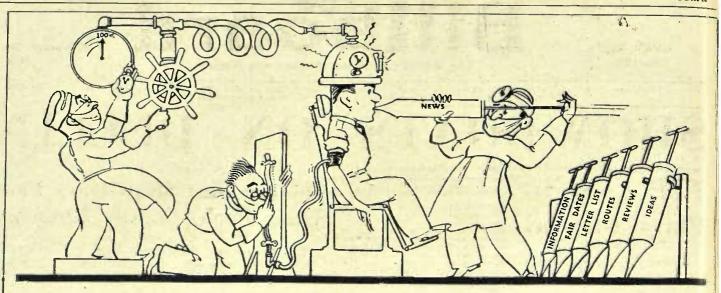
AUGUST 21, 1937 15 Cents 15 Cents 15 Cents

The World's Foremost Amusement Weekly





LOOKING AHEAD 1000 YEARS

Science tells us a "brain fluid" is being developed that will make every man a genius.

No more years of time-consuming brain-racking, ceaseless searching, studying, learning and forgetting. Simply go to a specialist in dispensing the particular fluid you need for your business and your fortune is as good as made—we hope.

However, for the next 1,000 years or until the brain juice injector is perfected it is still possible to get the same results with a little effort on your part and at much less expense.

Simply read The Billboard regularly and get your "fill" of authentic news, impartial reviews, valuable information and worth-while ideas, also The Billboard is first with announcements of the latest novelties and concession merchandise at wholesale prices.

The next issue will be the big Fall Special. More people read the Fall Special than any other issue. So-oo-o better order your copy at your newsdealer or mail the subscription coupon below—NOW.

The Billboard 25 Opera Place Cincinnati, Ohio Please enter my subscription, for which I inclose Name RATES Address 8 Weeks...\$1 17 Weeks...\$2 City State 6 Months...\$3 Occupation 1 Year...\$5 Rates in Foreign Countries Upon Request 2 Years...\$8

21 · 有题

FALL SPECIAL FEATURE ARTICLES

RADIO—Producing Radio News Programs

By Larry Nixon

> Handling Special Events By Jerry Danzig

MUSIC—My First Year in the Phonograph Record Business
by Irving Mills

NIGHT CLUBS—Bands and the Radio Angle By Raiph Wonders

> Night Club Entertainment for the Masses By Joe Moss

LEGIT—The Young Actor's Apprenticeship

By Blanche Yurka

FAIRS—Agricultural Fairs as I See Them By Norman Y. Chambliss

SPONSORED EVENTS—Why Not Indoor Exposition Circuits?

WHOLESALE MERCHANDISE—Prizes and Cames as Seen by a Player By Walter Sagmaster

COIN MACHINES—Don't Kill the Coose That Lays the Colden Eggs By Bob Norman

Vol. XLIX No. 34

The World's Foremost Amusement Weekly

August 21, 1937

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, 35 per year, Copyright 1937 by The Billboard Publishing Company.

DECLIN SHOW BOAT

FTP Lists 40 Plays for '38

Board Advisory votes upped admish-okehs subscription season

NEW YORK, Aug. 14.—Meeting of the Advisory Board of the Federal Theater committee August 3 was informed by Mrs. Halile Planagan, national director, of the play lineup for the 1937-38 season. List calls for 40 productions, with chief emphasis on current problems of American life. Second emphasis will be on classical material, such as Dr. Faustus.

Consensus of the meetings on the general manager of Ringling Bros. Barnum & Bailey Combined Circus, was children to the meetings on into the control of the meetings of the control of

on classical material, such as Dr. Faustus.

Consensus of the meeting's opinion on vaudeville was that the FTP had good vaude talent badly produced and that the musical comedy form was a mistake. Straight vaude indicated.

Unanimously voted at the meeting that admissions to downtown theaters be upped to a \$1 top, with majority of seats available at 50 and 25 cents.

Board also indicated its favorable at-

Board also indicated its favorable at-titude toward a subscription season idea to take in six plays beginning January, 1938. Subscription plan to apply only to

81 seats.
Schedule is still tentative.
Addition of the following to the Advisory Board was announced: Herman Shumlin, Blanché Yurka, Cornella Otis Skinner and Helen Hall. At the meet(See FTP LISTS on page 4)

Good Publicity, Anyway

NEW YORK, Aug. 14.—More ribbing for the poor male from what was once his rib. This time it is pretty Ketty Mara, acrobatic dancer, recently arrived here from Europe, who gives the men the finger with a bit of reverse evolution. A chimpanzee, it was revealed is and has been for six years her dancing partner because, she intimates, men are too dumb to be her partner.

MILWAUKEE, Aug. 14 .-- On account of anthrax in the Dakotas S. W. Gumpertz, general manager of Ringling Bros. and Barnum & Bailey Combined Circus, said he was obliged to take out a week in South Dakota and substitute dates in Iowa and Nebraska, as he did not want to take a chance on being quarantined. (See ANTHRAX CHANGES on page 85)

Attorney Calls Equity Fines On WPA-ers Just "Face-Saving"

NEW YORK, Aug. 14.—Action of council of Actors' Equity in giving suspended sentences of \$50 fines to 50-odd members who participated in the WPA Federal Theater "stoppage" in May resulted in a blast from Hayry Sacher, attorney, who aligned himself on the side of the dealers of AEA will to suit

fendants.

According to Sacher, "Suspension of the fines indicates that the council was merely indulging in a bit of face saving."

Should Equity intend to make the sentence operative, Sacher declares the AEA will have to reckon with an injunction with the party restraining sitch procedure.

AEA will have to reckon with an injunc-tion suit restraining such procedure. Sacher continues, "I believe the out-come of these so-called trials was a com-plete vindication of every man and woman who participated in the stoppage: (See ATTORNEY CALUS on page 4)

Modern Fun Ships Have Passed Their Peak, Survey Indicates

New York boats drop from 9 to 3-Sanford's \$2.20 top three years ago was height-now it's \$1 for the masses—a few old style Mississippi showboats still active

By GEORGE COLSON

NEW YORK: Aug. 14.—The spectacular rise of the modernized showboat, typed after its romantic predecessor of the Ohio and Mississippi rivers of a century ago and finding increasing favor since the initial production of Bobby Sanford here in 1931, has to all appearances passed its height of popularity. This year showed a 300 per cent decrease in the number of boats using music and talent, the only ones remaining locally being the S. S. America, the S. S. Mandalay and the S. S. Bear Mountain, last named captained for the fifth consecutive summer by Kay Parson. Sanford chose not to run this year. Last summer nine showboats operated in local waters.

With Bobby Sanford's demise from the field also went the true revue type of show and the steeper admission prices (See SHOWBOATS on page 5)

ROCKFORD, Ill., Aug. 16.—The condition of Mildred Millette, who fell here during the performance of Ringling-Barnum Circus night of August 9 and who is at St. Anthony's Hospital, is fair. She sustained a bad fracture of an elbow. General prognosis is good, but she must stay in the hospital three more weeke.

Miss Millette, member of a five-girl aerial act, lost her grip on a trapeze and fell to a canvas pad, a distance of 40 feet. In falling she tried vainly to catch a lower trapeze upon which four other members of the act were standing. One of the other girls, seeing Miss Millette fall, fainted. She was held on the trapeze by the others and by a helper sent from the ground until the trapeze could be lowered.

Theater Situation Next Nut To Crack in Fight on Sound

READING, Pa., Aug. 14.—The annual regional conference of Pennsylvania and Delaware locals of the American Federation of Musicians, held Sunday at the Berkshire Hotel, was highlighted by the presence of Joseph N. Weber, national prez. grounds, will house offices of the Fair I Weber revealed that the next point in the fight of the AFM on mechanization will summary on the progress being made against mechanization. Altho he expressed optimism at the outcome of present negotiations, Weber said that he would fight it true to the finish. "There can be no going back now," he reiterated. "We may not get all we ask but I'd rather get a little bit now rather than precipitate a legal fight."

Weber pointed out that the bicarria

Weber pointed out that the biggest stumbling blocks are the broadcasting chains, in that their affiliated stations are the worst offenders. While the parent stations are in full accord with the AFM stand, only 24 of the 234 network affiliated stations are owned by the chains. Weber, however, advised that he is of the opinion that the chains could force their outlets into line and be governed under the provisions of the proposed music code. He made special mention of WCAU, 50,000-watt Philadelphia outlet for CBS, which has carried on for the past year without employing a single musician.

The recording situation also involves the plan to charge a royalty on all recordings with the moneys going to care for the unemployed musicians.

In opening new avenues of employment for the musicians, Weber advised (See THEATER SITUATION on page 5)

\$900,000 Administration Bldg. Joe Weber says fight to finish on mechanization—raps Of N. Y. World's Fair Dedicated

Building to the Flushing Meadows site will be accomplished over the week-end.

The building, dedicated exactly 124 days after laying of the cornerstone, was completed exactly two days ahead of the schedule set last January. Whaten in his dedication address paid a tribute to the architects, engineers, contractors and workingmen for completing the project so rapidly, and stated that this first enterprise showed conclusively that New York need have no fears about the fair opening on time in April two years fair opening on time in April two years hence. The building, which has 115,000 square feet of floor space, is of steel and stucco construction and of modernistic

On Monday fair and civic officials will assemble at the Flushing site once again, this time to dedicate the Theme Center with its striking Perisphere and Trylon, (See ADMINISTRATION on page 92)

Air Briefs
Band Reviews
Broadway Beat, The26
Carnivals 4B-59
Chicago Chat
Circus and Corral36-39
Classified Advertisements62-64
Coin Machines61-100
Editorial30
Endurance Shows29
Fairs-Expositions44-47
Final Curtain31
Forum30
General News3-5
Constant News
General Outdoor71-75
Hartmann's Broadcast72
Legitimate 24-25
Letter List32-33 and 65
Magic
Minstrelsy

Alotion Lictures
Music
Night Clubs-Vaudeville14-21
Notes From the Crossroads74
Orchestra Notes20
Out in the Open
Parks-Pools40-42
Pipes
Possibilities27
Radio7-11
Repertoire-Stock28
Reviews of Acts
Rinks-Skaters43
Cinks-akaters
Routes33-35 and 84
Show Family Album63
Sponsored Events60-61
Tabloid29
Thru Sugar's Domino26
Vaudeville-Burlesque22
Wholesale Merchandise66-70

A Close Shave

PITTSBURGH, Aug. 14.—Manager Mike Cullen of Loew's Penn The-ater narrowly missed death this week because his barber's foot "slipped." Easing into his usual chair, Mike because his barber's foot "slipped."
Easing into his usual chair, Mike ordered the daily shave, dropped off into a cat-nap. Next thing he knew he found his neck bloody and nearfrantic white coats all around him. A doctor informed that the barber had "just missed" Cullen's jugular vein because "his foot must have slipped."

IA Negotiates **New Contracts**

N. Y. local meets circuits on wages-Philly, Boston, Chi and Pittsburgh activity

NEW YORK. Aug. 14.—Stagehands' Local 1 is expected to negotiate within two weeks an agreement with RKO and Loew's regarding the 15 per cent wage out taken in 1932. Union will present a proposition on the matter to its members at a menting scheduled at the Walers. at a meeting scheduled at the Knights of Columbus Hotel August 22. Current contract between the local and the the-aters expires September 5.

BOSTON, Aug. 14.—Representatives of Theater Workers' Local B4 and of the Loew and RKO circuits will probably confer soon with a view to establishing wage and hour conditions to serve as a basis for similar arrangements with other theaters.

CHICAGO, Aug. 14.—Local boothmen will try to get a wage increase when confabs between the theater men and the union begin soon.

PHILADELPHIA, Aug. 14.—Final approbation of demands made upon local picture houses by the recently unionized lower salaried help was made Monday at a meeting of Local B 100, International Alliance of Theatrical Stage Employees tional Alliance of Theatrical Stage Employees, representing more than 1,000 assistant managers, ushers, doormen, cashiers and porters. With Lou Krouse, vice-president in charge, the union elected a committee of nine to meet with the indie exhibitors and representatives of the local Warner Bros. Circuit.

tatives of the local Warner Bros. Circuit. Wage scale adopted runs from \$55 for assistants to \$20 for porters, salaries staggered for first run, key run and neighborhood theaters. Ushers ask for an hourly scale at 42 cents per and a minimum of \$17 per week for all houses. Since no distinction was made between the chain and indie houses union will undoubtedly experience difficulty in effecting an agreement with the independent exhibitors. pendent exhibitors.

PITTSBURGH, Aug. 14.—Having organized city chain theaters' employees 100 per cent in the front of the house, International Alliance of Theatrical Stage Employees-affiliated Local B12 will move toward unionizing doormen, cashiers and ushers.

B12, formed by 300 employees of the Warner, Harris and Loew houses here, will also meet with the Theater Managers' Association next week to seek adjustment of several members' complaints, including shortening of work week hours, according to Lawrence Katz, of the operators' union.

FRED LE QUORNE
1658 Broadway. OOI, 8-3685,
Olasses in All Types of Dancing,
Special Courses to Teachers All Summer.
Prominent Faculty, Including

OLIVE and AMDUR
TAP (Nowest Work), Modern (Commercial), 60 Dances by Mail, Send for List B.

CENDER 7 NEW YORK

Anything and Everything in Ultra-Modern Radio and Electrical Stage and Off-Stage Equipment. Reasonable prices and terms. 427 W. 46th St., Phone LO-5-7865.

648 NO, DEARBORN ST., OHIOAGO.

Single Rooms, \$5.00—Double, \$7.00 per Week. Unit Headquarters. 5 minute walk to Loop. Theatrical Rooking Agencies located in notel.

Who Wants the Job?

NEW YORK, Aug. 14.—War veterans the WPA Federal Theater "beseech" the powers that be to permit "the immediate operation a construc-

the immediate operation a constructive Federal Theater sub-project to be known as the Veterans' Project."

In a leasiet distributed recently adherents of the Veterans' Project go on this way: "We desire a veterantat possesses executive theatrical ability to head the Veterans' Project. He must also have had experience to He must also have had experience in commercial production of shows. He should be a veterans' playwright, a director of creative ability of artistic endeavor" (FTP grammar).

Central City Out Of Red---Almost

DENVER, Aug. 14.—Central City play DENVER. Aug. 14.—Central City play festival came nearer paying off than last year even tho the gross was less. Gross this year was closs to \$25,000 as against \$32,000 last, but with fewer actors, one set and inexpensive costumes the deficit was down. This will be made up, as usual, by Denver business firms, which feel the tourist-drawing value of the festival is worth all it costs.

For the first time the night club made

For the first time the night club made

For the first time the night club made a profit. Shella Barrett was the attraction and she put on three shows a night, all different. Flans call for remodeling the night club for next year. In the past acts have been presented at one end of a long narrow room, with the floor for a stage, and many customers in the far end not catching the show.

Curtain calls at the final performance of A Doll's House in the 58-year-old opera house were numerous and applause continued long after the cast cared to appear. In the cast were Ruth Gordon, Watter Slezak, Dennis King, Sam Jaffe, Inga Hill, Margaret Waller, Hope Landin and Harold Johnsrud. Richard Aldrich staged the entire festival for the Central City Opera House Association and Jed Harris produced and directed the play.

Screen Directors Set Confab

HOLLYWOOD, Aug. 14.—Screen Directors' Guild and representatives of the motion picture producers are slated for a get-together tonight to iron out basic working conditions for the craft. Screen Directors' Guild committee composed of John Ford, Howard Hawks and Edward Sutherland has reached a virtual verbal agreement with producers' committee composed of Jack Warner, Darryl Zanuck and E. J. Mannix. A salary boost and improvement of working conditions for assistant directors and unit managers will be the chief subject of discussion tonight. demands of the feature and short-subject directors having been met.

"Whispered" to Los Angeles

HOLLYWOOD, Aug. 14 .- Story To Be MOLLY WOOD, Aug. 11.—Story To Be Whitspered, featuring Marjorie Rambeau, is due for a run at the Biltmore here following its run at the Curran in San Francisco, where it opens August 19. Arch Selwyn and Edgar McGregor plan to take it to New York following the Los Angeles showing.

600 Attend Dance Confab

Chi ADM has 27 in faculty - 3-week convention -banquet, show Aug. 26

CHICAGO, Aug. 14.—The 24th annual normal school and convention of the Chicago Association of Dancing Masters opened a three-week period at the Sherman Hotel Monday. Over 100 teachers, representing almost every State in the Union, turned out for opening-day classes. Some 600 dance masters are expected in for lessons during the course of the convention.

classes. Some out cance masters are expected in for lessons during the course of the convention.

Business sessions, headed by an open forum discussion of the current trend of modern ballroom dancing, will be conducted during the last week of the affair. Climax will be reached August 26 with an elaborate banquet and show. Among the prominent 27 dance instructors engaged this year are Veronine Vestoff, Adolph Blome, Alexander Kotchetovsky, Edna Lucile Baum, Senor Angel Cansino, Leo Kohl, Myrtle D. Pettingale, Jack Manning, Peter Villere, Grace Bowman Jenkins, Phil Osterhouse, Elmer Wheatley, Adolph Franksen, Julia Kuhlig, Arthur Kretlow, Gretchen Berndt Schmaal, Elliott Vincent, Paul Shahin, Ermle Schultz, Bobby Rivers, Clement Ermie Schultz. Bobby Rivers, Clement O. Browne, Mary Vandas, Louis Stock-man, Mms. Antoinette Ludwig, Jessie Charleston, J. Allan MacKenzie and Dorothy Donelson.

Gorrell, Dellbridge in N. Y.

NEW YORK, Aug. 14.—Ray Gorrell and Del Delibridge, Detroit bookers and Michigan reps of CRA, in town for business conferences with Charlie Green, report that indications are already in evidence of a spending spurt for entertainment following upon the heels of the automobile strike settlements.

ATTORNEY CALLS

(Continued from page 3)

It is ironical that Equity, which was born as a militant union in 1919, should now descend to punish its members be-cause they acted in unity with other

unions.

"Never in the history of the labor movement was there greater need of unity of all members. By prohibiting the Equity WPA-ers from joining the musicians and other crafts against cuts Gillmore committed an unforgiveable sin against that necessary unity."

Equity regards the suspended sentence as a reprimand, with the understanding that it can be made operative, together with additional penalties, if the defendants disobey similar orders not to strike without direct word from AEA.

strike without direct word from AEA.

NOEL LEON WEST is being sought by his family. He is wanted at the bedside of his mother, who is suffering from an incurable disease. Information concerning West should be sent to Fanny E. West, Los Angeles General Hospital, Los Angeles

Pennsy Law "Protects" Acts: Cancellation Okeh a Joker

PHILADELPHIA, Aug. 14. - Entertainers fired from a nitery on opening tainers fired from a nitery on opening night because they fail to suit the whims of the owner will have full backing of the law in collecting a full salary for the booking, according to the McGee-Walsh Bill, which starts regimenting the nitery field September 1. First infraction will find Tom Kelly, exce head of the local United Entertainers' Association, pushing a legal test case to uphold the trick wordage. hold the trick wordage.

The law provides as a condition in contracting for the services of a performer that "An artist that does not meet with the approval of agent or employer is liable to cancellation on the first night if not of a proven standard quality provided they (artist) be compensated pro ratio of week's salary plus expenses on basis of six days as herein stipulated."

In that only agts which are not of a

stipulated."

In that only acts which are not of a proven "standard quality" can be fired the first night a premium is theoretically placed on talent for the first time. With the average night club owner hardly a judge of talent. Kelly plans to let the courts decide in each case.

According to the letter of the law, every act that has already worked a spot for the fulfillment of its contract has proved to be of a standard quality. Thus

proved to be of a standard quality. Thus only ones standing danger of being let out after the first night will be break-

Plays Role in Real Life

CENTERVILLE, Mass., Aug. 14.—It is a coincidence that the part of George MacFarland, which Carlyle Moore Jr. played in Believe Me, Xantippe, at the Mary Young Theater here, is that of a man who wagefs a fortune that he can commit a crime and keep from being apprehended by the law for at least a year. Several days ago Moore by mistake drove someone else's car from New York to Centerville, queried at least ix policemen for directions and was never questioned about the car, which had already been reported to New York police as "stolen."

B&K To Try Names At Chi Oriental

CHICAGO, Aug. 14.—A name policy will be tried out at the Balaban & Katz Oriental Theater starting Friday, when Helen Morgan and Lou Holtz come in for neigh morgan and Lou Holtz come in for the opening bill. House has been doing poorly for the last few months and the operators have put in extra night work trying to figure out a way that will put the theater on the right side of the ledger again.

A promising policy which featured exploited nude dancers as extra added attractions was nipped in the bud recently when a ban on strip-tease artists was put into effect.

Grant Park Artists Paid

CHICAGO, Aug. 14.—In last week's issue it was stated that the guest artists and conductors featured in the 68 Grant Park concerts came in as a favor to the AFM local and that the only remuneration they received was the exploitation given them. This statement was an error. The Billboard has been informed that many of the guest artists are paid for their appearances by the Chicago Federation of Musicians and only a few are giving their services, notable among these being Rubinoff.

FTP LISTS 40-

(Continued from page 3)

ing were Barret Clark, Herman Shum-lin, Brooks Atkinson, George Sklar, Helen Hall, Miss Ingersoll (representing Irene Lewischn), Cornella Otis Skinner and Elias E. Sugarman.

PHILADELPHIA. Aug. 14.—Local WPA Theater Project is whipping its vaude units into shape for a revusical. Bunks, Bullets and Babies, directed by Eddie Cramer. Premier early next month. Cast includes J. Barney Sherry, Stella Tracey, Harry Fields, Bob Girard and Spike Howard. Joseph Murphy, one-time ministrel man, is booking agent for the WPA.

DETROIT. Aug. 14.—A week's run of The Tragical History of Dr. Faustus has been arranged by Verner Haldene, director of the WPA Federal Theater, for outdoor production, opening Monday at the huge orchestra shell at Belle Isle Park. This is the first time that the thester has gone outdoors here. theater has gone outdoors here.

MADISON, Wis., Aug. 14.—Marcus Ford has resigned as State director of the drama and public speaking on the WPA educational program.

MARY RAYE and MARIO NALDI

(This Week's Cover Subjects)

AS A team, Raye and Naidt made their survey appearance at the Rainbow Room, New York, and Immediately established themselves as favorites, so much so that the management signed them to a contract under which they will appear for 40 weeks of the next year the Poom. An Italian by birth, Naidi has S A team, Raye and Naldi made their first will appear for 40 weeks of the next year at the Room. An Italian by birth, Naldi has eppeared professionally in many European countries. His partner first saw him when he was working at the Capitol Theater, New York, altho at that time she was in the vaude act of Raye, Ellis and Larue, Soon after Raye and Naldi teamed. This took place is london.

in London.

This dancing pair uses a definitely stylized Inis dancing pair uses a derinitely stylized dechnic and new routines, with exceed-ingly difficult tricks ,and steps: Prior to opening at the Rainbow Room, their European appearances included several before royalty of various nations.

CKETS 100,000-\$20.00

SPECIAL PRINTED CASH WITH ORDER

IA Plans Okeh On Council Tie

George Browne favors tie with musicians, actors AFL's united front

SEATTLE, Wash., Aug. 14.—Executive board of the International Alliance of Theatrical Stage Employees convenes at the Olympic Hotel here Monday, one of the chief issues under consideration being the projected tieup between the IA, the American Federation of Musicians and the Associated Actors and Artists of America. Plan, which is only in the embryo stage, aitho commented upon favorably by theatrical union leaders, calls for a tripartite

commented upon favorably by theatrical union leaders, calls for a tripartite council representing each of the unions and thus virtually tying up show biz for the American Federation of Labor.

George Browne. IA president, has already sounded out both the Four A's and the AFM, with no dissenting notes being heard so far. Presentation of the idea to the IA executive board appears logical at this time.

SHOWBOATS-

(Continued from page 3)

of \$1.65 and \$2.20. Today the tariff on of \$1.65 and \$2.20. Today the tariff on any of the three boats running is \$1 and the show offered is a straight vaude affair of three or four acts. While the idea was still a novelty, Sanford was able to pack in 2.000 to 3.000 passengers nightly at his prices, but was also able to afford a show much higher in quality than the present run. Such stars as Lester Allen, Rex Weber, Eddie Garr. Three Ritz Brothers, Jack White, Charles Kemper, Evelyn Thawl. George Haggerty Three Ritz Brothers, Jack White, Charles Kemper, Evelyn Thawl, George Haggerty and Kay Hamilton were among the attractions that made up his revues. A Id-girl line and a Meyer Davis orchestra went with every show. But the constant increase in popularity and patronage acted as a boomerang against the high-priced productions. Mass attendance, with little discrimination as to the quality of entertainment, is the order to-

day at \$1 a throw, and the three existing showboats can just about fill the demand adequately. Kay Parson's boat is the largest, with a capacity of 2,500. Calls for its services have forced 2,000. Calls for its services have lorced this boat to run on Mondays as well as the rest of the days of the week, a procedure that was not the rule the years before. One or two additional excursion boats offer occasional music, usually by a strolling unit, but no show.

Most unusual, and most successful, venture into this form of entertainment Most unusual, and most successful, venture into this form of entertainment was the acquisition of the barkentine Buccaneer for a floating theater in 1933 by the Intrepid Sanford, backed by the Day Line. They remodeled the ship at great expense, necessitating the removal of three of the five masts, the building of a spacious stage thru all the forward part of the vessel and the conversion of the forward sleeping quarters into dressing rooms. Electric current was supplied by two generators and a gangway was cut into the starboard side to make convenient boarding. The ship was anthored at Tappan Zee on the Hudson and the various Day Line boats would moor alongside the floating theater and the root of the daring idea was instantaneous and the following year, 1934, the original 1000 capacity of the "theater" was intreased to 1400 ing was instantaneous and the follow-ing year, 1934, the original 1,000 capacity of the "theater" was increased to 1,400, an acoustical sound system was in-stalled and a companionway was con-structed on the port side to receive yachting and motor boating parties as well. In 1935 the Buccaneer was taken out of the running being condemned by the of the running, being condemned by the Marine Division as lacking in proper fire apparatus. Last year it was used as a floating pler by the Federal Theater

Besides the ones plying their trade in local waters, other showboats more prominently known and experiencing an in-and-out existence are found at Lake George, N. Y.; Boston, Washington and Chicago. In addition to these there are excursion boats working lakes, rivers and coastwise spots that-offer dance music mainly

Another number work along the Ohio and Mississippi rivers and their tributaries, adhering closely to the old-time
presentation of revivals and time-tried
meiodramas. The casts of these boats are
tion is entirely different in the night
made up of wandering players, pure club field. Delegates reported wage

628 South State St., 4th Floor, Chicago, Ill.

hckum artists and those who can do nothing in particular, but have an un-dying desire to act. The better actors receive about \$3 a day and keep. The captain of the boat is still owner, manager, impresario, stage director, box-office clerk, accountant; his wife is still housekeeper, storekeeper and general Mrs. forundy; the married actors play oppo-site their wives and all live on the calliope carriers.

The showboat of today is a far cry.

in the luxuriousness of the boat itself and the entertainment offered, from the and the entertainment offered, from the earliest river showboat in 1827 sponsored by Goeffrey Chapman along the Ohio and Mississippi, or, in 1845, to the first steamer known to have plied the Hudson River and Long Island Sound presenting several acts of entertainment. Yet its brilliant revival still seems to be in the balance, and perhaps an indication of its fate is the ad for sale of the showboat Dixianna, of Michigan City, Ind., found on page five of the August 14 issue of The Billboard.

THEATER SITUATION

(Continued from page 3)

the international will carry on their that the international will carry on their fight beyond the radio and recording industry. The theater situation will be the next to be tackled, tho plans in that direction are still in a nebulous state. "For one thing." Weber stated, "we can't hurt the motion picture theaters thru Hollywood." He pointed out that a survey conducted by the federation revealed that only 15 per cent of theaters thruout the country are owned by the picture distributors.

As a parting shot Weber educed that

As a parting shot Weber advised that the legal minds sitting in on the sessions are no threat toward a just settlement, many of them having admitted ignorance on many points of the law involved.

Other guests included Fred Birnbach, AFM executive secretary, and John Phillips, president of the Pennsylvania Federation of Labor, who urged that the AFL and CIO combine their forces to fight a common enemy.

chiseling is widespread in the smaller niteries, but have met with little sucniteries, but have met with cess in curbing the practice,

All locals reported a general improve-\
ment in their financial status.

Radio stations up-State, it was reported, employ no studio bands, giving recordings and transcriptions a grind run. Because these stations have uncurbed privilege on picking up multiby remote control, A. Rex Riccardi, secretary of Philadelphia Local 77, advised the conference that here was an effective "hammer" if used advantageously. Riccardi pointed out that in Philadelphia only those stations employing a studio band could air the remotes, all others forced to pay a pro-rata rate for the use of the pusiclars. the use of the musicians.

A surprise trend noted in the reports was a marked increase in theater work for musicians in Eastern Pennsylvania cities.

KIND that attracts and get st Snow-White or Bright Y Brightest, Flashlest Ink Color Poster Paper; TENT SHOW HEADQUARTERS: DATES, POST-ERS, CARDS, HERALDS, BANNEES.

LOW PRICES—PROMPT SHIPMENTS
Write for Price List and Route Book CENTRAL SHOW PRINTING CO. MASON CITY, 10WA

Memphis Want

To join on wire: Blues Singer, Comedian, Dancers, Chorus Girls and Musicians. Wire MEMPHIS MINSTRELS, Care Western Union, Marshall, Texable Minds and Friday, Aug. 19 and 20. Long season.

FOR SALE

EMERSON MOUNTAINEERS

"Rhythm in the Hills"

* Just completed 52 highly successful weeks of theater dates from Coast to Coast.



engaged in production HOLLYWOOD as features in a series of Westerns with TEX RITTER for GRAND NATIONAL Pictures — Produced by EDWARD FINNEY.

★ CONSECUTIVE, TOO

Thanks to MARTIN WAGNER

our personal manager, and William Morris Agency for their friendship, co-operation and the benefits of their smart showmanship.

Thanks to THEATER MANAGERS for making our phenomenal tour a happy jaunt.



Wanted---A School for Songwriters

For years the cry has gone out that amateur American songwriters get little attention from the popular publishers.

It would seem that year after year the same names appear on the successful song hits. It looks to each amateur as if he or she is being side-tracked and that there is a preference given to the oldtimers, to the exclusion of what they believe to be better songs of their own. It is a fact that in speakting to almost any amateur he will criticize the year's crop of song successes as in merit far below those he could deliver. This is not at all strange, as every parent loves his own child best, and brain children are no exception to

The actual situation, however, is this:
There is hardly an amateur writing
today, anywhere in the United States,
whose work rates with the rather progressive style of material produced on

whose work rates with the rather progressive style of material produced on the Coast and elsewhere by the dozen or two writers whose efforts are preferred by the publishers. We need only refer to a statement made by a the-atrical paper some time ago that out of 5,000 manuscripts submitted in a recent song contest hardly more than two or three were fit to be considered. This is no exaggeration. There have been many song contests in the last few years sponsored by broadcasting stations and ameteur companies. Thousands of effusions were sent in and scrutinized more or less carefully by those who sought to separate the chaff from the wheat. But in not a single instance that can be recalled, even among the winning numbers of the contest, and in spite of their being broadcast a number of times, did any one song attract more than ordinary attention from the thousands or perhaps million of people who than ordinary attention from the thousands or perhaps million of people who heard the number. There were many cases in which the wish was father to the hope—that perchance a hit would evolve from the mass of material sent in. With this in view an inquiry was made as to whether any of the jobbers, dealers or syndicate stores handling sheet music received any demand for the winning songs. Strange to say, however, that in spite of the opportunity

YOU NEED THIS NOW!

DUTIES OF A COMPANY MANAGER AND ADVANCE AGENT, by PHIL YORK, tackes all you need to know to manage company or go ahead of a Show or Moving Picture Production. Price, \$1.00. Postpaid.

Publisher, Roem 33, 200 West 72d Street, New York, N. Y.

WANTED

Young Team as Cast and Specialties. Trumpet. Sax and useful people. All must work. Join quick. B. M. GOFF, GOFF'S COMEDIANS. Greenward. and useful people. All must work. Join quick.

B. M. QOFF, QOFF'S COMEDIANS, Crosbyton,
Tex., 19, 20, 21; Lockney, Tex., 23, 24 and 25.

given the song over the air, the calls, if any, were negligible.

To solve this situation, this, it appears, is what is needed: In order to give amateur songwriters a chance of success let them study the rudiments of the songwriting business thru a course of instruction. One can't be expected to break into such a difficult game without going thru an apprenticeship the same as the lawyer or doctor or any other professional. No matter what natural talent a writer may have for versification or composition, rarely is success statained unless the writer has followed thru and learned something about rhythm, construction, brevity, composition, harmony or whatever else may be essential.

There are minor leagues of baseball. The best actors have been trained in stock companies. Jockeys serve an apprenticeship for years. There are juvenile schools for acting. Chorus girls often graduate from the front row into specialties. In Hollywood there are schools for screen tests and for extras. Aspirants for broadcasting honors practice in radio schools. There are schools for screen tests and for extras.

Aspirants for broadcasting honors prac-tice in radio schools. There are schools of salesmanship and schools of art, and there are also schools for practically

very phase of music.
It is a far cry, however, from the

BAA Will Try To Revive "Burlesque"

NEW YORK, Aug. 16.—Attempt to "revive" word burlesque in New York will be made by Burlesque Artists' Association. This was decided at annual (See BAA WILL TRY on page 91)

No Statement From Crosley

No Statement From Crosley
CINCINNATI, Aug. 16.—Powel Crosley
Jr., president of the Crosley Radio Corporation, could not be reached up until
press time this afternoon for a statement
relative to the letter sent him Saturiaday by FCCommissioner George Henry
Payne, in which Payne demanded explanation of what he terms WLW
"monopoly and defiance." Mrs. Dorothea Bauer, Crosley's secretary, advised
a representative of The Billboard that
he was not due to arrive in his offices
until late today, hence he had had no
opportunity to read Payne's letter, which
arrived in this morning's mail. She
added that she could not be certain as
to whether Crosley would make an immediate reply to the charges or whether
he would reply at all. Powel Crosley,
Lewis Crosley, general manager, and
William Hodges, station director, were
vacationing in Indians over the weekend.

LONGVIEW, Tex., Aug. 16.—A prize of \$25 has been offered to ad agency exces and station reps for the best answer to the question: How to improve KFRO rates. East Texas indie station has sent out 500 letters announcing details of contest, which ends September 15.
Attached to all letters are copies of station's rates and other details.

SAG Okehs Interchange

HOLLYWOOD, Aug. 14.—New program approved by the Screen Actors Guild will permit players who are members of this organization to participate in radio and stage shows without taking out additional labor organization memberships. The guild approved this plan on recommendation of Kenneth Thomson, secretary, who returned yesterday from New York after working out details of the arrangement with officials of the Associated Actors and Artistes of America. Under a similar arrangement stage and radio performers will not be re-HOLLYWOOD, Aug. 14.-New program and radio performers will not be required to apply for membership in the screen organization.

NVA Club Holds Election

NEW YORK, Aug. 16.—NVA Club held its first election in three years and voted the official ticket without opposivoted the original vas elected president; Al Edwards, first vice-president; Ernie Van, second vice-president; Henry Chesterfield, executive secretary, and William Marble, treasurer. Directors elected are\ Joe Verdi, Wilber Held. Charles M. Preston, Mrs. George Primrose, Rosa Crouch, Joe McInerney, Harry Brooks and Lester Rose.

French Casino, A. C., **Does Another Fold**

ATLANTIC CITY, Aug. 14.—A line of Jack Pomeroy's chorus girls left French Casino flat last Saturday, a short time (See FRENCH CASINO on page 92)

Colored Performers and Musicians for Jimmis Simpson's Mighty Ministrels: Consectian doubling Bass Drum, Art Prop. Drummer, Art Blues Singer that can sing Cherus Grid. Boosers of the Boos And Seen as Rough, Tough Gent

CHICAGO, Aug. 14.—James C. Petrillo is the subject of an outspoken article tagged Mussolini of Music in the mag Esquire, But the president of the country's strongest musicians' local is not disturbed. He says the story is 99 per

cent true and as long as the truth is printed about him he doesn't care what is said.

is said.

The only thing bothering the 15-year "czar" of Chicago's musicians is how the dope was gathered for the extensive mag article. "No one from that magazine ever called on me," Petrillo declared. "Somebody must have followed

me."

Chances are that no one followed Petrillo because he has five bodyguards shadowing him. Probably a good part of the material was dug up in the newspaper morgues, which Petrillo, in this interview, was surprised to know existed, but pleased to hear his clippings were quartered in them. Pertillo has never been adverse to publicity, good or bad, and for that reason his activities are pretty well known to the man on the street.

Petrillo did not say as much to this interviewer, but it was evident that the I per cent of the article which he did not think true was the carlcature accompanying the story. Jimmy did not consider it particularly flattering and wondered, too, "how in the they got that!"

Esquire mag portrays Petrillo as a (See PETRILLO SIZED on page 91)

Screen Guild Ups Eastern Salaries

NEW YORK, Aug. 14.—Tightening up by Screen Actors' Guild on Eastern production is showing quick results. Thursday 125 extras each received a check or \$16.50, whereas two weeks ago they would have received only \$7.50, according to Mr. Florence Marston, head of SAG's Eastern office. Same production company last week readjusted salaries of workers after \$AG had requested as workers after SAG had requested as much. Two days' work had been done. No great difficulty is expected to stand

in the way of the producers falling in line with the provisions of the Guild contract, judging by the reaction to the SAG thus far.

Beckhard Shows Click

SANTA BARBARA, Calif., Aug. 14.— Lobero Theater here is the present cen-ter of theatrical interest on the Pacific ter of theatrical interest on the Pacific Coast, with Arthur J. Beckhard presenting modern plays, featuring casts of stage and screen names. Audiences are journeying from all near-by cities to witness these presentations.

Thursday a new play by Ernest Pascal entitled American Primitive had its world premiere. Grant Withers, John Arledge and Helen Craig are in the cast, set to run for three days. On August

set to run for three days. On August 16 Spring in Autumn, by Martinez-Sierra, will be presented for a week's run. In the cast are Fortuna Bona-Nova, Pedro de Cordoba. Carol Stone, Leona Roberts and Marguerite Namara.

Wilner Prepares Stage-Show Chain

NEW YORK, Aug. 14.-Four or five NEW YORK, Aug. 14.—Four or five more houses are being lined up by Max Wilner, operator of the Apollo, former burlesque house, for stage shows. Besides continuing with the 42d street theater, it is understood that Wilner will branch out of New York with his other houses. While the policy will remain the same, title of shows will probably vary because of local conditions.

To Name Dempsey Successor

SEATTLE, Wash., Aug. 16.—Executive board of the IATSE, now in session here. has been notified of the death of Fred J. Dempsey, IATSE's general secretary-treasurer, at Ocean Bluffs, Mass., yester-day, and it is probable it will appoint a successor pending the next elections.

Film for Ellington Band

NEW YORK, Aug. 14.—Negotiations are under way between Irving Mills and a newly syndicated European film company, headed by Alexander Korda, to do an all-colored picture, starring Duke Ellington and his band.

Dorothy Bryant Vacations

NEW YORK, Aug. 14.—Dorothy Bryant, executive secretary of Chorus Equity, is taking a month's vacation. Not known yet exactly how long she can be persuaded to remain with Chorus Equity, but she will definitely remain until June to clear up the association's annual meeting.

Shaw Tours Southwest

NEW YORK, Aug. 14.—Billy Shaw, of the one-night department of CRA here, left this week for a two-week sales tour thru the Southwest.

French Riviera Gets Name Acts

PARIS, Aug. 9.—Riviera summer sea-on is in full swing, with many night (See FRENCH RIVIERA on page 91)

50 Colored Musicians

Huntington's Mighty Minstrels

Opening Jackson, Miss., Early in September Band Leader, Producer, Musicians on all in-straments. Comedians, Oborus Girls, Novelly Acts, Agent, Billposters, Want two Trom-bones, Clarinet to join Rabbit Foot Show on wine. A. D. King is band leader. Address all wires and letters F. 5. WOLCOTT, Royal Motel, Jackson, Miss.

This is virgin territory with 75,000 to draw from. Good Contestants wanting right treatment, come at once. Will take care of you on arrival. Sponsors guaranteed. Two daily broadcasts. Show sponsored by American Logion, Communicate ZEKE YOUNGBLOOD, Victory Cafe, Mattoon, III.

ZEKE YOUNGBLOOD OPENING

WALKATHON DERBY SHOWS

THURSDAY, AUGUST 26, MATTOON, ILL.

QUALITY STOCK TICKETS uble Price.

Have You Seen Our New 6-Page Folder?—Ask SPECIAL

TICKETS ONE ROLL...\$.50

FIVE ROLLS...2.00

TEN ROLLS...2.00

ROLLS 2.000 Fevery Description With Promptness and Accuracy.

Double Coupons.

THE TOLEDO TIONET COMPANY

THE TOLEDO TICKET COMPANY TOLEDO, OHIO.

PRINTED 10,000 .\$ 6.95 30,000 .9.85 50,000 .12.75 100,000 .20.00 1,000,000 .150.50

Double Coupons, Double Price.

WRITERS LEAVE DOGHOUSE

Mfrs.' 100 G for Radio Propaganda

NEW YORK, Aug. 14.—American Famtiy Robinson, offered cuffo to 248 sta-tions, has cost approximately \$100,000, according to the National Industrial Council. Discs, the council reports, are not to be classed as "propaganda," but are "industry's attempt to create a better understanding with the public." Council, which is associated with the National Association of Manufacturers,

is now waxing two a week and reports that stations broadcast from one to five

that stations broadcast from one to five discs weekly.

Discs are used by stations thruout the country. WNEW is the local outlet airing the series. Indie station added the discs to its schedule this week.

No stations have sold the series, according to the industrial group, shows aired as sustainers. In addition to the council's attempt to create "a better understanding with consumers." Robinson records are "promoting Americanism" and aiding radio stations along with other industries, according to the council.

NAB Plans Survey Of AFM Jobless

WASHINGTON, Aug. 14. — James W. Baldwin, managing director of the National Association of Broadcasters, anounced today following a conference with NAB president, John Elmer (WCBM), that NAB will soon undertake a survey of broadcasters to find how acute the AFFM unemployment situation may be. Altho questionnaire has not been completed, it is expected that data on available musicians in each city and amount of actual unemployment will be asked of each station.

A very moot and important point of

asked of each station.

A very moot and important point of whether union memberships contain a great many part-time musicians who also work at some other trade will probably be settled by this survey. At any rate the additional information is expected to materially aid the musician and broadcasting groups to reach an early solution. early solution.

WFIL Near News SRO

PHILADELPHIA, Aug. 14—A full hour of commercially sponsored news broadcasts will ride the WFIL program sheet daily for the next 52 weeks. Lone sustaining shot, at 5 p.m. will have Cohen's Fur-Shop underwriting the five minutes of headline flashes. Placed direct. "Morning Extra" edition, 8:45-9 a.m., goes on a paying basis September 14 for Mrs. Morrison's Puddings, Clements Agency handling the account. Adams Mrs. Morrison's Puddings, Clements Agency handling the account. Adams Clothes has a 10-minute stanza and Tidewater Associated Oil Company accounts for a half hour daily, staggering the time through the day. Station picks its accops from INS and Universal teletypes.

WATCH FOR=

Producing News Programs By Larry Nixon

Handling Special **Events**

By Jerry Danzig

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Issued August 24

Hal Nichols' Hat

LONG BEACH, Calif., Aug. 14 .-- An LONG BEACH, Callt., Aug. 14.—An executive without a desk and with no private office is located at KFOX. Hal Nichols, president, doesn't bother to plant his gams under the mahogany—just conducts deals wherever he happens to be.

Postpone CBS-UP On the Scene Show

NEW YORK, Aug. 14.—Deal between Columbia Broadcasting System and United Press for use of UP's Radio Extra has been postponed until suitable time can be cleared.

Radio Extra setup calls for engineers and announcers in three key cities available to cover national events and disasters for "from the scene" broadcast thrice weekly. Columbia men will secure co-operation of local UP newshawks to supply background and other material. Stanzas will be 15 minutes each.

Henry Heads Neb. NAB; WAAW Joins Station Group

LINCOLN, Neb., Aug. 14.—Nebraska Broadcasters' Association elected John M. Henry, KOL-KFAB, president. Clark Standiford, KGFW, was voted vice-presi-dent, and Art Thomas, WJAG, elected secretary. Directors elected include Frank Manchester, WAAW, and L. L. Hil-liard, KGFW. liard, KCKY.

WAAW, Omaha, joined the association, waAw, Omana. Joined the association, which leaves only KMMJ. Clay Center, out of the setup. No immediate action was taken on the anti-ASCAP measure passed by the State Legislature, the this was the main topic of discussion,

Survey Shows Preference For Two News Announcers

SALT LAKE CITY. Aug. 14.—Change in KSL's news programs calling for two announcers for each period and a limit on commercial spiels is being accepted locally. Survey, conducted by Lennox Murdoch, director of station operations, revealed that 80 per cent of local sponsors and fans preferred two spielers—one for news, the other for plugs.

News periods are limited to four commercials each period and sales continuity is limited to 50 words. Quarter-hour programs are thus limited to 200 words of commercials and to four sponsors. Station uses United Press, Hearst's

rsal and International News service, plus local coverage.

Hollywood Influence on Radio **Increases Budgets for Authors**

Writers in Hollywood won't work in radio unless the dough's big, because of salaries paid by pix producers -Camel's \$2,000 weekly for writers

HOLLYWOOD, Calif., Aug. 14.—The motion picture industry, with the big money it pays writers, is forcing the radio industry in turn to ante up in large doses for its writers. Indications are, with more and more shows coming here for national hookups, that the radio writers may soon be out of the doghouse which has long been their balliwick. The film bustness is writers' paradise, since it pays the biggest dough of any scrivening medium but, with the exception of top-name writers working on special assignments, radio hasn't come near filmdom's golden hem for writers. Typical of the order that may soon be in radio are the budgets for writing two big-time shows, one of which is now on the air, and one of which will soon be. Maxwell House Showboat, recently brought out here for a "comeback," has allotted \$1,000 as its weekly expenditure for writers. This is the second highest the special communications for two Federal Communications Commissioners to the Senate for confirmation before adjournment of Congress.

before adjournment of Congress.

Observers tie this move to Senate objection of recess appointments, which was answered Thursday (12) with the nomination of Senator Hugo L. Black (Dem., Ala.) to the Supreme Court

U. S. Tops in Tele Philco Exec Claims

PHILADELPHIA, Aug. 14.—Albert F. Murray, chief television engineer of Philoc Radio and Television Corporation,

Philco, Farnsworth and RCA, are in this vicinity.

pany (Camel Cigarets). It's fairly obvious now that the idea the picture business has long had—that on the writer rests the bulk of the burden of providing a good show—is finally seeping thru radio producers' heads. The number of top picture writers working in radio is increasing, with one local talent agency, H. N. Swanson, Inc., handling authors exclusively, now spending considerable time working on radio authorship sales. One of the factors that has hastened the increased dough for writers is that with pictures paying such heavy sugar, the name scribblers felt distinctined to work for radio, since the dough was small and the material is hurned up so much more quickly. Another factor that has helped bring about the increased radio material budgets has been the stress on comedy shows, with good gagmen now starting to be worth their weight in gold. Additionally, any film writer working for small dough in radio hurts his chances of getting the juicy picture writing mazum. **New New Jersey Station**

Starts on Air August 23

BRIDGETON, N. J., Aug. 14.—Southern New Jersey gets its second radio outlet, WPG, Atlantic City, formerly having the territory to itself, when WSNJ starts broadcasting August 23. Operating from 7 a.m. to 7:30 p.m. at 100 watts on the 1210 band, station was authorized last January 27. Studios are located on the outskirts of Bridgeton, only 40 miles from Philadelphia. Coverage embraces four cities in an area of 10.5 miles and includes a population of 68,000.

WSNJ will be strictly local, devoting half its time to transcriptions and the remaining schedule for civic events and whatever local talent might be available. NBC Thesarus will provide the music and International News Service the news. Staff, as yet, is incomplete, with Paul Alger, formerly of WPEN and WIBG, Philadelphia, coming in as general manager. Commercial manager will be Burt P. McKinnie, formerly circuit director of the Swarthmore Chautauqua. Station is owned and operated by the Eastern States Broadcasting Corporation. Howard S. Frazier, Philadelphia consulting engineer, is president. Other stockholders include W. Burley Frazier and Garrison R. Bub.

Philico Radio and Television Corporation, told local Rotary Club that Americans would rather hear than see when the cost is \$350, addressing the group on the present status of television. England has "What might be called satisfactory commercial television broadcasting." commercial television broadcasting," with 'no rush to buy television receivers at \$350 each," he said, further pointing out that of the 5,000 estimated sets in operation in England most of them are owned by dealers and only lent to prospective customers. Altho the science has not yet reached the commercial stage in the United States, "from the standpoint of technical development this country leads the world in television, and the hub of its development is Philadelphia," [Three principal television laboratories, Philos, Farnsworth and RCA, are in this

Such a Gay Party as MBS and WLW Fought Over Silver Dust

NEW YORK, Aug. 14.—You should have been there. It was the lovellest party. There was entertainment, but no drinks, cigarets and plenty of smoke. The smoke came from some tempers being frayed. It all happened at the party Arthur Pryor, radio director of Batten, Barton, Durstine & Osborn, threw for some radio salesmen the other day. The salesmen there represented Transamerican and Warner Brothers WLW-WHN line, as one group, and the Mutual Broadcasting System as another. What makes it all delightful is that the WLW gang is still a part of Mutual, so it's claimed, except maybe when there's a commercial in the offing that can go on either one of the hookups.

Just as a confusing note, there's this

on either one of the hookups.
Just as a confusing note, there's this additional factor. WLW is also an NBC station. But from all reports around, neither NBC nor MBS can get the station to clear any more network time. From now on, if it's possible and according to reports, any network business WLW clears will be for the Transamerican line. This may be denied, but ask any time buyer who has lately tried to get the 500,000 watter for either an MBS or NBC commercial.

Supposedly the chief tidbit was an unspoken gag. Here the WLW line was trying to get the business away from MBS (its first cousin by virtue of the WLW Mutual undefinable status). Now a CBS salesman can easily say that NBC is so and so, and an NBC salesman can say CBS is so and so and both of these say Mutual is so and so. But the WLW line, because WLW is still a Mutual affiliate, couldn't put the squid in for Mutual. And someone had told Pryor that WLW was leaving Mutual, which Frank Smith, WLW sales manager, denied at the meeting. Pryor's query as to who told him about the WLW departure was, according to an asbestoslined report, quite hot.

Among the fighters and seconds were Smith; John Clark, of Transamerican; John Overall and Fred Weber, of Mutual. The account involved is the Silver Dust show using Beatrice Fairfax.

An unseen observer, believed to be a an unseen observer, believed to be a ghost, was also reported attending as representing CBS. It's claimed he just sat on the celling and laughed as he counted his exclusive station affiliation

Must Be an Announcer

NEW YORK. Aug. 14.—Confessions of a Lunatic, in Italian, is being piped to WCOP, Boston. Madhouse stanza is on daily, Monday thru Saturday, 11:45-12 noon. Foreign languager is fed from WEVD but is not heard locally.

Prince Marconi sponsoring.

Payne Demands Explanation Of WLW "Monopoly," "Defiance"

500,000-watter operated for profit, not experimentation, is claim-demand for data answered by Crosley's invite to ball game, says Payne

WASHINGTON, Aug. 14.—FCCommissioner George Henry Payne today scnt a letter to Powel Crosley Jr., president of the Crosley Radio Corporation, which raised a question over WLW's monopoly on 500.000-watt power for broadcasting purposes and reveals that unknown to the commissioners there was inserted in the annual report of the Federal Communications Commission a valuable free advertisement for Crosley's Cincinnati Station WLW. Commissioner Payne asked Crosley to furnish complete information about WLW's operation under an "experimental license." The text of the letters is as The text of the letters is as

"Mr. Powel Crosley Jr.,
"Radio Station WLW,
"Cincinnati, O.

"Cincinnati, O.

"Dear Sir: When you were a voluntary witness at the Informal Engineering Conference of this commission I asked you certain questions designed to bring out information about the monopoly you hold of the unusual power of 500,000 watts and the fact that you enjoy this extraordinary privilege under the guise of an experimental license in the interest of science. It seems now, as it seemed then, that there is no great secret about the fact that instead of this experimental license being used for scientific research, it is used simply as a means of earning unusual commercial profits. You were unable to answer the questions at the time but stated that you would later furnish the information for the record.

"On November 10, 1936, my office

"On November 10, 1936, my office called your attention to the fact that the desired information had not been received. But no answer to that letter has as yet been received.

"Law Defiance"

"On June 30 I received from you an invitation to a baseball game and to a small informal lunch." As I had never met you the invitation and the profered good fellowship scenned unusual. When I recalled, however, that an official letter that I had addressed to you had remained unanswered for over six months the problem became one not of gaucherie but of defiance of the law.
"I requested my secretary to decline

the problem became one not of gaucherie but of defiance of the law.

"I requested my secretary to decline your invitation but to leave your letter in my open file in order that I might consider it when important and more immediate matters were not so pressing.

"You said at the October 7, 1836, hearing that it was your policy 'to plow back into better service a large portion of the profits that might accrue from the improvement of that service' and 'that most of our profits have been plowed back into better and better programs.' You stated that you would furnish the details regarding this policy but have failed to do so.

"Immediately after my attempt to question you there was surreptitiously inserted into our annual report to Congress—a report that was never seen by any commissioner—a gratuitous and valuable advertisement of your station. confirming my impression that there was something strange in Denmark.

"Since I first attempted to obtain information from you about your station the commission and the public have had the question of monopoly and favoritism brought officially to their attention in both houses of Congress.

"On March 17, 1937, Senator Wallace

the commission and the public have had the question of monopoly and favoritism brought officially to their attention in both houses of Congress.

"On March 17, 1937, Senator Wallace H. White made a speech before the Senate in which, inter alla, he called attention to the provisions of law guarding against monopoly in broadcasting and pointed out that there were no property rights vested in the holder of a radio license of any kind. The Senator believed that the facts now available regarding broadcast stations justified thoughtful consideration as to "whether these stations, with their large revenues and profits, their wide variations in charge, with the limited frequencies available, with the limited frequencies available, with the tendency toward centralization ... and with their great usefulness and interest to the public should not be declared to be public utilities and be subjected to a control in rates and practices to which they are not now amenable. That there would be legal justification for such classification I believe is clear. He goes on to save that there cannot be the slightest doubt that Congress undertook to make certain that undue concentration of stations in particular areas should not

"August 14, 1937. be permitted and that there should not be monopoly ownership or control of radio.

"On July 19, 1937, Congressman W. D. McFarlane, in a speech replete with facts, called attention to the deplorable conditions now existing in the broadcast conditions now existing in the broadcast industry as far as the public was concerned, in which your company is prominently but unfortunately not favorably mentioned. He said that upon receiving your experimental license to use a total of 500,000 watts power (an increase amounting to 450,000 watts) you immediately raised the price of your radio advertising time some 50 per cent and continued to collect handsome commercial profits on the basis of experimentation for those 39 months, a practice which you know is definitely prohibited by the rules of the commission. He said further, 'I wonder some prononted by the files of the commis-sion. He said further, 'I wonder some-times whether men secure such unusual concessions because of their innate concessions because of their innate ability or because they are good looking or because they have ways of getting things done. Just why, I tbink it is fair to ask, has this unusual concession been handed out and continued in the hands of one of the 700 licensees?

Demands Data

"In view of those statements from such eminent authorities it would seem such eminent authorities it would seem to me that I have been very patient with reference to your failure to furnish the desired information. I am now formally notifying you that I will expect by September 13, 4837, to receive answers to the questions addressed to you and complete information as to the following:

"A. Please supply the following information for each calendar year or portion thereof since the date of the commission's granting authority to employ additional power for experimental purposes; also for the last full calendar year and the portion of a year immediately preceding that date:

"I Raince sheet chapting senarately." on thereof since the date of the dission's granting authority to emission's granting authority to emission's granting authority to emission and power for experimental special power of the last full calendar and the portion of a year immely preceding that date:

Balance sheet showing separately started this week.

Sponsor Stuff

WASHINGTON, Aug. 14.—Radio Joe Kaufman, clothler and sponsor of Radio Joe's Budget Boys over Station Madio Joe's Buager Boys over Station WMAL, rewarded Announcer Bill Coyle, after five years of association, with a law course in the Washington College of Law with all tuition paid. Kaufman, who had originally given Coyle a \$250 credit for clothing, decided after consultation with Coyle's wardshabethed. wardrobe that the announcer had enough glad rags.

Coyle is now running around look-ing for an accident.

(a) current assets, (b) investments, (c) fixed assets, (d) intangible assets, (e) current and accrued liabilities, (f) fixed liabilities, (g) reserves, (h) capital stock and (1) surplus.

and (1) surplus.

"2, (a) Profit and loss statement showing separately (1) gross broadcasting revenue; (2) deductions, showing separately (a) technical and production department expense, (b) sales department expense, (c) general and administrative expense, (d) depreciation, (e) amortization of intangible capital, (f) operating rents, (g) taxes (except federal income taxes); (3) net operating revenue. (4) other income, (5) other income deductions, (6) net income before federal income taxes, (7) federal income taxes and (8) net income.

"2. (b) Amount of dividends declared during the period covered by the above statement.

statement.

"2. (c) Number of broadcasting hours sold during the period covered by the above statement.

above statement,
"3. Broadcasting time devoted to advertising of Crosley products and products of companies affiliated, directly or indirectly, with the Crosley Radio Corporation, the value of such time (state basis of valuation) and the amount charged for such time and/or the manner of accounting therefor.

Rates

"B (1) Show amounts charged for broadcasting per hour or fraction of an

hour.

"B (2). Have advertising rates for broadcasting time been increased since the granting of the experimental license?

"B (3). If so give the dates on which rates were increased and the percentage of each increase over rates in effect immediately preceding the granting of the experimental license.

"Yours truly,

"GEORGE HENRY PAYNE,

"Commissioner."

Crosby, Benny, Cantor, Heifetz On Radio Actors' Union Board

NEW YORK, Aug. 16.-Thirty-seven NEW YORK, Aug. 10.

Members for the national board of American Federation of Radio Artists were chosen last week at a meeting inoffices of Actors' Equity. Panel was mutually agreed upon by delegates representing the three chief organizations involved, viz.; Kenneth Thonson and Mrs. Florence Marston, of Screen Actors' Guild; Leo Fischer, American Guild of Musical Artists, and Mark Smith, of the New York local of AFRA. Acceptances have not been received from a few of the 37, but 90 per cent have signified willingness to serve. Governing board when completed will total 45, the Chicago local being expected to fill the unnamed places. the national board

unnamed places,
Next step toward consummation of the organization will be a meeting today, originally slated for last Thursday, to sign a petition for a charter to be granted by the Associated Actors and Artistes of America, AFL international, which is ready to pass over to AFRA the radio jurisdiction relinquished by Actors. Equity. Frank Gillmore, Equity president, said the Four A's could expect the request Tuesday.

request Tuesday.

Confab Monday is also expected to name an executive secretary, who will shortly take over the job of lining up the Association nationally. Chicago will probably be one of the first areas to be dealt with, commercial dramatic actors there receiving a very low scale from the ad agencies.

Initiation fee to the AFRA has been tentatively set at between \$5 and \$10. with monthly dues of \$12 per year. The initiation will most likely be raised after November 1.

November 1.

Names of those on the national board are Don Ameche, Phil Baker, Jack Benny, Edgar Bergen, John Boles, Richard Bonelli, Reed Brown Jr., Eddie Cantor, Frank Chapman, Bing Crosby, Ted di Corsia, Norman Field, Georgia Fifield, Martin Gabel, Helen Hayes, Jascha Heifetz, George Heller, Warren Hull, Carleton Kadell, Joe Laurie, John McGovern, Ficterne, Malone, Ousena, Mario, Lames George Heller, Warren Rull, Carleton Kadell, Joe Laurie, John McGovern, Florence Malone, Queena Mario, James Melton, Ray Middleton, Grace Moore, Osgood Perkins, Dick Powell, Lanny Ross and Mark Smith. Three of these represent the Los Angelsa local.

Next meeting of the Four A's is slated for August 27, at which time Grand Opera Artists' Association is due to show cause why its charter should not be revoked. American Guild of Musical

voked. American Guild of Musical
Artists, which, together with Actors'
Equity and Screen Actors' Guild, is financing the radio drive, is due to receive
its charter on or shortly after that date.
Final strings to be tied, other than the

Final strings to be tied, other than the formal granting of Equity's radio jurisdiction to AFRA, include provisions for geographical representation by local boards to be named by regional units of the national radio organization.

Meeting today will also see the AFRA get its \$30,000 from the three other unions.

No Hooch Radio Shows in Canada

QUEBEC, Can., Aug. 14.—Governors of the Canadian Broadcasting Corporation, meeting here in a three-day closed condecided not to accept liquor advertising programs on corporation sta-tions and to ban such programs on privately owned stations thruout the Dominion.

Dominion.

In some provinces in Canada, however, it is legal to advertise wine and beer, and where programs sponsored by brewers are now being accepted the board has decided to consult local authorities before proceeding to final regulation. Future of these wine and beer programs will be decided at the next board meeting. Meanwhile privately owned stations will be required to submit to the CBC all continuities of wine and beer programs before acceptance for broadcasting.

sating.

Spot announcements, including time signals, associated with the advertisement of wine and beer shall not be account of wine and beer shall not be account. ment of wine and beer shall not be ac-cepted for broadcasting by privately owned stations thruout Canada as from October 1 next, the date on which the new regulations of broadcasting will become effective.

Daily Gives Raw Deal to Ike Levy

PHILADELPHIA. Aug. 14.—When Ike Ievy, chairman of the board of WCAU, broke out in public print admonishing Congress for calling an investigation of the FCC, it looked like the former NAB the FCC, it looked like the former NAB pyrotechnical demonstrator had put himself in the middle of things. Carrying a head that the "WCAU head scores move to probe FCC," The Philadelphia Inquirer itemed yesterday (13): "Opposition to an investigation of the Federal Communications Commission was voiced yesterday by Isaac Levy, chairman of the board of the WCAU Broadcasting Company. An investigation is called for in a resolution now pending before the Senate.

Senate.

"We have a very high grade of commissioners," story quoted Levy as saying.

"They are men of experience, learning and integrity. I have never heard complaints that they are recognizing claims for frequencies beyond those specified in licenses or that they have permitted concentration of stations in certain areas and refusing equitable services to others."

while the item has all appearances of Levy putting the lawmakers on the pan, the WCAU mogul claimed that only half the story was told. When questioned by The Billboard to elaborate his position on the public protest, Levy explained: "By the widest stretch of imagination I cannot conceive a caption such as The Philadelphia Inquirer placed above a statement of mine which they printed.

"The portion of the statement printed by The Philadelphia Inquirer clearly praises the Commission for its excellent work and in addition merely states that I, personally, have never heard of any complaints against the Federal Commu-nications Commission in the disposition nications Commission in the disposition of the matters that have come before it. The statement printed was only part of a statement if made and the full statement if printed would have stated that I definitely recognized the duty and right of Congress to investigate the Federal Communications Commission and the broadcasting industry which is within its province. I am not in the habit of criticizing Congress for ordering investigations."

WOR-Announcers Sign Union Deal

NEW YORK, Aug. 14.—A contract be-tween WOR and the American Guild of Radio Announcers and Producers, covering wages, hours and other conditions, was signed yesterday (13). Minimum is \$40 weekly. An immediate up in salaries was granted, tho the contract does not become effective until September 1.

runs for two years.

Contract with the AGRAP covers announcers and producers but not engineers, who have a separate agreement with the station. Basic grants of the contract are a 40 "elapsed" hours. fiveday week, raises, pald vacations and leave-of-absence grants. According to (See WOR-Announcers on opposite page)

Fall Network Schedules

Schedules below show new accounts and returning accounts set so far to start on the three major networks this fail. Asterisks indicate those shows which will emanate from Hollywood.

CBS

The area tional Silver, thru Young & The area tional Silver, thru Young & Advertising Company, thru Gardwar Advertising Company. Starting

International Silver, thru Young & Rubicam. Starting October 3. Sundays, 5-5:30 p.m. Dramatic sketch.

Coca-Cola, thru D'Arcy Agency, Fridays, 10-10:45 p.m. Variety program.

days, 10-10:25 p.m. variety program.
Date not given.
Pet Milk, thru Gardner Advertising
Company. Starting October 2, Saturdays,
9:30-10 p.m. No details.
Vicks, thru Morse International. Starting October 3. Sundays, 7-7:30 p.m.
Jeanette Macdonald-Joseph Pasternack
Cochestra. Orchestra

Vicks, thru Morse International. Start-ing October 4, Mondays, Wednesdays and Fridays, 10:30-10:45 a.m. Tony Wons. Chevrolet, thru Campbell-Ewald. Start-

eptember 26, Sundays, 6:30-7 p.m. Rubinoff. thru Buchaman Company.

Starting September 12. Sundays, 8:30-9 pm. Eddie Cantor.*
Gulf Gas, thru Young & Rubicam.
Starting October 3. Sundays, 7:30-8

Starting October 3, Sundays, 7:30-8 pm. Phil Baker. General Foods. Starting September 30, Thursdays, 8-9 p.m. Kate Smith. Cocamalt, thru Ruthrauff & Ryan. Starting October 3, Sundays, 6:30-7 p.m.

Starting October 3, Sundays, 6:30-7 p.m. Joe Penner.*
Lux, thru J. Walter Thompson. Starting September 13, Mondays, 9-10 p.m. Radio Theater.*
Lever Bros., thru Ruthrauff & Ryan. Starting September 7, Tuesdays, 8:30-8 p.m. Al Jolson.*
R. J. Reynolds Company, thru William Esty Company. Mondays, 9:30-10 p.m. Jack Oakle and George Stoll Orchestra.*; 10-10:30 p.m. Benny Goodman Orchestra.

Parker Watches, thru DeGarmo Agency. Starting September 12, Sundays, 11:30-11:45 a.m. Benny Friedman.
Blue Coal, thru Ruthrauff & Ryan. Starting September 26, Sundays, 4:30-5 p.m. Sketch—The Shadow.
Kellogg Company, thru N. W. Ayer, Starting October 2, Saturdays, 5-5:30 p.m. Ircene Wicker.
Admiracion, thru Charles Dalles Reach

p.m. Ircene Wicker.
Admiracion, thru Charles Dallas Reach.
Starting October 17. Sundays, 6:30-7 p.m.
Tim and Irene and Bunny Berlgan.
Duart Company placed direct. Starting August 22, Sundays, 9-9:15 p.m.
John Nesbitt's Passing Parade.*
Hecker, thru Erwin, Wasey, Starting
September 7, Mondays thru Fridays,
11:45-12 noon. Myra Kingsley's Information Service.

11:40-12 noon. Myra Kingsley's Informa-tion Service. Varady of Vienna, thru Baggley, Hor-ton & Hoyt. Starting September 26, Sundays, 1:30-2 p.m. Ted Weems' Or-

chestra.

Lutheran Church. Starting October
24, Sundays, 4-4:30 p.m. Lutheran Hour.
Schaeffer Pen Company, thru Bagley,
Horton & Hoyt. Starting August 27,
Fridays, 8:15-8:30 p.m. Harold Stokes'
Orchestra and soloists.
Commentator Magazine, thru Cecil,
Warwick & Legler. Starting September
19, Sundays, time not set. Dramatic
varieties.

American Bird Products, thru Westen, Barnett. Starting October 10, Sundays, 11:45-12 noon. Canary Chorus.

NBC

Packard Motor Car Company, thru Young & Rublcam. Starting September 7, Tuesdays, 9:30-10:30 p.m. Lanny Ross,

& C. F. Mueller Company, thru Kenyon & Eckhardt. Starting September 13, Mondays thru Fridays, 10:45-11 a.m. Kitchen Cavalcade. Campana Sales Company. Starting Sep-tember 20, Mondays, 8:30-9 p.m. Variety show.

Standard Brands, Inc., thru J. Walter Thompson. Starting Scptember 22, Wednesdays, 8:30-9 p.m. Talent unset. H. Fenrich. Starting September 26, Sundays, 1:30-2 p.m. Maruccis Orches-tre

Ralston Purina Company, thru Gard-ner Advertising Company. Starting Sep-



Schedules below show new accounts tember 26, Sundays, 5-5:30 p.m. Marion

ner Advertising Company. Starting September 27. Mondays thru Fridays, 5:45-6 p.m. Tom Mix, Straight Shooters

(sketch).

General Mills, Inc. Starting September 27, Mondays thru Fridays, 5:30-5:45 p.m. Jack Armstrong (sketch).

Wander Company. Starting September 27, Mondays thru Fridays, 5:45-6 p.m. Little Orphan Annie (sketch).

Lambert Company, thru Lambert & Feasley. Starting September 28, Tuesdays, 9:30-10 p.m. Grand Central Station (sketches).

days, 9:30-10 p.m. Orange Company, thru Mc-Manus, Johns & Adams. Starting October 1, Fridays, 8-8:30 p.m. Student talent. Gruen Watch Company. Starting October 3, Sundays, 5:30-6 p.m. Variety chow

General Foods Corporation, thru Young

General Foods Corporation, thru Young & Rubicam. Starting October 3, Sundays, 7-7:30 p.m. Jack Benny.*
Sherwin-Williams Company, thru Cecil, Warwick & Legler. Starting October 3, Sundays, 5-5:30 p.m. Metropolitan Opera Auditions.

Opera Auditions.

Musterole Company. Starting October
4, Mondays, Wednesdays and Fridays,
4-4-15 p.m. Carson Robison's Buckaroos.

Modern Food Process Company. Starting October 17, Sundays, 4-45-5 p.m.

Talent unset.

William R. Warner Company, thru
Cecli, Warwick & Legler. Starting October 18, Mondays, 10-10-30 p.m. Warden
Lewis E. Lawes (sketches).

Cummer Products Company. Starting
October 24, Sundays, 3-3-30 p.m. Radio

October 24, Sundays, 3-3:30 p.m. Radio Newsreel (Interviews). Bristol-Myers Company, thru Young & Rubicam. November 17, Wednesdays,

Rubicam. Novembe

WOR-ANNOUNCERS-

(Continued from opposite page) the terms of the contract, the WOR management must give two weeks' notice before discharging Guild members and must agree to arbitrate any disputes

and must agree to arbitrate any disputes that arise between station and Guilders. Contract, signed after six weeks' negotiations, does not provide a closed-shop status, but, according to the Guild, all announcers and producers now employed by WOR are members. One new group, "senior directors," was established in the contract. This classification includes

contract. This classification includes men handling more important shows who will receive top-scale salaries.
Guild, which is an independent industrial union, not affiliated with the AFL or CIO, will represent announcers and producers. Engineers have a separate agreement with the station, tho they are not members of AFL or CIO

Uir Briefs

New York By JERRY FRANKEN.

IN SPITE of \$100 weekly as an announcer for Loyalist stations, an American announcer quit Spain for the U. S. A. More safety and somewhat less hectic. Spieler spoke in English over EAR and PSOE for the benefit of American and British short-wave fans. Nicest break was that radio men were extended all courtesies given to foreign press correspondents, but that didn't ease the tension. . . Earl Harper's WNEW mike interviews atop the Empire State may go to WOR.

John Van Cronkhite developing news possibilities of his organization and may not rep WBNX, New York, Because of impending changes in the music field, due to union demands, Van Cronkhite feels that news will become more desirable and will concentrate on more desirable and will concentrate on it. . . Two WHN-ers wearing out Underwoods. Brandy for Heroes, by Jack Kofoed, will be off the presses soon and Ida Balley Allen is bringing out two new cookbooks. Press runs of 100,000 on each. And also nursing a play. . . . Russ Pierce still collecting luggage that was misshipped around Europe.

Rudy Vallee's October broadcasts will come from the Coast. Jim Sauter, of Air Features, is one of the town's most

precise diagrammatic doodlers. As he phones, he pencils involved charts. That's doodling. . . George McGarrett, of Young & Rubleam, has almost bought passage for that Nassau trek, but you never can tell. . . Plenty of New York agency men would like to see production remain, beg pardon, return to Gotham, Fact that many sponsors are here and can make their yelps and suggestions before instead of after show goes on the air saves pienty of headaches for szenair saves plenty of headaches for agencies. . . Edith Fern Melrose at the Cleveland Great Lakes Exposition. . . cies. . . Edith Fern Meirose at the Cleveland Great Lakes Exposition . . . Norman Gordon guesting on Saturday's Hit Parade and Ramon Navarro, Doris Kerr and Joe Cook likewise on the Gulf show, set by Nelson Hesse.

Abe Schechter now Alan Schechter...
WMCA opening doors Sunday at 8:15 instead of 9... Ted Cott producing Copy on WBIL.. That Camel show coming thru in two parts. Jack Oakie half-hour will originate on the Coast, followed by a station break, and then Benny Goodman's Ork will be picked up in New York. Paul White's invention for Ted Husing resembles a neriscone. For York. Paul White's invention for Ted Husing resembles a periscope. For use in crowds to prevent vocal confusion. Let's Talk About Stars, on WAAT six months, may swing to a larger indig-station. . . WMCA programs now in-cluded on Hotel Lincoln's room sets.

Chicago By SAM HONIGBERG

PROSPECTS for announcers to land emsee jobs in the smarter hotel rooms and cafes are much brighter. Pierre Andre and Ed Allen. of WGN, and Jack Shoemaker, of WBBM, now handling shows in local spots, proving to operators that the airwave boys are suitable for such assignments. This is working at the Drake, Palmer House and Edgewater Beach Hotel, respectively.

. Fred Waring and his outfit will be in town Sunday to prepare for their opening at the Drake August 27. Band will be heard over Mutual.

Lanie will be heard over Mutual. . . Lanie Truesdale, vocalist with Roger Pryor's Band, looks like a comer. She formerly warbled with the Sterling Young and warbled with the Sterling Young and Ha! Grayson orks. Forrest Johnson is holding George Roesler's former post as girector of the foreign language station division for Van Cronkhite Associates. Johnson was a recent account executive with the Pettinger & La Grange Agency, Indianapolis. Al Tint, minstrel, will play fair dates with the WIS Barn Dance Show starting Agency 125.

Harriet Widmer has been added to the Fibber McGee and Molly cast. . . Al Vierra and his band succeeded Will Hollander's outfit at the Glass Hat Room, Congress Hotel, and are picked up by NBC nightly. . William Nevins is back on WAAF. Another newcomer at that station is Emmet Mellenthin, formerly with WJMS, Ironwood, Mich . Before leaving on his yacalenthin, formerly with WJMS, Ironwood, Mich. . . Before leaving on his vacation trip to Yellowstone Park Ralph Atlass, the WJJD-WIND head, signed with Virgil Reiter Jr., vice-president of Transamerican Broadcasting and Television, for WLW's local outlet on those two stations. Last time these independents went network was for Ed Wynn and his short-lived chain. . . Attilio Baggiore, operatic tenor, signed a contract with WGN for a Coast-to-coast sustainer. Deal calls for his services on the Mutual network for the next three years. . . Smilling Ed McConnell returns to the air with a new weekly network program August 29, originating at the NBC studios here.

A. D. Scott, production director for NBC, vacationing on the West Coast.
. . . Hal Makelim, WIND sales manager, was in New York on business last week. . Mary McCormic flew to Hollywood on a business deal. . . Jack Holden returned over WMAQ with his Old Painter show. . . . Congrats to Mr. and Mrs. Jack Fulton. The stork paid them a visit at the Evanston (III.) Hospital Thursday and left a seven-pound boy. . . . Not bothered with the heat these days are the following NBC boat owners: Bucky Harris. Bob Wamboldt, Norman Barry, Fort Pearson, Fayette Krum, Ken Griffin and Blair Walliser.

AFM Problem Stations' Own Woe Disc Firms' Letter Indicates

WASHINGTON, Aug. 14. — Eleven anscription companies banded together a joint letter this week to all broadusting stations informing them of their liks with representatives of the Americans from making transcriptions for use by any station not employing arms. transcription companies banded together in a joint letter this week to all broad-casting stations informing them of their talks with representatives of the American Federation of Musicians in respect to current demands of the AFM for regula-tions concerning the use of transcrip-

tions.

The letter, signed by Advertisers Recording Service, Atlas Radio Corporation, E. V. Brinckerhoff & Company; Jean V. Grombach, Inc.; Lang-Worth Feature Programs, MacGregor & Sollie, NBC Transcription Service, RCA Manufacturing Company, Transamerican Broadcasting and Television Corporation, WOR Recording Service and World Broadcasting System, told broadcasters that as transcription makers they were vitally interested in the problem and were anxious to do what they can to assist the stations in the solution. However, from the tone of the letter, it was evident that the transcription companies bethe tone of the letter, it was evident that the transcription companies believed that the problem was more or less the broadcasters', because restrictions of the AFM, if applied, would be directed at the broadcasting stations. Stations whose products the broadcasters use, such networks as they were af-

for use by any AFM musicians.

NEW YORK, Aug. 14.—Delegates of independent stations are constantly trickling into the American Federation of Musicians' headquarters here to get detailed information on the situation between the musicians and broadcasters. AFM has its four-member sub-committee of the executive board in constant session to take care of the queries.

Deedline dates of September 16 and 30

Deadline dates of September 16 and 30 Deadline dates of september 18 and 35 still stand, the former being the appointed final time for a get-together between the AFM and the broadcasters, electrical transcription and recording firms. Last day for reaching an agreement to secure increased employment for AFM members is September 30. The Federation's locals have been apprised for AFM members is September 30. The Federation's locals have been apprised of this

of this.

According to Bert Henderson, Federation exec, it is very possible that the broadcasters, transcription and recording firms will each appoint a committee to meet the AFM board.

OIS BENNETT

Management - REN LIPSET 1350 Broadway, N. Y.

Radio Investigation Now Considered Certain; White's Bill Provides for Sweeping Inquiry

No phase of radio industry to be left untouched-provisions made to check license deals, networks and newspaper-owned station angles

WASHINGTON, Aug. 14.—The Senate Interstate Commerce Committee this week reported out the resolution to investigate the radio broadcasting industry, introduced by Senator Wallace H. White Jr. (R. Maine) July 6. Senator White, visibly gratified over this action, stated the steering of this measure to a vote would be up to Senator Burton K. Wheeler (D., Montana), the committee chairman. Reports from Whoceler's committee did not indicate whether the resolution would be brought to the Senate floor this session, but it was learned that the Montana liberal does not wish the present session of Congress prolonged any more than necessary. Action may be deferred until next session, but Senator or the frequency, the power or the hourse white believes that a Senate subsommittee should be able to gather material and data during adjournment the consideration for such sales and transfers and as to the participation in the negotiations for euch sales and session.

Washington observers grant the meas-Washington observers grant the measure almost certain passage because past experience justifies this view. The Senate rarely defeats investigation resolutions once they have received the sanction of a responsible committee and it is rare indeed that a Senator wishes to publicly oppose an investigation of any serious problem. Each Congressional body has the authority to conduct investigations, making a House vote on this measure unaccessary.

The White Resolution lists 40 points in which it directs and authorizes the Senate committee on Interstate Commerce to investigate. This will serve to guide the committee in finding: (1) the cases if any, in which the commission(FCC) has departed from or has modified the application of its regulations and the engineering and other standards generally observed by it, together with the reasons for each such departure or modification; (2) all acts by the commission which recognize or seem to recognize the right of a licensee to a license or a frequency other than as specified in the terms, conditions and time of the license; (3) whether the acts and decisions of the commission in broadcasting cases have been influenced by matters not apparent in the public records; (4) the geographical distribution of broadcast service to all parts of the country and if not what steps should be taken; (5) the extent to which broadcast stations have been concentrated in the larger communities or other countries. The White Resolution lists 40 points amaller communities to such centers or otherwise.

Also (6) the extent to which and the Also (6) the extent to which and the circumstances under which the owner-ship, control, management or interest in more than a single broadcast station has passed into the hands of any person or group of persons; (7) the circumstances surrounding and the considerations for the voluntary transfer of station licenses or construction permits; (8) instances of the transfer of minority interests in broadcasting station licenses, and all transactions directly or indirectly affecting the control of such licensees, and whether said transfers have or have not been submitted to the commission for approval and have received or have not been submitted to the com-mission for approval and have received commission approval or acquiescence; (9) the sale price of any broadcasting station in any manner sold and trans-ferred, together with a statement of the fair value of the physical assets and of other property, rights, contracts and ilcenses involved in said sales, and in particular the value placed by the parties to the transaction upon the fre-quency licensed to be used; (10) the sale of stock or other securities of any broadcasting stations, of any licenses, or of any person or persons directly or inof any person or persons directly or in-directly controlling such licenses, and the valuation put by the person trans-

ferring the same upon the station license or the frequency, the power or the hours of operation fixed in the station license, and the circumstances surrounding and the consideration for such sales and transfers and as to the participation in the negotiations for such sales and transfers by any person other than the seller and purchaser, the transferor and the transferee. the transferee.

More Provisions

Also (11) the licensing of broadcast stations to persons other than the owners of the physical equipment, and in ers of the physical equipment, and in particular all cases involving the leasing of transmitting equipment; (12) the surrender of control of facilities by licensees, including all agreements to accept proffered programs with or without supervision by the licensee; (13) all acts or assertions by station licensees which involve the claim to any fight or interest beyond the terms, conditions and periods of the license; (14) whether considerations have been paid or promised to any licensee or permittee for not interposing objection to an application for all or a part of his facilities which could not be granted without application for all or a part of his facilitaties which could not be granted without disregard for the commission's rules or its standards except with the consent of such licensee or permittee; (16) all cases in which persons whose applications for the renewal of a broadcasting license have been refused by the commission, have received from personal

casting: (18) the investments by licensees in the stations authorized to be operated by them, including the investment in equipment and other items of cost; (19) the charges for the use of station facilities and the profit or loss resulting therefrom; (20) the extent to which broadcast stations are used to build up other businesses or enterprises in which the station licensees or persons financially interested in the licensees are engaged, the extent to which the facilities. cially interested in the licensees are engaged, the extent to which the facilities of broadcast stations are refused or are granted conditionally to competitors of such other businesses or enterprises, and the effect of the ownership and use of such radio facilities upon the businesses of those in competition with the businesses of those having the radio facilities.

Also (21) the extent to which broadcast stations are owned or controlled by or are affiliated with newspapers or other media of information or entertainother media of information or entertainment, and the effect of such ownership, control or affiliation upon competing newspapers not possessing such facilities and upon the public interest; (22) the development and present facts concerning broadcasting networks or chains, including the effects of chain association upon the licensee's control over his station; (23) the effect of chain operations upon the financial results and status of chain affiliated stations and independent stations, the ability of the status of chain affiliated stations and independent stations, the ability of the chain owned or affiliated station to render a local service, both sustaining and commercial and the duplication of broadcast programs, and the desirability of special regulations governing chains and stations engaged in chain broadcasting; (24) the extent to which licensees of broadcast stations censor or refuse programs offered to them for licensees of broadcast stations censor or refuse programs offered to them for transmission and the reasons for and the effects of such censorship or refusal; (25) the extent, basis and times broadcast stations carry programs relating to public affairs, education, religion, labor, agriculture, charity and public service generally; (26) the extent and basis for which stations carry programs relating to controversial subjects in the field of national, State or local politics and (27) the extent, basis, manner and times stations are used for commercial programs, including programs advertising products claimed to have medicinal or therapeutic value and programs relating to products or services, the sale or use of which may be illegal in any State in which the programs may be received. license have been refused by the commission have received from persons
licensed to use the facilities for which
renewal of license has been refused,
money or other consideration in excess
of the value of the physical equipment
taken off the air and sold to the new
licensee; (16) cases in which the real
parties in interest in any application for
broadcast facilities have not been disclosed to the commission; (17) the extent to which holding or other intermediate companies or persons have been
employed in the ownership or control
of broadcast stations and the effect of
such intermediate ownership or control
of broadcast stations and the effect of
sitch intermediate ownership or control
(See Radio Investigation opposite page)

Newspaper Stations

Radio's the Forgotten Man in New Orleans; Paid Program Lists

between local dailies and stations was spilled this week when General Manager P. K. Ewing of WDSU charged newspapers with restricting air news and highlights "unless it has borders around it or was paid advertising." Ewing, of the National Broadcasting Company's new Blue affiliate, was particularly peeved over the local sheets' disregard of the station's joining NBC last week. To combat the lack of newspaper spreads station used flags and buntings across Canal street, and street cars were adorned fore and aft with placards. Downtown stores used window displays. Three network stations of New Orleans have tied up with local department stores and share the cost of printing their programs in the dailies at regular ad rates. "After two years of this,"

NEW ORLEANS, Aug. 14.—Bad blood Ewing said, "newspapers were notified between local dailies and stations was that they could print the programs free spilled this week when General Manager P. K. Ewing of WDSU charged newspapers with restricting air news and papers with restricting air news and conference it was announced that not more than 15 inches daily would be appears with restricting air news and

net conference it was announced that not more than 15 inches daily would be allotted to listings of programs of three of the city's five stations. Paid advertising would, of course, be welcome and in any quantity. There followed petty squabbles among the local papers because one or the other was giving space to radio-pleture stars in syndicated copy. "Today." Ewing stated, "New Orleans newspaper readers know very little of what is going on in radio. On August 1, a big day for NBC and the radio public—at least the governor of the State, mayor of the city and other leaders thought so—a rival station heralded the joining of the NBC Blue network with a half-hour dedicatory program, but as far as the press was concerned one would think the editor did not know it. In other cities of the South full newspaper sections were carried on the network was an and the readers of the synthesis of the New Orleans are ween. sections were carried on the network expansion, but New Orleans now seems to be 'America's unique city' as far as newspapers' treatment of radio is con-

cerned.
"Just how long the New Orleans newspapers hope to carry out their present taboo on radio news." Ewing declared, "is a question that even many news-paper men themselves are guessing about."

"At Long Last"

On this page is a story setting forth the full details of the radio investigation proposed by the White resolution and which, according to accredited Washington information, is certain of passage by the Senate. Passage by the House is not necessary—each legislative chamber may resolve to make its own inquiries.

the House is not necessary—ach legislative chamber may resolve to make its own inquirles.

So it looks, at long last, as the the long-sought, oft-debated radio investigation is about set. The industry, according to many, should and will welcome such inquiry—it has haunted the industry for a long time—and now the ghost is about to be laid. It will be a thore unveiling of radio, too. The provisions of the resolution, as set forth in the story next door, were devised to make sure that no stone will be unturned. The permictious questions of license fees and license trafficking will now, it appears, finally get the light of a senatorial investigation. And so will all the other fronts on which radio has the other fronts on which radio has been attacked.

Dragonette's 1 G For Pa. Fair Date

PITTSBURGH, Aug. 14. — Allegheny County commissioners are becoming entertainment-minded in a big way. Founding reputedly the country's first local government-sponsored outdoor theater in the South Park Players, currently showing Taning of the Shrew, the commissioners have engaged Jessica Dragonette to appear September 5 at the county Music Festival. also in South Park, for \$1,000. She will warble five numbers.

Miss Dragonette was engaged, says

Miss Dragonette was engaged, says county Fair Director Cliff Ryan, only after she had cut an original quotation of \$3,000 to the contracted figure.

Chi Late Eve Biz Shows Big Boost

CHICAGO, Aug. 14.—Boost in radio business is causing agencies and sponsors to look over the after 10 p.m. hours more intently than they have been doing. While

intently than they have been doing. While some agencies are forced to use plenty or sales-resistance dissolvers to sell sponsors the idea of late hours, encouraging sales results are ridding the agency boys. Surveys showing large late audiences and reduced rates, on a sliding scale, have also helped sell the later hours.

Study of the after 10 commercials originating in the Windy City reveals that most of them are national accounts. Pepsodent, Lipton tea and Bulova (time signals) are on Columbia, while Longines (time signals), Penn Tobacco, Chevrolet (local), Wrigley, A. J. Krank (shaving cream) and Spry are on NBC. Because of commitments with the Aragon - Trianon ballrooms, Mutual's WGN does not air commercials after 10.

Studio Kindergardens And Lady Sportcasters

WASHINGTON, Aug. 14.—Two local stations, WOL (Mutual) and WRC (NBC), are trying out something new. WOL will open in September a children's school of radio technique with 13-week courses free of charge for children under 16. WOL will have staff members as well as invited instructors teach kids the tricks of the trade. Station studios will be classrooms and staff hopes to build up a reserve of talent and program material.

reserve of talent and program material.

WRC has signed Helen Detweiller, blond Washington golfer, for a series of sports broadcasts twice weekly. Idea comes from Bill (Lawbooks) Coyle, NBC's comes from Bill (Lawbooks) Coyle, NBCs Washington sports authority, and he thinks that Miss Detweiller is the only female sportcaster in captivity. Miss Detweiller recently completed a barnstorming tour of the country with Babe Didrikson and will stress the woman's angle in sports for WRC. She will not restrict herself to golf.

Green's Guest Dates

NEW YORK. Aug. 14.—Eddie Green has been booked for several appearances on the Maxwell House Showboat, starting August 19 from Hollywood. Hesse-McCaffrey office also set a picture deal for Green.



45% Web Owned

WAPI, To Join CBS,

BIRMINGHAM, Ala., Aug. 14.—With the turnover in operating control of WAPI, Birmingham NBC link, last Sun-day to Voice of Alabama, Inc., interest-sit became known that Thad Holt and

Ed Norton, Birmingham residents, now own 55 per cent of the stock of the cor-poration and the Columbia Broadcasting

poration and the Columbia Broadcasting System holds the remaining 45 per cent. That CBS owns a large block of the new operating company which now holds a 15-year lease on the big Birmingham out-let of NBC came out following the taking over of the management by Holt, who was once WFA administrator in Birming-ham. Bascom Honson, former lease-

ham. Bascom Hopson, former lease-holder, after giving way to the new lessee, moved all of his radio attention to his other station, WJBY, at Galsden.

Program Reviews

EDST Unless Otherwise Indicated

"The Art of Conversation"

Reviewed Tuesday, 8:45-9:15 p.m., iT. Style—Group talking. Sustaining on Columbia Pacific network.

Here is a program but a few weeks' old unheralded by publicity and, while not a grade-A program, has fascinating possibilities and even now offers much entertainment

in entertainment.

Six people, including a radio announcer, sit at a table and talk. There is no script and no pre-arranged subject. No restrictions except those which automatically govern an intelligent person's spoken ideas when he is before a microspoken ideas when he is before a micro-phone. Tonight the people were a critic, a scenarist, an actor, a business man, a broadcaster and Mrs. Boris Karloff, who acted as unofficial hostess and said lit-tie. The others were unidentified. Conversation, for 30 minutes, ran thru various phases of a general subject—a sense of humor. What is it, who has it, what's it good for. Many points were touched on and ideas given. Some clever and interesting things were said and

touched on and ideas given. Some clever and interesting things were said and even a bit of information was given out. But thru it all the listener was conscious of a desire on the part of everyone taking part in the broadcast to say something profound, to offer something alittle more important than what others said. This made for a highbrow tone to the show that might cause some dialers to tune out.

Another fault is that six is too many. The listener can't keep them straight in

The listener can't keep them straight in his mind. Four people should be enough. The announcer is obviously there to keep The announcer is obviously there to keep a balance and see that everyone has a chance to talk. He did his job well, despite a couple of obvious plugs for CBS shows, including the Shakespeare series, which has been plugged to death. This conversation show is a comer. Less intellectual and fewer participants will help. P. K.

"On Parade"

Reviewed Friday, 7:30-8 p.m. Style -Recordings and spot announcements. Station-WINS, New York.

Station—WNNS, New York.

This gruesome little affair has the turntable playing phonograph pops, with sales plugs interspersed following each side. The recordings are good—which the station can't help. The commercials, fetching little idibits concorted by "progressive merchants in New York" (sic), are about as bad as those used by the New York clothier, Barney, who's still calling all men. Terrible stuff. J. F.

Sylvia Froos and Morton Gould

Reviewed Friday, 8-B:30 p.m. Style Orchestra and soloist. Station—WOR (MBS network).

This is Miss Froos' first real attempt in radio, having previously confined her activities mainly to vaude. Miss Froos, who started way back as a kid singer, is an effective song songstress in that medium. In radio her stage experience seems evident, but the quality in her voice doesn't seem any too well suited for the mike. The voice is warm, yet has a touch of coldness about it; furthermore, there is too frequently a tight quality, resulting from apparent strain. Morton Gould and his orchestra still impress as one of the best around. Gould is a deft arranger and his one-time fault of throwing in an excess of embellish-This is Miss Froos' first real attempt in of throwing in an excess of embellishments seems to have been toned down. It's no longer necessary to wonder what the theme is.

J. F.

"Hollywood High Hat"

Reviewed Tuesday, 12:05-12:15 P.M. Style—Movie chatter. Sponsor—Shu-man Brothers. Agency—Julian Pollock. Station—WFIL (Philadelphia).

Allen Franklin, who exemplifies Joe Cook in radio by lending his talents to cook in radio by lending his talents to everything except imitating four Ha-wallans, now does a flickerville patter that pans out as being only pish pash. Instead of a presumptive tea-cup dab-bing that the tall topper title would imply, Franklin creates a city desk aura. Excepting that the teletype effect be-tween flashes sounds more like the clack-

ers handed out at the niteries. were With a winchellistic tempo for a pace-

setter, Franklin itemizes daily events in pixville as culled from publicity purs and tickered flashes. It's straight news but nothing front page. For listening appeal it bardly fills a gap for fan mag buyers, let alone the masses this sponser hopes to reach. As a result it only serves as welt fillers for commercial conv. which as wait fillers for commercial copy, which are long, eloquent and too numerous for a 10-minute ride.

Commercials aimed to stimulate furni-Only the "high-hat" dons a "cap" for the plugs, getting real homey-like for the pleadings. Nor does the stepping out of character help the program value any, slowing a tippling pace to a drag. Heard daily during lunch hour.

Lillian Marcus

Reviewed Saturday, 7:30-7:45 P.M. DST. Style—Songs, Sustaining on WELI, New Haven (Conn. Broadcasting

This young lady has a dandy voice and does very well with the blues numbers that she puts across, but could improve her program 100 per cent if she took all of her numbers in a little faster tempo. As it is now her voice seems a bit stilted and tends to become boresome. Mildred Marsh, piano accompanist, is good and her solo work helps liven up program.

S. A. L.

Menser Has New Sec

CHICAGO, Aug. 14.—Marge Stockdale, secretary to C. L. Menser, NBC production manager, is retiring and has been succeeded by Rubye Downs, from the NBC sales department.

Vacation

SAN FRANCISCO, Aug. 14.—John B. Hugbes, Don Lee commentator, has taken a two-week vacation, but his daily broadcasts continue. It's a va-cation with strings, as Hughes ar-ranged to be near a Don Lee station at 8:45 p.m. daily during his tour of

McFarland Asks House To Investigate FCC

WASHINGTON, Aug. 14.—Representative W. D. MacFarlane (Dem., Tex.), who has been leading the fight to force the House Rules Committee into reporting the Connery Resolution to investigate radio, has tired of this course and has

It is reported that strong opposition to the Connery resolution centered around an alleged religious issue and the MacFarlane measure is written to re-move this feature in an effort to get early House action on a radio investi-

New Detroit Radio Agency Under Way

DETROIT, Aug. 14.—Aircasters, Inc., Detroit's newest advertising agency, is establishing a radio agency here. New here. New establishing a radio agency here. New organization will sell, originate, write and direct its own radio shows, as well

and direct its own radio shows, as wen as offer a merchandising service. Stanley G. Boynton, former advertis-ing and sales promotion manager for ing and sales promotion manager for WJR, is president. Other officials in-clude: Arthur W. Lenfesty, vice-presi-dent; Edwin G. Lenfesty, secretary-treas-urer; Harold F. Pursell, charge of media and programs; Everett Dunning, art di-rector.

introduced his own resolution Friday (13) to investigate the Federal Communications Commission, which was promptly referred to the Rules Com-

to his other station, WJBY, at Gadadon. At present the Voice of Alabama company is operating WAPI for the owners, the State-owned schools, Auburn, Alabama and Montevallo, pending approval of the 15-year lease by the FCC. Station will remain on the NBC chain until January 1, when it shifts to Columbia. Then WBRC, now CBS, will take over the NBC Red network. WSGN, Birmingham News station, joined the Blue network with nine other Southern stations last week.

stations asking for the same band be asked to show cause why they should not he put on other channels and WAPI he allowed the full operations. At present the station shares with KVOO. Tulsa, and several night hours are lost as KVOO gets that break. RADIO INVESTIGATION—

WAPI's application for a full-time basis and 50,000 watts is also before the FCC. In reality WAPI does not seek a cleared channel but has asked that other

(Continued from opposite page) whether there should be control or regulation of advertising by radio and the character and extent thereof.

Foreign Angles

Also (28) competition between wire companies in communication between the United States and foreign countries. the United States and foreign countries, between radio companies in such foreign communication and between wire and radio companies in this field of foreign communication; (29) instances in which the commission has granted licenses for transmission in foreign communication or has refused or withheld action upon applications for licenses and frequencies in this field of communication, and whether such action by the comquencies in this field of communication, and whether such action by the commission or its nonaction has been with the purpose or has had the effect of aiding one company in this branch of leasening competition between American companies in foreign communication and (30) the extent to which companies engaged in radio communication between the United States and any foreign engaged in radio communication between the United States and any foreign country have entered into exclusive traffic arrangements or other agreements with the purpose or effect of securing a monopoly in such communication or of lessening competition therein and the effect of such arrangements or agreements upon compenies. companies.

companies.

It is felt certain that passage of the White resolution in the Senate would spur members of the House to further embarrass the House Rules Committee into freeing the Connery Resolution from the pigeon hole. During the speech of Representative W. D. McFarlans (D., Texas) on radio monopoly, Tuesday (10) he received supporting remarks by Representatives Richard B. Wigglesworth (R., Massachusetts), H. Jerry Voorhis (D., California), Charles H. Leavy (D., Washington), Otha D. Wearin (D., Iowa) and John A. Martin (D., Colorado). While McFarlane charged that radio was under Wall Street domination and elaborated on this thought, his supporters led applause by House members and inled appliause by House members and in-terrupted with explanatory remarks on the Boylan Bill to tax radio power and the Wearin Bill to divorce newspapers and radio.

WFIL's New Parlor

PHILADELPHIA, Aug. 14. — WFIL moves bag and baggage this month from the Strawbridge & Clothier department store, opening in a \$200,000 plant September 1 atop the Widener Building. Formal dedication of the studios, as yet only three-fourths completed, will be deferred until decorative work is finished, probably late in October.

Current Program Comment

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

THE Chase & Sanborn Sunday night they belonged, showed life and used remelance is one of radio's most enmelange is one of radio's most en-joyable shows currently and it's the best example of radio's unfairness to writers. example of radio's unfairness to writers. Even with its galaxy of name talent, augmented recently by NeLSON EDDY, the show would be a drooping lily without its superb scripting. The more thought is given it the more difficult it becomes to justify this practice. And for the record RICHARD MACK is the main cog in the writing of the show. There's something slightly ironic in Eddy's joining the program, which is and certainly has been in little need of bolstering. But Eddy is an asset to any radio program. radio program.

BOB HOPE'S Woodbury show, wit SHEP FIELDS and his bubble blowe and DEL CASINO, is engaging summer radio fare. The various constituen and DEL CASINO, is engaging summer radio fare. The various constituents deliver satisfactorily thruout, only Hope still has to learn one thing—that every line he delivers needn't be a gag line. That especially applies to his introductions of numbers by the other performers. "Honey Chile" is still the nicest stooge or foil in any branch of the show business.

Arizona Red. on WNEW, New York, follows the traditional radio cowboy routine, but possesses a rather smooth delivery that puts him over with greater polish than some of his contemporaries. Collection of Western and tear-jerking songs with the sentimentality laid on heavily are nicely enough sold, but the long commercials steal the show. This lariat warbler's spot would be enhanced if he were given some of the time taken by the commercials, with numbers dediby the commercials, with numbers dedicated to fans.

While on the subject of the wide open spaces, Lewis Cowboys, heard on WOR, New York, from the Village Barn rate a mention. Texas Jim Lewis and the hands go into some lively rollicking sessions with Western numbers. Old Joe Clark and Left My Gal in the Mountains were sure enough favorites of Western fans. Lewis boys put, the tears where

There are two long scolding commercial sessions attached to the fore and att ends of the C'Neills. Otherwise stanza is a well-conceived enjoyable afternoon production. Mrs. O'Neill, in the program dialed in, went to a lawyer to plea for a brother-in-law accused of a killing. Blackstoner thought he pulled a fast one by having a stenographer take notes of the conversation. Whether Mrs. O. has hit upon an idea that will help save the in-law left the fans wondering. Kate McComb, playing Mrs. O'Neill, came thru with more than average radio warmth and understanding of a character. There're no great dramatic values in this pleasant show, but the playing of Miss McComb's lent the production much grace.

The General Mills hodgepodge on WMCA for three afternoon hours daily is highspotted by LEE GRANT and his orchestra. Grant's men turn out an almost amazing exhibition of versatility, going from swing to ballad, to jam session and rumbas in one-two order and with plenty of zing all the way.

The CBS Sing Time session, with JACK SHANNON and the Symphonettes, girl trio, contributed an engaging session last week. Shannon is a sweet singer and should be heard of in an important way in the future. The gal trio does more or less patterned work. GORDON GRAHAM (formerly of the Funnyboners) does the announcing in a thoroly pleasing, intimate style: ing, intimate style.

It's seidom that BOB RIPLEY'S Believe It or Not session has a dull moment. That rare exception last week came when an anti-superstition club meeting in Chicago (on Friday the 13th), was piped on the program and stayed on far too long. Otherwise, however, the show holds interest all the way except for lousy commercials.

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

BANDS DOMINATE VAUDE

Outdraw Vaude Bills Regularly, Bringing Season's Top Grosses

Earle Theater, Philly, finds bands biggest money makers of season-Warner fills books with band bookings-N. Y. Paramount policy still going strong

PHILADELPHIA. Aug. 14.—Warner's Earle Theater here will be the only showplace downtown combining films with flesh next season. Scrutiny of past performances at this house from the box-office angle has set a stage policy emphasizing dance bands. House receipts are considered a just evaluation of an act's drawing power here, screen attractions being Class B draw and worse. Despite fact that the local WB circuit is continually at loggerheads with the musicians' union, the tooters have made the fattest grosses possible. Since vaude returned to this house December 24, 1936, dance bands have proved, with few exceptions, to be the consistent money makers. Based on a six-day take, Earle Theater here will be the only show the fatter here will be the only early a stage of a stage policy emphasizing dance bands have proved with the fattest grosses possible. Since vaude receptions, to be the consistent money makers. Based on a six-day take, Earle Theater here will be the only end of an act's drawing better the fattest grosses possible. Since vaude receptions, to be the consistent money makers. Based on a six-day take, Earle Theater here will be the only end of an act's drawing better the fattest grosses possible. Since vaude recurred to this house December 24, and the fattest grosses possible. Since vaude recurred to this house proved with the fattest grosses possible. Since vaude recurred to this house proved with the fattest grosses possible. Since vaude recurred to this house proved with the fattest grosses possible. Since vaude recurred to this house proved with the fattest grosses possible. Since vaude recurred to this house proved with the fattest grosses possible. Since vaude recurred to this house proved with the fattest grosses possible. Since vaude recurred to this house proved with the fattest grosses possible. Since vaude recurred to this house proved with the fattest grosses possible. Since vaude proved with the fattest grosses possible. Since vaude proved with the fattest grosses possible. Since vaude proved

wiear indication of the marked trend.

With \$14,400 considered the average weekly take for this 2,000-seater, opening week (Xmas week) brought in \$22,000 with Ciro Rimac's Rumba Band. Successive weeks held \$23,850 for a Ziegfeld Follies unit with Eddie Garr headlining; \$14,000 for an NTG unit, and a marquee-weak Hit Parade unit clocked \$10,500.

Fred Waring first of the board.

Fred Waring, first of the bands to show, holds the season's record with \$24,000; dropping to \$11,900 for Roscoe Ates and a Shooting High unit. Harry Reser's Band, with the Duncan Sisters the major pull, grossed \$11,000. An NBC unit. Three X Sisters being the top name, accounted for \$12,400, and a straight vaude show, with nothing stronger than the Paddo Remblers hipping in \$11,500. Radio Ramblers, bringing in \$11,500.

Barney Rapp's Band, with the Yacht Club Boys, upped the take to \$15,000. Unfortunate debut of Jesse Owens as an Unfortunate debut of Jesse Owens as an ork leader takes the celler mark with \$9,000. Gotham's French Casino nitery, show was good for \$14,000, and a Major Bowes' all-girl band, in spite of Holy Week, brought \$13,000. Mitchell and Durant, heading n Greenwich Village Scandals tab, did \$12,800.

Scandals tab, did \$12,800.
Run of bands brought \$17,000 for Cab
Calloway and Ted Lewis on successive
weeks. Jan Garber disappointed with
\$14,000, a similar mark hit by Roger
Pryor, who had the benefit of Stepin
Fetchit showing the first two days. And
Milt Britton couldn't pull better than
\$12,500

Sally Rand unit still proved top drawer with a healthy \$16,000. Guy Lombardo showed stronger with \$21,000.

drawer with a healthy \$16,000. Guy Lombardo showed stronger with \$21,000. California Collegians, dance band unknown in these parts, with Stepin Fetchit added, fetched a poor \$9,700. Benny Meroff, splitting the billing with Anna May Wong, accounted for mort of the \$14,600. Ina Ray Hutton, getting flicker help in the second-run showing for Shall We Dance?, clocked \$15,000. A regulation vaude bfil headed by Estelle Taylor meant only \$10,000; Kit Klein and the Ice Carnival hit \$12,000; Benny Davis, along with the Braddock-Louis fight flicker, added \$13,000 to the take; a similar mark for NTG's repeat date. Henry Armetta's personal helped the local KYW revue make its \$11,840. Duke Ellington upped the revister to \$14,000. Herman Bing, heading a variety bill, dropped to \$11,000, and Clyde Lucas' Band dittoing the take for its date last week.

Clyde Lucas' Band dittoing the take for its date last week.

With the music makers, especially those with a rep, proving the best bet. Earle has set a steady stream of band bookings starting August 20 with Jimmy Dorsey, follow-ups bringing in Will Osborne, Clyde McCov, Horace Heidt, Mal Hallett. Shep Fields. Benny Goodman, Hudson-Delange and Tommy Dorsey.

NEW YORK, Aug. 14.—Warner booking office here has found name bands such good business-getters that it has lined up a whole bunch of them and has its books full, except for isolated spots, for the next two months.

Bands set for return engagements by Warner are Horace Heild. Eddy Duchin, Shep Fields. Ted Lewis and George Olsen, with Ethel Shutta. Bands that recently finished Warner dates are Glen.

recently finished Warner dates are Glen Gray, Clyde McCoy and Will Osborne. Bands booked for Warner for the first

time are Jimmy Dorsey, Mal Hallett,
Kavier Cugat and Dick Stabile.
All of the bands play as units, carrying their own specialty people. This has meant crowding out of vaude turns.
Paramount Theater here has been mopping up with name bands, using Local 8C2 bands exclusively, while Loew's State has been picking up mostly out-of-town outfits.

Dated August 28

Issued August 24

Two-Year Contract and
Wage Jump for Coppolity of town outfits.

Rand All-Girl Band

PITTSBURGH, Aug. 14.—Sally Rand must be credited with versatility, to say the least. Famed as a fan dancer, currently touted by the Provincetown Playhouse as star of its forthcoming White Cargo, she is announced as a September 10 booking with an all-girl orchestra for the New Penn nitery.

My First Year in the Phonograph Record Business -And Its Outlook

> By Irving Mills in the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Wage Jump for Coppola

HILLSGROVE, R. I., Aug. 16.—Following a four-month stay at the elite Hillsgrove Country Club here, on the outskirts of Providence, Ray Coppola's Orchestra has been signed for the next two years with a 25 per cent increase in salary. The Hillsgrove Country Club is owned by Pat Testa.

The spot has capacity for over 1,200 patrons. Coppola also emsees the floor shows, booked by Jacy Collier, of the George A. Hamid office, Boston.

Reviews of Records

-By M. H. ORODENKER-

Variety

It's swing for sale on this label, leading off with a trio of plates of both historical and musical interest. JOHNNY WILLIAMS. whose terrific drum force makes the Raymond Scott gang a sender, teps out with his own Swing Sextet (really seventold. bass slapster going unbilled). Notwithstanding, they throw caution to others and jam with a feverish pitch for Little Old Lady and the old jazz classic Where's My Sweetie Hiding? (594). In addition to the power-house drummastics of Williams, Claude Thornbill flashes with one-finger-style planology, and Babe Rusin tongues a ride tenor sax. Charles Spivak, trumpet; Jack Jenney. trombone, and Eddie Brown, clary, complete the lineup.

Duke Ellington's clary wiz. BUNNY BIGARD, and his fellow bandsmen, the Duke covering the plano bench dish it out lowdown for Get It Southern Style and If You're Ever in My Arms Again (596), with Bunny Berigan's former vocalist, Sue Mitchell, doing the wordage up brown.

JIM MUNDY, who let his arranging

up brown.

JIM MUNDY, who let his arranging for Benny Goodman overshadow his tenor saxology, gets back in the groove for this ence on I Surrender, Dear and Ain't Misbehavin' (598). What showed plenty promise only proved a meatless bone for the cats' lickings in spite of the presence of Eilly Kyle at the black and whites. Chick Webb at the drums, Walter Fuller tooting his trumpet. Omar whites. Chick Webb at the gruns, waiter Fuller tooling his trumpet. Onar Simeon caressing a clary and Quinn Wilson bass slapping. The gin-mill atmosphere is thick, but these sepla swingsters never quite get off in the right groove.

right groove.
Swing marches on with IVIE ANDERSON and her Boys From Dixie (Duke's membership, as if you didn't know) repetting her Day at the Races arrangement of All God's Chillun Got Rhythm, Johnny Hodges scoring a solo sax bit. Fare is subdued for the backer, Old Plantating (591)

lantation (591).
CAB CALLOWAY hi-de-hos his swingeroo for My Gal Meszanine. Boys turn on the heat on the reverse for Harry White's Congo (593), Mousie Randolph's trumpeting a standout. RED NICHOLS continues to jazzify the classics, making only a middlin' O Sole Mio. Saves the

day and disc by backing with Humoresque (598), Franklyn Marks scoring
this one several years ago.

BENNY FIELDS turns in strong song
selling for The Image of You and Happy
Birthday to Love (599), Franklyn Marks
taking the bows for arranger and conductor. CLYDE LUCAS and his California Dons cut their premiere with a
danceable double in the smoother sort
of syncopating for Whitspers in the Dark
and Stopi You're Breaking My Heart
(592).

Melatore

Melotone

Syncopation that is ear-pleasing and generally foot-lifting is cut by STER-LING YOUNG for Whispers in the Dark and Stopl You're Breaking My Heart (7-08-06); CARL RAVELL the singing maestro, for Gone With the Wind and Rave (7-08-07); JOHNNY JOHNSON for Heaven Help This Heart of Mine and The Little Old-Fashioned Music Box 12.00.09; and with the temps stepped 7.08-08), and with the tempo stepped up for the trippings, JAY FREEMAN cuts it clean for The Night Ride and Sugar Foot Stomp (7-08-09).

Decca
LOUIS ARMSTRONG goes peanut vender for the muggin' and lipping, the satchmo stylist making for heated Harleinese with Cuban Pete and She's the Daughter of a Planter From Havana (1353). The solid swing of CHICK WEIB makes a jived symphohy of yesteryear's dreamy The Naughty Waltz. Ella Fitzgerald on the backer is a setup for the swingcophants with Love Is the Thing, So They Say (1358), swing being the thing with this sock songstress.

Jamming their way. EOB HOWARD

Ining with this sock songstress.

Jamming their way, EOB HOWARD has a swingy-thingy for his piping to Easy Living and Sing and Be Happy (1357), pano whipper highlighting the platter, and the same brand of barrel-housing in British allevs exemplified by drummer-man JOE DANIELS for Eig Boy Blue and Swing High, Swing Low (1359).

LENNIE HAYTON styles his music for the smooth dance steps, coupling That Old Feeling with Lovely One (1354). In the three-quarter time AL KAVELIN encouraces soft lights with the sweet music of Sweetest Little Brown Eyes, backing

WATCH FOR Radio Bands **Best Pitt BO**

Theaters, clubs and parks do best with air name outfits-ops grab bookings

PITTSBURGH, Aug. 14.—Bands with radio reputations are the biggest b.-o. draws here if this summer's trade at the Stanley, lone vaudeville house; Kennywood and Westview amusements parks and the niteries can be criteria.

Consistent best-sellers for the Warner Consistent best-sellers for the warner theater have been such outfits as Benny Goodman, Shep Fields, Jimmy Dorsey and Ted Lewis, outpulling the highest priced singles or units. Result, Manager Harry Kalmine has booked for the next six weeks George Olsen, Clyde McCoy, Eddy Duchin, Horace Heidt, Glen Gray's Casa Loma crew and a return of Lewis. All but Duchin will be starred in shows that will also feature vaude. Because of

that will also feature vaude. Because of the big nut (reputedly \$7,500) Eddy will draw, his band will solo.

At the parks Kay Kyser pulled the season high for Kennywood, where Rudy Vallee, Fields, Art Kassell. Phil LeVant, Les Brown, Jess Hawkins and Ray Pearl have also played. Last night Westview was such a financial success with Don Bestor that Manager Charlie Beares is looking forward to coming engagements of Jackie Coogan, Jim Dorsey and Joe Venuti. Other Westview orks this summer have been Blue Barron, Austin Wylle, Dick Fidler, Baron Elliott, Val Harvin and Gill Crest.

In the night spots outfits like Bestor and Charley Gaylord have brought out the black ink. Other bands that have made Pittsburgh dance-conscious in the childs, Clyde McCoy, Johnny Hamp, Charlie Agnew, Emerson Gill, Sammy Kay, Happy Felton, Larry Funk, Mike Riley, Russ Lyon and Woody Herman.

with the rumba Caribbean Star (1358). For drifting and dreaming on Waikiki shores LANI McINTIRE gives the hulanusian and the start (1328).

JIMMY LUNCEFORD has provided more precious moments to the wax cult than this pillar has indicated. Lost until now in the ordering shuffle, platters prove precious ones, both for the terp hounds who like their stepping spirited and for the swingcophiles in search of a major exhibit. With a lift that lifts, Lunceford has an uncanny coupling of the old and the new in Sy Oliver's For Dancers Only and Coquette (1340); a honey on the unwinding for Honey, Keep Your Mind on Me and Posin' (1355), and a decided dance incentive in his most recent twosome of The First Time I Saw You and Ragging the Scale (1364). Dan Grissom's voice to the lyricizing makes a major Item for most of the plates. The Honey, Keep Your Mind on Me side affords a winning inning for Eddie Durham's guitaring. Durham is one of the stand-bysfrom Bennie Moten's Band when Count Basic covered the plano stool. And to make your Lunceford collection complete, none would be without Linger Awhile, Count Me Out (1229) and The Kou in My Dreams (1318).

Bluebird

RUDY VALLEE continues to provide the most unusual, turning both sides over to CYRIL SMITH. English comic, oft featured on his varlety air shows. Strictly in the novelty register and just the thing when a luil sets in. Valled does an emsee spiel as a prelude to Smith's The Old Sow Song, who carries on from that point to postulate the birdles, including the Bronx cheer. Smith backs it with the harum-scarum With Her Head Tucked Underneath Her (See REVIEWS OF RECORDS page 20) (See REVIEWS OF RECORDS page 20)

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 8 a.m. and 1 a.m. daily, from Friday, August 6, thru Thursday, August 12; and also, for comparative purposes, from Friday, July 30, thru Thursday, August 5. Ratings are based on the number of combined network plugs for each song.

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

The sumbal "For atter the title of a song denotes it originated in a film; symbol."

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

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

to the pure						
Position	Title	Publisher	A110.	Plu 6-12-Ji	1g6 11v30-A	ng.5
			Net.	Ind.	uly30-Aug.5 Net. Ind.	
1 T Know !	No₩ (F)	Remick	34	34	27	18
2. My Cabir	n of Dreamsin the Moonlight	Berlin	33	19	31	15
3. Sailboat	in the Moonlight	Crawford	29 26	31 25	22	30
4. Where or	when? (M)	Morks	25	20	22	20
5 Stop. You	re Breaking My Heart	(F) . Famous	25	18	18	15
6. First Tim	tre Breaking My Heart ne I Saw You (F)th the Wind (F)	Santly-Joy	23	19	26	9
7. Gone Wit	th the Wind (F)	Berlin	22	20	16	26
7. Whispers	In the Dark (F)	Famous	22 22	18 17	25 30	13 16
7. It LOOKS	Like Rain d Mine (F) Feeling (F)	Robbins	20	30	18	16
9. Yours an	d Mine (F)	Robbins	19	18	16	17
9. That Old	Feeling (F)	Miller	19	12	16	7
10. Caravan		Exclusive	18	21 19	17	20 26
10. Can I Fo	rget You? (F)	Lincoln	18 18	16	22	25
10 Have You	Got Any Castles, Baby?	(F) . Harms	18	12	6	7
10. I'm Feelin	ng Like a Million (F)	· · · · Robbins	18	9	11	12
Merry-Go	-Round Broke Down Dream (F)	· · · · · Harms	17	18	21	22
11. Afraid To	r Me	···· Miller	17 16	16 8	21 6	8
12. Remembe	If and I	Words & Music	14	19	13	18
13 All God's	If and I Chillun Got Rhythm (F) Robbins	14	16	22	15
			14	- 16	13	14
13. Loveliness	So of You (F) Saughter, Marianne Sy Desire and Me That Used To Be	····· Robbins	14	15	20	11
13. Miller's L	hughter, Marianne	Shapiro, Bernstein	14	7 18	21 12	11
14. Cuban Pe	te	Hollywood	13	16	7	7
14. The You	and Me That Used To Be	···· Berlin	13	12	12	21
14. Smarty (F)	· · · · · Popular	13	11	10	16
14. Love Is 1	Never Out of Season (F) · · · · Feist	13	6	14	10
15. Cause My	Baby Says It's So (F).	Channell	12 12	24 13	19 5	10
15. Polks Wn	D Live on the mil (r).	Shaniro Bernsteir	12	5	12	7
15. Am I Dre	aming?	Davis	12	2	13	2
16. The Shap	g	Ager, Yellen	11	15	8	18
16, Harbor L	ights	Marlo	11	12	12	7 10
16. Moon at	F) Never Out of Season (F) Paby Says It's So (F) Live on the Hill (F) Saming? G Lighte Sea Under the Stars	Mills	11	9 8	3 10	15
16 Dancing	Under the Stars	Red Star	11	-8	8	3
17. Sweet Le	ilani (F)	Select	10	11	13	7
17 Management	- T- Another Der (P)	Dobbine	10	11	11	8
17. Don't Yo	u Know or Don't You C	Care?. Felst	10	3	12	10
18. Good Mo	rnin' (F)	From	9	16	10	10
Me ((F)	Chappell	9	11/	10	16
18. Strangers	in the Dark (M)	Crawford	9	11	7	14
18. Having W	Jonderful Time	Paull-Pioneer	9	10	4	12
18. Stardust	, ·	Mills	9	8	5	7
18. Bugle Ca	Hay Everything (F)	Miller	9	3	6	5
18. Till the	Clock Strikes Three	Shapiro. Bernsteli	9	2	14	. 4
18. I Won't '	Take No for an Answer.	Schuster	9	1	1	0
19. Image of	You	···· Feist	8	5	10	6
19. Moon Go	t in My Eyes (F)	, . Select .	8	5 3	9	6
20 Tf I Can	Count on You	Ager Vellen	7	14	6	6
20. Posin' (N	1)	Chappell	7	14	7	9
20. Lady Fro	m Fifth Avenue	Shapiro, Bernsteil	2 ·7	10	10	7
20. Heaven H	lelp This Heart of Mine.	, Chappell	7	10	3	10
20. They All	Laughed (F)	Chappell	7	8	9	4
20. Born 10 .	Brown	Lincoln	7	6	8	Î,
20. Lovely C	one (F)	Feist	7	7	5	1
20. A Messag	e From the Man in the	Moon	260	150	9.00	
(F) .	vu Know or Don't You C rnin' (F) rnin' (F) rnin' (F) in the Dark (M) Yonderful Time Il Rag t Have Everything (F). Clock Strikes Three. Take No for an Answer You t in My Eyes (F). Inson Crusoe. Count on You I) m Fifth Avenue Relp This Heart of Mine. Laughed (F). Love (F). Brown Die (F). Brown Die (F). E From the Man in the	Robbins	7	5	8	11
20. Was It I	Rain7 (F)	Santly-Joy	6	13	5	12
21. Septembe	ran (F)	Remick	6	12	7	9
21. Lady Wh	Rain? (F)	F) Remick	6	12	5	14
21. Danger, 1	Love at Work	Miller		4	3	2
21. You've G	ot Something There (F)	Harms	6	8	5	3
21. Vienna I	reams (F)	Harms	6	1	8	ő
21. Love In a	Merry-Go-Round	Shapiro. Bernstein	a 6	ô	9	3
21. Shame or	Love at Work obt Something There (F) Dreams (F) Doodle Band (F) Merry-Go-Round n You	Major	6	0	8	2
21. Ebb Tide		Famous	6	. 0	0	0

Turn to our Amusement Muchines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending August 16.

Bruno Kern's Forecast

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

This week's selections:

LOVELY ONE, from the Walter Wanger film "Vogues of 1938," published by Felst, Inc., and WE'RE WORKING OUR WAY THRU COLLECE, from the Warner Brostfilm "Varsity Show," published by Harms.

WANTED-A SCHOOL

WANTED—A SCHOOL—
(Continued from page 6)

lem—SCHOOLS FOR SONGWRITERS

ARE BADLY NEEDED. The trouble with
the product of today is that all tunes
seem to run along the lines of the
"you and me," "girl-boy" subject. New
and different ideas on a variety of subjects would be most welcome after a
proper schooling. Under the right auspices better songs and a wider range of
thought would surely result and perhaps
another Gilbert and Sullivan spring
from our ambitious American poets and
musicians.

Band Reviews

Lou Martin and Orchestra

Reviewed at Leon and Eddie's night club, New York. Style—Show and dance band.

Instrumentation: Lou Martin, leader, arranger and sax, doubling on several other instruments; Jimmie Smith, guitar: Billy Moore, sax: Rocky Jordon, sax and violin: Freddy Jaggels, plano; Sam-my Mazur, drums, and Nick Castelucci, trumpet.

Formerly in the Will Farmer Band, Formerly in the Will Farmer Band, Martin recently organized his own combo and is set in this spot on a six-month contract. A tall, good-looking chap, Martin makes a fine front for the band, tooting a good sax and doubling on a lot of other instruments. The band as a whole is not sensational, but it has worked together sufficiently to play the show competently and to dish out dance music that is easy for dancing and not music that is easy for dancing and not hard for listening either.

Four of the band form a group for cocktail music, with Martin himself at the vibraphone. Martin is also a composer on the side and plays many of his own numbers, altho all are unpublished. Denis.

Joe Candullo and Orchestra

Reviewed at Seven Gables Inn, Milford, Conn. Style-Dance band.

Instrumentation: Joe Candullo, leader; Hank Johanne, piano; Ken Henry, bass; Tony Gerardi, guitar; Lee Hickle, drums; Jake Torchin, Mike Pinel, Irving Leven, saxes; John Pisher, Dom Clarochl, trumpets; Ed Kiefer, trombone; Joe Candullo, vocalist. Arrangers, Johanne and Laven and Leven.

This smooth band came to this spot the, middle of May after playing at the Wardman Park Hotel, Washington. Its stay here has proved that a good band can boost summer business.

Versatile Joe Candullo has his boys change from the soothing slow-tempor hythms to swing with an ease that pleases both dancers and listeners. Doing a vocal bit now and then and joining the band with his violin in some clever fiddlin', Candullo handles his men in able manner.

Each bandsman reveals experienced musicianship and showmanship. Old favorites mixed in with up-to-minute

Sheet-Music Leaders

(Week Ending August 14)

Based on reports from leading job-bers 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 paren-theses indicates position in last theses indica week's listing.

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

- It Looks Like Rain (Morris) f
- 2. Merry-Go-Round Broke Down (Harms)
 (2)
 3. Sailboat in the Moonlight (Crawford)
- (8)

- 4. So Rare (Robbins) (4)
 5. Sweat Lellani (Select) (5)
 6. Blue Hawaii (Famous) (6)
 7. I Know Now (Remick) (8)
 8. Cone With the Wind Berlini (11)
 9. Harbor Lights (Marlo) (9)
 10. First Time I Saw You (Santly-Joy) (13)
 11. Whispers in the Dark (Famous)
 12. Where or When? (Chappell) (7)
 13. You and Me That Used To Be (Berlin)
 (10)
- 14. My Cabin of Dreams (Berlin) (14) 15. Our Penthouse on Third Avenue (Feist) (12)

PHONOGRAPH RECORD best sellers will be found on page 83.

Music Items

VERNON TOMERLIN, general manager of Vanguard Songs, is on tour for the company's catalog. At present in the Midsouth, he will circle thru several Midwestern and Western States, arriving in Hollywood by the end of August.

MUSIC PUBLISHING HOLDING COM-PANY (embracing Witmarks, Remicks; Harms, Inc., and T. B. Harms, all Warner Brothers' music subsidiaries) has issued a monthly eight-page magazine. The first number of 100,000, free distribution, blanketed the country.

E. B. MARKS is publishing a new rumba by Marion Sunshine entitled The Cuban in Me. Spanish text is by Daniel Sanchez. Number has been recorded and is in line for some special plugging. Miss Sunshine is co-writer of The Peanut Vendor.

CLARENCE WILLIAMS is considering visiting South America at the helm of a band. His firm is sponsoring a new album containing Spanish and tropical

JESSE STOOL, formerly representing Donaldson, Douglas & Gumble in Chicago, has been appointed local professional manager, succeeding Joe Santiey, who has gone over to Mills Publishing Company in a similar capacity.

ROY MUSIC COMPANY is concentrating on Blue Bayou, which, despite being a recent release, is showing up exceptionally well. Al J. Neiburg furnished the lyric and E. P. La Freniere the melody.

ABNER SILVER and Al Sherman, who left America several months ago to furnish songs for an English film company, have returned.

EDDIE MADDEN is in New York again after a visit to California. He completed three plays, Nimble Fingers, Dancing Around the World and A Mexican Mix-

ROBBINS MUSIC has obtained from Wes Cowen three folios titled Spud Murph's Daily Exercises for Clarinet, Spud Murphy's Daily Exercises for Sazo-phone and Victor and Volpe Daily Exer-cises for Guitar.

tunes give an added niceness to the offering. Marie revealed Kiefer doing a perfect bit of tromboning—followed up by nice rhythms from Leven, doubling on several reed instruments. Stardust brought out some clever trumpeting by Fisher, with Hank Johanne tickling the keys with skill and variation.

Versatility of the band proves itself in the novel arrangement of Little Old Lady, where all the boys are featured in the distinctive rhythms of outstanding orchestras. Brass section featured a Hal Kemp manner, shifting to Guy Lombardo tempo-saxes, then going back to

bardo tempo-saxes, then going back to Kemp rhythms, to Fields, Duchin, Goodman, etc. Ted Lewis and Rubinon bits handled by Candullo.

A clever band, one of the best to play an all-summer engagement in Connecticut.

A. T. Colavolpe.



attention **AMERICAN LEGION POSTS!**

For New York Con-vention. New Avail-able for Orand Parade.

LLY GATES

And His LITTORIA Concert Band. Management HERMAN FIALKOFF. 1270 Sixth Ave., Radlo City, N. Y. Circle 6-3898.

"POLYNESIAN ROMANCE" "JUST ABOUT RIGHT"

By
LYSLE TOMERLIN and ANDY IONA LONG
(Writers of "South Sea Island Magic").

VANGUARD SONGS

6411 Hollywood Bird. Hollywood, Calif,
VERNON TOMERLIN, Oon, Mgr.

NEW SEASON LOOKS GOOD

Big Talent Demand Seen in Chicago and New York Areas

Opening of new spots and keen rivalry expected to up talent needs-more girl shows-New York clubs also anticipate biggest season yet

CHICAGO, Aug. 14.—Chicago area looms as the No. 1 market for night club talent this coming season. The leading agencies here see a heavy demand for names and room for more acts than even in New York. Their prediction is based on reports from club managers, each using several acts weekly, and the reopening of several hotel rooms and night spots starting early next month. The opening of several hotel rooms and night spots starting early next month. The opening of several hotel rooms and night spots starting early next month. The opening of several hotel rooms as the New Colony Club, postponed until next month. The opening of several hotel rooms as the New York with the reopening of several acts weekly, and the reopening of several acts

turn for turn.

The Casino Parisien in the Morrison Hotel, which will be reopened in October possibly under a different name and management, will be another highlight. Heavy production budgets will be set aside for talent, the ace acts expected to be imported from New York. Among other definite reopenings are Denis Cooney's Royale Frolics, the Congress Casino in the Congress Hotel, the Mayfair Room in the Blackstone Hotel and Ben Lenhoff's Ball Bali.

Two recent newcomers are the Tiffany

Ben Lenhoff's Ball Ball.

Two recent newcomers are the Tiffany Room in the Chicagoan Hotel, which may add a floor show in the fall, and the Rose Bowl, a four-act spot. They augment the crop of clubs continuing on a year-round basis and employing talent in the warm months. Leading the latter group are the Chez Paree, ace club in this territory; Continental Room in the Stevens Hotel; Empire Room in the Palmer House; Blue Fountain Room in La Salle Hotel, College Inn in Hotel Sherman; Walnut Room, Blamarck Hotel; Stork Club, Marine Dining Room in Edgewater Beach Hotel; Silver Forest Room in Drake Hotel; Colosimo's, Grand Terrace, Swingland, the Blackhawk and Villa Moderne.

Dozens of less prominent spots dot this

Dozens of less prominent spots dot this area, using less expensive acts and or-chestras.

NEW YORK, Aug. 14.—Three most important openings of the new season are French Casino, August 20; International Casino, August 25, and Cotton Club, September 7. This is expected to get the local night club season off to a strong start. Smaller spots that are expected to resume next month are the New Yacht Club, September 15, with a big show headed by Henny Youngman; American Music Hall, with another novelty show; the Village Casino, with a full floor show, including a girl line; the Harlem Uproar House, with another colored floor show; the Broadway Hofbrau, with its usual Bavarian show, and the Frolics Cafe.

A big Cuban club, La Conga, is being planned by Bobby Martyn, who will

Plantation Club.

The local hotels are already dusting off their winter rooms for September openings, among them being the Plaza Hotel, which reopens its Persian Room September 7, with Mario and Floria and Pancho's Orchestra featured. The Murray Hill Hotel's Fountain Room, the Piccadilly Hotel's Georgian Room, the Pierre's Corinthian Room, the Ritz-Carlton's Ritz Gardens, the St. Regis' Iridium Room and Malsonette Russe, the Navarre's Normandie Club and the Sherry-Netherland's Russian Eagle Room are among the other big hotel rooms being set for fall reopenings and which will use bands and floor talent.

The Park Central Hotel will resume

will use bands and floor talent.

The Park Central Hotel will resume production floor shows in the fall also, currently using only one or two floor acts. The Commodore Hotel is bringing Tommy Dorsey's Band back after Labor Day but will keep floor shows down to one or two specialty acts.

The Versallies will resume the policy of name acts in the fall, while the Hollywood and the Paradise are expected to build up their current skimpy floor shows. New Hollywood show is set for October.

Some Fun!

CHICAGO, Aug. 14.—A singer and a comedienne who started at the same time several years ago and have since reached the top devised an odd way to celebrate their success when a timely beginned to the contract of the contract booking brought both of them to town last week. After an all-night round-up of the prominent and less prominent night spots in this vicinity they wound up at 7 in the morning on the curbstone corner of State and Randolph streets eating hamburgers.

Band Policy Clicks At Chicago, Chicago

CHICAGO, Aug. 14.—Band policy at the Chicago Theater is to continue indefinitely, box-office returns of the first two orchestras under the new trial showing prosperous receipts.

Jack Denny and orchestra have been set for a two-week stay, opening August 27 with Jack Benny's picture Artists and Models. He follows Rudy Vallee and his Connecticut Yankees, who are coming in Friday.

e coming in Friday.
Current attraction is Eddy Duchin's

Rochester Agency Active
ROCHESTER, N. Y., Aug. 14.—Despite
a decided slump in summer bookings in
this area, the H. S. Theathical Exchange
still books actively Ken's Tavern, Soldi's
Restaurant, Bungalow, Diamond Grill,
Jefferson Grill, J. P. C. Gardens, Hollywood Inn and Redmen's Club, all in this
city, and also Crossmon House, Alexandria Bay; Esgles Grill and Wonder
Bar, Elmira; Golden Pheasant, Jamestown; Magic Lantern, Gloversville; Sliver
Rail, Utica; Elm Shade Hotel, Fallsburg;
Rendezvous, Dunkirk; Galety Cafe, Waverly, and the National Hotel, Bath.

Moss Adds Act Dep't

NEW YORK, Aug. 14.—Harry Moss, of the Associated Radio Artists, has ex-panded into the variety talent booking field, having just signed Kajar, magi-cian, and is at present angling for a vet act booker to head this new department.

BostonAgents, **Actors Confer**

Talks on AFA pact set for Aug. 27—hope to end chisel-wage scale mulled

BOSTON, Aug. 14.—Awaiting the return from Atlantic City of Thomas D. Senna Jr., local representative of the American Federation of Actors, an open meeting is scheduled for August 27 to consummate negotiations hegun last spring when the Massachusetts Theatrical Agents' Protective Association and the AFA voted to consider a working agree-

The MTAPA and the AFA will attempt The MTAPA and the AFA will attempt to round up all non-member agencies for licensing by the AFA; to increase the membership of the local AFA branch; to decide on a working agreement between the AFA and the MTAPA, this to embody a minimum wage scale and the proviso that the MTAPA book only AFA acts; and to curb chiseling tactics of agencies. All local agencies are considered oken with the exception of one, which is practically terrorizing the booking trade with strong-arm methods. An investigation is under way by the MTAPA and AFA.

Closed-shot policy will create a mini-

Closed-ahot policy will create a mini-mum wage scale for acts on a Grade 1, 2 and 3 basis for niteries, hotels, cafes,

Bookers will have to be licensed and

Acts will not be permitted to double the same night at other clubs for the same money or fraction thereof. If an act doubles several times an evening the minimum wage scale will apply for each

Boston offices and lounge rooms of the AFA were officially dedicated Monday at 230 Tremont street. Some 500 persons passed thru the halls during the evening. The local branch has some 800 members. Ace Major, hoofer, has been named custodian of the headquarters.

Annual AFA outing win be held at Legion Park, Haverhill, Mass., Saturday, August 28. Thomas D. Senna Jr. is chairman and his committee includes Lew Morgan, Matt Ott, Ace Major, Ray Gilbert, Tommy DiPietro, Marty Begley and Charles Senna.

following this week at the Lyric, Indianapolis, has week stands at the Metropolitan, Boston, and Fox, Detroit, to fill.

THE RODGERS, dance team, in from Milwaukee, where they closed an engagement at Sam Pick's Madrid Club.

New York:

Haynes and Raymond and the Lockwells at Ryan's Rendezvous in Kew Gardens.
L. I.; Eugene and Marie and Loretts Walker at the Staniey Grill, Montreal, and Gordon Clark at the Embassy, Montreal. . . THE VARIETY BOYS started at Leon & Eddie's August 17. . . . MONA LISTA is doing a new singing turn, this time as a single.

Chicago:

Chicago:
GLORIA GRAFTON is current at the Drake Hotel. . . FRANCES WILLIAMS went into the Yacht Club last week thru Ken Later's booking. . . JOE EVER. TOGE COLORED TRIO is filling a summer engagement at the Three Aces. . . OSHINS AND LESSY will head the Yacht Club opening September 15, booking by Will Weber. LEROY AND SHARP open at same time.

RALPH SHAW, emsee, working local theater and club dates. , JERRY AND TURK have been held over for four more weeks at the Club Esquire, Toronto. . BELYA WHITE has been booked by Sligh & Tyrrell into the Yacht Club. Also spotted Al Zimmy into the Blitmore Country Club, St. Louis. . . . HERBERT DEXTER, ventriloquist, has left for Mounds Country Club; St. Louis.

Louis.

JACK WALDRON, recently at the Yacht Club, opens at the College Inn September 23. . . BOB WEEMS joined the local Rockwell-O'Keefe office. . . . LOUISE PLONER is Paul Sabin's new vocalist at the LaSalle Hotel, succeeding Dorothy Miller. . ANN SOTHERN is spending her vacation here with hubby. Roger Pryor, whose band is currently filling an engagement at the Edgewater Beach Hotel. . . BARBARA PARKS.

Here and There:

WATCH FOR=

Night Club Entertainment for the Masses

By Joseph H. Moss

FALL SPECIAL NO. of THE BILLBOARD

> Dated August 28 Issued August 24

Vaudeville Notes

FIFI D'ORSAY, Rio Brothers and Lela Moore were set by Fred Elswit, of the William Morris office, for the Hippodrome, Baltimore, week of August 20.
Roy Campbell's Continentals closed at the Biltmore Hotel, New York, August 13, and left immediately for a Midwest theater tour, with the Michigan, Detroit, their first stop. ... Stepin Fetchit plays Omaha week of August 20. Set by Simon office. ... Salici's Puppets also set by the Simon agency for return engagements at New York State November 5 and the following week at the State, Washington. ... Miss Leslie Gross no longer connected with the Simon Agency. the Simon Agency.

FRANCIS AND CARROLL, current at the Muny Opera, St. Louis, booked by Leddy & Smith, to open at the Metropolitan, Boston, August 26, follow with a week at the Atlantic City Steel Pier, and then go back to the Shoreham Hotel, Washington, for run. . . George Prentice added by the same office to the cast of Virginia, due to open at the Center Theater, New York, August 31. . . . Mellisa Mason leaves for the Coast shortly to start work on RKO pix. skedded for September 19. En route she may stop off to play Chez Parce, Chicago.

DICK HENRY, head of the foreign de-partment of the William Morris agency, arrived on the Normandie Monday with

CAROLYN WOLFENSTEIN, secretary in the F&M agency, married to Fred Lippman, New York wholesale produce broker, August 14. They sall for a Eavana honeymoon August 21.

Havana honeymoon August 21.

CHICAGO NOTES: Bbebe, Bruce and Betty, dance trio featured in the Comedy Stars of Hollywood unit, closed a fivemonth engagement with the show and are in town to mold their own production for Southern territory. . Charles Seidner shaping a small unit for the T. D. Kemp Time. . Al Weston, too is busy getting a show together and plans an August 28 opening near here. . . Eddie Conrad and Company open at the Lyric, Indianapolis, Friday. . Danny Graham placed the Shanghai Wing Troupe into the State-Lake Theater week of October 15. . Sam Bramson, of the William Morris Agency, booked Helen Morgan and Lou Holtz into the Oriental Theater for a week starting Friday. Both close a run at the Chez Paree the preceding night. . . Dick Bergen, Al Borde, Anton Sciblia and Marcus Glaser, associated unit producers, will occupy new offices in the Woods Building September 1.

Anton Sciblia reports that his Broadway Passing Show, now at the State-Lake, will continue with its tour which started early last sesson. It plays Rockford, Ill., next Sunday and Monday, and may move east late this month. . Iddo Theater added Stars of Tomorrow stage revues Sundays and Mondays, emseed by Pat Kennedy, Ben Bernie protege.

WATCH FOR

Bands and the Radio Angle

By Ralph Wonders

in the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Issued August 24

How To Revive the Dead

PITTSBURGH, Aug. 14.—Theatergoing folk today want more and more vaude, to go by letters sent to The Press here. Received in answer to a column asking for a revival of fiesh, the various notes recalled the days of jugglers and tumblers, indicted Stanley booker Harry Kalmine for sticking to "name bands" instead of bringing in Keith-type variety, offering "co-operation," complimented the interest in "true entertainers" and believed that the day of vaude is ready for redemption. One writer even generously volunteered to let himself for redemption. One writer even generously volunteered to let himself be booked.

Paris Vaude Season Opens

Earlier than usual due to hig expo crowds-indoor circuses also launched

PARIS, Aug. 9.—Because of the crowds of visitors drawn here by the International Exposition; the vaude and indoor circus season is getting under way several weeks earlier than usual. Pirst opening of importance was that of the Mogador, which reopened Saturday under direction of Mitty Goldin with a revue-vaude-spec featuring Mistinguett, the Rimacs, King Kong Perdue, Stetson, the Blue Bells Girls and Earl Leslie's Girls.

On Thursday the indoor circus season opens at the Grand Palais in the exposition grounds with a three-ring circus,

sition grounds with a three-ring circus, in which the combined circuses of Jenn Houcke, Rancy and Baroncelli will take part. The Grand Palais will provide seats for 8,000 spectators and standing room for 5,000. The Cirque Medrano opens September 3 and the Cirque d'Hiver a few days later.

The Parisiana, one of the oldest of the Paris picture houses, is being remodeled and opens early in September as a vaude house under direction of Castille & Bizos, operators of the Bobino and Europeen. The Parisiana is on the Boulevard Montmartre and will be direct opposition to the Paramount, ABC, Alcazar and Res.

Moulin Rouge dance hall, entirely re-modeled, running big revue with Ray Ventura's Orchestra, the Manginia, Myrio and Descha, Juliette Bridgman and the Percy Atho Follies.

Irving Edwards Sues Lasky

CHICAGO, Aug. 14.—American Federation of Actors here filed suit against Andre Lasky, unit producer, for Irving Edwards, emsee, who claims holding an unpaid I O U of 995 for salary dating back to October, 1935, when he worked a Lasky show in Coney Island, N. Y. Hearing set for Wednesday.

SPOKANE. Wash., Aug. 14.—Manager Russell F. Brown. of the Orpheum Theater, reports Robert Bell's Hawaiian Follies unit did outstanding business here Friday thru Monday. There was a line a block long last Saturday. Baby Joy brought down the house with her imitations.

Top N. Y. Booker Is Sherman; Circuit Offices Fall Behind

York and King-After 30 Years

NEW YORK, Aug. 14.—Thirty years of show business was celebrated by the team of Chic York and Rose King with a blowout at Leon & Eddle's Thursday afternoon. Affair was attended by friends.

It was a sentimental sort of a gathering with memories and reminiscences of by-gone days the topic of conversation. To the youngsters the couple had to repeat their story of their early days dozens of times.

It was while Chic York was the manager of Otto's Comedians that he met Rose King. She joined the show in Caldwell, Kan., in July, 1907, and after a whirlwind courtship of one month they married in Alva, Okla., August 12, 1907.

Bince that day they have trouped together, separated but one time only, at the birth of their child, True, when he did a black-face single. They have played every English-speaking country. ing with memories and reminiscences of

New Talent at Ft. Worth Fiesta

FORT WORTH, Aug. 14.—New acts in Casa Manana Revue at the Frontier Fiesta here are Joe Jackson, who went in last Saturday, and the Three Cossacks, who go in tonight. These acts replace Moore and Revel and Paul Sydell. The acts in revue are to be changed every four weeks, according to Billy Rose.
Everett Marshall, Harriet Hoctor, the California Variety Eight, Sanami and Michi, the Stuart Morgan adagio team, the Cabin Kids and Paul Whiteman and

the Cabin Kids and Paul Whiteman and orchestra and Larry Lee's Band have signed to remain in revue until show

signed to remain in revue until snow closes October 18.
Attendance so far this year at the cafe-theater is holding up in spite of very hot weather. Of the two nightly shows the first show always gets full house, while the second usually is about half or three-fourths. Place seats about 4,000. Only three performances have been rained out since June 26.

Palace, Superior, Open

SUPERIOR. Wis., Aug. 14.—After being dark for six weeks Minnesota Arrusement Company reopened its remodeled Palace Theater here Tuesday with Major Bowes all-girl unit and swing band. The only Theater here truesday with Major Bowes, all-girl unit and swing band. The only local theater equipped to handle stage shows, the house will book road shows and stage attractions as often as possible, according to Harvey C. Buchanan,

Ted Mack Unit Routed

LINCOLN, Neb., Aug. 14.—Ted Mack, Band and unit will be playing this territory this month, with stops in Des. Moines, Omaha and Sioux Falls and a possibility of the Orpheum here the week-end the State fair starts (September 5-8). Unit is composed of professionals and is being handled by Lou Goldberg, of the Major Bowes office.

Cushman's \$150-a-Day Units Drop Bands for New Season

unit orchestras and spending money. formerly used to buy six or eight musicians on acts was announced as the Wilbur Cushman \$150-daily unit policy for the new season. Only fly in the ointment are squawks from the smaller houses, which are unable to corrai a stand-by band because of lack of local musicians. To offset, Cushman will have a musical turn of three of four pieces in every show to fill in the notes on the small one-nighters. Units will carry a plano-conductor.

Musicians' unions are generally much in favor of the new plan, since it'll give them a stronger hold in the houses playing units, a chance to ask for more clans on acts was announced as the Wil-

LINCOLN, Neb., Aug. 18.—Dropping of money and the possibility of a bigger

stand-by.

Cushman recently moved his offices from Dallas to Hollywood and has his eyes on nine weeks of Coast time to which the Eastern and Midwestern units will be fed after completion of the routes. Low-price spots are located in California, Oregon, Washington and Nevada. He has spotted Ed Gardiner as unit producer and reviewer of smallles in the territory in charge of the Midwest in Kansas City,

Mo.

Bill Arms is general representative on the circuit and routes start September 24. Look-see on units starts September 1. Press department in Los Angeles is headed by Lloyd Woolever and in Kansas City by O. N. Walters.

Sherman leads in Eastseveral weeks set - and more coming

NEW YORK, Aug. 16.—Biggest vaude booker in the East today is not a circuit office, but, rather, an independent, Eddie Sherman. Doubling between his Philly and local offices, Sherman is now definitely the biggest booker in the East, who reached as high as seven or eight weeks the past couple of seasons. He starts the new season with five weeks definitely set, with another two full weeks taking occasional shows and with four more houses of a single chain about set for booking. Sherman is now booking the Hippodröme and the State, Baltimore; the Carmen, Philadelphia; the Steel Pler, Atlantic City, and also one-days at Camden, Pitman, Vineland and the Willow Grove and Woodside parks in Philly. Philly

Philly.

Atlantic City drops to two days, but Sherman is adding Fay's, Philadelphia, August 27, a full week alternating between elght-act shows and units: the Rajah, Reading, September 3. split week, changing Tuesdays and Fridays; Colonial, Lancaster, Pa., August 24. split week, changing Tuesdays and Fridays; the Majestic, Paterson, N. J., September 3, split, changing Tuesdays and Fridays. Beginning September 3 Sherman will also be booking whatever white talent is taken by the Nixon-Grand, Philadelphia, and the Koward, Washington, both colored full-week stands.

the Moward, Washington, note colored full-week stands.

Remarkable is the fact that in the midst of a general collapse of vaude, Sherman has not only been able to hold on but has actually increased his book-

Warner Season **Coming Along**

NEW YORK, Aug. 14.—Warner booking office is looking toward a vaude season equal if not better than last year. A Warner theater zone managers' meeting August 22 and 23 will decide definitely on adding vaude to more houses. Meanwhile booker Harry Mayer is still booking three full weeks: The Earle in Philip and in Washington and the Stauley, Pittsburgh, along with the Oxrord, Philip, which will switch from a Saturday to a last half next week.

It seems certain that the four one-dayers, the one split week and the two last halves which Don Sherwood booked last winter will again resume vaude.

Meanwhile, Mayer is lining up name bands for the next two months and is also on the lookout for units that either carry a name or have box-office angles. NEW YORK, Aug. 14 .- Warner booking

carry a name or have box-office angles.

NEW YORK, Aug. 14.—F. & M. has signed the Imperial Marimha Symphony Orchestra of 100 peopls. It is a Chicago organization directed by Clair Omar Musser.









"One-Man Swing Band"
Concluding Engagement
DALLAS EXPOSITION
Week August 27,
LYRIC THEATRE,
Indianapolis,

Mgt. Rudy Valles Units Corp., N. Y.



Loew's State, New York

(Reviewed Friday Evening, August 13) Red Skelton, doing a return here, is the hit of this show. A young, refreshing emsee-comedian, he looms as the only real vaude find of the past season. Dominates this week's show completely, giving the bill a zest not always found here. A vigorous personality, Skelton mopped up, panicking the customers with a lot

of zany comedy, including his now fa-mous dunking doughnuts bit. Using an expressive face and enormous energy, he romped thru delicious bits of mimicry, all done good naturedly and timed close to audience reaction.

The show is opened by Mann, Dupree and Lee, dancers, with Neva Chrisman at the piano. They do trio dancing and then split off, one of the boys making a sock impression with rubber body dancing and the other boy and girl teaming for acrobatic and eccentric dancing that is quite different from the ordinary run. pleasing little flash that has strong ectalties.

Bob Carter and Joe Holmes, a couple

Bob Carter and Joe Holmes, a couple of men doing comedy acrobatics, held attention with their disjointed but nevertheless effective bits. Do all sorts of hoke bits, with Holmes pacing most of the comedy. An applause-winning combo. Judy Starr, tiny singer who has been with Rudy Vallee the past year or so, is now singling and managing to make a fair impression. Pretty in a saucy way, she sang her way thru such rhythm numbers as The Life of the Party, The Devil and the Deep Blue Sea, Shake Your Feet and a Christopher Columbus medley. More personality than singing ability.

More personality than singing ability.
Will Osborne and his "velvet rhythm"
orchestra closed. Osborne, who is still a
pretty good crooner, leads his 13 men
thru special arrangements of pop and



erent Acts. 7 weeks Rossevelt Hotels, Four erent Acts. 7 weeks Rossevelt Hotel, Jack-rills, Fla. Address P. O. BOX 2, Station New York Oity.

JOHNNY ELLIOTT

"ONE-MAN FLASH ACT"

. Now Playing STATE-LAKE THEATER, Chicago.

Vaudeville Reviews

novelty tunes. The music is good and the six brasses can be alternately sharp and velvety. Osborne tries comedy antica unsuccessfully and perhaps would do better at letting the customers see him do some slide tromboning. Blond better at letting the customers see him do some alide tromboning. Blond Dorothy Rogers is on for a couple of numbers, displaying a pleasant voice. The band doesn't really click until the end, when it offers comedy impressions of other bands and also of an old-time jazz band. A good band as a whole, it nevertheless could have been presented more effectively. effectively.

effectively.

With Ruby Zwerling on a vacation, Joe
Jordan is back in the pit after 10 years,
Jordan is now leading a WHN orchestra.

With Manager Al Rosen back from a
vacation and Saratoga (MGM) on the
screen, all's well.

Paul Denis.

Stanley, Pittsburgh

(Reviewed Friday Evening, August 13) Tonight's house was only comfortably flied, whereas Friday is usually jam-packed. Palm-pounding was thin, en-cores few. Marquee-featured were Mal Hallett and his band of solo performers, who were little better than mediocre; Marty May and his violin a la Jack Benny, fair, and Saul Grauman and Company, the only near-hit of the hour fare.

Lacking in showmanship necessary Läcking in showmanship necessary where a band performs more than a few minutes at a stretch, Hallett himself seemed to do little more than wave a stick and jump up and down. Bad spotting of the band numbers slowed the show tempo, and sven the appealing solosinging of 16-year-old tenor. Jerry Perkins, became somewhat lulling when he threw Where or When, where Are You? and You're Just Too Wonderful one after the ofther. Except for their sameness Perkins' songs were one of the bill's few highlights. highlights.

highlights.

The crew opened with a medley, really a mumbo-jumbo dominated by Darktown Strutters' Ball, followed with Will You Remember?, featuring drummer Charlie Blake; then Terry Grace, band regular torching on Rockin' Chair Swing and I Can't Give You Anything But Love, Baby, both clear-voiced but spoiled by some

unnecessary and inadequate truckin.
Frank Carle's piano solos on The Goona
Goo, I Got Rhythm and Tea for Two awoke the audience. Would probably have scored better if he hadn't let his white-shoed feet tap wildly to distract from his play-

Joe Cabanaro does some clowning while sawing Nola and Dirach on his bass viol.
The band's one unit number, a medley played in purple lights with the musicians wearing phosphorus hats and spelling Hallett in large luminous let-ters, closed its contributions.

Marty May's gags, burlesques of concert singers, and final fiddle solo went over about Grade B, with the men customers

heavier on audible appreciation.

Tops of the show was Saul Grauman's novelty company dance on the music bell

steps,
On the screen, New Faces of 1937
Morton Frank.

Roxy, New York

(Reviewed Friday Evening, August 13)

A few top-notch variety acts plus the Gae Foster line account for a nice prescase roster line account for a nice presentation this week, the show having plenty of comedy, dancing and novelty. Foster girls, besides serving as background, appear twice, First turn is a rope-skipping routine and second a dressy number in which the gala swirl hoops with easy grace.

Paul Gerrits, skater extraordinary, builds up his act with careful precision. Turns are interspersed with a peculiar brand of dry humor which Gerrits tries to make as flat as possible. When he switches to his beautiful skating the effect is almost electric.

Vox and Walters, standard ventriloquist turn, is a beauty. Acts of this type are as good as their scripts, and this script Cross-patter is expertly delivered and often excruciatingly funny. Audience loved it.

Karre Le Baron dancers with Mayon, two men and a slight blonde, ballroom and adagio trio, are strongly modernistic in their dances but do not go overboard.
Work is expert, the adaglo turn possessing
unusual grace. Girl does a lot of toe stepping and handles two fans. A polished

Don Gordoni, baritone, sings the show. Nicest tune is Whispers in the Dark, sung in connection with a good production number.

Pic, The Road Back (Universal). House Paul Ackerman.

Chicago, Chicago

(Reviewed Friday Evening, August 13)

(Reviewed Friday Evening, August 13)
Eddy Duchin and his magic planopecking fingers are, headlining a thoroly
entertaining show here this week. He is
on view thruout the length of the show
tickling the ivories and doubling as emsee. While his informal night club style
announcements do not wear as well
before the footlights as they do in the
after-dark spots, they did not bother the
early-evening crowd, which wildly applauded the affair in its entirety.
His 13-piece band opens with a medley, including such numbers as It Looks
Like Rain and Because My Baby Says
It's So. Patricia Norman, attractive
vocalist, walks on to do Me, Myself and
I; Old Man Mose and Honeysuckle Rose.
While she has no legitimate singing
voice, her Martha Rayish body swings
and showmanly mannerisms put her
across.

across.

Miriam Verne, lovely and graceful little tap dancer, stayed on for two numbers in the next spot and earned a nice reception. Worked in a short formal that both accentuated her shapely form and permitted an open view of her tap work.

Stanley Worth, ork's saxophonist, comes to the front mike to warble (See CHICAGO, CHICAGO, on page 31)

Earle, Philadelphia

(Reviewed Friday Afternoon, August 13) Village is still ga-ga over last week's bill and it seemed like everybody came out on opening to catch a repeat performance. Having a high mark to hit at, this week's contingent with Tom Howard and George Shelton, Fifi D'Orsay, Neila Goodelle, Condos Brothers, Bert Frohman and a Bill Powers' line didn't miss by far. A terrific bill for mid-August, with plenty help from the screen's Between Two Women (MGM). Biz was terrific, a lobby line for the second show starting before the first one was over.

Salaams are again in order for House Manager Herman Whitman for provid-ing a smart setting and production aura that was big timey in every respect. Plenty of meat here for the lavish mu-sleals, and, save the pony chorus, each turn registered sock.

Bill Powers' gals (12) tripped thru
three turns. Instead of giving a necessary dash of flash and pace change to
the unit, line showed as exciting as their
traditional burly sisters. And for all the
precision panned out in their purely elementary routines, it seemed they were
meeting for the first time, which was
the case, and resented each other.

Fresh from their flicker triumph.
Condos Brothers (2) were first to come
thru with flying colors. Freres delighted
with the cleanest-cut cleatings ever to
beat the dust on an Earle board. That
takes in many a tap team, but the boys
live up to it.

Nells Goodelle showed next as a song

Neila Goodelle showed next as a song painter that satisfies to the nth degree. Voice is soft and tremulous with a pleesant range of flexibility to sell anything from a rhythm Jingle to a pash ballad Arrangements are smartly scored, with the orky cutting thru advantageously.

Fifi D'Orsay, with an essential personality equation to balance her pipes, has her own idea on selling the character songs for a major click. Still as vivacious as ever, her filtratious mannerisms founting more than the darings of a pink-cheeked ingenue.

counting more than the darings of a pink-cheeked ingenue.

Their first appearance here in many summers, Tom Howard and George Shelton turn in a bang-up comedy job. Follow the familiar pattern of their air routine, with Shelton showing as one of the better straight men in the biz, while Howard kept 'em in stitches. A carefully prepared and rehearsed script that carried a punch in every line, boys were never in better fettle. A hometown product, Howard had his fill, to every-one's amusement, telling the audience how glad he was to be back in Philly and at the same time back-firing Sheltons heckling on dog faneying. Radio comics' click made it tough for a follow. Bestdees, the hour was getting late, running beyond the skedded time. But Bert Frohman slid in that finale slot to roll up a heavy score on his own account. Turned in some right warr. Bert Frohman slid in that finale slot to roll up a heavy score on his own ac-count. Turned in some right smart emseeing from scratch and showed plen-try bullish in his bary range for the pip-ing. A Harry Richman carbon, Frohman left 'em hungry for more after three songs. Under ordinary circumstances, Earle gang wouldn't let him go so soon.

Earle gang wouldn't let him go so soon.

Overboard on time, clocked at 78 minutes. But the only thing ducat holders will stand cutting is the line gals.

Oro.

Metropolitan, Boston

(Reviewed Friday Afternoon, August 13) Jane Pickens and Artists and Models (Para) headline this week's bill and it looks like the Met will enjoy another (See REVIEWS on page 21)

Barbara Parks

"STATUESQUE CODDESS OF SONG" NOW PLAYING LYRIC THEATER, INDIANAPOLIS

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

MPER

A SENSATIONAL ADAGIO QUARTETTE

Appearing This Week ILLINOIS STATE FAIR - SPRINGFIELD

Available After September 5 FOR THEATRICAL UNITS AND NIGHT CLUBS

Booking Thru JACK HASKIN - PONTIAC, ILLINOIS ★ RAYE and HALDI



AL DONAHUE and his



starring at the

RAINBOW ROOM

atop ROCKEFELLER CENTER, N. Y. with thanks to JOHN ROY







DR. SYDNEY ROSS Magician-Palmist









Club Continental, Detroit

This new class spot was opened a few weeks ago after claborate remodeling, said to have cost \$150,000. Designed to appeal to drop-in trade as well, the orchestra and show being readily heard out in the cocktail bar.

out in the cocktail bar.

The main dining room is a series of three semi-divided rooms, done chiefly in dark brown and blue and all airconditioned. Center room has the stage, with a position somewhat off-center giving unique effect. Sam Kurt, one of Detroit's best known figures, is proprietor and manager. With his wide acquaintance and easy affability, this spot is destined to become a major meeting place for Detroiters. meeting place for Detroiters.

Chico Reyes and his entertaining or-chestra opened the spot, remaining in-definitely. This outfit is able to pro-vide a floor show all in itself. Chico's Band is a South American ensemble, using the strings, clarinet, accordion and percussion without a single brass or even sax among them. First impression is the pleasantly strange softness and smoothness of a good gypsy orchestra, particularly on numbers played this evening. The same atmosphere, however, is carried over when they go into their own more favorite rumbas and tangos, played with perfection.

Chico himself takes the piano and somehow dominates the ensemble from that position to give it musical balance. He is also an accomplished soloist at the keyboard. Abe Davidson, violinist for 10 years with WWJ, Detroit, is featured. Harry Borders, has viol; Fritz De Blase, guitar, and Frankle Postestio, accordionated the statistical part of the control of the statistics. ist. do strolling while the band is off duty, being able to run the gamut of popular tastes. Postestio besides does some vocal solos, and Jessie Pengra, singer, is featured with the band.

Ruth Martin, singer, has plenty of ammation and dance steps to accompany a richly controlled voice

Summer policy calls for a minimum of floor attractions, with elaborate bookings called for after Labor Day. I H. F. Reves.



ANDY IONA

Originator of Hawaitan Swing

ISLANDERS HOTEL LEXINGTON, New York

=Gertrude & Randolph= AVERY PRODUCTIONS

> 121 North Clark St., CHICAGO, ILL.

Night Club Reviews

Rose Bowl, Chicago

The latest and one of the most decorative combination bar and late supper niteries. Purposely named Rose Bowl to arouse curiosity. And it's producing the desired result: business. The room is packed almost nightly. Ultramodern in design from the furniture to the indirectly lighted murals.

the With the bar and table-service sections rubbing elbows, however, it is a hard room for entertainers. Customers hard room for entertainers. Customers are too busy talking, eating or drinking to pay any attention to the acts. It would take nothing less than a Cantor-Joson-Jessel trio to compete with the informal behavior of the crowd.

The management is properly aware of this fact and is not going to any extremes in getting expensive talent. With the exception of Lillian Bernard and Flo Henrie, veteran piano team, acts on the

the exception of Lillian Bernard and Flo Henrie, veteran piano team, acts on the floor bill and intermission singers are just good enough to help the late-stayer-uppers while away the time.

Two four-piece bands alternate with dance and show music. The Four Dictators, an entertaining combination, work in the early-evening hours and are followed by Billy Scott's musical quartet. Chuck fixerd, who plays the electric steel guitar with the Dictators, emised the show and was given a spot playing The Doll Dance. Doll Dance

Others displaying their wares to rowdy indifference were Dixle Painter, blues singer; Three Shades of Rhythm (Genesinger; Three Shades of Rhytim (Gene-vieve Anderson, Charlotte Anderson and Vivian Meyers), song trio who look new in the biz, and the Bernard and Henrie team, who gave up after three songs. Entertainment here is continuous, Miss Painter, the girl cong trio, and Tom

and Johnny Hurst, pianists, filling in between shows.

Never a cover or minimum and prices are quite attractive. Capacity is around 150. Frank Hart, formerly of the Casino Parisien here, is the amiable floor Sam Honigherg.

Silver Forest Room, Drake Hotel, Chicago

The new show in this ultra spot, save for a couple of highlights, is an indifferent hodgepodge of floor-show entertainment. Paramount trouble is the booking of acts which are out of place here. Paul Regan, the mimic who follows the opening line number, for example, is quite talented in this field, but his act is not ripe enough to be presented in a club of the Drake Hotel caliber. His introductions, dress and general behavior lack the polish wanted here. His takeoffs of notables are remarkable, however, among them being here. His takeoffs of notables are remarkable, however, among them being Lionel Barrymore, W. C. Fields, Lee Tracy, Ned Sparks and Joe E. Brown. Another misbooking is Gloria Grafton, of the Jumbo show, who failed to scratch the surface of attention in the next spot. Her voice was colorless and her choice of songs (And So Do I and Alone) lacked good judgment.

On the brighter side of the bill came Sunnie O'Dea, a cute and graceful tap

On the brighter side of the bill came sunnie O'Dea, a cute and graceful tap dancer, who frolicked thru a routine in musical comedy fashion to the tune of I Wanna a Gift. The nice reception afforded her easily warranted an encore. The girl has loads of personality and youthful charm.

Walter Nielson was another well-liked act, his unleycling wizardry a real novelty to the attending upper-crust, who seldom

see vaude bills in theaters. Dresses gay '90 style and uses a number of odd one-wheel contraptions.

Six Muriel Kretiow Dancers started proceedings with a rumbs opening and closed with some mass tapping to Honey-suckle Rose. Well-trained numbers. suckle Rose. Well-trained numbers, Jack Denny and his fine orchestra, who close their long engagement August 26, were featured in a medley of pop tunes during the floor bill. Bob Pace, Denny's up and coming vocalist, was spotted warbling September in the Rain. The Four Californians continue to furnish intermission music. Sam Honigberg.

Hofbrau, Canton, O.

One of the few night clust to survive in an amusement park. Spot accommodates about 600 at tables, with sizable dance space and stage, hand being on high platform in the background. No cover or minimum during the summer months. Three shows daily, one in afternoon and two at night. Talent mostly middle-priced bracket, with an occasional well-known radio or stage act as headliner.

Current show, entertaining but not

occasional well-known radio or stage act as headliner.

Current show, entertaining but not pretentious, gets away to a fast start with the Aristocrats, five girls in line, who do some fast tapping, each stepping out for a solo. In their fifth week, Jackson and Clifford do 12 minutes of tomfoolery, doing acrobatics, fast patter, eccentric dancing and songs. Bobby Parker does a novel dance with a dummy for good entertainment. The Three Streamliners sing well and harmonize perfectly, doing two encores at show caught. Hal Thomas, a Rudy Vallee protege, is a better than average colored hooter. Thy Tigges, hard-working emsee, is essentially a comedian. Announces the various artists effectively and also steps out to entertain with and also steps out to entertain with original eccentric dance routines. Harry Woodfield has a smooth six-piece

Harry Woodned has a smooth six-piece combo on the stand for the show and dancing. Woodfield does well as director and plays plano flawlessly. Bob Allen lends to the musical score with his organtron numbers.

Between night shows the audience goes

in for community singing under the direction of Frankie Ames, with Allen at the organ. Harry Reeder, well-known restaurateur here, is manager in charge of the cuisine.

Rex McConnell.

Hollywood Restaurant, N. Y.

With NTG away and the hot summer wilting the floor-show budget, the cur-rent show is skimpy compared with the back. However, it's strong enough to please the rather heavy crowds that have been patronizing this spot right thru the hottest weather.

hottest weather.

Not having any name acts, the floor show's best bet is the impression as a whole. The production numbers are, naturally, the backbone. The 16 lovely little girls prance out in spiffy costumes in the several production numbers, with the nine showgirls strutting out for the usual parades in form-accenting cos-

the nine showgirls strutting out for the usual parades in form-accenting costumes. The chorines don't try to dance any too hard, but they're pretty enough to distract the customers and, after all, that's what counts.

Josy Ray, pinch-hitting for NTG, is an interest-holding emsee who would do better at straight emseeing and should not attempt singing. His singing voice is not particuarly good, altho he manages to get by. The applause hits of the show are the Eltons (two men and a blonde), who open with straight ballrooming and then hoke it right into a throwing-the-dummy closer. Not original, but their presentation clicks and the customers liked them.

Don Lamont, young and Latin-look-

liked them.

Don Lamont, young and Latin-looking tenor, does the romantic ditties with the proper sigh and yearning look, making a solid impression all the way. Miss Key Taylor, tiny brunet and very pretty, socks across her acro dancing, her graceful backflip routine being outstanding. Joan Gaylord, beautiful blonde,

standing, Joan Gaylord, beautiful blonde, contributes a coochy rumba that's just what the out-of-town buyers like to see. Ventriloquist Walter Walters, a veteran from vaudeville, rides in nicely on the tide of ventriloquy. Gives the customers plenty of laughs with his skillful voice-throwing and patter. His gags could be fresher, but his sure-fire stunts manage to cover up this deficiency. Ruth Gaylor warbles in engaging

rhythm style and doubles as band vocalist. The Mitchell Avres and reythm style and coulses as band rescalist. The Mitchell Ayres and Fashions in Music band plays the show well and then slings out the dance music, emphasizing loudness due to the enormity of the room. It is a good, competent 12-piece band that can play all styles well, but which can hardly attempt fancy terp music while playing for the type of patrons coming here. Eugene Jelesnik and his violin lead a five-man combo for the relief music. Jelesnik is an old hand in this spot and knows how to handle the crowds.

Glen Pope, Ted Adair, Tom and Agnes

Glen Pope, Ted Adair, Tom and Agnes Nip and NTG are billed in the lobby, but are not in the show. Somebody ought to start a Correct Billing Cam-

aign. New show opens in October. Paul Denis.

Laube's Old Spain, Buffalo

In pseudo-Spanish atmosphere, Paul Muni's Ensemble plays for the dinner

crowds.

Muni's Ensemble is well-known to Buffalo, having played at the Lafayette Hotel for two seasons and then at Pfeiffer's Marine Grill.

Pleifier's Marine Grill.

Being a well organized outfit, it is difficult to pick out any individual stars. Irv Shire goes to town on the plano and the vibraphone. Muni, violinist-leader, produces music that is sweet, moving and poetic. Dick Fisher, guitar player, was replaced this week by Ken Fazil because of illness. Fisher is the pep beaning the ensemble, and his strums are the guiding rhythm. Jimmy Impetiteri, bass viol, has talent above the ordinary, and has been with the ensemble since it was organized.

A concoction of modern semi-classical swing music characterizes this ensemble.

Harold J. Warner.

Leon and Eddie's, New York

Leon and Eddie's, New York

A 52d street veteran, this night club has been leading the way steadily in showmanship. Eddie Davis is the heart of the matter, his saucy ditties having become a landmark for visiting night clubbers. Not only that, but the spot itself is colorful, having been publicized cleverly for years and attracting a repeat as well as a transient trade.

The current pride and joy is the Hawaiian getup, with bamboo walls and ceilings, and wall murals of brown gals without brasslers, and so forth. Hocuspocus stuff—but the customers love it. There's even a sliding roof over the Pago Pago Room and an artificial lighting and rainstorm thrown in for good measure. The main room is sailed Paradise—which is the closest most night-clubbers will probably ever get to that exclusive resort. Anyway, for \$2 minimum at supper time, you can sign and nibble and see an interesting floor show, and then have Eddie Davis for deseart and nibble and see an interesting floor show, and then have Eddie Davis for

dessert.

Davis will regale you with not-toosubtle tales that are delivered exquisitely,
but to the point. For example, The
Woman Who Pays, The Buyers in New
York, Virgin Sturgeon and Heaven Help
This Heart of Mine, the latter a straight
hallad. Davis is a dynamic performer
and can hold his audience for the

mis neart of sime, the latter a straight ballad. Davis is a dynamic performer and can hold his audience for the longest time.

Currently he is backed by Jimmie Keoghan, young singer and emsee, who has an ingratisting personality and an expressive delivery; Renee Villon, who is pretty enough to have her rather conventional hula cooch overlooked; Gloria Cook, a lovely brunet, whose dancing is interest-holding; Norman and McKay, brother and sister eccentric dancing team, whose refreshing comedy is a delight; Mile. Denise, whose "Javanese love dance" is not much more than good old-fashioned wiggling plus some fancy armwork; Jane Lee, in her night club debut as a single and making a solid hit with her dry, sly song-talking, and Diosa Costella, a vivacious brunet, whose bumps and shakes make her rumba so much more interesting.

A colored strolling trio handles the intermissions graciously. Composed of planist-singer Maureen. Tate, singer Harold Simpson and gorgeous singing Annasteen Haines, the trio dishes out request numbers with easy confidence and good voices.

The Lou Martin Orchestra of seven provides show and dance music, stressing the Hawaiian style in keeping with

The Lou Martin Orchestra of seven provides show and dance music, streasing the Hawaiian style in keeping with the atmosphere. Martin, young and handsome, is leader, doubling on many instruments but using the sax most of the time. His rhythms are thoroly dangeable and draw a packed dance floor. Paul Denis.

Just Returned From Extended Engagement at Grosvenor House, London, England.

NOW AT ROXY, NEW YORK AUL GEI

Purveyor of High-Class Hokum Direction-LEDDY & SMITH

One of the problems this enormous outdoor spot has yet to solve is the staging of a floor show that will make a commendable showing in this unusual setting.
A regular club show is entirely out of

A regular club show is changed to the proportion on the huge rectangular floor, with only sensational sight acts able to attract four-cornered attention. Impressive production numbers should be the thing here, a crowded colorfully costumed unit aided by stirring music being in a better position to compete being in a better position to compete with a starry sky and the lapping waves of the near-by Michigan Lake.

of the near-by Michigan Lake.

A redeeming feature is the smooth dance music furnished by Roger Pryor's Orchestra. The band has greatly improved since its last showing here. Rog is a grand showman. Makse a swell appearance and his name undoubtedly is responsible for some of the good business the Beach Walk is doing. The outfit is beard in many swell arrangements the

the Beach Walk is doing. The outfit is heard in many swell arrangements, the voluminous brass section grabbing the featured spots with frequent choruses. Outfit added two fem vocalists, Lanie Truesdale and Tommye Birch. Lanie is a refreshing Alice Fayish songstress, who was brought in from Hollywood to become both a vocal and decorative asset in the band. Tommye is a fetching brunet with a teary voice that sounded okeh in a number of tunes. The orchestra broadcasts nightly over the CBS network direct from the spot.

Floor show caught had three acts in addition to Harriet Smith's stock chorus and Gloria Sutter, dancer, featured in the line numbers. Sarita and Velazco, Spanish dancers, were spotted in folk-lore numbers that can be a bright feature on the concert stage, but are completely lost in these surroundings. Anderson and Allen offered their good hand-balancing routine that was appreciated by their immediate neighbors, and Sam Barton drew laughs from the same neighbors with his veteran collapsible bicycle

The line was spotted in a Caravan routine at the opening and closed the show with an unusually slow diversion in which each represented a dinner course. Jack Shoemaker, a thoroly pleasing chap, emseed and handled the broadcast capably.

Shows are on twice nightly. Liquor only is served on the Beach Walk. The hungry folks are directed into the Marine Sam Honigberg. Dining Room.

Beverly Hills Country Club. Southgate, Ky.

New floor layout at this swank spot highlights the veteran Gus Van, who also looks after emsee duties. Show is the second for Noah Schechter, Beverly's the second for Noah Schechter, Beverly's new impresario of entertainment, now steering the acts in here with the aid of Jack Middleton. Cincinnati talent rep, and it's tasty fare.

An unusually good line, the 16 Dorothy Byton Girls, captained hy Eleanore Christian and well garbed, makes for a colorful and flashy opening, interspersed with good individual efforts.

Dick Barstow swings into a classy top hat, white tie and tails tap routine, after which he is joined by his sister, Edith, for a rhythm tap a la ballroom. Tripped off to hefty mitting. Alice Gary, personality singer, scored handily with I'm Bubblin' Over, followed by a ballad, Where Are You?, both done in fine voice and with a great for some conductive great areas of electronythms. and with a grand sense of salesr Bowed to strong hand-clapping.

Northway and Danilo, good-looking pair, offer first a graceful waitz, studded with daring whirls and some novel twists. Took a swell hand, but for speed's sake



Address Communications care The Biliboard, 1584 Broadway, New York, N. Y.

TEXAS TOMMY

and his WONDER HORSE BABY DOLL

now appearing RAINBOW ROOM. Radio City, N, Y Exclusive Management MUSIC CORP. OF AMERICA.

Beach Walk, Edgewater Beach
Hotel, Chicago

a faster routine would have been better here. Encore with a bit of light and alry stepping that allows them to better reflect their personalities. A cute finish

won them much plaudits.

Bird of Paradise routine by the Byton Girls, with Miss Christian fronting the line with a graceful toe routine, is followed by the two LaVarre Brothers, in-Ine with a graceful toe routine, is followed by the two LeVarre Brothers, inebriates in French sailor garb, who won much favor with an above-the-average bit of comedy strong-arm, slow-motion acros, all in panto. Encore with legit muscle stuff. Grand finish has one of the lads back-bending to the floor from a chair and lifting his partner to a full hand-stand. Bowed to a wow hand.

Dick and Edith Barstow return here to give the show one of its brightest spots

give the show one of its brightest spots with their intricate and smash tap-on-toes routine on the stairs. Wind up with corking competitive hoofing, the lad's hock-step on toes up and down the stairs

corking competitive hoofing, the lad's hock-step on toes up and down the stairs the outstanding item.

While Gus Van's entracte work offered nothing out of the ordinary, he was the usual socko in his own spot. Still youthful in appearance and with his voice showing no signs of slipping, the veteran entertainer smashed thru to an easy win with his grand character song and talk. Began with High Hat, Piccolo and Cane and followed with Broatway, in which he rings in a raft of old favorites and several mentions of his late partner, Joe Schenck; Mussolini, the Boss of Italy; Did Your Mother Come From Ireland?; I Love a Parade, wherein he does a takeoff on two darkies witnessing a parade, and winds up with a grand noveity, You Can't Take It With You. Could have continued indefinitely. Van gets good support from his pianist, Norman Rifkin. Byton Girls wind it up with a dashing fencing routine, with

with a dashing fencing routine, with Yan returning to give the acts and or-chestra a final sendoff.

Barney Rapp Orchestra, with Ruby Wright, vocalist, now in its 10th week here, continues as a big favorite with the dancers. Much credit is due Rapp, to fir his splendid handling of the shop. for his splendid handling of the sho sic. Bill Sachs.

Sunbeam, Swampscott, Mass.

Located on Route 1A from Boston to Located on Route 1A from Boston to Portland, Me., spot is in its first sum-mer of business under the management of Rodman W. Seymour. Construction of new highway had caused staggered patronage, but the spot is fast becoming known as a rendezvous.

Shows are booked in on a tri-weekly schedule by Jacy Collier, of the George A. Hamid Boston office.

Carl Moore is emseeing in the absence of Tom Harty, comedian-emsee. Moore works a sober hrand of straight emseeing, with the correct amount of humorelement that should be a lesson to

ous element that should be a lesson to some of our so-called emsees.

Massie and Miller, ballroom tap team, are making a return engagement. The duo has youth, sparkle and tap ability, and they went over big with ballroom and rumba-tap routines. The lad does some nice lifting while tapping, and the less is graceful.

lass is graceful.

Blond Virginia Stuart arrests plenty of attention as a shapely and pretty miss offering a control routine and a hot tap Also possesses showmanship nd vivacity.
Eddie Deas, sepia ork leader, worked

in a baritone solo of Empty Saddles. Needs more body and resonance. Ork is fair for floor show and dancing.

Scott and Douglas were warmly re-ceived in a ballroom waltz, with nicely spaced lifts, dips and pirouettes and a version of an English couple doing The

version of an English couple doing line Continental. Interlocking arms business very good. They have finesse.

Billy Payne, tenor, was in rare form and he clicked mightily with It Looks Like Rain, and When Irish Eyes Arc Smiling.

Peggy Peters, attractive blond cigaret

Peggy Peters, attractive blond cigaret girl, crooned Never in a Million Years. Shows promise and should develop. Dinners are delicious and scale from \$1.25-\$3. Minimum charge \$1.50, \$2 Saturdays. Shows at 8 and 11 p.m. Sidney J. Paine.

Wivel's Restaurant, N. Y.

The summer doldrums seem to mean nothing to this pleasantly intimate Swedish spot, which was turning them away at the dinner show when show was caught. Place attracts considerable family trade which joins in the doings with gusto, community singing with Baron Gyldenkrone, the Danish emsee subbing for Bob Lee, who's slated to return any

day now.

New additions to the show include

Norma Shea, Oleo Florenze and the creat Lester. Norma, a sweet lass with cute smile who's making her profes-onal debut here, does some smooth Great Lester sional sional debut here, does some smounand delicate toe and tap dancing. Cleo, a member of the vaude Florenzes, contributes some sock acro work. She is a stunning looker and manages to cover every inch of the dance floor before she's with her breathless routine.

thru with her breathless routine.

The Great Lester, one of the outstanding ventros of all time and playing a return date here, is making his comeback. His is the longest act of the show, but every second of it is fascinating, in spite of some antedated comedy material. Lester's technique, his urbane pacing, hesitant patter and grasp of audience psychology make his dummy, Broadway Eddle, come to life and stay that way thruout the act. Throws his voice under the floor and into the ceiling, makes a continuous gurgling sound for about one minute while drinking a glass of wine, and performs other ventriloquial feats. With more sophisticated material, Lester could stop any show. He should use more dummy-audience repartee, because the customers eat up this kind of cause the customers eat up this kind of

Also on the bill (and previously reviewed) were Wynne Rolph, who chants slow numbers, and headliner Evelyn Nes-bit, whose glamorous past continues to attract crowds. She is definitely a perattract crowds. She is definitely a per-sonality, and audiences get a genuine kick out of orbing her. She doesn't dis-appoint them either, giving out plenty of pash and double-entendre, and doing cabaret type vocals, topped off with kiss-ing of bald-headed men at the ringside tables.

Dance ork is Bob Asen and a compo or six, with a screwy instrumentation, featuring an electric guitar and Ancie Swett's electric organology. Band is short on rhythm, and could use a solid drummer or planist.

Maurice Zolotow. Dance ork is Bob Asen and a combo of

Club Madrid, Milwaukee

Only club in this vicinity using a standard act floor bill. The room, op-erated by Sam Pick, is spacious (seats over 500) unobstructive and attractively trimmed with Spanish architectural de-signs. Never a cover and Saturday is only minimum night of the week.

Paul Mall, veteran cafe entertainer, emsees in an entertaining informal manner and in his own spot goes over well with catchy song material and top impressions of Joison, Cantor and particularly Ted Lewis.

Poll-Mar Dancers, line of six lovely girls, open with a graceful interpreta tion of the Blue Danube Waltz and clos tion of the Blue Danube Waltz and close with a nicely routined Mood Indigo number. In various bills some of the kids do individual specialties. When caught Barbara Cooper, pretty brunet, singled with a waltz. Others in the line are Polly Stevenson, Alberta Scott, Geneva Ehlen, Grace Burke and Betty McClure. Rhythm Redheads (Mel and Bonnie Beed) awing harmony team score with

Ehlen, Grace Burke and betty McChurc-Rhythm Redheads (Mel and Bonnie Reed), swing harmony team, score with original arrangements of standard numbers. Girls make a fetching appearance and their delivery is entirely pleasing. Their 1937 edition of Old Man River and the infectious I Got Rhythm netted tham a great hand.

the injectious I Got Rhythm netted them a great hand. Robinson Twins, fast and youthful tap and strut team, pound away to a couple of pop tunes with peppery steps, acrobatic bits and old-fashioned col-legiate slouching. Kids make a lively combination. combination.

Bob McElroy and orchestra furnish the show and dance music and do a good job.
The boys are finishing their second year
in this spot, with no end of the engagement yet in sight. Table singers between
dance sessions are Cella Trott and Lorraine Springer. Sam Honigberg.

MARIO & FLORIA

THE UTMOST IN DANOING,
Week August 13,
CHICAGO THEATRE, Chicago.
Week August 20,
FOX THEATRE, Dotroit,
Dir.: MUSIO CORP. OF AMERIOA.







Pk. Central Hotel

Man With 1,000
Faces.
Cagney's Double.
Just Concluded
4 Wk. Engagement.
COCOANUT
GROVE

THEODORE 18 Consecutive Weeks CHIOAGO, ILL. DENESHA

DAWN and DARROW

DANCERS OF DISTINCTION,

Opening August 16, FAIR, MIDDLETOWN, N. Y. Dir. LEDDY & SMITH, 1270 6th Ave.. New York.





Now Appearing at COLOSIMO'S, Chicago,

THANKS TO ALL CONCERNED FOR THESE ENGAGEMENTS.

STORK CLUB, Providence, R. I.
Held Over 3 Weeks. Booked to Repeat.

MAYFAIR, Boston.
Held Over 4 Weeks, Booked to Repeat.

YACHT CLUB, Chicago.
Held Over 7 Weeks and Brought Back
For 4 More Weeks.

CLUB BALI BALI, Chicago. Held Over 14 Weeks.

COCOANUT GROVE, Chicago. Held Over 6 Weeks.

Now Playing CLUB ESQUIRE, Toronto, Can. Held Over For Eight Weeks.

JERRY AND TURK

Management: MUSIC CORPORATION OF AMERICA.

America's Leading Radio, Theatre and Dance ORCHESTRAS

Music of Yesterday and Today Played in

Blue Barron

AND HIS ORCHESTRA

Now on Tour Excl. VARIETY RECORDING STARS

- CRA Jerry Blaine

AND HIS

STREAMLINED RHYTHM ORCHESTRA WEAF-NEC NETWORK—Thurs., 12-12:30
A.M. Sundays, 11-11:30 P.M., EDST.
PARK CENTRAL HOTEL, NEW YORK.
NBC, Coast to Coast.

- CRA -Perfect For Cocktail Rooms

Biltmore Boys

"Sing and Swing with Strings"
Direct From WM. PENN HOTEL, Pittsburgh.

CRA

Jack Denny

Hold Over Again! SILVER FOREST, DRAKE HOTEL, Chicago WGN and Mutual Network Excl. MASTER RECORDING ARTISTS - CRA

WILL

EDDIE

Hudson & DeLange

ORCHESTRA
PLAYLAND CASINO, RYE, N. Y,
"Ambassadors of Musical Youth"
Excl. MASTER RECORDING ARTISTS

Ina Ray

AND HER MELODEARS "The Blonde Bombshell of Rhythm" Excl. VARIETY RECORDING ARTISTS

King's Jesters

"The Biggest Little Band in America"
AND THEIR ORCHESTRA
with MARJORIE WHITNEY NBC NETWORK FAVORITES

- CRA -

King of the Muted Trumpet

Clyde McCoy

And His "SUGAR BLUES" ORCHESTRA DECCA RECORDING ARTISTS

Now On Tour. - CRA --

Mighty Maestro of Melody

Barney Rapp AND HIS NEW ENGLANDERS

featuring RUBY WRIGHT

Now Playing
BEVERLY HILLS COUNTRY CLUB,
wport, Ky., WLW and NBC Networks

- CRA

Jan Savitt

AND HIS "TOP HATTERS"

KYW, PHILADELPHIA, AND NBC NETWORK

Excl. VARIETY RECORDING ARTISTS.

- CRA -

"America's Most Versatile Instrumentalist"

Jack Sherr

AND HIS ORCHESTRA Just Concluded 7 Months ST. MORITZ HOTEL, N. Y. RITZ GARDENS, Atlantic City, N. J.



Orchestra Notes

GLEN GRAY and his Casa Loma Orchestra packed in 4,000 dancers Monday night (9) at Natatorium Park, Spokane, Wash. "Pee-Wee" Hunt and Kenny Sarwash. Tree-wer multi he may surgest won big applause in solo numbers. Billy McDonald and his Highlanders opened Tuesday for the remainder of the season.

DRISDALL SISTERS' all-girl band, of t. Louis, are touring Central Illinois

FATT NAGAR and band have opened for an indefinite engagement at the 4-H Club, Chicago, after a tour with the Swingtime Follies unit.

DANNY HOPE and band played the Canadian Fur Trappers' winter show at a Newark department store last week, with Martin Block emseeing. Broadcast over WNEW. First time the store used a

MACE IRISH will lead the new band going into the Chanticleer Club, Milburn, N. J., next week. Band-will be composed of half of the Erwin Kent Band, current at that spot, and half of the old Gus Steck Band.

LARRY MORRE, vocalist, joined Jack

Wardlaw's Orchestra at Hendersonville, N. C. last week. HENRY WESTBROOK and orchestra are appearing at Hotel Columbia, Columbia . s. c

lumbia, S. C.

DON PAULL and band have finished two weeks at Lyon Lake resort in Michigan and opened August 13 at the State-Lake Theater, Chicago, with Anton Scibilio's Broadway Passing Show.

UNITED MUSICAL ATTRACTIONS, Charles Albert, manager, placed the Walt Sears Orchestra on a week of one-Charles Albert, manager, placed the Walt Sears Orchestra on a week of one-nighters in Southern West Virginia and Eastern Kentucky and placed Jack Ward-law and his music in the same territory, beginning September 7. IRV BRASLOW, former trumpeter with Frankie Warren, turns front, open-ing at Stamp's Cafe, Philadelphia.

W. J. ZOLLY accounts for the band change at the Broad Street Rathskeller, Philadelphia, replacing Vincent Nor-

REESE DU PREE has Fletcher Henderson set for his Waltz Dream Ballroom, Atlantic City, for September 9 and at the Strand Ballroom, Philadelphia, for September 10. Waltz Dream also spots Cab Calloway for the August 19 night.

VIC LEWIS, thru Arthur Argyries, has replaced Howard LeRoy on the Lake George Showboat, Lake George, N. Y.
LLOYD HUNTLEY'S Orchestra has

LLOYD HUNTLEY'S Orchestra has been signed for an hour's commercial over CKAC, Montreal, for the Milsons

over CKAC, Montreal, for the Missons Beer program, in addition to playing at the Mount Royal Hotel.

BILLY GATES, managed by Herman Fialkoff, will play the Publix Circuit, Southern territory, as the first engagement for his new outfit, Littoria Consent Pools cert Band.

cert Band.

HENRY DURST'S Band, in its third week at the Nat Ballroom and Supper Club, Amarillo, Tex., features Joe Rohner and keeps a nightly wire over

KGNC. HARDIN-SIMMONS UNIVERSITY COW-KGNC.

HARDIN-SIMMONS UNIVERSITY Cowboy Band is playing the Alameda Theater, Mexico City, for the next two weeks as part of its six weeks' good-will and educational tour sponsored by the Mexican Government. Group will return to United States September 1.

BOB MOHR drew a dancing audience of 2,000 on his 12th appearance recently at the Pasadena (Calif.) Civic Auditorium. Followed by Tommy Tucker and Carol Lofner bands.

TOMMY BROWN is touring Southern Michigan, following dates at Tuscora Park. New Philadelphia, O.

GENE FOGARTY has shifted from West Virginia to Ohio and Fennsylvania, for one and two-week stands.

BILL SMITH has been engaged for an indefinite stay at the Mt. Kisco Casino, Mt. Kisco, N. Y., since his opening at this new spot July 31. He comes from a 20-week stay at the Tumble Inn. Croton-on-Hudson, N. Y.

HERBIE HOLMES' Orchestra features Nancy Hutson, vocalist, at Tony Cavelier's Mansion. Youngstown, O.

Nancy Hutson, vocalist, at Tony Cavelier's

Mansion, Youngstown, O.

BOB POPE'S booking at Olentangy
Park. Columbus, O., is thru Frederick Brothers, Cleveland.

Brothers, Cleveland.

CALIFORNIA SOUTHPAW RAY HERBECK is now at Euclid Beach Park, Cleveland, following a run at the Club Greyhound, Louisville.

FREDERICK BROTHERS have spotted Chic Scoggin at the Lockout House, Covington, Ky., with a nightly WLW wire.

ARLIE SIMMONDS is in his 12th week

at Northwood Inn, Detroit.
LITTLE JOE HART closed at Puritas
Springs Park, Cleveland, after five weeks
to open at Forest Park Highland, St. Louis.

FRENCH GRAFFOLIER is the current attraction at Homer Hanna's Cabannas

Club, Lakewood Beach, O.

DAN MURPHY, now at Excelsior Park, will play Puritas Springs Park, Cleveland, before going to Boston for Frederick Brothers.

erick Brothers.
WALT LAESER and band still playing at the Hotel Raulf, Oshkosh, Wis., where they have been since June 3.
JIMMY DORSEY is definitely set to go into the Congress Casino, Chicago, in the fall.

in the fall.

TEDDY HILL'S Orchestra with the Cotton Club Revue at the Palladium, London, is breaking all house records. Show opened July 26 and is in for six

weeks.
RUSS MORGAN and orchestra and the
Lucky Millinder Band have been set by
CRA for the Harvest Moon Ball at
Madison Square Garden, New York, Au-

gust 25.

HENRY HALSTEAD and band have been set by Hollywood office of CRA to open at the Broadmoor Country Club, Denver, August 15.

JACK DENNY and ork, currently at

JACK DENNY and ors, currency at the Drake Hotel, Chicago, will play the Tom Archer circuit of ballrooms in the Midwest for CRA beginning August 28 at Chermont Ballroom, Omaha.

CARL (DEACON) MOORE and band have been set to play Buckeye Lake, O., until Labor Day by the Cleveland

office of CRA.

JAN GARBER, now at the Casino on
Catalina Island off the Coast of Southern California, is scheduled for a month in the Fairmont Hotel, San Francisco, beginning early in September. HENRY KING will return to San Fran-

cisco for an engagement at the Fairmont in October.

cisco for an engagement at the Fairmont in October.

STUART MOSS and orchestra are playing at Capitola-by-the-Sea, near Santa Cruz, Calif., and broadcasting over KCW, San Jose.

JAUQUIN GILL and orchestra will be held at the Tavern, Lake Tahoe, Calif., until-Labor Day. The group was favored to open the Mark Hopkins after the hotel strike but not being under MCA lost out at the last minute. Associated American Artists booking Gill.

JACK WINSTON'S option has been picked up at the Bal Tabarin, San Francisco. He will remain there, where business has picked up in a big way, for several weeks.

for several weeks.

FRED NAGEL and orchestra at the swanky Hotel Del Monte, San Fran-cisco, and will probably stay until Oc-tober.

REVIEWS OF RECORDS-

(Continued from page 12) rm (7078), strictly for monocle toters and tea tipplers. THE MUSICAL MUSKETEERS, with

THE MUSICAL MUGRETTEERS, with triple-tonguing trumpets making a feeble attempt to hide the fact that it's a pick-up studio band, in the least sound as one in peddling the stock dance stuff for The Dream in My Heart and the marchy The Song of the Marines (7080), Jimmy Ray lending vocal force. The selfsame JIMMY RAY lends his moniker to the combo for a similar hrand of to the combo for a similar brand of dansapation to So Rare and You're My Desire (7077). The SOUTHERN RHYTHM KINGS revive Wayne King's Josephine and Caravan (7079) in danceable fashion, only the trumpets don't triple-tongue,

Vocalion

BILLIE HOLIDAY thrushes her Harlemese torch to good advantage with Born To Love and A Sailboat in the Moonlight (3805). The Count Basie boys back for the rhythmic rides, with plenty pianology by James Sherman, as the Count would have himself be known on this section. this session.

HENRY (RED) ALLEN and his hand-

picked sepia swingouts go easy but low on The Miller's Daughter, Marianne and Till the Clock Strikes Three (3607), Allen accounting for the beat-up vocal-istics and gabriel hornings. THE RHYTHM WRECKERS seems to

be a convenient name for the unknowns coming out of the Los Angeles studios. This time it's utilized to give an unbilled iron-lipped trumpeter, with a clary and the conventional rhythm section, for the Harlem brand of swing.

ORLANDO ROBERSON

And His Orchestre.
Making "Master!" Recordings Exclusive Management: CENTURY ORCHESTRA OORP., 1619 Broadway, N. Y.

SANDY SCHELL

and his orchestra
18th Week STEEPLEOHASE PARK,
Coney Island, N. Y.
Erol. Might. Century Orchestra Corp.,
1619 Broadway, N. Y. C.



*NOW ON NATIONAL DANCE TOUR ĀTS" WAI

AND HIS ORCHESTRA.
15 Reoceding and Radio Artists.
ASSOCIATED RADIO ARTISTS
HARRY MOSS, Pres.,
1650 Broadway, New York City.
Telephone: Circle 7-4652.

DON MARIO

and his ORCHESTRA

ON TOUR

"THE OLE LEFTHANDER"

JOE SANDERS And His Nighthawks.



22nd Week BLACKHAWK CAFE, Chicago.

ORCH ESTRA ACK SWING and With CONCERT MAXINE MILLER

THE IDEAL HOTEL UNIT 7th Season Spink- Wawasee Hotel, Lake Wawasee, Ind. BOOKING AFTER SEPTEMBER 23.

diar HAY AND HIS OROHESTRA HAROLD OXLEY, 17 E. 48th St., N. Y.

MITCHELL

and the HOLLYWOOD Restaurant, N. Y.

*

Broadcasting over inter-city network. Variety Records.

JOE MARSALA-

ctarinat and His Chicagoans 7th Month HICKORY HOUSE, N. Y. Variety Recordings

ANCHO and his PERSIAN PLAZA HOTEL, N. Y. MgL MUSIC OORP. OF AMERICA.

Couplet has Paulette Byron scatting the wordage of September in the Rain, while the Marie (3608) side has Danny Stewart giving the lyric a hula twist. Soft-tempoed characterizes the smooth syncopation of NYE MAYHEW, cutting a dandy double for dancing with When? and Dancing Under the Stars (3606).

Reviews of Acts

Gus Waldorf's Boxing Bear

Reviewed at the Metropolitan Theater, toston. Style—Novelty boxing match. etting—Special (in one). Time—Five minutes.

Gus Waldorf's 400-pound boxing bear, Teddy Bruin Bear, made its vaude debut here and apparently clicked. This George A. Hamid act is a cinch for big-top and nitery engagement besides vaude. The session of four 30-second rounds are spotted just right in this five-minute period, which is not too short nor too learn.

Waldorf boxes with the bear, dubbed Waldorf boxes with the bear, dubbed as possessing a "human mind," and while the whole thing looks playful, it includes some neat boxing tactics. The bear responds okeh in punching and falling to Waldorf's cues, even to the extent of lying on the canvas for a count.

Personnel includes a referee and a sec-Personnel includes a relefee and a sec-ond, also an announcer whose lack of proper blow-by-blow description fizzled his chores. More pep and real descrip-tion on the part of the announcer can boost this act higher. S. J. P.

Paul Robinson

Reviewed at the Chicago Theater, Chicago. Style—Harmonica playing. Setting
—In one. Time—Eight minutes.

—In one. Time—Eight minutes.

A lanky harmonica player, using a number of those instruments for a variation of tones. As a result his pockets are bulging with an overload that detracts from his appearance. He would be better off to bring on his harmonicas on a small table and keep them in front of him during his act. He plays well and with ambition. At this stand he netted a nice hand with a medley of pop tunes and a deft version of Wabash Rives. of Wabash Blues.

The Randalls

Reviewed at the Stevens Hotel, Chi-ago. Style—Dancing Setting—Floor cago. Style—Dancing. Set show. Time—Eight minutes.

Marion and Martinez Randall, veteran Latin and ballroom dance team, scored impressively when caught at the Stevens.

impressively when caught at the Stevens. Hotel's Continental Room.

They work with abundance of ease and grace and each of their turns leaves a pleasing clean-cut effect. Do numbers in both Spanish costumes and modern dress. Their rumba routine in costume has all the native color and infectious rhythm. Ballroom work is fectious rhythm. Ballroom work smooth and quite satisfactory for better class hotel rooms and niterie the

Toni Lane

Reviewed at the State-Lake Theater, Chicago. Stylc—Singing. Setting—In front of band. Time—Eighteen

A youthful, vivacious songstress with a clever style of delivery and an abun-

a clever style of delivery and an abundance of showmanship.

She has a striking way of commanding attention and holding it throut her turn. Her arrangements of late hits suit her personality and the extra talk hemmed in as song prologs add a novel twist to her work. One of her special numbers at this stand was a song concection flavored with several race dialects. A definite highlight. Hon.

Eddie Conrad

Clark Dennis and Louise Slate

Reviewed at the Oriental Theater, Chicago, Style—Comedy and singing. Setting—In two. Time—Seventeen minutes

A new act that can stand tightening and gag revision. It will undoubtedly improve with time, as the participating trio is talented and capable of doing entertaining work.

entertaining work.

Conrad was long a feature in You Can't Take It With You in Chicago, and his Russian character speaking in broken English is an amusing one. Dennis is an up and coming tenor on the NBC airwaves. He has a good voice but has yet to develop footlight showmanship. Louise Slate is an excellent straight.

Most of the comedy talk is carried by

Most of the comedy talk is carried by.

Conrad and Louise, Dennis outting in with a couple of songs. Here he delivered Where or When? and Sailboat in the Moonlight and scored.

Edna Sedgwick

Reviewed at the Palace Theater, Chicago. Style — Dancing. Setting — Full stage. Time—Six minutes.

A very capable tap and toe dancer. She knows the combination of good dancing and showmanship and uses it to sell her trained routines. She excels in fast, graceful circles of turns with which she usually winds up most of her offerings. offerings.

Here she was spotted with the Holland and Hart dance team and was seen in three numbers. Her Bolero to tap is a standout. Has an attractive face and makes a very pleasing appearance

Gordon and Rogers

Reviewed at the Oriental Theater, Chicago. Style—Comedy and dancing. In one. Time-Nine minutes.

A colored male team good on foot-work but weak on comedy material. Their mainstay being fancy soft-shoe and tap steps, they should concentrate on their dancing and do a minimum of gabbing. Wear loud clothes and engage in rowdy mannerisms. Their failing split finish is good.

"The Magic Butterfly"

Reviewed at the Chicago Theater, Chi-igo. Style - Novelty. Setting - Full cago. Style - Novelty. S stage. Time-Six minutes.

A striking mechanical and electrical butterfly effect manipulated by a crane that is big enough to operate this feature about 15 feet beyond the footlights. This butterfly has moving wings and in its "body" has room for a singer in standing position. At this stand Mary Cook, of the nouse line, was used and sang Only

a Rose.

Preceding this effect is a radiumcostumed line number representing varied flying formations by butterflies in
a rose garden. Entire affair is offered on
a dark stage, naturally, and impresses as
a good novelty suitable for a theater
unit. C. M. Stricker devised and presented the turn.

REVIEWS

(Continued from page 16)

week of appreciable gross. Thursday (12) had third best opening day this

Stepping the Town opens with the Swing-o-Pators (16) working a novelty hoop number in an East Side locale. Ben Dova follows and from his smash opening till the conclusion of his palsy motions, lamp tricks and bodily pretzel bits kept the audience in a whimsical mood and went off to a good hand. Red Donohue and Uno, assisted by Al Wheeler, look good, altho the mule steals wheeler, look good, sinto the finite steats all the applause. Met patrons are beginning to like animal acts and Uno the Mule did socko to bolster that feeling. He's intelligent and works the business without apparent coaching or cuing from Donohue or Wheeler. Perfect times and accommodable the Donohue

without apparent coaching or cumping and a commendable job. Donohue works blackface, Wheeler as a cop. dialog is fair but could be much better on the comedy end.

Jane Pickens, of the harmony team, is soloing here with some beautiful sustaining and powerful mezzo-sopranoing. Blond warbler comes out to sell her tunes without any hip-swaying effects, for which a nod. Opens with her own orchestrated version of that click tune, where or When?, in which she later interpolates some splendid sustaining notes, while Pete Bodge's Ork sprightly dishes out the chorus. A bit swingy and okeh. Other equally good offerings are Pedro Cubano (Cuban Pete) and a fitting tribute to the memory of George Gershwin with the plaintive ballad The Man I Love. Neat.

Gershwin with the plaintive balled The Man I Love. Neat.

Porcelain Ballet number is appropriately named and credit to Leo Morgan's production and the ethereal scenery effectuated by Hjalmar Hermanson. For the last several shows Morgan has taken seriously the inclusion of a ballet number in each of his shows and today the

Taking No Chances!

CHICAGO, Aug. 14.—A standing order at the Edgewater Beach Hotel during the Beach Walk season is not to serve any food in the outdoor spot. If patrons want such service the waiters are supposed to direct them into the indoor Marine Dining Room. Reason behind this is the fact that Reason behind this is the fact that management does not want to take any chances with its silverware, as too many patrons have been walking out with forks, knives and spoons to keep as "souvenirs." In the Marine Room, the head waiter explains, the boys can keep a more watchful eye on the hotal's removable property. the hotel's removable property.

Metropolitan Ballet (16) worked a John Lonergan routine in good stead. Jeanne Devereaux is the featured ballerina and

Devereaux is the featured ballerina and she specializes on toe spins, for which the audience went in a big way, particularly her single toe whirls.

Harry Savoy looked good. While he works gags, at least they are new and he is apparently always creating and testing. His stuttering, abbreviated and deleted conversation is a laugh-provoking formula and he can sell it. Louise Tokin assists and is oken on the straight. Savoy kibitzes well, springs straight. Savoy kibitzes well, springs some nice ssides and apparently can take hold of a situation without muffing it. Crowd liked him. He's entertaining and a comedian of merit. Variety Gambok (six) offer a finale of somers, spins, tumbles and trampoline

work and for youngsters do okeh. Triple-girl split bit is click. Troupe does risk numbers and pace their routine nicely. Sidney J. Paine.

State-Lake, Chicago

(Reviewed Friday Afternoon, August 13)

Broadway Passing Show looks like a hastily patched-up revue, the few backdrops apparently retrieved from a recent tour and the line numbers, lacking in spectacle, reinstated after insufficient

drops apparently retrieved from a recent tour and the line numbers, lacking in spectacle, reinstated after insufficient last-minute rehearsing.

It was a wise move, however, to brace this unit with a couple of standard turns that almost shade the production's weak points. A notable standout is the O'Connor Family, surefire talk and dance act, which in addition to talent has that never-failing human-interest angle. Brothers Jack and Willie open with tap and comedy hokum and are soon joined by Donald, their kid brother, who is manhandled by the big boys to hilarious returns. Kid is a born performer and is way ahead of his dancing-school competitors. Do a shim-sham-shimmy exit to Nakasaki and tie the show in knots. Next comes their 'little sister, Patsy, to score singing When Irish Eyes Are Smiling, a takeoff of Martha Raye mugging Mr. Paganini and a tap dance which she did in the Saratoga picture. Even Mother O'Connor comes out for a bow and is credited with the success of her offspring. Incidentally it would be more logical for one of the boys or the mother to introduce Patsy rather than the bill's emsee.

Other solid act is Morey Amsterdam, radio comedian, who makes the customers like him before bow time. His gags are plentiful and he sells them with an easy homespun style. In addition to bolding down a late spot he doubles as emsee and turns in a good job.

Abetting the line numbers are Betty. Saxon, cute soubret; Frances Weller, extremely talented toe and acrobatic dancer, who contributes some marvelous interpretative work, and Johnny Elliott, tapper, who stands out with good tricks and rubber-feet exit to the tune of When Day Is Done.

Three Lorraine Sisters song trio lack

When Day Is Done.

Three Lorraine Sisters, song trio, lack variation of voice to make a more-than-average impression. A highlight in their offering is a vocal takeoff by one of the gals of Clyde McCoy's Sugar Blues trumpeting. Their songs, delivered in low, harmonious voices, included a medley of I'm Bubbling Over, Never in a Million Years and Wake Up and Live and On a Little Bamboo Bridge, which followed the Clyde McCoy bit.

On screen a rootlin, tootin' Western, Border Cafe (RKO-Radio). Good matinee business.

Sam Honigberg.

Calgary's Steady Vaude

CALGARY, Alta., Aug. 14.—For the first time in more than 10 years the Grand Theater will be operated continuously with pictures, vaudeville and road shows

-JUST OUT!-

McNALLY'S No. 20

PRICE ONE DOLLAR NEW, BRIGHT, ORIGINAL COMEDY For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Revues, Radio and Dance Baud Entertainers. Contains:

Dance Band Entertainers. Contains:
15 Screaming Monologues.
7 Roseling Acts for Two Males.
7 Original Acts for Melle and Female.
13 Sure-Fire Parodies.
6 Creat Ventriloquist. Acts.
7 Inc., Quarter and Dance Specialty.
Musical Comedy, Tab and Burisque,
16 Corking Minstrel First-Parts.
McNatly Minstrel Overtures.
A Grand Minstrel Finale.
8 Review Serges. Dance 1

48 Monobits.
Blackouts, Review Scenes; Dance Band.
Stunts, Hundreds of Jokes and Gags.
Remember, McNALLY'S BULLETIN No.
20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17, 19 and
20 for \$4.50, with money-back Guarantes.

WM. McNALLY 81 East 125th Street, New York

Get into the **Road Show Business**

Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.

Write today.

Ideal Pictures Corporation

28 East 8th Street, Chicago, Ill.

WANTED

For Long Sure Season in Theaters

Mexican or Spanish Musicians, Fiano, String, Bass, Accordion, etc. Consider 5 or 6 com-bination. Also Spanish or Mackan Dance Teams, Girl Singers and Dancors, also Males. Show opening shortly. Old Mexico Unit and Fiest write. Send photos if possible and salary expected. Address

CONEY HOLMES

128 Sc. Butler Ave., Indianapolis, Ind.

WANTED

ARTISTS FOR STAGE UNIT, STANDARD VAUDEVILLE ACTS, ORGANIZED BAND MAD INDIVIDUAL MUSICIANS.

Must be union. Tell all, State lowest on 7-day weekly pro-rate basis, Send photos, Rehearsals September 1s. THOS. F. HARDIN, Suite 1648 Nat. Bank Bidg., Detroit.

SCENERY

Dye Drops, Flat Sets, Cycloramss, Draw Curtains, Operating Equipment.

SCHELL SCENIC STUDIO, Columbus, O.

next season, C. L. Dowsley, supervisor of

Trans-Canada Theaters, announced.

The Grand will be opened about the end of August by Trans-Canada. Dowsley said tentative booking had been made for the appearance of Sir Martin Harvey next November.

Memphis Orph Deal Flops

MEMPHIS, Aug. 14.—Parleys for reopening of the Orpheum Theater by Jones, Linick & Schafer, of Chicago, feli thru here this week, James A. Ross, trust official of the National Bank of Commerce of Memphis, holder of notes on house, reveals. The Chicago group had an option on house until August 1.

Jacobs Opens Chi Office

CHICAGO, Aug. 14.—Paul Maurice Jacobs, head of the Maurice Entertain-ment Bureau, New Orleans, has moved here to make his headquarters in the Bert Peck office. Jacobs will continue to book the Chez Paree, Plantation and Nut House thru his New Orleans office.

Casino, Providence, Reopens

PROVIDENCE, Aug. 14. - Al Starita and orchestra are featured at the new Hollywood Casino, classy nitery on the Post road, just outside city limits. Place is giving two shows nightly and getting big play.

HIRST MAY TRY OPEN SHOP

May Start Wheel Not Signed With Either BAA or the AFA

Negotiating with AFA, despite invitation from BAA to confer on new season agreement-claims principals' pay is over top union minimums—jurisdiction clash

NEW YORK, Aug. 14.—Early crop of Issy Hirst road shows may go out on an open-shop basis, with the unionization, either by American Federation of Actors or Burlesque Artists' Association, getting under way after jurisdictional problems have been definitely settled. While it is understood that Hirst and Ralph Whitehead, AFA exec, will get together in the next few days for a powwow, Hirst maintains that he will produce shows and then negotiate with whichever union has claim in the field. Salaries paid to principals, Hirst stated, will be above the minimum called for in either scale and

minimum called for in either scale and the difference in chorus wages would not be large should AFA scale prevail.

While the AFA has jurisdiction over ex-burly houses in New York, jurisdictional question is apt to arise out of town, perticularly in spots where the burlesque tag will be dropped. Booking of vaude acts further complicates the runion situation.

union situation.

union situation.

Both burlesque and vaudeville people have been booked for Hirst shows and the burly label will definitely be dropped in several spots.

Should the AFA secure contracts with the Hirst wheel, BAA would have to rely on stock houses outside of New York for

on stock houses outside of New York for membership. This would probably mean a much reduced membership for the burlesque association. Tom Phillips, head of the BAA, re-veals he has written Hirst, inviting him to begin conferences on an agreement covering the Hirst units for the new season. However, Hirst has not answered season. However, Hirst has not answered the BAA invitation.

Old Howard, Boston, Resumes August 21

BOSTON, Aug. 14.—The 92d season of the Boston Theater Corporation, operator of the Old Howard, burlesque house, will begin August 21 with several

house, will begin August 21 with several changes of policy and an expenditure of \$20,000 for new stage equipment.

Issy Hirst's Independent Burlesque Association will again book in the shows, with special attractions booked in by Sammy Paine. There will be three shows daily. Prices will range from 25 to 55 cents with a 75-cent top for nights. All publicity will be conspicuous by the absence of the word burlesque.

Al Somerby is president of the BTC and Lou Talbot manager of the Old Howard. Ed Ryan is production manager; Dot Knapp, dance directress; Arthur Geisler will lead the pit ork (6) and Joe Saxe will look after publicity and advertising.

42d Street Grosses Up

NEW YORK, Aug. 14.—Both the Eltinge and Apollo, one-time burly houses, report an up in receipts over last week. Max Rudnick, of the Eltinge, and Mrs. Max Wilner, of the Apollo, state that box-office lines have been somewhat longer and both houses will continue thru with present policies. Both houses are issuing contracts for as long as four weeks in advance, indicating they intend weeks in advance, indicating they intend running right into the fall season.

ARLEN STEWART

ter 24 weeks' run at the Casino, Bklyn. w filling 32 weeks of engagement at the FOLLIES THEATRE, Los Angeles. Talking and guess what? Direction - DONNA DAVIS.

Burly Briefs

TWO Brooklyn houses, Star and Century, reopen early in September. Harold Raymond unlocks the Star September 3 with stock and Century September 5 with wheel shows... Chicago, Milwaukee, Philly, Boston and Baltimore houses to open doors August 20. Peggy Calvert, singer, and George Walsh, ivory tickler; Joe Wilton, Max Furman and Alma Maiben recently added to the Apollo, New York, shows. Havel Brothers closed Thursday.

GEORGE PRONATH, number producer at Colosino's, Chicago, to produce the Milwaukee indie show. Other circuit productions will be handled by Lester Montgomery. Max Furman will do his own show. Chicago unit to be handled by Fred Clark, while Ed McGurn will do the honors at the Casino, Toronto. Beverly Carr doing the Boston opener. . . When Commissioner Paul Moss was asked if he wanted his radio speech on WNEW, New York, called "Burlesque" phone wires vibrated as the commish retorted "Hell, no."

CHICAGO BRIEFS: The N. S. Bargers chicago Briers: The N. S. Bargers (he's the Rialto operator) are California vacationists. . . His house incidentally will play the first Indie show of the season next Friday. It is coming in from a break-in date in Casino, Toronto, and lists in its cast Bobby Morris, Bobby and lists in its cast Bobby Morris, Bobby Vail, Charlie Harris, George Kaye, Irene Corneil, Leah Howard, Claudia Ferris, Ernie Deering, Joan Lynn, Irving Benson and a line of girls. . . The second Indie show reopens the Gayety, Milwaukee, August 20 and includes Ferguson and Murray, George Lewis, Valerie Parks (featured), Crystal Cook, Franklin Hopkins, Gwen Miller and Dorothy and Rella. . Bob Ferguson is vacationing

Don't Say the Word

NEW YORK, Aug. 14.—Bringing in the "forbidden" word Minsky on a dis-play at the Oriental was put down as "just a mistake" by Commissioner Paul Moss. Sign read: "A Minsky Bros. Presentation. Original French Foilies with 16 Principals and 28 American Beauties Chorus. Opening Sentember 3."

American Beauties Chorus. Opening September 3."
Rumor that a special dispensation to use the Minsky moniker in this manner was spiked by the commish, who later put it down as a mistake.

Review

42d St. Apollo, New York

(Reviewed Wednesday Evening, Aug. 11) (Reviewed Wednesday Evening, Aug. 11)
This house now playing "follies" is still offering the best show of any of the former burly houses in town. With the Eltinge the only competition, now that the others folded, the Apollo is definitely trying to build up more of a non-burlesque patronage. Ten-cent passes for women are being distributed, altho at this show the audience was still preponderately male.

preponderately male.

Allen Gilbert deserves credit for giving the show a touch of class—especially in his excellent presentation of the ballet line of 12, easily the sweetest girl troupe we've seen in any burly house. There's also the usual troupe of 16 chorus girls working rather listlessly in interesting routines and posing formations. Their costuming is excellent and the lighting is fair. The mass posing scenes are still present, with the girls stripped from the waist up. The girls are generally very good looking. waist up. The

The production numbers are spaced out with vaude acts and comedy blackout with vaude acts and comedy blackouts. The vaude turns this week were
Peggy Calvert, whose skillful singing of
ballads and spicy ditties brought heavy
applause, and who has George Walsh at
the piano, and Carlton and Miller, boy
and girl eccentric and comedy hoofers,
who made a good impression. Jean
Mode is on for a Leda and the Swam
number, revealing a slick figure even
if the dance wasn't particularly stirring.
Jimmie Lewis is the tenor and quite
a good one too. a good one, too.

Ann Corio is the headliner, completing Ann Corlo is the headliner, completing her third week and drawing the veteran burly patrons. She is a gorgeous girl and, altho restrained by the censorship, managed to do a couple of sly strips: one a scene showing her undressing languidly for bed and another showing her taking off her clothes in anger during a bride-and-groom comedy bit. Joey Faye is chief comedian and does a

(See REVIEW on opposite page) (See BURLY BRIEFS on opposite page) Hirst Wheel Books Strippers;

But Censorship Brings Doubt

NEW YORK. Aug. 14.—Both the Issy Segal, Joe Beasley, Carlton and Miller, Hirst Circuit and the Irving Place Theater here signed up more talent this week. Wheel will continue inking talent for more road shows, while Irving Place will work on a stock policy. Principals signed by Phil Rosenberg for Hirst include Irene Cornell. Irving Benson, Claudia Ferris, Lee Howard, Max Kaden, Milt Hamilton, Helen Carol, Primrose and Gold, Betty McKee, Donette. DeLys, Connie Lang, Rosalie Roy, Lee Frankie and chorus.

ard Dana Irving Karo, Al Alanger and Raren Jardane. This in addition to those listed last week.

Roster of the 14th Street house lists Eddie Kaplan, Marion Joyce, Marie Cord, Fred Silver, Al Ford, Jack Keller, Grover Frankie and chorus.

Irving Place will reopen September 3 with a two-a-day policy, while the People's on the Bowery will do four-a-day. People's will open with a colored cast. Negotiations are now being carried on by the American Federation of Actors and the Irving Place.

While no statement of policy on stripping was made by the Hirst office, several peelers have been booked. Whether they will continue the undreasing routines or switch to other entertainment will probably be decided by local rulings and bluenose reaction.

U-Notes

who spent the early part of the summer vacationing at his home in Cincinnation and building up a b. r. at the Latonia race course, just across the river from Cincy, postals that he's how spending his "profits" in Atlantic City.

MARTIN COHEN, comedian, now curing at the Maybury Sanatorium, Northville, Mich., would appreciate a line from all former associates. Marty recently enjoyed a visit from Mr. and Mrs. Joseph Allen.

EMMETT CALLAHAN, general manager of the 42d Street Apollo, New York, left hurriedly August 10 for his Toledo home to visit his alling mother.

HAZEI, SMITH, who has been at the Berks County (Pa.) Sanitarium for the last year and a half, is about to be discharged as cured.

WILLIE SCHARF, former ork leader at the Republic and other New York burly houses, has opened a bookery in the big city under the name of the Variety Amusement Company.

FELICE RIDGEWAY, on her vacation, was accorded the honor by Jack Sutter, police chief, real estate merchant and editor of The Hampton Bays News, or awarding the prizes in the annual Hampton Bays (L. I.) beauty contest held August 7.

ED (\$) DALY, former burlesque advance man, is now the official sign painter for the A. & P. Tea Company's stores in Reading, Pa.

SUNYA (SMILES) SLANE began on her sixth week August 15 at the Mutual, Indianapolis. Expects to remain until her contract starts with the Indie

LOU DEVINE, comic, has returned from a summer's vacation on Chesapeake Bay. He's all set to leave New York and open August 20 at the Palace, Buffalo, with an Indie show. Also planning to become a partner in an Atlantic City beauty shop.

TANITA VALDEZ letters from Buffalo: "Back home from the hospital after having appendix frozen. Now on a special diet. Negotiating for the Hirst Circuit."

JOE WARD (formerly Hill), comic, is heading a large entertaining staff of 12 at the Queen Mountain Country Club, Ferndale, N. Y., and writes: "Booked for the Indie Circuit the com-ing season. Have a find here in Benny Kalish. Also a clever five-piece combo."

VERA WALTON, prim and emsee in niteries the last few years, plans to return to burlesque the coming season.

GEORGE ROSE, straight man, is busy these days revising bits for the colored comics at the Harlem Apollo, New York.

TINY HUFF is rehearsing a new Congo dance in preparation for a return to burlesque.

JAMES COUGHLIN, comic, held over for the rest of the summer at Swan Lake Inn, Swan Lake, N. Y.

LORRIE LAMONT, vacationing on Long Island after a tonsil removal, has been re-engaged for the Indie Circuit.

GROVER FRANKIE, number producer, has returned to New York from a year's engagement at the Million-Dollar Pier, Los Angeles, and is back to the Irving Place Theater. Started rehearsals August 16 for September 3 opening.

ARLEN STEWART, who closes a 16 weeks' engagement with the Dalton Bros. in Los Angeles October 23, has been asked to stay for another 16 weeks as per the option in the contract.

JACK KANE WANTS 40--CHORUS GIRLS--40

For Stock, Erie, Pa., and Youngstown, Ohio. Also need Girls for Milwaukee and Indianapolis to work with road shows. Can also use good Principals. Rehearsals now. Write or wire. All communications to

JACK KANE, Keith's Theater, Indianapolis, Ind.

Communications to 1564 Broadway, New York City

"The Life of Emile Zola" (WARNER BROS.)

Running time, 116 minutes. Release date not given. Screen play by Heinz Herald, Geza Herczeg and Norman Reilly Raine from a story by Heinz Herald and Geza Herczeg, based on the life of Emile Zola. Directed by William Dieterle. Photography, Tony Gaudio. Cast: Paul Muri, Gloria Holden, Joseph Schildkraut, Gale Sondergaard, Donald Crisp, Grant Mitchell, Ralph Morgan, Henry O'Neill, Robert Barrat, Louis Calhern, Morris Crennykk, Vladiutr Sokolott and others. Carnovsky, Vladimir Sokoloff and others. Reviewed at the Hollywood Theater, New

Here is a film that is honest and genuine, two qualities extremely rare in the movies. It was conceived honestly, worked out with faithfulness and power

worked out with faithfulness and power and played to the hit by a brilliant cast. For once a film that does not gloss over unpleasant facts: for once a film that does not meander in an impossible fairyland; for once a film that is offered to intelligent and mature citizens. Warners have not only added cubits to their prestige but to that of the film industry generally, and exhibitors everywhere will not only profit in terms of dollars when they show Zola but will receive a more intangible reward (in the long run just as valuable to the business), a reward of respect in the community.

With all this Zola is also entertain-ment and showmanship. For the story of great French author who sacrificed comfort and reputation because he was obsessed with the ideal of truth and could not rest while an innocent man rotted in prison makes an absorbing piece of cinema.

rotted in prison makes an absorbing piece of cinema.

Chief honors for this achievement must go to Paul Muni. He has done something which, altho common on the stage. Is hardly met with on the screen: he has created a personality and projected him into a picture, and projected him as a new being—not in terms of Muni (like Arliss is always Arliss whether he plays Rothschild or the Duke of Wellington). During two points in the picture he holds the scene himself with long speeches (one of which runs nearly 10 minutes). Now it is not unusual on the legit stage for a great actor to build up an almost physical bond between himself and the audience and, thus, to talk for long periods of time without tiring the spectator. But the movies are a medium of speed and action. Dialog is confined to split-second speeches. But here, without a letdown, are two long speeches. And they aren't funny speeches or clever speeches. They deal with freedom, honor, truth, fustice. Such unfit subjects for a picture! But in the mouth of Muni the words and the lengthy speeches attain an unbelievable degree of audience-interest.

Properly enough, the story centers on

an unbelievable degree of audience-interest.

Properly enough, the story centers on the Dreyfus affair. The opening sequences deal with the struggle of Zola to achieve fame in literature. We see a few phases of his Bohemian life, his friendship with the painter, Cezanne; his intense urge to see all the ugliness and hypocrisy of the decadent French society of his time and to rip off the well. And then the financial success that tomes with the publication of Nana, a success that is followed by a period of fat smugness and apathy. An apathy that is shattered when Zola, in his old age, again comes to the defense of truth and justice. More than half of the film concerns itself with the Dreyfus case, and the climax comes when Zola goes into court to uphold his article J'Accuse (Probably the most stirring editorial ever probably the most stirring editorial ever written). His speech to the jury is a masterpiece of timing, accentuation and climactic explosion. It is one of the great moments in movie acting.

Warners have kept to the truth and to the general direction of Zola's blography. Where there have accepted or continued

Where they have exaggerated or omitted it is only to underscore truth and make it more dramatic. The only serious omis-sion is a slurring over of the social



Personal Appearance

Ational Money-Muking Novelty for Theaters. box-office stimulator booked on approval. rental \$5 to \$10. It gets packed bouses ere. Write for free circular. A. BOOKING OFFICE, Stockton, Calif.

The Dreyfus Affair was implications.

ore than a case of legal injustice.
Director Dieterle has done a superb
b. The script is first-rate; it is written job. The script is first-rate; it is written with Intelligence and taste. The photography more than does the story and the actors justice. The supporting cast is good, with an exceptionally vigorous and sincere performance by Donald Crisp as Labori, the defense lawyer. In the large cities and towns where a

In the large cities and towns where a degree of culture and sophistication exists Zola should be a box-office sensation. But even in the less intelligent sticks Zola should make a surprising showing, because this film gives an indirect expression to certain trends for social justice which are arousing our country today. country today.

Exhibs who may want to read up on Exhibs who may want to read up on Emile Zola for exploitation purposes will find the most readable biographies are those by Matthew Josephson, The Life and Times of Emile Zola, and Henri Maurice Zolotow.

"Boothill Brigade" (REPUBLIC)

Time, 58 minutes. Release date, August 2. Screen play by George H. Plympton from an original story by Harry F. Colmsted. Produced by A. W. Hackel and directed by Sam Newfield. Cast: John Mack Brown, Claire Rochelle, Dick Curtis, Horace Murphy, Frank Larue, Ed Cassidy, Bobbie Nelson, Frank Ball, Steve Clark and Frank Ellis. Previewed August 10.

Strictly horse-opera stuff, and pretty poor at that, heading straight for the heap that's reserved for bad Westerns that go as "filler" in double-feature houses.

Even as such, and mindful of the type of patronage for which it was intended, it still remains stupid in dialog and direction. It will not even please the kids, for there isn't even a good gun fight in it. About all that impresses is the maddening, incessant clattering of horses' hoofs. In that respect at least it may be said that the film covers a lot of ground. The question of acting obviously was never a disturbing worry to the director from the start, nor was scenic photography, that redeeming factor of most of the cowboy classics.

Story concerns our square-shooting hero, Brown, in love with Claire Rochelle and his efforts in bringing peace and justice between some poor squatters and a bunch of land sharks apparently led by his-sweetheart's father, Frank La Rue. by his sweetheart's father, Frank La Rue. The father's hand, however, has been forced by a professional chiseler, Ed Cassidy. When peaceful methods fall to bring results Brown heads the squatters in their fight against eviction and, aided by some master-minding by his cooksleuth, Horace Murphy, shows up the leader of the sharks in his true colors. This leads the father of the girl to admit the error of his way and to relinquish all his grasping plans.

George Colson.

"Blonde Trouble"

(PARAMOUNT)

(PARAMOUNT) '
Time, 68 minutes. Release date, August 27. Based on the play "June Moon," by Ring Lardner and George S. Kaufman. Screen play by Lly Hayward. Directed by George Archainbaud, Cast: Eleanore Whitney, Johnny Downs, Lynne Overman, Terry Walker, Benny Baker, William Demarest, John Patterson. El Ferendel, Barlowe Borland, Kitty McHugh and Helen Flint. Reviewed at the Criterion. New York. terion, New York.

Shortage of good scripts not only has the producers sound-filming anoient silents but, for no good reason at all, remaking recent talkies like the June Moon of five years back which, if memory serves, starred Jack Oakie as the innercent hick from Schenectady's G (eneral) E (lectric) who was troubled with lyric-writing ambitions.

The older talkie (if memory still serves) was a much more sprightly and funny film than this one. In fact, Para could have done just as well by reviving the Oakle opus, because the new script follows the Kaufman-Lardner book practically with the country for the country of the follows the Kaufman-Lardner book practically word for word, merely adding a few up-to-date references to Radio City and Bing Crosby. New version has the hero going to Hollywood with a fat contract instead of back to Schenectady. No happier ending could be conceived in 1937.

Except for Lynne Overman (who plays the song publisher disgusted with the lunatic composers who infest his office) and El Brendel (a wacky window washer

who composes on the piano when the boss isn't watching), the cast works life-lessly, failing to suck all the gusto and fun that Lardner and Kaufman put into the roles, Downs falls down as the romantic sticks lyricist. (If you want to know how this part should have been played recall Gary Cooper as the greeting-card writer, Mr. Deeds.) Neither Miss Whitney nor Downs is unsophisticated enough. Eddie Davis is disap-

pointing in a night club sequence.

Seems to me this pix might attract more trade if exploitation mentioned the fact that it was another version of the famous Tin Pan Alley satire. Kaufman and Lardner should also be plugged. Present title has nothing to do with the film. Do gentlemen still prefer them.

"She's No Lady" (PARAMOUNT)

Time, 64 minutes. Release date, August 20. Producer, B. P. Schulberg. Screen play by George Bruce and Frank Partos, from a story by James Edward Grant. Directed by Charles Vidor. Cast. Ann Dworak, John Trent, Harry Beresford, Guinn Williams, Alleen Pringle and others. Reviewed at the Criterion, News York. New York.

Lightweight crook comedy-meller with Lightweight crook comedy-meller with a few laughs and Ann Dvorak's good looks. It's about jewel thieves who turn out to be insurance investigators and rich old ladies who turn out to be thieves: Dialog is supposed to be scintillating sophistication. Cast is supposed to be sophisticated, but Ann is no Myrna Lor (either she has plenty of simulications). to be sophisticated, but him is no Myrica Loy (altho she has plenty of simpatico in her own right) and John is no Herbert Marshall. In fact, John is no anything. Marshall. In fact, John is no anything. He ought to go back to air-piloting. He is the world's worst actor. He can't even act drunk convincingly, which is the easiest bit of business in the trade. Vidor did an okeh directing job, getting as much amusement out of the plot as probably anyone could.

Ernest Lubitsch did the whole thing long ago in Trouble in Paradise.

Incidentally, how long does the Crite-

rion expect to get along on its present policy? One of the pleasantest theaters in town with a perfectly splendid Arctic ohill, about all it's been getting lately is the muck off the Para lot

Maurice Zolotow.

"Souls at Sea" (PARAMOUNT)

Time, 90 minutes. Release date, September 3. Screen play by Grover Jones and Dale Van Every from story by Ted Lesser. Directed by Henry Hathaway. Songs by Ralph Rainger and Leo Robin. Cast: Gary Gooper and George Raft, starred; Frances Dee, featured; Henry Wilcoxon, Harry Carey, Olympe Bradna, Porter Hall, George Zucco, Joseph Schildkraut, Lucten Littlejield, Paul Fiz, Tully Marshall, Monte Blue, Stanley Fields and others. Reviewed at the Globe, New York.

Altho it doesn't measure to a roadshow picture (playing a two-a-day inNew York) Souls at Sea is strong, interest-holding meller that should click
its way thru the keys with a merry b.-o.
tune. And for this, Henry Hathaway,
the director, gets the nod. He has
fashloned from a story that by its very
nature can be naught but obvious, into
an almost spectacular meller, with some
scenes that are truly spectacular.

Hathaway's production has resulted in
a picture full of life and rich in color.
The holds filled with slaves, the party
liam Brown; the grim horror of Cooper Altho it doesn't measure to a road-

and Raft, strung to the yardarms by their thumbs, and, above all, the fire at sea as the William Brown is sinking, are among scenes colorful and exciting. The fire and the panic that results, inter-woven with the tenderness of the scene in which Babsie (Olympe Bradna) dies and Raft returns to the flooded stateroom to join her, these, and others, are motion picture direction of superb caliber.

The role of the seaman adventurer is handtailored to suit Gary Cooper, who adds to his recent string of excellent portrayals. As his unswervingly loyal henchman, Raft, too, is aces. Since his standout work in Scarface Raft has had tough sledding, but this picture shows that the ex-hoofer can act if cast and directed properly. Altho Frances Dee does little to distinguish her role, she looks lovely. The juicy part assign Miss Bradna, in her film debut, not only in a tender and understanding performance, but a film future of emi-nence. As the treacherous, slave-running British officer, Wilcoxon gives a forthright performance. And Joseph Schildkraut does a bit that is a masterplece, playing the part of a French fenc-ing instructor. Incidentally, it's about time it be noticed that Schildkraut is strongly intrenched on a comeback. For a long time he descended into the depths of haminess. Lately, tho, good parts and an apparent reform have made him one of Hollywood's strongest character

Cooper, as the picture opens, is on trial for murder on the high seas, having killed numerous passengers in a life-boat, to enable the boat to bring some passengers to safety. He refuses to speak at his trial, and not until he is found guilty does a British intelligence officer tell the United States court the sto Cooper has been engaged by Britain break the slave-running traffic. story is said to be historically true, in part.

Jerry Franken.

BURLY BRIEFS-

(Continude from opposite page)

in Long Lake, Ill. . . . Milt Schuster booked Diane Ray into the Casino, To-ronto, for two weeks as an added attrac-Diane recently closed a good run at Colosimo's here. . . . Harry Hirsh, operator of the Gayety, Minneapolis, was operator of the Gayety, Minneapolis, was a local visitor last week. He was in to line up a cast for his stock policy starting August 28. The Empress, Kansas City, which he operated with Indie bills last season, has switched to pictures, he reports, and at present that territory is without a burly house. Buster Lorenzo is back at the Rialto.

REVIEW-

(Continude from opposite page)

marvelous job, with Maxie Furman com-ing thru with fine work also. Bert Grant-is an excellent straight and Joe Wilton is another competent comedy foil. Dor-othy Ryan and Alma Maiben sing and do



Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D.

00....\$6.95 30,000....\$ 9.85 100,000....\$20.00 | Duplicate Coupone Above prices for any wording desired. For each change of wording and coloradd \$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.

1 ROLL.......50c 5 ROLLS...@...40c 10 ROLLS...@..35c

FTP Plans N. Y. **Boro Circuit**

20 spots in five boros to copy old Subway Circuit idea-subscription plan

NEW YORK, Aug. 14.—Federal Theater's Circuit Theater is expected to loom large in the FTP's activities next senson. Idea is to operate somewhat along the lines of the old legit Subway season. Idea is to operate somewhat along the lines of the old legit Subway Circuit and, with this in mind, the FTP has been making a survey of auditoriums in the five boros. Twenty spots have been selected, each house to play twice a month, with four shows playing simultaneously, one in each boro, and with Queens and Staten Island coupled as one. Opening of the circuit will probably be about October 1, with new Gilbert and Sullivan Patience, Professor Mamlock, Within These Walls and The Grasshoppers mentioned as likely starters. In about two months the boros will have seen all the productions and four more will be introduced.

FTP is toying with the idea of enlisting support of civic and social organizations to make community play centers of the different auditoriums. A subscription ticket plan is also being considered.

sidered.

FTP authorities feel that operation of
the Circuit Theater on the above plan
may result in making the different communities more flesh-conscious, which
will ultimately redound to the benefit of
the commercial theater.

Circuit Theater thus far has been a
combination of the Caravan Theater and
enot beckings.

anot bookings.

"Bro. Rat" in Chi; **New Season Slow**

CHICAGO, Aug. 14.—The new season here gets under way August 22, when Brother Rat opens an engagement at the Selwyn Theater. This will increase the local legit fare to two, the next door Harris continuing with You Can't Take

Harris continuing with You Can't Take It With You.

As yet no definite opening show dates have been announced for the Grand Opers House and Erlanger. The Grand is scheduled to reopen late next month with Babes in Arms, while the Erlanger will follow its current two-a-day engagement of Metro's Firefly with a legit attraction. Clare Boothe's The Women is going in there September 19 but is expected to be preceded by another show.

Pittsburgh Playhouse To Resume; Coupon Plan

PITTSBURGH, Aug. 14. — Pittsburgh Playhouse will open its season October 26. Casting and rehearsals begin September 15, when Frederick Burleigh, new director succeeding resigned Herbert Gellendre. comes to town.

William Woodside, lawyer and president of the local Drama League, becomes the new Playhouse promotion director. Expected to help toward the first profit since theater's inception three years ago is a newly adopted coupon ticket plan, which gives the purchaser seven ducats for \$6.

WATCH FOR

The Young Actor's Apprenticeship

By Blanche Yurka

in the

FALL SPECIAL NO. of THE BILLBOARD

> Dated August 28 **Issued August 24**

From Out Front

By EUGENE BURR

The line immediately above this one is incorrect this week. It should read "by Maurice Zolotow." For Mr. Zolotow, taking pity on a columnist beset by the fire-breathing dragon that is familiarly known as The Billboard Index of the New York Legitimate Stage, has galloped to the rescue with a letter that should nicely fill this space. He takes this and that exception to certain remarks that appeared here a month or two ago, after I had rediscovered an ancient college term paper.

I inadvisedly printed the contents and now I find that my old sins are besetting me. Mr. Zolotow therefore appears in the twofold capacity of benefactor and nemesis; he saves me from the dragon of The Index, but plunges me upon the spears of my own youthful words.

None the less the dragon is the more imminent of the two evils and I am duly grateful to Mr. Zolotow. But he, a rash and youthful rescuer, is due to discover that galloping to the rescue of a columnist is a somewhat parlous enterprise; for a columnist, the grateful, proverbially resents any sword that, in effecting his rescue, pierces ever so slightly his own theory-bound hide (or hide-bound theory if you'd rather).

rather).

Mr. Zolotow's enthusiastic lance does manage to engineer such a puncture. Altho I feel that in the great realism-term and the such a puncture and the such a puncture and the such as the loggerheads chiefly because we use different definitions of certain almost undefinable terms. I also feel that some of his comments tending toward a doubtful definition of the ultimate beauty have gone straight thru the leathery compound that is used as the Burr epidermis. Therefore as soon as The Index arises from my bowed and weary neck I intend to answer Mr. Zolotow. That should be two weeks from now. Meanwhile he, in his character as gallant rescuer, has a clear field. Says Mr. Zolotow:

"In a column you wrote about a month ago you reprinted an ancient college term paper in which you lambasted Shaw and O'Neill and, what was decidedly more shocking, at least to me, you gave out as the grounds for disliking the realism for which these two eminent dramatists stand in many minds a desire to find in att an escape from life. 'When I see or read a play I don't want more life; I want to get away from it.' Shaw you found to be too much the philosopher, and philosophy you completely dissociated from beauty. 'It is tha philosopher, and philosophy you completely dissociated from beauty. 'It is tha philosopher, are widely different.' This last statement, it seems to me, was the weakest salient of your whole attack. Surely, a philosopher is nothing else than a lover of wisdom, and surely the drama, like every other part of living, has need for wisdom. Surely the creator of beauty, the artist, has need of wisdom in understanding the chaotic multitude of experiences that go into a person's life, has need of wisdom in shaping the confused mass into form and order. Thought, long and arduous thought, precedes always the moment of writing, of creating. It is no accident that The Comedy of Errors came 30 years before King Lear. The rich wisdom and understanding of men and nature that makes Lear one of the most profound plays in our tongue could only come with mature reflection. Mr. Shaw, unfortunately, is not a lover of wisdom but of cleverness. Dull prose is not the same as philosophy, altho most could only come with mature reflection. Mr. Shaw, unfortunately, is not a lover of wisdom but of cleverness. Dull prose is not the same as philosophy, altho most philosophers have written dully. There is no such animal as Shaw's 'artist-philosopher.' The artist is always a philosopher, and the artist, like the dramatist, who deals with words and meanings, is required to be an even keener philosopher than, say, the musician, whose work is farther removed from thought forms.

"If I may diagnose your argument I should say that you equate beauty with one of its specious subsidiaries, namely, lush language and over-musicial rhythms. It is the meaning of the word when young girls say Keats is so beautiful. They

mean

"Then glut thy sorrow on a morning rose,
Or on the rainbow of the salt sand wave . .'
"But the last lines of this poem are burdened with Keats' sad wisdom,
"'Ay, in the very temple of Delight
Veiled Melancholy has her sovran shrine . . .'

Furthermore, this man (I am using him as a symbol of the kind of beauty I consider not to be art) wrote: 'Truth is Beauty, Beauty Truth . . .' Which ought to settle that.

"Against the concept which ties beauty up with sensory values, I offer an ideational formal beauty. This last I consider truly deserves the label art.
"In my own mind, the first kind of "beauty" is associated with Swinburnian babble and Wildean sickliness. It offers you a lollipop instead of solid nourishment.

"In my own mind, the first kind of "beauty" is associated with Swinburnian babble and Wildean sickliness. It offers you a lollipop instead of solid nourishment.

"With your judgments of Messrs. Shaw and O'Neill I am quite in accord. Shaw's characters talk entirely too much, which is not so bad except that they talk in the way people talk who meet for the first time at a party and have nothing to say to each other. They talk, in short, to pass the time away. Their conversations, moreover, are characterized by dullness and repetition. To continue the party analogy, they also talk for effect and say clever things for no good reason at all except to fasten attention on themselves. They act more or less like the bearded Socialist himself, and so become extremely wearisome after a while. Shaw's value. If he has any at all, is only in relation to the stuffy society in which these plays first appeared. He deserves some credit for exposing hypocrisies and bringing unexamined standards of the day into the light. He deserves condemnation for being so light in his criticism, for being a bad philosopher.

"But where I chiefly wish to present arms is where you say you want to get away from life when you read or see a play. That is a lot more easier said than done. In fact, quite impossible to do. As long as we breathe we can't escape from life, I tis merely a choice of escapes.

"And here an observation on 'reality.' Reality' is the popular stick of the Marxians to beat the dog with. One selects a segment from life, the class struggle, and says, This is real, all else is unreal.' Or sex. 'Sex is real, all else is unreal.' But they are all real. Everything is real.

"It is possible, of course, to die temporarily; and you can call this an escape if you like. (Have you ever seen a crowd of doped humans emerging from a movie-theater?) But if the stage could dope us it would still be preferable to drink whisky and go to the movies because the stage can be used for better purposes. The stage can be used to transport us from one pi

BROADWAY RUNS

Performances to August 14, inclusive Opened Perf. Musical Comedy

Babes In Arms (Shubert) . . Apr. 14___ 141

"Dr. Beck" Is an Interesting Meller

NEW YORK, Aug. 17.—Hughes Allison's courtroom meller, The Trial of Dr. Beck, received a healthy round of applause after its first presentation this week by the New Jersey Federal Theater Project. Show is at the Maxine Elliott here, where it expects to stay for two weeks. Dr. Beck is Allison's first produced play and, tho uneven in spots, is a fair job of playmaking. Script could be cut some, but is of sufficient interest in its present form to keep an average audience interested thruout.

Plot takes up the case of Dr. Beck, a light-skinned Negro physician accused of murdering his wife. Case for the State rests on evidence tending to show that Beck was "color struck" and had no that Beck was "color struck" and had no use for his dark-skinned wife whom he had been obliged to marry because of financial troubles. Testimony by witnesses sharply touches on relations between the white and colored races, a matter of standing interest if presented in passable form. in passable form.

Evidence proving Beck's innocence is a matter of stretching the long arm of circumstance, but police records could probably show precedents.

Cast, Stage Director Louis M. Simon and Production Supervisor Adele G. Nathan have turned out a workmanlike job, the enthusiasm of the company being apparent. Frank Harrington, Earl Sydnor, Kenneth Woodruff, Kenneth Renwick, George C. Williams and others are in the chief roles.

Theater Council Meets August 23

NEW YORK, Aug. 14.—American Theater Council will swing into the new season with a round-table discussion and season with a round-table discussion and luncheon August 23 at the Hotel Astor here. Tentative lineup includes prob-able speeches by Frank Gillmore, presi-dent of Actors' Equity, and by represent-atives of the Dramatists' League and

Shortly after the meeting committees are expected to be formed to consider ways and means of hypoing local and

Equity Carpets 6 In Benefit Probe

NEW YORK, Aug. 14.—Charles for appearing in a benefit unlicensed by theater authority were preferred in Actors' Equity Tuesday against Dan Healey, Marc Plant, Gomez and Winona, and Willie and Eugene Howard.

Foregoing appeared at the Atlantic City Auditorium July 25 in a show for the Elks' Club. Charges will be heard by Equity council September 7.

Singapore Has London Cast

SINGAPORE, Malay States, Aug. 9.— Victoria Theater here is presenting R. B. (Bobbie) Salisbury and his London troupe. The Victoria has also been book-ing vaudeville shows and opera companies lately.

WPA, But No Loafing

CHICAGO, Aug. 14.—The busiest WPA legit artist here is Leslle Spears. He appears in both The Lonely Man and O Say Can You Sing? nightly and rehearses afternoons for the forth-coming series of one-act plays sched-uled to open at the Princess Theater.

News of Summer Theater Shows Thruout the Country

Actor-Associates at the Inn Theater, East Jaffrey, N. H., offered Reflected Glory August 8 to 12 and will present their second new play, The Trunk, by Parker Wood. It is a mystery.

With August in its last gasps, the summer playhouses are getting ready to call it a season and give the barns back to the cows. Abundgon's (Va.) Barter Theater is doing its last week in style, presenting a festival of eight plays (including three tryouts) from August 23 to 34. This week Robert Porterfield is doing Fly Away Home. Heading the cast are Fred Lawrence and Margaret Swope, supported by Cornella Ely, Sherrard Pollard, Caroline Ransome, David More, Tom Mason, Kermit Kegley, Vincent Gardner and Virginia Mealy. Production staged by Alan Williams. Settings by Frances Strauss.

Weston Playhouse, Weston, Vt., joined the local Old Home Week celebration with a production of Paul Kester's dramatization of Tom Sawyer last week. Farmers and other Weston gentry augmented the regular company. . . They go more modern August 20 and 21 with Death Takes a Holiday, Alberto Casella's philosophic tragi-comedy. Incidentally, the press release wrongfully attributed the authorship of Death Takes to Walter Ferris. who merely adapted it from the Ferris, who merely adapted it from the Italian.

Tamara Geva and Kent Smith starred in *Idiot's Delight* last week at the Coun-ty Theater, Suffern, N. Y.

Maryverne Jones' Starlight Theater, Pawling, N. Y., is still crowding them in and Mrs. Jones intends to keep going deep into September. The Greater Love, a World War melodrama, holds the boards August 16 thru 21. Starr West plays the lead, and is supported by John Bardlay, Isobel Rose, Teddy Jones, Clement O'Loghlen and Mirlam Battlista. Following week will see a tryout of The Man in Dress Clothes, a musical farce. Production is under Shubert auspices, with Broadway looming as a possibility. with Broadway looming as a possibility. John Barclay will take the title role.

Anna May Wong's appearance in Princess Turandot at the Westchester Playhouse, Mt. Kisco, N. Y., broke all house records two weeks ago. Current attraction is Romance, under the Day Tuttle-Richard Skinner aegis. Eugenie Leontovitch, McKay Morris and Clarence Derwent play the important roles. Frank Brown will stage, and John Koenig has designed sets and costumes. The 10th and last production of the season will star Phillips Holmes and Frances Farmer in The Petrified Forest.

For the week beginning August 17 the Casino Theater, Newport. R. I., presents Dorothy Sands in *The Inconstant Moon*. It's the Wills Frederic comedy which got a tryout at Skowhegan last summer una tryout at Skowhegan last summer un-der the cognomen of Feather in the Breeze. Paul McGrath and Joanna Roos are featured, and the rest of the cast includes Franklin Gray, Philip Tonge, Edgar Kent, Elizabeth Dean Farrar, Hathaway Kale, Charles Trexler, Hayden Rorke and Jus Addis. Agnes Morgan di-rects, Sets by Emeline Clark Roche.

Walter Hartwig presented the Yale Puppeteers in his Colony Theater, Ogun-quit, Me., August 14.

Out on the Coast, the Community Playhouse, Passadena, Calif., is still trying to give the film center legit competition. Final play of the season was Miner's Gold, Agnes E. Peterson's historical drama. Cast, headed by Leone Sousa, included william Williams. Lorette Hurley, James Lawry, Shiro Takahisa and Foy Van Dolsen. Maxwell Sholes directed. The press agent must have had a touch of Hollywood when he wrote this: "Miner's Gold runs a span of 45 years, years thrill-packed and tempered with the advancing years of the principal characters in the Peterson Cavalcade."

Peterborough Players, Peterborough. N. H., did She Stooped To Conquer last week. Under the direction of Richard H. Gaines, the cast included Roger Beirne, William Beal, Ardis Ankerson,

Robert Haig, Barry Wanless, Mary Harris, Ann Leslie and Larney Goodkind.

Dorothea Jackson, who has been doing musical comedy work for years past, has decided to make a legit career of it and is hard at work with the Farragut Players, Rye Beach, N. H. She will be featured in a production of Berkeley Square this week. Also featured are Lauren Cilbert and Jackson Perkins.

Damn Deborah, a new comedy by Walter Charles Roberts, had a tryout at the Cape Playhouse, Dennis, Mass., August Gertrude Michael starred, and others 16. Gertrude Michael starred, and others in the cast were Philip Huston, Dorothy Blackburn, Martha Scott, Otto Hulett, Dudley Hawley, Edwin Hodge, Reed McClelland, Allen Nourse, Wylie Adams, Phil M. Sheridan, Edward Butler, Al Bergh and Fred Sears. Raymond Moore presented it, by arrangement with Oscar Serlin; Arthur Sircom staged and Eugene C. Fritsch designed the settings.

Mary Young Theater, Centerville, Mass., presented Believe Me Xantippe, by Mass., presented Helicove me Auntippe, oy Frederick Ballard, week of August 9. Carlyle Moore Jr. and Eleanor King played the leads. Others in the cast were Eric Kalkhurst, William P. Carle-ton, William Lawson, Jane Barnes, Col-lette Humphreys, William Hunt and

Lewis Rodman. Play directed by Mary Young and E. Stanley Pratt.

During the week of August 16 Mary Young and John Craig II are presenting At Your Service, a comedy by Fred Els-man, the fourth new play of the season man, the fourth new play of the season at the Mary Young Theater, Centerville, Cape Cod, Mass. The cast will be headed by Mary Young, in the role of a charming New York society leader, and includes Eric Kalkhurst. Lewis Rodman, Milton Parsons, Terry Fay, Jane Barnes, Colette Humphreys and William Morris Hunt. Directed by Mary Young and E. Stanley Pratt.

Operated by Hebrew Union

PHILADELPHIA, Aug. 14.—The engagement of Irving Grossman, Diana Goldberg and Max Wilner, of the Yiddisstage, to appear at the Lincoln Theater during the coming season has been announced by Louis Goldstein, who will operate the house for the Hebrew Actors' Union. Opening of the new Jewish legit house is set for September 6.

Kozlenko One-Acter Clicks

NEW YORK, Aug. 14.—William Kozlenko's one-act play, This Earth Is Ours, which appeared in the June issue of The One-Act Play Magazine, which he edits, will be published in two different drama anthologies this fall. Victor Gollanca will issue it in London, and Walter Baker, of Boston, will publish it in the United States and Canada. It is now being translated into French and Russian for publication in those languages.

Chorus Equity Notes

-Chorus Equity Association is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine. Adele Butler, Charlotte Davis, Leila Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ. Two new members joined the Chorus Equity Association in the past week. The Chorus Equity contract limits rehearsal hours to seven hours out of 10 daily. The management is obligated under this contract to pay rehearsal ex-

daily. The management is colliqued under this contract to pay rehearsal expense money at the rate of \$15 a week for the second, third and fourth weeks of rehearsal, half salary for the fifth and sixth weeks and full salary thereafter. We naturally expect our members to observe their contracts as fathfully as we expect contract observance from the managers. If you have agreed to give a certain number of hours of re-hearsal daily you must give that number of hours when you are so required by the management.

the management.

From time to time we receive complaints from managements that chorus members do not report promptly for rehearsals. The rehearsal hours are counted from the time the rehearsal is called. A member who falls to be prompt has broken the contract just as the manager who falls to pay for rehearsals has broken the contract.

Further, the member who is late for rehearsals is most inconsiderate of his (See CHORUS EQUITY on page 28)

Summer Theater Reviews

"All of a Summer Evening"

MT. PARK CASINO (Holyoke, Mass.)

A three-act comedy by Homer Little and Myla Jo Closser, staged by Willard Dashiell, scenery designed and painted by Anthony Schaefer, stage manager, Fred G. Morris; music by Federal Theater Project; John Duffy, conductor. Presented by the Federal Theater for four nights and one matinee beginning August 4

Cast: Peter Curto, Sidney Mansfield, Grace O'Leary, Frank Charlton, Eleanor Klemmer, Frank Sullivan, Frank O. Mayo, Charles Tagliavini, Robert Burns, Celia Hart, Jack Langlols.

Theme ribbing big game hunters and explorers has possibilities but fizzles out after the first act.

Action is set in the trophy-bedecked dining hall of Jungleria, the Drakes' country estate. The Drakes, Zoe (Grace O'Leary) and Colonel Peter (Frank Charlton), are retired explorers and pester Junior (Peter Curto) to become an explorer. But he likes camera snapping better.

Earl Bonaparte (Robert Burns) is a lion tamer working a near-by circus whose cat escapes.

whose cat escapes.

Meanwhile it turns out that the Drakes are scared of their own shadows, for it was really butler Fergus (Sidney Mansfield) whose bullets got the trophles. Fergus reveals this to Junior when Drake Sr. aims for a chicken hawk but kills a blue-ribbon horse instead.

Act three reveals Junior's bravery as he bosoms the love interest, Ann (Celia Hart), in the face of the lion on the porch. Curtain has everyone cringing at the appearance of the lion except Junior.

porch. Curtain has everyone cringing at the appearance of the lion except Junior, Ann and Bonaparte.

The play has little entertainment value for average legitgoers.

Sidney J. Paine.

"The Clock Ticks"

(Los Angeles)

A melodrams by Paul Gerard Smith. Produced by Harry Santrey. Directed by Michael Jeffrey. Sets designed by Leslie Opened July 20 for three

Thomas.

Cast: Joe DuVal, Winifred Walker,
Max Cutler, Kent Moore, Paul Renay,
Franklyn Teal, Robert Williams, John
Frahm, Charles Walden.

An American gangster has ratted on
his pals and they are sentenced to the
electric chair. The gangster scurries all
over America seeking to evade the doom

pronounced upon him by the remaining members of the gang. At last he is tired of running and he sits down in his quarters to wait for the inevitable, for death, for the sharp bullet that will end his life.

It's a tragedy in monotone by Zieg-feld's famous comic writer, Paul Gerard

Smith.

The Los Angeles Times said it was "a somber drama of suspense. interesting. worthy of an evening's entertainment."

David Arlen.

"Western Union, Please"

THE CAPE PLAYHOUSE (Dennis, Mass.)

A three-act comedy by Frances Good-rich and Albert Hackett, staged by Ar-thur Sircom, settings by Eugene C. Fitsch; stage manager, Whitfield Cook. Presented by Raymond Moore at the Cape Playhouse for week of August 9. Cast: Percy Kilbride, Evelyn Varden, Martha Scott, Mabel Paige, Philip Hus-ton, Otto Hulett, Edward Butler, Dudley Hawley Fred Sears

Hawley, Fred Sears.
Frances Goodrich and Albert Hackett have written a successful comedy.

Plot involves a henpecked husband who disappears for seven years and then turns up as a Western Union employee. turns up as a western Union employee. The town realtor is trying to steal his homestead from his guilible wife. Villain is outwitted by the juve lead, a surveyor, who's in love with the Enoch Arden's daughter.

The comedy has the same theme as yesteryear's villainous flickers, but its modern dress is surising a lat of

yesteryears villathous finekers, but its modern dress is amusing. A lot of hokum and many good lines. The society crowd down this way, summer and winter theatergoers, howled their heads off at the piece.

Sidney J. Paine.

"Many Mansions"

THE BERKSHIRE PLAYHOUSE (Stockbridge, Mass.)

A two-act (15-scene) religious drama by Eckert Goodman and Jules Eckert Goodman, staged by William Miles, set-

tings by Charles Holden, musical score composed by Milton Lusk, incidental music by Hans Hanke. Presented by the Berkshire Playhouse under direction of William Miles, for week of August 2.

William Miles, for week of August 2.

Cast: Alexander Kirkland, Gage
Clarke, J. Barney Kleinschmidt, Arlene
Hoffman, Elizabeth, Young, Theodore
Henry, Alexander Clark, Flora Campbell,
Peter Van Buren, Stanley Honiss, Maurice Lister Hunt, Charles Sedgwick, Dudley Darling, Robert Allen, Robert H. Harris, Ellen Hall, Lewis Martin, Edmund
George, Charles Northrup, Helen Brooks,
Nancy Donaldson, Richard Albert, Mary
Wickes, John Mayhew.

Many, Manstons, Is, unquestionably

Many Mansions is unque Broadway fare and box office. unquestionably

The theme, which will meet the approval of religious and freethinking persons alike, concerns the problems and conflicts of a sincerely liberal young man who decides to enter the ministry. His struggles at theological school, his fight with the conservative bishops and his love story all go to make a tense and profound drame. profound drama.

Many Mansions has excellent playwrit-g, top direction and commendable ting. Sidney J. Paine. ing, to

"Maniacs in Monocles"

(Hollywood)

A comedy by Robert Riley Crutcher, Produced and directed by Ben Bard. De-(See SUMMER THEATER on page 29)

(48rd Anniversary) Alviene SCHOOL Theatre

Courses in Acting, Teaching, Directing, Personal Development and Culture...

DRAMA — SPEECH — VOGAL DANCE — MUSICAL COMEDY

Graduates: Fred Astaire, John Bryan, Una Merkel,

In 1 Severany, Louise Latimer, Etc.

In 1 Severany, Louise Latimer, Etc.

Conjunction in the technical constitution of scing in conjunction with professional stock theatre training while learning.

Students appear in fulf length plays, a week in each, affording experience necessary to qualify for prefersional engagements. sional engagements. Write T. BELL, Secretary, 68 West 88 St., N. Y.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Boom 145, CARNEGIE HALL, NEW YORK

Thru Sugar's Domino

THE time has come to speak right out about the still unsettled jurisdictional battle between the American Federation of Actors and the Burlesque Artists of America, querillous sisters in the Four A's family of performer unlondom. It is solely in the interests of the performers who are caught in the middle that we speak out. It is to the interest of the performer that action be taken without delay—at least before the season opens—towards the end of settling the issue of jurisdiction once and for all.



In awarding jurisdiction over the erstwhile burlesque houses in New York to the AFA the governing board of the Four A's acted wisely and in accordance with the of the Four A's acted wisely and in accordance with the facts laid before it. The censorship situation in New York has reached the point where it would have been impossible to reopen any of these theaters unless an organization such as the AFA came forward and pledged to the mayor and his administration that the obscenity, nudity and other damning features of burlesque would be eliminated. It was unfortunate that this development should leave the BAA without representation in New York, the hub of its power and influence. It is considerably more unfortunate that Issy Hirst's Independent Circuit should take the stand in preparation for its next radical change is made in the executive personnel of the BAA.

radical change is made in the executive personnel of the BAA.

All these factors taken into consideration, it is quite evident that the BAA—not long ago the most promising actors' union in these United States—can no longer do an efficient job of serving performers' interests in what is left of the burlesque field. Added to this is the undeniable fact that the censorship wave is sweeping the county and the outlook for burlesque employment is as dark and uncertain as anything can possibly be.

Tom Phillips, president of the BAA, is one of the most valuable assets in manpower of which the Four A's can boast. Regardless of how he winds up in the present battle for survival, he will be remembered for a long time to come as a man who conducted practically a single-handed battle for union recognition of the burlesque performer. He will be remembered as a fighter with a knockout punch in the struggle for better conditions, greater security and the infusion of responsibility in the contractual relations between performer and manager. The BAA is very possibly doomed as a jurisdictional spoke in the Four A's wheel, but Phillips' career as a leader in the performer union movement should be just beginning. ment should be just beginning.

In regard to jurisdiction within the acting field the power of the Four A's upreme. It seems to us that with the very recent renascence of the Four A's is supreme. It seems to us that with the very recent renascence of the Four A's as a central body of unlimited power the time is opportune to call Ralph Whitehead, executive secretary of the AFA, and Phillips on the carpet at the Four A's office and make them adjust their differences in a way that will benefit the performer; the welfare of the performer must be considered above every other factor. We are sure that both Whitehead and Phillips are committed to that principle; the only difference between them lies in their methods of approach to the problem. And they and all others in the Four A's should always remember that an actors' union that does not put the welfare of the actor before every other consideration has deprived itself of a reason for existence.

Public opinion in a strange-bedfellows alliance with bluenoses and censors has started marching against the type of entertainment over which the BAA has jurisdiction. This can mean only one thing as far as next season's activity is concerned. Depending upon the community, there will be little or no difference between a show that can be classified as burlesque or vandeville. This hairline of distinction makes it impractical for the field formerly dominated by the BAA to be separated at all from the AFA jurisdiction. The solution should be obvious. Simply stated it is that the AFA should absorb the BAA either entirely or by creating a division in the AFA to organize and regulate entertainments that are more or less in the category of burlesque. As we inferred by referring to its power in the foregoing, the Four A's can arrange the consolidation or absorption of jurisdiction with about as much trouble as it takes for a stripper to shed her raiment.

With the AFA adding burlesque to its jurisdiction the necessary and logical move thereafter would be to install Phillips as the head of the burlesqué division and to permit Phillips to gradually take on more duties in connection with the strengthening of the organization that potentially involves in its scope the greatest number of performers in our business. Whitehead has long needed as a Heutenant a man of vision, reliance, ability and courage. Phillips fits that pattern like a hand in a glove. The AFA could give to hard-riding Phillips the steed he lacks and—to mix metaphors for a change—Phillips can give to the APA the few extra cylinders of power the machine needs.

Performers who profess to be and are sincerely interested in the welfare of their unions should study the situation carefully, and if their conclusions jibe with ours they should take pen in hand and write their thoughts to Phillips, Whitehead or Frank Gillmore, president of the Four A's. The performer will get the kind of union he wants. If he sits by and permits the structure to go to rack and ruin he has only himself to blame. This whole proposition is one of what is best for the performer. It matters not at all to us whether Whitehead of the performer of the structure of the st head gains or suffers in prestige from a shift in jurisdiction or whether Phillips has a job or goes looking for one or whether the BAA continues to flounder along or is absorbed. These elements are unimportant considered individually. The important matter is that the blending of these elements as we have prescribed here will benefit the performer. We are waiting to see what he will do about it. It is entirely up to him.

The Broadway Beat

(George Spelvin has gone off on a nine-week vacation, insinuating the ff can't write this column without him. And, so, staff members will pinch-until his return.)

BOBBY SANFORD, quondam showboat impresario and recently producing for Minsky's Oriental, is writing a farce in collaboration with Murray Boltinoff, ex-New York Americanewsman, and Jesse Robinson, of The Journal. Production skedded for fall and, if no other winged gentleman can be procured, it's hoped that Bandsman Meyer Davis will do the angeling.

. . . Guess the 250 grand that the film moguls laid down for Room Service has the scribes all in a farcical dither. . . Bob Hope deserts Broadway and his radio revue for the kleigold Coast next month to make his screen debut in Para's Big Broadcast of 1938. . . Theatrical department of I. Miller Shoes has on display costume and street shoes worn by the then-famous stars as far back as 1910. You should see what they once considered chief . . . Emery Deutsch denies rumors that he will enlarge his ork for its Rainbow Room engagement, which begins August 24. His will be the first 10-piece combo to play the Room.

Review of Sharkey Bananas and his Sharks of Rhythm in The Bill-board of last week recalls other screwy band names of the past and present There's Art Kassell and his Kassels-in-the-Air, Al Katz and his Kittens, Boyd Senter and his Senterpades, Willie (The Lion) Smith and his Cubs, Miff Mole and his Little Molers, Cootie Williams and his Rug Cutters. Can you think of any others? . . . Tommy Polon, confined these days to Pittsburgh, blew into town last week to get a taste of real night life and buy a new wardrobe. His clothes were ruined in a fire at home recently. Just burning them up in Pennsy. . . Starr Faithful's father got a libel verdict against the N'Yawk Daily Mirror for \$5,000 last week. Original judgment was for \$40,000, but judge reduced the nut. / None of the daily rags carried this item. Afraid it might stimulate other irate readers to sue for heavy sugar. . The Federal Theater Project circulated questionnaires among its technicians recently asking them when, how and why they entered show biz. One stagehand, after Why?, wrote "God only knows."

Broadway had its wildest night since July 4 last Tuesday when CIO cab drivers decided to celebrate signing of a union contract by driving down Broadway in a fleet of 100, setting off firecrackers, singing Solidarity Forever, and generally snarling up traffic. . . . We were watching the Horn & Hardart mass picketing one afternoon last week when a ringleader came over to us and started talking. "When do you expect the cops?" we asked. "Oh, no." he replied confidently, "them days are gone forever. We got President Roosevelt and Mayor La Guardia with us now. And don't forget the Wagner Act either. Here, have a leaflet on me." An hour later the gendarmes swooped down and conducted a score of pickets to the lockup. . Director Ray Block's Swing Fourteen, a group of hot vocaleers, had long-haired educations. Ten started with classical music, six have been in opera, two are ex-church soloists. Incidentally, this adds up to 18. How come. Ray? . . A new Cuban night club, styled to outsplendor all others, is now being constructed on West 57th street. Personnel will be completely Cuban, from owner Bobby Martyn right down to the kitchen help. Spot has imported a 40-foot bar from Havana and will use furlined chairs and settees. The fur-lined chairs are definitely an innovation. Atmosphere will be absolutely authentic. Only thing Cubān they won't have will be the machine-guns. The 12-piece band will be composed of six imported Cubans, and six secretly drafted from Eliseo Grenet, Xavier Cugat and other famous six-segret outiles.

Chicago

DANCING masters who are here from all over this country, Mexico and Canada for the 24th annual normal school conducted by the Chicago Dancing Masters' Association express a wide divergence of opinion as to what sort of steps will be popular during the coming season. Some predict the return of old-fashloned dances, including the gavotte and minute, and the demise of the fox trot and rumba. Others see no such trend. Our own observations in local dance halls lead to the conclusion that few dancers will accept new steps that are complicated. They prefer the simpler steps to which they are already accustomed. The new dances that have gained most popularity in recent years are either slight variations of old ones or, if they are of the more difficult type, they have attained a vogue only thru persistent and clever ballyhooling. Occasionally a teacher will come forward with a new step that immediately catches the public's fancy, but most of those offered each year die a-borning.

Holly Shively, Lord & Thomas radio publicity head, got away on her two-

Holly Shively, Lord & Thomas radio publicity head, got away on her two-week vacation just in time to escape some of Chicago's hottest weather. . . . Alvin Plough, head of Wilw's artists' bureau, in from Cincy looking for new talent for the Queen City's 500,000-watter. . . Bert Fassio, Detroit picture producer, has been in town working up a financial deal for a new picture idea. . . Willard Rutzen, of the Morrison, taking flying lessons from Mn-rred Gottheif, the planist, who is an enthusiastic flying fan. . . The Firefly, road-show picture at the Erlanger, has received rave notices from local critics and probably will remain on Clark street for six weeks. . . Ever Since Eve, Marion Davies picture which moved from the Chicago to the Apollo, continues to do a whale of a business. . . Red Skelton, comic, who has skyrocketed to fame in record time and who opens at Chez Parce shortly, has received a contract for all next winter in RKO theaters at a salary he wouldn't have dreamed of two years ago.

There are interesting personalities among head waiters in Chicago Loop hotel night spots. Fred Thelen, in the Continental Room of the Stevens, is a man of many talents and doubtless could have made a name for himself on the stage had he so chosen. A musician, mimic and grand story teller, he is a delightful companion at social affairs. Werner Bonge, suave and handsome, in the Wainut Room of the Bismarck, adds class to a classy spot. He has the happy faculty of handling guests with a courtesy and finesse that win their friendship. Jules Braun, originally from Vienna, gives a distinct Continental air to the College Inn of the Sherman. Of long experience at the Inn, he never is at a loss in handling any situation. M. Braun shares our admiration for little Donna Dae, 16-year-old artist at the Inn, who we predict is headed for stardom.

Sally Fields, Detroit agent, in town looking over talent. . . . Margaret Randall, 22-year-old graduate of the Goodman Theater, has received a contract from Paramount studios and will appear in De Mille's The Buccaneer. . . Robert S. Whitney has resigned as Chicago superintendent of the Federal Music Project to become conductor of the Louisville Symphony Orchestra, which is to be reorganized under his guidance.

Magic and Magicians

By BILL SACHS (Communications to Cincinnati Office)

THOMAS MAGRUM has played more than 20 engagements thru South-ern Illinois, Kentucky and West Virginia in the last few months, showing schools, hotels, night clubs and theaters.

THE NEMARS and Company are in their second summer in Indiana, where, according to Fletcher Amburgey, manager, the unit has been clicking nicely. Show, which was rebuilt in the spring, is now carrying six people. A new car has been added recently. Company last week played Berne, Ind., the first magic show ever to play that town of 2,000 population. Troupe this week commences on the Maller Bros.' circuit of theaters in Indians. theaters in Indiana.

"Chicago.

"Dear friend Bill:

"Personally I heartily agree with your suggestion of a double convention next year, but I suppose there are certain inside 'workings' I suppose there are certain inside 'workings' that I don't know about. However, the spirit of your idea was and is right. Why not the best of fellowship among the magi-and less destructive criticism? But I suppose human nature is such that as soon as someone has a little success they want to tear down instead of boost. There is room for all of us, providing we do a good job.

"(Signed) DR. CHARLES HOFFMAN.

JOHN S. VAN GILDER, that Southern gentleman from down Knoxville way, went on a vacation rampage the latter part of April and since then has been playing around Atlanta; Clemson College, S. C.; Greenville, S. C.; Columbia, S. C.; Asheville, N. C.; Washington and Riverside, Conn., and for more than a month now has been having the time of his life in New York with the Hotel Pierre as his roof. In one of those delightful four-page letters that only John S. can write he outlines the many pleasantries that have made his New York stay stuch a happy one. Among them were "watching clever magician Russell. Swann in the Savoy Plaza Lounge, watching clever magician Glen Pope at the Hollywood Restaurant; dining at Sardi's with Hereward Carrington, premier psychic investigator, and sipping Coldwagers at the Versaillee Cafe with JOHN S. VAN GILDER, that Southern mier psychic investigator, and sipping Goldwasser at the Versailles Cafe with Tommy Martin, that sreight-of-hand lad of four years' experience from Nashville, who has played all the way from the Music Hall, New York, to the Dorchester in London."

KAROL THE MAGICIAN, currently filling an engagement at the Sun Dodgers night club, Chicago, reports that conditions in the Windy City are picking up, with quite a few of the magic lads working regularly.

RAY MOND closed Saturday (14) with Newton's Mystic Revue of 1937 in New York State after 20 weeks with that unit as the feature act. He is now working under the management of Hubert Corliss.

"Mackinac Ísland, Mich. "Dear friend Bill:

Your Idea of a joint convention is swell "Your Idea of a joint convention is swell
. . but utterly impractical. Most of the
magical societies and their members advocate
HARMONY and UNITY, but they all have
their own ends to attain, so we doubt if
they could ever get together on a platform
of harmonious understanding: And, of course,
should the idea really be put into effect
you must allow Proskauer and his exclusive
New Yorkers to run the whole thing.

"(Signed) DORNY."

McDONALD BIRCH was spotted in Columbus, O., recently shopping for a new car and trailer truck. He begins his new season September 15.

W. C. (DORNY) DORNFIELD is at the Grand Hotel, Mackinac Island, Mich., doing his magician of ceremonies stunt. He moved in there on a two-week contract June 25 and has been held over until the end of the season, September 10. Beats walking up and down the rialto looking for work.

THE MAGIC LADS are looking forward.
Percy Abbott's annual get-together
be held in Colon, Mich., September 11,
here are always swell times at these There are always swell times at these affairs—no uplift movements, no meetings, no officers, no contests, no price and no "down with the exposers and

nothing ever happens" cries; just a lot of regular guys getting together for a wonderful time. Among those who will appear on the night show program at the event are Sid Lorraine, Kathryn Elliott, Doc Mahendra and Anne, Harry Cecil, Jimmy Trimble, Dr. Zola, Dave Coleman, Brazy, Earl Mulbarger, Marquis, Al Saal, Wilson, Dorny, Lockman and Percy Abbott and Company.

JUDITH JOHNSON, mentalist, who re cently concluded a six-week run at Trall Ends Tavern, Vienna, O., is now in her fourth week at Joy Gardens, New Castle, Pa. She and her manager-husband, Andy Johnson, recently enjoyed a pleas-ant visit with Koran, mentalist, in Richmond, Ind., talking over old time

LU BRENT, after a fortnight's stand at the Bolton Club, Harrisburg, Pa., moves this week to Reading, Pa. He recently closed at the Martinique, Wildwood, N. J. Lu Brent is working a diversified program of magic for the floor, with table effects between shows.

JAY PALMER and Loreen are in their sixth week of an indefinite engagement at Gorley's Lake Hotel, Uniontown, Pa., featuring their magic tea kettle. Madam Eske, mentalist, is at the same spot.

SINNETT, mentalist, typewrites from Jamestown, N. D., that he is enjoying good business in the Northwest Publix-Paramount division. Sinnett is using two agents ahead, with a complete line of billing, and says he is booked in the Paramount-Publix houses until October. Paramount-Publix houses until October. He reports that favorable newspaper tie-ups along the route have meant much for him at the box offices. Sinnet has just purchased a new Packard eight sedan, which he's having finished in chromium for a flash. He says that his present territory hasn't seen a standard magic attraction for years. Raiph Richards, he reports, was the last to tour that section several years back.

"Your idea of a joint convention next spring is a swell one. I only hope you can put it over. "(Signed) KAROL THE MAGICIAN."

PIERCE THE MAGICIAN is playing auspices engagement thru the Minnesota territory. BECKER THE MAGICIAN (William F.

BECKER THE MAGICIAN (William F. Becker), after resting up for several weeks, has resumed with his magic show in Iowa. He will play several weeks of theater dates, after which he will again make his regular lyceum tour for the fall and winter. Becker had been on the sick list for some months and was forced to lay off for a time due to injuries sustained in Ohio last April when his car skidded off an icy road.

JOHNNY PLATT is keeping plenty busy in and around the Windy City-Johnny has developed into a really cleve-performer and seldom lays off, which is

JIM McGHLL, of Chicago, is getting up a routine of tricks to blend with his smart comedy patter which has made him popular as an after-dinner speaker here and in foreign climes.

OTIS MANNING, current at the Green Lantern Inn, Newark, Del., is presenting a new effect of his own making called

W. NICOLA (The Great Nicola) is reported to be busy at his headquarters in Monmouth, Ill., preparing a new show for a tour of the Orient to begin in the

"Harrisburg, Pa.

"Dear Mr. Sachs: "Allow me to cast my vote for the IBM and SAM joint convention. It is a very good idea for more reasons than we can imaging Keep plugging. (Signed) LU BRENT,"

CARTER HARRISON, Topeka, Kan. magish, pens that he recently visited with Chandu and that the latter confides that business has been good for him; also that he is coming out soon with a new act. "Also visited with Cald-



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.
SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN
CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1364 BROADWAY.

For VAUDE

ELVIRAH HELAH—soprano, caught at the Mandalay, showboat plying New York City waters. Voice can still stand plenty of work, particularly in the lower register, but even as it stands it's a lot better than most voices heard in night spots or presentation houses. Present tend-ency toward almost burlesqued conency toward aimost can easily be eliminated. When it is Miss Helah definitely rates a try in a Broadway presentation house. When her voice improves—as it undoubtedly will— she'll be a topnotch soprano in any field. Here's a real vocal possibility.

SHARKEY BANANAS AND HIS SHARKS OF RHYTHM — Dixteland-style band now playing Nick's Tavern down in the Greenwich Village section, New York. His swing trumpet-ing leads a six-piece outfit that is

sensational. From New Orleans, his sensational. From New Orleans, his is a new band in the East that ought to be a great bet for some vaude spot such as the New York Paramount. Word-of-mouth advertising about this unusual band is packing the small club nightly, altho the band is still unknown to the general public.

For RADIO

JANE LEE—formerly of Jane and Katherine Lee, the old-time kid stars. Now doing a single at Leon and Eddle's Jane ought to be perfect for radio, possessing fine diction and a delivery just right for comedy ditties where the delivery is more important than voice quality. Excellent at sly, dry ditties that require skillful delivery. She ought to be a standout as a singing comedienne.

Minstrelsy

By BOB EMMET (Cincinnati Office)

"NOTICED IN August 7 issue the obits of two old-time minstrels, Bonnie Mack and William Barlow" writes Prof. Walr ter Brown Leonard from Glens Falls, ter Brown Leonard from Glens Falls, N. Y. "Am hoping that someone who knows particulars of their passing will furnish them for the benefit of other oldtimers who knew them so well. I recall seeing Mack with the Al G. Field show several times and find his name

well, the Kansss City policeman-magician, recently," Harrison writes. "He is working magic exclusive now and doing okeh. I was with Bill Salisbury, of Chicago, the other evening. He is without a doubt the finest hotel-room entertainer in magic. It's not what Bill does that's different, but the refreshing way he has of doing not only all the old standards, but all the new ones. Prince Budah worked Punch and Judy at the Dante Club here recently and stole the show. I was surprised to see it go as show. I was surprised to see it go as it did in a floor show. He works it strong and noisy and they liked it."

NORTHERN ILLINOIS magicians i NORTHERN ILLINOIS magicians have completed arrangements for a magicians' concleve to be held in Peoria, Ill., October 1 and 2, with headquarters at the Jefferson Hotel. There will be amateur contests in the afternoons and a big show Saturday night. Registration fee will be \$1, which will cover admission to all sessions and shows all sessions and shows.

JACK AND ANN GWYNNE, spending a JACK AND ANN GWYNNE, spending a summer-time visit with their daughter and son-in-law, Mr. and Mrs. Fred Cole, at their home in Pawtuxet, R. I., combined business with pleasure by playing Fay's Theater, Providence, week of Fay's Th August 9.

BABY AND PRINCESS YVONNE have been added to the features at the Mil-iton-Dollar Pier, Atlantic City, where Huber still carries on with his magical

WALTER STOVER, formerly a member WALTER STOVER, formerly a member of the Dayton, O., magi club, is now located in San Francisco, where he is operating a sign and display studio. Says he still gets out the old tricks to run thru them occasionally. "Caught Bernardo at the Kit Kat Club the other night," Stover writes, "and found him quite clever. He opens with a rabbit production a la pigeon pans; goes into a paper-tear, which is really good; covers up with a silk production from same, works the linking rings and comes back (See MAGIC on page 29)

on many of the house bills. Well did I remember Billy and Jim Barlow when they had their own show en tour. At the breakfast table one morning I sat next to Jim, who had been suffering for several days with the flu but continued to work. He was a trifle out of his head from fever and instead of spreading butter on his toast he spread it on the palm of his open hand. It was both amusing and pathetic and we suppressed our laughter. These two brothers were clever performers."

JOHN W. VOGEL, the "minstrel king," is reported to be making plans to launch another minstrel show early in the fall. Vogel is now at his headquarters in Columbus, O.

MARION BLUE, formerly of the Cole MARION BLUE, formerly of the Cole
Bros. Circus side show, is now with the
Silas Green Show, being featured in
various specialities, as well as on the
blues in the concert. Lee Golden, hot
trumpeter and soloist, is reported to be
scoring nicely on the same show.

BOB GIRARD, formerly a feature with BOB GIRARD, formerly a feature with bumont's Minstrels, is rehearsing a black-face novelty for the new production of the Pennsylvania Federal Theater Project, Bunks, Bullets and Battes. Another one-time minstrel man, Joseph Murphy, is agent for the Pennsylvania WPA musical revue.



DENISON'S Minstrels ROLL 'EM IN

THE AISLES SEND FOR SPECIAL

America's unrivalled selection of complete Minstrel Factor Black Complete C

Denison's Plays and Enter-tainments are known every-where. Established over of years. Send for Catalog. T. S. DENISON & CO.
623 S. Wabash Ave.
Dept. 150, Chicago, III.

THE FILM WEEKLY **AUSTRALIA**

Covering the Motion Picture and Entertalument Field Generally, Canducted by MARTIN C. BRENNAN, 198 City Tuttersalle Building, Pits Street, Sydney, Amstrollan Office of THE BILLBOAED,

Twister Wrecks **Borgen Show Top**

28

PARK RAPIDS, Minn., Aug. 14.—The Borgen Players were the victims of a severe twister which struck here last Sunday night, demolishing the tent and all equipment.

Company, which had been in here for five nights under auspices of the local American Legion post, finished out the engagement at Legion Hall.

Manager Peter Borgen reports that this was the third top he has lost by storms in the last seven years. He has made no estimate of his latest loss but reports that the show will continue

Van Arnam Show Notes

AUGUSTA, Me., Aug. 14.—This is the best season of the three that I have experienced on this show. Many things, tho, can happen between now and the end of the trek to Florida, so here's

the, can happen between now and the end of the trek to Florida, so here's hoping.

John R. Van Arnam left us August 1 to be gone indefinitely. As it's not very long until the football season, we may not see him again until after Thanksgiving. For many years he has been a scout for Syracuse University and is a former all-American center. Roy Roberts is capably carrying on in his absence.

Bully O'Brien enjoyed his visit so much

Billy O'Brien enjoyed his visit so much to the Little Cabin in the Pines in Machias that he has even hinted settling

Billy Stone, the 4 a.m. boy, is seriously ontemplating returning to Presque Isle and taking up the study of dentistry. I have heard that the doctor would be glad to have him and that his first lesson would be in how to take gas.

Libby Mack is going over great with her line of eccentric dances.
Hal and Billie Arien are sitting pretty with the customers by giving them plenty of great comedy and harmony numbers.

Maxing Rove and Peter Ciber circle

plenty of great comedy and harmony numbers.

Maxine Raye and Patsy O'Day, single and double specialties, are having a great time on their first visit to Maine. Who is that little fellow that keeps constantly whispering in, their ears? They say he carries a bow and arrow.

Texas Peggy Smith cannot seem to give them enough of her yodeling numbers; that is, when she can keep her lipstick on straight. Last six performers mentioned are new members this season.

Annual meeting of Deep-in-the-Barrel Club will be held the last week of the season. Exaited Ruler Rudy Hoff will address the boys on How I Intend To Sock It Away Next Year, an annual custom with the genial professor.

Yes, Wayne, I remember well the palace in Oklahoma City. And do you remember Burt Sothern directing with the script upside down?!

C. D. W.

WANTED

Specialty Team, must do two good seven-minute acts. Prefer those doubling orchestra. Young Musicians that will help on Canvas, Clarinet. Saxophone. Trombone, Bartione. Work very light, it moves fast. Name lowest salary, you get it here. State everything in answering. Pay your wires. For salo one of America. Its past and most complete, many control of the service of the s

\$3.50 Truss FREE

Pay No now or erer—you get this trues (at for trying a newer unture method which glocotes are relief in most which glocotes are relief in most different. No log straps, clastic belt or crief springs. Does not gouge or enlarge opening. Eliminates severe pressure. Holds Rupture Up and IN. Cannot slip. Easy to wear. Comfortable. No haviness. Light in weight, Method sent on 30 Days Trial with FREE Trues.

E. O. KOCH, 8751 Koch Bidg., 2908 Main St., Kansas City, Mo.

Rep Ripples one's relations and friends. Find that there is a lot of "free gravy" floating around that can be had just for the asking. Margie (Love 'E---

"RUSTY" WILLIAMS, producing b. f.; his wife, Dot, and two daughters, Billie and Wilma, are still in the South with the Odeil White Show. "Rusty" reports things as okeh and says he recently bumped into Ben Heffner, agent ahead of the Heffner-Vinson Show, and found the Leging ways. him looking great.

FRED LYTELL postals from LaSalle, Ill., that he's still sailing along on the Golden Rod Showboat and that he kinda likes it. However, he says he likes the longhorns in Texas, too. Fred reports that the boat is going into a stock run

JIMMIE BAXTER, formerly with Bill-JIMMIE BAXIER, IOTHERLY WITH BIN-roy's Comedians and who closed June 26 with the Mack-Ogle Comedy Company, is now out of the business and working for Armour & Company in St. Paul.

BUSINESS HAS BEEN such with the Milt Tolbert Show that it has been necessary to give two performances a night on a number of occasions recently, according to word from the shows

FORREST (BUZZ) BROWN, this season contracting and billing agent with the Bud Hawkins tent show, while in Mt. Sterling, Ky., recently bumped into his

asking.

Margie (Love 'Em and Leave 'Em)
Noble comes forth with the complaint
that the duration of our stay in each
town is too short, that she hardly has
time to fall in love any more. Says she
is finding it difficult to turn on that
personality with practically no sleep, so
we may go into some two and three-day
stands so she can get caught up with
her life's work of tearing men's hearts
asunder. asunder.

Bob Heidelburg is taking a round of calomel in an effort to offset a serious attack of love sickness which overcomes him three or four times a season, caus ing loss of appetite and extreme prostra-

While fishing in one of the Finger Lakes Manager Wehle and Shorty Duncan were heroes in a thrilling rescue of two slightly inebriated gentlemen who had the misfortune of turning their boat over in the middle of the lake. It was the only thing larger than a minnow that they have pulled out of the water this summer.

Recent visitors included Mr. and Mrs. William Henry, of Detroit; Roy and Alice Butler and son, who drove over from Buffalo to catch the show; Jimmy and Peggy Doss, of the Dodson World's Fair Shows, and Otto Engelder, city clerk of Wellsville, N. Y., who has trouped quite a bit himself.

The elements have been playing havoc



TOBY EASTMAN, HONEY WILDS AND LASSES WHITE (left to right), of the Milt Tolbert Tent Theater, snapped in the studios of WPTF, Raleigh, N. C., during one of their recent broadcasts there. The Tolbert radio show includes, besides the three shown here, the Swing Ensemble, with Red Jenks; the Andre Sisters, Bob Norris, Dorothy Cannon, Slim Williams and Stan Stanley. Unit does 30 minutes on each broadcast.

old pal Jimmie Dunn, with whom he in this section the past week. Rain formerly trouped on Biliroy's Comedians. As a blowoff some 12 people gathered in the Dunn apartment for a pleasant evening of fireworks.

Tolhert Tattles

Billroy Briefs

DUNKIRK, N. Y., Aug. 14.—Glancing over the new route cards we find that Onio will see quite a bit of us in the near ruture. Everyone is anticipating a visit to the Great Lakes Exposition in Cleveland. Any member of the troupe just has to mention that he would like to go to some particular place and Mr. Billy and the show in that direction. roy will head the show in that direction.
We are trying this season to visit every-

Tolbert Tattles

MOREHEAD OITY, N. C., Aug. 14.—Business continues good in spite of extreme heat and rain. A pleasant and appreciated surprise came last pay day when Manager Buddy Hale gave the company a bonus.

In Rocky Mount. N. C., recently Joe McGivigan, friend of Red Jenks, entertained some of the company with an airplane ride. Joe was once a musician in the same band with Red, but he gave it up about eight years ago for fiying. He now owns his own plane and is now serving as pilot and instructor at the municipal airport there.

Nothing unusual over the past weekend. A few social get-togethers and one falling out. It seems that Wiley Kilpatrick couldn't agree with Little Hale. But they were friends again Monday.

Wednesday night in Washington, N. C., a farewell partry was given for Johnny and Hobart Hale, who are joining No. 2 Tolbert show. All had a good

ing No. 2 Tolbert show. All had a good

Paul Herbert brought in the longest in this string of fish and also the reddest sun-

Boyes Players Get Lots of Publicity

LINCOLN, Neb., Aug. 14.—Chick Boyes' Players here have been the target for thousands of dollars' worth of publicity this season without a cent laid out. Playing on a suburban lot, the players were first lensed for a page and a half of The Omaha World-Herald roto section, this week for a half page of The Sunday Journal and Star and next week Life, which took photos before but didn't use them, will again flashlight the players when they do the old bill, Sheriff's Bride. Season's business is stronger than any of the previous ones and the crowds each week are growing steadily larger. Out-of-State licenses and tourists are now stopping to take a look at the tent opus. Chick has a second tent operating on a county fair and picnic circuit.

county fair and pienic circuit.

Kelly Top Downed; Damage Is Slight

MERRILL, Mich., Aug. 14.—Jack Kelly Stock Company's top was leveled in a severe windstorm which struck here last Sunday. Except for a few tears little damage was done to the outfit.

As the result of hard and fast work by the working crew and the cast, the top was back up in time for the night show, when the company played to a well-filled tent.

George Lanchan. agent. was forced to

well-filled tent.
George Lanchan, agent, was forced to
close recently due to illness and has been
replaced by Dan Alspach.
Kelly company played Howard City,
Mich. the first half of this week and
Delton, Mich, the last half, closing tomorrow night.

Kansas City Jottings

KANSAS CITY, Mo., Aug. 14.—Jack and Myttle Albright left here recently to join the Frank Williams circle in Illinois. Don and Lucille Howell have closed with the Zarlington Players in Illinois. Carl and Helen Grandi are recent ar-

rivals here after a long engagement with Dewey Campbell's circle in Northern

Harry Owens and Mary Gaynor, who closed recently with the Favorite Players in Illinois, have joined the Golden Rod Showhoat.

Maurice Luckett has joined the Wil-liams circle, which opened this week in Illinois.

Donald Drummond is reported to be

Donald Drummond is reported to the organizing a circle to play Michigan this fall and winter.

Barney Barnett, former trail blazer for the Dublinsky Bros. Attractions, is now night clerk at the Crest Hotel here.

night clerk at the Crest Hotel here.
Cast of Denny's Comedians, playing
three-night stands in Western Colorado,
includes Denny Dennis, manager; Verna
Dennis, Leota Sund, Kat Hurtt, Jess
Sund, Olan Wolford, Jerry Rouse and
Clyde Hurd.
Kennedy Sisters' Show has closed its
stock engagement at Corpus Christi,
Tex., and is now preparing for the road.
Jack O. Bell is reported to have taken
over the management of the Paul Adams
circle.

Eva May Burns, who closed with Allen ros.' Comedians on account of illness, Bros. Comedians on account of finess, is resting at her home in Boonville, Mo. Gordon Ray is said to be closing with the Rice-Percy Players in Illinois.
Toby Gunn, former comedian with the Merry Mad Caps, is now in commercial

lines in Dallas.

burn at the fishing party the other day. Laney Foster's sunburn ran a close Laney Foster's sunburn ran a clossecond. SALLY THE SLEUTH.

fellow workers. The rehearsal period is sufficiently strenuous without it being made worse for the company by the unprofessional behavior of a few of the members. Members must report for rehearsals at the time they are called. Members who are unemployed should call here daily. The busy season is starting and we do not always receive calls in sufficient time to notify members of them. The employment bureautis for the use of the members of Ohorus Equity and it is the member who appears regularly at the office who is most apt to get work. When you are out of apt to get work. When you are out of work do not fall to call here at least once a day.

Be sure your correct address is on file

his office. CHORUS EQUITY ASSOCIATION.

PRICES EFFECTIVE FEBRUARY 1, 1937

Printed to Your Order Cheapest GOOD TICKET on the Market 100,000 for

Keystone Ticket Co., Shamokin, Pa. \$17.50 20,000 ... 52.00 Cash With Order-No C. O. D.

STOCK TICKETS on hand for immediate shipment.

ab Tattles

RAYNOR LEHR, formerly one of the AYNOR LEHR, formerly one of the best known of tab show managers and producers and for a number of years now a standard act in vaude, postals from Belfast, Ireland, where he recently played the Royal Theater, to send greetings to all his tab friends. Raynor jumped to Ireland after a successful run at the Palladium in London. Margaret Lillie and hubby, Chappie Chapman, report that their coffee shop and beer emborium at Rockawav Beach. Onapmen, report that their contes shop and beer emportum at Rockaway Beach, Mo., is scoring much bigger this season than last. They're undecided as to whether they'll troupe the coming season or not. . . Bobbie Bow, accompanied by her pooch, Dodo, spent a few days recently with Helen Dale and Patricia Decentity with Helen Dale and Patricia De-laney on Indian Lake at Russells Point, O. where Helen and Patricia are with Paul Reno's floor show at Old Vienna Gardens... Babe Woodall and Pauline Scarborough, the "Truckin' Waitress," are now serving 'em up at Jim Bova's new spot, Mexican Villa, in Cincinnati.

BERT VAN DEUSEN, BERT VAN DEUSEN, after seven months as emsee with the Rhapsody in Blue unit, has opened in the Tally-Ho Room of the Club Medinah, Chicago, for an indefinite engagement. Charles Cliff Watson, former owner of Rhapsody in Blue, is on the sick list and would like to hear from friends. He's at the Raleigh Hotel in the Windy City. George B. Hill, who recently underwent his second operation in three years (not sixth, as recently reported here), is still sojourning in Los Angeles. He reports that he recently bumped into Claude Mathis, Paul Taylor and a host of other friends of the old tab and rep days. George is undecided whether to remain in Los Angeles, jump to Frisco or head after George is undecided whether to remain in Los Angeles, jump to Frisco or head east for the winter. . . Jack and Renee Roberts have canceled several weeks of Ohio night club dates to accept an offer with Elsie Calvert's Revue on the Rubin & Cherry Exposition for 12 weeks of fatter.

VIRG DOWNARD, veteran burly and V tab comic, now with George D. Bartlett's tab at the Roxy, Knoxville, Bartlett's tab at the Roxy, Knoxville, writes that the date is the most pleasant one he has had in 15 years. Others in the cast are Otto Holland, comic; George D. Bartlett, straight; Fred Thomson, characters, and Ila Holland, blues singer and talking woman. Chorines are Pearl Lawson, Mickie Allen, Ruby Fuller, Montine Vincent, Connie Austin and Pauline Hill. Downard reports that Bartlett and Frank Roach, city manager and part owner of the Roxy Theater interests, are negotiating for several other stands in the South to open with tabs shortly after Labor Day. In the pit at the Roxy are Roy Steadman, Gene Irwin, Charles Connell and James Anderson.... Charles Connell and James Anderson. . . . Bob Corbitt's Hollywood Might Club Revue, currently touring the South, features O. F. Sheets and Rinney Boy, trained German shepherd dog: Chic Schloss, emsee; Mabel Bradley, tapster; Gene McSweeney, baritone; Helen Dove, dancer: Eddle Lancaster, eccentric dancer; Marvin French, guitarist; Maurice Martin and Kay Esslinger, dance team; Bob Corbitt, Wilmuth Gray, Balancing Stevens and Company and Red MccEwen's four-plece ork. Charles Connell and James Anderson.

Reminiscing With Mack

By MACK D. FERGUSON

FOR the present out of show business, FOR the present out of show business, I have thought for a long time that perhaps it would not be amiss to do just a bit of reminiscing. On July 4, 1921, I made my first professional appearance on any stage. It was with Leo H. King's Stock Company, tent repertoire show playing Western Kentucky. Yes, sir, I was the corpse in The Million-Dollar Hobo (at least that's the title Leo gave the bill), so naturally I had no lines. So anxious was I to become an actor that I told King that I would pay my own room and board if he would just let me "join out."

On the King show I met and worked with a young man that was destined to become a vaudeville and radio star, Leo Canova. You know him as Zeke, of the radio trio of Judy, Zeke and Anna. Leo's brother, Pete, was on the show at the same time I heven't seen Leo

of the radio trio of Judy, Zeke and Anna. Leo's brother, Pete, was on the show at the same time. I haven't seen Leo since he closed with the show in the little town of Salem, Ky., but I have watched his progress thru the years with much interest.

A friendship that I value as much as

any I have ever known began when I met Charles (Dome) Williams. This acquaintance was made in Atlanta, where I had gone to join Henry Prather's Honeymoon Limited, and has extended over a period of 12 years. With only a slight break Dome and I trouped toover a period of 12 years. With only a slight break Dome and I trouped together for that length of time. Speaking of Dome Williams and Henry Prather reminds me of an incident that happened in Gadsden, Ala., during the days of the "noble experiment." Seems like the boys were in need of a bit of "spirits fermenti" and were advised by the manager of the local theater where the forbidden juice could be procured. Dome was elected to make the trip to the woods. Prather handed Williams a \$20 bill, the smallest he had (tab business was good in those days), with instructions to bring in a gallon. Well, in about an hour Dome came in, not with one, but with four gallons of the "giggle soup." Prather looked at all the canned joy and said: "Dome, why did you get all this?" And then friend Williams replied: "Well, the man didn't have any change and I thought we could use it change and I thought we could use it all anyway."

(Editor's Note—Mack D. Ferguson is now a newspaper man on The Hickman County Gazette, Clinton, Ky.

(Continued from page 27)
with that good old six-card trick. Between acts he works the tables, doing
mentalism, card tricks and palm read-

PIFF PAFF POOF annual gathering, sponsored by Bob Weill and Gene Gordon, will be held at Fort Eric, Ont., September 4 to 6, inclusive. Joe Ovette will be the featured outdoor act Saturday afternoon with his sensational hanging escape. Banquet, followed by a magic

NEW TYPE SHOW OPENS August 21st, Saturday

BOOM TOWN, AUSTIN, TEXAS

Flash Teams wanted, with good wardrobe. Teams met on arrival by company Packard courtesy car; placed in quarters; taken care of; sponsors furnished. New innovations, tent stadium. Entertainers. People all lines, contact. MR. SMITH, Office Villa Rosa Night Club, Austin, Texas.

Jimmy Johnson, Al Wilson, Dianne Kelly, Eddie Carillo, contact. Pay your own. Show Produced by B. W. JOHNSON.

回 INTERNATIONAL 回

"WE HAVE MORE SHOWS THAN ANYONE IN THE FIELD" Opening TOPEKA, KAN., Tuesday, Aug. 24th

Attention, Teams with Entertaining and Sprinting Ability; don't miss this show. Sponsors and floor money guaranteed to reliable teams. We are looking for teams to carry with us for the next 12 months. Why spend your money between shows waiting, when we will take care of you from one show till the next? All teams knowing Duke Hall, Mickey Brennan or Hal Brown, write to MICKEY BRENNAN or DADDY FOX, Care Capitol Hotel, Topeka, Kan., at once. Our next show opens October 15. If you want to make money, don't delay.

Write at once.

show, will be held Saturday night. A big outdoor program Sunday will be sponsored by *The Buffalo Times* and is expected to draw 15,000 people.

Endurance Shows

Brennan Show Ends; mer, emsees, keep the crowds well entertained.

Topeka Next Stand

HUTCHINSON, Kan., Aug. 14—Mickey
Brennan's International Derby Show has completed a successful showing herc, with Eddie and Jackie Anderson winners of first prize, and Irene Carter and Trubber-Legs' Martin winners of second Herterisson, Ran., Aug. 14.—Mickey Brennan's International Derby Show has completed a successful showing here, with Eddie and Jackie Anderson winners of first prize, and Irene Carter and "Rubber-Legs" Martin winners of second

Heine Rink presented his ice act twice

Heine Rink presented his ice act twice to capacity houses. The cellophane wedding of Alice Barker and Lewis Nehring also played to a turn-away crowd.

Topeka, Kan., will be the location of Brennan's next show, with all teams being carried over. The Topeka show will have a good set of entertainers in Bozo, Nick Reading and Charlie Loeb. Spot is considered virgin territory.

Staff will consist of Duke Hall, Hal Brown and Eddie Nave, with Mickey Brennan as contest director and Daddy Fox, manager. Two other shows are slated to follow Topeka, Brennan reports.

Cowl's Contest In Sixth Week

MINNEAPOLIS, Aug. 14.—H. H. Cowl's marathon, being presented under canvas just outside this city, is in its sixth week, with six couples and one solo still going. The 7,000-seat arena has been well filled each night, despite the competition of the roller derby operating in City Auditorium here.

Poochineli handles the floor, and Monte Hall, Art Wolff and Danny Brem-

A READER, signing himself "Patersonian." writes that he would be interested in reading a note on Nellie Roberts, Babs Fath, Vina Walker, Mario Allesandro, Danny Bramer and Benny Bothmen

ALSO RECEIVED inquiries during the past week on Harvey Ruble, Larry Troy, Luman J. Beede, Jimmy Gable, Archie Gayer, Bill Cooper, Lefty Craig, Johnnie Prebish, "Snake Hips" Campbell, Curtis, Chaison, Jimmy Isaac, Dick Sayer, Bill Curts, Opal Fertig, Monte Hall, Ernie Bernard, Johnnie Crowder, G. K. (Boots) Boothe, Alex Borders, Duke Wilson, Porky Jacobs, Jerry Martone, Jess Huber, Jimmy Glynn and Eddie Gilmartin. Shoot in a line and let your friends know what you're doing.

SHOOT IN the dope on your show, giving the starters, the contestants still in the running, the staff, the hour mark and other information which may be of interest to the readers of this column. It is only thru your co-operation that we can make this a bigger and better column. News items should be malled to reach The Billboard, 25 Opera place, Cincinnati, O., not later than Priday of each week.

LOUIE FOREMAN

GEORGE W. PUGHE

SUMMER THEATER-

(Continued from page 25) signed by Edmund Glover. Opened July 29 for a four-week run.

Cast: Roma Sargent, Rina Revel, Ora Moore, Walter Sande, Alan Ladd, Adele Jerome, Wallace Gregory.

An eccentric American play producer endeavors to sell the English rights of his current Broadway vehicle to a British his current Broadway vehicle to a Hillian producer who is his house guest. He is hampered by his wife, who loves to redeem hardened criminals and employs them as servants in her home. Other deterrents are Valerie, his temperamental star, and an impetuous burglar, who turns out to be a staid young architect out on a tear. A frothy, light, summer piece of nonsensical entertainment.

piece of nonsensical entertainment.

Florence Lawrence, of The Los Angeles
Examiner, called it, "Light and nonsensical . a farce comedy built
around amusing situations." Frederick
Stern, Evening News critic, said, "A
frothy, feather-brained piece of summer entertainment." David Arlen.

"The Devil's Moon" THEATER-BY-THE-SEA

(Matunuck, R. I.)

(Matunuck. R. I.)

In association with Sidney Harmon, the summer theater troupe at Matunuck premiered a three-act 18th century tale, by William Ford Manley, week of August 3. Sets by Johannes Larsen.

Cast: George Macready, Ann Freeman, Arthur Sachs, John Howsradt, Caroline Hambleton, Virginia Weaver, Russell Collins, Sylvia Field, Marion Urmy, Tookle Hunter, Lee Pope, T. Edward Hambleton, Zamah Cunningham, Robert de San Marzano, Alfred Etcheverry, Harold Moffet, John Straub.

Scene is laid in the convent of the

Scene is laid in the convent of the Sisters of Mercy, "many years ago." The sisters see a pair of red pants disappearing over the garden wall and believe the Devil has been within the grounds. Act tually the pants belonged to the baker's boy, who has been keeping a date with Nella (Ann Freeman), reared within the solitude of the convent. But the Devil tale pleases the sisters and fathers, and when a handit in red pants (Macready) comes over the wall seeking escape from the constabulary the religious folks are certain he must be the Devil returned. So he lets them keep this belief and tells so he lets them keep this benef and tells his bandit band they have found a hide-out in a lunatic asylum and the play goes on—at times entertainingly but more often slowly, until it reaches a mildly humorous finale.

Charles A. RossKam.

From Out Front

(Continued from page 24) imagined. Another famous 'realist' of Mr. Shaw's generation is H. G. Wells. He, you will remember, is the author of The Time Machine, The War of the Worlds, The Man Who Could Work Miracles and other bits of hard-bitten realism. Mr. Wells also has doses of 'philosophy.' But don't let that fool you. Shaw is as wild as Dunsany, only not so entertaining.

"The problem may be solved by thinking in terms of the spectator's experience as he sees a play, and by comparing this experience with others. You may then find that the artistic experience with others. You may then find that the artistic experience with others. You may then find that the artistic experience is a heightening, an intensification, even a crystallization of other experiences—a heightening achieved thru form and technique and, above all, ripe thought. There is no separating art from life except by committing suicide. There is no separating art from life except by ceasing to think."

The Forum

The department of The Billiboard is conducted as a closing his views cancerning current amusement matters. Opinions regarding paraideed. Neither will attention be given on this page to communicate discussed. Letters must be signed with the full name and address of one side of the paper. Those not exceeding 300 words are preferred. The Billiboard, Box 572, Olincinati, or

Somerville, Mass

Frank Wainwright saks for the name of the first tramp juggler. The first I ever saw who juggled in tramp makeup was Vernell, who was quite prominent in the days of Austin & Stone's in Boston. The most popular tramp makeup was Vernell Ahead Of Harrigan,

Says Breen

Say as I saw him and his dog in a show in New York within the last two years. Someone who is familiar with the days of Dick Martz and his son Al can give more details about the juggler Vernell, who he was and where he came from. Speaking of Al Martz, what has become of Prince Wentworth, old-time trick violinist; Kennedy and James, and Walter Wentworth, contortionist? I was a traveling salesman in my younger days, covering New England and I was constantly in touch with Martz and other smaller shows. I travel thru the streets of Boston now and see nome of the oldtimers. Pete Griffin, Killen and Murphy, Ed Kelley; Jim Murray, of Murray and Alden; Mickey Finn and the the oldtimers. Pete Griffin, Killen and Murphy, Ed Kelley; Jim Murray, of Murray and Alden; Mickey Finn and the Luciers' Minstrels were popular in New England. Bill Kelleher, who recently passed away in Gloucester, Mass., was advance man for many of these old-time shows. I hope some of the other readers will bring back memories of these old-timers.

JOHN R. BREEN.

Cincinnati.

In answer to a recent inquiry concerning the M. L. Clark Show, I wish to say that I was on that show in 1920-22. Show was transported in 40 wagons. There was only one truck and that was on the advance. There were approximately 80 people with the show at that time. Roy Hasg was do-

M. L. Clark

M. L. Clark

M. L. Clark

M. L. Clark

M. L. Clark and the adjusting.

M. L. Clark often

M. L. mostly Louisians and Arkansas territory.
Regular admission was 25 cents; reserved seats and the concert were 10 cents. seats and the concert were 10 cents.
The few animals were in the side show, which had an admission charge of 10 cents. WILLIAM JOHNSON SHEETS.

La Crosse, Wis Forty-five years ago on August 9, 1892, the Adam Forepaugh Circus was struck and partially demolished by a cyclone in my old home town of Cohoes, N. Y., entailing a loss of Recalls "Wind" some \$30,000. This is a date I shall

always remember since I was one of Which Struck Forepaugh Show the patrons of the

Forepaugh Show the patrons of the abow on that memorable occasion and as the years go by and "time marches on" it has and always will live vividly in my memory. At that time Adam Forepaugh's Circus was one the largest of the word losses of the control of the largest of the word losses of the control of the largest of the word losses of the control of the largest of the word losses of the control of the largest of the word losses of the control of the largest of the word losses of the control of the largest of the word losses of the control of the largest of the word losses of the control of the largest of the word losses of the largest of the time Adam Forepaugh's Circus was one of the largest on the road. Joseph T. MacCaddon was general manager and it hosated 30 elephants, a splendid menagerie and one of the greatest of all spectacles, The Fall of Ninevah, designed by John Rettig, prominent Cincinnat producer, which employed, besides a cast of principals, over 500 supernumeraries and utilized the entire rear of the eightpole big top. The morning of August 9, 1892, dawned bright and clear; the parade was out on schedule (and what a parade) with its open dens of wild animals, its gorgeous tableau wagons and five bands. And then came the afternoon performance. The tents were pitched on the old Adams Island race course, and I as an office boy on the old Cohoes Sunday Regulator and armed with two

reserved-seat passes given me by Whiting Allen, old-time circus press agent, attended the matinee performance and perched myself on the topmost row of reserved seats to catch the performance. Soon after 3 p.m. the sixtes became cloudy and by the time the charoit races started the center poles were dancing, the canvas swaying and a huge storm was approaching. "All out," oame the cry from the announcer, and we all started for the exits. I went out thru the canvas sidewall just as the storm hit. The storm struck in all its fury, demolishing the big top. Center poles snapped like matchsticks, the elephants tampeded, cages were overturned. The stampeded, cages were overturned. The cookhouse was lifted 50 feet and smashed cookhouse was lifted 50 feet and smashed against a tree. Fortunately the audience had been dismissed and most of those present had gotten out of the big top A falling pole felled Chauncey Moreland, side-show fat man. I stayed under the circus wegon and emerged unscathed but scared to death. Fifteen minutes later the skies cleared, the winds subsided and the circus officials began to appraise their losses. The night show was abandoned and the show loaded for appraise their losses. The night show was abandoned and the show loaded for the next stand, Kingston, N. Y., where it exhibited under bare poles and sidewall until a new top could be procured. Some years ago my old friend Charlie Bernard, the "Sage of Savannah, Ga." showed me an Adam Forepaugh route book of 1892 detailing this wreck, and I was much impressed. When the Van Schaiscks Island Golf Club took over the Adams Island race course in Cohoes it set aside the middle ring with its dirt banks used by the Adam Forepaugh Circus on this memorable occasion as a memorial to the tornado and it is still intact.

the circus band, saw in memory the the circus band, saw in memory the daring aerialists and the dashing bare-back riders and lived again in memory, the olden golden day of that never-to-be-forgotten time when I was a boy, a day I shall always remember. WALTER D. NEALAND.

Holliston, Mass.

I was interested in the letters by Fred.
Poole and Ernest Littlefield in regard
to small shows on the road. I think here
in New England this number is smaller,
atho I recently
talked with E. F.

Circle Stocks

talked with (Eddie) Hannon, of Boston, who does a wide business with plays for shows, and Circle Stocks On Increase in New England small shows, and he says that there

has been an increase in shows playing circle stock, driving back to headquarters each night and in most cases omitting Saturdays. During the past winter there have been several of these playing out of Boston under auspices and their names seldom appear in The Billboard. I think The Billboard is very fair in printing news, but I agree with Poole and Littlefield that the one-day girl show publicity is somewhat overdone.

NORMAN KENNEDY. has been an increase in shows playing

Gailsville, Md.

I wish to comment on Ernest A. Littlefield's letter in the August 7 issue of
Billyboy. I agree with his statement
that tent repertoire shows should cover

Agrees With, Then Censures Littlefield

up their territory, particularly good ones, because two or three bad ones are most apt to follow on estab-lished shows' terri-

lished shows' territory when they wan schalacks Island Golf Club took over the Adams Island race course in Cohoes it set aside the middle ring with its dirt banks used by the Adam Forepaugh Circus on this memorable occasion as a memorial to the tornade and it is still intact.

In the year 1932, its 40th memorial, while on a vacation away from the show world I stood in the center of that self-same ring, heard the ghostly strains of

414 YEAR Billboard Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company 8. LITTLEFORD, President and General Manager.

E. W. EVANS, Secretary-Treasurer. A. O. HARTMANN, Editor Outdoor Depts., 25 Opera Place, Cincinnett, O.

E. E. SUGARMAN, Editor Indoor Depts., 1884 Broadway, New York, N. Y.

Main Office and Printing Works, The Biliboard Building, 25-27 Opera Place, Oincinnati, O. Pinne, Main 5308. Oable Address, "Biliyhoy," Oincinnati, O.

Olncinnett, O.

BRANOH OFFIOES: NEW YORK—6th Floor
Palace Theater Bidg., 1564 Broadway, Phones,
MERallion 3-1616, 3-1617, 3-1618, CHICAGO—6th Floor Woods Bidg., Randolph and Dearborn
Streets. Phone, Central 8486, SN planes.
Arcade Bidg., Sth and Streets. Phone Chestnut O448.

HAAD JPH H. H. H. Patrick.
The Charles of the Chestnut O458. TONDON—Bert Ross, care "The
Patromer," 18 Charing Cross Boad, London, W. C.,
SYDNEY, AUSTRALIA—Martin C. Brennan,
City Tattersell's Bidg., 198 Pitt Street. PARIS—
Theodore Wolfram, Hotel Stevens, Rus AlfredStevens.

SUBSORIPTION RATES, PAYABLE IN AD-VANOE—One Year, 35; Two Years, 82. These rates apply in the United States, U.S. Possessions, Canada and Countries in Pan-American Postal Union. Rates in other foreign countries upon re-quest. Subscribers when requesting change of ad-dress should give former as well as present address.

dress should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Haif Page, \$150; Quarter Page, \$67.50. Dies accepted ges than the press noon Monday.

The Billbard reserves the right to edit all advertising or the property of the pressure of the p



Vol. XLIX. AUGUST 21, 1937,

mentions is most likely composed of acmentions is most likely composed of actors from Broadway legitimate who are filling in a summer. Littlefield states that they hold themselves aloof from the natives of Nashua, N. H. It is my argument that it is their right and privilege to do that. If they are legitimate people I wouldn't think much privilege to do that. If they are legitimate people I wouldn't think much
of them if they did mix in with any who
came along. You know there is such
a thing as pride. There has been a
strong feeling of jealousy that some (not
all) repertoire people have held for
legitimate actors ever since show business began. I believe if Ernest A. Litlefield would curb some of his feelings
he would get along much better and
maybe meet some of that summer colony
of legit people whom he secretly admires.

HARRY S. WEATHERBY.

"Passing of the Circus" Bosh

ONE of the most ridiculous editorials about the circus that ever came before our eyes appeared in The Paris News, Paris, Tex., Angust 5. The editorial, headed "Passing of the Circus," was based upon, so the writer thereof says, a protest made in Dallas by a number of citizens in a district adjacent to a vacant area on which a circus was to pitch its tents this fall, and so strong was the outcry that the council has about concluded that another site would have to be found for the show.

"Thus another idol is broken," the editorial continues. "Time was when the circus was not only permitted to show when and where it listed but it was even welcomed and various sections of a town competed with each other for the location of the traveling amusement. But times have changed.

"No longer do the small boy and some larger ones go out on the road to meet the circus coming to town in the dawn when it traveled in its own horsemeet the circus coming to town in the dawn when it traveled in its own horse-drawn wagons. No longer is there a crowd to see the unloading at the railroad yards since travel was made by rail. No longer is carrying water for the elephants as the price of an admission practiced. The younger generation is too blase for such things and the elders do not feel the need of convoying the youngsters to the show to view the animals as an educational exhibit and then conclude they had just as well stay for the show so long as they had paid

and were inside.
"The glory has largely departed from the circus. Picture shows, automobiles and other more modern entertainment have made inroads on the circus and while it attracts crowds when it comes they lack the excitement and thrill that once was a part of the affair. Circuses are endured rather than enjoyed in this day

There might have been rare cases where various sections of a town competed with each other for the location of the traveling circus, but where are the grounds to justify the statement that it is not welcomed today? It would be interesting to know just when the writer of the editorial saw his last circus and

how many he has really seen in his life.

How silly, too, is it to say that no longer do the small boy and some larger ones go out on the road to meet the circus coming to town in the dawn when it traveled in its own horse-drawn wagons! Why should they when there are no such horse-drawn wagon circuses?

And as for there no longer being a crowd to see the unloading at the railroad yards since travel was made by rail that takes the prize for pure bosh. Circuses have been on rails for years and the crowds have been gathering at the yards just as long.

Carrying water for the elephants to gain admission was more a gag used by press agents than anything else, yet the writer of the editorial would have one believe that the younger generation is too blase for such things. And what elders do not feel the need of convoying the youngsters to the show?

The circus is given credit for attracting crowds, thank goodness, but if they lack the excitement and thrill that once was a part of the affair we have yet to notice this and we know the majority of circus folk and circus followers will say the name. If circuses are not enjoyed in this day and time surely this would be reflected in the attendance, and any show owner will vouch for the statement that the circus is just as popular today as it has ever been, if not more so.

Saranac Lake By JOHN C. LOUDEN

Mark Vance recently enjoyed a visit from his wife, who came on from Chicago to be with him to celebrate their 25th wedding anniversary. Mark has perked up since and is doing wonderfully well.

Jack Flamm and Melton Reich responded favorably to the phrenic operation. Both boys are showing improvement.

ment.

Armand Monte was pleasantly surprised by a visit from his brother and sister-in-law, Mr. and Mrs. John Monte, of Petersburg, Va. Armand is making progress and is permitted downstairs once a week to see the movies.

Irving Wilbur celebrated another birthday last week. He is coming along nicely and thoroly enjoyed his birthday cake with its 28 candles.

Leo Abbott, of New York, is at Saranac Lake visiting his sister, Sylvia Abbott, who is at the Lodge recuperating from the thoracoplastic operation. Sylvia is doing nicely.

the thoracoplastic operation. Sylvia is doing nicely.
Lucille McKay enjoyed a visit recently from her husband, John, of Moline, Ill. and friends Mrs. C. C. MacDonald, Mrs. A. E. Matthews and Mrs. Margaret Kaalke, all of Rock Island. Ill. Lucille has been added to the up-patient list.
Jennie Grande held open house last week-end and entertained her mother, Mrs. Rose Grande; Mr. and Mrs. L. Griffin; Mr. Joseph Gerimia, of New York, and Jean Gerimia, of Lake Placid. All were pleased with Jennie's improvement. ment.

Martha Gill responded successfully to be preumothorac operation. She is

the pneumothorac operation. She is showing marked improvement. Please check your health to avoid the cure and write to those you know

ALBERT — August, 69, former circus musician, at Geneva, O., August 6 after a long illness. He trouped years ago with Walter L. Main and other major rail circuses and in recent years directed bands in near-by towns. He was born in Bavaria and came to the United States in 1884. Albert organized the American Legion band at Geneva and was its director until four years ago, when he was forced to retire because of filness. Services and burial at Geneva.

when he was forced to term because of iliness. Services and burial at Geneva.

AMBIENT—Mark, 77, playwright, in Brighton, England, August 11. In addition to being the author of more than a dozen plays, including The Arcadians, Ambient was an actor, producer and conswriter.

Ambient was an actor, producer and songwriter.

ANCKER—Louis, 50, pioneer in radio broadcasting at Station WIP, Philadelphia, August 6 in New York after a long illness. He was one of the first announcers at WIP, later becoming production man and studio director before moving to New York last September. His wife, known professionally in, radio at Anice Ives, survives. Burial at Arlington Cemetery, Philadelphia, August 9.

ton Cemetery, Philadelphia, August 9.

BARD — Roy, 53, killed at Milaca, Minn., August 9 when a trailer in which he was riding turned over. He was known as Roy, the Stone Man, and had been appearing with the Marine Hippodrome. He formerly traveled with Ripey's Believe-It-or-Not show. Body was shipped to Los Angeles, where services were held under direction of Pacific Coast Showmen's Association. Interment in that organization's private burial plot August 16.

August 16.

BAUCHMAN—Wilbur F., 76, musician, at one time with band on Ringling Bros.' Circus and other shows, August 8 at his home in Kilbuck. O., after an extended illness. He was a composer and until forced to retire because of ill health was director of the Willie Green.

Broth Wilburch He widow a son and Band, Klibuck. His widow, a son and two daughters survive. Burlal at Kilbuck

BLAKE — Boob, 35, burlesque comedian, in private life Herbert Luther Noble, at General Hospital, Los Angeles, Noble, at General Hospital, Los Angeles, August 2. For many years he worked for Minsky's and was also well known in Midwest burlesque circles, where he worked for several seasons under the Jack Kane banner, Recently he had appeared at Paris Inn, Los Angeles, and at Venice Baliroom, Venice, Calif., with Millie Johnson's Beef Trust Revue. His home was in Cincinnati. Survived by his mother, a brother and a sister living in Covina, Calif. Burial at Covina August 4.

gust 4.
BOGART—Jackson N., 81, father Jack Bogart, vaudeville and night club entertainer, at Quincy, Ill., August 5 fol-lowing a heart attack.

CIMSE — Robert, performing aerial motorcyclist, killed in fall while working

CIMSE — Robert, performing serial motorcyclist, killed in fall while working at Folkets Park, Malm, Sweden, July 23. COHAN—Sam, 73, veteran pitchman, was killed August 6 while pitching on a downtown Detroit parking lot. He was struck by a motorcycle driven by an inexperienced driver.

CRAMER — Joseph, nail concession operator for Sam Lover for three years on Royal American Shows, in Royal Alexander Hospital, Edmonton, Alta., Can., July 14 after a short illness. Pall-bearers were Sam Lover, Al Carsky, Harry Goughn, Ben Davis and Lefty Garber. Rachael Collins, Virginia Warner, Vera Hancock, Colleen Myles and George Green attended funeral in Edmonton.

EDISON—William Lesile, 58, son of the late Thomas Aliva Edison, at his home in Wilmington, Del., August 10 after an illness of six weeks. He had been suffering from internal complications. He was noted for his experiments in radio and electricity and until he ceased active experimentation two years ago had a number of basic patents governing radio reception. Born in Menlo Park, N. J., October 3, 1878, he was the eldest son of Thomas Edison and his first wife, Mary G. Stillwell Edison. Survived by his widow; two brothers, Charles, assistson of Thomas Edison and his first wife, Mary G. Stillwell Edison. Survived by his widow; two brothers, Charles, assistant secretary of the navy, and Theodore, of Orange, N. J.; two sisters, Mrs. Marion Edison Oser, Norwalk, Conn., and Mrs. Madeleine E. Sloane, Orange, and his stepmother, Mrs. Edward Hughes, who is now in Europe. Interment in Lower Brandywine Cemetery, Wilmington, August 12.

FORD-H. Calvin, 53 former theater

The final Curtain guard at Rockaway Beach, N. Y., and Gale Gloria Wilson, former Chester Hale girl, August 1 at Elkton, Md. FERRIS-CHAP—Tom Ferris, pianist at the Rose Bowl, Chicago night club, and Valerie . Chap, violinist, in Chicago August 7. FRY-SCHMADER—Clement A. Fry. FRY-SCHMADER—Clement A. Fry.

gained fame for his crchestration work in New York, Chicago and on the West Coast. He retired two years ago. Sur-vived by his widow, Mrs. Grace Hoffman; two daughters, Elizabeth, of Delaware, and Ruth, of San Francisco, and two sisters in Butwise. Czechoslovakia.

> IN LOVING MEMORY OF ROY E. HOGAN

Oled August 18, 1938, He will live forever in my heart. EVA HOGAN. God bless him.

HORNIMAN — Annie, 76, theatrical producer, August 6 in Shere, Surrey, Eng. During her 50 years' connection with the theater Miss Horniman successfully operated repertory theaters in with the theater Miss Horniman successfully operated repertory theaters in Dublin and Manchester, produced over 300 plays and started off such dramatists as George Bernard Shaw, John Galsworthy and St. John Ervine. Her Avenue Theater production of Shaw's Arms and the Man in 1894 gave the Irish playwright his first notoriety. Her finest achievement, however, was the founding of the Dublin Abbey Theater, which made possible the Irish dramatic renaissance of the last decade, probably the most creative literary movement of our time. For three years she subsidized the Abbey out of her own pocket and only left it when it was on a solid basis. Then she bought the Galety Theater in Manchester and opened it with a repertory company in 1908. Her policy was to encourage young playwrights and actors and this made the Galety a school for genius until she sold Galety a school for genius until she sold the theater in 1921.

the theater in 1921.

IRBY—J. E., 58, concessioner with J.

L. Landes Shows, at Broken Bow, Neb.,
August 5. Services and burlal in Broken
Bow August 7 were attended by entire
show personnel, among whom the following concessioners were pallbearers:
Lloyd Anderson, Sam Grammer, Lee
Vernon, Orville Cox. Ray Gordon and
Alonzo Carr. Survived by his widow,
the former Mrs. Hildreth, and a son,
whose whereabouts is tunknown. whereabouts is unknown.

whose whereabouts is unknown.

KAPLAN—Asron, 68, opera singer and for 20 years cantor of Temple Judea, Chicago, August 10 in Mount Sinal Hospital, Chicago, At 19 he started his singing career with a traveling troupe in Russia. He had sung at Covent Garden, London; the Opera Comique, Paris; the Old Chicago Opera Company and the Metropolitan and Hammerstein's, New York. Survived by his widow, four daughters and two sons.

New York. Survived by his widow, four daughters and two sons.

KELLY—Eddie, 58, well-known concessioner, who had been in show business for 40 years, at Miami August 5.

His_home was in Detroit.

MERRILI—Mrs. Anna G., 60, booking agent, August 7 in Belgrade, Me. For many years she was one of the chief bookers in the RKO Vaudeville Exchange, Boston. She was known to thousands of performers all over the country.

country.

MYERS—Fred S. (Happy), 36, owner of Fantazma Show, girl revue with Goodman Wonder Show, at Illinois Research Hospital, Chicago, August 6 following an operation. He had been critically ill for five months. Myers formerly had shows at A Century of Progress, Chicago; California-Pacific International Exposition, San Diego, Calif., and Fort Worth Frontier Centennial. Survived by his widow, Mrs. Ann Myers (Campbell); his parents; two sisters, Mrs. C. Miles and Mrs. M. Curran, and two brothers, Clarence and Lester. Burial at Ocacia Cemetery, Chicago, August 9. cago, August 9.

We wish to express our sincere thanks to the host of friends, especially the Goodman Worker Shows, for their extreme kindness and sympathy during the recent liliness and doath of my husband and our son.

MRS, FREO S. "HAPPY" MYERS, Oad and Mother, 4332 Northwestern Ave., Chicago, Ilit.

FORD—H. Calvin, 53, former theater operator in Pittsfield, Mass., recently in Springfield, Mass., after a two-month illness. He owned the Majestic Theater, now the Palace, in Pittsfield and also built the Capitol Theater in that city. HOFFMAN—Henry, 71, noted musician, at his home near Santa Cruz, Calif., August 8. Born in Czechoslovakia, he was brought to the United States by Ziegfeld more than 25 years ago and Burial in New York.

RAINVILLE—Henri B., 85. father of Henri Gerard Rainville, internationally known violinist, recently at his summer home in Atlantic City after a short illness. Survived by his widow, two sons, two daughters and a brother.

two daughters and a brother.

ROMANO—Charles, 38, who had been identified with New York productions in recent years, in New York August 9 following a heart attack. He had been on the stage since boyhood and had played in Seventh Heaven, with the John Golden Company, and with the Theater Guild in Eugene O'Neill's Marco's Millions. He was also in the cast of Gentlemen Prefer Blondes and with Leslie Howard in Berkeley Square. Survived by his widow and child. Services under auspices of the Actors' Fund were under auspices of the Actors' Fund were held at Walter B. Cooke's Funeral Home, New York. Interment in the Fund plot in Kensico Cemetery, Westchester, N. Y.,

ROPP—John Albert, 77, for many years with Sells Bros. Circus as bareback rider and leaper, at Forest, O., recently. He traveled with that show thru the United States, Australia and New Zealand. Burial at Forest.

SCHWARTZ—Charles W., 53, business agent for Toledo stagehands' union and employee of the Valentine Theater, Toledo, drowned in the Maumee River recently.

SHORT—Albert E., 46, NBC orchestra leader and for 20 years conductor, pro-ducer and director in the theater, mo-tion pictures and radio, of apoplexy in Chicago August 10. He was the son of T. V. Short, well-known musician in his day, and under his teaching Short be-came an outstanding trumpet player as a member of Arthur Pryor's Band. In 1918 he became conductor of the stage orchestra at the Riviera Theater, Chi-cago, where he conducted and produced 1918 he became conductor of the stage orchestra at the Riviera Theater, Chicago, where he conducted and produced stage shows for 10 years. Short also wrote many compositions, most outstand of which was Bluebird Land. With the advent of taiking pictures he went to Hollywood and wrote and directed music for many hit pictures. In 1932 he returned to Chicago to join NBC as a production director. Survived by his widow and daughter, Eleanor. Burial in Springfield. Mass., his birthplace.

SIMPSON—Doc, professionally known as Sweeney, athletic showman and musician, August 4 in Sulphur Springs, Tex., following indigestion and heart attacks. He had recently been employed as talker on Mrs. D. E. Pence's Miss America Show with the Bill Hames Shows.

STILSON—Mrs. Altha B., 68, mother of Mento Everitt-Gordinler, actress, August 1 at Lakeview, Mich. Survived by her daughter and two sisters.

STOREY—John Williams, 62, father of the well-known concessioner, "Alabama" Bill Storey, at Atalla, Ala, August 3.

WHARTON—Edith, 75, novelist, in St. Brice, France. August 11 after an apoplectic stroke. Considered one of the foremost figures in American fiction. Mrs. Wharton produced 38 books during her life. Three of these, Ethan Frome, The Age of Innocence and The Old Muid, were dramatized and were spectacularly successful on Broadway.

WILLAT—C. A., early film producer and developer of technicolor, at Hollywood Hospital, Hollywood, August 6 of lobar pneumonia. He retired five years ago.

Marriages

ANGELL-GINTHER—Ted Angell and Willberton Ginther, nonpro, in San Diego, Calif., August 6.

AYRES-JARVIS—Mitchell Ayres, band leader at the Hollywood Restaurant, New York, and Georgia Jarvis, actress for Vitaphone studios, New York, recently.

BAXTER-SARGENT—Jimmle Baxter, formerly with Billroy's Comedians and the Mack-Ogle Comedy Company, and Mary Louise Sargent, nonpro, at the Trintly Lutheran Church, South St. Paul, Minn., July 31.

BRYMER-EBERLE—Edward Brymer, stage and screen dress designer, and Joan Eberle, New York socialite, August 9 in Yuma, Ariz.

CASE-GEISELMAN—George T. Case, member of the WIS staff, Columbia, S. C., and Marilu Gelselman, radio writer and performer, of Cincinnati, August 3. CASEY-WILSON—Jack Casey, life

FRY-SCHMADER—Clement A. Fry. Canton (O.) band leader and planist, and Evalyn Marie Schmader, nonpro, also of Canton, August 5 in St. Joseph's Catholic Church in that city.
GILLETTE-BERGDAHL—Lee Gillette, of the Three Notes on CBS, Chicago, and Edyth Bergdahl, of the Ozark Sisters, WLS trio, March 22 at Ypsilanti, Mich.
GOLDSWORTHY - KELLY — Ralph Goldsworthy, nonpro, and Shelly Mae

Goldsworthy, nonpro, and Shelly Mae Kelly, of the WLS Ozark Sisters, August 7 at Crown Point, Ind. LIPPMANN - WOLFENSTEIN — Fred

Lippmann, nonpro, and Carolyn Wolfen-stein, secretary to John Schultz, of Fanchon & Marco, August 14 in New

NICHELS-COFFELT—A. C. (Buckalew) Nichels and Myrna Coffelt; dancer, both with the Elite Exposition Shows, August

7 at Washington, Kan.
OSTERHOUSE-MERRIFIELD—Phil O
OSterhouse, dance instructor and entertainer of Grand Rapids, Mich., and Marquerite F. Merrifield, July 27 in Los

Angeles.
POWERS-HORSCH—Leo Powers and Iva Horsch, nonpro of Michigan, July 10 at Pontiac, Mich.
SMITH-LELAND—J. D. Smith, assist-

ant manager of the Cerro de Pasco copper mines in Peru, and Dorothy Leland, member of a prominent Detroit theat-rical family, in Cristobal, Panama, July 12.

Coming Marriages

George W. Mason, Hollywood night club operator, and Paula Stone, actress-daughter of Fred Stone, in Santa Bar-bara, Calif., soon.

Shields Djerkiss, sound technician of Station WXYZ, Detroit, and Margaret Macauley, nonpro, at Highland Park Presbyterian Church, Detroit, August 21.

Divorces

James Lee Scribner, of Batavia, O., creator of radio's Johnson Family, from Annabelle Scribner August 9.

Births

A seven-pound boy to Mr. and Mrs. Jack Fulton in Evanston, Ill., August 12. Father is a tenor on the Poetic Melodies program over WBBM, Chicago. A son to Mr. and Mrs. Roy Wild at Aultman Hospital, Canton, O., August I. Father is leader of his own band in Centon. Canton.

A 9-pound 6½-ounce son to Mr. and Mrs. J. D. Von Herbert, Northwest the-(See BIRTHS on page 85)

CHICAGO, CHICAGO

(Continued from page 16)

Whispers in the Dark and returns to his band-stand seat for They Can't Take That Away From Me. The chap has a good tenor voice, altho not strong enough to compete with some of the featured vocalists in competitive name

enough to conspect with some of an eatured vocalists in competitive name bands.

Orchestra follows with another brief medley before ushering in the Calgary Brothers, novel Continental laugh turn. The two boys do punch-drunk work and a slow-motion fight, with the many bits of business interlocking each other in such a way that there is no room for a lull. Went over big.

Duchin takes the next spot with his piano single and has the customers figuratively eating out of his hand. Opens with Smoke Gets in Your Eyes and carries on with a flock of old favorites. Garnered a touchdown ovation.

Marlo and Floria deservedly stopped the show with their refreshing, breezy dance work. Possess youth, personality and an abundance of talent that is profusely displayed in their tango, soft-shoo musical comedy number and rumba. Have many good, speedy tricks that are gracefully executed. Definitely heading for the top.

Against a stormy-cloud backdrop band closes the bill with an impressive version of Stormy Weather. Duchin coming out in one for an extra bow.

On screen, You Can't Have Everything (20th Century-Fox). Business, prosperous.

(20th Century-Fox). Business, properous. Sam Honigherg.

MAIL ON MAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

Owan, John E., 50 Harris, Mrs. Ben, Johnson, Rosa I. DeMarlo & The Marlowe, Edw., 10c Johnson, Mrs. R. B. Graretson, Hendo Godwin, S. S., 8c Godwin

John E., 50 Marlete, 50 Marlete, 50 Marlete, 50 Marlete, 50 Marlete, 50 Marlowe, Edw. 100 Johnson, Roda Jee Johnson, Mrs. R. Also, Mrs. Ale, 40 Millie Mils Toron, Arteria, 50 Marlete, 50 Adams, Mrs. J. Q. Dedrick, Mrs. Luella Allen, Gal. Allen, Gal. Allen, Gal. Allen, Gal. Allen, Gal. Allen, Mrs. Kato Anderson, Thelma Arlington, Lois Armstrong, France Austin, Marie Acory, Helen Denby, Mrs. Buck Allin, Mra Kato
Anderson, Thelma
Andre, Kay
Appliabee, Edna
Arlington, Lois
Armstrong, Frances
Austin, Marie
Avory, Hira, Joseph
Hackenatice, Ir.,
Hackenatice, Mrs. Lon
Balley, Mrs. Carol
Barlett, Mrs. Carol
Barren, Mrs. Carol
Barren, Mrs. Carol
Barren, Mrs. Agnes
Bartlett, Mrs. R. O.
Barton, Mrs. J. G.
Barton, Mrs. J. G.
Barson, Mrs. J. G.
Bars, Mrs. Ruth
Beall, Helene E.
Bean, Mrs.
Bean, Mrs

Bell. Millie Bell, Miss Tone Bennett, Dorothy Claudia

weekens Mrs. J. A. Belle Line of the Lamburg Mrs. John ell. Mills Tone ell. Mills Dorothy ell. Mils Tone of the lamburg Mrs. John ell. Mils Tone elle Line of the lamburg Mrs. John elle Line of the lamburg Mrs. John elle Line of the lamburg Mrs. Lamburg Mrs. Les Lamburg Mrs. Les Lamburg Mrs. Les Lamburg Mrs. Les Lambo, Mrs. Laurs Iggs. Mrs. Catard, Naom Ledward, Mrs. Les Lawrence Mrs. Lill Edward, Mrs. Mrs. Laurs Iggs. Mrs. Catard, Mrs. Les Lawrence Mrs. Lill Lawrence Letter, Mrs. Mass Listen, Mrs. Les Lawrence Mrs. Lill Lawrence Letter, Mrs. Mass Lekhy, Mrs. Lawrence Mrs. Lill Lawrence Mrs. Law Bert, Esther Best, Mrs. Laura Biggs, Mrs. C. E. Bimbo, Mrs. Bimbo, Martha Biron, Pearl Bishop, Dorothy Bishop, Mrs. Louise Bistany, Mrs. Mas Bistany, Mrs. Mas Biskely, Mrs. Boardman, Mrs. B. O. Balla Lion

Bonita, Belle-Lion Faullin, Jackie Felder, Mrs. T. P. Fisher, Mrs. Peggy Floyd, Mrs. Viola Foley, Mrs. Babe Fox, Mrs. G. Frailey, Mrs.

Bonita, Belle-Lion

Bookman, Edith
Bookman, Edith
Bookman, Edith
Bookman, Edith
Bookman, Kriola
Bookman, Kriola
Bookman, Kriola
Bookman, Edith
Bookman, Han
Bookman, Han
Brantz, Mickey
Breckel, Mrs.
Lenore
Breatz, Mrs.
Lenore
Breatz, Mrs.
Lenore
Breter, Gertrude
Britton, Editablich
Britton, Editablich
Britton, Editablich
Brown, Mrs.
Brown, M

Srown, Mrs.
Thelma Good, Mrs. G. B.
Brrant, Mrs. Emily Gooding, Torste
Goodman, Mrs. O.
Brran, Pearl
Burdick, Jewei
Burdick, Jewei
Burns, Irane
Burton, Mrs. James
Green, Mrs. Johnny
McCunse, Mrs. Mark
Gord, Mrs. Mark
Grafton, Gloria
Graft

Stran, Pearl
Buck, Boots
Burdick, Jewel
Burns, Iren James
Burns, Iren, Jemes
Burns, Iren, Jemes
Burns, Iren, Jemes
Gray, Mrs. Johnny
Butler, Mrs. Roy
Green, Mrs. Johnny
Green, Mrs. Leib, Mrs.
Green, Mrs. Leib, Mrs.
Green, Mrs. Johnny
Green, Mrs. Leib, Mrs.
Green, Mrs. Johnny
Green, Mrs. Johnny
Green, Mrs. Johnny
McKeand, Pat
Malison, Mrs. Petty
Irene
Gregory, Jessen
Green, Mrs. Leib, Mrs.
Green, Mrs. Johnny
McKeand, Pat
McKeand, Pat
McKeand, Pat
Malison, Mrs. Petty
Malison, Mrs. Petty
Malison, Connie
Malison, Mrs. Petty
Malison, Connie
Malison, Connie
Malison, Mrs. Leib, Mrs.
Malison, Connie
Malison, Connie
Malison, Mrs. Leib, Mrs.
Malison, Connie
Malison, Mrs. Leib, Mrs.

Carri, Anno
Carri, Anno
Carri, Karriet
Casson, Mrs.
Carrie, Edicaca
Carrie, Carrie
Carrie, Carrie
Carrie, Carrie
Carrie, Carrie
Clark, Ora
Conte, Mrs.
Cook, Mrs.
Cook, Mrs.
Cook, Mrs.
Cook, Mrs.
Cooper, Mrs.
Cook, Mrs.
Cooper, Mrs.
Cooper, Mrs.
Cooper, Mrs.
Cooper, Mrs.
Corriell, Mrs

Crawford, Aris.

Crawford, Aris.

Frank
Crawford, Mrs.
Frank
Crawford, Mrs.
Crawf

Janssen, Dorothy Jarvis, Mary Jobb, Mrs. Fred Johns, Mrs. Alberta Johnson, Mrs. Gertrude Johnson, Mrs. Harold Johnson, Rosa Leo

LaGrande, Ethel
LaLazette, Madam
LaStrand, Eve
Lamar, Betty
Lamarr, Mrs.
Yronne
Lang, Ruby
Lang ord, Mrs.
Langent, Miss
Langent, Langen, Lan

Leiter, Mrs. Maiba
Lenager, Hess
Leonard, 11ts
Levis, Little, Mrs. Vinginia
Lotel, Mrs. Dare
Loah, Monda
Lopez, Official
Lorenzo, Mrs. Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo, Mrs.
Lorenzo

Loretta, Ora Lynch, Mrs. E. J. Lynch, Teddy McArthur, Zoma McCade, Mrs. Bernice McCarthy, Mra. Wm.

Mason, Mrs. Bertha May Matsumoto, Amelia Mattley, Mrs. Thelms

Meyers, Mrs. Vickey
Miller, Kay
Mittai & Harry
Mixon, Tillie
Moley, Mrs. Lillian
Moore, Mrs. Lillian
Moore, Mrs. Goldle
Morates, Tereza
Morate, Trixic
Morate, Mrs. Billie
Morate, Kittie
Morris, Ethel
Morris, Mrs. Betty
Morris, Mrs. Betty
Morris, Mrs. Cora
Morts, Mrs. C. Cra
Morton, Mrs. L.
Morton, Mrs. L.

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

ing issue.

Nash, Mrs. Katherin Neal. Frances Sherwood. Roberta Troy, Mrs. Louise Shover, Mrs. All Shover. Mrs. All Shover. Mrs. All Shover. Mrs. Betth Nelson. Mrs. Tables Shover. Mrs. Bourt Navoton, Verondes North, Cecilia Norton, Cerroll Norton, Mrs. Mary Novel. Edna Stiton, Mrs. Ky. Norton, Mrs. Mary Novel. Edna Stiton, Mrs. Ky. Norton, Mrs. Mary Novel. Edna Stiton, Mrs. Ky. Wittey Wille Mrs. Norton, Mrs. Mary Norton, Mrs. Mary Norton, Mrs. Mary Stiton, Mrs. Ky. Stiton, Mrs. Stiton, Mr

Onsen, Olive James Smith, Mrs. Ida Smith, Mirs. Igan Wasson, Aras Wasson, Mrs. Server, George M. Smith, Willele Sorton, Elsie Mark Page, Ruth Hasal Park, Mrs. J. A. Parker, Alma, J. A. Sorges, Mrs. Wells, Mrs. J. L. Sorges, Mrs. Pate, Dorothy Pechang, Mrs. Jessy Stanley, Dairy Wells, Mrs. J. A. Sorges, Mrs. Dairy Wells, Mrs. J. A. Sorges, Mrs. Dairy Wells, Mrs. J. A. Sorges, Mrs. Dairy West, Middel Black, Mrs. Parker, Mrs. Petry, Geneva Peterston, Mrs. Greenew, Mrs. J. Stanley, Dairy West, Middel F. Billo, Dick Black, Dick

Reeves, Mrs. Edward Reeves, Mrs. Lovella

Rudick, Mrs. Estella Runge, Mrs. H. E. Alvord, Ned Russell, Mory Russell, Mory A. Russell, Mrs. Joel Runge, Mrs. Joel Russell, Mrs. Joel Russell, Mrs. Joel Russell, Mrs. Joes Randers, Mrs. Salibeury, Mrs. S

Gentlemen's List

Bailard, Walter
Baincher, Ray
Bancher, Ray
Banny, Stanley
Barbay, Stanley
Barbour, R.
Barhour, R.
Barker, Doc T, W.
Barman, Joe
Barmes, Eugene E.
Barnes, Diegene E.
Barnes, Duke Erowe, W. W.
Brunce, Louis
Brunce, Art E.
Brunce, Julia
Brun

Baugiman, Harry
Barnard
Bayley, Robert
Barnard
Burlord, Clay
Burlord, Clay
Burlord, Harry
Burger, Harry
Burger, Harry
Burger, Harry
Burger, Harry
Burke, S. J.
Burlingame, Balph
Burlord, John
Beauery, John
Burlord, Harry
Burley, Burlord, John
Burlord, John
Burlord, John
Burlord, John
Burlord, John
Burlord, Harry
Burlord, Harry
Burlord, Harry
Burlord, Harry
Burlord, Harry
Burlord, John
Burlord, Clay
Burlord, Harry
Burlord, Harry
Burlord, Harry
Burlord, Harry
Burlord, Harry
Burlord, Harry
Burlord, Clay
Burlord, Harry
Burlord, Harry
Burlord, Clay
Burlord, Clay
Burlord, Clay
Burlord, Clay
Burlord, Harry
Burlord, Clay
Burlord, Harry
B

Butta, Nip
Bretty, J. D.
Byrd, W. E.
Callburg, John
Cain, J. L.
Callburg, Leon
Cain, Jos. Leroy
Caldwell, J. L.
Cann, Jos. Leon
Camp, Joe Chylor
Campbell, Gary
Campbell, H. W.
Campbell, Jesse H.
Canter, Geo.
Caron, Orrand
Caron, Paul W.
Carer, Boy
Carpenter, Law
Carper, John
Oart, Joe
Carron, Carlos
Carton, Carlos
Carlos
Carton, Carlos
Carlos
Carton, Carlos
Carton, Carlos
Carlos
Carton, Carlos
Carlos
Carton, Beaulien, Lyle Beckley, Paul Beede & Nance Bel-Mar, Jack Belmont, Avery Belt, Sammy Chambers, Ingram

Beimont, Avery
Bedt, Sammy Kelly)
Bender, H. (Kelly)
Benlow, Villiam
Benner, Dean F.
Benner, Dion
Bennett, Bob
Bennett, Bob
Bennett, Leo
Bennett, Leo
Bennett, Paul
Berger, Harry
Berger, Harry
Berger, Seymour
Berger, Seymour
Berger, Seymour
Berger, Seymour
Berger, Seymour
Berger, Bolland
Bethune, Gus
Bey, Bacones M Obambers, Ingram Champion, Jack Obampilin, Carl Obampilin, Carl Obampilin, Carl Obambert, Ed Chambert, Ed Chambert, Ed Chambert, Charley Obarak, Al (Stim) Obarak, Al (Stim) Obarak, Sollie Oboss, Geo. Obambert, Chambert, Chambert, Chambert, Chambert, Chambert, Chambert, Chambert, J. F. Church, Obas, ine, Guo Ben r, George M. Edw. K.

Christensen, Grant
Christensen, Grant
Christensen, Grant
Chuscher, J. F.
Church, Chas.
Church, L. O.
Chricles, J. O.
Christensen, Grant
Christensen, Gr

Olark, Frank Champ Clark, Happy Bob Clark, Prank R. Olark, Joe Clark, Lester Clark, Prof. Frank Claude, Leo Clayton, Clarence Clayton, Dr. Heri Clayton, Lou Olayton, Lou Olayton, Lou Clayton, Lou Clay

Olayron, Tony &
Mildred
Cleary, C. W.
Clements, Harry S.
Clemeson, William
Clifton, Lou
Clinton, Genille
Climes, Charley
Ooaster, George
Cody, Ju N.
Cohee, Rar Bowling Concessions
Bowman, Sam
Bowman, Wilbur
Boyd, Frank
Bord, Frank
Brachad Jr., Paul
Braden, Jim
Bradley, Toney
Bradon, Fames
Bradon, Fames
Bradon, Washington
Bradshaw, Harry
Bradshaw, James
Brady, Red
Branch, Mary Bradshaw, James
Brads, Negrayon
Bradshaw, James
Bradshaw, James Coffey, L.
Cohee, Rex
Cole, Lester
Coleman, George A.
Coles, Cleveland
Colidy, D. D.
Collier, Charles
Collins, Rev
Compton
Compton
Compton
Connect
Compton
Connect
Con

Brahen, A. Wickson
Brande, Nick
Branch, Wick
Braswell, W. L.
Bray, Capt. George
Brennan, Mickey
Brennan, Mickey
Brennan, Mickey
Brennan, R. G.
Brenk, B. J.
Bright, H. B.
Bright, H. B.
Bright, H. B.
Brooke, Haman D.
Brooke, Haman D.
Brooke, Thomas A.
Brosseau, Frank
Brower, Jos. J.
Bright, H. Brown, Chulty
Brown, Culty
Brown, Chulty
Brown, Chulty
Brown, Chulty
Brown, Robt. Lee
Brown, Robt. Lee
Brown, W. B.
Brown, W. B.
Brown, W. B.
Brown, W. W.
B.
Brown, W. W.
B.
Brown, W. W.
B.
Brown, W. W.
B.
Brown, W. W.
B.
Brown, W. W.
B.
Brown, M. W.
B.
Brown, W. W.
B.
Brown, M. W.
B.
Brown, Blube, B.
Brown, B.
Brown, W. B.
Brown, M. B.
Brown, B.
Brown, W. B.
Brown, M. B.
Brown, Blube, B.
Brown, Blube, B.
Brown, B.
Brown, W. B.
Brown, Blube, B.
Brown, B Conner, Theodore R.
Conrad, George
Conway, Buddie
Cook, Pae.
Cook, J. M.
Coon, George
Cooper, Buck
Cooper, Buck
Cooper, Harry
Corley, Carl
Cornack, Woodrow
Corninh & Dean
Cornilh & Dean
Cornilh Bush Corley, Carl Corley, Carl Cornack, Woodrow Cornish, Edward Cossack, Selso Cossack, Selso Costack, Color Corch, C. C. Coulter, E. G. Country, Chas. Kutz Courteaux, Chas.

Courteaux, Coass.

Coward, James
Cowley, Jimmie
Cotby, A. W.
Crabb, Donald E.
Craig, Beth
Craig, Beth
Craig, Suart
Cravatz, Sam
Cravatz, Simmle
Cray, Luther
Crame, Jimmle
Cray, Luther
Crame, Omar
Crimi, Prof. B.
Crouke, Prank
Orosch, Pfank
Orosch, Pfank
Orosch, Pford Croake, Jaca Cross, Frank Crouch, Flord Crowdens, Walter

Orowe, Bill
Orowe, P.
Crowley, Jimmy
Orum, Ivan
Crustus, A. F.
Cummings, Civde
Cummins, Herbert
G.

Cunningham, Con Curlius, Basil Gene Cutlip, Paul Dalrymple, Earnest Dameron, Elmer

Darling, Gene
Darlington, O. W.
Daugherty, Jaa E.
Davies, James W.
Davies, James W.
Davis, Dares De
Davis, Bart De
Davis, Bart De
Davis, Julian Joe
Davis, N. E.
Davis, N. E.
Davis, Jay Welter
Davis, May Welter
Davis, May Welter
Davis, Ray Welter

DeBoard, Wm.
DeCharin, O. Henry
DeCharin, Fred
DeCharin, Fred
DeVoe, Jack
Dearnot, Chief R.
Dettrick, Lock
Dettrick, Lock
Delaner, Joe
Demars, Stanler
Denham, Mark
Denskey, Edward
Denton, Eddo
Dervedla, Flying
Deutschun, Borah
Devine, J. M.

Devine, J. M. E. Devine, J. M. E. Dew, Daniel Dewesse, Thomas Dexter, Bob Dickerson, Floyd Diggs, E. L. Dillon, Jack Dimon, Andrew Diskin, Frank Ditmore, Nick Divon, Norman Liverson, Norman Liv Donovan, H. D. Doss, Harry W.

Dose, Harry
Dovcet, Poley
Dovenhig, Green R.
Downing, Robert
Doyle, Jack
Drake, Guss
Drake, Paul
Drane, Billy B.
Draper, E. L.
Dunies, Sherman
Duke, L. E.
Duncan, Midget

Duncan, Midget
Dungan, W.
Dunbam, Roy
Dunbam, Roy
Dunbam, Roy
Dunyal, Jack
Eagle, Oxef Ed
Edwards, V. L.
Edward

Farrell, E. 8.
Farrell, J. W.
Fasan, Harry
Faul, Matthert
Faulkner, Robert
Faust, Jake
Faustel, Carl
Fay, Gunny
Faye, Berte
Fayer, Thomas
Fedler, Thomas
Peee, Jim

Forman, Harold P.
Fortner Clyde E.
Fortner Clyde E.
Fortner Clyde E.
Fortner Eddie
Foster, Lee
Foster, Lee
Foster, Cer
Fowler, Oharles S.
Fox, Carl
Fox, Roy E.
Francis, Dr. B.
Francis, Sam
Frazer, Harold
Frazier, Harold
Frazier, William
Freddete, Geme
Freddy, Flexible
Frieddete, Jene
Frieddete, Jene
Frieddete, Jene
Frieddete, Alfred
Frisby, Maurico
Fusner, Will
Gadden, Louis P.
Gagnon, Follock
Gante, Joe
Gaines, Al
Gante, Joe
Gardiner, Hy
Gardner, Ed
Gardner, Larold
Gardner, Larold
Gardner, Ed
Gardner, Kenneth
Gardner, Feter
Gardner, Feter
Gardner, Feter
Gardner, Henry
Garr, Peter
Garze, B. E.
Gassen, Harold
Gautewood, Cliff
Gaute Brothers
Gardner, B. E.
Gassen, Harold
Gautewood, Cliff
Gaute Brothers
Gardner, Shammock
Brothers
Gard Brothers
Brothers
Gard Brothers
Gard Brothers
Gard Brothers
Gard Brothers
Gard Brothers
Gard Brothers
Brothers
Gard Brothers
Gar

Gay, Vernon Mack Gean, Bernie Gean, Bernie Gentry, John George, Costa George, Frank George, Tom Gereu, Clarence Geyer, Billy & Dolly

Gibson, F. L.
Gibson, H. C.
Gifford, George
Gibert, Bert
Gilbert, Harty
Gilk, George
Gill, Crde
Gill, Majo
Gill, Steward
Gilln, Ernie Gill. Melo
Gill. Steward
Gilmore. Steward
Gilmore. Osseph
Gilmore. Osseph
Gilds. Harick
Gils. Wm.
Gilse. Wm.
Gilse. Harick
Goden. Harick
Godden. Ja.
Godden. Ja.
Goddet. J. B.
Goldizen. John
Goldstein. Ted
Goddet. J. B.
Goddet. J. B.
Goddet. J. B.
Goddet. John
Goldstein. Ted
Godden. Jen
Godden. Ted
Godden. Ted
Godden. William
Steward
Goodrich. Verne
Godorich. Gus
Godden. Gus
G

Goodwin.

Google, Barney
Gorden, Thomas V.
Gordon, Doc Bob Gorman, F. F.
Gosnell, Ray
Gould, Eddie
Gouldsberry, Paul
Grace, Shorty
Graffo, Baby
Grafton, Carl
Graham, Joe
Graham, Joe
Graham, Joe
Gramprie, Ralph
E,

Ellenberg, Johnnie Ellist, Ray Ellis, Ray Ellis, Ray Engarder, Reverse English, Ray Engerser, George English, Ray Engerser, Edw. L. Grant, Harold Grant, Russeil N. Grant, Russeil N. Grant, Engerser, Edw. L. Grant, Ellish, Edwin Engerser, Edw. L. Greenheld, Joe Engerser, Edw.

Raust, Jake Faust, Jake Faust, Jake Faust, Jake Faust, Jake Faust, Jake Fay, Gunny Fay,

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

August 21, 1937 Hobbs, Warden E.
Hodge, Orville H.
Hodges, Jimmie H.
Hodgen, Jimmie Hodgen, Ted
Hodgen, Ted
Hodgen, Ted
Hofsker, Anton
Hoffman & Brewer
Hoffman, E.
Hoffman, Samuel
Holliday, Jack
Holloway, Boyd
Holliday, Boyd
Hollow, Jack
Holk, Jack
Holk, Jack
Holk, Jack
Holk, Jack
Holkman, George Hartseil, Waus Harvey, E. F. Harvey, Heary Harvey, Jos Harvey, Wilbur Harville, L. R. Harwood, W. T. Hatfield, Ray Hattella, Hauler, Does Hauler, Does Hauler, Does Haverstock, Has Havelle, L. R. Hawes, Wilburn Hawkins, Arnold Haynes, Edward Gron, Rubs Homson, C Hood, H. Hook, Ker Haywagon, Rube
Heady, Abram
Heart, Heppy
Heart, Heppy
Heart, Heppy
Heart, Heppy
Heart, Heppy
Heart, Heppy
Hemphill, Polk
Heidercock, P. G.
Hefti, James
Heibert, Royk
Hemphill, Polk
Henderson, Jack or
Hennant, Art
Henry, Arthur,
Henry, Mont
Hebrs, Ray
Hershey, Ray
Hess, Floyd N.
Hibbard, H. B.
Hickory Nuts, the
Hicks, John Hook, H. B.
Hook, H. B.
Hook, H. B.
Hook, H. B.
Hook H. B.
Hook H.
Hook H.
Hook H.
Hosmer, J. E.
Hosmer, Kent
Hosmer, J. E.
Hosmer, Kent
Houser, All
Houser, All
Houser, All
Houser, Herbert
Howard, A. W.
Howard, Harry
Hower, Herbert
Hower, Herbert
Hobel, Jee
Hubel, Jee High the state of ACTS, UNITS AND ATTRACTIONS current week are given.) no. Adler, William (Ambassador) NYO, h. Adreon, Emiles (Villa Venice) Chi. c. Adrian, Iria (Kti Kat) Phila, nc. Allen & Farker (Pan-American Exposition)

Irdwin, George Ireland, A. T., L. T., S. M. T., S. M. J. & G. Concession Jack & Mack Jackors, Micky Jackors, Micky Jackors, Barney Jackors, Barney Jackors, T. T. Jane, Karl Jarvis, Fred Jason, F. Jazz Beby Jefferson, Pont Jefferson, Pont Jefferson, Pont Jenkins, Jessie Jenkins, Jessie Jenkins, Jessie Jennings, Don & Jennings, Don & Jennings, Teddie Jeralde W. R. Jones. Trombone
Jones. Slim
Jordon, Olyde L.
Jordon, J. D.
Jordon, J. D.
Jordon, Joe
Judd, Red
Jukes, Jimmie &
Louise Judes, Jimmie & Louise
Kahn, M. Louise
Kain, Eugene R.
Kalani, Al
Kane, Fred
Kane, J. N.
Kann, David Abe
Kant, Larie
Kann, Mex
Kann, James
Kecler, George
Keller, James
Kennedy, James
Leon
Kennedy, James
Leon
Kent, Skeet Jennings, Ted Jeralds, W. R. Jessop, Edward John, Tommy Johns, F. L Johnson, Derrick Johnson, E. F. L on, Derrick on, E. on Flying Service Johnson, George Johnson, H. Johnson, Guy E. Johnson, Jesse Johnson, Jesse Brune Johnson, Lawrence Johnson, Leonard Johnson, John Johnson, Louis Tuba Kent, Skeet
Keown, J. W.
Kerr, Nelson
Ketchum, Nelson L.
Khan, Akbar
Kicketh, Merton R.
Kidwell, Red,
Kilebrew, Pete Johnson, Toby
Johnson, Wayman
Johnson, While
Johnson, Willis
Johnson, Willis
Johnson, Willis
Johnson, Willis
Johnson, Herbert
Jolly, Bob
Jones, Geo. (Tex)
Jones, Lewis
Johnson, Wayman
Ketchum, Nelsom
Kactri, Nelsom
Ketchum, Nelsom
Kacthum, Nelsom
Kachum, Nelsom
Kachum, Nelsom
Kachum, Nelsom
Kachum, Nelsom
Kachum, Nelsom
Kachum, Nelsom
Kana, Akbar
Kalendum, Nelsom
K

Kingdson, S. Kirby, Eddie Kirby, Lloy Kirby, Lloyd Kirby, Lloyd Kirk, C. R. Kirk, Francis E. Kiser, G. B. Kitchens, Josh Kizer Adam er, schenk, sc

Lasko, Joe Langhart, L. C. Larsen, Carl Laurello, M. Lawson, Happy Lawson, Samuel Lawson, Samuel
Scotty
Lawson, W. E.
Lazone, Elmer
Leach, Barry
Lealand & Lee
Lean, John
LeRoy, Prof. W.
LeRoy, L. F. LeRoy, J. F.
Lee, Chas., Novelty
Stand
Leeder, Henry P.
Leek, L. J. Leedor, Henry F.
Leek, L. J.
Leeson, Jas. Henry
Leggett. Bob
Leddman, Leininger, Elvis
Leinch, Harry
Lennett, Bill
Leonard, Harro &
Marlo
Leopardo, Anthony
S. Kork, Bobby
Kratt, Ferry
Kramer, Fanl E.
Krantzler, Dan
Krantzler, John
Krantzler, John
Krantzler, John
Krantzler, John
Krantzler, John
Krantzler, John
Lesser, Wall
Labell, Chief
LaPage, Albert
LaPage, Abert
LaRose, Tommy
LaRue, Arial
Labesstim, Wilbur
Laeser, Walt, Orch
Laeser, Sterier, Noci Bester, Noci Bester

Litel. John
Littiegr A. Chief McCormick. Tcd McCor, Bill (Red)
Little For Chief McCor, Harrison
Littlefield, Kennetb McCor, Tex
Lockhort, Hank H. McConne, Bob McCone, C. D. McCone, C. D. McCone, C. D. McCorne, John McCone, R. Comid J. C. McDonald, Jack McDonald Logston, Maruce Lomis, Tommy Lonis, Tomms
Long, Eric
Long, Eric
Long, Harry K.
Long, Isaac A.
Long, John W.
Lord, Al
Lorensen, R.
Revue Lorensen, R., Revue Louis, Bill Loutheris, O. J. Love, Don Love, Rey Lovelace, Monte Love, Rey Martin Love, Pat Lovelace, Martin Luar, Bonnie K. Luber, Bill Luber, Bill Lundord, E. Lynn, G. B. Lyon, D. R. Lyons, Ployd Lyons, P

Madden, Mike Maddox, W. W. Maddy, Floyd L. Madison, Charley Maiers, Harry Mains, Geo. Makinson, Jack Malanga George McDonaid, Jan C. McDonaid, J. Sectty McDonaid, J. Sectty McDonaid, J. Green, J. T. McDonaid, C. McDonaid, C. McDonaid, C. McDonaid, C. McCoe, Jinmie McGee, Mctvin McGee, Mctvin McGee, Tommy McGee, Tommy McGeil, Leo McGill, Leo McGill, Leo McGill, McGell, McGelll

Mains, Geo.
Makinson, Jack
Makinson, Jack
Malloney, Willard
Mamonth Marine
Malloney, Willard
Marason, Ritchie
Marason, Ritchie
Marason, Ritchie
Marason, Ritchie
Marason, Ritchie
Marine Exhibit
Marine, Lary
Marka, Mitchell
Marine, Lary
Marka, Mitchell
Maroll, Elete
Marphy, Michael
Marshall, Ponth
Marshall, Ponth
Marshall, Ponth
Marshall, Ponth
Marshall, Robt, W. Mitchell
Mitchell, George
Marphy, Michael
Marshall, Robt, W. Mitchell
Mitchell
Marshall, Robt, W. Mitchell
Mitchell
Marboll
Marshall, Robt, W. Mitchell
Mitchell
Marboll
Marshall, Robt, W. Mitchell
Mitchell McGlone, D. L.
Marline, the Marcion Marcion Marches, the Three Miller, Water (Toe Miller,

Abbot. Gene (Wagon Wheel) Houston, Tex., no.

Abbott Dancers (Palmer House) Chi, h.
Ace Rollers (Miami) Toledo, no.
Adams, Jackie (Wonder Bar) Fallaburg, N. J.

Adreon, Emilee (Villa venue) Cm. c. Adrian, Iris (Kit Kat) Philis, nc. Allen & Parker (Pan-American Exposition) Dallas, p.
Alexander, Durelle (Radio City Rainbow Room) NYC nc.
Allen, Ray (Bladen) Annapolis, Md., h.
Almonte, Marie (Le Mirage) NYC, nc.
Amstordam, Morrey (State-Lake) Chi, t.
Andre, Pierre (Drake) Chi, h.
Andrew Sisters (Paradise) NYC, re.
Arden, Dolly (Villa Venice) Chi, ro.
Aristocrats, Four (Palmer House) Chi, h.
Arleys, The (Kennewood) Pitzburgh 8-21, p.
Arley, Louis, & Oliver Sisters (Casino Olub)
Bay City, Mich.
Arren & Broderick (Casino) Dallas, nc.
Ash, Paul, & Band (Lyric) Indianapolis, t.
Ashburn, Harris & Yvonne (Shoreham) Washington, D. C., h.
Austin, Gene) Michigan) Detroit, t.
Austin, Gene) Michigan) Detroit, t.

Bachelors, Four (College Inn) Chi, nc.
Ballantine & Flerce (Bon-Air) Chi, cc.
Banks, Sadie (Old Roumanian) NYC, rc.
Baptie & Lamb (New Yorker) NYC, h.
Batbarina & Poms (Colonial) Dayton, O., t.
Barlow & Benter (Club Esquire) Seattle,
Wash, nc.

Baptle & Lamb (New Yorker) NYC, h. Barbarina & Poms (Colonial) Dayton, O., t. Barlow & Benter (Club Esquire) Seattle, Wash, nc.
Barriow & Benter (Club Esquire) Seattle, Wash, nc.
Barria, Cappy (St. George) Brooklyn, h. Barrie, Gracie (Arrowhead) Saratoga Springs, c.
Barstow, The (Mounds) St. Louis, cc.
Barstows, Inene (Versailles) NYC, nc.
Beats, Gladys (Murray's) NYC, nc.
Beats, Gladys (Murray's) NYC, nc.
Beekman, Jackie (Soo) Atlantic City, nc.
Bell's Hawaitan Follies (Orph.) Ogden, Utah, 13-19; (Capitol) Logan 20; (Orph.) Pocatello, Ida, 21, t.
Belmore, Barbara (Nixon) Pittsburgh, re.
Bendova (Met.) Boston, t.
Bennett, Ethel (Old Roumanian) NYC, re.
Benton, Larry (Mitchell's Playhouse) Chi, nc.
Berg, Alphonse (Pal.) Cleveland, t.
Bern, Ben (Tower) Kansas City, Mo., t.
Bernard & Henrie (Rose Bowl) Chi, nc.
Bernard & Henrie (Rose Bowl) Chi, nc.
Bernhardt, Bobbis Jean: Great Falls, Mont.
Bert & Jay (Colonial Village) Feoria, Ill., nc.
Bling, Eferman (Pal.) Cleveland, t.
Bishop, Fred (Gay '90s) NYC, nc.
Bishop, Fred (Gay '90s) NYC, nc.
Bishop, Fred (Cay '90s) NYC, nc.
Bish, Francis (1818 Club) Tacoma, Wash.
Blanche & Elliott (Arrowhead Inn) NYO, nc.
Bottle, Johnny (Essex House) NYC, h.

Boran, Arthur (Club Trocadero) West End,

N. J. Bordine & Carole (Rex! Syracuse, N. Y., nc. Borg, Inga (Jimmy Kelly's) NYC, nc. Boston Sisters (Anna Held's) Peekskill, N. Y.,

re,
Bouche, Nevia (Edgewater) Lafayette, La., Rc.
Bowers, Eleanor (Arcadia) Phila, Rc.
Bowes, Joan (Bickory Lodge) Larchmont,
N. y., ro.
Boyettes, The (Weber's Hofbrau) Camden,
N. J., Fc.
Readfard Barbara (Baradias), NYC, re Bradford, Barbara (Paradise) NYO, re. Bradford, Eloise (Biltmore) NYO, 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.

Brian, Melba (Road to Rio) Pan Amer. Expo...
Dailas.
Brito. Phil (Mount Royal) Montreal, h.
Broadway Passing Revue (State-Lake) Ohi, t.
Brown, Danny (Olub Lido) Youngstown, O..

Brown, Damiy (Chila Died) robusters, C. 1978. Ada (Grand Terrace) Chi, nc. Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, reservoilee, Roy, C. V. E. Revue (Exhibition) Quebec City, Que. Buckley, Dick (Planet Mars) Chi, nc. Burgess & LaMont (Riverside) Milwaukee, t. Burke Sisters, Three (Oriental) Chi, t. Burns, Boots (666 Glub) Chi, nc. Burns, Jimmy (Village Brewery) NYC, nc. Burton, Mary (Ritz Gardens) Atlantic City, nc.

nc.
Burton, Effie (Club Alabam') Chi, nc.
Byrd, Muriel (Shelton) NYC, h.
Byrd, Russell (Westminster) Boston, h.

C

Byrd, Russell (Westminster) Boston, h.

Caldos & Baline (Roosevelt) New Orleans, h.
Calgary Bros. (Chicago) Chi. t.
Caliman, R. J. (Essex House) NYC, h.
Cameron, Tukona (St. Regis) NYC, h.
Campell's, Roy, Ambassadors (Chez Maurice)
Montreal, nc.
Campbell's, Roy, Royallsts (Biltmore) NYC, h.
Campbell's, Roy, Royallsts (Biltmore) NYC, h.
Carewe, Lucille, & Her Melody Men (El Reno
Club) Ottawa, Ill., nc.
Carrey, Bob (Dude Ranch) Atlantic Oity, nc.
Carrey, Bob (Dude Ranch) Atlantic Oity, nc.
Carroll & Gorman (Bon-Air) Chi. cc.
Carcoll & Gorman (Bon-Air) Chi. cc.
Carcoll Barte (Gay) '909) NYC, nc.
Carter & Holmes (State) NYC, tc.
Carter & Holmes (State) NYC, rc.
Challis, Beth (Silver Lake Inn) Phila, ro.
Chandler, Hope (Paradise) NYC, rc.
Chase. Chuz (Sands Point Casino) Long Island, cb.
Clarc & Sanna Sisters (Earle) Washington.
Clark, Coleman, & Co. (College Inn, Sherman
Hotel) Chi. h.
Claude & Corine (Westminster) Boston h.
Collette & Galle (Esquire) Seattle, Wash., nc.
Collette & Barry (Roosevelt) New Orleans,
La, h.
Comquo Continentals (Capitol) Lancaster,
Condos Bros. (Earle) Phila, t.
Connor, Nadine (Bands Point Casino) Long
Island, cb.

Continental Three (Brass Rail) NYC, rc. Continentals (Michigan) Detroit, t. Conrad & Haydock (Flamingo) Orlando, Fla.,

Conrad & Haydock (Flamingo) Orlando, Fla., nc.
Cordes, Melba (Palmer House) Chi, h.
Cordes & Palmer (Club Alabam') Chi, nc.
Cortes & Fric (Babette) Atlantic City, nc.
Cook, Glorie (Leon & Eddie's) NYO, nc.
Coster, Geane (Queen Mary) NYC, nc.
Coster, Geane (Queen Mary) NYC, nc.
Coutney, Anne (Gay Nineties) NYC, nc.
Cowan, Tom & Verne (Cocoanut Palms) Detroit, nc.
Craddock, Four (Oasino) Dallas, nc.
Cradge, Fhil (Wagon Wheel) Houston, Tex., nc.
Crawford & Craskey (Piccadilly) London, h.
Cummins, Alter (Bilimore) NYC, h.

D

D'Arcy Girls: Stroudsburg, Pa.; Woonsocket, R. I., 23-28, Davies, Mary (Chulz Vista) Wisconsin Dells, Davies, many (Notation Wise, h. Dale, Virginia (Silver Bowl) Sacramento, nc. Darcy, Jean (McAlpin) NYC, h. Dawn, Alice (Riviera) Ft. Lee, N. J., nc. Davis, Eddie (Leon & Eddie's) NYC, nc. Davis, Lois (Eldorado) Detroit, nc. Day, Tiny (Fritzel's Fiesta) Crystal Lake, Vil vo.

Davis, Lois (Edorado) Detroit, nc.
Day, Tiny (Fritzel's Fiesta) Crystal Lake,
Ill., ro.
De Bee & Hudson (Tabor) Denver, t.
De Marcos, The (Palmer House) Chi, h.
De Ring, Trudy (Avaion) Cleveland, O., nc.
De Witt & Vehr Lene (Rock Castle) Wichita,
Kan, 8-21, nc.
Dean, Shannon (Paradise) NYO, re.
Del Val, Ada (Minuet) Chi, nc.
Delmontes, Nena (El Toreador) NYO, nc.
Denise, Mile. (Leon & Eddie's) NYO, nc.
Dening, Ruth (Marlo's Mirador) NYO, nc.
Dering, Rosemary (Chep Paree) Chi, nc.
Deveraux, Jean (Met.) Boston, t.
Di Falms, Angelo (Nixon) Fittsburgh, re.
Dillon & Parlow (Coccanut Grove) Phils, c.
Dillon, Cay (High Hat) Chi, nc.
Divon, Cay (High Hat) Chi, nc.
Divon, Cay (High Hat) Chi, nc.
Divon, Cay (High Hat) Chi, nc.
Donahue, Red. & Pal (Met.) Boston, t.
Donahue, Red. & Pal (Met.) Boston, t.
Dorsey, Immy, & Orch. (Capitol) Washington, D. C., t.
Drake, Connie (Village Brewery) NYC, nc.
Draper, Paul (Ched Faree) Chi, nc.
Drayton Sisters & Jack (Murray Inn) Albany,
N. Y. nc.
Drew, Charlle (Lombardy Bar) NYC, re.

Drew, Charlie (Lombardy Bar) NYO, re.

Duchin's, Eddy, Band (Chicago) Chi, t.
Duffy, Douglas (Oriental) Chi, t.
Duffy & Wait (New Yorker) NYC, h.
Dumm & Wise (Falm Beach Cafe) Detroit.
Dunn, Vera (Famous Door) Boston, no.
Dupont, Bob (Astor) NYC, h.
Duskin, Joyce (Paradise) NYO, re.
Duval, Dorothy (Brevoort) Chi, h.
Dwyer, Agnes (Hollywood) NYO, re.

Edwards, Patricia (S. S. Bear Mountain) Edwards, Patricia (S. S. Bear Mountain)
NYC, S.
Elliot, John (Blitmore) NYC, h.
Elliott, Johnny (State-Lake) Chi, t.
Elliott, Johnny (State-Lake) Chi, t.
Elliott, Marchael (Breakers) Rochester,
Eltons, The (Hollywood) NYC, re.
Emersid Sisters: Springfield, Ill.; Marquette,
Mitch., 23-28
Endicott, Tom (Dude Ranch) Atlantic City,
no.

nc.
Enrico, Don (Colosimo's) Chi, re.
Erricco, Edna (Famous Door) Boston, nc.
Este, Dell (Minuet) Chi, nc.
Eston Boys (Pal.) Chi, t.
Evans, Bobby (Wonder Bar) Fallsburg, N. J., Evers & Dolores (Riverside) Milwaukee, L.

Farrar, Jane (1523) Phila, nc.
Faye. Joyce (Bertolott's) NYC, re.
Fayne & Foster (Tower) Kansas City, Mo., t.
Felden, Lenore (Bismarck) Chi, h.
Fenton, Mildred (Roosevelt) New Orleans, h.
Ferguson, Bobby (Dude Ranch) Berwyn, Md.,

Forn, Vera (Adelphia) Phila, h.
Flenchley, Suzanne (Hickory Lodge) Larchmont, N. Y., ro,
Phila, b.
Flash, Serge (Riverside) Milwaukee, t.
Florenze, Cleo (Wivel) NYC, re.
Florenze, Cleo (Wivel) NYC, re.
Florenze, Yula (Bertolotti's) NYC, re.
Flowerton, Consuela (Chateau Moderne) NYC, nc.
Ro.

No.

Pocte, Herhert (Edgewater Beach Hotel)
Chi, h.
Forber, María (Monseigneur) NYC, re.
Ford & Barnes (808 Club) Chi, nc.
Ford, Nora (808 Club) Chi, nc.
Fortest, Helen (Roosevelt) New Orleans, h.
Forsythe, Seamon & Farrell (Pal) Chi, t.
Foster, Faith (Mayfair) Detroit, nc.
Francis & Wally (Moose Club) Erie, Pa.
France & LaFell (Capitol) Washington, D. C.,
t.

frohman, Bert (Earle) Phila, t,

Gangi, Connie (Chez dmi) Buffalo, nc. Gardner, Muriel, & Marvin Kane (Carlton) London, h. Gardner, Grant, & Co. (Pan-American Expo.)

Gardner, Grant, & Co. (rau-cauche) Dallas, Garr, Eddie (Riviera) Ft. Lee, N. J., nc. Garry, Alice (Mounds) St. Louis, cc. Garun, Murray (Essex House) NYO, h. Gaston & Andre (Mayfair) Detroit, nc. Gates & Claire (Heiligs Supper Club) Atlantic

Gates & Claire (Heilige Supper Club) Atlantic City.
Gaudsmith Bros. (Trocadero) London, nc.
Gay, Nadine (Riviera) Ft. Lee, N. J., nc.
Gaylone Sisters (Villa Ventee) Chi, ro.
Gaylone Sisters (Villa Ventee) Chi, ro.
Gaylone Sisters (Villa Ventee) Chi, ro.
Georges & Jaha (Gasino) Dallas, nc.
Gerrets, Paul (Roxy) NYO, t.
Gerrits, Paul (Grosyenor House) London, h.
Gibson, Virginia (Bagdad) Miami, nc.
Glover & Lamae (Radio City Rainbow Grill)
NYO, nc.

Glover & Lamae (Radio Gly Rahlow Gran, NYO, nc.
Gobs, Three (Plantation) NYC, nc.
Golden, Les (Brown Derby) Boston, nc.
Gomez & Winona (Piping Rock) Saratoga,
N. Y., nc.
Goodelle, Neila (Earle) Phila, t.
Gordon & Rogers (Riverside) Milwaukee, t.
Gornick, Bill, & Elleen Prevost (Checker
Club) Cleveland, nc.
Goslar, Lotte (Rainbow Room, Radio City)
NYC, nc. Goslar, Lotte (Rainbow Room, Radio C NYC, nc. Gower & Jean (Mt. Royal) Montreal, h. Grafton, Gloria (Drake) Chi, h.

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

Grauman, Saul, & Co. (Stanley) Pittsburgh, t. Graiman, Baul, & O., Charles (Palmer House) Chi, h. Green, Al (Ploneer) NYC, nc. Criffin, George (Sands Foint Casino) Long Criffind, Cover (Sands Foint Casino) Long Criffind & Wells (Ffords Inn) Sacramento, nc. Crisha & Brona (Villa Venice) Chi, ro. Cusrecitas, Las (El Chico) NYC, nc. & Cuy, Vernon (Farrish) Fhila, nc. (Gwynne, Jack, & Co, (Great Lakes Expo.)' Cleveland, p.
Cyldenkrone, Ebbe (Wivel) NYC, re.

Hacker & Sidell (Palm Beach Casino) Cannes, France.

Halcourt, Raiph (Jack & Bob's Grill) Trenton, N. J.: (Wilson's) Fhila 23-28, nc.

Hale Chester, Girls (Casino) Dallas, nc.

Hallett, Mal. & Orch. (Stanley) Pittsburgh t.

Hamilton, Betty (Edgewater) Lafayette, La., nc.

no.

Hanmond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City, Mandie & Mills (Gloria) Columbus, nc.
Harper, Ruth (Mount Royal) Montreal, Que. h.

Harper, Ruth (Mount Royal) Montreal, Que. h.
Harper, Ruth (Mount Royal) Montreal, Que. h.
Harrington, Pat (18) NYC, nc.
Harris, Lydia (Parody) Chi, nc.
Harris, Marcia (S. S. Hear Mountain) NYC, S.
Harris, Toni & Mickey (Rhineland Gardens)
Armonk, N. Y., ro.
Harris, Fhil (Casino) Dallas, nc.
Harris, Fhil (Casino) Dallas, nc.
Harrison, Bpike (Gay '908) NYC, nc.
Hastan, Frince (William Penn) Fitzburgh, h.
Hay, Georgie (Michigan) Detroit, t.
Heath, Ann (Flerte) NYC, h.
Heath, Ann (Flerte) NYC, h.
Heatherley, Helen (Rhineland Gardens) Armonk N. Y., ro.
Heller, Jackie College Inn) Chi, nc.
Heller, Tarce & Charlle (Chanticler) Milling, N.
H.-Batters (Astor) NYC, h.
Higon, Hai (1214) Phila, nc.
Hoctor, Harriet (Frontier Fiests) Ft. Worth, Dc.
Hofman, Dr. Charles (Blossom Heath) De-

ne. Hoffman, Dr. Charles (Blossom Heath) De-

Hoffman, Dr. Charles (Blossom Heath) Detrott, ne.
Holland & Hart (Fal.) Chl. t.
Hollmes George (Black Cat) NYC, nc.
Holt. Maymo (Lexington) NYC, h.
Honan Helen (Lyric) Indianapolls, t.
Honnert, Johnny (885 Club) Chl. nc.
Hooton, Don (Hollywood) NYC, re.
Horam & Wander (Ambassadeurs) Paris, nc.
Howard & Shelton (Earle) Phils, t.
Huff, Tiny (Barrel of Fun) NYC, nc.
Rughes, Carolyn (Glen Ialand Casino) New
Rocchelle, N. Y., cb.
Hyde, Vic (Casino) Dallas, no.

Ice Ballet (Boston) Boston.
Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Internationals. Three (Roosevelt) NYC, h.
Irving, Jack (Harry's New York Cabaret) Chi,

Janet & Kalan (Rhineland Gardens) Armonk, N. Y., ro. Jans, Leonard (Wagon Wheel) Houston, Tex.,

Jans, Leonard (Weson With States)

Danleys, Five (Pal.) Cicveland, t, Jarrett, Art (Casino) Dallas, nc. Jennier, Walter & Buddy (Chase) St. Louis, h. Joffee, Ruth (Famous Door) Chi, nc. Johnson, Elinor (608 Clui) Chi, nc. Johnson, Lucille (Faradise) NYO, re. Jordan, Jane (Farody) Chi, nc. Julie & Sylvia (Yumuri) NYO, nc.

Kane, Allen. & Boys (Monte Carlo Bar Hotel) Chi, h.

Karanova, Vanya (Minuet) Chi, nc.
Karanova, Vanya (Minuet) Chi, nc.
Karanova, Vanya (Minuet) Chi, nc.
Karol, Magician (Bun Dodgers) Chi, nc.
Kaye, Jane (Blackhawk) Chi, nc.
Keylam, Norris (Great Lakes Expo) Cleveland.
Kellam, Norris (Great Lakes Expo) Cleveland.
Kellam, Norris (Great Lakes Expo) Cleveland.
Kellam, Phyllic (Park Cantra), NYC, nc.
Kenny, Phyllic (Park Scatta), NYC, nc.
Kiffg, Keary Lou (Village Barn) NYC, nc.
Kiffg, Keary Lou (Village Barn) NYC, nc.
Kinley & DeClage (Bismarck) Chi, h.
Kirk, Jean (Nixon) Pittsburgh, re.
Kieln, Kit (Griental) Chi, t.
Kinght, Gaye (Colosimo's) Chi, nc.
Kreilow, Muriel, Girls (Drake) Chi, h.
Lamothe, Oliva (Red Rooster Club) West
Hartford, Conn., nc.
LaRue, Bobble (Club Base) Cleveland

nc. 1260, & Sharp (Nixon) Pittsburgh, re. Larue, Eddie (Club Blase) Cleveland, nc. La Vola, Don: Portland, Ore, 18-24, t. LaZellas, Aerial: Prince Albert, Sask, Can. Ladell, Vincent (Bossett) Brooklyn, N. Y. b. Laird, Ruth (Lockout House) Covington, Ky.,

Laird, Ruth (Lockout notes) Covenies, Lay, 16.

Lamy, Gil, with Tommy Sanford (Tower)
Kansas City, Market County Sanford (Tower)
Lamont, Don Hollywood) NYO, re.
Lamont, Don Hollywood) NYO, re.
Lamont, Mary (Jimmy Kelly's) NYC, nc.
Lawier Bros. (Mounds) St. Louis, cc.
Lawier, Terry (Chez Paree) Chi, nc.
Lawier, Terry (Chez Paree) Chi, nc.
LeBaron, Karre, Dancers (Roxy) NYC, t.
LeBaron, Karre, Dancers (Roxy) NYC, t.
LeRoy & Sharp (Mt. Summit) Uniontown,
Pan, h.
Leamy, Jimmy & Dad (Great Lakes Expo)
Cleveland.

Fa., h. Jimmy & Dad (Great Lakes Expo)
Cleveland.
Lee, Bonny (Trocadero) Dallas, Tex., no,
Lee, Bann (Leon & Eddie's) NYC, no.
Lee & Loure (Stevens) Chi, h.
Leonard, Eddie (Gay Nineties) NYC, nc.
Leonard, Jack (Lookout House) Covington,
Ey, nc.
Lester, Jery (Stork Club) Chi, he.
Lester, The Great (Wivel) NYC, re.
Lester & Monte (Revuette Supper Club)
Springfeld, Mo.
Lewis, Tex. & Hillbillies (Village Barn) NYC,
nc.

nc. Leyston, Jack (Indian Village) Grand Rapids, Mich., nc. Libuse, Frank (Cafe de Paris) London, nc.

Lioyd, Shirley (Astor) NYC, h.
Lombard Sisters (Biltmore) Providence, h.
Long Jr., Nick (Riviera) Ft. Lee, N. J., no.
Lorraine, Lillian (Bertolottis) NYC, re.
Love, Violet (Stevens) Chi, h.
Low, Tom (Savoy-Plaza) NYC, no.
Lowery, Fred (Piping Rock) Saratoga Bprings,
N. Y., no.
Lowey, Phil (Italian Gardens) Pittsburgh, no.
Loyanne & Renard (Lookout House) Covington Ky. no.

Loyanne & Renard (Lookout House) Coving-ton, Ky, nc. Ludke, Lester (Glen Island Casino) West-chester, N. Yønc. Lunard & Perkova (Silver Bowl) Sacramento,

Lydia & Joresco (College Inn) Chi, no.

Lunard & Perkova (Silver Bowl) Sacramento, ac.

Lydia & Joresco (College Inn) Chi, nc.

M

McCaulley, Jean (Arrowhead Inn) NYC, cb, McConnel & Moore (Bowery) Pan-American

Expo., Dallas.

McKenzie, Dallas.

McKenzie, Red (Nick's Rendezvous) NYC, cb, McCellan, Rodney (Mt. Royal) Montreal, h.

McKenzie, Red (Nick's Rendezvous) NYC, cb, McLellan, Rodney (Mt. Royal) Montreal, h.

Madison, Rudy (Gay '995) NYC, nc.

Mae, Edna (Faradise) NYC, nc.

Magley, Pearl, Girls (Mounds) St. Louis, cc.

Mahon & Rucker (Park) Shanghai, China, h.

Majette, Gistre (Nomad) Attantic City, no.

Mann. Dupree & Lee (State) NYC, t.

Manolita (Russian Art) NYC, rc.

March, Evelyn (Colosimo's) Chi, nc.

Marth, Evelyn (Colosimo's) Chi, nc.

Marth & Floria (Chicago) Chi, t.

Masto & Floria (Chicago) Chi, t.

Massey & Miller (Sunbeam) Swampscott,

Massey & Miller (Sunbeam) Swampscott,

Massey & Miller (Sunbeam) Swampscott,

Mass, Jack Barrett (S. S. Mandalay) NYC, s.

May, Marty (Stanley) Pitisburgh, t.

Mayhew, Guis (Glen Island Casino) New Rochelle, N. Y., ch.

Mayhew, Guis (Glen Island Casino) New Rochelle, N. Y., cho, Maylew, Guis (Glen Island Casino) New Rochelle, N. Y., cho, Merrymacs (Pal.) Cleveland, t.

Miller, Louise (Bon-Air) Chi, cc.

Miller, Louise (Bon-Air) Chi, cc.

Miller, Louise (Bon-Air) Chi, cc.

Miller, Marty (Turf Club) Pitisburgh, nc.

Montes, Mona (El Chico) NYC, nc.

Montes Revel (Frontier Fiesta) Ft. Worth,

Moorehaed, Jim (Hickory House) NYC, re.

Mooreles Bros. & Little Daisy (Corktown Inn)

Moore & Revel (Frontier Flesta) Ft. Worth, Tex., nc. Moorehead, Jim (Bickory House) NYC, re. Morales Bros. & Little Daisy (Corktown Inn) Detroit, nc. Morgan, Loretta (Franke's Casino) Chi. nc. Morgan, Loretta (Franke's Casino) Chi. nc. Worth, Tex., nc. Morris & Mayes (Grand Terrace) Chi, nc. Morris, Billy (Club Paree) Hartford, Conn., nc.

Morris, Billy (Chub Pares) Hartond, Comm.
nc.
Morris, Johnny (Piping Rock) Saratoga
Springs, N. Y., nc.
Morrison, Jac.
Murphy, Dean (Stevens) Chi, h.
Murray, Dean (Stevens) Chi, h.
Murray, Lyn, Singers (Casino) Dallas, nc.
Myers & St. John (S. B. Bear Mountain)
NYO, S.
Myrus (College Inn) Chi, nc.

Myrus (College Inn) Chi, nc.

N Nary, Charles (St. Regis) NYC, h.
Nations, Evelyn (Congress) Chi, h.
Neeld's Band (Princess) Columbia, Tenn., t.
Negrete, George (Yumuri) NYC, nc.
Nelson, Nelle (Harry's New York Cabaret)
Chi, nc.
Nelson, Rose (Murray's) NYC, re.
Nesbot, Evelyn (Wivel) NYC, re.
Nesbit, Evelyn (Wivel) NYC, re.
New Yorkers, The (Open Door) Chi, nc.
Nichols & Haley (Avalon) Cisveland, nc.
Nichols & Haley (Avalon) Cisveland, nc.
Norte, Kay (France's Casino) Chi, nc.
Norte, Kay (France's Casino) Chi, nc.
Norte, Kay (France's Casino) Chi, nc.
Novak, Wilma (Famous Door) Boston, nc.

Novak, Wilma (Famous Door) Boston, nc.

O

O(Connell, Tommy (Espana Club) Chi, nc.
O(Conner Family (State-Lake) Chi, t.
O(Dell, Dell' (Arrowhead Inn) NYO, cb.
O(Donnell, Ione (606 Club) Chi, nc.
O(Neal, Cackles (Pavilion Royal) Valley
Stream, N. Y., cb.
O(Rourke, Nan (Ballyhoo) Phila, nc.
Oskland, Will (Harbor Inn) Rockaway Park,
L. I., c.
Ogden, Patsy (500) Atlantic City, nc.
Ojeda, Luis & Josefine (El Toreador) NYO,
nc.

Ojeda, Luis & sussentine.

nc. Oliver, Vic (Pal.) Chi, t.
Olympic Trio (Astor) NYO, h.
Ortnes, Joe (Trocadero) London, nc.
Omar (St. George) Brooklyn, h.
Osborne, Will, & Orch. (State) NYO, t.
Osmon, Sally (Minuet) Chi, nc.
Osterman, Jack (Mirador) NYO, nc.

P

Pace, Bob (Drake) Chi, h.
Page, Ken & Roy (Mayfair) Chi, nc.
Painee & Jewett (Rivoli) Muncle, Ind., t.
Painter, Dixte (Rose Bowl) Chi, nc.
Palmer & Doreen (Gorley's Lake) Uniontown,
Pa., h.
Palmer & Horse (Michigan) Detroit, t.
Paradise, Pat (Parody) Chi, nc.
Parish, Jimmy (Jack O'Lantern) Eagle River,
Wis. nc.
Parker, Bob (Gray Wolf Tavern) Sharon, Pa.,
nc.

nc. Parker, LaRue (Brown Palace) Denver, h. Parkerson, Lew (Savoy-Plaza) NYC, h. Parks, Barbars (Lyrie) Indianapolis, t. Paul Sisters (Club Alabam') Chi, nc. Pedro & Luis (Capitol) Barre, Vt., t. Perzade & Jetan (Showboat) Lake George, N. Y., S.

Perry, Frank (Tuxedo Club) Phila, nePerry, Lou (Kasey Klub) Henderson, Ky.
Pholps, Phil & Dotty (Club Rex) Homewood,
Blimingham, 6-18, ne., ann) Chi, h.
Plikens, Ray (Riviera) Ebston, t.
Plikens, Ray (Riviera) Ph. Le. N. J., nc.
Plant, Sary (Dizzy Club) NYC, nc.
Plant, Jerry (Dizzy Club) NYC, nc.
Plant, Mark (500) Atlantic City, nc.
Plaza, Trin (El Gaucho) NYC, nc.
Ploner, Louise (LaSalle) Chi, h.
Porter, Portia (Yumir) NYC, nc.
Powell, Eddle (Avalon) Cleveland, nc.
Powell, Eddle (Avalon) Cleveland, nc.
Powell, Back (Arena) Copenhagen.
Powers, Bill, Cirls (Earle) Phila, t.
Balida, Colo., nc.
Perntick, George (Riviera) Fort Lee, N. J., nc.
Prussin, Sid (Ambassador) NYC, h.

R Raeburn, Burt (Queen Mary) NYC, nc.
Raiph & Teddy (Mandslay) NYC, s.
Ramon & Renita (Lake House) Saratoga
Springs, N. Y., rc.
Randall, Peter (Green Gables) Drums, Pa.,
nc.

Nanodil, Peter (Green Ganies) Drums, Pa.
10.
Randolph, Amanda (Black Cat) NYO, nc.
Raphael (Waldorf-Astoria) NYC, h.
Rasch, Albertina, Dancers (St. Regis) NYC, h.
Ray, Joey (Hollywood) NYO, re.
Raye & Naidi (Radio City Rainbow Room)
NYO, nc.
Raymonds, Three (Jimmy Kelly's) NYC, nc.
Recd, Etta (508 Club) Chi, nc.
Reves, Billy (French Casino) Detroit, nc.
Regan, Paul (Drake) Chi, h.
Regar, Charlotte (Skylight Club) Cleveland,
nc.

Regan, Paul (Drake) Chi, h.
Regar, Charlotte (Skylight Club) Cleveland,
nc.
Renard, Jeri (Chicagoan) Chi, h.
Renau, Rita (Bertolotti's) NYC, re.
Renes (Jimmy Kelly's) NYC, nc.
Reynolds, Frank (Avalon) Cleveland, nc.
Revuettes, Lester & Monte (Country Club)
Joplin, Mo., nc.
Rhodes, Dale (Sax) Detroit, nc.
Rhodes, Doris (Tower) Kansas City, Mo., t.
Rhodes, Doris (Tower) Kansas City, Mo., t.
Richards & Carson (Paradise) NYC, nc.
Richards, Harviol (St. Moritz) NYC, h.
Robbins Family (Adelphia) Phila, h.
Robins Family (Riverside) Miwankee t.
Robinson, Bill (Earle) Washington, D. C., t.
Rogers, Sally (Skylight Club) NYC, nc.
Roband, Mayne (Wivel) NYC, re.
Roband, Mayne (Wivel) NYC, re.
Roband, Roberts (Blackhawk) Chi, nc.
Rosalind & Annette (Tokay) NYC, re.
Rosalind & Roberts (Blackhawk) Chi, nc.
Rossin, Paul (Hi-Hat) Chi, re.
Rossin, Paul (Ri-Hat) Chi, re.
Rossin, Pauley (Risinbow Grill) Radio City,
NYC, nc.

Dr. Sydney (Rainbow Grill) Radio City,

N. Y., 70.
Ross, Dr. Sydney (Rainbow Grill) Radio City,
NYC, no.
Rostova, Olga (Rhineland Gardens) Armonk,
N. Y., 70.
Rowland, Betty (Mandalay) NYC, S.
Rowland, George (Mandalay) NYC, S.
Royal Moscovians (Aurora) Aurora, Ill., h.
Ruison & Tamara (Mayfield Club) Detroit, no.
Russell, Johnny (Paradise) NYC, re.
Russelt, Sunny (Nick's Rendezvous) NYC, c.

St. Moritz Ice Carnival (Oriental) Chi, t.
Sanami & Michi (Frontier Fiesta) Fl. Worth,
Tex., no.
Savage, Helen (Lockout House) Covington,
Ky., nc.
Savoy, Harry (Met.) Boston, t.
Schaffer, Marie (Dude Rranch) Atlantic City,
no.

Schaps, Sid (Paddock) Chi, nc. Scribner's, Jim, WLW Revue (Colonial) Day-

Schaps, Sid (Paddock) Chi. nc.
Scribners, Jim, W.L.W Revue (Colonial) Dayton, O., t.
Sedgwick, Edna (Yacht Club) Chi. nc.
Seidel & Spotty (Frontier Fiesta) Ft. Worth,
Tex., nc.
Sanghan Troups (Michigan) Detroit, t.
Shayac, Goria (Mayflower Casino) Chi, nc.
Shayac, Goria (Mayflower Casino) Chi, nc.
Shayac, Al (Pavillon Royal) Valley Stream,
L. L. nc.

L. I., He.
Shea & Raymond (Paradise) NYO, re.
Shea Norma (Wivel) NYO, re
Shelia & Carmen (Nixon Pittsburgh, re.
Sheppard, Bammy (Mitchell's Playhouse) Ohi,

Shephard, Bammy (Mitchell's Playhouse) Chi, Sheppard, Bammy (Mitchell's Playhouse) Chi, Sheppard, Bally, & Tad (Herigs Village) Columbus, G., nc. Sheppard, Sally, & Tad (Herigs Village) Columbus, G., nc. Sherman, Joe, Trio (Chanticler) Millburn, N. J., re. Sherman, Muriel (Boardwalk Cafe) Jones Beach, L. I., N. Y., c. Shore, Wille (Colosimo's) Chi, nc. Short & Long (Casino Municipal) Nice, France, nc. Shutta, Ethel (Royal Palm) Miami, nc. Shutta, Ethel (Royal Palm) Miami, nc. Siegfried, Great (Ice Follies, Auditorium) Atlantic City Sepl. 6. Simmons, Ethel (Powers) Rochester, N. Y., h. Simpson, Carl (Fays) Providencet, N. Y., h. Simpson, Carl (Fays) Providencet, N. Y., h. Simpson, Ethel (Fowers) Rochester, N. Y., h. Simith, Earle (State) NYC, t. Smith, Earle (Brevoort) Chi, h. Smith, Earle (Brevoort) Chi, h. Sophisticated (Bittmore) NYC, h. Sophisticated Laddies, Three (Pal.) Cicveland, t. Sophistorats, The (Cloner Clut) Sharon, Pa. Southkand Rhythm Girls (Open Door) Chi, nc. Spitalny, Phil, & Orch. (Paramount) NYC, t. Stafford & Louis Revue (Earle) Washington, D. C., t. Starr, Judy (State) NYC, t. Steinmetz, Harold (Hickory Lodge) Larchmont, N. Y., ro. Stephanie & Graig (Mounds) St. Louis, cc. Sterner, Kean & Lois (Bal Tabarin) Paris, nc. Still, Lois (Piping Rock) Saratoga Springs, No., p. C., Stone, Mary (Harry's New York Oabaret) Chi, nc.

Stone, Mary (Harry's New York Cabaret) Chi. nc. Strickland, Peggy (Chateau Moderne) NYC,

nc. Sullivan, Jerry (Madrid) Buffalo, c. Suzanne & Christine (Jimmy Kelly's) NYC, nc. Swain Sisters (Jimmy Kelly's) NYC, nc. Swann, Russell (Savoy-Plaza) NYC, h.

Swifts, Threé (Earle) Washington, D. C., t. Sylvia & Clemence (Capitol) Washington, Sylvia & Clemence (Capitol) Washington, D. C., t. Sylvia, Franco & Drigo (Mayfair) Boston, no.

Tanita (Nomad) Atlantic City, nc.
Tappen, Maxine (Essex House) NYC, h.
Taubman, Paul (Ambassador) NYC, h.
Taylor, Key (Hollywood) NYC, re.
Temptations, Four (Edgewater) Lafayette, La., Texas Tommy (Radio City Rainbow Room)

Texas formly (taduo orly fashios techny NYC, no. Theodore & Denesha (Bon Air) Chi, ch. Thon, Dolly (Palmer House) Chi, h. Thury, Ilona de (Tokay) NYC, the Chis (Cassanova) Hollywood, Calif.,

nc.
Tinney, Dot (Black Cat) NYC, nc.
Tip Tap & Toe (Pal.) Cleveland, t.
Tom, Dick & Harry (State-Lake) Chi, t.
Troy, Theo (Harry's New York Cabaret) Chi, nc. Tuck, William & Trix (Mandalay) NYC, s. Tucker, Sophie (Piping Rock) Saratoga, N. Y.,

Turnier, Frank (Espana Club) Chi, nc.

Uppman, John (Adelphia) Phila, h.

Vale & Stewart (Gaity Cabaret) Brussels, d. Van Cello & Mary (Pal.) Chi, t. Varello, Nino (Chez Maurice) Dallas, nc. Variety Boys, Three (Leon & Eddie's) NYC.

Variety Boys, Three (Leon & Eddies) N3C, nc.
Variety Gambols (Met.) Boston, t.
Varone, Joe (Silver Rail) Utlea, N. Y.
Velazco, Vera (German) Seranico, N. A., Neloz & Yolande' (Arrowhead) Saratoga
Springs,
Wanoff (Washington Youres)
Shreveport, La. h.
Vernon, Edgar & Carita: Brawley, Calif., nc.
Vestoff, Floria (Mirador) NYC, nc.
Vickers, Joan (Mirador) NYC, nc.
Villanh, Mario (Arcadia) Phila, re.
Villon, Renee (Leon & Eddie's) NYC, nc.
Vince & Anita (Méyfair) Boston, nc.
Vox & Walters (Roxy) NYC, t.

Vox & Walters (Roxy) NYC, t.

Wahl, Dorothy (Colosmo's) Chi, ne.
Wakefield, Oliver (Radio City Rainbow Room)
NYC, ne.
Walker Alvera (Palmer House) Chi, h.
Waller Trio (Bismarck) Chi, h.
Wallace, Frank (Blue Moon Gardens) Milwalker, nc.
Walsh & Barker (Berkely) London, h.
Walters, Charles (St. Regis) NYC, h.
Walters, Walter (Hollywood) NYC, re.
Walters, Gene (Jimmy Kelly's) NYC, nc.
Ward, Diana (Ross Fenton Farms) Asbury
Park, N. J., cc.
Ware, Dick (Hi-Hat) Chi, nc.
Warren, Roni (Club Paree) Hartford, Conn.,
nc.
Weaces (Dorchester) London

Warten, Roni (Club Paree) Hartford, Conn.,
Warten, Roni (Club Paree) Hartford, Conn.,
Warten, Roni (Sub Paree) Hartford, Conn.,
White, Belva (Yacht Club) Chi, nc.
White, Belva (Yacht Club) Chi, nc.
White, Connection (Club) Chi, nc.
White, Connection (Club) Chi, nc.
White, Danny (Nixon) Pittsburgh, re.
White, Danny (Nixon) Pittsburgh, re.
White, Charrence (Ross Fenton Farms) Asbury
Park, N. J., cc.
White, Gus (Gay '90s) NYC, nc.
White, Gus (Gay '90s) NYC, nc.
Whilliams, Art (Club Alabam') Chi, nc.
Williams, Maxine (Onyx) NYC, nc.
Williams, Maxine (Onyx) NYC, nc.
Williams, Maxine (Onyx) NYC, nc.
Willis, Claire (Arthesad Inn) NYC, nc.
Willis, Claire (Stork Club) Chi, nc.
Willis, Claire (Stork Club) Chi, nc.
Wilson, Edna Mae (Westminster) Boston, h.
Wilson, Edna Mae (Westminster) Boston, h.
Wilson, Ward (Capitol) Washington, D. C., t.
Winchell, Bobby (Royal Pines) Lake George,
N. Y., ro.
Winchill, Cliff (Beverly Hills) Newport, Ky.,

N. Y., ro. Winehill, Cliff (Beverly Hills) Newport, Ky., Winthrop, Dale (Paramount) NYC, t. Woods & Bray (Jack O'Lantern) Eagle River,

Wish, Ruby (Beverly Hills) Newport, Ky.,

Wyatt, Bob (Golden Spot) Chi, nc. Wynn, Nan (Playland) Rye, N. Y., p.

Yost, Ben, & Varsity Eight (Riviera) Ft. Lee,

N. J., ro. Yost's Varsity Co-Eds (Earle) Washington, D. C. t. Youngman, Henny (Surfside) Long Beach, L. L. N. Y., cb. Yvette (Colosimo's) Cht, nc.

Zelaya, Don (Oriental) Chi, t. Zeller & Wilburn (Cocoanut Palms) Esstwood Park, Detroit. Zudella & Co. (Strand) Oshkosh, Wis., 6-19, t.

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

Adams, Johnnie: (French Village) Dayton, G.,

Adams, Johnnie: (French Village) Dayton, G., nc.
Aces, Four: (Yacht) Chi. nc.
Allen, Eddie: (Jermyn) Scranton, Pa., h.
Alpert, Mickey: (Riviera) Ft. Lee, N. J., nc.
Argelos: (Berlolotti's) NYG, re.
Armstead, Charlie: (Avalon Nillos, Michol, b.
Arthur, Zinn: (Pinebrock) Nichola. Conn., cc.
Asbell, Jerry: (Brass Rail Tavern) Salem.
Bury Park, N. J., h.
Auwater, Fred: (Flamingo Club) Orlando,
Flai, nc.

B

Ballou, Dick: (Belmont Plaza) NYC, h. Banks, Clem: (Charles') Westchester, N. Y., Bananas, Sharkey: (Nick's Rendezvous) NYC, c. Barrett, Hughie: (Tavern-on-the-Green) NYC, re.

Beckwith Al: (Charlevoix) Charlevoix,
Mich. h.
Belasco, Leon: (Claridge) Memphis, h.
Bender, Gito: (Gutpost) Ridgefield, Conn., ro.

August 21, 1937 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc. Bunny: (Favillon Royal) Valley Stream, L. I., b. Steizner, Jack: (Essex House) Newark, N. J., Duke: (Honkey-Dory) Stamford. Petziner, vaca. Lassac Variation (Control of the Control of the Co Del., ro.
Boroff, Mischa: (Morocco) Mountainside.
N. J., no.
Boulanger, Charles: (Mansion) Youngstown, O., DC. Bova. Joe: (Wonder Bar) Cincinnati, nc. Brandwynne, Nat: (Essex House) NYC, h. Breese, Lou: (Micollet) Minneapolis, nc. Brown, K. A.: (Echo Lake, Club) Echo Lake, Pa.
Bruno, William: (Eldorado) Sheepshead Bay,
L. I. no.
Bulowski, Count Josef: (Southern Mansion)
Kansas City, Mo.
Burkarth, Johnny: (Gypsy Village) Louisville,
Ky Ky., nc.
Burns, Harry: (Kenmore) Albany, N. Y., h. Campbell, Jan: (Hewitt's) Lake George, N. Y., h. Campus Jesters: (Gypress Arms) West Hartford, Conn., no. Carter, Jack: (Harbor Inn) Rockaway, N. Y., ro. Casey, Ken: (Half Moon) Coney Island, N. Y., h. h, Lou: (Heldelberg) Baton Rouge, La., h. Clark, Lester: (Palm Beach Gardens) Detroit,

nic, Mel: (Bordewick) NYC, h.
Craig, Carvel: (Utah) Salt Lake City, h.
Orawiord, Jesse: (Peabody) Memphis, h.
Crest, Gill: (Westview) Pittsburgh, p.
Crickett, Ernie: (Unique Grill) Delawanna, N. J., re. Oromwell, Chauncey: (Sagamore) Bolton Landing, N. Y., h. Cugat, Xavier: (Arrowhead) Saratoga Springs, Cummins, Bernie: (Biltmore) NYC, h.

Dage, Val. & Ambassadors; (Le. Jolla Beach Club) Le Jolla, Calif.
Dantzig, Eli: (St. George) Brooklyn, N. Y., h. Darry, Phil: (Governor Clinton) NYC, h. Darrell, Pat: (Wonder Bar) Zanesville, O., nc. Davis, Johnny: (Miami Club) Milwaukee, nc. Davis, Eddle: (LaRue) NYO, re. Davis, Fess: (House of Jacques) Oklahoma Clty, Okla., nc.
De Babary, Joska: (Biltmore) NYO, h. Deas, Eddle: (Sunbeam) Swampscott, Mass., nc.

Deag, Eddie: (Sunbeam) Swampscott, Mass., 100.

Deag, Eddie: (Sunbeam) Swampscott, Mass., 100.

Duces, Sight: (Jacksonville Beach Pier)

Duces, Sight: (Jacksonville Beach Pier)

Diert, Sammy. (Webster Heil) Datrott, h.

Diggot, Richard: (Casino) Memphis, nc.

Dient, Sammy. (Webster Heil) Datrott, h.

Diggot, Richard: (Casino) Memphis, nc.

Dioxn, Diok: (Gioria Palast) NYC, nc.

Donsey, Jimmy: (Capitol) Washington, D. C., t.

Dorsey, Tommy: (Pennsylvania) NYC, h.

Duerr, Dolph: (Green Derby) (Develand, nc.

Duffy, George: (Markir) Nigara Falls, nc.

Dunn, Al: (Wagon Wheel) Monroe, La., nc.

Durst, Henry: (Nat Ballroom & Supper Club)

Amarillo, Tex., nc.

Earl, Glenn: (The Dells) Lansing, Mich., nc.

Edwards, Vince: (Mt. Marion Inn) Mt. Marion,

N. Y., 70.

Edwards, Vince: (Loyale) NYC, c.

Elliott, Lee: (Ritz Gardens) Atlantic City, nc.

Engle, Freddy: (University Club) Albany,

N. Y., nc.

Euley, George: (Markey's) Westchester, N. Y.,

Pvans, Milt: (Markham) Guifport, Miss., h.

re. Evans, Milt: (Markham) Guifport, Miss., h.

Evans, Milt: (Markham) Guifport, Miss., h. Farmer, Will: (Radio City Promenade Cafe) NYC, re. Felix, Don: (Pines) Newtown, Conn., h. Felton, Happy: (Wm. Penn) Pittsburgh, h. Ferdi, Don: (Btrakford) Bridgeport, Conn., h. Ferdinando, Felix: (Mountainview) Port Kent, N. Y., ro. Ferrar, Art.: (Balconades) Pittsburgh, nc. Fettis, Jim: (Steel Pier) Atlantic City, b. Fleids, Shep: (Steel Pier) Atlantic City, b. Fleids, Shep: (Royalton) Monticello, N. Y., h. Flsker, Jank: (Steuben) Boston, h. Fisker, Jank: (Steuben) Boston, h. Fisker, Jimny: (Crest Pier) Wildwood, Teodick, Gene: (Mon Paris) NYC, nc. Freactic, Joe: (50) Atlantic City, nc. Frederic, Marvin: (Commodore Perry) Toledo, h. Frem, Jerry: (Paradise) NYO, cb. Funk Lavyer.

ledo, n.
Freeman, Jerry: (Paradise) NYO, cb.
Funk, Larry: (New Casino) Walled Lake,
Mich., nc.

Garnett, Bill: (Glenn Rendezvous) Newport, Ky., ne.
Gasparre, Dick: (Palmer House) Chi, h.
Gates, Jerry: (Riverview) Des Moines, p.
Gaylord, Charley: (Bill Green's) Pittaburgh, ne.

nc.

Gentlemen of Rhythm, Four: (Brown) Louisville, Ky., h.
Gibbs, Johnnie: (S. S. North American) Chicago-Buffalo, s.
Gilbert, Jorry: (El Rancho) Chrester, Pa., cc.
Gilberto, Don: (Valencia) NYC, nc.
Gildden, Jerry: (Minuet) Chi, nc.
Gonzales, Raiph: (St. Moritz) NYC, h.
Graff, Johnny: (Anchorage Inn) Phila, nc.
Graffolier, Frenchy: (Euclid Beach) Cleveland. Gray, Len: (New Cedars) New Bedford,
Mass., Rc.

Hall. Oeorge: (Taft) New York, h. Hallett, Mal: (Stanley) Pittsburgh, t. Halstead, Henry: (Muchlebach) Kansas Olty, h. Hardie, Dick: (Club Frolics) Albany, N. Y.,

nc.

Rarris, Claude: (Joey's Stables) Detrolt, no.

Harris, Ken: (Faust) Rockford, Ill., h.

Harris, Phil: (Casino) Dallas, Tex., no.

Harrison, Will: (Rich's) Westchester, N. Y., re.
Hauck, Cariton: (Sak's) Detroit, nc.
Haven, Bee: (Capitol Club) Tallahassee, nc.
Hawkins, Jess: (New Fenn) Library, Pa., nc,
Hayton, Lennie: (Roosevelt) New Orleans, h.
Headrick, Pearl: (McHattan) Johnstown, Pa.,

nc. Heikel, Fred: (Mayfair Casino) Oleveland, nc. Henderson, Fletcher: (Grand Terrace) Chi, nc. Hill, Worthy: (Pavilion Royale) Savin Rock,

Hill, Wortny, Camero Conn., ne. Conn., ne. Conn., ne. Rutado: (La Rue) NYO, re. Holmes, Joe: (Norumbega Park) Auburndale, Mass., b. Hudson-Delange: (Playland Casino) Rye,

Hudson-Delange: (Playland Casino) Ry N. Y., P. Hummel, Ray: Gallup, N. M. Huntley, Lloyd: (Mount Royal) Montreal, h. Hutton, Glenn: (Paradise) NYC, re.

Jackson, Paul; (Old Mill Tavern) Jackson, Mich., no. (Rhineland Gardens) Armonk, N. Y., ro. Jelesnik, Eugene: (Hollywood) NYC, re. Johns, Al. (Rhineland Gardens) Armonk, N. Y., ro. Johnson, Johnson, Johnson, Johnson, Johnson, Houston, Houston, b. (Sylvan Beach Park Seaside)

Houston, Harden, Housevelt) New Orleans, h. Jordy, Harold: (Roosevelt) New Orleans, h. Juse, Senor: (Woodlawn) Shreveport, La., nc. Juan, Don: (El Toreador) NYO, nc.

Kara, Peter: (Green Gables) Hazleton, Pa., Kaye, Sammy: (Marine Baliroom) Point Pleasant, N. J. ARY, Sammy: (Marine Baliroom) Point Pleasant, N. J.
Keeper, Lee (Madison) Jefferson City, Mo., h.
Keevin, Eddle: (Shawnee) Springfield, O., h.
Keeter, Leonard: (Washington-Yource) Shrevel
port, La., h.
Kendis, Sonny: (Stork) NYC, nc.
Kend., Erwin: (Chanticleer) Milburn, N. J., ro.
Kimball, Ellis: (Topsy's Toost, Playland-atthe-Beach) San Francisco, p.
Kings of Swing, Three: (Kentucky) LouisVille, h.
King's Jesters: (Blossom Heath) Detroit, nc.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Kietn, Jules: (Statier) Detroit, h.
Kingit, Harold: (Adelphi) Phila, h.
Knowles, Jesse: (Avalon) La Payette, Ind., h.
Kraft, Joe: (Red Hill Inn) Pensauken, N. J.,
nc.

nc. Kress, Andya: (Avon Inn) Asbury Park, N. J. Krista), Oecil: (Dempsey) Macon, Ga., h. Krumin, Costya: (Russian Bear) New York, re.

Kuenzier, Robert: (Martin's Rathskeller) NYO, no.

LaMarr, Ayars: (Broadmoor) Denver, Colo.,

LaMart, Aysrs: (Drouning)

CC.
LaSaile, Frank: (Lake Spofford) Spofford,
N, H.,
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lake, Marty: (Oraig Beach Park) Diamond, O.
Lamb, Drexel: (Marine Room) Muskegon, Mich., b.
Lan, Lester: (Park Lane) NYC, h.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
LeBaron, Eddle: (Radio City Rainbow Room)

NYC, nc.

NYC, nc. LeBrun, Duke: (Hotel LaSalle) South Bend,

LEBTUD, Duke: (Hotel LaSalle) South Bend, Ind.
LeRoy, Howard: (Showboat) Lake George, N. S. Lee, Washington: (Toten Pole) Boston, nc.
Lewis, Harry: (Wilshire Bowl) Los Angeles, b.
Liebling, Tod: (State-Lake) Chi 13-19, t.
Liedre, Hugo: (Three-Mile Inn) Monroe, La., c.
Lindeman, Udo: (Gloria Palasi; New York, obLishon, Henri: (Gunter) San Antonio, h.
Livick, Joe: (South Blutf) Feru, Ill., cc.
Lombardo, Guy: (Waldorf-Astoria) NYC h.
Lopez, Vincent: (Piping Rock) Saratoga
Springs, nc.
Loss, Jimmy: (Windsor) Michigan City, Ind.,
nc.

Lukewala: (Roosevelt) NYC, h.

McCoy, Clyde: (Greystone) Detroit, b. McCune, Bill: (Bossett) NYO, h. McFarlan, Frank: (Chateau Moderne) NYC, ne, McFarlane, Frank: (Chateau Moderne) NYC,

McFarlane, Frank: (Chateau Moderne) NYC, Bc.
McGill. Billie: (Tauquamenon Paradise)
Whitefish Point, Mich., c.
McHale, Jimmy: (Westminster) Boston, h.
McHale, Jimmy: (Westminster) Boston, h.
Maples, Nelson: (Tavern) Steubenville, O., no.
Marele, Gus: (Stork Olub) NYC.
Martell, Faul: (Leighton's Half-Way House)
Stamford, Conn., ro.
Martinl, Paul: (Leighton's Half-Way House)
Oonn, ro.
Martinl, Bob: (Chez Florence) Paris, nc.
Martinl, Bob: (Chez Florence) Paris, nc.
Martin, Freddy: (Meadowbrook) St. Louis, h.
Martin, Ken: (Orchard) Pittsburgh, nc.
Marton, Don: (Piping Rock) Saratoga Springs, nc.

nc.

Masters, Frankie: (College Inn) Chi. nc.

Masters, Henry: (Three Door Inn) Bridgeport,
Conn., nc.

Mayer, Ken: (Gunter) San Antonio, h.

Mayer, Nye: (Glen Island Casino) New
Rochelle, N. Y., eb.

Meil, Larry: (Lamb's) Phila, c.

Melvin, Jack: (Sea Girt Inn) Sea Girt, N. J.,

10.

Melvin, Jack: (Sea Girt Inn) Sea Girt, N. J.,

10.

Menyw: (Plane) Wildwood, N. J. b.

ro. Meroff, Benny: (Plaza) Wildwood, N. J., b. Middleman, Herman: (Nixon) Pittsburgh, c. Mills, Dick: (Rotisserie Club) Jackson, Miss.,

mins, Disk. (Motorstric Onto Section), Russian, Mass., nc.
Gray, Glen: (Esstwood Gardens) Detroit, nc.
Gray, Glen: (Esstwood Gardens) Detroit, nc.
Grayson, Hal: (Meadowbrook) Ccdar Grove,
N. J., nc.
Grayson, Bobby: (Willows) Pittsburgh, nc.
Grayson, Bobby: (Willows) Pittsburgh, nc.
Grayson, Hy: (Royalton) Monticello, N. Y., h.

Moreill, Letty: (Merry Gardens) Lynchburg,
Va.
Morris, Griff: (Conesus Lake) Geneseo, N. Y.

Greene, Murray: (Embassy) Bronx, N. Y., nc., Motely, Berk: (Oasa Grande) Berwyn, Md., nc. Gries, Johnny: (Half Moon) Steubenville, O., nc. Gries, Johnny: (Embassy) Southampton, Ontario, b., Mullen, Dickie: (Mandarln) Memphis, nc.

N Nagar, Patt: (4-H Olub) Ohl, nc. Nagel, Harold: (Plerre) NYO, h. Nannette, Maria: (Royal Oak) Belmar, N. J.,

nc. Napoleon, Phil: (New Yorker) NYC, h. Navarro, Al: (Belvedere) Baltimore, h. Naylor, Oliver: (Club Rex) Birmingham, Ala.,

nc.
Neeld, John: (Frincess) Columbia, Tenn., t.
Nelson, Ozzle: (Astor) NYC, h.
Newton, Bill: (Club Verdone) Cleveland, nc.
Nickles, Billie: (Duck Inn Cafe) Los Angeles, nc. Niles, Don: (Earle Club) Baltimore, nc. Novick, Jules: (Saxson) Monticello, N. Y., h.

Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oregonians, The, Orchestra: Klamath River, Calif.
Osborne, Will, & Orch.: (State) NYC, t.

Palmer, Freddy; (Colonial Inn) Singac, N. J., re.
Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
Palmer, Lee: (Trocadero) West End, N. J., c.
Panico, Louis: (Chase) St. Louis, h,
Pancoast, Ace: (Sunset Inn) Drexel Hill, Pa., nc. Papalla, Russ: (Crystal Club) Natchez, Miss., Pantone, Mike: (Loftus Ambassador Inn) Al-bany, N. Y. ch. bany, N. Y., cb.
Paull, Don: (State-Lake) Chi, t,
Peck, Earl: (Cocoanut Grove) Bridgeport,
Conn., nc. Conn., nc.
Perry, Lou: (Kasey) Henderson, Ky., nc.
Peterson, Dec: (Casino) Clayton, N. Y., ro.
Pettl, Emil: (Savoy Piaza) NYC, h.
Pickard, Jimmie: (Empire) Brussels, nc.
Pitman, Jack: (Port Arthur) Providence,
R. I., re.
Pollack, Ben: (Sebastian's) Culver City, Calif.,

Poliack, Bear (consolution)

nc.
Polo, Mickey: (Birch Grove) Bridgeport,
Conn., nc.
Powell, Dick: (Inlet) Anglesea, N. J., c.
Pryor, Roger: (Edgewater Beach) Chi, h. R

Ramos, Ramon: (Ambassador) NYC, h. Rand, Orville: (Bertolott's) NYC, re. Rapp, Barney: (Beverly Hille) Newport, Ky., nc. Rausch, George: (Melody Mill) Chi b. Reader. Charles: (Fort Montague) Nassau, B. W. Lh. Restern, Leo: (Sporting d'Ete) Monte Carlo, France. Reynolds, Buddy: (Rose Garden) Hannibal. Mo., b. Ricardel, Joc. (Monseigneur) NYC, nc. Ricci, Al; (Olub Kekko) South Bend, Ind. Richards, Joe: (Paree) Hartford, Conn., nc. Rochelle, Jimmy: (Bartlett's) Pleasant Lake, Mich., b.

Mich., b.
Rodrigo, Don Juan: (Shadowland) St. Joseph,
Mich., b. Mich., b.
Rodrigo, Nan: (Traymore) Atlantic City,
N. J., h.
Romano, Nick: (Villanova) Saratoga Springs. N. Y., nc. Rosen, Tommy: (Wisteria Gardens) Atlanta, nc. Rosenthal Harry: (Versailles) NYC, nc. Rotgers, Ralph: (Waldorf-Astoria) NYC, h.

8 Sanders, Joe: (Blackhawk) Chl. c.
Saunders, Bob: (Guernewood Bowl) Guerneville, Calif., nc.
Sayres, Dean: (Arlington) Pittsburgh. cc.
Schafer, Ray: (Log Cabin Farms) Armonk,
N. Y. ro.
Scoggin, Chlc: (Lookout House) Covington.

N. Y., ro.
Scoggin, Chic: (Lookout house,
E.Y., nc.
Scott, Bill: (Gibson) Cincinnati, h.
Scott, Bill: (Gibson) Cincinnati, h.
Scott, Bill: (Gibson) Cincinnati, h.
Scott, Bill: (San Souci) Havana, nc.
Shaw, Maurice: (Nauthus Beach Club) Atlantic Beach, L. I., N. Y.
Sherr, Jack: (St. Moritz) NYC, h.
Sievers, Hans: (Schnitzelbank) Bridgeport,
Sievers, Hans: (Schnitzelbank) Bridgeport,

tic Bekun,
Sherr, Jack: (St. Moritz) Nico.
Sherr, Jack: (St. Moritz) Nico.
Conn. nc.
Silvetown Cord: (Nassau) Long Beach,
L. I., h
Simmonds, Arlie: (Northwood) Denver, c.
Skiles Boys: (Town House) Reno, nc.
Skiles Boys: (Town House) Reno, nc.
Skiles Boys: (Town House) Reno, nc.
Silchman, Freddic: (Mandalay) NYC, s.
Smith, Bill: (Tumble) Croton-on-Rudson, ro.
Smith, Bill: (Att. Kisco Casino) Mt. Kisco,
N. Y., nc.
Smith, Stuff: (Famous Door) Hollywood,
Calif., nc.
Snider, Billy: (Gibson) Cincinnati, h
Soldwell, Dutch: (Wonder Bar) Grand Rapids, Mich., nc.

Paris, nc. Southland Rhythm Girls: (Open Ocor) Chi, nc, Sprigg, Jack: (Netherland Plaza) Cincinnati, O. h.

C., h.
Spirits of Rhythm, Six: (Onyx) NYC, nc.
Spitalny, Phil: (Paramount) NYC, t.
Stagner, Lee: (Nightingale Bailroom) Wausau,
Wis., nc.
Stanfield, Jack: (Schiltz Gardens) Hammond,
Ind., ch.
Stanley, Ken; (Dayton Tavern) Wildwood,
N. J. C. Stanley, I

Stanley, Ken: (Dayton Tavern) Wildwood, N. J., C.
Steel, Leonard: (Ft. Shelby) Detroit, h. Steele, Blue: (Oasno) Fort Worth, Tex. Steele, Blue: (Chez Parce) Chi, ne. Steiner, Herbert: (Hickory Lodge) Larchmont, N. Y., ro.
Sten. Elinore: (Westchester Parms) White Plains, N. Y., ne. Stern, Harold: (Million-Dollar Pier) Atlantic City, b.
Strong, Benny: (Plantation) Indianapolis, ne. Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
Swanson, Billy: (Edison) NYC, h.

Tanner, Frank: (Coral Gables) San Antonio, ne. Texas Co-Eds: (La Fontaine) Huntington. Ind., h. Ind., h.
Thomas, Eddle: (Nut Club) NYC, nc.
Tinsley, Bob: (Colosimo's) Chi, re.
Thornton, Bill: (Parakeet) Phila, nc.

Thrun, Otto: (Alpine Village, Great Lakes
Expo.) Cleveland
Thisley, Ted: (Farrish) Phila, c.
Thisley, Ted: (Farrish) Phila, c.
Travers, Ted: (All Park) Canden, N. J., c.
Travers, Ted: (Ault Park) Cinclinati,
Truckee, Charles: (Hollywood) Kalamazoo,
Mich, nc.
Tyldesley, Bobbie: (Irvin Cobb) Paducah,
Ky, h.

VanWinkle, Joe: (Melody Grili) Kokomo, Ind. Vagabond, Charles: (St. Nicholas) Decatur, Ill., h. Vell. Tubby' (Bruns) Chi, rc. Velas. Esther: (Roosevelt) NYC, h. Velazo, Einii: (Sylvan Beach) Houston, b. Verna, Charlie: (Chelsea) Atlantio City, Verna, Charile: (Chelsea) Atlantio City, N. J., h. Vierra, Al.: (Congress) Chi, h. Vogt, George: (Log Cabin) Gloucester Heights, N. J., no. Vorden, Vivian: (Midtex) Midland, Tex., no.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc. Wagner, Buddy: (Mirador) NYC, nc. Walker, Barry: (Stork Club) Chi, nc. Ward, Frank: (Nautical Plaza) Revere Beach, Ward, Frank: (Nauscoa Lange)
Boston,
Wardlaw, Jack: (Pavilion) Hendersonville,
N. C.
Watson, Howard: (Royal Pines) Lake George,
N. Y., 10.
Webster, Ralph: (Roof Garden) Arnolds Park, Meiser, Lco: (Michigan Tavern) Niles, Mich., ne. Wendell, Connie: McHenry, III. Westbrook, Henry: (Columbia) Columbia, S. C., h. Whiteman, Paul: (Frontier Fiesta) Ft. Worth, Tex., p.
Whitney, Palmer: (Baker) St. Charles, Ill., h.
Williams, George: (Craig Beach) Diamond, Williams, George: (Olark Twain) Hannibal, Mo., h. Teal (Bal Tabarin) San Francisco, nc.
Wintz, Julie: (Village Barh) NYC, nc.
Woods. Howard: (Hollywood) Kalamszoo,
Mich., nc.

Zatour, Joseph: (Biltmore) NYC, h. Zelman, Rubin: (Caravan) NYC, nc.

FAIR GRAND-STAND ATTRACTIONS

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

Ah San Lu: Standish, Mich.
Albanis: Peterborough, Ont., Can,
Avalons, Six: Neillsville, Wis.
Beno, Ben: Mt. Vernon, Ill.
Bento Brus. & Rita: Skowhegan, Me,
Bernard's Elephanis: Barton, Vt.
Brengk's Goldon Horse: Peterborough, Ont.,
Can. Beno, Ben; Mt. Vernon, Ill.
Bento Brus, & Rita: Skowhegan, Me,
Bernard's Elephants: Barton, Vt.
Brengk's Goldon Horse: Peterborough, Ont.,
Can.
Carés, Three: Valleyfield, Que., Can.
Christy's Circus: Middletown, N. Y.
Ciliton & Jules: Peterborough, Ont., Can.
Cordovas, Frive: Davenport and Bloomfield.
Ia., split, 18-22.
Continental Revue: Sandy Creek, N. Y.
Crooker, Dorothy: Batavia, N. Y.
Dawn & Darrell: Middletown, N. Y.
Dawn & Darrell: Middletown, N. Y.
Crooker, Dorothy: Batavia, N. Y.
Dawn & Bassile: Cumberland, Md.
Donatella Bros: Batavia, N. Y.
Berls, Skating: Rumberland, Md.
Eligins, Five: Aton. N. Y.
Erwingos, Three: Gouverneur, N. Y.
Erwingos, Three: Gouverneur, N. Y.
Erwingos, Three: Gouverneur, N. Y.
Franst, Lee Barton: Batavia, N. Y.
Gangler Circus: Butler, Pa.
Girton Girls: Afton, N. Y.
Golda: Peterborough, Ont., Can.
Hinkle's, Milt. Rodeo: Waterloo, Que., Can.
Honey Family: Peterborough, Ont., Can.
Hingerial Four: Springfield, Ill.
Jackson, Babe, Troupe: Cumberland, Md.
Jackson, Hoe & May: Barton, Vt.
Jumbo (Big Rosie!): Skowhegan, Me.
Keaton, Billy: Gouverneur, N. Y.
Kozak: Missouia, Mont.
Kressells, Four: Knoxville, Ia.; Fayetteville,
Tenn., 24-28.
LaZellas, Aerial: St. Croix Falls, Wis.
Laddies, Four: Charlottetown, P. E. L., Can.
Lodi Troupe: Batavia, N. Y.
Clofstrom william: Troy, O.; Hicksville 23-28.
Maye, Willred, & Co.: Skowhegan, Me.
Merrill Bros, & Sister: Butler, Fa.
Morreen Troupe: Gouverneur, N. Y.
Olympic Girls, Three: Afton, N. Y.
Olympic Girls, Three: Afton, N. Y.
Olympic Glirs, Three: Afton, N. Y.
Olympic Glirs, Three: Afton, N. Y.
Olympic Glirs, Three: Afton, N. Y.
Pallenhery's Bears & Doberman Pinschers:
Valleyfield, Que, Can.
Penlold,

Can, Candd Helen, Skaters: Batavla, N. Y. Rieardos, Three: Valleyfield, Que., Can, Roberta's .Circus: Charlottetown, P. E. I.,

Can.
Roberts, Jack, & Renee: Ionia, Mich.
Roxeyettes: Middletown, N. Y.
Silver, Wonder Horse: Peterborough, Ont.,

Can.
Tauner, Harry: Middletewn, N. Y.
Termini, Joe, & Co.: Skownegan, Me.
Tint. Al: Detroit Lakes, Minn.; Alexandria
23-28

23-28
Tip Top Girls: Batavia, N. Y.

(See ROUTES on page 84)

FINE MEET FOR CFA

Howard Y. Bary Is Great Host

Portland, Me., or near-by point suggested for next year's convention

NEW YORK, Aug. 14.—Circus Fans' conventions in the past have probably been better attended, but seldom has one received the attention and pretentious hospitality the 12th annual did at Norfolk, Va., August 7-9. Howard Y. Bary, the young showman who assumed control of the Hagenbeck-Wallace Circus last spring, almost outdid himself in making the visiting fans feel perfectly at home, and the members of his entourage, from Equestrian Director Poodles Hanneford down to the youngest workingman, joined Bary admirably in an effort to make the 1937 conclave as pleasant as possible. President Frank H. Hartless, Secretary Walter Buckingham and Colonel Charles Consolvo, the last named owner of the Monticello Hotel, where the convention made its headquarters, also did more than their share in conducting the series of events that constituted the CFA's annual get-together with a major circus.

Fans assembled in Norfolk Saturday, held their opening business session, took a sight-seeing jaunt around the ancient town and enjoyed an informal party at the Monticello in the evening. Sunday morning President Hartless, of Chicago, conducted the regular business session and in the afternoon the entire delegation, together with members of the Hagenbeck-Wallace show which had arrived in town that morning, were the guests of Bary on a several-hour boat (See FINE MEET on page 74)

Around the Lot With R-B Show

CHICAGO, Aug. 14.—The big top of Ringling-Bernum Circus was so situated here that the airplane beacons showed directly on it. Six bandmasters, guests of Merle Evans, attended the show. They were Al Sweet, Henry Fillmore. Johnny Richards, Everett Johnson, H. W. Whittler and McAllister Master, last named of the champion Joilet High School Band. Gable Russe visited many friends in band department. Victor George, circus fan and photographer, visited—guest of Fred Bradna. T. E. Stinson, chaltman of Detroit Shrine Circus, looking over show and arranging details for his winter circus. Hoffman of Gernad Rapids Shrine, in party with of Grand Rapids Shrine, in party with Orrin Davenport, also looking over the

exts.

Felix Adler and Gracy Genders broadcast on the Bob Elser program, "The Man of the Street." Ray Allech's (assistant superintendent of props) wife and children visited. Charles H. Vale (Bright Eyes) joined Miller's concession department. Chester Barnett and wife, formerly of Cole Bros., drove from Green Bay, Wis., and spent a day with friends in clown alley. Phil King, clown, also spent day with friends. William Young, veteran Side-Show manager, met the writer and presented a complete roster of Ringling Bros. Circus of many years ago. Bill Bartlett's wife visited hubby in Chicago. Bugle, dog, is mother of 12. (See AROUND THE LOT on page 64)

Suit Against H-W

RICHMOND, Va., Aug. 14.—Suit for \$10,000 against Hagenbeck-Wallace Circus will be heard here in Hustings Court. Part II, August 23, the plaintiff being Florence Baker, administrator for Isaac

Baker, deceased.

It is alleged that Isaac Baker, an employee of the circus, was killed by cyanide gas when he lay down to rest in one of the railroad cars in Peru, Ind. It is of the railroad cars in Peru, inc. It is charged that the circus management was guilty of criminal negligence, it being alleged that it left the railroad car un-locked after fumigating it with poison-ous gas.



phant, and Andy Fox, assistant manager of Hall's Trained Wild Ani-mal Circus.

Cole Makes Good Run Into Denver

BOISE, Ida., Aug. 14.—Despite the fact that the long run into Denver, 'Colo., by Cole Bros.' Circus was not completed until 1:30 a.m. August 2, unloading took place right away and by 3 a.m. the first meal was under way. The trains arrived over the Sants Fe, but were switched over to the Burlington, which moved them alongside the circus grounds. Several visitors were noted, among them Charlie Mugivan and John Talbot. Mugivan remarked that he hoped to be back in the business soon at the head of a railroad circus. Denver was the home of Zack Terrell during some of the years he managed Sells-Floto Circus and he always received a warm welcome. Denver is the home of Billy and Stella Cronin and Mrs. Cronin's sister, Bertha Denham. The girls were born and reared in Denver, but Billy originally came from Portsmouth, N. H. Charlie Luckey is also a Denverite, as is his wife, Katie.

After very successful two-day engage-

Charine Luckey is also a between the list wife, Katle.

After very successful two-day engagement in Denver show went to Colorado Springs. Spencer Penrose, owner of (See COLE MAKES GOOD on page 64)

Grand Forks Big for Barnes

More than 3,000 turned away at matinee - nearly capacity at night

GRAND FORKS, N. D., Aug. 14.—The Al G. Barnes and Sells-Floto Combined Al G. Barnes and Selis-Fibit Combined Circus turned away more than 3,000 at the afternoon performance here. Fol-lowing the matines there was a cloud-burst and it was necessary to construct a "pontoon bridge" thru the front door a "pontoon bridge" thru the front door to menagerie top to take care of the evening crowd. It was nearly capacity. The front door had over a foot of water in many places, with everyone walking over the poles and planks good naturedly.

The show received a new menagerie top, which was erected for first time at Estherville, ia. It is a beauty.

The show mourns the loss of "Pearl," faithful 54-year-old elephant and one of the original Barnes herd. Burial was on a farm three miles from Hibbing.

Downie Has Good Day at Bridgeport

BRIDGEPORT, Conn., Aug. 14.—Circusgoers, ignoring a blazing hot day, turned out in large numbers here August 9 to see Downie Bros.' Circus. Big top was comfortably filled for matinee performance and capacity at night.

Avery Tudor received emergency treatment for a powder burn suffered when his partner hit him too hard with a slapstick.

Ketrow Enlarging For Southern Tour

CINCINNATI, Aug. 14.—William Ket-row, manager of Kay Bros. Circus, re-ports business okeh and that show will be enlarged for Southern tour. Harry DeMarlo, contortionist, has joined. Art Mix nas new acts and wardrobe for con-

Charles Sparks, Mabel Stark, Bessie Costello, Bryan and Billy Woods and Tom Veasey were recent visitors.

Russell Covering More States Than Last Season; Biz Okeh

BREMERTON, Wash., Aug. 14.—Russell Bros.' Circus is beginning its 18th week with tours of 13 States to its credit, more than were covered all of last season. After a brief circle thru Missouri, Illinois and Iowa in the spring the show came west by way of South Dakota, Nebraska, Colorado, Wyoming, Utah. Idaho and Nevada. Some 10 days were spent in California, mostly in the Sacramento Valley, followed by two weeks in Oregon, and now an extensive swing is being made thru Washington.

Astoria proved to be the banner stand BREMERTON, Wash., Aug. 14.-

Astoria proved to be the banner stand in Oregon and one of the best of the season. Business as a whole, while variable, has been satisfactory and the variable, has been satisfactory and the show is being received with unanimous enthusiasm. Due to excellence of transportation equipment and unceasing canall moves have been made on time and without mishap, despite the fact that many have been long and exceedingly treacherous.

Side Show Enlarged

The Side Show, now under management of Duke Mills, has been enlarged and is doing wonderful business. The lineup includes Jerry Martin's Band and Georgia Minstrels (recently augmented); Emerico, magician; Tiny Cowan, fat man; Zobaloc, human pincushion; Billie Griffin, Hawaiian dancer; Wally and Jean, inpalement; Princess Cheteka, mindreader; Chinese mystery box; Rex Lee Roy, man without a stomach; Petite Paulette, the girl who cannot be lifted;

Russell Colonel Steiner, midget, and Hodigau, ith week human salamander. Marion Wallick is itt, more inside lecturer.

Bill Antes has been creating considerable interest in newspaper offices by taking a lion cub with him. The cub, "Pasha," is one of two born a month ago to "Duchess" and "Dandy" in the me-nagerie. Two bears also have been added to the menagerie.

Several Circus Fans have recently visited, including Dr. R. T. Pettit and family, of Ottawa, Ill.; Dr. David E. Reid, of Lebanon, Ore., and James V. Chloupek, of Oakland, Calif.

Ayres Davies, who spent his vacation with the circus as side-show ticket taker, left this week and, after a brief stop at his home in Dixon, Ill., will continue eastward to enter Washington and Lee University in Virginia.

Bob and Irene O'Hara are due to rejoin in Washington. They have been absent all season due to a difficult time Bob has been having with his leg which was fractured in winter quarters last spring. Washington is Bob's home State.

State.

Hazel King has had a chance to visit her native State, Oregon, and had a pleasant trip to her old home at Baker. Incidentally, Hazel's big dog, "Ebony," is making a hit in the big show program. The solo dance of the elephant "Rubber," executed on track without an attendant, is one of several other novel interludes which distinguish the swiftly paced program.

Russell First Real Show for Bremerton

August 21, 1936

BREMERTON, Wash., Aug. 14.—This thriving city, home of the Puget Sound Navy Yard, is today being visited by the first real circus in its history. Russell Bros. Circus is appearing on Roosevelt Field, city-owned baseball field, under city auspices. Mayor Jesse Knabb has taken a personal interest in the show's appearance. arance

pearance.

Bremerton, with a population of 10,400, is one of the largest cities in the country without a railroad, and the Russell Bros.' show is the largest transient amusement organization ever to come within its limits,

Satisfactory **Biz for Hoxie**

Matinees have been light - elephant Mena and group of Indians join

MASSILLON, O. Aug. 14.—The Jack Hoxie Circus experienced satisfactory business its first week on tour, R. M. Harvey, general manager, informed a representative of The Hillboard here. Matiness at all stands thus far have been light, grosses varying only a few dollars each day, Mr. Harvey said.

each day, Mr. Harvey said.

First rain of the tour was encountered here, light showers just before night performance, but house was near capacity. Mena, elephant, which had been on Johnny Jones Exposition this season, arrived here by truck. Princess White Cloud Clear and a group of Indians Joined here. Dixle Starr and several others have been making spec wardrobe.

Mr. Horie was busy here looking at

others have been making spec wardrose.

Mr. Hoxie was busy here looking at stock but deferred purchase of other than one head until later, he said. Another middle piece has been added to the new padroom on account of the four head of stock of the Holland-Dockrill act joining. A large percentage of the audiences are remaining for the concert, Mr. Harvey said. said.

Show will move into the wheat country late this month, with its objective this fall Oklahoma and adjacent territory.

National Tent Mfrs. To Convene in Chi

CHICAGO, Aug. 14.—The 26th annual convention of the National Tent and Awning Manufacturers' Association will be held at Drake Hotel, this city, October 11-14.

One of the entertainment features will be the Night Club Party at Sherman Hotel, night of October 12. George W. Johnson, vice-president of the U.S. Tent Johnson, vice-president of the U. S. Tent and Awning Company, and Walter Driver are co-chairmen of this event. Frank Bering, manager of the Sherman, is lending his co-operation to this end. Showmen are invited.

S. T. Jessop, president of the U. S. Tent and Awning Company, is general chairman of the convention.

A. M. Smith Honored

GAINESVILLE, Aug. 14.—A. Morton Smith, newspaper man and founder of the Gainesville Community Circus, was the recipient recently of a beautifully engraved gold loving cup, standing 22 inches high, mounted on a mahogany pedestal, the gift of Frank J. Walter, organizer and owner of the Frank J. Walter Circus at Houston, Tex.

The cup is inscribed: "A. Morton Smith, Master Nonprofessional Showman; Acknowledgment of accomplishments with Gainesville Community Circus, Presented by Frank J. Walter, Original Underprivileged Children's Circus, Houston, Tex., 1937."

Presentation of the cup was the inspiration for an editorial in The Gaines, wille Daily Register, written by Joe M. Leonard, circus fan and managing editor of the newspaper.





By THE RINGMASTER

CFA. President.

FRANK H. HARTLESS, W. BUCKINGHAM.
2980 West Lake Street.
Chicago, Ill.

Chicago, Ill.

Konvich. Conn.

(Conducted by WALTER HOHENAMEL, Editor "The White Tops," care Hohenadel Printing Com-pany, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 14.—F. E. Lox-ley, CFA of Cranston, R. I., caught the Federal WPA Circus at New Bedford, Mass., evening of July 29 at Logan

Mass. evening of July 20 avenue. CTA Gordon M. Potter, of St. Joseph. CFA Gordon M. Potter, of St. Joseph. Mich., has had a busy circus season. He attended Hagenbeck-Wallace and Cole Bros. three times each and has seen Ringling-Barnum, Sells-Steriling and Wallace Bros. He has also visited the Peru winter quarters twice and the Rochester quarters three times. Walter B. Hohenadel attended night performance of Ringling-Barnum Circus at Rockford, Ill.

Dr. David E. Reid, of Lebanon, Ore., visited Russell Bros. at Eugene, Corvallis and Salem, Ore. He enjoyed the performance and had visits with Bob Fisher and family, Bill Antes, Mr. and Mrs.

formance and had visits with Bob Fisher and family, Bill Antes, Mr. and Mrs. Walter Jennier and Mr. and Mrs. Fred Ledgett. Dr. and Mrs. Reid entertained the Jenniers and Ledgetts in Corvallis. CFAs Fred Schlotzhauer, of Oquawka, III., and John R. Shepard and E. L. Williams, of Chicago, visited on back lot of Ringling-Barnum afternoon of August 6 during the Chicago engagement. All

RINGLING BROS BARNUM & BAILEY

August 18—PREEPORT, İLL, August 17—WATERLOO, IA, Nugust 18—DES MOINES, IA, August 18—OTTUMWA, IA, August 20—MOBERLY, MO, August 21-22—6T. LOUIS, MO, August 23—ALTON, ILL, August 24—BLOOMINGTON, ILL,

THE GREATEST SHOW ON EARTH

Bert Nelson

Al G. Barnes-Sells Floto Circus

Chris Cornalla

Producing Clown Hagenbeck-Wallace Circus

TIGH

KOHAN MEG. CO.

290 Taaffe Place

Brooklyn, N. Y.

WANTED

For small One-Night-Stand Circus, Advance Agent. Must have car. Must be able to lithograph. Oscar Wiler, Hollar Murphy answer. Other useful People

DAVENPORT SOCIETY CIRCUS

WANTED

First-class Circus Trombone Player. Must be able to play popular dance orchestrations as well as regular circus program. Salary, union scale.

C. O. ROBINSON
Care of TOM MIX GIROUS, as per routa.

three saw evening performance. Shepard also took in the performance evenings

of July 31 and August 4.

of July 31 and August 4.

E. J. Keity, photographer, was on lot of the Big One during the Chicago engagement, making both interior and exterior shots of show.

Sverre O. Braathen, CFA of Madison, Wis., spent week of August 14 visiting on the Big One when it played Northern Illinois and Southern Wisconsin.

Editor and Mrs. W. H. Hohenadel, who attended the national convention at Norfolk are visiting a few days in New York City before their return home.

Howe in Kansas; Riggs Acts Join

CONCORDIA, Kan., Aug. 14.—This was Howe Bros.' Circus first date in Kansas. Crops are good and good business is expected in State. Biz was very good in Nebraska. Show played day and date with State Fair Shows at Fairbury, Neb., and visits were exchanged. Visitors included Mr. and Mrs. Mel Vaught, Edna and Blackle Torrington, Connie Rogers Thomas and husband. Connie's father is manager of the Wallace Bros.' Circus. Fredericks Troupe, recently of the Russell Show, also visited at Fairbury. Riggs Society Circus closed July 7 in Vehling, Neb., and its equipment stored

Vehling, Neb., and its equipment stored in quarters. Performers and wild ani-mals joined the Howe show. Animals mals joined the Howe show. Animals were added to menagerie in Billy Dick's Side Show. Dick has installed a loud-speaker. New acts for big top are Art Frasier, hand-balancing and single traps; Riggs and Riggs, serial gymnasts; William Kempsmith, clown and troupe of dogs; Popeys and company, shoulder and carrying high-perch act; Three De Lavons, ground tumbling and comedy acrobats.

vons, ground tumbling and comedy acrobats.

Ed Oats has 14 men on big top and Alvin Spike has six on seats. John Kern has six agents on his privileges, soft drinks, etc. Pony George is on sick list and Brownie Atkinson is working "Beauty, the good-night pony." in its place. The Flying La Vans visited at Hebron, Neb. Mrs. Dave Lachman and Mrs. Josie Hatfield, Fred Hatfield's mother, were at evening show at Fairbury.

Bill Brooks and wife left at Hebron. Bill Chidester has joined and is seiling reserved-seat tickets. John Mack, former boss canvasman for Campbell Bros., visited Ed Oats at Fairbury.

Roster of band: Henry Blank, leader, Eric Eklund, Joe Thomas, cornets; John DeSylva, Charles Harrison, clarinets; Banty Moffett, horn; Louis Mittendorf, bartone; Walter Van Dyck, trombone; Bob Speers, bass; Bill Steinburg, snare drum; James Delbert, bass drum.

Studebaker's Appointment To Navy Air School, Pensacola

EDMOND, Okla., Aug. 14.—Marvin Studebaker, former circus performer, recently won an appointment to the navy air school at Pensacola, Fla., and will spend four years in aviation work.

Studebaker was a member of Swift's Zouaves on the 101 Ranch Show and was on the ushering staff of Ringling-Barnum Circus for several seasons. He also worked at the log rolling show at the Century of Progress, Chicago.

Enrolling at Central College here when the Chicago Fair closed, he went into the newspaper game by launching a weekly campus tabloid and by serving as press and public relations director for the college.

WPA Biz Good At Throggs Neck

At Throggs Neck

NEW YORK, Aug. 14.—The WPA Federal Theater Project's circus closed its weekend run at Throggs Neck August 7. Business was good, with near capacity houses at most performances. Harolg Sullivan, exploitationist and head of the advance brigade, arranged for a group of children from St. Joseph's School for the Deaf to attend the Thursday matinee and the show received a nice break in the Bronx papers. As a ballyhoo for the Savage Africa spectacle an African Village has been built for the front yard. There are five huts, with the cast of the spec scattered around them. It has helped business a great deal.

The Martian Trio, Risley, and the Great Paras, strong man, have been added to program. Visitors included Walter L. Main and several boys from the advance of the Downle show.

Burns O'Sullivan, general contracting agent, was called back to reorganize the show, reports Wendell J. Goodwin.

15 Years Ago

(From The Billboard Dated August 19, 1922)

Patterson's Trained Wild Animal Circus closed its season at Osawatomie, Kan., August 14, because of railroad strikes. . . At Minneapolis and St. Paul the Ringling-Barnum Circus had exceptionally big business. L. N. Scott visited at both cities, as did the brother red fother of Civia Incells.

exceptionally big business. I. N. Scott visited at both cities, as did the brother and father of Clyde Ingalls. . . In the Ohio Supreme Court, Harry G. Lamkin was endeavoring to gain possession of \$200,000 worth of stocks held by the estate of his father-in-law, the late John F. Robinson, circus owner.

Sparks' Circus drew 'em in big numbers at London, O. Matinee was capacity. Between shows there was a deluge of wind, rain and hail. . "Tusko," elephant of the Al G. Barnes Circus, broke his chains in South Harrisburg, Pa., and badly bruised and lacerated Harry Hendrickson before circus employees succeeded in shackling his legs. . . The Main Circus was making a sort of swing around a circle to kill time before opening at Hartford, Conn., on Labor Day as the free attraction at the Connecticut State Fair.

Phil Castang, who for 40 years had recursed the search of the connection of the connecticut State Fair.

Connecticut State Fair.

Phil Castang, who for 40 years had trouped as an animal trainer, sold two baboons to the Ringling-Barnum Circus.

Compelled to revise its itinerary because of the railroad situation, Al G. Barnes Circus announced that it would appear in Canton, O., August 18.

After an eight-week tour in the Province of Quebec, Cole Bros. Circus returned to the States.

James B. O'Neill Circus was doing good business in Wisconsin.

Mrs. R. C. Campbell inherited \$500,000 under the will of her flance.

Silver Biz Fair Despite Much Rain

CAIRO, N. Y., Aug. 14.—Sliver Bros.' Circus has finished its tour of the mountain resorts in this State. Despite much rain business was very fair. A new side-show top was delivered at Corinth and erected for first time at Schoharie, replacing the one destroyed in two storms. Tom Finn visited at Pottersville, which was one of poorest stands played. Admission prices were recently raised and results have been satisfactory. There are now 17 oars and trucks on show, including two ahead. A long Southern tour is planned.

Watkins Closes With Main

CINCINNATI, Aug. 14.—Irah Watkins, who had been with Walter L. Main Circus for three years, recently closed and opened a season of 15 weeks of fairs at Huntingburg, Ind., this week. He has Tarzan, the ape; 31 dogs, eight monkeys, eight ponies and two mules, and is using three trucks for transportation.

SHOW PALE WRITE FOR Our New USAMP Green Carnival Tents are the talk of the Show World. Before you buy anything made of conves, intestigate the Fulton Line. Quality Teneutins, Ducks and Drills. Priced right. 3 Large Tont Lofts to serve you: Atlante, Dallas, St. Louis. Fulton Bag & Cotton Mills Administrator Since 1870 ATLANTA ST. LOUIS DALEAS BEOGREEN HEW ORLEANS MANSAS CITY.

"DRIVER - TENTS - BANNERS"

Minstrel Show Banner Front Complete, Nine 8x8 Pictorial and One Doorway Practically as Good as New. CHARLIE DRIVER, Manager.

9. HENRY TENT & AWNING CO. 4611-13 N. Clark St.,

EVERYTHING IN CANVAS SIEGEL TENT & AWN. CO.

TENTS PRICE ON ALL

Canvas Goods, Tents, Sidewall, Bally Cloths, Special run on Carnival and Pit Show Tents: 20x30, 20x40, 20x50, 20x60, 20x70, 20x80. Write or wire us for bargains.

KERR MFG. CO., 1954 GRAND AVE., CHICAGO

NEW USED TENTS

FOR SALE OR RENT WRITE FOR FREE CATALOG.

VANDERHERCHEN, INC. 2846 Emerald St., Philadelphia, Pa.

TRUCKS

AUTOMOBILES
MOTORIZE YOUR SHOW
Write: CHARLIE T. GOSS,
With Standard Chevrolet Co., East St.
Louis, III.

SPANGLES

JEWELS, TRIMMINGS, ACCESSORIES

Most Complete Assortment of COSTUME FABRICS. Write For Samples DAZIAN'S, Inc. 144W. 44th St. New York, N.Y.

UNITED STATES TENT

AND AWNING CO., S. T. JESSOP, Pres.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST, Send for Used Tent List.

LEADERS FOR OVER 40 YEARS. 701 North Sangamon Street.

MOON BROS. CIRCUS

OPENING AUGUST 30,

WANTS Acts for Big Show, Aerial Acts, Chimp, Act to feature, Clowns, Elephant Act (Nelsons wire). Equestrian Director capable of working Dogs and Ponies. CAN PLACE Side Show People. Leon Bennett answer. Frank Anders wire. CAN USE Pit Show complete. Contracting Agent and Billers, Man who understands Merchant Ticket Tleups. Mike Pyne, Warran Warran wire. Wingy Saunders, Shorty Butcher wire. White Musicians and Calliope Player. Frank Meister answer.

MOON BROS. CIRCUS

Mobile, Ala.

WANTED AT ONCE AL G. Barnes-Sells-Floto Circus Side Show

For long season. Hawaiian Dancers, Girl Novelty Acts, Attractions of Merit, Ticket Seller who can make Openings. Wire or write as per route.

DUKE DRUKENBROD.

Under the Marquee

By CIRCUS SOLLY

ALBERT SHERWIN, clown, closed with Hoxle show at Millersburg, O.

THE GUTHRIES saw the Barnes show at Brainerd, Minn., and report a real

TEXAS O'ROURKE, who was manager of Danny Winn and his Western Ridge Runners, has joined the Main show.

JIM CURRY is clowning three days a eek for the Sander Store at East Liberty. Pa.

Bros. Circus and joined Barney Bros. Circus. PUD HEADLEY has closed with Howe

SUCCESS TIP-There's no substitute for a

HOYT CARTER, with Cole Bros.' brigade last year, has bought a service station on Route 25, Greenville, S. C., to Hendersonville, N. C. Reports good biz.

ALBERT SIGSBEE, general agent of Seal Bros.' Circus, states that this show is first to play inside city limits at Inter-national Falls, Minn., in last 15 years.

J. R. CONWAY and Herbert A. Douglas saw the Mix show in Philadelphia. State that big top interior makes a wonderful

FRED (DUTCH) LOEBER has left the advance of Atterbury Bros.' Circus and is spending a few days at his home in

FLYING LEROYS have joined Haag Bros.' Circus. George Chandler and Walter Schuyler, clowns, are still with

"BABY BOO," elephant of Cole Bros.' Circus, left show at Colorado Springs, Colo., to become a "resident" of the Cheyenne Mountain Zoo.

S. W. (BILL) BAILEY, clown cop, has been playing dates around Memphis for the light and power company there since closing with Seils-Sterling Circus.

CRAWFORD DROEGE saw Jack Hoxie Circus at Elvria, O., and reports a nice

WANTED FOR HONOLULU E. K. FERNANDEZ

Can use a few more Novelty and Comedy Acts. Also few Aerial Acts. Aerial Acts to leave Coast October first. Write Black-stone Hotel, Chicago. Will be there until August 31. After that, Biltmore Hotel, Los Angeles.

E. K. FERNANDEZ.

Visited with George Myers and R. M. Harvey.

AL HARRIS, veteran slack-wire per-former, who has been layed up with an injured foot since June 14, pens that he is okeh again.

SEILS-STERLING CIRCUS had two packed houses at Midland, Mich. Mt. Pleasant, Mich., was not so good. Biz for kid show has been okeh.

TWO CIRCUSES in Michigan City, Ind., a little more than a week apart. Lewis Bros. was there August 13 and Seils-Sterling will be in city August 21.

JULIUS KATZ, brigade agent of Hoxie show, says that things are going along fine on advance. There are 12 men and five new Dodge trucks.

CLARENCE AUSKINGS reports biz good in Illinois for Vanderburg Bros.' Circus. Says he opened Bidgaran cus. Says he opened Ridgeway, Ill., Sunday date at ball park. Show is going south.

NATE LEON and brother, Maurice, adver-tising men with Walter L. Main Circus, are having the best season of their career. They have obtained several national advertising bar ers, besides a daily average of from 20 to 50

HARRY MACK, Rodney and Ella Harris and Bert Wallace, of Downie Bros.' Circus, were in pictorial section of Boston Post July 25, also Erika Loyal, of Ringling-Barnum, and Marta and Irma, of Cole Bros.

FRANCIS DORAN, trapeze performer of the Alferetta Eral troupe, fell from his trapeze July 28 and injured his back. He is recovering in the Oklahoma General Hospital, Oklahoma City.

L. F. AND C. H. BRIGGS visited Kay Bros.' Circus at Ogunquit, Me., and re-port good performance. They met mit Robbins and family. Milt has the Side Show, which has been doing good busi-

DAN RICE CIRCUS played Catskill, N. Y., July 26 to good business, reports John H. Thiele Jr. He visited Ira Watts, Redmond Rowe, Mr. and Mrs. D. Graham, Mary Miller, Ray Marsh Brydon and Rhoda Royal. A heavy rain came just before the afternoon performance.

JOE BAKER met advance crew of Cole Bros. at Seattle. He also met Allen Lester, press agent, and Clyde Willard, in charge of brigade. Baker trouped with Willard on John Robinson advance in 1920 and it was their first meeting

ORA, MINERVA AND JAY GEE, aerialists, are not going back with Jack Hoxle Circus, as they planned a unit with Jerry Martin, who is again working with his

high-pole act. Opened August 16 and will work Southern fairs this fall and Cuba this winter.

NED WAYBURN and Arthur Murray, Broadway's renowned dance celebrities, and party of seven were guests of staff of Walter L. Main Circus at Claremont, N. H. Bobby Burns, with the show, is a former hoofer, having worked for Way-

EARL SHIPLEY and wife, former cir-EARL SHIPLEY and whee, to there cause folk, are spending two weeks' vacation at Lake Winneconne, Wis. They visited friends with Ringilng-Barnum Circus in Oshkosh, Wis., August 11. Chester and Viola Barnett, en route to Michigan fairs, spent a night and day at the Shipley cottage.

CLARENCE A. STOUT, drummer with the Rice show in 1935, writes from Vincennes. Ind., that he has been doing songwriting. He wrote songs for the late Bert Williams. Says he has been successful in placing songs with New York and Chicago publishers. Two of his numbers just released are Harlem in the Jungles and I'm a Hill-Billy Boy From the Mountains. From the Mountains.

THOMAS BURTON pens that Wallace Bros.' Circus showed at Springfield, Ill., August 4 to good house in afternoon and packed them at night. Del Dever and wife were guests of Mrs. Burton. The last named worked with Mrs. Dever for two seasons on Sells-Sterling Circus. Mrs. Burton gave a chicken dinner for Tom Tyler and his Wild West troupe. The Burtons also visited show at Urbana, Ill.

MELVIN D. HILDRETH, chairman of the legislative committee of the Circus Fans' Association, was elected president of that or-ganization at its 12th annual convention held at Norfolk, Va. Here are Solly's congratula-tions, Melvin. May you have a most successful administration.

LIFE, August 16 issue, devoted three-fourths of a page to life and death of Alfredo Codona and wife, Vera Bruce. Illustrations consisted of a scene show-ing them seated at a night club drinking them seated at a night club drink-ing, a scene in which they and Lalo Codona did the "passing leap" of their act, a scene showing the wife doing a eatch after her husband's injury ended their partnership, and last, a scene show-ing both lying on a floor after he took his own life and fatally shot her.

HERB SCHEFFEL, of Clifton, N. while en route to Maine for a vacation saw Dan Rice Circus at Peekskill, N. Y. saw Dan Rice Circus at Peekskill, N. Y. He visited with Ray Marsh Brydon, Mary Miller and Jimmy Thomas. Also stopped at Norwich, Conn., for a chat with John R. Tarrant, circus fan. August 5 was spent at Benson's Wild Animal farm, Nashua, N. H., and he was entertained by R. D. McCollin. Visited with Mabel Stark, John De Kok, Margaret Thompson, Edward Wulff and Carl Neuffer, and renewed acquaintances with Reb Russell, of Downie Bros.' Circus, who visited the farm that morning with his daughter.

WILLIAM BURGER has visited Ring-ling-Barnum, Kay Bros., Tom Mix, Cole Bros. and Downie Bros. shows. On August 5 he was guest of Reb Russell, with Downle show, at Salem, Mass. George Brinton Beal and H. R. Peverly, circus Brinton Beal and H. R. Peverly, circus fan, also visited show that day. Ring Bros. Circus, a small show presented by Burger and his partner, Carroll Gayron (cousin), has been off road last two years due to financial matters. Equipment has been kept in good order and nall probability will go on road next season, playing cities and towns in Massachusetts.

BRUCE CHESTERMAN writes that he had a most enjoyable visit on Hagenbeck-Wallace lot when show played Richmond. Wallace lot when show played Richmond, Va., and had long chats with Jake Posey, George Singleton and other friends on show. Manager Howard Bary and Press Agents Bob Hickey and Mel Smith took care of him in fine shape. Bruce says. Bob, he says, also visited with him twice at the Capitol Hotel, where Bruce is making his permanent headquarters. Both papers gave the show splendid publicity, the Times-Dispatch carrying a half page of art the second day besides two stories, one a feature on the women's page, and The News Leader having a skrolumn layout on the afternoon of the first day.

THE NEW Jack Hoxie Circus was ac-THE NEW JACK HOLD THE WAS ACCORDED A PUBLISHED FROM THE Cleveland Press on page one came out with its State edition with a story (See UNDER THE MARQUEE page 43)

Dressing Room Gossip

TOM MIX—A full-week stand in Philadelphia was enjoyed by all and gave everybody a chance to catch up on back work. They even fumigated Jimmie Davison's trailer. Cliff McDougall sponsored a hospital show Wednesday morn-sored a hospital show wednesday morn-Davison's trailer. Chil McDougan spoints sored a hospital show Wednesday morning and after the show a noonday lunch was served. Jimmie Davison forgot his teeth. Corn on the cob was served and poor Jimmie looked on with disgust. Ray Goodie is the new dummy puller in the frecracker gag. Ple was served in the cookhouse the other day and Augle Augstad and Johnnie Jessick had a pleating contest, but no winner was declared as the chef ran out of pies. Joe Bowers and John Agee are trying to figure out a way to make sky-hook rigging so they can take Frank Shepard to some of the hospital shows. Bumpsy Anthony, Jimmie Davison, Frank Shepard, George Sunbury and the writer are going deepsea fishing at Wildwood, N. J. Reports on catch next week.

sea fishing at Wildwood, N. J. Reports on catch next week.

One of the cars has four drivers, Johnnie Jessick, chaufteur; Jimmie Davison, Augie Augstad and Charlie Fournier, back-seat drivers. Frank Shepard is all smiles as his wife and baby will soon join him. Frank spent all day painting the trailer. Mother Howard was a visitor. Robert Gable, of Pottsville, Pa., spent the day on, the lot and took many pictures. Joe Heiser Jr., of Houston, Tex., stopped off on his way to the Circus Fans' convention at Norfolk, Va. Joe took in the matinee and got many snapshots in backyard. Joe Bowers' brother visited him in Philadelphia. Humpsy Anthony and I took in a night club across the street from the showgrounds and got quife a kick out of it. Rex Rossi, cowboy, spent all evening trying to get a dance, but the city girls didn't know how to dance the square dance, so I guess Rex will have to look up a dancing school and learn the modern way of dancing. I hear Frank Shepard and Mrs. Jim Turney cailing me to play pinochle, so I guess I will have to go and win my lunch money.—KINKO.

COLE BROS .- Ogden, Utah. Yes, we have some here. Left most of the grasshoppers behind. No clems in clown alley so far. Art Lind, chief the grasshoppers behind. No clems in clown alley so far. Art Lind, chief bugler, now has a small dog. Joe Short volunteering to look after same. Joe is getting nice laughs with big rope and dog gag. Bill Rice with long beard, lantern and umbrella makes a nice chief for fire house. Albert Powell galloping in with hose cart, doing nicely with rube makeup. On long run to Denver, Nick Carter featured chicken dinners in the pie car and handled the gang okeh. Roland Hebler hits the jungles between shows for his nap. Suppose he'll be cooking Mulligans when it gets cooler.

Bob Mathews and wife on for a visit. Will be England bound this fall. Bill Harddig keeps Clyde Beatty and the writer well supplied with Coco-Cola. Reason, guessing wrong on the ball games. Clown alley was in receipt of 16 heads lately for the crazy number; Arabs filling in and Joe Short and a tall butcher as Mutt and Jeff. Call-See DEESSING POOM on many 421

(See DRESSING ROOM on page 43)

Mix Has Satisfactory Engagement in Philly

rngagement in Philly

PHILADELPHIA, Aug. 14.—Tom Mix Circus closed a nine-day engagement in this city night of August 11. Considering the unusually hot weather, time of year and vacation period for a great many people, the engagement was most satisfactory. First week of six days was shown at regular circus grounds, 11th street and Erie avenue; first three days of this week at 69th street, West Philadelphia. Matinees were light, at night houses at both locations quite good. It was the first circus to show in the city so late in the season for many years. Press was well taken care of by Irish Horan, who obtained many notices in all papers.

Visitors were Harry Wilson, George Hartzel and Judge Kelly.

E. J. Kelty took pictures of show at the 69th street location.

Tom Mix and Ted Metz entertained

The Billboard representative and family during the engagement.

Joseph W. Dixon and wife, old-time concession operators, are retired and ilving here. They make it a point to visit all carnivals and circuses showing here.

ANIMALS . SNAKES . MONKEYS TREFFLICH'S SPECIAL SALES FOR THE FAIRS

IMMEDIATE SHIPMENTS DIRECT TO YOU FROM ALL 4 CORNERS OF THE WORLD

RINCTAILS—Each	16.50	Old	150
SMALL TAPIR—Tame	150	1	
MALAYAN SUN BEAR—Cub, Tame	150		
CASSOWARIES—Helmeted and Orange Necked	Each	150	
CIVET CATS—Small, Each \$25; Large, Each	40		
OCELOTS—Each \$35; 1	Medium-Sized GREATER ANT-EATER	125	
ACOUTIS—Each \$30; PACAS—Small, Each, \$18; Large, Each	22		
SLOTHS—Each \$22; HIMALAYAN BEAR CUB	75		

35 PYTHONS, all sizes up to 16 feet. ANACONDAS up to 7 feet

HENRY TREFFLICH COMPANY

215 FULTON STREET

NEW YORK CITY

THE HAMMER-GREER organization has been booked for the Eastern States Exposition in Springfield, Mass. Deal was handled by Fred Kressman, of the Barnes-Carruthers agency.

PONCHO VIILA JR., who was injured while fighting wild Brahma bulls at the Topsfield (Mass.) Rodeo, has fully recovered and is back in harness again with Col. Jim Eskew's organization.

HARRY WILLIAMS, better known as the "Horse and Mule Trading Cowboy, is on an Eastern tour with his family. He has his commodious horse car along and occasionally makes a David Harum horse trade

R. MURPHY writes from Rochester, N. Y., where he is vacationing, that he bas seen a number of shows and con-certs and believes that Art Mix's Wild West with Kay Bros.' Circus is one of the best he has seen this summer.

FORT PECK Rodeo Company showed to a turnaway crowd recently at Mason to a turnaway crowd recently at Mason City, III., according to Mary Carter. Among the cowboys appearing at show were Robert Ristou, Monty Miles, Jimmy Ristou, Frank Little Bear, Jimmy Graves, Kid Williams and Arizona Kid.

JACK YORK'S Western Attractions which were one of the features at the recent Hackettstown (N.J.) Fair, is under the direction of Jack York, former old-time cowboy, of Pecos, Tex. Show feature Billy Keen and Jimmie Downs. Mildred M. Ploss is secretary.

HOWARD HARRIS, secretary of the Salem County Fair at Woodstown, N. J., has provided for rodeo performances to be presented each afternoon and evening during the fair. A large amount of prize money will be divided among contestants.

MARY KEEN, who was billed as the world champion trick rider with the Cole Bros.' Circus, succumbed to the old lore of the rodeo recently and promptly joined the George V. Adams Rodeo, which has been playing small midwestern towns

SOMETHING new under the sun for Dixie is the announcement by officials of the Mid-South Memphis Fair, to be held this fall, that three nationally known rodeo companies will show there. Troupes include Shirley Adams, with 100 horses and 48 performers; Graham's Western Riders and Milt Hinkle's Texas Rangers. Frank Fuller is secretary-

MORE THAN 100 of the late Will Rogers' best friends in the movie indus-Rogers' best friends in the movie industry honored his memory August 11 when they assembled at the Will Rogers Shrine of the Sun on Cheyenne Mountain and installed a bronze plaque in the tower on which will be engraved the names of those participating. Ceremony was the highlight of the Fox theater executives' national convention and Fox Movietone recorded it. The shrine will be formerly dedicated this fall. A Will Rogers Memorial Rodeo at Broadmoor Field will be held in confunction. be held in conjunction.

EASTERN STATES Exposition, held annually in Springfield, Mass., will again present a rodeo this fall. Event, which will be a six-night affair, is being resumed this year after a two-year letup. More than 100 top hands of the Western cow country, both cowboys and cowgirls, are expected to participate. Necessary stock, including wild bronks, untamed Brahma steers and rangy longhorn cattle, is already being assembled and will be shipped into Springfield just prior to the opening of the exposition. Candy Hamer will direct the event.

RECENT two-day second annual Rosetown (Can.) Rodeo under Board of Trade auspices finished during one of the most severe droughts ever enced in the province, according to John enced in the province, according to John E. Hartwig, manager. Attendance was smaller than last year's, but auspices paid off 100 per cent to all participants. Contracted performers were Little Hank realigned by Organizer Keenan and Slim Gates. Buck Field and L. Giangne were judges. Results: panies unionized as Bronk Riding—Slim Hill, Henry Nichol. Secretary William S. Gerald Meyers. Calf Roping—Slim Hill, Local No. 63, IABPB P. Slim Gates. Steer Riding—Gerald

Meyers, Ben Jahnke, Joe Trottier. Bulldogging—Slim Hill, Slim Gates. Half-mile Race—Helen Lumey, T. Barr, K. Barr, Charlot Race—C. Hagen, P. K. Barr. Hickey.

FAVORED with ideal weather and featuring some of the hardest and wildest riding ever witnessed there, the 20th turing some of the hardest and whidest riding ever witnessed there, the 20th annual Black Hills Roundup, at Belle Fourche, S. D., was one of the most successful events ever staged in that city. Hub Whiteman went to town in successful events ever staged in that city. Hub Whiteman went to town in the buildogging event putting his critter to bed in 3 4/5 seconds to tie the world's record made first by Shorty Ricker in 1935 and tied by Bill Mc-Macken in 1935. Leo Murray grabbed off top honors in the bronk-riding contest, making the fourth year that he has finished on the long end in this event. Officials included Hal Hillman, arena director, and Cy Taillon, announcer. Final results: Bronk Riding—Leo Murray, Cliff Helm, Melvin Tivis, Joe McMacken. Calf Roping—Fred Barrett, Allen Holder, I. W. Young, Walt Haythorne. Buildogging—Gene Ross, Mike Fisher, Red Thompson, Howard McCrory.

RESULTS of the seventh annual rodeo RESULTS of the seventh annual rodeo held recently at Butte, Mont: Bronk Riding — First go round, Ray Mavity, Buck Tiffin, Eddie Curtis; Milt Moe and Ward Watkins split fourth. Second go round, Bill Sievers and Eddie Curtis Ward Watkins split fourth. Second go round, Bill Sievers and Eddle Curtis split first and second; Alvin Gordon, Ward Watkins. Finals, Ray Mavity, Eddie Curtis, Bill Sievers, Ward Watkins. Bull Riding—First go round, Hoytt Hefner, Eddie Curtis, Mitch Owens, Slats Jacobs. Second go round, Eddie Curtis and Wesley Walls split first and second; Hoytt Hefner; Andy Gibson and Dan Fowler split fourth. Steer Wrestling—Gene Ross, Harry Hart, Oral Zumwalt, Rusty McGinty. Second go round, Jack Case, Rusty McGinty, James Irwin, Herschel Ross. Finals, Rusty McGinty, Gene Ross, Harry Hart, Herschel Ross. Calf Roping—First go round, Ralph Bennett, R. R. Ingersoll, Gene Ross; Cecil Owsley, Hugh Ridley and Jay Snively split fourth. Second go round, Bill Eaton; Jack Streeter and Harry Hart split second and third; Dick Denny. Finals, Ralph Bennett, Hugh Ridley, R. R. Ingersoll, Jim Snively. Snively.

RECENT rodeo held in connection with the Covered Wagon Days, under Empty Saddle Club auspices, at Redondo Beach, Calif., played to turn-away crowds Heach, Cairi., payed to turn-taway crowds at both performances. Attendance for the two days was about 17,000, according to Norman Sprowl. George Demarce and Johnny Runnells furnished the stock. Sid Bennett was arena director, with Norman Sprowl announcer. Judges were Norman Sprowl announcer. Judges were Ray McCarrel and Jack Courtney. Final results: Steer Riding—Eldin Yost, Ed Duarte, Russell Ray. Saddle Bronk Riding—Bob Stevens, Ed Duarte, Blondy Brunzell. Bareback Bronk Riding—Ray Schlens, M. Yoder, G. Adama. Caif Roping—Francis Adama, Bill Kane, Tuck Choate. Wild Cow Milking — Silm Mackey, Jack McCunningham, Bob St. Marie. Cowgiris' Bronk Riding—Hazel Burns. Hazel McCart, in trick and fancy riding, was an added feature. Contestants included Jimmle Rogers, Tom Kato, Don McCoy, Eldon Yost, Frank Rato, Don McCoy, Eldon Yost, Frank Coots, Hank Holquim, Whitey Wilson, Lew Phillips, Ray McCarl, Rice Perry, Curley Jones, Jo Saunders, Ed McFar-land, Owey Talbott, Tex Ashford, Mark Burke, Ed Burke, Tex Moore, Bob Folkerson, Hungry Hoyle, Hugh Strickland, Wirth Crouch, Jim Van Horn, Jim Lee, Cat Murrell, Jack Patman, Jack Taylor, Clarence Marlon, Mark Hoyle, Don Mitchell, Bob Whiting, Bud Kane, Joe Wade, Jack McCunningham. Lew Phelan, (See CORRAL on page 65)

Hoxie Band Roster

MASSILLON, O., Aug. 14.—Ben S. Urquhart, director of the Jack Hoxle Band, announced the complete personnel here. Bill Fowler, Joe Clark, cornets; Bing Harris, "Spooks" Birchett and Bill Nolan, trombones; Louis Komoski, tuba; Joe Linom and Bob Grandmontagne, drums; Smith McRae, baritone; Don Wheeler and Pete Dworski, clarinets.

Peoria Companies Unionized

PITTSBURGH, Aug. 14.—Peoria, Ill., Local No. 47 of the International Alliance of Bill Posters and Billers, has been ance of Bill Posters and Billers, has been realigned by Organizer James Kelly, and the Peoria outdoor advertising companies unionized as AFL affiliates by Secretary William S. Oliver of Decatur Local No. 63, IABPB President Leo Abertalium Commed her beginning the process of the posterior of the comments of the posterior of the

Dexter Fellows Tent Tattles (CSSCA)

By FRED PITZER

NEW YORK. Aug. 14—We learn that Dave Satterfield, of Richmond, Va., is to run for Congress. He is a member of the W. W. Workman Tent and an ardent booster of the CSGA. . . Jim Knox is summering at his Adlrondack hangout. . Tex O'Rourke is, going big on the air, as we predicted many moons ago. . . Cliff Fowler infos that Gang Busters will keep right on going. . Jolly Bill Steinke is going it alone on the air. . . John Carey is as full of mosquito bites. . . Ormund Gould

original ideas as a Long Islander is full of mosquito bites. Ormund Gould can talk, and if you are blindfolded we'll bet you 10 to 1 you will think it is E. L. Robbins speaking.

At a meeting of the executive committee held August 11 the good and welfare of the organization was generally discussed. The matter of permanent headquarters in the Hotel Lexington was discussed, whereupon it was resolved that a committee be appointed by the president for the purpose of further investigating this proposition coming from vestigating this proposition coming from Sinner Rochester, manager of the hotel. The committee appointed: F. D. Benham, R. C. Schindler and Tex O'Rourke.

The following appeared in O. O. Mc-Intyre's column in The New York Ere-ning Journal: "The most caustic ribbing organization in New York is the Circus Saints and Sinners' Club, a goofy organization started by Dexter Fellows, circus press agent. Now and then they hold a dinner and initiate a new member—someone of headline importance. And —someone of heading importance. And if he cannot take it he had better stay away, for he is the victim of every indignity with the possible exception of mayhem. All the pomp he ever had is deflated, and if he tries back talk he will be hushed with a skush of custardple smack in the kisser. They give such dinners in the ballrooms of large hotels where there is plenty of room to do their stuff."

Odd is a bit wrong in his account.

F. D. Benham started the organization.

And he is not hushed with a skush of custard ple. It is lemon meringue we use. Our only hope is that some time during the coming season Odd McIntyre will be our Fall Guy, and if he accepts, well, then . . .

Here and There

SASKATOON, Sask., Aug. 14.—Duke Mills, last three years on promotional staff of Polack Bros.' Circus, is now Side Show manager with Russell Bros.' Cir-

Polack show has added another Canadigh town to its list, Fort William, and recently played there to good business. Show returns to Canada September 6 for a week at Regina, a return date. Promotion will be handled by Mickey Blue. Other Canadian spots for show are Calgary, Vancouver, New Westminster and Victoria

G. O. Dupuis and wife are handling promotion for return engagement of Polack show at Minot, N. D., auspices Shrine Club. Carl Sonitz is returning to promotional staff of show.

At Fau Claire, Wis., the writer saw night show of Ringling-Barnum and visited with Eddie Vaughan.

T. DWIGHT PEPPLE.

Freckled Children Contest At Downie's in Falmouth

FALMOUTH, Mass., Aug. 14.—This city had an unusual circus day when Charles Sparks brought his Downie Bros.' Circus sparks brought his Downle Bros. Circus here August 7. Nearly 100 children en-tered in a contest to determine the most freckled boy and girl in Falmouth were guests of Mr. Sparks and The Falmouth Enterprise at the afternoon performance. Led by Equestrian Director Bert Wallace, they marched into the center ring at opening of show and were judged by Reb Russell, Wild West star of show. Harry Mack introduced the winners thru loud-

speaker system.

Earl Chapin May, circus historian and author, led the band in Semper Fidelis during concert preceding evening show. He was introduced by Roddrey Harris.

Falmouth was the home town of Abel Razinha, wire walker with show. Abel's

family turned out to greet him at night.
Also at evening show was Edgar B. Samp-



HYTEK BALLOONS Inflate Larger Lost

CIRCUS PRINTS are but one of many excellent sellers offered by the Oak line, See the Oak cafalog for the complete array, It's free. Write for a copy.

The Leading Jobbers Sell Oak Balloons,

The OAK RUBBER CO RAVENNA, OHIO.

Model Builders Change Officers

ST. JOSEPH, Mich., Aug. 14.—A meeting of executives of the Circus Model Builders and Owners' Association was recentily held in Chicago and it was found necessary to shift some of the officers around. Due to press of other duties Ralph H. Miller could no longer con-Ralph H. Miller could no longer continue as secretary-treasurer. Present officers are George H. Graf. Peru, Ind., president; Charles H. Bennett, Berwyn, Ill., general manager; Bert Backstein, Decatur, Ill., superintendent of construction and design; Ralph H. Miller, Memphis, Tenn., vice-president; John R. Shepard, Chicago, Ill., secretary-treasurer; Gordon M. Potter, St. Joseph, Mich., director of publicity. director of publicity.

Any owner or builder of miniature rous equipment interested in joining circus equipment interested in joining the association should write Mr. Shepard.

Kenneth Audibert, of Littleton, N. H., had a fine story in his local paper telling

had a fine story in his local paper telling about his circus, also an illustration showing entire layout.

William R. Brinley, of Wallingford, Conn., received some nice publicity on his circus and a photo showing his band wagon and an eight-horse hitch with tents and other equipment in background. He has a complete circus with railroad cars, tents and all other equipment which took him 10 years to build. Made his first wagons when 9 years old. years old.

Bert Backstein has been kept busy filling both large and small orders for

George H. Graf is constructing a string of cages, each one with animals and baggage stock.

John R. Shepard is rebuilding his Hale Bros.' Circus. So far 30 cages have been

Bros.' Circus. So far 30 cages have been completed.
Ralph H. Miller recently received 14 cages and baggage wagons for his model circus from Bert Backstein. He now has close to '75 wagons as well as railroad cars and other equipment.
Charles H. Bennett has added several cages to his ever-growing model of H-W Circus. Among them is an excellent hippo den. Gordon M. Potter has obtained a number of new wagons for his model of R-B.

The Nedrows Entertain

MASSILLON, O., Aug. 14.—Jack Nedrow, operator of a billposting plant here, and wife entertained group of circustans at their home after night performance of the Hoxie show. Among guests were several of the circus executives, Mr. and Mrs. Glen Z. Wagner, John Hare, Ray Wallace, Mr. and Mrs. Rex McCon-nell, Maynard Mast and Roy Wild.

son, a Cape summer resident who at age of 77 was seeing his first circus in 50

years.

An unusually hot day for Cape Cod sent temperature up to 100 under big top in afternoon and cut down size of crowd. At night show played to a big house. While Mr. May was in Falmouth he motored with Mr. and Mrs. George A. Hough Jr., editor of The Falmouth Enterprise, and Arnold W. Dyer, Falmouth circus fan, to Harwich, where they were entertained by Mr. and Mrs. William Ketrow, of Kay Bros. Circus.

Half Shot

ROCKAWAY BEACH, N. Y., Aug. 14.—An inebriate stepped out from a bar here recently when one of the regular weekly fireworks shows was

ations to 25 Opera Place, Cincinnati, O. Conducted by CLAUDE R. ELLIS

Big Week-End Biz at Balboa

New Southern California park going in for free acts and name bands soon

LOS ANGELES, Aug. 14.—The recently constructed—Balboa (Calif.) Amusement Park and latest addition to Southern California amusement resort ranks, under direction of Anderson Amusement under direction of Anderson Amusement Company, is reported to be doing capacity week-end business. Resort plans to use free acts and name bands beginning late in August. Operating company officials are Al Anderson, president; Merrit R. Smith, secretary; G. F. Daley, treasurer; George T. Sayers, publicity director; Arthur Stuart, superintendent, and Lyle Combs, chief electrician.

trictan.

Rides: Merry-Go-Round, E. B. Alexander, manager; Bob Allen, foreman; Ed Scarborough, mechanic, and Bettie Holland, cashler. Auto Flane, Sheriman West, foreman; Martha Weyman, tickets. Loop-o-Plane, Alex Silman, owner; Joe Hooper and Fred Dames, assistants. Kiddle Auto Ride, E. Swoffer, foreman; Mike Corson, assistant. Mixup, G. Swoffer, foreman; Ben Ernest, assistant; Jean Bourgeols, tickets. Aquapianes, Miles Dorset, foreman; Tad Wilmer and Tom Bevis, assistants. Kiddle Aeroplane, Bill Kennard and John Vallery.

Concessions: Workman's Casino, E. N.

Concessions: Workman's Casino, E. N. Workman, owner; Leonard Marshall, manager; Roy Sellard and Ed Boyle, asistants; Mrs. Workman, hostess. Workman, hostess. Workman, hostess. Workman Holt. hostess; J. D. Goetcher, Franz Lewis and Minnie Tolliver, asistants. Workman's Balboa Annex, Jay Fallon, manager; George Green and Will Westlake, assistants; Mrs. C. Briner, hostess. U-Drive Speed Boats, J. P. Greeley, manager; Floyd Gage and E. Hatch, chief operators; Charles and H. Gage, assistants. Kill-the-cats, D. Minthorn, with George Percival and Mildred Barnes, assistants. Frozen fruit Julices, Dave Meeks; Edith Townsley, agent. Archery, George McFarland; Maurice Day and Joe Denny, assistants. Grunt Derby, Melvin Sandweiss; Everett Garner, D. Zampino and Lou Cicotta, agents. Penny Pitch, E. Hanley and Walt Bryan, agents. Spill the Milk, Gene Barnes and Leonard Peruzzi. Skee Ball, Glen Hardman and Henry Hughes. Balloon Dart, Ann Rohe, Nita Swyer and Millle Farmer. Monkey Loop-the-Loop, Chet Rohe and Chris (See BIG WEEK-END on page 43) Concessions: Workman's Casino, E. N.

Miller in Mexico Designing Rides

DETROIT, Aug. 14.—John A. Miller, who formerly had headquarters in Detroit but now located at Homewood, Ill., has been in Mexico since last November designing rides. Capital for promotion of new attractions of this sort appears to be much more readily available in Mexico than in this country, said Paul Heinze, manager of Edgewater Amusement Park here.

Heinze, who was in Mexico twice last winter with Miller, is enthusiastic about conditions in that country and plans to return there this fail.

Among the rides Miller is working on are a portable racing coaster, another type of coaster mounted on a truck and water rides.

vater rides.

PHILADELPHIA.—Ninth annual beau-PHILADELPHIA.—Ninth annual beauty contest, under Woodside Park sponsorship, gets under way here this month. Final selections and a pageant will be staged at the park's Crystal Pool on Labor Park.

Fountain of Youth!

PARIS, Aug. 9.—New gadget in the amusement park at the Paris International Exposition is a coin-operated machine called Defatiguer, which it is claimed will remove that thred feeling. Patients are sented on a chair facing the machine and place their feet on a glass plate. Electrical current supposedly reinvigorates the credulous customers.



Revere Beach, Mass., were among the spectators who witnessed the ball game of the New England Section of the NAAPPB. at Crescent R. S. 1122ELL and Mrs. Casassa, Of were among the nessed the ball the NAAPPB, at Providence, recently.

Woodside, Philly, Going Big

PHILADELPHIA, Aug. 14.—Woodside Park is enjoying one of its best seasons. The annual beauty contest for Queen of Crystal Pool is now on, with contests heling held every Tuesday night various sections of the city. Professional opportunity and comedy auction nights are being held every Saturday night with Jack Steck as emsse. Fireworks are a regular weekly feature every Friday night. New rides and restaurant installed this year report good business. Weather has been good for Crystal Pool and large crowds of swimmers are seen there afternoon and night.

Winning Year

Indianapolis park has more fun and thrill devices and games than ever before

INDIANAPOLIS, Aug. 14.—Riverside Amusement Park here is enjoying a prosperous season, according to Archie W. Colter, treasurer and general manager. prosperous season, according to Archie W. Colter, treasurer and general manager. Now in its 34th year of continuous existence, resort this year has the greatest number of fun and thrill devices and games in its history. Two coaster rides, Flash and Thriller, lead in popularity, with the Mill Chutes in next position. Other features are Aerial Swing, Tilt-awhiri, Whip, motor boats, Fun Castle, Haunted House, a new scenic water ride, Loop-o-Plane, Ferris Wheel, Merry-Go-Round, miniature railroad, Pretzel, Dodgem, Skee-Ball alleys, rifle range, penny arcade, dance pavilion and skating rink. Last named, said to be one of the largest in the country, is managed by John Darter, veteran superintendent of rides, who has been with Elverside since its inception.

George Golding has the "ex" on eats and drinks, with a large modern tavern and beer garden and 11 stands located thruout resort. Roy Hoffman, another oldtimer, has the Dodgem, Pretzel and Fun Castle, while Cliff Thomas has bingo, milk bottle, flasher and balloon dart games.

Many large picnics have been held at resort this season and every other Suntaken.

dart games.

Many large picnics have been held at resort this season and every other Sunday an automobile is given away. Betty and Benny, sky dancers, played an eight day engagement at the park in June and the Morris Troupe was a recent at (See WINNING YEAR on page 43)

For Riverside

regular weekly fireworks shows was in progress and stared awe-stricken at the gigantic display of pyrotechnics, turning the skies into a mass of colored lightning. Then he snorted: "That's what this country gets for not preparing for war." Bouncing back into the drinking spot he asked the bartender. "Why does Japan pick on us?" **Edgewater Biz** Shows Increase

DETROIT, Aug. 14.—Business at Edge-water Amusement Park here has shown a satisfactory increase over 1936 when the weather has been good, Manager Paul Heinze said this week. In contrast to the extreme hot weather of last sea-son, this year's prolonged heavy rains have hurt business on many days, bring-

son, this year's prolonged heavy rains have hurt business on many days, bringhave hurt business on many days, bringing night take down.

Beginning last week, a double tleup between Edgewater and Eastwood parks with a leading national grocery and baking chain organization went into effect. This is the first time in the history of Detroit parkdom that these spots have played day and date. A series of 200,000 tickets a week are being distributed thruthe medium of having one ticket in each loaf of bread sold by the company—a total of 1,200,000 for the six weeks of the event. Day business has been particularly good on the two Mondays during this event, with a large crowd of youngsters in the park, altho evening business has not been helped much. Feature of the tickets was a strip of coupons entitling patrons to any of 11 rides for five cents each.

Series of major picnics of the area have been booked for August, in addition to many smaller events.

Combined picnic of the Wayne County sheriff and treasurer's offices and the Michigan Liquor Control Commission (See EDGEWATER EIZ opposite page)

Rejuvenated Chippewa Lake Makes Remarkable Comeback

CHIPPEWA LAKE, O., Aug. 14.—Chippewa Lake Park here has made a remarkable comeback this season, due largely to the untiring efforts of Parker Beach, general manager. The amusement center, threatened a few months ago with annihilation because of financial difficulties and receivership, today ranks as one of the most enterprising of Midwest playspots and its future is assured. Within a short time Beach will organize an operating company, headed by himself and including many of the original company which so successfully operated the park for more than two decades. CHIPPEWA LAKE, O., Aug. 14.-Chip-

decades.

In a bad state of disrepair, Beach and his associates early this spring set about the task of rejuvenation. Midway has been revamped, all rides reconditioned and new concrete walks flank the concessions. Hundreds of dollars have been

spent for slag thruout and two new rides, a Merry Mix-Up and a Strato-Ship, have been installed. All buildings have been repainted, the dance pavilion redecorated and several new buildings erected. Total expenditure is estimated at \$25,000 to \$30,000.

Pionic bookings have eclipsed those of recent years, and for the remainder of the season there are listed anywhere from one to four outlings a day. Business to date indicates that with an even break in the weather park will register its best grose since 1929, Beach said. Cottage demand has been best in resort's history. The dance pavilion, which has topped dance pavilion records for Eastern Ohio parks for many years, is using name bands booked by MCA and Frederick Bros. Frenchy Graffiler's Orchestra is current there. W. A. (Doc) (See REJUVENATED on page 43)

Fireworks Draw Crowds

NEPONSIT, N. Y., Aug. 14.—More than 20,000 persons witnessed the first of a series of fireworks displays at Jacob Riis Park here. Pyrotechnics were sponsored by City Park Department of New York and are slated to become regular/Fri-day night attraction for remainder of

Biz Good at Hyland Gardens

GRAND HAVEN, Mich., Aug. 14.—Despite cool weather over many week-ends, business at Hyland Gardens here has been satisfactory, according to Manager R. Haynes. Among concessioners enjoying good business are Bob and Helen Brown, roller rink operators; Happy Jack. McCarren, pop corn and candy apples; Tony Zappone, sketch artist, and Harold Bradley, skee ball. Alan Wanbaugh's Orchestra has been playing nightly in

Health Dept. Okehs Washington Pools

WASHINGTON, Aug. 14.—Health authorities here say that the city's five outdoor pools are all within standards of American Fublic Health Association. Statement was result of bacteria tests of water from Glen Echo pool, Airport pool, East Potomac pool, Chevy Chase pool and the pool at Wardman Park Hotel. All pools use chlorine as basis for filteration apparatus.

ALTHO THE NEWS CONTENT was admittedly correct in a story appearing in the August 7 issue concerning the forthcoming sale of Atlantic City Garden Pier, The Billboard wishes to correct a possibly misleading impression caused by the wording of the heading. Garden Pier is being sold at auction August 19 to liquidate the property of the catates of its late owners. It is not being wold for taxes" as stated in the heading of the original story. ALTHO THE NEWS CONTENT was ad-

CHIPPEWA LAKE, O .- Ray Ehret, pop corn and candy concessioner at Chippewa Lake Park here, will have exclusive est and soft drink privilege at annual Wayne County Fair, Lisbon, O.

Lower Admission Fees in Effect At Main Paris Exposition Park

PARIS, Aug. 9.—New and in all probability definite gate fee went into effect at the principal amusement park. Explanade des Invalides, of the Paris International Exposition July 30. Holders of tickets to exposition grounds continue to be admitted without additional charge, but visitors to the amusement park only now pay admission fee of three francs on ordinary days and five francs on gala days—Tuesdays and fridays. These prices are not excessive, and for those looking for a bargain the exposition directors have decided to cut rates in half on Mondays, when admission to the exposition directors have decided to cut rates in half on Mondays, when admission to the exposition directors have decided to cut rates in half on Mondays, when admission to the exposition directors have decided to cut rates in half on Mondays, when admission to the exposition directors have decided to cut rates in half on Mondays, when admission to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on be continued to the exposition directors have decided to cut rates in half on benefit of the exposition directors have decided to cut rates in half on benefit of the exposition directors have decided to cut rates in half on benefit of the exposition directors have decide

American Recreational Equipment Association

By R. S. UZZELL

Ocean City, N. J., has been more or less passed over by our amusement fraternity, largely due to the ban on Sunday operation. It is so different from Sunday operation. It is so different from Atlantic City that there should be no comparison at all. This city by the sea draws substantial patronage, the comparatively conservative middle class who vacation or maintain a summer cottage here for helath and a change and for constructive enjoyment. Families trying to do the right thing by giving children a chance in life. This largely accounts for its stability.

Not so much whoopee, it lacks the glitter of ultra-fashionable Coast resorts, glitter of ultra-fashionable Coast resorts, but is more dependable. With favorable weather, six profitable days per week can be thad. The one day off per week is automatically solved. Then it is far enough down the Coast to give a good season from Decoration to Labor Day. season from Decoration to Labor Day. A fine ocean beach with a good vigorous surf and fortunately an inner bay with more safety for boating and children's sports. Bay is part of the inner protected safe water route by small boat to Florida. Surf-board riding on the ocean front is far above the average.

Leon Cassidy, of Pretzel fame, has an ideal summer home here, approachable from the front by land with garage for his car and on the water in the rar with is own dock for his other motorboat.

his own dock for his outboard motorboat. He built the place himself for his own requirement. Cozy and accommodating. requirement. Cozy and requirement. requirement. Cozy and accommodating, beautifully furnished and equipped thruout with electricity, cooking and refrigeration. He is one of the boys who enjoys life and takes pride in giving his family the good things of life. For lasting enjoyment, what activity could be better?

Cassidy gets around himself to the amusement parks and has first-hand knowledge of the better days they are now enjoying. He will soon rank with veteran travelers in the business and tell expertly the different conditions one park man must meet of which his fellows elsewhere know nothing or very little. It is harder for park managers to click in a new environment, then the inaversal. a new environment than the inexperienced can believe.

An important meeting was held at

An important meeting was held at the office of R. S. Uzzell, New York City, on plans and details of the exhibit at Chicago meeting to be held November 28 to December 2 at Sherman Hotel. Herbert O. Malley, of Playland, Rye, N. Y.; Norman Alexander, of Woodside, Philadelphia; Harry C. Baker, W. F. Mangels and R. S. Uzzell, of New York, were present. Fred Fansher gave his consent over the telephone. John Wendler wrote his regrets and George H. Cramer telegraphed that he could not possibly be with us.

It was a harmonious meeting with a frank discussion of all points at issue,

frank discussion of all points at issue. The hours that exhibit hall are to be open were modified to meet new condiopen were modified to meet new conditions but on a give-and-take basis. We
open Monday and close Thursday instead
of Friday as heretofore. This means all
exhibitors will have to set up on Saturday or Sunday. It just could not be
arranged any other way if we are to meet
the schedule of convention meetings and
the banquet on Thursday night.

There will be an advance in booth
prices but a larger refund to members
of AREA in good standing. W. F. Mangels is chairman of the AREA Exhibit
Committee. He reports that he is satisfied with the AREA's new arrangement.
A special circular will go to AREA
members from its secretary showing what
benefits membership now carry. They
cannot now afford not to join the AREA

cannot now afford not to join the AREA

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES
PARKS: RESORTS SPORTLANDS-CARNIVALS
W.F. MANGELS CO. CONEY ISLAND, N.Y.



just as all park men and concessioners garnot afford to let membership lapse in the NAAPPB. A larger attendance at the coming annual meeting seems a certainty. Booth layout of the main room has been modified slightly, as the diagram will show.

gram will show.

Needless to say, if our members apply at once they get first choice of location. First preference can be had by our members in main hall on location they occupied last year.

Let's all pull together this year for a real meeting. Jack Lamble, of Euclid Beach, Cleveland, can be depended upon to give us a bang-up program. Be sure that he can and will deliver.

Old Orchard Beach

By HOWARD STANLEY

Due to a slight lull, business the past week fell considerably below par for most of us, and, altho concessioners are somewhat affected by this loss, they still have high hopes for four good remaining weeks. Most of the boys and girls are saving their lucre planning to make the fairs. Freddie Dittmer, of beano-tango, who started making the spots early, is who started making the spots early, is reported to be doing capacity business. Former Police Chief Remery is still receiving congratulations for winning Jery Gardner's big special \$50 Keano prize. Jim Drew, Old Orchard's best and highest-paid mikeman, is hitting those low notes like Loweil Thomas and should be on the radio. Is Dan Carroll interested in a Camp Ellis hotel? Advance publicity for the Bob Crosby Orchestra, playing Duffys Pier Casino, is good. It being Bob's only New England appearance, gate receipts are expected to be in the four-figure bracket.

No consorship from the police depart-

the four-figure bracket.

No censorship from the police department is expected for Sally Rand's August 20 appearance. . . All slot machines have been confiscated by Sheriff Meehan, the Old Orchard House Hotel suffering most. Max Gerber is collecting money from all sides, playing plane at the Palace Restaurant during the day, ballyhooing Keano at night and doing photography in spare time.

at the Falace Restaurant during the day, hallyhooing Keano at night and doing photography in spare time.

Is Harry Keano's countenance verminion? He bowled his lady friend a string, hoping to show her how good he was. The gal turned out a champion, beating Harry by too much. Joe Ferulio tells us he'll go home to East Boston with "Twenty Grand" ..., cigarets. Old Orchard is fast developing a reputation as having one of the dirtiest beaches in New England. Our sands are littered with dead driftwood, rocks, shells, seaweed, broken glass and other debris, nuisances to enjoyable bathing. ... After all, the beach is our greatest asset, a magnet drawing millions of paying customers yearly, and therefore should be guarded as a precious gem. So, wake up, City Council, let's hope that by next year a crew will be appointed for the sole purpose of beautifying and keeping our beach clean. If necessary, we consessioner will be glad to donate for this

our beach clean. If necessary, we con-cessioners will be glad to donate for this worthy improvement, for a better Old Orchard means better business for us.

Carlin's, Baltimore

week made it a grand break for all con-cerned here. Early-season siege of humidity made it tough daytimes, but opportune reversal for the outing season has everything all to the mustard (this is not a commercial, no brands named). National Brewery Day ended happily for National Brewery Day ended happing for all except the office staff, which counted far into the night, altho a moonlight bathing party was planned. Manager Cliff Nelld's Independent Milk Dalries picnic on August 18 looks promising, while Maryland Co-Operative Dairyman's August 18 looks of the August 18 looks of the Colorador of Outing, set for August 21, has office phones ringing constantly. Charley Niemeyer's Restaurant (he's Crab Charley to all of Maryland) still going strong, this being a good season for the big channel species here. Bowling alleys next door have been getting a terrific play from Manager Bobby Burns of the ballroom, he figures a svelte figure and two shirts dally may help receipts. From two shirts daily may help receipts. From the way things have been going he could cut down to one shirt and leave out the exercise for a while. Three new-born kittens were found in the rear storage room of the ballroom. They're to be named Curley, Moe and Larry in honor of Hollywood's Three Stooges, who are

judges for finals of the Black Cat Sweep- Park. The aged elephant tried to defy

judges for finals of the Black Cat Sweep-stakes on Friday.
Couple judged most proficient in the style of dance deemed most popular will take home the \$50 first prize. Everyone hopes that Curley. Moe and Larry will take their namesakes home with them. A severe financial crisis has arisen because of constant mee-owings for milk. Yank Friedman and Babe Wollman are outstanding philanthropists at the moment, but Yank is the one whom Mildred Doerer calls cute.

ment, but Yank is the one whom Mildred Doerer calls cute.
Rose Saunders sustained a sprained ankle on her way to church last week, but made the best of it by buying a pair of slippers to match every dress. Charley Zimmy left his tank here to attempt his planned swim from Albany to New York. He'll return immediately after. George Bushby's roller rink holding up well and will be open all summer, first time in years. Dorothy Hahn, last year's ballroom cashier, has returned and will be with us for remainder of season. Tag line for broadcasts over WBAL just unanbe with us for remainder of season. Tag line for broadcasts over WBAL just unan-imously elected: "Just for Fun—Let's Go to Carlin's." Current free act fea-ture is Andrews' International Bears. Alice, with her hind legs tight-tope walking, has all the local kids looking for clotheslines.

for clotheslines.

Baltimore City Day, August 25, with four papers co-operating, shapes up well. Feature to be big baby contest with special prizes for twins, triplets and whatnot. John Carlin Jr.'s Crazy Kitchen is receiving plenty of play. Seems like husbands who can't do ft at home do come over to break dishes there. New reation of George Bushby's, The Sub, a walk-thru, is so realistic that help has trouble entering. Illusion is absolutely a walk-turt, is so realistic that help has trouble entering. Illusion is absolutely not for anyone who saw a cork the night before. One of the finest unofficial free act shows is Walter (Lindy Planes) Reightler's presentation with a Mexican sombrero. Eddle (Pony Track) Minscher the turker to get his pages of contract. is trying to get his name on a contract.

Park Free acts

BEE KYLE, high diver, was held over as free attraction at Carlin's Park, Bal-timore, for week of August 2. Zimmy, half man, recently completed an engagehalf man, recently complement there with his show

WILLIAMS GROVE PARK, Mechanics, burg, Pa., on August 1 presented Ye Old Hillbillie and his West Virginia Ramblers and Weber, magician, as free acts.

PEERLESS CRONINS, booked thru George A. Hamid, Inc., were recently held over for second weeks at Westview Park, Pittsburgh, and Palisades Park, Palisade, N. J.

WILLIAMS AND BERNICE, comedy free act, originally booked for Lake Contrary Park, St. Joseph, Mo., for a two-week engagement, were held over another week.

With the Zoos

MADISON, Wis.—Police engaged in a nocturnal Wild West show here recently in a hunt to return an escaped buffalo from the Vilas Park Zoo. After several hours they succeeded in maneuvering the beast back to the zoo, driving it from block to block to where it belonged.

PHILADELPHIA. — Nine new acquisitions were made by the Philadelphia Zoo thru trades with zoos in Detroit and London. From the Motor City came three Grant zebras and from England a blesbok, so rare that it is extinct in the wild and survives only in a few small domestic herds; a pair of nilgrais, large Indian antelope; a pair of muntjacs, tiny deer no larger than terriers, and a lechwe antelope. To prevent the animals from developing jitters in their new quarters they are being kept secluded for a brief period. PHILADELPHIA. - Nine new acquisi-

WASHINGTON, Aug. 14.—Old Babe died peacefully on a bed of straw last Wednesday night after a lifetime of trouping with Barnum-Balley's and over three years at the National Zoological BOX 804. Care Billboard, 1564 Broadway, N. Y. C.

old age by refusing to lie down, ever to the extent of sleeping while leaning against the walls of her compartment in against the walls of her compartment in the elephant house. Last week zoo attendants were treating her for an ingrown toenail, but on August 8 she wanted a little sunshine and air and started out for the compound but was unable to lift her ailing foot over the threshold and sagged in the doorway. It required a block and tackle to move her 8,500 pounds to a more comfortable spot. Gloomy attendants buried Babe in a huge pit behind the zebra house.

PHILADELPHIA.—Five three-foot electric eels have been donated to Philadelphia Zoo by Frank Seaman, of this city. Eels are at present housed in reptile house, but zoo plans to arrange some, method by which electric discharge can be seen by spectators.

PARIS. — Municipal council of Paris has granted an additional plot of ground, about 8,000 square meters in area, to the about 8,000 square meters in area, to the Zoological Gardens in the Bois de Vincennes. A children's zoo will be installed in new section. A kangaroo, an African fawn and a Tchad buffalo were born at the zoo recently.

MEMPHIS.-Municipal Zoo formally filed application here recently for a PWA loan of \$61,476 for modernization work on the bear, elephant and buffalo quarters whereby all bars would be re-moved and natural rock barriers con-structed. Work will require 1,650 lineal feet of culvert work. New elephant quarters are to be located on a site 100 by 250 feet, according to Dave Renfrow, superintendent.

Larrimore To Make Fairs

AKRON, Aug. 14.—Larry Larrimore, concessioner for many years at Summit Beach Park here, and who now has several concessions at Chippewa Lake Park near Medina, O., has completed negotia-tions for a long season of independent fairs and celebrations which, he says, will keep his stores busy until early in

EDGEWATER BIZ-

(Continued from opposite page)

was scheduled for Thursday of this week, with Governor Frank Murphy scheduled to lead the grand march in the ball-

room.
Several concession changes have been made in the park since opening. The fishpond, near the park office, has been replaced by Add-Up, a new game in this territory, and penny pitch has replaced the hoop-la. New games, particularly pintables and figgers, have been installed in penny arcade, managed by George Bromberg for Manfred M. Linick. Business at the Japanese concessions in the arcade was reported considerably better than last season.

Two big picnics are under negotiation.

better than last season.

Two big picnics are under negotiation now, to come just after Labor Day. Official park closing date will be set shortly, according to Heinze.

Outstanding feature of season is that

Outstanding feature of season is that this is the first year the park sprinkler has not been taken out of the barn, frequent rains making it useless.
Gloster Current and band, local organization, which played for the Four fundred Club all last winter, has opened at the ballroom and will remain for remainder of the season said Patrick Patrick. mainder of the season said Patrick Patton, ballroom manager.

AKRON.—Walter Melvin Louthan, of Walter Melvin Louthan Sound System Company, which has installed sound systems in a number of Ohlo parks, will leave here in October for Hollywood, where he will be connected with Warner Bros.' Studios as sound technician.

WANTED TO BUY



Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR. LUSSE BROS., INC., 2849 Nerth Fairbill



AUTO SKUUTER Street, Philadelphia. Pa., U. S. A. WATER SKOUTER LUSSE BROS., LTD., Central House, 48 Elogsway, London W. C. 2, England.

The Pool Whirl

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Lost and Found

Nearly every reputable establishment catering to large crowds maintains lost and found booths, but unfortunately not many of them operate the service with any degree of sincerity. Especially among swimming pools do you find utter disregard for proper management of lost and found bureaus. And it's most unwise too, because no place else can good will be created so concretely as in such a department. will be created so such a department.

Of course most tanks are careful Of course most tanks are catched these days against theft. That is to say the day of repeated burglary in locker rooms is gone and great precaution is taken against broken-in lockers. All of which, to be sure, is as it should be.

which, to be sure, is as it should be.
Still not enough care is taken by bathing managements to help patrons retrieve misplaced articles. Majority of natatoriums encourage use of private vaults for valuables, but there's always the prevalence of lost items in public places and especially in pools where the process of dressing and undressing and the customary running about on the beach make for such negligence. Granted then that the swimmers are careless about their belongings. That is certainly no reason for the pool operator to be equally careless in helping find the lost goods for them.

In any type of business the customer

be equally careless in helping find the lost goods for them.

In any type of business the customer is right and if he or she in the excitement of a day at the pool loses something it is up to the management to do everything in its power to aid in the search. Naturally a pool isn't liable for lost items—unless it's thru faulty lockers or the like—but the proper operation of a lost and found department where courtesy is the keynote will do much towards spreading good cheer and help counteract any bad will that might result from such a loss.

A pool patron who loses something at a bathing establishment is usually antagonistic and, altho the fault may be entirely his own, he feels it is up to the tank to find the lost property. Right or wrong, he deserves some consideration for his patronage. A concentrated attempt should be made by a pool attendant to retrieve the loss—not just a solemn sigh of consolation and a wave of the hand as has been the case recently at most pools.

othen hand as has been the case recently at most pools.

Usually when a person loses something and he sees a definite attempt being made to help find it for him he is likely to be friendly towards the pool—and even feel a definite obligation which may result in repeat btz. If—end under proper supervision the chances are very good—lost items are found the patron is appreciative of such a service. Continued trade of such swimmers, satisfied in that fashion, is usually assured.

Therefore why gamble with such a subject and why take a light-hearted attitude? Help your patrons with their lost and found problems and they are sure to reciprocate with repeat patronage.

Won't Be Long Now!

The there are still many outdoor The there are still many cutdoor swimming days remaining, indoor tanks are preparing for the fall season. And it's good to note that so many of them are readying for an early start. Of course all inclosed natatoriums remain open during the summer and many of them do well despite opposish offered by open-air plunges, but still the fall season is always looked upon as the beginning of a new season for the indoor tanks.

There should be a heated fight this

tanks.

There should be a heated fight this fall over Gotham business in New York City what with the attempts begun last spring to take the leadership away from the mammoth St. George swim pool in Brooklyn. Never before have such elaborate promotion plans been staged by indoor aquadromes. And so it looks like a tooth-and-nail tussle is in the offing between the Park Central, Park Vendome, London Terrace, Shelton and other inclosed tanks in their attempt to wrest the crown from the St. George's dragon-hold on business. hold on business.

Trudy Back Again

My good friend Trudy Ederle, of English Channel fame, broke out in the papers again last week on the occasion of the 11th anniversary of her memorable Channel swim. Trudy, while unable to do much swimming the last few years

because of a back injury sustained in a fall, is lending her good name this summer to help publicize the President outdoor swimming pool, Swan Lake, N. Y. President tank, incidentally, has been receiving some good publicity breaks in Eastern dallies. A favorite stunt of whome the president is the president of t

Eastern dailies. A favorite stunt of whoever is in charge of publicity there is
to have patrons of the tank pose with
the famous Trudy. These pictures are
then dispatched to the patrons' local
papers. It's a swell break for the vacationers, who get a great thrill'out of having their friends see them with the
famous Trudy. It also offers a swell
break for the tank, which otherwise
would never have the opportunity of
getting its picture published in local
gazettes.

Playland, Rye, n. y.

By J. WILSON CLIFFE

Harvest Moon Ball, sponsored by New

Harvest Moon Ball, sponsored by York Daily News, was a big success, artistically and financially.

New band at the Casino is Les Brown's Duke Blue Devils, the Hudson-DeLange combo taking to the road. Chevrolet award went to a Jersey Cityite. Fire-

award went to a Jersey Cityite. Fire-works drawing huge masses.

Don (Blackbeard) Dickerman reports good biz on the Pirate Ship. Manage-ment getting everything ready for free children's days on August 23-30, a tie-up with Westchester County dailies. Picnic business holding up well. Current free attraction is Billie Ritchie's Water Circus. Bill is very popular at Playland

free attraction is Billie Ritchie's Water Circus. Bill is very popular at Playland. Seen on the Boardwalk: Carl Hubbell, Mel Ott and Sambo Leslie, of the New York Glants. The 1937 season is drawing to a close but biz still holds up in a big way. Of course we have had exceptionally fine weather.

"Scoot" Berry is the capable aid of Harry Martin on the North Boardwalk. John Foley has charge of the bathhouse restroom and George (Spud) Fink is relief man on all restrooms. Freddie Fein is assistant to Bill Murphy on the Fansher walkthru Bamboo. Bob Holden has been appointed assistant to the as-

is assistant to Bill Murphy on the Fransher walkthru Bamboo. Bob Holden has been appointed assistant to the assistant at the Music Tower.

Here is the lineup of the Playland constabulary: Sergeant Tewey, Desk Officer Eagan. Charlle Bell, Fred Grune, Tom McVey, Gene Goldsborough, Ed Rooney, Ed Keogh, Ed Holst, Bill Hains, Harry Yale, Howard Moger, Joe Sillery and Al Mansell. Oh, yes, Joe Feuer is helping 12zy at Ye Novelty Shoppe. "Hasta Luego."

Palisades, n. J. By MARION CAHN

Good biz consistently all thru the week. . . . Strong free act bills seem to be pulling exceptionally well. . . . This week's show brings in Eric the Great and Alf Loyal, which should prove a good combination for park enthusiasts. . . To hold the crowds right to the end of the season the Rosenthal Brothers have booked Lucky Millinder and his band for the weeks of August 30 and September 6. Millinder has always drawn well in this section and with all the radio and show plugs he's had this season he should be even bigger this year. Adler Shoe Party almost doubled last year's business. . . The three Adler boys put in an appearance on the day of the picnic and had a swell time riding the rides and giving the games a play . . . Herb Adler had fun giving out lollipops to the kiddles; that is, whatever was left over after the kiddles in the office, including Anna Halpin, Harold Meniely, Bobby Paulson and the writer, had their fill. Good biz consistently all thru the

Harold Meniely, Bobby Paulson and the writer, had their fill.

Had the first really rainy day of the season this week. . Everybody was thankful that it was a week day. New beach extension is helpling pool business tremendously and has shown itself to be a wise addition.

Edna Greco, formerly at Midway Restaurant, is now a singing waitress at the Casino Bar. . Eleanor Boren is still at the midway and Kitty Ross is back after a short trip.

Mitzi Mannes tells me she's going out with a Mickey Mouse game and expects to make most of the big fairs. . . . There seems to be a big romance going on between two of the younger members of the office staff, altho I've had demials from both. They still leave together each evening. . Bobby Paulson is doing a nice job with the press book this year.

Wildwood, n. J.

By ORO

Things are beginning to happen at Convention Hall. Ballroom is being renovated and redecorated in an effort to make it one of the largest and airlest dance floors on the South Jersey coast. Nothing definite is set as yet, but it is reported that week-ends will be gala occasions, with headline bands, entertainment and novelties. Since hall has been leased by the city to a New York combine, only one attraction was presented there this season, Sally Rand making an auspicious showing over July 4 week-end. Convention Hall area should be a center of great activity next season, when a regular policy will be inaugurated and S. B. Ramagosi's new Casino Arcade, opposite the hall on the land side of the Walk, will be in full swing.

There will be no baby parade in Wildwood this year, according to the resort's publicity bureau. Advisability of staging such an event, held annually, has been under consideration by city officials for last several weeks, but they decided to forego the pageant this season.

William C. Hunt, owner of numerous amusement enterprises in South Jersey, was elected president of the Wildwood Trust Company. Hunt had been a member of the board of directors since the bank was organzied. Annual ball of the Wildwood Crest life guards will be held August 20 at the Plaza Ballroom, Rex Donnelly furnishing music. Louis Tauber, resort's waffle king, celebrates the 22d anniversary of his business this week, with everything on the menu being 22 cents. Amos Herr Brubaker, artist for Hunt's Ocean Pier, designed a new cover for The Wildwood Amusement Childe, throw-out magazine for visitors. Those on yacht cruise of Cape May County Bar Association included Lew Lehr, of Fox Movletone fame, who is a resort resident, and Truman Talley, vice-president of 20th Century-Fox Films and Those on yacht cruise of Cape May County Bar Association included Lew Lehr, of Fox Movietone fame, who is a resort resident, and Truman Talley, vice-president of 20th Century-Fox Films and president of Movietone News. Another celebrity visiting the Lehrs was Alex Morrison, golf pro. Woody Herman, whose orchestra was featured at Hunt's Ocean Pler, was guest speaker at the Kiwanis Club, telling them about swing music.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Most significant FROM ALL AROUND: Most significant of the bits of news emanating this week from this spot, the it comes presently only in the form of a rumor, well substantiated at that, is the report that Park Commissioner Robert Moses, daddy of Jones Beach, universally model beach of its type, is giving serious thought to instituting the same type of resort at Rockaway.

Those outside metropolitan New York who have perhaps not had the opportunity to view Jones Beach, have, unquestionably, heard of the grandeur of the resort. This column is too short to outline in detail its features, which include unmatched cleanliness, beauty and details. To exercite that Soviet Eussia design. To mention that Soviet Russia and other foreign governments have dispatched delegations there to study the spot, with a view toward imaging it in their respective nations, gives an idea of what the world thinks of Jones Beach, State-created and State-operated.

Beach, State-created and State-operated.
On the heels of the success of Jones
Beach, Moses went ahead and duplicated
his work in miniature at Rils Park,
Neponsit, a neighboring resort to the
Rockaways. The fact that this too has
been successful is testified to by thousands of enthusiastic head nods. Unlike
Jones Beach, the Rils Park affair is
property of New York City.
Conscious of his success in these at
tempts, Moses is said to be interested
in tackling Rockaway, which, in the
point of catering to the masses, is four
or five times larger than Jones Beach
and Rils Park combined and affords
a corresponding ratio of complexities. But

and Riis Park combined and affords a corresponding ratio of complexities. But to men of the Moses breed the latter is apparently unimportant.

Were Moses to carry out the Rockaway venture, and judging from the authenticity of the source of our report—there is just as much chance that he will as not—it would be one of the most im-

interests which would perhaps chip in with other barriers. It will be interesting to see what happens next in this respect, if anything.

this respect, if anything.

For six or seven years the Rockaways went along without a single serious mishap in the amusement colony, which is something of a record, considering the millions who have sought release from their cares there. This year, however, the tide seems to have turned, carrying with it thus far the gloomy toil of three deaths and two serious injuries, each mishap occurring in an individual instance.

Instance.

Latest was the death of a 3-year-old child on a kiddie park ride. Previously a man was accidentally injured fatally at a shooting gallery, another was maimed in the same type of accident and a young man was killed instantly on a scenic railway ride while violating the strictest rule, that of standing up. Still another mishap occurred when a girl injured herself standing in the path of a swiftly pitched ball at a concession. Oddly enough, only half of the owners involved are protected by insurance. None could be sanely accused of maintaining actual possibilities for causing the mishaps. It is an illustration of what can happen unforeseen in the amusement line.

SHORT SHOTS: Tommy's, Island park

SHORT SHOTS: Tommy's, Island park night spot, attracting trade from tran-slent motorists. Long Island com-munities on outskirts of the World Fair munities on outskirts of the world rain grounds looking forward unhappily to invasion of a multitude of trailers in 39, and they don't want them coming in their backyards. Max Fuchs, impresario at Fuch's Music Hall, Richmond Hill, amounces meetings of the the World Fair Club will be resumed in the

Why do so few pitchmen come to Long Island? Spot should be good pickin's in the summer and a chance for a sun-burn. So far there have been 39 drownings on Long Island beaches and only one in a pool.

Chi Riverview

Rides have been copping off the gravy here for the last two weeks, with concessioners still reporting that, although they aren't starving, biz is off from the post-Fourth-of-July pace, which was enjoyed the remainder of that month. Crowds are a little thinner, but not enough so to account for the slump at concessioners' stands. Only reason evident for this condition is the weather, which has been hot and muggy, causing customers to go strictly to rides for a cool breeze and to get the load off their listless feet.

Speaking of rides, this column has

Speaking of rides, this column has unintentionally neglected to mention before, the miniature railway which has all the elements necessary for a Ripley's Believe It or Not. It started operating the day the park opened 34 years ago, has been run by the same two engineers during that time and has covered enough mileage to take them around the world twice over. Bob White, manager, and Al Hohmann man the twin locomotives with 10 cars; Jack Ellison handles the throttle on the single; Rex Robinson is conductor for the system, and Paul Hush, midget, does bally work in front. One of the biggest passenger days the midget trains carried during all their runs was two weeks ago when 10,414 tickets were sold.

Visitors to Riverview last week in-

Visitors to Riverview last week included W. M. Horton from the Tom Mix show and Louis Sorensen and wife from show and Louis Sorensen and wife from the Polite & Kenosian Shows. Lillian Robinson leaves soon for her first fair date at Mason City (Ia.), where she will operate two corn games and scales. C. Frank, new Dodgem manager, is never troubled finding space to park vacant cars—they're never empty. He has one of the largest crews on the walk. Staff includes W. Joesel, J. Blackwell, F. Conroyd, W. Van Norman and J. Dzierz.

Stok list saw an increase last week

Sick list saw an increase last week with Ruth Harris and Ernest Slavin out of the Motordrome lineup temporarily.

Another sufferer, altho still on his feet,
was Neal (Scandal) Scanlon, who says he
has science trouble, but his doctor calls

ticity of the source of our report—there is just as much chance that he will as nuch chance that he will as not—it would be one of the most important beach tasks ever carried out. It must be remembered that in the course of a season Rockaway entertains and cummins, cashier at the Bowery, is 30,000,000 visitors, topped nationally by one other resort, Coney Island.

Whole nine-mile Rockaway Beach front wouldn't seem the same if Tom Quinn is city-owned, thus eliminating some problems, but then there are commercial thus. Bud Dunsee, Palace of Wonders lecture, took last Thursday off to attend his wedding at St. James Cathedral. Dolores Darragh, singer, was the bride. Cummins, cashier at the Bowery, is wouldn't seem the same if Tom Quinn wasn't at his post at the employees' gate to say hello and good night.

Rinks and Skaters

CLAUDE R. ELLIS (Cincinnati Office)

RECREATION building at Chippewa Lake Park, Chippewa Lake, O., has been converted into a 65 by 140-foot roller rink. Leo Maytnier, operator of several Eastern Ohio rinks, has the privilege, and Mr. and Mrs. Gus Fisher are in charge. Patronage has been satisfactory with sessions held nightly, and morning sessions on Tuesdays and Fridays.

WHILE visiting Tony Gesser's Tacoma Park, Dayton, Ky., Armand J., Schaub, of Cincinnati's Norwood Roller Rink, met Henry Crow, operator of Tacoma Park rink, which opened August 14. Schaub will assist Crow, who formerly was in charge of a rink near Middletown, O., in organization of a Northern Kentucky roller club.

CHARLES HARKINS' White Arena Girls, York, Pa., made a hit Au-gust's at Ben Morey's Riverview Beach Rink, Pennsville, N. J., where, despite Inclement weather, they drew nearcapacity business.

T. L. KELLER and his two daughters are planning to leave Eugene, Ore., soon for a visit of Eastern rinks while work for a visit of Eastern rinks white is being completed on his new rink. The girls expect to compete for Olympic bonors.

HI-HAT Roller Skating Club, Belleville, N. J., will open its 1937 season August 21.

ANN FIVEK, of Fred Martin's Arena Gardens Rink, Detroit, reports that in addition to skating activities of those who gathered at Jack Shuman's Convention Hall Rink, Buckeye Lake, O., July 31 and August 1, Mr. and Mrs. Shuman served a chicken dinner and en-tertained at their lake home.

Exhibition Skating

By CYRIL BEASTALL

I read with considerable interest that Fred Murree, Indian exponent of exhibition skating, or the "lost art," as some Americans have been terming it of late, will give exhibitions in the West, thanks to Manager Keller, of Fugene, Ore.

Credit is due men like Murree, and others of note, for giving the public an eyeful of the real art of roller skating, and credit is also due those enterprising

and credit is also due those enterprising managers who have booked exhibition skaters, enabling them to display their

art.
Yes, I think "lost art" is a fitting description for fancy skating as it is in America today, for roller rink managers of the United States are just beginning to get wise to the value of encouraging the extensive enthusiasm for fancy skating which certainly exists.
Jimmie Lidstone, the British fancy skater, just home from vacationing in Lucerne, Switzerland, tells me he has been asked to commence training for the first official European roller figure



RICHARDSON BALL BEARING SKATE CO.

Established 1884.
3312-3318 Rayenswood Avenue, Chicago, 16. The Best Skate Today

WANTED

PORTABLE ROLLER SKATING RINK FLOOR
With or Without Skates
State price, condition, size, etc., in first communication. Also state your telephone and telegraph address. HARRY J. MARTIN, 824 S. Fourth,
Louisville, Ky. Tel. Jackson 4962.

FOR SALE DEL-WOOD ROLLER RINK

Perfect condition. Full equipment. Building 60x 153 Feet. No trifiers. RAYMOND SENIOR, Glassboro, N. J.

skating championship, in the interna-tional style, which is being promoted by the German Federation, with sanction of the Federation Internationale de Patinage a' Roulettes. The event will take place in September at one of the German rinks, but venue is not now definitely rinks, but venue is not now definitely decided upon.

England's finest figure men today are

Lidstone, Gilbey and Seagrave, while Joan Lidstone ranks high, too. Herr Schmitz, the German champion, is a

Just had a very interesting letter from Billy Holland, the old speed boy, now managing the Rendezvous, Chester, Pa. Billy is a big noise on the auto speed tracks and holds some records in the East. He seems to have discarded his skates for the present so far as racing is concerned. Maybe he is waiting to see Billy Jr. follow in father's footsteps.

REJUVENATED.

(Continued from page 40)
Kerr, who tops the concessioners with
his pony track, using some 20 head
of stock, reports this summer will be
his best in years. His souvenir stands,
in charge of Edna Hurst, are also doing
record business. John Bast has the fishin charge of Edna Hurst, are also doing record business. John Bast has the fishing pond for the second year, while Art Leedham, veteran concessioner, is in charge of a flasher game. Babe Bast is manager of the Pier restaurant, while Ray Ehert has two pop corn and candy stands. Roger Hurst has shooting gallery and Larry Larrimore the bingo and several concessions. Mrs. M. E. Huth, another veteran at the park, spent several thousand dollars this season for new machines for her Sportland. Cliff Battles, Pug Ruettner and Roscoe Gish, tles, Pug Ruettner and Roscoe Gish, well-known football stars, are in charge of the bathing beach, and Russ Beichly is director of athletics and assists committees with their contests and sports program. Leo Maytnier again heads the picnic and excursion department. He also has installed a large roller rink, first at the park. Max Beach, father of the manager and identified with the resort many years, continues to greet ads at the hotel and has an executive position under the reorganization.

Park is one of few amusement spots in the Middle West where outdoor movies have survived. An hour's program is offered nightly, free to patron. Sunday afternoon concerts are also fea-

WINNING YEAR-

(Continued from page 40) traction. On big game row are a number of operators who have been at the park for many years, including Shan McCleave and wife, Belle, who have the fishpond and penny pitch. Roy Hendershott and wife operate the pitch

game.

Park is laid out in horseshoe form with all the broad walks roofed over. Flat rides and game row are also under cover. A. W. Colter is park manager, with Hurshel Parker in charge of office force. Earl McKee is publicity director, having filled the post for the last 10 years.

Eddon Tuson who has hendled the

Eldon Tilson, who has handled the rifle range for 15 years, has been seriously ill this summer. Frank Dreflak is his understudy. Merle Davis has been in charge of the rink for 10 years. Warner understudy. Merie Javis has been in charge of the rink for 10 years. Warner McCurry is in his third successive season as pionic promoter here. Lorin Rambo, with high striker, doll rack and huckley-buck, is a big shot on the midway. Johnny Cavett is still managing Golding Johnny Cavett is still managing Golding refreshment enterprises. Quincy Miller and wife have the pony track. Frank Kokemiller, a real oldtimer, is operating a flashy knife rack. William Boggs, park electrician, is also manger of penny arcade. Other concessions are headed as follows: Skee-Ball alleys, George Muir; Flash, Paul Carlstedt; Mill Chutes, Edrwin; Merry-Go-Round, Al Seller; Tilt-a-Whirl, Sam Woolbright; Grounds Keeper. John Evans: motor boats. Tilt-a-Whirl, Sam Woolbright; Grounds Keeper, John Evans; motor boats, Leonard Symms; Aerial Swing, William Kinley; Ferris Wheel, Rex Rothrock; Haunted House, Harry Van Cleave; Whip, Charles Stoddard; kida' devices, Ray Per-due; parking lots, John Porter; miniature train, Gerald McClain; George Bennett, Loop-o-Plane, and Roy Cliff, office boy,

BIG WEEK-END-

Johns. Ham and Bacon, Mae McKonney and Grace Lioyd. Play Ball, Walter Humphrey and Agnes Rosen. Battle-ship, Morris Flood and Mark Kinney. Shooting Range, Lee and June Carroll. Short-Range Lead Gallery, A. Broyler. Turtle Race, John Wines and Kerr Sloan. Japanese Novelties, Soto Kalwaka

and M. Aoka. Paddle Board, John Sutherland and Sam Cline. Pin Game, M. Hare and George Tevin. Astrologist, Elizabeth Hughes. Handwriting Analyst, Marion McPherson. Sno Cones, Bill Howell and Maud Coverdale. Electric Sea Explorers, Dan Mussick, Ad Hinds, Joe Wagner, Ed Yeager and Ace Davis, Anderson's Diving Float, J. Martin Clark, manager; Rhee Oatrick, instructor; Murna Grant and Sue Jovee lady in-

manager; Rhee Oatrick, instructor; Murna Grant and Sue Joyce, lady instructors. Charter Boats, G. McNally, manager; E. McNally, Ken Gordon, Skip Wales and Dave James, assistants. Scales, Sammy Siegel. Walkiki Garden, Josephine Fairfield, Ruby Dawes, L. Kamauka and Esther Kaulana. Penny Arcade, Merrit Smith, Bunny Seitters and Joe Cilne, agents. Bottle Game, Paul Weimann, owner; Fred Seeley, agent. Balloon Dart, Ed Phillips, agent. Rollo, Jack Carle, agent. Pop Corn, Mrs. J. W. Lynn. Candy Floss, J. W. Lynn. The Strand, Russell Wilkins, manager; Ben Munson and T. Weigart, agents. The Rendezvous, R. G. Burlingame, manager; M. Warten and Naomi Pearsley, assistants. Shooting Galfery, Ray Wine manager; M. Warten and Naom Fearstey.
assistants. Shooting Gallery, Ray Wine
and J. Ratkin, agents. Rollo, Lester
Luman and Jake Miller, agents. Penny
Pastime, C. E. McNeill and George Phillips, agents. Sportland, Russell &
Border, managers; Jim Keefe, Ned Rogers Border, managers; Jim Keefe, Ned Rogers and Rud Thibodeux, assistants. See 'Em Run, Guy Cutler; Ben Steel, agent. Cutlery Rack, Harve Montgomery and Ellen Nason. Candy and Caramel Corn, Mr. and Mrs. I. Wiener. Photo Gallery, Sam Williams and Mrs. N. McElroy. Bathbouse, Mina Niman and Sparks McLelend.

UNDER THE MARQUEE—

(Continued from page 38) captioned "Baby Trailer Circus Is Tale of Showman's Courage," a two-column yarn topped by a four-column layout of art. Story carried a Massillon, O. dateline same day show appeared in that town. The author was Frank Stewart, State editor The Cleveland Press, who was on show before it started its current tour and later when show took to road. A representative of The Billboard at Canton, who is representative of The Press ton, who is representative for The Press there, provided the tip for the interesting yarn which went on to tell how after the show became stranded at Mounds-ville, W. Va., R. M. Harvey and Jack Hoxie kept the faithful dnes together a month until show could be reorganized.

JACK HOXIE Circus, R. M. Harvey and Jack Hoxie, owners, is going along fine. Show has beautiful wardrobe. R. M. and Jack have received many compliments on their new show

STANLEY F. DAWSON sends following from Cole Bros.: "The Denver date was akin to an old-time reunion. Among folks there were Charles Mugivan, John folks there were Charles Mugivan, John Talbot, Snapper Garrison, Mrs. Bert Bowers and Culpepper. Leonard Stroud renewed friendships with Ken Maynard at Colorado Springs. It was a big day for Mrs. Cromwell, mother of Mrs. Billy (Stella) Cronin and Mrs. (Bertha) Denny (Stella) Cronin and Mrs. (Bertha) Denny Denham. Starting upon arrival of train Sunday night, Mrs. Cromwell and the Cronins and Denhams kept open house for their many friends. 'Pal.' dog of Billy's, had to make a special trip to the circus to get acquainted with 'Bill.' pet crow. He is to be 'Pal's' playmate next winter. Horace Laird, The Billboard crow. He is to be 'Pal's' playmate next winter. Horace Laird, The Billboard agent and mail man, has bought a pedometer to record just how many miles he walks every day delivering the mail and The Billboard to subscribers. He has affectionately been nicknamed 'Uncle Sam' by his friends in dressing room. All I can say for 'Uncle Sam' is that he is one of the most efficient and obliging mail men of the many shows with which I have traveled. Orehids to Billy Moshier I have traveled. Oremus to billy Moshler as well. The judges have not yet decided whether the laurels for the most disheveled wardrobe on night of the blowdown go to Ken Maynard, Nick Carter, Paul Nelson or Butch Burkhardt. Ken and all the rest showed 100 per cent loyalty in helping to pack up the show under conditions under foot and erect register conditions under foot and erect. terrific conditions under foot and erect and repair it the next day."

DRESSING ROOM-

(Continued from page 38)
fornia Frank and Mamie Francis visited Eddie Allen and wife. Leonard Stroud also on hand at Colorado Springs. Skinny Dawson, thinnest man on show, wears size 14 shoe. Julian Rodgers doing nicely, singing on horseback in menage number with concealed mike. Gang all went swimming at Hutchinson, Kan, being invited by State police, Kan., being invited who furnished cars.

Ken Maynard seems to be well in demand for broadcasts, as well as Happy Kellem, circus historian and talker. Fred Delmont graces clown alley with his presence for remainder of season. Swinging ladder girls all smiles because ladders were newly painted and failed to dry in time for Monday matinee. The short made on show last year was seen by most of the gang at the Gem Theater in Salt Lake City. Tommie Poplin and Harold Nicholson looking forward to Seattle, where there are fresh shrimp. Guess Harold gets tired of his own cooking. Kellem, circus historian and talker

Guess name of cooking.

The fishing gang has shrunk. Only Clyde Beatty and Gene Gretona seem to be out these days. Otto Gretona the field glasses. Everyone to be out these days. Otto Gretona out with the field glasses. Everyone looking thru them while Otto walts. Horace Laird lost one-half pound carry-Horace Laird lost one-hair pound carry-ing the mail up the Utah hills. Jimmle Foster is pinch hitting in big show band while snare drummer is on sick list. Harold Nicholson seems to be in best humor when the grocery man is late. Harold Voise, liene Larey, Mrs. Partello, Carl Lasiter, Ray Deisler and wife have weathered the heat, dust and grass-hoppers, with the rummy game at

hoppers, with the rummy game at Voise's top still going strong.

Joe Short is in possession of a sample trunk delivered on lot for \$2. Cheap enough. Bobble Bumps traded the antique chair and now has one of the 98-cent variety. See everybody getting ready for the matinee, so I'll get with it also.

EMMETT KELLY.

BARNES - SELLS - FLOTO — H. L. Mitchell, of The Bemidji Pioneer, renewed acquaintances with Manager S. L. Cronin and Captain W. H. Curtis, with whom he makes an annual exchange of Minnesota rice for Mississippi pecans. A. B. MacDonald and son, Malcolm. spent the day at Bemidji. Both are connected with The Kansas City Star. G. G. Gray, of Fargo, N. D., spent the day in backyard and drove over to catch show again at Bemidji. Bertha Matlock celebrated her birthday anniversary in backyard at Willmar and everyone re-

show again at Bemidji. Bertha Matlock celebrated her birthday anniversary in backyard at Willmar and everyone received a generous share of cake. Colonel Henry, popular circus fan of Duluth and prominent newspaper man, missed his first circus in 40 years. He is confined at his home with a severe stroke. The Colonel is 74 and anyone that knows him can cheer him up by a card or letter care the Herald Publishing Company. George Fisher, of The Hibbing Tribune, and Bill MacCrary, theater operator, spent the day with Bert Nelson. It was a great shock to all in hearing of the Cadona-Bruce tragedy. Billy Pape received news of passing of his father and all extend sympathy. Side Show Manager "Duke" Drukenbrod extended a farewell party to Maxine, accordionist. Murdock (Cookie) Cooke is now in charge of dining cars and has reorganized his staff. Bert Nelson had a nice broadcast over Station WMBG at Hibbing.

bing.

Helen Wight suffered a badly lacerated wrist when trying to close a transom on the train in a hurry during the storm at Grand Forks. The barometer of a good sale downtown is when Hazel Moss, Babe Thomasson, Bertie Youden and Bertha Maticok come to the lot loaded with bundles. Dr. Mulligan and Frank Kindler, of St. Cloud, Minn., drove over to catch the show at Brainerd and spent the day on the lot at St. Cloud. Chief Edward J. Brick, of St. Cloud, had many of the boys out between shows to enjoy his private swimming pool. The wife his private swimming pool.



GREAT FALLS' GREAT DRAW

Best in Seven Years' History

215,112 admissions recorded-receipts \$14,600 above those of last year

GREAT FALLS, Mont., Aug. 14.—Surmounting the dual handleaps of a drought, which destroyed virtually all crops in the eastern end of the State, and a power shortage which threw more than a thousand smelternen out of work a week before its opening, the North Montana State Fair, August 2-7, drew the greatest attendance in its seven-year history and took in more money than in any year since its inception.

In the six days, the fair piled up the record-breaking total of 215.112 admissions, playing in a city which has only 30,000 population, in a county which has only 46,000 population, and in an area which has only 90,000 persons living within a 150-mile radius of the fairgrounds. Population of the State is only 501,000. Last year a total of 207,564 paid admissions were recorded.

Cash receipts of the fair this year were approximately \$14,600 above those of last year, according to an incomplete checkup made Saturday evening when the fair closed.

Awarded Hereford Show

Crowning this year's success, directors of the American Hereford Association, hended by R. J. Kinzer, of Kansas City, (See GREAT FALLS on page 46)

Plans Under Way For Fair at Yakima

OLYMPIA. Wash., Aug. 14.-Altho the 1937 Legislature provided no funds for the Yakima State Fair, plans are under way to obtain a fair for Yakima. Director of Agriculture Walter J. Robinson is investigating possibility of State aid to help a State-wide 4-H Club fair, with winners of the State's numerous county 4-H Fair at Roxboro Club harvest festivals exhibiting their MEBANE, N. C. Aug. 14-C. S.

Under a 1937 law, Robinson can contribute up to \$500 each to the festivals to help pay cash premiums to prize win-He also can aid the proposed State Fair to that amount, but is negotiating to see if more funds cannot be raised.

Fire Destroys Medford Grand Stand

MEDFORD, Wis., Aug. 14.—Fire August 6 destroyed the grand stand at the Taylor County Fair grounds with a loss esti-mated at \$2.500. Because of the fire the WLS artists, scheduled to perform August 8, were obliged to use the Germania Hall instead.

WATCH FOR=

Agricultural Fairs as I See Them

By Norman Y. Chambliss

FALL SPECIAL NO. of THE BILLBOARD

> Dated August 28 Issued August 24



ART WOODS, recently appointed by J. W. (Patty) Conklin to handle the publicity at Canadian National Exhibition, Toronto, and Western Fair, London. He is The Billboard correspondent for Toronto and Cen-tral Ontario and last several years employed by The Evening Telegram,

Biggest Opening For Seymour, Wis.

SEYMOUR, Wis., Aug. 14.—The biggest opening in its history with a total attendance of more than 22,000 greeted this year's three-day Seymour Fair, which closed August 8. Grand-stand entertainment included the WLS barn dance program featuring Lulu Belle and Skyland Scotty on the opening night, the "March of Mirth" on the second evening and audeville acts the closing night.

Sunday's attendance of 9,000 was cut down by a morning rain.

Parnell To Manage

MEBANE, N. C., Aug. 14 .- C. S. Parnell. MEBANE, N. C., Aug. 14.—C. S. Parnell, of this city, secretary of the Mebane Six Countles Fair, has accepted the management of the Person County Fair at Roxporo, N. C., this year. In order to accept this fair he gave up the Tazewell and other Vinginia fairs because of the distance in order to keep in contact. In addition to conducting the Mebane fair for the last 17 years he also has managed other fairs in this State and Virginia.

The O. C. Buck Expo Shows will play both the Mebane and Roxboro fairs,

Records Broken Greatest in 25 Years At Fowlerville

Attendance 60,000 for four days - dates were stepped up this year

DETROIT, Aug. 14.—Michigan's 1937 fair season got off to a good start this past week at Fowlerville, where records of 51 years were broken, with an attendance of 60,000 for four days, ending August 7, with the all-time record on Friday when about 24,000 passed the gate, according to Secretary Thomas Woods. This does not take into consideration some additional thousands on Sunday when the Flying X Rodeo put a special show the day following of-

ficial fair closing.

Fowlerville for many years has been the last fair in Michigan, coming early in October, and has had bad weather many consecutive years that the fair board decided to step it up to the first date instead this year. Bad rains on (See RECORDS BROKEN on page 46)

J. A. Darnaby Returns To Chattanooga, Tenn.

CHATTANOGA, Tenn., Aug. 14.—J.
A. Darnaby, secretary-manager of the Chattanoga Tri-State Fair, returned from Chicago this week to complete plens and give publicity to the annual exhibit which will open at Warner Park.
The work for the next few weeks, Mr. Darnaby said, will be given mostly to publicizing the Tri-States Fair thruout the rural sections by means of billboards and other means.

A departure from previous Tri-State fairs will be a free grand-stand show, the automobile races excepted, the director announced. There will be free fireworks displays every night.

Rubin & Cherry Shows will again sup-

Rubin & Cherry Shows will again supply the midway entertainment, Mr. Darnaby stated. He was not yet ready to announce the grand-stand show nor had the fireworks contract been let as yet.

Mr. Darnaby was much encouraged over prospects for the exhibit. "The crop situation promises to be extremely profitable for both sellers and buyers. Not since I first came to Chattanooga has so much enthusiasm been mani-Not since I first came to Chattanooga has so much enthusiasm been manifested by the farmers and agricultural agents in the fair," he stated, "also drawings are being made now for the construction of a new interior for the industrial building, which will have at one end a stage to accommodate orchestras, beauty contestants and other features."

For Darlington, Wis.

DARLINGTON, Wis., Aug. 14.—Early figures indicate that the three-day Lafayette County Big White Fair, which closed August 1, was the greatest in 25 years. The WLS troupe packed them in each night with hundreds turned away and others gathered on the race track in front of the platform to view the free

Guy Crippen driving Uncle Walt in the third heat of the trot, tied the world's record of 2:061/2 with a three-year-old gelding on a one-half-mile track.

Transfer of \$50,000 To Michigan State

LANSING, Mich., Aug. 14.—Transfer of \$60,000 to meet operating expenses of the Michigan State Fair, Detroit, have been approved by the State administrative board. The special grant was made, according to Frank N. Isbey, general manager of the fair, because the State Legislature failed to appropriate money for operating expenses. He said that the Legislature had, however, appropriated \$165,000 for general improvements and miscellaneous, and \$132,000 for building and grounds improvements.

The administrative board has allotted the \$50,000 as a transfer from the build-

The administrative board has allotted the \$50,000 as a transfer from the buildings and grounds improvement allotment. "It is necessary to provide funds immediately for current operating expenses and those to be incurred for the next several months," Isbey said in his letter to the finance committee of the State administrative board prior to the transfer of the \$50,000.

Beam Cancels Shows; Is in Poor Health

NEW YORK, Aug. 14.—B. Ward Beam. New York fair attraction booker, with offices in the Palace Theater Building until recently, has canceled his shows previously booked into the fairs at Port Royal, Pa.; Pottsville, Pa.; Bloomsburg, Pa., and Brockton, Mass. Beam notified secretaries of the fairs about the middle of July that he would be unable to sup-

of July that he would be unable to supply the contracted revues and circus acts, claiming that poor health had forced him into temporary retirement. Beam, who closed his New York office recently, could not be reached this week for his plans of future activity. The George A. Hamid office of this city has been contracted by the Port Royal and Bloomsburg fairs to fill the vacancies, and Pottsville and Brockton are as yet without attractions. without attractions.

Harry B. Kelley Resigns From Michigan State

DETROIT. Aug. 14.-Major shift in personnel of the Michigan State Fair was made last week when Harry B. Kelley, a veteran member of the organization, resigned suddenly. He was director of live stock this year, having been director of live stock and exhibits for the last

or live stock and exhibits for the last two fairs, and a member of the board or vice-president for the last 10 years.

He is succeeded in his post by E, R. Hanies, of Vassar, Mich., who was his assistant the last two seasons, and who has been with the fair in various capacities for about 10 years.

Kelley will devote the bulk of his at-tention for the remainder of the season to the Hillsdale, Mich., Fair, of which he is secretary.

New Barnes-Carruthers Show

CHICAGO, Aug. 14.—M. H. Barnes, of the Barnes-Carruthers Fair Booking As-sociation, announces that a new musical show is being put together which will be the biggest production the firm has ever produced. It will be shown at the Min-nesota State Fair.

Washington To Participate in Frisco, New York Expositions

OLYMPIA, Wash. Aug. 14.—Washington's new State progress commission, created by the 1937 Legislature, is actively preparing for this State's participation in the San Francisco and New York expositions of 1939.

and Leo Weisfield, of Seattle; Erick A. Johnston and James McCluskey, of Spokane; Frederick Mercy Sr., Yakima; Chapin D. Foster, of Chenalis, and Charles Larrabee, of Bellingham.

the San Francisco and New York expositions of 1939.

Organized primarily to advertise the
State's natural resources and scenery in
a million-dollar program, the commission
will have charge of the exhibits Washington will make at the two expositions.
It also is laying plans for a State-wide
semi-centennial celebration in 1939 in
honor of Washington's 50th anniversary
of Statehood, which falls on Armistice
Day, November 11. It is expected, however, the celebration will cover a period
of months and be marked with individual fetes in numerous cities of the State.
Definite plans on the Statehood celebration and the exhibits at the two exposition have not been announced. Charles
Johns, former Seattle newspaper man
and Chamber of Commerce official, was
selected secretary of the commission.
Other members are E. B. McGovern

Charles Lafrabee, of Bellingham.

York, Pa., Aug. 14.—An advertising
program involving the posting of 5,000
tiesplays on buildings has been started
by the York Interstate Fair. Charley
the York County Agricultural Society,
The York County Agricultural Soci



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Claveland Plain Dealer

Big Sale for Jubilee Day

General holiday declared by Mayor Burton-special ticket inducements

CLEVELAND, Aug. 14.—Working for what they believe will be the biggest day in, the history of the Great Lakes Exposition, directors and officials of the exposition, civic leaders, business firms and public organizations are combining to-day to pull 100,000 people thru the turnstiles on Jubilee Day.

stiles on Jubilee Day.

Reports show that 75,000 tickets have been sold to the present time. They are being taken in blocks by employers and organizations, and being handed out to workers. Many places will close down for the day. A general holiday has been declared by Mayor Harold H. Burton and it is expected that affairs will get under way at 9 o'clock this morning and continue until well thru the night.

Special inducements in the way of

tinue until well thru the night.

Special inducements in the way of tickets are being offered. A main gate admission of 50 cents will also admit to the Horticultural Gardens and Streets of the World, representing 50 cents more. Scrip books are being sold. They contain \$1.50 worth of 5-cent tickets and are being put on sale at 50 cents a throw. Idea is that holder pays full price by tearing off tickets sufficient to make admission but, of course, saves in purchasing the book. These will continue on sale throut the day.

Mandi Crae State Program

Mardi Gras Starts Program

Marai Gras Starts Frogram

Program starts with all-day mardi
gras and carnival. Paper hats will be
furnished at all gates. Those in costumes will be judged and prizes will be
awarded. There will be boxing in four
different rings with 200 novices of the
city taking part. A bathing beauty contest will be held in Streets of the World
at 9 p.m. There will be wheel chair
races. Members of the Society of American Magicians will do their stuff in the
May Theater on the Playrounds for can magicians will do their stuff in the May Theater on the Playgrounds for three hours during the afternoon. Frank P. Duffield is staging an extra fireworks display for the occasion. Now all that remains is for the skies to be fair and the sun to smile thruout the day.

while plans are being completed to bring the exposition to a whirlwind finish September 28, Cleveland is busying itself with the question as to what will be done with the grounds when the affair is concluded. General Director Lincoln G. Dickey has announced that the buildings would be razed as fast as concessioners could be removed from the scene. Despite the announcement, city officials Despite the announcement, city officials called a meeting with the idea of holding a "Little Exposition" next year. This was promptly voted down after some discussion.

Gardens To Be Preserved

However, efforts are being made to retain such portions of the lake front as can be held for municipal purposes. The Hortigultural Gardens and the Horticultural Building will be preserved. Much work on the gardens was the result of funds furnished by Uncle Sam as a WPA project. The Sherwin-Williams band shell known as Bedicland will be left funds furnished by Uncle Shill as a hard project. The Sherwin-Williams band shell, known as Radioland, will be left where it is that concerts may be played there during the summer. All pavements and landscaping in this sector will be untouched, making a public park along the lake front extending from the old entrance on the mall to the Ninth street entrance. The Hall of Progress and the Hall of Varied Industries will be held until after the 1939 Poultry Congress.

Great Lakes Expo is under contract to remove all structures from the grounds

Attendances

Previously reported	1,771,216
Thursday, August 5	20,213
Friday, August 6	24,083
Saturday, August 7	38,133
Sunday, August 8	43,001
Monday, August 9	23,722
Tuesday, August 10	24,966
Wednesday, August 11	23,516
Total for 75 days	1,968,850

before April 30, 1938. This means that demolition must be commenced by Oc-tober 1. The city must make its deci-sion as to what structures it wishes to retain before that time. From all appearances, the program outlined will be followed.

The biggest bank night since the expo began its existence in 1936 culminated on August 6, when \$1,500 was given as the capital prize. Since expo opened, it had been accumulating, starting with \$500 and having \$250 added each night, as no call was made. On drawing night it was announced that names would be it was announced that names would be called until a respondent appeared. On the 21st name, Henry Gress, 4318 West 61st street, was on hand to cop the purse. Gress is a printer in the employ of The Cleveland Plain Dealer. On previous nights, a consolation prize of \$250 was awarded each night. The last winner of this was Mrs. H. J. Whipple, of Springborn, Pa. Springboro, Pa.

Swimming Championship

Swimming Championship

Following after the Jubilee, figures to take up two days, comes the world's women's professional swimming championship under the supervision of Bernarr Macfadden, co-sponsor in the race and donor of \$2,000 prizes. The start will be the breakwater, the finishing point Herman Pirchner's Showbeat. Ten boats stationed at intervals along the half-mile course will hold the racing line and pick up exhausted swimmers. The race is under the direction of Ethelda Ellebtroy, 1920 Olympic Swimming Champion. Florida National Exhibits gives Macfadden a noon luncheon in Recess Club. The publisher is 69 years old this day. Among entries in the race are Martha Norellus, White Sulphur Springs, W. Va.; Lenore Knight, Homestead, Pa., and Suzanne Robertson, Seabright, N. J. All hold championship records.

Attendances have been steadily increasing and it is hoped that the upbuild will continue thruout-the remainder of will continue thruout-the remainder of the expo. A big Sunday attendance boosted week-end figures with Detroit Day bringing hundreds and the World War Vets of Ohio adding to the quota. As early as 10 o'clock, midway, Streets of the World and Horticultural Gardens were crowded. Billy Rose's Aquacade was sold before the matinee, with additional chairs and standing room at a premium. Winterland played to packed houses. No passes are issued to Aquacade or Winterland, and a chair in Billy Rose's Pioneer Palace costs 30 cents unless you open the wallet and let go some change. change.

Special event of Detroit Day was ar-Special event of Detroit Day was arrival of S. S. Alabams bearing Helen Wilder, "Miss Detroit," who was welcomed by Mayor Harold H. Burton and given the run of the grounds. The 19-year-old girl was declared winner in the beauty contest held in Detroit last week. The contest was a novelty in that the judges were all women and bathing suits were not required.

Acts for Nebraska State

LINCOLN, Neb., Aug. 14.—Acts set for the Nebraska State Fair by the Barnes-Carruthers office include Florescu, on the Carruthers office include Florescu, on the high pole; Healy and Mack, tight wire; Petroff's Bears; Three Gyrals, roller skaters; 12 Liberty horses. Since the rodeo W. E. (Candy) Hammer's show is nightly before the grand stand; the acts will double. Will fill race breaks in the afternoons and at night will be moved to the Collseum.

Big Features For Mich. State

DETROIT, Aug. 14.-Four major aerial acts were booked this week by Frank N. Isbey, general manager of the Michigan State Fair, thru Barnes-Carruthers Fair Booking Association. These included the Four Lorenzos, the Atenos, Al Powell and Prince Nelson, high-wire act. They will work as free acts, with the slogan, "A thrill every hour on the hour every day." Acts will work an hour apart, doing three a day, giving 12 such hourly attractions. This will be the biggest program of free acts ever staged at the fair.

Coliseum is being revamped for the indoor show and will have a new 48-foot stage, 16 feet deep with a 15-foot band platform arranged back of this. The rearrangement of the Colleeum will give 9,500 seats, with seats in the arena as well in use.

The midway in the northwest corner of the grounds, used last year, will be used again this year. Additional ground is being prepared to make a larger mid-way layout available.

Isbey stated programs featuring stars of the stage, screen and radio will be presented daily in the Coliseum during the entire 10 days of the fair. plification system is being installed.

Present bookings include Wayne King and his orchestra; Edgar Bergen, radio ventriloquist, and his stooge, Charley McCarthy; Ben Bernie, orchestra leader; Ethel Shutta, singer: Rufe Davis, who recently scored a hit in the motion pic-ture, Mountain Music; Jack Waldron, emsee at the Hollywood Restaurant; Joan Britton, of the Broadway Revue; the White Guards, radio octet; Ames and Arno, comedy team; Vera Fern, young dancer under contract to appear in the musical comedy Virginia at the Radio City Center Theater, and a Hollywood dancing chorus.

Bergen and his pal, Charley, will head-line the State Fair program on Children's Day and following day,

Kingston Receives \$7,500 Appropriation

KINGSTON, R. I., Aug. 14.—With a State appropriation of \$7,500 to work with this year, management of the Kingston Fair holds optimistic outlook for the avent. Truck country in addition the event. Track events in addition to harness racing will include midget auto races and dog races. Finals of the State 4-H contests will be staged at the fair and all space in industrial, auto and poultry buildings is reported contracted

A. N. Peckham, manager of the fair. and his assistant, George R. Kenson, have sought an improved midway in contracting rides and attractions. Repairs to fair property are now under way.

American Pavilion at Expo

PARIS, Aug. 9.—The pavilion of the United States at the Paris International Exposition was opened to the public last Monday and is attracting good crowds aitho several exhibits are not yet in place. Exhibits are varied and interception.

Willis Booth To Double

SAN FRANCISCO, Aug. 14.—Willis Booth, vice-president of the Guaranty Trust Company of New York, is going to have a rather "tough" job during the next 18 months. Booth is a leader in the New York drive to finance that city's World's Fair in 1939. But he is also a loyal alumnus of the University of California and as such he has joined a nation-wide drive by the California Alumni Association to boost California's own World's Fair in 1939.

Answering a letter from Robert Sibley, executive manager of the alumni asso-ciation. Booth said he would do all in his power to promote the interests of the Golden Gate International Exposithe Golden Gate International Exposi-tion and that he planned to visit it in 1939. He is shortly leaving on a toun of Europe, where he will act as a voluntary ambassador for San Francisco's fair. In the meantime New York's fair's financial crive will have to get along without him.

TENTS & RENT

AUDITORIUMS, EXHIBITS, STOCK SHOWS, DINING TENTS, LIVING TENTS, FENCE, COTS, CHAIRS, ETC.

WRITE - WIRE - PHONE

BAKER - LOCKWOOD

17th and Central,

Kansas City, Mo.

AMERICA'S BIG TENT HOUSE

Eastern Representative — A. E. Campfield, 152 West 42d St., New York City, N. Y.

INSURANCE

Fairs, Auto Races, Rodeos, Grand Stands, Etc. Lloyds of London

Showman's Insurance Man

CHARLES A. LENZ

440 Insurance Exchange

Chicago

STRATOSPHERE MAN

WORLD'S HIGEST TRAPEZE AND SWAYING POLE ACT Finishing With 500 Ft, Slide for Life. Available for Fairs, Parks and Celebrations, Address Care The Biliboard, Cincinnati. O.

OCTOPUS LOOP-O-PLANE

Available for booking Pacific Northwest Fairs and Celebrations. Write or wire GEORGE BOLTON, 3506 N. E. 68th Ave., Portland, Ore.

MCKEAN COUNTY FAIR

SMETHPORT, PA., SEPTEMBER 6-7-8-9. Starts Labor Day. Concessions and Shows Wanted.

ATTENTION SECRETARIES!

OBEY THAT IMPULSE. Communicate with us for the Best in Free Acts, Revues and Circuses.

J. C. MICHAELS ATTRACTIONS

Melvin Community Fair

WANTS Free Acts, Shows, Concessions, MELVIN, ILL., SEPTEMBER 9-10-11. Book Direct with Fair Officials. Address RALPH M. OTTO, Secretary, Melvin, III. Have Miller Ridge Booked.

WANTED FOR MID-SOUTH FAIR

MEMPHIS. TENNESSEE SEPTEMBER 13-18

HAVE SPACE IN BUILDINGS FOR A FEW LEGITIMATE CONCESSIONS. Write FRANK D. FULLER, Secretary.

Pan-American Exposition

By HERBERT DE SHONG, The Times Herald, Dallas

Expo Passes Million Mark

Carnival Night to be week- Greensboro Plant ly feature — starting of One of Best in N. C. boxing series

DALLAS, Aug. 14.—The exposition entertained its millionth visitor last Friday evening and pressed on to a total gross attendance of 92,203 by Tuesday midnight. Big events for the remainder of the week were the first carnival night Wednesday, and beginning of the three-day series of Pan-American Boxing Championship fights Thursday evening.

Championship fights Thursday evening.
Temporarily at least, carnival night is
to be a weekly feature on Wednesdays,
Promotion Director Frank Watson said.
This special event is staged in the form
of a street flesta centered around platforms occupied by bands and entertainment acts brought in between shows at
midway spots. midway spots.

midway spots.

The Pan-American boxing series was given an auspicious start, as nine inter-American amateur championships are to be decided at the nightly fights in the Amphitheater, seating about 6.500 people. Bob Humphrey is director of the fights, in which well-known amateurs from the United States and a number of South American ecuntries are participating.

To Stage Contest

An outstanding special event placed on the calendar for this month is a wet bathing beauty contest to be staged August 28. In that event entrants will be required to parade before the judges after actually swimming in the reflecting basin on the Esplanade of State. The winner will be given a free trip to Hollywood and will be offered screen tests by major studios. Officials of the contest are staging it on the theory that a young woman who is a beauty when she is dripping wet should certainly be a beauty with dry makeup. The special events department is preparing to handle a large crowd for the contest.

Another type of beauty contest drew

Another type of beauty contest drew good attendance Saturday evening when a chiropractic association staged a pera emropractic association stage a per-fect-back contest in the Gulf radio stu-dios, visible to the audience outside. Clarice Moellenkamp, who has frequent-ly modeled for exposition promotion pic-tures, was declared winner.

Free Shows

Free shows were staged in the Amphitheater both Friday and Saturday evenings, both performances drawing crowds of about 5.000 people. Phil Harris, the band leader, was master of ceremonies for the Friday show. In the cast were Lanny Ross, who sang one selection; the Four Kraddocks, all from the Fan-American Casino; Joaquin Garay and the Three Theodoras from the Road to Rio, Cynthia White from the Showboat, Frank Barden from the Black Forest, and Lee Kelson. of New York, who is here on Lee Kelson, of New York, who is here on a vacation. Chick Webb's Orchestra and Ella Fitzgerald, soloist, were principal attractions at the Saturday evening free

show.

A delegation of performers flew to Oklahoma City aboard a chartered Braniff Airways plane Tuesday for a special Panamerican Exposition program staged at a luncheon of the Oklahoma City Junior Chamber of Commerce. Ned Blaine, special events director, and Howard Hill, grounds program director, led the party. Entertainers on the flight were Chartotte Arren and Johnny Broderick, of the team of Arren and Broderick, playing at the Osaino; June Brooks and Joaquin Garny, of the Road to Rio; Frank Barden, Lee Kelson, Capt. George Herbert and Elisa Benevides, the fair's official hostess.

Dallas city officials announced they the midway.

have drawn up a contract whereby they will agree to pay premiums on insurance for permanent buildings on the grounds plus several maintenance costs and other overhead expenses for a consideration of 4 per cent of the gross gate receipts. It was thought the contract may be stgned at an early date.

GREENSBORO, N. C., Aug. 14.—The Greensboro Fair grounds have put on a different appearance. All the buildings have been repainted and observers pass upon it as one of the best looking grounds in North Carolina. Norman Y. Chamblis, manager, said: "We think we have one of the prettiest fairgrounds in have one of the prettiest fairgrounds in the State, and so far as the plant is concerned we would be ready to open the fair tomorrow. Never have we re-ceived such fine co-operation on the part of the people as we have this year, not only at Greensboro but as Salisbury, Rocky Mount, Williamston and Clinton, where we are also operating fairs."

The premium lists (5,000 of them) are now being distributed. The list contains

Chambliss stated he had finally concluded to have a 35-cent gate at Greens-boro and a 25-cent gate at Salisbury. At boro and a 25-cent gate at Salisbury. At the fairs he operates the main-gate admissions will be 40 cents. He said: "They have been telling me a lower gate admission is 'the thing of the day,' so I am going to test it out this year. These fairs of ours are going to be advertised as never before, and frankly I have never seen conditions look better for fairs than this year, and I have been in the game for 15 years."

The Greensboro premium list carries a "Complimentary Edition," which marks the 15th anniversary of Chambliss in fair business and shows the good wishes extended to him by many of his friends thrucut the State and elsewhere.

thruout the State and elsewhere.

The Chambliss-operated fairs in this State are Salisbury, Johnny J. Jones Exposition on midway; Recky Mount, West's World's Wonder Shows; Williamston, West on midway; Greensboro, Cetlin & Wilson Shows; Olinton, Cetlin & Wilson. The respective resident managers are Mrs. G. F. Conrad/ Palmer V. Boyd, Harvey Walker, M. S. Younts and and P. G. Crumpler, with Chambliss directing the fairs from his Greensboro headquarters.

Chambliss also announced upon his

Chambliss also announced upon his return from Roanoke, where he con-ferred with the Roanoke fair officials. that he would not be associated with the Roanoke Fair this year except in an advisory capacity, but that he had agreed to direct the Cotton and Peanut agreed to direct the Cotton and Peanut Festival at Enfield, N. C., and had named Harvey Walker as resident manager, who will go to Enfield after the Williamston Fair, which he is managing, The festival at Enfield is being sponsored by the Lions' Club.

All grand-stand attractions for the six events will be furnished by George A. Hamid, Inc. Smith's Band has been contracted by Chambliss for Sallsbury and Greensboro; Higgins' Band at Rocky Mount; Wagoner's Band at Clinton. Harness horse racing will be staged at

Mount; Wagoner's Band at Clinton. Harness horse racing will be staged at Greensboro, Williamston and Clinton, and a rodeo from Hamid's office will substitute for horse racing at Salisbury and Rocky Mount. Lucky Teter and his Heil Drivers will play a return engagement at all fairs except Salisbury. The fireworks for all events will be handled by the Ohio Display Fireworks Company.

Charlotte Planning

CHARLOTTE, N. C., Aug. 14. — The board of directors of the Carolinas Agricultural Fair met here this week to lay plans for the exposition. An attendance for the six days and nights has been predicted at 300,000.

Some of the leading acts are being booked. The Sheesley Shows will be on the midway.



The Cavalier County Fair, N. D. broke all previous records for attendance and gross revenue due largely to the efforts of Dick Forkner, pictured above, serving his first year as secretary. Twenty-eight years of age, the "baby" of the North Dakota association, Forkner has been actively engaged in fair work since he was eight years old. Started as office boy for B. E. Groom, who was secretary until this year, later was assistant concession superintendent and for the last eight years has had charge of the concessions. He reported that the gross of the fair as a whole was up 60 per cent over last year's while the Fairly-Martone Midway showed a 371/4 per cent increase.

GREAT FALLS'-

(Continued from page 44)

association secretary, met in executive session and unanimously awarded the fair the national Hereford show for 1938, which will bring it here for the fourth successive year. The decision was with-out precedent in fair annals, in that until it came here for the second successive year in 1936, the national Hereford show had never been held at any fair in the nation for more than one showing,

Keeping up with the pace set by other divisions of the fair, Max Goodman's Wonder Show on the midway enjoyed a week in which the red ink pens were discarded and black ink entries were again made in ledgers of the show, previously hit hard by heavy rains at other points.

Believed to be a unique record in American carnival annals, the Goodman American carnival annals, the Goodman show, born only six months ago, grossed 21 per cent greater on shows and ridea during the six days than did the United Shows of America, which played the lot last year. Goodman's concessions, playing against their own record of last year, exceeded it by almost exactly 20 per cent. ing against their own record of last year, exceeded it by almost exactly 20 per cent. Appearance of the Goodman Wonder Show was notable in that not one complaint concerning its operation was received either by the fair management or peace officers, in sharp contrast to experience of many fairs this year.

Fine Array of Talent

Directly responsible for the success scored by the fair this year in the face of adverse conditions was the decision takadverse conductors was the decision cal-en by Secretary-Manager Harold F. De-Pue early in the season to give the pub-lic more for its money than ever before by booking the best line of talent that money could buy.

money could guy.

Acts run each afternoon, straight thru
the week, included Dee's animal athletes,
Baldridge balloon ascension, Healy and
Mack, Taketa Japs, Aerial Bauers, the
Falcons, the Danwills, the Gauchos,
Smith's diving ponies, the MacDonalds,
Capt, Dennie Curtis' Black Horse Troupe and the taximeter mule.

Nearly every act was booked thru Barnes-Carruthers, which also supplied the night show, Soaring High, with the exception of five acts booked thru Ernie

Specialties with the show included Michon Brothers, the Seven Danwills, Novelle Brothers and Sally, Ray and Geraldine Hudson, the Five Wonder Girls, the Grey Family, the Three MacDonalds; Ross, Pierre and Schuster, and Bobby Jean and Company in the smashing finale. More compliments were received by the fair management on the production than on any staged here previously.

Fred Kressman was in charge for Barnes-Carruthers and served as program director.

Finale of each night show was the firing of Thearle-Duffield fireworks, unfiring of Thearle-Duilleid Hreworks, un-der personal direction of Art Briese, sec-retary of the concern, here for the seventh successive year. Announcer for all thrill events was Jack Story, Montgomery-Ward sports

commentator

Thrill Day Features

Thrill day features which resulted in breaking all one-day attendance records of the fair on its final day, included an auto rollover by Jean DeLuca, and a faming airplane crash, into trees, by Captain F. F. Frakes.

Another special feature which required hanging out of the SRO sign on the final night was the appearance of Jack Reynolds, world's champion welterweight wrestler, in defense of his title.

saok Reynoids, world's champion weters, weight wrestler, in defense of his title. This drew from both Canada and from thruout Montana, coming as the finale of Alberta and Montana tournaments to pick a provincial and a State champion who in turn wrestled at the fair for the privilege of a crack at the title held so privilege of a crack as long by Reynolds.

Weather was chilly the first two days,

Weather was chilly the first two days, perfect during the rest of the time.

The \$10,000 in premiums offered in the Hereford department and the \$29,000 in other departments proved a magnet which drew exhibitors from thruout the nation and in many instances necessitated the construction of emergency pens or structures to house the overflow. More than 400 horses from all parts of the nation were entered for the 44-race program which was a major feature of

program which was a major feature of the program each afternoon. All of the 304 stalls on the grounds were lilled, necessitating the hiring of additional stall space in near-by live-stock yards. As high as three dozen horses were entered in some of the claiming races, a factor which led the fair management to run extra races to accommodate horses were where mounts would otherwise here. program which was a major feature of men whose mounts would otherwise have been denied participation in the meet. Mutuel play was nearly double that of any previous year.

RECORDS BROKEN-

(Continued from page 44)
Friday and Saturday did not seriously hurt attendance, altho the race track was a mud sea and the jockeys appeared in blackface as a result. Comedy acts before the grand stand got additional unexpected effects as they sloughed thru the mud. Purses were reported the largest in fair history for the races, Only bad effect of the early date was on the quality of the exhibits, as it is a bit too early for Michigan farm products to be

n good shape.

New track records were set in the races for the mile: 2:8% replacing 2:10% in pacing, and 2:91/4 replacing 2:11% in the trotting.
Midway, furnished

by Happyland Shows, with additional independent concessions, was three times as big as last year, and did what both fair and carnival management reported record business

Two Revues

There were two revues, Rhythm and Moonlight and Cavalcade of Stars, both anothinght and Cavateaue of Stars, both supplied by Henry H. Lueders, of the United Booking Association. Rhythm Queens, 10-piece all-girl orchestra, with 16 girls of the ballet, and Corinne Castle as special entertainer, remained for both events. Acts on first show included Captain Silver King and company, cat and dog revue; Sownen and Gautschi, dance team: Jack Gregory and company, hoop act, and George Cook and his Funny Ford. Acts on second half were Cook and his Ford, held over by demand; Gene and Jorey Armstrong, acrobats; Musical Johnsons, xylophonists; Rochelle Trio, dance artists, and Gillie and Jim-mie, European novelty act. The show did a full-house business on every night except opening, and most matinees, with from 500 to 1,000 besides the 1,800 filling the grand-stand proper. One show on Friday had to be performed in the rain. The orchestra was moved down to work in front of the stage, reversing usual fair style. Fireworks were supplied by Hudson Fireworks Company.

Broadcast of the show and all publicaddress work was done by Glenn Ruth-fuss, of Flint, Mich., who has a route of most of the available fairs in Michigan

this season, he reports.

Biz Picks Up At Ft. Worth

Gate attendance also increases - Astor House to become "Forty-Niner"

FORT WORTH, Tex., Aug. 14.—Gate attendance, as well as attendance at all shows, increased considerably during last shows, increased considerably during last week of the free Flirting With Death Show at the Fort Worth Frontier Flesta. On the last night of show, which was also kids' night, the thrill show played to standing room only at both shows. Even Melody Lane, already announced as successor to thrill show as the free attraction, had very good attendance. Other shows did best business in several weeks during the last few days of the thrill show in spite of extremely hot weather.

It is said the eight composers featured in Melody Lane were not enthusiastic over being free attraction, but the increase in attendance that free show has brought to this place should offset their previous feelings toward the free offering.

Show Schedules Altered

Schedules for the other shows were altered slightly when the thrill show closed. Only change made in time of the new free show was in the second of the three nightly shows, when the time for this show was moved from 9 p.m. to 9:30 p.m. to get the first Casa Manana blowoff. Time for first Firefly Garden show was moved to 8:45 p.m.

(See BIZ PICKS UP on page 71)

All Space Sold At Can. Natl. Exhn.

TORONTO, Aug. 14.—With opening drawing close, Fred Wilson, publicity head of the Canadian National Exhibition, announced that inquiries have been pouring in from all parts of the United States and Canada, and if this is any indication the big show will chalk up another all-time high for attendance. Every foot of space on the grounds and in the buildings was sold out weeks ago at increased rates for new contracts.

and in the buildings was sold out weeks ago at increased rates for new contracts. This year's grand-stand pageant will be a timely attunement to the Coronation of King George VI. Magnificent prelude to this ceremony of today will be those of other days when other monarchs ascended the throne amid scenes of splendor. Coronations of the last 100 years—the youthful Victoria in 1837, Edward V and George V—and historic occasions in their several reigns will be portrayed.

By special permission of President Roosevelt, the United States Army Band, numbering 85 musicians, will give concerts twice daily in the band shell.

In an effort to take the amusement area out of the ordinary, advertisements were released in local papers, reading, in part, "Good-By, Midway; Hello, FROLEXLAND, presented by J. W. Conklin." This in accordance with the change in policy as announced by El-wood Hughes, general manager CNE, at the Showmen's League convention last November in Chicago. Hereotore an organized carnival has always played this date, but now, under the direction of Conklin, an entirely new array of attractions will be presented.

No Passes Again

To Gates at Sedalia

SEDALIA, Mo., Aug. 14.—As in the trevious years there will be no pas there will be no pas the outside gates at Missouri Stair. Everybody pays at the fair, everybody pays at the fair.

EVELIA, MO., Aug. 14.—As in the trevious years there will be no pas the evering the outside gates at Missouri Stair. Everybody pays at the fair.

EVELIA, MO., Aug. 14.—As in the trevious years there will be no pas the everious years there will b

HIGH AERIAL ACT

At Liberty for LABOR DAY WEEK Address

A. E. SELDEN, Care The Billboard, Cincinnati, O.

RIDES, SHOWS. CONCESSIONS

Wanted for COUNTY
FAIR
Bay and Night,
SEPT. 15-16-17-18,
MANOFIELD, O.

exclusive on Novelties, Photo Gallery, Write Will sell Novelties, Guess-Weight,

WALTER W. SHAFER, Secy., Lexington, O.

Grand-Stand Shows Premium Money

ing act, new to Eastern Ohio territory, has been contracted for a free attraction at Jefferson County Fair, Ashtabula, O.

THE ZOBEDIES have been booked at fairs by Williams & Lee, starting at Long Prairie, Minn.

STEINER TRIO opened fair season July 27 at the Griggsville, Ill., Fair, and booked solid until November 13.

KARL L. KING and his band have booked following fairs in Iowa-Man-chester, Des Moines, Ft. Dodge and

BONNETTE Bros.' Balloon Company opened fair season at Deposit, N. Y. August 5-7, making one ascension each day and presenting sky ride act at night. Big crowds attended. Bonnette Jr. was badly injured while making first sky ride. Brake on his carriage failed to work and he was thrown into the bottom jack while making 60-mile speed. He sustained three broken ribs, which will keep him on the ground for a few weeks. Is now at his home at Melvin Mills, N. H. Is no N. H.

AMONG ACTS at Deposit, N. Y., Fair were Frank Stanley's Hippodrome Attractions and Rodeo; the Ailens, parachute jumpers; Will Brown, roping, juggling and baton twirling; Polly Jenkins and Plowboys, hillbillies.

Collins Road Manager

DETROIT, AUG. 14.—Charles Collins, former producer of the Hollywood Kiddies Revue, opened Tuesday as road manager of the series of four major units being produced by Henry H. Lueders, of the United Booking Association, at the Michigan Oil and Gas Exposition, Mount Pleasant. Dates to follow include: Ithaca and Yale, Mich.; Portland, Ind., and Wayne, Mich.

Lueders had five fairs booked this past week, with three each for the next two weeks, and five the following week, and has engaged Collins to assist him in managing the units and shows in-

No Passes Again

SEDALIA, Mo., Aug. 14.—As in the two previous years there will be no passes to the outside gates at Missouri State Fair. Everybody pays at the fair, including the governor, the commissioner, the scoretary and all employees, concessioners, exhibitors, performers and musicians.

However, actual members of the press, publishers, editors and their immediate families will be given full courtesies in the grand stand and the Collseum.

DESHLER, Neb., Aug. 14.—Thayer County Fair closed August 6 with largest attendance in years. J. C. Michael's Big City Grand-Stand Circus gave a two-hour performance each evening to capacity business. Free acts and parimutuel races filled afternoon program. W. A. Gibbs Shows were on midway.

At Pomona, Calif.

POMONA, Calif., Aug. 14.-Premiums totaling \$150,000, an increase of \$25,000 over the previous year, are being offered in cash and trophy awards at the 16th annual Los Angeles County Fair here. This announcement is made by Scretary-Manager C. B. Afflerbaugh in conjunction with the work of mailing 20,000 copies of the premium books to as many prospective exhibitors in practically every State in the union and many foreign countries.

It is estimated that there will be between 30,000 and 35,000 individual entries. In addition to the premium books, thousands of pamphlets dealing with some special phase of the fair are also (See PREMIUMS BOOSTED on page 68)

Sent to Mich. Fairs

LANSING, Mich., Aug. 14. — Checks totaling \$40,000, the original allotment of State aid for payment of premiums at community fairs, were mailed from the office of the State department of agriculture August 5. This amount will represent \$80,000 in premiums which are paid on a 50-50 matched basis with State and local funds. A total of \$100,000 will be granted by the State before the fair season has been completed this year.

The full amount of scheduled State aid, representing \$100,000, was made possible thru a grant of \$50,000 by the State emergency appropriations commission after the Legislature cut the amount in

The largest allotment will be to the Saginaw County Fair. State funds of \$6,500 have been made available. The Ionia Free Fair will draw the second largest allotment, \$4,200 to match an equal contribution by the management to pay premiums for exhibitors.

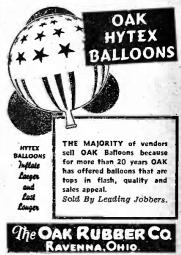
Other grants include Alpena, \$1,500; Belding Horticultural Society, \$225; Coldwater, for Branch County Fair, \$1,000; water, for Branch County Fair, \$1,000; Calhoun County Fair at Marshall, \$3,500; Cassopolis, \$500; Grant, \$125; Ingham County Fair at Mason, \$1,000; Jackson County Fair, \$3,000; Fetoskey, \$800; Oceana County Fair at Hart, \$1,000; Berlin Fair at Marne, \$1,693; Washtenaw County Fair at Ann Arbor, \$9,000; Ludington, \$1,500, and Tuscols County Fair at Care, \$2,000 at Caro, \$2,000.

Colorful Indian Exhibit For San Francisco Expo

SAN FRANCISCO, Aug. 14.—Determined to present in a vivid, dynamic and authoritative manner the most colorful Indian exhibit ever staged, the 1939 Golden Gate International Exposition this week announced appointment of seven experts on Indian lore and culture as an Indian presentation committee for the World's Fair.
Switzerland and the Frisco Swiss colony will have its day at the fair, according to Stanton Haight, chairman

of the special events committee.
Dr. A. H. Bitting, director of the Food, Beverage and Agriculture Building, said the big building now has seven exhibitors signed for space. The building will be 175 feet wide and two city blocks long. At each end will be an auditorium for the use of exhibitors, in which motion pictures will be shown.
The Chicago & Northwestern Railway has signed a contract for exhibit space in the Vacationlands Building.

MANITOWOC, Wis.—A special 325-seat section of boxes is being erected before the grand stand at the fairgrounds here for the fair. It will mark the first time that reserved seats are available,



NEELD'S CONCERT BAND

Weeks of August 30 and September 13 Open BOOK THIS ATTRACTION FOR YOUR FAIR.

Permanent Address, Columbia, Tenn.



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.

FOR SPECIAL ONE-DAY RECORD-SMASHER-ALLEN'S TRIPLE BALLOON ASCENSION

THE BOWERY

GREATER TEXAS AND PAN AMERICAN EXPOSITION DALLAS, TEXAS

1937

TONY PASTOR'S **OPERA HOUSE** ROY E. FOX

Master of Ceremonies Sunny and Hazel Fox

McConnel and Moore **Bowery Quartette** CYNTHIA WHITE

Prima Donna CARRIE WEST'S Thundering Herd Laurie Hall Ginger Anderson Fan Dancer

Mildred Owens

McConnel and Moore Jugglers Extraordinary Featured

Compliments Barney Weinstein 25 Klub

Murray Lambert Musical Trio

> FRONT Jack Arnott Coo Coo Dolan Al K. Hali

SIDE SHOWS

DICK STERN Manager The One and Only PARIS PEGGY

NIGHT COURT Judge Roy E: Fox SUNNY FOX—Diamond Lil

Sam Puckett Walter Snow Hazel Fox Joe Mathews Harry Nash Al Martin Phillis De Rita

NAT D. RODGERS & E. W. McCONNELL OWNERS

Carnival Men May Organize

Standardization of larger units and co-operative booking to be discussed at meet

CHICAGO, Aug. 14.—Plans for a combination that would take in some half dozen of the larger carnivals are said to be in the making. While none of the parties concerned will discuss the proposition or give out any information concerning it, it is known that a number of conferences have been held by carnival owners during the last few weeks, and it is probable that there will be a meeting at some central point, probably Chicago, at some central point, probably Chicago, within the next week.

Several reports are current as to the form the combination will assume. One, form the combination will assume. One, coming from an apparently reliable source, is that a co-operative organization will be formed, each show retaining its separate identity but all to be more or less standardized as to size and attractions. All bookings, under this plan, would be handled from a central office to eliminate conflict. It is said that shows could be more economically routed under this policy by eliminating expensive long jumps, also that large savings could be effected in other ways which would permit offering a better class of attractions.

Some such arrangement as is contemplated has long been discussed. Several attempts have been made to get together under some sort of co-operative plan, but they have fallen short of consumation. Necessity for action, it is said, is growing greater year by year, and leaders in the industry agree that something must be done to put their shows on a more substantial business basis.

Plenty Features at Carnivals in France

PARIS, Aug. 9.—Big carnival is that at Mulhouse, running three weeks, with 110 attractions including Scenic Railway, Auto Speedway, Auto Skooters, Preston's animal show, Hollywood girl show, freak and illusion shows. Other important street fairs, with midways grouping from 40 to 70 rides and attractions are under way at Colmar, Tourcoing and Montargis. The big tent circus, Cirque Pourtier, is at the fair in Tourcoing. at the fair in Tourcoing.

Eli Bridge Folk "Make" Fish Fry

JACKSÓNVILLE, III., Aug. 14.—For the 16th time Lee A. Sullivan, Ben O. Roodhouse and other officials of the Big Eli Bridge Company plant, with 25 of their picked employees, motored to the 46th annual fish fry at Beardstown, III., and were banqueted at the Hotel Park dining room with channel catfish at twilight dinner. They then put in the hours until after midnight enjoying the rides and tent theaters on midway of Miller Bros.' Shows.

Messrs, Sullivan and Roodhouse said:

Messrs. Sullivan and Roodhouse said:
"The first carnival our group took in at the annual fish fry was the old Tom Moss Shows. We have never missed a year since then and we expect to keep it up until the last catfish in the Illinois River gives up the ghost and the fish fry folds for good."

Not "Eggs-actly" Right

RAYMOND. Wash., Aug. 14.—Mrs. W. C. Huggins, wife of the owner of the West Coast Shows, is looking for a real seer, one that is a specialist in ducks, the quack, quack kind. It seems that she had misnamed her pet duck. She called him "Oscar" until one morning her husband came in and said, "We will have duck eggs for breakfast this morning." and laid two eggs on the kitchen table, saying at the same time, "Compliments from time, "Compliments from



HERE YOU SEE COMMANDER BARNEY STONE, center left, receiving the HERE YOU SEE COMMANDER BARNEY STONE, center left, receiving the official charter for Mobile Post No. 810, American Legion, Department of Illinois, from Elmer Taylor, Chicago, assistant adjutant of the Department of Illinois. Mobile Post, comprising legionnaires with the Greater Exposition Shows, is the second traveling post ever to receive a charter. The presentation was made at Gary, Ind. Front row, left to right: James Jorgenson, finance officer; Howard Goodlett, senior vice-commander; Barney Stone, Elmer Taylor and Nell Halstead, adjutant of the first district of Illinois. Back row, left to right: William Boyden, chef de gare, Lake County chapter of 40 and 8: Ray Pyatt, commander of Memorial Post No. 17, Gary; Arthur Canty, Chicago, commander of the first district of Illinois, and Charles H. Titus, vice-commander of Glenn Park (Ind.) Post. Forgetting Indiana's stringent closing law, the ceremony was prolonged to such an extent-that the beer and fish fry which was to have followed the charter presentation in a tavern garden near the lot had to be called of.

Elliott's Shows **Buy New Ride**

AMHERST, N. S., Aug. 14.—Frank Elliott's Shows have been having a good season showing in Nova Scotia, New Brunswick and Prince Edward Island. The management has purchased a new wheel from the Eli Bridge Company for delivery the first of September. It is to be used at several exhibitions that the show has contracted in Nova Scotia and is making plans to purchase a new Ridee-O from the Spillman Engineering Corporation. The show carries its own light plant.

The personnel of the show is Frank J. be used at several exhibitions that the show has contracted in Nova Social and is making plans to purchase a new parties and carnivals are in full swing Ridee-O from the Spillman Engineering Corporation. The show carries its own light plant.

The personnel of the show is Frank J. Elliott, manager; Mrs. Frank J. Elliott, that fair had in several years.

secretary and treasurer; Bradley Gould, lot foreman and electrician; Clinker Durant, Merry-Go-Round foreman; Eldon Smith, second man, and Areatha Eillott, ticket seller. Cookhouse, Tom Andrews, Mrs. Tom Andrews and Hookey Purcell. Concession agents, Moss Bowden, Bobbill LeBlanc, Jake Elllott, Judda Gallant, Billy (Bluenose) Le-Blanc, Soaky LeBlanc, Fred LeBlanc, Fox Purcell. Harvey Keating and Frenchy

Ballyhoo Bros. Circulating Expo. a Century of Profit Show

By STARR DeBELLE

Eliboard Publishing Company,
Cincinnati, O.
Ballyhoo Bros.' Shows back in U. S. A.
Land of burled treasurers left far behind and show receipts also far behind
that. Many Mexican full secretaries and
committees looked show over. Altho
they could not understand carnival Eng-

they could not understand carnival English and Agent Trucklow could not understand Mexican Spanish, no interpreters present, the show booked below the border for future dates. Our treasurer will straighten it all out when the payoff comes on their closing nights.

Show arrived back in the States and Gilt, Calif., late Monday night. From all appearances our advance guard resembled the re-enacting of the wild gold rush of '49. Nalled together house cars, men carrying bed rolls, living tops and cooking utensils loaded on Model T's, mattresses and what not cluttered up the grounds long before the train argrounds long before the train ar-

General Agent Lem Trucklow, the first in with his trailer, got off the nut early by washing shirts for the "sticks." Small-town boys carried the water for litho-graph passes that were taken up on the Geek Show three weeks ago. They

AIR-RAID-IOGRAM. EXCLUSIVE CARNIVAL NEWS
William Judkins Hewitt,
Billboard Publishing Company,
Cincinnati Big week for shows' medical staff, as many new showmen were brought into the world here. Expectant mothers insisted on show jumping back to the States to squash all future citizenship arguments. The new heirs to some banners, calllopes and light stringers were delighted with our show. No birth control with our company. Ten born in living wagons, 16 in trailers, 8 in living tops and 30 in train. Show shattered all birth-rate records in carnival history. Pete Ballyhoo ordered public weddings Pete Ballyhoo ordered public weddings

Pete Ballyhoo ordered public weddings stopped.

Office issued orders for the back gate to be sidewalled in immediately after free act is over. This to force the patrons to walk up the midway and give the front end a late play. Big increase in business first night.

Our billing crew now all union. Just signed up with the WPA, Wall Paperers' Association. Special paper was ordered, a one-sheet flat of a big crowd standing in front of the high striker.

Broadcasting this by remote control from girl show laundry department. Must sign off and wash the bosses' car and cook supper for the midgets. Business, big. Weather, ideal. No auspices. Brass plentiful.

MAJOR PRIVILEGE.

Storm Almost Wrecks C-W

Damage of many thousands of dollars done when hurricane hits midway

HUNTINGDON, Pa., Aug. 14.—It seems that Old Man Misfortune continues to dog the trail of the Cetlin & Wilson Shows on its present season's tour, exampled here Thursday when a 15-minute hurricane hit the midway in the early

During this tirade by the elements damage of unestimated thousands of dollars to show property was done. The entire midway suffered as the result of the most severe storm this show has ever encountered in its long years of existence.

The sun was shining until suddenly a dark cloud appeared and threw a tor-rent of rain and wind, the latter of such force that it blew Willis Johnson's Illurorce that it blew Willis Johnson's' Illusion Show completely off the lot. All that was left standing were the front poles as mute sentinels to the destruction that had just been done.

tion that had just been done.

Other damage was the wrecking of the big top of the Streets of Cairo, a portion of the Paradise Night Club Revue and a great number of concessions, side walls, costumes and other properties.

Izzy Cetlin and John W. Wilson, coowners and managers of the shows, immediately placed orders for new canvas for delivery at Blairsville, Pa., where the shows open Monday for a week's engagement.

Commenting on the situation as the result of this disaster, Manager Wilson said: "Regardless of the unfortunate season that has been beyond our control, I am confident that the fairs we are about to play, using Harrington, Del, as a yardstick, will more than make up for the losses our show has sustained. The show must and will go on."

Page Shows' "Kids" Organize Own Club

BICKNELL, Ind., Aug. 14. -GOOdfellow Club was organized by the youngsters of the J. J. Page Shows at Princeton, Ind. Their first show was staged in the revue top and was approved by all who witnessed the performance as by all who winessed the performance as worthy of a place in regular theaters. In the cast were Aretta Jackson, Dorothy Lee Page, Janice Borror and Mary Johnson. Each one is really a good singer and dancer. The minstrel band furnished the music and a neat sum was realized.
Everyone on the show was present. Mrs.
R. E. Savage, secretary of the show, is
their coach, adviser and treasurer. It
is their intention to give performantes
every other week for balance of season.

Sloan Buys Thurston Museum; Revamps Show

CHICAGO, Aug. 14.—Lee Sloan, owner and operator of Sloan's Showeteria, who recently purchased Harry Thurston's museum here reopened the spot Monday as the Nickelodeon. Building has been entirely remodeled and Sloan imported several new acts for features plus two annexes for the new museum. Business started out briskly, Sloan said.

Veteran Strong Man Now Listed as Chorus Man

PHILADELPHIA, Aug. 14.—"Spike" Howard, veteran strong-man attrac-Howard, veteran strong-man attraction who used to pull packed autos around with his teeth for side show ballyhoo, is directing his talents to another branch of showdom. When Bunks, Bullets and Babies, the new Pennsylvania Federal Theater Project's revusical, now in production, makes its premiere "Spike" will be seen as a member of the male dancing chorus.

american Carnivals Association. Inc. By MAX COHEN

ROCHESTER, N. Y., Aug. 14.—Because we were engaged with a matter of political activity during the last week, due notice of which appeared in the last que nouce or which appeared in the last issue of *The Billboard*, we had to forego for the present the pleasure of a personal visit to Mighty Sheesley Midway, Inc., as planned and previously announced.

Instead we were fortunate in having our associate for the State of Indiana handle the visitation for us at South Bend, and he reports that he received a most cordial welcome and spent a de-lightful day and evening with the show in our behalf.

The report further states that our associate gained the impression that the Sheesley organization presented the greatest show that he had seen in many years, with a display of fireworks that was great.

The report also contains very favorable comment on the fact that preceding the opening of the engagement Mr. Sheesley had as his dinner guests all of the newspaper men of the vicinity and conducted them personally around the midway. We feel that this is an excellent suggestion for others to copy.

We are still hopeful that we may be able to find time during the breathing spells of an election campaign to visit the Sheesley organization and renew old acquaintances as well as see many features which our associate has indicated are available.

Applications for public liability insurance continue to arrive and as soon as 10 applications have been filed and allowed the coverage will be available. In the meantime the carrier has been busy completing details of the adjusting and engineering features and we have been in personal contact with the proposed company which plans to handle this portion of the work.

It's Going Good for **Tri-State Shows**

DETROIT, Aug. 14.—The Tri-State Shows, operated by Charles J. Ziegler and Louis Margolls, opened the second week of their engagement for College Park Post, American Legion, Tuesday night, moving to a new stand at Buffalo and East Six Mile road. The original engagement at Rosedale Court and Oakland avenue, proved a very good week despite rain opening day. Fair weather the remainder of the week was the cause of considerable buildup in patronage over of considerable buildup in patronage over

recent weeks.

The opening night on the new stand brought an attendance double the first opening night, setting a record increase of the season for this show.

Major Scott, well-known advance man, joined the shows last week in the same capacity, coming from Missourl. New agents appointed to the new stands opened by Louis Margolis on the midway include Leo E. LaRtue, blanket store; Johnny Weiss, grocery wheel; Sammy Levy, clock wheel, and Jack Mansfield, ball game. New monkey motordrome has been added.

The Six Mile road lot proved one of

has been added.

The Six Mile road lot proved one of the roughest played this season, in

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It is safe to predict the Showmen's League of America will be here long after we who are here today are gone. This must speak volumes to the thinking showman. Become a ground layout, but was dry and well drained. Even the many humps inevitable on the crowded midway could not keep people away; in fact, Mrs. Charles J. Ziegler remarked to *The Bill-board* correspondent. "The rougher and tougher the lots are the better business we seem to do."

Showmen's League 165 W. Madison St., Chicago, III.

CHICAGO, Aug. 14. — Membership drive is going along at great rate. Applications received during the week are for Paul Flannigan and Harry Rubins, credited to John W. Galligan; Herman Rudick, credited to Frand D. Shean; Chester A. Wedel, Barney Orkline, Herman Aarons, Harland Brady, David Friedenhein, Emmett Barfield, Raymond Hinckley, W. J. Winslow, Saul Salsburg and John J. Hirschman, credited to Morris Lipsky; Frank West, Peter C. Cobb and Raiph P. Flannigan, credited to Fitzie Brown. to Fitzie Brown.

to Fitzie Brown.

The standing in the drive to date is Morris Lipsky, 48; Fitzie Brown, 37; Frank R. Conklin, 28; Frank D. Shean, 10; Sam Feinberg, 18; John W. Galligan, 7; Dodson Shows, 4; Hennies Bros.' Shows, 4; Sam J. Levy, 3; M. J. Doolan, 3; E. O. Velare, 4; Irv J. Polack, 3; Fred-H. Kressmann, 2; H. A. Lehrter, 2; Harry Russell, 2; Rubin Gruberg, 1; John A. Sbarbaro, 1; Joseph J. Allen, 1; Oscar Bloom, 1; Charles H. Duffleld, 1; Harry Calvert, 1; George Hirschberg, 1, and Fred W. Sims, 1. This total is ahead of last vear and rapidly increasing. of last year and rapidly increasing.

Dues paid during the week were from Walter D. Nealand, Harry P. Martin, Al Kaufman, John A. Prichard and Frank D.

Rauman, John A. Frichard and Frank D. Shean.

Secretary was out on two pleasant visits during the week. First with the Sheesley Midway at South Bend, Ind., then accompanied by Brother Lou Leonard to Hennies Bros. Shows at La Crosse, Wis. Both of these shows are planning Cemetery Fund Benefit shows; Hennies will hold theirs at Detroit on September 9, and Sheesley ere Labor Day as they get further south. Other shows that have signified their intentions for shows are Rubin & Cherry at Buffalo; Mel Vaught Shows, date not set, and Johnny J. Jones Exposition, date to be set later.

Past President Ernie A. Young writes that he will be pleased to co-operate by furnishing talent and in any other way possible with any show holding these affairs where his attractions are booked. This shows a fine spirit and is one of

This shows a fine spirit and is one of the things that helps push the league

forward.

We are pleased to report that Brother Harry and Mrs. Hennies have both improved sufficiently to be up and about. Brothers Alvin Freel and R. W. Rocco are still confined at the American Hospital under care of Dr. Max Thorek, Late reports tell that Brother Bob Brumleve is in a serious condition.

Brother Harry Paul has been confined at Washington home. Brother Jimmy Claire has been into the hospital for an X-ray of his injured shoulder.

Mr. and Mrs. Rubin Gruberg, also Mr. and Mrs. Fred Beckmann, spent a recent Sunday in Chicago. Brother Dave Robbins and William Walper, of the B. & G. Shows, in town for a short vacation.

Visitors at the rooms were Jack Pritchard, Charles H. Hall, Larry O'Keefe,

Vistors at the rooms were Jack Pritchard, Charles H. Hall, Larry O'Keefe, Harry Coddington, William Young, Charles Levine, Barney Orkline, E. H. Parker, Lou Leonard, J. C. McCaffery, Irving, Malitz and Julius Wagner. Brothers Sedimayr and Veiare advise that in addition to the big benefit held at Tampa in the winter the Royal American Shows are planning a couple more such affairs. Sol's Liberty Shows will hold one at an early date, as will Oscar Bloom's Gold Medal Shows, Pleasant letters received during the week from Nat Hirsch, Al Kaufman, Frank D. Shean, Al Rossman, John W. Galligan, Fitzle Brown, Morris Lipsky and Fred Beckmann.

Mrs. Vern Newcomb writes that Brother Verne is doing as well as can be expected and making a valiant fight after his recent operation. This is indeed pleasant news to his many inquiral prothers.

deed pleasant news to his many inquir-ing brothers. Why not drop him a line of encouragement? The address is Veterans' Hospital, Tucson, Ariz. Brother J. A. Darnaby, please note.

Great Lakes Exposition Midway

CLEVELAND, Aug. 14.—Winterland has another pair of newlyweds. . . Malcolm V. Lomax, technical director and general manager for Harry P. Harrison's enterprise, was married in Ripley, of Cimerica on August 5, some 130 miles. . . . First on August 5, some 130 miles. . . First romance recently was Walter Arian, skating director, and Edna Lynn Schaffer, skating ballerina. . . In each instance couples met since Winterland was staged here.

Associate Director Peg Willin Hum-phrey is an elephant connoisseur, col-lection ranging from alabaster, jade and ivory to cheap composition. . . Herman Pircher, of Show Boat and Alpine Village, sports a California beach outfit Village, sports a California beach outfit given him by Johnny Weismuller.

Archie Blyer, who conducts Stubby Gordon's Band for Aquacade performances, uses dumb-bells and Indian clubs to keep fit. Norris (Corky) Kellam, high diver there, weighs 331 pounds and holds world's endurance swimming record. One hundred hours, 17 minutes and 40 seconds. True York, daughter of Rose King and Chic York, of vaudeville fame, toined Ploneer Palace. of vaudeville fame, joined Pioneer Palace.

or vauceville rame, joined Ploneer Palace.
Florence Dahlman is secretary to General Director Lincoln G. Dickey. Al Morgan is of promotion department.

Beb Crosby brings his band to Aquacade Tuesday to follow Isham Jones.

Lee Blatner, of French Winery, is building a miniature cocktail bar to promote his new drink, "Happy Landing."

John H. Gourley, manager of Streets of the World, reports complete sellout of kerchiefs of all nations since Eleanor Holm Jarcett started tions since Eleanor Holm Jarrett started wearing them as headdress.

wearing them as headdress.

Clif Wilson, was visited this week by his mother, Mrs. T. J. Fleming, accompanied by Mr. Fleming. They will continue on to Florida after completing their survey of exposition and viewing features. . Visitors who mixed business and pleasure were Mr. and Mrs. P. T. Strieder, from Tampa State Fair, and Samuel Olson, Montana State Fair, and Samuel Olson, Montana State Fair. They paused at Administration Building to interview Associate Director Almon R. Shaffer and Frank D. Shean, assistant director of concessions and amusements. . Montam Frank McCray, formerly with Buffalo Bill, visited. . . Jackle Coogan, Lila Lee and Thaya Poster, here with Coogan's Movieland Hit Parade band, called on Isham Jones and Stubby Gordon at Aquacade.

Mr. and Mrs. Dan Weber visited

with Coogan's Movieland Hit Parade band, called on Isham Jones and Stubby Gordon at Aquacade.

Mr. and Mrs. Dan Weber visited Thursday. Weber, in charge of mechanical end of The Billboard, was in Cleveland to attend convention of International Association of Printing House Craftsmen. . . Coogan and his bunch played for dance of association Wednesday. . . Charles Diehl, diving star, has quit Aquacade for Cleveland Rams, pro football team. He was Southern California guard in 1933 and 1934. . Al Flatico, who worked tables in character, has advanced to role in Hargtave & Reicher's The Drunkard. . . One-Eyed Connelly is sticking around devising new means of crashing exposition gates.

Pioneer Palace Notes: Ila Grannon, of Jones and Grannon, introduced In the Shade of the Old Apple Tree 30 years ago. . : Billy Hess, Swiss bell ringer, traveled with Doc (Diamond Jim) Logan's medicine show. . Eddie Eddy, who plays one-string violin with Lulu Bates, was doing his crying stunt 17 years ago. He holds patent on glasses which shed three pints of water a cry. . Melva Sisters, who play tunes on whisky bottles, are in a movie short. Rush Hour Rhapsody, just released.

Dorothy L. Howell, 11 years old, Flushing, C., was given a plaque on Ohlo Homes Day as youngest most consistent bank saver. Total is \$1.570 . . Paul Yee, who manages Chinese Novelty Shop in Streets of the World, holds two honorary keys from alma mater, Pitt University. . . Busiest girl on grounds Wednesday night was Helen Barbara Santa, in Nautycal Revue of Cleveland Art Club and Cleveland Display Gulld at Show Boat. . . She was cigaret girl, solo dancer, revue player and in closing tableau.

Mrs. Henry Armetta, wife of movie conedian. and her dauphter visited

Mrs. Henry Armetta, wife of movie comedian, and her daughter visited comedian, and her daughter visited Tuesday while Papa Armetta made per-sonal appearance at Youngstown. Syl Rellly, magical dealer and mentalist, accompanied by Mrs. Reilly and her sister, Mrs. E. A. Butler, and two sons,

Edward and Robert Butler, came from Columbus for two days. . Al Rossman reports big business in his hand-writing concession. . Frank Price, representing Arthur Luthi Sign Company, was absent the control of t representing Arthur Luthi Sign Company, was absent this week, called to Detroit by death of his brother, killed in a motor accident. . . . Clif Wilson reports 65 baby monsters born to a mama Florida snake this week. All doing well. . . Charles Paige visiting Mr. and Mrs. Frank D. Shean, coming from Parls, where he built riding devices, accompanied by Charles F. Shade, of Milton, Pa., his nephew, and A. Vaszin, president-secretary of National Amusement Device Company.

Manager John H. Gourley is surveying his International Circle Vaudeville this week with Lazar and Frances, Russian

week with Lazar and Frances, Russian dancers; Victor and Yvonne, adaglo dancers, held over from last week; Helen dancers, held over from last week; Helen Hughes, acrobat; Dugan and Hadley, comedy knockabouts, and Emil and Leone, teeterboard novelty. . . . Cleveland magicians participate in big program today, offering a three-hour show at theater in May Company Playgrounds. at theater in May Company Playgrounds. Slated are John Havlin, George Holland, Stu Cramer, Dr. Harry Burger, John Gordina, Harold Becker and Hans Liley. . . Bill Hays, press credentials chief, has been under weather for past week due to heat and The Drunkard has missed his stooging. John D. Lippy, Washington magician, substituted with much success. much success.

Much success.

Herb Fickes, Goodyear blimp publicity head, is taking hair treatments in Hall of Progress seeking to cure sinus trouble.

Sammy Berk, former band leader, is thumping a piano on one of Morris Goldstein's Hum-all/concessions. Aaron Stelger, International Cafe in Streets of the World and soft-drink stand operator, sports a college key, too. It's a Phi Bets Kappa. . Margaret (See GREAT LAKES on page 51)

Hutton and Willis, "Whale" Men, Vişit

CINCINNATI, Aug. 14.—M. C. Hutton and M. E. (Buddy) Willis, of the Pacific Whaling Company, were here yesterday on railroad matters incident to the

whating Company, were here yesterday on railroad matters incident to the movements of the Marine Hippodrome, which is known as the No. 2 unit and is installed on one 72-foot flat car. Hutton is an associate of Anfenger in the activities of the whaling company, and Willis is general agent for this unit and has been associated with the organization off and on for a period of five years. They left for Cleveland on businessness connected with the routing.

During a visit to The Billboard office Willis stated that he closed as special representative of the Beckmann & Gerety Shows following its engagement in Janesville, Wis., recently. In speaking of his association with Fred Beckmann and Barney S. Gerety, he said: "They are real showmen and among the finest men in the business and our association was in the business and our association was most pleasant at all times during my connection with their shows. I gave the usual two weeks' notice but worked another week afterwards, which speaks for itself as to our parting relations."



GIRL SHOW WANTED

CARO, MICH., FAIR, AUG. 23, TO 27. Must be good flash and operated under supervision of Fair Association. Address inquiries the

F. E. GOODING AMUSEMENT CO.

TRUCKS

AUTOMOBILES - MOTORIZE YOUR SHOW CHARLIE T. GOSS

with STANDARD OHEVROLET CO., EAST ST. LOUIS, ILL.

SAM SOLOMON writes:

"The Twin BIG ELI'S were top money with us this week."

This Du-Plex Unit is a brand-new one using two 1987 Model No. 5 BIG ELI Wheels, each equipped with an ELI POWER Unit for dependable operation, Why not a Du-Plex U nit for TOUR fair dates? Write for information



ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, Jacksonville,



30 in, in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,

\$12.75

BINGO GAME

BINGU UAME
75-Player, comuplete, \$6,26.
Send for our new 1887 Cetalogue, full of
new Games, Dolls, Blankers, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons,
Paper Hats, Favors, Confetti, Artificial
Plowers, Novolties
Send for Catalog No. 187.
CANES Heavy Convention Walking Canes.
Plack Manogany Finish.
Plack Manogany Finish.
Price per Gross, \$21,00.

SLACK MFG. CO.

BD 124-128 W. Lake St., Chicago, Ill. \$2225

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937.

NEW DREAM BOOK

NEW DREAM BOOK
120 Pager, 2 Sets Numbers, Glearing and Pol107. 1200 Preams, Bound in Heavy Gold
Paper Govers, Good Quality Paper, Sample, S0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound.
Samples, 25c. PPTIAN F. T. CARDS. Answers
All Questions, Ludy Numbers, etc., 35c.
ZODIAO FORTUNE CARDS, Fine Set of 30
Gords, 35c.

Dards, 35c.
properts Made to Your Customers Under Your
cel. No checks accepted. C. O. D., 25% Deposit.
name or ads do not appear in any merchandise.

SIMMONS & CO. 19 West lackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

RUDDHA PAPERS—SUPPLIES

DUDINA FAPERS——SUPPLIES
1937-38 Astro Forecasts and Guldes.
uddha Papers. 1-4.7 and 35-page Rendings. Zodise
isplay Charts. Horoscopes in 11 etries. Apparatus
that Campa. Books. Graphology Charts.
New 140-7age CATALOGUE now of the press.
lost comprehensive line of Apparatus and Supplies
the World. Catalogue, 30c. None Ires.

NELSON ENTERPRISES
188 8. Third Street,

Dietz Money-Getters

Gandy Floss Machines..., 100.00 Many Others.

A. T. DIETZ CO.
2144 Madison Ave., Toledo, O.

POP CORN FOR SALE

Jap Rice and Golden Bantam, in bag lots, extra good quality and low prices. J. L. ALBERT

INSURANCE

OIRCUS, RIDES, TRUCKS, CARNIVALS.

CHARLES A. LENZ

CONCESSIONS — SHOWS

Grind Shows for fair dates. Musicians, Performers for Mustrel.

Salary from office. Concessions, Novelties, Palmistry, Ball Games, Bumper, Bowling Alley, Fishpond; others come on. Picture Machine at once. Griddle man wanted. Springfled, Tenn, this week. Fairs start next week at Gallatti, Tenn. A show that has real money fairs. READING UNITED SHOWS.

Midway Confab

By THE MIXER

JOHN D. KILONIS—How is everything going on with the New England Shows?

IF YOU enjoy your work you are getting along pretty good.

ARCHIE CLARK-What about Clark's Greater Shows?

MRS. FRANK STEVENS, communicate with Mrs. Charles Hibbert.

C. R. NEWCOMB, press agent Dee Lang Shows, writes straightforward copy as a show letter.

Twinkle, twinkle, you bright little Star, I wonder where the others are.

L. E. (ROBA) COLLINS, press agent Curl Greater Shows, cards best wishes to The Billboard from Union City, Ind.

WHEN IT comes to Florida General Agent Robert R. Kline seems to be in

C. W. COMPTON cards from Brazil, Ind. "Been in the hospital for some time but out now. Am an advance agent."

EVER NOTICE how form-conscious some of the present-day dancing girls with carnivals

ALL EYES of the outdoor show world will soon be focused on the Canadian

WILLIAM J. GIROUD—What is doing? with F. H. Bee Shows working on front for Louis-Louise show."

EARL letters from Hamburg, N. J.: "Now with Heller's Acme Shows playing New York and New Jersey. My concessions are doing better east than they did in Central States.

HARRY E. BENTUM, now press agent for Endy Bros.' Shows, will be at the Ohio State Fair with Bench Bentum's diving act as its announcer and will later return to the shows.

WONDER WHAT the alibi for the golngs-on on the midway at Verdun, Quebec, Can., is? Why not, "just another local political matter!'

ERELINE ROGERS cards from Jefferson, O.: "Jimmie Rogers with his midway cafe is doing good. Look for better business at fairs. Shorty Murray joined. Good luck to The Billboard.

EVA PERRY letters from Butte, Mont .: "Left Yellowstone Shows. Closed in Salt Lake City, Utah. Had a big week there with my girl revue. Joined Piccadilly Circus, playing Butte to good business."

BESSIE BESETTE letters from Cheyenne, Wyo.: 'Joined Marie LeDoux All-Girl Side Show on C. F. Zeiger Shows six Engagement has been very

THIS SCENE SHOWS A PORTION OF THE GOODMAN WONDER SHOW, which photo was taken during show's recent engagement at Bismarck, N. D. Note the background showing the Big Eli Wheels towering over the other attractions and in front, Joseph Goodman, son, and Maz Goodman, right, who this season is sponsoring his conception of the "Carnival Ideal."

National Exhibition and J. W. (Patty) Conklin's midway attractions at Toronto.

FASHION PLATE SHOWS. Let us have one with clothes presser, barber, bootblack and manicurist and make it imperative that the help patronize them.

WONDER WHAT W. H. (Bill) Rice can be doing in Brockton, Mass. One week he is in Salt Lake City, Utah, and

PEOPLE LOOK for results in amusement as in everything cisc. If they are not entertained properly they get sore, naturally.

BECKMANN & GERETY put over the first big mid-season benefit show for the Showmen's League of America at Rockford, Ill. Who is next?

C. F. ZEIGER SHOWS sent in a route card from North Platte, Neb., showing the organization's dates into late Sep-

WONDER WHAT became of "Old Man of the Mountain" who once had a carni-val in peaks and dells of the New Eng-

PICK UP your feet and lay down your brains and you just as well be standing still,— Wadley Tif.

DAVID LOGSDON cards from Russell Springs, Ky.: "Been with John R. Ward Shows two consecutive seasons. Now

FIGHT FOR the right of the legitimate merchandise concessions to work and pass up the other kind. Be a showman or else.—Wad-

J. C. McGOWAN cards from Mooresville, Ind.: "Have parted amicably with F. W. Miller after being with him as secretary and general all-round man for the better part of 12 years. Am now doing a little freelance hop-scotching.

H. M. GOODHUE—What are you squawking about now? You invented the Fountain of Youth style of show and Red Onion gave it the title. Ain't that something to be pleased about?— Soapy Glue.

MANAGERS—Kindly send in the route of your shows with title listed as it is on your letter heads. Exactly, please. It will aid proper listing, which The Billboard believes you desire. It will be appreciated by the Route Editor if you will comply as requested. Many thanks,

STEVE HENRY—Take this tip. Men, who are working for the good of "Brother Showmen" never expect to get any appreciation for their services and they are not therefore disappointed in not receiving any. Gosh darn it!

AIN'T A "GEEK" show a fine attraction to give the mayor, chief of police, high sheriff,

newspaper editors and heads of churches a

LUDY KAESER reports from Bicknell Ind., that he is manager of Hollywood Girl Revue with J. J. Page Shows and that he has Mildred Romaine. Mrs. Helen Kaeser, Peggy Levi and Virginia Caplinger in the company.

WILL WRIGHT, general manager Golden State Shows and president Pacific Coast Showmen's Association, letters from Placerville, Calif., that the weather has been hot last few weeks and that business is very satisfactory.

SEEMS THAT Charles Clark's 16-piece SEEMS THAT Charles Clark's to-piece brass band is the largest in the carnival business this season. Bands are a good thing to have with an organized carnival, as all people of every nationality like music.

CAN YOU imagine a man getting sore because the fact that he wears a big hat is not mentioned continuously in print?—Wadley Tif.

PAUL WADE, agent, what about Clint's Exposition Shows and the statement that Elane's Exposition Shows had to take care of a number of its ride boys who were stranded in Brownsville, Pa., and went down the river to Stocksdale, Pa., for help?

THE BILLBOARD Fall Special Number will be dated August 28. All copy in-tended for that issue MUST be in the Cincinnati office Thursday afternoon, August 19, aff intended for publication in the Carnival Department. Thank you, NEWS MEN.

JOHN H. HOBDAY, secretary Golden State Shows, letters from Placerville, Calif.: "Thank The Billboard for the Cain: Thank The Buttown for the nice manner in which it has handled our weekly show letters. Mrs. Ethel Mc-Donald handles the paper on the shows and is pleasing one and all."

SPEAKING of colonels, majors and captains in show business: It is a cinch that they were not born colonels, majors and captains and were not christened nor baptized with titles like these. Think it over. In America men are Tom, Dick, Harry or whatever their names are

A CONCESSIONER SAYS: "Speaking of the 'change,' most of us in the game would wel-come it. Meaning to merchandise and the 'change' in money that goes with up and up operations."

MARLYN FRANKLYN letters from High Point, N. C., that she is wondering whatever became of Jimmie Miller that had girl shows with several carnivals in the past, including the one operated by the late E. S. Corey. Success to The Billboard, she concludes.

DO NOT blame The Mixer if he can-not read your writing. In a majority of the cases if your items are not printed it is because no one in The Billboard effice can make out what is sent in. Please try to do better. Kindly use typewriter when at all possible.

J. M. CODY cards from Jamestown. N. Y.: "Here because of illness in family. Visited Bantly's All-American Shows Business seems good. Herman Bantly and General Agent Rosenberger said business was better than last season and the show looks it."

PRESS ACENTS, please do not write your copy with a lead pencil or pen. Tell the boss you need a typewriter. Be press agents like those with the big carnivals. Some of you are disappointing in your copy. Cheer up!

F. J. BLIGH cards from Champaign, Ill.: "Men talked for years without loud-speakers and grossed more money than some gross today. For instance, Gene Milton, Shanty Mahoney, Ed Mahoney, George Hennessey, Bert Bowers, Tom Scully, Joe Bordeau and Elsie Oalvert.

EUGENE C. COOK, secretary of Majestic Exposition Shows, writes from Cookeville, Tenn., that he has been sending writeups and handling The Billboard sales on shows since the days of the Jarvis & Seeman Shows, some 22

EDITH YOUNGER letters from Ellsworth, Mc.: "Have Beauty on Parade girl show with A. H. Perham's Pine Tree State Shows. Company composed of Mary Wells, Blanche Blane, Clayton Smith, William Seekivis, Leddy Souci, Sadye Hewitt and Babe Marston."

ASTUTE MENTAL MAMMOTHS: There are many very interesting people in the world but very few that are really important, and what is it that makes some of them think they are?—Soapy Glue.

Tailless Mouse Sings Like A Bird and Ballyhoos Bingo

Doc Waddell, who now terms himself publicity engineer for Morris Miller, is at least original with his stunts. From Beardstown, Ill., he reports that Mary Bowen, bingo operator with the shows, captured a tailless mouse that sings like a bird. He goes further and says that Mary has it in a bird cage as a ballyhoo and that it attracted throngs of people to the bingo game and that the newspapers gave it pictures and described it in detail. This is getting by, but if Doc ever sends in that he has discovered a hippopotamus that plays a piccolo he is going to be out of luck as far as space is concerned.

WILLIAM LOFSTROM cards from Edgerton, O.: "Sixteen days and nights at Muskegon (Mich.) Centennial to practically, capacity business. Two baboons added to troupe. Show now has 18 monkeys and 3 baboons. Great season so far, but cream is yet to come."

MERRY-GO-ROUND operators — What is the right price to charge for a ride on a Merry-Go-Round? Surely it is not two rides for 5 cents or a ride on the 4'Jinny" and three other rides for a dime.

L. C. McHENRY, owner Crescent Amusement Company, letters from Cherryville, N. C.: "Everything going along okeh. Have 4 rides and 15 conces-sions. L. McAbee, well known as a gen-eral agent in the South, has joined in that capacity."

MRS. P. E. LOVE cards from Green-ville, Miss.: "Mr. and Mrs. Phillips Love and baby, formerly of West Bros.' Amuse-ment Company, and Dare-Devil Jack Love are on the road again, doing good in Missispipi Delta with plaster and yard novelties."

CRAVY TRAIN: Ride boys—better tell the office to hold back a little of your pay each week now until the season closes. Salt away a few bucks each week so you can put on a real front when the band plays "Home, Sweet Home."

HOMER R. SHARER (Roberta-Roberts) cards from McKees Rocks, Pa.: "Have Jackle Bots contracted to appear with Roberta Show, with West's World Wonder Shows. H. A. Todd is handling the front with new loudspeaker set. Business is better than last season."

GENE DEAN has about the finest bingo game in the business. Seats 176 at four alleys of tables. Carries \$10,000 stock of merchandise for the customers



MRS. C. E. (PEARL) BARFIELD, MRS. C. E. (PEARL) BARFIELD, wife of the well-known owner and manager of Barfield's Cosmopolitan Shows. Photo taken recently in New Orleans, where she is now resting up on doctor's orders as the result of on actors orders as the result of an auto accident during the show's engagement at Paintsville, Ky., Fourth of July week. Infuries to her husband and secretary were slight but she had to remain in the hospital at Hazard, Ky., for some weeks. to select from. He is another Art Lewis associate and Art seems to get 'em somehow .- Dick Collins.

IF A SHOW IS GREAT it can always find a good route. There are a large number of carnivals, leaders in the field, and not a single one of them have "Great" in any way connected with their title. These carnivals are "Great" on the lot—not on letterheads or billboards.

IN YEARS to come some of those parasites who are now taking jitneys away from kids are going to regret it. Those that did it before them have most all died without a dime or else they are so crippled in mind and body that they are no use to themselves or anyone else.—Tillie Few Clothes.

BOTTLE FOUND: Charles Lindy Griffin letters from Riviera, Fla.: "Found a bottle that had a note in it which a bottle that had a note in it which said that it was thrown in the ocean February 12, 1936, at Palm Beach Camp by Mrs. Robert Noell and Jean Dutcher. It was recovered at end of Singer Bridge, Riviera, July 28, 1937."

ONE AND TWO-WORD titles are best for individual carnival shows, it seems, "Mysteria" about titles a magic or illusion show. Remember what successes the "Red Dome," "Aimee," "Mamie," "Nomia," "Lunnette," "Bosco," "Friby" and several other one-name titles week.

ELMER C. VELARE, business manage Royal American Shows, writes that i was a real windstorm at Saskatoon, Sask and did a lot of damage, but the re-



A HAPPY SHOOTING GALLERY FAMILY: This photo was taken on the midway at the Muskedon (Mich.) Centennial, a recent sponsored event that scored a marked success during its 16-day run. In front of the gal-lery, left to right, F. J. Koske Johnny, Benny and Mrs. Koske. Koske.

building is going on and everything will be back in shape. It is a safe bet that while getting back in shape that Royal American will make some improvements.

J. A. SCHNECK, general agent Western States Shows, letters from Trinidad, Colo.: "Play Ganon City, Colo., in place of Alamosa. Frequently run into repertoire and small carnivals on my trips who are interested in The Billboard. Bobbie Hyman sells plenty copies on our shows every week." J. A. SCHNECK, general agent Western

SPEAKING ABOUT Colonels, Majors, Captains and other ranks in show business, let's have some Lieutenants, Corporals and Privates The President of the United States is its highest ranking officer, but no one has ever heard of any of them signing themselves as colonels, majors or captains. Now have you?

A PROMINENT general agent writes to ask where John Alexander Pollitt is and concludes by saying that he sees him about every 15 years. Now see: He has seen John Alexander only three times in his life, for surely he is not over three times 15. Wonder where John A, is to-

J. W. (GOOGS) NORMAN cards from Portland, S. D.: "Joined Doc Capell with Henry's Attractions. Have three concessions and am quite satisfied. Making two to four spots a week almost like a circus. We have no time for jab-jab at the cookhouse as everybody is kept busy. Crops out here are fine."



DAVID CHRIST, DAVID CHRIST, owner Christ United Shows, was born in Wuert-temburg, Germany, in 1866. He has been in the outdoor amusement business for 37 years and made a marked success as a riding device operator prior to becoming a carnival owner. In the management of the show he is ably assisted by his son Fred, who also achieved results as a ride man. owner

MR. AND MRS. JACK JORDAN (medi-MR. AND MRS. JACK JORDAN (medicine showfolk) card from Richmond, Va.: "Driving down Highway No. 1, 70 miles from Washington, D. C., we stopped at the Red Robin Tourist Camp. It is operated by Thomas Burns, formerly with W. H. Smith's side show. In front is a big sign "Troupers Welcome."

A BEAUTIFUL SIGHT: Attendants of Dig-A BEAUTIFUL SIGHT: Attendants of Diggers lifting up little children high enough
so they can drop their last nickel into the
slot. MEN SHOULD BE MEN and play
for adults only. If they were men they
would do that and leave the poor little kids
alona. You ask why your diggers cannot
work. Playing for kids is one reason. Moral:
You never saw a "yollow" horse win a race.

IRA J. WATKINS, former motordrome operator and rider and for past many years had animal acts with circuses, has returned to the carnival fold. He passed thru Cincinnati recently en route to Huntingburg, Ind., to present his at-tractions as his start of the carnival

FAY RIDENOUR, press agent West Coast Shows, letters from Raymond, Wash.: "Been busy around the show painting and fixing up. Business has been very good for the past several weeks. My typewriter has been very badly educated. It refuses to spell correctly and when it comes to a hard word it jumps over it."

MANAGERS and press agents: Look out for those phony guys with phony press cards who go moothing on show lots with allibis of being newsmen out of work. They generally claim to be ill and will start to tell you what newspapers they worked 20 and 25 years ago. Naturally you will feel sorry for them, but it is not well to account to the hourse. not well to encourage such bums

GOOZY GOOZY, the celebrated muffinstat, has joined the Great Stratosphere Shows. muffinstat is a man who thinks the world owes him a living, but he is not at all willing to help the Dear Old World give it to him. to neip the Dear Old World give it to him. Stratosphere Shows are the kind that "go-up" without notice, and to my way of thinking Goozy Goozy has made the proper connection.

—Soapy Glue.

JUDGE JOHN E. CHAMBERS, president Yell County Free Fair, Danville, Ark., letters: "Contracted West Bros.' Amusement Company. This is second year that we will have this carnival and it was the good showing made last year that prompted us to accept it again



WANTED TO BUY

Several used BIG ELI Wheels in any condition. Must be reasonably priced for

ELI BRIDGE COMPANY



OCTOPUS

Erected in 1 Hr., 29 Min., by Dyer's Shows. Lena, III. "New 'OCTOPUS' Ridc arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman Elisworth McAttee and his crew started unloading, the ride was in op-eration."

SALEM, OREGON

EYERLY AIRCRAFT CORP.,

ABNER K. KLINE, Factory Representative.

for our fair. Good wishes for the continued popularity of The Bulboard."

JOHN NELSON, writer and arranger JOHN NELSON, writer and arranger of descriptive advertising, says on a circular: "Unless clients have something of unusual merit and are willing for me to thoroly investigate as to the absolute accuracy of every statement made I do not accept employment, as while salient facts are emphasized nothing is ever ex-aggerated."

EDITOR A. G. HARTMANN and Associate Editors Claude R. Ellis and Bill Saobs of *The Billboard* went to the Great Lakes Exposition, Cleveland, and came back to Cincinnati with high praise for Billy Rose's Aquacade spectacle. Now when they speak of a show as it, it must be it. Watch out for Billy Rose if a should invade the grand-stand show

TO THAT FELLOW who wants a list of the important people in outdoor show business: We can give you one of a lot of people who think they are that. Will say, however, that there are plenty of very important people in outdoor show business but they never try to ress others that they are. The pretenders importance are in the majority, we are sorry to report.

JOSEPH J. FREDERICK letters from JOSEPH J. FREDERIOK letters from Detroit: "Played Ashley Junior Fair with my Pennyland Arcade and Crime of a Century show. Had trouble with the transformer first night and no lights. Rain Thursday, kiddles' day, and rained out Saturday night. Did some business, Have other fairs in Ohio, Michigan and Indiana. Jumped 250 miles to make Ashley and opened Monday night."

"King of Swingers" Takes a Swing at "Red Onion," "Wadley Tif," "Soapy Glue" and?

JACK CARROLL, who calls himself the JACK CARROLL, who calls himself the "Bing of Swingers," postal cards from Waverly, Ill.: "Will be glad to send Red Onion, Wadley Tif and Soany Glue a pitchfork apiece and a bus ticket home. They ought to go big at any hayshakers' reunion. Send all Martin along as emsee. The hand that is feeding you is getting sick of their blackface type."

"P. S.—Print it if you are not a "Forty—"P. S.—"P. S.—Print it if you are not a "Forty—"P. S.—"P. S.—"P. S.—Print it if you are not a "Forty—"P. S.—"P. S.—"

"P. S.—Print it if you are not a 'Forty-Miler.'

Dear "King": Your main objective doubtless to get your name in along with those you mention in your communication as printed above. If so, it is the pleasure of the writer to do so, and to honor one with such high ambitions as honor one with such high ambitions as to become at last, as you say, "King of Swingers." Hope your "sticks" are doing well by you and that you will always remain in good health as to physical being and bank roll. Say, "King," don't let those blackface types annoy you, for truly your objection to them does not amoy yours truly—Red Onion.

MICHAEL ROMAN, of Paterson, N. J., letters from Akron, O.: "Accompanied by Mrs. Roman, spent several days visiting Mr. and Mrs. Al Wagner at their park, Russells Point, O. On leaving there stopped at Akron to visit friends. Mr. and Mrs. Julius Razza, ex-showman who is now engaged in real estate in that city. Roman and Wagner contemplate taking out a 10-truck motorized carnival in 1938."

CONCESSIONS WANTED For - SANDUSKY - Mich. 4 H-CLUB FAIR

AUGUST 26 AND 27 Deckerville, Mich., - Future Farmers Fair BEPTEMBER 8-9-10-11. Address JAOK OHAMPION, Carsonville, Mich.
August 16 to 20, then Sandusky, Mich.

WANTED WANTED JOHNNIE J. BEJANO

Can use Mind Reading Act, Freaks, Pit and Platform Attractions. Write or wire

JOHNNIE J. BEJANO Fairly-Martone Shows

inona, Minn., week August 16; Albert Lea, Minn., August 23-26; Plainview, Minn., August 27-29.

BILL NELSON cards A. C. Hartmann from Lubbock, Tex.: "Billy Gear, general agent Silver State Shows, is making his headquarters here for bookings in this section. He contracted Tucumcari, N. M. section. He contracted Tucumcari, N. M., and Littlefield, Tex., fairs. Shows bought Octopus ride from Abner K. Kline, and Paul Towe and Billy Gear went to Salem, Ore., to close the deal. Gear made a 1,600-mile jump from Hamilton, Mont., to Tucumcari, N. M."

JICGIE PRETTIES: Gambling at the fair. Cambling at the carnival. Cambling at the race tracks. Cambling at the dog tracks. Cambling in the homes. Gambling in the clubs. Cambling on the steamstips. Cambling on the trains. Cambling on the Stock Exchanges, Boards of Trade and Wheat Pits. Life is a gamble. SO WHY PICK ON THE C-AR-N-1-V-AL-ST Why pick on the carnivals exclusively? vals exclusively?

DICK COLLINS, press agent Art Lewis Shows, letters from Montreal?"Picture of Lewis was published in L'Iliustration, the only French morning paper in Montreal, or, as for that matter, in Province of Quebec. It goes all over as this province is 80 per cent French. Am kind of proud of it as no shownan has ever had his personal picture in this sheet and Art was first to crash it. He is in good company, Mrs. Eleanor Roosevelt above and Stanley Baldwin to right. Not bad press agentry, is it? was published in L'Illustration, the

WHY CHANGE YOUR CARNIVAL TITLE? Why not try to build up titles like Royal American, Johnny J. Jones,

Jake himself, and later at entrance to Jake himself, and later at entrance to midway Mr. and Mrs. Rubbin Gruberg came to the car and smiled welcome to the Sedimayrs and they chatted. The Onion stopped over and had an after-noon on the lot. Had chicken and noodles, but Mrs. Gruberg would not let Public act his moodles. noon on the lot. Had noodles, but Mrs. Grube let Rubin eat his noodles.

THE FERRIS WHEEL was invented by G. W. G. Ferris and first used at the World's Fair of 1893 in Chicago.—News Item. This prompted J. C. Conderman to build the Conderman Wheel, which was small but portable. Then W. E. Sullivan brought out the Big Ell Wheel of much heavier construction, also while I work hear restriction, and portable. Look how many people he has made wealthy by his persistency and that of his followers. How many he or they built is not known. Vince Brook built nine Brook Wheels. A monument should be erected in Jackson-ville, ill., in honor of all the wheel men mentioned above.—Red Onion.

ARCHIE HILLER, showman in general, ARCHIE HILLER, showman in general, of Kalamazoo, Mich., stepped on the Goodman Wonder Show in the Celery City as ticker seller in front of one of the shows. He also proved himself some capable talker. Three weeks later he went into the office wagon to officiate as treasurer. He took to the job like a duck to water. Genial fellow who never frowns, he has made a host of friends with the show. Mrs. William Schwartz, a veteran in the carnival field as a ride manager, thought 15 vears ago she would manager, thought 15 years ago she would quit the business. But the spirit of showdom was merely latent in her sys-tem. She had a second attack of show-



SMILES INCIDENT TO A SUCCESSFUL EVENT: Here are the three men credited with being responsible for the midway at the Miffin County Fair, Lewistown, Pa., Adgust 2 to 7, which on Tuesday, Childrens: Day, recorded the largest gross business in the history of this event with an attendance of \$5,000. Left, Ralph, Endy; right, Dave Endy, co-owners of Endy Bros. Shows, and center, Carl E. Friese, superintendent of concessions for the fair, who operated a Nickel Day for every child who attended on this memorable record-breaking occasion. Photo by Keppler, Lewistown, taken in front of the show's office wagon.

H. (DOC) ALLEN, general agent Broadway Shows of America, letters from Hen-dersonville, N. C.: "Booked Kings Moun. tain, N. C. Understand from city fathers that this will be the first organized carthat this will be the first organized car-nival to be allowed in this town in 10 years. Of course ride operators have shown it from time to time. Also booked Lincolnton and Zebulon, N. C. First in Lincolnton since 1930, when Bruce Shows played it. Checked this with Charles Randell, who was with the late Jim Bruce for course of selectrician. He is now for seven years as electrician. He is now in charge of the water works there. Regards to The Billboard."

FOR THE RECORD: Following the visit to the Royal American Shows at Peoris, Ill., Mr. and Mrs. Carl J. Sedimayr called at the carnival editor's hotel and picked at the carnival editor's hotel and picked him up and journeyed to East Molins, Ill., to the Rubin & Cherry Exposition lot. On arrival the party was greeted by Mrs. Jake Brizendine (Elsie Calvert),

Beckmann & Gerety, Rubin & Cherry, its when she came on the Goodman World of Mirth, Dodson's, Sheesley, Henlies Bros, and others and like Fairly-hartone, Goodman, Hyde and others are mow doing? Give your carnival a tit with the Goodman was like a visit home and stick to it and build it up. Make it stand for something. Royal Palm has machants' show here years ago and met many years ago. What are some of you carnival managers always running away from? dog and monkey circus scored heavily in Billings. At times Don talked with a host of friends from the platform in front of his show, using the loud-speaker as a means of communication. All with the show who become "towners" the week the show is in town spent a busy Sunday evening looking for rooms when the train arrived. Up to date no records of any nomad sleeping suespended on the hall rack.—BEVERLY WHITE.

IRVING UDOWITZ letters A. C. Hartmann from Schenetady, N. Y.: "Mrs. Dolly Udowitz, for past 23 years in show business as Madam Ada, was taken ill and rushed to her Brooklyn home and is now in Hospital Israel Zion, 10th avenue and 50th street. Am giving her all nue and 50th street. Am giving her all the aid needed, as are our good show-folk. Have had my own shows and have also been with late Johnny Wallace, Bobby Gloth and Irving J. Polack. Past three seasons with Miller Bros. and E. C. Corey shows. Now with Max Gruberg and have eight new concessions. Hope my friends will drop a line to my wife and cheer her up. Glad to say my health is good."

Bull's-Eyes of Marksmen

Vernon Moore, with plenty of real flash, showing pride in his new bowling alley.

. Ben Holliday putting up Twin Eli Wheels with short help. . Mrs. Mayzell Hurd recovering from fright after being locked in and riding trailer for several miles out of Camden, N. J. . . Mrs. Carrie Raftery, smilling hostess at "Lill 'n' Abmer's" Clubrooms. . . Mrs. Frank Bresk telling truth about Deacon Collins' birthdays. . Mack Glynn being birthdays.

Frank Harrison's baseball game.
Pretty Jan Martin has a new dress.
So has Rose (Mrs. Tex) Leatherman and Mrs. F. C. Carver.
Jimmy Zabreskie playing nurse to Sambo.
Eabert Skunda, sailor suit and all, changed jobs again.
Joseph Guinn still not being overheard at Jack Chisholm's fishpond.
Herman Tribue chasing his very last mouse after his new assistant let it get away with a nice play going.
Samuel DeMarco back at his old job of waiter.
John Cochran framing his own concession after helping Herry Biggs for several weeks.
James Francis Murphy, one time Reiss Shows member with Jack Schaffer's unit.
Joseph O'Hara and his trick mustache on Wall of Death ticket box.
Percy Johnson hunting change for his front gate cashlers.
Sambo seeking Social Security card so he can be somebody.
Janice Luken smarting from bite of love bug.
Rose (Mrs. Tex) Leatherman looking that way in new costume.
Sore backs from Atlantic City sunburn.
Mack Glynn mixing orange and pineapple blend.
John Gerney and P. M. Henderson, of ride department, hunting meal tickets.
Joe Payne studying plans to lure carnivalities into his Steve Brodie's Grill.
Pete, the scale man explaining that his name is spelled Madia.
Marks, new scenic artist. completed pretty front for San Quentin.
Deacon Collins all so-so because he beat Mark Brothers to the catch line: "Time Marks On." He used it April 12 in Richmond, Va., and now Marx Brothers announce a new picture by that title.

CARLETON COLLINS,
Marks Shows.

Seeks Information About Reported Death of Son

E. C. Cavert, 2141 Acklon avenue, Nashville, Tenn., is anxious to locate Tom Iles, Mrs. Tom Iles and Robert Coleman in an effort to get information in regard to Cavert's son Grady, who, the father said Coleman informed him some years ago, met death in Baltimore, Md. early in 1923 after joining the navy. Grady, the father was further informed, disappeared in a flight, either at the dock or on board ship, but that efforts to find his body thru dragging proved futile. He said he is unable to collect a bonus unless the Iles or Coleman can furnish verification of his son's death; also that he is 72 years old and in need of the money. Grady Cavert and Coleman, he said he believes, worked for Iles on concessions with Polack's carnival in 1922.

MUSICIANS WANTED

AT ONCE

MEEKER'S BAND, MODERNISTIO SHOWS.

Join Phoenizville, Pa., this week.

Salary \$17.50. Pay twice a week. Money sure, long season. Wire FRANK MEEKER, Washington, Ga.



15 Years Ugo

(From The Billboard D August 19, 1922)

After spending four weeks in Louisville during which the railroads refused to handle the organization due to a strike, J. F. Murphy Shows moved over the Pennsylvania to North Madison, Ind. . . Despite adverse weather, Nat Reiss Shows were playing to swell business in the city limits of Urbana, Ill., under K. of P. auspices. It was the first time the privilege of playing inside the city limits had been granted in two years. . . limits had been granted in two years.

Curly Moore, concessioner with the World at Home Shows, was instantly killed August 8, when he was run over by a street railway car near the show lot, Pittsburgh.

While not the largest organization to visit Canton, O., West's Shows, new to that territory, were playing a week's engagement at the Stark County Fair grounds to good business.

Harry D Grozes official announcer in

County Fair grounds to good husiness.

Harry D. Groves, official announcer in 1921 at the Waco (Tex.) Cotton Palace and the Houston Fair and Exposition, visited the Chicago offices of The Bill-board and reported that he was working on several fair dates. . . Village Council of Chisholm, Minn, had just reversed itself in regard to barring carnivals and gave permission to shows to exhibit there under Legion and baseball league auspices. . Altho one night of the week was lost due to rain, the Brundage Shows' engagement at La Salle, III, proved the biggest week for the shows of any engagement played in three years. any engagement played in three years.
T. A. Wolfe's Superior Shows were faring well at Hammond, Ind., after bad weather marred their Lansing, Mich. engagement.

engagement.

A downpour of rain on the last day spolled an otherwise good week's engagement for Gold Medal Shows at Macon. Mo. . . DeKreko Bros.' Shows pulled into Belleville. Ill., after a successful week at the Hamilton County Fair, Mc-Leansboro, Ill. . . Dayton, O., proved a winner for the Rubin and Cherry Shows. . "Everybody eating regularly" was the cheery bit of advice from J. Steinberg and J. Zotter, who were touring Mexico with a Ferris Wheel and Ocean Wave on the Empresa Diversiones Populares. . . Henry Oldham, well-known Ferris Wheel owner and operator with the Mimic World Shows, was in Enid (Okla.) Spring Sanitarium recovering from a threatened attack of pneumonia contracted at Morrison, Okla. contracted at Morrison, Okla.

contracted at Morrison, Okla.

C. M. Casey was handling special events for the John T. Wortham Shows.

Ted Bennett's "devil's punch bow!" was reported to be getting big money at fairs in Southwestern Missouri.

R. W. Hinman, who was filling a harbor job in New York, infeed that he would be off the road until things brightened up.

H. B. Reeves, after leaving the Eurns Greater Shows and Veal Bros.' Shows, launched his own attraction, Moonlight Maids, for a play of independent dates.

GREAT LAKES-

(Continued from page 49)

Meck; "Queen of the Great Lakes," who works in Aquacade show, lost \$5 in water when boat in which she makes entrance when boat in which she makes entrance went tipsy and flopped purse overboard.

. Despite illness, Bill Hayes maintains a department for pooches. Women park their dogs with him and assistants give them air. Herb Tannebaum, publicity director of Radioland, pulled a fast one when he took Johnny, Call Boy of Philip Morris fame, led him to local offices and paged editors. offices and paged editors.

One of best things about Tony Sarg's Marionettes is introductory speech which Director David Pritchard offers each performance. . . Pioneer Palace went on air last night over WHK with Tom Patricola, Lulu Bates and even Six Rosebuds, whose hoofing was reproduced over mike, while Freddie Carlone's Band played and announcer Carl Marks did his stuff.

Ralph B. Humphrey, director of radio activities, has arranged fine attractions Jubilee Day. Radioland has Gene and Glenn, one of most popular radio teams ever produced in Cleveland; Nyra Nash, Manhattan song stylist, and Nelson's Boxing Cats.

"La Rambla" Midway Dallas Exposition

DALLAS, Aug. 14.—En route from Los Angeles to Cleveland and New York, Dick Clark stopped Tuesday between planes and visited friends.

Mrs. C. A. Wortham, of San Antonio, is visiting Mr. and Mrs. J. Ed Brown. Sid Wolfe opened his new girl show, Bagdad, in spot formerly occupied by T. A. Wolfe's Walls of Damascus.

Harry Ford has visited midway frequently.

Booby Obadall arrived from Chevenne.

Booby Obadall arrived from Cheyenne,

Wyo., for a visit.

Walter Herzog, of Road to Rio, returned after spending several weeks in

Houston.

Gertrude Magee, member of Chester Hale ballet at Casino, was slightly injured in an auto accident. Her mother, Mrs. P. H. Magee, and her grandmother, Mrs. G. P. Hall, both of New York, were also injured, but not seriously.

St. Louis

St. Louis

St. Louis

St. Louis

St. Louis

14.—L. Clifton Kelley, general agent of the State Fair Shows, is in the city on business for the show.

L. S. (Larry) Rohter, general agent of Bloom's Gold Medal Shows, was among other The Billboard office visitors Friday when en route from Burlington, Ia., where the show is this week, to points south:

points south.

Frank Winchell, for many years press agent with some of the larger carnivals, was among other visitors on Thursday when he was in city visiting his relatives. Winchell is present publicly director of the Collier Florida Coast Hotels and makes his headquarters at

Tampa.

M. C. Hutton, general manager, and
M. E. (Buddy) Willis, general representative of the Marine Hippodrome, passed
thru St. Louis on Tuesday, en route to
Cincinnati on a business mission.

James C. Simpson, general agent of
the Johnny J. Jones Exposition, stopped
over for several hours on Wednesday
when he was here on some railroad
business for the show.

Marvin (Moon) Laird, until recently

Marvin (Moon) Laird, until recently with the Al G. Hodge Shows, spent two days in St. Louis this week preparatory to going to the Illinois State Fair in Springfield, where he will operate several concessions.

Several members of the Beckmann & Several members of the Beckmann & Gerety Shows journeyed to this city this week after the show pulled into Springfield, Ill., preparatory to playing the Illinois State Fair starting today. Those who stopped in The Bithoard office were Sam Gordon and Doc (Jack) Murphy.



730 South Grand Avenue, Los Angeles, Cairf.

LOS ANGELES, Aug. 14.—Thirty-one
attended the meeting Monday night. Dr.
Ralph E. Smith, first vice-president, presided, and Ross R. Davis, treasurer,
dropped in to renew acquaintances.
Frank J. Downie, pinch hitting, read the
minutes of preceding meeting and handled the other duties that usually go
to the secretary.

died the other duties that usually go to the secretary.

The way the attendance has held up at meetings is rather unusual, as most everyone is out gathering the coconuts. However, Monday night is best night in week for the carnivals that are close by. Tuesday being the day that all gets under way on many carnival midways.

Communications: Dick Wayne Barlow, note, news clipping and picture to verify the fact that his roller-skate venture is clicking. J. O. Crouch, from La Fayette. Ind., asking as to requirements for membership in PCSA. George Pennywitt, from Blackpool, Eng., asking information as to conditions on West Coast and of his plan to come over to try it out on this side. Joe Glacey, from the Cleveland exposition, not much about the business that is or is not being done. Reports a vast variety of weather. E. E. Hubman, Fort Worth, Tex, asked for some needed information. Harry Hancock telling of his experience of past few years and of being able to still go strong in the outdoor amusement field. Ross Oglivie sent his weekly autolog, hanging up a record for mileage traveled. Alfredo Codona family expressing gratitude for flowers and the turnout

United Charity Fund Celebration

Charleroi, Pa., Week August 23-First Show This Summer. Bedford County Fair, Bedford, Pa., Week August 30

Want large well-framed Cookhouse for this show. Want eight-car Whip and well-framed Pony Ride. Slover, please answer. Want Line and Specialty Girls and Modernistic Oriental Dancer for most beautiful girl show in America. Salary tops and paid by the office of this show. Send photos, which will be returned. Want Foreman for new Ridee-o. Will buy Fun House for cash. All legitimate Game Concessions open.

HAVE SPACE FOR SALE AT EBENSBURG, READING AND TRENTON FAIRS.

All address, this week, Blairsville, Pa.

CETLIN & WILSON SHOWS, Inc.

HELLER'S ACME SHOWS

Want Concessions of all kinds, Shows, Dancing Girls, Athletic People, Side Show Acts, Talkers, good Ride Help. Out all winter. Hanover, Pa., this week; Red Lion, Pa., Fair, week 23-28; Flemington, N. J., Fair, week of August 30 to September 6, Including Labor Day; Bridgeton, N. J.; then South, Amherst, Bedford, Va.; Littleton, N. C; Elberton, Ga. Harry Ramish, please write. Fair Secretaries, we have Five Major Rides, Seven Shows, Free Acts and Big Midway. Write or come on. Look our show over. All address as per route.

ART LEWIS SHOWS, INC.

Legitimate Concessions of all kinds, Ball Game exclusive for five weeks. Shows that do not conflict. Can place Merry-Go-Round for next five weeks. Also any other Rides that do not conflict. Ride Help wanted. Everybody wire or write AL ROGERS, Superintendent, Mechanicville, New York, until August 21, Care Art Lewis' Shows, No. 2 Unit. Experienced Carnival Electrician.

WANTED-F & M SHOWS-WANTED

FOR THE FOLLOWING FAIRS AND OLO HOME WEEKS:
Laurelton, Pa., West End Fair, September 9-11; McConnellsburg, Pa., Fair, Soptember 14-17; then Old Home Week, Lewisburg, Pa.; Green Casilo Fail Festival to follow. Then into Virginia, playing Chestarfield II. Septime 18-18. Noveltles, Eats and Drinks, Pantos, Scales, Bing Mayellow 19-18. The property of
KAUS UNITED SHOWS—2

WANT FOR MARLINTON, W. VA., FAIR, AUG. 23-28, AND BALANCE OF SEASON OF FAIRS WANT FOR MARLINTON, W. VA., FAIR, QUG. 23-28, AND BALANCE OF SEASON OF FAIRST Novelties, Arcade, Lead Gallery and legitimate Concessions. No exclusive except Bing. Eat and Drink Stands write. Popy Ride, U-Drive-It Cars, Ridee-O, Octopus and Caternillar. Shows with or without own outfits. Fun House, Working World, Monkey Gircus, Drome, Fat Show, or any worthwhile Attraction. We can use a few more. Talker for Sex Show. Jerry Thorne wants for Side Show Accordion Player, Scottish Bagriper, Plageolet Player, Sword Swallower and one more good Bally Abtraction. Ahove dates followed by Rocky Mount, Va., Fairs and ten more. Address all communications to

OPENED AFTER MANY YEARS-CHATTANOOGA, TENN., SEPT. 6-11 V. F. W. LABOR DAY CELEBRATION

Location Rossville Boulevard.

Nothing Too Big. —WANT— Nothing Too Big.

HOWE--RIDES—CONCESSIONS. Have Booked 6—Big Free Acts—8.

tte—Wire-Phone—Deposit for Reservations. J. WALKER, Walden Hotel.

HAVE 10 GEORGIA FAIRS AND CELEBRATIONS TO FOLLOW.

LAST SUFFOLK CO. NIGHT FAIR

LONG ISLAND,

RIVERHEAD, New York, Aug. 24, 25, 26, 27,,28, Incl. WANTED—Concessions of all kinds, Grab and Juice, Ten-in-One Show with or without Top. Gool proposition for Restaurant in building. Rides that don't conflict. Can also use Girl Show and other mail Shows and suitable for Midway.

PRUDENT'S AMUSEMENT SHOWS, PATCHOGUE, L. I.

showfolk at funeral and

burial of Alfredo.

For the first time in quite a long while there was but one new member accepted. However, there is a list of

accepted. However, there is a list of considerable size awaiting action on applications and seven from distant States and one from Saigon, Indo-China. Will Wright writes of the response to the Cemetery Fund drive, saying it is certainly a mark of real showmanship that almost without exception those to whom books were sent have taken entire book or large portion of them.

Harry Taylor, chairman of the annual

WANTED SCENERY & HORSE PAINTER

Year round job, good pay. Address BOX D81, care The Biliboard, Cincinnati, Ohio.

Charity Banquet and Ball, writes of the tentative plans he and President Wright are working out.

Pat Armstrong came in for first time in several weeks. He is much improved (See PACIFIC COAST on page 61)

Royal American Shows

Winnipeg, Man., Can. Week August 7. Auspices, Winnipeg Summer Fair. Location, Polo Park. Weather, ideal. Business, excellent.

Royal American's fifth consecutive visit to Winnipeg topped all previous gross records. Swarms of mosquitoes, visit to Winnipeg topped all previous gross records. Swarms of mosquitoes, blown into the city from the Southwest, are believed to have retarded business the first two nights because people held to their homes in the face of the unusual condition. Midway people drove the pests out of Polo Park, where this year's first Midsummer Fair under direction of R. James Speers was held, with elaborate smoke smudges. City firemen directed operations and the midway was one of few places in the city where the swarming black horde dia not make itself a predominating factor of night outing. Billy Bozo Mack, former comedian who now is Al Carsky's righthand Irish candy man, was all set to pitch citrinello in sit-down shows when the invading army shoved off for parts pitch citrinello in sit-down shows when the invading army shoved off for parts unannounced and business stepped into high. Excellent co-operation was given all factors of this year's initial Midsummer Fair by newspapers, radio broadcasting stations and civil authorities. As a result extensive plans are in the making for next year's event under direction of the same popular local business men who put Speers in the saddle for this year's efforts to stage a comeback for Winnipeg's exhibition. Shows occupied the race track infield and a very attractive setup was worked out by ness men who put Speers in the saddle for this year's efforts to stage a comeback for Winnipeg's exhibition. Shows occupied the race track infield and a very attractive setup was worked out by Sedimayr and Velare Brothers, executive directors. Polo Park is not far from the center of the city and vast areas of ground were made available for automobile parking by utilizing the infield for the midway's operations. This has been one of the principal difficulties at Winnipeg in connection with exhibition operations and this year's arrangement proved highly popular and profitable both to midway as well as grand stand. The same Ernis Young grand-stand unit that appeared at Western Canada's "Class A" exhibitions was presented nightly on the grand-stand platform, proving highly popular. Concessions experienced exceptionally good results and shows got a proportionately greater return than did riding devices. Carl J. Sedimayr, general manager, said the gross was nearly one-fifth greater than for any engagement this organization has played in Winnipeg. Kemp Motordrome, known now as the Thrill Arena, is said to have topped all attractions for the week, but Raynell's Chez Paree and Aldrich's imperial Hawaiians each played to exceptionally high grosses. Young Carl J. Sedimayr Jr., son of the general manager, has booked for Rollins College at Winter Park, Fla., as a result of his graduation from Forida Military Institute at Haines City, where he emerged as Cadet Captain with special honors in both football and the Kiltedrum corps. He will leave for Fforda immediately after the Minnesota State Fair. This summer he was worked with Raynell on the Chez Paree attraction. "Peanuts" Dillon Hurt, cochhouse operator, who was rushed to Rochester, Minn., for medical attention from Western Canada, returned here after having avoided a threatened operation. Ginger Ray (Mary Edith Lorow) is in General Hospital, Regina, Sask., with bronchial pneumonia, but is convalescing. Nate of the Minneapolis novelty organization, is visiting friends on s

Golden State Shows

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Also got out an advertising sheet which was a surprise. Actual population of Boyes Springs is only 250 people. It was remarkable where folks came from, but they turned out in force. Shows, rides and concessions all got a nice play. Side show led shows and Skooter was way shead of all other rides. Benefit dance Thursday night was ably hendled by Rill ahead or all other rices. Benefit dance Thursday night was ably handled by Bill Hobday, manager of side show. Every-one had a good time and a nice sum was raised for Sick and Relief Fund of PCSA. Dick Kanthe, of Athletic Show, had a busy time taking baths and paint-ing his house trailer. Mrs. Harold Lewis left to visit her parents in Shasta City. Jewell Hobday fully recuperated from her accident in Dixon, Calif. Spirit of ride help was fully demonstrated on ride help was fully demonstrated on tear-down night. With no extra help available, every one turned to and got all rides down in good time, considering that 12 to 15 extra men are usually employed. Laudable effort was fully apemployed. Laudable effort was 1444, preciated by management.

JOHN H. HOBDAY.

King Reid Attractions

Windsor, Vt. Week ended July 17. Location, Prison Meadows. Auspices, American Legion. Business, good. Weath-

Auspices really turned and worked. Small crowds but plenty of money. Dean's beano did well. Hayden's Indian

griddle, and L. C. Ferrel, head waiter, and Don Gasdis, chef. Mr. and Mrs. McHendrix's daughters, Mr. and Mrs. Pass and Mr. and Mrs. Hester visited relatives at Covington, Ky. Pap Conway left on a short visit to homefolk. Pap has two concessions on the show. During his absence they are operated by Bill Norvell. Jimmy Hubbard left for a visit to Detroit. Herbert Orme new talker on animal show. Jack Murry framed a new hoople. Bobby Bloom Joined from Hansen Shows. Harry Harris, lot superintendent, left show. His position was turned over to writer. Clyde Barrett is new electriclan; Jack Allen, trainmaster and painter. Sammy Kravtz, legal adnew electrician; Jack Alleli, draintaster and painter. Sammy Kravtz, legal adjuster. David Wise now ahead of show; Sherman Husted, special agent. Slim Davis, who had Oriental Show, Joined a circus. The show is now managed by Davis, who had Oriental Show, joined a circus. The show is now managed by Jeff Jefferson, who is also talker with two girls, Lucille Cravitt and Alma Johnston. Margurite DeLany new snake enchantress on Zoma show. Sam Spickler superintendent of construction. Mrs. R. G. McHendrix, front gate; Johnnie Mars, second gate. Mack Hodge had a nice business with radio concession? EUGENE C. COOK.

Clint's Exposition Shows

Brownsville, Pa. Week ended August 7. Attendance and business, good. Clint Roberts, owner, feels very good

DEEP SEA SHOW FRONT ON FAIRLY-MARTONE SHOWS is listed as attracting much attention of this midway and the exhibition inside as well. This show is owned by Loc H. D. Hartwick and managed by Ethel Rose. As can be seen the front flash is built to resemble a sailing vessel and is said to prove quite an attraction for showgoing folk who live inland. The show management reports that it gets its share of business.

Village got its share. Two papooses are over business with his show. Sam Davis, pets of show.

Wilmington, Vt. Week ended July 24.
Location, Barnard's Meadows. Auspices, Firemen. Business, fair. Weather, ideal.

Gate, 5 cents.

For free attraction show has Bank Night every night. Jackson's diner did a big hot-dog business. Davis' penny pitch went strong.

ZILDA PINSONAULT.

Majestic Shows

Boyes Springs, Calif. Week ended July 25. Auspices, Valley of Moon Fire Department. Location, outside bathhouse and dance hall. Weather, warm except Saturday night. Business, good.

Everyone on show enjoyed this spot as vacation combined with business. Rudy Lichenberg and Bill Johnson, owner and manager, respectively, of resort, coparated in every way. They not only gave exceptionally low rates to showfolk for the baths but turned over dance hall and 12-piece orchestra, free of all charge, to stage a benefit dance. Business ahead of 1936 in all departments, but Saturday night was disappointing owing to an exceptionally cold wind which kept folk manded a very good job of publicity, staging a queen contest and special events each night.

E. J. C. Shows

Sylvan Lake, Alta., Can. July 17-18. Location, heart of resort. Auspices, War Veterans. Weather, clear and cool. Busi-ness, fair.

This was first Sunday spot played in two years. Only rides and shows operated. Complete midway opened at noon Monday. Novelties had banner day and big Eli Wheel was second. Frank Kennedy, former showman, now commercial, visited. Ford Braden's sound equipment is something novel to these parts. Bosman Casey is well pleased by efforts of staff.

staff.

Humboldt, Sask. July 24. Location, fairgrounds. Auspices, Fair Board.

Weather, good. Business, bad.

Owner E. J. Casey visited Royal American midway at Saskatoon. Motorized Merry-Go-Round joined and moved into second money. Big Eli Wheel still topping rides. Latest addition to menagerie is Bruno, cinnamon bear cub, which is under tutelage of Len James. Trainer Bill Phillips is working in Desert Show. General Agent Walker has almost allowed Prescott talk him into joining Showmen's League. League

men's League.
Tisdale, Sask. July 26-27. Location,
fatrgrounds. Auspices, Fair Board.
Weather, good. Business, fair.
Move from Humboldt accomplished

High Striker Burroughs has

smoothly. High Striker Burro possessed himself of a new For Nipawin, Sask. July 29-30. fairgrounds inside race track. fatr board. Weather Location, Auspices Business profitable.

Midway was packed second day and far

into night and shows came into their own. Illusion Show especially did good, Desert Show's next and Mysteries low. Desert Show's next and Mysteries low. New and larger portable Merry-Go-Round joined and moved at once to top money for rides, obsoleting Kiddle Ride. Concessions were way up. Brooksie's milkspill had red day and African Dodger came in second. Truck Jehum had some difficulty in piloting trailers over roads. Visitors: W. F. Van Dusen, who is known as Pin Game King of the North since he deserted carnival field several years ago, FRED L. PRESCOTT.

J. J. Page Exposition Shows

Noblesville, Ind. Week ended July 25. No auspices. Location, schoolgrounds. Weather, fair and cool. Business, light:

Weather, fair and cool. Business, lights Gate started off with a bang but did not hold, owing to real cool weather last part of week. Folk on show enjoyed themselves, especially the children, at a park, Swimming parties were on program daily. Billie Clark went to pool once too often and wound up with a sick spell. Dot Earle was accorded a surprise visit from her mother, Mrs. Ollie Scott, and other relatives. Mrs. Scott resides in Louisville, Ky., which is home of Frank, Dot and Jupe Earle. J. J. Page made a business trip during week. W. R. Hicks and wife are still ahead.

Bedjord, Ind. Week ended July 31, Location, Hote hkiss showgrounds. Weather, fair. Business, fust fair.

Monday night a good crowd, Tuesday better, then weather turned cool and business fell off. Concession row received a setback when mainmost man said, "I had enough trouble with another show." So there was no argument. Even Dot Earle's country store was closed. Indianians do not seem to go for concessions. Dorothy Lee Page will soon have to take up her studies at her school in Johnson City, Tenn.

R. E. SAVAGE. Gate started off with a bang but did

Bantly's All-American Shows

Glassport, Pa. Week ended July 31, Auspices, Citizens' Hose Company. Loca-tion, city ball park. Weather, ideal. Business, excellent.

After many weeks of what were real good ones this week proved to be extraordinary. Lot, located at end of Main street, faced business section and could be seen from other end of street. Good committee, headed by Frank Merta. street, faced business section and could be seen from other end of street. Good committee, headed by Frank Merta. Enough ticket takers and plenty of cooperation in every way. Again baby giveaway and wedding night topped gates for week, Saturday not included. Everybody had best week of season. So good that midway went trailer-mad. Seven new living trailers purchased, including those by Con Welas and Dick Keller. Visitor: Charles T. Goss, of Standard Chevrolet Company. Don't know if it's true, but they say writer was first one to crack McKessport paper in three years. Chief of Police Jack Leigh proved a very fine fellow. Sullivan, of Pittsburgh Post-Gazette, and Michelson brother-in-law of Aladdin Rosenberg, show billposter, were guests at club meeting Wednesday night. Babe Keller was mistress of ceremonies.

HARRY E. WILSON.

Miller Amusements

Vandalia, III. Week ended July 24. Location, City Park. Auspices, none. Weather, ideal until rain Saturday night.

Weather, ideal until rain Saturday night.
Opened with shows, rides and concessions doing fair business. Hutchens' Museum topped shows and Whip leading rides. Mrs. Cleta Parker Miller's eating emporium ahead of concessions. Danyille, Ind., Snyder's showgrounds, auspiles Modern Woodmen of the World, was not good due principally to rain and cold weather. Zimmerman, chairman of committee, did every thing in his power to make this engagement a success, but

committee, did every thing in his power to make this engagement a success, but weather came out winner.

Manager Ralph R. Miller away on business at Millerville, La. General Superintendent Bill Hartman, assisted by Baldy Wiggens, came on from Millerville to assist in getting everything ready for fairs. Between the two and their assistants have all equipment in top shape. Manager Miller sparing no expense in assembling a midway of attractions. Miller has conducted outdoor amusements touring South, this being first trip north of Ohio River in 20 years.

Business Manager Harry S. Small ad-



Galion, O. Week ended July 24. Location, American Legion Park. Auspices, American Legion. Weather and business,

vises that all details have been com-pleted for 1937 season bookings. Frank M. Sutton, owner and manager Great Sutton Shows, and Cotton Ellis were visitors during week at Vandalia. HARRY LEE.

Endy Bros.' Shows

Easton, Pa. July 28-31. Auspices, Palmer Fire Company. Ten-cent gate. Weather, fair. Business, good.

After closing one of the most successful celebrations in Roseto, Pa., one additional day added to eight days on accound of rain, which did not hurt shows' business but made it impossible to shoot fireworks, show played to biggest gate in its history and gross for one stand. A very pleasant week, much entertaining by management and its many acquaintances and friends from Pottstown, Pottsville and near-by celebrations and fairs. Father Ducci, chairman of Our Lady of Mt. Carmel Celebration, was well pleased with results at Roseto.

with results at Roseto.

Quick overnight move into Easton and all attractions were ready to open Wednesday night, with postponement of a day, over 3,000 people were on hand. Steady increase in attendance nightly. Real business by all shows and rides. Co-operation by both press and local radio station contributed to success of date.

David E. Endy and wife to New York

David E. Endy and wife to New York to see their daughter. Visitor Arthur Campfield went away with additional orders for new canvas for Baker-Lock-wood. Another surprise visitor was Abner K. Kilne, of Octopus and Loop-o-Plane fame. Jack V. Lyles also visited. Final week for Bench Bentum's Diving Sensa-tion. HARRY BENTUM.

West Bros.' Amusement Co.

Wahpeton, N. D. Week ended July 31. Auspices, American Legion. Location, downtown. Weather, good. Business, only fair.

Run from Fargo made in good time and all up for Monday night. Business, five days light, but a bangup Saturday. Bob Morgan, who works for Bert Boyston's concessions, bought a new house-car. This makes 20 in the housecar colony. Ted England bought a Graham and George Carson a Pontice. Buth car. This makes 20 in the housecar colony. Ted England bought a Graham and George Carson a Pontiac. Ruth and Skipper Lattin joined Illusion Show. A number of show people drove over to Fergus Falls, Minn., to take in Scal Bros.' Circus and received a royal welcome. J. W. Laughlin and Ellis White started a drive for members in Heart of America Showmen's Club and took off by signing up writer. New members in St. Louis Show Women's Club who were signed up by Mrs. J. W. Laughlin and Mrs. Ellis White are May Cumlingham, Fanny England, Mrs. Paul Ferris, Nellie MacFinley and Grace Garson. Visitors: Bill Wilcox and party, from Scal Bros.' Circus; Mike Gillman, from Minneapolis; A. B. Anderson, J. R. Scott and E. J. Johnson, all of Appleton Fair Board. J. W. Laughlin made trip to Cass Lake to place new Octopus with Carl Bremmer Shows. Mrs. Helen Moore is on sick list.

Cetlin & Wilson Shows

Camden, N. J. Week ended August 7. Auspices, Veterans of Foreign Wars. Lo-cation, Civic Center showgrounds. Weath-er, good except rain Saturday. Business,

er, good except rain Saturday. Business, good.

Opened Monday night to one of best crowds of season. Show was officially opened Monday night by mayor, who also took in entire midway. Committee really 100 per cent on job at all times co-operating in every way to make engagement a success. Rain in afternoon spoiled usual Saturday kiddles' matinee and did not stop until 6:15. Dampened spirits somewhat for night crowd, but good attendance. Bench Bentum and her diving act from George A. Hamid office were free attraction for week and went over in a big way, assisted by Harry Bentum as announcer. Mr. and Mrs. B. H. Patrick, Philadelphia representative of The Billboard; Mr. and Mrs. Harry La-Breque, of Trenton (N. J.) Fair, and Mrs. Frank Campbell, sister of Mrs. J. W. Wilson, were visitors. Radio station and newspapers co-operated with show. Daughters of Mrs. James Sakoble and Mrs. George Harms returned to show from school in Rochester, N. Y., but will return again in September. Another meeting and show Wednesday night was very nicely put on by Ted Miller and Fred Utter. Again highlight of performance was Sammy Lewis with his singing; his son, William, with his singing; his son, William, with his singing; his son, William, with his singing, and his sister with her singing and dancing. Sammy Lewis has his

mother with him and she will remain for balance of season. He has a new home on wheels. Doc Hamilton is sporting on wheels. Doc Hamilton is sporting a new home. Toney Lewis, The Billboard agent, also has a home on wheels. New green tents arrived for both side show and Harlem Show. Sam Golden joined in Harrington, Del., with python snakes. Noland Mudd joined with a Loop-c-Plane. GEORGE HIRSHBERG.

L. J. Heth Shows

Harrisburg, Ill. Auspices, Saline County Fair. Week ended July 31. Weather, clear and hot. Business, excellent.

ty Fair. Week ended July 31. Weather, clear and hot. Business, excellent.

Show in order to take advantage of a free pre-fair gate moved in here Saturday before the fair from Metropolis. As a result good business was had up until opening day of fair. After that business exceeded last year by about 15 per cent. John Bollivar Hood returned from harvesting on his farm near Rolla, Mo., in time to get town well publicized. He also had Page Kiddies on radio twice daily thruout week. Al Fine joined with seven concessions and also took over position as legal adjuster. Jack Wish joined with two concessions. L. W. Elliott joined with double Loop-o-Plane and kiddie ride. Jerry Burrell, movie cowboy with Wild West show, has been topping midway. Billy Pitzer, of musical revues and well established in these parts, got second money, and Ray Daily with his models got third. Tilt-a-Whirl, Octopus and Swooper were in money as named. Mrs. Joe J. Fontana up from Atlanta to visit her husband. Joe Jay along with his assistant manager and concession duties being too busy to gohome. concession duties being too busy to go home. Manager Heth almost fully re-covered from injuries sustained in automobile accident several weeks ago, JACK W. DRAKE.

Goodman Wonder Show

Miles City, Mont., July 24-29, Auspices, American Legion. Lot opposite fair-grounds. Weather, clear and hot. Bust-ness, consistently fair all week. Tencent gate.

cent gate.

That Old Lady courted by all showmen, namely, Dame Fortune, has certainly had her arms around this show in spite of a consistently peevish weather man. Staying over four days at Miles City, Mont., in wait for North Montana State Fair at Great Falls, show did remarkebly well. Then it broke camp just in time to duck one of those terrible winds that sweep this country at times. Late Saturday blow came, and over and before it went trees, houses and almost anything else in the path. The gale and deluge centered right over lot that day before had seen Goodman Show in fine fettle beneath a not-too-warm sun.

The show train had just cleared section

The show train had just cleared section of storm when blast broke. Hence show lost nothing, not even time in movement to Great Falls. Later trains movement to Great Falls. Later trains were materially delayed until pilots could establish if any great damage was done rights of way. Sunday morning train pulled up to fairgrounds gate and started unloading. Evening found everything up and ready to go. Monday morning army of future greats stormed gates and ran high-wild over midway until defeated by fatigue it turned home for a muchly coveted night of sleep. No setting could be more ideal than that at Great Falls. The show was received with open arms, day went by without mishap and everyone, even to omnipresent grouch, had to admit that Max Goodman had put ball over back fence, BEVERLY WHITE.

Keystone Shows

Berlin, Pa. Week ended July 31. Centennial and Somerset County Firemen's Convention. Weather, ideal. Business, excellent.

Long run from Franklin. Some units little late. Loop-o-Plane missed Monday night. Chapman's Side Show opened late. Dad Burton had Ginny ready at noon. Doc Green's Minstrels almost lost Tuesday. Boyd Harris' bus broke down. Parade every day, matinee daily, starting Tuesday. Average daily paid attendance more than double population of this 100-year-old city, besides all firemen of county and their wives, members of pageant, Ladles' Auxiliary, baseball club in uniform and Boy Scouts were admitted free. Pittsburgh Sun-Telegraph photo crew on lot most of week looking for humaninterest photos and stories. German Long run from Franklin. Some units

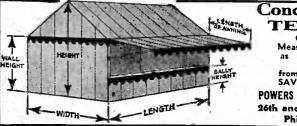


ALLAN HERSCHELL CO. 1937 PROBLEK KIDDIE AUTO RIDES

MORE THAN 130 SATISFIED OWNERS. "Made in three different sizes, for 1937. Model A De Luxe 10-Car, seating 14-children, sells for \$1,380.00 F.O. B. North Tonawands, Rodel B De Luxe 8-Car, seating 12-children, sells for \$3,150.00 F.O. B. North Tonawands. Special 20-Car Model for \$2,250.00 for nished on special order.

Also Menufacturers of Blue Goose Kiddle Ride.

ALLAN HERSCHELL CO., Inc. NORTH TONAWANDA, N. Y



Concession TENTS

Give Measurements as Indicated BUY from Factory SAVE Money POWERS & CO., INC. 26th and Reed Sts., Phila., Pa.

It Pays To Own A TILT-A-WHIRL



No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS-Year After Year.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.

season. LaValley Aquatic Troupe and Dare-Devil Roland held crowd till 11:45 every night after Wednesday. Among 20 cookhouses and grab stands Ai Fromsdorf's Company Cafe was appraised by committee as the best restaurant in town.

Weer Shows

Coldwater, Mich. Week ended July 31. Location, airport. Auspices, Soft Ball Association. Weather, fair. Business, good.

good.

First carnival here for some time. Wednesday and Thursday, children from State school, located here, were entertained and given eats furnished by Mr. and Mrs. Wan. Mr. and Mrs. Van Sice and Mrs. Weer. All rides were free to kiddles. Athletic Show will open again. Rides were top money getters and Mickey Mouse ran. second. Show is getting set for Kokomo, Ind., which is home of seven of Weer Show members.

FRANK McKAY.

Douglas Greater Shows

Olympia, Wash. Week ended July 31. Location, heart of town. Auspices, American Legion. Business and weather,

Show with exception of a few concessions which played picnic in Seattle pulled on lot Sunday. Remaining concessions joined Monday noon. Opening big and each night attendance increased. Midway jammed Saturday night. Octopus topped rides and Athletic Arena topped shows, with Girl Revue second. Al Hamilton's Girl in Bed led concessions. Bull Martin and Al Mills Joined Athletic Show. Dalay Martin opened with camp. New 15-foot fishpond booked with Carl Brehan as agent. Visitors: W. T. Jessup, general agent West Coast Amusement Company: George French, general agent of Zigler Shows, and Governor Martin was present with captain of State Police. Show with exception of a few conc vas present with captain of State Police.
M. TUSKO.

Happy Days Shows

Herrin, Ill. Week ended July 31. Location, baseball park. Auspices, American Legion. Pay gate. Weather, fair. Business, good.

Good still date. Writer's wife, Andre Heth, of films, visiting show dur-ing a 30-day leave from Hollyty and their wives, members of pageant, Heth, of films, visiting show durLadies' Auxiliary, baseball club in uniig a 30-day leave from Hollyform and Boy Scouts were admitted free. wood and thrilling with her experipittsburgh Sun-Telegraph photo crew ences of Orient and Hawaiian Islands,
on lot most of week looking for humaninterest photos and stories. German
in a feature picture. All fronts, ticket
ambassador from Berlin made a speech
and got a big hand. Original Berlin celeBilly Marvin, electrician, left to join
brates its seventh centennial in October. Heth Shows, working frozen custand for
Chief Altfather and Treasurer H. F. Ball Joe J. Fontana. Slim Davis is new elecworked with show like oldtimers: Cooperation equaled that of any week this
show. Both replaced on second work

3000

Set of 20 Lightweight Bingo Cards, \$1.00.

hade in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size \$x.7.

THIN BINGO CARDS

Bingo carda, black on white, size 5 x 7. Tbin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3.000 different cards, per 100. \$1.25, without markers. Set of markers, \$E = 100. \$1.25, without markers, \$E < 0 and \$1.25, without \$1.25, \$1

J. M. SIMMONS & CO. 19 W. Jackson Blvd.

WANTED!

Men To Cash In On These **New Papcorn Machines**



These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the business for you. All-electric, full cathering the color of the color

Write for Catalog ! ADVANCE MFG. CO.
6322 St. Louis Ave.,
ST. Louis, Mo.



CANDY FLOSS & CORN POPPERS
Cheapest, Best, Genuine,
Chery Proceeds, 10 patents,
Latest Pat, 4/20/37. Ploss
\$100. Electric Poppers \$30.
Double Heads and 1-Plece
Bands. Run 100% true.
Guaranteed. Catalog Pree.
NAT'L FLOSS MCHN. CO.
New York Olty.



Fifty-Foot Panel Front, Large Pit, Three Pythons. Address SNAKE SHOW, care Central Hotel, Har-



HYTEX BALLOONS MICKEY MOUSE prints and novelties are the best sellers ever presented to balloon

Ask your jobber about this great line, or write to us for complete Information.

The OAK RUBBER CO. RAVENNA, OHIO.

LA SALLE PARK

(The Playgrounds of Hamilton)

WANTS CARNIVAL COMPANY

FALL CELEBRATION August 28 to September 4, Inc. Address inquiries to

JOHN FLETCHER, Hamilton, Canada. 15 Queen St., N. (Or Telephone Baker 8412.

CANADA CANADA

WANTED-Ferris Wheel Foreman, It you booxe, don't bother applying. Write or

FRANK ELLIOTT'S SHOWS

Amherst, Nova Scotia, Canada.

C. F. ZEIGER UNITED SHOWS WANT

FOR SEVEN BEST MONTANA FAIRS AND LONG SEASON SOUTH, LAST FAIR NOVEMBER 16.

Shows: Wax Show, Prison Show, Snake, Geek, Illusion. Will furnish outfits for Shows. CAN PLACE a few more Concessions that work for stock only. Casper, Wyo., Celebration, this week; Glandive, Mont., Fair, August. 24 to 27.

CARNIVAL WANTED

For HIGH POINT FAIR

High Point, N. O. September or October. Established Fair. Member N. O. Assn. Fairs. Write or wire A. O. INGRAM, Sec., Box 1837.

WANTED ANNIVERSIONS
For September 4-5-6,
61st ANNIVERSARY AND JUBILEE CELEBRATION OF EAST CARONDELET, ILL.
(On the Missispip River)
Plenty of People With Money, Address
SOHWARTZTRAUBER'S PARK, Dupo, 111.
(Phone: 954)

\$15.00 New Umbrelia Water-Proof Tent 8½x8½ feet; others. We buy Candy Floss Machines and all kinds of Rink Skates. WEIL'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa.

Happy Days Shows, Inc.

MINER'S MODEL SHOWS

Wanted all kinds of Concessions, Shows, Girl Show, Rides for the St. Roccos Catholic Church Annual Celebration, week of 23 to 30, Martins Creek, Fs. Sundsy included. Fireworks, Free And Bands, Address R. H. MiNER, Wind Cap. Ps. and Bands, Address R. H. MiNER, Wind Cap. Ps.

and banners by L. E. Heth. Many visi-tors from Royal Palm Shows at W. Frankfort, Ill. Lot Superintendent Ben Tosh continues to lay out better midways than any lot man show has had. Show moves in four 70-foot baggage cars and eight 20-foot semi-trailers. Mr. and Mrs. J. J. Marion have installed a new p.-a. system on their Cirlesk Revue. Dent's Cotton Club Follies is getting more money than any minstrel show ever had. Betty John also added a new p.-a. system on her front plus two new acts in-side. Bonnie Venus left to play a special engagement. Mr. and Mrs. T. L. Dedrick engagement. completing circuit of fairs an ations. FLOYD R. HETH. and celebrations.

Latlip's Home State Shows

Oakland, Md. Week ended July 24. Location, in town. Auspices, Fire Department. Weather, ideal. Business,

Arrived Sunday afternoon and ready Monday noon. Saturday was the biggest day. Fine committee. A new 30-foot middle piece was added to Curly Leger's Side Show. L. A. Smith was placed in charge of Crime Show. Curly McCoy added another concession, also Mrs. Curly Legere. Big Eli Wheels and Octopus topped rides. Saturday night lot was filled from 7:30 p.m. to closing.

LOUISE GALLOP.

Hennies Bros.' Shows

Racine Wis. Week ended Sunday, August 1. Location. lakefront plaza. Auspices, Moose Jubilee. Weather, hot and clear, Business, excellent.

Auspices, Moose Jubilee. Weather, hot and clear. Business, excellent.

Largest still date of season and best opening night recorded here by Hennies Bros. Monday saw nearly 15,000 paid admissions at main gate, with six ticket sellers busily engaged. Tuesday another big night and daily matinees were started to handle crowds. Kids' matinee, Saturday, was record breaker, parking space was at a premium on Friday and Saturday, and Sunday, final day, was last of a week that established new attendance records and gross shows. Harry W. Hennies was a patient in St. Mary's Hospital here. His wife was in the Appleton, Wis. Hospital. Visitors: Nat Green, of Chicago office of The Billboard; Harry W. Atwell, "Old Photog": Charles De Kreko, Elsie Calvert, Mr. and Mrs. J. C. McCaffery and John M. Sheesley. Robert L. Lohmar back from a business trip to Canada. A new "coolerator," air-conditioning unit, installed in office wagon. Art Martin arranging to install a new Midget Circus on midway and rehearsals under way. Racine Journal-Times daily devoted much space and art to midway, with Frank Lovell, managing editor, and Wash Martin visitors each night. Station WRJN had a short-wave hookup direct from midway on opening night with Lillian Murray's Girl Show. Bill Kemp's from midway on opening night with Lillian Murray's Girl Show, Bill Kemp's Lion Motordrome, Freak Congress and Harlem on Parade as principals. Four broadcasts daily helped business ma-terially over same station.

WALTER D. NEALAND.

Hilderbrand's United Shows

Clarkston, Wash. Five days ended July 31. Location, Municipal Park. Auspices, Asotin County Airport Celebration. Busi-ness, bad. Weather, sweltering.

A celebration that failed to celebrate, crowds that failed to materialize, events that failed to attract; counter attractions that drew heavily, with temperature hovering between 104 and 117; even presence of Governor Martin failed to draw, consequently shows' stand here was anything but a financial success. Affair was staged to celebrate completion of circumstance and present of all streets. was anything but a financial success. Affair was staged to celebrate completion of airport and paving of all streats. The committee did everything in its power to stimulate interest, but it was so hot people just were not interested. Only redeeming feature was unexpected attendance Saturday night and then ardor of spending was dampened by unexpected showers. Entire personnel spent week at beach attempting to keep cool. Charles Marshall, Reggie Marrion, Al Marrion, Al Keenan and Charles Soderberg entered swimming and diving events and ran away with all prizes. Mrs. Marrion, Al Keenan and Charles Soder-berg entered swimming and diving events and ran away with all prizes. Mrs. Emmy Clifford celebrated her birthday by entertaining all of kiddles on the show to a party. Twenty-five hungry youngsters enjoyed codles of ice cream and cake at cookhouse. Harry Merkel entertained Racontours' club at local cafe. Fern Chaney gave a swimming party and luncheon at beach which was attended by Betty Coe. Lucille King, Mrs. attended by Betty Coe, Lucille King, Mrs.
John R. Castie, Hazel Fisher, Verna Seborg, Peggy Nelson, Marie Alton. Virgie
Miller, Louise Maynard, Leona Barie,

Toots Epple. Giggles Cardwell, Mrs. Ken Taylor, Margaret Balcom, June Pickard. Clarence H. Alton made a trip to Ely, Nev., visiting several shows en route. Mr. and Mrs. Max Williams, of Hillbilly Show, have reconstructed entire show with innovations until it is now one of nicest looking shows on midway. Bud Cross's Octopus ride had a new safety device placed-on all of tubs. Work was accomplished under personal direction of Abner K. Kline. Mr. and Mrs. Roland Richards have turned their Monkeyland Show into a three-ring circus with marked success. Tommy Parker, gental host of privilege car, is forced to take catnaps in afternoon in order to catch up with his sleep. Little (Binkey) Taylor has taken to chasing butterflies and may be seen any afternoon scampering have reconstructed entire show may be seen any afternoon scampering about midway with his not in action. Latest acquisition to Emmy Clifford's cookhouse is "Donald," the duck. Donald cookhouse is "Donald," the duck Donald is last survivor of ring duck concessions operated by midway clown Jack Clifford. Donald's antics around cookhouse have added much gayety and humor to evening's 'performances. Mr. and Mrs. J. M. Brown added three concessions. Concession operated by Stanley Cole and Fred Stewart has been enlarged to accommodate crowds. Mr. and Mrs. Tommie Lee made added improvements in their Snake Arena by installing two more pits. Bigger and better trout is cry of two show fishermen, Ralph Balcom and Art Anderson. Mary Carter departed to join show fishermen, Raiph Balcom and Art Anderson. Mary Carter departed to join Monte Young Shows. H. H. Wachtmann departed to play some Eastern fairs.
WALTON DE PELLATON.

Crystal Exposition Shows

Norton, Va. Week ended July 30. Auspices, firemen. Location, city baseball park. Weather, fair. Business, good.

park. Weather, /air. Business, good.

All shows and rides up and ready for opening Monday night, altho cars were not spotted until Monday morning. Doc Carl O. Mahaffey's Minstrel Show continues to do a nice business. Octopus ride still getting top money. Much credit is given to Edward K. Johnson for splendid work done here. Surprise of week was when Joe Hurly, concessioner, and Peggy Middleton, Norton, Va., married. Good Fellows' Club gives another of its mighty floor shows Thursday night. Thru splendid work of W. J. Bunts the shows have been awarded a big Labor Day event.

DOC R. G. FELMET.

Dee Lang Shows

Willmar, Minn. July 26-31. Auspices, American Legion. Location, Limit avenue and Sixth street, West. Business, jair. Weather, good.

After move of over 200 miles show did not reach location until late Monday afternoon, so did not open until following night. Crowds did not turn out good, this being harvesting season, but receipts were materially increased on closing night. Various rides are being refurbished with new coats of paint. Entirely new and larger bingo stand being built. First show to play this spot in seven years. Charles Meeks, assistant to Tack Nail, received word that his grandfather was taken very ill. He immediately left for his home town. Trenton, Tenn. Word was received that George Worl, of side show, recently operated on, was improving nicely. Fine co-operation had from auspices, which was appreciated by management.

C. R. NEWCOMB. After move of over 200 miles show did

Marks Shows

Kingston, Pa. Week ended July 31. Auspices, Kingston Fire Company. Lo-cation, Valmont Plot, off North Street Bridge. Business, excellent. Weather,

Bridge. Business, excellent. Weather, rain Friday night.

Lot closer to square in Wilkes-Barre than to Kingston Corners. Gate best of season, each night increasing to Friday, when it rained. Saturday night two gates and four ticket boxes were busy from dusk until after 10 o'clock and more than 12,000 paid admissions. Mrs. Mack Glynn recovering from accident she suffered in Scranton when their automobile, in gear, suddenly lunged forward throwing her to ground and automobile, in gear, suddenly lunged forward, throwing her to ground and breaking bone in her right leg. T. A. (Red) Schultz also recovering from a severe bite when Jim, one of big simians in monkey circus, severed end of Schultz's finger. Mrs. Paddy Sullivan, who broke a leg in Nanticoke, is about on crutches and superintending operation of her candy-apple emporium. Mrs. Joe Payne, who has been visiting her husband, returned to Philadelphia. Frank Starr, who has been connected with the Payne-Lane combination, de-

Ben Levine and Jack Harris come and go. Mrs. Jack Martin made visit to home in Richmond but returned come and go. Mrs. Jack Martin made visit to home in Richmond but returned in time to help Jack select new automobile they are now driving. Ann Grenier returned to lineup in Al Paulert's Beauty Revue. Bud Turner is ticket boxing for Jimmy Hurd's Wall of Death. Gordon (Foots) Middleton and Joseph O'Hara left side-show roster. Harry Davenport is now handling front of Desert Demons, with Albert (Few Clothes) Brooks curator and Joe Fordassisting inside and C. C. Cornwell on ticket box. Tommy Rice continues to do an excellent job of billing. General Agent Robert R. Kline, after staying around show for two weeks, departed for a trip south. Percy Sink is being assisted in his trained mouse concession by his sister, Lira. Walter Holliday left and turned his frozen custard business over to Harold Holliday, with John Kellner as assistant. ner as assistant.

CARLETON COLLINS.

Greater Exposition Shows

Flint, Mich. July 26-31. Auspices, American Legion. Location, Fenton road showgrounds. Weather and business, fair.

Flint not up to expectations due prin-cipally to fact that Fisher Body Works cipally to fact that Fisher Body Works gave all their employees a six-week layoff, which necessarily curtailed their spending to a large extent. During week everything was painted. Darkest Africa was opened. Dan Cody added six monkeys to his monkey circus, quite a few props and new equipment. Professor Siros ordered all new banners for Illusion Show. New house trailers are much in evidence. Owners are J. C. James, J. Crawford Francis, P. D. Bogue, Harry Reynolds, John Francis, George Cockrell and William Sales. James Jorgenson, head mechanic, purchased a cozy coach. Dick O'Brien is busy in the South. Several new acts contracted: Mills and Mills, high wire; Ellett Chris, the South. Several new acts contracted: Mills and Mills, high wire; Ellett Girls, serialists, and Captain Hart and fighting lions. James Gregory and Mrs. J. C. James have been on sick list. Harry Kirby, manager of cookhouse, has badly infected arm. Visitors: Mrs. J. C. Beck and daughter, Hollywood, Calif., and Mr. and Mrs. Merle Martin and son, Decatur, Ill. W. H. SMITH.

Orange State Shows

Vivian, W. Va. Week ended July 31. Business, good.

Pat Brady and wife joined and doing well with new posing show. Eddle Shaboo and wife joined with athletic show. Joe Butler is now assisting Sec-retary Daiton around office. Several visretary Daton around office. Several Mar-tted from Dixle Model Shows at War, W. Va., also several from Broadway Shows at Gary, W. Va. Whitey Denhert and Manager Leo M. Bistany exchanged visits. R. W. REED.

Western States Shows

Deadwood, S. D. Week ended July 24. Auspices, American Legion. Location, baseball park. Weather, good. Business, fair.

fair.

Third straight year here. Business better than last year but not up to 1935, altho first carnival in Black Hills this season. Good committee in charge of Charles Blumenthal, past commander and a city alderman. Show received fullest co-operation from committee and all city and county officers. Many visitors from surrounding towns. One party headed by Chester Smythe. Fred Rank. Mike Kinney and Angelo Napoli, Rapid City, S. D., VFW. Another party headed by Abe Blumenthal, Rapid City, Party of ladies with show spent Wednesday swimming, fishing and boating in Spearfish Canyon, a few miles from city. Those attending: Mrs. Rose Marie Ruback, Thelma Miller, Ida Russell, Snow Deneke, Lillian Parker, Cora Davis, Snow Deneke, Lillian Parker, Cora Davis, Sertha Williams, Babe Davis, Murrel Wood, Mary Kolb, Virginia Welch, Tillie Jones, Irene Goldberg, Alice Mooney, Ruby Murphy, Juanita Fess, Sunny Handing, Bernice Kitterman, Sophie Mullins, Alice Nortown, Billie Bob Purperson year, Edith Reid. Peggy Dugan, Mamie Burgoon, Louise Mukes, Bobbie Hyman. Kitty Martin, Maxine Brunk and Lillian Kitty Martin, Maxine Brunk and Lillian Henderson. Thursday night a party was given at Round-Up night club in honor of Bill and Lorraine Bass' first wedding anniversary. Those attending: Jack and Rose Marie Ruback, Whitey and Sunny Handing, Hypo and Snow Deneke, Joe and Ruby Murphy, Larry and Sophie Mullins, Ben and Bobhie Hyman, Clyde and Babe Davis, Mike and Cora Davis, Snippy and Mary Kolb, Irene and Mickey Goldberg, Louise and Whitey Meeks, Lil and Grabo Henderson, Larry and Murrel Woods, Larry Woods Jr., Bob and Vie Mays, Kitty Kelley, A. R. Wright, Bernice Sloan, Billy Miller, Al Varnell, Frenchie Burke, Jerry Lambert, John Cobb, Keith Chapman, Miser Wills, Tillie Jones, Bennie Bolt, Andy Turning, Sammie Lasky, Joe Fox and Charles Fair.

MURREL WOODS. MURREL WOODS.

West Coast Amusement Co.

North Bend, Ore. July 28-August 2.
Auspices, fire department. Business, very good. Weather, variable.
For third time this little town turned out satisfactory to all concerned. Business was very good when weather permitted. M. E. Arthur had a big week, as did Carl Holt's enterprises. Eddie Harris had many fishing trips, with Carl Holt as fisherman. Louie Leos had town all to himself, as Manager Mike Krekos made a trip to San Francisco and way points. Governor Martin visited show and Leos. So far the season has been at least 40 per cent shead of 1936. Bert Claussen and missus still lead midway with their riding devices and concessions. Joe Zotter was a welcome visitor. George (Shorty) Kocan, bandmaster, busy getting band ready for the fairs. He is building a new sidewalk cafe to replace one he is now using. W. T. Jessup, general agent; Glen Loomis, special agent; Mike Krekos, general manager; Louie Leos, auditor; Eddie Harris, manager of concessions; Carl Holt, lot director: A. Kocan, director of music; Fred Sherly, chief electrician; Russian Nick, manager of gate; Nick Kekos, trainmaster; Howdy Walker, master of transportation, and George Kocan, master of commissary. W. T. JESSUP.

Curl Greater Shows

Curl Greater Shows

Camden, C. Week ended July 24.
Location, streets. Auspices, Progressive
Men's Fall Festival. Weather, jair. Business, profitable.

First week of season no rain fell on show. Agent Doo Edwards had quite a job laying out lot. Al Caton joined with ham and bacon wheel. Shows did well considering their location at one end of midway. Auspices had a large dance hall on grounds, and a local band played on midway each night. Harvey Massey, formerly with show, was seriously burned while presenting a fire act on side show of Howard Bros.' carnival. Several of Curl folk went to Hamilton, O., to see Hagenbeck-Wallace matinee. Edds' Klub, supervised by Paul Miller, presented a show for members of show Friday afternoon. Participants were Bertha Edwards, Donnie Chapman, Ruth Laynaker and Jetty Hardin. Children's presentation will be a weekly event and money derived from it will go into children's club' treasury. Betty Tallman joined Jake Lucas' Tropical Wonders Show. Bob Crawford has a new ball game.

L. E. (ROBA) COLLINS.

O. C. Buck Exposition

Boneville, N. Y. Week ended August
7. Booneville Fair. Location, fairgrounds.
Flusiness, fair.
Fair's 55th anniversary opened on Monday with very good crowds. Increased each day until Friday, when rain ran all folk home. Grand stand was well patronized with a show from George A. Hamid office, featuring Revelations of 1937. Saturday Lucky Teter and Hell Drivers drew a good crowd considering that it rained until noon. Shows and rides were well patronized but concessions played a blank. Joe H. Hughes and Mrs. George A. Hamid paid midway a visit daily. Bligh A. Dodds, fair manager of Gouverneur, N. Y., a visitor. Sam Kaplan joined with three concessions. Austin & Kuntz's Ten-in-One topped all shows. R. F. McLendon, well-known press agent, Joined advance. Jack V. Lyles returned from Southern trip.

LARRY LABELL. LARRY LABELL.

Strates Shows

Niagara Falls, N. Y. Week ended August 7. Auspices, St. George's Church. Bujialo avenue fairgrounds. Weather and business, good.

Trainmaster Tommie Evans and Erie Railroad gave show one of best and fastest moves of season on run here. Evans had every wagon on lot in two hours and five minutes after train arrived. Lot Superintendent Mikle Olsen and crew did their work double quick

despite a lot full of sightseers. Show made a fine appearance on showgrounds, which is five blocks from center of business district. Committee, with Rev. Father Francis Gelumbis as chairman, did everything possible to aid show, being on job every minute during entire engagement. Business opened Monday evening with a bang, huge crowds turning out to greet first appearance of Strates Shows in Niegara Falls. Business continued good until Friday night, when rain came. Saturday bright and sunny and kids' matinee good. Largest crowd of week Saturday night put the stand into one of best still spots played by show this season. Patty Conklin was a visitor, coming in from Cleveland, and paid General Manager Strates some fine compliments. Patty and Bill Breese were seen cutting it up. Elmer Rhodes, of Spillman Engineering Corporation, also visited. Assistant Manager Jimmy (Lotharlo) Kelliher away with No. 2 show playing fair at Albion. despite a lot full of sightseers. Show

Zimdars Greater Shows

Zimdars Greater Shows

Knoxville, Ill. Week ended August 7.
Location, fairgrounds. Auspices, Knoxville County Fair. Attendance, good.
Weather, hot. Business, fair.
So hot people would not venture on midway during day. First day of fair the WLS Barn Dance was grand-stand attraction. Following three days amateur contests were held. Crowds stayed late to see who won prizes. Jake Miller bought a kiddle Whip and booked it with show. Billy Price and wife joined Sallor Harris' Side Show. Harris had banner week of season. Boneless Kid, illusion show, joined and Tom Scott and Mrs. Rose with concessions. Doc. Tyree put up a drink emporium on a truck. The Crawfords, free act, going big.

CHARLES SEIP.

Miller Bros.' Shows

Beardstown, Ill. Week ended August

Beardstown, Ill. Week ended August
7. Location, streets around square. Auspices, American Legion and Fish Fry
Association. Free gate. Weather, ideal
when operating. Business, good.
Children's matinee big. Saturday night
big. Illinoian-Star gave pictures and
stories. Springfield papers ditto. General
Agent Bob Halleck back from scouting.
Manager Miller airplaned east. Visitors:
William Leazier, C. M. Johnson, Addison
C. Thorp, Fred Leslie, Ray Buhl, Lou
Yeakey, Leroy R. Morris, Fred Thick and
Boots England. F. L. Deane, manager
Fulton Bag and Cotton; John P. Dick,
representative Lang Printing Company,
and Cliff Adams, road man for Midwest Merchandise Company, gave touch
of flash to independent midway with
their trailer offices and stockrooms on
wheels. Jules Bagarry, former secretarytreasurer for Brundage and Dodson
shows, of Opelousas, La., stopped en
route to California. Eddie Clark with
Eugene Davidson and "Abe the Agent"
Kann on midway. Mary Bowen broke
records with her bingo. Earl Conners
scoring with fishpond. A. E. Stein and
wife, Bee, from Johnny J. Jones Exposition, visitors. Harry Calvert joined with
frozen sweet emporium. Vern Giles
drawing patrons with 10-piece band. Paul
Beckley, official painter, decorating. John
Traynor added two boxers and three
wrestlers to Athletic Arena. From West
came concession row mascot. General
Nat Morgan. John Toffel hailed lot boss.
Mike Democ and wife scoring with new
idea ball game. Harry Miller, newcomer.
Jack Barriett, Virginia Jurgens, Frank
and Peggy Grimm. Pauline Reynolds
over top at every stand. Noah Webster
increased Artist Models show with new
talent. Filipine midgets, Juan and Martini, top money. Norman Smith boomed
by papers as champion motordrome rider.
His understudy is Ernie Phillips. Tong tim, top money. Norman Smith boomed by papers as champion motordrome rider. His understudy is Ernie Phillips. Tong Shong Chang, flea circus man, sad. His 10 Chinese fleas gassed. DOC WADDELL.

Johnny J. Jones Exposition

Muncie, Ind. Week ended August 6. Great Muncie Fair. Weather, ideal. Busi-

ness, good.

Shows' third consecutive appearance at this fair. Midway located amid trees that gave Assistant Manager Tom Allen a cross-word puzzle layout to solve. Opened Monday and closed Friday, but fair had been in operation for two days prior to shows' appearance. Week as a whole provided big crowds of spenders, Children's Day going over top. Newspapers very liberal with space. Trees provided shade for most of the many ballyhoos. Hearts of every member of shows personnel were saddened by acci-

YOUR FAIR DATES WILL BE MORE PROFITABLE WITH THIS PROVEN RIDE!



Two Sizes-12-Car, 18-Car. For Permanent or Portable Use.

Patty Conklin says: "Easiest ride we have ever handled to set up and tear down.
Tops the Midway every nite. . . . Far exceeds our expectations."

Beckmann & Cerety Shows—"Ride O grossed \$1,907.20 the first six days."

Hennies: Bros. Shows write—"Inexperienced ride crew set up the new Ridee-O without the least bit of trouble. . . . We are more than pleased with this profitable, trouble-free ride."

Johnny J. Jones Exposition writes-"The new Ridee-O arrived and it sure is a dandy." Happyland Shows-"The Ridee-O is the big-money ride, being way ahead of the others,"

SPILLMAN ENGINEERING CORP.,

North Tonawanda, N. Y.

FRUIT CONCENTRATES

You'll never know how good your ice-ball syrups and drin until you try GOLD MEDAL FRUIT CONCENTRATES. The true fruit flavor, entirely different from the ordinary kind. and drinks can be made They have the real

The biggest operators in the business use GOLD MEDAL CONCENTRATES. They know that by giving their customers a run for their money they can make more for themselves.

Write today for further particulars and special sample offer.

GOLD MEDAL PRODUCTS CO.

133 E. Pearl Street,

Cincinnati, Ohio

RHODE ISLAND STATE FAIR

6 DAYS

A. N. PECKHAM, Manager 6 NIGHTS | Kingston, Rhode Island | SEPTEMBER 1st Through 6th | 6 NIGHTS

6 DAYS

FILLED UP!

No more space available in industrial Halls, Exhibition Halls or in any other building, Rides engaged. No more Shows wanted. Have about 300 feet Frontage left in Midway. If you want position here for legitimate Concession at the Fair that has gone ahead the farthest during the last few years of any Fair east of the Mississippi River, here is your last chancel!

Next year going to put in good Carnival. Carnival Men send Representatives to look us over.

dental death of veteran trainmaster and well-known trouper August (Dutch) Christ, found lying on ground crushed by a contract truck. Having served with many of big shows and dating back to earlier days of the late Ben Wallace. Repainting of entire show has again started in earnest and more artists and letter men have been added to staff artist L. (Ribs) Reeves. Word reached office that Leap Frog ride will be deflivered to show in time for Indiana State Fair. Eleanor Gordon back to show after visiting homefolk. Lee Young, midget show orator, now a dog fancier. Karl J. Walker's Gay New Yorkers in top money class, featuring Vera Mason. Tom Salmon, master builder, back on Job after a hospital siege. STARR DeBELLE.

Rubin & Cherry Exposition

Milwaukee, Wis. Week ended August 1. Auspices, VFW, Post 3091. Location, Second and Capitol drive. Weather, clear and warm. Business, fair.

Return engagement under same auspices in less than a month. Midsummer Festival on lake front finished night bepices in less than a month. Midsummer Festival on lake front finished night before show opened, which naturally hurt attendance. Here is a record for a big show ilike this: Kept midway open until 1:30 a.m., which made Manager Joe Redding happy and he gave credit to entire working staff. Mr. and Mrs. Sam Beaty, in charge of concessions for Chick Allen last season, visited while en route to Duluth, Minn. On mehtalist camp, operated by Mrs. Johnnie Meyers, are two very interesting readers Madame Mytle Palmer, from Cleveland exposition, and Jack Tangee, who has been playing theaters in Southwest for past two years. Walter Beaty, operating diggers, does at least 30 miles every night on his circular tour, assisted by John Nappie, who does about 25 himself while making change for patrons. Milwaukee Leader gave much space before and during engagement. Shorewood and gold coast newspapers all used this time in. WEMP Radio Station used talent from various shows every afternoon on sustaining programs. Mar Kimerer's midgets availing shows every afternoon on sustaining programs, Max Kimerer's midgets gaining most votes as popular ballot proved.



MAKE \$50.00 A DAY ON CANDY FLOSS

More and more people are buying our Candy Floss Machines
— ONLY the Original Guaranteed Machines. We also have
the Double Heads. Get aervice
plus satisfaction. Write Today.
ELECTRIC CANDY FLOSS MACHINE CO.,
202 Twelfth Avq., So.,
Nathville, Tonn.



Write for Free Sample TODAY.

UNIVERSAL PENNANT CO.,
1232 So. Wood Street, Ohloago, III.

LILLIAN SHEPPARD WANTS

Chorus Cirls that can do Specialties. Musicians, Talkers and a good Em See. Good salaries to right people, Long season. Give full details.

HENNIES BROS. SHOWS, Davenport, Ia., August 16; Eigin, III., August 23;

WANT

Cirl Show, small Cook House, Mitt Camp and Erie Diggers. Big Timber, Monts, Week August 19 GREATER FAIRWAY SHOWS

Good, clean, sober Keno Man to sell Keno Boarde in nite clubs. Must have personality. Good job for right man. J. H. E., 601 1st Street, Le Salle, III.

WANTED

1 1 1 1 1

Casino De Parce repeated its record of

Champaign, Ill. Week ended August 7. Auspices, Champaign Police Department. Location, Hessel Field. Weather, fair.

Business, good.
Champaign Police Department went to Champaign Police Department went to town when it started a nice week's business by packing midway Monday night. Friday as well as Saturday nights were also crowded by country folk despite fact Wallace Bros. Circus played Urbana, two miles away, on Friday night. Many R. & C. people attended its matinee as guests of Manager Ray Rodgers. Show Secretary W. Y. Grant was surprised by a visit from his younger brother. Porter Grant, one of youngest football coaches, accompanied by Ted Gorman, also a football coach with young Grant at the University of Kentucky. Determination Eddie, last season as side-show manager, is back again and talking on front of Eddie, last season as side-show manager, is back again and talking on front of Ripleys." Urbana Courier, Champaign News-Gazettle and The Illini, college paper, all were fine in behalf of police department during show dates. Saturday night Manager A. Walter White of Johnny J. Jones Exposition visited with General Agent J. C. Simpson and Press Agent Starr DeBelle as guests of Rubin Gruberg. Peezy Hoffman had fine cooperation from local merchants. Fine, level, hard lot at edge of city, with special busses and taxi stands at the main entrance. Arthur Sharp says he likes to check up with a police committee.

FRANK J. LEE.

Blue Ribbon Shows

Boonville, Ind. (Fair). Week ended August 7. Weather, rain Thursday. Business, very good.

Made long run from Seymour, Ind., and arrived in time to set up Sunday. Was ready for Monday morning's business, which began early. Business was stendy all week. Fair officials did splendid work and were untiring in their efforts to aid show. Charles Taylor, president; Albert Derr, secretary, and Charles Roberts are men who make Boonville Fair a success. Manager Roth has booked

Boonville for 1938. Jack Galluppo, manger of cookhouse, was so busy here that ager of cookhouse, was so busy here that he forgot to punch some of meal tickets. Bert Milville's Carioca and Roy Woods' Motordrome went away up in gross receipts. Mrs. Ann Galligan is kept busy with her baby. Harry Rubin is pleased with his bird-store business. Oliver Eddy wired that he would join to take over job of chief mechanic, which Pid Gessler just gave up. G. C. GOSSAGE.

World of Fun Shows

Powellton, W. Va. Week ended July 31.
Location, circus grounds. Auspices, none.
Weather, fair. Business, good.
Move from Ansted was made on
scheduled time and everything was in
readiness for opening on Monday night.
First carnival to show in this part of First carnival to show in this part of coal fields. Large crowds. Attendance increased nightly and Saturday was a three weeks' pay day. Altho it rained Saturday attendon it did not spoil business, as at 8 p.m. grounds were packed and everyone did real good until midnight. Chairplane topped rides and C. Colley led shows. Prof. Mylo, of side show, close second. Co-operation with county officials and Manager N. P. Roland put things over without trouble. Mr. and Mrs. Joseph Steblar drove into Charleston, W. Va., to visit friends. Mildred Brewer, Mrs. Joseph Steblar's niece, enjoying her vacation with her aunt. W. dred Brewer, Mrs. Joseph Steblar's niece, enjoying her vacation with her aunt. W. C. Sorgee received his new top from Anchor Company and has bingo repainted and flashed. Shorty Shell joined with a concession and is also new lot man. Hubert Harlow has Blue Eyes and is doing nicely. C. Colley repainted his Histo Show. Bud Forman is painting banners for shows. Many visits exchanged between Stlas Green shows and members of this show. Mrs. N. P. Roland has a smile for evergone Manager N. P. Roland away nd arrived in time to set up Sunday. Vas ready for Monday morning's busiess, which began early. Business was teady all week. Fair officials did splendid work and were untiring in their efforts to aid show. Charles Taylor, presient; Albert Derr, secretary, and Charles toberts are men who make Boonville to his home in Salem, Va. Grady Miller as uccess. Manager Roth has booked Mrs. N.P. Roland has a smille for everyone. Manager N.P. Roland have for everyone. Manager N.P. Rol

and niece, Mildred Feeney, spent several days in Charleston, W. Va. Johnnie Bullock was a daily visitor. C. Gordon repainted his living trailer. All rides will be repainted and show enlarged. W. T. Harden purchased a new Ford truck, and nephew arrived for visit from Knoxville, Tehn. So far show has not lost single opening night. W. DAVIS. single opening night.

American United Shows

Bozeman, Mont. Week ended July 31. Teather and business, good. Concessions had good week. Of rides

Concessions had good week. Of rides Dodgem top money; Octopus second. O. H. Allin reported best season of his career for candy floss and pop corn. Mr. and Mrs. Virgle Snow enjoy Chinese noodles, and Peggy and Blanch are taking vocal lessons in preparation for a new sister act. Mr. and Mrs. Ray Holding, Mr. and Mrs. Jimmy Griffin, Joan Avery, Manager A. B. Miller, Mr. and Mrs. Ray Bevins and daughter, Mr. and Mrs. Don Frazier and Mary Snobar spent two days in Yellowstone National Park. Virgle Snow made trip home to see his sister, Snow made trip home to see his sister, who was recently hurt in an auto accident. Eddie Lane took two concessions

dent. Eddle Lane took two concessions to Butte celebration. Ray Bevins purchased a new Silver Moon house trailer from Monty Lewis, a former concessioner now in auto business in Shelby, Mont.

A. B. Miller and H. H. Avery were visitors to the Goodman Wonder Show at Great Falls, Mont. Mrs. John Snobar still home due to death of her mother. Show boys sent a wreath. All trucks are being newly painted. Visitor: Monty Lewis, VFW committee that American United played under last Fourth. Mr. Lewis, VFW committee that American United played under last Fourth. Mr. and Mrs. Perrie Ouellette, general agents, purchased a new house trailer. Show boys celebrated Perrie's birthday. George (Dad) Allin has a new 50-watt publicaddress system.

A. B. MILLER.

McClellan Shows

Kennett, Mo. Week ended August 7. Location in town. Auspices, none. Free gate. Business, fair.
Beginning of week slow. Last part

Beginning of week slow. Last part better. Saturday matinee good and crowd stayed until closing at 12 p.m. Mrs. White Pratt gave birthday party for her nusband. Many presents were received. Nice spread served to Mr. and Mrs. Roy Goldstone, Mr. and Mrs. T. Neal and Mr. and Mrs. Pratt. Mrs. J. T. McClellan spent a day visiting in Memphis. Mrs. Martha McClellan had one of best weeks of season with her photo stand. General Agent F. Maurice Wood left for Mississippi on business. Maud Keel Williams Agent r. Maurice wood left for Mississippi on business. Maud Keel Williams called to Kansas City on account of illness of her father. Steve George and family visiting Cooper mentalist camp. Mrs. George will be assistant reader for remainder of season. Cooper-reports fair business. R. Van Orman, manager for Minstrel Show reports increase in business. Minstrel Show, reports increase in business as show moves south. L. OPSAL.

Dodson World's Fair Shows

Dunkirk, N. Y. Week ended August 7. Location, lake front showgrounds. Auspices, Dunkirk Centennial Celebration and Southwestern New York State Firemen's convention. Weather, clear and

hot. Pay gate. Business, good.

Big opening Monday night. Everything stretched out in one line from main entrance to rear of lot. Shows private telephone system came in handy. Town decorated and overflowed with visitors. decorated and overflowed with visitors. Parades every day, as were matinees except Monday. Friday, civic holiday, big day of week. Over 50 bands participated in parade thru downtown streets. Rides played more than shows, but Lucille Osbourn had one of her best nights with Artist and Model posing show. Nearly 11,000 attended Saturday night. Clarify and the strong feature. Charles Clark and band took part in parades. Mrs. Lucille Osbourn, daughter of Mr. and Mrs. C. Guy Dodson, celebrated her 28th birthday August 4. She received many presents. Mr. and Mrs. F. W. (Toronto Red) McGuey are enjoying a pleasant season. Merry-Go-Round, fresh from factory at North Tonawanda, N. Y. held a prominent spot on midway. While from factory at North Tonawanda, N. Y., held a prominent spot on midway. While in Buffalo General Manager C. Guy Dodson ordered paint and goldleaf to repaint and decorate entire rolling stock. It will be solid aluminum with orange trimming, red letters and sky-blue shading. Jack Champion and Fred (Sparky) Ballweg started on wagons. A new 70-foot flat car was added to train. Lee Folkner, electrician, had midway dazzling with lights. Allen Speelman, who handles mike on Elmer Day's bingo, comes in for lots of attention with his breezy style of delivery and merry chat-

Roy Hickman was burned while pouring gasoline in a running tractor attached to big Eil Wheel. Leo Zacchini is operating a newly built photo gallery. Dunkirk Observer carried a story on Vittorio Zacchini, human cannon ball. Adtorio Zacchini, human cannon bail. Advertising display banners filled twin Eli Wheels, result of Special Agent Ed Bruer's efforts. Visitors: Dell Darling, sheriff of Erie County, Erie, Fa.; his deputy, F. E. Wheeler, and several members of Erie's VFW.

DAVE CARROLL.

Dixie Exposition Shows

Pulaski, Tenn. Week ended August 7. Location, downtown lot. Fair weather, Auspices, American Legion. Good busi-

ness, American Lepton. Good of the mess, Opened Monday night. Large crowd and good attendance all week. Several concessioners bought new green canvastops. Mr. and Mrs. Jack Kennedy joined with cookhouse. Curley Laurence returned from vacation in Harlan, Ky. Mr. and Mrs. Wallie Banks and Sister Grady returned from their vacation. Everyone had good business. Manager C. D. Scott attained his 42d birthday. Mrs. Scott gave a surprise party which failed to surprise, as baker and helpers carried 20-pound cake on lot as Scott was standing in entrance. However, party was a huge success and he received numerous presents. Everyone connected with show huge success and he received numerous presents. Everyone connected with show was invited. Minstrel band rendered Happy Birthday to You and all present joined in. Mrs. C. D. Scott's mother, Mrs. Pearl Shroyer, is guest of Mr. and Mrs. Scott and seems to be enjoying show life greatly. Mrs. Shroyer is a favorite of all, as she has visited show on several previous occasions. Jack DeVoe is in Mississippi attending to fairs booked. Huey Waters, painter and decorator, is keeping outfit well painted and fronts looking new. Squeaker Club is going over big and everyone enjoys programs given by Minstrel Show after club business is over.

Art Lewis Shows

Montreal, Que. Week ended August 7.
Auspices, Verdun Diamond Jubilee. Fifteen-cent gate. Two free acts. Weather,
cloudy and rain. Attendance and busi-

reen-cent gate. Two free acts. Weather, cloudy and rain. Attendance and business, fair.

Second week of engagement unsatisfactory on account of rain. During the 13 days of engagement no less than eight days rain with consequent loss of business. When fine night attendance was good and business all that could be desired. Visitors from World of Mirth Shows, playing Agricultural Exhibition at King's Park, included Max Linderman, Doc Cann; Gaylord White, press agent; Earl and Mrs. Purtle, Mr. and Mrs. Jack Ward, Mike Contl, Russell Judy and Mrs. Judy, Hans Mertens and wife, Billi Hegeman and wife and Bill Brown. W. W. Morency, father of F. Percy Morency, show treasurer, and W. C. Morency, Montreal dentist, and family were frequent visitors as well as a host of Montrealres, who is a native of this city. Mrs. Eard Engagement of the city. realers and their families came to see Percy, who is a native of this city. Mrs. Fred Barnes, Mrs. Howell Pickens, sister of Mrs. Barbara McIntyre, also guests of show and they were entertained by Mrs. McIntyre and Mrs. Percy Morency. DICK, COLLINS.

Fred R. Stumbo Shows

Fairland, Okla. Week ended July 17. Auspices, American Legion. Weather, unsettled. Business, bad. Show only got in three nights here. The 41st Annual Soldiers and Citizens'

The 41st Annual Soldiers and Citizens' Celebration was moved up two weeks and helped to make this spot a blank. Southwest City, Mo. Week ended July 44. Auspices, Fire Department. Weather, unsettled. Business, fair.

After moving onto lot Sunday a cloud burst flooded it. A creek near lot rose out of its banks and by Monday noon two feet of water flooded entire midway. Lot was drained and gravel and sawdust hauled. Opened Tuesday night with very poor lights, as transformer set would not carry full load. Wednesday was a good day and splendid business was done. Roster: Fred R. Stumbo, scoretary and treasurer; George Swaggart, lot man; R. J. Stokes, electrician; J. W. Keown, baners. Riddes: Ferris Wheel, F. R. Stumbo, ners. J. Stokes, electrician; J. W. Keown, banners. Rides: Ferris Wheel, F. R. Stumbo, owner; Clarence Stokes, manager; Hobert Curter, clutch; Lucille Dodd, tickets. Merry-Go-Round, F. R. Stumbo, owner; C. E. McGhee, operator; Mrs. Stumbo, tickets. Kiddle Auto Ride, George Swaggart, owner and operator; Mrs. Swaggart, tickets. Kiddle Swan Ride, George Swaggart, owner; R. J. Stokes, operator. Punhouse, Nathan Potts, owner and

FAIRLY-MARTONE SHOWS

WANT Monkey Show (Earl Chambers, wire), Unborn Show, Illusion Show, any Show of Merit. Will furnish transportation. Wanted, Organized Minstrel Show. Will book a few legitimate Concessions only.

OTHER FAIRS PENDING

FAIRLY-MARTONE SHOWS

Winona, Minn., Week August 16, or Per Route.

WAYLAND, MICH., STREET FAIR SEPTEMBER 1-4

An annual event which always draws fremendous crowds. CAN PLACE legitimate Concessions of all kinds, \$15.00; no racket, no tlat stores. Will soil exclusive Diggers, also Corn Came. We have Hart Fair tollowing (September 8-11), tor which we can place Loop-o-Plane (single preferred) and Chairoplane.

This week, Warren and Livernois Aves., Detroit; next week, Myrtle and Lawton Aves., Detroit. Address all mail to

F. L. FLACK, 36 East Woodbridge St., Detroit, Mich.

AL. G. HODGE SHOWS, INC., CAN PLACE

Shows with or without Equipment. Ride Help on all Rides. Must be sober and reliable. Also drive traction unit. Concessions of all kind, reasonable rates. WANT Show Front Builder. Ed Rider wire. Our Fair Circuit in the South starts September 20 and ends November 20. WANT Independent Shows for this Circuit in the Heart of the Tobacco, Peanut and Cotton Belt, where crops are good and prices are high, with all short jumps. Route to interested parties. Menasha, Wis., this week; Kenosha, Wis., week August 23.

BANTLY'S ALL AMERICAN SHOWS

HUCHESVILLE, PA., FAIR, WEEK AUCUST 23.

CAN PLACE at once for balance of Season, including 10 Fairs and Celebrations, lasting until Thanksgiving Week, ALL KINDS OF CONCESSIONS, Long Range Shooting Gallery, String Came, Fish Pond, Country Store, Double Loop-o-Plane, Organized Plant. Show, or any other Show of merit. Will tinance same. WANT Ride Help in all departments. AL WALLACE Can uso gober Criddle Man. Week August 16, Central Pennsylvania's Firemen's Convention,

talker; Lloyd Watkins, operator; Helen Potts, tickets. Old Farm Home, me-chanical show, Carl Woodin. owner and lecturer; Mrs. Woodin, tickets. Athletic Arena, Don Friend, owner and talker; Buzz Whitescarrer, Charlie Blondell and Buzz Whitescarrer, Charlie Blondell and Kild Harvey, wrestlers and boxers; Mrs. Friend, tickets. Hillbilly Show, Bill Hogshead, owner and manager and talker; Mrs. Hogshead, tickets; Hogshead family, actors. Concessions: Cockhouse, George Sweggart, owner; George Dick, griddle; Mrs. Clara Dick and George Warton, counter; Roy Jones, kitchen. Other concessioners are Roy Rogers, Peg. Reed, J. W. Keown, Mrs. Cecil Keown, H. L. Burkshire, Elmer Simon, J. Bawyer, Carl Woodin, Miss E. Gunther, Buzz Whitescarrer, Mrs. Pearl Lambeth, Fat Martin, Mrs. Sue Stumbo, Gwinn Kelly, Olaude Hammer. J. W. KEOWN.

State Fair Shows

Fairbury, Neb. Week ended August 7.
Location, jatrgrounds. Auspices, Veterans of Foreign Wars. Business, good.
Shorty Wells and two assistants repainted Merry - 60 - Round. Charley Greiner, concessioner, purchased a new lighting arrangement, got favorable comment. Feeding of big snakes amused customers. All are making preparations for first fair date, when a double Loop-o-Plane and an Octopus will be added. Fairbury boys and girls' drum and bugle corps, State champions, paraged main streets on opening night with banners advertising shows. Sunny Boy, pup of Mel's, is pet of show. One of most decorative attractions is new Kiddie Auto Ride. Bill Farrar, show painter, is painting Tilt-a-Whirl. Phil Little's cookhouse, bingo and other concessions are doing wall and Flowd Shankle's corn grown to ing Tilt-a-Whirl. Phil Little's cookhouse, bingo and other concessions are doing well and Floyd Shankle's corn game is scoring. Melvin Little's Rayo Lite store is one of brightest spote on show. George Shaw and wife, with their rotary merchandiser, are nearly always in top money. Anne Summers, with her pop corn and candy floss, is open early and late. Irene Lachman, wife of Dave, show auditor, arrived this week. General Agent L. C. Kelley has improved in health. Jockey Day is doing a good job billing ahead of show. Jake Dymes, with his Night in Harlem show, is clicking.

DAVE LACHMAN.

Eric B. Hyde Shows

Connersville, Ind. Week ended July 31. Location, ball park. Weather, fair. Business, good.

Charlie Siegrist visited friends on Wallace Bros. Shows. Curley Weadon's wife and haby went home for a visit. City officials co-operated very well. Mrs. W. T. Morgan, mother of W. E. (Billy) Morgan, is possessor of a new Hamilton coach. Looks like an epidemic of new coaches on lot.

JAN HYTER.

Weer Shows

Deshler, O. Week ended August 7. Location, streets. Home-coming. Weather, rain Friday night. Business, fine.
Three rides played Edgerton, O., Home-coming to good husiness. At Deshler the Tilt-a-Whirl and swings topped everything. New Athletic Show came in second to the two girl shows. All concessions reported good husiness.

M. R. WEER.

Fairly-Martone Shows

International Falls, Minn. Week ended suly 31. Auspices, American Legion. Location, 3d street playgrounds. Weather and business, good.

Show made one of toughest moves of season. Heavy rains for several days prior to move left roads almost impassable. Eleven trucks were stuck at one season. Heavy rains for several days prior to move left roads almost impassable. Eleven trucks were stuck at one time over a distance of 75 miles and it was late Monday before all trucks were in. Despite loss of Monday night shows gross on week was very good. Showfolk took advantage of opportunity to visit Canada and replenish wardrobe with woolen clothing. Little Bobby Gault celebrated his sixth birthday with a party and trip to the picture shows for the children of the show.

Chisholm, Minn. Week ended August 7. Auspices, Christopher Columbus Club. Location, old ball park. Weather and business, good.

Another tough trip, a muddy lot and a Monday lost account of same. Engagement, however, was a red one, as all shows, rides and concessions got money. Lot on Monday was a sea of mud and management decided to wait until Tuesday morning before attempting to even pull on lot. Members of show visited Al G. Barnes-Sells-Floto Circus at Hib-

bing, eight miles from here, on Tuesday, with Johnny Beem spending the entire day visiting old friends on the circus. Al Weir, of circus, who remained in Hibbing, attending to burial of elephants, was a visitor on the midway. Bill and Jackle Wilcox, of Seals Bros.' Circus, were also visitors. Other visitors were Bob Laughlin and Mac Finley, of West Bros.' Amusement Company. George Aylward Jr., of Kansas City, Mo., who has been spending his vacation on the show visiting Toney Martone, returned home. Harry Austin and his brother, Edward Aylward, drove from Kansas City for him and spent a few days visiting prior to their return.

BRUCE BARHAM.

Wm. Bazinet & Sons Shows

Mm. Bazinet & Sons Shows

Minocqua, Wis. Week ended July 31,
Weather and business, good. Location,
Main street and Railroad avenue, downtown. No auspices. Attendance, fair,
mostly tourists.

Tomah, Wis., Fair. Week ended August 6. Weather and business, good.
Location, fairgrounds. Attendance, fair.
New Tilt-a-Whirl was set up for first
time, making a fine addition and flash
to midway and topped all rides. W. A.
Fritts, designer and show painter, once
more joined and is redecorating ticket
boxes and fronts. Visitors: Bob Heth,
general agent Great Olympic Shows;
Douglas Curran, secretary Black River
Falls Fair; Harold Huckstead, secretary
Mondovi Fair; John Heery, secretary
Mondovi Fair; John Heery, secretary
Mauston Fair, and M. Johnson, secretary
Portage Fair.

S. S. HENRY JR.

Wost Coast Shows

West Coast Shows

Seattle, Wash. Week ended July 17.
Location, old Rainier Valley baseball
park. Auspices, Fleet Week Celebration
Committee. Weather, rain Tuesday night
and part of Saturday night, rest clear.
Business, very good.
Aberdeen, Wash. Week ended July 24.
Location, downtown, Market street lot.
Auspices, Moose Lodge. Weather, ideal.
Business, good.
Port Angeles, Wash. Week ended July
31. Location, Port Angeles Fill. Auspices, American Legion. Weather, good.
Business, excellent.

Happyland Shows

Fowlerville, Mich., Fair. August 4-7.
Weather, clear. Business, good.
This fair has always been held first week in October, the last fair in the state and usually encountered bad weather. This year it was moved way ahead and it was a good move. Weather was almost perfect and people really came out and everyone had a good week. Receipts were far ahead of any previous year. Thursday evening a special program was broadcast from the midway over Station WWJ, Detroit, as part, of Detroit News Radio Extra program. Opened with an elaborate description of midway, including rides and shows, and Opened with an elaborate description of midway, including rides and shows, and ended with a broadcast from Bahnsen's Lion Hippodrome, featuring William Bahnsen and his fighting lion act. This was wonderful publicity and helped attendance. Three more shows joined: M. L. Billingsly with his Hopi Indians; Clara Converse and Del Updegraff with their glass show, featuring Ralph



THE ROYAL COACH

A Coach for all Troupers. Show people financed on convenient terms.

Trade in Your Present Outfit for a Royal,

Royal - Wilhelm Furniture Co., Sturgis, Mich.

Or Any Distributor

TRAILER COACHES, INC. 2707 Delaware, Cor. Villa Buffalo, N. Y.

THINKER MOTOR COMPANY 1819 E. Kenilworth Place Milwaukee, Wisconsin

TRAILER SALES COMPANY 335 S. Broadway Wichita, Kansas

LORENZ BROTHERS, INC. Kalamazoo, at River Street Lansing, Michigan

ORR & ORR
4654 W. Washington Blvd.
Chicago, Illinois

NATIONAL TRAILER SALES 1101-1107 S. Hope Street Los Angeles, California

BEEZLEY ROYAL TRAILER SALES
4200 "O" Street Lincoln, Nebraska

MID-WEST TRAILER SALES 2925-27 Locust Street St. Louis, Missouri

RAILER



FOR SHOW PEOPLE

PARTS, SUPPLIES and EQUIPMENT for the builder. CADGETS, LABOR SAVERS and ACCESSORIES for the owner. IMPROVEMENTS, CONVENIENCES and ALTERATIONS for the progressive.

EMPIRE TRAILER BUILDERS, Inc. 88-B Boston Road (Tel., Olinville 2-9398) NEW YORK C Call, Write or Phone for Information LARGE DISPLAY OF VACABOND COACHES ALWAYS ON HAND 3888-B Boston Road

BROADWAY SHOWS OF AMERICA

WANT for two outstanding celebrations in North Carolina with a long string of Fairs to follow: Week August, 16, Kings Mountain, N. C., Volunteer Fire Dept. Lincolnton, N. C., to follow. First organized carnival allowed in since 1930. Both towns' mills all working; tobacco market opened August 10- Can use Shows that don't conflict, Kiddie Rides, Loop-O-Plane and Concessions of all kinds. All wires and mail to

H. C. SMITH, Mgr., Kings Mountain, N. C. P. S. - Fair Secretaries come and look us over

Sprague as glass blower. Princess Redfoot and her Wild West, featuring Wild-Horse Pete, sharpshooter; Chief Youngbear, Indian songs, dances and roping; Dakota Grace and Wyoming Carl, junior ropers; Southern Thunder doing pastimes of Indians and cowboys; C. C. Butcher and his family hand and Earl Kellog, hoss canvasman and charge of stock. Very nice show with good wardrobe and V. L. DICKEY.

WANTED

SHOWS Starting Marshall, Mich., Fair August 24—following Street Fair—following Monroeville, Ind.; Eaton, Ind.; Leipsic. O., and more to follow.

Wire me at Three Rivers, Mich. You pay yours and I'll pay mine.

CONCESSIONS Legitimate—We have nine ideal spots for you. Let's go.

THE WEER SHOWS

Tairly-Martone Shows International Falls, Minn. Week ended Truck and Trailer Legislation Liv 31. Austrices. American Legion. Lo-

WATERVILET, N. Y., Aug. 14 .- George F. Whitehead, business manager of Kaus United Shows, Unit No. 1, reports that several of that organization's truck drivers have been penalized under a new act of the State of New York to amend the labor law in relation to hours of labor of operators of motor trucks and motor busses. Act went into effect July 1 and pro-

of New York or outside of that State; that any person violating the provisions of this act or falling to keep or falsifying any records to be kept in compliance therewith shall be guilty of a misdemeanor and punishable by a fine not exceeding \$50, or by imprisonment not exceeding six months, or both.

trucks and motor busses.

Act went into effect July 1 and provides that when any driver of a motor truck or motor bus shall have been on duty continuously for 10 hours or at separate intervals for 10 hours in the aggregate or less in any 14 consecutive hours, including time for meals, even thours, including time for meals, even thought of the State of New York, he thought of the State of New York, he shall not continue or again go on duty or without having had at least eight consecutive hours off duty; that every trailer in addition to the title. The State also requires adequate brakes on trailers weighing 1,000 pounds shall not continue or again go on duty or more. Coupling devices must be of approved types if the trailer or semi-secutive hours off duty; that every trailer is used in addition to the title. The State also requires adequate brakes on trailers weighing 1,000 pounds shall keep and carry on the vehicle arry passengers. Fire extinguishers also released from duty, whether in the State if the vehicle is disabled on the road. HARRISBURG, Pa., Aug. 14.-Pennsyl-

RIDE HELP WANTED

Experienced only. Foreman on Whip, Foreman on Carronsel. Grind Concessions all open, Candy Floss, Custard. Best of locations, Long season. Address CHAS. GERARD, 2516 Newtown Ave., Patoria, Long Island, N. Y.

McMAHON SHOWS

Want Ferris Wheel Operator for No. 5 Eli Wheel. Good salary and pay every Saturday. Wire salary at once. Can use Hula Daneer, married lady preferred. Also Lady for Ball Game and Fighter for Athletic Show. Alta, ia., Fair, week Aug. 18.

WANTED

BILL'S GREATER SHOWS
STONEFORT, ILL., REUNION,
All Week August 22 to 28.
Shows, Rides and Concessions come on. Can place you.
BILL WADSWORTH.

WILSON AMUSEMENT SHOWS WANT

Ferris Wheel Operator and other Ride Help. St. Anne, Ill., week August 16, then Lacon, Ill., Old Settlers.

WANTED

Acts, Concessions, Shows. OXFORD, MASS. Under Oxford Veterans' Council, Inc., for OXFORD VETERANS' FAIR
SEPTEMBER 8-9-10-11.

Good Free Acts, Fireworks.
Planty of Room on the Old Oxford Fairgrounds.
A Real Show This Year.
Write MERTON TRASK, Supt.



Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Cincinnati, O.)

CONCESSIONS WANTED

FALL FESTIVAL
Sponsored by the Liberty Country Club,
AUGUST 30 TO SEPTEMBER 4.

SAMUEL BUFLER, Chrmn, Liberty, Ind.

CENTENNIAL CELEBRATION RIDES WANTED

Liberal percentage.
Wire collect if open.
Concessions wanted.
Main Street. August 2328. Contact H. R. BOOMERSHINE, Ridgeville, Ind.

FREE AOT, MERRY-GO-ROUND,
FERRIS WHEEL.
FERRIS WHEEL.
BLOOMSBURG, PA. — Population 18-20,000.
WHEEL
THEO. DIETRICH,
393 Light Street Rd.,
Bloomsburg, Pa.

HILLSBORO (OHIO) FALL FESTIVAL
SEPTEMBER 29, 30-00TOBER 1, 2.
A Raylval of the Famous Hillsboro Fall Festivals.
All Concessions except Hides open. Write C. H.
STEVENBON, Hillsboro, O. FREE ACTS being
booked. Write B. R. CLARK, Hillsboro, O. SOUTHERN OHIO'S BIGGEST SHOW.

RIDES WANTED
For the
FIRE DEPARTMENT CARNIVAL
UPPER MARLBORO, MD,
Ferris Wheel or Chairopine, or both. August 28 to
September 1. Address
OSCAR JENKINS, Upper Mariboro, Md.

"LAST CALL"

Carnival of Lakes For Chi's Jubilee

CHICAGO, Aug. 14.—The Carnival of the Lakes to be held here soon is the

CHICAGO, Aug. 14.—The Carnival of the Lakes to be held here soon is the next big event in connection with Chicago's Charter Jubilee, which is being celebrated thruout the summer as the city's 100th birthday.

Event will contain several features, among them Lottle Mayer with an augmented water ballet, Dave Rubinoff and his orchestra, a talent parade to choose an actor and actress for Hollywood tests and the annual Hearst outboard motor-boat regatta. boat regatta:

Lagon theater in Burnham Park, part of the World's Fair site, will be the scene of the event. Expansive preparations have been in progress for the staging of the carnival and a complete new show will be given nightly.

Circus Acts at Castle Creek

CASTLE CREEK, N. Y., Aug. 14.—Clayton's Circus, owned by Clayton Hawkes, presented night entertainment at annual presented night entertainment at annuar free fair and circus here August 7 in the old Martin Bros.' Circus winter quarters, proceeds of which were turned over to local grange. Program consisted of grand entree; pony, monkey and dog act, directed by Captain Hawkes; diving act, directed by Captain Hawkes; diving and rope-walking monkey; dove act, presented by Mrs. Hawkes; juggling, high wire, magic, dog, goat and clown numbers. Day program was made up of parade, athletic contests, pignic, band

concert and apeeches.

"LAST CALL"

WANTED

Legitimate Concessions-Large Eating Stands-No Ex on

1937 NATIONAL V.F.W.CONVENTION

Buffalo, N. Y., Aug. 26th to Sept. 4th, Incl.

Rubin & Cherry Exposition booked — FREE Attractions — Captain Frakes Thrill Day — "Lucky" Teter Hell Drivers and Thearle-Duffield will present "The Battle of Chateau Thierry" -100,000 visitors—all Hotels and Armories booked to capacity-A real event for showmen and concessioners!! Address

WILLIAM FRANK JAMES R. CARLIN JIMMY SULLIVAN 1805 Hotel Statler, Buffalo, New York

EL PASO, TEXAS DOWNTOWN ON THE STREETS

WANTED—Shows, Rides and Concessions for the GREAT SOUTHWEST HARVEST FESTIVAL

September 30 to October 3, Inclusive.

Location, one block from heart of town. Verne Newcombe, Manager of Amusements. Address me at U. S. Veterans' Hospital, Tucson, Arixona, until September 11; after that Gateway Hotel, El Paso, Texas. Have locations

Wanted Week of August 30th

LEGION EXPOSITION, LOUISBURG, N. C.,

WANTS Circus Acts, Ground, Aerial and Animal. Also Bingo and legitimate Concessions, Scales and Domonstrators, Sober Space and Banner Salasman. Tell all and salary in first lefter. This is another Grey production. All address

A. J. GREY, Louisburg, N. C. Chase City, Va., and Greenville, N. C., to follow.

Oldtimer

SALT LAKE CITY, Aug. 14.—An interesting sidelight on Covered Wagon Days Celebration was brought to light when Gus Backman, secretary of the Chamber of Commerce, who directed year's event, received a program commemorating the 50th anniversary of the arrival of Utah pioneers July 24, 1847, from Charles Zisling, of New York. Program was colored with pictures of Brigham Young, Indian regalia and a Covered Wagon Caravan. It read, 'Jutah Pioneer Jubilee, July 20-24, 1897.' Bicycle races, pioneer play, pioneer parade, baseball, football and foot races featured the day's festivities. festivities.

Three-Day Festival For St. Charles, III.

St. Charles, III.

St. Charles, III. Aug. 14.—This city, which formerly held a St. Charles Day Celebration annually, this year decided to expand the affair to a three-day celebration. Various civic groups will lend their co-operation.

A water carnival and a "Night of Stars" will be outstanding features. Entertainment program will also include band concerts, fireworks, dancing, baseball, races and other attractions. A beauty and popularity contest is now in progress to choose the queen of the carnival from among girls of St. Charles.

Officials are Dr. G. A. Potter, general chairman; Dr. R. J. Lambert, concessions; G. E. Thompson and R. F. Munn, amusements, and A. E. Kepler and Joseph Plunkett, publicity.

Manville Celebration

Winds Up With Profit

MANVILLE, N. J., Aug. 14.—Thanks to a jungle wedding conducted by Harry H. Wolfe, the seven-day Fireman's Celebration here recently finished on the profit side of the ledger. Business at independently booked rides and concessions was more than fair, and Captain William Schultz's Circus, which offered celebration's free attractions, did mediocre business. ocre business.

Wolfe, who directed the fete for the Wolfe, who directed the fete for the firemen, had an array of exhibits located in a 60x80-foot top. An 80x80-foot dance floor and the circus presented plenty of amusement for patrons. Event had a 10-cent gate.

Roanoke Rapids Acts, Shows Seen by 40,000

ROANOKE RAPIDS, N. C., Aug. 14.—
Midsummer Festival here on August
2-7, under auspices of Lions' Club and
directed by A. J. Grey, of Grey Producing
Company, was attended by 40,000. R. H.
Work Shows, carrying five rides, four
shows, 20 concessions and free acts, were
on midway. Merchants' displays were
featured. Event used five-week advertising campaign and advance ticket sale featured. Event used into war actual tising campaign and advance ticket sale prize contest, holders of such tickets having opportunity to win prizes distributed nightly.

Water Valley To Cclebrate
WATER VALLEY, Miss., Aug. 14.—Final
plans have been completed for the 1987
Watermelon Carnival here under Junior
Ohamber of Commerce auspices. Newhouse and Company are in charge of
fireworks and the Buckeye State Shows
will play a week's stand. Swift Jewel
cowboys will conduct the rodeo.
Husk O'Hara's band has been signed
for entertainment before the grand stand
with a floor show headed by McKay

with a floor show headed by McKay Sisters. Event's highlights will be aired thru Radio Station WREC, Memphis. A queen coronation will also be a feature.

This Department by Telling Committees About It.

Reedsburg Fete Clears \$1,000

REEDSBURG, Wis., Aug. 14.—Profit of \$1,000 was made on \$1,500 investment \$1,000 was made on \$1,500 investment for celebration here July 4 and 5 under American Legion auspices, said Secretary Henry Buelow, who also reports committee received more than 100 replies from advertisement carried in The Bill-

Celebration was attended by large crowds and had Great Western Shows, carrying Frank Sherman's two rides, on carrying Frank Sherman's two rides, on midway. Mountain Melodians, radio act and Martin Brothers, cowboy turn, were free attractions, and fireworks were rurnished by Welkes Corporation.

Concessions: Clarson Carl, canes; Grassonett, lunch; George Babison shooting gallery; Ashart, taffy; Barnett, guess-your-weight; Gersback and Foster. Remainder of program was made up of parade, drum and bugle corps drills, and an automobile was given away.

or parade, drum and bugie corps druis, and an automobile was given away.

Event was advertised in local papers, and announcements were made in motion picture houses in addition to distribution of dodgers, auto-bumper cards and windshield stickers.

Rides, Free Acts at New Castle Festival

NEW CASTLE, Pa., Aug. 14.—Designed to impress the public with organized labor's progressive attitude and civic-mindedness, Golden Jubilee and Festival, to be held here under auspices of local Trades and Labor Assembly with Herbert Peatrs as managing director, will depend upon professional amusements for its success.

success.

Cavalcade of Labor, produced by John B. Rogers Producing Company, in which more than 500 residents will participate, and a number of shows, rides, concessions, free acts in addition to fireworks will be features.

Plans also call for parade, exhibits, Labor Day Queen coronation ceremony and prize awards.

Attica Event Clicks

ATTICA, N. Y., Aug. 14.—Successful Centennial Celebration and Firemen's Convention here August 2-7 had Karl Middleton Shows, Mabel Mack's Wild West Show, Chief Strongfox's Indian Village and Sam Bey's Clown Band on midway, reports Chairman Justus Soanes. Celebration was augmented by parades, Legion drum and bugle corps drills and prize awards.

Rubin & Cherry on Midway

BUFFALO, Aug. 14.—National Convention of Veterans of Foreign Wars, which will be held here soon, has booked Rubin & Cherry Exposition Shows for midway and Lucky Teter's Hell Drivers and Captain Frake's air show as free attractions.

Wenona Event Is Success

WENONA, Ill., Aug. 14.—Homecoming Celebration here August 2-7 was a fi-nancial success both for Miller & Archer Shows and American Legion, under whose auspices event was held, reports Chairman Frank J. Zulz. Captain Cliff Gregg, cannon act, was free attraction. Gregg, cannon act, was free attraction. Proceeds will be used for Legion activ-

MARCUM'S free acts and Pearson Shows were midway attractions at Sol-diers and Sailors' Reunion, Cuba, Iil., August 4-7.

WATCH FOR

Why Not Indoor Exposition Circuits?

in the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Issued August 24

50.000 Witness **Cranston Event**

ÖRANSTON, R. I., Aug. 14.—More than 50,000 attended the six-day outdoor carnival and circus here August 2-7 at Municipal Stadium under City Park Demultiplat seattern wither city fark be-partment auspices and promoted by J. C. Harlacker. Gate was 25 cents, with 50 cents charged for reserved seats. Two hour-and-a-half shows were given night-ly, with kids' matinee on Saturday. Three rides and 30 concessions were on

Zambarano's Band furnished music for Zambarano's Band furnished music for program, which opened with Dixon Brothers, comedy acrobats, and followed with Osaki and Taki, equilibrists; Dippy Deers, clown table tumbling: Three Whiriwinds, roller skaters; Kurtzo and Kurtz, 90-foot pole; Four Eugenes, aerial bar act; D'Aroy Sisters, high aerialists; Flying LaMars, trapeze; Four Aerial Lorenzos, double ladders; Diving Gordons, high and fire dives. dons, high and fire dives.

CINCINNATI, Aug. 14.—Times Square Amusement Enterprises thru John C. Jackel, general manager, claim that they booked the Four Aerial Lorenzos, D'Arcy Girls, Bob Eugene Troupe and Osaki and Taki and that they were not booked by Al Martin as reported in the August 7 lectie.

Midway Is Big Draw At Ohio Street Fair

NEW WATERFORD, O., Aug. 14.—
Eclipsing previous efforts, fifth annual
Street Fair here, August 4-7, under volunteer firemen auspices, drew about
40,000 despite one night's rain. Event
was handled by Carl A. Klein.
Event opened with parade with competitive drills, exhibitions and contests
between firemen on succeeding days. On
last night prizes were given away and

last night prizes were given away and there were two concerts by the Fadettes

Midway had R. J. Gooding's Merry Mixup, Eli Wheel, Ferris Wheel and Kiddie Ride; Greenwald's athletic and girl shows; Buck Moughiman's variety circus and freak animal show; Larry Larriand fresk animal snow; Larry Larry more's eight stores, bingo game and cookhouse and concessions operated by Mr. and Mrs. E. R. Hume and Lester Rogers, peanut man, formerly with Cole Bros.' Circus.

Aerial Barrows presented flying return and Roman ring acts as free attractions each night.

Four-page booster paper, listing program and carrying merchants' advertisements, publicized event.

Shorts

.

SHOWS, rides, free acts and concessions will be on midway of Soldiers and Sallors' Reunion, under auspices of American Legion, Columbia, Kan., said Secretary A. A. Skidmore.

GENE AND JOE EISENBARTH, Sens AND JOSE HERBAUT, MISSIONISS, and Happy Attractions will furnish; entertainment for Home-Coming Celebration at Warsaw, O., said Chairman Fred G. Bucklew.

AERIAL BARROWS and Lillian Strock, aerialist, have been booked by C. A. Klein for Quaker City (O.) Homecoming and Street Fair.

ANNUAL Stonecreek (O.) Homecoming and Band Carnival, sponsored by merchants, will have four bands, a midway and free acts.

R. H. WADE'S rides have been booked for annual Home-Coming Celebration at Minerva, O., under auspices of American Legion and Minerva Community Association. Larry Larrimore will have concessions. Don Cross is general chairman.

FREE ACTS will be presented at annual city-sponsored Golden Onion Days and Home-Coming Celebration at Payson, Utah, reports Secretary Ray Wilson.

MABEL R. WEER. Shows and Four Kressells, free act, will be at Monroeville (Ind.) Llons' Club Street Fair, said Leslie Marquart, manager of the event.

AFTER completing an engagement at Muskegon (Mich.) Centennial and Lumberjack Festival, Lofstrom & St. Eloi's trained monkeys appeared recently at Edgerton (O.) Home-Coming Celebration

JOHNNY J. JONES Exposition furnished midway attractions at annual

Hot Tip

AUSTIN, Tex., Aug. 14.—Independently booked acts will be presented at the Tom Miller Dam Exposition here, honoring Mayor Tom Miller, announces Secretary-Manager George S. Cabbell, who has outlined a program of merchants exhibits, merchandise awards and automobile give-away.

Cabbell, who managed American Legion Independence Day Celebration here, gives much credit to The Bill-board for successful outcome of the nere, gives much credit to The Bull-board for successful outcome of the event and recommends to all auspices that they send for The Bullboard's free booklet, How To Build Up a De-pleted Treasury, which gives sugges-tions on how to successfully operate such events.

Marion County Soldiers and Sailors' Re-union, Salem, Ill., July 24-31, said Earl W. Merritt, general chairman.

NEW LONDON- (O.) Labor Day Celebration will feature rides and free acts.

FIREWORKS and parade were featured at Independence Day Celebration, July 4, at Mishawaka, Ind.

PHOTO GALLERY at the recent Love-land (O.) Firemen's Celebration was op-erated by Charles and Ed Triebel and not under the supervision of George Pence as was reported in last week's

FALL - FESTIVAL under American Legion auspices, Canal Winchester, O., will feature parade, concessions, free acts and Carlan & Gratziano's four ric reports Chairman Charles W. Benner.

RECENT annual three-day Diggins (Mo.) Picnic and Homecoming Celebra-tion produced good business for H. L. Parker and Bert Miller, concessioners. Bill Jiles furnished rides and concessions.

DICK PRITCHARD'S Stars on Review has been booked as free attraction for Calumet County Sportsmen's Jamboree and Mardi Gras at Brillion, Wis. City Band, Lawrence Duckow's Red Ravens, Louis Wrench's Cheesemakers and Bill Benson's Orchestra will furnish dance

ABOUT \$300 was cleared by recent Centennial Celebration jointly staged by Big Bend and Vernon, Wis.

COMMITTEE is now arranging pram for Fall Festival at Salem, Mo.

SKERBECK Amusement Company has been booked for celebration to be held in New London, Wis. Ben Schmidt is general chairman.

CEDARBURG (Wis.) Fire Department netted \$800 from its two-day celebration, July 17 and 18.

HILLSBORO (O.) Fall Festival will be evived this year after six years of in-

DON REDMAN'S Orchestra and the Morlok Quadruplets we're featured aboard the showboat Robert E. Lee under auspices of Lowell (Mich.) American Le-gion auspices August 7.

PACIFIC COAST-

(Continued from page/53)

in health. Without any solicitation, voluntarily he did his usual gesture of generosity by donating a very much appreciated and substantial sum.

Brother John J. Klein built a special glass case for the PCSA's beautiful

glass case for the PCSA's beautiful standard.
Reports from W. S. (Dad) Parker, of sick and relief committee, are that the conditions of Brothers Ed Mozart and John S. Lyons have not changed much. Last indoor affair of the midsummer season next Monday is a get-together of members and friends, with refreshments, lunch, floor show and dancing, John J. Klein is chairman.

lunch, floor show and dancing. John J. Klein is chairman. Visitors: D. Ray Phillips, finember of Kansas City Heart of America Showmen's Club, doing the West Coast. Charles G. Worland, with wife, from Boston, making transcontinental auto tour, and C. I. Levine, of Kansas City, combining business with the pleasantries that come when making the Coast trip. Red Crawford dropped in for a short stay and left for British Columbia to join a carnival. George Warneck came in for short visit. He has been in the Midwest but is going to the north Coast.

Midwest but is going to the north coast.

Weekly drawing netted a handsome

GRANGERS PICNIC

WILLIAMS GROVE, Mechanicsburg, Pa. AUG. 30th to SEPT. 6th, Inc. FREE ADMISSION — FREE PARKING

ATTRACTIONS Breaking all attendance records. Located in the very heart of Pennsylvania's

richest agriculture section.

SHOWS AND STOCK CONCESSIONS GET TOP MONEY HERE.

R. E. RICHWINE, Pres., Grangers' Picnic Assn., Mechanicsburg, Pa.

CELEBRATION, 150th ANNIVERSARY, UNITED STATES CONSTITUTION

WHARTON, N. J., SEPTEMBER 13 TO SEPTEMBER 18.

WANTED—Grab and Juice. Wheels of all kinds open. Grind Stores. WANTED—Any Flat Ride. WANTED—Free Act and Shows. Parades and Fireworks nightly. Under the auspices of the American Legion Fife and Drum Corps. Address all mail and wires to AMERICAN LEGION, Wharton, N. J.

ANTED

SHOWS, RIDES, CONCESSIONS OR ORGANIZED CARNIVAL'

FOR ONE BIG WEEK, BEGINNING LABOR DAY, SEPTEMBER 6 TO 12, INCLUSIVE, Under Auspices National Democratic Women of Missouri. Big Democratic Rally.
HANDLAN PARK, CRAND AND LACLEDE, ST. LOUIS, MO. Contact CAPTAIN W. A. BROWN, Police Headquarters, Maplewood, Mc

sum for the winner. Brother Ed Walsh. Getting near September I, 1938, dues will be due soon. Those who are not will be due soon. Those who are not members, you should have the small cost of a membership ready while the membership drive is on.

Los Angeles Aug. 14.—Tr

14,--There has been a lot of activity in outdoor amuse-ments here recently.

Movie actors rodeo August 8 drew

Movie actors' rodeo August 8 drew a near-oapacity crowd at the Gilmore Stadium. Venice (Calif.) Flesta closed Sunday after five days of reported big attendance, estimated over 60,000 present for the closing parade August 7. California Zoo park had Japañese outing Sunday and over 15,000, attended. Midget auto races are drawing big crowds.

All beaches in the county are somewhat affected by the occasional flurry that the purity brigade stages to keep in the public eye. Attendance has been very good, but concessioners business is very good, but concessioners business is off during the time the bluenoses are rattling around. Despite the acquittal of concessioners in local courts operating dart games and a decision of the courts that these could only be classed as games of skill, there was heat that is subsiding subsiding.

Hollywood Bowl's Symphonies Under the Stars are attracting huge night

rowds.

Ross Davis, operating rides at both Lincoln and Griffith parks, city owned, reports very satisfactory crowds during the week and overflow week-ends. Joe Field Jr. stated the Kiddie Park is much

Field Jr. stated the Kiddle Park is much shead of last year in the take.

Letters and wires still being received asking for carnivals to fill dates. There are not enough concessions and acts to take care of the demand.

According to Doc Hall, shows in the North are doing nicely.

Monte Young Shows had big business at the Ogden (Utah) Celebration.

Bess Harris' Santa Fe Shows are doing year good.

Y Fanchon & Marco booked the acts for the Salt Lake City celebration. They had Bunny Dryden, a girl revue and human builet acts. Yellowstone Shows had the Salt Lake City Covered Wagon

nad the Sait Lake Oity Covered wagon Days and 48,000 went thru the pay gate. Frank Ward writes the C. F. Zeiger Shows are having a very pleasant and prosperous season. He also suggests that friends of Verne Newcombe write him care the Veterans' Hospital, Tucson, Ariz. Verne has had more than his Ariz. Verne has had more than his share of tough luck. Is recuperating after the leg amputation.

Harry Hancock writes letter of much interest and is again on his feet and

going strong.
Hiram Butler, well known in the carnival field, while on trip east with Mrs.
Butler, the latter suffered a stroke at Ottumwa. Ia. She is now home in Long each and showing improvement.
Thomas J. Hughes is back from an-

the Northern trip. He saw the Wrightsman Amusement Company at the Fortuna (Calif.) Rodeo.

Joe Krug's Golden Gate Shows canceled Oregon dafes and will play for

[CUYAHOGA FALLS; OHIO 125th Anniversary exposition SEPT. 29th-OCT. 2nd, INCLUSIVE WANTS

BIG CARNIVAL RIDES AND CONCESSIONS

Cuyahoga Falls is 30,000, right alongside Akron, O. No strikes in Akron now. For Carnival this should be a natural, (For two years none have been allowed in Akron.) Publicity campaign started three weeks ago. Most of 800th Space now sold. Exposponsored by Board of Trade. Address

CALLINAN, Manager, 2022 Front Street, Cuyahoga Falls, O. Phone: Wa. 2119.

WANTED ' CIRCUS OR CARNIVAL

in August of Early September
Under the Auspices Chatham Fire Department
Write W. SHULVER, Fire Department, Chathan
Ont., Ganada.

balance of the season California spots.

J. J. Davis, who has been very ill in
Ft. Miley Hespital, San Francisco, is reported as improved. Bernie Davis, his
nephew, is handling the business during
Jake's illness. Jake's illness

Harry Mattley, former operator of rid-ing devices, has an airplane factory, at San Bruno, Calif.

Rex Jewell, former tab snow operance of Salt Lake City, is managing the Jack Lewis agency while Jack is busy assisting management of the Monterey in the management of the Moni (Calif.) Fair and is also promoting queen's contest.

John Severson, former manager Santa Clara County Fair, is putting out a local amusement guide and co-publisher of The Santa Clara Rancher at San Jose.

San Francisco is attracting many outdoor folk. On rialto there are Felix
Burk, Lew Shilling, Bert Windsor, Harry
Lipman, Milt Williams, Bill Kindel,
Charley Hale, A. S. McBride, Louis
Fleidel, Tommy O'Hara, Glenn Artz and Harry Lowe.

Milt Runkle is handling the United Shows, playing the San Diego (Calif.) County Fair at Del Mar. With him are George Simmons, Al Ronnow, Whitey Olsen, Flo Appel, Bill Moffat, Bill Wil-liams and Mrs. George Moffat. Harry Fink has a rodeo promotion un-

der way.

Tom Plank is recovering from recent.

Theria Ya. He was on accident at New Iberia, La. He was on a DeMille location. When returning to California his auto was struck at a road intersection. Car was demolished and

he suffered bruises.

Paramount is now shooting flicker
Wells -Fargo and has a lot of outdoor
showfolk and cowboys working on three

showfolk and cowboys working on three locations.

Ray Roland Shows have midway contract at Inglewood (Calif.) celebration.

C. E. Steffen Shows opened Monday on suburban location.

on suburoan location.

C. E. Levin, of Kansas City, touring the Coast on business and pleasure.

D. Ray Phillips, of Heart of America Showmen's Club, Kansas City, is a Los

Angeles visitor.

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 cony

FORMS CLOSE (in Cincinnati) WEDNESDAY

FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

50 WORD (First Line Large Black Type)
20 WORD (First Line and Name Black Type)
10 WORD (Small Type)
10 WORD (Small Type)
11 Figure Total of Words at One Rate Only
No Ad Less Than 25c.
OASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

- STICK-ON-WINDOW SICH LETters; 500% profit; free samples and liberal offer, METALLIC LETTER CO., 439 N. Clark, Chicago.

ATTENTION, SUBSCRIPTION SALESPEOPLE—
If you work east of Rockies and north of Mason-Dixon line, write for proposition. AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago.

BE YOUR OWN BOSS! OPERATE USED-NEW Clothing Business from Store, Home, Auto. 200%-300% profit. Everything furnished. Catalog free. ROOSEVELT MERCANTILE, 550-AC. Roosevelt, Chicago. au28x

EXPERIENCED SUBSCRIPTION MEN WANTED in all states. Attractive club national farm magazines; very liberal proposition for square-shooters. PUBLISHER, 715 Shukert Bldg., Kan-

FREE LITERATURE DESCRIBES HUNDREDS
plans for making money locally or by mailGILBERT SUPPLY, 1107-B Broadway, New York.

JAR TICKETS, 1440, 1836, 2052, 2280. LOW quantity prices. Put and Take. Series. Display and Seal Cards. 100 Different Games. TOM THUMB, Dept. BBB, Nauvoo, III. se25x

TÖM THUMB, Dept. BBB, Nauvoo, III.

MEDICINE MEN ATTENTION — NURACEN
Tonic, Nationally advertised, quality patent
medicine, now available, \$25.00 gross; \$2.40
dozen. Beautiful three-color carton: Order
quick. THE DICKSON CORP., Nashville, Tennauz8x
auz8x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunitles for start-ing own business, home, office. No outfits. ELITE, 214 Grand, New York. au28x

NU-PLATE! JUST RUB IT ON.—IT PLATES! Instant demonstrator. Excellent profits. Sample, 25c. Details free. CEE-TEF PROD-UCTS, B-608 Evergreen Ave., Brooklyn, N. Y.

PERFUME BUDS — COST 1c EACH; SELL 5c.
Particulars free. Samples 10c. Agents.
Streetmen, Demonstrators. MISSION, 2328 W.
PIco, Los Angeles, Calif. au28x

SELL NEW AND USED CLOTHING! 100%-300% profit. Selling experience unnecessary. We start you, furnishing everything. Catalogue free. ACME MERCHANDISE, A-1219 50. Jefferson, Chicago.

WHERE TO BUY AT WHOLESALE 500,000
Articles. Free Directory and other valuable
Information. MAYWOOD B. PUBLISHERS, 925
Broadway, New York.

ANIMALS, BIRDS AND PETS

ALLICATORS, SNAKES, LIZARDS
FROM
Florida, Cuba, Central America. 25 Large
Snakes, \$1.00; half dens, \$8.00. 12 Small
Assorted Snakes, \$3.00. ROSS ALLEN, Silver
Springs, Fla. Wire via Ocala.
ANIMALS, BIRDS, MIXED FIXED
Snakes, Boas, Dragons, Iguanas, Ringtali, Java, and Rhesus Monkeys. Also
SNAKE KING, Brownsville, Tex: se25

BIC DENS ASSORTED SNAKES, \$10.00 UP. Dragons and Iguanas cheap; also Animals.

Cash with order. TEXAS SNAKE FARM,

Brownsville, Tex. se25x

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS,

Yankee Terriers, Others. Guaranteed Mange
Medicine. Ship anywhere. Live delivery guaranteed. BOBB TONN, Dallas, Tex. del8x
LIVE ARMADILLOS—ALL SIZES. COMPLETE
Families, \$7.00; each \$1.50; pair \$2.50.
Prompt delivery. Good feeders. APELT ARMADILLO FARM, Comfort, Tex.

PIENTY HEALTHY SNAKES, ALL KINDS; Alligators, Armadillos, Gilas, Iguanas, Cha-meleons, Dragons, Prairie Dogs, Ringtail Cats Wild Cats, Lion Cubs, Péccaries, Coatimundis, Rats, Mice, Owls, Macaws, Parrakeets, Parrots, Wire OTTO MARTIN LOCKE, New Braunfels, Tex. au28

BUSINESS OPPORTUNITIES

CORN POPPERS AND CASOLINE BURNERS. Stoves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Molnes, Ia.

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. C. H. HANSON, 303 W. Erle, Chicago.

N. Wells, Chicago.
SOUTH AMERICAN EMPLOYMENT, ROMANtic Scenery, free Information. PANAMA SERVICE BUREAU, 3523 Anderdon, Room 17, Dept. 14, Detroit, Mich.

50,000 USED WATCHES AND MOVEMENTS for sale from \$1.00 up. Write for prices. B. LOWE, Wolverine Hotel, Detroit, Mich.

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 "pused" in The Billboard.

A BIC CLOSEOUT SPECIAL SALET THE FOL-lowing Machines only \$5.00 each: Short Sox, Hold 'Em, Mad Cap, Excel, Neck and Neck, Budget, Bolo, Hunter, Double Nugget (with register), Draw Ball, Kings of the Turf. SQUARE AMUSEMENT CO., 335 Mill St., Poughkeepsie, N. Y.

A. RADIO RIFLE, \$75.00-3 SHOTS FOR 5c.
First class condition; 1/3 cash. CHICAGO
VENDING CO., 10323 S. Michigan Ave., Chi-

AAA-1 CICARETTE MACHINE, BARCAINS, 10 Zephyrs, like new, used a week, \$10.50 each. 25% deposit. Other bargains. Get list. MARKEPP, Cleveland, O.

BARCAIN! LATE SERIAL MYSTERY PAY BARCAINI LATE SERIAL MYSIERY PAY Rolatops, four nickel, three dime, two quar-ter. Thoroughly reconditioned and painted, Money back guarantee, \$45.00 each. Write for our catalog. Other bargains Slots and Tables. SOUTHERN NOVELTY COMPANY, Valdosta, Ca. au28x

Valdosta, Ga.

BARCAINS: ALAMO, MULTIPLE, BUMPER
Chase, \$19.50; Mills Post Time, \$49.50; TenStrike, \$39.50; Turf Champs, \$49.50; Preakness, \$65.00; Derby Day, \$55.00; Mills Red
Fronts, \$69.50: 1/3 deposit. MARC-COIN,
1211 £. Third, Dayton, O.

CASH TO BUY LATE PACE RACES, DEWEYS, Bangtails, Dominoes, Wurlitzers, Rockolas, Tracktimes, Preakness, Fairgrounds, Advise best price, serial number and condition. UNITED AMUSEMENT CO., 908 McCullough, San Antoin Tay.

CASH FOR SLOTS, CICARETTE MACHINES, ³in James, One Balls, Carnival Wheels or anything in Money Machines. O'BRIEN, 89 Thames, Newport, R. I.

COMPLETE REPAIR SERVICE, SLOTS, MUSIC, Automatics: Late Slots wanted for cash; will by quantity Futurities If bargains, JOHN M. STUART, Paris, Ky.

ERIE DIGGERS, \$15.00; POKERINO, \$35.00; X-Ray Poker, \$35.00; Mutoscope Cranes, \$20.00; 1936 Electric Hoists, \$35.00; Roll-a-Score, \$40.00; Iron Claw, \$10.00; Flying Duck, Electric Rifle, \$35.00. Send % deposit. +HAR-RIS, 288 Paige St., Schenectady, N. Y.

ERIE DICCERS, IRON CLAWS, CHEAP; K-O Fighters; 700 Peanut, Gum Venders; Cent-A-Smokes, \$4.50. NATIONAL, 4242 Market, Philadelphia, Pa.

FOR SALE-VERY LATEST ONE-BALL TABLES FOR SALE—VERY LATEST ONE-BALL TABLES Cheap. 12 Fairgrounds, \$115.00 each; \$4 Gott-lieb latest Sports Parade and Daily Races, \$45.00 each; 17 Gottlieb Speed Kings, Miss America, Daily Feature, Footbali, Derby Day, \$54.50 each; 9 late Bally Preakness, \$54.50 each; one Bally Histeah, \$17.50; two Grub Stakes, \$30.00; one Deaville, \$45.00; three Bally Bonus, \$17.50 each; one Hidde-ho, \$35.00; one Jumbo, \$10.00; five latest Flickers, \$42.50. Most of these games like new. One-third deposit with order. FRANCO NOVELTY CO., Box 927, Montgomery, Ala.

FOR SALE-10 JENNINGS SC CRANDSTANDS, used one week, \$42.50. For quick sale. WAYNE SALES CO., 207 Pine, Greenville, O.

FOR SALE - ONE PACIFIC'S MARKSMAN, \$50.00. BEN STERLING, Rocky Glen Park,

FOR SALE-FIVE TREASURE ISLAND DICCER FOR SALE—FIVE TREASURE INLAND DIVEREN. Machines, 5c pier, used short time, good condition, like new, \$60.00 each. Also will state as trade in good used Double Jack Pot Slot Machines. Write or wire. ROBERT EHRHARDT, 608 N. Market St., Shreveport, La. au21

SELL BY MAIL! BOOKS, NOVELTIES, BARgains! Pictures, Calendars. Big Profits.
Easy sales. Particulars free. F. ELFCO, 438
N. Wells, Chicago.
SOUTH AMERICAN EMPLOYMENT, ROMANtic Scenery, free Information.
PANAMA
To Service, 702 W. Fifth St., Winona, Minn.

MILLS DANCE MASTERS, 8,000 AND 9,000 series; mechanically perfect; good cabinets. Sell 15 at \$40.00 each, F. O. B. Washington, D. C. INTERSTATE AMUSEMENT CO., 3610 Georgia Ave., N. W., Washington, D. C.

FOR SALE-TEN SC MILLS BLUE FRONTS FOR SALE—TEN 5c MILLS BLUE FRONTS, serials 407,00 or over, \$49.50 each; two weeks in use. Two late 5c Jennings Chiets, four late 5c, one 10c and one 25c Jennings Dixie Bells, one or all, \$52.00 each. Guaranteed like new. One 5c Caille Cadet, one Mills 5c War Eagle. one Mills 5c Lion Head, \$27.50 each. One-third deposit with order. Address FRANCO NOVELTY CO., Box 927, Augustus 128.

ONLY \$109.00 FOR CUARANTEED RAYS
Tracks. 19 Late Models, ready for instant
shipment. Wire third deposit. UNITED
AMUSEMENT, 908 McCullough, San Antonio,

PENNY SLOTS AND COUNTER CAMES CALORE, Rebuilt Mills Late Blue Fronts. Wanted, 100 Western Mysterious Eyès. COLEMAN NOVELTY, Rackford, III.

PHONOCRAPHS PRICED FOR QUICK SALE—1936 Models, 12-Record Selective: Guaranteed condition, \$130.00 each. P. O. BOX 1057, Butte, Mont.

SPECIAL—TEN MILLS RED FRONTS SIDE Venders and Indicators, Serial numbers 376368 and up, \$69.50, MARC-COIN, 1211 E. Third, Dayton, O.

SPÖRTSMAN PAY TABLES IN PERFECT CON-dition, \$3.50 each. SQUARE AMUSEMENT CO., 335 Mill St., Poughkeepsie, N. Y. se4x

TOM MIX RADIO RIFLES, \$175.00; ROCK-O-Ball Seniors, \$150.00. Want to buy Rock-Ols World Series. Write lowest price, STEWART'S RADIO, 136 North Pennsylvania.

TWENTY TURF- CHAMPS, \$48.50 EACH; FIF-teen Exhibit Ticket Tables, \$6.00; Caroms, Ticket and Cash, \$75.00; Mills Dials, \$25.00; Mills Cherry Bells, late, \$60.00; Jennings Chiefs, \$89.50; Electric Eyes, ticket and cash, \$18.00; 50 Counter Machines, all kinds, \$5.00 each, Send 1/3 deposit, balance express C. O. D. MILLER, 615 Lyon, Crand Rapids, Mich.

USED NATIONAL MECHANICAL SKEE BALL Alleys, \$39.50; Wurlitzer Skee Ball Alleys, \$69.50; Mechanically, perfect, 1/3 down with order, balance C. O. D. QUEEN CITY AMUSEMENT CO., Plainfield, N. J.

WANTED—USED PHONOCRAPHS. .HAVE 3 new Bumpers, 1 Palooka Jr., 1 Hi De Ho. 1 Tycoon to trade and cash. INTER-STATE, 14304 Coyle, Detroit, x

14304 Coyle, Detroit.

WANTED — WORLD SERIES, PACIFIC BASE-ball, Scales, Selective Candy Venders, Cigarative Machines, Streamline Exhibit Diggers.

MILLER, 615 Lyon, Grand Rapids, Mich. X

WANTED—USED BUCKLEY DICCERS. STATE conditions model, serial number and price.

Address BOX C-303, Billboard, Cincinnati, O. sell x sell x sell x sell x

WATLING ROLATOPS, MILLS BLUE FRONTS, WATLING ROLATOPS, MILLS BLUE FRONTS, Futuritys, War Eagles, Jennings Chiefs, Pace Comets. Many others. All perfect. We are not operators but rebuilders and distributors only. Write for prices on finest stock in Middle West. BEL MACHINE CO., 2658 S. Millard Ave., Chicago, III.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. COODBODY, 1824 East Main St., Rochester.

Newark, N. J. no20x

4 MILLS SILENT ESCALATOR DOUBLE JACKpots, serials over 300,000. Regular 2-4 payouts, 20-reel stops, with meters, factory rebuilt, guaranteed like new. Money back if
returned in 10 days, \$37.50. 1/3 deposit, balance C. O. D. KEENEY MFC. CO., 2611 Indiana, Chicago.

diana, Chicago.

F PACIFIC MARKSMAN, FIRST CLASS CONdition, original cost over \$275.00 each, with new power units in each board. Will crate and pack each outfit by an expert shipper \$65.00 each. One-third cash or certified check only. Immediate delivery, F. O. B. Schenectady, HENEMAN'S AUTOMATIC SALES, P. O. Box 100 Schenectady, M. S. 100, Schenectady, N. Y.

579.00 FOR 18 ROTARY MERCHANDISERS. Visible Escalators. A-1 condition. Third deposit. UNITED AMUSEMENT CO., 908 Mc-Cullough, San, Antonio, Tex.

COSTUMES, UNIFORMS, WARDROBE

FLASHY MINSTREL SUITS, \$3.00; CELLO-phane Hulas, Orientals, Chorus Costumes, Ballyhoo Capes, Red Band Caps, Coats, Scenery, WALLACE, '2416 North Halsted, Chicago.

HULA COSTUMES, USED CELLOPHANE, COMplete with Lei, Skirt and Brassiere, \$4.95; new \$7.95; any color. New Straw Hulas, \$2.95. Send for descriptive list. HARROD'S, 1439 N. Western, Hollywood, Calif.

FORMULAS

ANALYSIS \$5.00—ORDER YOUR FORMULAS
from experienced chemists. Three Winners:
"Wearever" (Shoe Sole Preserver), Universal from experienced chemists. Three W
"Wearever" (Shoe Sole Preserver), Ur
Powder Polish, Magic Metal Polish,
CIATED CHEMISTS, Indianapolis, Ind.

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas, Biggest catalog free. Special prices, leads. CIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.

FOR MULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. H-BELFORT, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

BALLROOM AND THEATER LIGHTING EQUIPment. Spotlights, Floodlights, Ci Showers. CAPITOL STAGE LIGHTING 529 W. 45th St., New York, N. Y.

CONCESSION COACH WITH CORN POPPER, Pop. Ice Cream, Cooler. Complete, ready for business, in perfect shape. COZY INN, Bird Island, Minn.

CORN POPPERS — PEERLESS, CHAMPION.
Gasoline, all-electrics, Rotary Poppers. Heavy aluminum 12-quart popping kettles, caramel corn equipment. NORTHSIDE CO., 1528 19th, Des Moines, 1a. oc23x

DUAL LOOP-O-PLANE, 1936 MODEL, AVAILable after Labor Day. Noon lighting effects. Duty paid. Full.cash only. Best offer. **UZZELL,** Belmont Park, Montreal, Can.

FOLLOW THE FAIRS WITH A "VELVO." New, complete Frozen Custard and Ice-Cream Machines, \$159.00. FROZEN CUSTARD CO., Castonia, N. C.

SLIGHTLY USED SHORT RANGE RIFLE RANGES

—Like new. Includes Range, Winchester
Rifle, thousand Cards, \$100.00. Especially well
built machines. HARY-0.150N, Noel, Mo.

FOR SALE—SECOND-HAND SHOW PROPERTY

COMPLETE CARNIVAL—6 RIDES, 7 SHOWS, Trucks. Sell separate. Merry-Co-Round, Lindy Loop, Chair-O-Plane, Kiddy Swing, Shows. CARNIVAL, 1640 Central, Kansas City, Mo.

REAL CIANT OCTOPUS, 10 FT. LONG: LARGE Banner, 8x10, \$40.00 takes all. BEN FEIN-BERG, 17 E. Grand Ave., Chicago.

BERG, 17 E. Grand Ave., Chicago.
TILT-A-WHIRL FOR SALE—NINE CAR, OLD
Style, good condition. JOS T. BRETT, P. O.
Box 28. Boiling Springs, Pa.
3 U-DRIVE-EM MINIATURE AUTOS. USED 2
months. Big discount, in good shape. ART

months. Big discount, in good shape. ART BALTHAYOR, 467 S. Greenwood, Kankakes,

\$275.00 STRIP PHOTO OUTFIT—COMPLETE, perfect condition, \$100.00 for quick sale. Double outfit, \$125.00. HASSAN, Box 971, Parkersburg, W. Va.

HELP WANTED

ALTO SAXOPHONE PLAYER, DOUBLING Trumpet (or vice versa), one man. Standard Musical Act now playing fairs. Good salary, easy work, union. JOE THOMAS, West Union.

BOOKER FOR MARIONETTE COMPANY-HAVing contacts with schools, clubs, etc. Write details and percentage expected, MARIONETTE ART PRODUCTIONS, 235 Main St., Orange, N. J.

Classified advertisements

COMMERCIAL 10c a Word

Minimum-\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements eent 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) WEDNESDAY

FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

50 WORD (First Line Large Black Type)
20 WORD (First Line and Name Black Type)
10 WORD (Small Type)
Pigure Total of Words at One Rate Only
No Ad Less Than 25c.
OASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

TICK-ON-WINDOW SIGN LET-ters; 500% profit; free samples and liberal ofter. METALLIC LETTER CO., 439 N. Clark, Chicago.

ATTENTION, SUBSCRIPTION SALESPEOPLE

If you work east of Rockies and north of
Mason-Dixon line, write for proposition,
AMERICAN POULTRY JOURNAL, 538 S. Clark,

BE YOUR OWN BOSS! OPERATE USED-NEW Clothing Business from Store, Home, Auto. 200%-300% profit. Everything furnished. Catalog free. ROOSEVELT MERCANTILE, 550-AC Roosevelt, Chicago.

EXPERIENCED SUBSCRIPTION MEN WANTED

FREE LITERATURE DESCRIBES HUNDREDS FREE LITERATURE DESCRIPTION OF by mail-plans for making money locally or by mail-GILBERT SUPPLY, 1107-B Broadway, New York. au28x

JAR TICKETS, 1440, 1836, 2052, 2280. LOW quantity prices. Put and Take. Series. Display and Seal Cards. 100 Different Cames. TOM THUMB, Dept. BBB, Nauvoo, 131. se25x

MEDICINE MEN ATTENTION — NURACEN
Tonic, Nationally advertised, quality patent
medicine, now available, \$25.00 gross; \$2.40
dozen. Beautiful three-color carton: Order
quick. THE DICKSON CORP., Nashville,

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for start-ling own business, home, office. No outfits. ELITE, 214 Grand, New York. au28x

NU-PLATE! JUST RUB IT ON—IT PLATES!
Instant demonstrator. Excellenf profits.
Sample, 25c. Details free. CEE-TEE PROD-UCTS, B-608 Evergreen Ave., Brooklyn, N. Y.

PERFUME BUDS' — COST 1c EACH; SELL 5c. Particulars free. Samples 10c. Agents, Streetmen, Demonstrators. MISSION, 2328 W. Pico, Los Angeles, Calif. au28x

Pico, Los Angeles, Calif.

SELL NEW AND USED CLOTHING: 100%300% profit. Selling experience unnecessary. We start you, furnishing everything.
Catalogue free. ACME MERCHANDISE, A-1219
So, Jefferson, Chicago.

WHERE TO BUY AT WHOLESALE 500,000
Articles. Free Directory and other valuable Information. MAYWOOD B. PUBLISHERS, 925
Broadway, New York.

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, LIZARDS FROM Florida, Cuba, Central America. 25 Large Snakes, \$15.00; half dens, \$8.00. 12 Small Assorted Snakes, \$3.00. ROSS ALLEN, Silver Springs, Fla. Wire via Ocala.

Springs, Fla, Wire via Ocala. au212 ManiMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Ringtail, Java, and Rhesus Monkeys. Also Parrots. SNAKE KING, Brownsville, Tex. se25

BIG DENS ASSORTED SNAKES, \$10.00 UP. Dragons and Iguanas cheap; also Animals, Cash with order. TEXAS SNAKE FARM, Brownsville, Tex. se25x

Brownsville, Tex. se25x
COLLIES, BOSTONS, SHEPHERDS, BULL PUPS,
Yankee Terriers, Others. Guaranteed Mange
Medicine. Ship anywhere. Live delivery guaranteed. BOBB TONN, Dallas, Tex. de18x
LIVE ARMADILLOS—ALL SIZES. COMPLETE
Families, \$7.00; each \$1.50; pair \$2.50.
Prompt delivery, Cood feeders. APELT ARMADILLO FARM, Comfort, Tex.

PLENTY HEALTHY SNAKES, ALL KINDS; Alligators, Armadillos, Gilas, Iguanas, Cha-meleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Lion Cubs, Péccaries, Coatimundis, Rats, Mice, Owls, Macaws, Parrakeets, Parrots. Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

BUSINESS OPPORTUNITIES

CORN POPPERS AND GASOLINE BURNERS. Stoves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. se18x

Molnes, Ia.

PITCHMENI SOLICITORSI MAKE EXTRA
money with new stamping outfit. Stamp
checks, plates, fobs. Catalogue 69-8 free.
C. H. HANSON, 303 W. Erie, Chicago.

SELL BY MAIL! BOOKS, NOVELTIES, BAR-gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. F. ELFCO, 438 N. Wells, Chicago.

SOUTH AMERICAN EMPLOYMENT, ROMANtic Scenery, free information. PANAMA SERVICE BUREAU, 3523 Anderdon, Room 17, Dept. 14, Detroit, Mich. x

50,000 USED WATCHES AND MOVEMENTS for sale from \$1.00 up. Write for prices B. LOWE, Wolverine Hotel, Detroit, Mich.

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 Bill-board.

A BIC CLOSEOUT SPECIAL SALE! THE FOL-lowing Machines only \$5.00 each: Short Sox, Hold 'Em, Mad Cap, Excel, Neck and Neck, Budget, Bolo, Hunter, Double Nugget (with register) Draw Ball, Kings of the Turf. SQUARE AMUSEMENT CO., 335 Mill St., Poughkeepsie, N. Y.

A. RADIO RIFLE, \$75.00—3 SHOTS FOR 5c. First class condition; 1/3 cash. CHICAGO VENDING CO., 10323 S. Michigan Ave., Chi-

AAA-1 CIGARETTE MACHINE, BARGAINS, To Zephyrs, like new, used a week, \$10.50 each. 25% deposit. Other bargains. Cet list, MARKEPP, Cleveland, O.

BARGAIN! LATE SERIAL MYSTERY PAY Rolatops, four nickel, three dime, two quarter. Thoroughly reconditioned and painted. Money back guarantee, \$45.00 each. Write for our catalog. Other bargains Slots and Tables. SOUTHERN NOVELTY COMPANY.

BARGAINS: ALAMO, MULTIPLE, BUMPER
Chase, \$19.50; Mills Post Time, \$49.50; Ten
Strike, \$39.50; Turf Champs, \$49.50; Preakness, \$65.00; Derby Day, \$55.00; Mills Red
Fronts, \$69.50: 1/3 deposit. MARC-COIN,
1211 E. Third, Dayton, O.

CASH TO BUY LATE PACE RACES, DEWEYS,
Bangtails, Dominoes, Wurlitzers, Rockolas,
Tracktimes, Preakness, Fairgrounds. Advise
best price, serial number and condition.
UNITED AMUSEMENT CO., 908 McCullough,

CASH FOR SLOTS, CIGARETTE MACHINES, 7 in James, One Balls, Carnival Wheels or anything in Money Machines, O'BRIEN, 89 Thames, Newport, R. I.

COMPLETE REPAIR SERVICE, SLOTS, MUSIC, Automatics: Late Slots wanted for cash; will buy quantity Futurities if bargains, JOHN M. STUART, Paris, Ky.

STUART, Paris, Ky.

ERIE DIGGERS, \$15.00; POKERINO, \$35.00;
X-Ray Poker, \$35.00; Mutoscope Cranes,
\$20.00; 1936 Electric Hoists, \$35.00; Roll-aScore, \$40.00; Iron Claw, \$10.00; Flying Duck,
Electric Rifle, \$35.00. Send % deposit. HARRIS, 288 Paige St., Schenectady, N. Y.

ERIE DIGGERS, IRON CLAWS, CHÉAP; K-O Fighters; 700 Peanut; Cum Venders; Cent-ASmokes, \$4.50. NATIONAL, 4242 Market, Philadelphia, Pa. x

FOR SALE—VERY LATEST ONE-BALL TABLES Cheap. 12 Fairgrounds, \$115.00 each; 8 Cottleb latest Sports Parade and Daily Races, \$45.00 each; 17 Cottlieb Speed Kings, Miss America, Daily Feature, Football, Derby Day, \$54.50 each; 9 late Bally Pireakness, \$54.50 each; one Bally Hislach, \$17.50; two Crub Stakes, \$30.00; one Deaville, \$45.00; three Bally Bious, \$17.50 each; one Hide-ho, \$35.00; one Jumbo, \$10.00; five latest Flickers, \$42.50. Most of these games like new. One-third deposit with order. FRANCO NOVELTY CO., Box 927, Montgomery, Ala.

80.28 FOR SALE-VERY LATEST ONE-BALL TABLES

FOR SALE—10 JENNINGS 5c GRANDSTANDS, used one week, \$42.50. For quick sale, WAYNE SALES CO., 207 Pine, Greenville, O.

FOR SALE — ONE PACIFIC'S MARKSMAN, \$50.00. BEN STERLING, Rocky Glen Park, Moosic, Pa.

FOR SALE-FIVE TREASURE ISLAND DICCER FOR SALE—FIVE TREASURE ISLANTS DESCRIBED AND ACCORDING THE GOOD CONDITION. ISLAND WIS SOURCE OF THE GOOD CONDITION. ISLAND WIS SOURCE OF
LOOKING FOR BARGAINS? THOROUGHLY reconditioned, refinished and rebuilt: 1 Bally Derby, \$1.00; 1 Straight Eight, \$10.00; 1 Natural, \$14.40; 2 Jumbos, \$8.85 each, 1/3 deposit with order. WINONA DISTRUBLY ING SERVICE, 702 W. Fifth St., Winona, Minp.

MILLS DANCE MASTERS, 8,000 AND 9,000 series; mechanically perfect; good cabinets. Sell 15 at \$40.00 each, F. O. B. Washington, D. C. INTERSTATE AMUSEMENT CO., 3610 Ceorgla Ave., N. W., Washington, D. C.

FOR SALE-TEN Se MILLS BLUE FRONTS, FOR SALE—TEN 5c MILLS BLUE FRONTS, serials 407,00 or over, \$49,50 each; two weeks in use. Two late 5c Jennings Chiefs, four late 5c, one 10c and one 25c Jennings Dixie Bells, one or all, \$52,00, each. Guaranteed like new. One 5c Caille Cadet, one Mills 5c War Eagle, one Mills 5c Lion Head, \$27,50 each. One-third deposit with order. Address FRANCO NOVELTY CO., Box 927, Monteomery Ala.

ONLY \$109.00 FOR GUARANTEED RAYS Tracks. 19 Late Models, ready for instant shipment. Wire third deposit. UNITED AMUSEMENT, 908 McCullough, San Antonio,

PENNY SLOTS AND COUNTER GAMES GALORE, Rebuilt Mills Late Blue Fronts. Wanted, 100 Western Mysterious Eyes. COLEMAN NOVELTY, Rockford, III.

PHONOGRAPHS PRICED FOR QUICK SALE—1936 Models, 12-Record Selective Guaranteed condition, \$130.00 each. P. O. BOX 1057, Butte, Mont.

SPECIAL—TEN MILLS RED FRONTS SIDE Venders and Indicators, Serial numbers 376368 and up, \$69.50. MARC-COIN, 1211 E. Third, Dayton, O.

SPORTSMAN PAY TABLES IN PERFECT CON-dition, \$3.50 each. SQUARE AMUSEMENT CO., 335 Mill St., Poughkeepsie, N. Y. se4x

TOM MIX RADIO RIFLES, \$175.00; ROCK-O-Ball Seniors, \$150.00. Want to buy Rock-Ola World Series. Write lowest price, STEWART'S RADIO, 136 North Pennsylvania,

TWENTY TURF- CHAMPS, \$48.50 EACH; FIF-teen Exhibit Ticket Tables, \$6.00; Caroms, Ticket and Cash, \$75.00; Mills Dials, \$25.00; Mills Cherry Bells, late, \$60.00; Jennings Chiefs, \$89.50; Electric Eyes, ticket and cash, \$18.00; 50 Counter Machines, all kinds, \$5.00 each. Send 1/3, deposit, balance express C. O, D. MILLER, 615 Lyon, Grand Rapids, Mich.

USED NATIONAL MECHANICAL SKEE BALL
Alleys, \$39.50; Wurlitzer Skee Ball Alleys,
\$69.50. Mechanically perfect, 1/3 down
with order, balance C. O. D. QUEEN CITY
AMUSEMENT CO., Plainfield, N. J.

WANTED—USED PHONOGRAPHS. HAYE 3 new Bumpers, 1 Palooka Jr., 1 Hi, De Ho, 1 Tycoon to trade and cash. INTER-STATE, 14304 Coyle, Detroit. x

WANTED — WORLD SERIES, PACIFIC BASE-ball, Scales, Selective Candy Venders, Ciga-rette Machines, Streamline Exhibit Diggers. MILLER, 615 Lyon, Grand Rapids, Mich.

WANTED-USED BUCKLEY DIGGERS. STATE condition; model, serial number and price. Address BOX C-303, Billboard, Cincinnati, O.

WATLING ROLATOPS, MILLS BLUE FRONTS, FRONIS, Futuritys, War Eagles, Jennings Chiefs, Pace Comets. Many others. All perfect. We are not operators but rebuilders and distributors only. Write for prices on finest stock in Middle West. BELL MACHINE CO., 2658 S. Millard Ave., Chicago, III.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our barrain list.

Tables. Send stamp for our bargain lis GOODBODY, 1824 East Main St., Rocheste

"5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Cum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. no20x

Newark, N. J. no.20x

4 MILLS SILENT ESCALATOR DOUBLE JACKpots, serials over 300,000. Regular 2-4 payouts, 20-reel stops, with meters, factory rebuilt, guaranteed like new. Money back if
returned in 10 days, \$37.50. 1/3 deposit, batance C. O. D. KEENEY MFG. CO., 2611 Indiana, Chicago.

diana, Chicago.

5 PACIFIC MARKSMAN, FIRST CLASS CONdition, original cost over \$275.00 each, with new power units in each board. Will crate and pack each outfit by an expert shipper \$55.00 each. One-third cash or certified check only. Immediate delivery, F. O. B. Schenectady, HENEMAN'S AUTOMATIC SALES, P. O. Box 100, Schenectady, N. Y.

COSTUMES, UNIFORMS, WARDROBE

FLASHY MINSTREL SUITS, \$3.00; CELLO-phane Hulas, Orientals, Chorus Costumes, Ballyhoo Capes, Red Band Caps, Coats, Scenery, WALLACE, 2416 North Halsted, Chicago.

HULA COSTUMES, USED CELLOPHANE, COMplete with Lei, Skirt and Brassiere, \$4.95; new \$7.95; any color. New Straw Hulas, \$2.95: Send for descriptive, list. HARROD'S, 1439 N. Western, Hollywood, Calif.

FORMULAS

ANALYSIS \$5.00-ORDER YOUR FORMULAS from experienced chemists. Three Win "Wearever" (Shoe Sole Preserver) Univ Powder Polish, Magic Metal Polish. A CIATED CHEMISTS, Indianapolis, Ind.

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. CIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.

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

BALLROOM AND THEATER LIGHTING EQUIPment. Spotlights, Floodlights, Crystal Showers, CAPITOL STAGE LIGHTING CO., 529 W. 45th St., New York, N. Y. se25x

CONCESSION COACH WITH CORN POPPER, Pop, Ice Cream, Cooler. Complete, ready for business, in perfect shape. COZY INN, Bird Island, Minn.

CORN POPPERS — PEERLESS, CHAMPION.
Casoline, all-electrics, Rotary Poppers. Heavy aluminum 12-quart popping kettles, caramel corn equipment. NORTHSIDE CO., 1528 19th, Des Moines, Ia. oc23x

DUAL LOOP-O-PLANE, 1936 MODEL, AVAILable after Labor Day. Neon lighting effects, Duty paid. Full cash only. Best offer. UZZELL, Belmont Park, Montreal, Can.

FOLLOW THE FAIRS WITH A "VELVO." New, complete Frozen Custard and Lec-Cream Machines, \$159.00. FROZEN CUSTARD CO., Gastonia, N. C. sellx

SLIGHTLY USED SHORT RANGE RIFLE RANGES

Like new. Includes Range, Winchester
Rifle, thousand Cards, \$100.00. Especially well
built machines. HARRY OLSON, Noel, Mo.

FOR SALE—SECOND-HAND SHOW PROPERTY

COMPLETE CARNIVAL—6 RIDES, 7 SHOWS, Trucks. Sell separate. Merry-Co-Round, Lindy Loop, Chair-O-Plane, Kiddy Swing, Shows. CARNIVAL, 1640 Central, Kansas City, Mo-

REAL GIANT OCTOPUS, 10 FT. LONG: LARGE Banner, 8x10, \$40.00 takes all. BEN FEIN-BERG, 17 E. Grand Ave., Chicago.

TILT-A-WHIRL FOR SALE—NINE CAR, OLD Style, good condition. JOS T. BRETT, P. O. Box 28, Boiling Springs, Pa. x

3 U-DRIVE-'EM MINIATURE AUTOS, USED 2 months. Big discount, in good shape. ART BALTHAYOR, 467 S. Greenwood, Kankakee,

\$275.00 STRIP PHOTO OUTFIT—COMPLETE. perfect condition, \$100.00 for quick sale. Double outfit, \$125.00. HASSAN, Box 971. Parkersburg, W. Va.

HELP WANTED

ALTO SAXOPHONE PLAYER, DOUBLING Trumpet (or vice versa), one man, Standard Musical Act now playing fairs. Good salary, easy work, union. JOE THOMAS, West Union,

\$79.00 FOR 18 ROTARY MERCHANDISERS.

Visible Escalators. A-1 condition. Third deposit. UNITED AMUSEMENT CO., 908 Mc-Cullough, San Antonio, Tex.

AT LIBERTY

CIRCUS AND CARNIVAL

FLAGEOLET PLAYER.
MIKE, 61 Boylston St., Cambridge, Mass.

TRAINED FLEA CIRCUS—
JOHN LYNCH, 41 Mozart St., Jamaica Plain

AT LIBERTY—BASS AND ALTO FOR CIRCUS or Carnival. J. T. KYLE, General Delivery, Dillon, S. C.

AT LIBERTY

DRAMATIC ARTISTS

J. STARK ROBINSON — CHARACTER Co-median or as cast for Stock, Rep., Circle or what have you? Double Drums and Special-ties. Co anywhere. 608 Osage St., Ponca City,

WEEFUL DRAMATIC PEOPLE—Man, Characters, General Business, Lady, Characters, General business except leads, Daughter, Ingenue, some Single and Double Specialties, Have ear and trailer. No show too large or small Don't jneed ticket. Salary or percent, or will consider partnership, Have outfit, Write, don't wire, GEORGE DAVIS, Pawne, Okta.

AT LIBERTY MAGICIANS

FEATURE MENTAL AOT—Mindreading, Crystal, Magic. Business builder for theatre, night club, hotel attraction. Oriental presentation. Private readings. Salary for act, percentage on readings. PRINCE TOSE, care The Billiosard, Cincinnati, O.

MIND READER, Palmist, Psychic Invites offers.
Outbured, distinguished appearance. Answer soaled questions. Have done radio broadcasts and have "Prints of Famous People," business getting display. KAINE, 6712 Desry, Pittsburgh, Pa.

AT LIBERTY

M. P. OPERATORS

PROJECTIONIST—Qualified 100%. Any Sound, any Projection Equipment. Practical references. Deluve and combination theatres. Non-union, sober, reliable. Ge anywhere. State salary. E. WARENTEN, Harrison, Neb.

AT LIBERTY MUSICIANS

ORGANIST — ON NEW
Electric and Pipe Organs. Perfect rhythm
for dancing. Thoroughly experienced in radio,
concert and theatre. Spotlight Specialties.
Oouble orchestra plano, concert and swing.
Young woman. Photo, references, union,
ORGANIST, 914 McKinley Ave., N. W., Canton, O.

TENOR SAX, CLARINET AT Liberty, August 22. G. KLOHR, Powell's Club; Antigo, Wis.

A-1 N. Y. MUSICIAN—VIOLIN AND FLUTE.
Double Piano, Organette, Accordion. Play alone, Orchestra and band arranger. J. G.,
Box 181, Barnegaf, N. J. se4

ALTO SAX, CLARINET, FLUTE, ALTO CLAR-lnet. Arrange some. Prefer smooth band; no joints or small bands. BOX C-315, Billboard, Cincinnati, O.

Cincinnati, O.

AT LIBERTY — BRASS TRIO. AVAILABLE
Sept. 1. Two Trumpets and Trombone.
Both Trumpets double Peck Horns. Trombone doubles Sax and Vocals. 2d Trumpet arranges.
Played together over two years. Young, dependable, good appearance. Go anywhere, but priefer location. Union. Write BILL NORTHEY, Care Ray's Resort, Chippewa Falls, Wis.

CORNET—MODERN SWING OR LEAD. AR-ranger. Thorough musician, union. C-308, Billboard, Cincinnati, O. BOX au28

DRUMMER — EXPERIENCED ANY STYLE.
Read, fake, union. Also do Tap Dancing and Rattle Bones in Rube Act. O55IE HALVERSON, 171 3rd 5t. N., Wisconsin Rapida,

TENOR SAX AND GIRL SINGER — SINGER Sings Original Keys. Saxophone doubles Clarinet and Flute. Play any chair, sight transposition. Both experienced in all lines. RAY GOODWIN, Browns Mills, N. J.

VIOLINIST DESIRES CHANGE — DANCE,
Hotel, Broadcasts. BOX C-313, Billboard.
Cincinnati, O.

ALTO SAX desires change. Been with some good ones and—some pretty bad. O, well! Style, all exsentials and double Clarinet. Fast Chicago style take-off. Thanks to boys who wrote. Write again full particulars. Go anywhere. DOC, 6712 Dears. Pittsburgh. Ps.

AT LIBERTY—Sousaphone and String Bass, experienced dance man. Congenial and reliable, au21
CARL W. SHOLL, Hicksville, O.

BANDMASTER (Filipino). Competent Instructor. Desire to bear from Municipal, Factory, American Legion or newly organized band. Years of experience in organizing and directing band. Formerly Army bandleader. Reference as to ability and character. Clarinetist. Violinist. Union, married, play or direct. FELIX ALCANTARA, 1518 Nicollet Ave., Minneapolis, Minn. 8611

BRASS TEAM — Trumpet, Trombone, Young, Read, good tones, range, Trumpet, solid, lead or second. Trombone, modern ride, arrange. Together four years. Prefer full swing band. LEON GABY, Corning, N. Y.

DRUMMER—Strictly modern swing. Plenty dance and show experience. Neat appearance. PENDABLE. 15 Summer St., Bradford, Pa. au21

DRUMMER—Aged 26. union, experienced. Can cut Tab Work. Prefer troupe with unit, but consider small band on location. DICK DIXON, 216 East Magnolia, Knoxville, Tenn.

PROFESSIONAL DRUMMER—15 years' experience. Young, single, reliable and sober. Out it with anything. Only steady, reliable job considered. Can join on wire. If far need ticket. Wire or write stating all immediately to BEN FAVISH, 3792 Talman Ava., Bellaire, O.

SAX, ALTO AND TENOR—Doubling Cello and Voice. Read and fake. Modern take off. 35 and neat appearing. JIMMY STRAUSS, Court Place Hotel. Denver. Colo.

THREE HAWAILANS — Complete with Electric Sound System. Sing and play all kinds of music Available for theatens, radio mich clubs books, etc. Will travel but location preferred. State all in first letter. THE ISLANDERS, General Delivery, Baltimore, Md.

TRAP ORUMMER—Experienced all lines. Age
44, sober, reliable. Twanty-one weeks on last
job. Salary reasonable. O. L. WARD, 5083 Lake
Park Ave., Chicago, Ill.

AT LIBERTY PARKS AND FAIRS

AERONAUTS — BALLOON

Ascensions by Lady or Gent. Established 1911. Write or wire, JOHNSON BALLOON CO., Clayton, N. J. sep4

BALLOON ASCENSIONS

Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn, au28

BALLOON ASCENSIONS,

Parachute Jumping. One to five drops. Fairs, parks, celebrations any place, any time always reliable. CLAUDE L. SHAFER, 1044 S Dennison St., Indianapolis, Ind.

BALLOON ASCENSIONS

For Parks, Fairs and Celebrations. Write JACKSONVILLE BALLOON CO., JacksonVille, au28

BALLOONISTS — LADY OR

Gentlemen Parachute Jumpers available for parks, fairs, etc. CONTINENTAL BALLOON CO., Sharonville, O. au21

BALLOONISTS AND AIR-

plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old heads. Yes, we have Bat Man. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ili. Established 1903. Coast-to-Coast Service, au28

HIGH POLE AND TRAPEZE Act. A thrilling grand-stand attraction.
Three different acts. THE GREAT EUGENE, care The Billboard, Cincinnati, O.

"TUMBLING ATWOODS"-

Bozo, Raggedy Ann featuring Falling House he Billboard, Cincinnati. se

ARMSTRONG'S FAMOUS COMEDY FORD ACT
—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. au21

ATTENTION — BALLOON ASCENSIONS FUR-nished by experienced operators. Three to five parachute drops. Parks, fairs, celebra-tions. References furnished. O. E. RUTH, 1021 Collier St., Indianapolis, Ind. au21

ATTENTION, FAIR, PARK AND RODEO MANagers—Arabian High School Horse, starring Arabella the Equine Graduate. A few open dates. EARL F. SCOTT, Wilmore, Kan, se4

BINK, KING OF THE SLACK WIRE—THREE Acts: Wire, Trapeze and Comedy, Juggling, all reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis.

CARMENE'S CIRCUS REVUE — 5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williamston, Mich.

fon, Mich.

FAIR AND CELEBRATION SECRETARIES—
Few choice open days and weeks left. Wisconsin, Michigan. Illinois, Minnesota, low.
The greatest Ground Free Act in United States.
The Humân Bat Man Parachute Act, 11,000 foot
Free Fall. Bat wing flight from high speed airplane. HARRISON A. RICE, 426 Well St., Milwaukee, Wis.

HIGH AERIAL ACT FOR OUTDOOR EVENTS.
Appearance guaranteed. BOX C-223, Bill-board, Cincinnati.

board, Cincinnati.

MUSICAL AND HORSE ACTS AT LIBERTY—
Family troupe. H. R. MILLER, Wilton, Wis.
au21

au21
THE FRYY—Somman and String Hams, au21
CARL W. SHOLL, Hicksville, O. au21
THE FLYING WILLARDS — AERIAL TRIPLE
Horizontal Bars. Open for 1937 fairs and celebrations. Beatrice, Neb.
Can furnish Planist. BILL GUNTER, 506 Müton.
South Bend, Ind.
BASSONIST—Several years experience. Wishes connection with good musical organization. Letters answered. WM. O'NEILL, 740 N. Dearborn St. Chicago, IL.

AERIAL COWDENS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Only a few more weeks left open. Literature and price on request. Address The Billboard, Cincinnati, O. au

Address the Diffusion Committee of the Art Liberty Sensational High Fire Dive. Has some open time Home office address: CAPT. BARL McDONALD, 268 Highland Ave., Warren, Obio.

AT LIBERTY—World's Greatest Trained Animal Exhibition for Parks, Fairs, Calebrations. Comedy Pigs, beautiful white Collies. For information write JAKE RICE. 1200 Linwood, Jackson, Mich.

AT LIBERTY NOW—Chief Sugar Brown, of the Otoe Tribe of Indians from Oklahoma. Are nine in family and seven of which perform with very beautiful, flashy outfits. Give the Indian dances of all kinds and how and arrow at. Open for any good reliable wild west, rodeos, circuses, fairs, celeptions and vanderlile. CHIEF SUGAR BROWN, care Hinkle No. 2 Wild West Rodeo, Waterloo, Cuspon Can. Quebce, Can.

ATTENTION, SECRETARIES — Something new, nevel and different — Hollywood on Parads. Joe Brown, W. C. Fields, Lurel Hardy, Pop Eye and others work grand stand. Produce clown numbers and comedy for the entre abov. Furnish circus clowns or use local boys. Glean, flashy, up-to-data, IOY BARRETT, Billboard, Chlosgo. aux8

OHARLES LA CROIX — Original Platform Free Attraction. Available for celebrations, etc. Outstanding Trapeze Act at price you can psy. CHARLES LA GROIX, 1304 So. Anthony Bird., Ft. Wayne, Ind.

FL. Wayne, Ind.

DASHINGTON'S DOG AND MONKEY CIRCUS

—Two Distinct Acts. A guaranteed attraction
different from all others for late fairs and celebrations. Go anywhere. Now playing Illinois State
Fair. Write or wire care FREE AGT STAGE,
Fairgrounds. Springfield, Ill.

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1606 Race St., Cincinnati, O.

LATHAM'S CIRCUS UNIT and Trained Animal Acts for your free attractions. Write for our reasonable terms and illustrated description. W. E. LATHAM, care Billboard, Cincinnat, O.

PAMAHASIKA'S DOG, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance hat pleases all ages. This marvelous performance is presented by Prof. Panahasika himself for this attraction. Address GEO. E. ROBERTS. Manager Pamahasika's Sludio, 515 W. Erie, Philadelphia. Telephone SAGmore 5536.

PARKS, FAIRS, CELEBRATIONS — Lindsey Gaynor Comique, Produce Single, Double, Trio Acts. Comedy Acrobatic, Clown Musical Comedy Jugiling. Comedy Magical, Clown Walk-Around Numbers. Billboard, Chicago, III.

PERFORMING OLOWNS—True doing Ground and Rigging Acts. Standard Clown Numbers, etc. Performers and acts from world's greatest circuses. Everything neat. BERNI ZOO, Billboard, Chicago.

THE GREAT EUGENE—High Pole and Trapeze Act. A thrilling attraction, A grand-stand thriller. Address care The Billboard, Cincinnati, O.

THREE NOVELTY AOTS — America's best lady globe act. She comes down stair steps and use an inside globe. Something that is different. Two people wire act and a luggling act. Write opprioes and literature. THE CHRISTYS, Keckuk.

TWO FIRST-OLASS FREE ATTRACTIONS

Acrobatic Table Act and Comedy Roxing. Also a good money-getting pay show. GLENNY AND FORD. Billboard, Checimast. O.

WANTED AFTER OCTOBER 1—State of Florida Boat Livery. Wages or percentage. Can build and maintain any power oraft under 30°. Licensed Pilot. References. CAPT. MAO, The Wigwam, Pulasti, N. Y.

AT LIBERTY

PIANO PLAYERS

EXPERIENCED PIANIST — READ, FAKE, transpose, Capable and reliable; union. BOX C-310, Billboard, Cincinnati, O.

PIANIST-ALL ESSENTIALS. YOUNG, SOBER modern, neat appearance. Union and ex-perienced in all lines. Also available, experi-enced Sax Man, doubling Clarinet and Violin. Explain all in first. Prefer location, REG. COPENHAVER, Utahville, Pa.

AT LIBERTY.—Pianist for Small Show or Club after September first. Read, fake, transpose. Write, no wires. State salary, etc. HAROLD DRAGER, Marshall, Wis.

INTERMISSION PIANIST—Recently six months Edgewater Gulf Hotel. Society style. Young, reliable, non-union. One hundred commercial broadcasts credit. No bands. Only high class job considered. JERRY GILBERT, Box 584, Fort-Jeffgraon Sta., New York.

YOUNG MAN—Thirty, experienced all lines of Professional Piano playing, desires reliable open-ing with weekly salary guaranteed. Write giving de-tells. RAYMOND DEMPSEY, Franklinville. N. Y. au21

AT LIBERTY **VAUDEVILLE ARTISTS**

COMEDY SKETCH TEAM-Hokum, Songs and Specialties. Up in acts. Put on and make them go. Comedy or Straight, change often. Sober and reliable. Med. Shows or any small Show that pays. PERFORMERS, General Delivery, Greensburg, Pa. au28

AT LIBERTY — TEAM. LADY ACCORDION and Piano. Man Singer, Yodler, Comic Characters. No Blackface. Have car. EXCELSIOR COMEDY TEAM, General Delivery, Ashland, O. BLACKFACE, AGE 40, SINGING AND TALKing, Character Juggling. Salary may be low; must be sure. Sober, dependable. C. H. SCOTT, 411 % S. Oakes, San Angelo, Tex.

COMEDY MUSICAL VAUDEVILLE ACT AT Liberty. Instrument, Singing and Dancing, WALTER BROADUS, care Biliboard, New York City.

GIRL BEEF TRUST PERFRMER-COOD LOOK-GIRL BEEF TRUST PERFRMER—GOOD LOOKing, nice appearance, 23 years old, weighs
225 lbs. Sure-fire Specialties. Nice ward obe,
Owned and produced several Beef Trust
Troupes. Worked double in vaudeville with
the late Boob Blake, noted comedian. Am an
expert Numerologist and Card Reader. Have
car. Consider any work anywhere. MILDRED
PRITTE, General Delivery, Los Angeles, Calif. Nice ward obe

AT LIBERTY on account of show closing. Good Med. Team. Man, Comedian and Characters, Lady, good Act Worker. Put on acts. Plend doubles, some singles. State what you can and will pay. Have car. CASEY THOMPSON, General Delivery, La Saile, Ili.

MED. LECTURER—Twenty-five years' experience. Registered Druggist, Showman. Good fixer, none too big. Stock, have car. DR. C. E. HANKEN. SON, East Chicago, Ind.

AROUND THE LOT-

(Continued from page 36)

her owner, says no more birth-ties. Paul Jerome reports he has day parties. Paul Jerome reports he has received contract from John Brown De-

received contract from John Brown Department Store, Oklahoma City, and will make his fifth time there. Jerry Lee, cowboy rider, visited. Says he had left the H-W Circus.

Charlie Bell surprised friends with a birthday dinner. Those present. Everett Hart, Paul Jerome and the writer. The Dirty Dozen Club has elected the writer treasurer. Fred Wenzel, clown, spent some time with his folks and had them down to the show. Shorty Flemm visited each day in Chi, also Roy Barrett. Ann Hamilton is sporting a new diamond ring. Mickey Graves' property men are in neat uniforms. Art and Antoinette Concello entertained friends and their private top. Many friends and their private top. Many friends and fans called on Tim McCoy. See Repensit family unpacking chinaware from Italy. Pharis, backyard policeman, has his hands full. Assisted by local police. Ralph Clawson returned from a business that the Beau Left. Miller's boys re-

nis hands full. Assisted by local police. Ralph Clawson returned from a business trip to Peru, Ind. Miller's boys report powwow canceled until Labor Day. Circus is proud of Eddie Rooney's Flying Ballet. Rudy Rudynoff's horse act is the talk of program. He is assisted by Gordy Orton. Shura Newberger made another entrance in his clown contortion gag. Louie's Coffee Shop is getting big play. Notice many reading The Billboard. The Mayer boys are entertaining friends. Clarence Bruce, brother of late Vera Bruce Codona, returned from California. Ab Johnson, veteran clown, visited. Tad Toska, clown, spent a pleasant week with his family. Dressing room store is now called the Lewis General Store. Ernie Firth, former seal trainer, now employed by city of Chi-

General Store. Eithe Fifth, former seat trainer, now employed by city of Chi-cago, dropped into dressing room often. Joe E. Brown, movie star, visited, as did Harry Burns, former clown, and Charlie Smith, clown, formerly with Smith, clown, formerly with JOE LEWIS.

COLE MAKES GOOD

(Continued from page 36)
Hotel Broadmoor and large private zoo, spent most of day around lot. Leonard Woodruff, painter of still life, visited here and at Pueblo and Glenwood Springs, and had Jess Adkins for a visit at his home.

Regular showgrounds in Pueblo were

at his home.

Regular showgrounds in Pueblo were used. Short haul from runs, but for a circus with a parade it is a different story as parade route to reach downtown section is a long one. Alonzo Dever, elephant man, who has been in a Ft. Wayne Hospital for last five weeks, returned at Pueblo. Fred Delmont joined clown alley at Pueblo. Bried Delmont joined Gorge and over the Continental Divide into Glenwood Springs from Pueblo, first section arrived at 3 p.m., followed by second at 3:30. A night show only had been billed. Lot here is a railroad one, just across Colorado River from the side where the business section of town is. Doors opened a little ahead of time to let people in from a sudden thundershower that came up.

The original lot contracted in Grand Junction, Colo., was changed when 24-hour man John Corey found that because of its small size it would have been extremely difficult to give a full and proper exhibition. Lot used was a 16-acre tract, five blocks from the main street. A new lighting system for the midway was inaugurated here when 14 16-foot standards were spaced down midway opposite Side Show with 1,000-watt globes with shades atop each standard. The department of Louis Scott, midway opposite Side Show with 1,000-watt globes with shades atop each stand-ard. The department of Louis Scott, chief electrician, is fast becoming a real show place for the curious thousands that gaze at his shining motors, etc. A visitor at Denver who took in all four shows was Billy Grady, chief talent scout for MGM moves studies. Bay

scout for MGM movie studies. Ray Blankenship, general agent for Russell Bros.' Circus, spent the day visiting on lot at Grand Junction.

LETTER LIST-(Continued from page 33)

Montgomery, Eddle
Moody, Andrew
Moody, Andrew
Moore, Bill &
Moore, Homer
Moore, Frank
Moore, Homer
Moore, Robt,
Moordlean, Pat &
Mooralea, Pedro
Moralea, Pedro
Morales, Ralph
Morales, Pedro
Morales, Ralph
Morales, Pedro
Morales, Ralph
Morales, Pedro

Payne, Raipin
Payne, Raipin
Peck, Clored
Peck, Charle
Pence, Watter L
Pence, Watter L
Pence, Watter L
Pencheek, Thomas
Penchek, Thomas
Percy, Trank
Percy, Frank
Percy, Frank
Percy, Frank
Percy, Roma
Philibert, E. H. By
Phillips, E. D.
Percy, Rank
Phillips, D. Ray
Phillips, D. Ray
Phillips, C. D.
Percy, Rank
Penchek, Thomas
Penchek
Penchek, Thomas
Penchek
Penchek, Thomas
Penchek
P Mooreland, Pat & Marlyn Mooreland, Pat & Marlyn Moralls, Pedro Morell, Ernie Morey, Bluey Morgan, J. O. Jorin, Alfred Morris, Carlton Morris, Chip Morris, J. T. Morris, J

Mountain State
Show
Mower, Robert
Moyer, Tom
Moyer, Tom
Mingler, Birckie
Moyer, Tom
Mingler, Birckie
Moyer, Tom
Mingler, Birckie
Mingler, Marhall
Mordock, Robt.
Mursey, Marshall
Mordock, Robt.
Mursey, Marshall
Mordock, Robt.
Mursey, Legen
Murphy, Eugene J.
Murphy, Eugene J.
Murphy, T. Gregory
Murphy, V. E.
Murphy, T. Gregory
Murphy, V. E.
Murphy, Wincent
Murphy, Robert
Murray, Sat Billy
Murray, Sat Billy
Murray, Solvet

Murray, Sgt. I. Murray, J. L. Musser, Robert Myers, Peanut Nabor, Bert Nadig, Jack Nadreau, Gene Names, Art
Names, Harry H.
Naomi. Pets
Nardelli, Tony
Nation, Al

Raymond, Nick Redden, Jonnie Red Feather, Chief Redfeather, Chief Van Nation, Al Neal, Jack Neel, J. J. Neiderhauser, Jack Nelson, A. Nelson, Goose Nelson, Harry S. Neison A. Selson Redick, D. N.
Redick, D. N.
Redoman, Morton
Reece, L. F.
Reeder, L.O. E.
Reever, Chas. E.
Regan, Co. W.
Regan, Co. W.
Ricket, M.
Itclelhack, Ben
Reid, Edw.
Reigle, H. B.
Reisent, Allen
Remington, Olarence
Reno. Edw. A.

Newton, Glenn & Miller Nicholas, Miller Nicholas, Miller Nicholas, Steve Nicholas, Steve Nicholas, Elw Nicholas, Elw Nicholas, Elw Noble, Halph Nobera, Tony Noffiett, Boyno Norrial, Boyno Norrial, Red Novak, Stanley Novarro, Monte Nuton, E. M. O'Connor, E. M. O'Connor, E. M. O'Connor, J. J. J. O'Connor, Texas O'urran, Happy O'Day, Tim D'Dondid, Jene Remingtion, Olarence
Reno, Edw. A.
Reno, Edw. A.
Reno, Edw. A.
Reno, Edw. A.
Reno, Fall A.
Reno, A.
Reno, Fall A.
Reno, Johnny
Rittley, Ilary
Roach, Wm. Lloyd
Roberts, Charles
Roberts, L. E.

Day, Tim Donald, Jene Hman, Theo. Mailey, Ed

O'Donnid, Jene
O'Hman, Theo.
O'Malley, Ed
O'Neil, Jack Bad
O'Neil, Bob
Marvello
O'Neil, Bob
Marvello
O'Neil, Jomes B.
O'Sallivan, Bonnie
O'Born, Johning
O'Roberts, Challe Alberts, Child.
Roberts, Challe
Robert

Pampilon. Harry J. Fan, Alexandrian Harry J. Fan, Alexandrian Harry J. Paoli, P. J. Paoli, P. J. Paoli, P. J. Paoli, P. J. Parish. Billy Barker. Robert E. Farker. Chester Co. C. Farker. Dec. C. Parker. Bill Parkernon. Ulis Pasha, Evelyn Bill Patoky, Harold Paul, Harry A. Rutledge, Cowboy Shorty Rutter, R. F.
Ruttman, Jimmie
Sabott, Chas.
Sagan, M.
Sager, F. O.
Samuels, James
Sanders, John
Santrey, Hearry
Satterley, Al
Savage, Fred M.
Scanlan, Fred

Schaffner, Neil E. Schindler, Robt. Schluchter, Herbert G. Schucater, G. G. Schmed, Dick G. Schrimscher, H. F. Schnare, Morris Schoen, Dave School, Fred Schroyer, Jack Scott, Geo. T., Show

Scott, Geb. T. Show Searles, Eddie Seigler, Wm. Seiby, Panyota V. Senecal, George Screbreff, Willie Sexton, Thos. J. Shackleton, Jack Shain, Victor Shaler, J. Shannon Tent Thea. Shanks, DeWitt Shannon, 1'at Shanks, DeWitt Shanon, Pat Shaprio, Professor Sharp, Merrill Sharp, Oscar Shawn, Ted Shear, Dan Shearer, Archie Shefflett, R. P.

Shelton, E. A. Blackie Shelton, E. A. Shepherd, C. Shepherd, C. Shepherd, C. Shepherd, C. Shepherd, C. Shepherd, Vinson Shermar, Vinson Sherma

Acthor Slatten, Garland Slim, Motordrome Slatten, Garland Slim, Motordrome Smith, Carl Shorty Smith, Carl Shorty Smith, Carl Shorty Van Amams, John Willis, William, Motor, Cant. Carl Smith, Charite Ward, Charle Wall, Nie, Latter William, Motor, Motordrome William, Motor, Motordrome William, Motor, Motordrome William, William, William, William, William, William, William, William, William, Milliam, Milliam, William, Willi

Spain, E. Cas Spain, E. W. E. Spain, W. E. Spain, J. C. Spears, W. A. Spencer, A. K. Spencer, Weil Spencer, Weil Spradling, E. H. Sproul, Albert Sprunger, Eara Spur, Horton Spur, Horton St. Pierre, Al Staleta, Jack Staleta, Vincent Staletan, Chas. Stallman, Chas. Wm. Stanley, George & Lizzie

Stanley, George & Stanley, Johnson Stanley, Ready Stanley, Sonny Stanton, Edit Stanton, Edit Stanton, Edit Stanton, Edit Stanton, Edit Stanton, Ja. Joe Steffen, O. E. Steinsuitz, Gene Stephan, Andrew Stephan, Andrew Sterling & Hart Stern, Geo.

Starinsk.

Stern, Geo.
Starinsky
Stevens, Dick
Stevens, George
Mechano Sterens, Leo Stevens, W. O. Stewart & McGuire Co. Stewart, Sam Stewerts, Royal Stinson, Bennie

Stinson, Benny Stiye, J. Stogner, Doo Walter L. Stone, Water L.
Stone, Mealer
Stone, Bhaller
Stone, Shaller
Stone, Theo.
Stover, Jack Bottles
Stover, Nelson
Straugher, Wm.
Streets, L. O.
Strickland, Grown
Straugher, Wm.
Streets, L. O.
Strickland, Charles
Suer, Howard
Sullivan, John T.
Sullivan, Ira

Summers, Norman Sunshine, Dec Susie, Howard A Sweenley, Bud Sweet, Jos. A. Sweet, Jos. A. Sweet, Jos. A. Sweet, Jos. Mitchell Taffet, Jos. Jathot. Hugh Talley & Talley Tally; R. Mo. Tarson, M. Mo. Tarson, Sunday, M. Mo. Tarson, Sunday, Junt Tassill, Barney Tassill, Darney Watts, John
Wayne, Minty
Wayne, Minty
Wayne, Minty
Webb, Chick
Webb, Chick
Webb, Intady
Webb, Zake
Weber, Harry S,
Weber, Lee B,
Weere, Lee B,
Weere, Ray
Weiner, Herman
Weiss, H,
Weller, Charles
Weller, Charles
Weller, Charles
Weller, Charles
Weller, Bornard,
Wells, Albert
West, Att
West, Att
West, Att
West, Cal
John
West, Forest
John
Western Jr., John
Western, M. S.
Western, M. S.

Tasallo, Jos Unit
Tato, Deo N. F.
Tatum, Earl B.
Taylor, Ilarry
Taylor, Sam
Taylor, Watter O.
Taylor, Watter O.
Taylor, Tobaries
Teatron, Tobaries
Teatron, Tobaries
Teatron, Tobaries
Teatron, Tobaries
Teatron, Tobaries
Teatron, Tobaries
Terry, John
Teska, Joe
Terway Gene
Tex-O-Lax Medicine
Tex & Ginger Tassilo,

Western M. S. Whity Western, M. S. Western, Stanley J. Western, Stanley J. Weyls, C. Edw. Whalen, James Wheeler, Eddie L. Wheeler, Eddie L. Wheeler, M. O. Whistle, Charles Whipple, Fern Witte, Charles White, Charles

Shearr. Danchie Shearr. Banchie Shearr. Banchi

Ward. Joe Ward. Joe Warren, Francis Warren, Jazz Washington, Wm.

Waters, Pat Watkins, Irab Watkins, Mark Watson, F. R. Watson, Leonard Watso, Dr. T.

MAIL ON HAND AT NEW YORK OFFICE 1864 Broadway.

Ladies' List

Abbey, Diana
Adams, Lo. Place
Adams, Lo. Place
Adams, Lo. Place
Andreson, Aberty
Bandada, Betty
Bandada, Betty
Bandada, Marie &
Brock, Marie &
Brock, Marie &
Brock, Mas F,
Brunell, Virginia
Buxton, Virian F,
Carr, Harriet
Clayton, Bleanor
Colo to Esther
Color Destroy
Crawford, Margaret
D'Ale. Nina
Davis, Flo
Davis, Jowell
Destroy
Diaz, Virginia
Donis, Jowell
Destroy
Donis, Jowell
Destroy
Diaz, Virginia
Donis, Lowell
Diaz, Virginia
Donald, Ruth
Durres, Frankie
Excels, Louise Gallagher, Mrs. J. Gallagher, Mrs. J.
Gdilliand, Ruth
Harris, Marie
Howard, Lea
Hughes, Mary
Joyce, Dollia
Joyce, Plora
Joyce, Plora
Joyce, Mrs.

Vendrell, Eleni

Gentlemen's List

Abel Jr., E. H.
Adams, Frank J.
Allen, Bob
Allen, Jack Rich
Baculo, Alfonso
Banks, Sam J.
Barbee, Richard S.
Barclay, Leslie
Baron, Henry
Barton's Society
Circus
Bede, Herry

Bede, Harry Bedel, Bill Bickford, W. C. Blake, Matty Blondell, Chas. H. Boone, Samuel E. Booth, John (Magic) Brown, Wm. Albert

Corrigan, Charles
Couture, Jules
Couture, Jules
Danit, Al
Davis, K. W
De Lenz, Walter
Denniker, Paul
Dowd, Jimmy
Dowd, John H.
Doyle, Edw. Dermot
Dunn, Tiny
Dowd, John H.
Doyle, Edw. Dermot
Dunn, Tiny
Couter
Denniker, Paul
Dowd, Jimmy
Dowd, John H.
Doyle, Edw. Dermot
Down, The
Fragen, Sammy
Garrity, Kobert
Gaves, Thre
Garrity, Kobert
Gaves, Thre
Garrity, Robert
Golden, Bobby
Georges, Thre
Go

Walker, Dancing
Walker, Dancing
Walker, Wolfe, Lester W.
Walker, Lee
Walker, M. R.
Walker, Lee
Walker, M. R.
Wonack, Carl Winder, Woods, Carl Slime
Wording, Carl Slime
Working, Village
Wright, Bob
Wright, Einer
Wright, Bob
Wright, Einer
Wright, B.
Walker, M. R.
Walker, M. R.
Woods, Carl Slime
Working, Village
Wright, Bob
Wright, Einer
Wright, Fred
Wright, Einer
Wright, Fred
Wright, H. Leo
Young, J. K.
Zarlinkfowlow, J. K.
Zarlinkfowlow, J. John
Zalkee, Panl
Zarlinkfowloo, Ray

Zalies, Pani Zarlington, Ray Zenoz, L. Zidons Gr. Show Zimmy, O. Zimmy, F. A. Zingo, James Zufall, Bernard

Rice. Mary Alice Romonoff, Mrs. Sol Russell, Bessie Seamans, Nina Seymour, Anna Shepherd, Betty Ruth wilson, Agnes Wyn & Hurw Yacotino

Jagger, Fred
Jobuson, George
Johnson, Al Whitey
Joyce, Glenn F.
Kuplan, Sam
Kelsey, William
Kentall, Billy O.
Kiley, William
Kramer, Don
Krause, George
La Forge, Eddle
Landrus, Midget
Jack

Booth, John Magic)
Brown, Wm. Albert
Buckley, Merwin
Burnett, Edw.
Sawtell (Jack)
Butler, Roy,
Callahan, Boh
Oapps, W. H.
Caul, Bert
Olibey, John
Olark, Jerry
Oleman, Russell
Corrigan, Oharles

Lawrence, Joe C.
Lawrence, Joe C.
Lazzatino, Galeazzo
Le Dukc, Vincent
Leo, Jack & Rose
Lennet, Groyorga
Leonet, Canalia
Machael, Robt
Marshall, Hale
Medowa, Jash
McGowan, Josh
Mosher Jr., Gele
Myers, Fred
Mosher Jr., Gele
Myers, Fred
Mosher Jr., Gele
Myers, Fred
Mosher Jr., Gele
Cor, Myella
Mosher Jr., Gele
Myers, Fred
Mosher Jr., Groyorg
Color
Colo

MAIL ON HAND AT

CHICAGO OFFICE 600 Woods Bldg.. 52 West Bandolph St.

Parcel Post

Bresnahan, T. J., Hall, Mrs. C. L., 7c

Ladies' List Andrews, Muriel
Barry, Betty
Barry, Mrs, Mary
Beach, Jerry
Beell, Lucille
Bernard, Myra
Bourgeois, Mrs,
Boyl, Louise
Bradley, Caroline
Chaney, Fern
Occhrell, Mrs, Vera
Duryes, Frankie

Lamar, Maria
Lee Lehua, Princess
LeRoy, Eva M.
Lewis, Margie
Mack, Mary
Manos, Helen Lee
Mauzch, M.
Mollena
McCabe, Halle
McGinn, Rosalia
McKinney, Julia

Mearl, Ruby S.
O'Day, Sally
Peck, Miss Bobby
Rukin, Mrs. Al
Senour, Rita
Singer, Louise Mae
Wilkinson, Mrs.
George
Zelma, Madam

Gentlemen's List

Alexander, Vincent Lacy, Earl
Arbeidm, Edward
Atherton, Raymond
Barb, C. G.
Barnes, Earl
Barnes, Lec &
Nichols Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Nat

Lewis, Na

Barnes, Earl
Barnes, Lee & Barney
Barnes, Lee & Barney
Barnes, Lee & Barney
Barnes, Lee & Michael
Bear, John Michael
Bear, John Michael
Bear, John Michael
Bernes, Bert Bue, Aron Michael
Bernes, Bert Bue, Aron Michael
Brock, Lew Broderick, Paul
Brock, Lew Broderick, Paul
Carr, Gene
Charlos, N. Miller, D. Charles
Charlos, N. M. Conley, Al
Coddin, Capt. Jack
Coddy, William, Co.
Coding, Charles W.
Coddin, Capt. Jack
Coddy, William, Co.
Comley, Al
Cook, Dea
Costos, Albert D.
Darrow, Mr. and
Davis, E. J.
Costos, Albert D.
Darrow, Mr. and
Davis, E. J.
Cook, Dea
Costos, Albert D.
Darrow, Mr. and
Cook, Dea
Costos, Colore, Control, Miller, Frank
Cook, Dea
Cook, Dea
Costos, Colore, Control, Miller, Frank
Cook, Dea

Eilet. Frank (Doc)
Frisco, M. Leurello
Galle, Gustav
Gibbons, Harry
Gibbos, Harry
Gibbs, Johnnie C.
Godding, Fred
Goddon, Charles
Godding, Fred
Goddon, Irvin
Good, Dude
Gordon, Irvin
Good, Dude
Gordon, L.
Grauliche Ho
Hamilton, Francis
Hanneford, Poodles
Harris, Joe Eso
Harris, Joe Eso
Harristick, Geo. E.
Helwig, Al Lew
(Mgr., Henderson
Hines, John

Hines, John Miller Hoffman, James K. Hoggs, Mickey Hunt, George Hunt, George Jackson, Jack Johnson, & King Jones, J. R. Kaye, Bert Kelley, L. C. King, Eddy Koons, J. Kuntz, Frank

Stonehlock, James
Stremel, M. J.
Tavilu, Jack
Taylor, Harry
Tommy, "Teras"
Thalero, The
Valentinoes, Flying
Vance, Glea F,
Waito, Kenneth
Watson, J. E,
White, Bob
Wilbite, Bob
Wilbite, Bob
Wilbite, Brank
Wilbot, O. Re

MAIL ON HAND AT

ST. LOUIS OFFICE 390 Areado Bidg.,

S90 Arcade Bidg.,

Ladice Liet

Bills, Mrs. Madges
Boswell, Mrs.
Boswell, Mrs.
Bulstong, Mrs. Sarah
Bushong, Mrs. Lo.
Chidler, Gertrude
Clay, Madam Rose
Clayton, Ersela
Clayton, Ersela
Clayton, Mrs.
Dectrow, Mrs. Steve
Deck, Madges
Desmond, Miss.
Desmond, Miss.
Desmond, Miss.
Clayton, Sunya
Dectrow, Mrs. Steve
Derek, Madges
Desmond, Miss.
Desmond, Miss.
Delfow, Mrs. Steve
Derek, Madges
Desmond, Miss.
Desmond, Miss.
Miller, Mrs. Luther
Line, Miller, Mrs. Luther
Miller, Mrs. Luther
Line, Mrs. Lu

McVay, Mrs. James Williams, Mrs. Dee O. W. Wilson, Mrs. Bill Woods, Mrs. Bill

Gentlemen's List

Allen, A. E.
Antes, H. J.
Balderson, George
Bales, Pat
Bernard, Glon
Besenshar, Glor
Besenshar, T.
Brownie, E. H.
Bryer, Bill
Bryer, Charlle
Bryer, Charlle
Bryer, Charlle
Bryer, Charle
Bryer, Harry
Bryer, Charle
Bryer, Ollic Buchanan, C. T. Byars, Ralph Castle, W. J. Clayton, Clarence Conyer, Ted Devoc, Ray Edwards, Bill Evans, Bob Flanigan, James Flanigan, James Flanigan, Jase Fletcher, Joe D. Ford, Jack Ford, Jack
Forrest, Thomas P.
George, James
Glison, Philip
Godd, Charles
Gordon, Billy
Grant, Sol
Hall, Hubert
Hart, R. K.
Hartz, Boadil
Hendrix, Paul C.
Heon, Henry L.
Hodgini, Joe
Holman, Jack
Humphrey, Billy
Humphrey, Billy
Liele, Joseph T.
Lieler, Louis
Johnson, Texas Red
Jukes, Jimmie Zulies
Kaylibe Eddie

Kaylito, Eddie King, B. W. Kaylito. Edute
King. R. W.
Lawson, Scotty
Leavitt, Larry
Lee. Charley
Lewis. Satlor
Loter, Happy
Lucas Jaddy
Lucas Jaddy
McGregor, Harold
G.

McGuey, Francis

McGuey, Francis W.
Martin, L. D. Fra
Milles, Frank B.
Miller, Ell'
Mitchell Chands E.
Mitchell Chands E.
Morton, John
Myers, Tolly
Nelson, Harold D.
O'Brien, Roht L.
O'Malley, Boh
Opsal. Abe N.
Oysel. Abe N.
Oysel. Abe N.
Oysel. Abe N.
Oysel. Abe N.
Chand Chands
Ferkins, Cy
Pink, Wm.
Raymond, George
Ronfroe, W. John T.

CORRAL-

(Continued from page 39)
Jo Arnolt, John Beall, John Reynolds,
Kay Pasten, Truck Schultz, Carl Scardale, Pearly Jones, John McFarland,
James Plasten, Texas Ed Burnham, Jo
McKay and Jack Scroggs.

SEVENTEENTH annual Wolf Point (Mont.) Stampede, under American Le-(MONE.) Stampede, under American Le-gion auspices, was highly successful and enjoyed good attendance considering lo-cal conditions this year. Event was apprited thruout and had 43 bronk riders spirited thruout and had 43 bronk riders as compared with 34 last year; 22 bull-doggers, compared to 18 last year, and 21 calf ropers, compared to 17 in 1936. Contracted performers included Jack Goldberg, Gene Creed, Hank Darnell and Fort Peck Indians, led by Bob Tall Bear. Jess Kell clowned. Arena record for bulldogging, which had stood at 10.3 since 1931, was pushed down three times until Red Thompson made it in seven seconds flat. Gene Ross dogged his steer twice in 10.1, Mike Fisher pushed it down to 9.4 and then Thompson made his record. Jack Skipworth set up a new calf-roping arena record of 13.2 seconds, less than a second above the world's call-roping arena record of 13.2 seconds, less than a second above the world's record, to win first day money in that event. Officials included A. W. Huxsol, F. E. Rathert, Jim Terry, R. L. Stephens,

O. C. Johnson, O. T. Stennes, C. J. Severson, C. P. Swedberg, H. N. Marron, C. L. Rogers, M. V. Wolf and N. J. Cummings, of the general committee. Rodeo management included Jim Terry, manager; Jay Cusker, arena director; Bruce Randall, clerk; O. C. Johnson, secretary, O. T. Stennes, treasurer; Grady Wilson, announcer. Mrs. Charlotte B. Marshall handled the publicity. Results: Daymoney winners. Bronk Riding — First day, Leo Murray, Mel Stonehouse, Bob Boden, Ray Togerson. Second day, Joe McMakin, Leo Murray, Jack Tracy, Melvin Tivis, Ray Mavity, Cliff Helm. Finals, Leo Murray, Bob Askin, Melvin Tivis, Ray Mavity, Cliff Helm. Finals, Leo Murray, Bob Boden, Bob Askin, Joe McMackin. Steer Wrestling—Gene Ross, Slats Jacobs, Ralph Staunton. Shorty Ricker. Second day, Shorty Ricker, Shorty Creed, Gene Ross, Dave Campbell. Third day, Red Thompson, Mike Fisher, Gene Ross, Dave Campbell. Finals, Gene Ross, Shorty Ricker, Mike Fisher, Slats Jacobs. Calf Roping—First day, Roy Lewis, Ralph Bennett, Rufus Ingersol, Jim Sniveley. Second day, Jack Skipworth, Hugh Ridley, Bill Eaton and Ted Powers split third and fourth. Third day, Bill Eaton; Ralph Bennett and Rufus Ingersol split second and third Hugh Ridley. Finals, Ralph Bennett, O. C. Johnson, O. T. Stennes, C. J. Sever-Rufus Ingersol split second and third; Hugh Ridley. Finals, Ralph Bennett, Rufus Ingersol, James Kenny, I. W. Young.

-Wholesale

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

Demand for College Accessories Climbs

CHICAGO, Aug. 14.—Wholesalers here are already benefiting by the demands of the young men and women who will soon be returning to school. Registrations at institutions of higher learning will exceed those of any recent year, will exceed those of a school officials estimate.

school officials estimate.

Leading merchandise distributors here have noted a definite college atmosphere about a large percentage of merchandise commitments delivered during the last few weeks. Demand is not coming from any one branch of the trade. Practically all channels are preparing or featuring merchandise displays, which is not actually emphasizing the college idea at least embrace many items that play an important part in modern college activities.

tivities.

Cutdoor amusement men, fair and bingo concessioners and salesboard operators all are aware that a tremendous market in college accessories exists and demand quality merchandise that will attract play. Probably with no other class is quality so important as with college people, random reports from operators reveal. It is pretty well agreed that young folks today know their goods and their manufacturers, with the result that products from the well-known and established makers are not only in greatest demand but are most conspicuously displayed by operators. displayed by operators.

displayed by operators.

A host of items appealing to collegebound hordes are being featured this month to good advantage. Such commodities as overnight bags, suitcases, leather goods, bilifolds, pocket files, desk writing sets, zipper bags, military sets and memo pads are current favorites. Another group of articles getting a good play because of the convenience they bring to every-day college life include electric shavers, cigaret cases and lighters, book-ends, pen and pencil combos, handbags, compacts, flasks and the like.

Survey Forecasts Big Fall Season

CHICAGO, Aug. 14.—Bumper crops and increased industrial activity are the two favorable factors on which most the two favorable factors on which most of the retailers who answered the National Retail Dry Goods Association survey base their predictions that the coming fall will be the best since 1922. Almost without exception retailers in half a hundred cities stated that prospects for a resurgence of business were exceedingly bright. Collectively they predicted that sales during September, October and November abould show a sain of at least 10 per cent over last gain of at least 10 per cent over last year.

About 48 per cent of reporting stores held that better business, higher employment and wage scales would carry retail trade forward. Forty per cent of stores in farm areas looked for gains in farm income, resulting from bumper crops and higher farm prices, to boost crops and higher farm prices, to boost retail business during the comiting months. Gains in building were also considered of major importance. Other factors cited as likely to have a favorable effect were increases in savings, a more active stock market, increases in dividends, continuation of government spending, less drastic business regulations and a sustained uptrend in the capital goods industry generally.

Utility Keynote of Gift Show Displays

CHICAGO, Aug. 14.-The newer prize and premium items viewed at the mid-summer gift shows held at the Palmer House and the Merchandise Mart during the last two weeks seem to place the accent on utility. Shows ran to good (See UTILITY KEYNOTE opposite page)

oomed Bugaboo Popular in N. Y. Area

Whether or not a manufacturer of premium and prize merchandise should advertise to the trade has long been a knotty problem which has often been discussed but never solved. Manufacturers who wished to promote their products actively have always been

faced with the difficulty of counteracting the ill-will of some jobbers who believed that such advertising not only would increase the price of the manufacturers' products but also result in diminished sales for them,

In the last few months, however, many wholesalers have indicated that they intend to put on more salesmen and make a concerted drive for fall business. Some of them have expressed the hope that manufacturers would help pave the way for greater sales by backing up their products with a strong advertising campaign. This move on the part of some of the more wide-awake



M. REUTER

wholesalers is unlocking the door for many manufacturers to get behind their products in a more active manner.

Some manufacturers of prize and premium merchandise for years have been advertising their products to the trade. Their copy has been mostly institutional in character and has served to make their products nationally known to the trade. These manufacturers realized that their products immediately were placed in keen competition with thousands of other products as soon as they were placed on a wholesaler's shelf. Frequently promotion of their products was limited to the space they received in the wholesaler's catalog. Consequently, to insure a good demand for their products they took matters into their own hands and started to promote them direct to the trade despite jobbers' objections. In time many jobbers awakened to the fact that manufacturers' advertising was increasing their sales and profits because the products were becoming better known to the trade.

Today more and more wholesalers are coming to realize that it is easier to sell such advertised products as West Bend aluminum, Oak rubber balloons and other such items than unknown products of like caliber. As a result the old bugaboo that manufacturers shouldn't advertise is slowly but surely fading away. The manufacturer now has the opportunity to step forward and actively promote the value of his products by means of trade-paper advertising to an extent whereby he will be assured of greater reception for his merchandise among the buyers and greater profits and good will among his wholesalers.

Of course, to keep the good will of his outlets he must offer them bona fide protection. This he can easily do by turning over to them the leads which emanate from their territory. The same thing is being done by countless other businesses in every part of the land. It is just as unfair for the manufacturer to expect the jobber to promote his product in a hammer and tongs fashion with some other 5,000 products to sell as it is for the jobber to expect the manufacturer to sit on the sidelines and be satisfied with small sales on a product of merit simply because it suffers from want of promotion. Maximum sales and profits can be enjoyed by both parties only when they team up and work in co-operation with each other.

The crux of the whole situation has always been whether the manufacturer wants to deal direct with his customers or thru jobbers. He can't in fairness to his distributors do both. If he wishes to sell thru the wholesaler, then the advertising he does will enable his wholesaler to do a better job. Such advertising will not only sell a greater volume of his merchandise but also establish his name in the field. It will assist the wholesaler by producing orders from people in out-of-the-way places to which his salesmen seldom get and also help him turn over his stock at a faster clip.

The manufacturer of premium and prize merchandise need not worry about advertising his products any longer. He will find that the more intelligent wholesalers will encourage him, for they now realize that advertising is needed to help their sales. For the continued growth and prosperity of the wholesale merchandise industry such promotion is vitally necessary. Manufacturers and wholesalers who reach an amicable agreement in this matter will find their products selling faster and faster and their profits mounting higher and higher than they ever have before.

Portable Phono Sets

NEW YORK, Aug. 14. — That the phonograph is well along on the comeback trail is indicated by sales gains in pack trail is indicated by sales gains in portable phonograph -radie combinations, as well as records in metropolitan New York district this summer. Distributors point out several reasons for this happy development. In the first place, the public is learning that there is a vast difference between the modern is a vast difference between the modern electric phonograph, even the it is low priced, and the old stem-wind, through a counting device that passed for a phonograph. Secondly, annual retreated millions to remote places during the summer has naturally created a demand for a good type of low-cost entertainment. The portable phonograph-radio is the answer in many cases.

Another factor, it is stated, is the growing dissatisfaction on the part of the public with frequently interrupted entertainment programs. They prefer programs of their own choice when they choose them.

programs of the choose them.

choose them.

Prices on phonograph models range all the way from under \$10 up to the expensive combinations, with the low-cost units, of course, showing the way. A model particularly popular at present simply consists of motor and turntable in one unit, reproducing the music thru any ordinary radio set by means of a simple connection.

Mdsrs. Anticipate Big Bingo Season

NEW YORK, Aug. 14.—Bingo palaces will be gayer than ever this season, according to reports of many merchandisers, who declare that they are looking forward to the biggest bingo season in years. Large bingos are already under way here, and operators believe that they will draw bigger crowds as the season progresses and the public returns from the near-by resorts.

The best spots have always been at the

the near-by resorts.

The best spots have always been at the resorts, but it is believed that the interest shown in the game last season is an indication that local spots will enjoy a big play thruout the fall and winter. Much money has been spent by some ons dressing up their locations. Wholesalers report that many bingo men have already been around to make arrangements for delivery of merchandise to the spots they intend opening in the to the spots they intend opening in the

According to Sam Broudy, of the Jer-According to Sam Broudy, of the Jersey Trading Company, efforts again will be made this year to get bingo into New Jersey taverns, where the present liquor board ruiling forbids it. Success which bingo enjoyed in night clubs and taverns in New york toward the end of last season has brought about this renewal of effort on the part of the wholesale merchandisers to bring bingo into similar New Jersey spots.

WATCH FOR

Prizes and Games as Seen by a Player

By Walter Sagmaster

in the

FALL SPECIAL NO. of THE BILLBOARD

> Dated August 28 Issued August 24

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Yipp-E-E-E-E Lariat Rope

Yipp-E-E-E lariat rope is being introduced to the trade by Yipp-E-E-E-E Sales Company. Rope is said to pack a lot of appeal for children who have been striving to master the rope-spinning art. The old cowboy method consists of twirling the rope between the fingers and could be mastered by children only after considerable practice. An adjustable handle on this new rope acts as a swivel, enabling anyone to spin the rope swivel, enabling anyone to spin the rope successfully without difficulty. Low re-tall price of 25 cents is said to be mak-ing a hit with patrons of fairs, circuses, rodeos, etc.

New Knitting Bag

A new and attractively designed knit-ting bag has been placed on the market by Joseph Touf & Company. Bag is-sturdly constructed of soft fine-quality colorfully stitched cloth and topped with a shapely wooden handle. It comes in a variety of colors and may be washed without danger of shrinking or fading. Price is surprisingly low and item is said to be finding wide acceptance among premium and prize users seeking women patronage.

Windshield-and-Glass Cleaner

An especially timely and appealing specialty item has just been introduced by World Specialties, Inc. It is an auto windshield and glass cleaner, with brush and squee-gee and special bug and ice remover, which is said to keep auto glass clean the year round. Item is light in weight and may be easily malled. Because of its appeal to car owners, garages, battery shops, hardware stores and the like it should offer good possibilities for agents and demonstrators.

Zipper Safety Belt

A new belt with a zipper protection feature has been designed by a Wolverine Belt Company. On the inside of the front part of the belt is a pocket fastened by a zipper and designed to hold a roll of money. Pocket runs lengthwise of the belt and is large enough to hold a bill folded lengthwise in half. Belt is claimed to offer greater protection to people who carry considerable cash on their person. Belt comes in popular colors with tongue buckle and is distributed by the company to dealers at a low price.

Veltex Shears

Veltex is the name of a new shears manufactured by American Production Company which boast of handles covered with a soft nap that eliminates tiredness of the hands and callouses caused by constant use of the shears. By a patented process silk mohair in dust form is blown on the handles under



CARNIVAL NOVELTIES WE DO SELL FOR LESS
SWAGGER CANES. G.
CHINA HEAD CANES. G.
FUR MONKEYS, High Hat, 8 in. FOREYS, High Hat, 8 in. 4.25
FORE BIRDS, GR. 2.00
FLORED BIRDS, GR. 2.00
MECHANICAL FOYS, DOZ. Gr. 3.60
(Orawling Baby—Tumbling ClewraO You Dog)
OPTION 300 W. Minth St., Kansas City, Mo.

pressure while enamel is still hot. Enamel is same as the finished color and the mohair dust literally becomes a part of the enamel itself and is claimed to be as permanent as the scissors themselves. Comes in apple green, navy blue and wine colors and in two popular sizes. Carries a low price for dealers.

UTILITY KEYNOTE-

(Continued from opposite page) attendance despite hot weather. Utility, modernistic styling, clean lines and less "ginger bread" are watchwords of the

"ginger bread" are watchwords of the new merchandise, with better quality and higher prices in evidence everywhere. Many of the lines on display were of the "arty" type and far above the price range of prize and premium user. Some lines, however, were aimed squarely at this market and displayed a variety of items that were both new and attractively priced.

Karayan Company was on hand with a

Karavan Company was on hand with a

Karavan Company was on hand with a wide assortment of attractive character dolls. Sizes ranged from miniatures on up in wool felt, wood, porcelain, yarn and other materials. Line included dolls of every nationality dressed in native garb. Prices ranged from the \$1-a-dozen mark up.

A four-tube portable radio was displayed in a black case with handle by the McCabe Company. It is nest, compact and gives good reception over a wide tuning range. Should retail for about \$10. Another item displayed by the same company and which looks like a good bet for promotions in rural communities is an egg scale. Similar to a postal scale in appearance, it shows the weight and classification of eggs at a glance. It is well made, accurate and represents a retail value of about \$1.50.

wood pulp are being offered. They not only look like genuine flowers, but feel like them as well. A new line of brushes is attracting favorable attention. To speak of premium lamps in great detail would be out of the question. Sufficient it is to report that an abundance of them were on hand at all sorts of prices to fit every prospective need.

one group of items which seem to be on the upgrade are dresser sets of better quality. During the last few years these sets have been used extensively, but in a range where quality was cheapened to meet the price. Reception of sets by public was consequently impaired, but it looks like the policy of some manufacturers to bring out sets of better quality at reasonable prices will restore these sets to their former popularity. Offered by the Celluloid Corporation under the trade name Amerith are reasonably priced quality sets ranging from three to 20 pieces. These sets have a beautiful flash, are attractively boxed and are of such quality that it is claimed they will last for years.

National Income Shows 20% Gain Up to June

PHILADELPHIA, Aug. 14.—Public demand for better quality in merchandise is racing the steadily climbing national income. This healthy trend was observed first-hand by Thomas A. Kennally, national, sales manager of Philco Radio and Television Corporation, on a tour of the country. the country.

"It fust means that business is re-"It just means that business is re-flecting the condition of the average man's pocketbook and his confidence in the future," Kennally said. "Statistics show that the national income for the first five months of this year was about 20 per cent greater than for the same period last year, or a cumulative gain over last year of about \$5,000,000,000.

"Our new business booked since June shows a higher percentage of gain in unit value than the cumulative rate of gain in national income over the same period."

THE BUYING GUIDE OF THE SHOW WORLD "CATALOG No. 128" IS READY FOR MAILING!

When Writing, State Business You Are In, As We Do Not Sell Consumers.



Just Look-only 1.50 each

INGERSOLL MITE WRIST WATOH, at the market's lowest price. Former wholesale price was \$3.33. Ohromium plated case with open link metal band. Silvered dial with gilt foures. Unbroakable crystat. Each in original box with 55.00 price mark.

Here's a SURE Sales Getter COMBINATION PENCIL AND LIGHTER

EVERY ONE A PROS-PEOT. Barrel of mottled unbreakable m a ter la la. Penoll propels, repels and expels the lead. Lighter concealed under penoll sap. Each in box.

in oil Lighter.
the bost of its kind market. IT SIGHT

We Have a Complete Line of Beacon Blankets for Immediate Delivery.

N. SHURE CO. Adams and Wells Sts., CHICAGO, ILL.



In the Following Colors: Black, Blue, Red, White, Green and Brown. State Color Wanted When Ordering.

4.95 Lots of 8.

Send 20% With Order, Bal. C. O. D., F. O. B. New York.

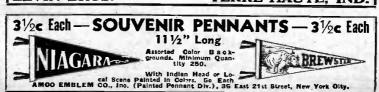
PLAYLAND SUPPLY CO., Inc.



Size: 45/16x7%x5%. Wgt. 6 Lbs. Packed COMPLETE—Nothing Else To Buy. Packed in Air Cushion Cartons.

14 WEST 17TH ST NEW YORK CITY







The Biggest Sellers Are Our
NEW CORD MOGADORS
3 Doz. Quant
tlas and Over t 3 Doz. Quanti-ties and Over at BEAUTIFUL SATINS and CELANESE. \$16.50

Worth more than \$2.00 doz. to you. Slik lined tippings smatched to color of tie. \$1.50 co.0. Catalog and Sample Swatches FREE on Request. Catalog and Sample Swatches FREE on Hequest.
HERCULES NECKWEAR MFG.CO.
Brooklyn, N. Y.



EACH No. B101— Cate Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x1 1/2 in.

TEN FOR \$6.50

ROHDE-SPENCER CO., Wholesale House 223-225 W. Madison St., Chicago.



Regal Amplifier Manufacturing Cor-poration has announced that by an agreement with Electrical Research Prodagreement with Electrical Research Products, Inc., it is licensed to manufacture and sell public address and inter-communication equipment under patents owned or controlled by Western Electric Company and American Telephone and Telegraph Company. Equipment will be built to the highest standards. Products will be merchandised under trade name of Ramco. name of Ramco.

Everedy Company, manufacturer Speedy-Clean chrome cooking utensils and of Evercraft Gifts, announces that it has added Ray Rice Hutcheson, noted designer, to the organization. Hutcheson's accomplishments are well known, as he has created new products and successfully restyled established lines for several large manufacturers.

Barr Rubber Products Company has just amounced the appointment of H. V. Cusick as sales representative, covering the States of Missouri, Kansas, Iowa, Nebraska, Minnesota and North and Nebraska, Minnesota and North and South Dakota. Barr line includes rubber toy balloons, balls and novelties.

Add prosperity note: The Christmas order rush has already started for dart



OFFERING BARGAIN BUYS

habit with ve. Twenty-one years rice leadership determined our policy. . . We Are Never Undersold or Will Sell for Less Get our 186-page catalog free. Exceptional values in . . . Razor Blades, Toilstries, Notions, Novelties, Gifts, Salesboards and Deals

MILLS SALES CO. Our Only Malling Riddress OF HTM VOIK HIG. 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

CLEARANCE ELECTRIC FANS while they last

Last chance to pick up a good buy in well-known K-M Brand Fans. For 100-V., A. O. only. No. B12E1-ZIP 8" Straight, 980.

No. B12E2 - KWIK KOOL 8" Straight, \$1.30

No. B12E30-

No. B12E19— KOLDAIR 8" Straight, .\$1.70
No. B12E7 — KOLDAIR 8" Oscillator, S.45
No. B12E18— KWIK-KOOL 10" Oscillator No. B12E3 — KOLDAIR 10" Osolilator. 4.50
No. B12E3 — KOLDAIR Pedastal 10".

JOSEPH HAGN CO.

"The World's Bargain House."

217-225 W. Madison St., Chicago, III.



LIMITED QUANTITY!

LADIES' WRIST WATOH—

St. Ligne, 70 Jawels; 14 k. Gold

Filled Casses, with Band. Individual

Lots of S. Each. \$2.75

Lots of S. WRIST WATCH—

10 ft. Ligne, 8 dewels, Associated

Ohromium Casse. \$2.95

SAME AB ABOVE—16

SAME AB ABOVE—18

Jeweled. Asst. Chromium Cases with Adjustable Metal Bracelets. Raised \$2.35

NEW MEN'S SWISS WRIST WATCH—

10 Jaweled. Asst. Chromium Cases with Adjustable Metal Bracelets. Raised \$2.35

NEW MEN'S SWISS WRIST WATCH—

10 Jaweled. Asst. Sport Model

Cases. Fitted with Pigskin Straps \$2.50

SAMPLES BOO ÉXTRA.

SPECIAL PRIOSS FOR QUANTITY USERS.

28% Ospoil, Balanco O. D. Send for Catalog.

LA SALLE IMPORTING CO.

LA SALLE IMPORTING CO.

boards manufactured by C. J. Widmeler. In reporting the early start, Widmeler explained: "We usually don't start stocking for Christmas until well into September, but this year orders are piling in at such a rate that we cannot defer manufacture if we are to meet the growing demand."

Holding the only patent in the country on dart boards with movable and reversible centers, making the game boards is firm's most important activity. Widmeter uses a ton of feathers a week, ormeter uses a ton or teathers a week, or-ders 200,000 steel dart pins at a time, makes 2,500 darts a day, uses space to store each ton of feathers which would be sufficient for 50 tons of coal, and throws away half the feathers bought to stand the wear and tear of players' handling.

Joseph Archer, president of Universal Pennant Company, reports that the orders he has been receiving for pen-nants of all types from the fair trade is proof to him that all fairs are anticipating a big turnout. "We haven't enjoyed so much activity in a long time," Archer reports, "and do we love it!"

Hanes Chair Company has begun operation in Mocksville, N. C., for production of odd chairs and novelty furniture in the plant formerly occupied by Hanes Chair and Table Company, which was liquidated a little over a year-ago. J. W. Harris-is president of the new firm, while R. D. Bayless, formerly manager of the Athens Table Company, is treasurer and general manager.

Painted pennants are proving big sellers at resorts and fairs, according to the Amco Emblem Company, Inc. Firm is specializing in an 11½-inch pennant with Indian head or local scene painted

Retail Sales Reflect Farmers' Prosperity

WASHINGTON, Aug. 14.—"Month of August made an auspicious beginning in the nation-wide retail field," said the Department of Commerce in its weekly survey of business conditions in 36 cities. "In substanmerce in its weekly survey of business conditions in 36 cities. "In substantially all of the reporting cities business was ahead of last year by margins which in general ran from 7 to 10 per cent and in some intances even much more

At the same time a bulletin from the Department of Agriculture re-ports that farm prosperity, now at a post-depression peak, is pointed defi-nitely upward. Prices of most farm products are the highest since 1928, despite some recessions from spring peaks. Crop estimates due early next peaks. Crop estimates due early next week are expected to show 20 to 75 per cent increases in production over last year. During the first half of this year farmers received \$3,503,000,-000 cash income from marketings and \$330,000,000 in government benefit payments, for a total increase of \$539,000,000 over the first half of last

Radio Production Up 10% For 6 Mos.

WASHINGTON, Aug. 14.—Radio production was up 10 per cent for the first six months of this year, according to figures released by the Internal Revenue Bureau. Figures were based on collections of the 5 per cent excise tax on radio and phonograph apparatus.

Tax for first six months amounted to 82,564,686.38, a \$239,373.52 gain over the

ame period for 1936. For the fiscal year

ending June 30, 1937, excise tax collections were about 33.1 per cent those for the preceding fiscal year.

PREMIUMS BOOSTED

(Continued from page 47) being sent broadcast. The premium book proper is in seven volumes.

Governor Frank F. Merriam and other

high State and county officials will participate in the inauguration of the seven new buildings, four of them huge steel and concrete structures, which will be placed in service at the fair.

Construction now under way is the most extensive in the exposition's his-The projects include a beautiful fine arts building, machinery hall; junior fair building, also housing poultry, rabbits and pigeons; an additional horse barn containing 54 box stalls, and two large sheep barns to care for the over-flow due to the rapidly increasing importance and popularity of the stock show. A spacious restaurant and cafeteria building completes the list.

A new entrance is also being built at one end of the grand stand to relieve congestion during the rush for the races.

Fair Grounds

TALOGA, Okla.—Dewey County Free Fair is planning a bigger and better event. Wheat crop is good in this sec-

LOUISVILLE. Ga. — The Jeffersch County Agricultural and Live-Stock Fair Association will hold a fair this fail. The association was organized in 1930 and only held two fairs before the depression period drove it into retirement. A carnival will be on the midway.

SPARTA, Ga. — Definite plans have been made by the old Hancock County Agricultural Fair Association to form a new association for the county, which will hold an agricultural fair here this fail

MILTON, Fla.—The Kiwanis Olub is again sponsoring the All Santa Rosa County Fair here. It will be the second annual.

LUVERNE, Ala. — Crenshaw County Fair will be held at Luverne Ball Park again, according to Mrs. A. D. Pryor, president of the Luverne PTA, who will sponsor it.

TROY, Als.—Manager Thomas P. Littlejohn, of the Pike County Fair, announces that a fat atock show will be one of the features. One hundred dollars in prizes are to be offered in this department.

COLUMBUS, O.—Plans to replace its display building at the State Fair grounds here, which was destroyed by fire a year ago, with a new \$20,000 building have been announced by the State conservation division. It will be a 400x60 foot structure with a built-up asbestos roof.

GAYLORD, Mich.—Top o' Michigan Exposition will be held on the old Otsego County Fair grounds. Program will in-clude grand-stand attractions, boxing matches, fireworks, automobile and other giveaways and Pollie & Kenosian Shows will be on midway.

KENOSHA, Wis.—A centennial pageant in honor of the first white man to settle in Wilmot will be staged in connection with the Kenosha County Fair.

MEMPHIS.—Dates for annual Mid-South Fair here have been fixed, with Rubin & Cherry Exposition contracted for the midway. Budget of \$65,000 was adopted, with premiums totaling \$16,000 or \$1,500 more than last year, President Raymond Skinner said. For addition to the stock show of an exhibit of farm work stock the executive committee voted to set aside \$1,000.

SALT LAKE CITY.—George Winder was appointed a member of Utah State Fair board, succeeding to position on board made vacant by death of his father, W. C. Winder. The new appointes (See FAIR GROUNDS on page 70)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THE cup races gave an indication of what might be done in the way of pitch selling at major sport events. Pitchmen were on the job selling maritime souvenirs, pennants, binoculars, sun glasses, hats and similar stuff. Apparently local talent predominated. I am told that only the surface was scratched. The event, however, had its effect in New York. Boston and Philadelphia, where models of sailing boats atop ash trays, cigaret containers, etc., moved well. Selling products that will move at sport events still requires quick action and concentrated sales effort. This market will prove more profitable once it has been properly developed. Dates of the various events are generally known far enough in advance, permitting plenty of time to obtain the right sort of merchandise. Generally the stuff that isn't sold at one spot will sell at the next.

A walk thru the New York midtown section and lower Broadway and Nassau street shows comparative quiet among the pitches. Maybe most of the regulars have gone to Coney and other more promising spots. Little toy animals, static eliminators and various small household appliances are items that most of them are pitching. Business on the whole is not up to par. The downtown section is particularly weak, but it is a bit healthler uptown. Amusement spots along 42d street and mid-Broadway are fairly active, with ops getting a good run on merchandise. Drop in burly business seems to have benefited medicine shows, for they are gathering large crowds and doing good biz. Only two burly houses in the midtown section seemed to have managed to keep their heads up so far and make a rather feeble attempt at selling. My opinion is that things will look up as far as burly sales are concerned with the coming of cooler weather.

From what I hear \$1 pitch promotions seem to be gaining ground. I know of several of them in New York and am told that there are a number out of town. Men promoting them most successfully are taking the best items of the drug store and adding to them their own inimitable ballyhoo. Promotions favor electrical articles which are changed each day and revived again at a later date,

Here is a list of articles that are moving best in and near New York: A small savings bank in the shape of a Scotch terrier is a favorite with kiddies. A set of electric chimes to be used as a doorbell are fashionable in apartments and suburban homes. Electric fans selling for \$1 are going strong all over the city. Amusement parks are full of fur animals, especially cats, dogs and teddies of various sizes. All kinds of souvenirs are hitting their yearly peak right now. Smalt travel hags and lapel watches are popping up again. Large globes of the world are gaining ground now that school time is drawing near. White hats with a sun visor are going strong. Modernistically designed whistling tea kettles are making a strong comeback. Rubber seat cushions are going well at seaside resorts and pitchmen have been doing good biz with them along main highways. Framed color prints and brushes with colored backs are seen in quantities. Electric grills, electric juicers and other appliances selling for \$1 are taking in the money. A rubber sponge with soap inside and a giant soap shaving stick which will last a year are other items that lend themselves to good flash demonstrations and are gathering coin for promoters. coin for promoters.

YOU CAN'T BEAT THE PRICES IN OUR NEW OATALOG

O. E. BLUE BLAGES—Cellophane wrapped, Uniform Quality. Per 1,000.

MOTH CAKES, Glant. 100 for... 8.50 SWATTERS. Large Size. Gross. . . 3.60 BUN GLASSES, 12 on Oard. Gross. 9.50 MAILED FREE.
Exceptional Value in NOTIONS, BLACES,
TOILETRIES, KITCHEN TOOLS, ASPIRIN,
OIFTS, CARDED GOODS, SALES BOARDS,
PREMILIMS, BALLOONS, You Get What You
Alk For. No Substitution. Free Sample Case.
Write for Details and Catalog, 25% Oeposit,
Balance O. O.

814-C Central St., Kansas City, Mo. CHAMPION SPECIALTY CO.,

OAK

HYTEX

BALLOONS

WATERMELON is the new-

est of the popular, fast-sell-

ing Mickey Mouse Balloons

made exclusively by Oak. They're 2-color prints-of-

fered in 3 sizes-and they're

Sold By Leading Jobbers.

money getters.

EMINGTON

PENS . PENCILS . COMBOS

(T) (1) ZIPI ONE PULL-IT'S FULL!

FAIR PEN WORKERS My New Pen Packages Are Res JOHN F. SULLIVAN 458 Broadway. NEW YORK CITY.



UNDERWOOD



GRODIN PEN CO., See Broadway, New York City.

ELGIN & WALTHAM WATCHES \$ 1.85

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.

106 North 7th Street, St. Louis, Mo.

AGENTS

BIRTHDAY AND CONVALESCENT GREET-ING CARDS, In Boxed Assortments. Very liberal commissions. Write for par-ticulars.

DOROTHEA ANTEL New York, N. Y. 226 West 72d Street,

MR. DEMONSTRATOR, My Pitch Package is Ready . . . Fitted with Two-Tone Points. Sample Set. 250



JAS, KELLEY, The Fountain Pen King, 487 B'way, N. Y. C.; OHIOAGO, 180 W. Adams St.



EZ WAY STROPPER. Sample 25c RADIO STROPPER CO.,

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholessale Catalog and Office Special Price List upon request. GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
Columbus, C.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. Newf Great Flash Cover, Primer of Constitution. Every-body must have one. Will Rogers' Latest Jokes, So. Flashy Armistice Day Closing Gards. 5c. Veterans', Magazine, Holiday Flashes, 5c. Veterans', Veterans', So. Books, 2c, 3c. Patriotic Calendar Hot Season. 5c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

EXPERIENCED PAPER MEN

Texas is open to square shooters on the old reliable.

Crops are best in years. You all know the protection I give. Write

E. HUFF
P. O. Box 221, Temple, Texas, for Oreds.

HUSTLERS ARE MAKING MONEY

Selling Lord's Prayer on a Bracelet. Cost 5c, sall 25c. Also Lord's Prayer on a Copper, cost 1 1/c. sell 10c. Also engrave names and address on them. They set on Paper Easels. Sample 10c. 25% with Orier, Ralance C. O. D. O., OHIOAGO SRACELET CO., Ohicago, Ill.

ELGIN & WALTHAM WATCHES \$1 75

Send for Price List. Money Back If Not Satisfied.
ORESCENT CITY SMELTING CO.,
113 N. Broadway,
8t. Louis, Mo.

End your correspondence to advertisers by men-tioning The Billboard.

(**a**, A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

DR. LAUSHELL better known as White Cloud, fogs thru from Albion, Mich., that he again has his med show, comprising 10 people and his med show, comprising 10 people and head of the road. an amplifying system, on the road.

Laushell writes that he isn't making a million in every town, but that he does have a trailer and a new Packard. Show goes to Texas for the winter, according to the doc.

THE DEFINITION of a good pitch is a talk that will master a tip.

THINGS ARE ONLY fair here and the woods are full of med shows," chirps King Joy from North Carolina. "It isn't too easy to work in this neck of the woods, but all the boys seem to be going to it. Would like to read some pipes from Rabbitfoot, Frank Hauer, Golden West Graham and Doc Kreis."

J. H. McGASKEY long-range purveyor of agricultural periodicals, inks from Seneca Rocks, in the beautiful mountainous regions of the beautiful mountainous regions of West Virginia, that he has been tripping over that territory to a satisfactory business. "The residents here," says Mocaskey, "have the long green and are eager to pass it on if the commodity presented appeals to them and the proper demonstration is made. Plan to run the gauntlet for several more weeks and then it's westward, hoi for me to make the fairs. Let's have some pipes about conditions out your way, you fellows on the lear in the Middle West."

TRIPOD OPININGS: I've been looking for the guy who always set the world after so that I can learn the brand of matches he

GEORGE J. (HEAVY) MITCHELL pens from South Bend, Ind., that he noted in a recent issue where Old Bill suggested that the boys add a little more noted in a recent issue where Old His suggested that the boys add a little more humor to their pipes. With that in mind, he offers the following, which he says is one for the book: "Made the Spencer (Ind.) Fair last week and Jack Eaglefeather and wife, Hert Hull and wife, Doc Morgan and wife and myself and wife had a sort of reunion. We fronted for each other, and as Eaglefeather was making his talk he wanted to say something for the benefit of the boys and girls in pitchdom. Addressing his tip, he said: 'And look at me, hale and hearty and more than 300 years old.' A woman in the tip questioned one of the younger knights of the tripes if it were true that Eaglefeather was actually that old. 'I wouldn't know, lady,' he replied, 'you see I have only worked with him for 100 years.' South Bend is low just now. Studebaker is down, changing models, but will start up again changing models, but will start up again about August 10. Singer Sewing Machine is involcing, while Bendix is work-

county reader, then exchange it for the city reader. A reader may be obtained for a reasonable price, but you must have one that will last for the duration of your pitch. Two boys with serpentine rubber tried to work without one and were fined \$1 and costs, and their reader cost them \$8 for the remainder of the

NOTHING IS as dead as the bank roll you formerly had.

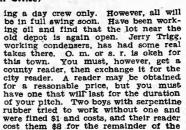
"THE 41ST ANNUAL ... Scull Duggers' Promenade ended here today, with all honors taken by the 'Chittiln Spot' operators," cracks Hot-Shot.Austin from Sulphur Springs, Tex. under date of August 7. "They were the only ones to get any money. Lots of people but no dough. This is my first spot in Texas this year. Oklahoma has been good for the paper boys. They had a big wheat crop there and everyone has a little money. Natives are just beginning to pick the cotton here, and crops in Texas generally are the best in 12 years. There will be money in these parts in about 20 days, as the cotton crop in Southern Oklahoma is also plenty good. Plan to stay in this section of the country until about Christmas. Will make Bull Harbecue at Fairfield. Tex., next week." "THE 41ST ANNUAL .

TOM SIGOURNEY who has been working his sex show on the Pan-American Shows to fair business, inks from Hannibal, Mo., that he has added Eddie Kelker to his organization. Kelker, in Tom's opinion, is one of the best talkers in showdom. Tom also sends along another of his weekly epigrams, which reads: "There are talkers who THINK while they talk, while others are simply loud speakers."

FAILURE is a disease. How badly are you affected?

affacted?

CARL HERRON...
comes thru with a pipe from Philadelphia, in which he incloses a writeup from a local Sunday paper which sets forth some highly laudatory remarks concerning Earl Jester's activities in addition to a two-column cut depicting the auto-polish personality man at work. "This piece," says Carl, "is the one I referred to in my last pipe and which was good enough to increase Earl's wholesale sales 100 per cent. In fact, Jester had to knock off demonstrating, return to camp and hire three colored boys to put up stock. He is still filling orders, none of which are under a gross, which is \$50. I'm working beside him



The OAK RUBBER CO.
RAVENNA, OHIO.

HYTEY

BALLOONS

Inttate

Larger

Past

Langer



Every \$1.00 Gets you \$5.00 Yes, sir, real profit. Goodrich Hone Workers always have dough, and when you tell prespects Hones are made by the Goodrich Co. Est. 1845, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro, prices. Best season shead. Sample 102 dow Workers, Best sensor.

gro. prices. Best sensor.

Hone in GOODRIOH,
1500 West Madison,
Dept. BG-8

EN WANTED TO HANDLE

BUPPLY NATIONALLY
ABV. GOODS TO STORES
Immediate profits. No investment to start. Earn big
Frofits Weekly Wholesde Busi-Complete
Line 5:10
Counter Goods
Counter Displays
Merchants make double
profits. You make up to 112% Get Free Facts.
World's Products Co., Dept. 888-8, Spencer, Ind.

NATIONAL PLUNGER PENS



Only One Pull-It's Full. Entirely New Line of Plunger Pens—Quality Merchandise. Quick sellers. Lifetime guarantee. Immediate Delivery of New Fall Models. Real Low Prices, 5 Samples of Complete Line, \$1.00, Postpale. Write for Lowest Jobbers' Prices. -Quality Mor-

NATIONAL PEN CO.

210 West 8th Street,

Kansas City, Me.

here and I've never seen so much auto polish sold at \$1 a pint. The news item proves to me what a good clean legiti-mate item will do with the right man behind it and also how much a favorable report will do for the good of the busi-ness.**

IF YOU must use a hammer why not build yourself a good flash?

ART NELSON of cleaner fame, accompanied by Tom Nejedly, blew into Cincinnati last week from Chicago. During a short confab at the Pipes desk Art let it be known that his various enterprises in the Middle West are doing an okeh business. Nejedly will work one of Nelson's demonstrations in Nelsner's in the Queen City. Art also stated that his layout operated by Speed Morris, in a store on State street. Chicago, caught fire recently at 5.30 p.m. on a Saturday when Speed accidently dropped iodine on some electric wires, causing a short circuit and no little anxiety to Speed. "Aside from causing a bit of commotion, due to the denseness of traffic, little damage was done." Nelson reports.

MINDING YOUR own business is the key to a long life and good business,

CHIEF OWEN REDFEATHER (the Cherokee Red), former fighter from Zanesville. O., scribes that he read recently where some of the boys claimed that Cleveland was a hard spot to work.



J. C. CURRENT AND GUMMY JOHNSON, well-known pitchmen, and the former's dog. Beauty, photographed in front of Current's trailer in Spokane, Wash., recently.

NEW BEST SELLERS—Write for Catalog No. 21







- Featuring big values in Whitestone Rings
 Cameo Rings
 Engaving Merchandise
 Photo Jewelry
- HARRY PAKULA & CO. No. Wabash Ave.

STATIONERY VALUES

BLUE INK—toc Size. Dozen	,	KED INK-50 SIXE. Gross
	5	BLUE INK-toc Size. Dozen
PRAFFRE CI-4 Es Cies Cross 5	5	DIXON PENCILS-No. 268. Gro
EKAJEKS-GIBRT JC SIZE. G1055	0	.ERASERS-Giant 5c Size. Gros
PENCIL LEADS—18 to Box. Doz. Boxes	5	PENCIL LEADS—18 to Box. Do

25% Deposit With Orders, Bal. C. O. D.

BENGOR PRODUCTS (c. 878 BROADWAY, NEW YORK, N. Y.

MEET "Dancin-Dan"

America's Favorite. Entertainer,

Anyone can make him dance. Hottest sell-ing novelty since the Yo-Yo: A "matural" for Carnivals, Fairs, House-to-House Send \$1 for Sample. Post-paid in U. S.

\$6.00 Per Dozen, O. O. D.—\$1.50 With Order.

ASSOCIATED SYNDICATE Exclusive World Dist. 422-B Oapital City Bank Bidg., Des Moines, la.



I WILL PAY YOU 51.000 CASH!



If you do not find merchandise shown in this catalog that has nover before been offered by any house serving the direct selling field 'll pay you \$3,000 cash.

Bigned: "Dec" Goodler. Just off the press, our bignew wholesale catalog show fast-selling, money-making deals for agents, pitchmen, coupon workers. . A complete line of carded merchandiss for wagen jobbers, write for your copy now. It's free Prite for your copies free.
UNIVERSAL LABORATORIES
UNIVERSAL Dallas, Tex.

Sensational Sensational COMBO
Stoane's Nu-Foot Powder—A shampoo for tired, aching, burning, perspiring feet. SENSATIONAL demonstration on hands turns 80% of tip. Sell one for 250, give other free. Man working alone rocently took \$170 in one day. When working alone rocently took \$170 in one day. When working alone rocently took \$170 in one day. When working alone rocently took \$170 in one day. When working alone rocently recomment, wholesale price S1,50 doz, a quick 500 seller. \$50% dop. on all orders.

DOUBLE GROSS \$9.00

A gross of Each)

Complete Spile & worker free. Sample 250, ALL SWELL NEW PACK-AGES.

SLOANE PRODS., Inc., 143 W. 41 St., N. Y. City.

COMIC POST CARDS

Christmus. New Year, Lovers, Flappers, Petting, Boozers, Flab Jokes—100 designs, 500. Fun Carda Joke Noveltles, Booklets, Photos—20 samples, 100. Complete sample associated. Complete sample assertment, over 100 articles, 10c, 51.00, Propald. AFFORM OO., 1710 Under-oliff Avenue, New York Olty.

SEED WORKERS

FLORADEX Now Available to Select Workers. H. T. MALONEY
178 E. Long St., Columbus, O.

Super Shave, Double Edge BLUE STEEL BLADES \$3.00 per thousand MURRAY'S 28 W. Jefferson, Detroit, Mich.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

"On August 6," says Redfeather, "I went into the town and saw Chief Half Moon really making the dough. He invited me to split time with him and, believe me, I sold plenty of oil. The following day I worked one square below 25th and Lorain streets and got more than half Lorain streets and got more than half' of a C note for my day's work. J. C. Cholerton, of razor-blade fame, was working near by and sold out his entire stock. Take it from me, fellows, there are pienty of spots that can be worked in Cleveland and the public is yours, especially if you are a real Indian."

HUSTLER'S TIPS: This should prove a hot HUSTLER'S TIPS: This should prove a hot one for the sheetwriters making the fair-grounds. Rebuilt watches have been mentioned in this column for the benefit of the sheet boys before. Instead of offering the tip the old line of hokum premiums a fellow could increase his business by offering a nationally advertised timepiece. The score on each take would be as great if not greater than a whole day's take with the ordinary run of giveaways as a business stimulator. The wise boys won't even stop to think this one over—they'll act.

PATSY BAKER . after spending four years with Happy O'Curran's organization left that show July 27 and is now with Doc Coy D. Hammack's med show at North Little Rock, Ark. Writing from that city under date of August 5, she says: 'Have been visiting with Mr. and Mrs. Jew Jackson and their son, Bill, of med fame, who entertained several friends with a chicken dinner and watermelon feast recently. Those attending were Mr. and Mrs. Tex McWilliams, Nig Clark, Dewey Phillips, 'Floyd De Hart. Ernest Gibbs. Cowboy Elliot and Bill Winters. Smoky Pittman and wife, Mary, also visited while en route to Oklahoma City. They are well on their way to recovery from injuries sustained in an accident May 9."

MEMORIES: Remember when the gang held forth at the Plaxa Hotel, Indianapolis, and Tom Kennedy and Harry Wherry put on their nightly session of entertainment? And when the traffic cop's found Wherry's Model-T Forlin a no parking zone and hauled it into the police garage and charged Harry four simoleons for the haul? Harry told them to keep the car and threatened to tear the place apart if they did not give him his creeds and magazines from under the seat. Harry broke into a column of print that day in the local papers when he refused the car even when they offered to return it for nothing. The rlot squad tinally gassed the buggy free and Harry took it with him only to leave it in the middle of Washington street on his way out of town. MEMORIES: Remember when the gang held

pipes from Charleston, Ill., under date of August 5: "Have been working health books and horoscopes here and at the Newton (Ill.) Fair, but business at the fairs so far has been bad. There were a number of pitchmen at each spot, but about all we did was cut up jackpots. I believe it would be of real benefit if all pitchmen, at least those who work high would eity their routes, then there all pitchmen, at least those who work high, would give their routes, then there would not be so many giveups at fairs. Here are the ones I have contracted for Monroe, Wis.; Milwaukee and Oshkosh, Wis.; Indiana State Fair; Memphis; Okakioma City and Muskogee, Okla.; Springfield, Mo.; Shreveport, La., and Beaumont, Tex. Worked Freeport and Urbana, Ill., on Saturday to good business. Both towns are open on best corner at \$5 per day. corner at \$5 per day.

WHERE DO you go from here? Why worry. Watch this column for the red spots.

"JUST RETURNED . . . from a flying trip to Columbus, O., where I sold my interest in my rooming house," tells Kid Carrigan from Chleago under date of August 12. "Am still holding down the spot on South State street. In fact, I've been here for 12 weeks and plan to make my home in this city. Weather has been okeh and there are very few med men around, due, I suppose, to the fact that a soldier's reader is not obtainable here any more. Bughouse Park and Maxwell street are the gang-up spots." "JUST RETURNED . gang-up spots."

Pitchdom Five Years Ago

WHAT'S THE percentage here? Some pitchmen are just as efficient in talking a tipout of buying their item as they are at talking them into buying it.

RAIN IN THE FACE.

Medicine Company by its current engagement at Van Dyke, Northeastern suburh of Detroit, is demonstrating that an old-time med show can successfully play in the larger communities. Show has been on the present location at Van Dyke and Wood avenues for six weeks and will remain there for a few more weeks. According to Chief Wild Wolf and Sunny Sky, proprietors, show is drawing crowds of about 1,000 nightly and larger ones on week-ends. Roster and larger ones on week-ends. Roster includes Mrs. Wild Wolf, Nowkeeshk and his son, Waboose, and a comedy team.

MONEY SPOTS: Steubenville, O., just 40 miles west of Pittsburgh, is one of the best and fastest towns in the nation for the boys working oft the tripods. Across the river is Wierton, down the river is Toronto and Wheeling, with a jump back across the river to Bellaire. This is territory which is worth going after. One can go in for some real cash jingling in these communities if he uses the proper talk when contacting the city powers.

"WELL, FOLKS".

"WELL, FOLKS".

"Bris from Scranton, Pa.

"as Tommy Strunk says, "No one else in this section shoots a pipe, so I suppose it's up to me to pipe in again. Business here is just about dead. I am framing a big open-air benefit for the unemployment league, after which I'll head for the Pennsylvania sales. Noticed in The Final Curtain of a recent issue where two well-known old-time med men passed away. I refer to Dan Nagyby and Al L. Salvail. I had the pleasure of meeting Salvail in Toronto in 1919 while he was with Harry Brace and I with Dr. De Alea Sutherland. Early last year I renewed my acquaintance with Salvail at Nashua. N. H. Scout Russell, Milt Allen and I called on Dan Nagyby while he was playing a vaudeville date in Emira. N. Y. Nagyby and Allen had been kids together years ago on the early Kickapoo shows. Listening to these oldtimers shooting pipes was a real treat for me." real treat for me."

FAMOUS LAST WORDS: "I wish I had gone to so-and-so instead of coming here."

FAIR GROUNDS

(Continued from page 68) is the third Winder to serve the agricultural and commercial interests of the State in position on governing board of the State's annual exhibition. The governor filled a second vacancy in fair-

ground when he appointed Vilate Elliott, of Provo, to succeed Mrs. Lavina Fugel, who resigned recently.

SPRINGFIELD, Mass.—Fourth annual open championship wood-chopping contest and CCC wood-chopping and woodsawing contests will be conducted as a feature of Forestry Day at the Eastern States Exposition. The outdoor machinery exhibition at the ESE will be the largest shown in New England.

PUYALLUP, Wash.—Twenty thousand dollars' worth of premiums will be awarded prize winners at the 38th an-nual Western Washington Fair.

GREEN BAY, Wis.—Enlargement of the midway at the Brown County Fair, grounds is planned to accommodate the Ozark Exposition Shows. The midway will be larger than at any previous fair on these grounds, according to William F. Klaus, fair secretary.

WEST ALLIS, Wis .- One of the best harness race programs in the history of the Wisconsin State Fair is indicated this year with 233 horses entered and purses totaling \$7,950 offered. Horse racing will open on Monday of fair week and will be conducted on Tuesday and Wednesday, winding up on Friday. Other sporting events will include three days of automobile racing, a four-day horse show and AMA motorcycle races on Thrill Day. Prizes totaling \$2,793, double the sward of former years, are being offered for the fruit and flower show at the fair.

PLYMOUTH, Wis.—Despite rain on closing day, the Sheboygan County Fair, which closed August 8, is believed to have surpassed the four-day 1936 event in attendance. A number of free acts were presented daily on the platform before the grand stand with entertainment features including WHBL artists, Fred Sporees, the Merry Whirl Revue, the Musical Stenards, the Romanoffs, Baker and Evers Lorraine Wallace and her African lions and Joe Morris' Death Dodgers.

LIGONIER - Westmoreland County Pair, which will be held here, will feature free acts, daily horse racing and independent midway, day and night.

FESSENDEN, N. D.—In a recent issue it was stated that total attendance at Wells County Free Fair was 15,000. Total was 50,000, fair having more than 15,000 on last day alone.

YOUNGSTOWN, O. — Floodlights for the new grand stand at the Canfield Fairgrounds of the Mahoning County Agricultural Society are being installed. Publication of a complete program for the fair will be an innovation this year, Secretary E. R. Zieger said. The book will contain a record of fair events and history of the fair-sponsoring organi-

Next Issue LIST NUMBER

Will Feature the Following Lists:

FAIRS CONVENTIONS COMING EVENTS **DOG SHOWS** FRONTIER CONTESTS

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

Billboard

Circulation Dept., 25 Opera Place Cincinnati, Ohio

Earlier Date For Cuyahoga Co.

CLEVELAND, Aug. 14.—The Cuyahoga County Fair, opening August 18 at Berea, will be the earliest agricultural exposi-tion in the 43 years that the event has been given. Date was last resort of directors, who have to compete with the Great Lakes Expo and the National Air Races. Moved shead to duck the air event. Horse racing, fireworks and stunt programs are planned, with Stratosphere Man, El Ray Sisters, Mary Wiggins and her Hollywood Dare-Devils engaged.

Frank E. Jackson, horseshoe pitching expert, will show his stuff and give a new pair of horseshoes to anyone defeating him. Buildup is found in a \$1.50 for membership. This ticket entitles holder to vote at annual election and gives admission privileges for all competitions in premium classes. Another stunt is a junior fair, directed by E. A. Rolinson, E. J. Orvis and Gabriel Simon, county 4-H leader. 4-H lads and lassies will do their stuff and it is intended to make this junior division permanent. William H. Kroesen, fair manager, who is responsible for it all, believes that the earlier date will bring a bigger response than in past SERSOTIS.

BIZ PICKS UP-(Continued from page 47)

from 8:30 p.m., while Pioneer Palace first show was moved to 7:45 p.m. from 7:30 p.m. The arena where the thrill show was presented will remain dark during run of Flesta, and a fence has been put across midway at this point to keep people out of this spot. The beer parden across midway from thrill show will be moved to the Actor Moties on Sunset be moved to the Astor House on Sunset

Trail.

The Astor House, old-time hotel on Sunset Trail, which heretofore has housed art exhibits, is being remodeled to become a "Forty-niner" dance hall. It is to have a bar, with appropriate frontier trimmings, and an orchestra and girls to serve as hostesses. The Turf Catering Company will operate the concessions here, with Mrs. W. M. Fain, formerly at beer garden near thrill show, as manager. This is the first step by Flesta management to brighten up this street, which has been principally a "dead" avenue of antiques in the old-fashioned buildings. Only live spot on this street to date has been the Silver Dollar Saloon, next door to the Astor House, which has always been popular with patrons. with patrons.

with patrons.

Matt Graham, also in charge of program sales, has recently succeeded in getting show management to okeh prize packages in free show. They were put in the Firting With Death Show shortly before that show closed and then they were transferred to Melody Lane when that show became free attraction. Before the Flesta opened announcements were made that there would be no prize packages, carnival concessions or stores at this show. However, the prize packages are now much in evidence after hard work on part of the Turf Caterling Company, and one store has been installed by the Turf company in its Watermelon Garden, adjoining Melody Lane. The store has "electro-whirl" or "win-o" game, and W. M. (Skeets) Fain, formerly manager of the beer garden across from thrill show, is in charge for the Turf company, with Henry Roscoe sasisting and Carober surveysignt. the Turi company, with Henry Roscoe assisting and Graham supervising. If the one store proves a success other concessions and stores may be installed on

Program Sales Increase

Sales on souvenir programs have increased slightly under Graham's direction, since stars of Casa Manana Retue have been induced to autograph the programs. Each night a different signature is featured, such as Everett Marshall's, Harriet Hoctor's, Paul Whiteman's or others. Program sales here never have been outstanding, but the autograph idea is helping. Two program stands have been installed near the main-entrance gates. main-entrance gates.

Jane Moore and Billy Revel, the comedy dance team featured in Casa Manana Revue for the first six weeks, left August 9 for New York. Joe Jackson, with hicycle pantomime act, replaced Moore and Revel. Only other new act here is Fritz

and Jean Hubert, comedy pantomime, who replaced Clyde Hager in Pioneer Palace Revue. Show officials are trying to put the Pioneer Palace Revue back on the stage above the bar, hence the silent act. It is impossible to spot talking acts such as Hager's above the bar because of the sound system in this place. Dorothy Dale, from Cleveland show, replaced Jinx Walther in Pioneer Palace Revue chorus this week.

Pioneer Palace has had trouble with its outside customers ever since show opened this year with 50-cent admission. First the walks around the building were roped off so spectators could not get so close to see show thru doors, but hundreds saw show anyway from farther back on midway. Now the numerous screen doors, which also serve as windows, have been painted to keep outsiders from seeing in. This is proving effective. Twenty-one additional fans have been installed in Pioneer Palace. Manager Jack Wilson has been trying to Pioneer Palace has had trouble with Manager Jack Wilson has been trying to get these fans since show opened.

Combining of Jobs

Jobs of stage manager at Pioneer Palace and Melody Lane were combined August 7 as economy measure. Orvin Katz is now stage manager for both shows. Joe Lowry is assisting Katz, who was formerly manager of Melody Lane Ed Bakeman, stage manager at Palace since opening until August 7, returns to Hollywood. Hollywood.

Tom Moore, manager Chuck Wagon for National Hotel Management Corpora-tion, has been promoted to assistant manager at Pioneer Palace under Manager H. W. McKinley. Eddie Condon is now manager of the Chuck Wagon.

Stuart Morgan, head man in the dance team in Casa Manana Revue, has picked three members of the Casa Manana cast for a new adaglo team he is training to go on the road this fall. They are Alliene Morrison, J. D. Farmer and Thomas Bell. The other member is Harry Disbrow, from New York.

Joe Howard, who sings in Melody Lane, appeared on the Cosden program broadcast over Station WBAP from the Flesta radio studio this week for the third time radio studio this week for the third time since show opened. The Stuart Morgan adagio team and the Cabin Kids were the two latest Casa Manana acts to be interviewed on the Flesta Reporter programs heard twice weekly on WBAP. This program has been enlarged to a 30-minute program, with orchestra accompaniment. Margaret Peters, a Casa Manana dancer, after her recent appearance on this program, was selected for one of the characters in a sustaining dramatic program broadcast daily by WBAP. The script writer for this sustaining program heard the Flesta broadcast and recognized Miss Peters' voice as type needed for the character. As this is a morning program, the radio work is a morning program, the radio work will not interfere with Miss Peters' Fiesta dancing duties.

Jack Gavett Arrives

Jack Gavett, who had photo concession at the San Diego Exposition, came here this week from San Diego to help his daughter, Florence, operate the photo concession at Flesta. Noel Rosen, who has been working for the Gavett photo machines here, left August 8 for Springfield, Ill., where he will assist Jimmie Gavett during the Springfield and other fair engagements.

Manuel King, who had lion act in thrill show, left for his home in Brownsville, Tex., after this show closed. Frince Nelson's next engagement as wire performer is to be at fair in Detroit. E. T. Poole, sound man at the thrill show, left for his home in Wichita Falls. Herman Voss, head electrician at thrill show, Voss, head electrician at thrill show, went backstage at Casa Manana, while Harry Stine, tower man at thrill show, went to New York for show connection. Manny Brenner, other tower man, left week before thrill show closed for Chicago, where he is connected with Chicago Civic Opera Company.

cago Civic Opera Company.

Jana, sidewalk portrait painter, came into showgrounds from three months' engagement on Rice Hotel Roof, Houston. He is located in good spot on midway between Firefly Garden and Melody Lane. Frank Hill, assistant at guessyour-weight scales here, left for three weeks' training at National Guard camp in South Texas.

J. Ed Brown had as his guest at Fiesta J. Ed Brown had as his guest at recome this week Mr. Jerome, park owner, of San Francisco. Frank Gilley, who had charge of one of Al Humke's novelty stands here, left this week to work Northern fairs. J. R. Wilkinson, formerly with photos, is now working novelties for Humke.

WANTED FOR ENTIRE FAIR SEASON

11 Weeks, Starting at Lockport, N. Y., August 23, and Playing New York, Virginia and the Carolinas.

MINSTREL SHOW-MICKEY MOUSE SHOW-UNBORN SHOW—ILLUSION SHOW—CRIME SHOW—FUN HOUSE PONY RIDE-ANY OTHER GOOD ATTRACTION.

Will Furnish Outfits for Same

WANT - Shows, Rides and Concessions for ATLANTIC COUNTY FAIR,

WANT FREAKS FOR CIRCUS SIDE SHOW Mary Casey, wire me.
WANT GOOD-LOOKING DANCING CIRLS.
Want Grind Stores—No X on Fairs.
Want Grab and Eating Stands. Egg Harhor, N. J.,
Week AUG. 31. CAN USE OCTOPUS FOR BALANCE OF SEASON.

* Deluxe SHOWS of AMERICA *

Home Office, 32-36 Green St., Newark, N. J. Address Utica, N. Y., this week; Lockport, N. Y. next week.

WANTED FOR EIGHT WEEKS OF STREET FAIR CELEBRATIONS

Legitimate Concessions of all kinds. No exclusives. Strictly no grift. Grass Lake, on the Streets, August 18 to 21. Portland, on the Streets, August 24 to 28. Charlotte Fair, August 31 to September 3. Other good ones to follow. All Michigan.

COTE WOLVERINE SHOWS, per route

WANTED FOR NATIONAL ANTIETAM EXPOSITION HAGERSTOWN, MD., SEPTEMBER 4 TO 17

ESTIMATED ATTENDANCE 300,000

WANT Concessions of all kinds (No Gambling Devices). Will self exclusive on Novelties. No other exclusive privilege sold. This will be the greatest outdoor Celebration ever held in this part of the country. Exposition held on Fair Grounds with free admission to grounds.

Address CHARLES W. WOLF, Supt. Concessions, 45 East Washington St., Hagerstown, Md.

ZEKE YOUNGBLOOD OPENING

WALKATHON DERBY SHOW

THURSDAY, AUGUST 26, MATTOON, ILL.

This is virgin territory with 75,000 to draw from. Good Contestants wanting right treatment, come at once. Will take care of you on arrival. Sponsors guaranteed. Two daily broadcasts. Show sponsored by American Legion. Communicate ZEKE YOUNGBLOOD, Victory Cafe, Mattoon, III.

NEW DATE BOOKS



on covers, 15 for each line.

Name in gold letters 15c extra

FOR 1937 NOW ON SALE Arranged Especially for Your Needs Dated From January 1, 1937, to January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 234x5½ inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

Cash With Order
ALL MAIL ORDERS SHOULD BE SENT TO
CINCINNATI OFFICE

The Billboard Publishing Co. 25 Opera Place, Cincinnati,

Hartmanns Broadcast

THE Goodman Wonder Show received gobs of free space in The Great Falls Tribune on the occasion of its engagement at the North Montana State Fair, Great Falls, Mont. In one issue alone, that dated August 4, this space amounted to

more than 56 inches, but the outstanding thing was the appearance of a fourcolumn cut showing a great part

C. HARTMANN

of the midway on the front page, this and the de-scriptive matter accompanying it occupying 28 inches of space.

of another part of the midway and an interview with Max Goodman on the achievement of his aim to create an ideal show. Fine work, Beverly White.

Inside appeared a

double-column cut

TUST as we finished writing the paragraph about Goodman at Great Falls came another piece of publicity, in contrast, in the form of a clipping from the front page of The Austin (Minn.) Daily Herald of August 9. This clipping told about the arrest of a man at Winona, Minn., who was with a carniwhen it appeared at Austin early last month, charged with jumping a hotel bill amounting to \$10.50. When he pulled out from the hotel, according to the newspaper, he left a suitcase with little or nothing of value in it, at least not nearly enough to compensate for the bill. When arraigned before a justice the carnival man was fined \$43.83, including costs \$43.83, including costs, or 25 days in jail, and he decided to serve the sentence. "The arrest," the clipping continues, "was the last of about a helf dozen that resulted from the carnival's appearance at the fairgrounds here."

We concur with what Warren Wright, general agent of the Goodman Wonder Show, said in his comment on the clipping: "How can an agent take a

legitimate show and book a town when something like this precedes him?"

MENTION the Gainesville (Tex.)
Community Circus and anybody who knows anything about it immediately thinks of A. Morton Smith, city editor of The Gainesville Daily Register and an active Circus Fan. For it was Smith who not only originated the community circus but was mainly responsible for its accomplishments dur-

ing the eight years of its existence.

Due recognition of his wonderful work with this nonprofessional circus came to Smith a few days ago when he was doubly honored, first with the presentation of a beautiful gold loving cup, 22 inches high and mounted on a mahogany pedestal, by Frank J. Walter, wealthy man of Houston, whose hobby s the circus and who originated the 'Underprivileged Children's Circus' there and, secondly, with an editorial tribute, inspired by the gift, in The Gainesville Daily Register by none other than its publisher, Joe M. Leonard, another circus lover.

The editorial said that altho Gainesville has many assets, none exceeds in true worth the enterprising, ambitious, resourceful citizen whose brain gives birth to a worth-while idea and who follows it thru to a successful conclusion, forgetting self and having in mind only the betterment of the community in which he resides, and that such a citizen is Smith, whose brain child is the Gainesville Community Circus, a civic entertainment enterprise of worldwide renown, which is the marvel of amateur accomplishment.

No man has worked more zealously, more tirelessly, more unselfishly—and certainly none more successfully—to this embryo circus of eight nurture years ago and bring it to the full bloom years ago and oring it to the first class than Morton Smith, the editorial further stated, following which it dwelt upon the presentation of the cup to Smith by Walter.

+ A LTHO supposed to deal with carni-vals, when it comes to getting this field mixed up with those of the circus neid mixed up with those of the circus men, pitchmen and others, the article "Hello, Sucker!," by Jack Hennessy, self-termed ground-out grinder, which appeared in Maclean's Magazine of Toronto, dated August 1, takes the prize. The introductory paragraphs are typical of the slush contained in the article. Listen:

"Today, from Coast to Coast across Canada, there are a hundred canvas villages sheltering a hundred shows, midways, fairs, exhibitions, circuses,

chautauquas. They range from a one-tent-and-trailer medicine show to Meyer's Mastodon Midway complete with three trains of circus cars.

"You can call them whatever you like, but to the old circus hand they are 'carneys' one and all. A carney is a carnival, and a carnival is anything under canvas.''

Get that last line about a carnival being anything under canvas! And coming from a supposed-to-be ex-carnival

It's surprising that a magazine such as Maclean's, which is looked upon as The Saturday Evening Post of Canada, fell for such bunk.

And if we're not mistaken a magazine in the United States a few years ago published au article about carnivals and fairs undor the title "Hello, Sucker!," but by a different author.

Gainesville Engagements

GAINESVILLE, Tex., Aug. 14.—Rehearsals of the Gainesville Community Circus are in progress for the next engagement, a three-day stand at the Cooke County Fair here. Several other engagements are listed for the fall season, including the East Texas Fair at Typer.

The circus was a feature attraction at the Golden Jubilee celebration in Ardmore week of July 19. While the Jubilee more week of July 19. While the Junilee celebration as a whole was not a financial success, the circus realized a profit for the sponsors during its two-night stand. Ned Rowland, veteran trouper of Rich Hill, Mo., who started out of Gainesville in the early '90s and who is visiting relatives here, donned his rube makeup and worked in clown alley during the Ardmore engagement. Thirty makeup and worked in clown alley during the Ardmore engagement. Thirty minutes of the performance was broadcast over Station KVSO, Ardmore, by Sam W. Blackburn, of The Daily Ardmoreite staff, opening night of the engagement. Visitors included Sheriff Floyd Randolph and wife, well-known rodeo people.

Camden Project Will Present 18 Performances in August

CAMDEN, N. J., Aug. 14.—Under the sponsorship of civic, patriotic and charitable organizations thruout Southern New Jersey, the Camden District Federal Theater Project will present 18 performances during August of its summer production, "Intimate Circus." The WPA circus includes 18 circus and vaudeville acts, comprising 35 persons and carrying its own portable stage, seats, canvas inclosure for the audience, orchestra, scenery and lights. Week-end dates are set for showings at the Garden Pier in Atlantic City, bookings arranged Pier in Atlantic City, bookings arranged by Harry Horne, district supervisor for the Federal Theater Project.

atlantic City By W. H. McMAHON

ATLANTIC CITY, Aug. 14. - Every amusement place in town benefited from the cooling breezes that this week sent patrons in from the beach to early matinee shows. Steel Pier in an effort to get an early crowd is offering free sailing trips to pre-noon patrons. Million-Dollar Pier is going big on free bathing lockers to get those who want to take a swim and see attractions. Early bird matinees are being offered else-

Parkometers have been installed in all center section of town and after a week Mayor White announces that they will mayor white announces that they will be in force on Sundays as well as weck days—let the visitors pay for their privilege of stopping here—amusement men all over town have protested but got nowhere.

where.

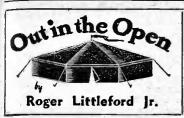
When the New Jersey Licensed Beverage Association meets in convention here next month there is going to be plenty of fireworks regarding type of shows and their producers.

Jessica Dragonette, here on vacation, is a real ice fan as witnessed by night after night attendance at carnivals in auditorium. Shirley Foster, seven years old, who is the latest star of the group, is clicking in fine style. Despite early season predictions that nightly shows would not draw, attendences have been running into four figures nightly.

Magic saying that the hand is quicker than eye proved all wrong when the Great Huber dropped a letter in a mail-box in front of Million-Dollar Pier the Great Ruber dropped a letter in a mall-box in front of Million-Dollar Pier the other night without a stamp and then tried to get it back. One of the early morn sights along strand is Power's elephants rolling in the surf. Prince Waln and his Waikiki Serenaders have gone into the Ambassador for remainder of summer. Baby Yvonne is usually so thrilled at the other acts she just noses in under the tape to do her own act. Rudy Vallee and his Yanks did a one-nighter at Steel Pier just to keep the every season record straight. Prince Leon, midget from Egg Harbor, is acting as assistant to Great Alexander and his magic at Steel Pier. Irene Purcell is taking a short rest here. Abbott and Costello, who have been doing the minstrels the last couple of seasons, have been offered a movie contract for the fall. Anthony G. Vautrinot, general manager of Atlantic County Fair, resigned as treasurer of the Egg Harbor Commercial Bank to devote more time to the fair and other promotions. Herbert Copeland is recuperating in the Atlanto City Hospital after a serious illbert Copeland is recuperating in the Atlantic City Hospital after a serious illness. Sid Blumenstock, publicity head for the Seashore Theaters, has been taking his place during his illness and staying up nights to do the two jobs.



PICTURED HERE are the delegates and international officers at the biennial convention of the International Alliance of Bill Posters, Billers and Distributors, held recently at the Fort Pitt Hotel, Pittsburgh. It was the 23d convention.



About Hagenbeck-Wallace

About Hagenbeck-Wallace

If MIGHT be said that it is fun to be agreeably surprised. And that is just what happened to your correspondent last week when visiting the rejuvenated Hagenbeck-Wallace Circus as it played host to convening Circus Fans in Norfolk, Va. After hearing the reports brought to New York this spring and early summer we must admit that it was with a certain amount of trepidation that we headed for the show itself. From what could be gathered a wild



R. S. Littleford Jr.

gathered a wild man was supposed to be operating the outfit — the personnel was evidently divided into a dozen hostile
cliques — inadequate mechanical
devices, green baggage stock and a
sorrowfully organized administration

combined to make the entourage so un-wieldly, so misgoverned that it was an unusual event to be up in time for the matinee. A trouper who remained more than a week with the show had been considered a marvel of some sort.

But these conditions, in the most part, But these conditions, in the most parv, were not in evidence in Norfolk. As a matter of fact, the Hagenbeck show is clicking merrily these days, and whether chaos existed at one time matters not as the show hits the second half of its season. The fact remains that a tremendous job of organizing, or rather reorganizing, has been accomplished.

mendous job of organizing, or rather reorganizing, has been accomplished.

To Howard Y. Bary must go credit for the apparent success of H-W's comeback, Bary, a comparative youngster in the circus game, purchased the show from J. Frank Hatch lest May after the latter had put it into a Chicago indoor arena. A very few days following his acquisition the new owner-manager-operator discovered many of the staff and personnel J. F, had assembled were not to his liking, or not considered as qualified to move the show from day to day and at the same time present two worth-while performances. So Bary reorganized. Those were dark, hectic days for every-body, as only Bary, the center of it all, can tell you.

And so in our own humble way we advise news commentators and the ever-critical showfolk who found fault with the show early this season to ogle it again before passing further judgment. Fer be it from this corner to praise where praise is not due (some think we lean too much the other way), but the Hagenbeck-Wallace show is going places, my friends, and in a big way, thanks to Howard Bary and the group of faithful employees who stood by him thru the grussome days of May, June and even early July,
But the Philadelphian who at one

early July,
But the Philadelphian who at one time scouted for Mr. Gumpertz et al.
is well aware that his job is by no means is well aware that his job is by no means completed. There remains plenty to be accomplished on H-W—gallons and gallons of paint are needed, new and finer wardrobe will be a striking asset, a couple of more featurable acts will aid the program, additional rolling stock and any number of other teems are essential before the show will be what Bary wants it to be. Howard Bary usually gets what he goes after, tho, so this commentator, for one, is resting easily—confident that Hagenbeck-Wallace, a good show, will in time be much better.

or Deadlinemakers

authority, says it will be only a matter of time, and a few politics, until betting, probably pari-mutuel, will be inroduced at the big Western rodeos... Jack Brown, "Silver Dollar Brady" to youse guys, in New York last week to discuss contract terms with his whisky-making employers... Coney Island concessioners and a few showmen are already

making plans to forsake the Island for carnivals next season. This has been a sorry year for some of the boys, and not a good one for any of them. . . . Wonder a good one for any of them. ... Wonder how the public prints got the idea that Alfredo Codona received the injury that retired him from a fall in New York. It happened in Boston Garden in 1933, following the Madison Square engagement. And what's this rumor about a general shakeup in the Ringling-Barnum staff shortly?

Abner K. Kline, former carnivel aware.

Abner K. Kline, former carnival owner

Notes From Europe

PARIS, Aug. 9.—The Cirque Pourtier is playing Tourcoing with bill including the Algevols, flying trapeze; Eight Bedini-Tafanis, acrobats; Maurice and May, cyclists; Four Sphynx, contortionists. Paolo Bedini, juggler; Rancy's horses, Mago, clever elephant, and the clowns. Beby and Lole, and the Dlaz Brothers. The Cirque Medrano big top is playing one-day stands close to Paris.

The Omanis, hand-to-hand, are at the Cigale in Paris, and the Manginis, equilibrists, are at the Moulin Rouge. The Three Edixons, trapeze; Hotleys, bounding trampoline, and Mady and Hellys, contortionists, are at the Casino Municipal in Nice. Marion and Irms, contortionists, are at the Casino in Juan les Pins. The Athenas, hand-to-hand, and the Lai-Foun troupe of Chinese contortionists are at the Casino in Deauville. Deauville.

Deauville.

Germain Aeros, wire-walking comic; Selbo, juggler, and Riana Kosloff, contortionist, are at the Palais d'Este in Brussels. The Mandos, aerial, are at the Palace in Liege. The Erwingos, aerial trio, are at the Forende in Oslo. The Cristescos, bar act, are at the Stadtgarten in Stuttgart.

Sturbridge Grounds Put to Use This Season

STURBRIDGE, Mass., Aug. 14.—Samuel T. Sheard, manager of the Sturbridge Agricultural Association, sponsor of the annual Sturbridge fair, declares that the fairgrounds here have never been in use prior to the fair as much as they have this year.

Starting on Memorial Day with motorcycle races, June 20 saw an attendance of 12,000 people at the annual field day of the Worcester County Sportsman's

ance or 12,000 people at the annual ried day of the Worcester County Sportsman's League. Motorcycle races returned July 4 and July 25, and a still date rodeo August 4-8 put on by Hinkle's Texas Rangers Rodeo.

Later in August the annual Clam Bake for the newspaper men of Worces-ter County will take place, winding up with the fair itself,

Tribute to Alfredo Codona

Gone from the glare of the big tops, Where mutitudes caught their breath, When dauntless Alfredo Codona Smiled nightly and flirted with death.

As he flew thru the air like an arrow
That was shot from a fairy's bow
He reflected the golden glory
Of the gods to the earth below.

His grace in the air was matchless, His charm like a pearl of worth, Endeared him to all who knew him, For he was a prince on earth.

TEX SHERMAN, press agent and rodeo
authority, says it will be only a matter of time, and a few politics, until betNow he sits with the great and the

mighty Which encircle the Master's Throne.

Like a meteor's flare majestic, That blazes the midnight sky, The name of Alfredo Codona From the circus will never die.
—CHARLES F, CLARKE.

State Building Exhibits At Brockton To Be Different

BROCKTON, Mass., Aug. 14—Details for the exhibit in the State Building on the Brockton Fairgrounds here are practically completed and the exhibits will be entirely different from last year, according to an appropriate mode by Alfred W. Lombard, Assistant Director of the Division of Reclamation, Soil Survey and Fairs of the Massachusetts Department of Agriculture, following his return to Boston this week after a

The front of the building will be taken up with exhibits by the Department of Conservation, Divisions of Forestry and Fisheries and Game on the south side and by an exhibit by the Cape Cod Horticultural Society on the north side. Game and pond fish will be shown amid a natural setting of forest

The Massachusetts State Planning Board will take one side of the rear room and show the work which it is doing and some of the suggestions which this board is making for the future development of Massachusetts.

The Boston Market Gardeners' Association will put on an exhibit in the center of the rear room which will incenter of the rear room which will in-clude not only a fine display of vege-tables but also some educational material installed by the Market Garden Field Station at Waltham. The remainder of the space is ex-pected to be occupied by another State department. Complete details are not available.

available.

The wall of the building will present a beautiful scenic effect and the overhead decorations will be nile green and white in keeping with the exhibit.

From Shooting Gallery To Miniature Golf

DETROIT. Aug. 14.—Revival of the miniature golf craze of several seasons back started recently with the opening of a single course here at Woodward and Temple avenues by Max Richman, who formerly operated a short-range shooting gallery in Detroit and also one in Royal Oak, and has disposed of his interest in both.

The new spot has a couple of unusual features, including the only putting green in the city and a short-range driving practice course with stalls for each player, as well as the miniature course proper. This is laid out entirely upon the ground rather than dug into it as was usually the case with the older "minnies."

Another course was also reported last week on Jefferson avenue. Richman's brother Sam is managing the spot,

Captain Alberti Injured

COPENHAGEN, Denmark, Aug. 9.— Captain Alberti, acrobat with a circus, was injured when a 100-foot mast snapped, throwing him into crowd.

ALBANY, N. Y.—Exposition Service Company, Inc., with principal office in Manhattan, was granted a charter by the secretary of state to operate carnivals and other amusements and concessions. Promoters and shareholders are given as Herman Zukerman, Ralph J. Weinstein and Abram Friedman, New York City.

Crystal Event

Conditions fine in Texas city-rodeo to be one of feature attractions

AMARILLO, Tex., Aug. 14.—Home of the Tri-State Fair, which this fall will stage its crystal celebration, Amarillo has developed rapidly into the fifth market of Texas. Patronage of the exposition comes principally from the high plains of Texas, Western Oklahoma and Eastern New Mexico. On the high plains alone this year golden grain grew to the tune of more than \$28,000,000. For the first time in six years farmers of this area are "in the money."

Regional offices of governmental agencies, particularly the Resettlement Administration, have added \$2,000,000 to Amarillo's pay roll. Other revenue has increased.

O. L. (Ted.) Taylor, secretary-manager, anticipates a banner year for the fair, which has developed from county caliber to the second largest exposition in Texas. With legalized horse racing out of the picture in Texas, exposition officials have turned to rodeo for one of the feature attractions. A contract has been signed with Buetler Bros. for the rodeo. There will also be a carnival.

Catalogs, listing more than \$20,000 in cash premiums for exhibitors, soon will be off the press. Governors James Allred of Texas and Clyde Tingley of New Mexico have accepted invitations to attend.

Brown To Join Staff of Frisco Expo

DALLAS, Aug. 14.—J. Ed Brown has announced that he will join the staff of the California and International Exposition, San Francisco, January 1 as ssistant to John Jerome.

Brown agreed to join the California enterprise after Jerome visited here last week-end. Brown has been manager of the Ripley Odditorium for several months, and previous to that was spe-cial events chief of the Texas Centennial and assistant to Director-General Harry Olmsted.

Before coming to Dallas, Brown was in charge of concessions at the San Diego Exposition. Previously he had held executive positions in virtually every branch of the outdoor show business.

"I am highly pleased at the prospects we will have with the California exposition," Brown commented.

We're TOPS in TOPS.

For over half a century we have special-ized in canvas work . . . whatever your requirements we can meet your measure, Our Reputation is Your Cuarantee. Write—Phone—Wire

OLIVER LAWSON,

North Towards, N. Y. NEW YORK OFFICE—300 Madison Ave. Vanderbilt 3-6246.

SAM LAWRENCE SHOWS

WANT FOR THEIR REAL MONEY-MAKING CIRCUIT OF BONA-FIDE SOUTHERN FAIRS—KELLAR, VA.; CAMBRIDGE, MD.; ENFIELD; N. C.; WENDELL, N. C.; FUQUAY SPRINGS, N. C.; CHERAW, S. C.; CONWAY, S. C.; CENTRAL, S. C.; MULLINS, S. C.; CARTHAGE, N. C.

Monkey Show, Circus Side Show, Single Pit Shows, Wild West Show (Jack King write or wire.) Penny Arcade, Musicians for Plant, Show (Salaries pald out of office.) Kidele Auto Ride, U-Drive-It Ride. Concessions. Will sell exclusive on Photo Studio, Prozen Custard, Scales, Novelties, Ali Grind Stores open, no exclusives. We positively play Florida. Get in line now for a big season. Jerry Ramish wants Agents for Ball Garmes, Milk Bottles and Cats. Write or wire as per route. Woodstown, N. J., this week; Kellar, Va., to follow.

SAM LAWRENCE, General Manager.

GREATER UNITED SHOWS WANT OCTOPUS ELEVEN - FREE FAIRS - ELEVEN

Parsons, Kan., Tri-State Fair, week Aug. 19; Columbus, Kan., Reunfon, week Aug. 23; Ottaws, Kan., agricultural, Fair, week Aug. 30; Burlington, Kan., Free Fair, week Sept. 31; Ada., Okta., Free Fair, week Sept. 20; McKinney, Tax., Free Fair, week Sept. 27; Athena Tax. Free Fair, week Cot. 4; Orockett, Tex., Free Pair, week Cot. 14; Vorktown, Tox., Little World Fair, week Oct. 44; Orockett, Tex., Free Fair, week Cot. 17; Vorktown, Tox., Little World Fair, week Oct. 18; Sewille, Tax., Free Fair, week Cot. 14; Vorktown, Tox., Little World Fair, week Oct. 18; Sewille, Tax., Free Fair, week Cot. 14; Vorktown, Tox., Little World Fair, week Nov. 1 and others to follow. WANT Song and Dance Team and Girls for Colored Ministrels. This is office show. Oan place American Palmits, Scales, Novettes. Will furnish complete outfits for any attraction of merit. Good opening for Orime, Unborn and Mechanical Show.

Wire J. GEORGE LOOS, Week Aug. 16, Parsons, Kan.

Notes From the Crossroads

By NAT GREEN

OUTDOOR acts—good ones—are becoming increasingly difficult to obtain. Which is an excellent indication that business in the outdoor show field is very good. But that is by no means the only indication. Reports coming in from the August fairs tell of heavy



NAT GREEN

attendance at the grand-stand shows and unusually and unusually large grosses from the midways. With-out question this is an outdoor show year. And there seems to be no good reason why it should not grow even better during the next 12 months. Gradually the country has "come back" and, while prosperous is an outdoor show

while prosperous years always bring their quota of trouble years always bring their quota of trouble in one form or another, we are too sound economically to allow unsound policies to get the upper hand to any great extent. Business problems are being worked out satisfactorily and showmen who follow the trend of the times are in for a prosperous era. There should be an abundance of work for performers during the coming winter. More than the usual number of indoor circuess are being planned and on a more elaborate scale. Promoters are already lining up acts. Not a day passes but that the Chicago office of The Billboard receives requests for information on acts suitable for fall and winter shows. The acts that will get the cream of the contracts are those wise enough to properly pubare those wise enough to properly pub-licize themselves. Some have the mis-taken idea that they do not need pub-licity. But we could point to many who have doubled their salary by judicious ballyhoo.

E. K. Fernandez, Honolulu showman, is making his headquarters in Chicago is making his headquarters in Chicago temporarily. . . Intends to visit the Great Lakes Expo at Cleveland and spend several weeks lining up his show for the Islands. . . Jack Beach, of the L. J. Heth Shows, came into Chicago last week, his wife being in a hospital to undergo an operation on her eyes. . . He is rejoining the show this week. . . Omer J. Kenyon, who has managed Fairyland Park, Kansas City, this season, stopped off in Chi on his way to join the Bob Morton forces at Toronto. . . . Before leaving Kansas City Omer lined up a deal with a drug store chain for a circus party at Fairyland late this month. . . . Howe Bros. Circus will

WANTED -FOR-

Charleston, W. Va., Police

At Splash Beach-in Heart of City

Rides and Concessions—Labor Day week. Two Sundays, September 5 to 12. New bridge opening, River Regatta. Come on, boys. A real red one. Address J. SHIRLEY ROSS, Oity Hall, Ohnrieston, W. Va.

show the park and 200,000 special tickets of CFA past presidents thereon.

are being distributed thru the drug
stores, ticket and 10 cents admitting a berse were Hartless; President-Flect Meichild to the circus. . . As it's the first vin D. Hildreth; W. H. Hohenadel, editor

Ernie Young has been getting some great notices on his Cavalcade of Hits, playing the Canadian fairs. . The Vanity number, which features gorgeous bird costumes, has drawn exceptional mention. . The Magic Carpet at the bird costumes, has drawn exceptional mention. . The Magic Carpet at the Sherman felt the tread of feet of many showmen during the past week.

Among the well-knowns noticed there were Mr. and Mrs. Fred Beckmann, Ralph Clawson, Mr. and Mrs. Rubin Gruberg, J. D. Newman, Harry Bert, Arthur Hopper, J. Ben Austin, Dan DeBaugh, Orrin Davenport and wife. . . I must have broken J. D. (Sunday Jake) Newman's heart when he had to leave a counle of Sundays open on account of man's heart when he had to leave a count ple of Sundays open on account of switching the Barnes route. . . Earl Shipley, former clown and now a traveling salesman, and his wife are vacationing in Wisconsin. . . Earl says it's the first vacation he ever had, and with

FINE MEET-

(Continued from page 36)

ride on the James River aboard the excursion steamer Robert E. Lee. Refreshments of all sorts and dancing to a local night club aggregation kept things moving at a rapid pace. That evening, of course, showfolk and fans attended the CFA banquet given in honor of the H-W show people.

Bary's Guests Again

Monday morning found the entire group the guests of Bary again, this time to partake of a genuine Virginia breakfast in George Davis' cookhouse. Breakfast dishes with all the trimmings spelled a unique and unforgettable experience for more than one CFA-er. Thruout the day guests had the lot at their disposal and Bary, expecting a sizzling day in Norfolk at this time of the year, erected a round top in the the year, erected a round top in the backyard for the CFA's personal use. Lemonade and camp chairs beneath the top were more than welcome as the

At 8:45 they assembled again at the top and attended the 9 p.m. performance third of the day—en masse. It was not until the last wagons were leaving the 20th street and Monticello avenue lot that majority of the fans began to wander hotelward, where they joined many of the circus people once again for midnight supper night supper

night supper.

The success of the convention is all the more remarkable when it is considered that President Hartless' official announcement of the dates and place of announcement of the dates and place of meeting this year was released just a very few weeks beforehand. Despite the short notice, which was practically impossible to avert considering the circumstances, a fair representation of all sections of the nation assembled. Highlight of the three-day jamboree was reached Sunday evening when the 12th annual banquet and ball took place in the spacious ballroom of the Monticello, with members of H-W the honored Mahomet Fall Festival

SEPT. 9-10-11
Individual Concessions and Free Attractions wanted.
H. K. PASLEY, Sec., Mahomet, III.

of White Tops; Marshall King, first president and one of the founders of the organization; Mr. and Mrs. Bary, Colonel William S. Sneed; Colonel C. G. Sturtevant, national historian; Mrs. Frank vant, national historian; Mrs. Frank Hartless, Mrs. Marshall King, Mr. and Mrs. Walter M. Buckingham, Schuyler Van Cleef, Irving K. Pond; Ben Austin, H-W general agent; Rev. Richard R. Earley, Rev. James B. Albert, and Henry Kyes, big show band leader. Besides speakers on the state of the s

Besides speakers on the dais, Hertzberg called upon several to speak from the floor, among them, Mel Smith, big show announcer, who presented Bary with the beautiful and expensive diamond ring as a token of esteem and respect of his employees; Hoot Gibson, recently ac-quired concert headliner; Poodles Hannedured concert headmen, rootes hanned ford, performer suppeme and equestrian director; Arthur Borella, noted clown who proved he could tell stories as well; Captain Terrell Jacobs, Robert Hickey and Burt Wilson.

But all the Fans' time was not spent in revelry and visits to the show lot. Preceding the boat ride Sunday morning President Hartless called the business session of the convention to order. Several resolutions were read by Melvin Hildreth and adopted by the body. Colonel Sturtevant, chairman of the membership committee, offered several constructive sug-gestions for the betterment of the asso-ciation, and Joseph Minchin, head of the ciation, and Joseph Minchin, head of the convention of 1938 committee, suggested that Portland, Me., or a near-by point be tentatively selected for next year's meet-ing place. Election of officers followed, results of which appeared in last week's

Hildreth Thanks Members

Mr. Hildreth in his acceptance address thanked the members for the honor bestowed upon him and promised to do his best to live up to their hopes. He briefly outlined his thoughts regarding the activity of the organization during the coming year, emphasizing the importance of increased membership; editorial strengthening of White Tops, the official organ, possibly converting it to a monthly; development of social events within the various tops, as well as periodical regional get-togethers, and lastly the development of regional conventions during the winter to strengthen the ties between tops. When referring to his contemplated membership drive Hildreth indicated that it is his desire to institute a campaign whereby every Mr. Hildreth in his acceptance address Hildreth indicated that it is his desire to institute a campaign whereby every member of the CFA will be obligated to pledge himself to sign at least one new Fan during the coming year. In this way, Hildreth said, it will be possible to double the membership between the 1937 and '38 conventions.

A board of directors, headed by Hart-A board of directors, headed by Hart-less, was elected and consisted of the following: Hartless, Marshall King, Jacob A. Wagner, Harry Hertzberg, George Bar-low III, Burtis L. Wilson, Frances Kin-ney, Joseph Minchin, Dr. Tom Tormey, Schuyler Van Cleef, Fred W. Schlotz-hauer, William S. Sneed, Pasco J. Scaper-lands and C. F. Lauterbach Jr. Hildreth announced that committees for this year will be appointed in the near future.

Show Does Big Business

But with all the festivities the show personnel had work to do. The contingent is clicking smoothly these days, the performance is well timed and capably paced by Hanneford. Three shows were presented Monday—matinee drew three-quarters of a house or more, second show at 6:30, altho comparatively light, was all money, and closing stint worked before a near-capacity audience.

Bill Naylor press year who made the

Bill Naylor, press rep who made the town, did a good job on local daily and was the recipient of one of the 'maturals' of the circus season thus far. Seems that Billy Major, colorful Washington, D. C., 'cigaret girl, got the lust of the sawdust trail from an ad of Bary's 'n The Rithogra and joined his family or the sawdisk trail from the at or Barys of The Billboard and joined his family of showfolk in Covington, Va., as an equestrieane. Didn't tell Papa where she was going and subsequently had the entire city of Washington in a quandary on the banks of the Potomac searching. After police had dragged rivers, lakes, etc., Publicity Dispenser Hickey recognized the gal aboard the Robert E. Lee. News-Nose Bob wasted little time in contacting Washington papers, he says, and finally, with her father on the scene, she confessed. It was a natural for newspapers. The mystery is solved and the girl, after consulting dad, will continue to be a part of the Hagenbeck personnel. Reminds one of the time several years ago when a Ringling midget in The Billboard and joined his family

and J. P. Morgan were photographed together in the U. S. Senate Champer. Sidelights

Frank Hartless, Walter Buckingham and others responsible did a marvelous job of the convention and deserve praise for putting it over on such short notice. And Bary more than lived up to his promise that he "would have a few surprises for the girls and boys." He did, but he also got one himself—a sparking diamond that made even Charlie Lauterbach, Petersburg, Va., jeweler, gasp.

Clint Finney, ahead of the show, wired

bach, Petersburg, Va., Jeweler, gasp.

Clint Finney, ahead of the show, wired regrets that he could not be with the bunch... Ben Austin had 'em in hysterics during his speech at the banquet. The man can tell stories... And Mel Smith, big show announcer, surprised not a few with his eloquent presentation address of the diamond to Boss Bary. Howard has something there... Wonder how many snapshots Burt Wilson took during the three-day meeting. Says he lost count at 50... James (Pete) Van Cleef, the New Brunswick, N. J., lawyer who delives into show business himself now and then, says he might move to New York in the near future.

Joe and Phyllis Minchin, the Paterson

move to New York in the near future.

Joe and Phyllis Minchin, the Paterson newlyweds, are among the most enthusiastic of fans. . . Bob Hickey and Jack Grimes, of the press staff, were called in from ahead to assist in the hosting. It's Bill Naylor's town. . . Colonel Sturtevant left for Washington before the 8:30 show on Monday, so ogled the performance in the afternoon. . . Irving K. Pond is still a gymnast and a good one. too . . Mr. and Mrs. Hildreth were accompanied by their two young soms—breaksing 'em in early. The boys will have to hustle, tho, if they wish to be as active, as important and as respected Fan as their dad.

At the Banquet

their dad.

At the Banquet

The following CFA attended the Sunday evening banquet: Frank H. Hartless and wife, Melvin D. Hildreth, Harry Hertzberg; Rev. James B. Albert, S. J.; Rev. Elchard R. Earley, S. J.; Walter M. Buckingham and wife, Marshall L. King, Mrs. W. H. Hohenadel, William F. Anico, Burt L. Wilson, Joseph E. Minchin and wife, Irving K. Pond, Col. C. G. Sturtevant. George Freeman and wife, Florence Kinney, Bertha W. Allison, W. A. Cox, W. B. Spong, Roger Littleford Jr., Sam Fox, Charles Riley, Jean G. Hildreth, Schuyler C. Van Cleef, James H. Van Cleef, Normand A. Hallonquist, Mrs. Alonzo C. Hagan, Mrs. W. B. Spong, Bob Michael, Dr. H. L. Staples and wife, Lesile B. Uirtch and wife, G. F. Marks, Jacob B. Jones, Henry V. Paulsen, James M. Cole and wife, Rose Kaletz, Joe M. Heiser Jr. W. L. Montague, W. M. Judd, Charles A. Davitt, Marguerite Rowe, Walter Loughridge, Frank J. Walter and wife, H. B. Stratton, Charles F. Lauterbach Jr., Josephine Martin, Mr. and Mrs. Jack Karoli, E. M. Holmes and wife, E. P. Padden.

The following circus folks attended the honofiet: Howard Y. Barv and wife, J. B.

sephine Martin, Mr. and Mrs. Jack Karoli, E. M. Holmes and wife, E. P. Padden.

The following circus folks attended the banquet: Howard Y. Bary and wife, J. B. Austin, Bill Moore, Mel Smith, Bob Hickey, W. B. Naylor, Jack Grimes, Poodles Hanneford, Mrs. E. Hanneford, Gracie Hanneford, Mrs. E. Hanneford, Hoot Gibson, Terrell M. Jacobs, Henry Kyes, George Davis, Arthur A. Windecker, Dr. L. M. Cox, Ted Merchant, Dolly Jacobs, Arthur Borella, Ira Millette, Betty Case, W. T. Harper, Mrs. Yom Kam, Billy Hammond, Ruby Kuhns, Tien Gee, William Krause, Dan Fast, Virginia Fast, Robert De Lochte, Thomas Waters, Betty Waters, Paul Merkel, Janet May, Violet Husa, Dorothy Husa, Danny McAvoy, Frank McGurk, Lloyd J. Storr, Robert Acevedo, Eugene J. Slick, Fred Mills, William Mikulec, Dußois' Rhodus, John Helliott, Vern Miller, Hal Hutchinson, Chris Cornalla, H. E. Ty Cohin, Jeanne Marie Frechette, Fannie McClocky, Reba Strauble, Eva Moore, Bessie Hollis, Eva Hill, Joe La Form, Claire Le Vine, Ray Harris, Lillie La Form, Ernie White, Pauline Smith, Hugh C. Baker, Joe Allen, James Albanese, Melvin Hollis, Bert Miller and Frank Luley. rank Luley.

NORFOLK, Va., Aug. 14.—Hagenbeck-Wallace had a good week-end in Tide-water, Va.

Prior to playing Norfolk show had an

Prior to playing Norfolk show had an unpleasant experience at Newport News, where the commissioner of the revenue nicked Manager Bary for a \$150 State so far have collected only \$100 for the State. Manager Bary paid under protest Newport News, not a third the size of Norfolk, collected a total of \$400 from the show for one day's showing, while Norfolk's combined city and state tar against the circus was only \$200, thus explaining why the circusea are steering clear of the smaller city.

LOOK ! LOOK : WEST COAST AMUSEMENT CO. WANTS

FOR THE FOLLOWING FAIRS AND CELEBRATIONS:

FOR THE FOLLOWING FAIRS AND CELEBRATIONS:

MULTNOMAH COUNTY FAIR, Gresham, Ore., August 23 to 29.

KLAMATH FALLS, ORE., Sept. 1, Inc., Labor Day, Sept. 6, Downtown Streets, LAKEVIEW, ORE., RODEO, Downtown Street, No. 2 Unit, Sept. 3 to 6, Inclusive. YREKA GOLD RUSH DAYS, September 9 to 12, Inc.

LODI GRAPE FESTIVAL, Lodi, Califf., Sept. 16 to 19.

Three more Fairs and Festivals, and, of course, California's Greatest Armistice Day Celebration, Porterville, Calif.

We invite legitimate Concessions, Independent Shows not conflicting, sober and reliable Ride Help.

Write or wire Clyde Hotel, 10th 6 Stark Streets, Portland, Ore.

MIKE KREKOS, General Manager; W. T. JESSUP, General Agent.

Paris Exposition "Officially" Completed

PARIS, Aug. 9.—Officials of the Paris International Exposition decided that after July 31 no further inaugurations of pavilions or exposition buildings would be authorized and "officially" the construction work has been terminated. In reality several buildings in the "Center Regional" and "Colonial" sections of the exposition grounds will not be terminated before mid-August and many attractions and stands in the amusement parks are still uncompleted. parks are still uncompleted.

August 2 was declared a "popular" day, with gate charge reduced to half-price, 3 francs. Result was a record attendance of 252,310 visitors and Monday will probably continue as a "popular" day. Average daily attendance has been close to 130,000, with Sunday crowds usually passing the 200,000 mark.

Pickups From Scandinavia

STOCKHOLM, Aug. 2.—The Young Ryles Company, roller skaters, are at the Royal Variety in Stockholm. Maximo, the wire walker; Five Blumenfelds, aerial, and Presco and Campo, acrocomics, are at the Liseberg Park in Gothers. enberg.

Albert Powell, American trapezist, and the William Kirks Company, Risley artists, are at the Fornoielsespark in Oslo. Maurice Colleano Family, tumblers-acro dancers, and Two Tillbs, hand-to-hand, are at the Saga Cinema in Oslo. The Mongadors, jugglers, are at the Circus Revyen in Copenhagen.

WANTED

Rides, Concessions and Shows for

JACKSON COUNTY FAIR

September 2 to 6.

Wire FAIR SECRETARY at Ripley, W. Va., at once.

JOHN GRAVIS

Wents Griddle Man and Two Counter Men.
Must be sober and reliable. Good pay.
Buddy Brooks, wire me.
PINE TREE STATE SHOWS
Bath Me.

MUSICIANS FOR

DOWNIE BROS. CIRCUS
Solo Cornet and Trombone to John on Wire.
Easton, 19th; Cambridge, 20th; Sallsbury, 21st;
ell Maryland. Norfolk, Va., 23rd. Other Musiolans welte.

RODNEY HARRIS, Bandmaster.

Street Celebration

Sponsored by the Business Men. Mount Orah, O., Want Grind Shows, Colored Ministrels, Concessions, Bingo, Wheels, Stock Stores. Frank and Juger want Dancing Girls. Write or wure H. BRAKE, Concession Committee. Montpelier, Ind., to follow. Big Street Fair.

With Group of Rides & Show September 13 to 18, inclusive. AMERICAN LEGION, Box 37, Six Mile Run, Pa.

WANT

Capable People to run Side Show. Also open for money-gotters. Will book Loop-o-Plane or any Ride that don't conflict, with or without transportation Ride Help that drive Trucks and keep clean. Playing Fairs and Celebrations. Cilitor; this week: Frankfort, Kan. next. Both Celebrations.

FRISK GREATER

SHOWS
Want first-class Cockhouse, Pennants, Penny Pitch,
Rat Joint, Photos, Watchla, other class Concessions; Ride Help, Dancers for Hawaiian Show,
Cloquet, Minn., August 16 to 18; Proctor, 20 to 22.

J. HARRY SIX ATTRACTIONS

Now starting on Southern tour. Want to join at once Chairplane, Loop-O-Piane, Tilta-Whirl. Shows with own outfits and transportation. Legisland Concessions of all kinds. No ex. Address Ky, this week; Elkton, Ky, Adurust 2028. Anyone knowing whereabouts of Eddis (Toytona) Burns wire Capt. Dodd collect.

WANTED

Booker with experience. Mechanical Man wants Bookings or Booker. Can work any place. 14 years' experience. Sober.

RAY HARTSELL 501 South St., Piqua, Ohio.

"The Circus, Thank the Lord--"

(Editorial in Louisville (Ky.) Times July 29)

Garnett Keller has reported in his column in The Times' Daily Magazine that he attended the circus in Louisville this week and that that he attended the circus in Louisville this week and that the he hadn't been to a circus in about 40 years he discovered the institution practically

been to a circus in about 40 years he discovered the institution practically unchanged.

"There are some refinements in seating and lighting," he found, "but the circus, thank the Lord, is the same."

Now obviously a person who returns to a circus only after 40 years could not be described as an assiduous devotee of that form of entertainment. It appears probable that a more seasoned and consistent circusger might have pointed out the development of new trends and other differences in detail over a period of 40 years that escaped our columnist's eye.

Nevertheless, Mr. Keller's competence as a general observer is such that it is not possible to doubt that in its essentials the circus remains about what it was four decades ago and what is especially interesting about this is that people are still going to circuses quite eagerly.

In Louisville this week so many men, women and children thronged the circus lot and so many had to be turned away from the first performance that an unscheduled second performance had to be put on. In that one evening the State collected no less than \$1,640 in admission taxes.

No one needs to be reminded that the world has changed a great deal in 40 years or that public entertainment has changed at least as much as anything else. The movie, the radio, the night club and much else combine to make popular amusement, speaking generally, something very unlike what it was in the '90s.

Yet the circus marches on. Old-style vaudeville, for instance, is largely a memory. So are theatrical seasons such as road companies provided from week to week at Macauley's and so is the robust burlesque that charmed the patrons of the Buckingham. Circus folk have been luckier and perhaps also more persistent and tough fibered than some other show people.

(The circus referred to is Hagenbeck-Wallace, which was in Louisville July 26.)

"Uncle Sam Helps the Fair Men"

(Continued from issue of August 7)

A review of mark done by the Works Progress Administration in association with State and county fair groups for improvement of facilities, submitted by Roscoe Wright, associate director, information service, and A. W. von Strive, chief of periodicals division, WPA, Washington, D. C.

Big Stables in Colorado

Colorado will have the finest group of State-owned horse barns in the West upon completion of 500 horse stalls on the State Fair grounds in Pueblo. These stalls will replace the dilapidated tin and wood shanties which have served as stables for many years. The new quarters are expected to attract the nation's leading, horse courses to Colorado State. ters are expected to attract the nation's leading horse owners to Colorado State Fair. Here also masons and carpenters employed by WFA are finishing a hog and sheep building started under FERA. As Governor Edwin O. Johnson remarked during a visit to the fair in 1934: "The exposition needs a sanitary hog and sheep building large enough to take care of the rapidly increasing entry list in this department." When completed, the new building will adequately serve this need. "Its architectural design, along the Spanish lines considered native to Southern Colorado and New Mexico, will add much to beauty of the grounds.

Several new buildings are being erected on Indiana State Fair grounds, Indianapolis, as result of a program carried on during recent months by WPA in co-operation with the State board of agriculture. Projects include an exhibit building, colonial-style model farmhouse, two large harness barns and concrete steam tunnel under the west end of the mile race track. race track

race track.

Boise, Ida., is building six new buildings on its State Fair grounds with WPA funds and labor. Five of these will house hogs, cattle and sheep, and the sixth will be a large extension to the present merchants' display building. WPA employees will also renovate and repair buildings in need of such work.

Lesser Projects Numerous

One of the most beautiful race tracks ever built under WPA auspices is nearing completion at Del Mar, Calif., only 40 miles from Mexico's famous Agua Caliente. It has been called "Bing Crosby's Del Mar Turf Paradise" because that crooning actor is president of Del Mar Turf Club. Sponsors contributed \$109,000 as against \$747,368 allocated by WPA. The architecture of the Del Mar plant 000 as against \$747,368 allocated by WFA. The architecture of the Del Mar plant is Spanish; boundary walls and barns for the horses are built out of adobe bricks. The 686 workers given jobs during its construction have already completed a grand stand to accommodate 4,000 and are finishing the clubhouse.

Many lesser projects are to be found all over the country. North Central Kan-sas Free Fair grounds, Belleville, are get-

ting a new concrete stadium, thanks to WPA funds. In Van Wert, O., the county fairgrounds are being enlarged and improved thru a \$65,000 program. Lane County, Ore., is being aided in the construction of grand stand, bleachers, corrals and stage for its 1937 Oregon Trail Pageant. Much of the work being done in San Francisco in preparation for its exposition is under the auspices of WPA. And Hagerstown, Md., has been allocated funds to put its fairgrounds in shape for the annual Antietam celebration. for the annual Antietam celebration.

KIDDIE AUTO RIDE

AT LIBERTY

Must play Fairs and Celebrations. Real flash.
Own transportation.

MILTON STIPANOVICH

General Dollvery, Springfield, III.



WANTED TICKET SELLERS and ALL DAY GRINDERS

FOR OUR MAINE AND CANADIAN FAIRS. start August 15th. Bernie Wells, Joss rout, get in touch with me at onco.

BEN WILLIAMS SHOWS, INC. Skowhegan, Me., This Week; Bangor Nort.

WANTED

Union Billposters, Litbographers, Bannermen, Banner Squarer, Opposition Brigade Agent. Drunks and Agitators and Weak Sisters, save your stamps. Communicate immediately with

MIKE PAYNE, DAN RICE CIRCUS, Durham, August 18; Raleigh, 19; Goldsborg, 20; Fayetteville, 21; Greensborg, 23; Rock-ingham, 24; 4ll North Carolina.



LIVE JUMPING BEANS
Fresh Crop Just Arrived All Allve. Per
100, 50c or \$3.00 per 1,000. Now
complete Catalogue is now
ready. Over 2,000 fartselling TR is Special Wholeselling TR is Specia

BARKOOT BROS.' SHOWS WANT

Ferris Wheel Foreman, Ride Help that can get 'em up and down, Merchandise Concessions that work for stock. No buy-backs, no Coupons. We are playing the cream of Michigan spots. Baldwin American Legion Homecoming, August 17-18; 'Reed City Jubilee, 19-21; Ludigton Fair, 22-27; Marne, 29-Sept. 5; Farwell, Best Labor Day Spot in State. First Carnival ever in, Labor Day. Lake City Homecoming, 8-11; West Branch Fall Festival, 14-18; Sterling Street Opening, 19-21; Gladwin Fair, 24-28; Plinconning, October 1-3. All Celebrations and Fairs. CAN PLACE Shows of all kinds except Girl Show. Good show territory. Also Penny Arcade, Candy Floss. WILL BOOK OR BUY Chairoplane and Kiddie Rides. Answer per route.

BARKOOT BROS.' SHOW

WANTED FOR RITCHIE COUNTY FAIR

PENNSBORO, W. VA., AUGUST 24 TO 27

Independent Shows, such as good Girl Show, Fat Show, Midget or any other Want Concessions of all kind; no exclusive. Show. Liberal percentage. Mitt Camp, Novelties open. Wanted-Kiddie Rides. Have none booked. FRANK GRIFFITH, Secy., Penhsboro W. Va, All address

MICHIGAN'S BIG 4 HOMECOMINGS

WANT CONCESSIONS—FISH POND, BOWLING ALLEY, PITCH-TILL-U-WIN, COTTON CANDY, ERIE DIGGERS AND OTHER NOVELTIES.

CAN PLACE Loop-o-Plane or Chairplane tor balance of season. WANT Pit Show to feature. Milan, Mich., Homecoming, August 18 to 21; Monroe, Mich., Italian Feast, August 23 to 29; Jonesville, Mich., Labor Day Celebration, September 2 to 6; Clinton, Mich., Old Home Week, September 8 to September 11. Write or wire as per route.

BARBER & MURRAY SHOWS.

ANDOVER, N. Y.

CIVIC CELEBRATION, On The Main St., AUG. 23-29

COUDERSPORT, PA., OLD HOME WEEK, August 30-September 4 GALETON, PA., OLD HOME WEEK, September 6-11. WANTED SHOWS AND CONCESSIONS for the Above Celebrations.

CANASERAGA, N. Y., OLD HOME WEEK, Canaseraga.

. . VENDING . . SERVICE OPERATED



A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD-Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

PAYOU

In the Sunday magazine section of The Decatur (Ill.) Herald and Review, July 11, 1937, Jimmy Johnson, owner of the Western Equipment and Supply Company, Chicago manufacturer of coin-operated machines, is

quoted at length in a defense of payout table games. His quotation is aggressive and has some good logic.

That this editorial is not meant to show any favoritism for Johnson or his firm may be seen by the fact that to Jimmy I am a "sour puss who has done more to injure the coin machine industry than anybody else in it."



WALTER W. HURD

Johnson's defense of payout games is being considered here purely on its

merits. It is an indication that manufacturers as a group are beginning to see the value of putting up a good case in the public eye. It is an example of how all manufacturers of amusement devices, who have been slow to step out in public and make a good case for themselves, may catch step with the times and do like other industries do. Manufacturers of amusement machines have depended too long and too much on trade manipulations which thru all these years have given the industry a bad reputation. It would be much better to play both ends of the game by cultivating public good will in the same manner in which other trades do.

My contention has always been that the coin machine industry does not use

any worse practices than many other lines of business. The real difference is that other lines of business have been smart enough to put up a good case before the public while manipulating things behind the scenes. Coin machine manufacturers have been far too slow in realizing this fact. Hence the public still has a bad opinion of the coin machine industry.

Johnson's bold defense of payout games may lead other manufacturers to cultivate a better public understanding and the defense may also come in time to help save the payout games as a basic amusement device. Had a carefully planned move for public understanding been initiated in 1934 and 1935 thousands of dollars might have been saved to operators in avoidance of legal difficulties.

In his defense of payout games, Johnson says: "Oneball machines have been found more popular than those with 5 and 10 balls, because the average player likes a quick, snappy play with lots of action but soon over. Where there is an automatic skill award (payoff to you)

it should be liberal. Our machines are set as nearly as possible to return 85 per cent of the receipts to the player.

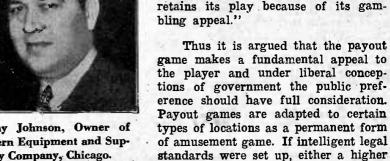
"With the exception of a few types which are rapidly disappearing, the pinball game is not of itself a gambling device. Even the one-ball machine is essentially a game of skill. If you don't believe it you should watch a player who has mastered it. Discovering by experimentation the exact distance the plunger must travel to provide just the force for a winning shot, he makes a wood or metal strip of that width, inserts it in front of the plunger and withdraws it suddenly. Such a player can soon empty a machine.

"The short life of a pinball machine provides one of the best proofs that they are amusement devices and

> not fundamentally gambling machines. After playing a machine for a few weeks the player tires of it and goes in search of a different type. A slot machine, on the other hand, which offers no variety whatever and never changes, retains its play because of its gam-

> Thus it is argued that the payout game makes a fundamental appeal to the player and under liberal conceptions of government the public preference should have full consideration. Payout games are adapted to certain types of locations as a permanent form

rate of license for payout games than for novelty pinball games would adjust the situation or the types of locations where minors frequent might be limited to novelty games by law.

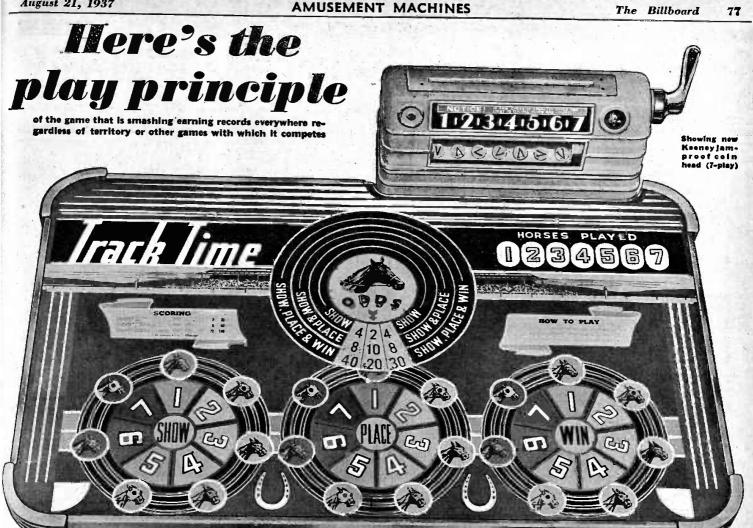


Business men will quickly recognize the vast commercial importance of the payout type of table game. These machines are in general more complicated than novelty games and hence require more materials in construction. Payout games also sell for a higher price and hence use high-grade materials. Payouts have made big strides in the use of electrical equipment. All of these things are of commercial importance and should be considered when the question of payout games is up for decision.

The amusement games industry itself recognizes the value of the payout game in setting higher standards of quality and price in games. This greatly decreased the volume of games, a benefit of which the public may be glad as well as the trade itself.



Jimmy Johnson, Owner of Western Equipment and Supply Company, Chicago.



The play principle that is producing earnings of from \$500 to \$600 per game per month

The Track Time player selects one or more "horse-numbers" to his liking, and Inserts nickel (or nickels) in indicated slots. He then presses lever.

The played "horse-numbers" light up and the three Show, Place and Win dials also light up and begin to rotate.

Next, the odds dial spins and stops showing what the odds will be on that play. Odds from 2 to 20-1 on Show; from 6 to 40-1 for Place; and 20 to 140-1

Then the Show dial stops first, and if the played "horse-number" comes up, the player receives from 10c to \$1 in payout cup according to odds shown. If the played "horse-number" also comes up on Place dial, then the player has an award of from 30c to \$2. If the played "horse-number" comes up on all three dials, the player pockets from \$1 to \$7 as his award for that play.

FIRST DIAL PAY-OFF GETS THE PLAY

The appearance of the played "horse-number" on merely the first dial and winning an award of

from 10c to \$1, with added awards if the played "horse-number" also appears on the second and then the third dials, furnishes that "run for their

The trend is toward console cabinet games, and the trend in console cabinet games is almost entirely toward

RACK TIME

which the player likes. And he, she or they get so much more thrill out of Track Time that it is getting from 50% to 300% more play than all other games which may be on the location.

INTERCHANGEABLE FOUR TOPS

Track Time also comes in Keen-Kubes (dice); Keen-Bell (bell-fruit) and Keenette (numbers) tops, and in check separator or ticket models. These models now have side door cash boxes eliminating need of raising top or disclosing extent of collections.

All parts engineered to 1/000" and put thru 10,000 play test. Entire mechanical unit mounted on removable shelf. No powerpack. Operates on low voltage current, A.C. or D.C. No sequence of number appearance.

SOLD ON 21-DAY TRIAL

To demonstrate that Track Time or any one of the other three tops will produce more money for you than any game you have ever operated, a sample will be shipped to you for 21-day trial, and your full purchase price refunded if sample returned within that period. Wire us or any Keeney Distributor.

LET THESE KEENEY DISTRIRUTORS TELL YOU WHAT KEENEY TRACK TIME IS DOING FOR **OPERATOR-CUSTOMERS:**

Atlas Nov. Co., Chicago; Ky. Amuse. Co., Louisville; Automatic Coln Mach. Co., Spring-field, Mass; J & J Nov. Co., Detroit; Silent Sales Co., Minneapolis; Central Dist. Co., and United Amuse. Co., Kansas City; Geo. Ponser Co., N. Y. C. and Newark; John Goodbody, Rochester, N. Y.; Markupp Co., Cieveland, Toledo, Columbus & Cincinnati; J & M Nov. Co., Youngstown; Sicking Mfg. Co., Cincinnati; Jack Moore and Western Dist., Inc., Portland; Barmer Spec. Co., Pittsburgh and Phila; Auto Amuse. Co., Memphis; Santone Coin Mach. Co., San Antonic; Vogt, Salt Lake City; Mossley Vdg. Mach. Ex., Richmondj M, F. Arnatt, Fairmont, W. Va.; Badger Nov. Co., Milwaukee.

. H. KEENEY & CO.

"The House that Jack Built"

2001 CALUMET AVENUE

CHICAGO, ILLINOIS





THE NEW JENNINGS CONSOLES

ARE HERE

Liberty Bell, Derby Day ready for delivery. Tried-Tested-Proyen. \$159.50 f. o. b. Chicago.

ROCK-OLA'S

Rhythm Master

Imperial (16-20)

(12-16)
Write for Prices

La Beau Noveliy Sales Co

1946 University Ave.,

"HOUSE OF QUALITY" ST. PAUL, MINN.

CLEARANCE SALE OF RECO	ONDITIONED MACHINES
BALLY BOOSTER . 20.00 HOLD EM	\$12.50 BOLO\$ 5.00
SCORE BOARD 21.50 EQUALITE	20.00 FLASH 10.00 24.50 FLASH 17.50
RIOCCHET 19.50 GOTTLIEB 21 .	SHOOTING GALLERY, 10', with
BUCKLEY TREASURE ISLAND DIGGERS	.22 Rifle 85.00 ELECTRIC EYE (Exhibit's) 20.00 RAY'S TRAOK (Just Been Factory
RANGER AUTO PAYOUT 31.50	Reconditioned), Serial No. 2528 142.50
All Games in A-1 Condition. Write for Our List of Games. 1/3 Deposit, i	Balance O. O. D.
ISETTS COIN MACHINE CO.,	1309-11 63rd St., Kenosha, Wis.

GRAND PRIZE EXHIBIT SEVEN-SLOT OHUOK. 4. 57.50 LETTE BALLY SKIPPER 28.50 BALLY BUMPERS 18.50 BLUE FRONTS, High Serials, Light Cabinst, 5c, 10c, 25c Play. 89.50	PAGES RACES, 5c Play, Cash Payout, Mechanically Perfect, Scrids UP to Payout
1/3 Certified Deposit with Order, Balanca O. O. D. J. L. JONES SA	
13TH STREET AND 11TH AVENUE,	HICKORY, N. C.

Reconditioned	Machines at	Lowest Prices
Turi Champs (Ticket).\$ 49.50 Bally Golden Wheel	Heavyweight	Fire Ball
Paddock (Ticket) 84.50 Paddock (Oash Payout) 79.50	Skooky	Twister

ST. LOUIS NOVELTY CO. 3138 OLIVE ST., LOUIS, MO.

REAL BARGAINS

Guaranteed Reconditioned Late Models	
Baily Oarom \$99.50 Bally Preskness \$59.50 Jungle Dodger \$39.50 Koeney Ten Strike 24.50 Bally Skipper 24.50 Bally Belle Skipper 24.50 Skiblit Electic Eye 18.50 Rock-Ola One Better 18.50 Bally Ghallengers 18.50 Seeburg Hockey 18.50 Sally Blue Bird 19.50 Bally Challengers 19.50 Multi-Play 12.00 Sunshine Basebell 10.50 Pamco Leatharnecks 10.50 Bally Round Up 8.50 Bally Bous 7.50 Baffe Balls 7.50	
CERTIFIED DEPOSIT WITH ORDER - IMMEDIATE DELIVERY.	

BADGER NOVELTY COMPANY 2548 N. SOTH STREET

EXCEPTIONAL	LLY LOW	/ PRICES
-------------	---------	----------

3 Ray's Tracks, Excellent Condition .\$150.00 1 Western Thoroughbred, with Daily Doublo. Never Used	2 Mills 5c Futurity, Slightly Used\$ 75.00 1 Keoney Targetto
1 250 Jennings Chief 70.00	8 A. B. T. Target Skills 15.00
1/3 Deposit W	ith All Orders.

BIG STATE NOVELTY COMPANY, 321 W. 13th St., Fort Worth, Texas

Slug Visible Slotted Coin Counter



MR. OPERATOR—If you want to waste time, that is your business. If you want to zave time, let this be our business. Our method of counting and tubing coins is the answer transparent, with piot to upe shows a solution of the counting and piote seemed to the counting work of mechanical counter. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c 5izes.
Write for Big Lot Prices.
Accurate Coin Counter Co., Fatton, Pennsylvania

Jobber Opens **New Offices**

Building erected strictly for the purpose of housing coin machine business

DETROIT. Aug. 14.—Detroit's newest distributing center was opened informally last week by the J. & J. Novelty Company at 4832 Mount Elliott avenue. New building is the last word in modernity. Grand opening will be some time early in September, at which time all friends in the industry will be in-

J. & J. Novelty Company was established a few years ago by James A. Passanante and J. R. Walsh. The latter, while still a partner in the firm, is now inactive, with Passanante active manager. Building its business upon a policy of fair dealing that has won it the general respect of operators and competing distributors alike, the organization has progressed steadily to the point where the new building was made necessary to meet growing needs.

New building is 61 by 100 feet. It is

New building is 61 by 100 feet. It is of double construction, with lime block outside and cinder block irside. This outside and cinder block irside. This type of layout gives the building a higher degree of insulation against dampness, and this, Passanante believes, is an important factor in keeping the highly sensitive materials of modern coin machines in proper condition. The front of the building is finished in a light brown brick.

front of the building is finished in a light brown brick.

The main salesroom, 25 by 34 feet, is finished in a light tan, with dark-colored squares of Tileter on the floor. The general office, adjoining this salesroom, is in matching colors. A private display room is located at the back of the main salesroom and is used for slot machines. This room is finished in a silver green, resembling a pine wood finish. Room is 15 by 25 feet.

A private executive office adjoins the general office and has been outfitted in a luxurious style. A salesmen's office adjoins the executive room and is outfitted with a large blackboard and modern sales equipment. Service room is in the rear, about 61 by 75 feet in size. The shipping department is entered thru an overhead-style door, and the customer may drive his truck right into the department. Eliminating all parking problems. If he prefers to park outside he can find room in a private lane adjoining the property and owned by J. & J.

Air conditioning has been installed

Air conditioning has been installed thruout, giving ideal working conditions for the staff and customers. Oil heatfor the starr, and customers. On near-ing and summer-time cooling make this a modern year-round plant. Full stock is to be a rule of the new store. All parts for pin games, going back even to the early days of the industry, will be carried, as well as a large stock of parts

THE GREATEST, NEW AUTOMATIC PAYOUT MA-CHINES IN THE BUSINESS DESCRIPTIVE LITERATURE WESTERN EQUIPMENT & SUPPLY CO. 925 W. NORTH AVE. * CHICAGO, ILL

PARTS & SUPPLIES B (CASH WITH ORDERS) CASH WITH ORDERS) Clocks. Each ... \$1.50 3" Double. Flag Springs. Dos. ... 2.40 2½" Double Flag Springs. Dos. ... 1.80 Assorted Spiral Springs. Dos. ... 1.50 Carbon Cups. Dos. ... 1.20 Right & Left Flags. Dos. ... 2.40 Rebound Springs. Dos. ... 1.20 Flunger Springs. Dos. ... 1.20 Flunger Springs. Dos. ... 1.20 Suction Cups. ... 1.30 Suction Suction Cups

BESSER NOVELTY CO.

Red Circle Gun Club

Builders of Short-Range Shooting Galleries. A
proven money maker for storarooms. A yearround proposition. Also supply cash awarded Paper Targets for shooting gaineries. Gallery Display
perfect. Address RED GIROLZ AUN OLUB. 43
Hanover St. Boston, Mass.

for all popular vending machines. A special stockroom has been installed in the rear of the office, and smaller parts are carried in several hundred special file

WATCH FOR

Don't Kill the Goose That Lays the Golden Eggs

By Bob Norman

in the

FALL SPECIAL NO. of THE BILLBOARD

> Dated August 28 Issued August 24



WURLITZER CREDIT DEPARTMENT STAFF: Left to right (front row) D. V. Kennedy, George J. Doyle, Alfred F. Dietrich; (back row) Mortimer K. Terwilliger, Arthur H. Geyer and Marshall L. Schoelles. William P. Bolles (not shown) is general credit manager.

Coin Devices On Fair Midway

New ideas point toward a possible expansion in the outdoor fields

DETROIT, Aug. 14.—The coin machine came to Michigan fairgrounds for the first time this season last week for the Slst Fowlerville Fair. Three concessions on the grounds were devoted solely to coin-controlled games, proving the popularity of the amusements among the

up-State population.

Two digger concessions were operated by the Watson Brothers, Jack and Jim. They were similarly laid out, with seven varied diggers spread around the concession, which was covered and had an at-

varied diggers spread around the concession, which was covered and had an attractive young woman in the center as overseer and cashier. Entire layout was attractively lighted with colored bulbs.

Business at this pair of concessions was only fair, however. Probably the principal reason for this was that there was only a slight variety of choice offered the patrons.

In recent months similar concessions on carnival midways have been noted doing good business. One little difference was perhaps responsible—the use of half a dozen smaller machines, including venders, spaced in between the big diggers. These give just enough variety to increase customer interest, while the main play still remains concentrated upon the diggers.

Bearing out this principle, Joseph Alexander's Penny Arcade on the fair midway was doing a good business. It is a small one, by comparison with those seen in stationary locations, and even upon the bigger carnival lots, having probably not over 40 machines in all. But there were a number of different types of machines available, and patrons could go from one to the other and satisfy their taste for getting variety, still

types of machines available, and patrons could go from one to the other and satisfy their taste for getting variety, still playing at the same concession.

At entrance was an old-fashioned punching bag which had a crowd in front of it during much of the evening. These old strength and endurance testers, popular 30 years ago, are still good machines and attractive to the younger players. A striking clock was another example of a type of machine rarely seen today.

today.

View machines, however, occupied about half the arcade, testifying to the revived interest in this old-fashioned novelty. Old and new types were in use. The Caillescopes were represented by a good-sized battery, while the latest Exhibit models were there as well.

To make the old Caillescopes function more efficiently a new type of slug ejector was used—Alexander took the magnets off discarded pin games, had them recharged, then placed them inside the Caillescopes' coin chutes, These automatically catch the steel slugs occasionally used. Brass slugs are hardly a problem on penny-play machines.

problem on penny-play machines,
A new tent supplied by the J. C. Goss
Company has dreased the concession up nicely. Alexander takes a personal pride in the appearance and efficient opera-tion of his spot, which is new evidence of the opportunities for specialized op-

Foto-Finish Called Finest Improvement

CHICAGO, Aug. 14.—Dave Gottlieb, president of D. Gottlieb & Company, points out that the outstanding race track development during the 1937 season is unequestionably the adoption by practically every important track of costly photo-finish equipment.

"These cameras are marvels of human

costly photo-finish equipment.

"These cameras are marvels of human ingenuity," explained Dave, "and only recently has it been possible to build machines that reach such a degree of perfection. But the demand on the part of the racing public for photo-finish results was too overwhelming to be disregarded. Inasmuch as these closely contested races create greater excitement and wilder enthusiasm than any others, they can no longer be settled by guesswork. Human judgment, with its chances of being mistaken, had to give way to photographic brains that cannot

way to photographic brains that cannot make a mistake.

"When we designed our new Foto-Finish racing gams we selected that Finish racing game

name as the most appropriate and received many compliments from the trade on our choice. However, there was no choice, for Foto-Finish was the one and only name that would fit the game exactly. This payout so realistically packs the intense heat and wild enthusiasm of a photo-finish into its play with no characteristic payout so realistically packs the intense heat and wild enthusiasm of a photo-finish into its play with no the intense heat and wild enthusiasm of a photo-finish into its play, with no hint of a winner until the very end, that no other name could describe it. The game has won the admiration of race fans because in so many ways it resembles what you see at the tracks. I don't believe there was ever a game that tend the until the until the will the w

I don't believe there was ever a game that took the punishment Foto-Finish takes from wildly excited players.

"We developed new high standards of precision manufacturing to insure unfailing perfect performance under every kind of playing condition. As a result Foto-Finish has the reputation of being the most mechanically perfect payout game ever built, which is amply attested by the many enthusiastic reports we get from operators in whose locations the games are subject to grueling play. The game can take it, for it reaches a new high both in player satisfaction and in mechanical perfection."

Daval Works Year On Counter Game

CHICAGO, Aug. 14. — For approximately one year, the Daval organization reports, it has been at work completing a new counter game. "We have built up quite a reputation for our counter games," stated Al Douglis, president of the firm, "and that's why we have been forced to greater effort and more experimentation in order to put out counter games, that will not only interest the

inentation in order to put out counter games that will not only interest the trade but also lead the field.

"Our new game will be called Reel Spot and will feature the play of one of the best known games in history," he continued. "It will use a fourth reel on a three-reel idea to give the odds which will range from 2 to 1 to 20 to 1. These big odds have never before been attempted in this well-known game."

Officials of the firm report the game is so interesting that operators, jobbers and distributors who have seen the game have spent hours playing it themselves before placing their orders. They believe that the nominal price plus the interesting play action and the modernistic beauty will exceed the sales of Penny Pack and Reel "21."

Groetchen Machines

Enjoying Big Biz

CHICAGO, Aug. 14.—According to reports from the Groetchen Tool Company, its Columbia machine is meeting with a great reception in foreign countries. France, Australia, China and India are the principal countries to which large rrance, Austrana, China and India are the principal countries to which large consignments of Columbias are said to be shipped weekly. South Africa is also rapidly developing as a major market for the machine.

Groetchen officials report that the Co-

Groetchen officials report that the Co-lumbia machine has proved particularly suited for foreign markets because it not only operates silently and is of com-pact size and weight but also because it can be converted to handle practically any type of foreign coins. It is claimed that this is one of the first bell machines

CHICAGO, Aug. 14.—Horse racing is the "theme" favored above all others by operators of amusement games, accord-ing to a recent survey conducted by George Jenkins, sales manager of Bally Manufacturing Company.

"The operators' preference for horses," George stated, "reflects the preference of the public, as naturally operators favor the type of machines which attract the

George stated, "reflects the preference of the public, as naturally operators favor the type of machines which attract the public. Our survey covered not only the American market but also the market in France and England, and from every viewpoint horses rated above all other kinds of symbols or themes. We planned the survey not to back up the opinion we ourselves aiready held but to obtain the candid judgment of the trade. For example, we listed practically every type of theme ever used on games and listed them alphabetically, so that horses appeared far down on the list. Nevertheless, the horses got twice as many votes as the next highest.

"Of course, we at Bally are particularly gratified by the result of the survey, as we have emphasized horse themes ever since the phenomenal success of our Preakness one-shot. At present we are in daily production on five different horse games, and the heavy sales volume on all of them is the best double-check in the world on our survey.

"In the bumper-type one-shot payout class we have Classic, which started out as an auto-race game, but was changed to horses by popular demand. Arlington is doing a wonderful job in the hole-type one-shot field, while in the multiple coin class Fair Grounds is still a best seller eight months after its introduction. In the console class Favorite is proving the magnetic appeal of horses. And last but not least, our greatest horse race game has been on the market almost two years and continues to enjoy a steady sale. I refer, of course, to Ray's Track with its realistic track atmosphere and ministure horses. With these equine quintuplets at their command operators are sure to attain the ambition of almost every man—that is, to make money on the ponies."

which will play the square and odd-shaped India Anna coins, and the orders which Groetchen report receiving from India seem to bear out their good judg-ment in adapting Columbia for the for-eign market.

eign market.

In addition to the popular bell machine, officials of the company report that the summer months have yielded the greatest volume of orders in the history of the organization. Their popular Zephyr cigaret and bell fruit vender, Royal Flush draw poker game, Dixie Dominoes, 7-11 crap grame, Ginger automatic token payout cigaret and baseball game are all said to be basking in the public's favor. In addition, the facethe public's favor. In addition, the fac-tory is reported to be turning out large numbers of its High Stakes pari-mutuel

humbers of its high stakes par-mutue; horse-racing game, which has staged a surprising comeback.

"This has been a banner summer for us," officials declared. "Our employment figures have reached all time highs and we have had to take on additional floor space to provide room for the in-creased production activities."



the market with a coin top show-ing the last 8 coins, the best protection against slugs.

Built in 3 Models, 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.

OPERATORS WARNING:-

Don't Accept Substitutes. Insist on the Original E-Z Pickin' Jar Games.

Operators, write for particulars. New Jar Games for Fall Business. Manufactured by

GAY GAMES, Incorporated MUNCIE, INDIANA Cuy Noel, President

HEADQUARTERS FOR SLOTS

NEW-At Factory Prices.

RECONDITIONED—We carry the finest Selection of good Used Slots at all times, so write and let us know what type Slots you want.

SIOTS YOU WANT.
WE WILL TAKE YOUR LATE MODEL
WURLITZER'S (412-416-616 and 716)
PHONOGRAPHS, OR MILLS CHERRY
BELLS, IN TRADE ON ANY TYPE SLOT
YOU MAY BE INTERESTED IN.

BAUM NOVELTY CO. 2012 ANN AVE. ST. LOU (Phone: Grand 7499) ST. LOUIS, MO.

"When In Our City, Pay Us a Visit."

W III

HERE'S THE ED GEORGE NOVELTY COMPANY, coin machine organiza-tion, with men and trucks lined up in front of its spacious quarters in Akron, O. Headed by, the popular Eddie George, the company is accomplishing big things. Rock-Ola phonographs are their mainstay.

BARGAINS

AUTOMATICS				
Air Races \$65.00	Peorless\$10.00			
Bally Derby 15.00	8ky High 12.00			
Bump A Lite, . 47.50	Тусооп 12.00			
Dally Limit 10.00	Velvet 30.00			
Mazuma 47.50	Winner 65.00			
NOVELTY				
Ball Fan, '87 \$30.00	Roll Over\$15.00			
Batter Up 25.00	Rugby 8.00			
Cross Line 22.50	Running Wild , 25.00			
Double Action . 22.50	Score Board . , 22.50			
Home Run 22.50	Skipper 27.50			
Live Wire 17.50	Skooky 25.00			
Pocket 15.00	Wizard 17.50			
COUNTER	GAMES			
Cent A Pack \$8.50	Reel Dice \$ 6.00			
High Stakes 8.00	Reel "21" 5.00			
	Select-'Em 4.00			
Horses 4.50 King Six Jr 6.50	Spark Plug 10,00			
King Six or 6.50	Spark Plug 10.00			
I. O. U 4.50	Tit-Tat-Toe 4.50			
Penny Pack 7.50	Win A Smoke, 5.00			
Penny Smoke 5.50	Zephyr 10.00			
Every Machine F	ully Guaranteed.			
1/3 Deposit, Balance C. O	. D. Immediate Shipment.			
C. CHARLE	& COMPANY			
SPRINGFI				

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

FOR VENDING

OVER 20 TASTY AND ATTRACTIVE HARD SHELL **CONFECTIONS FOR** YOUR SELECTION

(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY (National Candy Co.), 345 W. Erie St., Chicago, Ili.

Gentlemen:

Please sand me full particulars and sam ples of your Hard Shell Candles.

Name,

Address.

State. City.

(Use Pencil, Ink Will Blot.)

126

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

M, WALZER CO. 426 Stinson Blvd. Minneapolis, Minn.

PRC VEN Money Makers!



Be an independent operator. Place Tom Thumb Vandors in stores, with the property of the proper



100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Dally. CLEVER

NOVEL ORIGINAL PROFITABLE

a Limited Watch the DUCK Dive

ample (one only) .\$1.50 ots of 6, 1.90 ots of 12 1.20

STAR SALES CO 8921 Wayne Ave., Kanses Oity, Mo.

No Personal Checks, Please

THE

Angott Plans To Use 4.000 Venders

DETROIT, Aug. 14.—Michael A. Angott, manager Angott Coin Machine Exchange Company, was enthused this week over the new Pacific model. Stormy, for which he is distributor in Detroit. "This model looks like a good seller," he commented. "It is designed so there is plenty of action and the ball keeps moving, keeping player interest at a nice pitch constantly."

Angott company, besides its jobbing

pitch constantly."

Angott company, besides its jobbing activities in the amusement field, is turning rapidly into the operating field with a route of Stewart & McGuire gum venders. Entire basement of the large store has been turned over to this department, in charge of Michael's brother, Carl Angott

arl Angott.
Some 1,500 original Model N machines have been in operation for a considerable time, and the company has now placed orders or has just received a second order for 2,700 of the new model hexagon machines and is pleased with results on them.

"We plan to operate a route of 4,000 machines," Carl Angott said. "We feel that this is far from the saturation point from a careful study of locations, as Detroit and the near-by suburbs should hold about 9,000 machines."

"Competition in the nut machine field is not bad. What there is is nice clean competition. We can operate at 20 to 25 per cent to the location owner. and it is not necessary to go beyond that to unprofitable percentages as is done in some branches of the business.

"We maintain a fleet of five service trucks to handle our machines and col-lections and a crew of seven men, in-cluding myself, to take care of the de-

partment's needs.

"We don't have an average of even one service call a week on all these machines. The reason is that we test every machine thoroly before it goes out. If there is anything wrong it is found out then, not later. It is much easier to spend some time in testing machines beforehand than to send a truck and crew out later to do some little thing that should have been set of the that should have been taken care of in the first place.

the first place.

"As far as we can observe all operators seem to be going into the vending and music machine fields, which are strictly legal and stable, and we find this part of the industry a very pleasant one to work in."

Detroit

DETROIT, Aug. 14—Work is progressing steadily on the new drink vender being developed by Mechanical Merchandisers, Inc., A. M. Williams, general sales manager, said this week. The firm is at present engaged in solving the problem of adapting its product to the vending of refrigerated lemonade in a practical container and form.

O. H. Potter has bought out his partner, Robert Maskell, who was formerly associated with him in the Michigan Snacks Company. Potter will now operate as the sole owner and will continue to do both an operating and a jobbing business. Firm has moved from Wayne, Mich.. to 16164 Freeland avenue, Detroit. Maskell will continue operating his routes of pin games and phonographs from the old headquarters in Wayne. from the old headquarters in Wayne.

Joseph J. Schermack states that his Joseph J. Schermack states that his firm will make an important announcement to the vending machine field in the near future. Announcement will concern a project that has been under development for some time and has aroused considerable interest in the trade. Schermack Company is one of the oldest in the business. Among its leading products for many years have been the postage stamp venders to be seen almost everywhere. seen almost everywhere.

The Protex Corporation, manufacturer

of two types of machines for dispensing washroom service devices, has moved to new headquarters at 904 Fisher Building. H. R. Noack, former general manager, has been succeeded for the time being by Lee Earnshaw. Company is reported to be in the process of reorganization, with the possibility that it may be taken over by another corporation for national sales promotion.

Operating conditions for nut venders Operating conditions for nut venders are improving in this territory. C. Ray Laster, head of the Penny King System, said this week. Laster and his partner, Eimer Hendrickson, operate nut venders together with an extensive route of Penny King models, which they manufacture. The Penny King machines are reported to be proving a popular type of ball-gum vender in this territory and are gradually being placed on the national market as well.

Important partnership was formed here the past week by the merger of part of the interests of Max Moore, local op and a major partner in the jobbing firm of H. E. Graseck & Company, with Michael and Carl Angott, who operate the Angott Coin Machine Machine Exchange Company, one of the larger jobbing houses in the city. New firm will be known as the Angott Vending Company.

Plans for a fall selling campaign on the Four-in-One vending machine, a four-way bulk merchandise vender in a counter model, are being completed by the Four-in-One Manufacturing Com-pany. Production is now at the point where the company can handle increased sales, and extensive promotion is sched-uled to start at once.

The A. & F. Vending Company is retiring from business. Firm has disposed of a large route of vending machines to the new Eddred Automatic Sales Company. A separate route of scales was disposed of by Mrs. Agnes Denton a short time ago.

"The operator who gives the best service is the man who keeps his locations," Carl Eldred, who operates Eldred Automatic Sales, said this week. "There is a certain amount of chiseling in the vending machine field." he went on, "but this does not seriously affect me because of the fact that I try to maintain adequate service standards." Eldred's policy is to select the type of vending machine best suited to the location and most satisfactory from a service point of yiew. infactory from a service point of view.

"For instance," he says, "I prefer the Exhibit vender for the short gum stick and the Columbia peanut vender be-cause of the well-known individual char-acteristics of the two models." Eidred has just moved to a new location at 15487 Oakfield avenue, Redford section Detroit.

Sales of the new dispenser for paste soap manufactured by American Dis-pensing Company are progressing, Rus-sell Anger, president of the company; said this past week.

Albert A. Weldman, manager of the Weldman National Sales Company, representative for the National cigaret vend; ing machine, is spending most of August covering the territory in and around Minnesota. According to reports received from him, business in that territory is

H. V. Barber, head of the Wolverine Vending Company, and Mrs. Barber have just returned from a vacation trip thru the East. They spent quite a little time at Atlantic City.

New Orleans

NEW ORLEANS, Aug. 14.—Louis Boasberg and Ray Bosworth, co-owners of the New Orleans Novelty Company here, wire home that they have left Chicago after a week's stay looking over the Gottlieb and other factories and after a few days in New York expect to return to New Orleans to map out fall and winter plans for their distributing and operating business.

Dixie Coin Machine Company reports receipt this week of the first Bazaar game from Exhibit Supply Company and has given it "king seat" in the company's office on Poydras street. "The new machine." Sam Gentilich. of the firm says, "is very attractive and looks to me like a good money maker."

Mitchem and Lewis, Lake Charles coin machine operators, report heavy play thruout that section. The firm has branched out into several communities of the rice and sugar belt, with the latest office opened this week at Crowley. La. A vast expansion of the oil game in Southwest Louisiana is credited by them as the main reason for the unusually good patronage for their coin machines. Mitchem and Lewis, Lake Charles coin

Automatic Coin Machine Company is moving to larger and more attractive quarters at 825 Poydras street. Pete Nastasi and Mac McNally are co-owners of the firm, which deals heavily in secof the firm, which deats heavily in so-ond-hand machines, in addition to ex-tensive operations. The office was orig-inally under option to the Jerry Ger-menis Novelty Company, but other plans are now under way for that company.

Leo Kelly, sales manager of the Exhibit Supply Company, spent a few days in this section last week conferring with coin machine interests and at the same time introducing to the firm's Southern



ANOTHER MONEY MAKER You can't afford to be without this

BASE BALL BOARD 1,000 Holes-60 Step-Up Winners, Paying Awards

of 10c to \$10.00. Takes in\$50.00

GLOBE PRINTING CO. 1023-27 RACE ST., PHILADELPHIA, PA.

New Catalog Just Out-Send for One.



75 WINNERS 75 ON THIS LUCKY BILL FOLD DEAL

10 Genuine Leather Bill Folds with Zipper containing \$1.00 to \$5.00 Trade Award Certificates, also pay out 15 Bot Trade Awards and 50 15o packages of Oigarottes for open numbers and sectional pay outs, Making 75 Winners. Total Pay Out \$37.00.

1500-HOLE 5c SALESBOARD, TAKES IN \$75.00.

PROFIT \$38.00

B97—Sample \$5.00 6 Lots, Each......\$
12 Lots, Each...... 25% Deposit with Order, Balance C. O. D. Send for Our New Catalog Full of New Assorting Sales Boards and Counter Machines, and Save Mo

Lee-Moore & Co. 180-182 W. Adams St., Chicago

distributors the new console model. Both Berni and Weiner operate routes of Longchamps. Kelly predicts that the game will go a long way toward giving operators a fine return for the fall season. With the installation of a battery of

The first Ball Parks are being placed on location in this territory and Chicago Coin Corporation appears to have a good money maker. At two downtown locations Ball Parks are attracting large crowds, coming just about the time when the baseball season is reaching its cli-

Leon Fontana, popular operator of Bogalusa, La., spent a short time in the city this week renewing old acquaint-ances and looking over the new Bally ideas. Fontana was said to have placed an order for several Fair Grounds while

American - Southern Coin Machine Company, Jim Tallon and Ed Rodriguez, co-owners, is now looking forward to Western Equipment's new game, Pikes

F. W. King, head of the C. & N. Sales Company, left recently for an extensive business tour in Louisiana, Arkansas and North and East Texas. He is particularly campaigning for his biggest seller, Penny Kings and Calile's slots.

The winning streak of the New Orleans Novelty Company's softball team was snapped after nine consecutive victories. The 10 of the United Fruit Company drubbed them by a one-sided score last Sunday to do what no other coin machine team could accomplish. The New Orleans company team and that of Dom Fazzlo, prominent operator, have entered a city-wide league of eight softball teams that begin a fall and winter season next Sunday at City Park. Both coin machine teams are expected to be right up in the fight for the pennant.

While location owners here have been While location owners here have been successful of late in trapping a gang of while trippers who have robbed machines of hundreds of dollars in this area, something new arose this week when one operator reported that a group of girls has been caught in the act. "Anything can happen now," was his surprising remark after being informed who had, been the guilty parties.

Cleveland

CLEVELAND, Aug. 14.—It will be a happy day for H. A. Freyman, Cleveland operator, when he sees his brother in England late this month for the first time in 40 years. When his family left Europe many years ago Freyman and his brother became separated. The latter was taken to England as a small boy and has lived there ever since. While the brothers have corresponded they have not seen each other since 1897 and Freyman has looked forward to this reunion for many years. It's the first long vacation Freyman is taking for many years and after spending some time in England with his brother he will tour the Continent. His son, Leonard, will take care of the business while he is away.

Onloans must be big peanut eaters, according to news reports from that State. In Cleveland the marriage of L. J. Weiner to Tillie Berner was announced, and a news report from Toledo tells of the birth of a son to Mrs. Bernie Bettman. Orders are to be shipped to Beigium and Cordinate are to be shipped to be shippe

With the installation of a battery of 16-foot games this season the Skee-Ball pavilion at Euclid Beach Park is getting pavison at Euclid Beach Park is getting a big play by women and children. The full-size Skee-Ball alleys at Euclid Beach have been popular for years. However, they are too large for women and children and the play that the new 18-foot Skee-Balls are getting shows that their installation was a wise move on the part of the operators. of the operators.

A number of new 5-cent machines like World Series, Rotarys and Ray Rifles have been installed in the Penny Arcade and seem to be attracting a good play.

H. J. Henne, C. L. Hopkins, L. J. Read, W. L. Wolf and Robert Beer, Central Ohio operators, were in Cleveland this week visiting the different jobbing houses. Wolf & Beer, who operate in partnership, are driving a beautiful new cream-colored truck with gold lettering that attracts much attention.

DETROIT, Aug. 14.—Michigan Legislature recently closed its special session without acting on any of the bills to license slot machines which had been introduced during the session. A general move for licensing slot machines had been reported, but apparently no definite organization or agency was giving support to the idea. Operators in general did not seem to know the origin of the bills.

Opinions expressed by many operators of slot machines seem to indicate that they would favor a licensing law which would enable them to place such machines in acceptable locations with some assurance of operating over an extended

assurance of operating over an extended

period.

The recent order of the Liquor Control Commission banning alot machines from places where liquor is sold handicaps the operation of such machines for the time being, operators state, since the best locations for slots have been in locations where drinks are sold. Locations having liquor license show decided fears of taking, a observe on losing their fears of taking a chance on losing their liquor privileges.

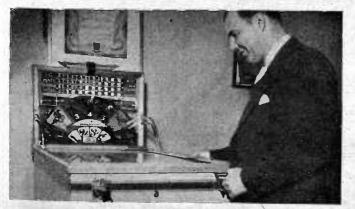
AC Novelty Head Travels Up-State

DETROIT, Aug. 14.—Arthur Caille, president of the A. C. Novelty Company, manufacturer of the new Multi-Bell, spent the past week traveling thru Northern Michigan, where he is contacting operators in the interests of his product.

Sales

product.

Sales are steadily picking up, Gerald W. Rapin, sales manager, reported, with notable increase starting this past week following the expected lower figures of the early-summer season. Operators are evidently now buying with an eye to fall business. The new mint vender model, designed especially for foreign trade, is being placed in production this week. Orders are to be shipped to Belgium and elsewhere, Fred Merrill, export manager, stated.



JACK MOORE, of Seattle, Spokanc and Portland, plays his favorite game, grounds, during recent visit to Bally Manufacturing Company.

THE

Beautifully Finished,

Neuby Designed
8-Column Vendor.
Constructed of beary auto body self-so simple to operate that any adjustment or changes can be made on location in a few moments!

200 Pack Unit

Patented gliding coin device con-trols all columns and will dispense 10 or 11c, 15 or 20c brands, or both, in same machine with addi-tional glider.

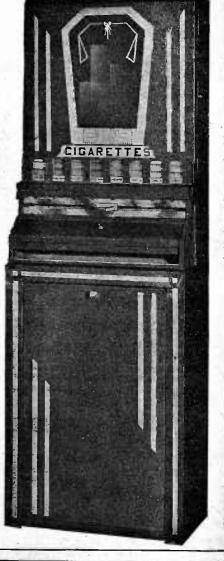
Mar-Proof Moro-Tex Finish in Colors

No Frills or Useless Gadgets To Get Out of Order!

Up-to-the-minute operators are now buying the NEW STANDARD VENDOR. not only to cut the first overhead in half, but to maintain distribution in small locations that would otherwise be unprofit-oble. Fewer service calls with STANDARD than any other machine.

STANDARD SALES

Manufacturing Co. 133 W. CENTRAL PARKWAY CINCINNATI, OHIO



A PROFIT SENSATION!

Completely New and Different. Two Separate Tickets in Each Hole-A 2 for 1 Value!

BARGAIN DEAL JACKPOT No. 11011 Takes in . 1000 Holes

Average Payout..... 18.35 Average Cross Profit....\$31.65

Send for Details of This and Other Fast-Selling Profit-Makers. Write, Stating Your Line or Business to

HARLICH MFG. CO., 1401-1417 W. Jackson Bivd.,





LUCKY PURSE DEAL

POOKET BIG PROFITS WITH 1837'S BIGGEST HIT.

A 1,200-hole board with six genuine leather band-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00. pays out approximately \$30.00.

H. G. PAYNE COMPANY

NASHVILLE, TENN.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS

Kresberg Winds Up Whirlwind Trip

CHICAGO, Aug. 14.—Sam Kresberg. dynamic president of the Capitol Automatic Music Company, Inc., New York. has just completed a four-week selling trip thru New York, New Jersey and Delaware. The trip was climaxed by a hurried trip to the Rock-Ola factory here to superintend the shipping of the many phonographs he had sold.

Kresberg reports that operators are enthusiastic over the Rock-Ola Imperial 20-record machine and he backed this contention by showing that the greatest percentage of his orders were for Imperial models. In Sam's own words: "Never in the 20 years of my music selling experience have I ever seen such an enthusiastic reception of a new model by the operators. The Imperial 20 tops everything I ever handled."

Kresberg also placed a blanket order for shipment of 1,000 Imperial 20s for the operating division of the Capitol Automatic Music Company. The department is managed by Sam's well-known partner, Bill Goetz. The combination of the two live wire personalities is recognized as one of the largest and most successful music operating companies in the country.

See-Con To Show New Phonographs

DETROIT, Aug. 14.—"We have sold 190 Seeburg Symphonolas during the last of July and August so far," Donald A. Coney, of See-Con, Inc., said this week. "These were sold even before the



operators had a chance to see the new models."

The new models will be introduced to Detroit in a special show at the Book-Cadillac Hotel about the end of next week. Exact date is dependent upon week. Exact date is dependent upon release of the new models. A luncheon will be held, with an invited list of leading operators present. Coney has just returned from a 10-day trip thru Michigan and saw about 30 prominent up-State operators, many of whom will probably be present at this special showing of the machine.

"We are trying to prove that the distributor who attempts also to operate music machines is creating a weakness in his distributing activities," Coney said. "When he sells an operator a machine he is always faced with the problem whether he will disturb the distributor's operating locations.

"Also we are disproving the old idea "Also we are disproving the old idea that you can't make money on phonographs alone. We are handling nothing but the Seeburg phonograph line and are doing a good job. I want to deny vigorously the rumor that we are operators. We have not a single machine out either under our own name or any other. None of our employees have any ma-chines out either."

Rock-Ola Sets Office Records

CHICAGO, Aug. 14.—In tune with modern times, Rock-Ola Manufacturing Corporation is not only breaking sales records with its Imperial 20 phonographs, but it has been breaking office records as well. A report from the factory states that during the last 30 days all records have been broken in total of letters, orders, telegrams, cables and long-distance phone calls received by the company. the company.

the company.

David C. Rockola, president, during an interview, stated: "Even during the exciting days of Jig Saw and many other Rock-Ola winners we did not begin to approach the tremendous volume of wires, orders and out-of-town visitors we have enjoyed in the last 30 days. This indicates several good things to us. First of all, business in general must be good. Secondly, business in our own industry is flourishing. And last, but most important to us, we must have the product that fills the need of the music operators. Our new Imperial 20 has been such a sensation since its recent introduction that we are again planning introduction that we are again planning to add more men in order to fill the demand."

Among the many visitors to the Rock-Ola plant last week were Meyer Marcus, president of Markepp Company, Cleve-land; W. W. Marcus, head of Marc Coin Machine Company, Dayton, O., and George H. Pickett, owner of P. & H. Coin Machine Company, Toronto.

Wurlitzer Credit Dept. Busy Place

NORTH TONAWANDA, N. Y., Aug. 14.

—From all reports the credit department of the Wurlitzer Company must be a beehive of activity. With over 250,000 accounts on its books, totaling an annual volume of approximately \$12,000,000, the department is no place for a lazy man. In fact, General Credit Manager William P. Bolles states that his six assistants have their hands full of lots of things besides money every day and that they are a pretty tired bunch by nightfall.

and that they are a pretty tired bunch by nightfall.

Bolles has surrounded himself with six able assistants who are sometimes called "The Six Horsemen." All of them have finance company backgrounds and are thoroly trained in credit matters. They know personally most of the Wur-litzer operators. In fact, many of the

Sheet-Music Leaders

(Week Ending August 14)

(Week Ending August 14)
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-today fluctuations. Number in parentheses indicates position in last
week's listing.
Sales of music by the Maurice

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of 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

- It Looks Like Rain (Morris) (1)
 Merry-Go-Round Broke Down (Harms)
 (2)
- 3. Sailboat in the Moonlight (Crawford)

- 4. So Rare (Robbins) (4)
 5. Sweet Leitani (Select) (5)
 6. Blue Hawaii (Famous) (6)
 7. I. Know Now (Remick) (8)
 8. Gone With the Wind (Berlin) (11)
 9. Harbor Lights (Marlo) (9)
 10. First Time I Saw You (Santly-Joy) (13)
 11. Whispers in the Dark (Famous)
 12. Where or When? (Chappell) (7)
 13. You and Me That Used To Be (Berlin) (10)
 14. My Cabin of Dreams (Berlin) (14)
- 14. My Cabin of Dreams (Berlin) (14)
 15. Our Penthouse on Third Avenue (Feist) (12)

ops complimented Bolles on the efficiency with which he and his staff handle the credit records. The junior executives who comprise this staff are D. V. Kennedy, assistant credit manager; George J. Doyle, Alfred F. Dietrich, Mortimer K. Torwilliger, Arthur H. Geyer and Marshal L. Schoelles.

and Marshal L. Schoelles.

As Bill Bolles put it: "The credit relations of any company play an important part in its progress. I don't know of any job that calls for greater accuracy and tolerates fewer errors. The efficiency with which my staff operates has gone a long way to solidify Wurlitzer's pleasant relations with its operators."

New Orleans

NEW ORLEANS, Aug. 14.—With summer duliness believed to have run its course, local phonograph operators are making preparations for a big fail season. Record distributors say that their sales are decidedly upward, indicating that first effort to bolster play is to replace worn-out discs.

A report circulating is that two New Orleans music operating firms are nego-tiating for a merger which would make





LUXURIOUS ROCK-OLA PHONOGRAPH showrooms of Capitol Automatic Music Company, New York. In the inset is Sam Kresberg, Capitol's president, placing an order for 1,000 Imperial 20s with I. F. Webb, vice-president in charge of phonograph division of the Rock-Ola company.

one of the strongest and largest houses of its kind in the Deep South.

John Granberry, phonograph saleaman in this territory for Mills Novelty Com-pany, has returned from an extensive trip thru the Mississippi Valley. He re-ports a growing demand for Do Re Mis and other popular Mills makes.

Ben Cohen, music operator, who has been confined to his home with a sprained ankle tendon is back at his

R. H. (Mac) McCormick, Southern sales manager for Decca Distributing Com-pany, left this week for a two weeks' business trip in Louislana, Arkanssa and Texas. Mao predicts that fall record Texas. Mao predicts that fall record sales will break all existing records. His summer sales, he says, have been the best in several years.

Frank Allesi, fishing expert of the Standard Novelty Company, is out on a long Gulf cruise this week trying out his new boat, a beautiful 40-foot cabin cruiser. Vincent Casertino and he are already planning regular week-end voyages to the home of the denizens of the deep.

F. P. (Buster) Clesi has left for a week's pleasure trip to Dallas, where he expects to see the exposition and call upon his many friends, including officials of the Electro Ball Company. Clesi hopes to soon be able to call together music operators of Louisiana for the organization of a State-wide body.

Fabragas Music Company, Houma, La., is one of the fastest growing music concerns in the State. Operating out of the thriving oil and fishing center, the firm is now operating dozens of machines.

Detroit

DETROIT, Aug. 14.—Frank Kress, one of the new operators in the local music field. has purchased five Wurlitzer phonos. Kress states that the general interest in baseball is affecting operation of music machines at the present time, but when the season is over he anticipates revived interest in phono music.

Benjamin Paull, who has operated vending machines and pin games in the city for some time, is shifting his opera-tions to the music machine field. Acuons to the music machine field. Acquiring his first phono a few months ago, he is now a steady Seeburg customer. "While I have only been in the music machine business for a short time, I find the returns in general very good," Pauli

"The record business is going good here." Fred A. 'Gersabeck, manager of the City Music Company, Brunswick dis-tributor, said this week. "Sales are in-

creasing steadily despite lulis in other departments of the business. The many new phono ops in the city are also reflecting the increased popularity of phonos and helping the sale of records, too," he concluded.

Jack Glick, music op who specializes in Rock-Olas, has moved his headquar-ters to 2424 Elmhurst avenue. Glick is a partner with Joseph Brilliante on part of his route.

National Novelty and Amusement Company, Sam Rosenthal's jobbing and operating firm, is shifting operations from pin games to music machines, Max Schubb, publicity director of the company, said this week. Company will start off with an initial purchase of about 100 automatic phonos and will probably double this investment at a later date, Schubb says. Plans for supervision of the new routes to be established are now being formed. This is the second large organization to enter the music field on an extensive scale during the past few months.

Donald A. Coney, head of See-Con, Ino., has returned from a two-week trip thru Northern Michigan, where he spent some time with ops in that section, Coney was traveling primarily in the interests of Seeburg phonographs, for which his company is distributor. He states that ops are showing great confidence in the new Seeburg models scheduled to be released next week and that his firm already has taken orders for 150 new models sight unseen. Donald A. Coney, head of See-Con.

Music machines continued to lead coin achines sales here this week. Wurlitzer machines sales here this week. Wurlitzer had the lead, with Earl Gross, Frank Hanosh, Joe Brilliante, Frank D. Noble, Frank Kress, of Hamtramck; Lena M. Hornbeck and James Ashley's American Novelty Company placing orders for new machines. Fred Gardella, former local Mills distrib, placed an order for Mills phonos to be placed on his own route.

James Parmelee, local music operator, as become manager for the Melo-King tusic Company, one of larger ops handling Seeburg machines exclusively.

Former Boxer Big Seeburg Operator

ELMWOOD, Ind., Aug. 14.—Carl King, of the King Automatic Music Company, is one of the town's most popular men. A few years back King was one of the topnotch light-heavyweights of the country. He met and knocked over many of the big names in the fight game at that time. Forsaking the cauliflower industry, he started operating Seeburg Symphonolas. Beginning on a small scale with only five instruments, King industriously went to work to build

DISCONTINUING BRAND NEW AND FLOOR SAMPLE AUTOMATIC PAYOUTS! ORDER AT ONCE! THEY WON'T LAST LONG AT THESE PRICES! BRAND NEW PACIFIC FLOOR SAMPLES DE LUXE BELL CONSOLES In Original Crates, REGULAR PRICE, \$249.50, YOUR PRICE, FAIR CROUNDS \$100.00 BRAND NEW HI DE HO \$125.00 \$17.50 ROSEMONT CONSOLES \$125.00 FIRE BALL IN ORIGINAL CRATES \$20.00 SLIGHTLY USED AUTOMATICS PREAKNESS\$55.00 | SCOREBOARD\$29.50

GENERAL AMUSEMENT DEVICES 3136 CASS AVENUE . . . DETROIT MICHIGAN

1/3 Deposit with Order, Balance C. O. D.

up a great operating organization. To reach his goal nothing stood in his way of giving his location owners superagrice. The famous King service became known and today he operates over 150 Symphonolas.

In building this big business King says that he introduced many novel little promotions that help increase phonograph receipts and likewise obtain new locations for him. One of his ideas is to pass out postcard-size cards to all the patrons of his locations. This card invites the patrons to sliggest the name of the records he or she would like to have installed in the machine the following week. The patron lists the selections by writing in the name of the selections on the 12 lines provided for phonograph receipts and likewise obtain new locations for him. One of his ideas is to pass out postcard-size cards to all the patrons of his locations. This card invites the patrons to alignest the name of the records he or she would like to have installed in the machine the following week. The patron lists the selections by writing in the name of the selections on the 12 lines provided for

since we became acquainted."

Five Root Decord College Can W. J. E. J. I

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1 .	Eyes" and "All	7927 — "It's the Natural Thing To Do" and "The Moon Cot In My Eyes." Horace Heldt Brigadlers.	Melody No. I "and "Rep Cap." Louis	Advist- des - D 1	the Moonlight," Johnny Hodges Drchestra, and "Manhattan Jam," Edgar Hayes Or-	25570 — "Nola" and "Satari Takes a Hollday." Tom- my Dorsey Or- chestra.	3605 — "A Sall- boat in the Moon- light" and "Born To Love." Biffie Holiday Orches- tra.
2	"Satan Takes a	der the Stars." Gus Arnheim Or-	Side" and "I'll	137—"All God's Chillun Got Rhythm" and "Alabamy Home." Duke Ellington Orchestra.	Hear That Moun- tain Music?" and "Good Mornin'."	25518 — "Joseph- ine," Wayne King, Drchestra, and "Miracles Some- times Happen." Roy Fox Orchestra.	3595 — "Gone With the Wind" and "Harbor Lights." Claude Thornhill Orches- tra.
	B7015 — "Merry- Go-Round Broke Down"and "That's When Your Heart- aches Begin." Shep Fields Rip- piling Rhythm Or- chestra.	er's Daughter, Marianne" and "Gone With the	1346—"Whispers in the Dark" and "Stop! You're Breaking My Heart." Bob Cros- by Orchestra.	tra.	Southern Style"	25620—"My Cab- In, of Dreams" and "Am I Dream- ing?" Tom my Dorsey Clam Bake Seven.	3607—The Miller's Daughter, Marianne" and "Till the Clock Strikes Three." Henry (Red) Alien Orchestra.
	B7102 — "Wrap Your Troubles In Dreams" and "The Little Things In Life." Bing Cros- by.	Showers " Teddy	Hawaii." Bing	108—"Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	Chillun Got Rhythm" and "Old Plantation," Ivie	To Do." Hal Kemp	3615—"If You Should Even Leave" and "Heaven Help This Heart of Mine." Mildred Bailey Orchestra.
5	"My Cabin of Oreams." Musical Musketeers.	Three" and "The Loveliness of You."	Co-Round Broke Down" and "i'll See You in My Dreams." Immle	139—"Washboard Blues" and "Cats in the Cornfleid." Franklyn Marks Orchestra.	They Called It	"Roll 'Em." Ben- ny Goodman Or-	3617—"The Moon Cot in My Eyes" and "It's the Natural Thing To Do." Nye May- hew Orchestra.

The Only Long-Life Phono Needle with the Patented Elliptical Point.
Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output. put. Endorsed By All Leading Manu-facturer and Record Distributing Standard for All Phonos. Double Ribbed for 1937 Models. PERMO PRODUCTS CORP. Chloago, III 6415 Ravenswood Ave.

AUTOMATIC PHONO. NEEDLES

Repointed. Additional up to 1,000 to 2,000 Plays, 10c Each. Send Bozen for Trial Offer of \$1.00.

OPERATORS SERVICE SUPPLY
P. O. Box 51, South Bend, Ind.



WANTED SPECIAL AGENTS

With cars to handle Georgia New Deal Fairs. Exhibits, Premiums, Book Contests, Banners, Etc. Tom Alton and Frank Starkey answer. J. WALKER, Walden Hotel, Chattanooga, Tenn. Quick spots ready.

CONCESSIONS WANTED

Three Days, September 4, 5, 6, Two Days Free Gate.

McFerren Park, Hoopeston, III.

LOYAL ORDER MOOSE.

N. E. WEAVER, Chairman.

ISLER SHOWS

Will book small Merry-Go-Round. Tilt-a-Whirl, Loop-o-Plane, Octowa, Slide Shows of all kinds with or without own outflat. Concessions of all kinds except Bingo, Photo Gallery, Pop Corn, Mickey Monse, George Foster, Dynamite, Mip Foreman and other field startist 10; Naylor, Monselforming week August 23; Morehouse, Mo., Labor Day Week; Others follow.

ATLANTIC COASTAL SHOWS

WILL BOOK all legitimate Concessions except Cook House and Bingo. WANT Chairoplane and Girl Show. Join Oxonhill Pair. August 23. Out all winter. AL PORTER, 3297 M St., N. W., Wash-ington, O. O.

Daval Teaser Ad **Costs Blatt Money**

NEW YORK. Aug. 14.—According to Bill Blatt, president of Supreme Vending Company. Inc., Daval's two-word advertisement in the August 7 issue of The Billboard created so much attention here that his offices were swamped with inquiries from ops and jobbers in the surrounding territory. "We spent quite a bit of money answering inquiries and trying to get further information ourselves," stated Blatt.

"The ad shaply stated 'Watch Daval,' "he went on, "and almost as soon as it appeared ops started to call up asking what Daval had ready and what it was planning to do. As we ourselves did not know what the ad meant we were forced to phone the Daval plant in Chicago and then call back our customers to tell them that the only information we were able to secture was that a new game was being made ready for the market and that further details would soon appear in The Billboard. That was a mighty little ad, but a darn expensive one as far as we were concerned. As yet we have received no additional information on the game and so the inquirers will have to do just like we are doing and wait until this new surprise is formally announced."

Blatt concluded that Daval did state, however, that the game will be released soon.

however, that the game will be released

ROUTES-

(Continued from page 35)

Tokawa: Cumberland, Md.
Valencia: Afton, N. Y.
Waldorf's Boxing Bear: Gouverneur, N. Y.
Wells, Billy: Batavia, N. Y.
White Bros.: Sandy Creek, N. Y.
White Bros.: Sandy Creek, N. Y.
Whiter Garden Revue: Gouverneur, N. Y.
Wolandi Duo: Välleyfield, Que., Can.
Young, Ladell, & Co.: Charlottetown, P. E. I.,
Can.

DRAMATIC AND MUSICAL

Brother Rat: (Chief) Colorado Springs, Colo. 19; (Auditorium) Denver 20. Room Service: (Cass) Detroit 16-21. You Can't Take It With You: (Harris) Chi.

REPERTOIRE

Baxter-Leonard Players: Pembroke, Va., 16-21.
Biliroy's Comediane, Billy Wehle's: Tituaville,
Pa. 11. (crove City 18: Sharon 19: Oanton,
O., 20: Massilion 21: Elytia 23: Lovaine 24.
Bishop Tent Show: Milleratown, Pa., 16-21.
Blythe Players: Westover, Md., 16-21.
Burke & Gordon Show: Brookfield, Mo., 16-21.
Carl's Comedy Players: Coalgate, Okla., 16-18.
Atoka 19-21.
Chinniyan, Norma, Show: Teaumach, Mich.

Atoka 19-21.
Ginnivan, Norma, Show: Tecumseh, Mich., 16-21.
Harris Road Show: Warren, Minn., 16-21.
Levant Show: Casconade, Mo., 16-21.
Livingston Players: Morenci. Mich., 16-21.
Stone Show: Neola, Ia., 16-21.
Rotnour Players: Loyal, Wis., 16-21.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American United: Coeur d'Alene, Ida.
Anderson-Erader: Benkelman, Neb.; Goodland, Kan., 23-28.
Atlantic Coastal Expo.: (Fair) Oxon Hill, Md.,
33-28.
Alias. La Harpe, Ill.: (Fair) Rossville 23-28.
Bantiys All-American: Tyrone, Pa.; (Fair)
Hughesville 23-28.
Barber & Murray: Milan, Mich., 18-21; Monyroc 23-28.
Barberd & Cosmopolitan: (Fair) London, Ky.;
(Fair). Somerset 23-28.
Barkoct Bros.: Saldwin, Mich., 17-18; Reed
City 19-21; Tear Ludington 22-27.
Barmart's Golden West: (Fair) White Bear,
Minn., 16-18; Crief): Le Center 20-22; (Fair)
Worthington 23-25; (Fair) Jackson 28-29.
Baysinger, All Barlo, Mo.
Bazlnet, Win., & Sons: (Fair) Mondovi, Wis.,
18-17; (Fair) Neillaville 18-21; (Fair) Long
Prairie, Minn., 24-26; (Fair) Little Falis
27-29.
Beckmann & Gerety: Fair) Springfield, Ill.

27-29.
Beckmann & Gerety: Fair) Springfield, Ill., 16-22.
Bee, F. H.: (Fair) Ewing, Ky.; (Fair) Louisa

16-22.
Bee, F. H.: (Fair) Ewing, Ky.; (Fair) Louisa 23-28.
Bill's Greater: Stonefort, Ill.
Blue Light: Isle of Palms, S. C.
Blue Ribge: (Fair) Maynardville, Tenn.;
(Fair) Sweetwater 23-28.
Bremer Tri-State: (Fair) Osage, Ia., 16-20.
Broadway Shows of Amer.: Kings Mountain, N. C.: Lincointon 23-28.
Brown Family Rides: Douglas, Ga.
Brown Novelty: Tifton, Ga.: Blackshear 23-28.
Buck, O. C.: Gouverneur, N. X.
Buckeye State: Lake, Miss., 16-19; Greenville 23-28.
Bullock Am. Co.: Flat Top, W. Va., 18-21.
Burdick's All-Texas: Hamilton, Tex.
Byers Greater: Bevier, Mo.
Byers & Beach: Fair) Vinton, Ia.
Central State: Red Cloud, Neb.
Cettin, & Wison: Blairsville, Pa.; Charlerol 23-28.
Coleman Boss: (Fair) Middletown, N. Y.;

Coleman Bros.: (Fair) Middletown, N. Y.; (Fair) Ithaca 24-28.

(See ROUTES on page 86)

ATTENTION

CORN GAMES GRIND STORES SALESBOARDS



AUCTIONEERS PITCHMEN PREMIUMS

HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL CAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.

WISCONSIN DELUXE CORPORATION MILWAUKEE, WISCONSIN 1902 NORTH

ATTENTION ATTENTION CARNIVAL MEN

AS USUAL THE LOWEST PRICES IN THE COUNTRY.

THE JOHN ROBBINS COMPANY PITTSBURGH, PA.

340-42 THIRD AVENUE LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.
Slum of Every Dascription.
No Catalogue.

Fairs--KEYSTONE SHOWS--Fairs **WANT!** For the Following Fairs Starting

INDIANA COUNTY FAIR, INDIANA, PA., WEEK AUG. 30-SEPT. 4, INC. BIG K. OF P. PICNIC, OAKLAND, MD., SEPT. 6-11, INC. VIRGINIA FAIR, SEPT. 13-18.
BUNCOMB COUNTY FAIR, ASHEVILLE, N. C., SEPT 20-25
CHEROKEE COUNTY FAIR, MURPHY, N. C., SEPT. 28-OCT. 2.
CHEROKEE INDIAN FAIR, CHEROKEE, N. C., OCT. 4-9, INC. AMERICAN LEGION FAIR, MONROE, GA., OCT. 11-16.
GWINNETT COUNTY FAIR, LAWRENCEVILLE, GA., OCT. 19-23.
DOUGLAS, GA., FAIR, OCT. 25-30.
FAIRS TILL AND INCLUDING THANKSGIVING WEEK.

Can Place for all of these Fairs, Concessions (No Racket), Shows, except Girl Shows. One more FLAT RIDE—Caterpillar or Tilt-a-Whirl preferred. Address as per route, Vandergrift, this week; Canonsburg, Pa., week August 23. Then the Indiana Fair, Indiana, Pa., August 30. KEYSTONE SHOWS.

OLD ANNUAL HOMECOMING JUBILEE

REYNOLDSVILLE, PA., SEPT. 1 to 6, Inclusive
PENNSYLVANIA'S CREATEST CELEBRATION.

Over 100,000 Attendance.

Airplanes, Parachute Jumping, Stunt Flying, Water Battles, Firemen's Orills, Aerial Acts,
Bands, Orchestras, Vaudeville Acts, Drum and Bugle Corps, Parades, Oid-Timers'
Reunion. Something Doing Every Minute. Ads and Publicity in Sixty Newspapers. Sponsored by the Firemen, Supported by Business Men,
Unions and all Local Organizations.

WANTED—Merry-Go-Round, Loop-o-Plane, Chairplane and Kiddle Ride. Have other
Rides booked. SHOWS WANTED—Illusion, Half-and-Half, or any worth-while Attraction. All Concessions that work for stock, communicate. Positively no racket. CAN
PLACE clean Cook House, Small Grab, Fish Pond, Penny Acrade, two, more Ball Games,
Bumper, Cigaretty Gallery, Knife and Cane Rack, String Game, Scales, or most any legitimate Concession. WILL BOOK two more Standard Free Acts. Communicate
C. EDWARD WEYLS PRODUCTION CO.,
Playing Springboro, Pa., this week; Cochranton, Pa., August 23 to 28; then Reynoldsville, Pa., September 1 to 6. ED WEYLS, Mgr.

LOUISA, KY., FAIR, WEEK AUG. 23rd

ON THE COURTHOUSE SQUARE

This is the one that has the big crowds. Six days and six nights. Want Stock Concessions, especially Pond, Alley, Gallery, Hoopla, etc. Also want Forris Wheel Foreman, one with Concession preferred. No still dates. All fairs until November 1. Address

F. H. BEE SHOWS

Ewing, Ky., Fair, this week; then Louisa, Ky., Fair.

WANTED

For Fayette County Fair, Oak Hill, W. Va., September 23-28,

With 14 More Southern Fairs To Follow. LEGITIMATE CONCESSIONS OF ALL KINDS. MONEY-GETTING SHOWS WITH OR WITHOUT EQUIPMENT.

Will Book 8-Car Whip, Tilt-a-Whirl, Pony Ride. Can Place Experienced Show Painter and Designer. Want Capable Man To Take Charge Wax Show. Raymond Spencer, wire.

MARKS SHOWS, Inc.

Clarksburg, W. Va., this week.

WANTED ACTE FOR SIDE SHOW

Especially MUSICAL. Also Ticket Sellers, Talkers and Grinders.

BEN WILLIAMS

Skowhegan, Me., August 16-21; Bangor, Me., August 23-28.

WEEK IN BUDAPEST STREET FAIR

CLEVELAND, O., SEPT. 1 TO 7. CLEVELAND, U., SEPT. 1 TO 7.
WANTED—Shows, Rides, Concessions; no exclusive. Shows, Rides wire. Largest Hungarian Celebration in the State of Ohio, held in the Heart of Cleveland, on Buckeye Rd. Attendance last Fair, 280,000 W. CARWILE, Mgr., 2667 E, 89th St. Telephone: Cedar 4012. Four other Celebrations around here to follow.

WANTED

Legitimate Concessions of all kinds, Girl Show or any other with own outfits. WANT Ferris Wheel Foreman. Russell Stewart wire. ALSO WANT Electrician. Stewart wire. ALSO WANT Electricia London, O., this week; then Ridgevill Ind., Centennial, on Streets, to follow

CHRIST UNITED SHOWS

wire. Concessions get in fouch with Eddle "Spot," Cooper. All Rides booked. Open Mullins, S. C., Fair, August 31, and 10 North Carolina Fairs to follow. Cookhousa open. Rates reasonable. Wire

HARRY COTTER,

American Shows

Mullins, S. C.

(Continued from page 31) ater magnate, in Seattle, Wash, August 7. Mrs. Von Herbert is professionally known as Gene Dennis, mentalist.

Late Deaths

(The following items were received at press time. More details in the next (ssue.)

DEMPSEY—Fred J., 50, general secretary-treasurer of the IATSE, August 15 at his summer home at Ocean Bluffs,

McNEILE - Lieutenant Colonel Cyril, Menerie — Lieutenant Colonel Cyril, 48, author, who under the pen name of Sapper created the popular fictional hero Buildog Drummond, in Pulborough, Sussex, Eng., August 14.

RIPLEY—Mrs. Ida, mother of the well-known Ripley Family in show business, suddenly August 14 in Eastern Iowa, following a heart attack.

ANTHRAX CHANGES-

(Continued from page 3)
He also changed four stands of the Al G.
Barnes-Sells-Floto Circus.
Outside of this Mr. Gumpertz reports
everything fine and that the Big Show
is doing a splendid business.

Atterbury Show Closes

CINCINNATI, Aug. 14.—H. W. Leslie states that Atterbury Bros.' Circus closed season August 5, conditions not being very good in Nebraska and Kansas. Show did fair business in North Dakota.

Crescent Amusement Co. WANTS

WAINIO

Concessions: Diggers, Fishpond, Bowling Alley, Slum. Snow Cones, Custard. Cotton Candy, any that work for stock. No racket. Shows for fairs with own outfit. Single Loopo-Plane, book or leuse. Fair secretaies. North and South Carolina, Georgia, Florida, get in touch with us. Out all winter. L. O. MoHENRY, Mgo., Pemplico, S. O., this week; Conway, S. C., week August 23.

ROYAL PALM SHOWS

Mt. Carmel, Ill., Wabash County Fair, two more Grind Shows that do not conflict, legitimate Concessions of all kinds, Agents for Stock Stores, two Girls and Chorus Minstrel Show. Cookhouse and Ride Help, come on. Acts and Talker Side Show. This week, Chester, III.

BARFIELD'S COSMOPOLITAN SHOWS WANT

FOR SOMERSET, KY., FAIR AND STATE JR. ORDER CONVENTION, WEEK AUGUST 23, SHOWS AND RIDES THAT DO NOT CONFLICT WITH WHAT WE HAVE.

A few more Legitimate Grind Stock Concessions, two Sensational Free Acts, also Acts for Side Show and Colored Performers and Musicians. We offer good booking for a long line of Fairs until late November. Address London, Ky., Fair, this week; Somersat, Ky., Fair, next week.

UNITED MIDWAY SHOWS

Now playing choice Tobacco Markets where money is pientiful. WANTS Fetris Wheel. Chairoplan and Kiddie Ridies, Cook House. Have outfit complete for Hawaiiau or Girl Show. WANT single and Danching Teams. Concessions all kinds, Clarinet and Trombone to strengthen Minstell Band CAN USE another Special Agent, Man to handle Snake Show, Side Show People, Ride Help. Sho Folks—This is yout einnet to get your winter bucks together. Same applies to you Concession People Chris Smith, Jack Devoe, Jack Murray wire Mullius. S. C. C. A. ABBOTT, Manager, United Midway Shows

WANTED O. C. BUCK EXPOSITION

Fun House, Pony Track, Single Pit Attractions, Minstrel People, Legitimate Concessions. Fourteen weeks of fairs. Address

O. C. BUCK, Gouvernour, N. Y., This Week; Altamont, N. Y., Next Week,

JOHN R. WARD SHOWS

WAND SILUMON

WANT FOR THE FOLLOWING ILLINOIS FAIRS:

Week August 23, St. Joseph; Week August 30, Monticello; Week September 6, Olney.

Hold contracts for 11 bona-tide Faira. Want Show Manager and Working Acts for Tan-in-One.

Also organized Girl Revue Show. Chorus Girls and Comedians for Minstrel Show, Talker for

Snake Show, Manager and Wife for Illusion Show. CAN PLACE all Stock Concessions. Sell

exclusive for Frozen Custard. Capable Agent for Scales. WANT Man and Wife to manage

Cook House. WANT sober and reliable Foreman for Tilt-a-Whirl. High-class Aerial Acts,

Sally La Marr wire. Join Olney, Ill., week September 6.

JOHN R. WARD SHOWS.



ROYAL FLUSH 97 Solective Draw Poker Machine With Plenty of Suspense and Surprise.

BALL GUM 15c a Box (100 Pieces)
Case Lots (100 Boxes), \$12.00. 1/3 DEPOSIT, BALANGE 0, 0. D.



2200 N. Western, Chicago

1901 5th Ave., Pittsburgh

CAN PLACE

Any new or novel Show or Riding Device. Will furnish Wagons for same. Also legitimate Concessions for the following route of Fairs. This week, Geneue County Fair, Batavia, N. Y. week August 28, Cortland County Fair, Cortland, N. Y.; week August 29, Chenuag County Fair, Furnish N. W.; week August 29, Chenuag County Fair, Furnish N. Y.; week Spotember 13, Steuben County Fair, Bunkirk, N. Y.; week Spotember 13, Steuben County Fair, Bath, N. Y.; (Spili with Eric County Fair, Ramburg N. Y.); week Spotember 12, Chearfield County Fair, Clearfield, Pa.; week Spotember 27, Bloomaburg Fair, Bloomaburg, Pa.; week October 4, Grant Fair, Fotenber 12, Suthish County Fair, Vork Inter-State Fair, York, Pa.; week October 11, Southside Vignila Fair, Peterburg Va.; week October 18, Emporia Fair, Emporia, Va.; week October 25, Beaufort County Fair, Washington, N. C., and two worth-while Southern dates to follow, including Arministic Celebration. Address

P. S.—WANT additional Rides, such as Octopus, Loop-the-Loop, Loop-o-Plane, Whip, Caterpillar, also Shows with own outfits for week September 13, to play the Greater Hamburg Fair, Hamburg, N. Y., Account of two play dates this particular week, want to hear from sober and reliable Ride Heip and Foremen. All abors address as per route.

DIXIE EXPOSITION SHOWS WANT

Flat Ride, Grind Shows. Have outfit for Hawaiian Show. Stock Concessions; no racket. Musicians and Performers for Minstrel. Fayetteville, Tenn., this week; Columbia, Tenn., next; then Mount Pleasant, Tenn. Then Mississippi Fairs. Big crops and \$45,000,000 road projects. Address C. D. SCOTT.

BARLOW SHOWS HOME-COMING, Puxico, Mo., this week.
HOME-COMING, Deniphan, Mo., Aug. 23-28.
HOME-COMING, Pledmont, Mo., Aug. 30-8ept. 4.
FAIR AND HOME-COMING, Ellington, Mo., Sept. 6-11

EVERYBODY TAKE NOTICE

Hynnie Coopet and Tommie Carson no longer connected with this Show. WANT legitimate Concessions of all kinds. Positively no control joints. OAN PLACE one more Ride and one more Show not conflicting. Will furnish outfit, including Fanel Front, to reliable showman. Positively no drunks or agitators tolerated. This Show will play South and Florida Fairs all winter except December. Mrs. McCarter wants Ball Game Agents. WANT good, reliable Cook House Help and Griddle Man for our own Cook House, Talkers and Grinders, Performers and Musicians for Minster Show. Positively no tickets Iuralished. Frank Maester wants White Musicians for Band. Address Phoenixville, Pa., this week; Quakertown Fair, next week.

R. C. McCARTER, Gen. Mgr.

WANT CONCESSIONS

Ride Help, come on. Shows that won't conflict. St. Charles, Minn., Fair, this week; Appleton, Minn., Fair, August 26 to 30.

WEST BROS. AMUSEMENT CO.

TACOMA PARK EXPOSITION DAYTON, KY., AUGUST 30 TO SEPTEMBER 6

Including Big Labor Day Celebration, sponsored by seven committees.
WANT Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl. Also Shows, 20%.
WANT Concessions, \$2 per foot. Will sell ex on Corn Game. Give us your bid. WANT good Free Acts.
TACOMA PARK EXPOSITION COMMITTEE, Dayton, Ky.

The Last "Word" in Your Letter to Advertisers, "Billboard",

ALLEN

"ANYTHING WITH A COIN SLOT"

t Prices Somewhat Lower Than Others and in All Cases in Better Mechanical Condition and Appearance.

Condition and States	
2-Bally Bumper	25.00
3-Bally Cross Line	20.00
6-Bally Skipper	35.00
30-Callie Cadete, S-10-25c (all	
echulit)	22.00
rebuilt) 2—Caille Commander, 1-50, 1-	
Z-Came Commander, 1.00, 1-	40.00
100	40.00
B—Gallaping Dominoss, outsida	
CUDI	100.00
10-Grootchen Columbia, 1-5-10-	
25c convertible	40.00
AT Intelligible TAD THE	40,00
15-Jennings Chiefe, 5-10-260,	50.00
Single Jack without Gold Award	60.00
1-Jannings Ohier, 50 play with	
Gold Award-Single Jack, early	
model	35.00
5-Jennings Chief Silver Dollar	
D	
Play, like new, original price	
	135.00
25-Jennings Consoles, 5-10-250	70.00
10-Jennings Consoles, 50c play	80.00
1-Kirk Rotary Merchandiser	
(floor sample)	85.00
(Hour Ballipio)	00.00
1-Little Wonder, Standard-	
Johnson, penny counter-refin-	
Ished at factory	30.00
BO Mills Charey Balls, 6-10-250	60.00

50-Mills Cherry Bells, B-10-250
25-Mills Blue Fronts, non Gold
Award, 500 play
500-Mills Blue Fronts, with or
without Gold Award—some single Jackpot, some double—5-10256-Mills Bonus, 5-10256-Mills Bonus, 5-10256-Mills Dance Masters, 5-10-70.00

50.00 65.00 16—Mills Dance masters, 250
1—Mills Dies Machine, new model with stand
1—Mills Do-Re-Mil, with sampler and remote control 200.00
25—Mills Extraordinary, 5-1045.00

ALL SLOTS MYSTERY PAY UNLESS OTHERWISE MENTIONED. All Prices F. O. B. Mismi. New Ous-tomers Must Send 1/3 Deposit. BILL FREY, Inc., MIAMI, FLORIDA

CONCESSIONAIRES...

NOVELTY SUPPLY FOR

INC. CARNIVALS, CIRCUSES, GRIND STORES,

WHEELS, FARKS CORN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY

TIPPECANDE CITY OMIO

Golden Gate Shows

Lawrenceville, III. Noble 69th Celebration and Home-Coming, Xenia Home-Coming—Want Poor Corn, Candy Apples, Crackeriacks, Ioc Ceam. All Stock and Grind Concessions \$10. Mitt Camp. Have outfits for Geck Show, Hull Show, Athletic Show, Jig Show. Skille Agent wanted. Come on I will book you. F. A. OWENS, Manager.

\$1.00 WILL BRING YOU 50 DIFFERENT Samples of RED-HOT ITEMS, such as BRAND NEW SERIES OF OARTOON BOOKS, HOT NOVELTIES, Funny Jokes, Olover TRICKS, etc., and Dur new complete "Special Catalogue" most complete of its kind. GATALOGUE stone 25c and we will refund same with your test order. PAYME, 25 Candinal Flace; NEW YORK.

NEW SCHELL BROS. CIRCUS

Wants Contracting Agent, Canvas Boss. Pop Martin wire. Big Show Acts. Side Show and Concert People. Havatlin Dabeers, Banner Man, Concessions. Pit Show, Pitchman, People in all lines. Completely reorganized. Open August 23. Wire Weatern Union; write General Delivery, Oxiahoma Oity, Oxia. DOO ROBERTS, GEO. ENGESSER, Owners.

WANT

Cornet and Trombous. Other Musicians write.
Acrobatic Clown to work in Teeter Board Acts.
Truck Drivers that understand working on carbon
of stools. Long season. Side Show Minartel Feople. Write Littleton. M. H., Thursday; Waterbury,
Friday; Cambridge, Saturday Allurg, Monday, All
vermont. KAY 8763. OROUS.

End your correspondence to advertisers by men-tioning The Billboard.

Ponser Reports **Good Export Biz**

NEW YORK, Aug. 14.—The export department of the George Poinser Company reports that it has evolved a new system for handling the firm's business from foreign customers. Leo Simon, who heads the department, stated that export business has been unusually brisk of late and that the new system was put into effect to arrange for faster and better service in shipping machines, getting them thru the customs office and taking care of the other matters which arise in the shipping of coin devices to foreign countries.

Ponser is reported to have given the department permission to adopt an extensive cabling system which will immediately notify all foreign firms of the new products which the firm has for immediately notify all foreign firms of the new products which the firm has for immediately notify all foreign firms of the new products which the firm has for immediately notify all foreign firms of the new products which the firm has for immediately notify all foreign firms of the new products which the firm has for timmediately notify all foreign firms of the new products which the firm has for immediately notify all foreign firms of the new products which the firm has for immediately and the firm has for immediately and the firm has for immediately and the firm has for immediate sales. Tho the system is expensive, the firm believes that it will pay for itself since it will enable it to get orders and ship new games to foreign countries faster.

Ponser stated that the personnel of

foreign countries faster.

Ponser stated that the personnel Ponser stated that the personnel of the export department has been increased to handle the large volume of business which the firm is now doing thruout the world. Contacts-are said to have been made with almost every European country, and it is believed that once the new system is completely established Ponser may make a trip abroad to cement the relationships which the firm has started.

ROUTES-

(Continued from page 84)

Colley, J. J.: Duncan, Okla.
Conklin's: (Fair) Feterborough, Ont., Can.;
(Fair) Three Rivers, Que., 23-28.
Corey Greater: Staip Level, Pa.; Homer City 23-28.

Corey Greater: Scalp Level, Pa.; Homer Oity 23-28.
Cote's Wolverine: Grass Lake, Mich., 18-21; Portland 24-28.
Crescent Am. Co.; Pamplico, S. C. Crescent Canadian: Jasper. Alta., Can., 17-19; Edson 21-22; Luscar 24-28; Cadomine 27-29.
Crowley's United: Northwood, Minn., 18-16.
Crystal Attrs.: (Fair) Sages City 23-29.
Crystal Expc.: McRoberts, Ky.
Cumberland Valley: (Fair) Wartrace, Tenn.; (Fair) Tracy City 23-28.
Cunningham's Expc.: Belpre, C.
Curl. W. S.: Lynchburg, O.
De Luxe Shows of Amer.: Utica, N. Y.; Lockport 23-28.
Dick's Paramount: Barre, Vt.

Dick's Paramount: Barre, Vt.
Dixt's Paramount: Barre, Vt.
Dixte Belle Attra.: Cannelton, Ind.
Dixte Expo.: Fayetteville, Tenn.
Dixte Model: Pocahontas, Va.; Gary, W. Va.,

Dodson's World's Fair: Johnstown, Pa.; Altoons 23-28. toona 23-28. Douglas Greater: Milton-Freewater, Ore.; Pasco, Wash., 23-28. Dyer's Greater: Downing, Wis., 15-18; Withee 19-22.

19-22.
E. J. C.: St. Vital, Man., Can., 19-21; Kenora, Ont., 24-25; Emo 26-28.
Edwards, J. R.: (Fair) Berea, O.; (Fair) Painesville 23-28.
Elite Expo.: (Fair) Hanover, Kan.; (Fair) Shelton, Neb., 23-28.

enerton, Neo., 23-28.

Ellman: (Fair) Fond du Lac, Wis., 16-19.

Elliott, Frank: Amherst. N. S., Can.

Endy Bros.: (Fair) Kutztown. Pa.

Evangeline: Mammoth Springs, Ark.; Willow

Springs, Mo., 23-28.

Springs, Mo., A5-26.

F. & M. Am. Co.: Catawissa, Pa.
Fairly-Martone: Winona, Minn.; (Fair) Albert
Lea 23-26; (Fair) Plainview 27-29.
Florida Expo.: (Folly Beach) Charleston, S. C.
Foley & Burk: Hollister, Calif.; 20-22.
Frisk Greater: Cloquet, Minn., 18-19; (Fair)
Froctor 20-22; (Fair) Hopkins 28-28.
Gibbs, W. A.: Omaha, Neb., 16-22; Osceola
24-28

Gold Medal: (Fair) Independence, Ia.; Du-buque 23-28.

Solden State: (Fair) Antioch, Calif., 17-22; Selma 24-29. Gooding Greater: (Fair) Crown Point, Ind. Great Olympic: (Fair) Lancaster, Wis.

Greater Expo.: Kokomo, Ind.; (Fair) Crawfordsville 23-28.
Greater Fairway: Big Timber, Mont.; Bozeman 22-24; Phillipsburg 25-28.
Greater U. S.: Hastings, Neb., 16-20.
Greater United: (Fair) Parsons, Kan.; (Fair)

(Fair) Mason 24-28.

Harris: Kewanna, Ind., 18-21; Burlington 27-28.

Holler's Acme: Hanover, Pa.; (Fair) Red Lion 28-28.

Holler's Acme: Hanover, Pa.; (Fair) Red Lion 28-28.

Honke Bros. (Fair) Peshtigo, Wis.; (Fair) Red Lion 28-28.

Honke Bros. (Fair) Davenport. Ia.; Eigin, Il., 23-28.

Honke Bros.: (Fair) Davenport. Ia.; Eigin, Il., 23-28.

Hiderbrand United: (Fair) Missoula, Mont.; (Fair) Kalispell 28-26.

Hodge, Al G.: Menasha, Wis.; Kenosha 23-28.

Hoffner, Wm. Am Co., No. 1: Lanark, Ill.; No. 2. London Mills.

Home State: Shinnston, W. Va.

Hugsey Bros.: Odell, Ill.

Hurst, Bob. Decatur, Tex.; Nocona 23-28.

Hyde, Eric B.: Sikeston, Mo.; Dyersburg, Tenn, 23-28.

Imperial: (Fair) Monroe, Wis.

Jones, Johnny J. Expo.: Streator, Ill.

Joyland: (Fair) Stateshon, Mo.; Dyersburg, Tenn, 23-28.

Imperial: (Fair) Monroe, Wis.

(Fair) Waverly 21-24; Thompson 26-27.

Kaus United: Onconta, N. Y.

Kaus United: Onconta, N. Y.

Kaus United: Onconta, N. Y.

Kaus United: New J. 2: Davis, W. Va.; (Fair) Marlinton 23-28.

Keystone: Vandergrift, Pa.

Landes, J. L.: (Fair) Colby, Kan.; (Fair) Wakeeney 23-28.

Lang, Dee, Famous: (Fair) Mankato, Minn., 16-18; (Fair) New Ulm 19-22; (Fair) Kasson

Lagasse Am. Co.: Barton, Vt.; Lyndonville 23-28.
Lang, Dee, Famous: (Fair) Mankato, Minn., 16-18; (Fair) New Ulm 19-22; (Fair) Kasson 23-26; (Fair) Preston 27-29.
Large & Lane: (Fair) Vaiden, Miss.
Lawrence, Sam: (Fair) Woodstown, N. J.;
Keller, Va., 23-28.
Lewis, Art: (Exhn.) Valleyfield, Que., Can., 18-20; (Exhn.) Three Rivers 22-27.
Lewis, Art. No. 2: Mochardville, N. Y.
Liberty, National: (Fair) Lebanon, Ky.
McClellan: North Little Rock, Ark.
McKee Am. Co.: Augusta, Kan.
McMahon: (Fair) Alto, Mo., 16-20.
Majestie: Rockwood, Tenn.
Majestie: Rockwood, Tenn

Marks: Clarasourg, w. va., (***) 23-28, Middleton, Karl: Canaseraga, N. Y.; Andover

23-29.
Midwest: (Fair) Akron, Colo.; (Fair) Culbert-son, Neb., 23-28.

son, Neb., 23-28.

Miller Amusements: (Fair) Carlyle. Ill.; (Fair)
Fairbury 23-28.

Meer Model: Windgap, Pa.; Martins Creek
23-28.

Miner Model, No. 2: Glenside, Pa.: Lambertsville 23-28.

Model: (Fair) Lawrenceburg, Ky.; (Fair)
Springfield 23-28.

Modernistic: Phoenixville, Pa.

Northwestern: (Warren & Livernols aves.)
Detroit Mich.; (Myrtle & Lawton aves.)
Detroit 23-28.

Orange State: Gattinburg Tenn.

Orange State: Gatlinburg, Tenn.
Page, J. J.: Owensboro, Ky.; Clarksville,
Tenn., 23-28.
Pan-American: Louisiana, Mo.
Pearson: Gayuga, Ind., 17-20.
Peerless: (Fair) East Rainelle, W. Va.
Polile & Kenosian; (Fair) Gaylord, Mich.;
(Fair) Evart 23-28.
Ray's Am. Co.

(Fair) Evart 23-29.

Ray's Am. Co.: Meadowlands, Minn.

Ruading United: Springfield, Tenn.; (Fair)

Gallatin 23-28.

Regal: (Fair) Orleans, Neb., 17-20.

Reid, King: Fairhaven. Vt., 18-19.

Rogers & Powell: Belzoni. Miss.

Royal American: (Fair) Superior, Wis.; (Fair)

Ironwood, Mich., 24-28.

Rubin & Cherry Expo.: (Fair) Ionia, Mich.;
Buffalor N. Y., 26-Sept. 4.
Santa Fe Expo.: Dalhart, Tex.
Sheesley Midway: Parkersburg, W. Va.
Shugart, Doc: Byers, Okla., 19-21.
Slims Greater: Sudbury, Ont., Ont., Orthia,
Ont., 23-28.

Git, 23-28.

Six, J. Harry: Greenville, Ky.; Eikton 23-28.

Smith's Greater Atlantic: Berryville, Va.

Sol's Liberty: (Fair) Waussu, Wis., 16-19;

(Fair) Manomonic 21-26.

Sparks, J. F.: (Fair) Celins, O., 16-20.

FLYING BIRDS, Large Sige, Inside Whistle, heavy, flashy siloks; Green. S.2.50. Same as above, outside whistle. Green. S.2.10. BAMBOO ORNNANT GARES, per M. S.7.50. S. UNGLASSES, Full Size Compared to the second of the second se

MIDWEST MERCHANDISE CO

WANTED FOR PAGE COUNTY FAIR

LURAY, VA., AUGUST 24 TO 28

And Seven Other Fairs To Follow. Eli Wheel, U-Drive-It, Loop-o-Plane, Tilta-Whirl or any Flat Ride. Worthwhile SI Will book two other good Free Attractions. Worthwhile Shows and Legitimate Concessions.

EDWARD A. OLIVER, 661 Earle Theatre Bldg., Washington, D. C.

BEACON BLANKETS AND

SHAWLS BIG STOCKS ON HAND

FOR IMMEDIATE DELIVERY





THE NEWEST FEATHER DRESSED CELLULOID DOLLS - ALL SIZES -FOR SCALES AND BALL GAMES

OUR BIG 1937 CATALOG

EVERYTHING THAT'S NEW LOWEST

Riello Assortment



MINNEAPOLIS, MINN



DOZEN, \$1.20 **CARTON. \$4.80**

MARVEL CANDY CO., Inc. 101-103 Wooster St. New York City Wanted Side Line Salesman With Car.

MIGHTY HAAG CIRCUS

WANTS QUICK

General Agent, Big Show Pertormers, Acts to teature, Musicians for Big Show Band, Burkesville, Ky., August 18; Tompkinsville, 19; Lafayette, Tonn, 20; Gainsboro, Tenn., 21,

FERRIS WHEEL AVAILABLE

For Labor Day Celebration, near or around Baltimore, Md. Will be open for booking Ferris Wheel, Bingo and Balti Game from September 15 for entire season with reliable shows. State proposition and route. Alswer by Western Union. S. & W. Amusement Co., 1035 Seuth Charles St., Baltimore, Md.

WANTED AT ONCE

Good Freak to feature and Novelty Acts. All sal-aries paid by office. Write or wire. IDEAL EXPOSITION SHOWS.

Potsdam, New York.

EMPIRE, MICH. HOMECOMING

Want Concessions and Kiddle Rides, also Ferris Wheel. Our home-comings run till October, 15.

WILSON SHOWERS Empire, Mich,

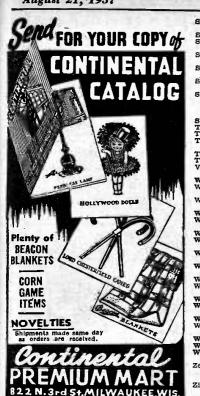
WANTED

For Hortsville, O., August 24 to 28, for the 26th Home-Coming and Ox Ronat, all on the streets. A real red one. Need Shows and Concessions of all kinds except Girl and Allietist Others wire. Want Corn Gane, American Figure 1, All others wire or write B. D. LEATHER-MAN, Socy., Hoytsville,

ACCOUNT SICKNESS CAN PLACE

Man to operate Girl Show balance of season. Good opportunity. Rody answer. EDDIE LEWIS

Care BANTLY SHOWS, Tyrone, PA.



PAN AMERICAN SHOWS WANT SHOWS

WANT SHOWS

Will furnish complete outfits for Hule
and Revue. Want Acts for Side Show.
Talker, Band Musicians and Performers for
Colored Minstrel, capable Manager for Funbouse Concessions. Want Custard, Scales,
Photo Shooling Gallery, Novelties and
Legitimate stores, also Agents for Wheels
and Grind Stores. Harold Livingston, Don
O'Brien come on. High-class Promoter on
new deal fairs write. Address Louisiana.
Mo., this week.

AGENTS WANTED

ter Slun, Skillos and Blower. Tex Parker and Common Skillos and Blower. Skillos Skillo

S. MALARKEY

Can place Shows and Concessions for Owego, N. Y. Fair, August 23-28, Address W. S. MALARKEY, Ackerman Bidg., Binghamton, N. Y.

WANTED for HOMECOMING

Merry-Go-Round, Shows and Concessions For Macking and Minier, III. Address G. R. WARREN, Metamora, III.

Twelve-People Organized Tab or Unit. Prefer bot 4-Piece Band; five Girls, two good Comies, Straight Mai. Wardrobe for three bills, two-a-day, Fifteen solid weeks guaranteed, salary rain or shine. Fair dates, week stands, opening August 31. Wire immediately, Western Union. HARTY WILLIAMS, per route: Westersday, Union. 5. O.; Thursday, Newry, 8. O.; Salurday, Gafney, 8. O.; Salurday, Garney, 8. O.; Salurday, 9. O.

ELANE'S EXPOSITION SHOWS WANT

Rides not conflicting with Perris Wheel and Chatrians: Shows and Concessions of all kinds; Girls for Oil Show. Pairs start September 2. This show with the Concessions of the Concessions of the Show Pairs and September 2. This show with the Concession of the Conces

SANTA FE EXPO. SHOWS

Clayton, N. M., week August 23. First carnival to show Clayton in 12 years. Want Man to bandle Athletic Show, Magician, Pit Show: Corn Game and all Legitimate Concessions open.

BESS HARRIS, Dalhart, Tex., this week

CHRISTIAN COUNTY

A. T. A. PICNIC
Manners Park, Taylorville, Ill., Wednesday, August
25, 1937. Concessions wanted no acclusives. Write SOL BROVERMAN, Chairman of Concession Commit-tee, Taylorville, III.

Spencer & Clark: Newcomerstown, O.; Louis-ville 23-28. Wille 23-28. L.: Carlinville, III.
Speroni, P. J.: (Fair) Elkader, Ia.; (Fair)
What Cheer 23-28.
Stanley Bros.; Suffoik Downs. Boston. Mass.;
(Fair) Westport, N. Y., 23-28.
State Fair: Falls City, Neb., 16-19; (State Fair) Scdalla Mo., 21-28.
State Fair: Scdalla Mo., 21-28.
Strates: Batavia, N. Y.; (Fair) Cortland 23-28.
Sunset Am. Co., No. 1; (Fair) Bloomfield, Ia.;
No. 2 (Fair) Oakaloosa, Ia.; entire show (Fair) Eldon, Ia., 23-26; (Fair) Salem 27-28.

28.- H. C.: Coffeyville, Kan. Saich 218. Sai

28. Wallace Bros. of Can.: Waterloo, Que., Can., 16-18.

Ward, John R.: Carmi, Ill. Weer: Three Rivers, Mich.; (Pair) Marshall 23-28.

23-26. Waterville, Minn. West Bros.' Am. Co.: Waterville, Minn. West Coast Am. Co.: (Fair) Oregon City, Orc., 17-22; (Fair) Gresham 23-30. West Coast: Ferndale, Wash., 16-24; (Fair) Vancouver, B. C., Can., 30-Sept. 6. West, W. E., Motorized: Clifton, Kan.; Frankfort 23-28.

west, w. E., Motorized: Clifton, Kan.; Frankfort 23-28.
Western State: Canon City, Colo
West's World's Wonder: (Fair) Cumberland,
Md.; Harrisonburg, Va., 23-28.
Weydt Am. Co.: Wabeno, Wis., 19-21.
Williams, Ben: (Fair) Skowhegan, Me.; (Fair)
Bangor 23-28.
Wilson Am.: St. Anne, Ill.; Lacon 23-28.
Wilson Am.: St. Anne, Ill.; Lacon 23-28.
Winters Expo.: Mingo Junction, C.; Ambridge,
Pa., 23-28.
Work, R. H.: Lawrenceville, Va.
World of Fun. Orange, Va.
World of Mitth. (Exhn.) Ottawa, Ont., Can.,
19-28.
Zeiger, C. F., United: Casper, Wyo., 18-20.

19-28. Zeiger, C. F., United: Casper, Wyo., 16-20; (Fair) Glendive, Mont., 24-26; (Fair) Dod-son 28-29. Zimdars Gleater: East Peoris, Ill.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: O'Neill, Neb., 17; Chadron 18; Alllanee 19; Broken Bow 20; Hastings 21; North Flatte 23; Kearney 24; Fairbury 25; Manhattan, Kan., 26; Concordia 27; Superior, Neb., 28; Abliene, Kan., 29. Cole Bros: Colfax. Wash., 17; Spokane 18; Wenatchee 18; Everett 20; Seatlie 21-32; Tacoms 23; Aberdeen 24; Longview 25; Forlland, Ore., 26-27; Salem 28. Eddy Bros: Hacketatown, N. J., 18. Fort Feck Rodeo Co.: Litchfield, Ill., 16-21. Haag Bros: Frankfort, Ky., 17; Danville 18; Bardstown, 19; Munfordville 20; Leitchfield 21; Central City 25. Ohnson City, Tenn., 17; Magsport 18; Morristown 19; Asheville, N. C. 20; Knoxwille, Tenn., 21; Chattanooga

Hall's Animal: New Effington, S. D., 17; Rosholt 18; White Rock 19; Sisseton 20; Roslyn 21.
Howe Bros.: Lyone, Kan., 17: Hillsboro 18; Herington 19; (Fairyland Park) Kansas City, Mo., 20-23.
Hoxie. Jack: Robinson, Ill., 17; Vincennes. Ind., 18; Oiney, Ill., 19: Flora 20; Vandalia 21; Roodhouse 23; Pittsfield 24; Mexico, Mo., 25; Boonville 26; Marshall 27; Independence 28-29.
Main, Waiter L.: Babylon, L. I., N, Y., 18; Riverhead 19; Greenport 20; Port Jefferson 21.

son 21.

Mix, Tom: Allentown, Pa., 17; Easton 18; East
Stroudsburg 19; West Pittston 20; Towanda
21; Auburn, N. Y., 23; Geneva 24; North
Tonawanda 25; Naggara Falls 26; (Ganadian Nath Exhn.) Toronto, Ont. 27-Sept. 11.

dian Nati. Exhn.) Toronto Ont., 27-Sept. 11.
Ringling Bros. and Barnum & Bailey: Waterloo, Ia., 17; Des Moines 18; Ottumya 18;
Moberly. Mo., 20; St. Louis 21-22; Alton.
Ill., 23; Bloomington 24; Peoria 25; Burlington. Ia., 26; Davenport 27; Cedar Rapids 28.
Silver Bros.: Youngsville. N. Y., 17; Kauneonga Lake 18; Lake Huntington 19; Narrowsburg 20; Highland Leke 21.
Vanderburg Bros.: Rosiclare. Ill., 18; Carrier
Mills 19; Carbondale 20; Cobden 21; Pratrie
du Rocher 23; Waterloo 24.
WPA: (Soundview ave. & Watson st.) Bronx,
N. Y., 18-21.

MISCELLANEOUS

Almond, Jethro. Show No. 1: Lynchburg, S. C., 16-21; No. 2. Harleyville, S. C., 16-21. Daniel, 2-10: Coral, Mich., 16-21. DeCleo: Morenel, Mich., 16-21. Guthrie, Fred & Marie: Le Center, Minn.,

nna. Johnny: (Electric Park) Waterloo, Is.,

16-21. ong, Leon: Ensley, Ala., 17-23; Bessemer 24-31.

Malloy, J. R., Circus Revue; Rainelle, W. Va., 16-21. 16-21.

Marine Hippodrome: Beardstown, Ill., 17;

Belleville 18: Mt. Vernon, Ind., 19; Vincennes 20; Washington 21: Seymour 22;

Aurora 23; Washington C. H., O., 24.

McCall Bros. Show: ZimLerman, Minn., 16-21.

18-21; McNally Variety Show: Wolcott, Vt., 18-21. Miller, Al H., Show: Ray City, Ga., 18-31. Morris, Chet, Show: (Hale's Store) Farming-ton, Ga., 18-19. Otto, Bert, Med. Show: Keisterville, Pa., 18-28.

Pooles, Musical: Lone Tree, Ia., 18-21.
Ricton's Show: Baileyton, Tenn., 16-18;
Chuckey 19-21; Parrotaville 23-25; Del Rio
28-28.

26-28.
Sisco's Fia. Attrs.: (Tobacco Market) Nash-ville, Gn., 16-21.
Seccaium Park Rides, No. 1 unit: (Fair) Louisville, O., 16-20; No. 2 unit (Home-coming) Valley City, O. 16-20.
Walter Family Show: Denton, Ga., 16-21.

VEMCO'S PERFECTLY RECONDITIONED

AT LOWEST PRICES IN HISTORY!



MILLS WORLD FAMOUS DE LUXE DANCE MASTERS

ONLY \$1575 each

MILLS DO-RE-MI \$10950 EACH

MILLS Triple Slot Regular Model \$ Dance Masters. Available in either black and silver or green and silver finishes. Only.....

EACH

MILLS Triple Slot Troubadour Se- \$ 4950 lector Phonographs. Mahogany finish (a Great Buy at This Price). EACH

MILLS Model 801 Selector High- \$ boy Phonographs. Mahogany finish (Order These Quick). Only.. 3950 EACH

TERMS: One-Third Certified Check or Money Order De-posit with all Orders! We ship balance C. O. D., F. O. B. Fayetteville, N. C.



THE VENDING MACHINE COMPANY PETTEVILLE, NORTH CAROLI



CANDY CHERRIES SUNSET CHOCOLATES

Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrap-ped with Asserted Colored Collophane.

100 to carton—Per Carton \$5.00 DELIGHT SWEETS, Inc. NEW YORK CITY

SESQUI-BI-CENTENNIAL

200th ANNIVERSARY BATH, PA.

FULL WEEK, AUGUST 23

REAL BONA-FIDE CELEBRATION ON THE STREETS. PARADES, PAGEANTS, FIREWORKS, CONTESTS.

WANT Scales, Novelties, Wire Workers, Grab, Custard on Streets. ALL CONCESSIONS OPEN for the Best Celebration in the East, Followed by ALL FAIRS until November. Lehighton, Pottsville, Doylestown (all Pa.) follow this one. ENDY BROS.' SHOWS, Inc., Kutztown, Pa., Fair, This Week.

WINTERS EXPOSITION SHOWS

CAN USE SHOWS OF ALL KINDS AT AMBRIDGE, PA., FOR THE BIG CATHOLIO ORGANIZATION, WEEK OF AUGUST 23 TO 28. IN HEART OF TOWN.

WANTED—No. 5 Ell Ferris Wheel, Will Book or Buy for Cash. Also Concessions. All Grind Stores that work for stock, Reasonable rates. WANTED—for Firemen's Harvest Home Celebration at SEBRING, O., starting August 26 and ending September 6, inclusive. All Concessions, Grind Stores and legitimate Wheels; reasonable rates; on the Streets, 82 Fire Companies will respond. Will BOOK application to the Companies of the Companies will respond. Will BOOK application, Pa., starting September 9, ending September 11. WILL, BOOK any legitimate wheels Burgettsdown, Pa., starting September 9, ending September 11. WILL, BOOK any legitimate wheels burgettsdown, Pa., addreck, make the part of the Park Turn to be kept clean, Anyone need-furthers atty away. Addreck and the Hard Wall of Harry H. WINTERS, Mingo Jot., O., or O. W. TOPE, Concession Manager, at Burgettstown, Pa.

WANT FOR LONG SEASON OF SOUTHERN FAIRS SOUTH

Rides-O. Octoms and U-Drive-It Gas Cars. Kiddle Aeroplane. Shows that don't conflict with what we have. WANT organized Minstrel with Eand. Have complete outfit for same. Arcade, Palmistre, Long Range Lead Called Ruly Segtimate Concessions. Sober and reliable Foreman for No. 5 Ferris Wheel. Paid at office I rought a feet one that does not chase. Help on all Rides. Bessic Trajfor wants of the Carte of the C

KAUS UNITED SHOWS, Inc., Onconta, New York, this week

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SLOTS-1 BALL BARGAINS!

GUARANTEED 100%

SKIPPER \$ 34.50
BUMPER 24.50
TURF CHAMPS 54.50
BALLY CAROM 69.50
FLICKER 17.50
PINCH HITTER 12.50
WURLITZER P-12 124.50
ROCK-O-LA 1936 No. 2 139.50
STEWART McGUIRE 7- COL. CIG. MACH 64.50

GERBER & GLASS 914 Diversey Blvd. CHICAGO



MONEY-RAISING FUNDS MADE THROUGH SUPERIOR'S **SERIES**



Locations will be more eager to take boards when you explain that a local organization, such as American Legion, Elks, charitable institutions, or others needly of ready money, is endorsing your series. Be a loyal supporter, a pillar in your community. . superintend the greatest thing over devised in your territory. Series help to open new territory!

AUTO SENSATION 100,000-HOLE SERIES.

500 Two Hundred-Hole Boards in 50 or 100 Deals.

SUPERIOR PRODUCTS, Inc.,

DEPT. B.

Give away Automobiles.
Trips, Cottages. Trailers,
and Cash while reaping
huge profits for yourself as
well as the community.
For full details write today! Send for your free
copy of Superior's
SCOOPS, monthly trade

14 N. Peoria St.

TWO TRIED AND TRUE LONG-LIFE MONEY MAKERS FOR COIN MACHINE OPERA-TORS, SPORTLANDS, CARNIVALS, PARKS! LEGAL EVERYWHERE!

GOLD RUSH GUN CLUB and BATEM BASEBALL GAME

The First and Best! Exclusively equipped with Caswell Patented Safety Bullet Trap.

America's National Game! Uses real baseballs and bats. Appeals to all ages. Successful for 15 years.

Manufactured Exclusively by

ELECTRO-BALL CO., Inc. - DALLAS, TEXAS
Write for Complete List of New and Reconditioned Coln Operated Machine Bargains! DALLAS, TEXAS

Fort Worth

FORT WORTH. Aug. 14.—Hot weather has descended on Fort Worth, and Clayton Senter, of the AAA Novelty Company, isn't a bit mad about it. Since the automatic machines have been out of operation Clayton has gone into the ics-cream business and is doing well. He is operating some equipment, however, and is ready to hop back into his many locations any time the ban is lifted.

Jack Maloney, of the Panther Novelty Jack Maioney, of the Pantine Novelty Company, and a party of five flew down to San Antonio and back this past week-end. The purpose of the trip was a visit with Jack's son, who is spending the summer at a boy's camp near Kerr-

Ben Kulick, of Daval Manufacturing Company, Chicago, was a recent visitor in Fort Worth and stopped by the Automatic Amusement Company before driving on to San Antonio with his wife.

8. E. Queen, of Temple, Tex., seems to like Bally's Classic game very well, as he has ordered several of them for some of his good locations in Temple. This Texas town is wide-awake as far as



operations are concerned and operators predict a whale of a business this fall, what with the good feed crops coming in.

S. L. Stanley, of Automatic's Memphi office, was a recent week-end visitor in Fort Worth, stopping long enough to say "hello" before rushing on down to San Antonio and Houston.

News has just reached us that Pearl Stuckey, former secretary to Helen Savage, was married August 9 to Louis Beck, of Seminole, Okla. Both Miss Stuckey and Beck are well known to the coin machine folks of Fort Worth and

Recent visitors: Herman Hamilton with his wife and son drove in from Ada. Okla., to look over machines. Shell Barth and wife from San Angelo are off on a vacation trip and stopped by long enough to say "hello." J. M. Caldwell, of Pecos, and R. T. Rayburn, of Taylor, or Fecos, and R. T. Rayburn, of Taylor, were looking over equipment, getting ready for the fall business. From Dallas way come Clyde Garrett and Bob Hunter, peppy operators. Gene Bybes drove up from Austin and Joe Akers came in from Denton, both interested in equipment for their territory.

you happen by the Automatic If you happen by the Automatic Amusement Company and hear a bunch or "ohnhing" and "ahhhhing" coming from the crowd around Helen Savage's desk don't think the heat has got 'em, it's just the boys raving over the picture of Jimmie Johnson's twins, Jack and Jill, which Jimmie mailed Helen a few days ago. They are certainly adorable youngsters and Jimmie can sure be proud of them. proud of them.

A good investment for coinmen is to buy as many copies of the August issue of American Business magazine as can be found. Beginning on page 24 of that issue is an article on "Profits From Idle Floor Space," which stresses the commercial importance of the coin machine business and particularly the idea that the industry helps local merchants. The magazine is a reputable publication for executives and its recognition of the coin machine industry should have a generally helpful influence. The article will be a good one to show to local newspapers and others who are habitual crusaders against anything with a coin chute on it. Other articles on the coin machine trade are due to appear in later issues of American Business.

The articles will be reprinted in full in The Biliboard, but it is much more effective propaganda to show the articles in the original magazine when you approach critics of the coin machine industry.

Joe Fishman and A. E. Glickman, well-known New York coinmen, were in Chicago late last week. They are already talking about the good time New York operators expect to have at their annual banquet at the Manhattan Opera House October 3. When New Yorkers begin to come to Chicago it is a pretty good sign that eyes are already on new products for the fall trade.

Vending machine news is slowly gro ing to be big news in the coin machine industry. Rumors of new machines on the way in plants of firms hertofore making only amusement machines are running the grapevine and new vending machine operating groups also make the

It looks as if Detroit is going to make a strong bid for the vending machine center of the world. New York has long center of the world. New York has long held this honor among American cities. But H. F. Reves, The Billboard newsman, has dug up a lot of vending machine history in Detroit and is also giving good publicity to the latest developments in the Motor City. I'm betting on Detroit to lead as the manufacturing center for vanding mechines. center for vending machines.

Glenn Liebig, Illinois operator whose neat letterhead says simply "Automatic Music Machines," sends a clipping from the editorial page of his local newspaper on which appears a bitter attack on slot machines and pinball games. The editorial contains an inconsistent plea that while rempling should be legalized that while gambling should be legalized, slot mathines and pinball games should never he recognized by law or "any red-blooded he man, be he preacher or gam-

The editorial sounds as if the writer had a very sore personal grudge against somebody in the coin machine trade.

H. B. Montgomery, formerly with the John Gabel Company, recently joined the Rock-Ola organization as representative of the company for the State of Mississippi. Montgomery has a wide acquaintanceship and broad knowledge of quantancesing and broad knowledge of the music industry which will stand him in good atend. It was not many years ago that he was operating a large route of phonographs in Washington and dat-ing back further than that his experi-ence includes working several years for one of the largest nickel-piano operators in the country. He spent several days one of the largest nickel-piano operators in the country. He spent several days recently at the busy Rock-Ola factory conferring with the executives and absorbing the many outstanding features of Rock-Ola phonographs. Upon leaving for Mississippl, he remarked: "In all my years of experience I have never met a finer bunch of boys or had the pleasure of selling a more perfect mechanism."

A note from Eddie Ross, Oriole Coin Machine Corporation. Baltimore: "I am herewith inclosing copy of a letter just received from American Business magazine which is self-explanatory. I have not heard from you in a long time but see by your editorials that you are still alive. I hope that you are just fine, at least better than conditions in Baltimore. Because at present there is not much that can be said in its favor. We are still doing a big business, but a diversified business; since the pin games are not much to talk about."

From Bill Gersh, Byrd, Richard & Pound Agency, New York: "Close contact with the vending machine manufacturers has convinced me that we are approaching a new era for the venders. The troubled conditions for amusement machines have led many large and prom-

The troubled conditions for amusement machines have led many large and prominent operators to begin turning completely to safe and sure vending machines. It will be pleasing to see The Fillboard feature more articles and news on vending machines. Because of the leadership of The Billboard it should be the first to recognize new trends and first to publish the proper, information. I hope you enjoyed your vacation."

Editor's note: I'm not in the advertising department but can say that editorially The Billboard has given much greater support to the vending machine trade than vending machine people have given to us. I'm a firm believer in vending machines thru the years, but if I'm any judge of the future for vending machines during the next few years there is some tough opposition ahead for them—more serious if possible than what has confronted amusement games. Only the most careful publicity and promotion beginning now can avoid this opposition. If the manufacturers of



MARVIN McLARTY, Wurlitzer operator, of Lubbock, Tex., and his Life Scout, who helped entertain President Roosevelt at the recent Boy Scouts' Jamson, who helped enter bores in Washington.

EXCLUSIVE

MONEY-MAKING **FEATURES**

make

"TRACK MEET"

the Greatest **NOVELTY TABLE** ON THE MARKET TODAY

Count. up your best Spots -then ORDER a "TRACK MEET" for each from your IOBBER.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO

ZEPHYRS

lc Counter Cigaretto Ma-chines, like new, used a \$1 50 week. 25% Deposit. Other Bargains.

"Tee Shots," aport page column of The Chicago Evening American, records the following gossip about John Russell, prominent coin machine attorney of Chicago:

When the "20 Club" played at Floss-moor Country Club Lionel Thorseness remarked after a bad hole: "If I knew a game only half as good as golf I'd give up golf." Jack Russell, playing with bim, added: "Tennis is my game, but I'm setting top old for tennis-and just old getting too old for tennis-and just old enough for golf. I know I'm too old for tennis because my son beat me yesterday for the first time and I thought I was pretty good." and just old

Isetts Coin Machine Company, Kenosha, Wis., is making the hot days hotter with a big clearance sale. More important still, they are moving to larger quarters with the idea that business will get hotter and hotter (bigger and bigger) as the days begin to get cool. They have a wide selection of machines in cool territory. in good territory.

An omission of the name of Western Equipment and Supply Company from the ad of the George Ponser Company in the August 7 issue of The Billboard Started a regular drive at the Ponser offices in New York. George says. "It was all due to the rush," he adds, "and We quickly assured Jimmy Johnson and Hugh Barras of that fact."

John A. Fitzgibbons, New York, used a giant "Bally-Gram" to notify customers of the arrival of the first carload of the new five-ball novelty game Sprint by Bally. Manufacturing Company. It is an effective announcement, he says.

Competitive Play Wins the Players

CHICAGO, Aug. 14.—It is the competitive playing features in well-built games that really win the players, according to Jimmy Johnson, head of the Western Equipment and Supply Company. Pikes Peak is the new Western game built under Johnson's personal supervision and he says that it has five different playing actions.

"It is hydrone of the most featured!

different playing actions.

"It is by far one of the most 'actioned' payout tables ever built." Johnson affirms. "The five different playing actions include the Western coin chute, which selects from two to eight motorcycle riders upon insertion of the coin; bumper action, which advances the motorcycles on the backboard and changes the odds; bouncer spring action, kicker action and moviegraph action, originated by Western Equipment engineers. Pikes Peak also features big payout awards. In addition to the top 30 to 1 odds there is an extra \$2 award pocket. There are payout awards for first, second and third positions.

"Prior to announcing Pikes Peak 22

"Prior to announcing Pikes Peak 22 of the machines were placed in different types of locations. Expert engineers checked each of them every day for a period of 30 days. In each case the sturdily constructed Western mechanism operated smoothly and with precision correctness."

Hugh Burras, executive director of sales, stated that a day-by-day check of Pikes Peak receipts on the 22 locations showed a high daily average. He said that production on Pikes Peak is on a regular scheduled production basis and that all orders will be shipped as soon as received.

Parking Meters For Relief Funds

DENVER, Aug. 14.—Urging installation parking meters in downtown Denver a means of raising funds for relief, were in their toes I think they would get together with The Billboard and plan to forestall some of the troubles that may come within the next few years. That may be conceit but it is said with the most friendly intentions.

as a means of raising funds for relief, Harry Rosenthal, city councilman, estimated more than \$220,000 could be raised annually in this manner. It was raised annually in this manner. It was mated and plan to forestall some of the intention of \$220,000 could be raised annually in this manner. It was mated in the materials and equipment for wPA project employing thousands. The estimated revenue is based on the installation of \$2,000 meters.

The city council passed a resolution directing the fire, police and excise committee to make an exhaustive investigation into the meter proposition. Letters will be exchanged with cities having had experience with the meters and expert advice will be sought.

Several letters urging trial of the meters were read to the council, and, according to State Senator M. R. Latimer, president of the Motor Club of Colorado, opposition invariably disappears when 'the meters are put into operation. Senator Latimer said he had personally investigated three large cities using parking meters and declared they were favored by inctorists and merchants alike. chants alike.

bought in Florida. Then he visited the coin machine manufacturers, too

Helen Savage, manager of Automatic Amusement Company, Fort Worth, will be leaving the Texas boys behind for a vacation beginning August 23. She threatens to include Chicago in her

Adele Glassberg, secretary for Eddie Ginsberg (Atlas Novelty Company) 49 weeks out of the 52, is on a three-week vacation trip. Her itinerary takes in De-troit. Buffalo, New York, Atlantic City, Pittsburgh, Washington and other places.

Art Nagel, of the Avon Novelty Sales Company, Cleveland, who had been all-ing for some time, is up and stepping again and wishes to thank his many friends for their thoughtfuiness during

of the new five-ball novelty game Sprint by Bally. Manufacturing Company. It is an effective announcement, he says.

Bill Frey, of Miami, was hibernating at the Hotel Sherman in Chicago last week. Rumor says he was buying capable of rearing a family as she is of furniture for a mansion he has recently



CENT - A - PACK WORLD'S

MOST POPULAR CIGARETTE MACHINE SAMPLE

WRITE FOR PRICES.



AUGUST CLEARANCE SALE OF BRAND NEW, FLOOR SAMPLE, AND SLIGHTLY USED MACHINES.

Each	Each i	Each
Rovers 8 80.00	1 Golden Harvest,	5 Peerless, cash pay-
Post Times 75.00	C.P S 8.00	out \$ 8.00
Deluxe Mills Dance	1 Jumbo, C.P 8.00	1 Brokers Tip 17.50
Masters, ser. over	1 Rosemont, F.S.,	1 Pinch Hitter 17.50
13,000 130.00	never on location,	1 8kill Roll 25.00
Rockola Night Clubs	guaranteed new . 150.00	1 Daily Limit 8.00
and Reg. Models, 125.00	3 Daily Races 15.00	1 A C 7 Play Bell,
HI De Ho, cash or	5 Reel Dice 5.00	new 150.00
_ticket 30.00	1 Palooka Sr., defaced	1 Sky High 8.00
Royal Races 45.00	a little around front	1 Baily Bonus, cash. 8.00
Mazumas, F. S 40.00	door lock 20.00	1 Jennings Deluxe
Bluebird 20.00	1 Pamco Ballot 17.50	Sportsman, F.S.,
Liberty Bell, C. P. 10.00	1 Hurdle Hop 15.00	never on location, 100,00
Prospectors, O.P 8.00	1 Wizard, new 15.00	1 Latonia, F.S 100.00

2 PACES RACES, Check Separator, 20 to 1
4 RAYS TRACKS, Check Separator. Used 10 days. Berial over 4400 300.00
4 GALLOPING DOMINOS, Check Separator. Used 3 days, Sc
2 PAMCO RACES, Brand New 450.00
Z GALLUFING DUMINUS, F.S., SC Check Separator
T KEENETS THAUK TIME, F.S., New 24E 00
2 JENNINGS DERBY DAY, Brand New, Contole Model 480 00
1 JENNINGS CONSOLE BELL, New
2 PACES RACES, 50, 30 to 1 Check Separator. Used 10 days. Serials over 5290 355.00
1 PACES RACES, 5c Oheck Separator, 20 to 1, Serial 5295. Cannot be told from
new, with aluminum feet
The state of the s
The above machines are wonderful values and officed subject to prior sale. You do not have to ask us whother those machines are in the condition represented.

We have over 200 machines not fisted. Write us for prices. Ask us to put you on our mailing list. All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Talegraph money order.

MOSELEY VENDING MACHINE EX. INC., OF BROAD ST., PRICHMOND, Va.



A GARDNER BOARD THAT'S GOING BIG!!

PROFIT\$30.00 PROFIT\$60.00
PRICE \$4.58 PLUS 10% U. S. TAX.

WRITE FOR CATALOG-STATE YOUR BUSINESS.

GARDNER & CO. 2309 ARCHER AVE.; CHICAGO, ILL.

The Newest Baseball Sensation! Barrel of Fun

HIT 'N RUN

The lar game that will get and keep locations at low cost per unit for operators. An attractive deal with a beautiful payout card. The payout card has 77 special metallic scals sewed on lower section which pays awards from \$1.00 to \$15.00. Visiting Team and Home Team scals have awards from \$5.00 to \$30.00.

133 Awards in All
 Deal Takes in 2,280 @ 5c...\$114.00

 Pays Out (Average)
 78.00

 Protit (Average)
 \$36.00

Operator's Write for Particulars.

GAM SALES COMPANY 1319-21 S. ADAMS ST., Dept. H., Manufacturers Only PEORIA, ILLINOIS



EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. H. C. Evans & Co. Groatchen Mfg. Co. D. Gottlieb Co. A. B. T. Co. Exhibit Supply Co. Daval Mfg. Co. Western Equip. Co

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. .

Thank You for Mentioning The Billboard.



Detroit Woman Jobber Opens at New Location

DETROIT, Aug. 14.—Mrs. O. D. Griffin has formally opened the new shop on Virginia Park and Linwood avenues which she is operating for her husband, who has been ill for several months. Moving of the business away from Woodward avenue, where it was established about two years ago, marks the addition of still another jobber to the centralized coin machine jobbing district in Northwestern Detroit.

Mrs. Griffin's new place is a modernly equipped store, with room for display of stock, and its location is a more central

□ LOOK □ IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES one for distribution to the trade in

one for distribution to the trade in general. Shop is equipped to handle a general line of service.

Mrs. Griffin's sideline, distribution of coil cleaners for beer distributors, is proving an important additional department, altho managed entirely separate.
Mrs. Griffith has speedily developed a reputation as one of the best "known women in the business after coming into the field "cold" a few months back. Company is now also doing an extensive operating business in addition to the jobbing end.

Will Opcrate Playland Again at Canadian Fair

TORONTO, Aug. 14.—Sam Schneider, operator and distributor of amusement machines, will again have his Playland at the Canadian National Exhibition. The concession will house about 60 ma-

chines of various types.

Six months ago he closed his Toronto office and moved his equipment to Kirkland Lake, the northland gold mine town. He reports business has been good.

Idle Floor Space

A coin-operated machine that dispensed a 10-cent chew of tobacco was in use before the Civil War. There may have been predecessors even to this museum piece, but they are past the memory of anyone in the business today. The principle caught on slowly and other developments in coin-operated machines appeared. machines appeared.

machines appeared.

Lately the industry has become a giant. It grew to its present impressive proportions during the period which was blackest for almost all other industry. The last 10 years has seen the field grow from a few manufacturers making penny gum and peanut venders and a few making "bell" machines and scales to an imposing array of approximately 300 manufacturers directly employing an estimated 100,000 persons with plant investments estimated to be nearly \$50,000,000. These factories manufacture a diversified group of coin-controlled equipment, ranging from phonographs to shoe shiners. shoe shiners.

One group alone—the automatic cigaret vending machines—for the year 1935 sold to the public more than 824,000,000 worth of cigarets. It seems sate to say that thousands of merchants safe to say that thousands of merchants in whose establishments vending machines of various sorts are located are provided with welcome supplementary incomes. At a retail value of \$6,240,000 the New York Subway in one year sold 480,000,000 bars of checolate and 6,240,000 pounds of peanuts. It is variously estimated that in the United States gross sales thru coin-controlled equipment are in excess of \$500,000,000 per ment are in excess of \$500,000,000 per

ment are in excess of \$500,000 per year.

Thruout the entire country nearly 500,000 people receive full support and many thousands partial support because of the coin machine industry. For this line many purchases are made from allied industries, resulting in the employment of millions. As a striking example of this, in one year the industry purchased more than 3,000,000 square feet of glass, 10,000,000 dry-qell batteries, 26,500,000 feet of electric wire, millions of light bulbs, switches, contact points and other electrical appliances, in excess of 240,000,000 feet of lumber at a production cost of \$72,000,000, thousands of tons of steel, aluminum, brass, chrome and metal products; thousands of gallons of paint, varnish and stain. The benefit derived from this source of income and convenience to the public cannot be overestimated.

Coin-controlled machines fail roughly

not be overestimated.

Coin-controlled machines fail roughly into four groups: (1) Vending machines, in which for a nickel, dime, penny or quarter the purchaser receives a stick of gum, a candy bar, a package of cigarets, railway tickets, a dash of perfume, stamps, pencils, a photograph and almost every other conceivable commodity. (2) Entertainment vending machines, which in return for a nickel or dime in the slot produce phonograph recordings. (3) Game machines on which for a nickel or dime in the slot one or more persons may play a competitive mechanical game of skill and luck. (4) Gambling machines, where for his quarter, dime or nickel the donor takes a chance on winning more than he pays in, atho aware that the odds are stacked against him.

are stacked against him.

The coin-controlled automatic phonographs attracted the attention of the leading manufacturers in the United States, including the Rudolph Wurlitzer Manufacturing Company, of Cincinnati, which entered the field in 1934. Since then, for a period of three months, the company reported gross sales of the Wurlitzer-Simplex coin-operated phonographs to be in excess of \$3,500,000, with back orders totaling more than \$4,000,000. back orders totaling more than \$4,000,000.

One of the pioneers in the coin-operated machine field is the Mills Novelty company, of Chicago. Established in 1889 by the Mills brothers, the company

on the coin machine industry being published in American Business, a Dartnell magazine going to business executives. The first article appeared in the August, 1937, issue of the magazine and is well illustrated with some interesting pictures. Reprinted by permission.)

A coin-operated machine that dispensed a 10-cent chew of tobacco was in use before the Civil War. There may have been predecessors even to this museum piece, but they are past the museum piece, but they are past the

O. D. Jennings & Company, established in 1906, were early in the field.
Mr. Jennings, incidentally, has worked-hard to secure licensing legislation for coin-operated machines. His frank approach to this somewhat delicate problem is always to point out the great potential income to the State from licensed machines. Success so far has been sporadic and limited.

The Pacific Amusement Manufacturing Corporation which originated in San Francisco in 1931 and moved to Chicago two years later made history with a run of 27,000 on its pin game called Contact. Bally Manufacturing Company ran 15,000 on its pin game Rocket and reached the same figure on Bumper, which is still selling big. Other well-established manufacturers in this field include the oriole Coin Machine Corporation, Stoner Corporation, John Gabel Manufacturing Company, Pace Manufacturing Company, Pace Manufacturing Company, Pace Manufacturing Company, The Pacific Amusement Manufacturporation, stoner Corporation, John Gaser Manufacturing Company, Pace Manu-facturing Company, Caille Bros.' Com-pany, J. P. Seeburg Corporation, D. Gottlieb & Company and the Watling Manufacturing Company, as well as many others.

The industry has emerged from the cloud of a bad reputation earned partly The industry has emerged from the cloud of a bad reputation earned partly from bell machines and partly from early venders that took the customer's coin but sometimes did not return him merchandise. The gambling or bell machines, also nicknamed "one-armed burglars," were the greatest contributing factor to the ill fame experienced by the business. This machine has not changed essentially in the last 40 years. It lures the customer with the bait of a rich jackpot. It has been successively beanned and winked upon in almost every corner of the world. Most closely associated in the public mind with the name slot machine is the picture of a police captain riding down the bay on a barge loaded with confiscated machines destined for the bottom of the sea in a "reform wave." This may be a great vote-getting gesture but was never a serious threat to the manufacturing of bells. The barge loads consist largely of obsolete and worn-out machines.

State and city administrations blow hot and cold on licensing coin-operated machines, which does not lessen the headaches of manufacturers and operators. Once legalized by licensing laws, gambling machines form a rich source of income for States and cities. Louisians imposes a tax of \$5 a year for the State and \$2.50 a year for the charity hospitals on each machine. Cities and parishes, add their individual taxes to these, in New Orleans this amounts to \$10 for ordinary machines, with as much \$10 for ordinary machines, with as much as \$50 being assessed against phono-graphs used for dancing, entertainment or advertising purposes,

In many communities where bell machines were banned the novelty pin tables were allowed to operate. Others ruled against all indiscriminately when the bell machines were decided to exert an evil influence. One year is a long life for any pin game and the manufacturers in their zeal to provide something new sometimes equipped them with payout devices. This made them in effect, counterparts of the old frowned-upon bells. January, 1937, saw wholesale banning in Ohicago; 35,000 pin tables, payout as well as strictly novelty, were made idle almost overnight. Cigaret machines fell under the same blow. Parent-teacher associations claimed they made smoking by minors too easy to achieve.

There are other problems and risks

There are other problems and risks which torment the manufacturers of coin-operated machines. For every pin table like Mills' Official, which sold 45,000, or games like Rock-Ola's Jig Saw and World Series, which sold 45,000 each, there have been dozens of attempts that failed to catch the public fancy. Thousands of dollars are sometimes spent developing and trying out new games only to find that their appeal is too limited to justify production.

However, great strides have been made in the development of coin-operated mechanisms in fields other than those of purely gambling devices in recent years. The latest products of the factories are advertised as "almost human" and come near to proving it. The ingenuity going into the construction of some of them is tremendous. When their appeal, as in games, depends on their ability to fascinate the customers, little in the realms of radio, electricity, mechanics or optical illusion has been overlooked. However, great strides have been made

Greatest impetus in the industry came with the development of the pin games in 1930. In their earliest form they were simple marble games. A plunger with a spring propelled the marble onto the table studded with pins and holes. the table studded with pins and holes. The holes were marked with various scores and the player did his own addition. Their vogue was quickly exhausted and more elaborate games replaced them. These employed electricity, using dry cells. Battery-operated games quickly gave way to today's adaptation of the original games, which use transformer-rectifiers and are plugged into electric light sockets. Nowadays a metal marble hounds and rebounds about the table, making electrical contact with springmaking electrical contact with spring-inclosed pins which automatically record their own score on an illuminated back ground. Any attempt to improve the some by jarring or tilting is instantly detected and flashed upon the board, canceling the game.

The newest of pin games cost from \$65 to \$175. Their average "take" is from \$2 to \$8 a day. Since 1934 approximately 625.000 pin games have been sold. They are found in drug stores, hotel lobbies, poolrooms and taverns primarily. primarily.

primarily.

Phonographs have proved to be one of the phenomena of the coin-operated machine industry. Probably owing their sudden popularity to repeal and the advent of taverns, they emerged as wonderful devices for music and entertainment. They offer a choice of from 12 to 16 records, depending on the model. In 1936 five principal companies, Mills, Rock-Ola, Wurlitzer, Gahel and Seeburg, manufactured 165,000 machines. Estimates place the total number in operamates place the total number in opera-tion today at more than 300,000. Popular music dates fast and renewals of records must be made constantly. These ma-chines are huilt to last and cost several hundred dollars.

weighing machines, with probably more than 2,000,000 in operation in this country, constitute one of the most important branches of the industry. Developments in this line have been solely in sphearance and accuracy. The size velopments in this line have been solely in appearance and accuracy. The size has been made more compact and the colors and lines brought up to modern streamlining standards. You can still get your weight for a penny, even as 30 years ago. One large manufacturer, the Pace Manufacturing Company, puts out a typical line of these machines selling for \$57.50. Operated in stores, depots, waiting rooms and such places, usually for Sov.50. Operated in stores, depous, waiting rooms and such places, usually on a percentage basis, the total take can be computed on weighings per day. At 20 weighings the income per month is \$6; per year, \$72. At this modest rate the machine pays for itself in 10 months? tiline and then steps out into a period of many years of earnings that require an absolute minimum of service.

High in the ranks of successful machines are nut venders. These and condy, chewing gum, cigaret and Cocaciola venders have found new markets for their products in factories and offees employing several hundred workers. Owners have been educated to the "lift" hat a bit of refreshment will afford their workers. their workers and are tolerant. Of slightly less importance in the vending picture are the postage-stamp machines, parcel-checking machines and shoe-shinhg merchandisers. All enjoy s. limited profitable niche.
Parking meters constitute a recent

Parking meters constitute a recent development in the field. Many cities, particularly in the Southwest, have installed these to regulate parking on Towded streets. They have proved a attisfactory source of revenue to the municipalities and the movement is preading. Over a four-month period, from 174 parking machines, Oklahoma byty averaged \$76 a day. Forty-eight aps' receipts from 408 meters in Miami totaled \$8,281.30. One day's receipts from 1,000 meters in Dallay was \$566.90. om 1,000 meters in Dallas was \$566.90.

The machines are also in use in Houston, Fort Worth, San Antonio, El Paso, Fort Worth. San Antonio, El Paso, Corpus Christi, Tulsa, Salt Lake City, Kansas City, St. Petersburg, Cumberland and Meadville. Many more are looking at the revenue and considering their own situations. In most cases three or four months suffice to pay for the meters and the city retains all the the meters and the city retains all the subsequent income.

A combination game vender which has

subsequent income.

A combination game vender which has enjoyed several years popularity is the "digger." These are miniature cranes or derricks in glass-inclosed cases that for a nickel attempt to recover a piece of novelty merchandise from the litter spread temptingly about to invite the customer. Great quantities of merchandise are profitably moved in this manner. One particular style of small camera has sold more thru these channels than over the counters where they were also offered.

nels than over the counters where they were also offered.

Strictly in the amusement vending field are two new developments. Best known is the ray gun that shoots moving mechanical ducks, using a photo-electric cell. Ten shots are offered for 5 cents and the customer enjoys the satisfaction of actual rifle target practice. Restaurants, bars, depots and clubs have found the game a successful venture and 1938 the game a successful venture and 1936 saw mass production methods used by seven manufacturers to meet the demand.

Many manufacturers, including Rock-Ola and Wurlitzer, are promoting the new howling-type games. These mini-ature bowling alleys give the customer nine halls for 5 cents and he howls them into zones at the head of the alley nine balls for 5 cents and he howls them into zones at the head of the alley to compile an electrically recorded score. Restaurants and taverns find these games profitable stimulators in the sale of refreshments. Tried locations have consistently shown increases in business of 10 to 20 per cent upon installation. Of various methods tried out during recent years to get utmost henefit from the presence of a customer or lotterer in a store, building, shop or restaurant of any description, one of the most successful was the coin-operated machine. The effect of the coin or slot machine on the customer is subtle. The customer never suspects he is being "sold" anything. Yet advantageously placed the slot machine absorbs loose change from previous purchases and the store or building reaps the profit. There is such a great variety of coin machines there is scarcely any manager but who could find one both profitable and suitable for his husiness.

PETRILLO SIZED

(Continued from page 6)

rough, tough gent who refuses to be flustered by the musicians' greatest evil, canned music. In outspoken language Petrillo is quoted as 'defying racketeers and big business interests. Jimmy also does okeh for himself, drawing \$500 per and hig business interests. Jimmy also does okeh for himself, drawing \$500 per week and being provided with a Lincoln car and a chauffeur, according to Esquire. But the tip-off is that since Jimmy became president of the union in 1917 he has had the wages increased some 400 per cent. per cent.

per cent.

Part of Petrillo's popularity is explained by his own statement in the mag:

"When I want anything I ask for it and the boys take care of me. I have had to fight them as well as fight for them. But the wage scale has been raised and the men live better and rear their children better."

dren better."

Petrillo in his struggle to halt the inroads of 'mechanization is running
against problems which to the layman
may seem hopeless. Says Esquire: "The
musician, as Jimmy sees him, is an
inalienable appendage of every form of
human diversion, and the union is the
musicians' only hope of survival in a
brutal world. That a dance hall
should replace a band (at \$2,000 a week)
with a radio (at \$200 outright) is an
affront to the Muse whose business
agent is Jimmy Petrillo."

BAA WILL TRY-

(Continued from page 6)

(Continued from page 6)
election held Saturday, at which Thomas
J. Phillips was re-elected president and
executive secretary. Phillips carried 304
votes out of total 332 cast.
Gene Shuler was elected first vicepresident with 287 votes; Murray Briscoe,
second vice-president with 172 votes,
and Steve Mills, third vice-president,
with 291 votes. Charles McNally was reelected recording secretary with 286
votes, and Murray Leonard was again
elected treasurer with 152 votes. Patrick
Kearney, with 310 votes, was elected
sergeant at arms.
Executive hoard of eight consists of



STONER AURORA. ILL.

Frank Penny, Floyd Hallicy, Connie

Frank Penny, Floyd Hallicy, Connie Fanslau, Thomas Fairclough, Harry Rose, Allan Forth, Lou Devine and Jack Shaw, Collection of claims totaling \$1,850 was made by BAA and disbursed to members between June 29, 1936-June 27, 1937, according to the annual report. This amount was secured by BAA from theater owners for union members. Profit of \$1,100 was made at ball held

Profit of \$1,100 was made at ball held June 14, 1936.

Organization will attempt a campaign to restore the term burlesque in New York, where it has been nixed. Attempts will be made to secure okehs from censoring groups and public officials to revive word burlesque.

FRENCH RIVIERA-

(Continued from page 6)

spots bidding for trade with name hands and well-known vaude talent. The Sport-ing d'Ete, at Monte Carlo, opened recently with Leo Reisman's Ork and the American dancers Darlene Walders and Cookie

Jimmie Witteried, at the Palm Beach Casino in Cannes, is presenting George Hale's Glambur Girls and big floor show with Fred Ermelin's Ork and the May-amba Atlacalt Band.

The Muriel Abbott Girls, Al and Val Reno, Gillette and Richards, Marion and Irms and the Arnaut Brothers are at the Casino Municipal in Juan-les-Pins.

Ambrose and his London Orchestra are at Chez Victor in Cannes. Deauville season also in full blast with

the Casino offering vaude show with the Athenas, the Lai-Foun Troupe and Mayol. The Ambassadeurs is featuring Harry Richman.

Sis and Buddy Roberts, American dance duo, are at the Gaity Cabaret in American Brussels

The Rimacs are at the Palais d'Ete, and Joan Warner, fan dancer, is at the Al-

SHORT RANGE SHOOTING GALLERIES

Operators order now for Fall and Winter the only 100% perfect Shooting Callery sold complete with gun and enough shells and targets to more than pay the original cost. Immediate delivery \$155,00.

One-third deposit with all orders.

L. H. HOOKER NOVELTY CO.. Arnolds Park, lowa.

BLOOD PRESSURE

Self-Service
Coin Machines Legal Everywhere
LAUFMANOMETER,
4530 Park Avenue, New York City.

NEWEST TICKET GAMES

BARNES PRINTING CO., New Paris, O.

己 LOOK 己

IN THE WHOLESALE for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

The Fastest Selling Novelty Game - There MUST Be A Reason!

North, East, South and West TURF KINGS is getting the 5-ball novelty play. EVERYONE is enthused over the biggest backrack in novelties. A clever combination of holes and bumpers . . . variable odds . . . smart lite-up animation. EV-ERYTHING you could ask for -including extra big profits.

CHICAGO

ball payout with a real PUNCH! Action in lights on the back rack, Earning up to \$40 a day in many locations.

\$149.50

\$10 EXTRA FOR TICKET

Order Today for **Immediate** Delivery



CHICAGO COIN MACHINE MFG. CO. 1725 W. DIVERSEY · CHICAGO

Close-Out Slot Bargains

10 Mills War Eagle Bells...\$40.00 Ea.
20 Mills War Eagle Bells...\$50.00 Ea,
25 Mills Extraordinary late

Late Counter Games, Novelty Marble Games, Bowling Alleys and Phonographs. One-Third Deposit with All Orders.

L. H. HOOKER NOVELTY CO. ARNOLDS PARK, IOWA

Labor Day Celebration

Monday, September 6. WANTED SHOWS, RIDES, CONCESSIONS.

LEE ROY MUSGRAVE Terre Haute, Ind.

WANTED

Shows with or without own outfits. Concessions of all kinds for Mackinsw and Minier, Ill., Home-Comings Wook August 23

Address GEO. R. WARREN, Metamora, Ill.

Hughey Bros. Shows

Want Man with Sound Car. Must be up-to-designment. One with Concession given preference. Want Barry on Concessions, and Concessions, and Concessions, the gents for Cigarette Gallery. Address Odelli, this week.

End your correspondence to advertisers by men-sioning The Sillboard.

Stormy Playfield **Has New Bumper**

CHICAGO, Aug. 14.—Pacific's new novelty amusement game, Stormy, is said to be pulling a stampede of operators to jobber and distributor showrooms thruout the country on word from Fred McClellan, head of the Pacific company. And, according to McClellan, the rush is no less great in locations where Stormy has appeared. CHICAGO, Aug. 14.—Pacific's new nov-

Stormy has appeared.

A new type of bumper on Stormy's playfield is said to propel the ball in any direction and with bulletlike speed as it attempts to reach the bottom of the playfield. Each contact posts a new score on the flashograph light-up board, while at the same time streaks of lightning flash downward and seem to continue all the way down the playfield. All this light animation, coupled with the erratio roving motion of one ball after another, lends both the physical and light-up animation necessary to provide plenty of thrills for players, according to Fred McClellan.

Pacific's Boil Game is also said to be

cording to Fred McClellan.

Pacific's Ball Game is also said to be stepping right out and into some of the very choicest of locations. The game incorporates the new idea of baseball players actually running the bases in movie-reel animation and at the same time the player gets a number of chances to bat out singles, doubles, triples, home runs and sacrifices to bring about these effects.

ADMINISTRATION-

(Continued from page 3)

the two central landmarks of the 1939 event. The Center, altho not completed as yet, will be officially dedicated by Whalen.

that latest big-time industrial exhibit to be signed by the fair represented an organization of 13 oil companies which will construct an immense combined organization of 13 oil companies which will construct an immense combined petroleum exhibit building in the industrial section of the grounds. Building plot, 64,889 square feet in size, was officially leased by Thomas H. Taylor, of the Standard Oil Company of New Jersey, acting in behalf of the 13 oil firms.

FRENCH CASINO-

(Continued from page 6)

(Continued from page 6) before Operator Michael Slifer and his coworker, Princess Wanna, did a disappearance act themselves. Joseph Bellet, of Newark, who, it is claimed, backed Slifer, withdrew his support about the same time. This is the third such clossing of the Casino in two seasons. Pomeroy reported that he originally organized the show for Ritz Gardens, but Slifer, being unable to close for spot, persuaded him to take it into the French Casino, promising that it would be run in a high-class manner. This Pomeroy says he did. Bill Madden's Orchestra quit after the first few nights, and Joe Costello and orchestra came in for the death. death.

death.

According to Pomeroy, Princess Wanna wanted the girls to strip down to a Gatring, but the girls refused and left. Pomeroy says he protested to the management and threatened to withdraw the show. His arguments won enough money to pay off the chorus and several principals. He later discovered that Silfer and Wanna had headed for places. unknown, he stated, and drew out the show. He added his personal loss amounted to several thousand dollars. License to Silfer was granted by the city over the protests of the Atlantic City Licensed Beverage Association.

James Hall, movie star, walked out on James Hall, movie star, walked out on the Frolics Club last week-end after bringing the place back to life. Formerly the House of Morgan, it was dying until Hall came in and, presto, the name was changed and for three weeks it was hitting tops. Hall, however, was being paid nightly. He suddenly left the show and city. At the same tima a number of chorus girls quit after being given an ultimatum of either accepting a decided cut in wages or getting out.

Gov't Okehs Need For Music Code

NEW YORK, Aug. 14.—Situation regarding the music code is that the Federal Trade Commission has approved a general conference of the music industry and has recognized the industry's needs for a code, according to John G. Paine, general manager of the American Society of Composers, Authors and Publishers. FTC thinks the code, as submitted, is

Proposals for dates for the conference were made by the FTC, but pub committee has to get together on this.

Four A's Meet August 27

NEW YORK, Aug. 14.—Next meeting of the Associated Actors and Artistes of America is slated for August 27. Matter of the moment is expected to be an investigation into the affairs of the Grand Opera Artists' Association, group which will probably be expected to show cause why its charter should not be revoked.

CMPO To Ask Pay Raise

CHICAGO, Aug. 16.—A meeting of local theater chain reps with the Chicago Moving Picture Operators' Union will take place this week for the annual discussion of wage scales. It is reported that the operators will make a strong plea for a substahtial wage increase to take effect September 1. Aaron Saperstein, of the Ailled group; Morris Leonard, of Balaban & Katz and Warner, and Peter Shayne, CMPO president, will be the chief participants at the meet.

Amateurs Hard To Get

CHATTANCOGA, Tenn., Aug. 14.— Cashing in on the publicity occasioned when a number of local amateurs ap-peared on the Major Bowes hookup, the Bijou Theater is the first to inaugurate an "amateur night" along with its pix

yet, will be officially dedicated by halen.

Bijou's Manager Alken announced that Whalen announced earlier in the week the biggest trouble is finding amateurs.

802 Gives Break To Italian Tooters

NEW YORK. Aug. 14.—Musicians' local 802 hopes to give Italian musicians a break. Major source of income for most of the oldtimers consists of Italian the-atrical engagements and flestas and until atrical engagements and nestas and until now musicians have always worked be-low scale for this kind of job. Theatrical engagement season opens in September, with the fiestas coming later. Should the local's plan for controlling theatricals work out, a similar check on fiestas, a much larger field, will be inaugurated.

much larger field, will be inaugurated.

Work for Italian theatricals is tied up by four contractors. Competition has been such that the bandsmen have always worked for practically peanuts, the hours usually being from 3 to 11 p.m. The four contractors who had the business last year will retain it but will not be able to compete. The union will divide the work equally and clamp down on collusion between the contractors and theatrical companies. Local hopes to eliminate chiseling this way.

Meeting of all musicians involved will

Meeting of all musicians involved will be held Wednesday. Some time next week the theatrical companies will send rep-resentatives for a confab with union officials.

Kalcheim To Rep Stiefel

CHICAGO, Aug. 14.—Jack Kalcheim has been appointed local representative of the Sam H. Stiefel Enterprises. New York, colored talent agency, by Billy Sharp, who has been in town this week lining up acts. Reports that outfit has four weeks of theaters in Baltimore. Philadelphia, Washington and New York in addition to night-club time in those areas.

Rascals Play Wedding March

PHILADELPHIA, Aug. 14. — Borrah Minevitch's Rascals traveled 3,000 miles from Hollywood to make the music at the wedding of "Fuzzy" Feldman this week. Feldman is a member of the band. Bride is Ruth Ellis, dancer. Picture commitments kept Minevitch from making the trip.

LEXINGTON, KY. BIG COLORED FAIR

BIG COLORED FAIR

AUGUST 23 to 28

The Largest Colored Fair In the State
Wanted Charryliane, Loop-o-Plane, Till-a-Whirl,
Kiddie Autos, Colored Minstrel, Athletic, Geck,
Hawaiian, Mechanichi, Monkey Showa or Monkey
Speedway. All Shows must have own outfits,
Concessions: Pitch-Till-U-Win, Hoopia, String
Game, Frozen Custard, Roll Down, Knife Rack,
Cane Rack, Crackeriacks, Eop Com, Knife Rack
Cane Rack, Crackeriacks, Eop Com, Conse of Ploss Julies, Com, Conse of Cane, Consecutive Consecutive Weeks fairs and celebrations to follow this one. Address J. HARRY SIX, Greaterlille, Ky., this week, Anyone knowing whereabouts of Eddie (Orgone) Burns, high diver,
wire Capt, W. H. Dodd collect.

Account Disappointment

CLEAN CARNIVAL Week of September 27 Big botton crop, plenty of money. Wire

MOULTON, ALA. AGRICULTURAL FAIR AND LIVE STOCK SHOW

HOWE BROS.' SIDE SHOW

Wants Strong Feature Dancer, one that can do something besides heef and insult customers. Husband on tickets. Must have car. Can place Acts for Kansas City engagement. Address Billy Dick, Fairyland Park, Kansas Olty, Mo.. August 21, 22, 23

Wanted Carnival

Side Show, Rides, week September 6, Monroe Park. Auspices Central Trades Conneil, Mobile, Ala. Ad-rance, Man. wire, write. JOHN E. WINSTAN. LEY, 1383 Conti St., P. O. Box 593, Mobile, Ala.



MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



New Vending Firm in East

Placing new gum machines -premium plan is excellent sales stimulator

NEW YORK, Aug. 14.—Growing importance of the vending machine trade was indicated again this week with the announcement of the formation of the Banner Merchandise Corporation, distributing and operating firm which will confine its work solely to modern vending machines. Principals in the new organization are Louis Goldberg, A. E. Glickman and Murray Lax, all well known to the trade here and some of them known in national organization work. Headquarters of the organization will be at 2515 Amsterdam. will be at 2515 Amsterdam.

Goldberg will head the firm as active manager, while Glickman will be an able associate in the activities. Glickman said that the Pacific Merchandiser gum machines were now being placed and that immediate plans were for extensive operation of the machines. "The coupon memium plan being used is a wonderful operation of the machines. "The coupon premium plan being used is a wonderful sales stimulus," he said. "The coupons each have a picture of one of the Presidents and when a customer collects the full series of 31 a suitable premium is offered in exchange. Other premium ideas are also used with the coupons. It has already proved to be a real merchandising idea."

Glickman also made the important

Glickman also made the important statement that the Banner firm would be building another vending machine within 30 days.

Keeney Predicts Trend to Consoles

CHICAGO, Aug. 14.—Basing his prediction on the popularity of his company's experience with its console-type machine, Track Time, Jack Keeney, of J. H. Keeney & Company, made the statement this week that he believes there is a definite trend amongst the operators towards the console-type payout machines. Keeney states that this type of operating equipment has won for itself a definite niche in the coin machine industry, along with novelty games, payout tables and slots.

"With console payouts." states Keeney.

games, payout tables and slots.

"With console payouts," states Keeney,
"the operator will find a definite satisfaction with the high earnings the seven
coins per game bring. The action is
always quick, yet the players all get a
full measure of thrill from the lively
animation of figures or numbers twirling around a playing board. The action
on all of these machines is in lights,
effecting a brilliant display of light
animation. Another reason the players

have enthused over consoles is the

changing odds the machines offer.
"Console-type machines have found

changing odds the machines offer.

"Console-type machines have found immediate acceptance from the better types of locations," he went on. "because their beautiful cabinets fit in with the most de luxe spots. All consoles are housed in rich cabinetry along semi-modern lines. They are equally at home alongside a swanky bar or a sedate hotel coffee shop. Quiet in action, the machines do not attract undue attention, yet their outstanding beauty cleverly beckons the players."

J. H. Keeney & Company have been enjoying a great season with Track Time, it is reported. The sales manager, Ray Becker, is said to have a hard time keeping the buttons from popping off his vest every time he brings in his sales report to the big boss. Much of the success of Keeney's Track Time has been due to the fact that every Track Time automatically goes thru an automatically goes thru an automatic to be shipped.

Track Time is now made, according to the Keeney firm, with a new improved coin head and side-door cash box. This latter feature not only speeds up collections but allows the operator to make his collections privately without attracting a lot of unnecessary attention. Four interchangeable tops are available for Track Time, which makes this machine last indefinitely on any location.

Pacific Offers New Console Idea

CHICAGO, Aug. 14.—Pacific Manufacturing Corporation, one of the country's leading manufacturers of amusement games, has just recently announced a new console machine called Dominole. Company reports favorable distributor and jobber reactions on the appeal and earning power of the new device, which is said to incorporate several outstanding principles of play in clever arrange-

The scoring area includes a large circular light-up disc, consisting of 16 sets of domino combinations arranged in twos, so that the total of each set will constitute the player's point. The 17th point in the "great circle" is marked

At the top right of the scoring area Pacific's odds commutator establishes values of 2 to 20 on every point in the "great circle" at the left with the exception of the jackpot, which is always good for 40 points if and whenever it is made.

is made.

To begin the play on Dominole the coin goes into the escalator chute. Immediately the odds commutator spins to establish the values of each set of odds on the great light-up circle. Then when the odds commutator has done this a great flare of light-up animation takes place on the great circle of downton. place on the great circle of domino light-up points. The player has already met with great suspense when the odds commutator spins. But again the danc-ing lights flash all over the light-up circle, showing two, thur, six, eight, up to 16 sets of points in the domino light-



up combinations. The jackpot flashes on and off at the top of the circle at regular intervals. Then all light animaon and off at the top of the circle at regular intervals. Then all light animation ceases, leaving from two up to as many as 16 sets of domino points illuminated. Or perhaps the jackpot is the only big thing left to accomplish. This is done by means of a light-up arrow which travels around inside the great circle and stops at one set of points or perhaps the jackpot after all animation has stopped. If the arrow stops at two dominoes totaling seven, for example, the player is automatically paid the amount designated by the roto-drum odds commutator opposite point seven. The jackpot is not controlled by the roto-drum odds commutator. But much come-on emphasis is said to be brought to the jackpot feature by stacks of coins indicated in colorful third-dimensional lights.

The design of the game is largely attributed to Fred McClellan, Pacific's chief executive, who is said to have given the development, building and testing of the new Dominole game his close personal attention.

Lee (P. S.) Jones Okehs Long Beach

CHICAGO, Aug. 14.—Lee (P. S.) Jones, executive head of the American Sales Corporation, said this week that his firm's new location was proving a real boon to the American staff, as well as a big stimulus to business. The customers

like it, too, he added.

Jones also stated that he is sincere in putting his most hearty approval on the new Long Beach table game made by Genco, Inc., of Chicago. "We positively recommend it in accordance with a well-known policy of handling only the better games," Jones said. "We can furnish the names of over a thousand operators who have made more prover by children. who have made more money by follow-ing our recommendations, and that confidence is too valuable to lose by recommending games that won't make

good.

"The idea of the Long Beach game is to advance speedboats on the back-rack by striking the corresponding numbers on the playing field. That is simplicity in itself and the appeal of such

You Aint Seen Nothin' Yet! DERBY CONSOLE GOTTLIEB

Models on Test Locations Afe Creating a Furor!

10 PACES RACES 25c Play SPECIAL \$129.50 While They Last GERBER & GLASS 914 DIVERSEY BLVD, CHICAGO

a game to the public is well known to every operator. The game also offers special appeal by a provision for the player to complete the game with one ball or any succeeding ball up to the very last by shooting for the skill lane at top of playing field. The player never knows which boat will come in, hence there is a load of suspense. If the one he is shooting at comes in he wins; if one of the other four comes in he loses.

"When you add to such attractive playing features the workmanship and quality of the game the operator really has something to make money for himself."





A Novelty Game With the New "ACE IN THE HOLE" Feature! 5 BALLS, BUT PLAYER MAY COMPLETE THE

GAME WITH THE FIRST OR ANY BALL HE CHOOSES.

A super-deluxe game, custom made and expertly engineered by Genco. The playing idea of LONG BEACH is to advance the speedboats on the backrack to the finishing line by striking corresponding bumpers on the playing field. However, if the player desires to com-

playing field. However, if the player desires to complete the game with the first ball or any succeeding one up to the last, he may shoot for the skill lane at the top of the field. If made, one of the speedboats advances to the finishing line. The player never knows which will come in. If the one he is shooting for comes in he wins—if one of the others does he loses and the game is over.

F.O.B. CHICAGO

2621 N. ASHLAND AVE., CHICAGO

STILL GOING OVER BIG! CARNIVAL HOME STRETCH UERBY NOVELTY GAMES.

LADY LUCK

1200 Hole Form 4190 Takes In\$40.00 Pays Out 19.00 Price With Easel . 1.82 Plus 10% Federal Tax Holiday Boards, Holiday Cards and Holiday Headings.

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 Ave., Chicago, U.S. A.



WURLITZER Perfect \$124.50

KEENEY BOWLETTES \$69.50 O NUMBERING \$24.50

USED BUMPER GAMES, USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

BABE KAUFMAN, Inc. (CIRCLE 250 W. 54th St., N. Y. C.

BARGAINS IN RE-CONDITIONED PIN



Scoreboard 19.50 Home Run 17.50

Batance Line, S in Line, Cheer Loader, I. O. U., Desier, Dom-ino, Poko Card, 50-50, Kings, Tryalite, Ball Fan (1936). 8 and 10.

ONLY \$5.00 Ea.
Fair Play, LineO. Oyolone, Bank
Nite, 666, Bhort
Sox, Over & Under, Zenith
Electric Oranes,
Only \$25.00 Ea.



Steady Mo

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D.ROBBINS & CD. 1141-B DEKALB AVE Vends Over 20

THE LAST "WORD" IN YOUR LETTER TO

ADVERTISERS, "BILLBOARD"

Genco Pioneers Giant Backboard

CHICAGO, Aug. 14.—Release of the new Genco novelty game, Long Beach, brought a gasp of surprise from the coin machine industry in general and a flood of compliments for Genco officials from the operators of the nation, it was stated today at Genco headquarters.

stated today at Genco headquarters.

"Daring to depart from the usual and pioneering what appears to inaugurate a trend in coin game light-up backboards," Dave Gensberg, Genco official, stated, "our designers developed the odd-shaped backboard which characterizes Long Beach. Rather than being tall and no wider than the cabinet itself the Long Beach backboard is not only tall but is considerably wider than the cabinet. This allows for a more realistic light-up action and it has already proved its value on locations. The width of the backboard on which are shown the backboard on which are shown speedboats racing from start to finish provides a longer, more thrilling race, the it takes no longer to finish a game

provides a longer, more thrilling race, the it takes no longer to finish a game on Long Beach than on an average game with the ordinary backboard.

"As a matter of fact," he continued, "the game can be played to a finish with less than the five balls provided and in less time than the ordinary fiveball game usually requires. The player, employing our 'ace in the hole feature, can complete the play with any ball he desires, The idea is to advance the speedboats to the finish line by striking humpers on the playing field numbered to correspond with the boats. If he would rather complete the game with the first ball or any other one following he shoots for the skill lane, which, if made, advances one of the five speedboats to the finish line. Which boat will come in when the skill lane is made is unpredictable, but if the one he is shooting for come in he wins an award according to the odds showing. If any of the other four come in the player loses, but in any event the arrival of a boat at the finish line ends the game."

The realism of speedboat racing is a peaced by the true-to-life remodule.

board and appeals to all sections of the country, it is said. Production at the Genco plant on Long Beach is reported to have reached an all-time first week high on novelty games.

Ops Justify Chi Coin Action

CHICAGO, Aug. 14.—From the offices of the Chicago Coin Machine Manufacor the Unicago Coin Machine Manufacturing Company comes a report that indicates what may be termed a justification of the action taken by Chicago Coin officials a short time ago when the company decided to begin immediate production on its two new games, Turi Kings and Track Stars, rather than withhold them until September.

withhold them until September.

Said Sam Gensberg, official of the organization: "The demand for our two new games backs up our judgment in deciding to release them at once. We claimed them to be money makers, and our claims were substantiated by a number of distributors who checked our tests. We felt that the games should be released at once to take care of the so-called slack in operating returns during what is usually a quiet month. Well, we have learned from operators of Turk Kings and Track Stars that as far as they are concerned now there is no slack. The games are earning far beyond what ordinary games earn at this time of year. The faot that our production, announced last week at 100 games daily on Turf Kings, has been increased 50 per cent shows not only that we guessed right but that operators the country over have backed our indement. the country over have backed our

made, advances one of the five speedboats to the finish line. Which boat will come in when the skill lane is made is unpredictable, but if the one he is shooting for come in he wins an award according to the odds showing. If any of the other four come in the player loses, but in any event the arrival of a boat at the finish line ends the game."

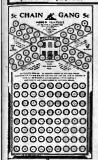
The realism of speedboat racing is enhanced by the true-to-life reproduction of a water speedway on the back-

95

ATTENTION OPERATORS Fitz Says Sprint Speeds Up Buying

START MAKING "REAL PROFITS" NOW, WITH THE "WIZARD TWINS"! TRULY, THE "GREATEST" PROFIT MAKING IAR DEALS EVER MANUFACTURED! DESIGNED ESPECIALLY TO THE OPERATORS' NEED FOR BIGGER AND BETTER PROFITS! THE IAR GAME THAT WILL GET AND KEEP LOCATIONS AT THE LOWEST COST PER UNIT TO THE OPERATOR.
The latest popular 2520 tickets with the extra "Jack Pot" feature in the Iar, paying from

50c to \$5.00. Special Metailic Seals. Special Sewing. Fool proof! Seal awards pay from \$1.00 to \$25.00.



CHAIN GANG

"Now making history in the profit making field!"

Takes in \$126.00 Average Payout., 75.55

Av. Protit .\$50.45

/119 Winners.



"Reaching out and grabbing all the profits."

Takes In \$126.00 Average Payout,, 74.77 Av. Protit .\$51.23

119 Winners.



REACH FOR THE MOON

是分配的分类

00000000

000000000

000000000

000000000

000000000

00000000

000000000

SAMPLE DEAL \$6.95 25% DEPOSIT WITH ORDER. JOBBERS, DISTRIBUTORS, OPERATORS

Write for Quantity Prices

NATIONAL PRODUCTS COMPANY

2460 GRAND AVE.,

KANSAS CITY, MO.

Gerber & Glass Grab Reel Spot

CHICAGO, Aug. 14. - According to Paul Gerber, of Gerber & Glass, "it's Daval again." The reason, he says, is the new Reel Spot machine made by Daval. "As a result of the recent announcement of the machine," Paul continued, "we received more local and long-distance calls asking for the name of the machine. The Daval announcement was in the form of a teaser ad and the only way I would explain to inquirers was to say that it's simple. In other words, remember that fascinating old carnie shell game which most of us will never forget.

"The new game will bring it to the "The new game will bring it to the public on reels, and a Daval counter game needs no testimonial as to its originality and merit." Gerber added. Gerber & Glass will offer Reel Spot on their usual seven-day guarantee plan, which they state demonstrates the firm's confidence in the machine.

Game's Realism **Boosts World Series**

CHICAGO, Aug. 14.—"One of the rea-CHICAGO, Aug. 14.—"One of the reasons for the popularity of World Series,"
says Jack Nelson, vice-president in charge
of sales of Rock-Ola Manufacturing Corporation, "is the game's realism. The
average man is a baseball fan and when
he stands in front of World Series and
watches the lifelike figures go thru their
motions it only requires a little imagination to picture the real game, which
sives the player a vicarious thrill.

"The robot players move in lifelike
fashion that holds the attention of both



4000 ITEMS FREE WHOLESALE

CATALOG
Hot off the press
Shows 4,000
world-wide Barsains. 256 Pgs.
of Fast Sellers
of Every Description and
15 MoneyMaking Plana.
Tils Catalog is
FREE. Send
for it today. SPORS CO., 8-37 Erle | St. Le Center, Minn.

Modern Consoles

Slow to go completely modern, there is a possibility that the beautiful console machines—glorified slot machines

so to so completely modern, there is a possibility that the beautiful console machines—glorified slot machines—may be the next big advance in the field of amusement devices. A little care in timing and regard for the public in publicity would mean so much in the promotion of these machines. The manufacturers of console machines certainly ought to call in an authority on public relations before they go very far.

There is a germ of an idea in the following Keeney publicity: "Console type machines have found acceptance with the better type locations because their beautiful cabinets fit in with the most de luxe spots. All consoles are housed in rich cabinetry. They are equally at home alongside a swanky bar or a sedate hotel coffee shop. Quiet in action, they do not attract undue attention yet their outstanding beauty cleverly beckons the standing beauty cleverly beckons the players."

player and onlooker. They go thru all the motions of real players, even to the umpire throwing up his left arm when a ball is thrown and his right arm when a strike is registered. An automatic scoreboard registers number of strikes, balls, hits. runs and so forth with unfailing accuracy."

Demand for World Series is reported

to he holding up remarkably, and many machines purchased at the last coin-machine show are on the same locations and doing more business than ever.

Miss Lytle Sees Real Indians in Carolina

CINCINNATI, Aug. 14.-The O'Toole Indians will have to hang on tight to the scalps they have won among numbers of the coin machine industry because there is another tribe after the same group.

Ada Lytle, bookkeeper of the Cincinnati hranch of the Markepp Company, while on a visit in North Carolina recently visited one of the Old Indian villages there.

"The Indians were certainly nice to me," Miss Lytle told friends on her return, "and called me Squaw Markeppi." The Indian villages are beautifully set in the Great Smoky Mountains. They do some beautiful handwork and Miss Lytle brought hack gifts for her many friends in Cincinnati.

Speeds Up Buying

NEW YORK, Aug. 14. - Bally's new novelty pin game, Sprint, has speeded buying to a new high mark for the hot-weather season, John A. Fitzgibbons, of Fitzgibbons Distributors, Inc., reports. "Every operator, jobber and distributor who has seen Sprint has only been able to find words of highest praise for it," says Fitz. Many of them have termed it the best game that has appeared since Bally Bumper.

"It has speeded up buying to such an extent," he went on, "that both these offices and the Newark branch are in a quandary as to how they will be able to make delivery to the operators. I already have phoned an order to the factory that is the largest for a novelty pin

game which it has received during the month of August in its history."

Fitz attributes the popularity of the game to the fact that it combines two types of games in one, and in such a fashion as to insure players complete player appeal. As he put it: "Not only has Bally continued the factinating and tantalizing action of Bumper in the game but it has added to the interest and money-making power of the game by continuing in a new and different banner the precise skill-shot holes. This brings back into being the skill-hole arrangements which made pin games famous and combines them with the bumper-coil action so that the play is exciting at all times. What's more, the play is perfect so that the operator is assured of the finest kind of operating game he ever dreamed of."

There's a Sin . . .

(R. H. J. P. in The Toronto Daily Star) There's a sin that's awful common There's a sin that's awful common And for which we're prone to fall; It's that wicked gambling spirit, It's about the worst of all! No! It's NOT the Woodbine races, That is not the sin we mean; We refer to what is often Called "The Wicked Slot Machine."

It is frowned on in Toronto, In that city called "The Good"! Holding up their hands in horror Just as such a city would; And they point accusing finger (As we recently recall) To the way machines are winked In that awful Montreal! are winked at

You may gamble at the Woodbine, Place a hundred on a horse; With the governor attending It must be all right, of course! But to drop a dirty nicke! In some sinful gaping slot Is the depth of degradation. The it's practiced quite a lot!

If you dare to play at Bingo In Toronto on the Bay You are headed straight for Hades (Or at least that's what they say). But gamble at the Woodbine Brings a very different fate; It received the city's blessing. And the mayor's there in state.

If a good substantial rakeoff If a good substantial reason
Goes to help Ontario,
With society attending.
It must be all right, you know!
For Toronto's own 400
Give the Woodbine righteous "class";
But the man who bets a nickel
Is degenerate—alas!

If the market tends to tempt you Pick your stock and pay your scrip; Even parsons do some plunging If they get a worth-while tip! But if you and I play Bingo (Such a crude, debasing sport) They will smash the game to atoms And then hale us into court.

So, ye gambling generation,
Do your betting "on the nose";
If you're bound to bet on something
Bet your shirt and lose your clothes.
But don't risk a blooming nickel
In a tempting slot machine.
If you do so in Toronto
You'll be locked up if you're seen.

(We cratefully acknowledge receiving

(We gratefully acknowledge receiving copy of this excellent poem from Silent Sales Company, of Minneapolis. Every operator should save this poem for

Latest Numbers BY THE **BIGGEST COMPANY** IN THE BUSINESS

TOURNAMEN

[NOVELTY TABLE]

FLASHER

[TABLE . BELL . GAME]

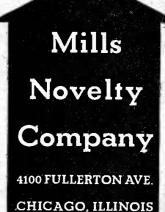
MELON BEL

[EXTRA JACKPOT]

ZEPHYR

[NEW PHONOGRAPH]

Write. Wire or Phone for Particulars



Triple your Income with these 3 PACIFIC WINNERS!

The Billboard

STORMY has proved to be the sweetest money-making novelty game of all. Everybody plays Stormy. Everybody. And operators are turning big Stormy profits back into more Stormy locations.

Another thousand Stormy games are now in production to satisfy big repeat orders. Pacific will build thousands more. See Stormy. Play it. Take Stormy. Triple your income with STORMY!

DOMINOLE is a smart new console game priced way low. Yet Dominole is so full of profit power operators say you can place it in any ordinary pay table location and earn three times as much money.

Dominole has Pacific's roto-drum odds commuta-tor plus changing lite-up odds that give the player 2 to 16 scoring opportunities each time. Also a big jackpot shows stacks of coins in third dimensional lights. Dominole has everything. Suspense. Speed. Flash. Profit! Write for New Low Price.

in strictly amusement locations. From coast to coast, operators report the same heavy collections. And Pacific's Ball, Game is standing up taking it fast without stopping. Place your order for immediate deliverles on Pacific's Ball Game now!



New Epco Plant To Be in Chicago

CHICAGO, Aug. 14.—A visitor here this week, A. B. Chereton, head of the Electrical Products Company, Detroit, re-leased an announcement of importance to coin machine men and all users of the various products with which the organization has been identified.

"Up until the present time our Chicago branch has always maintained a complete stock of the various devices which are used by the manufacturers for which are used by the manufacturers for coin-operated machine manufacture," said Chereton. "We maintained this stock to enable us to be of real service to the men engaged in manufacture in Chicago and, tho we found it possible to meet the demands of coinmen thru the Chicago warehouse, we also found that it was necessary for us to be much closer to the problems that confront manufacturers if we intend to be of real service to the industry.
"With that in mind I am here to

"With that in mind, I am here to complete arrangements for the removal

of our pin-game device manufacturing division to Chicago," he continued. "We have completed plans to occupy a factory on Chicago's near north side, convenient to the majority of the coin machine plants. The factory has a space of approximately 20,000 square feet and the Electropak, Epco Bell Locks and Chereton Electro-Timer will be manufactured right in the heart of the infactured right in the heart of the in-

"Seven engineers who were directly responsible for the development and production of our Electropak will make their headquarters at the new plant."

Chereton advises that two experimental laboratories will be maintained, one in Detroit and the other at the new Chicago factory. He will personally supervise both plants, commuting between Chicago and Detroit.

"With our experimental laboratories in Chicago and Detroit," Chereton concluded, "we feel that we will be competent to handle any type of electrical problem confronting the coin machine industry or any other industry using electrical specialties."

Holloway Passes Of Long Illness

(From World's Fair, London)

(From World's Fair, London)

So the end has come and Jack Holloway is no more on this earth. For years he has suffered from one of the most terrible complaints known to mankind. The extent of his suffering we have perhaps not really known, for right to the end he was most courageous. In fact, he was that thruout his life. Sixty-three years ago he came on this earth. For many of those years he grafted, fought against adversity and was ever ready to turn his hands to anything that would provide him and his with a means of living. The downs he would face with a smile as big as that which adorned his face in moments of triumph. There was never any acknowledgment of defeat. Even in his last days of mortal existence, knowing full well that the end was not far off, mentally his spirit was strong. To tell the full story of Jack Holloway's life would be to present a most colorful and interesting narrative, but space does not permit of that. Some there are of our readers who knew him in the days of what I might well term battle and graft. Others, probably the majority, only know him as the founder of the Samson Novelty Company's "Spinning Reels" for April, 1930, wherein appear the words: "Jack Holloway is referred to universally as a genius. A genius because of his unlimited brain power, unharnessed, invincible and indomitable will and indefatigable energy. A genius because of the way he founded, developed and nourished the business of the Samson Novelty Company's "Spinning Reels" for April, 1930, wherein appear the words: "Jack Holloway is referred to universally as a genius. A genius because of the samson Novelty Company. A genius because of the way he founded, developed and nourished the business of the Samson Novelty Company. Jack Holloway is a little man. He doesn't dominate you with any six feet of bodily height, but he has a mighty big brain, without which it would have been impossible for him to attain such prodigious heights in the automatic machine world." How So the end has come and Jack Hollohim to attain such prodigious heights in the automatic machine world." How very true. My personal knowledge of Jack Holloway covers only a comparative-

ly recent period, a matter of some five years. During that time I found him to be possessed of a kindly heart, as well as marked business acumen. I am to be possessed of a kindly heart, as well as marked business acumen. I am glad to have known him and regret his passing, altho in reality it was a happy release from pain and suffering. Jack Hollowsy was the moving spirit in the creation of 'the British Automatic Machine Operators' Society. It was thru his initiative that a meeting was held on October 21, 1926, in Anderton's Hotel for the purpose of finding a ways and means of combating what were considered to be bad trading practices. On November 11, 1926, another meeting was held at Cannon Street Hotel, with Jack Holloway presiding. At this meeting it was agreed to form a society and the title ultimately chosen was that of the British Automatic Machine Operators' Society. Jack Holloway was elected chairman, which office he held until retiring in 1931. He was then elevated to the office of vice-president, subsequently on the retirement of Sir Walter de Frece becoming president.—EDWARD GRAVES.

New York Banquet

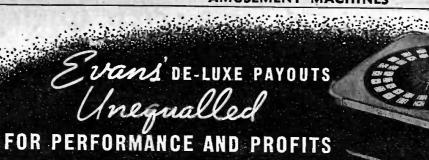
New York Banquet

NEW YORK, Aug. 14.—New York operators are already getting appetite and feet ready for the big annual banquet and grand party which has been announced for October 3. It will be held at the Manhattan Opera House, where a thousand guests enjoyed a similar affair two years ago. The celebration will be under the auspices of the Amalgamated and the Greater New York operators' associations, and the annual parties given by these two organizations during the last six years have gained a nationwide reputation. Hence everybody looks forward to an unusual event. Joe Fishman and Saul Kalson, exceutive heads of the Amalgamated and Greater New York groups, respectively, are directing the plans, and their ability at such work is well known. In addition to the membership, manufacturers and prominent personages from other cities will attend the banquet.



5c et

Play



Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is

built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unfailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.

Every EVANS Came is sold on a 10-Day Money-Back Guarantee . b a c k e d by EVANS' 45-year record of Reliability and high Financial Standing.

Year ago the stupendous earnings of these EVANS games_staggered the coin machine industry! For six months they were the only console games—then came a wave of imitators! Today EVANS' games are still the leaders-still miles ahead of all competition! Their 6 months' lead guarantees perfect performance, while others are experimenting!

Don't be misled by extravagant claims! Consoles owe their enormous popularity to these Evans Games! Why risk your money on imitations?



BANCTAILS

Superb Horse Race Payout

ROLLETTO JR. Automatic Roulette Payout

All Models PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Ticket Payout Models Check Payout Models
CONCEALED PAYOUT
DRAWER or OPEN CUP
Optional

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, III.

OUT SOON! WONDER GAMES the INDUSTRY

Scooping everything! As far ahead of present games as was GALLOPING DOMINOS when first introduced:

JOBBERS: Rush Your Orders for Sample Machines!

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, III.

IP F Phica Plus Con TRIPPE'S SPECIALS CHUOK-a-LETTE (Single Slot) \$87.50 DIXIE DOMINOES 16.00 BALLY NUGGET 9.00 SUM FUN 9.00 GOLD RUSM 3.50 RELIANCE 18.50 ERAT 'EM 39.50 39.50 AYLORD FAN (30" Low Stand) 70.00 LAMO 15.00 ALAMO 15.00 ROTARY (Escalatori) 82.50 JUNGLE DODGER 49.50 HOLLYWOOD JR 59.50 MILLS DANCEMASTER 62.50 BALLY BUMPER 16.50 1/3 Deposit, Balance D. D. D. DEAL NOVELTY CO. 1518 MARKET 31

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Berger Gives **Buyers' Aims**

New York alliance includes eight firms that will buy games jointly

NEW YORK, Aug. 14.—A. A. Berger, recently appointed executive director of the Skill Game Buyers, Inc., announced the policy of the combine in a general letter to the trade this week. The combine is made up of eight of jobbers and distributors here and includes American Distributors also company and compan Distributing and Sales Company, Brook-lyn Amusement Machine Company; Budin Specialties, Inc.; D. Robbins & Company; Fitzgibbons Distributors, Inc.; Mike Munves Corporation, Rex Nov-elty Company, and Supreme Vending Company, Inc.

Company, Inc.

In describing the aims and purposes of the organization, Berger stated: "Skill Game Buyers, Inc., is incorporated under the laws of the State of New York and is adequately financed. Its stock-

der the laws of the State of New York and is adequately financed. Its stock-holders are eight of the leading jobbers and distributors in the metropolitan district who use approximately 70 per cent of the skill games bought in this territory. The main function of the group is to buy from the manufacturers collectively in such quantities that would justify complete distribution. "Skill Game Buyers, Inc., wants to function in such a manner as to create harmony, good-will and fair dealing. While all members are competitors, we want our competition to be along fair and ethical lines. Our members have pledged themselves to conduct their business along clean and fair lines and 3t no time to do anything that will reflect in any way on the business as a whole or any individual members of the corporation. corporation.

"Personally," Berger went on, "I took on the responsibility of executive direc-



ROYAL FLUSH



GINGER Case Lots (100 Boxes), \$12.00.

1/3 DEPOSIT, BALANDE D. O. D. O. D.

1922 FREEMAN AVE **CINCINNATI, OHIO**

tor only after careful deliberation and assurance that I would be given full authority. My intentions are to safeguard the interests of the industry as a whole; the manufacturers with whom we close contracts and the Skill Game Buyers, Inc., both as an entity and as individual members."

Berger promises to put into effect fair trade practices which will help everyone concerned with coin-operated skill games in this territory. At the present time he is building up his office force so as to be ready for the increased activity which is sure to come as soon as the fall season gets under way.

The industry here is watching with interest the new organization and is awaiting to see what new developments



Tom Thumb Jar Games

Sample Jar, 50 Sale, 200 Winners, \$18.80 Profit.
Price, express prepaid, \$2.15. Low Prices on Quantities. Write for details. 30 other Games. TOM THUMB, Dept. 77, Nauvoo, III.

will follow now that A. A. Berger, who is regarded as one of the best informed men in the industry here, is in complete charge of this new corporation.

CLASSIC

BUMPER

Sensational new action sweeping the country! Imagine an Electric Kicker capable of swiveling around and catching the ball from every angle, and you'll understand why OLASSIO is getting the big money play from Coast to Coast.

CHROME-STEEL PLAY-



PAYS ON WIN, PLACE, SHOW AND PURSE

- 28 WINNING POCKETS . . . ONE-SHOT PLAY
- CHANGING ODDS . . . 40-TO-1 TOP
- 1 TO 7 SELECTIONS EACH CAME

Can Be Operated With or Without "THIRD DIMENSIONAL"

Effect On Backboard



4 times faster profits FAIRGROUNDS

FAIRGROUNDS earns money four times faster than any ordinary game—because it's designed to take in 4 NICKELS PER GAME. In busy spots 4 players each deposit a coin—and each player collects listed odds on a winner. But you don't need 4 players to average 4 coins per game. ont theed 4 players to average 4 coins per game.

ONE PILAYER CAN FEED 4 NICKELS into the chute and receive \$2.00 on a 50-cent winner.

Game operates on 1. 2, 3 or 4 nickels and automatically MULTIPLIES EVERY PAYOUT BY THE NUMBER OF COINS OUT BY PLAYED!

- FAST 1 BALL PLAY
- EACH COIN PLAYED CHANGES ODDS AND GIVES PLAYER 1 TO 7 SELECTIONS
- PAYS ON WIN, PLACE, SHOW AND PURSE
- 28 WINNERS POSSIBLE; \$8 00 TOP

F. O. B. CHICAGO



SPRINT for a long run BUMPER ACTION PLUS SKILL-HOLE

ODDS CHANGE BY HITTING BUMPERS NEW DOUBLE AND TRIPLE AWARD

hole idea. Mystery Selection Coin-Chute gives player one "Selected Runner" each payer one "Selected Runner" each game . and player shoots to land a ball in corresponding "Winning Runner" pocket at bottom of board. When player succeeds in matching "Selected Runner" and "Winning Runner" and "Winning Points or Preserves Points or Free Game flashed on Backboard which change every time a Bumper is hit. Two balls in either Skill Hole DOUBLES AWARD; two balls in both Skill Holes TRIPLES

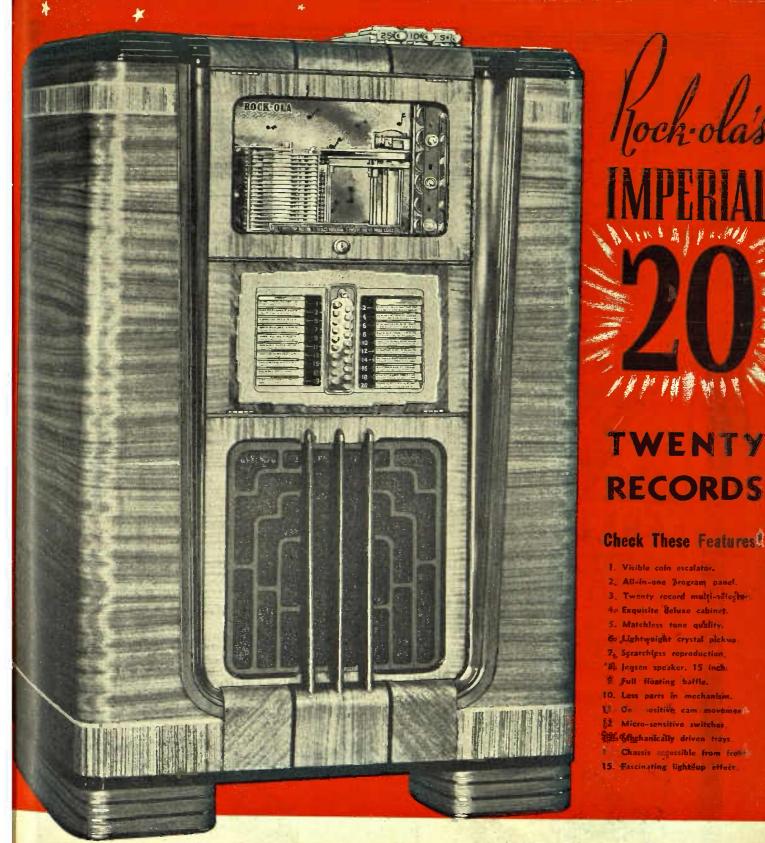
AWARD.



MANUFACTURING COMPANY 2640 BELMONT AVENUE . CHICAGO, ILLINOIS







Canadian Operators, Attention!

★ Rock-Ola Phonographs are fully approved by the HYDRO ELECTRIC POWER COMMISSION

Distributed in Canada by P. and H. Coin Machine Company, 287 Victoria St., Toronto, Ontario. Full stock always on hand.

ROCK-OLA MFG.



Another Reason why

WURLITZER OPERATORS

are Successful!

WURLITZER PLAY METER ENABLES THEM TO CONCENTRATE ON MOST POPULAR RECORDS . . . ENJ GREATER INCOME FROM EVERY INSTRUMENT

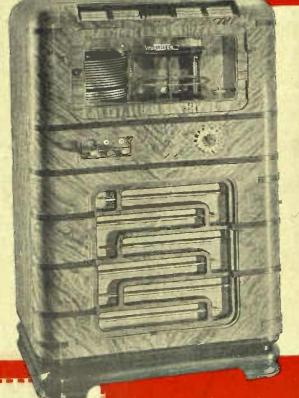
Wurlitzer operators enjoy increased earnings from every instrument they operate because of Wurlitzer's ingenious Play Meter. This device shows which records get the most frequent play - enables Wurlitzer operators to quickly weed out unprofitable numbers - replace them with more popular records.

One more reason why Wurlitzer operators not only get and hold the best locations but greater earnings from every in-

strument they operate. Turn this double advantage to your profit.

Find out if there is still room in your locality for another Wurlitzer operator. Mail the coupon today! The Rudolph Wurlitzer Company, N. Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada





READ WHAT THESE SUCCESSFUL OPERATORS SAY ABOUT THE PLAY METER'S CONTRIBUTION TO GREATER OPERATOR INCOME . .

Only With The "Play Meter" Can We Tell Which Records Get The Most Play

The Play Meter gives operators valuable assistance in record selections. In critical locations where the owner tries to tell us what records his customers want we have a good argument against any unwise selections he might make. Very often the merchaor will have a record taken off the phonograph as he is tired of it yet that record gets the most play and we can only be informed of such conditions by the Play Meter.

AUTOMATIC PHONOGRAPH CORP. St. Louis, Missouri

11 1201 11 4111 OFFIT ITTE # 111701114K1 7 1111201112011 J01111[211...31

7-11/70/11 PP:11

3011111111291 11011111111

11112PH 17011

MOL1111111189

1 1 1701 TE HOLD 111341170111

1111701112011

HOLLITHE

011111111091

Informs Operator What Type Music **EACH Location Wants**

We feel that the Play Meter is one of the most important new pieces of equipment you have added to the line as it is of great benefit to us in keeping tract of the most popular records played on the location.

I have spoken to a number of the other operators of Wurltten Phonographs and they feel the same as I in regard to the Play

For your information, one very important feature about the Meter is that after servicing each customer, the Meter informs the operator what type of music that particular location desires.

WM. CORCORAN NOVELTY CO. San Francisco, California

THE RUDOLPH WURLITZER CO., Dept. F 83 North Tonawanda, N. Y.

Please let me know if there is room for another Wurlitzer Phonograph Operator in my locality.

Name Street

Present Occupation

WURLITZER Automatic PHONOGRAPHS SOLD ONLY TO OPERATOR