled our

# Mutoscope Plays Important Role

Mutoscope machines shared in a feature story which appeared in the Sunday edition of The New York World-Telegram recently. Some of the mightiest movie moguls, according to the story, began with a needle and thread or anoisy nickelodeon. It is still reported that Nicholas Schenck nurses along a penny areade on the Palisades across the Hudson.

Sam Goldwyn, Adolph Zukor, Jesse Lasky and Jack Warner, of course, probably have forgotten the good old days when they showed in coln machines for a copper. Those were the days of "Mitti From Paree," "Tillie Retires" and "Window Silhouettes." Remember?

Well, the Messrs. Goldwyn, Zukor,

Well, the Messrs. Goldwyn, Zukor, Lasky and Warner may rock on their celluloid thrones to know that the penny arcade has come back to plague the Hollywoodians. The amusement center on garish 42d street, for example, is the Radio City of the peep show world, and here is what a true cinema fan can

and here is what a true cinema fan can see there for five parts of a nickel;
"Scintillating Sonia" (for men only), a swift-moving drama—if you are not stingy with the handle—about a lady who spies an eavesdropper as the window shade flies up to the ceiling.
"Stolen Sweets," the saga of a lonely damsel who takes from 8 to 12 minutes to slip into a nightie, the exact time depending on how fast you turn the crank.

rank.

"Hari Kari," the tale of the beauteous spy who, while searched for "the papers," is released by a gallant officer,

"Electric Chair at Sing Sing." Grim scenes prior to an execution.
"Dainty Marie," the story of a maiden who blushes deep crimson when she discovers the window washer's eyes fastened upon her. upon her.

upon her.

This is only a small fraction of the large selection, folks, that peep shows have to offer. Most of the super-colossals, of course, are fairly old-fashioned, as the costumes and coiffures of the heroines will readily show. The girls wear bustles and the men, the villains, are sporting high collars. And the pictures look as tho they are ripe for the archives in the Smithsonian Institution.

Institution.
Indeed, there haven't been any new peep shows filmed lately, and the Inter-national Mutoscope Reel Company, which operates from the heart of Man-

which operates from the heart of Main-hattan, says the public is satisfied with revivals no matter how far back they go. Sadly Mutoscope explains that the peep show is showing a profit but not any signs of culturally advancing itself. Seems the art was set back some when

Seems the art was set back some when ladies' skirts began to be shorter and the stage and screen became so sophisticated that the public couldn't be shocked any longer by the sight of Mabel revealing a hefty ankle.

Yet there was a time when photographing a peep show was a high and sensitive art and a major industry of the old Biograph studios.

But, alackaday, that golden era has vanished and Mutoscope stars have deserted. There used to be a girl called Mary Pickford who starred in many a penny arcade cardboard special for \$5 per role, but Mutoscope hasn't heard from her for many a year.

per role, but Mutoscope hash t heard from her for many a year.

When Mutoscope says there have been no peep shows filmed lately, by the way, Mutoscope means that the cameras have been idle these last two years. Up to then there was plenty of activity, which accounts for the large product now in circulation. No actresses were put out of work by the sudden shutdown, because there aren't any penny-arcade actresses. Mutoscope always called in any lady in the waiting room, invited

her to pose for a reel and paid a stand-ard sum of \$25.

ard sum of \$25.
As for the scenarios, don't make Mutoscope laugh. There weren't any. The
story was made up at the spur of the
moment and the details left to the
photographer. "Mitzi of Paree," for ex-

ample, was quite spontaneous. of the film went into a dance while waiting. Eventually "Mitzi's" innocent gavotte fell into the "For Men Only"

### Report Explains Increase in Cost

The Chicago Journal of Commerce this week published an interesting financial report on the Hershey Chocolate Corporation in its Investors' Service Department. The Hershey firm makes candy bars which are a popular item in candy vending machines all over the country.

country.

The report follows:

"Earnings of the Hershey Chocolate
Corporation in the second quarter of
1936 dropped to the lowest level since
the last three months of 1932. Consolidated net income of \$662.135 was
reported for the three months to June
20 1838 compared with \$815.557 for reported for the three months to June 30, 1936, compared with \$915,557 for the corresponding quarter of 1935. For the six months ended June 30 last consolidated net income amounted to \$1.880,821, equal to \$1.78 a share on outstanding common stock after preferred dividend requirements for the period. This represented a 22 per cent decline from consolidated net income of \$2,422,-126, or \$2.55 a common share reported for the first half of 1935.

for the first half of 1935.

"Higher costs of sugar, cocoa and other raw materials are understood to have been largely responsible for narrower profit margins and the declining earnings in recent periods. Consolidated net income of \$5.051,220 reported for the year ended December 31, 1935, equaled \$5.39 a share of common stock, and compared with \$5,148,252 reported for 1934 and \$4.246,034 for 1932. and \$4,246,034 for 1932.

"Capitalization of the company is represented by 253,844 shares of \$4 convertible preferred stock and 701,749 shares of common stock, both of no par value. These figures are exclusive of 17,507 preferred and 26,900 common shares held in the treasury when last

"Preferred dividends at the regular \$4 "Preferred dividends at the regular \$4 annual rate have been maintained without interruption since early in 1928. In addition extras of \$1 a share have been paid in each of the last six years. The preferred extra of \$1 a share must be set aside or declared prior to the declaration of a common dividend in any year. The present \$3 annual basis on the common stock has been in effect since the second guarter of 1933. effect since the second quarter of 1933, following payment of \$6 a share in 1932 and \$5 a share in each of the years 1931 and 1930.

"The company manufactures chocolate bars, breakfast cocoa, baking chocolate, chocolate syrup and other products sold under an established trade name. Sales of chocolate bars are estimated to ac-count for more than 60 per cent of



WALTER HANNUM, St. Louis operator, snapped on Rastus at the recent O'Neill (Neb.) Rodeo. Hannum before entering the coin machine business in St. Louis several years ago was for many years a contestant at the verious rodeos. He still enters the events at several rodeos annually. the events at several rodeos annually. During a recent conversation with Herbert Besser, of the Besser Nov-elty Company, Hannum declared that the success he has had recently with Reel 21 hav enabled him to purchase several new head of horses which he keeps on his farm on the outskirts of St. Louis.

normal gross earnings. It is understood that the company's output represents more than 45 per cent of all cocoa and chocolate products consumed in the United States. Properties of the com-pany include the world's largest cocoa and chocolate plants.

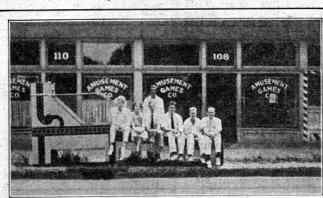
"Important among production expenses are the costs of milk, cocoa, sugar and other raw materials goin into the product. Fluctuations in the prices of raw materials may be offset to some extent by varying the weight of chocolate bars and adjusting the selling prices of syrup and other bulk products. It has been the policy of the management to accumulate large supplies of raw materials when prices are deemed

### Premium Firm To Open New Office in Jersey

NEWARK, N. J., Oct. 3 .- Sam Broudy, president of Jersey Trading Company, announced today that his firm will open a large premium department at the offices of Hercules Sales Organization

At present Jersey Trading Company is located in the George Ponser Company, Inc., offices here. They claim one of the largest displays of premium merchandise coin-machine operators in the country.

The new connection is expected to greatly benefit both firms. Hercules is one of the leading jobbing firms in this city and a constant stream of operators are to be seen daily at its offices. Hercules firm has two large connecting stores on the ground floor and one of these will be taken over by Broudy, who plans an elaborate display.



LOUISVILLE "PLAYHOUSE" ORGANIZER takes time out for snapshot of headquarters and staff. E. N. Minems (at extreme left), owner of Amusement Games Company, Louisville, has recently opened an elaborate Playhouse occupying 3,000 square feet of foor space. A Bally-Roll machine, shown here, was the first piece of equipment installed.



# ROL-A-TOP

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLumbus 2770. Cable address "WATLINGITE" Chicago

# NOVELTIES CRANE and ROTARY **OPERATORS**

Selected Assortments

No. 1-80 Pieces ......\$25.00 No. 2-120 Pieces . . . . . . . . . . . . . 35.00 

Guaranteed satisfactory or your money refunded. Buy sately from MARKEPP, Ohio's largest distributor.

WRITE for our List of New Closeouts and Used Bargains. Every one ready to go right on location.

THE MARKEPP CO. 3328 Carnegie Ave., Cleveland, O

## BARGAIN! PEANUT MACHINES BARGAIN!

100 SUPERIOR 1c Peanut Machines, months, must sell. Cost \$12.50, but will in lots of 10 or more, \$3.25 each. Write LEE STINE, Thomas Bidg., Hagerstow

INSIDE DOPE!

Get OUR PRICES on all NEW GAMES!
Used Bargains! Mills Equity, 915.00; Mills
Prycon, 845.00; Multiple Daily Raise,
\$40.00 Write boday!
LEARY, MARGUSON & JENSEN CO.

### Announces New Distribs.

DETROIT, Oct. 3.—Appointment of three new distributors was announced this week by J. A. McCormick, Chicago district manager of the Pack-It Company of America. The new distributors are taking over exclusive Chicago territories, Frank O'Neil and Walter L. Scott have taken over three territories jointly with headquarters at 203 North Wisconsin street, Villa Park, Ill. Leroy A. Wells, 5829 Ainsley avenue, Chicago, is the other new distributor. Wells is a former executive of the National Tea Company. DETROIT, Oct. 3. - Appointment of

A new Detroit distributor was ap-pointed this past week by Theo Warren, district manager for metropolitan De-troit. New appointees are Gene Austin and Paul Kambos.



Now Ready for You!

It's not just a Novelty Game . . but the real . . same thrilling combined "Beano and Bank Night" craze enjoyed by millions today. It has everything . . "Beano" ODDS . . 2 to 40 . . and a self-accumulating "BANK POT" . . top . . \$42.00 . . with one ball to shoot. Performs and serves entirely automatic. Vends Tickets . . COINS . . TOKENS. We considerit the most successful (trouble-free) payout achievement ever created and a great money producer for you. Operator's price \$169.50.

... GET SET ... with your JOBBER ... for deliveries

## EXHIBIT SUPPLY CO., 4222 W. LAKE ST

## IMMEDIATE DELIVERIES ON "STONER'S TURF CHAMPS" RECONDITIONED MACHINES PRICED LOW

A. B. T. Auto Dart (Ticket) \$15.00 Chemps (Genco Base- ball) 25.00 Contact 3.50 Cue 12.50 Fairplay 15.00 Five and Ten 10.00	PIN GAMES Gold Medej \$12.50 Hockey 20.00 Jig-Saw 2.00 Lucky Ster 5.00 Line-O 15.00 Rapid Transit 10.00	Signal, Sr.   \$3.50   Pop-1t   32.50   Torpede   22.50   Tricks, Jr.   10.00   Tricks, Sr.   12.00   Totalite   25.00   William Tell   7.50   Zoom   10.00
PHONOGRAPHS Mills Dancemaster . \$110.00 Mills Model 801 Hi- Boy . 50.00 Mills Troubadour No. 845 . 60.00 Seeburg Audighone with Radio . 50.00 Sceburg, Model . 75.00	Seeburg Selectophone \$110.00	McCoy

W. B. SPECIALTY 3800 N. GRAND BLVD.

USED A	UTOMATICS
Daily         Limit         49.50         Sport           Repeater         37.50         De L           Mammoth         29.50         Jumb           Alamo         39.50         Prosp	Ball \$27.50 Do er Don't \$14.55 Rush 14.50 Rodeo 15.55 man, Visible 10.00 Sky High 49.55 Act 29.50 Act 77.55 Act 77.55 Mills With Order, Balance Q. O. D.

# **Makes College Football Game**

CHICAGO, Oct. 3.—D. Gottlieb & Company announces its latest payout game for immediate delivery. College Football depicts seven of the sectional champions of last year. Minnesota in the Big Ten, Southern Methodist University in the Southwest, Stanford on the Pacific Coast, Princeton in the East, Louisiana State in the South, Nebraska in the Big Six and Notre Dame as the free-lance champ.

The action takes place on a colorfully decorated playing field illustrating a football gridiron with two teams in ac-

football griding with two teams in ac-tion. The background is designed after Soldier Field in Chicago.

Insertion of a coin in the Gottlieb mystery single coin slot will give the player from one to seven teams and a set of odds. Each team has four chances to win and when all seven teams

chances to win and when all seven teams are flashed on the light-up rack the player has 28 chances to win. A touch-down pays odds as high as 40 to 1. A field goal as high as 20 to 1. A safety pays out up to 16 to 1 and a place kick as high as 12 to 1.

College Football was first introduced to the trade at the Texas Operators' Convention at Dallas last week. Orders taken by Dave Gottlieb are evidence that College Football will be seen and played on many Texas locations within a very short time. short time.

The same popular features that have made Derby Day, High Card and Hit Parade favorites wherever they are Parade favorites wherever they are placed are all available in College Football. Mystery single coin slot or multiple coin slot are optional. Gottlieb's "in-a-drawer" mechanism makes all parts easily accessible. Awards are mechanically adjustable by means of an invisible control in the light-up rack. A beautiful game in a massive 54x26 inch cabinet, College Football has a standard equipment the new A. B. T. eight-coin visible escalator and the Gottlieb motor-driven payout unit. With the football season just getting under way Dave Gottlieb suggests that all operators take advantage of this football buildup and place their orders

otball buildup and place their orders right away.

### **Gottlieb Products to** Miller Novelty Firm

CHICAGO, Oct. 3.—Dave Gottlieb announced today that Gottlieb products will be distributed in Oklahoma by the Miller Novelty Company of Oklahoma City. Dave said that after giving the matter considerable thought he was proud to give his line to Miller Novelty Company, because he knows how highly the firm is regarded by the operators in the territory.

territory. Ir Miller, of the Miller Company, said

Mr Miller, of the Miller Company, said that he has followed the amazing success of D. Gottlieb & Company products for some time and is extremely gratified to secure the exclusive for his territory. "I have found," he said, "that operators in our territory are partial to Gottlieb games. They have discovered that a Gottlieb game is made both for the player and the operator. Especially on High Card, Derby Day, Hit Parade and College Football, which give the player 28 possible chances to win, they have found that Gottlieb games receive a bigger play. Mechanical operation is so perfect that servicing is brought down to a minimum. When an operator into a minimum. When an operator in-stalls a Gottlieb game in a location he

knows that his next call will be to empty the cash box and not to service the machine. The Miller Novelty Company is proud also to be connected with a concern such as D. Gottlieb & Company and we're going to do our best to cover our territory with Gottlieb games."

### **Engineers Test Bowling** Game on Continuous Run

NEWARK, N. J., Oct. 3.—A firm of electrical engineers has been engaged by Roll-o-Matic, Inc., manufacturer of the Roll-a-Ball bowling games, to put its game thru a series of exhaustive tests.

One ingenious device which these engineers hooked up and which is get-ting a great deal of attention from visithese tors is the continuous run of the unit day and night without a stop. The lights go on as if the game were being played, but so fast that the rate is played, but so fast that the rate is estimated at 5,000 complete games per hour. The test is conducted to deter-mine the efficiency of the new electrical unit and light-up system. After run-ning the test continuously for an entire week there has not been a single miss in the presention. in its operation.

in its operation.

Roll-o-Matic, Inc., is looking forward to the completion of the engineering test, when the firm will receive a statement regarding the life of the unit and its operation. Every item used in Roll-a-Ball will be checked by the engineer-

a-pair will be checked by the engineering firm.

One week of the test, running 24
frours a day, is said to equal at least
10 years of continuous play on the
game at a rate even faster than it could
possibly receive on location.

## Counter Game Not Disabled by Blaze

CHICAGO, Oct. 3. — A. S. Douglis, president of Daval Manufacturing Company, recently received a letter from an Eastern operator which illustrates the durability of such machines as Reel "21."

durability of such machines as Reel "21," he says.

In telling the story, the operator writes: "One of my locations was burned to the ground. It was a road-side stand far out in the country and before the fire department could get to the place there was nothing left but a shamble. Since no one was allowed to approach the scene of the fire for the first few days while the inspectors checked on its origin. I was at a loss as to what had happened to my games. "I had a Reel '21' on the counter of the place and also a pin game. On being allowed to search for the machines I found that the pin game had been

I found that the pin game had been completely burned, leaving only the metal parts. I found the Reel '21' intact. It had weathered the burning inferno and I was able to pry open the back cover and get the scorched coin from the cash compartment. This was the only cash saved from the place, I understand."

He further reports that by replacing the lock, painting the cabinet and put-ting in new reel strips his game works as perfectly today as the day he re-ceived it.

In the letter he compliments Douglis

on his fine product and also says: "This is the first game that I have ever had that has gone thru fire and that hasn't that has gone thru here and that hash t shown any damage except for the kind of scorching that would be expected in any metal game. It took me only a few hours to completely refit the entire game."



SAM COHEN, of the Atlanta Coin Machine Exchange, Atlanta, tries his skill on the Rock-c-Ball. Mrs. Cohen made the neat score of 3,700 on her

### Magic in New Marksman Gun, According to Kirk

CHICAGO, Oct. 3.—Just as the art of magic has made men like Thurston, Houdini and others famous by mystifying the public with famous illusions, so in this day and age does the modern amusement device reflect baffling action that holds people in wide-eyed amazement.

Theatergoers the world over are known to pack showhouses to the doors when an accomplished magician brings his bag of tricks into town. And with the words "presto-chango" old-time pro-ponents of the art of wizardry still start ponents of the art of wizardry still start eyes popping and tongues wagging with great gusto. For people (like the ads say) admit "it's fun to be fooled"—they don't wish to know how it's done. Now let's see how magic and mystifying action has found its way more and more into the modern coin-operated amusement device.

One of the country's leading manufacturers and an exponent of ideas that smack of mystery in the building of new smack of mystery in the building of new principles into amusement devices is Claude Kirk, president of C. R. Kirk & Company, Chicago. A long line of suc-cesses like the Steeplechase, the Lark, Digger machines and Rotary Merchan-diser reflect Kirk's ingenuity for put-ting the "magic touch" into the fin-ished product.

To the man who plays Rotary Merchandlser there's much mysterious action at the round-and-round motion of the merchandise, while the magic wand arm

engages the object of the player's selec-tion and attempts to procure it for him.

Another crowning achievement and one of the best by far, in Kirk's opinion, comes with Marksman, new "gun-lite" of the best by far, in Kirk's opinion, comes with Marksman, new "gun-lite" ray-shooting game of the Kirk concern. "Here the shooter is given something entirely new and different," says Kirk in his conversations with Billboard's representative. "We give the player an opportunity to shoot at fixed objects, and by the process of consecutively illuminated targets, 10 in all, give the man at the trigger a fair chance to test his skill to the limit with a single coin. An air of mystery pervades the manner in which one duck, then another, hoves into view. It's the age-old element of magic that weighs heavily in favor of Marksman," Kirk continued.

It is said the new shooting game has been engineered down to the finest points with the combined talents of Kirk, Pacific Amusement engineers and outside specialists in the electro-mechanical prophering field continuent.

outside specialists in the electro-me-chanical engineering field pointing to-ward a perfect finished product. So great have operator and jobber re-

actions been reported on the new Marksman game that the facilities of both Pacific Amusement Manufacturing Company and C. R. Kirk & Company have been brought into play to produce the new number and handle the requirements of the thousands of operators who are turning to this new tyne of all-legal are turning to this new type of all-legal

According to Fred McClellan, president

According to Fred McClellan, president of Pacific, and Claude Kirk, it matters not at all from which source Marksman is obtained, for the same dies and hands are engaged in one of the most prodigious production programs ever laid out, with the same expert engineering endowed to both products whether labeled by Pameo or Kirk.

Mr. Kirk emphasized especially the fact that new replacement units are already in production. These units are easily interchangeable for the first insert target. Subjects will be used which appeal to the widest interest. Such renewal of target subjects promises to be one of the most novel ideas ever introduced in the target-machine field. duced in the target-machine field.

# **DUCK SOUP** 1c Skill Game



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 | Lots of 12 . . 1.40

No Personal Checks, Please. Protect Your Route Without Delay STAR SALES CO. 3901-09 Wayne, Kansas City, Mo.

BIG BARGAIN in LATEST TYPE NEW MACHINES (CASH PAYOUT)
MACHINES NEVER BEEN USED
B DAILY RACES . . . \$80.00 Each
Bargain Slightly Used Machines (Cash Payout) SUNSHINE DERBY . \$30.00 MULTIPLE . . . . JUMBOS (Perfect; 47.50 Each

Good as New) . . . 25.00 Each RMS—1/3 Down and Balance C. O. D. F. O. B. Brenham. TERMS-

SCHATZ NOVELTY CO. BRENHAM, TEXAS



LITTLE NUT VENDOR CO.

FACTORY PRICES

### ALABAMA STATE-

(Continued from page 3) taneously and after the blowoff from the grand-stand features such congestion existed on the midway that ballying was discontinued and shows were operated like movies.

Mr. Seilmayr said the midway gross for the week would not approach the \$91,000 record made at Minneapolis three weeks ago, but declared that business

weeks ago, but declared that business had greatly exceeded his expectations. He said that every known midway record for the Alabama State Fair had been

Paula Nelson, attractive wife of Nath Paula Nelson, attractive wife-of Nath Nelson, chief electrician and operator of the Penny Arcade, died in Minneapolis last week as a result of blood poisoning that confined her to a hospital in the Twin Cities for several weeks. George Golden, bingo manager, who was confined to a Minneapolis hospital for several weeks with malignant malaria, rejoined Royal American at Birmingham Saturday. He will not be able to resume his work for several weeks. Carl J. Sedimary Jr., who has managed Lola, the Girl From Mars, all summer, has left the attraction in his father's charge and returned to Florida Military Institute at Halnes City.

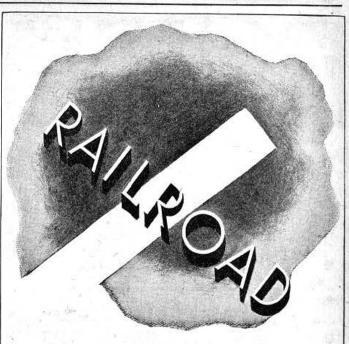
### NO ACTION

(Continued from page 3)
the exception of E. P. Pitzer, of New
York, librarian. The officers, all of whom
are from Richmond, are as follows: John
C. Goode, president; W. A. Roper, vicepresident; C. S. Goldston, secretary;
Joseph Kass, treasurer; Clarence Riddick, librarian, and Leith Bremmer, national counselor. The national board
of directors: Dr. C. H. Rudd, Charles A.
Somma, Eddie Rose, A. D. Watson, all of
Richmond, and Colonel Charles B. Borland, Norfolk, and Remmie Arnold,
Petersburg.

land, Norfolk, and Remmie Arnold, Petersburg.

No new members were admitted to the W. W. Workman Tent as the club already has its limit of 100 and there are nearly 200 on the waiting list.

The banquet Friday night was the big social event of the gathering. State Senator Gordon Ambler was the principal speaker. Mayor Bright, who is a member of the local tent, "turned the keys" of the city over to the delegates as usual. Manager Somma of the State Fair furnished the entertainment features from among his grand-stand attractions. among his grand-stand attractions. Nearly all of the members of the club visited the fair, taking time out from the convention for that purpose.



Conspicuous among the pay tables acclaimed by the public today is Mills Railroad, best seller of the past three weeks. Greeted with gusto by players, so long starved for a good BASIC table, it has quietly forged into the spotlight and captured cash box row. One to seven can play its \$40 an hour coin chute. Price is \$135 at your Jobber's or direct from Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

### THE FIRST PIN GAME IN HISTORY ON WHICH WE OFFER A "MONEY-BACK-GUARANTEE" !!!

The Sensation of ALL Sensations! The 2-Ball NON-PAYOUT Pin Game that is earning more money than any Pay Table or Slot in HISTORY! RUSH YOUR ORDER—We are EXCLUSIVE \$54.50 JOBBERS-WRITE FOR SPECIAL PRICE!

DELIVERY Keeney's BOWLETTE WRITE FOR OUR.

HERCULES MACHINE EXCH., INC.,

1175 BROAD ST., NEWARK, N. J. Tel.: Bigelow 3-3984.

# ROCKY MOUNT, N. C., FALL FESTIVAL

Want Shows of merit that don't conflict. Can place Talkers for Side Show and Oriental Show. Want Freaks, Curiosities, Tattooer and Acts. Legitimate Concessions of all kinds, Rates reasonable. Want Cook House, All Fairs and Celebrations up to Thanksgiving in North Carolina. Week October 5 to 10, Warren County Fair, Warrenton, N. C.

> DENNERT & KNEPP COMBINED EXPOSITION All Mail and Wires Per Route.

For Seven More Bona-Fide Alabama Fairs, Cneonta, Week October Carbon Hill, 26-31; Greensboro, Week November 2; Monroeville, Week 9-14; then Mobile Want Flat Ride, Side Shows, Manager with People for Athletic Show, Geek Show, Half and Half. Have new outfits, panel Harry Harris wants Musicians and Performers for fronts complete. Minstrel; Office Show. Ride Help, Workingmen, legitimate Concessions Minstrei; Onle Sounty Fair, this week, Albertville, Ala.

### IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

# **REBUILT-READY TO OPERATE**

ALAMO BONUS BROKERS TIP CREDIT DAILY RACES DOUBLE HEADER GALLOPING PLUGS PINCH HITTER RED SAILS PAMCO PARLAY TYCOON—ELEC.

YOUR CHOICE

YOUR CHOICE

# **BALLY** • MULTIPLES

LIKE NEW

\$75.00

## REEL 21

Backed by Our Original 7-Day Free Trial Guarantee. Money Back if Not Satisfied . . . . . 23 .75 DAVAL'S RACES 7 DAY FREE TRIAL

The Best Horse \$4 750 Race Counter Game Ever

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.



# DON'T BE DISAPPOINTED

WHEN ORDERING from DELUXE
COMPLETE STOCKS OF ALL
POPULAR CONCESSION ITEMS "DELUXE PLASTER"
LATEST CREATIONS - FINEST FINISH
CORN GAME FLASH 'NUF SED - YOU'LL BE SURPRISED

Beacon BLANKETS"

ORDER NOW-WHILE THEY LAST BEACON MAGNETS - MINGOS -BEACON WOOL FRINGE SHAWLS 25% DEPOSIT WITH ALL ORDERS.

VISCONSIN 1902 NORTH THIRD STREET,

CORPORATION MILWAUKEE. WISCONSIN

# BARFIELD'S COSMOPOLITAN SHOWS

WANTS for splendid string of Fairs, Loop-o-Plane or any Novelty Ride. Also Shows not conflicting. Good opening for Motordrome and Craxy House with own transportation, Legitimate Grind Stock Concessions, Performers for Colored Minstrel. Brother and Mary wire. WANT experienced Whip Man. Harry Hunting wants experienced Chairoplane Man. WANT Talker and Acts for Circus Side Show. Address McDonough, Ga., Fair, this week; Eatonton, Ga., Fair, next week.

## THE BANTLY GREATER SHOWS

SEASON EXTENDED TO THANKSGIVING WEEK OR LONGER. WANT! Good Cook House, Privilege in Duckets.

COOD OPENING for Stock Wheels and legitimate Grind Joints. Write or wire quick for space for the MOORE COUNTY FAIR, CARTHAGE, N. C. (a known RED one), October 13-17, inclusive. CAN PLACE Feature Act for Side Show. WANT good Shows, with or without own equipment. Gaffney, S. C., this week.

# MAJESTIC SHOWS WANT

FOR MARSHALL COUNTY FAIR AND ONE HUNDREDTH ANNIVERSARY

The Bigest Fair in North Alabama,
Independent Shows and Rides that do not conflict with what we have. Concessions of all kinds, such as
Grind Stores, Wheels. Everything open. No X. Ashland, Sylacauga, Marion, Enterprise, Greenville,
all of Alabama. Four more weeks perming. All who commandented last week come on. All address
CENTENNIAL HEADQUARTERS, Guntersville, Ala. G. McHENDRIX or L. McABEE.

### Fuse Eliminator Meets Real Need in Games

CHICAGO, Oct. 3.—Only on the market less than 30 days, the Epco fuse elimi-nator has skyrocketed to immediate suc-cess. This little device fills a longcess. This little device fills a long-needed want on the part of the oper-ators. The fuse eliminator was made purposely to save the operator from unnecessary trouble and expense caused by "blown" fuses in his games. Before this device was introduced a game was out of order if a fuse "blew" until the operator came to install a new one. With out of order if a fuse "blew" until the operator came to install a new one. With the Epco fuse eliminator old-fashioned fuses have been made unnecessary, and in the event of an overload in the electric circuit a contact in the center opens and breaks the electrical circuit until reset. This slight adjustment may be made by the location owner with the aid of a toothpick or small match in just a few seconds. The Epco fuse eliminator never needs replacing.

The Epco fuse eliminator is constructed of the best of thermostatic metal about two inches long inserted in an insulation material about two inches long, one-half inch wide and one inch deep. A spring in the center which is controlled by the thermostatic metal is the circuit breaker. Instead of melting or being deteriorated this spring merely pops out of place until reset.

Operators report that this small and inexpensive device has already paid for itself over and over again. Many claim that just one Epco fuse eliminator will save them from \$7 to \$15 per game a year.

Many manufacturers are already equip-

a year.

Many manufacturers are already equip-Many manufacturers are already equipping their games with this unique money-saving device. Operators may quickly install the Epco fuse eliminator in their games in just a few minutes. It is available thru jobbers and distributors of the coin-machine trade everywhere.

### ROUTES-

(Continued from page 61) Ricton's Show: Crandall, Ga., 5-7; Ramhurst 8-10.
Silver's Fun Show: Elms, Ia., 5-10,
Wright's, C. A., Dogs: (Fair) Durham, Conn.,
7-8.

### REPERTOIRE

Billroy Comedians, Billy Wehle's: Waxahachie, Tex., 7; Terrell 8; Tyler 9; Mincola 10; Sulphur Springs 12; Greenville 13. Bishop Tent Show: Fair Mount, Ga., 5-10. Fox Players: Winnsboro, Tex., 5-10. Hale Comedy Co.: Bart, Pa., 5-10. Harvey Players: Dyersburg, Tenn., 5-10. Stone Show: England, Ark., 5-10.

### CIRCUS AND WILD WEST

CIRCUS AND WILD WEST

Barney Bros.: Dos Palos, Calif., 6; Madera 7;
Visalia 8; Delano 9; Wasco 10.
Oole Bros.-Clyde Beatty: San Diego, Calif., 6;
El Centro 7; Phoenix, Ariz., 8; Tucson 9;
Douglas 10; El Paso, Tex., 12; Midland 13;
Big Spring 14; Abilene 15; Brownood 16;
Temple 17,
Gainesville Community: (Fair) Sherman, Tex., 7-8,
Haag, Harry: Oakharbor, O., 5-10.
Kuhn. Eddle, Camel Bros.: Toone, Tenn., 15-17,
Mix, Tom: Newbern, N. C., 6; Washington 7;
Greenville 8; Kinston 9; Goldsboro 10;
Rocky Mount 12.
Polack Bros.: Helena, Mont., 5-10; Spokane,
Wash., 12-17.
Singling Bros. and Barnum & Bailey: Houston, Tex., 6; Galveston 7; Beaumont 8; Lafayette, La., 9; New Orleans 10-11; Mobile,
Ala., 12; Montgomery 13; Selma 14; Birmingham 15; Gadsden 16; Tuscaloosa 17.
Sadler, Harley: Post, Tex., 6; Slaton 7; Tahoka 8; O'Donnell 9; Lamesa 10; Seminoli 1; Odessa 12; Wink 13; Monahans 14;
Crane 15.

### CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances pos-sibly mailing points are listed.)

sibly mailing points are listed.)

Bantily Greater: Gaffney, S. C.

Barffeld's Cosmopolitan: (Pair) McDonough,
Ga.; (Pair) Eatonton 12-17.

Baysinger, Al: (Fair) Birch Tree, Mo.

Beckmann & Gerety: (Fair) Muskogee, Okla.;

(Fair) Beaumont, Tex., 15-25.

Bee, F. H.: (Fair) Marks, Miss.; (Pair)

Louisville 12-17.

Big State: Madisonville, Tex.; Center 12-17.

Brown Novelty: (Fair) Jackson, Ga.; (Fair)

Butler 12-17.

Butler 12-17.

Butleck And. O.; (Fair) Troutmans, N. C.

Burdick's All-Texas: (Fair) Blooming Grove,
Tex.

Burdick's All-Texas: (Fair) Blooming Grove, Tex.
Burke, Harry: (Fair) Covington, La.; (Fair) Franklinton 12-17.
Byers Bross: Hornersville, Mo. Campbell & Heller: Laurinburg, N. C.; (Fair) Camden, S. C., 12-17.
Capitol City: Friendship, Tenn.
Cetiln & Wilson: (Fair) Wilson, N. C.; (Fair) Beaufort 12-17.
Coleman Bros.: Hartford, Conn.
Colley, J. J.: Tulsa, Okla.
Conklin's All-Canadian: Chatham, Ont., Can.
Corey Greater: (Fair) Bedford, Va.; (Pair)
Ahoskie, N. C., 12-17.
Crafts 20 Big: San Pedro, Calif.; Santa Barbara 12-17.

Orystal Expo.: (Fair) Chester, S. C.
Cumberland Valley: South Pittsburg, Tenn.;
Jonesboro, Ga., 12-17.
Curl: New Vienna, O.
to DeLuxe Shows of Amer.: (Fair) Albemarle,
N. C.; (Fair) Monroe 12-17.
Dennert & Knepp: (Fair) Warrenton, N. C.;
(Fair) Whiteville 12-17.
Dixle Am. Oo.: Columbus, Ga.
Dixle Expo.: (Fair) Albertville, Ala,
Dixle Expo.: (Fair) Albertville, Ala,
Dixle Expo.: (Fair) Albertville, Ala,
Dixle Model: (Fair) Sanford, N. C.; (Fair)
Wooddand 12-17.
Dodson's World's Pair: (Fair) York, Pa.;
(Fair) Flerence, S. C., 12-17.
Dudley, D. S.: Throckmorton, Tex.
Embre's Scuttern Am., Go.: Cotter, Ark.
Elizabeth City 12-17.
Endy Bros. No. 2: (Fair) York, Pa.; (Fair)
Exprata 12-17.
Evangeline: Hugo, Okla.
Florida Expo.: Jesup, Ga.; Jasper, Fla., 12-17.
Georgia Amusements: Wayside, Ga.
Gibbs, W. A.: (Fair) Stafford, Kan.
Gold Medal: (Fair) Tallulah, La.; (Fair) Donaldsonville 12-17.
Golden State: Pittsburg, Calif.; McFarland
13-18.
Grady, Kellie: Moulton, Ala.; Red Bay 12-17.
Great Coney Island: (Fair) W. Monroe, La.;
(Fair) Franklinton 12-17.
Great Superior: (Fair) Grenada, Miss.; (Fair)
New Albany 12-17.
Great Superior: (Fair) Fordyce, Ark,
Great Superior: (Fair) Rosiclare, III.
Greater American: (Fair) Rosiclare, III.
Greater United: (Fair) Athens, Tex.; (Fair)
Lufkin 12-17.
Greenland Expo.: (Fair) Maxton, N. C.
Gruberg's World's Expo.: Roxboro, N. G.
Hames: Palestine, Tex.
Hansen, Al C.: Jonesboro, Ark.; (Fair) Booneville, Miss., 12-17.
Hidderbrand's United: (Fair) Forleville, Mich.,
12-17.
Hidderbrand's United: (Fair) Forleville, Ore.;
Coluss, Calif., 14-18.
Hoffner Am. Co.: Bushnell, III., 3-9.
Howard Bras.: (Fair) Linden, Tex.
Imperial: Oakwood, Mo.; Helena, Ark., 12-17.
Hidgerbrand's United: (Fair) Helena, Ark., 12-17.
Hidgerbrand's Chewood, Mo.; Helena, Ark., 12-17.
Hidgerbrand's Chewood, Mo.; Helena, Ark., 12-17.
Higner, Johnes J. Wena, Mc., 12-17.
Higner, Johnes J. Wena, Mc., 12-17.
Higner, Johnes J. Wena, Mc., 12-18.
Hoffner Am. Co.: Bushnell, III., 3-9.
Hoffner Am. Co.: Bushnell, III., 3-9.
Hoff

12-17.

Hughey Bros.: Blue Mound, Ill.

Hurst, Bob: (Fair) Linden, Tex.

Imperial: Oakwood, Mo.; Helena, Ark., 12-17.

Jones, Johny J., Expo.: (Fair) Greenville,

S. C.

S. C.
Raus: (Fair) Weldon, N. C.; (Fair) Chase
City, Va., 12-17.
Reystone Expo.: (Fair) Cherokee, N. C.
Krause Greater: Jasper, Ala.; Alexander City
12-17.
Landes, J. L.: (Fair) Wellington, Kan.; (Fair)
Kingman 12-17.
(See ROUTES on page 86)

# Concessionaires... NOVELTY SUPPLY FOR AIRS, CARNIVAIS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Calcidog with New Low Prices THE TIPP NOVELTY COMPANY TIPPECANOE CITY, OMIO

# JOHN R. WARD SHOWS WANT

FOR PRENTISS, MISS., FAIR; MEADVILLE, MISS., FAIR; HATTIESBURG, MISS., FAIR, AND OTHERS TO FOLLOW.

Musicians and Performers for Minstrel, capable Manauer for Monkey Motordrome, Girls for Hawalian strong Geek Show, and Real Acts for Ten-in-One, PLACE all kinds lesitimate Concessions and Shows with own outlies. Will sell X on Novelties. Mississippi and Lotisiana in good shape. Out all winter in Louisians. Now paying choice Mississippi and Lotisiana in good shape. Out all winter in Louisians. Now paying choice Mississippi and Lotisiana in good shape. Out all winter in Coulings. Now paying choice Mississippi and Lotisiana in good shape. Out all winter in Coulings and Coulings

### WANT

FOR WINSTON-SALEM, N. C., FIVE COUNTY COLORED FAIR, WEEK OCTOBER 12, Rides and Shows with own outfits. Legitimate Concessions of all kind. No exclusive except Bingo. All address KAUS SHOWS, INC., this week, Weddon, N. C., Fair, with Littleton, N. C., Fair to follow.

### CORRECTION-

IN GREAT AMERICAN SHOWS' AD IN LAST WEEK'S ISSUE:
Copy should have read: "WANTED Concessions for Hot Springs Five County Fair, Hot Springs, Ark., October 12-17. GREAT AMERICAN SHOWS, Resiclare, Ill., this week; then Hot Springs, Ark."

### - FOR SALE -

Merry-Go-Round, Three-Abreast/ Portable with Top and Organ. FIRST \$300.00 takes it. Stored in New York.

CHARLES GERARD, 2515 Newtown Ave., Astoria, Long Island, N. Y.

### DANCERS—WANTED—DANCERS

Can place a few more Oriental Dancers with Wardrobe to strengthen show Seren more weeks of Fairs. Top salaries and you get paid here. Prefer fair looking girls. Wire, write or come on. Will place you. AL PAULERT, Mgr. Girl Show, care DE LUXE SHOWS OR AMERICA, Albernarle, N. C.

# MUSEUM

At Liberty Chink Brown with four Pythons, also play Muscal Bottles. Write or wise

CHINK BROWN
Care J. L. LANDES SHOWS, Wellington, Kan.

## Pacific Launches Drive on Marksman

CHICAGO, Oct, 3.—Pacific Amusement Manufacturing Company, with an enviable record established in developing electrically actuated amusement devices, announces production of its latest original idea in games, Marksman, new ray-shooting device. The new "gunlite" game is said to be unique, in that it offers a total of 10 targets for players to test and prove their skill. The targets, each offering a separate and distinct ekill-shooting opportunity, are in the first instance represented by a flock of wild ducks rising from the waters of an inland lake set off by a colorful panoramic scene.

inland lake set on by a colored paneramic scene.

When coin is inserted the outline around the wings and body of duck No.

1 illuminates and remains so until the



В	ARGAINS	WHILE	THEY	LAST
214213111121212	Multiples. I Pameo Parla Stampedes. Prospectors. Gold Award De Luxe 46. Palooka, Sr. Repeater. Seeburg Selo Red Salls. Genco Cham Gold Rush Red Arrows. Do & Don't toway Board MARION CO	Each y Each Each Each tophone s. Each Each		\$77.50 52.50 17.50 24.50 29.50 79.50 29.50 87.50 54.50 17.50 12.50 19.50

### 4 FOR DIME PHOTO STRIP OPERATORS

Send for our Catalogue describing new invention that will make your business pay big profits. Edward Feldman, General Managor, THE FOTOSET GO. OF AMERICA, Philadelphia, Pa.

# CONCESSIONS OF ALL

for Sciots Country Fair, Phoenix, Ariz, week October 10. Prices 83.50 per foot. Minimum \$25. Positively no "G" Wheels or Flat Joints. Ham and Bacon sold exclusive. 121 E. Jefferson St., Phoenix, Ariz.

### WANTED FOR NORRIS BROS.' CIRCUS

Performers of all kinds, small Truck Show, also Man to work and break Ponies and Monkeys, Going South. Address NORRIS BROS. CIR-CUS, Ft, Smith, Ark.

# WANTED HIGH ACT

Wire lowest salary for balance of season. CAN PLACE Concession Agents, Ride Help, Side Show Acts, Colored Performers.

# **Greater Exposition Shows**

Yazoo City, Miss., this week; Natchex, Miss., week October 12. JOHN FRANCES.

# Greenland Shows No. 2

Want for Chesterfield County Fair, October 13-17,
Chesterfield Court House, Va.,
Rides, Shows, Stock Concessions all kinds; Ball
Games, Wheels, Photo Gallery, Bowling Alley, Fenpa Pitch and Popcorn.
All other Concessions come
on. Address Maxton, N. C., this week: Chesterfield
Centr House, next. F. E. DICKERSON.

### STEEL RULE - \$19.50 A GROSS

No. H83—Flexible
Steel Tape, 60" long,
reinforced tip and clear
markings. Enclosed in metamarkings. Enclosed in the steel
sees. Turn it, twist it—it's
subreakable. A quality rule.
Spons co.,
Spons co.,
10-36 Erie St., Le Center, Minn.

shooter has focused his aim on the vulnerable spot that kills him and starts him on the way to the imaginary broiler. With No. I in the bag, No. 2 hoves into view. Then it's a different "slant" and a new "bead" on the bird that dares to succeed his ill-fated predecessor. And so on until a total of 10 ducks have gone the way of most duck flesh, one after another the player "skills 'em with blindness."

The game is described as having many.

another the player "skills 'em with blindness."

The game is described as having many fine operating features, that it is set upon an adjustable pedestal which permits the location owner or operator to any desired height, and may be hung on the wall or ceiling without the pedestal, completely out of the way of booths, counters, bars and other fixtures. The rificused with Marksman is credited with being an exact duplication of a well-known regulation duck-hunting gun. The sights are said to be of the finest make and in perfect alignment with Marksman's bullet-size beam of light. Already placed out on numerous test locations during its period of development by Pamco engineers, the best advantages have been injected into Marksman's makeup, and in addition the manufacturers are helding high electrons.

man's makeup, and in addition the manufacturers are holding high claims on the amounts of money each unit has

on the amounts of money each unit has earned.

According to Fred C. McClellan, president of Pacific Amusement Company, the Marksman gun-lite game offers a permanent investment in profits for operators. New replacement units, interchangeable from the first insert, are said to be already in production. These, according to McClellan, treat on a wide variety of shooting subjects, and will be offered to operators from time to time at a nominal charge Like phonographs with their record changes, theaters with new programs, etc., McClellan advances the thought that a target game should likewise be renewed from time to time with a fresh principle of play. Consequently much time and money have been expended by Pacific under McClellan's direction to design, test and accept or reject the new replacement ideas.

The new shooting gun is built into an all-walnut cabinet, with chromium pedestal. According to its designers, it disassembles into a most compact space and requires but a single individual to remove it from the back-seat space of any car to install it.

In line with introducing this new piece of operating equipment, which, as McClellan put it—"is a shaft of light shining out of the clouds of closed territories"—the company is offering liberal time-payment terms to operators, jobbers and distributors who purchase the Marksman game. This should be well-come news to coin machine men whose territories have been closed to the better class of money-making equipment, for they can now take advantage of liberal credit is terms and now as they profit According to Fred C. McClellan, presi-

class of money-making equipment, for they can now take advantage of liberal credit terms and pay as they profit.

### Operators Enjoy Acid Test On Tom Mix Radio Rifle

CHICAGO, Oct. 3.—One of the many new features claimed for Tom Mix Radio Rifle is the fact that it is impossible to knock the ducks down with any other kind of light except the light from the game's own rifle. Some operators were skeptical when visiting Rock-Ola plant to inspect the new device, but were fully convinced when a large electric bulb was placed directly in front of the moving targets and the light reflecting directly on the bull's-eye of each target. They saw with their own eyes that it was impossible to knock the ducks down in this manner. According to the manufacturer, this exclusive feato the manufacturer, this exclusive fea-ture on the Tom Mix Radio Rifle has been enough to convince hundreds of coin-machine men who have visited the Rock-Ola plant recently to the extent of placing orders for thousands of ma-

chines.

Full production is now in progress at the huge Rock-Ola plant, and a night and day shift is now in force manufacturing and assembling this great coin-operated machine. It is reported every operator comments on the cabinet work of all Rock-Ola machines and the cabinet work on the Radio Rifle game, saying it is beyond criticism. A large colored escutcheon plate is placed on the gun stand showing Tom Mix riding his famous horse, Tony. The name Tom Mix in connection with the marvelous machine will no doubt increase the play considerably. considerably.

### DIVORCES-

(Continued from page 33)
Guido Pisso, of Italy, September 26 at



# DIXIE MODEL

For Roanoke Chowan Fair, Woodland, N. C., Next Week—Concessions of all kinds, except Bingo and Frozen Custard. Kingstree, S. C.; Marion, S. C., and Laurinburg, N. C., to follow. Address, this week, Sanford, N. C., Fair. J. P. BOLT, Manager. ARREST STREET, STREET,

### BRUCE GREATER SHOWS WANT

For Anniston, Ala., Maiden Fair-Location, City Grounds, Next to City Hall-Sponsored by All Civic Organizations

WANT High-Class Shows and Motordrome, Stock Wheels, Grind Stores, Ball Games, other Concessions. Cookhouse and Gran open. Wire W. R. HARRIS, Gen. Mgr., Carrollton, Ga., Fair, this week; Anniston, Ala., next; then Americus, Cordele, Ocilla, Dawson, Ga.; all Fairs.

## WANTED FOR Hamtramck, Michigan, Fall Festival

OCTOBER 10 TO 18

Legitimate Concessions of all kind. No wheels or buy backs. Can use good Pit Show. Popcorn and Lunch Stand open. Write or wire via Western Union. C. D. CAMERON, 8641 Jos. Campau Ave., Detroit, Mich.

# WANTED FOR FRANKLINTON, LA., FREE FAIR

WEEK OCTOBER 12, AND EUNIGE, LA., TRI-PARISH FAIR, WEEK OCTOBER 19, Stock Concessions of all kinds, Eats and Drinks, Snow Ice, Skillos, Ball Games, Stock Wheels. PLACE Shows of all kinds except Girl. Several openings for Ride Foremen. This show out all winter, same as past ten years, in Southern Louisiana. All wires

THE GREAT CONEY ISLAND SHOWS

# **GREENLAND EXPOSITION SHOWS**

WANT for following Fairs: MAXTON, N. C., October 5-19; SMITHFIELD, N. C., October 12-17; PRINCETON, N. C., October 19-24. Princeton is positively the best bona-fide Fair in North Carolina, Plenty tobacco and cotton money in this section. You can't go wrong in connecting with this show. We have five more bona-fide Fairs to follow. Special inducement to KIDDY AUTO RIBE, MERRY-GO-ROUND, SHOWS with own outfits. Concessions of all kinds, Diggers, Bowling Alley, Duck or Fish Pond, Photo Gallery, Cook House, Pitch-Till-You-Win, Stock Joints of all kinds wanted. This show will positively stay out all winter. Live and let hee is our motto. Maxton, N. C., is on the streets. Wire to GREENLAND EXPOSITION SHOWS, (GEO. A. BALDWIN or FRANK E. DICKERSON), Maxton. N. O., this week,



P. S .- Now booking burly black-outs.

LEE S. JONES



CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. TREE PROPERTY OF THE PROPERTY

# LOUISVILLE MISSISSIPPI

WEEK OCTOBER 12

Want Cookhouse to join on wire. Also want Stock Concessions for these Fairs and Winter Show. Also can place Plant Show Performers. Address

F. H. BEE SHOWS, Inc.

Marks, Miss., Fair, This Week.

# LEW HENRY

Want for Ahoskie, N. C., Colored Fair, October 13 to 16, the Largest Colored Fair in North Carolina—Concessions and Shows of all kinds. Concessions \$1.50 per foot. Tobacco, cotton and peanuts selling for highest prices this year. Address

LEW HENRY, This Week, Bedford, Va.

Is Your Subscription to The Billboard About To Expire?

# Philly Distrib Sees Big Season

PHILADELPHIA, Oct. 3.-I. H. (IZZ) Rothstein, president of Banner Specialty Company, foresees the biggest fall season in many years. He claims that the industry has experienced one of the best

industry has experienced one of the best summer seasons in years and that operators are awaiting the new games.

He has recently returned from a visit to Chicago, where he met leading manufacturers and made arrangements for immediate shipment of all the latest games. He also believes that operators will have a more varied selection of machines this season than at any other time in history of the business. They will have so many different types of will have so many different types of games that it will be easy to switch ma-chines from one location to the next

chines from one location to the next without losing revenue.

He reports that counter games have already started off even greater during the fall than they were this summer. Such games as Daval's Races and Reel "21" are already enjoying record sales and continue to increase every day. Many of the new pay tables and bowling games are also starting off with big sales,

Izz believes that with the approach of cool weather operators will have ended one of the most profitable summer seasons on record and that they are entering an even greater money-making

### ROUTES-

ROUTES

(Continued from page 84)

Lang's, Dee, Famous: Newport, Ark,
Lewis, Art: (Fair) Danbury, Conn,
Liberty National: (Fair) Rutherford, Tenn.;
Alamo 12-17.
Liberty State: Kaufman, Tex.; Waxahachie
12-17.
Majestic: Guntersville, Ala,
Marks: (Fair) Rock Hill, S. C.; (Fair) Wilmington, N. C., 12-17.
Meadows, C. E.; (Fair) Wynne, Ark,
Metropolitan: Alma, Ga,
Mid-West: Rising Sun, Ind.; Wabash 12-17.
Miller Bros: (Fair) Elberton, Ga.; (Fair)
Gadsden, Ala, 12-17.
Mimic World: (Fair) Mansfield, La.; (Fair)
De Ridder 12-17.

Miner Model Expo.: (Fair) New Holland, Pa.;
Columbia 12-17.
Mohawk Valley: Clinton, S. C.; Laurens 12-17,
Naill, C. W.; (Fair) Olls, La.; (Fair) Ruston
12-17.
New Liberty: (Fair) Friendship, Tenn,
Fage: (Fair) Newnan, Ga.; (Fair) Covington
12-16.
Pan-American: (Fair) Aurora, Mo.; (Fair)
Balesville, Ark. 12-17.
Callipolis 12-17.
Polite & Expo.: Atlanta, O.; Gallipolis 12-17.
Polite & Latto: (Fair) Grand Rapids, Mich.
Reading, United: (Fair) Huntingdon, Tenn.;
(Fair) Brownsville 12-17.
Rogers Greater: Dresden, Tenn.
Rogers & Powell: Lake Village, Ark.; Eudora
12-17.
Royal Am. Co.: Elaine, Ark.
Royal American: (Fair) Atlanta, Ga.
Royal Palm: (Fair) Opelika, Ala.; Dothan
13-17.
Savidge, Walter, Rides: Mankato, Kan., 7;

Royal Palm: (Fair) Opelika, Ala.; Dothan 12-17.
Savidge. Walter, Rides: Mankato, Kan., 7; Belleville 9-10. Scioto Valley: Ada, O. Scioto Valley: Ada, O. Scioto Valley: Ada, O. Scott, G. T.: Alturas, Calif. Sheesley Midway: (Fair) South Boston, Va. Shugart, Doc: Eddy. Tex.
Silver State: Artesia, N. M.
Sol's Liberty: (Fair) Caruthersville, Mo. Smith Greater Atlantic: (Fair) Zebulon, N.
G.; (Fair) Orangeburg, S. C., 12-17.
Spencer, C. L.: (Pair) Dyersburg, Tenn.; (Fair) Henderson 12-17.
State Fair: (Fair) Sherman, Tex.; (Fair) Denton 12-17.
Strates Shows Corp.: Salisbury, N. O.; (Fair) Washington 12-17.
Terrell's: Shannon, Ga.; Commerce 12-17.
Tidwell, T. J.: (Fair) Roswell, N. M.; (Fair) Graham, Tex., 12-17.
(Continued from page 90)

(Continued from page 90)

DOZEN, \$1.20 Riallo CARTON, \$4.80

Deposit with Order, Balance C. O. D. Send for Free Illustrated Catalog.

MARVEL CANDY CO., Inc. 101-103 Wooster St. New York City

# **TURTLE SOUP**



1c Skill Game

IT'S LEGAL. **Buy Direct From** Manufacturer.

100.000 LOCATIONS Open for This MONEY MAKER

EARNS \$2.00 to \$5.00 Daily.

Clever, Original Novel, Profitable

PRICES ½ Deposit by Money Order, Balance C. O. D.

.25

Sample Price \$2.25 LOTS OF 12

Hurry While They Last

FIVE BORO MACHINE MFG. CO. 967 Lafayette Ave. Brooklyn, N. Y.

### Fourth Big Production Line on Rock-o-Ball

CHICAGO, Oct. 3 .- For the fourth con-CHICAGO, Oct. 3.—For the fourth consecutive time, according to the makers, Rock-o-Ball has been sold completely out at the Rock-Ola plant, altho a night and day production line has been in active duty here ever since this game has been built. The superior features and scoring system of Rock-o-Ball has become known to the operators and this is probably the reason why the demand has been greater than the supply. The orders increase every day and the factory has made every effort to come up to the nation-wide demand.

It is further claimed the style and

to the nation wide demand.

It is further claimed the style and size of Rock-o-Ball makes it an attractive piece of equipment that any location owner is glad to have in his store. Rock-o-Ball has a wide alley space and the balls can be banked into the various pockets with skill, thus creating heaps of player appeal. The numbering system using 100, 200, 300, 400, 500 is also another reason why the game is so popular.

Attractive posters have been sent to all Rock-o-Ball operators, which are made to be placed in the storekeepers' windows. Location owners like this cooperation which is extended by the Rock-Ola Manufacturing Corporation thru its operators and distributors. It helps to establish the game as a real business efficulator. business stimulator.

# **PROFITS**

WITH OUR DEALS
6 lewel Lever Wrist
Watch and 500Hole 5c Salesboard.
Average Profit, \$15.00.
No. B110, Complete,

Send for Our New CATALOGUE

Many New 1c-2c and 5c Salesboard Asst's

Send 25 % Deposit with Order, Bal. C. O. D.
OPERATORS 1: Write Us for Prices on All the Latest Coin-Operated Counter Games.

LEE-MOORE & CO.

## MAKE BIGGER Telegram Gives Features Of New Keeney Machine

CHICAGO, Oct. 3.—Jack Keeney, of J. H. Keeney & Company, says that a hand 500-Salesbard. offt, \$15.00. Complete, \$\$\)

Our New Ageney & Company, says that a splink," which reached him while on a rip to the Pacific Coast was an example of the hearty response which the trade has given to the \$top-and-Go table game. The message follows:

"Just ordered another 25 Stop-and-Go games. Three wires in from our Twin City jobbers for 15 games additional. Reports mechanically perfect and take big. Tightened slightly by adjustment of contact surface in backjustment of contact surfac



# S MONEY FOR YOU'S

Make big money with TRADING POST . . . the LEGAL fast selling, easy placed merchandiser. Drug, Candy and Cigar Stores; Tavens, Restaurants, etc., keep repeating and repeating with orders. TRADING POST has no blanks. 130 exciting chances and 130 happy winners of Jewelry, Men and Women's Wear, Cosmetics, Novelties, etc. We have tripled our factory space . . . you can triple your cernings, more this month. Do not deay, Write MR. MORAN for full particulars today.

TAKES IN \$13.00
RETAILER PAYS 9.75
JOBBERS PRICE, F. O. B. Chicago 6.60
25% with Order, Balance C. O. D.

TRADING POST SYNDICATE

"Deals that Sell."

224-230 W. Huron St., CHICAGO, ILL





# SALESBOARD

A 2,500 hole Penny Deal complete with one Landscape Alarm Clock, two Pyramid Table Lighters and two Univex Cameras. Board pays out 38 packages of Cigarettes and \$1.00 in cash or trade. Clock is given for last sale on board.

**SAMPLE \$4.50.** Lots of 5 or more \$4.00 H. G. PAYNE COMPANY,

312-314 BROADWAY,

Nashville, Tennessee





aurora,

IMMEDIATE DELIVERY STONER'S ROLL-A-MATIC'S

TURF CHAMPS

ROLL-A-BALL

Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amuse-ment Machines. Many Bargains Available!

D.ROBBINS & CO. II 41-B DEKALB AVE



ABE KAUFITAN, INC. 250 West 54th Street NEW YORK, N. Y. (Circle 6-1642)

ALL LATEST GAMES READY	FOR IMMEDIATE DELIVERY
KEENEY'S SENSATIONAL BOW	LING GAME "BOWLETTE"
STONER'S TURF CHAMPS (Ticket	
Model)	REEL RACES 19.50
STONER'S SHORT SOX 49.50	HIGH STAKES 24.75
ROCK-OLA MONTE CARLO 98.50	21 BLACK JACK 24.75
ROCK-OLA BIG BANK NITE 49.50	RACES (Daval)
SPECIALS ON USED ONE BALL	AUTOMATIC PAY TABLES
GOTTLIEB'S SUNSHINE BASE BALL (Straight M.	nney Like New) 589 50
GOTTLIEB'S FENCE BUSTER (Straight Money,	Like New) 62.50
Terms: 1/3 Deposit With C	rder. Balance C. O. D.
ST. LOUIS NOVELTY CO.,	3146 OLIVE ST., ST. LOUIS, MO.

# ARI, TRIPPE SAYS:

"Give Ideal a Trial and Convince Yourself that you will always get a Square Deal, and Merchandise and Service Second to None"

MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR



PHONOGRAPHS

Capehart, Non-Selective\$ 25.00 | DO Converters, 110 | DO Converters, 110 | Voit & 32 Voit ... \$45.00 | Mills Moderne Cabinet 125.00 | Mills Moderne Cabinet 125.00 | Mills Moderne Cabinet 125.00 | Seeburg Audiphone, Red Cabinet ... \$50.00 | Wurlitzer, P-10 ... 140.00 | Wurlitze

NINE-FOOT SKEE BALL ALLEYS NOW IN STOCK

TURF CHAMPS, \$137.50-Brand-new WATLINGS and PACES, 5c, 10c, 25c. FIVE USED PIN GAMES FOR \$25.00. SUPPLY YOUR NAMES Slot Machines, \$10.00 Each. U-NEED-A-PAK Cigarette Machines, Peanut Machines, Ball Gum Machines. All kinds of Counter Games, new and used, always in stock.

LEHIGH SPECIALTY CO., 2nd & GREEN, PHILADELPHIA, PA.

MISCELLANEOUS Ad-Loc Digger ... \$ 40.00 | Hot Peanut Machines, | Scoop, 10 ... ... \$ 5.00 | Scales, Mills Hi-Bey, Porcelain, 1c.... \$1.00

SUPPLIES

**Electrical Sales Show** 

Activity in Industry

all Gum, Half Case ...\$6.00 | Coin Wrappers, 50 or 10, Per M: 5.65 | Electropacks, All Sizes— Write for Prices, asset of 25 ... 5.00 | October 10, Oct WE WILL BUY I BALL AUTOMATICS, COUNTER GAMES, LATE SLOTS OR ENTIRE ROUTES.

Order Direct from Our Main Office or Any of the Following Branches:

# IDEAL NOVELTY CO., 1518 Market St., St. Louis, Mo.

BRANCH OFFICES: Mt. Vernon, Ill.; Newport, Ark.; 710 Buntin St., Vincennes, Ind.; 435 W. Olive St., Springfield, Mo. FOREIGN DISTRIBUTORS: IT WILL PAY YOU TO GET IN TOUCH WITH US. CABLE ADDRESS IDEALCO, ST. LOUIS, MO., U. S. A.



# SENSATIONAL EXTRA PROFITS WITH NEW MERCHANDISING IDEA!

Soil and operate TRADING POST, the 100% Logal Salesboard Deal that is a great repeater. Amising, faudining and a rick of Stores, Drug Stores, Resears, Glubs, Gloar Stores, Drug Stores, Resears, Glubs, Gloar Stores, Drug Stores, Restaurents, etc. 130 pulls and every pull is a winner. Consists of 130 packees, and each contains something worth-while in Noveltles, Tricks, Jewelry Width, 17". Approximate Weight, 18 Lbs. Takes in \$13.00. Resell to dealers for \$9.75. Packed two to the Carton, Order Nc. B31, Each 25% Deposts on C. O. D. Orders.

25% Deposit on C. O. D. Orders. Ask for Our Big New Catalog 363, con-taining 164 pages of Novelties and Jewelry.

JOSEPH HAGN COMPANY

"The World's Bargain House," 217-225 W. Madison St., Chicago

# at top capacity, producing Electropaks for a large percentage of the manufac-turers in the coin-machine field.

Johnson is in close contact with all of the engineers of the manufacturers and enjoys the utmost confidence in the solution of their electrical problems. He further states that his firm is working

factories going night and day at maximum capacity. Jack Keeney's man, Becker, reports that for the operators' CHICAGO. Oct. 3.—Harold E. Johnson, Chicago manager of the Electrical Products Company of Detroit, manufacturer of Electropak and other devices used in the coin-machine trade, reports unusually large activity in the industry. Johnson gives as his opinion that the coin-machine business is going to be greater than ever because of the extra large orders received for the products of his firm for immediate delivery. convenience a new 10-foot edition of Bowlette is now available. All the popular Keeney features have been retained ular Keeney features have been retained in this smaller edition with the only change being the shortening of the alley. "The House That Jack Built," J. H. Keeney & Company, has done one of the finest engineering jobs the industry has seen in the mechanical and electrical construction of Bowlette. Operators report having found this bowling game to be absolutely dependable from every standpoint.

### New Model of Bowlette Announced by Keeney

interest in coin-operated devices. Bowin-citle has had such a fremendous country-wide distribution that players every-where are familiar with the game, its play and the amusement to be derived from it.

IF A SMILE is worth money, these IF A SMILE is worth money, these gentlemen should be millionaires. Left to right we see "Happy" R. H. McCabe, one of Rock-Ola's traveling representatives. Center, Carl A. Hooper, that hustling, successful distributor of Louisville; Jack Nelson, general sales manager of the Rock-Ola Manufacturing Corporation, he of the dynamic personality.



CHICAGO, Oct. 3.—Keeney's Bowlette has been so tremendously popular with all types of players on location that many operators report greater than ever interest in coin-operated devices. Bowl-

It is because of the instantaneous player acceptance of Bowlette that this game has kept all three of the Keeney



# Stop and Go Is Big Attraction

CHICAGO, Oct. 3. — Keeney's new Stop and Go, one-ball payout game, has met with such an overwhelming response from operators, jobbers and distributors alike that J. H. Keeney & Company have been forced to run the production line 24 hours a day. Wire after wire and a multitude of phone calls have poured onto the desk of Jack Keeney congratulating him upon his newest success. All who have seen Stop and Go agree with Jack Keeney in describing it as a game that is five years ahead of its time. CHICAGO, Oct. 3. - Keenev's new ahead of its time.

A new Keeney feature, introduced for the first time in pin games, is the con-BARGAINS

AL STARS (Bally)

AL MOST STARS (Bally)

BIG CASINOS (Chicago Coin Co.)

BIG SHOTS (California Games Co.)

CHALLENGERS (Bally

DAILY LIMIT (Jennings)

DAILY RACES (Western)

DO RD DON'T

DERBIES (Bally with percentage reculators)

stantly rotating, slow-motion changing disc, with odds running from 2 to 1 up to 20 to 1 and with payout percentage set at any desired amount by a 30-second turning of a set screw. A power-operated shuffle board automatically operates with the insertion of a coin chute. So sensitive yet secure and dependable is this feature that just the pressure of a child's finger is more than sufficient to work the game.

stop and Go may be best explained by describing its play. The odds-changing disc in the backboard is constantly rotating and the red STOP and green GO lights are alternately flashed on and off with no intermediate breaks regardless of whether or not a coin has been inserted. If after coin-chute insertion the player makes a payout hole as the red STOP light is on then he receives an award as per odds indicated by the odds-changing disc, but player receives no free replay. However, if the payout hole is made when the green GO light is on then the award indicated by the odds-changing disc at that point is paid and the "magic" shuffle board automatically releases ball for a free replay so that player may shoot again for a second award. In other words, the player can go on playing indefinitely as long as he makes a payout hole while the green GO light is on, providing unlimited payout possibilities. If the player makes a "right of way" hole he is rewarded with a \$2 payout regardless of whether red STOP or green GO light is on. At the bottom of the playing field are three holes and if the ball goes into one of these when the green GO light is on he receives the award indicated by the odds-changing disc. No award is paid if the red STOP light is on.

It is said that the sensational rotating odds changer not only gives added flash to Stop and Go but also supplies 10 times more excitement and thrill to the play, as the odds are not known until the ball lands in one of the payout holes.

Jack Keeney's man, Becker, states that Stop and Go will be sold under the regular Keeney "seven-day-return-privi-lege guarantee."



STAR SALES CO. 3901-09 WAYNE KANSAS CITY, MO.

# RACE MACHINES-SACRIFICE PRICES

OPERATORS SERVICE SYSTEM, 719 Walnut St., Houston, Texas



SENSATIONAL MONEY MAKING DEAL 50 WINNERS

44 Boxes of High-Grade Candy-1 Lb.-1/2 Lb.-1/4 Lb.
6 Jars of Assorted Filled Candy.

COSTS YOU \$5.50 TAKES IN \$15.00

# QUICK TURNOVER DEAL

24 WINNERS 24 1-Lb. Boxes of Candy.

5-Lb. Box of Assorted Per Box ..... 65c 5-Lb. Box of American Mixed Hard Candy. Per Box 55c

All 5-Lb. Boxes Packed 1/2 Dozen to Carton. FREE Illustrated Catalog.

SUPERIOR RACES, 10c Play,
1 SUPERIOR RACES, 20c Play, Ea., \$6.00
(With Stand), Ea., \$6.00
With Oblinet
1 MILLS 25c DICE MACHINE,
10c PACE TWIN BANTAM 35.00
1 10c SINGLE LITTLE DUKE 12.50
TERMS; One-Third Certified Deposit, Balance C. O. D. BIG STATE NOVELTY COMPANY

End your correspondence to advertisers by men-tioning The Billboard.

COSTS YOU \$4.25 • TAKES IN \$8.00 DELIGHT SWEETS, INC. 50 EAST 11th STREET

# BUILL

READ GEORGE PONSER'S SENSATIONAL OFFER TO ALL AMERICA'S OPERATORS

"WE WILL CO-OPERATE WITH ANY OPERATOR IN AMERICA WHO HAS BOWLING GAME LOCA-TIONS AND WILL SELL HIM BANK ROLL ON OUR **NEW FINANCE PLAN OF-**FERING UNUSUALLY EASY TERMS, PROVIDING HE HAS SATISFACTORY REF-**ERENCES! AT THE SAME** TIME WE GUARANTEE BANK ROLL TO BE 100%



MECHANICALLY PERFECT IN EVERY DETAIL! IT'S THE BEST AND BIGGEST AND STEADIEST MONEY-MAKER IN **BOWLING GAME HISTORY!"** 

Signed . . . George Ponser!

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### "RUSH YOUR ORDER FOR REEL "21" AND DAVAL'S RACES



NOW ΜY



PERSONAL 10 DAY FREE TRIAL GUARANTEE! ONE GUARANTEE THAT STANDS UP! DAVAL'S RACES, \$17.50, Tax Paid. REEL "21", \$23.75, Tax Paid.

- - - CARL TRIPPE

DEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

# ROUTES-

(Continued from page 86)

(Continued from page 86)

United Shows of America: Wichita Palls, Tex. Valley: (Fair) Anderson, Tex.; (Fair) Centerville 12-17,

Wallace Bros.; (Fair) Charleston, Miss.; (Fair) Roscitusko 12-17.

Ward, John R.: (Fair) Hazlehurst, Miss.; (Fair) Prentiss 12-17.

Weer: Lagrange, Ind.; Munote 12-17.

West Bros.' Am. Co.: (Fair) Bentonville, Ark.; (Fair) Danville 12-17.

West Coat Am. Co.: (Pair) Los Banos, Calif.; Coalings 12-17.

West, W. E., Motorized: Alva, Okla.; Waynoka 12-17.

Western State: Littlefield. Tex.

West's World's Wonder: Concord, N. C.;
West's World's Wonder: Concord, N. C.;
(Fair) High Point 12-17.
Work, R. H. (Fair) Hamlet, N. C.; (Fair)
East Bend 12-17.
World of Mirth: Winston-Salem, N. C.
Zeiger, C. F., United: Clarkdale, Ariz., 12-17.
Zimdars Greater: (Fair) Dexter, Mo.; (Fair)
Yazoo City, Miss., 12-17.

### Additional Routes

(Received too late for classification)

(Received too late for classification)

Bell's Hawaiian Follies: (Capitol) Hancock,
N. Y., 7-8; (Liberty) Robertsdale, Pa., 9-10;
(Rialto) Lewiston 11-14.

Fragg Bros.' Show: Sheffield, Vt., 5-10.
Cannon Show: Ivanhoe, Vs., 5-10.
Cannon Show: Ivanhoe, Vs., 5-10.
Cannon Show: Ivanhoe, Vs., 5-10.
Cannon Show: And Capitolian College Co

### 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.

# LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

Beamlite . . . \$7.00 Criss Cross-A-Lite . . . 8.00 Goal Kick., \$5.00 Forward Pass 4.00 Skyscraper .. 5.00 Watling Blue Seal ... 3.00 Beamtite 57.00
Criss Occasion 5.00
Libb 8.00
Kines 8.00
Kines 9.50
Drop Kick 4.00
Drop Kick 4.00
Drop Kick 4.00
Drop Kick 4.00
Golden Gato 3.00
Golden Gato 3.0

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Rocket . S 9.00
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Rapid Fire . 7.00
Red Arrow . 82.00
Stampede . 22.00
Red Arrow . 22.00
Do or Den't 10.00
Hit & Run . 10.00
Jumbo . 35.00
Jumbo . 35.00
Jumbo . 27.50
Trojan . 42.750
Lovy & 641.77.50

COLONIAL MFG. &SALES CO. 1605-11 E. 39th, KANSAS CITY, MO.

EVERY PUNCH RECEIVES A HAND-SOME TIS -4 (= RETAIL - FOR AS LITTLE IS 14 Roblanks - No. Langer 300 PUNCHES MOVES SO FAST that any fair loca-tion sells out at least A BOARD A

STRAIGHT MERCHANDISE

SALESBOARD PLAN EVER OFFERED

WEEK. MERE IS THE CONTINENTAL MALESBOARD DEAL.....

PUNCH BOARD
DISPLAY EASEL
MINDOV DISPLAY POSTER
25 DOZ. 3-4-0-412/THS
BOARD TRIES IN \$117,75
DEAL (2057 YOU \$ 90.00 Profit \$47.75

## BIG REPEATER A KNOCKOUT

SEND YOUR ORDER TODAY or WRITE for Full Particulars.

1/3 deposit with order, bal. C. O. D., F. O. B., N. Y. WE GUARANTEE THIS DEAL shouldtenak

If You Are Not Satisfied Return the Deal and We Will Return Your Money. (Less freight charges.) JOBBING PRANCHISES Open in Many Sections of

CONTINENTAL MERCANTILE Co. 414 Broadway, N.Y.C.

Thank You for Mentioning The Billboard,

# BEAT THESE PRICES BRAND NEW MACHINES-ORIGINAL CRATES

DEBERS AND Write for Prices. PREAKNESS STOP & GO BLUEBIRD RAY'S TRACK

Fectory Price. \$139.50 115.00 115.00 159.00 99.00 97.50 67.50 137.50 Price.
Hislashs \$113.50
Dbl. Scere \$2.50
Peorless \$4.50
Velvet \$19.00
Repeaters \$69.00
Do or Don't \$2.50
Challenger \$12.50

JOBBERS AND OPERATORS Write for Prices BALLY ROLL BOWLETTE AUTO BOWL REEL 21 RACES BALLY BABY RAY'S TRACK

Buy Any Quantity Desired, You Save ..... \$249.00 Mall Your Order and Dennsit to Off

AUTOMATIC AMUSEMENT COMPANY 1304 Throckmorton Street FT. WORTH, TEX.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

91



- Balls Played, Registered in Lights.
- Scoring Registered in Moving Lights.
- V If More Than Nine Balls Are Played All Lights Are Automatically Out.
- V Scoreboard Is Forward for Better Visibility.
- V A Separate Counter . Records Payouts.
- V Another Counter Records Nickels Played.
- Complete Automatic Electric Control.
- Three Piece Portable Construction.
- Visible Coin Slot. Silent Play. Sound Effects.

2621 N. ASHLAND AVE., CHICAGO PROMPT DELIVERY ASSURED

0 10 20 30 40 50 60 70 80 90

100 200 300 400 TAUS 1 28 6 5 6 7 6 9 PAY

20

NO OTHER GAME HAS ALL ITS FEATURES. A BRAND **NEW IDEA** Made to lour order 10 ft. 8 in. 11 ft. 8 in. 13 ft. 8 in.

**ELECTROPAK EQUIPPED** 

America's Most Sensational .

Money Maker BECAUSE

# 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.



OPERATORS-Make year 'round Profits

It's a brand-new fast action four reel game for Taverns and Bars. Gets the Best Spots. Make barrels of money all year round.

Three-of-a-kind beer emblems pay variable odds of 2 to 20. Sc Play.

Legal Ball Cum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY

\$14.95

F. O. B. CHICAGO

7-Day Trial Offer GARDEN CITY NOVELTY MFG. CO. 4347 E. RAVENSWOOD AVE. CHICAGO, ILL

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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. .

### 10-DAY TRIAL

WHERE CROWDS GATHER YOU WILL SEE ...

Genco's

Is BLACK JACK or the Old Popular Army Game "Strictly According to Hoyle!"

In Reel "21" you DON" 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—de-5-10-25c 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 and STEADLER FROFITS.



\$2375

BANK-ROLL

Double Door and Register, \$2.00 Extra.

> RUSH YOUR ORDER

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never exts out of order. Made in 5c, 10c, 25c and 50c Pler.

BALL GUM 15c a B o x (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

SICKING MFG. CO., Inc., 1922 Freeman Ave.

# SALESBOARD OPERATORS

DAVAL'S RACES \$17.50

Clean Up on the Most Sensational Deal of To day! 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, Osmopolitan, Literary Dieset, Colliers, Time and Good Housekeeping magazines bringing the Lektro-Shaver to the attention of every person in the United States.



BEST DISTRIBUTORS CO., 110 West 42nd St., New York, N. Y.



. for the asking!

Our Latest 4-Color Descriptive Circular Is Just Off the Press. It's Loaded With NEW, BIG-PROFIT Salesboards That You Won't Want to Miss.

Reserve Your Copy Now! Write, Stating Your Line OR Business to

MFG. COMPANY 1401 W. JACKSON BLVD. CHICAGO, ILL.

GUARANTEED USED	MACHINES	AT LOW	CLOSE - OUT	PRICES
PIN GAMES	KINGS	\$6.00	MAN 'N MOON	
CAVALCADE \$ 4.00	HIGH-LOW	11 12.50	SCORE-A-LITE	5.00
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FIFTY-FIFTY 8.00	TOUCHOFF		STARLITE	3.00
HOP SKOTCH 10.00	SPITFIRE	7.50	TRICKS, SR	12.50
	COUNTER			
CENT-A-SMOKE (Divider)				
CLEARING HOUSE (Register)	10.00	TIT-TAT-TO	E (Register)	9.00
GEM VENDER (Divider)	7.50	PURITAN (	Buckley)	7.50
ERMS: 1/3 Deposit, Balance C.	O. D. These Gar	mes have been ov	erhauled from top to	bottom. The
labinets are washed and polished.	All batteries are t	ested for voltage.	Playing fields are to	im and clean.
No dirt rings around runways. No	bent mins. Logs a	re strong and firs	n. Coin chutes smoo	th.

YOU CAN'T-make money with claims by SOME that they are the world's YOU WILL — make money using only the best machines—WE ENDORSE NO OTHERS and we recommend them conscientiously and fairly.

Coin Operated Machines of Every Description.

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.

# ANNOUNCEMENT! SUPERIOR PRODUCTS, Inc.

The World's Fastest Growing Salesboard Factory

MOVES INTO LARGER QUARTERS-

At 14 North Peoria St., Chicago

where tremendous increased production area and much additional new equipment will enable them to take care of the ever increasing demand for their popular line of SALESBOARDS.



# MONEY TO BANK with BANK-O-MONEY

Fastest Money Maker ever made—100 Winners!
EVERY STEP A WINNER! EVERYTHING
GOES.
Four Beautiful Colors.

Price \$2.40 ....\$26,90

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA 418 South Wells Street, 22 West 23d Street, 25 N. E. First Avenue, 3502 1, McKinley Street, TACOMA, WASH.

# AMUSEMENT MACHINE SALESMEN WANTED

Leading Chicago manufacturer with dominating varied line (Music, Games, Alleys, Rifles, Etc.) offers exceptional opportunity to experienced, aggressive coin machine salesmen, accustomed to handle big things in a big way. Close acquaintance with jobbers and operators essential. Leads furnished and fullest co-operation given our sales force. Music own car and be free to travel extensively. Give full details in first letter, outfining age, past experience, present connection and references. All information will be held strictly confidential. Compensation on liberal commission basis. Our salesmen know of this ad. BOX D-49, The Billboard, 25 Opera Place, Cincinnati, O.



C. R. KIRK AND COMPANY 1136 N. Kilbourn Ave., CHICAGO, ILL.

Manufacturers of Better Amusement Devices

NEW YORK DISTRIBUTORS • MODERN VENDING COMPANY • 656 BROADWAY • NEW YORK CITY



DAVAL MANUFACTURING CO. 200 SOUTH PEORIA STREET • CHICAGO

THEY'RE ORDERING BY THE CARLOAD! GET BUSY-RUSH YOUR ORDER IMMEDIATELY!



"REEL'21'15 THE MOST BÉAUTIFULLY DESIGNED, THE MOST MECHANICALLY PERFECT AND THE BIGGEST MONEY-MAKER IN ALL WORLD COIN MACHINE HISTORY!"



REEL "21" IS FLATTERED EVERY DAY BY IMITATORS—BUT—HAS NEVER YET BEEN EQUALLED FOR MONEY-MAKING POWER—BEAUTY OF DESIGN—DARING LIFETIME GUARANTEED PERFECT SILENT MECHANISM AND OUR 10

DAY FREE TRIAL!

\$2375 TAX PAID 4-WAY PLAY 1c-5c-10c-25c

# BUY Daval RACES

LIKE ALL DAVAL COUNTER GAMES IT'S A PROVEN BIGGER AND BETTER MONEY-MAKER WITH THE WORLD'S MOST BEAUTIFUL DESIGN AND DAVAL LIFE TIME GUARANTEED SILENT MECHANISM! NO EXTRA BULK! NO EXTRA REELS! NO EXTRA PRICE!

# NO BUNK!!

SIMPLY THE VERY FINEST HORSE RACE COUNTER GAME IN HISTORY AT THE WORLD'S LOWEST PRICE FOR SUCH SUPE-RIOR DAVAL QUALITY.





\*DOVAL MFG.CO.\*200 SO.PEORIA ST: CHICAGO \*

# -EARNINGS PROVE GOTTLIEB LEADERSHIP!

Operators all over the country are reporting exceptional "takes" with Gottlieb automatic payouts. The continuous avalanche of orders has made D. Gottlieb & Co. the largest manufacturers of payouts in the world. Operators have learned to look to Gottlieb for the latest and finest in payout games. They know that Gottlieb is always FIRST with an idea. They know that these payouts are perfect mechanically. They know that they are BEST, because earnings on actual locations prove Gottlieb leadership in the Automatic Payout Field.

**★ MYSTERY SINGLE** COIN SLOT

The feature that made Daily Races the sensation of the year. **★ IN-A-DRAWER** MECHANISM

Simple construction - all parts easily accessible.

\* ESCALATOR New A.B.T. positive action.

Mechanically adjustable by invisible control in light-up

\* AWARDS \* MAMMOTH Cabinet 54"x26" Beautiful design-rigidly conrack. structed by expert craftsmen.

\* MOTOR DRIVEN Payout Unit Accurate, jam-proof, smooth action payouts.



# HIGH CARD

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 Clube 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. Be sure to order yours today!

# **DERBY DAY**

Seven winners of every famous derby, lined up ready to give all the thrills and excitement of a real DERBY DAY! Odds up to 40-1. Pays off on Win, Place, Show and FOURTH. The only horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Put your money on the winner . . . DERBY DAY!

Here is College Football in all its pep and spirit represented by the seven sectional champions, performing in a new thrilling football payout. Soldier's Field in Chicago, scene of many a championship grid-iron battle, provides the colorful background of the playing field. 28 winning opportunities. Touchdown pays out as high as 40-1. 20-1 may be paid for a Field Goal. A Safety pays as much as 16-1 and a Place Kick up to 12-1. Cash in on COLLEGE FOOTBALL popular-ity—order today!

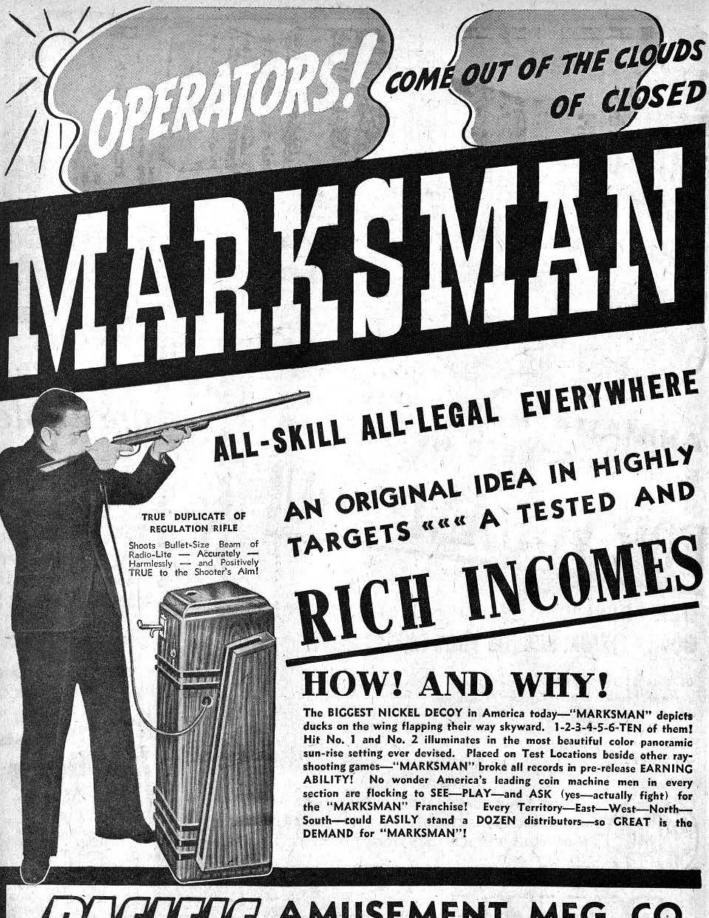
# HIT PARADE

A line-up of baseball stars at bat to pay odds as high as 40-1 for Home Run, 20-1 for Triple, 16-1 for Double and 12-1 for a Single. The baseball game that gives 28 Single. The baseball game that some opportunities to win. HIT PARADE has everything to attract and hold play, plus handsome profits to the operator. your locations show champion earnings with HIT PARADE!

DAILY RACES STILL GOING STRONG!

D. GOTTLIEB & CO. 2736-42 N. Paulina St. CHICAGO, ILLINOIS

DAILY RACES STILL GOING STRONG



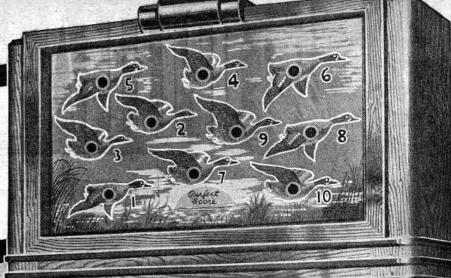
AMUSEMENT MFG. CO.

4223 West Lake Street CHICAGO, ILLINOIS

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THAT GREAT NEW
"GUN LITE" RAY
SHOOTING GAME



PRODUCT PACIFIC

MARKSMAN

ANIMATED MOVING
PROVEN SOURCE OF NEW " "

FOR YOU AND YOU!

# NEW REPLACEMENT UNITS KILL ALL COMPETITION! SECURE YOUR INVESTMENT!

OF UTMOST IMPORTANCE! "MARKSMAN" is the *only* ray-shooting gun with Renewable Interchangeable Target Inserts furnished at regular intervals. Your "first-cost" becomes insignificant as fresh, live, new and different replacements hold your EARNINGS at par—and HOLD YOUR LOCATIONS INDEFINITELY. This feature, alone, puts "MARKSMAN" in a class by itself!



BEAT YOUR COMPETITOR TO THE DRAW!
INSTALL "MARKSMAN" IN EVERY ONE
OF YOUR CHOICE LOCATIONS TODAY!!!

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# Adjustable from

HIGH STAND

with target above booths and other fixtures—it's pedestal adjustable to

LOW STAND

where locations require or prefer this type—and

WALL MODEL

without pedestal to suit every location condition. Suspends from the

CEILING

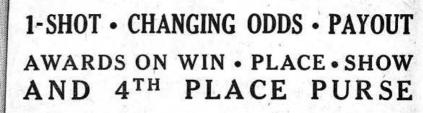
leaving no objection whatsoever to the installation of "MARKSMAN"!

WIRE FOR FULL DETAILS ON HOW YOU CAN BUY ON



plan is available to Paymen Jobbers and Distributors of Comparison of Paymen Jobbers and Distributors every where. Permits you to invest in a large making RICH "MARKS-TOFFTS. Complete Institution of Paymen John Marks Comparison furnished on the Institution of Paymen Jobbers Institution of Paymen John Marks of Paymen John M

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DOMINATING SIZE! SPECTACULAR FLASH!

Player gets from 1 to 7 Selections each game—and can win on Win, Place, Show AND 4TH PLACE

—28 winners possible on a roomy, wide-open board—and 40-TO-1 TOP ODDS! See the dazzling flash of the big 14-INCH-HIGH LIGHT-BOX—the sizzling spring-action of the play-field—the simple, sturdy mechanism—positive ADJUSTMENT feature — and you'll see why operators call PREAKNESS the fastest money-maker Bally ever built! ORDER YOURS TODAY — BY WIRE!

54 IN. BY 26 IN.

PAYOUT \$14950

TICKET: \$159.50

POWER-PAK EQUIPPED

NO CHARGE FOR CHECK SEPARATOR

1/3 with order, balance C.O.D. f. o. b. Chicago. VOLUME DELIVERY POSITIVELY

MONDAY OCT. 5

RUSH YOUR ORDER!

- IN-A-DRAWER MECHANISM
- 12-COIN ESCALATOR
- A. B. T. 400 COIN CHUTE



BALLY MFG. CO. 2640 BELMONT AVE., CHICAGO, ILL.



# LOCATIONS..



# with the WUHLITZER SIMPLE)

# Automatic Phonograph

The smart spots—the live spots—the money making spots are all turning to Wurlitzer-Simplex Automatic Phonographs for the magic music that pulls the big crowds.

All the latest developments radio broadcasting and reception have contributed to recording and amplification are embodied in the gorgeous tone of this instrument. Even the most educated ear finds it difficult to distinguish between the smooth, rich tone of the Wurlitzer-Simplex Automatic Phonograph and that of real-life performance.

Wherever installed, the Simplex becomes the center of attraction—assuring continuous use and correspondingly large and steady profits.

If you want to get and hold the big locations—the busy

locations—the best locations—let the experience of America's most successful operators be your guide. Operate with the WURLITZER-SIMPLEX.

THE RUDOLPH WURLITZER CO. NORTH TONAWANDA, N. Y.

