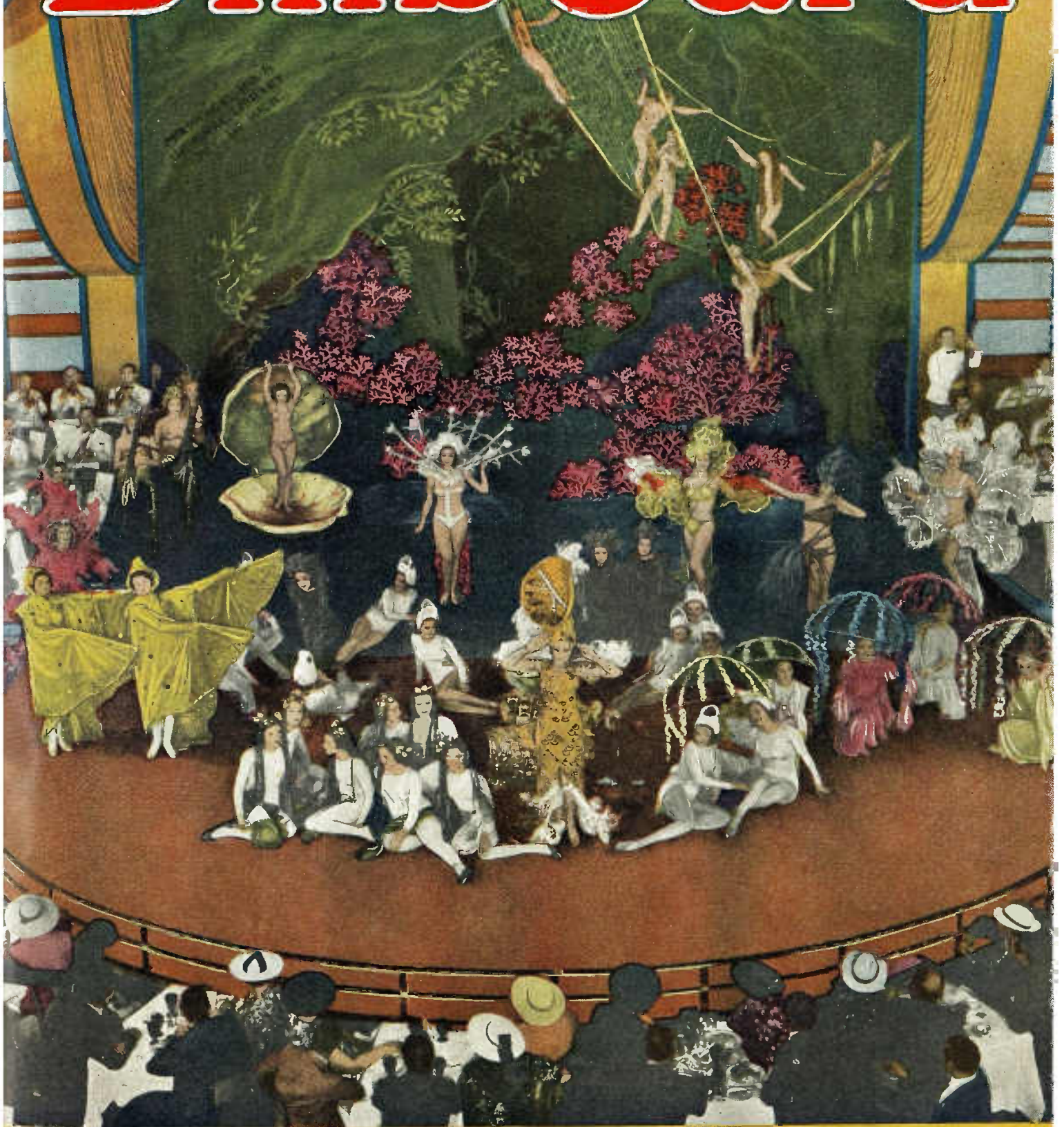


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TOUGH SEASON FOR LEGIT

Op Singers Want Charter

Fight to retain Four A's affiliation—musical artists guild invites merger

NEW YORK, Aug. 21.—With the August 27 hearing on revocation of the Four A's Grand Opera Artists' Association charter neared, leaders of the GOAA fought back by expelling five members who had been sponsoring amalgamation with the newly formed American Guild of Musical Artists. Among those booted were Elizabeth Hoepfel, former GOAA prez. The five were charged with carrying on a campaign of misrepresentation, promising the members jobs if they joined AGMA and so forth. Next move of the association is a mass meeting at Steinway Hall Tuesday night.

While Armand Marbiny, GOAA secretary, claims to have almost a 100 per cent opposition to fusion with AGMA, AGMA asserts it has petitions from a majority of GOAA members in favor of the change. AGMA also pooh-poohed GOAA boasts that it has organized 90 per cent of grand opera artists. AGMA claims 400 members. GOAA says it has 280 on the roster. GOAA's strength lies among the minor operatic companies, such as the Hippodrome, San Carlo and Cincinnati. AGMA, however, with the Metropolitan, Chicago

(See OP SINGERS on page 30)

Cole Bros. Next Major Show AFA Will Attempt To Organize

NEW YORK, Aug. 21.—The Cole Bros.' Circus will be the next major show the American Federation of Actors will attempt to organize, it was announced this week by Ralph Whitehead, executive secretary of the organization. The AFA,

"Uncle Charley" Loses In Bid for Mail Woman

WILLIAMSTON, N. C., Aug. 21.—Kate Phillipot, claimed to be the only woman mail carrier delivering mail in the business section of a city in the United States, has received an offer thru Jerome Harriman, general agent of Downie Bros.' Circus, to handle mail with the show. While the offer by the Charles Sparks-managed Downie Bros.' organization was a flattering one, Miss Phillipot refused it after deliberate consideration with the remark that she'd rather continue with "Uncle Sam," altho she'd like to work for "Uncle Charley."

Theater Authority Will Ask Insurance for Benefit Acts

NEW YORK, Aug. 21.—The Theater Authority will demand this season that benefit promoters and charity organizations insure performers against accidents when they work a benefit. Decision follows a series of serious accidents. Many benefits are staged in hotels, banquet halls and other rooms with improper facilities for actors. TA is eyeing the fall with increased confidence because the new radio actors' union will at last give it control over many performers who never came under Equity's jurisdiction. Since TA began cracking the whip shrewd promoters have been drawing charity talent from air performers and concert artists with no union affiliation. Now, however, the

Number of Shows Produced Goes Under Even Previous Year's Low

Statistics drop all along the line, making 1936-'37, according to the figures, the worst season so far—average run up, however—and revivals hold out hope

NEW YORK, Aug. 21.—The season of 1936-'37, which officially ended the last day of last month, was in regard to both totals and averages the worst known to the modern stage in New York, according to figures compiled for *The Billboard Index of the New York Legitimate Stage*, the 17th edition of which will be published in September. The number of shows presented dropped disastrously and so did almost every other category of production activity. The only thing that showed an increase was the average run of plays (as distinct from musicals) which went up by half a week. The total number of productions dropped 13 shows under the much-bewailed 1935-'36, going down to 125, of which 103 were dramatic shows (a drop of 11) and 22 were musicals (a drop of two). Subtracting the number of "special" shows—rep, stock, special and limited presentations—there were only 89 commercial dramatic presentations during the season, four less than in 1935-'36 (which had more "special" presentations). There were 12 commercial musical productions, one less than in 1935-'36. Total commercial productions were 111, as against 118 the year before.

Further subtracting the number of revivals produced for runs and the number of shows running at the start of the season, the total number of commercial premieres during 1936-'37 hit the disastrously low figure of 89, 14 lower than the 103 of the previous year, which in itself raised mournful howls all along the stem. Of the 89 commercial premieres, 79 were dramatic shows (a drop of 13) and 10 were musicals (a drop of one).

In the tabulations Noel Coward's series of nine one-acters, lumped under the (See TOUGH SEASON on page 28)

Winnipeg Summer Fair Comeback Stirs Moves for Big 1938 Edition

WINNIPEG, Aug. 21.—Winnipeg really staged a spectacular comeback in fairs on August 2-7 and elaborate plans are in the making for the 1938 edition of Winnipeg Summer Fair and Carnival. R. James Speers, farmer, horse-racing authority and financier, as well as his assistant, Charles F. Roe, of the same organization, are highly elated with results of the first regular regional fair in this city in a number of years.

One of the most interesting of all features was the manner in which the Ernie Young *Cavalcade of Hits* attracted a grand-stand following after the first couple of nights. Wednesday night's performance was a sellout. Two thousand special seats were erected as bleachers Thursday night and an additional 2,000 were added to the bleacher area Friday night.

Thrill Day show Saturday afternoon, provided by Capt. Bob Ward, attracted capacity. Owing to Captain Ward's illness, it was not as well organized as it should have been, altho on the whole the show was well received and many of his acts were spectacular. Royal American Shows' midway was well patronized

and Friday and Saturday nights was crowded to the point of congestion. Fair officials were informed by Carl J. Sedlmayr, general manager, that the gross was the greatest ever received by the Sedlmayr and Velare Brothers' organization in the four consecutive years it has played this city.

First edition of Winnipeg Summer Fair featured the first harness racing in 15 years. Seven heats were run daily, with 100 of the most popular pacers and trotters in the Western Canadian sulky field. Al Pendleton, well known on the Grand Circuit as a starter-judge, officiated. Most of the leading owners (See WINNIPEG SUMMER on page 48)

\$250,000 Garden Pier Bid Rejected

ATLANTIC CITY, Aug. 21.—Owners of Garden Pier on Thursday at public auction rejected a bid of \$250,000 for the pier by F. S. Moran, said to represent a Pittsburgh amusement syndicate.

This was top bid after a spirited auction conducted by Joseph P. Day, New York. Pier was offered for sale to liquidate property of the estates of its late owners. Auction was held in the theater on the pier with a stage set of *Mulatto* as a unique background. A large crowd attended.

No immediate further plans were announced. Shows, wrestling and concessions will carry on thru summer under present contracts.

Winter State Fair Planned in Michigan

DETROIT, Aug. 21.—Frank N. Isbey, general manager of Michigan State Fair, announced at a meeting of the board of governors in the Hotel Statler plans for holding a State winter fair on the State fairgrounds next winter.

He said Michigan agricultural products are not at their best at time of the regular State fair and that at a winter fair mass displays of fruits and vegetables can be shown advantageously in conjunction with Michigan-manufactured products. Worth-while premiums will be offered.

Mr. Isbey declared funds are available and all premiums offered at Michigan State Fair will be paid in full and promptly and these will be higher than any paid in the last five years. He stated that Rule 21, which provides that the management may prorate premiums in keeping with funds available, was put in the State fair booklet as a saving clause only and that similar clauses are found in books of nearly all State and county fairs. However, the fair management has received \$132,000 in race-track money and \$200,000 from the general fund, which avoids all possibility of exercising the proviso.

The Index

and Additional Late GENERAL NEWS will be found on

Page 36.

Curb on Free Philly Shows

New State law forbids free shows—actors' group wins test case—doubling end?

PHILADELPHIA, Aug. 21.—Curb on benefits next season should be complete, with both musicians and actors fortified against the cuffs shows. Tooters are already governed by a union decree that forbids playing outside the room of hire. And now a court order has been handed down sustaining the entertainer, whose protection is cloaked by the McGee-Walsh State act governing the booking field.

In contracting for a performer's services law specifies that "artists are not permitted to render their services outside of place designated within this receipt form contract, whether for monetary gain or otherwise, unless sanction be given by artist's proper bargaining authority."

When Rexford and Emerling, acrobatic team, and Gloria and Salvo, dance team, refused to work a benefit for the Coconut Grove Tom Kelly, head of the United Entertainers' Association, pressed the issue in court. Not only did Judge Amodel, sitting in Common Pleas Court, sustain the performers' rights but also designated the UEA as a "proper bargaining authority" under the spirit and letter of the law.

As a result Kelly has not only put benefits on the verboten list but also aims to curb acts doubling from a night club on club dates. Not only should the work be spread around for everybody, said Kelly, but many night club operators have complained that acts doubling an outside date cause the steady date to suffer. Those acts doubling, they complain, disrupt the smooth running of a show by either rushing or cutting their regular routines and often missing or coming in late for the next show.

Edwin Craves Plans School

DETROIT, Aug. 21.—Edwin P. Craves, former director of the Craves Dance Studio, is planning a new building for a professional stage school.

Movies Safer Than Dogs

DETROIT, Aug. 21.—Movies offer a prevention for dog bites, the Michigan Humane Society decided this week. Society had scheduled a big pet show for youngsters last Friday and then decided that too many might get bitten by dogs. As a substitute they called off the show and presented motion pictures to the young audience.

Vita Shorts Using Plenty of Talent

NEW YORK, Aug. 23.—Vitaphone Studios here have already lined up a raft of name bands and name and specialty acts for their 1937-38 schedule. Among the acts definitely set for early shorts are Fifi D'Orsay, Hal LeRoy, the Freissers, Josephine Huston, Tommy Dorsey's Band, Clyde Lucas' Band and Clyde McCoy's Band.

The Vitaphone schedule comprises 32 musical revues, 13 orchestra shorts, 13 Floyd Gibbons' thrill dramas, 13 Pictorial Reviews, 13 Newman specials and 13 Pepper Pot novelties. The Pepper Pots use vaude acts, as do the musical revues and the band shorts. The others use mostly legit actors.

Chicago Flesh Houses Enjoy Good Business

CHICAGO, Aug. 21.—Business in the flesh houses this month has been unusually good, individual reports from the Chicago, Oriental, Palace and State-Lake indicate. Good attractions and particularly the heavy tourist trade that has been taking in the city this summer are given as the most logical reasons for the box-office spurt.

The Chicago, with its name band policy, is leading the parade. The others are netting comparably fine results.

Park Parker Joins B-S-H

CHICAGO, Aug. 21.—Park G. Parker, assistant manager of NBC's central division, resigned this week to accept a position as vice-president with Blackett-Sample-Hummert, Inc., ad agency. Parker has been associated with the radio industry here for 15 years.

Balto Hotel Orks May Strike Over Private-Party Demands

BALTIMORE, Aug. 21.—In response to the musicians' union's demands, the Maryland Hotel Men's Association and managers of the four largest dance halls in Baltimore are determined to fight the union to the finish. Local 41, American Federation of Musicians, has asked that the hotel managers, beginning September 6, obtain from individuals and organizations renting rooms in which music will be played a signed guarantee that only union men will be employed. If this is not complied with the union musicians will walk out of all local hotels September 6.

Harold I. Fink, manager of the Southern Hotel and head of the local Hotel Men's Association, says: "The union has no quarrel with us about wages or hours or anything else of that sort. What the union wants is for us to act as its agents. Under the terms of this agreement a guest could not even rent a room and bath from us without first signing a written statement agreeing to hire only union musicians while staying at our hotel." The Hotel Men's Association "has gone on record that under no circumstances will we sign such an agreement."

Fink pointed out that all musicians employed regularly in local hotels for their own use are union men and that a

Four A's To Air Card Difficulty

Interchangeability problem to be thrashed out by committee—delegates named

NEW YORK, Aug. 21.—When the Four A's meets next Friday to consider revocation of the Grand Opera Artists' Association charter it will also appoint a committee to look into the possibility of making interchangeability of membership cards among Four A's unions a reality. The Four A's constitution provides for card interchangeability, but this has apparently been insufficient, as Equity and the Screen Actors' Guild found it necessary to make a separate agreement for interchangeability last year.

Performers shifting rapidly from one field to another have been aggravated by the necessity of joining other unions, and even when their old membership cards were recognized the dues periods were usually different and performers have had to pay dues to more than one union simultaneously. This situation is coming to a head, and Frank Gillmore recognizes the problem as one of his first headaches as executive director of the reorganized Four A's.

It is expected that the following will comprise the committee: Gillmore; Henry Jaffe, of the American Guild of Musical Artists; Ralph Whitehead, of AFA; Mrs. Florence Marston, of Screen Actors' Guild, and a representative of the New American Federation of Radio Artists.

In Hollywood the SAG executive board appointed Kenneth Thomson, Aubrey Blair and Murray Kinnell as its delegates to the Four A's.

Dot Gulman Turns Songwriter

NEW YORK, Aug. 21.—Dorothy Gulman, Hollywood Restaurant mouthpiece and one of Broadway's leading femme publicizers, has turned songwriter and is doing nine songs for the Hollywood fall production, opening September 28: Abner Silver, back from some English film composing, is writing the music.

Triple Killing

WASHINGTON, Aug. 21.—Job of cigaret girl at Shoreham Hotel here, left open when Doris Major secretly joined the Hagenbeck-Wallace Circus, was a lucky break all around. Doris Major is happy to be an equestrienne in the circus; Margarette Rimer, in her place, got her first job. And the hotel was made happy when Miss Rimer made more cigaret sales than Miss Major.

Bookers Organize Against Chiselers

PITTSBURGH, Aug. 21.—Union of bookers against a nitery owner who tried a chisel for a lodge picnic here this week not only nipped the plan to grab entertainment cuffs but also threw a blacklist against the owner so potent that he was unable to find talent for his club.

The owner wanted one of the members of the Entertainment Managers' Association, who booked his regular shows, to send a few acts to the outing without charge. The agent informed he wouldn't impose on the entertainers. Came and went the picnic—no show. Peeved, the bankroller informed the booker, "This is your last week," and started negotiations with another Pittsburgh agent.

Knowing the spot in question had been booked with another agency, the second booker communicated with EMA Secretary Larry Kenneth and was informed that member No. 1 had not received the customary two weeks' notice. In turn the clubber was informed his spot was "hands off" and got the same answer from several other EMA members. Several days later he asked his original agent if next week's show was ready and now everything is peaceful.

SETOA To Ask Congress To Stop Unfair Practices

JACKSONVILLE, Fla., Aug. 21.—Southeastern Theater Owners' Association will ask Congress to "break up unfair trade practices in the industry." Association adopted a resolution recently asking a federal commission to supervise the sale of motion pictures to small theaters and put an end to an alleged monopoly.

H. C. Moore, of Jacksonville, president, said: "Unless some changes are made by the federal government the little theater owners will be put out of business." Theater representatives attending the meeting came from Florida, Georgia, Alabama and Tennessee.

Mack Unit in Des Moines

DES MOINES, Aug. 21.—Ted Mack and his Precision Rhythm orchestra and musical revue have been booked by Tri-States Theater Corporation to play at the Paramount Theater here during the Iowa State Fair.

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Chicago Boats Using Talent

CHICAGO, Aug. 21.—Steamship companies running excursion boats this summer report the best business in several years. As a result a number of bands landed season engagements, with preferences going to versatile outfits who can furnish both dance and show music.

The Georgian Bay Line this summer has been using its North American and South American steamships, bound respectively from Chicago to Buffalo and Buffalo to Chicago. Both are week-long cruises and reservations have been unusually heavy since the first tour on June 12. The North American is using Johnny Gibbs' orchestra and Gene Gordon, emcee. Waitresses employed on this boat are required to have talent, as most of them pitch in in the continuous entertainment program. The Kozak orchestra is engaged on the South American steamship, with Jimmy Thompson as emcee.

Other excursion ships using dance bands and strolling combinations are the Roosevelt, Seandee, Greater Detroit, Eastern States and City of Grand Rapids.

RKO Adds Two in N. Y.

NEW YORK, Aug. 21.—RKO is adding two local pix houses to its chain, the Roosevelt Theater, Manhattan, and the Republic, Brooklyn. Roosevelt will open this Wednesday (25) and the Republic opens September 1. Both houses will be under the direction of Louis Goldberg.

The Ham in Them

WASHINGTON, Aug. 21.—Finals in the "Quest for Talent" contest, open to government employees, at the Wardman Park Hotel, will be held August 26.

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NAB Members Get Lowdown on SESAC in Detailed Analysis

Broadcasters' crew roots thru records to establish what copyrights SESAC actually held—report leaves it up to individual as to whether service is worth while

WASHINGTON, Aug. 21.—National Association of Broadcasters this week released the long-awaited analysis of SESAC in four 48-page reports complete with exhibits to show its members what SESAC has to offer. Broadcasters originally questioned the music organization, but reply was considered "unduly evasive," so NAB sent a crew searching thru records at the Library of Congress to definitely establish what copyrights the SESAC publishers actually held. Restricting itself to factual recitation, report leaves to individual decision whether service is worth while.

Estimating a total of 62 publishers with SESAC as of April 1, this year's report said that on examination of musical copyright in the Library of Congress about 5,600 unexpired entries are credited, but 13 of the publishers had no entries credited, three had not been credited with entries during the last decade, and during this period 35 publishers had totaled less than 50 entries each. Although a few American firms were listed, majority were foreign with numbers having debatable value for broadcasters.

Publishers or organizations under SESAC were individually listed with copyrighted titles, each receiving comment upon some particular points. Some listed among publishers were better known as performers and composers, and some publishers were also composers of ASCAP numbers. One particular firm had obtained copyrights on basis of new arrangement and translation into Greek numbers already available in English from ASCAP. Other publishers were listed under two or more names, and most expressive of all were listings of publishers or firms at top of blank pages with brief comment about no copyright entries found and that firm was reported defunct.

Foreword of report stated history of NAB correspondence with SESAC and explained that copyright renewals supposed to be made by composer himself or his heirs which cast cloud or renewals made otherwise. Typical comment was that selections listed had a probable value to those broadcasters who could not operate without the use of this type of foreign music.

Thomas Set for Chevy; New Band

NEW YORK, Aug. 21.—Chevrolet Motor Company will audition three bands next week (Tuesday) for its live-talent network show scheduled for the fall. Auto firm will listen to Ted Lewis, Josef Cherniavsky and Don Voorhes. Rubinoff and Gus Haenschel were the bands last used on the program, with Haenschel still on the air by way of platters.

It's reported that John Charles Thomas will definitely have the stellar vocalist spot on the program. A likely vis-a-vis is the soprano Will Morris. Jane Froman, who's made some discs for Chevy, is another strong possibility.

New Orleans Quiet

NEW ORLEANS, Aug. 21.—Unparalleled in radio history of this community, three big New Orleans stations were paralyzed for almost two hours Saturday when a general shutdown of the local main power plant silenced WSMB and WDSU, two NBC outlets, and WJWB, indie. WWL, transmitter located several miles north of the city, suffered only a short time out and was back on the air fully an hour ahead of the others. Power company blamed a turbine failure for the break which stopped street cars, elevators, etc.

Changes in Wilder Staffs

SYRACUSE, N. Y., Aug. 21.—Harry C. Wilder, president of WSYR here, WJTN, Jamestown, N. Y. and WNBX, Springfield, Vt., announced the following appointments and changes in his three stations this week. Charles Denny becomes sales director of all three stations from manager of WJTN; Basil Blizzard from national sales to manager of WJTN; Phil Hoffman, formerly of Iowa Network, has been appointed manager of WNBX.

CIO vs. AFL

PHILADELPHIA, Aug. 21.—With the control operators CIO and musicians AFL, labor arguments between the men at WDAS are long and eloquent. In their off moments engineers enjoyed the seclusion of the musicians' lounge but are now obliged to relax in the station's free-for-all reception room—a sit-down strike to the liking of the AFL tooters.

ACA Begins Drive To Enlist 250,000

WASHINGTON, Aug. 21.—John L. Lewis' new organization, American Communications Association, is out to enlist the 250,000 employees in the communications field. Program calls for organization of employees at marine coastal radio stations and those in the airways service, as well as all types of workers at broadcasting stations, exclusive of speakers, actors and other performers.

Lewis, in speaking of communications workers said: "Thousands of these employees are threatened at the present time with the loss of livelihoods, not because they have been inefficient, not because they have not rendered adequate service, but because of too much efficiency. New devices of all kinds have been introduced to heighten efficiency of communications. They should have made possible considerable reductions of working hours without reduction of pay. They should have meant increased rewards for employees whose productivity is thus enhanced. Instead, they have made possible the laying off of thousands."

The A. C. A. which sprang from the old American Radio Telegraphists Association will make a drive along the lines expressed by Lewis and is expected to further complicate troubles already existent in the broadcasting field.

Hood Starts Waxing

NEW YORK, Aug. 21.—First sketch to be waxed by Hood Educational Broadcasts is expected to be finished by next week in time for broadcasts about time of school openings. School principals, superintendents and other blackboard moguls are to receive releases and other info data from the Hood office before school bells ring.

Silver Dust Set For 16 MBS Spots

NEW YORK, Aug. 21.—Silver Dust account, over which there was a tea party recently in the office of Arthur Pryor, radio director of Batten, Barton, Durstine & Osborn, has been placed on the Mutual Broadcasting System. The party referred to took place when MBS and reps of the WLW line got together in Pryor's office to fight over who should get the account.

Silver Dust is using the *Beatrice Fairfax* advice program, taking 16 stations, starting August 31, four days weekly. Program is slated to extend to a Coast-to-Coast network a month after its inaugural.

Medicine Show Testing On Seven Stations

NEW YORK, Aug. 21.—A test campaign for Saraka, a laxative, goes on seven stations September 7 for a 13-week ride. Product, manufactured by the Schering Corporation, will experiment with sketches, *Doctors Who Dared*, 15-minute stanza, twice weekly. Dr. William E. Aughinbaugh authored the scripts.

Seven outlets getting the discs include: WHP, Harrisburg, Pa.; WMBD, Peoria, Ill.; WSBT, South Bend, Ind.; WIBX, Utica, N. Y.; KTBS, Shreveport, La.; KFBK, Sacramento, Calif., and WFEA, Manchester, N. H. Marschalk & Pratt, Inc., handle Saraka.

Rabble Rousing and Catspaws

A RECENT editorial in *Broadcasting* suggested that the steps recently taken by the American Federation of Musicians in seeking re-employment in radio station of musicians were inspired by the American Society of Authors, Composers and Publishers. In the past, and no doubt in the future, trade papers will secure more readers and more revenue by running illogical and hell-raising editorials which, by being obviously partisan, come under the soap-box classification of rabble rousing. And also under the heading of acting as cat's-paws for trade organizations.

The finger is pointed at the fact that the AFM meetings were held at ASCAP's office. Answer: AFM's New York offices were too small to accommodate the number attending the conferences. The plans, it is alleged, were also "concocted in ASCAP's offices," which has nothing to do with the fact that the musicians of the United States, speaking thru their delegates in national convention, demanded such steps in radio and the recording fields. The problem is not one of the locals only, as the editorial alleges. Certainly the locals are autonomous, but all autonomous members of a federation or of a union act under national government. Otherwise New Jersey might demand passports of New Yorkers going across the Hudson River. Which is as logical as the claim that the locals should handle the problem individually, made in sheer disregard of the action of the AFM convention. One more reason why the locals couldn't do it: under the network setup, the chain method of broadcasting, the musicians' locals couldn't enforce any such proposals individually. Look what happened in Philadelphia, where WCAU and the musicians were at loggerheads for months and months. Where did the Philadelphia local get without national support?

The suggestion is made that the AFM develop an unemployment relief system. In the first place the suggestion of a continuation of the dole system is horrendous and nothing less. Any suggestion that a relief system be made permanent is abhorrent. And it must be remembered that in New York the musicians' local has a relief system whereby some \$40,000 a year is given its members. Is it proposed that this is the way for musicians to live? Is it advanced as intelligent or fair that out of all the radio stations in the country there be only 780 musicians steadily employed in radio? Meaning that less than 800 musicians supply the United States with its radio music, other than transcriptions, phonograph records and dance remotes.

Motion picture producers haven't, as it is claimed, made their peace by agreeing to eliminate dubbing. If plans now being discussed go thru, as they likely will, more than just the elimination of dubbing will be forthcoming from the film industry.

The figure, incidentally, of radio's musician employment lends itself to a comment of extreme interest. The figure means that with about 600 stations in the country the average musician employment is one and a fraction men per station. There are 1,989 daily papers in the United States. Suppose the employment ratio were the same. And newspapers have their chains, too—syndicates and wire services.

See End of 50-kw Stations in U. S.

NEW ORK, Aug. 21.—Predicted result of the letter sent by FCC Commissioner George Payne to Powell Crosley, head of WLW, Cincinnati, 500,000-watt, according to trade opinion expressed here, is that the United States will shortly be without any 500,000-watt outlets and that it will be some years before any station is given that power, if such power is to be granted. One of the recommendations made as a result of the reallocation hearings held by the FCC last year was for a limited number of high powered stations in this class.

Reasoning that brings about this opinion is roughly along these lines: Granting to any other applicant of 500,000 watts, there being several such applications before the FCC now, including one on the part of NBC or WJZ, will at one and the same time ease the position WLW is in presently because of the Payne letter, but also may bring strong protests from other stations throughout the country. Furthermore, in view of the expected "cleanup" of radio conditions under the new appointments to the FCC, no steps will be taken, it is thought, which might bring about charges of showing favoritism in power assignments.

Five Shows Start NEA Syndicate Radio Plans

NEW YORK, Aug. 21.—Seven different programs will be offered radio stations by NEA Service, Inc., Scripps-Howard newspaper syndicate, as part of its "budget service." After these five-minute programs are under way, syndicate writers, including John Flynn, Paul Harrison, Harry Grayson and Rodney Butcher, will be offered and a magazine of the air feature service will be added to the NEA radio setup. First series will consist of seven five-minute programs, offered six days weekly. Five-minuters include sports, manners, child training, cooking, beauty, oddities and feature stories.

All programs are being built, according to Maxwell Hage, radio sales manager, for use by out-of-town stations, particularly those with comparatively limited production facilities. Subjects will not be offered separately, but will be sold in a group, similar to the film block-book system. Stations buying will secure exclusive rights to NEA features in their territories. This follows the method NEA employs in selling its material to newspapers.

When NEA gets around to offering its syndicated columnists, they will probably go on discs, although first series will be offered in script form.

All NEA radio projects are being handled by the Stephen Slesinger office. Slesinger acts as agent for NEA for non-newspaper use of its material, including film and radio. E. R. McGill is radio editorial supervisor. Maxwell Hage was formerly radio production manager of United Press and before that was assistant manager of WJAY.

WJDX's 50G Spree

JACKSON, Miss., Aug. 21.—A \$50,000 expansion program by Station WJDX of the Lamar Life Insurance Company, NBC link here, was announced this week by P. K. Lutken, president of the company. Installation of a new transmitter with power of 5,000 watts day, 1,000 night, with a modern vertical-type antenna and acquisition of two new mobile relay broadcasting units, authorized by the FCC late last week, are planned for immediate construction. Lutken said. Early authority is hoped for 5,000 watts both day and night, Lutken said. Station now operates on 1270-band with 1,000 watts day and night. It is optionally Blue or Red network.

Ford-Ayer Execs Confer On World Series Games

NEW YORK, Aug. 21.—Execs of N. W. Ayer & Son advertising agency are in Detroit this week conferring with Ford Motor Company officials in connection with Ford's sponsorship of the forthcoming World Series baseball games.

As in last year's series, Ford will use all three major networks, CBS, NBC and Mutual.

Seasonal Co-Op Shows New Boon

PHILADELPHIA, Aug. 21.—According to Donald Withycomb, WFIL general manager, the field of seasonal commercials is virgin soil in radio ready for cultivation for those who are willing to try a little perseverance in program planning and sponsor selection. Withycomb bases his statement on station's success in their first attempt in that direction, their current Old Salt program, a night-quarter-hour feature that has carried four participating sponsors all summer. Program concentrates on an institutional angle, that fishing is a healthful sport and a relaxation.

"We went to work to interest the advertiser with a limited seasonal budget who had a product that might find a ready market among fishing and sporting folk," Withycomb explained. "Unquestionably, it was the easiest account we ever sold, all the accounts more or less complimentary to one another and to fishing."

Participants included the Penn Fishing Tackle Company, E. K. Tryon Sporting Goods House, Hornung's Beer and John K. Middleton Pipe and Tobacco Company. Contest for fishing reel giveaways was based on the institutional angle, *Why It's Heathful To Go Fishing*. "We're planning a similar show for the gunning season," he added, "and have a couple more ideas of a similar nature tucked away."

M. E. Kent to WTOL

DETROIT, Aug. 21.—M. E. Kent, commercial manager for the last five years of WJBK, Detroit, has resigned to become general manager of WTOL, Toledo's (Ohio) new radio station. Frazier Reams, former campaign manager in Ohio for President Roosevelt in the last campaign, is head of the company owning the new station, which opens September 1.

New Riverview Program

CHICAGO, Aug. 21.—Riverview amusement park, which has used spot radio time for several seasons, initiated a series of three 15-minute dramatized programs this week over WGN. Shows depict outstanding historical events to tie in with some special thrills at the park. Dr. Sam Bartlett, travelogist, prepared scripts and supervises production. Louis G. Cowan agency handles account.

Officerless Network

GREEN BAY, Wis., Aug. 21.—No officers are included in the Wisconsin Broadcasting System, comprising WHBY, Green Bay; KFIZ, Fond du Lac, and WIBU, Poyonette, but a directing body will manage the regional web's activities.

Program will originate from all stations. Rev. James A. Wagner, of WHBY; Emory Martin, of WFIZ, and William Forrest, of WIBU, are directors.

ACCOUNT PLANS

DELONG'S Beauty Shop, Ellis Stone & Company, Merritt Chemical Company, Dan Rice Circus, Rhodes-Collins Furniture Company, Darling Shoppe, Lipscomb-Gattis Clothing Store and Betty Lou Shoppe have signed for spot announcements on WDNC, Durham, N. C. Kenan Oil Company and the Camel show have renewed. Huntley Stockton Hill Furniture Company and Johnson Service Station have placed new accounts on the Durham outlet.

GRACE DONOHUE, Inc., Community Opticians, Inc., and Rev. F. F. Bosworth have placed new accounts on WMCA, New York.

COWARD Shoe Company renewed its Jewish program on WLTH, New York. Seventh year for Coward.

GARDNER Nurseries, thru Northwest Radio Advertising Company, renew five-minute transcriptions on WIP, Philadelphia, for an indefinite period on a tri-weekly ride.

PHILCO Radio and Television Corporation has set a quarter-hour weekly transcribed show on WIP, Philadelphia. World Broadcasting supplying a mystery thriller for the series. Starts September 7 for 16 weeks, account handled by Julian Pollock Agency, Philadelphia.

KIRKWOOD Laboratories, Inc., hay-fever remedy, places direct on WIP, Philadelphia, for a three-week participation in the Eight Bells show.

Copyright Problems

The *Billboard* maintains a free copyright service for the benefit of any person in show business. The service is conducted by Arthur E. Garmalze, noted legal copyright expert. Any question of a copyright nature should be addressed to Mr. Garmalze in care of the New York office of *The Billboard*.

Avoid Free Time By Special Rate

NEW YORK, Aug. 21.—Indie outlets are striving to effect a special rate for religious groups in order to avoid bad feelings and, at the same time, to reduce the number of requests for free time. While about 50 per cent of local stations donate time to church groups, according to a study made by a religious organization, the other half sell time at a reduced rate.

This policy is spreading, according to the survey, particularly in smaller communities. Because of possible ill feeling that can be easily created by allotting one group time and denying another church body the same time, station operators are particularly sensitive about requests for time from such groups.

By placing a charge, even a reduced one, on time for religious purposes, the survey revealed that requests from church organizations dropped.

Stations dependent on local advertising for new bulk of their business are especially careful in granting and refusing requests. Occasional friction or jealousies between groups, leaves the station in the middle, should one organization be offended. Such offenses, however slight, can cause loss of business thru programs being yanked off or renewals forgotten.

About 25 medium-size stations have inter-faith programs, which includes Christian, Catholic and various Protestant sects, and Jewish services. Besides giving all denominations an opportunity to use radio, programs of this type are also designed to eliminate misunderstandings and rivalries between different groups.

S-R Signs New Accounts

CHICAGO, Aug. 21.—Despite impending AFM restrictions on transcriptions, local branch of Standard Radio has signed 10 new accounts for its general library, 12 renewals and 25 new pop recording subscribers, it was revealed this week by Milton Blink, Chicago head, before flying to the Coast to confer on fall schedules. Company's list of pop recording outlets now totals 125 centered in the South and West.

Radio Beauty Contest

NEW YORK, Aug. 21.—A series of "beauty-talent" contests will be conducted by International Radio Club members to name 24 lookers who will fight it to a finish in Havana. Winner will be monickered "Queen of the radio party."

Gals will be selected between October 1 and November 15. Club's eighth annual powwow will be held in Havana, December 8-12.

AFRA Decides on Organization Of Radio Singers in New York

NEW YORK, Aug. 21.—Organization of radio singers in the New York area has been decided upon by the recently organized radio actors' union, the American Federation of Radio Artists, decision having been made at a meeting of the board of the New York local. Membership of the New York chapter AFRA now totals about 700, this figure being comprised mainly of dramatic actors, a good percentage of which were, prior to organization of AFRA, members of Equity or its radio division. The charter given the radio actors' union gives it jurisdiction of radio singers.

The national board of the union will meet Monday (23). Among more important actions to be taken is appointment of a national executive secretary and an assistant to the secretary. It is understood that one of the first tasks of the secretarial appointee will be to travel

Report WFIL Leaving WLW Line; WIP Sticks as Intercity Link

NEW YORK, Aug. 21.—Withdrawal as the Philadelphia affiliate of the WLW Line by WFIL is reported as set to happen within the next fortnight, or month at the outside. WFIL, in addition to releasing programs for the WLW network in Philadelphia, is a basic outlet for the NBC Blue and Mutual Broadcasting System. Additionally, as the champ network affiliate, WFIL is the key broadcaster for the Quaker State network, in which Donald Withycomb, WFIL general manager, was the prime organizer.

Simultaneous with the report that WFIL will leave the Transamerican-WLW setup, it is stated by Bertram Lebharr Jr., vice-president in charge of sales for WMCA and the Inter-City Network, that Inter-City's Philadelphia station, WIP, will definitely remain on that chain, at least until the end of the contract between the two stations, this contract expiring in January, 1939. Mutual had been making overtures to WIP for that station to shift alliances and replace WFIL as Mutual's Philadelphia spokesman. Albert Cormier, WIP general manager, was in New York this week conferring with Lebharr and Donald Flamm, WMCA president. It is said that the subject of a possible switch came up, but that Inter-City insisted on the ex-

isting contract being carried out.

However, it is quite possible that some Mutual business will land on WIP, Inter-City having okeed such steps. WIP will not, tho, carry any Mutual sustaining shows. WMCA has sales representation for WIP and any Mutual business placed on WIP will have to go thru Inter-City, with a sales commission paid I-C.

PHILADELPHIA, Aug. 21.—Donald Withycomb, WFIL general manager, stated that his station has made no decision on dropping any of its network affiliations. "And when we do," he said, "we will do the deciding. Whether we can carry NBC, Mutual and WLW Line depends on traffic limitations. Our problem here is similar to the other basic NBC outlets who are also affiliated with Mutual, WLW Line or both."

Held up by WFIL's moving into a new studio plant next month, Withycomb said he plans to meet with all network heads soon to iron out any differences that might exist in their relationships. However, he disclosed, WFIL's contract with Mutual and WLW Line makes it possible for the nets to cancel their affiliation at any time while the NBC linkage is on a term basis.

Promotion Shorts

Martha Laine, director of the Women's Club at WFIL, Philadelphia, has stimulated interest of fem listeners to keep sending in their fave recipes and household hints. Contris being bunched together in a book, *The WFIL Exchange Book*, all used copy by-lined by the listener. Books go out cuff for the asking and being able to brag about the name in print station is assured that the pages will get a prominent position in the household as well as a listening bulder-upper when the authorettes go bragging with neighbors at the back fenceposts.

While the principle employed by Ford and General Motors in certifying used car dealers and General Housekeeping in certifying advertisers is not a new one, the Golden Rule Service System strikes a new note in certification by using radio as a central medium. Using WFIL's coverage area as a working basis, Golden Rule is lining all stores in the surrounding towns to display their insignia. Using only one retail store of each type, a la Rotary Club's membership plan.

W3XAU, Philadelphia's 10,000-watt shortwaver and sister station to WCAU, gets proper recognition by taking its place in lights on the WCAU Building. Large red neon letters have been installed on each side of the building and are visible for 20 miles. WCAU is also planning a number of international exchange programs for W3XAU, to be heard early in the fall as soon as the station's new directional antenna is completed.

Weekly 10-minute spot bought on WFIL, airing concert music in a dignified tone with the spiels directed to

listeners in the villages that they do all their shopping at stores displaying the Golden Rule sign. No spot plugs for merchants or towns, emphasis rather on selling the listener on idea of dealing only with Golden Rule merchants.

Station comes in for a heavy plug in that the Golden Rule emblem carries station's call letters and time of broadcast. Built around radio, promotion plans call for billboard and newspaper advertising. Plan conceived by John Tyron, success at WFIL finding it moving from station to station in encompassing the territories.

WCAU, Philadelphia, has issued for trade distribution an eight-page illustrated brochure, *The Women*, designed to exploit commercial possibilities of station's *Women's Club of the Air*, which returns to program schedule next month. Comprehensive, booklet carries blug on program and its directors, tieups on visual broadcasts with women groups, list of former advertisers, program scheduling, market covered and rates for participation.

A new station advertising idea is about to make its appearance in Charlotte for WBT. Station is printing a series of picture postal cards to be sold at one penny each in various stores in the city. One of the cards will carry color scenes of the WBT tower, the WBT master control room and station's largest studio.

San Francisco's largest department store, the Emporium, used radio almost exclusively to ballyhoo its 26th anniversary sale. Newspaper space was used to call attention to broadcasts, which ran thru two days on KJBS and its sister station, KQW, San Jose. Air campaign was supplemented by distribution of 250,000 copies of a 12-page circular. Cover contained a reproduction of KJBS studio and tower. Spot announcements every half hour, quarter and half-hour programs were used with a full-hour birthday party over both stations. Sales topped last year's despite lack of newspaper ads, smaller circulars and recent hotel strike.

J. Stirling Getchell office has issued 20,000 baseball scores for distribution in the Boston area for Socony. Picture of announcer Fred Hoy is on cover and attractive folder contains statistical material and one page of copy, with space for dealer's rubber stamp.

Kid Stuff

PHILADELPHIA, Aug. 21.—Spotting spots will bring at least one programmer to an early resting place. Reading Railroad gets in its 100 words on WIP following a session of horse-racing results. Which is all right for the bangtail frat freres, excepting that the railroad commercial is directed to kiddies between the ages of 8 and 10 to ask their daddies to take them to the seashore.

Place of News and Special Events in Broadcasting

Producing News Programs

Handling Special Events

EDITOR'S NOTE: The following articles deal with subjects most important in radio today. Within the past year stations and networks throughout the nation have gone into news and special feature programs on an almost unlimited scale and have found them deliriously record-sized audiences.

By LARRY NIXON



RADIO'S largest audiences are recorded when news is on the air. Political talks, prize fights, football contests and eyewitness broadcasts from scenes of disaster have rolled up ratings that make every commercial sponsor jealous.

Radio's birth was with a news broadcast, whether you belong to the group that dates the industry from KDKA's broadcast of a political convention, or if you are of the opinion that radio did not demonstrate its ability or hold audiences until Major J. Andrew White described the Dempsey-Carpenter bout from Boyle's Thirty Acres.

If the daily newspaper selections are to be believed radio's high spots today are news broadcasts. Over 50 per cent of the programs recommended by most of the New York newspapers can be classified as news in one form or another.

With customary thoroughness many stations are now setting about to kill the goose that lays the golden egg of listener attention.

Seeing the reports of greatest audiences for fireside chats by the President, political speakers of all parties hasten to microphones to drool drivel that drives the audience completely away from the sets or alienates them from the party the speaker represents.

Broadcasting stations roll up huge audiences with the blow by blow description of a championship prize fight and every radio station in the land rushes microphones to ringsides and announcers with a variety of accents and knowledge describe amateur bouts, semi-pro fights and just plain entertainment in the form of wrestling matches.

National networks pay exorbitant prices for exclusive rights to broadcast sporting events and soon every wave length carries the same broadcast, sports promoters get heavy fees from the "exclusive" broadcaster and private policemen strive to evict "bootleg" mikes from hiding places in near-by buildings, while listeners tune far down on the lower wave lengths to find a station not bitten by the virus of "from the scene" sports.

We the People brings to the microphone human-interest news in the form of interviews and statements and Ripley astounds his listeners by producing live people who prove his most unusual facts. Microphones start walking the streets of America seeking the more or less wary passer-by for a statement on questions of more or less interest.

Press associations combined to furnish radio stations with a news report twice a day and soon dozens of new press services were launched, bringing news to the air in never ending flood.

Radio news—and special events broadcasts are news as much as Esso's UP flashes—radio news today, in spite of its marked deficiencies, in spite of the sloppy and careless presentation, in spite of cheap imitation and handling, radio news today is the greatest force in radio.

But news on the air is losing its public appeal. It is no longer possible to guarantee a large audience simply by an-

Associated with the radio industry for 15 years, Larry Nixon has lately specialized in the presentation and production of news and special feature programs. He was editor of the first solely radio trade publications some years back and published the first radio directory. He also had his own public relations organization, in which he again specialized in radio. He was secretary of the Radio Trade Association and executive director of the Radio Industries banquet committee. Prior to assuming his present post with WNEW in New York, he was with WMCA as director of the press department, handling all news programs as well as publicity.

nouncing "This is a news broadcast."

The public is beginning to learn the difference.

The public is beginning to distinguish between a good news broadcast and a poor one. The public is beginning to learn to tune out certain public meetings because the speakers do not pay enough attention to the microphone, just as they are learning to recognize certain names in the programs, learning that some of the commentators do more than read the news as provided by a press association.

Production is coming into the presentation of news, into the preparation and delivery of news broadcasts in the regular periods and particularly into the coverage of special events.

No longer does the "announcer from New York" arrive at a Southern city, engage in a drinking bout all night, then, assisted by admiring localities, do a haphazard job of describing some festival, track meet or horse race. Today network production men, continuity writers if you like, and contact men arrive sometimes days in advance. Plans are carefully made and rehearsed and when the engineer waves his hand to indicate the broadcast is on the air the procedure of the special event is as orderly as the March of Time.

Many small radio stations are doing outstanding jobs in news coverage because they have owners and directors smart enough to realize that the goose that lays the golden egg or listener interest can be killed by poor production on a 100-watt station as easily as on a Coast-to-Coast hookup.

When news broadcasts first came into their current general favor, small broadcasters were immediately lured into wire service contracts on the promise that "you don't have to do a thing but read it."

Today, even in the smallest radio station in America, there is much more than "just reading" to the proper presentation of "Our Final Edition News Broadcast."

Announcers who once stumbled on the pronunciation of Cairo, Ill., now are expected to race thru names of Chinese towns with the greatest of ease. The Atlas stands alongside the dictionary in the staff room in all good radio stations today.

Not only in the matter of pronunciation must radio discover the necessity of preparation, but in every other phase of setting up a special event.

The field of special events is wide open to every station in America. The high-school football game in Memphis is of more interest to the listeners there than a Yale-Harvard football game. By giving the same careful attention to the production of broadcasts that is given by the network Memphis folk find the audience pulled to local special events despite the high fees paid to broadcaster and college.

But let the local station send a piano player to describe local amateur boxing matches and the audience soon learns (See PRODUCING NEWS on page 10)

By JERRY DANZIG



HIS piece is being written on vacation in Hollywood. Competing with the click of the typewriter keys is the radio and, at the moment, a yachting expert more than 3,000 miles away is discussing the merits of a parachute spinnaker in The America's Cup Yacht Races.

A twist of the dial and another down-to-the-sea voice booms the speaker. Still another turn, and a third expert differentiates between the Genoa jib and the quadrilateral jib for the benefit of armchair skippers and kitchen landlubbers. In short, the networks are presenting a special feature—the swift blooming flower of hours of preparation by engineers, yachting experts, commentators and supervisors.

Thousands of dollars have been poured into the fulfillment of weeks of planning in order to present one of the country's most imposing yet boring sporting events. You ask the question, "Why?" The public has come to expect such service, just as the public expects such coverage from a newspaper. What the networks once delivered as a program bonus, they now deliver as a regular service.

A special feature may be a sporting event such as a national tennis singles or the national golf open. It may be the radio coverage of a bridge dedication, the boring of a new under-river tunnel, or an international short-wave broadcast. On the lighter side, the vocal tournament between NBC's singing mice and Mutual's shaving contest also came under the special feature heading. Finally, a special feature may be the coverage of a sudden news break—the Morro Castle fire, the Hindenberg crash—where speed, ingenuity and technical proficiency all make for strenuous competition. It is with sports and news coverage that this article is particularly concerned.

A year ago the presentation of a special feature had no direct return to the network in terms of dollars. Executives comforted themselves with the thought that dollars spent brought returns in network prestige and publicity. They prided themselves on their ability to point to complete coverage of the sports front. Their sales promotion men got out the type book and paste pot and went to work.

A year ago it was a common occurrence to see NBC, CBS and Mutual microphones side by side at all amateur sporting events. The competition lay in the networks' choice of commentators, and radio audiences soon grew accustomed to tuning from station to station until they found their favorite. All was peace. Up until this time, sports managers and promoters gladly opened their gates to network microphones. Then they saw Yale sell the commercial rights to its football games to Atlantic Refinery. Other colleges followed suit. Soon the executive secretaries of the various golf, tennis and track associations began to wonder about their own activities. "How about us?" was their war cry. Amateur ideals took a practical turn.

It required a network feud to set off the torch that really turned on the commercial heat. Charges of broken



Jerry Danzig.

Jerry Danzig went into radio at the time WOR created its special features division under G. W. Johnstone. Since then, Danzig and his partner, Dave Driscoll, have run that amazing gamut of broadcasts that only special features men go thru. In addition, the pair have acquired a considerable repute thru their broadcasts of *Let's Visit*, on WOR and Mutual. Danzig had a newspaper training background before entering radio, having worked as a staff reporter on *The New York Evening Journal* for a year and a half. A graduate of Dartmouth, the 24-year-old Danzig also edited the Dartmouth College daily newspaper. He has also done considerable solo flying.

faith were being hurled back and forth between NBC and Columbia and, before the startled promoters could even say "Thank you," the two networks were in the midst of a buying spree that caused sports managers to rub their eyes and run to the bank.

Track meets were snapped up by the highest bidder—not for just one year, but for three, four and five-year terms. Price and the availability of time seemed to be the least of the networks' worries. It was war.

In time to come the networks will undoubtedly earn returns on their investments, as some of the major sports events are resold to commercial sponsors. That's a prediction for the future book. Right now the United States Lawn Tennis Association has denied CBS the right to resell tennis matches to sponsors—at least for the present. With the exception of boxing bouts, football games and regional commercial track meets, the sponsor still has to be educated to the special feature as an advertising medium.

At present a quick unofficial check would indicate that both networks were about even in their purchases of the various sporting events. It is doubtful whether NBC or Columbia has gained prestige at the hands of its rival. Some frank network officials feel that the special feature battle has already progressed too far—a sentiment prompted no doubt by the ever increasing budget. Eventually, they say, CBS and NBC will have to effect a compromise. Such a compromise would be an agreement to buy only events at the expense of the sponsors, but this Utopia seems months off and matters have already progressed too far. Mutual feels that the pendulum will swing back to normal, indicated by that third coast-to-coast network's apparent unconcern over the present state of affairs.

Turning from the trade point of view to the point of view of the public, the present battle is to the listeners' advantage, as tedious duplication has been considerably reduced. Turning back to the trade again, while it is true that the public may eventually have its track meets with soap and its tennis games with ham, the networks are going about achieving this goal the hard way. They're paving the road with gold.

While sports well presented bring prestige, quickest and most potent special feature prestige winner is the clever coverage of a spot news break. Here all networks can slug in the open on an equal footing, with ingenuity, technical expertise and staff proficiency the media rather than money.

Once a news flash of major importance breaks on the air, the radio audience alertly awaits the first broadcast from the scene of the news. Listeners, suddenly all ears as contrasted with their frequent casual listening, remember names, facts and networks. Newspapers, so often hostile to the publicity of call letters in their news columns, are fair enough to give credit where credit is due. WLS' (See HANDLING SPECIAL on page 10)



Larry Nixon

Selection of McNinch, Craven Gives Broadcasters Confidence

Radio men believe that the two veterans will bring much-needed experience to the FCC—Craven selection starts fireworks, but his confirmation seems certain

WASHINGTON, Aug. 21.—President Roosevelt's appointees to the Federal Communications Commission, Frank Ramsey McNinch and T. A. M. Craven, has given the radio broadcasters a new feeling of confidence because both men are considered able, and bring much needed experience to the FCC. McNinch is 64, a lawyer, and since 1933 has been chairman of the Federal Power Commission. He will be on indefinite leave of absence from the Power Commission to become chairman of FCC. He is a native of Charlotte, N. C., of which he was twice mayor, and a former State legislator. He booted Democratic ranks during the Hoover-Smith campaign of 1928 and spoke for Hoover, who appointed him to the Power Commission in 1930. Roosevelt elevated him to the chairmanship of the power body, despite opposition of "true-blue" Democrats, who attacked him for party desertion. However, Senators Norris and Wheeler had learned to respect the views and abilities of McNinch and their counsel won over the majority of the other senators.

No fire-eating crusader, McNinch is a conservative Baptist elder, who slowly reviews all facts before making a decision and can resist all pressure when his mind is made up. He has fought at the President's right hand in battles over TVA, the St. Lawrence Waterway and the Holding Company Act. Washington reports say he shuns social functions to avoid lobbyists and with respect to his new post he is withholding comment until he learns more about the situation. He believes in federal power of regulation and in one speech to a class at Harvard University he said: "Private property that has been dedicated to a public use and function must be managed not strictly as private property but

as a property in which the public has a definite and vital interest." He believes that for such property it is safer and more profitable to co-operate with public regulatory agencies in meeting requirements of the popular will than to resist and attempt to defeat public opinion which has crystallized into law. These views on utilities are expected to be carried over to the Communications Commission. The Senate Interstate Commerce Committee in executive session approved of his appointment last Thursday. Committee Chairman Burton K. Wheeler is subjecting FCC appointments to careful scrutiny as he himself is interested in broadcasting regulation. Another radio-minded member of the committee is Republican Senator Wallace H. White Jr., and he wishes to see the FCC become a policy-making body within the authority of present radio laws.

T. A. M. Craven's name was most frequent and most consistent among all names mentioned by Washington's keen-eyed observers as the likely choice of President Roosevelt. Altho Craven (See MCNINCH, CRAVEN on page 10)

U. S. Foreign Press Stingy With Radio Space Fearing Competish

NEW YORK, Aug. 21.—While foreign language dailies are following the example of American publishers and running more radio news, the native tongue publishers still see radio as a potent and direct enemy. Altho there are no local newspaper-radio joint ownership, with the exception of *Jewish Daily Forward* and WEVD, several mutual plugging arrangements are in effect. But despite such tieups and a loosening-up in attitude of the publishers, there are four foreign language radio programs published for that market.

Weeklies are published in Jewish, German and Italian and run up to 18 pages. Spanish-speaking audience is served by a monthly, *Iberica*, which averages many more pages. All carry ads.

Forward lists only the larger stations and WEVD. WOV receives considerable space in the *Generoso Pope paper, Il Progresso and Corriere D'America*. Italian papers, incidentally, devote several pages weekly to radio. Leading German-language publication, *Staats-Herald*, has frowned on radio previously and is not loosening up to any appreciative degree. WBNX, which has programs in 12

tongues, receives mentions in *The Jewish Day and Journal*, along with other publications.

Publishers fear that with a shrinking foreign language market radio will wean local advertisers to the air. As ad expenditures of small accounts are limited, publishers can't see themselves building up stations which are taking their business away. Spanish paper, *La Prensa*, is understood to drop all mention and listings of Spanish shows whose sponsors neglect to advertise in the daily.

While stations are attempting to interest national accounts in their markets, dailies are principally disturbed by the inroads in the local fields. Large advertisers that take to radio will, publishers feel, continue with their newspaper appropriations, as they have in the English-language field.

Announcers who work at stations as "independent contractors" and buy chunks of time which they, in turn, sell often, made individual tieups with newspapers. They agree to mention paper over the air in return for mentions or listings of their programs.

Air Briefs

New York By JERRY FRANKEN

NEWSPAPER ad columns are gloating over the anticipated unionization of radio. Looking into crystal balls, the boys see such organization causing advertisers to talk "about a retrenchment of radio expenditures," according to *The New York Times*. This, of course, would not offend radioless publishers. But the fact that newspapers have been unionized, that rates have been upped and that manufacturers continue to buy white space has evidently been forgotten. Wish-fulfillment to the contrary, advertisers will probably continue to shell out money for radio time, especially when it moves goods from shelves.

Nat Brusloff finally got those special arrangements from the WOR office and everything's hunky-dory now. . . . Connie Boswell to guest on the Ben Bernie and Ken Murray shows next month. . . . When WNEW's transmitter went on the blink, WMCA, which was all set to pipe Governor Harold G. Hoffman's speech, did a solo and broadcast the talk.

WNEW later borrowed an e. t. of the speech and broadcast it. Both stations landed publicity in the dailies on the breakdown and rebroadcast.

There's a monthly radio magazine looking for a buyer. . . . Joe McGillivra eying the cowboy country before trekking back to Gotham. . . . Stations using the INS wire getting more spot news since both Hearst wires, International and Universal, merged. . . . WNEW's Maud Adler to marry in January and take up housekeeping in Nashville. Chester Rosenberg the lucky man. . . . Clarence B. Goshorn new at the Benton & Bowles office to handle Best Foods, which is thinking of radio again. . . . Harry Greick quit WOV for an engineering berth with NBC. . . . Despite talk that Hearst papers won't mention WPA radio productions, there are several WPA stanzas on WINS. . . . William S. Paley had and has no interest in Bob Taplinger's publicity office.

Chicago By SAM HONIGBERG

BEFORE resuming his daytime dance programs over WGN-Mutual, starting September 26, Ted Weems will fill a brief theater tour. . . . Following his Villa Moderne engagement Morey Amsterdam, of the NBC night club show, will be off to the Coast to see his wife, Mabel Todd, now in the movies. . . . Raymond Johnson, of the *Guiding Light* show, collaborated with brother George on a play labeled *October Night*, which is now in the hands of a Broadway producer. . . . Harold Winston, Randy Blake of the *WJJD Supper-time Frolics*, has been passing out the cigars. His wife gave birth to a son at the Lutheran Deaconess Hospital. . . . Eddy Duchin, following his return engagement at the Chicago Theater week of September 10, will fill a one-night stand at the Aragon before going into the Plaza in New York. . . . Jay A. Jones, Edgewater Beach Hotel manager, has turned songwriter. He penned *Beach Walk Waltz*, which Maestro Roger Pryor will air over CBS in a few days.

NBC Jamboree program celebrated its fourth anniversary Saturday. . . . Dorothy Shideler Mead, of the *Betty and Bob* show, gave birth to an eight-pound daughter at Evanston Hospital. . . . Looks like a stormy session for studio ushers during Rudy Vallee's broadcast here Thursday. Tickets are at a premium. . . . Procter & Gamble renewed their *Young Hickory* broadcast. . . . Blair Walliser, radio producer, back from his

Great Lakes vacation. . . . Nino Rinaldo's Orchestra succeeded the Bob Tinsley outfit at Colosimo's. Heard over WIND nightly. . . . Sheaffer Pen bought another 16 weeks of the *Harold Stokes Lifetime Revue*, originating at WGN.

Wayne King will be in Detroit September 7 and 8 to play at the Michigan State Fair. . . . Louis LaMarr, Mutual announcer, back from Duluth, Minn., where he has been vacationing. . . . Dudley Faust, local advertising man, joined the WBBM sales force, succeeding Tom Kivlan, who resigned to join the George H. Hartman Company, ad agency, as account executive. . . . Epes W. Sargeant Jr. joined the local Radio Sales, Inc., staff. . . . Eva Condon, who has a lead in *You Can't Take It With You* at the Harris Theater, joined *The Couple Next Door* cast, which already lists two legit notables in Dorothy Gish and Harold Vermilyea. Miss Condon was on local airwaves two years ago, appearing in Mutual's *Molly of the Movies*. . . . Cumberland Ridge Runners, ace WJJD act, back from a month's loafing session.

Talent scouts for prominent ad agencies are combing the local night spots for talent. Performers with radio possibilities get attentive auditions, with prospects for fall-show engagements in mind. Singing comedienne of the Lee Morse caliber seem to be in heavy demand for spots on coming commercials. . . . Betty Winkler, of NBC's *Girl Alone*, back from her Wisconsin vacation.

From All Around

JOHN CARL MORGAN is back with JWJAR, Norfolk. Morgan returns after several months with Richmond's WRTD. Don Martin, new WTAR warbler, doing *Swingoperation Time*. . . . Jane Schrader, of WCPO, Cincinnati, getting a big hand from the gals with her *Open House for Ladies* afternoon stanzas. . . . Mae Parish, 11-year-old swing singer, to go on WRDW, Augusta, Ga., next month with a sponsor. Finished a Warner Bros. short recently.

Smack lips over those recipes Anita Auch, home economics ed of *The Cincinnati Post*, passes on to her WCPO parishioners. . . . Bob Barker pinch-hitting for Lee Douglass, WFAM, South Bend, Ind.

DIXIE DOINGS—Noah's Ark Advertising Corporation organized at San Antonio, capitalized at \$10,000. . . . WSMB, New Orleans, Red outlet, after three weeks of Blue piping to WDSU, maintains three Blue accounts. Harold Wheelahan, WSMB manager, says that WSMB will retain these three airings until Red replaces them with other commercials. . . . Henry Dupre, director of special events for WWL, aired workings

of a hospital ward early this week; later he put on a special spaghetti-eating championship for broadcast. . . . Sartell Prentice Jr., ex-March of *Time* writer, joined the staff of WDRC, Hartford, Conn., as a commercial continuity writer. . . . Lawrence A. Reilly, formerly at WBRV, Waterbury, Conn., new engineer at WSPR, Springfield. . . . Doc Snider and His Texans, of WTIC, Hartford, Conn., off the air now while touring New England. . . . Winslow Turner Porter, WMEK mikesman, out with sinitus for the last five weeks. . . . Frank Gillis, WMEK, Boston, part-time announcer, taking over Al Pierrott's *Today in Sports* periods, while Al vacations. . . . William S. Pote, WMEK managing director, and Tim Kaplan, operator, are working golf courses hereabouts. Pote is leading because he's the boss, says Timmy. . . . Arthur and Eddie, new novelty male act, is now on the WBZ and WBZA *Noonday Revue*, Saturdays. . . . Mary Dodd, ballad singer, is taking over some spots in the WBZ Little Show. . . . Two new voices heard over WBZ and WBZA are Vic Jerome, juvenile singer, Sam, and Lucille Doran, personality singer, accompanied by Doris Tirrell, staff organist.

Cantor---Professional President

EDDIE CANTOR, who, among other characteristics, has previously shown his penchant for being a "joiner," is the new president—the first—of the recently organized American Federation of Radio Artists. Cantor has held previous union presidencies, the Screen Actors' Guild and the American Federation of Actors.

How wise is the choice? The first reaction is that as one of the most important performer names in the show business it is a good one. It should impress employers with the fact that the AFRA is not a union of underpaid malcontents. This apparently was the major motive behind the election.

However, there are several other questions which should be answered. First, is Cantor typical of the membership of the AFRA? Does Cantor have any of the problems of the membership of the AFRA at large? How active can Cantor be as president? Can he be as active head as Frank Gillmore was in Equity?

Front men are essential in certain bodies and organizations, a social group or perhaps a union without the problems confronting the AFRA. But a president who cannot by virtue of his position as an extremely busy film, radio and stage actor, hope to be active in the union hardly seems in place for this new radio actors' group. Cantor will probably admit himself that as AFA and SAG head his administrations were in name only. What does that augur for his activities as AFRA president?

Jerry Franken.

New Indie Tele Firm Exhibits Equipment for Theater Use

NEW YORK, Aug. 23.—A new independent television group, Kolorama Laboratories, Inc., Irvington, N. J., offered a demonstration of its mechanical scanning television unit last week. Shots from standard film, measuring three by four feet and four by five feet, possessing fair sharpness and definition, were shown. While pictures were not as sharp as those projected by home motion picture machines, the size permitted a roomful of people to see the pictures without great eye-strain.

Not all technical details of the new firm's system are known. Mechanical

scanning is employed. As the firm doesn't possess a station license at this time, transmission from transmitter to receiver was by wire. That the equipment is cheaper than cathode-ray or electrical scanning systems was stressed by Kolorama officials as an important advantage for potential theater or home use. While the equipment demonstrated was suitable for residential purposes, it is understood that Kolorama will seek to interest theaters in its equipment for use in conjunction with the regular showing of films. The cost of the most expensive tube employed, according to Kolorama is \$16.50 and home receivers will use cheaper tubes.

Firm announced that its stock has not and will not be sold to the general public. E. A. Kern is executive vice-president. Engineering staff comprises Frank Goldbach, S. L. Clothier, H. C. Hogencamp, George Ruchstuhl and various assistants.

Showing of various shots from standard films revealed a picture of fair sharpness. Whether its appeal to the layman would be anything more than that of novelty is still a question, altho officials stated that sharper pictures will be available and that Kolorama direct pickup unit equals the film transmission.

WASHINGTON, Aug. 23.—Federal Communications Commission denied the appeal of the National Television Corporation, New York, to secure a license to operate an experimental television station. Chester H. Braselton is president of National.

PRODUCING NEW—

(Continued from page 8)

that the network broadcasts are more interesting.

Many radio stations throuot the country have lost a sizable portion of their audience by poor presentation of special events. Other stations have built ratings tremendously by careful preparation.

The big need in special events work today is production. Production is an abused word. Many radio critics, at a loss to make other comment, say "a good show—but the production was poor," not exactly knowing what they are criticizing.

Production in this writer's mind at least, stands for the producing of the entire performance. The producer is the man who plans and also the man who sees that the execution is as accurate as the planning. The production man, who does not know how to plan a program so that it holds the listener will

Get 'Em Young

DENVER, Aug. 21.—A new series of programs to start September 5 on Station KLZ will be "The Children's Hours," an amateur hour for youngsters of Denver and territory. Offering scholarship awards valued at \$2,380, programs will be sponsored by Olinger Mortuary, Denver.

obviously deliver a poor program. The man who knows how to plan, but who, because of overwork or laziness, does not deliver a properly timed and punched show will also lose his audience.

A dull news broadcast can be interesting to the listener by proper selection of material, proper placing of material in relation to the rest of the broadcast, and proper pacing by the announcer reading the lines. By the same token a broadcast loaded with interesting material can make listeners turn off sets merely by poor presentation.

Radio stations just now going into special-events broadcasts will find that the mere installation of wires, the placing of microphones and assigning of an announcer is not sufficient to deliver an interesting broadcast. The program from the Lyons Club must be as carefully planned as any script show. The fact that the Lyons Club speakers oftentimes are not as clever or as interesting as the Gang Busters' group only makes the production nian the more important.

This is the day of the special-events booker. It is the day of the news broadcaster. But behind every special-events commentator, behind every news announcer, there must be proper planning and proper production or the broadcast will fail in its main purpose—fall to hold or interest the listener. Production is the proper food for the golden goose of news.

McNINCH, CRAVEN—

(Continued from page 9)

denied any interest in a commission chair, friends and supporters persisted in keeping his qualifications to the fore until the White House released his nomination August 17. He graduated from the U. S. Naval Academy, Annapolis, with the Class of 1913 and his first assignment was as Radio Officer on the U. S. S. Delaware for two years. He consistently advanced from U. S. Asiatic Fleet Radio Officer (1915) to direct Naval Coastal and Transoceanic Radio Operations during the World War, to Battleship Force Radio Officer (1921) to Atlantic Fleet Radio Officer (1922), to United States Fleet Radio Officer (1923) to take charge of radio research and design in the Bureau of Engineering for a tour of three years, finally resigning from the Navy in 1930 to en-

Live Talent Holds Lead In Time Buying Increases

WASHINGTON, Aug. 23.—For the first six months of 1937, radio as an advertising medium has shown the greatest rate of revenue increase of any other method of reaching the nation's buyers, according to the National Association of Broadcasters. Live talent continued to hold the lead in increases of time advanced over 37 per cent, while transcription increased 24 per cent, records 25.1 per cent, and announcements 24 per cent.

Tobacco and foodstuffs increased their advertising in all media and a big increase in national network accounts was noted in the automotive trade. Sale of broadcast time for similar periods showed that national networks' income jumped from a \$28,000,000 figure in 1936 to an excess of \$35,000,000 in 1937. Regional networks advanced from \$644,473 to \$669,293. National non-network income in 1936 was slightly over \$11,500,000 but this year went over \$16,500,000. Local advertising went from \$10,447,870 to \$12,665,000.

gave in private radio practice as a consulting engineer.

He has taken part in at least seven international radio conferences and also played a large part in the allocation of government radio frequencies. For his work at the International Radio-Telegraph Conference at Washington in 1927 in helping draw up the first important international frequency allocations he received a letter of commendation from the Secretary of the Navy. He has frequently written on the subject of radio, his most recent writing appearing in the Report of the National Resource Committee discussing radio and television in relation to Technological Trends and National Policy. Since November, 1935, he has been Chief Engineer of the Federal Communications Commission.

Confusion on the Craven appointment was raised by a telegram from James P. Kiernan, business manager of former Station WLWL, to the Senate Interstate Commerce Committee which charged, Commander Craven with retaining a financial interest in Station WPEN under camouflage of stock transfer to Lawyer Horace Lohnes. Representative Wigglesworth took this information to the House floor, which started several congressmen on verbal warpath against House Rules Committee, which is obstructing three radio investigating resolutions.

Senator Wheeler's Interstate Committee requested Craven's appearance and in a closed hearing closely grilled the former navy man on Kiernan's charges and also upon his views of radio regulation. One senator was reported to have angrily accused Craven of being "evasive in his answers." Session next day had Craven again before the committee, this time open to press. After quizzing Craven on his income of past years the committee voted to approve his appointment and reported this to the Senate floor. Horace Lohnes was out of town, but H. L. McCormick, of his office, branded Kiernan as a "disgruntled sore-head" because John Iraci sold Station WOV to Arde Bulova instead of selling to WLWL.

Kiernan allegedly used "all kinds of pressure" to get WOV but failed. Resentment against Iraci, now interested in WPEN, was reported as the underlying reason for charge against Craven. McCormack stated that Craven had explained his radio connection to Anning S. Frail to the satisfaction of the late FCC chairman and had sold the stock in WPEN back to the station treasurer.

Washington gossip credited several people connected to radio applications which Craven had spiked with obtaining political pressure to obstruct his confirmation by the Senate. McNinch was confirmed by the Senate just before evening recess. Senator Minton believes that Craven will be confirmed without any trouble. Senate committee on audit and control, after conferring with Senator White on his radio investigation resolution, agreed to defer a vote until next session. Wheeler committee had approved probe and had asked for \$25,000, but no member of committee wanted to remain in Washington heat during adjournment to do the necessary preliminary work. Disappointed supporters for investigation charged the Administration with blocking measure because it would have easily passed allowing committee employees to assemble data during the summer.

HANDLING SPECIAL—

(Continued from page 8)

good fortune in being on the scene of the Hindenberg crash with a recording machine is an example. The station and its announcer gained national publicity.

Independent of the price war in sports, certain trends are observable in special features. One is the growing use of specialists as commentators. Whereas once the announcer was drafted as an expert in the multiple field of athletics and news, the tendency today is to hire a man who knows his own subject from A to Z. One of the few exceptions to the rule is the inimitable Ted Husing of Columbia, who started with radio and then became a sports authority. But on the other side of the fence, are such experts as Bryan Field and Clem McCarthy in the field of horse racing, Cameron King in yachting, Vincent Richards in tennis, and Bill Stern and Dave Driscoll, of Mutual, with a background of newspaper training shows clearly a highly developed sense of how, when, where, and why. The special feature announcer has learned to use the newspaper technique of coverage, supplemented by the ability to translate his story into spoken words. Ben Grauer, of NBC, and Bob Trout, of CBS, are two notable examples.

Some day, there may come a time when sponsors will buy all sports events and then the special feature man will receive recognition. But, until that time, he's simply a cog in the radio gears doing a job. After all, special features is just another of radio's manifold services.

FLASH

from

WHN

DIAL 1010

Did you know that 20 million women have bought Ida Bailey Allen's cookbooks? Participating sponsorships are available on her daily "Home-makers" program.

WHN—"The Station of the Stars"
1540 Broadway, N. Y. C.
Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios.

Realtors Bid \$30,000 for WCAM In Plan for New Philly Outlet

CAMDEN, N. J., Aug. 21.—First step in the consummation of a deal by interested Philadelphia realtors to buy WCAM was made last week when the combine upped its original bid to a minimum \$30,000 figure set by Mayor Brunner for the municipally-owned station. As first reported here, a Philadelphia investment group is seeking options on WCAM here, WCAP, Asbury Park, N. J., and WTNJ, Trenton, N. J. Station share time on the 1280 band, and triple buy would make it possible to hook 'em into a single full-time outfit with studios to be located in Philadelphia.

Moving closer to the sale of WCAM, Mayor Brunner presented last week to the City Commissioners a resolution setting a minimum price of \$30,000 for the property, evaluation having been made

by NBC's William J. Bailey. City Solicitor Firmin Michel revealed that there are four bids on hand for the station, and it is reported that the Philadelphia group had the upper hand all along, their previous bid "about \$25,000."

The resolution, as drawn up by the mayor, provides that the purchaser may have the option of renting the 18th floor of the City Hall, the present site of the studios, at \$3,000 a year and to continue, thru renting, the operation of the transmitter at a yearly rental of \$300. At present, WCAM rates the city only \$1,500 a year for all its facilities, under a long-term contract, to expire February, 1938, with the estate of Bud Preisenzanz. Brunner disclosed that the high bidder would be willing to pay now for the station and assume operation when the present lease expires.

The resolution provides that the purchaser must acquire and install equipment required by the FCC and which Brunner said would cost the city at least \$15,000 if it continued to hold the station. The city, he said, will lose its broadcasting license unless the new equipment is bought. Resolution also reserves two hours a week of free broadcasting time for the city. Station is a 500-wattter, operating on a staggered schedule of 31½ hours weekly.

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Program Reviews

EDST Unless Otherwise Indicated

"Gun Smoke Law"

Reviewed Thursday, 8-8:30 p.m.
Style—Sketch. Sustaining on WJZ (NBC network).

NBC won't have to worry about this one taking away many of WEAF Rudy Vallee mature fans, and the juves, too, will probably stick to Rudy rather than this. First impression was that it was a burlesque of Western serials and flickers to end them for all time. But, no, it was real honest-to-goodness stuff and, coming from a well-known network, there's the usual kind of trite plot—strangers to the West getting used to its ways, a boy and a gal, a gang of bad'uns captured by the righteous, plus all the trimmings. Western language is laid on with all the emotional and thespian delicacy of hucksters' cries. "Naming no names" seems to be the slogan of the show, at least it seemed to be repeated after every 10th word, as a bombastic-voiced female almost lent humor to the sketch, but unintentionally. Coming from one of the indies or a broken-down 100-watter this might merit kinder criticism; coming from the purveyors of Shakespeare and some intelligent and exciting juvenile entertainment it takes the long count. **B. H.**

"Vogues of 1938"

Reviewed Thursday, 8:45-9 p.m.
Style—Description of opening night. Sustaining on WJZ (NBC network).

With Rudy Vallee on a sister network it must be rather difficult to find material to keep WJZ open. Program would indicate that picture previews are not too important in New York. Even a United Artists technicolor production, *Vogues of 1938*, with Joan Bennett in person and lots of folks, tidbits of gossip about picture players and rubber-neckers plus the "won't you say something to the folks?" business can make a quarter of an hour seem like days. This did. Picture has plenty of fashion stuff and this was stressed. Joan, Conde Nast and other *Vogue* execs got plenty of plugs in for magazine. Almost every one who came before the mike was just too, too impressed by it all.

A silly asinine.
Fifteen minutes might be better to turn off juice and save money until Vallee show is over. **B. H.**

"Speak Out"

Reviewed Thursday, 9-9:15 p.m.
Style—Talk and demonstration. Sustaining on WINS.

This sustainer is conducted by Norman Saxe and attempts to aid those afflicted with speech defects. It's probably of greater interest to those who suffer from ear defects. Interest is decidedly limited, as it possesses precious little general appeal.

Saxe is evidently attempting to work on those suffering from vocal impediments from psychological angle. He brings "cases" to mike who admit that they would ordinarily be fearful of speaking to anyone without stammering or stuttering, but the idea is that the help from Saxe has enabled them to address the mike without fear or very bad vocal defects. Attempts are made to show sufferers how to rest, relax and attain poise, all to aid them in overcoming defects.

Saxe doesn't possess very keen air personality and program drags. Whether his methods and advice possess therapeutic value is something for the medicos to decide. Program entertainment value is way don. **B. H.**

"Passing Show of the Air"

Reviewed Sunday, 7:30-8 p.m. Style—Variety show. Sustaining on WOR (MBS network).

George Price, now a stockbroker, returns to show business with a well-paced, moderately entertaining stanza. Price's air manner is clear and sharp, he has a fairly good crew, but spot is just a bit too much Price. If he gave some of the others a chance to get acquainted with the mike it might balance things. Price is a good entertainer and he doesn't have to glue himself to the mike

to let the folks know that he's on the air.

With him are Vivian Ruth, Key Men, Morton Gould's Ork and Price's wife, the former Lorraine Manners. Listeners are brought back to the pre-depression twenties, with songs and personalities. Miss Ruth's *I Must Have That Man* and *Remember Me* went over in fair, but somewhat thin style, particularly in contrast to the rather robust Price delivery of *Can't Give You Anything But Love*. Key Men performed their chores neatly and belong on a show of this type. Gould's Ork went thru most of the numbers with restraint, tho at times an attempt at over-elaboration became apparent. Mrs. Price was well gagged by George and took it good-naturedly.

It's a nice half hour, but needs a bit less of Price and an additional twist of the gag spigot. **B. H.**

"Mary Small Junior Revue"

Reviewed Wednesday, 8:30-9 p.m. Style—Variety show. Sustaining on WJZ (NBC network).

Producers of this program can do better than they did on this offering, the first in the series. Idea is good, altho it will take smart production and scripting to take the program out of the class where it will appear as just another kid amateur show. It came close—a shade too close—to that tonight. There's a good idea in having "Bubbles," Miss Small's "kid" sister, act as a heckler, and the youngster who did that chore did it perfectly. Kid has a tiny, treble voice and keeps popping in and out of the show.

Since her radio debut some years ago—on the Babbo show if memory serves right—Mary Small has grown up considerably. She can sell a song to a faretheewell, and she did it on this show. Where the show fell, tho, was in the kid's supporting. Arnold Eudis, violinist, held his head up more than satisfactorily, but the Vass Family seemed like just another bunch of kid hillbillies, and the playlet, *Orphans of the Storm* (the title tips the mitt), was no medium from which to judge the acting abilities of kids involved. Latter were Janice Gilbert and Jimmie Donnelly, supported by Irene Hubbard and Jay Johnston. The playlet had the kids marooned in a house during flood and that's nuff sed. Another youngster, billed as Buddy Jones, did a Walter Winchell item, based on Winchell's *Oddities in the News*, this bit shaping up as strictly a weak sister.

Current Program Comment

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

WITH listening appeal depending on leading names playing local houses, WIP, Philadelphia, carries on the Monday *Melody Matinee* for another season. Guest shot on this stanza rates the star a free spread in the local dailies, space accrued on a time swap with newspapers. Program caught was rich in the appearance of Fifi D'Orsay and Niela Goddelle. Staff announcer Howard Jones puts 'em thru an interview pace, and in this case both gals followed with a song. Standbys on the program are Clarence Fuhrman's studio crew, with fair to middlin' vocalizing by Jack Curtis and Ruth Webb. Cuffo guest talent takes it out of the mill-run class, otherwise it's a sing-song affair.

ALBERT MITCHELL, who answers a wide variety of questions as the "Answer Man," gives a human and colorful touch to his program on WOR. The question-and-answer method is used and an announcer reads questions sent in by fans. License laws, railroads, musical instruments, sailing ships and such are the subjects in which listeners are interested. Mitchell answers them intelligently but doesn't get top-heavy with knowledge. His spels on behalf of his hock-shop sponsor, Provident Loan, make a nice show. Preview by means of mention of several questions to be answered next

May do, however, as mail bait, audience asked to send in clippings suitable for reading on the program. Jones' delivery is good.

Still another weak factor is the scripting of Miss Small's lines as m. c., very awkwardly handled on this show. Harry Saller handled the orchestral work neatly, altho not much chance given the band to show itself, being limited to support.

Helen Menken was guest star and contributed a few wishy washy words. **J. F.**

"How About It?"

Reviewed Wednesday, 10-10:30 p.m. Style—Audience participation questions. Sustaining on WOR (MBS network).

This is a variation on the audience participation idea, done by Sam Hammer to good results. Technique is simple and appealing. Several couples are asked to describe their probable reactions to certain situations. "What would you do if someone gave you \$1,000,000?" "If you sent the wrong letter to the boy (or girl) friend, what would you do?" "What would you do if you were making a speech and forgot the lines?" "What would you do if a man proposed marriage to you?" "If a sit-down strike were called, what would you do?" and "What would you do if a strange woman asked you to hold her baby and then disappeared?" are sample questions. This last question, incidentally, and its answers won the \$10 prize.

That couples, most of them unrelated, answer the questions gives a contrasting picture of male and female reactions to the same problems. It makes for laughs, interest-holding and cheap to produce, it should build. Audience is asked to send in humorous question, but no cash is offered. Just an air mention. Offer is also made for contestants to come on and take a chance on getting half of the \$10 given to winning couples.

John Shepard's Clocks As Birthday Giveaways

BOSTON, Aug. 21.—Reversing the usual order of things, John Shepard III's WNAC gifted more than 300 ad execs with electrical clocks in celebration of its 15th birthday anniversary. Elaborate preparations were made to insure that the clocks were usable in neighborhoods of recipients. A check was made of the various types of current used in buildings throuthout the country to enable all to start their clocks immediately.

As a final note of its thoughtfulness, WNAC instructed all messengers to dust clocks off before passing them out.

time is a good hook to keep the customers there.

AS AMATEUR prize programs come and go that sponsored by Morris B. Sachs on WENR rates among those in the upper brackets. Show caught was the 153d and had a goodly mixture of singers and instrumentalists, with a reciter and tapster thrown in.

Outstanding aspirant was 20-year-old Edwin Bealk, who tooted *Star Dust* on his trumpet. Kid has plenty of style and tramped with a nice arrangement of the old favorite. Mary Rispoli, considering her 17 years, put lots of punch in her warbling of *It's Swell of You* and seemed to have complete control of herself and the mike.

Charlie Lyon emases in a lucid enough manner, while Val King cuts in with plugs on furs. Morris B. Sachs, the sponsor himself, presents the awards for the previous week's winners, but must have been a mile from the mike he came over so faintly. Last 10 minutes are spent with a flashback of all contestants to give the tuner-inners and studio gang another glimpse before casting a vote. Sidney Nierman is accompanist and sometimes has a tough job keeping up with the swift changing tempo of some of the overanxious career boys and girls.

Survey of .6% Gets Drum Beats

Dailies make much over an inconsequential small-town survey by student

NEW YORK, Aug. 21.—Merry chirps of glee have sprung from publishers because of a report issued by Columbia University. It seems as tho an Athens (O.) survey showed that 42 radio fans weren't up on their sponsors.

Royal H. Ray, who studies advertising at Columbia and is a former instructor at Ohio University, conducted the study. He selected 145 names at random from the phone book. He made his "experiment" Saturday from 9:30 to 10:30 p.m. and Monday from 9 to 10 p.m. Of the 145 calls made 111 were answered. One hundred and six of these owned radios and 42 of these families, or 40 per cent, were listening in. So far, so good, but now, and reported with glee and space by *The New York Herald Tribune*, comes real news.

Folks were credited with knowing to what stations they were listening. Thirty-four, or about 80 per cent, scored on this. But, and this is important, only four out of 42 listening in were able to give the name of the product advertised.

Ray knew that radio people might criticize such a survey, and as *The Herald Tribune* amicably stated, he "pointed out that 145 phone calls reached about 7 per cent of private home telephone subscribers on city exchange."

Actually this "survey" reached 6/10 of 1 per cent of Athens' population. But this survey was enough to cause anti-radio propganda to ad agencies and sponsors.

LOIS BENNETT
Soprano—Featured Every Friday Evening,
8 P.M. WEAF—WALTZ TIME.
Management — BEN LIPSET
1350 Broadway, N. Y.

DON ROSS
Writing, Singing and M. C.
JELLO SUMMER PROGRAM,
Sunday, 7-7:30 P.M., EDST.
WEAF and RED NETWORK.
Per Mgt. DEL PETERS.
Tel.: Regent 7-2497.

GRACE & SCOTTY
WEAF Red WJZ Blue
RADIO CITY
Coast to Coast

MITCHELL AYRES
and the MUSIC ORCHESTRA
FASHIONS IN MUSIC
currently HOLLYWOOD Restaurant, N. Y. ★ Broadcasting over Inter-city network. Variety Records.

JOE MARSALA
his clarinet and His Chicagoans
7th Month HICKORY HOUSE, N. Y.
Variety Recordings

Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
Barclay 7-5371.

RECORDS MAKE COMEBACK

Once Enemy of Records, Radio Now Chief Hypo for Disc Sales

Victor reports 70 per cent jump this year over last year's sales—trend upward since 1925—all-time big seller is Whiteman's "Whispering"—Goodman, Dorsey strong

CAMDEN, N. J., Aug. 21.—The sale of RCA-Victor records baffle the seers who said radio sounded the death knell of the record industry. In fact, radio has become the biggest salesman for the waxed discs. While current sales figures are still below the 1921 peak year, RCA-Victor officials point out that record sales are climbing year by year. The low point was reached about 1924, just before the orthophonic was introduced. And since 1925, when electrical recording was developed, sales began to soar. In 1934 RCA-Victor's record business increased 51 per cent over that for the year before. Following year showed an additional 38 per cent jump over 1934 and 1936 brought a rise of 61 per cent over 1935. And this year, to date, sales are 70 per cent over last year. The value of records and record-playing instruments, including radio-phonograph combinations, will reach \$20,000,000 this year, officials estimate.

The biggest seller in the history of RCA-Victor is Paul Whiteman's recording of *Whispering*, which has *Japanese Sandman* for a platter-mate. And the demand is so great the record is still being marketed. In this year's crop the biggest money bringer-in is Tommy Dorsey's coupling of *Marie* and *Song of India*, with Benny Goodman's recent recording of *Peckin'* proving a potential smash for the sales chart. The best song buy this year for the platter makers was *September in the Rain*.

Best sellers in former years only show the fickleness of public tastes. In 1933 *Headin' for the Last Roundup* brought home the bacon, *The Man on the Flying Trapeze* in 1934, *Isle of Capri* in 1935 and last year it was *The Music Goes Round and Round*.

Hit Musical Tunes Crowd Song Market

CHICAGO, Aug. 21.—An unusually heavy crop of musicals hitting the picture houses now is causing plenty of apprehension among music publishers and their contact men. Hit tunes are in overabundance and music men fear that the big influx will cause a shorter life for the new songs and that others with normal merit will be trampled under in the rush.

Success of a song released in the next few weeks will probably depend on the box-office draw of the picture and, of course, the constant plugging and contacting of the publishers. These musicals built around from two to six and sometimes more tunes include *Paramount's Artists and Models* and *Double or Nothing*, Warner's *Varsity Show* and *Mr. Dodd Takes the Air*, RKO's *Life of the Party*, UA's *Vogues of 1938* and MGM's *Broadway Melody of 1938*. With all of them being released within a hop and a skip of each other the song market will be loaded with about 30 new ditties, all being groomed by their publishers to show in the money.

"Song of the CIO"

WASHINGTON, Aug. 21.—The *Song of the CIO*, sung by the New York Chorus of the International Ladies' Garment Workers' Union and conducted by Lazar Weiner, has been recorded for the Victrola and is now to be sold to members for \$1.

Words and music are by Tom Morrow, an assumed name which allegedly cloaks the identity of a well-known composer.

The United Automobile Workers has bought a hundred records of the song to be used in teaching it to union choral groups. It is reproduced on a 12-inch double-sided Decca record.

New Kenosha Club

KENOSHA, Wis., Aug. 21.—Kenosha Friendship Club has been opened here by Johnny Fay and Carl Ruffalo, with dancing to Ralph Costanzo's Orchestra. William Covelli is manager.

Miss. WPA Music Busy

JACKSON, Miss., Aug. 21.—Making 117 appearances between September 1, 1936, and July 31, 1937, the Mississippi Unit of the federal music project played before 918,150 persons and rendered 1,000 scores in public and radio concerts. Tacitus R. Bucct, conductor, and Jerome Sage, stage director, announced this week. Twenty musicians comprise the present ork.

Reviews of Records

By M. H. ORODENKER

Victor

Are All My Favorite Bands Playing or Am I Dreaming? makes a most delectable bit of musical satire if ever a musical style got bit. From the roar of ocean waves to simulate the rip-rippings of Shep Fields to Guy Lombardo's famous coda it's a humorous musical rallery on the topnotchers. Here's a made-to-order parlor game. We found in it Tommy Dorsey, Russ Morgan, Eddy Duchin, Jan Garber, Horace Heidt, Bunny Berigan, Henry Busse, Dick Stable and a vocal that's a cross between Ray Noble and Ben Bernie. That none will commit mayhem, perpetrators are anonymous. So far be it for us to point an accusing finger. Plattermate is BERT SHEPETER and his Rhythm Octet making a harum-scarum swing-opus with *Burglars' Revenge* (25632).

Tastefully done in their own manner of inspiring musically, GUY LOMBARDO has a smoothie in *The Old Feeling* and *Lovely One* (25629), and HAL KEMP in *The Loveliness of You* and a heated *Danger-Love at Work* (25628). TOMMY DORSEY's cat-inspired clambakers still abuse the commercial pops in *Stardust on the Moon* and *Having Wonderful Time* (25630) when they should be giving a brand that made Red Nichols' *If Five Pennies Worth a Million*. And if you can picture FATS WALLER in top-per and tails, here's his plannology Park avenued for the Spencer Williams standards. *I Ain't Got Nobody* and *Basin Street Blues* (25631).

Decca

WILL OSBORNE is a newcomer to wax circles and slides smoothly for four sides, *Till the Clock Strikes Three*, *Don't Ever Change*, *Born To Love* and, in three-quarter time, *I Hum a Waltz* (1363). From English lads HARRY ROY feverish for his own-swing-out comps, *One o'Clock Jump* and *John's Idea* (1393). From English lads HARRY ROY rhympates the rumba pops of Valentino and *Sidewalks of Cuba* (1365). WILLIE SMITH and his Cubs lionize the rug-cutting rhythms of *Knock Wood* and the Clarence Williams spiritual, *Peace, Brother, Peace* (1366), while the jamming for DICK ROBERTSON is only a medium sort for *Strangers in the Dark* and *A Sailboat in the Moonlight* (1367).

Old-Time Fiddlers' Frolic

WEST CHESTER, Pa., Aug. 21.—Venuti and Rubinoff had no place at the annual frolic of old-time fiddlers at Lenape Park last week. *Pop Goes the Weasel* and *Turkey in the Straw* were the order for the day.

The rain came down in pitchforks, but the farmers showed up in droves, 3,000 all told. Stellar scratchers were Doc Anderson, George Boulden and Pop Johnson, known far and wide for their hot fiddles.

Wearing a flashy red plaid shirt, Pop Johnson looked down at his strong bronzed wrists. "See there," he said, "that's the secret of being a good fiddler. You've got to have it there. In your veins. If you don't you're just a gate swinger." He's 60, but his *Barnyard Stomp*, a bit on the rowdy side, still sends the cracker-barrel populace of the hinterlands.

Natchez Night Club Opens

NATCHEZ, Miss., Aug. 21.—Windmill Club, located on Highway 61, near here, opened for business under management of Frank Eidt. Spot plans floor shows and dances. Owned by William Eidt Enterprises, operators of Pete's Place, Yawn's, Nut Club and other spots.

Bridgeport Ballroom Opening

BRIDGEPORT, Aug. 21.—McCormack and Barry, operating the Ritz Ballroom here, will open their 26th season of name bands September 5. Ted Lewis' Orchestra is the opener.

Names Click At Beaches

N. Y. beach pavilions to build night club wings—name bands a success

NEW YORK, Aug. 21.—The use of name bands as a drawing card and as a profitable business venture for resorts and parks is illustrated locally by the increase in the number of upper bracket bands now used by the two leading bathing centers that also offer music. In 1934 both the Manhattan and Brighton Beach dance pavilions signed two or three big bands as an experiment. The results were so favorable that today each of the two beaches uses at least nine top-flight outfits during the season. Proof of the b.-o. appeal of band names is more striking in this case because, at both resorts, satisfaction derived by patrons is chiefly limited to listening to the music. The space for dancing is afforded, that has not been stressed. The coming season, however, will see the Joseph P. Day Realty Corporation, operator of the beaches, taking full advantage of the added attraction of dancing by building huge up-to-date outdoor ballrooms at both resorts. Another idea under consideration by the operators is the erection of cabarets directly on the grounds of the parks, offering an added inducement to daytime bathers and other patrons to linger on the premises after the day's activities. Night clubs on the grounds would also mean the exclusive services and undivided patronage of name bands that up to this season have usually doubled between the beach job and some hotel or night club in town.

Name bands that have played thus far at one of the two or both beaches include outfits of Shep Fields, Ben Bernie, Harold Stern, Ferde Grofe, Russ Morgan, Mike Riley, Jerry Blaine, Hal Kemp, Dick Humber, Tommy Dorsey, Ted Lewis, Art Shaw, Woody Herman, Ell Danzig, Benny Meroff, Clyde Lucas, Xavier Cugat, Al Donohue, Rudy Vallee, Clemente Rumba Band and Charlie Costello.

notable by the absence of Chu Berry's tenor saxing, who by this time should be cutting his capers for Cab Calloway. CLAUDE THORNHILL makes for spirited stepping with *Stomp! You're Breaking My Heart*, Maxine Sullivan's canarying a cross between Ella Fitzgerald and Billie Holiday. Plattermate is toned down for *Whispers in the Dark* (3616).

For the smoother sort of moon-June-spooning, SAMMY KAYE cuts a foursome with *Smarty*, *Moonlight on the Highway*, *Strangers in the Dark* and *Good Mornin'* (3629, 3618), and NYE MAYHEW couples *The Moon Got in My Eyes with It's the Natural Thing to Do* (3617).

Bluebird

JOLLY COBURN synopsates right smartly for a foursome of *Have You Got Any Castles, Baby*; *Am I Dreaming?*, *Afraid to Dream* and *The Loveliness of You* (7081, 7083); Joan Brooks doing alrighly in the vocal niches. MUSICAL MUSKETEERS, with Jimmy Ray's soft-voiced tenoring, is the mill run of studio combos in *My Cabin of Dreams* and *So Many Memories?* (7082), while JIMMY RAY gets the top billing for *Shame on You* and *Sticks and Stones* (7084).

Melotone

Coupling the slow with the faster ones in smooth stylizations, STERLING YOUNG toes the mark with *Let's Have Another Cigarette* and *Roses in December* (7-09-02); LARRY KENT, featuring the electric organ for fun undertones, does well by *Lovely One* and *Till the Clock Strikes Three* (7-09-05), and the swingy singer CHICK BULLOCK beats it out for *The Moon Got in My Eyes* and *It's the Natural Thing to Do* (7-09-01).

Brunswick

Among the must-haves, LOUIS ARMSTRONG joins up with the MILLS BROTHERS for a peaches and swing on the swanee ripberish *The Old Folks at Home*, the freeera giving a solo backing for *Long About Midnight* (1360).

Mr. and Mrs. Swing keep the family ties intact, RED NORVO blending with singalittin' MILDRED BAILEY for *Everyone's Wrong But Me, Posin'*, *The Morning After* and a solid ork swingfest in the oldie *Do You Ever Think of Me?* (7928, 7932). Dancing feet will find inspiration in the rhythmic beat of RUSS MORGAN in *The Loveliness of You* and *Till the Clock Strikes Three* (7931); GUS ARNHEIM blending *My Cabin of Dreams* with *All You Want To Do Is Dance* (7933); HORACE HEIDT harmonies for *The Moon Got in My Eyes*, and the King Sisters dominating vocally *It's the Natural Thing to Do* (7927); JAN GARBER synopsating silky for *Roses in December* and *Let's Have Another Cigarette* (7929), and ART SHAW stepping up the cheek-to-cheeking with *Afraid to Dream* and *If You Ever Should Leave* (7934), Peg La Centra piping the ear-pleasing vocal splashes. ANTOBAL'S CUBANS are too ranged for your rumba likings in *Old Clothes* and *My Margarita* (7930).

Vocalion

Tour de force, and a bargain at these prices, is MILDRED BAILEY. Mrs. Ewing is out on a jammin' spree with Count Basie and his lead instrumentalists. A prize packet in the plattering of *If You Ever Should Leave*, *Heaven Help This Heart of Mine*, *The Moon Got in My Eyes* and *It's the Natural Thing to Do* (3615, 2626). LOUIS PRIMA turns in what is potentially a sander for *Danger-Love at Work* and *Afraid to Dream* (3628), but instead of making the primate go primitive with his own gang of barrelhouseers, a large and overly-orchestrated studio combo cut thru with an out-of-order polish. TEMPO KING gives vocal force to a backing of medium steamings for *The Folks Who Live on the Hill*, and *High, Wide and Handsome* (3630); in fact, it's downright commercial. FLETCHER HENDERSON is subdued to make only an ordinary *If You Ever Should Leave* and *Posin'* (3627),

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 13, thru Thursday, August 19; and also, for comparative purposes, from Friday, August 6, thru Thursday, August 12. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs	
			Aug. 13-19 Net. Ind.	Aug. 6-12 Net. Ind.
1.	I Know Now (F)	Remick	35	24
2.	Whispers in the Dark (F)	Famous	34	25
3.	My Cabin of Dreams	Berlin	31	20
4.	Sailboat in the Moonlight	Crawford	28	25
5.	First Time I Saw You (F)	Santly-Joy	26	22
6.	Where or When? (M)	Chappell	24	22
7.	Have You Got Any Castles, Baby? (F)	Harms	23	10
8.	That Old Feeling	Feist	22	11
9.	So Rare	Robbins	21	23
9.	It Looks Like Rain	Morris	21	11
10.	Can I Forget You? (F)	Chappell	20	31
10.	Stardust on the Moon	Marks	20	22
10.	Harbor Lights	Marlo	20	9
11.	Me, Myself and I	Words & Music	19	14
12.	Stop, You're Breaking My Heart (F)	Famous	18	20
12.	Yours and Mine (F)	Robbins	18	18
13.	Satan Takes a Holiday	Lincoln	17	22
13.	Afraid To Dream (F)	Miller	17	17
13.	You're My Desire	Mills	17	12
14.	Caravan	Exclusive	16	19
14.	Remember Me	Witmark	16	11
14.	Moon Got in My Eyes (F)	Select	16	9
15.	Cause My Baby Says It's So (F)	Remick	15	24
15.	Gone With the Wind (F)	Berlin	15	18
15.	Merry-Go-Round Broke Down	Harms	15	13
15.	Miller's Daughter, Marianne	Shapiro, Bernstein	15	5
16.	Our Penthouse on Third Avenue (F)	Feist	14	14
16.	Till the Clock Strikes Three	Shapiro, Bernstein	14	7
17.	Loveliness of You (F)	Miller	13	12
17.	The Shag	Ager, Yellen	13	11
17.	All God's Chillun Got Rhythm (F)	Robbins	13	10
17.	Strangers in the Dark (M)	Crawford	13	9
17.	I'm Feeling-Like a Million (F)	Robbins	13	9
17.	Tomorrow Is Another Day (F)	Robbins	13	9
17.	Am I in Love? (F)	Witmark	13	7
18.	You Can't Have Everything (F)	Miller	12	12
19.	Smarty (F)	Popular	11	16
19.	Night Over Shanghai (F)	Remick	11	13
19.	Cuban Pete	Hollywood	11	8
19.	Don't You Know or Don't You Care?	Feist	11	7
19.	Dancing Under the Stars	Select	11	6
20.	I Wouldn't Change You for the World	Donaldson	10	11
20.	Lovely One (F)	Feist	10	7
21.	Ebb Tide	Popular	9	0
22.	Dreams for Sale	Mills	8	1
22.	So Many Memories	Shapiro, Bernstein	8	0
23.	It's the Natural Thing To Do (F)	Select	7	10
23.	Folks Who Live on the Hill (F)	Chappell	7	8
23.	Moon at Sea	Mills	7	7
23.	The You and Me That Used To Be	Berlin	7	5
23.	Good Mornin' (F)	Famous	7	4
23.	I'm Getting Sentimental	Mills	7	4
23.	Lady From Fifth Avenue	Shapiro, Bernstein	7	3
23.	Danger, Love at Work	Miller	7	1
23.	You've Got Something There (F)	Harms	7	1
24.	If I Can Count on You	Ager, Yellen	6	11
24.	Love Me	Red Star	6	9
24.	All You Want To Do Is Dance (F)	Select	6	8
24.	Toodle-oo	Shapiro, Bernstein	6	5
24.	Old King Cole	Harms	6	4
24.	Let's Have Another Cigaret (F)	Berlin	6	4
24.	Vieni, Vieni	Witmark	6	3
24.	Gene With the Dawn	Words & Music	6	2
24.	Tiger Rag	Feist	6	2

Turn to our Amusement Machines, Music Section, for listing of the best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending August 23.

Coogan Unit Men Hurt

FOSTORIA, O., Aug. 21.—Two members of the Jackie Coogan unit were injured when a truck carrying the band's instruments and baggage skidded into a ditch near here. Jack Keith, drummer, and Dale Mullings, violinist, were cut and bruised.

How the Mighty Have Fallen!

DETROIT, Aug. 21.—It was bound to happen. Musicians and others have watched the high-stepping, baton-tossing activities of drum majors in suffering silence for years. Harry Northrup, drum major of the Fred W. Beaudry Post, American Legion, knocked himself out Sunday at the University of Detroit Stadium in an exhibition contest. He strutted and tossed so hard that he fainted at the head of the band. The rest of them kept in step, marching around him.

Chi Music Notes

CHICAGO, Aug. 21.—Sid Goldstein leaving the Miller office to take charge of the local Famous Music Corporation office.

Chick Castle succeeds Jesse Stool, who was sent from the Chi Donaldson-Gumble office this week. Castle was assistant to Stool.

Ted Browne, of the Browne Music Company, returned this week from a six-week tour to the Coast.

M. Witmark & Sons opened separate offices in the Woods Building to make room for expansion in the local Remick rooms.

Ray Zaher, head of Forster Music Company, has left via plane for a three-week trek to the North Woods.

Bells of Memory, by Lee S. Roberts and J. Will Callahan, and Blue Sweetheart, penned by Marvin Lee and Terry Shand, are just off the press of the Forster Company.

Coogan Band Unit In Trick Booking

NEW YORK, Aug. 21.—Flexibility and adaptability of the unit presentation idea is exemplified by the booking of the Jackie Coogan orchestra and the *Monteland Hit Parade* revue to play the Auditorium at Birmingham, Ala., during Birmingham Day, August 28. Unit was bought as the featured attraction for the civic celebration and will offer a full show as well as play for dance music. Believed to be first instance of the use of a unit production for such a purpose.

At New Castle, Pa., September 13 Coogan and the revue will be the attraction at the opening of the Cathedral Theater, latest house to inaugurate a combo flesh and film policy in that section.

Form N. Y. Band Agency

ALBANY, N. Y., Aug. 21.—Bernard J. Gardener, Les Resnick and Emily Steinhart, of New York, are the promoters and shareholders of the Precision Rhythm Orchestra, Inc., of Manhattan, a newly-formed band granted a charter of incorporation by the secretary of state. Company has a capitalization of 200 shares of stock. It will furnish services of orchestras, bands and other musical features.

N. O. Local Fetes Anniv.

NEW ORLEANS, Aug. 21.—About 400 musicians and their families gathered in Mandeville, near here, for the fifth anniversary of the AFM local. The federation maintains a lakeside home at Mandeville, built with funds gathered by benefit performances.

Grand Dantsant To Reopen

DETROIT, Aug. 21.—Grand Ballroom will resume September 10 with a three-day grand opening, each night devoted to a different specialty, according to Manager Patrick Patton. Paul Strasburg, owner of the ballroom, flew to Pittsburgh last week to engage Bib Grayson and his Texas Rangers, who will open the Grand, Grayson, now at Pittsburgh, is said to be a coming topliner. Band may stay for four weeks.

Name Bands for Riverview

DES MOINES, Aug. 21.—Riverview Park Ballroom continues to use name bands. Jerry Gates' swing band returned for a second engagement August 1, with Louis Panico's Band featured the previous night. Major bands will play the ballroom during August, including Glen Gray.

W. C. Handy Honored

ST. LOUIS, Aug. 21.—W. C. Handy, writer of *The St. Louis Blues*, recently accepted an honor award from Mayor Bernard R. Dickman of this city, the occasion being the talent night program of the National Association of Negro Musicians.

Radio Music Co. Formed

DETROIT, Aug. 21.—New music publishing firm here is the Radio Music Company. Plans for a general line of pop songs are under way.

Very Personal Appearance

PITTSBURGH, Aug. 21.—Band Leader Happy Felton made a personal appearance recently at Leo Heyn's Summit Hotel in near-by Uniontown. It is unique in entertainment annals—because it was in his birthday suit. After finishing his chores tired Happy plopped down on his bed without bothering much to listen to what innkeeper Heyn was narrating about "double doors."

Next morning the innkeeper was startled to find guests constantly parading back and forth in front of the maestro's door. Happy had neglected to close the inside of two doors to the room, and the outside door was glass. Snoozing peacefully inside was 265-pound Hap in the nude. First Felton knew about his unscheduled appearance was when he read about it in the dailies.

Sheet-Music Leaders

(Week Ending August 21)

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

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

1. It Looks Like Rain (Morris) (1)
2. Sailboat in the Moonlight (Crawford) (3)
3. So Rare (Robbins) (4)
4. Merry-Go-Round Broke Down (Harms) (2)
5. Whispers in the Dark (Famous) (11)
6. Harbor Lights (Marlo) (9)
7. My Cabin of Dreams (Berlin) (14)
8. I Know Now (Remick) (7)
9. Sweet Lelani (Select) (5)
10. First Time I Saw You (Santly-Joy) (10)
11. Where or When? (Chappell) (12)
12. Gone With the Wind (Berlin) (8)
13. Blue Hawaii (Famous) (6)
14. Loveliness of You (Robbins)
15. The You and Me That Used To Be (Berlin) (13)

PHONOGRAPH RECORD best sellers will be found on page 119.

Rumba Craze Hits Chi Acts and Spots

CHICAGO, Aug. 21.—Growing popularity of the rumba in clubs and ballrooms is having a sweeping effect on dance teams and orchestras in this area. Several clubs here have been employing professionals to teach the dance to patrons and the move has proved a decided business stimulant. The majority of dance teams include a rumba routine in their repertoire.

Leading in this type of dancing is the Continental Room in the Stevens Hotel, where Carlos Molina and his Latin-American Orchestra hold forth, featuring rumbas and tangos. Mr. and Mrs. Herbert Taylor, dance teachers, give instructions on these dances nightly and report a steadily increasing number of pupils. Taylor explains that the need of a radically new dance in this country, dominated by the fox-trot for too long a time, is the cause of it all.

WPA Musicians' Jobs Urged

WASHINGTON, Aug. 21.—Representative Curley, of New York, submitted to the House last week a petition by Local 802 of the American Federation of Musicians urging passage of the Schwellenbach-Allen Bill to continue WPA rolls for needy musicians. The petition was referred to the Committee on Appropriations.

Lombardo, McCune Lead Poll

NEW YORK, Aug. 21.—Bill McCune and orchestra, heard over WOR and the MBS network, placed second in a band poll conducted by the *Hue and Cry* publication of Westchester County. First place was given to Guy Lombardo with 101,626 votes; second was McCune with 92,880 votes and Benny Goodman followed with 89,590.

Books Pianist in Singapore

SAN FRANCISCO, Aug. 21.—Larry Allen, manager of the local office of the NBC Artists' Service, received a request from the Tanglin Club, Singapore, for a pianist-conductor for a dance orchestra to be employed jointly by the club and the BBC. Club selected Walter Sheets, young local pianist, who wrote the music for the Bohemian Grove Play this year.

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

By IRVING MILLS



IT WAS just about one year ago, in California, that I began preparations for the organization of my own phonograph recording company. In Hollywood Ben Pollack's Orchestra made a preliminary recording which included the now-famous *Peckin'*, and Duke Ellington's small orchestral unit made a session, including *Caravan*, which has since been released under Barney



Irving Mills

Bigard's name. If anyone had told me seven years ago that I would one day be in the phonograph record business I would have laughed him out of the office, for in 1930 this once thriving industry appeared headed for extinction. With a depression already cutting deep into the surplus funds of many a business, the phonograph industry had to contend with still another invader—radio.

For too many years phonograph records were being manufactured without thought of being creative. It had hit a formulated style where almost every rendition was patterned with little variety and almost no ingenuity. There were some exceptions but for the most part the design of dance music was becoming stereotyped.

Can't Compete With Radio

It had always been my contention that phonograph records, in order to draw the interest of buyers, could not compete with the music and entertainment offered by radio. Record entertainment, to be successful, had to be novel and different from radio entertainment. The fact that recordings I supervised seven and eight years ago are still being sold substantiates my contentions.

In 1930 radio was offering a variety of popular music with which, all things being equal, phonograph records could not compete. The additional fact that radio was offering its music gratis seemed to stamp out any possibility of resurrection for disc manufacturers.

What happened between 1930 and 1935 is a matter of record in the annals of swingography and the history of coin machines. In 1935 New York was awakening to the fact that American jazz was possessed of such a thing called "swing." Small night clubs, converted from old speakeasies after repeal, tried to retain their former illicit atmosphere by limiting their space, ventilation and seating capacity. The employment of only small bands was possible. The use of the small swing bands became nation wide and out of this came such orchestral personalities as Louis Prima, Red Norvo, Bunny Berrigan, Joe Marsala, Rely and Farley, Stuff Smith, Roy Eldredge and others. The music was daring; that is, for the public ear, altho in private sessions among musicians and in Harlem haunts swing music had been prominently displayed since jazz began. But now it was being brought to the public limelight. Yet for radio it still appeared too blatant and unharnessed and only in mild doses was it permitted to escape over the networks.

Swing and the Record Companies

However, to the phonograph record companies swing music was an economic blessing. A new generation was achieving adolescence and having been musically weaned on radio entertainment was now looking toward the strange con-

Irving Mills' qualification to write on the phonograph record industry lies in the fact that he is a veteran of recorded music. More than 10 years ago he began supervising "platter" sessions in York and since that time has been associated with every major company. Recordings are only one of his many activities in show business. As president of Mills Artists, Inc., he has guided such stellar personalities as Duke Ellington, Cab Calloway, Milton Berle, Will Hudson and Eddie De Lange, Ina Ray Hutton and others to headlining proportions. As vice-president of Mills Music, Inc., he acquired the largest library of copyrighted popular music and as head of Exclusive Publications, Inc., one of the biggest assortments of swing music. With many accomplishments to his credit already, he is planning to produce his first all-colored musical film. This year Irving Mills became managing director of a new record company—Master Records, Inc., maker of Master and Variety Records—where he is now applying, with apparent success, his theories on recorded music.

traption in the attic which mother had so often referred to as a phonograph. The lads and lassies in high schools and colleges were keeping the phonographs next to the radio. "Rhythm clubs" were being formed thruout the country. Newspapers were being offered which confined their writings to the activities of swing music. Orchestra leaders who for years remained in the background because of undying faith to what they called the true and only form of jazz were now reaping the profits of their many seasons of rhythmic harvesting.

But even more important to the revival of the phonograph record business was a small mechanical gadget which made it possible for a young couple sipping sodas in a roadside retreat to press any one of a dozen buttons and select a particular recording they might desire hearing. While the phonograph record business might have declined with a waning interest in swing music, the "selector" on the modern nickel phonograph machine has made it possible for the record industry to increase its sales to a point where in 1936 more than 30,000,000 phonograph records were sold. Companies today are looking forward to a 20 per cent increase of this amount during 1937.

The paradox of the situation arises in the question: "Why should diversion seekers spend nickels in small taverns, ice-cream parlors and road houses for music when the proprietor could just as well entertain with radio?" The answer is that proprietors could not just as well entertain with radio today, for what happened to the phonograph record business in 1930 is today occurring with radio.

Radio Music Stereotyped

Since 1930 radio has lost the youthful enthusiasm in its music that it once possessed. Today radio music is becoming stereotyped. More than 50 per cent of the radio bandmen once a week assemble a pick-up orchestra and use arrangements which are little or no better than the ordinary publisher's stock orchestration. They offer on highly paid for programs music which is in comparison to modern recordings mediocre. This is true even to the extent of music heard by organized bands from remote

spots. Take any orchestra which broadcasts several times each week from a night club or hotel spot and compare its recorded arrangements to those used solely for broadcasting and ordinary dance purposes, and you will note the marked difference. Arrangements which have been recorded are invariably scored with greater pains and care than others. Radio music today, for the most part, is no longer dance music but production music; and because the trend in recent months has been to offer comedians, guest stars and playlets, music is becoming a secondary factor in commercial broadcasting.

Take any large radio program that offers jazz music during its midweek programs and try to figure how many people in the house, or neighborhood, get up from a comfortable sofa after a big dinner to dance. People do not tune in a Jack Benny or Milton Berle for dance music, because dance music on such programs comprises only a fraction of the entire time allotted to it. Therefore the younger set desiring dance music will step out to the local ballroom, night club, social club, neighborhood tavern or refreshment spot and seek its dance music, which is now provided by orchestras, nickel coin machines or amplified phonograph recordings.

Records Must Be Different

When I first entered the phonograph business early this year I realized that it would have been futile to compete with radio or even design recorded music similar to that used on broadcasts. I also realized that buyers of phonograph records were not interested in the type of music offered on radio, else what would they be wanting with the "platters" in the first place? Hence, I had to create a new style of jazz music—a style of phonograph entertainment that would be completely apart from the patterns of radio music. After two months of active recording we uncovered many interesting platters, notably those made by the sensational Raymond Scott Quintet. Scott created a new jazz style with his *Twilight in Turkey*, *Powerhouse* and *Reckless Night Aboard an Ocean Liner*, which caught on immediately and which will undoubtedly be copied by many more admirers in coming months. By taking the best musicians from our better orchestras and permitting them to place their ideas into recorded music—ideas that were considered too unorthodox for public presentation—we found best sellers in such combinations as Barney Bigard's Jazzopaters, Johnny Williams' Swing Sextet, Midge Williams' Jazz Jesters, Cootie Williams' Bug-Cutters, etc.

Needless to say, if the plan for novel and distinct music was successful I wasn't anxious for other companies to follow suit, so in each instance we tried to achieve a standard of instrumental virtuosity and scoring that it would be difficult to duplicate. In this respect we have thus far been successful.

With the success of the so-called "screwy" instrumentations and solo work I began fooling around with what critics are now labeling "experimental jazz."

Distinct and Individual

Even before our first records were issued I realized that in order for phonograph records to be distinct and individual they must be so 100 per cent—even so far as the musical material that was being used. I spoke to several arrangers and composers and after carefully explaining the type of music and songs I desired let them go to work with harmonies and tempos which were

completely off the beaten path and unlike anything heard previously. We found still more best sellers with such tunes as *Lullaby to a Lamp Post*, *Merry Widow on a Spree*, *Cats in the Cornfield*, *Peckin'*, *Caravan*, *Scattin' at the Kit Kat*, etc.

Still experimenting, I let Don Redman transcribe onto phonograph records the choral forms of music which he converted to syncopations. Redman, who had been making swing choir arrangements for five years, was never permitted by record companies to "wax" them because the idea was thought too far advanced. Redman's discs of *Stormy Weather*, *Exactly Like You*, etc., turned out to be best sellers. Casper Reardon brought his harp from the concert halls and surrounded by a group of swingers "rocked away" in his sweet style on *Ain't Misbehavin'* and *In a Sentimental Mood*, another ace seller. Duke Ellington recently wrote a "contrapuntal storm" which was recorded lately and which is completely revolutionary in jazz, altho its title, *The Back Room Romp*, would suggest that it was conventional. We tried jazz music with everything from harmonicas to tin flutes and washboards and found each meeting with equal success in sales.

Stars Not Necessary

In three months of active sales we discovered this unprecedented fact: OVER 60 PER CENT OF THE BEST SELLING MASTER AND VARIETY RECORDS WERE THOSE MADE BY ARTISTS UNKNOWN TO RADIO AUDIENCES AND PLAYING MUSICAL MATERIAL THAT WAS EQUALLY DISTANT TO AIR PERFORMANCES.

In other words, your radio listening audience is not a record-buying market, hence it is not necessary to design the entertainment used on phonographs along the same lines as that played on radio.

Even with popular music we have recorded only the songs which give promise of achieving foremost position in the most requested columns. I always bear in mind this fact: That 95 per cent of the popular songs of the day are easily pushed out of the limelight by new songs, and while these may bring a quick sale, it is the special material and standard music which will sell year in and year out. Coin machine operators for the most part fail to recognize this point and consequently are appropriating more money to refurbish their record libraries than is actually necessary. Careful planning and a deeper insight into the mechanisms of Tin Pan Alley would save them hundreds of dollars annually. Coin machine operators, tho remotely located to Broadway, fail to realize that they too are a part of show business and should become showmen. Even the neighborhood theater manager and ballroom proprietor know the necessity for ballyhoo, publicity and a variety of exploitation stunts that are known to increase patronage or sales, yet it is evident that the coin machine operator and record shop owner are satisfied to merely place their wares on sale and, without fanfare or ballyhoo, continue their business.

Music Machine Operators

This past summer Master Records offered a plan to coin machine operators and dealers which was picked up by several enterprising proprietors with successful results. The plan, which was a series of swing programs employing phonograph records and presented in local shops and locations where coin machines were being used, was offered to the trade at no cost to the participants or to the dealers and operators. (See MY FIRST YEAR opposite page)

Bands and Acts In Salt Lake Area

SALT LAKE CITY, Aug. 21.—Tommy Tucker Orchestra, MCA, took the place of Everett Hoagland Orchestra at Saltair. MCA orchestras succeed each other at Utah's largest outdoor resort about every three weeks.

The Old Mill in Cottonwood Canyon near here is featuring the Figurettes in addition to Johnny Peterson's dance orchestra. Maurice Anderson is on the lookout for traveling acts and orchestras.

Manager Guy Toombs of Starlite Gardens is featuring Glen Lee and band and vaude acts from various theaters, as well as pick-up acts. The Hotel Utah has had a big summer season, with Lee's Band going over big.

Verdi Breinholt and band continue to pack them in with free dancing at Laagoon, Utah's Coney Island.

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:

AM I IN LOVE?, from Warner's "Mr. Dodds Takes the Air," published by Witmarks, and ALL YOU WANT TO DO IS DANCE, from Paramount's "Double or Nothing," published by Select.



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ORCH. 75c EACH—ORDER FROM YOUR LOCAL DEALER OR FROM LincolN Music Corp. (Geo. Simon, Pres.) 1619 Broadway, New York, N. Y.

Music Items

CHARLES WARREN, professional manager of Remicks, is honeymooning following an elopement with Marty Chloe Dillard, of Sheffield, Ala. Mrs. Warren is a non-professional.

PAUL KLEPPER, foreign manager of E. B. Marks and now touring Europe, cabled his firm regarding the completion of several important tieups in France and England. One of the first things he did was to dispose of the British rights of *Stardust on the Moon* to Jimmy Campbell's Cinphonie Company, London.

SAMMY PATN is back in New York following a stay of months on the Pacific Coast. Already finding favor are his *Penthouse on Third Avenue* and *Love Is Never Out of Season*, both from the musical cinema *New Faces*. He is also represented in the show at the Pan-American Exposition, Dallas, Tex.

AL FRIEDMAN has been appointed assistant professional manager to Sid Lorraine, of E. B. Marks. Friedman succeeds Eddie Lambert, now with the Sam Fox company.

LEO EDWARDS is planning a trip to Hollywood, where he expects to join one of the film companies. He will depart right after Labor Day.

LEW POLLACK and SIDNEY MITCHELL will probably supply music for a British film. If the deal is finally closed the pair, now in California, will leave for England in about three weeks.

MURRAY BAKER has just been made general professional manager of Robbins Music Company. Baker was formerly New York pro manager.

LEN FLEMING during the past year placed 121 of his songs and piano pieces with the M. M. Cole Corporation, Chicago, on royalty. First number, *Headin' Back to Old Wyoming*, has just been released.

GILBERT MURRAY and Chester Fortin, songwriting team of the Southern Michigan Prison, have had three numbers published so far. They are *Together and Apart*, *Love Will Reign* and *Swing With the Moon*.

JOE DAVIS has signed a five-year contract with Albert & Sons, Melbourne, Australia, to represent his firm there.

JACK MILLS, of Mills Music Company, sailed for England August 11. Does not expect to return till the latter part of next month.

PAUL DENNIKER, following a brief illness, is back on Broadway. Is working on a new musical comedy, figuring as author, lyricist and composer.

MILLS PUBLISHING COMPANY recently purchased the rights to the score

A Man of His Word

NEW YORK, Aug. 21.—Harry Sulkin, bass fiddler, promised to become a father the day his boss, Mitchell Ayres, would wed. On August 7 Ayres was married to Georgia Jarvis and Mrs. Sulkin made good her husband's bargain by giving birth to a 6½-pound girl.

of *Swing It*, WPA Negro musical, currently presented by the Federal Theater's variety unit in New York.

BOBBIE BURLIN wants it known that her signature on WHAT, Philly, *Lights in Your Window*, is not her composition but that of Paul Metcalf, Phyllis Lintott and John Marks. She has written, however, *Melody of Love*, another of her signature pieces.

Archer Moves to Des Moines DES MOINES, Aug. 21.—Duke Ellington's band has been booked to open the fall dance season at the Tromar Ballroom here August 28.

Tom Archer, owner of the Tromar and four other Midwestern ballrooms, is now moving headquarters for his entire chain here.

Corktown Tavern Reopens

DETROIT, Aug. 21.—Corktown Tavern, which was closed two months ago by the Liquor Control Commission following the last spectacular raid by Lieutenant Lester Potter, has reopened with a new show. Spot was alleged to have been using a nude Hawaiian dancer, who was convicted in court, and the commission imposed the two months' ban as a result.

Show runs an hour. Plans are being turned to producing a regular revue, with Peter J. Iodice booking and producing. Ike Thomas remains as manager.

MY FIRST YEAR

(Continued from opposite page) Reports showed that wherever it was tried an increase of sales resulted.

This fall Master Records is planning to present other promotional schemes in the interest of furthering the sales and patronage of phonograph recordings and mainly to prevent the industry from falling into a state of decay, which is not at all unlikely unless good music, novel entertainment and ballyhoo are employed to stabilize and, if possible, enlarge, the record-buying market. With the "coming of age" of a new generation it is not impossible to rebuild a business to a status that was once all important in home and social entertainment.

Ums-Ums-Ums

PHILADELPHIA, Aug. 21.—Joseph Schreiberman, musical director of WDAS, also plays the harmonium. When the Meyer Davis office dated his ensemble to play at a swank garden party the dowager in charge informed Schreiberman not to bother bringing along his harmonium. Her son had a complete collection and he could have his choice of the lot.

Arriving on the scene, Schreiberman discovered the son was only an 11-year-old lad. His complete collection was not harmoniums but harmonicas.

Calloway's \$6,000 Average NEW YORK, Aug. 21.—According to the Mills Artists' office, Cab Calloway and orchestra have just completed the most successful road season of their career. Since leaving the Cotton Club early this year Calloway played six solid months of theater and ballroom dates, averaging more than \$6,000 weekly for his share. Majority of bookings were on percentage basis.

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AMSCO MUSIC SALES CO., INC. 1600 BROADWAY, N. Y. C.

SALARIES ON THE WAY UP

New-Season Conditions Tend To Compel Higher Talent Budgets

Competition keener in night club field, as new clubs absorb extra talent—out-of-town spots feeling pinch—hotels stressing conditions rather than dough

NEW YORK, Aug. 21.—The night club field will be compelled to offer better salaries than ever before when the new season gets under way. With restaurants and hotels adding music and talent and with new night clubs opening all over the country, bookers expect the keen competition to force salaries upward. The American Federation of Actors' plan to enforce a scale of minimum wage standards is expected to be another help to the upward trend of salaries. It appears certain that salaries will be better away from the key cities—New York, Chicago and Los Angeles specifically. With talent scarcer in the less populated sections the night clubs there will have to offer better salaries and conditions in order to lure talent out of the booking centers. Already there is a congestion of talent here, with hundreds of acts hanging around waiting for a break. These acts refuse to go out of town for small salaries, and this reluctance is steadily compelling out-of-town bookers and clubs to up salaries.

Generally speaking, the hotel spots have been offering acts the most congenial working conditions—comfortable rooms and food, only one or two shows a night and no compulsory mixing. However, hotel spots do not necessarily pay well, many hotels being in receivership and using this angle to beat down salaries for bands and talent. Best paying spots have been the gambling clubs, where the name talent is the bait for the sporting crowd. As a result the Florida, Saratoga, Providence and Kentucky seasons pay best for talent. However, these spots usually take name acts and a few specialty acts only—as a big show holds up the gambling machines too much.

The intimate spots appear set to continue to use plenty of floor talent for small money, basing their hope on developing sensational acts. The local Yacht Club is a good example of a spot that developed b.-o. acts last season.

The mass spots—such as the Hollywood, Paradise, French Casino and Cotton Club here—may have to pay a little more dough next season due to the keener competition among them. But these clubs use the publicity angle for getting acts that ordinarily would want much more money. On the promise that they will build up the act or the band these spots can usually get the better acts at cut salaries.

With most of the former burlesque houses using more variety talent than ever before and with musical shorts and films picking up scores of vaude acts, the night club field will find it more necessary than before to offer bigger salaries in order to attract standard acts.

Cotton Crop Big; Night Clubs Happy

GREENVILLE, Miss., Aug. 21.—The first billion-dollar cotton crop in the history of the staple king of the South has brought prosperity once more to the Delta country. Night clubs of this section are getting the best patronage in a decade, and there are indications that "bolstered" programs scheduled for the fall and winter months should establish new peaks.

Manager William Rode of the Casino Club here has booked a great array of bands and floor shows, leading off September 14 with Jackie Cogan's Ork. Lila Lee, Lillian Tours, Don Eidy and others. Other bands booked are Joe Venturi, Charlie Agnew, Chic Webb, Bob Crosby.

Draw One!

CHICAGO, Aug. 21.—City is turning into a bartenders' paradise. The new classified telephone directory lists 11 pages of taverns, a two-page advance of last spring's issue, which still does not contain the phoneless ones. It is estimated that the town holds some 6,000 of these oases.

Name Policy at Youngstown Tavern

YOUNGSTOWN, O., Aug. 21.—Sally Rand and Don Pueblo's Orchestra have been definitely booked at Pete Meyer's Gray Wolf Tavern at near-by Masury for night of August 30. Baby Rose Marie is tentative for August 23. Hank Whitehouse headlines the current bill, while Faith Bacon will bow out after this week. Barlow and Benton are held over. Judy Lawton (from Fred Allen's Town Hall program) is included in the show.

Opens Hartford Agency

HARTFORD, Conn., Aug. 21.—Jack W. Gordon, former newspaper man and magician, has opened a booking agency for all branches of show business here. Agency known as Gordon's Entertainment Bureau.

Club Chatter

New York:

JACK CORLIES AND PALMER opened a four-week engagement at Leon and Eddie's, starting August 15, as a replacement for vacationing Eddie Davis.

CHESTER DOHERTY, producer, is not connected with Murray Rosen, agent, altho both have adjoining offices in the Roseland Building. BETTY WILLIAMS, singer, is rounding out a complete season at the Half Moon Hotel, Coney Island.

Chicago:

SUNNIE O'DEA, tap dancer closing at the Drake Hotel Wednesday, is going to the Coast next month on business. While here she conferred with a 20th Century-Fox scout and was signed for a return engagement at the hotel.

LORRAINE SISTERS doubled between State-Lake and Hi Hat last week. EDDIE SLIGH back from Omaha. SALLY FIELDS, Sligh & Tyrrell rep in Detroit, booked Harriet Smith's new six-girl line for Sak's in that city, opening September 17. MOREY AMSTERDAM opens indefinite engagement at Villa Moderne Friday.

JOE WALLACE, emcee, planning to go into the booking business. ROBERTA ROBERTS, singer, signed for Al Weston's unit. THEODORE AND DENESHA leaving for New York area and a vacation.

BOB EDWARDS, tapper, opened at the Stork Club Tuesday. BERT NOLAN moved to the Silver Cloud. PATSY MARR in from St. Louis, where she worked the Meadowbrook Country Club. DUKE YELLMAN back from New York. JEANNE WALKER opens at the Yacht Club September 15.

Here and There:

DAWN AND DARROW opened at the Trenton Exposition, Trenton, N. J., August 16. TONI LANE's booking at the Mounds Club, St. Louis, starting August 13, was thru Will Weber. JAMES SEILER opened at the Beverly Hills Country Club, Southgate, Ky., August 24, having closed at Riley's Lake House Inn, Saratoga, N. Y. HACKER AND SIDELL closed at the Al-

An Ear for Music

WASHINGTON, Aug. 21.—Insurance men are chasing Beverly Stull, accordionist at the Mayfair, because they heard that she was going to insure one of her ears for \$50,000.

Report started because of the way she dips her head, particularly when she is getting something smooth and soft out of her squeeze-box—considerable risk of losing ear in the bellows of instrument being ever present.

Dallas Expo Bookings Set

DALLAS, Aug. 21.—George Marshall announces virtual completion of all bookings for the Pan-American Casino to the end of the season, October 31. Borrah Minevitch's Harmonica Rascals and Stan Kavanaugh, both of whom played the opening four weeks of the casino, will be returned for the final month. Barto and Mann will come in October 2 and Gil Lamb October 21.

New acts opening tonight were Florence and Alvarez, replacing Georges and Jalna, and Sibyl Bowman, replacing Arren and Broderick. Acts closing last night included the Four Kraddocks and Vic Hyde. Hyde's act was well received.

Exploitation is being lined up for the entrance of Benny Goodman's band September 9. In search of "a new swing dance created entirely by amateurs," the casino and *The Times-Herald* are offering \$300 in cash prizes and numerous loving cups for winners of a series of contests.

Girl Singers In Big Demand

Chicago smaller cafes can't get enough — girls avoid joints — N. Y. band jobs

CHICAGO, Aug. 21.—There is a growing scarcity of girl singers for the smaller night spots in this area, according to bookers. Reasons advanced are low salary, ranging from \$35 to \$50 a week, and ill repute of some of the taverns in the market for that talent.

Also, femme warblers new in the biz prefer to work in a better spot for less money, looking at it as proper background for a future. Then, too, most of the beginners in the show business are dancing school graduates, specializing in footwork only. When a good singing bet does pop up she is usually gobbled up by a better known agency or band maestro.

It is no rare occasion here for a practical beginner making a good appearance on the floor and having a fairly good selling voice to come into a nitery for \$75 to \$150 per week.

NEW YORK, Aug. 21.—Altho there's no real dearth of girl vocalists in night spots here, there is still a definite scarcity of good band vocalists. The bigger band agencies report their band leaders are still compelled to audition scores of girls when adding a vocalist to the band.

Angle is that name band leaders are very particular when picking girl vocalists. They usually want a girl whose voice and style are pleasant, but not strong enough to distract from the band. Not all girl singers can "fit in" with a band's style. On top of that, name bands want very pretty girls, as decorative value is important.

Band leaders claim that even when they manage to find a girl, the next headache is to keep her. When the gal begins getting publicity she usually wants more money and billing. On top of that, many are lured away by talent scouts and rival bands.

with the *Broadway Playboy Revue*. CARLETON AND JULIETTE are currently appearing in the Sky Gardens of the St. Moritz Hotel, New York. COLLETTE AND GALLE are being held over at Club Esquire, Seattle, Wash. WATKINS TWINS opened at the 1040 Club, Detroit, August 13.

EDDIE ELKHORT, of MCA, left on a three-week vacation. Will spend the final week of his rest in New York and return to his office after Labor Day. JACK LEONARD opens a two-week engagement at The Mounds, St. Louis, September 2. DEVITT TRIO, roller skaters, held over for their 18th week at the Green Lantern. Slated to continue indefinitely. SENIA GAMBA booked Lee Morse and Lischeron and Adams into the Bon Air Country Club. TONI LANE, Jackie Green and Muriel Kretlow girls will head the opening Colony Club bill. Green was booked in for two months by Jack Kalchelm. MARCELLA SHERR is taking to the road next month with Jack Fine's unit. JACKSON, MILLS AND REEVE held over at the Yacht Club for two more weeks and move into the State-Lake week of September 8.

HERE AND THERE:

ARNOLD BROWN, producer of the current show for Babette's, Atlantic City, will leave New York in November to become producer for the Scala Theater, Berlin. JOSE AND NONA have been at the Cavalier Hotel, Virginia Beach, Va., for three weeks. ABIE GREEN has been enlisted for the summer by the Ester Manor Hotel, Monticello, N. Y. FAIRY CUNNINGHAM opens in Toronto August 26 with the Canadian National Exposition. GLORIA DAY, now at the Dorchester Hotel, London, is rehearsing for English musicals.

HIRST SIGNS WITH AFA

Dates Abroad At Standstill

Palladium's "Crazy Show" halts U. S. bookings—no activity until the spring

NEW YORK, Aug. 21.—Booking of American acts into England have slowed down to a standstill and is due to remain that way until the spring. The situation is occasioned by the booking of another *Crazy Show* into the Palladium, London, starting September 1, and scheduled to run into the spring. American bookings always center around the Palladium, which is the ace house of the General Theaters Circuit in England. This condition also affects the booking of names abroad as there is little time to offer without the Palladium. The *Cotton Club* unit closes at the Palladium August 28, with the *Crazy Show* following right in. The few American bookings contracted are for just a few weeks, taking in hotel jobs and a week at the Holborn Empire, which is the GTC ace house when the Palladium is occupied with a long-run show.

Dick Henry, of the Morris Agency, who returned from Europe Monday on the Normandie, reveals that he has a number of acts booked for England but the engagements are not to start before next August. While abroad he was unsuccessful in lining up any novelty attractions for engagements here. Only acts available for dates here are American turns, such as Wilson, Kepple and Betty, which has been abroad for about five years, and returns here to open November 19 at the Metropolitan, Boston.

There are but a few American acts booked for abroad. Joan Brandon is slated to open October 4 at the Savoy Hotel, London, and follow with week stands at the Trocadero and Holborn Empire. Una Cooper has been booked for three weeks, opening October 18 at the Savoy. Lyda Sue has four weeks, also opening at the Savoy, her date being November 15. She will also play the Holborn Empire and from there go to Dublin. Billy and Beverly Bemis are also booked, but they do not go over until January.

Para Books Loaded With Attractions

NEW YORK, Aug. 21.—Paramount booking office has lined up a flock of attractions. Local house has Phil Spitalny set for four weeks, with Shep Fields and ork following with Barton and Mann. Jane Pickens and Tommy Martin on the bill. Hudson DeLange Ork and the Yacht Club Boys are a combo for the local Paramount, opening September 23, and also set for Boston October 21. Tommy Dorsey and ork come into the house in October after playing Boston September 23.

At the Chicago Theater, Chicago, Jack Denny is booked for two weeks, starting August 27. Eddy Duchin, current at the house, is booked back for a repeat, week of September 10. Duke Ellington Ork will play Boston October 14 instead of September 23. Sybil Jason has been booked for Salt Lake City week of September 1. Harry Anger's unit will play Springfield, Mass., September 23, while New Haven will get a style show September 9 with Al Bernie and Don Cummings already set for the bill.

Stagehands Thwart Vaude

SPOKANE, Wash., AUG. 21.—Plans of Manager Arthur O'Neil of the Post Street Theater to bring Spokane its first regular vaudeville in years were upset by local stagehands. "They want 1929 wages," he said, "and unless they agree to a reasonable scale vaudeville will have to be passed up." O'Neil had planned to open with Bert Levy circuit vaudeville and a first-run single picture policy replacing his present double-feature programs.

West Coast Has Nothing

NEW YORK, Aug. 21.—The prevalent opinion that show business rises and sets on the West Coast is about 3,000 miles from being right, according to C. A. (Kid) Koster, advance man for a *Brother Rat* road production.

He tells the experience of a chap who tried to produce a vaude unit: "He couldn't get a backdrop painted, he couldn't get a line of girls, he had to send to Chicago for a girl band, and looked all over for a comic or a dance team without success. Moreover, there is not one legit show produced out there, except a couple of one-lungers that go to Frisco for a week."

Orpheum, Memphis, Deal Flops Due to Lack of Product

MEMPHIS, Aug. 21.—Negotiations for the reopening of the Orpheum Theater here by Jones, Linick & Schafer, of Chicago, have fallen thru and local bondholders are again out on a limb in their quest for an operator. The deal was hot for several weeks, but difficulty in lining up product stymied the proposition.

Several groups are reported interested in the house. Agents for the bondholders are also said to be considering an effort to arrange local backing for Chalmers Cullins, long-time stage manager and head of a booking and production agency here.

Last operation was by Virgil H. Posey, formerly of Shreveport and Jackson, Miss.

Steubenville Gets Flesh

STEUBENVILLE, O., Aug. 21.—Stage shows will play at the Capitol Theater here every Sunday henceforth, according to Warner publicity director Joe Feldman, because of the success of the plan as tried during the last couple months. Bussing in from Pittsburgh, acts do three or four shows and return the same night to the Steel City.

STAN KAVANAGH is current at the Palace, Cleveland, and follows with the Palace, Chicago, then moving on to the Pan-American Casino, Dallas, for a return engagement of six weeks. Represented by Jack Davies, who also set Paul Draper for a return at the Plaza, New York, starting September 25 and booked for 16 weeks. . . . Sid Tomack and Sid and Al Reese, summering at the Morningside, Hurleyville, N. Y., will open September 23 at the Casanova Club, Hollywood. . . . Phil Silvers, also summering in the Catskill Mountains, has been signed by Warner for a series of shorts to be done at the Brooklyn studio, starting September 13. . . . George Choce left New York Wednesday for a trip to Chicago. . . . Eric Madriguera and ork have been booked by the Romm office for the State, New York, September 2. . . . Vic Hyde is going into the Stanley, Pittsburgh, Friday with Eddy Duchin's Band.

VIC HYDE opens Friday (27) at the Lyric, Indianapolis, and will follow with the Stanley, Pittsburgh; Oriental, Chicago, and Palace, Cleveland. . . . Milton Frome and Joan Lee are still on the Coast, with Frome going into the Orpheum, Los Angeles, August 25. . . . Marita Elline is at the Crystal Club, Virginia Beach, Va., for an indefinite engagement. . . . Doyle Sisters and Dorothy LaFlamme closed a 10-week tour with *Parisian Follies* and after a two-week vacation will play Boston clubs. . . . Eton Boys, after a two-week run at the Palace, Chicago, go into the Palace, Cleveland, this Friday for a week and then follow with two weeks at the Fox, Detroit. . . . Song and dance team of Lambert and Lambert split last week when Mrs. Lambert (Beth Chails) obtained a divorce in Camden, N. J. . . . Honey Stewart, formerly associated with the Stewart Sis-

Burlesque Doomed as National Circuit Goes to Vaude Actors

Deal sees switch from burly to vaude of 22 weeks—burlesque actors' union left with nothing—chorus to Equity—contract offers advantages to performers

NEW YORK, Aug. 21.—A closed-shop agreement was signed Wednesday afternoon between the Hirst Circuit and the American Federation of Actors, involving 22 full weeks. The deal more or less spells the end of burlesque, as far as the Burlesque Artists' Association is concerned, for the latter organization is left with practically nothing, losing the local houses recently and now losing the Hirst group, which it had signed last season. The Hirst deal with the AFA was brought under the latter's jurisdiction as a result of a decision by the circuit to drop the name of burlesque and lean to variety entertainment. AFA's deal with Hirst concerns the principals on the shows, and the chorus girls will probably go to Chorus Equity. BAA is expected to make a fight on jurisdictional rights as regards the circuit.

Brooklyn, Newark Slated for Flesh

NEW YORK, Aug. 21.—Brooklyn and Newark RKO is making a stab at one-day vaude while the Adams' Paramount plans to put stage shows into the Strand, Brooklyn, and Branford, Newark. In Newark RKO is making a stab at one-day vaude while the Adams' Paramount there is in a huddle with the musicians' local for a flesh policy.

The Brooklyn Strand was set to open September 2 with a stage-band policy, but developments arose this week to delay it. It is expected that the combo policy will take place there the middle of next month. If the Strand goes into the flesh policy it is likely that RKO and Loew will follow suit at their Albee and Metropolitan, respectively.

Branford, Newark, is figuring on band shows late next month, the policy hinging on a satisfactory deal with the musicians. The Paramount there has resumed its huddles with the musicians, with the operators most anxious to reopen its combo policy. Proctor's, Newark, is running professional nights on Monday, using six and seven acts. Loew is aware of the situation and will go vaude if the others do.

Vaudeville Notes

ters, recently returned from England, has turned her singing talents to radio at WDAS, Philadelphia. . . . Bhebe, Bruce and Betty left Chicago for the Coast last week to fill six weeks of theater engagements.

MARCUS GLASER, Chicago agent, entered Mercy Hospital, Chicago, Friday to have his appendix yanked.

LEDDY & SMITH have set Tip, Tap and Toe for the Municipal Auditorium during the Kansas City Fair, September 17 to 24. Office has also set King Twins (Vic and Lamarr), just returned from London, for Harry Anger's *Hollywood Bandwagon*, due to open September 16.

Dawn and Darrow are playing 12 weeks of pairs with an F&M unit which opened August 15 at the Trenton State Fair. Booked thru Wirth-Hamid office.

Gil Lamb goes into the Pan-American Exposition, Dallas, for four weeks, set by William Morris. . . . Barto and Mann, also booked by the William Morris office, to open at the Dallas exposition for four weeks, beginning October 2. . . . Borrah Minevitch's Rascals, without Minevitch, to play the Pan-American, Dallas, starting October 2.

GEORGIE TAPPS and the Three Sophisticates will work with Jack Denny's Orchestra at the Chicago, Chicago, for the two-week engagement starting Friday. . . . Vince Barnett and Jack LaRue have left the Coast to break in a new vaude act in Davenport, Ia., over the week-end. Open their first full week at the Oriental, Chicago, Friday. . . . Mario and Florio will tour with Eddy Duchin's Band for another three weeks following its current stay at the Fox, Detroit, with the Stanley, Pittsburgh, and the Lyric, Indianapolis.

The Hirst Circuit contract with the AFA affords much to the performer. Issie Hirst, head of the circuit, has posted a personal bond to guarantee salaries of the performers. Contract also calls for extra pay for midnight shows, pro rata of 1/14 in seven-day towns and 1/28 in six-day cities. An agreement between Ralph Whitehead, of the AFA, and Hirst specifies that no more than 5 per cent commission will be charged the performers. Transportation of the performers will be borne by the circuit.

The minimum wage for principals is \$40 a week. The shows are not to start before noon and the curtain is to ring down no later than 11:15 p.m. For midnight shows the curtain is to ring down at 2 a.m., except in six-day towns, where 3 a.m. is o.k. On each working day the performer is to get at least an hour and a half for a supper period. Contract also calls for a mutual two-week notice clause, and any disputes are to be settled by arbitration. Number of shows a day range from two to five. Any attempts by the AFA for changes of policy are not to be made until 60 days from the contract signing, which has three years to run.

The theaters of the Hirst Circuit specified in the contract are the Howard, Boston; Jacques, Waterbury; Century and Majestic, Brooklyn; Hudson, Union City; Empire, Newark; Troc and Bijou, Philadelphia; Embassy, Rochester; Casino, Toronto; Rialto, Chicago; Gayety, Milwaukee; Garrick, St. Louis; Keith's, Indianapolis; National, Louisville; Gayety, Cincinnati; Gayety, Detroit; Capitol, Toledo; Roky, Cleveland; Casino, Pittsburgh; Gayety, Baltimore, and Gayety, Washington.

Asked for a statement on this situation, Tom Phillips, head of the burlesque actor group, said he could not give a snap decision on so important a move. He said he will get advice from those who can be trusted. With the local houses and the Hirst Circuit withdrawn from his organization there is nothing left to hold his membership. Unless he can get those theaters back into his fold it is likely that the organization will fold. If it folds the charter would probably revert back to the AFA, which had it originally.

As for the chorus girls on the Hirst Circuit, Chorus Equity is aware of the deal between the AFA and Hirst. The return of Mrs. Dorothy Bryant, head of Chorus Equity, from her vacation is awaited, and there is no hitch expected from that end, as Hirst has already signified his intention to tilt the chorus wages as compared to last season.

Vaude in Reading, Maybe

READING, Pa., Aug. 21.—Wilmer & Vincent Circuit adds the Capitol Theater to its string. Policy of either vaude or burly will be inaugurated when the house opens next month. Lease runs for five years.

Vaude in Colorado

DENVER, Aug. 21.—Colorado Theater, Pueblo, and the Chief Theater, Colorado Springs, operated by the Westland Theaters, Inc., have added vaude two days a week. Booked by the Coast-to-Coast Agency.

Night Club Entertainment for Masses

By JOSEPH H. MOSS

(Proprietor of the International Casino, Hollywood Restaurant and Pavillon Royal and creator of the no-cover charge policy in the night club field.)



ODAY the night club field is one in which competition is keen and the customer most exacting. The era of "suckers" has gone the way of all flesh. Patrons demand value for every dollar expended. No more do awed nightclubbers measure the popularity and worth of a cafe by the degree of hauteur affected by its headwaiter, the condescending air of the captain and the nose of a patronizing waiter who attempts to convey the impression that, despite the fact that your tips are his livelihood, he is still your social superior. Operating a "theater restaurant" at present requires highly developed business acumen. It takes a knowledge of wise purchasing and more than a nodding acquaintance with show business to be able to give entertainment seekers a fine eight-course dinner, a name band, star acts, a chorus and a second band, all for \$2 and still retain some modest profit.



Joseph H. Moss

I say modest profit because my policy has been to make a small percentage on each check, but to cater to thousands of

parties. That is why a large Broadway cabaret is better equipped to give a patron more for his dollar than the average intimate club which needs only several dozen parties, a night to enable it to maintain its business and support its proprietors.

His Success Formula

A success formula for operating a large night club which I feel anyone of us might feel safe in adopting would consist of the following requirements:

Politeness from every member of the staff and a distinct willingness to please the smallest as well as the largest spender.

Highest quality food which will enhance the value of your room as a reputable restaurant as well as a dine and dance spot.

A variety of menu selections bound to find favor with each and every individual.

The best liquors and wines that money can buy.

Service that cannot leave the slightest room for criticism.

Cleanliness in silverware, linen and in the general view of the din-

ing room. Joseph H. Moss, most consistently active and enterprising of the Broadway night club proprietors, migrated to America as a youth from his native Okroske, Hungary. Settling in Philadelphia, Moss began as a bellboy at the Ritten House, Philadelphia. This was before his 15th birthday.

After several years Moss became bellboy and breakfast waiter at the Philadelphia Country Club. His first assignment as headwaiter was at Narragansett Pier several seasons later, and other headwaiter posts held by him in Philadelphia were at the Majestic Hotel and Kugler's Restaurant.

Exactly 15 years after his arrival here Moss went into business for himself at the Apollo Grill, Atlantic City. This first venture lasted little more than a year, but it led to better things, for he soon started his now traditional policy of operating several clubs simultaneously. Early in his career as a cafe owner Moss controlled three flourishing enterprises—the Beaux Arts and Club Madrid in Philadelphia and the Atlantic City Beaux Arts.

In 1913, at the Apollo Grill in Atlantic City, Moss introduced one of America's pioneer public dance floors merely by cutting the center out of his carpet.

Among the many stars who received their earliest opportunities from the show-wise impresario were Veloz and Yolanda, who were married while working for Moss; Cortez and Peggy, the Yacht Club Boys, Jack Osterman, Harry Rose, Cliff Edwards and Tess Gardella. From an Anatole Friedland revue presented by Moss in Atlantic City emerged two dramatic stars, Barbara Stanwyck and Mae Clark.

Known as perhaps the best dressed man on Broadway, Moss is unflinchingly immaculate in appearance. His steel gray hair, sharp dark eyes and suave politeness have made him something of a character along the Gay White Way, where outstanding personalities are always romanticized.

Joe Moss has made countless contributions to the entertainment field. He contrived the idea of presenting lavish revues and ranking luminaries in night clubs designed for the masses rather than for the moneyed few. He brought the no-cover-charge policy to Broadway eight years ago when he started the Hollywood Restaurant. His soon-to-be-unveiled International Casino will bring still another innovation to the world. It will be a day and night club—not one large cafe, but a group of cafes, dining salons, bars and grills, capable of meeting food and entertainment needs from one dawn to the next.

tainment sphere seen great progress in the last half century.

"The Good Old Days"

In what is laughingly referred to as "the good old days" proprietors would exact exorbitant prices from night club habitués for the privilege of seeing one or two unknown acts and dancing to five or six-piece orchestras. When we open the International Casino next week you will observe that our prices will be nominal, and the no cover charge policy will reign as it has always done in ventures under my guidance during the past eight years.

For a trifling sum Mr. and Mrs. America will view a lavish show featuring a troupe of Chester Hale precision dancers, a galaxy of Gertrude Hoffman acrobatic dancers, an imported ballet ensemble under the direction of Marcelle Berge and 24 American man-ikins and showgirls. There will be the symphonic show orchestra directed by Maestro Yascha Bunchuk and one of the highest paid dance orchestras in America under the leadership of George Olsen. It will be a fitting prolog to the wonders of the coming World's Fair—a day and night club with restaurant and cocktail salons open from luncheon time to early dawn.

Once cafe business was the humble orphan of the entertainment world—the last refuge of the vaudevillian who could not quite make the grade, the last resort of the desperate faded beauties of the musical revues. It took the leavings of the more prosperous branches of showdom and was grateful for the stale bread that theater tycoons might toss to it from their lofty heights.

Talent in Night Clubs

To borrow a phrase, "Time Marches On!"—Sophie Tucker, Harry Richman, Benny Fields, Jimmy Durante, Helen Morgan, Belle Baker, Morton Downey, Rudy Vallee, Guy Lombardo—all the magic names of stage, screen and radio devote more than 50 per cent of their time to starring in night clubs. Motion pictures have found some of their best bets in tours of the supper spots—Martha Raye, Dorothy Lamour, Lee Dixon, Frances Langford, the Ritz Brothers and Ella Logan, to mention a few of the more recent ones.

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COOKIE BOWERS

LOEW'S STATE, New York, this week.
CAPITOL, Washington, D. C. Sept. 3.

Direction
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ing room.

A chef who makes culinary art a high art.

A few foreign chefs to please devotees of exotic cuisine.

A carefully selected crew who are clean and friendly in appearance and who have been taught to feel that, no matter what the point of discussion, the customer is ALWAYS right.

A general atmosphere of geniality and friendliness.

Good dance music.

A show that is bright, lavish and generously studded with beautiful girls and talented entertainers.

Just as transportation has undergone a radical change from the horse and buggy days to this streamlined generation, so, too, has the dusk-to-dawn en-



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Loew's State, New York

(Reviewed Friday Afternoon, August 20)

A hang-up show this week, with the Chick Webb ork heading the vaude bill and the screen offering Jean Arthur and Edward Arnold in *Easy Living*. Vaude is only four acts, the trimming necessary because of Webb's 37 minutes; the show on the whole runs an hour and 21 minutes. Not long at all, considering that everything was perfect, the audience taking enthusiastically to every act. House was well-filled at this first show.

Gwynne, the magician, is a swell starter. He's a fast and smooth worker, doing a lot of mystifying tricks, and goes about them in a showmanly manner. His gab is okeh, too, which is unusual for a magician. Turn is further enhanced by smart routine and nice dress, with two males and a girl lending assistance.

Wally Brown and Annette Ames keep

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Vaudeville Reviews

up the going with their comedy turn. Brown is a delightful funster, doing a sort of double-talk comedy handout, and his style is neat yet funny. His cute half-pint partner is sure to win an audience with her outstanding personality, and she does a nice song-dance work in addition to foiling for Brown on comedy.

Marty Collins and Harry Peterson, with all their familiar biz, found the audience on their side also. The State mob liked them a lot, thru all their mugging, pieces of biz like "lookit the guy burn," Marty's trumpet blowing, and Harry's song-dancing. Brown, hopped in on their act for amusing bits, and in general it was a strong laugh-fest.

Biggest applause, tho, was awaiting the Chick Webb ork, the entrance hand being terrific. A sockeroo swing group, these 14 men, with Chick at the drums and a personality lad leading. The music's hot all the time, and when the boys break down to brief instrumental innings the audience is right there on loud applause. Ella Fitzgerald mopped up and couldn't get off after singing a flock of numbers. Only way to keep the folks quiet was to let her lead the closing number. Chuck and Chuckles went big also with their dancing, singing and comedy, with Charles Lynton faring well also with his singing. A stronger closing act couldn't be found, and it was too bad that a mere picture had to cut in on the proceedings. *Sidney Harris.*

Chicago, Chicago

(Reviewed Friday Afternoon, August 20)

A draggy affair here this week despite some individual acts that reach the sock stage. Main fault is uneven production of the unit which Rudy Vallee and his Connecticut Yankees ushered in for a week. Shuffling of some of the turns and slicing of a couple of dull ork selections should make this a speedy, entertaining show.

Vallee opens to a good hand, miking in front of his 15-piece outfit *Heaven Help This Heart of Mine*. To his right and left he is respectively assisted by the Gentlemen Songsters, talented vocal quartet, and the Happy Sisters, song trio who have little to do.

A highly amusing band novelty comes thru with the first punch in take-offs of *It Ain't Gonna Rain No More* as played by Boy Scouts, Salvation Army, majesty's guards, Scotch pipers and modern swingers. Mildred Law, tapper, has an average act, opening with a fast number and closing with some Bill Robinson steps. Good hand.

The Gentlemen Songsters return for a Corsican selection, supported by Vallee, and register impressively. Florence Mayo and the locally familiar Pansy, the Horse, act were good for many laughs in the next spot. It is funny, harmless diversion that seldom fails to click.

Charles Baron and Joan Blair, dance team, were handicapped by the lack of room due to the expanded band stand on the stage. Their work displayed grace and rhythm. The closing goofus dance is laugh-provoking.

Vallee is a bit of an Englishman in the next spot, spoofing and getting some punch lines across. Roberta Lee, his new song discovery, is a mellow-sounding Southern miss who should tame her broad Dixieland accent. Stayed on for *Rockin' Chair* and *The Shack*, latter a new footloose dance routine designed by Red Stanley, of the band. Red and Mildred Law display the footwork for the customers, vocally accompanied by the Happy Sisters.

Carl Curtiss, a resonable kid in his early 'teens, stopped the show with a sincere song version of *It's a Sin To Tell a Lie* and a peppery tap concoction. Rudy's announcement that Carl never had a vocal or dance lesson helped stimulate the thunderous ovation, of course.

The closing offering is anti-climatic. Rudy acts the train-time master of the

Rogers & Hart *All Points West* piece that was too lengthy to score.

On screen Kay Francis in *Confession* (Warners). Business somewhat off. Compared with last week's crowds. Rainy weather kept many away.

Sam Hontigberg.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, August 19)

Current show should run at least two weeks, considering the packed house at this last viewing opening day and the audience's reaction to the film, *Vogues of 1938*. Usual splendor of the Music Hall's stage shows is lost this week, inasmuch as it has tough competition in buoking the glorious color of the feature picture. Production numbers of the stage show are fair, with the layout's real sock provided by the two vaude acts in the show, the Titans and Tommy Trent. Examples like this should prove to the production staff that a stage show here should never be without a vaude act.

The symphony ork has its inning with a nine-minute session devoted to *Gems From Gounod* as arranged by Maurice Baron. It's adequate enough, and, as usual, the audience showed its appreciation.

Fete Francaise is the title of the production, which was produced by Russell Markert, with settings by Nat Karson, costumes designed by Marco Montedoro and Willa Van and executed by H. Rogge, and stage lighting by Eugene Braun. *Fete Directoire* is the opener, a dull piece enlisting the services of the ballet corps and Margarita Salvi, soprano. Weak entertainment value aggravated by the length of the number. Miss Salvi's sopranoing isn't up to par.

Titans do their stuff in a scene labeled *Au Louvre*, and the three muscle boys click solidly. They rate it, for their athletic turn is sock thruout, comprising outstanding hand-to-hand balancing in unusual routines. The execution is graceful and showmanly.

Algiers is a very brief number, giving the glee club a chance to do singing as foreign legionnaires. *Guignol* is Tommy Trent's opportunity with his Punch and Judy act, which fits very well into this huge house. He got lots of laughs with his rooftop antics of Punch and Judy, with heavy applause greeting him on his finish with a truckin' puppet.

Martinique is the closer, a seaport set in which the Rockettes are the feature and sock. They do a rumba-like number which they presented at the International Dance Festival in Paris, a sure-fire item. It's difficult dancing for precision, but the girls don't miss up at all. When they go into their Dixie finish of kicks the audience is there to a man on applause. A lot of other folks are on stage for the number, but only one works, a tenor who nicely handles *Begins the Beguin*. *Sidney Harris.*

Roxy, New York

(Reviewed Friday Afternoon, August 20)

Table tennis comes back again to the boards of this house, this time as demonstrated by the mixed team of Ruth Hughes Aarons and Viktor Barna, billed as world's champion ping-pong players. Affair is spotted in opening hole, is interestingly presented, and affords an interest-compelling opener. Miss Aarons is the winner, tho we have a sneaking suspicion that Barna can take her at will.

Nina Olivette and her new partner, Dmitri, occupy the deuce niche in eight minutes of madcap dance satire. Their two routines are more than slightly repetitious and their burlesquing is worked out too far, becoming obvious, with subsequent loss of humor, but it is not Miss Olivette's fault. Whatever measure of success the offering had could be traced directly to her. Their music is swell.

Bud Harris and Bert Howell get the choice spot and do very well by it. Their comedy dialog, hardly new by now, went over without a miss and Harris' belligerous gags and laughter were contagious. Howell's vocalizing of *Until Tomorrow*, with self-accompaniment on the uke, was well received; so was a bit of sweet fiddling by him. Intro of Paul Harris and his lightning-fast bit of

(See ROXY, NEW YORK, on page 35)

Oriental, Chicago

(Reviewed Friday Afternoon, August 20)

The headliners from the last Chez Paree show here moved in to help this house get a big slice of the current tourist trade. They started on the right track, judging by the crowded opening show house, which not only livened up matters in the box office but also helped the acts get proper reception. Lou Holtz, for one, needed a heavy attendance to listen to his smart stories. Usually this would not have been the spot for his material, but there were enough on hand to start a mild riot.

Eileen Morgan, the other headliner, scored solidly, but was so unconcerned about it all. The customers figuratively ate up her deliveries of such stand-bys as *Why Was I Born?*, *Only Make Believe* and *Why Do I Love You?* but an indifferent reaction greeted the hand-mitting showers.

Following the house line's opening musical comedy high-hat tap routine, Holtz comes on for a story before introducing Willard Gary, a clean-cut tap dancer who works neatly in full dress, hat and cane. Returns sans cane and hat for a well-trained *Honeysuckle Rose* course.

Lillian Carmen, vivacious swing songstress, is another Chez Paree graduate who despite untimely hoarseness had a fairly easy time selling *Blow, Gabriel, Blow*; *Gee, But You're Sneak* and *Gershwin's Swanee*. A fiery performer, improving with each engagement.

The Lorin Brothers, six boys whose heights range from about two foot up, made a good novelty with their native songs and struts and versions of American hit tunes. The smallest kid gets the laughs with his childish song warbling and hip shaking. Familiar tunes include *Fenries From Heaven* and *Moonlight and Shadows*.

Somewhat of a letdown was the stretched finale to exploit the acts again. Out of place following the Morgan and Holtz show-stops.

The two other line routines are built to introduce the Lorins and furnish a background for Miss Carmen's *Coco Isle* curtain number.
On screen *One Mile From Heaven* (20th-Fox). *Sam Hontigberg.*

Stanley, Pittsburgh

(Reviewed Friday Evening, August 20)

George Olsen's "music of tomorrow" combines with Ethel Shutta and the Calgary Brothers to make one of the most entertaining programs in weeks. It's wholesome and fast moving, with class written in it from beginning to end.

Olsen's Band makes an exceptionally natty appearance due to its trim dress and modernistic music stands. Better yet, the 11 musicians are versatile enough to sound like twice as many.

Olsen opened with a verse introduction of each of his men, who soloed briefly as their names were called. Band then swung into a medley of five numbers, featuring the regular ork singers, Edith Caldwell and Leighton Noble.

Sweet and lovely Miss Caldwell, with a pleasing throaty voice, vocalized *Where or When* and *Baby* to good reception, tho she could make even more of herself if she took a few tips from Mrs. Olsen and loosened up a bit. Noble sang *The Loveliness of You* in his only spot, which could have been increased to two advantageously.

Next came the Calgary Brothers, whose dead-pan mimicry and contortions brought plenty of palm-pounding.

Showing good balance, Olsen followed with two band numbers, one a Cole Porter minor-key melody and the other *Twilight in Turkey*, both played against a background of changing color lights.

In the closing spot was Ethel Shutta, who again proved herself one of the stage's supreme song saleswomen. On coming on to an ovation, she sang four numbers and an encore, each better than the one preceding, if that's possible. Her comedy selections, different than her peddled by most singers, and her personality delivery made every tune a show-stop.

Also on the bill, *Topper* (MGM). *Morton Frank.*

Earle, Philadelphia

(Reviewed Friday Afternoon, Aug. 20)

Biz not up to openings on the last two weeks, yet there were enough on hand to drag out the SRO sign.

Jimmy Dorsey's Band is the magnet this week, with acts added to give a show-hungry town another bang-up bill. Mostly new faces on board, but enough talent on hand to send 'em out talking. And once the rough edge planing process (See VAUDEVILLE REVIEWS on page 31)

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

Night Club Reviews

Mirador, New York

This is one of the very few intimate night clubs offering four floor shows a night. Catering to informal crowds, this spot, operated by Mario, is one of the few to hold on right thru the hot season.

One of the main reasons, of course, is the much-publicized appearance of Jack Osterman, formerly Broadway's bad boy and now almost equally famous as Broadway's No. 1 reformed boy. For 'tis said Jackie is behaving, and when he is behaving he can be a swell performer. He is still a keen, witty comedian. His rasping voice is a handicap, but he overcomes that. He tries to sing—and you are sure he can't make it, his singing voice being impossible—but he fools you and manages to put so much feeling in a song that it is palatable despite his dry choking voice.

Outside of Osterman, there's a fair little floor show headed by Ruth Denning, who emcees the early show, with Osterman taking care of the other three. Miss Denning is a beauty who knows how to deliver ballads and swingy ditties with vivacious mannerisms and a smooth easy-to-listen-to voice.

Floria Vestoff, closing a run here this week, is on for peppy skillful tap numbers, displaying her usual fine dancing ability and winning applause easily. Lyandra, brunet affecting an exotic personality, offers Oriental arm-weaving numbers which serve to display her shapely figure nicely. Chiquita, blond, comes thru with a cunning rumba. Frank King, vocalist with the band, also does request numbers, handling rhythm numbers especially well. Billy Sticks does good work as piano tickler between shows.

The Buddy Wagner Band of five—with Wagner leading at several instruments—plays the show surprisingly well, considering its size. Also comes thru with good dance music. Combo comprises bass, piano, drums, trumpet and Wagner.

Paul Denis.

Radio City Rainbow Grill, New York

The surprise night clubs this summer have been the Radio City Rainbow Room and the Rainbow Grill, both doing heavy business and with the ropes going up dinner time quite frequently. A natural center for tourists, these spots are drawing substantial business.

The Grill room is the less expensive of the two. Offers a \$2 dinner and a 50-cent cover after 10 p. m. Room is large, airy, simple, beautiful and restful, and offers just enough entertainment. The main item now is the new Cornelius Codolban 10-piece orchestra.

Codolban succeeds Emery Deutsch, who shifts to the adjoining Rainbow Room and replaces Al Donahue's band. Codolban, long a standard continental style band, is not quite at home here. He was superb at the Maissonette Russe of the St. Regis Hotel where his Hungarian tzigane string orchestra provided such delicate rhythms—but here, playing for a middle class crowd that obviously dances to snappy tunes, he is hardly at his best. The three saxes come thru nicely for the pop stuff, but the band is not yet 100 per cent co-ordinated. It shines only when Codolban leads it in Latin and continental tempos. Codolban himself taking the floor with his exquisite violin. For an arresting stunt, he strokes a string tied to the bridge instead of using the bow. It is a real novelty. Vocals are provided by the drummer and one of the sax men.

Carl Bonner emcees the little floor show straight, also offering a vocal solo and then teaming with Leone Bonner

for a lively Italian duet, *The Kiss*. Their voices blend nicely, Leone dominating with her charming lyric soprano. Alice Glover and Walter LaMae, who have been playing here so long, offered interest-holding dance routines starting off with a caressing number set to *The Intermezzo* from *Cavaleria Rusticana*. Their second, a satire on modern dancing, is a peach, while their third, a light musical comedy affair is standardized stuff. They return for their usual "hour of informal instruction." Using a phonograph for background, they teach men and women how to dance the tango and rumba, awarding a bottle of champagne to the two persons showing up best. The audience loves it, welcoming the opportunity of dancing with such charming partners.

Helen Myers, stately blond, provides frequent piano sessions, revealing an interesting technique. Along with the Bonners and Dr. Sydney Ross, magician, she doubles for the Rainbow Room. For an inexpensive evening out, this is the place.

PAUL DENIS.

Promenade Cafe, Radio City, New York

One of the most unusual in the city is this lovely open-air cafe in Rockefeller Plaza, just in front of the RCA Building and smack in the center of the Radio City Buildings.

Below sidewalk level and flanked by the huge gilded statue of Prometheus on the west and the huge staircase on the east, the cafe is dotted with box trees and large beach umbrellas. The bandstand fronts a circular dance floor. When it rains, the customers can run into either the English or the French cafes, spotted north and south.

Will Farmer's band is here for the second season, coming from a winter run at Leon and Eddie's. Farmer leads a 10-piece combo that is knit together and which can dish out rhythms that are thoroly danceable. The double trumpets, guitar, bass, piano, drums, trombone and triple sax section form a solid outfit. Band carries a pretty vocalist who handles the singing assignments nicely.

Dinner is \$1.75 and there's a 50-cent cover after 10 p. m. Despite this modest tariff, business has been off—altho there are always scores of tourists just standing around and gaping.

When the cold weather comes, the cafe becomes an artificial ice skating rink, which is also another "must" for out-of-town visitors.

PAUL DENIS.

Cavalier Club, New York

Premature opening of this spot, formerly known as the Cafe Venezia, was evident in two respects. First, the place is not air-cooled and heating the gun for fall openings without this indispensable convenience is akin to suicide. Secondly, the show as a whole could have stood more preparation before debuting. As it is, the show labors along for 100 minutes without relief. The fact alone that every act is making its initial Broadway showing should have been enough reason for a more painstaking effort.

Loosely strung together the show is emceed by Jackie Gleason. His particular type of gagging and story telling, usually addressed to one table, helped matters very little, and the his accomplishments are supposed to include an impersonating bit, to us it seemed like one continuous takeoff of somebody or other. Some of his material, too, is entirely in bad taste.

Henry Berman is host and also does a short stint on the floor with several vocal offerings. Berman, too, goes in for impressions of more prominent singers, like Richman and Fields; but he has a fair, enough voice and delivery, and there is no reason why he shouldn't do better with original numbers and style.

Dynamic singer of shouts and blues is hefty brunet Mildred Roselle. Her style and personality are full of pep and, tho she seemed to have some trouble with her musical accompanist, perhaps because her numbers seemed so intricately arranged, she succeeded in putting herself and her songs over in no uncertain terms. Offering included, *All God's Chillun Got Rhythm*, *Big Boy*,

Blue, and *I'd Do Most Anything for You*.

Fresh and youthful team of Jack and Honey Wilson please with standard, unexciting double dancing of the eccentric tap variety, and Sandra Landi did a long-drawn-out and slightly novel routine of acro-control work to generous results.

Two colored youngsters, Flash and Dash, stole the show with their cleanly pounded out tapwork, Suzi-Qing and their comedy mugging and mannerisms. They could easily dispense with the ineffective Stepin Fetchit bit, however.

An eight-girl line of Chester Doherty steppers work in several production numbers and the band of Marc Sabel supplies all the music.

Revue presented three times nightly. No cover; minimum after 10 p.m.

George Colson.

Bolton Grill, Harrisburg, Pa.

Located in the Bolton Hotel in Harrisburg's business district, this 325-seater enjoys both transient and local patronage. Talent is imported from Philly and New York by Emcee-Manager Bob Fohl, who opened the spot three years ago. Air-cooled, modernistic and offering the dance music of Fip Roberts' seven-piece ork, this nitery is habitually crowded.

Currently presented is a well-balanced show which opens with acrobatic dancer Agnes Dewyer, who could improve with more confidence in her opening steps.

The crowd expresses instant approval of lovely Susanne Austin and her waltz number. Later she appears with another dance, class entertainment and is well received.

Songstress Nedra Andre might get

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and
NALDI ★
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ANDY IONA
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NORMAN SYLVIA

HARRIS AND SHORE

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DAWN and DARROW

DANCERS OF DISTINCTION.

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

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Vying with Susanne Austin for the top-notch act is Magician Lew Brent, whose silent presentations could not be improved with verbal comments. Lew does his stuff to the hushed music of Roberts' boys and brings an excellent climax by producing lighted cigars, a cigar and finally a pipe.

Only drawback to the inviting dance tunes produced by the ork is the small dance space.

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Senor Wences, great favorite here, does a swell job of ventriloquism, using his painted hand as the dummy, and makes his voice-throwing more acceptable by a dry sense of humor. Also shows surprising juggling skill, doing tricks while going thru his belly-talk session.

Beth Hayes and Don Loper are this reviewer's idea of a perfectly balanced dance team. Poise, rhythm and timing are perfect and their steps and movements varied and appealing. Girl, a stunning looker, wears clothes with an air of distinction, while the man is smartly tailored and possessed of an irritating personality. Act registers a solid and deserved hit.

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Hit of the bill was Troy and Lynne, a marvelous eccentric ballroom team. For over six minutes the 1,400 patrons stampeded for the team to encore its two offerings. They rose to new heights with eccentric legomania and a thoroughly new and refreshing ballroom eccentric routine. Terrific. They'll rise to new glories.

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Rosita and Perez, ballroom team, bolster further with an *Allice Blue Gown* waltz, showing ease, grace and facility. Make neat appearance. Second session features them in the Indian production number, and they work some high rating adagio work that thrilled the crowd.

Rhythm Rockets (8) appear three times, and the drilling and precise work of Steele are exemplified in each lassie. They're sophisticated and can work near the tables. Open with a modern rhythm dance and utilize a version of the Virginia Reel. Next they do a *Smoke Gets in Your Eyes* number, featuring excellent acro and control work of Derna Marsh, who is destined for the big circuits. Finally they comprise the Indian tableau intro to Rosita and Perez.

Jack Reid is the emcee. Makes a nice appearance. Had a difficult job following Troy and Lynne, but proved his worth by his pleasing emcee tactics. Also dished out some blue gags that provoked laughter, and in his individually styled baritone warbled a swiny pitch to *Lonesome Road*, and his own ditty, *Yeah Man*. Went over big. Reid knows how to milk the audience effectively.

Karl Rohde Ork (seven) played for show and dancing. P.-a. system was too harsh. Cover charge is in the form of admission, 25 cents week days, 55 cents Saturdays. Spot is owned by the estate of Ralph Pratt, Salisbury Beach, and ac-

tively managed by Dennis Mulcahy and Fred Markey. Pratt was founder of the Dodgem Company, with which Markey is now affiliated.

Food and service okeh. Spot has stage and floor space, is smart and showmanly. Color effects okeh.

Sidney J. Patne.

Grand Terrace, Chicago

Only club here importing out-of-town songwriting and production talent for its floor-show presentation. The new edition in this black-and-tan rendezvous is fast-moving and dotted with some of the better colored entertainers. Addison Carey is again billed as producer, with songs and arrangements composed, respectively, by Paul Deniker and Charlie Dixon. Likely hit tune originating in the revue is *Sister Ease on Down*, which has all the earmarks of a winning dance strut.

Opening production number, *Mixing It Up*, has most of the lineup out in chef outfits. Ada Brown, Mae Diggs, soubret, and Sonny and Sonny, tappers, lead the merry routine. Dorothy Derrick, blues singer, follows with *Love Is the Thing*, properly handled. Mayers and Morrison, femme tap and acro team, are a near show stop with their *Nakasachi* routine that boasts of difficult tap and acrobatic combination tricks.

Mae Diggs returns for the next production number to sing *I'm Disgusted*, while the line furnishes some body-teasing atmosphere. Al and Annice, personable dance team, stopped the show with two offerings, a modernistic fantasia that was fairly impressive and a sock adagio. Team is exceptionally neat on the floor.

Sonny and Sonny have been held over from the previous edition to continue with sure-fire dance work, their restless feet one continuous sight of a tap, musical comedy and acro step conglomeration.

Ada Brown held her own in the next spot with *I'll Take the South, I've Got Plenty of Nothing and Laziest Gal in Town*. A whale of a personality and a heart-warming song dispenser.

The *Sister Ease On Down* number precedes Billy Adams, eccentric dancer, whose funny composition adds laughs to his difficult tap and strut routines. Managed by the right person, he cannot fail to make the grade. In the finale, he and Ada Brown made a hilarious combination. Dressed in Latin costumes for the *Rumb-Ola* number, they brought down the house with a hip-moving lunacy.

George Dewey Washington, next to closing, baritoneed *There's an Old Plantation* and *Keep Smiling at Trouble*. Had a little difficulty getting started, but managed to net a thunderous hand exit time.

Andy Kirk and orchestra are in for four weeks, with a two-week option. Outfit is not as radical with the pop tunes as are some of the higher-rated competitors, which will probably be a relief to many dancers. Vocals handled by Pha Terrell, with Mary Lou Williams at the piano being the only girl in the 14-piece band. Intermission entertainment is offered by Dorothy Derrick, singer, and Harry Swanagan, Ada Brown's pianist.

Operator Ed Fox reports that business has been good. A \$2 minimum in effect week days, with \$2.50 on Saturdays.

Sam Honigberg.

Yacht Club, Chicago

Frances Faye, the zazu-zaz storm of mirth, and her new California tan are back in Sonny Goldstone's near-North Side haven rollicking the small-seater in waves of piano-tickling mania and rambustious vocalizations. Gal has a strong pair of pipes and a supreme sense of showmanship. Soon to be seen with Bing Crosby in the flicker *Double or Nothing*, her value should skyrocket once screen fans gets a taste of her entertainment dish. Had some fitting arrangements of *Cause My Baby Says It's So*, *They Can't Take That Away From Me*, *Posin'* and *52d Street*.

New bill is opened by Eleanore Knight, able tap dancer, doing a Spanish movement routine to *Espana Cani* and a

Gertrude & Randolph

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HARRIS AND SHORE

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Rosita and Perez, ballroom team, bolster further with an *Alice Blue Gown* waltz, showing ease, grace and facility. Make neat appearance. Second session features them in the Indian production number, and they work some high rating adagio work that thrilled the crowd.

Rhythm Rockets (8) appear three times, and the drilling and precise work of Steele are exemplified in each lassie. They're sophisticated and can work near the tables. Open with a modern rhythm dance and utilize a version of the Virginia Reel. Next they do a *Smoke Gets in Your Eyes* number, featuring excellent acro and control work of Derna Marsh, who is destined for the big circuits. Finally they comprise the Indian tableau intro to Rosita and Perez.

Jack Reid is the emcee. Makes a nice appearance. Had a difficult job following Troy and Lynne, but proved his worth by his pleasing emcee tactics. Also dished out some blue gags that provoked laughter, and in his individually styled baritone warbled a swiny ditty to *Lonesome Road*, and his own ditty, *Yeah Man*. Went over big. Reid knows how to milk the audience effectively.

Karl Rohde Ork (seven) played for show and dancing. P-a. system was too harsh. Cover charge is in the form of admission, 25 cents week days, 55 cents Saturdays. Spot is owned by the estate of Ralph Pratt, Salisbury Beach, and ac-

tively managed by Dennis Mulcahy and Fred Markey. Pratt was founder of the Dodgem Company, with which Markey is now affiliated.

Food and service okeh. Spot has stage and floor space, is smart and showmanly. Color effects okeh.

Sidney J. Paine.

Grand Terrace, Chicago

Only club here importing out-of-town songwriting and production talent for its floor-show presentation. The new edition in this black-and-tan rendezvous is fast-moving and dotted with some of the better colored entertainers. Addison Carey is again billed as producer, with songs and arrangements composed, respectively, by Paul Deniker and Charlie Dixon. Likely hit tune originating in the revue is *Sister Ease on Down*, which has all the earmarks of a winning dance strut.

Opening production number, *Missing It Up*, has most of the lineup out in chief outfits. Ada Brown, Mae Diggs, soubret, and Sonny and Sonny, tappers, lead the merry routine. Dorothy Derrick, blues singer, follows with *Love Is the Thing*, properly handled. Mayers and Morrison, femme tap and acro team, are a near show stop with their *Nakasachi* routine that boasts of difficult tap and acrobatic combination tricks.

Mae Diggs returns for the next production number to sing *I'm Disgusted*, while the line furnishes some body-teasing atmosphere. Al and Annice, personable dance team, stopped the show with two offerings, a modernistic fantasia that was fairly impressive and a sock adagio. Team is exceptionally neat on the floor.

Sonny and Sonny have been held over from the previous edition to continue with sure-fire dance work, their restless feet one continuous sight of a tap, musical comedy and acro step conglomeration.

Ada Brown held her own in the next spot with *I'll Take the South, I've Got Plenty of Nothing and Laziest Gal in Town*. A whale of a personality and a heart-warming song dispenser.

The *Sister Ease on Down* number precedes Billy Adams, eccentric dancer, whose funny composition adds laughs to his difficult tap and strut routines. Managed by the right person, he cannot fail to make the grade. In the finale, he and Ada Brown made a hilarious combination. Dressed in Latin costumes for the *Rumb-ola* number, they brought down the house with a hip-moving lunsy.

George Dewey Washington, next to closing, baritoned *There's an Old Plantation*, and *Keep Smiling at Trouble*. Had a little difficulty getting started, but managed to net a thunderous hand exit time.

Andy Kirk and orchestra are in for four weeks, with a two-week option. Outfit is not as radical with the pop tunes as are some of the higher-rated competitors, which will probably be a relief to many dancers. Vocals handled by Pha Terrell, with Mary Lou Williams at the piano being the only girl in the 14-piece band. Intermission entertainment is offered by Dorothy Derrick, singer, and Harry Swanagan, Ada Brown's pianist.

Operator Ed Fox reports that business has been good. A \$2 minimum in effect week days, with \$2.50 on Saturdays.

Sam Honigberg.

Yacht Club, Chicago

Frances Faye, the zazu-zaz storm of mirth, and her new California tan are back in Sonny Goldstone's near-North Side haven rollicking the small-seater in waves of piano-ticking mania and rambustious vocalizations. Gal has a strong pair of pipes and a supreme sense of showmanship. Soon to be seen with Bing Crosby in the flicker *Double or Nothing*, her value should skyrocket once screen fans get a taste of her entertainment dish. Had some fitting arrangements of *Cause My Baby Says It's So*, *They Can't Take That Away From Me*, *Posin'* and *52d Street*.

New bill is opened by Eleanore Knight, able tap dancer, doing a Spanish movement routine to *Espana Cant* and a

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Orchestra Notes

DEL COURTNEY goes into the Chase Hotel, St. Louis, for six weeks, beginning August 27. Rookwell O'Keefe now books the spot exclusively.

PAUL WHITEMAN, booked until October 15 at the Casa Manana, Fort Worth, goes into the Drake Hotel, Chicago, November 4.

JESS HAWKINS, current at the New Penn, Pittsburgh, now working under the CRA banner.

MIKE RILEY, now playing at Manhattan and Brighton beaches, New York, returns to the Gypsy Village, Louisville, August 27.

IRVING ROSE to sub two nights a week for Russ Morgan at the French Casino, New York, in order to allow Morgan to fulfill air programs.

HUSK O'HARE and orchestra, now at the Andrew Jackson Tavern, near Jonesboro, Tenn., will do a series of one-nighters playing the Tom Archer circuit of ballrooms. CRA handling.

AUSTIN WYLIE has been set by CRA to open at Ruggles Beach, O., August 28.

HARRY CANDULL and ork set for an indefinite engagement at Arrowhead Inn, Cincinnati, opening August 28. Booked by CRA.

BOBBY GRAYSON and band opened at Tony Cavalier's Mansion, Youngstown, O., August 20. Move into the Grand Ballroom, Detroit, September 10. CRA band.

MAXINE KIRK and her 12-piece all-man orchestra appeared at the Three-Mile Inn, Monroe, La., and Charlie's Night Club, Sicily Island, thru International Music Corporation.

RED NORVO and Mildred Bailey followed Carl Ravell at the Hotel Claridge, Memphis.

BURT MESSENGALE'S one-nighters in Mississippi and Louisiana included Bob's Night Club, Ferriday, La.

JESSE CRAWFORD replaced Joe Venuti at the Hotel Peabody, Memphis, Tenn., August 9.

DUKE CAMPBELL is playing the Mississippi-Louisiana territory.

EMILE PETTI, who has been at the Cafe Lounge of the Hotel Savoy-Plaza, New York, for 18 months, has had his contract renewed until October 1.

BOBBIE HAYES' ORCHESTRA has replaced that of Enric Madriguera at the Surfside, Long Beach, L. I.

BILL HAZARD writes songs, produces floor shows and acts as emcee, besides conducting his orchestra at the Hotel Miller, Great Barrington, Mass. His run is indefinite.

TEDDY KING, band leader at Schrono Lake, N. Y., has dedicated his latest composition, *Your Feet's Too Big*, to one of his musicians.

BERT FINCHER left New York this week for a 12-week Southern tour with his recently organized 11-piece orchestra.

JACK WRIGHT, formerly with the Barrick Twins and their all-twin orchestra, has retired. The band is under J. Bradford Smith, of Richmond, and is touring the South.

JIMMIE LIVINGSTON opened at the Seaside Casino, Virginia, August 28 for a two-week date. By November 1 he and his 12 musicians will be at the Hotel Charlotte, Charlotte, N. C., whence they will broadcast three times weekly over the CBS chain. In addition, the group records for Victor.

JACK SHERR opened at the Ritz Gardens, Atlantic City, upon concluding his 30-week engagement at the Hotel St. Moritz, New York.

FATS WALLER played for a Negro charity August 13 at Church Park Auditorium, Memphis. He is scheduled to appear in Chattanooga and at the Wagon Wheel, Nashville, before returning east.

LOU FINK has disbanded his orchestra. DICKIE MULLEN is appearing at the Mandarin, Memphis.

COLIE STOLTZ is current at the Catholic Club, Memphis.

JACK DENNY goes into the Chicago Theater, Chicago, August 27 for two weeks and then leaves on a one-night tour. September 16, plays Innwood, Spill. (See ORCHESTRA NOTES on page 31)



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Reviews of Acts

Eddie Davis

Reviewed at Leon and Eddie's night club, New York. Style—Singing comedian. Setting—Floor show.

Davis has been reviewed before when playing vaude; but now he is one of night club's outstanding comedians and

certainly rates another once-over.

Davis, part owner of Leon and Eddie's along with Leon Enken, is a distinct personality—in fact, glove-fit for night club audiences. A vigorous, youthful person possessing an easy-to-listen-to voice and clear diction, Davis can hold solo spot for a half hour and still have the customers howling for more. He is a specialist in spicy songs—double-entendre lyrics that have to be delivered just so. With a gentle leer and an informal what-the-hell attitude, Davis sings those ditties in masterly fashion. The titles tell the stories: *Virgin Sturgeon, The Woman Who Pays, The Buyers in New York, and Heaven Help This Heart of Mine.* *Virgin Sturgeon* is a classic and can be sung only when there are enough steady customers present—the point being that customers chant back set saucy answers to Davis' questions.

A distinct answer to the night club demand for "sophisticated" dirt, Davis is one of the great exponents of the art of singing blue stuff, that ordinarily would be considered too strong, even for night club audiences.

Here, at Leon and Eddie's, he has been and should develop even further. P. D.

Bob Carter and Joe Holmes

Reviewed at Loew's State Theater, New York. Style—Acrobatic and comedy. Setting—In one. Time—Eight minutes.

Here is another two-boy acrobatic combo. But this one manages to be above average.

Carter opens with a simultaneous uke playing, harmonica and tap dancing bit, with Holmes "interrupting" with comedy bits. Then follows a series of amusing maneuvers, mostly of the comedy acrobatic type. Their dance marathon and hoke wrestling bits are among their best.

A snatch of straight acrobatics and hoofing is woven into the comedy stuff, the pair building up a good getaway and drawing a round of applause. P. D.

Lorraine Sisters

Reviewed at State-Lake Theater, Chicago. Style—Singing. Setting—In one. Time—Seven minutes.

Three lanky gals doing some pop-tune warbling but lacking variety in the shadings of their voices. Sing low and softly but insist on repeating that style thruout each song. A brief standout is a true vocal takeoff by one of the girls of Clyde McCoy's trumpeting of *Sugar Blues*. A novel offering for a sister trio. At this stand act was part of the *Broadway Passing Show* and opened with a medley that included *I'm Bubbling Over, Never in a Million Years* and *Wake Up and Live*, followed with the McCoy imitation, and all closed with *On the Little Bamboo Bridge*. Hon.

Burke Sisters

Reviewed at Oriental Theater, Chicago. Style—Singing. Setting—In one. Time—Six minutes.

Another sister harmony trio, singing with gusto and a proportionate amount of showmanship. Only one of the gals is shapely; huddled together they make a nice appearance. One of the kids tap dances while others do a swing number, at this stand spotted as the exit offering. Opened with *Rockin' Chair*, flavored with a Harlemish technique, and continued with a medley of *Carelessly* and *Sweet Lullant*. Two bows. Hon.

Flash and Dash

Reviewed at the Cavalier Club, New York. Style—Dancing and comedy. Setting—Floor show. Time—14 minutes.

Team of colored boys, one tall, the other diminutive, in a crudely put-together and presented but entirely entertaining melange of song, dance and hoke miming.

They open with a tongue-twisting comedy song and go right on to some furious taps and Suzi-Q. They sell their offering with cute personalities, especially effective being the impishness of the little fellow. Tall member next gives a solo outburst of rhythm taps, clean and clear, altho it contained no new stuff. (See REVIEW OF ACTS on page 31)

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Bands and the Radio Angle

By RALPH WONDERS

THE question of the growing or declining influence of bands on the radio is of paramount interest to every musician in the country today. To my mind there is no question of their growing influence. Bands are just as popular, just as desirable and just as much in demand now as they ever were in radio. Names like Lombardo, Casa Loma, Noble, Jimmy Dorsey, etc., have been with us



Ralph Wonders

since the early days and will continue to be with us for many years to come. This does not mean that there is no opportunity for newcomers in radio. It is true now as always that there is plenty of room at the top, and any leader that develops a style that is different, something new, something novel and pleasing to the ear will find his place with the others.

Style is important. It has been the making and breaking of many bands.

What do we mean by style? many laymen ask us. It is merely a mode of musical expression, a phraseology in music, a distinctive manner of playing. The development of a style peculiar to his own band should be the initial aim of every leader. It can be carried to the other extreme, of course, until it

With almost a quarter of a century in the entertainment field as a successful artist and executive to his credit, Ralph J. Wonders, head of the radio division of Rockwell-O'Keefe, Inc., has, thru his wide personal acquaintance with the stage and concert fraternities, probably brought more present-day stars of radio to the microphone than any other person in the broadcasting field. Kate Smith, Stoopnagle and Bud, Morton Downey, Gertrude Niesen, Bing Crosby, Nino Martini, Mills Brothers, Tito Guizar, Connie Gates, Jerry Cooper, Eton Boys, Loretta Lee, Bonay Venuta and Virginia Verrill are a few of them.

Ralph Wonders is a graduate of Gettysburg College, where he starred in track athletics and amateur theatricals. After completing a course in civil engineering he worked for several years on out-of-town construction jobs for a New York firm. The lure of the stage was too strong, however, and Wonders dropped transit to enter the entertainment field as a professional. For several years he traveled over the leading circuits of the country in his own dance act. Later he was made director of entertainment of the Ambassador Hotel System. His association with the Columbia Broadcasting System began in July, 1930, when he took charge of its dance bands. In May, 1931, he was appointed manager of the Columbia Artists' Bureau. In March, 1937, he took over the radio department of the Rockwell-O'Keefe firm.

becomes monotonous, tedious and with a repetition that robs it of the very essence of its usefulness. This, of course, is very undesirable. However, the leader who can bring his band to that razor edge where its style lends its full value, every measure of its excellence to the final result without going over the boundary, that leader will take his place with the Lombardos, Glen Grays, Dorseys' et al.

Outstanding Band Stylists

Among these outstanding stylists we find Shep Fields and his Rippling Rhythm; Bob Crosby and his Dixieland Swing; Lee Shelley, a newcomer, with his Fashions of Tomorrow, a distinctly new trend in the development of style, and Emery Deutsch, who has utilized his flair for gypsy romance and has brought to the air his famous violin with a brand-new combination in brass that has caught on very rapidly. This unusual ensemble enables Emery to swing out as well as rhapsodize his listeners with *Stardust on the Moon*; *Play, Fiddle, Play*, etc. Jimmy Dorsey, Benny Goodman and Art Shaw are other exponents of style. Their swinging clarinets have placed them definitely as leaders in this field.

Speaking of Dorsey, Goodman and Shaw brings us naturally into the discussion of swing—what swing is and whether or not it is here to stay. It is my recollection that swing is nothing new. It has been with us a long time in this business and will be here, whether under that label or any other, for a long time to come. However, I do believe that at present there is a definite trend towards the sweeter type of music, as displayed in the gradual success of the various Hawaiian bands that have recently invaded the musical ranks. Such units as Andy Iona and his Islanders and Lonnie McIntyre and his Boys are again definitely establishing themselves in the orchestra world. These groups feature steel guitars, ukuleles, subtone clarinets with one or two brass, and are

producing a brand of syncopation that is sweet as well as rhythmic. We have only to listen to their music to realize that they have something new and distinctly different and they are gradually developing a swing of their own.

Radio as a Buildup

I have been asked many times: What is the importance of radio in building bands? What value is placed on theme songs for bands? Why do bands that make a name for themselves in the theater and dance world fall on the air? In answer to the first query, I might say that radio alone has done more to bring bands and band leaders the popularity they enjoy today than any other advertising medium. They are the matinee idols of the present generation. Autograph seekers harry them at every turn, they are besieged as they leave the theaters and studios after broadcasts. The time when they could walk the streets unrecognized is past—they are in the public eye at every turn. This is all the direct result of radio. Years ago orchestra leaders were seen only by a very few in hotels and theaters. The general public knew them only by their phonograph records. Now their names are household words the country over. Try to tell the average college boy or girl today anything about a band that you might be representing, and you will find out that they can tell you a few things. They know the bands from their leader right down to the baggage boy, their style, their characteristics and even their arrangements. They can tell you who's who the minute the first strains of the theme song come on the air, and the most rabid discussions may be heard on porches or in front of the band stands in the ballrooms in even the most rural sections of the country. This is the direct result of radio and its invasion into the American home, whether on Park avenue or at Podunk, Mo.

Theme Song Important

The theme song of an orchestra leader is important in that it identifies the orchestra and the leader. It serves as a very easy and natural method of introduction to the program and is the trademark by which the band is recognized. It is every bit as important for a band to have a good theme song or signature as it is for a book or a play to have a good title. Many bands that have been and still are great attractions in the theaters and dance spots fall when they are heard on the air. The answer to this is obvious. These units are built to be seen rather than heard, and while their music is passable, greater stress is laid on their novelties. Many are veritable three-ring circuses, and while very entertaining and amusing on the stage, they cannot produce when it comes to satisfying the ear alone. Many of the most successful organizations have incorporated soloists, comedians and even whole choral groups within their own members. Some of these are exceptions to the rule and perhaps one of the most outstanding units of this type is Waring's Pennsylvanians. This group has been successful for years on the stage, screen and radio.

Soloists for bands are not as important in my mind as they seem to be in the minds of many of our leaders today. I sincerely believe that a good vocalist is an asset to any band, relieving monotony and giving a lift to the music. However, no vocalist at all is better than a poor or average singer. And in the case of girl vocalists, their appeal is mainly as decorative fixtures. More significance should be placed on the music itself and less on the various trios and saxophone players turned singers, or vice versa, and the sooner the band leaders realize this the better off they

will be and the greater will be their listening public.

Leader Personality Unnecessary

Many critics contend that personality in front of the band is necessary if the band is to succeed. I disagree with this. It is my belief that while a personality is definitely an asset to any musical organization, by the same token just as many bands have gone to the top on their musical ability alone. This is especially true in radio, where the band has more opportunity to project its merchandise over the air than the leader has to sell his personality. We all have our likes and dislikes and many good bands have been dialed out because the listener did not care for the type of humor dispensed by the so-called comedian in front of the band. Many such leaders forget their bands entirely and spend most of their time developing their patter rather than working on the very thing that made their success possible. They are, in reality, biting the hand that feeds them and only when they are left to carry on alone do they realize just how much the boys back of the music stands had to do with this success and how very much they wished that they were there again to back them up.

By this I do not mean to infer that band leaders should be devoid of all personality. By no means. It is of utmost importance to have a man that is affable, courteous, polished and possessing a certain degree of individuality in front of the band. My only contention is that so many leaders carry it too far.

Many bands are victims of radio technicians. While I know that proper balance is absolutely essential to record properly over the air, I also believe that in many cases orchestras are hindered in their broadcasts by their over emphasis on the part of the radio engineers. Men are switched about, locations of different sections of the orchestra changed and many other details are enforced by the engineer or production men in the studios. Naturally, the results are varied and often the number of effects obtained are in direct proportion to the number of changes in the production personnel.

Nervousness Over Debut

Many bands broadcasting for the first time or performing on their first big commercial are very nervous and react many times just as a vocalist does at an audition. There is an obvious tenseness manifested and an indication that the men are trying too hard. This, of course, is overcome by experience, and that is where our remote broadcasts are of paramount importance. They are proving grounds for radio talent, the rehearsal hall for the big commercials.

Every day, from dawn till far into the night, we hear the singing salesmen, the comedians, the commentators, crying their wares, selling soap, soup, socks and shampoos, and then comes the time which we all enjoy when the announcer says, "We take you now to the Roof of the — where we listen to the strains of — and his orchestra. This is the band's opportunity to come to the front. This is their show. They are not selling anything but music. There is only a staff announcer to give them a brief buildup and then they are on their own to rise or fall by their own efforts. Those that click can demand their own price, the others fall into the ranks of the also rans.

The remote broadcast is the ladder upon which the band must climb to reach the ultimate commercial that all musicians strive for. My advice to all band leaders aspiring for radio fame is to get in a spot with a wire and keep plugging.

Music has its place in the world today, as it always had and always will have, and radio has given the bands and band leaders their place in the sun.

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EAST LIVERPOOL, O.

Hirst Circuit Casts 8 Shows With 16 More To Be Completed

NEW YORK, Aug. 21.—Eight shows for the Hirst Circuit have already been completely cast, with about 16 more yet to be finished. The majority of talent for the other shows has already been signed, but the circuit's officials are now in the process of breaking them down into units.

First unit's cast comprises Bobby Morris, Lee Howard, Claudia Ferris, Charlie Harris, Deering and Lynn, Maxie Kaden, Irving Benson, George Kaye, Bobbie Vall and Irene Cornell. Unit No. 2 has Bob Carney, Bert Carr, Bob Taylor, Bee Keller, Jack Keller, Donnette DeLys, Connie Lang, June Marshall, Rosalie Roy and Betty McKee. Third unit comprises Mike Sacks, Alice Kennedy, Al Pharr, Jack LaMont, Diane Johnson, Milt Hamilton, Helen Carol, Primrose and Gold and Paul Rich. Fourth unit takes in Max Furman, George Murray, Bob Bates, Nona Martin, Lee Segal, Alma Maiben, Joe Beasley, Carlton and Miller and Farmer and Frassetto.

Cast of the fifth unit comprises Bozo Snyder, Joe Porte, Jack LaMont, Herman Ferber, Inez Marvip, Mary Woods, Lorrie LaMont, Rita Devere, Euel Radcliffe and Wanda Kay. Unit No. 6 consists of Peanutz Bohn, Johnny Cook, Tommy Hanlon, Nellie Clark, Dolores Leland, Billy Crooks, Kenza Vinton, Bebe Sherman, Mildred Jordan and Marty Wayne. Seventh unit comprises Jack Greenman, Jade Rhodora, Al and Ann Stryker, Jack White, Betty Burke, Bobby Bernard, Sammy Weston, Cynthia Michel and Severe and West. Unit No. 8 consists of Harry Evanson, Harry Meyers, Max

DeVoe, Joan DeLee, Jackson and Severe, Ben Hamilton, Evelyn Myers, Cornish and Dean, Harry Seymour and Mildred Tolle.

U-Notes

By UNO

GYPSY NINA, Arabian and Turkish dancer, a graduate of Wally Jackson's school, and for the last two years in niteries, made her debut at the Eltinge, New York, August 20 for an indefinite stay. Booked by Charles Merrick, of the Empire Booking Agency.

HARRY CONLEY and Lew Brown have decided to become a new combo.

JOEY FAYE and Rags Ragland, at the Apollo, New York, doubling these days on rehearsals, the former for Room

Service and the latter for Leonard Sillman's *New Faces Of 1937*.

SONDRA MARLOWE, vocalist, has moved from the Hotel Dudley, Salamanca, N. Y., to the Ray-Ott, Niagara Falls, N. Y.

RENEE D'EARMOND, formerly of the Clover, Baltimore, placed by Stanley Woolf into the Nomad Club, Atlantic City. Opened August 15, replacing Margie Kelly, who entrained for Chicago.

ROY LE STRANGE posts from Los Angeles: "Saw Joe St. Clair and Margie Lee at the Burbank here. Both going over big."

BERT GRANT shifted from the 42d Street Apollo, New York, to an emcee job at the Red Ram Inn, Mountain Top, Pa., opening August 20.

JERYL DEAN and Jean Caton are now at the Howdy Club, Greenwich Village, New York.

SAMMY FRICHTER, treasurer and assistant manager, and Mrs. Frichter (Pauline Parker), cashier, of the Gayety, Washington, were Atlantic City vacationists over the August 14 week-end.

as were Oscar Markovich, Harry Rose, Donna Davis, Moe Costello, George Katz and Sam Cohn.

HELEN BRADY is still at the Eagle-ville, Pa., sanitarium.

NAT TASH, candy butcher, left the Globe, Atlantic City, for the Gayety, Washington. Replaced by Frank Blue, reinforced by Ward Graves.

IRENE AUSTIN and Rags Ragland replaced Alma Maiben and Max Fehrman at the 42d Street Apollo, New York, August 13. Herbie Fay is moving in from the Catskills to open September 10 on an eight-week contract.

THELMA CARLTON, at the Globe, Atlantic City, operated on recently for a toe infection, but kept right on so-pranoing and straightening. Bert Carr replaced by Harry Conley, and Lew Brown by Russell Trent, August 13. Art Nealy and Lee Siegel Marmer, new principals the same day. Shandor and Margo and Bobby White were new specialty acts for the week.

JULIE BRYAN, Gladys Fox and Queenie King to return to the Oriental, New York, for reopening week of September 3.

DOROTHY LAWRENCE and Mary Joyce returned from their respective vacations and were immediately signed, the former for the Republic and the latter for the Irving Place, New York.

GLADYS DALE MAYO vacationing with the Mayo 10-piece ork at the Avalon Club, North Woodlawn, N. J.

BILLIE BURNS, who closed recently at the Palace, Buffalo, spent last week in Cincinnati, departing late in the week for Minneapolis, where she opens for Harry Hirsch at the Gayety August 28.

BOBBIE PEGRIM, chorus producer, stopped over in Cincinnati for a visit with friends last week on her way to her home in Little Rock, Ark., for a brief vacation. She reopens at the Gayety, Minneapolis, August 28, for her fourth season at that house.

Burlesque Reviews

Eltinge, New York

(Reviewed Tuesday afternoon, Aug. 17.)

One of the two ex-burlesque houses in Times Square still playing stage shows, the Eltinge has little to offer, either to burly fans or not-so-particular vaude patrons. Current show is downright poor entertainment, the production being mediocre, obviously showing budget cheating, and the cast on the whole can do little in a show that doesn't appear to know what it is striving for. It strives to be elaborate but fails; seeks to be burlesque but doesn't, and when trying to be vaude thru specialties the results are flat.

Comedy is in the hands of Shorty McAllister and Stinky Fields, a team, and Jack Little. They are too much alike in style to help the laugh returns, and the bits they attempt are more sloppy than funny. Furthermore, with house fans going full blast the audience loses most of the dialog. Chick Hunter works with them as a straight and does nicely, with Virginia Woods and Billie Shaw pitching in okeh as talking women.

Margie Hart is the feature, but means nothing to the show other than the draw her name outside might mean. She is attempting the pattern fashioned by Ann Corio across the street, but it's no go. Her voice is too small and hasn't sufficient color for the handling of special lyrics. Rest of her innings on stage is given over to posing, and her rehearsed beauty catches on with the folks.

Chet Atland and Virginia Woods sing the show, and do well at it. There are many dance specialties spotted into the

load of production numbers, and they are average as done by the Misses Brent, Manicha, Seena and Dodd. Filling out the production numbers are 10 chorines and six showgirls who look fair enough but whose work is too listless to be pleasing to the eye.

Business at this first matinee saw the lower floor about half full.

Sidney Harris.

42d St. Apollo, New York

(Reviewed Tuesday Evening, Aug. 17)

Hot weather on 42d street, but not torrid enough to cause the girls to take off everything. Show is colorful but limited to a scant handful of principals and a Negro specialty hooper. Good-size house saw the last show and went nicely for Ann Corio and Ralph Brown, colored dancer.

The show isn't burlesque, tho it's staffed by burlesquers. Allan Gilbert does a good trick in direction and there's plenty of color. Some of the comedy clicked in the audible manner; all of it was better than much of the pre-Moss era. But the modern dyed-in-the-wool burly fan will probably miss the stripping. Bared breasts in picture numbers seem tame in contrast to the old-fashioned hook-and-eye disrobing scenes. A hula number offered by the gals and Ann Corio was tamed down. Wiggles there were, but very refined ones and not of the type relished by 42d street burlesque fans.

Miss Corio lent an informal note to the show with her powder-puff applications down front. Her personality and looks did much to keep the show moving neatly, the none of the comedy scenes dragged. Punnymen Rags Ragland and Joey Faye worked together to get the last juicy line out of familiar bits, including the lost sister and marriage skits.

Several scenes, including one with Miss Corio posing for an artist, and the hula number lent much grace to the production. The line of 16 and the ballet line of eight topped many of the usual run of burlesque chorus gals in looks. A trifle listless, but sweltering weather probably caused that.

Jimmy Lewis, good-looking tenor, warbled several sentimental numbers to fair results, while veterans Bert Grant and Joe Wilton felled well for the comics. Ragland and Faye topped the show with their gambols, but the old complaint of stale material again hindered them. Fresher stuff would put them over with even greater sock. Irene Austin read lines in her usual capable style, and her infectious personality enlivened several scenes. The Negro stepper, Ralph Brown, is a fast worker. He warms up slowly but when he gets going has something. Took a big hand with his routine going up and down stairs; but a faster opening and better stage manners would have helped.

Budget trimming was in evidence but show still moved along at a fair pace.

Benn Ball.

Ex-Burly Stands Reopening Soon

NEW YORK, Aug. 21.—Local ex-burlesque houses will reopen starting September 3, including the Oriental, Republic, Irving Place, People's, Casino and Oxford. Last two are in Brooklyn. All will use the *Follies* type of show with the exception of the People's, which goes into a colored policy.

The Republic, Oxford, Irving Place and People's reopen September 3, while the Oriental is scheduled for September 10. Sammy Gluck will produce at the Republic. Werba's, Brooklyn, will go legit, with Jules Leventhal supplying the shows. Irving Place's two-a-day shows will be put on by Grover Franke, the opening cast including Eddie Kaplan, Phil Silvers, Charles LaFord, Allan Forth, Mary Joyce, Marie Cord, Margie Roy and Roxanne.

The Wilners, operating the Apollo, are reported to be forming a circuit partnership with Sam Briskman, who operates the Casino, Brooklyn. The circuit is understood to include, besides the Apollo and Casino, the Schubert theaters in Newark and Philadelphia and the National, Washington.

Burly Briefs

GEORGIA SOTHERN did not open last week at the 42d Street Apollo, New York. . . . Jack Little closed at the Eltinge, New York, Thursday night. . . . Gladys Fox came into New York last week from Toronto. . . . Barbara Doane closes this Friday at the Globe, Atlantic City. . . . Shorty McAllister was proud of a two-pound tomato he got out of his Red Bank, N. J., garden, but when taking it into New York to show his friends he left it on the train. Without the proof his friends think it's just another yarn. . . . Diane Rowland was to have opened at the National, Detroit, this week, but instead is going with the International Casino in New York. . . . Murray Leonard came into New York last week with his dog, which he claims is his one and only pal. . . . Alvena has been signed by Alex Gerber thru Nat Mortan for one of his units, opening September 3. . . . Benny (Wop) Moore will be on the Hirst Circuit, going into rehearsal August 28 at the Troc, Philly.

He summered at Saine's Hotel, Mt. Freedom, N. J.

CHICAGO BRIEFS: Jean Williams, who recently closed a three-week stay at the Casino, Toronto, is vacationing here before taking in Pittsburgh, her home town. . . . Latest to join the burlesque artists' colony at Long Lake, Ill., are Jack Richards, George Lewis and Wenn Miller. . . . Johnny Elliott, tapplet, moved from the State-Lake to the Rialto for a week. . . . Mother of Beulah Hayes, formerly well known in burlesque, passed away in Los Angeles recently. . . . M. W. Pickens, manager of the Garrick, St. Louis, was in town on his way to Ann Arbor, Mich., and a vacation. . . . Mary Sunde will rest in Atlantic City before opening in Toronto next month. . . . Harry Hirsch, manager of the Gayety, Minneapolis, has been a busy roller rink operator this summer. He recently closed a month-long derby in Duluth and is now sponsoring one in his own city.

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TOUGH SEASON FOR LEGIT

Number of Shows Produced Goes Under Even Previous Year's Low

Statistics drop all along the line, making 1936-'37, according to the figures, the worst season so far—average run up, however—and revivals hold out hope

(Continued from page 3)
general title of *Tonight at 8:30*, was figured as a single show.

76 Per Cent Fail

Using 100 performances as an arbitrary yardstick to distinguish between failures and successes, 76 per cent of the season's productions were flops, which (despite the lower total number of shows) was 8 percentage points higher—or worse—than the previous season. The percentage of failure for dramatic shows went up from 74 per cent to 80 per cent, while the percentage of failure for musicals jumped from 18 per cent to 45 per cent.

The average length of run presents the only ray of hope that the figures offer. Here the average run for all productions, both musical and dramatic, went up one performance, going from 80 to 81. Dramatic shows were responsible for the rise, since their average life increased by half a week, the number of performances rising from 71 to 75. Musical, on the other hand, dropped badly, falling from an average of 164 performances to an average of 128.

The number of shows closing quickly remained about even, dropping from 59 to 57. Fifty-three of these were dramas and 4 were musicals. Twenty-two dramas and two musicals closed within their first weeks.

The number of hits dropped sharply, going from 34 down to 24. Dramatic hits dropped from 25 to 18 and musical hits dropped from 9 to 6.

2,781 People Involved

The number of people involved, however, remained almost constant, dropping by only 58. The number of dramatic players actually went up, 1,958 finding jobs, compared with 1,897 the previous year. There were 69 fewer players in musicals, however, the total going from 466 to 397, so the total number of actors involved dropped from 2,803 to 2,355, a change of only eight. The total number of people involved was 2,781, as against the previous season's 2,837.

There were only 89 producing offices active, a drop of 19 from the previous season.

The *Index*, in its summary of the season, will state that all signs continue to point to a smaller theater, but a better one, basing the claim for higher quality on the number of run-revivals of classical plays successfully presented during 1936-'37 and the widespread interest they aroused.

That the theater is growing smaller is further substantiated by *The Index's* chart of plays running on Broadway during the season, which reveals that at no time were there more than 32 plays running at the same time—a figure well under the peaks of all previous years.

Musicals Fading Out

One of the chief points of interest during the season was the dearth of musicals, which seem to be slowly but surely dropping out of legit into the cabaret-theater field and, in the cheaper customer-categories, burlesque. Lumped with dramatic offerings only by virtue of the fact that they sometimes shared the same producers and the same playhouses, they were originally listed by *The Billboard* under an entirely separate heading, and their loss is felt to be no danger to the real theater—the dramatic stage—in the life of which they played no integral part.

Other points of interest during the season, mentioned by *The Index*, include the glimmering away of the Federal Theater Project under the difficulties imposed by successive governmental cuts in personnel; the generally healthy condition of the road whenever first-line shows and casts were offered; the many

plans to bring the road back to its former position; the first annual convention of the legitimate stage, held under the auspices of the American Theater Council; the renewed threat of censorship, as exemplified in the Dunnigan Bill; the death of Dr. Henry Moskowitz, executive adviser to the League of New York Theaters, one of the stage's most eloquent and most powerful defenders; the reorganization of the Associated Actors and Artistes of America, the actors' international; the almost complete breakdown of the hitherto flourishing left-wing theater, and the tremendously increasing popularity of revivals of the classics.

Hope for Future

From this last *The Index* draws hope for the future, claiming that interest in rival performances of the same part, interest in the truly great plays, is the one mark that always has indicated and

Detroit's Much-Cut Open-Air "Faustus"

DETROIT, Aug. 21.—The first free open-air production of the Detroit Federal Theater opened Monday evening, August 16, in the shell at Belle Isle Park, in the Detroit River, with a presentation of *The Tragical History of Doctor Faustus* for a seven-night run. Two thousand attended the first performance, which lasted about an hour.

The same mechanical equipment employed in the presentation at the People's Theater in July was used, combined with skillful lighting effects.

Verner Haldene is director, and the cast includes Robert Lowes, as Faustus; A. Courtney White, as Mephistopheles, and Edward Masson and David Carnes, as Lucifer and Robin.

The dance sequences were executed by Edith Segal, who originated them, and by Virginia Barrie and Theodora Peck.

always will indicate a flourishing theater.

The *Index* will also contain complete cast lists for all shows, cross indices of all persons connected with the productions, synopses of all plays, address lists, appearances of leading players for 17 years, productions of leading managers and plays of leading dramatists over similar periods and many other features.

Summer Theater Reviews

"The Inconstant Moon"

CASINO THEATER

(Newport, R. I.)

By Willa Fredric, produced by the Actor-Managers, Inc., at Casino Theater, Newport, R. I., August 17 to 20. Staged by Agnes Margon; settings by Emeline Clark Roche. Cast: Dorothy Sands, Franklin Gray, Paul McGrath, Joanna Roos, Philip Tonge, Edgar Kent, Elizabeth Dean Farrar, Hayden Rorke, Charles Trexler, Jus Addis, George Donovan, Earl Palmer Jr., Hathaway Kale.

It's a difficult role that Monologist Dorothy Sands was assigned for her first appearance at the Casino, that of a sentimental, silly woman forever searching for idea companionship. A youth of 23 wants her to marry him, but her divorced husband wants her back himself. Hubby even threatens (mockingly) to kill the lad. The youth tries suicide, thinking he's lost out in his courtship, and is rescued just in time and made to snap out of it. The fair lady rewards her ex-spouse, but the boy still wants her and hubby decides to let the lad have an affair with her just to make him open his eyes. Final act, everyone coming to their senses about romance and everything.

Some bright and clever lines of dialog, but still disappointing, starting slowly and maintaining the same speed for the most part. Rewritten once already (former title *Feather in the Breeze*), it will still need considerable rewriting before it's ready for Broadway. Charles A. RossKam.

"Double Exposure"

THEATER-BY-THE-SEA

(Matunuck, R. I.)

Comedy by Garfield Carter, produced by Theater-by-the-Sea and Sidney Harmon, August 17 to 26. Staged by Halsted Welles; setting by Johannes Larsen. Cast: Ruth Weston, Harold Moffet, Will Geer, Russell Collins, Zama Cunnigham, Louise Chaffee, Robert de San Marzano, John Straub, Edward Fitzpatrick, Tookie Hunter, Clem Brace, Grenna Krasloff, Ian Gregory Walker, Arthur Noren, P. A. Xantho, Elton Carpenter, Jennings Potter, John L. Toohy, John Elder, Wallace Campbell, Jack McMahon. "You call it madness but I call it love," goes the popular tune. Well, just call this one madness. Flip the pages of a telephone book, picking a name here and there, assemble these people and you'll probably have an oddy as-

sorted lot. But try to put them into a play and you'll have your hands full.

This is what author Carter has done—assembled a group of exotic and daft individuals who do the unexpected at every hand. Chief among them is Miss Hooper, surrealist photographer; her estranged husband, poverty-stricken father, nobleman who is a coffee taster, federal relief investigator, bibulous nurse, brace of professional wrestlers and others too numerous to mention.

With an occasional bright or funny line it might not be so bad, but with neither sense nor humor it all adds up to nothing and leaves the audience wondering what it's all about. And this thru no fault of the cast—the play just isn't there. Charles A. RossKam.

"At Your Service"

MARY YOUNG THEATER

(Centerville, Mass.)

A three-act comedy by Fred Eisman. Directed by Mary Young and E. Stanley Pratt; settings designed by Vernon Coleman, executed by John Craig Productions. Presented at the Mary Young Theater, Centerville, Cape Cod, Mass., for one week, beginning August 16, by John Craig II.

Cast: Mary Young, Lewis Rodman, Terry Fay, Collette Humphrey, Jane Barnes, Milton Parsons, Eric Kalkhurst, William Morris Hunt.

At Your Service, the fourth world's premiere presented by John Craig II this season, misses fire. The idea of the yarn is okeh, but in its present condition it is rather dull and haphazard.

The action starts when Susan Prescott (Terry Fay) and her aunt, Mrs. Jane Spencer (Collette Humphrey), find themselves stalled on a deserted road by the sand dunes and are helped by Bill Mahoney (Lewis Rodman), a sailor who's just finished his hitch with the U. S. Navy. Aunt Jane likes to drink and a pint is guzzled between Aunt Jane and Bill. While Bill is checking up on the motor Aunt Jane's interest in him causes her to follow Susan's idea to hire him as a handy man in her society home.

Act II shows Bill all spruced up in a butler's outfit getting into some sofa clinches with Aunt Jane. It would be a disgrace if gossip leaked out that she were in love with a gob. However, Lady G. (Mary Young) queries Bill right under Aunt Jane's nose and snatches him away for her own sculptural use.

Lady G. and Aunt Jane quarrel over Bill, Susan becomes intrigued, and the

Stage Whispers

Barchester Towers, the old Anthony Trollope novel, suddenly seems to be becoming a valuable theatrical property; a dramatization by Charles P. Anthony was announced by Ayer and DeLettre in May, and now Guthrie McClintic is going ahead with a dramatization by Thomas Job, a recent graduate of the Yale Drama School. . . . The McClintic production looks to have the call; Ina Claire, coming back to Broadway for the first time since *End of Summer*, has been announced for the lead, and McClintic says he'll get the show in the works as soon as he finishes with his production of Maxwell Anderson's *Star-Wagon*, set to open September 29. . . . Harry Moses, who hasn't produced for almost two years, will be back in the ring next season with a play by Richard Carlson, an actor. . . . Gilbert Miller is importing Rosine Deraan for *French Without Tears*; Bernie Simon, the Miller press agent, says she's regarded as one of the most beautiful young actresses on the French stage; this will be her American debut, and Mr. Simon is at great pains to explain that her name is pronounced "Dairy ANH." It seems that Seemooan Gish (whose name is pronounced "Lillian Gish") will be co-featured with young Mr. Burgess Meredith, the well-known disciple of Hollywood's gilded ideals, in the above mentioned *Star-Wagon*—and there's a chance that Katherine Locke, who scored a tremendous and deserved hit in *Having Wonderful Time*, will return from Hollywood to appear in the same cast.

An *Evening Journal* head writer wangled himself an interesting hunk of type over John Anderson's column the other day; Anderson had a hodgepodge article covering various subjects, the first of which was a search for a big dumb type for *For Mice and Men* and the second of which was the engagement of Ethel Barrymore for the Theater Guild's *To Quilt and Back*. . . . Sooooo, the head writer, taking a deep breath, wrote: "Wanted—A Large, Foolish Actor!—Spot for La Barrymore."

Walter Hart has resigned from his executive post with the Federal Theater Project, his letter of resignation carrying plenty of dynamite; he describes the endless amount of red tape, the hampering effect of government orders and government officials and all the other headaches project officials have to endure. . . . "Every time a play is produced by the Federal Theater," he says, "a major miracle has been passed. . . . Now as the Federal Theater goes into its ninth reorganization within 18 months I realize that I am tired—tired of the constant changes in rules and regulations, in orders and counter orders. Most of all I am tired of passing miracles." . . . Warners, according to word brought from abroad by Jacob Wilk, head of the company's story department, will be implicated in the production of two English plays on Broadway this season—*George and Margaret* (in association with John C. Wilson) and Stephen Powys's *Wise Tomorrow*. . . . Warners have extensive legit plans for London too, with *Old Music* (in association with Gilbert Miller), *Hide and Seek* (in association with Lee Ephraim) and maybe others. . . . Al Shean, who was half of the team of Gallagher and Shean, will return to Broadway in the leading role of *Father Malachy's Miracle*, which Delos Chappell will present early in November. . . . Ernest Lawford sailed this week for a short London visit, returning September 1 to start rehearsals for the road tour of *Tovarich*; daughty Betty meanwhile continues to take baths at the Ethel Barrymore Theater—in the still-merriily-running *The Women*.

Windup has Bill becoming tired over all this hullabaloo about his becoming a gentleman, etc. He quits the society mess and takes to the road again. He comes on to Susan and they clinch. A lot of overacting and uncertainty were evident in the first performance. A revision of the book is needed. Sid Pains.

Summer Theater News

Parker Wood, new playwright, gave the first presentation of his play, *The Trunk*, at the Inn Theater, East Jaffrey, N. H., August 19. Wood assisted in the direction of the play.

Guy Palmerton presents dramatization of *Stella Dallas* by Harry Wagstaff Gribble at the Lake Whalom Theater, Fitchburg, Mass., for one week starting August 23. The cast includes Adrienne Earle, Nancy Duncan, Frances Works, Frank Lyon, Robert Perry, Ramon Greenleaf, John Gordon, Kenneth Parks, Olive Warren, Joan Sudlow, Larry Johns, Keith Martin and others. *The First Year* was the play the week of August 16.

Beginning Tuesday, August 24, Cecelia Loftus and Edith Barrett are starred at the Newport (R. I.) Casino Theater in a revival of the Rachel Crothers comedy *As Husbands Go*. In the supporting cast are Paul McGrath, Franklin Gray and Philip Tonge in the leading male roles, and Elizabeth Dean Farrar, Charles Trexler, Bettina Cerf, Jus Addiss and James Honnen. Direction by Agnes Morgan; settings by Charles Stepanek.

Beginning August 23, Maryverne Jones presents the 13th play of her fourth season at the Starlight Theater, Pawling, N. Y. Its title is *The Man in Dress Clothes*, a play with music by Seymour Hicks, from the French of Jules Mirande, being tried out in association with the Shuberts. John Barclay plays the title role and in the cast are Kéne Demour, Arden Young, Isobel Rose, Starr West, Teddy Jones, Donald Black and Ray Southwick. The production of this play breaks the record at the Starlight as far as length of season is concerned, the highest number of weeks played any summer so far being 12, last year.

David Warfield, for many years the beloved idol of theater-goers thruout the country in *The Music Master*, *The Auctioneer*, *The Return of Peter Grimm* and other Belasco successes, sent Charles Emercon Cook the following wire just before the opening performance of a revival of *The Music Master* with William Edmunds in the Warfield role at the Rice Playhouse, Oak Bluffs, on Martha's Vineyard, Mass.:

"Your choice of William Edmunds for the role of Von Barwig was perfect. I look upon him as one of the best actors we have today and I am certain that he will do you and himself proud. Wishing you much success and with best wishes to Mr. Edmunds.

"DAVID WARFIELD."

Walter Hartwig presents *Journey's End* in the new Ogunquit Playhouse the week beginning Monday, August 23. Principals in the cast are John Williams as Stanhope, Morgan Farley as Raleigh, Wilfrid Seagram as Osborne and Carl Benton Reid as Trotter; William Swetland, Ivan Triessault, Peter Carhart, J. Malcolm Dunn and Alvin Zobel complete the cast.

The Colony Theater in Ogunquit will be dark until Friday, on Friday and Saturday evenings, August 27 and 28, and on Saturday afternoon, Hartwig will present the Theater Dance Group there in an intimate concert revue.

Donald Cook and Jean Muir have been engaged by Hartwig for *Dearlly Beloved*, the new play by Charles Beahan and Robert Buckner, which he will present at the Ogunquit Playhouse during the week of August 30.

First Lady was the attraction at the Rice Playhouse for the week of August 16. Directed by Clifford Brooke, Jessica Rogers played the Jane Cowell role, with Mary Arbenz as her foil in the battle of wits and political honors. In the cast were Matthew Smith, Arthur Gould-Porter, Melbourne Ford, Mary Greene, Genevieve Conaghan, Carol de la Hunt and more than a dozen others. Robert J. Wade, Robert Gard and Jay Schmitt were responsible for the stage settings.

At the Berkshire Playhouse, Stockbridge, Mass., the second edition of *Tonight at 8:30* opened Monday evening. William Miles, director of the Playhouse, first presented three of the nine short plays included in the title early in July. (See *SUMMER THEATER* on page 30)

From Out Front

By EUGENE BURR

A month or so ago my correspondence—which usually consists, to take a typical morning, of a press release saying that Gene Raymond is now waving his pretty blond hair forward instead of backward, a press release saying that *Exotic Sinners* will hold forth on the screen of the Globe Theater next week, a press release saying that the Shuberts have bought 28 more plays and hired another actor, a heated note from a bill collector and a large silce of thinly veiled sarcasm from an actor who received a punk review—my mail, then, was considerably enlivened by a series of notes from Miss Verne E. Sheridan, who has been connected with road shows, repertoire, stock and vaudeville, and who is now writing plays in the rural fastnesses of Elocum, R. I. and nourishing a to-me-inexplicable notion that rustics and tradesmen are less desirable neighbors than a bevy of actors.



EUGENE BURR

Miss Sheridan originally wrote complaining about a number of things having to do with the treatment accorded by producers to scripts that are submitted to them. Their obvious failure to read all submitted scripts, their hiring of cheap and usually incompetent playreaders, their failure to return manuscripts promptly were points touched upon acidulously and understandably by Miss Sheridan. Taking the honor of Broadway (a phrase that sounds suspiciously like a flat contradiction in terms) upon my own bowed shoulders, I tried to explain the whys and wherefores, not attempting to excuse producers, but simply endeavoring to explain the difficulties they faced.

Miss Sheridan answered with a plan—a complete and well thought out plan—a plan that is interesting, and that certainly deserves to see whatever light of day may be seen from the printed pages of *The Billboard*. It is an excellent plan, its only fault being, as I wrote later to Miss Sheridan, that it won't work. It won't work, not because there is anything in it that is wrong, but simply because producers in general are short-sighted little gentlemen who steadfastly refuse to work together, even for their common good. That is to be deplored, but I'm afraid it can't be changed.

None the less, there is certainly no harm in publicizing Miss Sheridan's plan. Perhaps—the 't's doubtful—one or two producers will see some merit in it. Perhaps the executive committee of the American Theater Council (which is now lathered up over the tremendous problem of providing special trains for theater-going commuters) can take enough time off from its profound discussions to consider it. If anything is done about it—even if it's just talked about—some good may come.

Says Miss Sheridan:

"Plays must be read if producers are to find good ones. Wouldn't a concerted effort on their part be worth while? Why not a pool? Each member to contribute the same amount; the fund so raised to employ continuously as many eminent readers at a commensurate salary as it will allow; readers to be free from any individual bias or personal slant, motivated only by the quest for good plays, regardless of all things else; the reading stint to be fixed at so many a day or a week.

"Members of the pool draw lots for the starting lineup. A good play is found. Member No. 1 is given a stipulated time in which to accept or reject it. If rejected, then No. 2 gets his stipulated time at it, and so on down the line. Regardless of what he does with his first choice, having had it, No. 1 drops to the end of the line, and the former No. 2 has the first choice at the next good play found. He then drops in turn, and No. 3 gets first shot at the third play.

"Advantages? Aren't some of them obvious? Not only would all plays be read and no good one overlooked, but managers might even be protected from some of their own soft spots which cost them a lot of money. Certainly a reader, free from the onus of having to find a play suitable for His Nibs or Her Niblets or one that would give an angel's sweetie-pie, his cat or his dog—a chance to peep in public, would be in a much, much better position really to sift the wheat from the chaff.

"Not that any member of the pool should be denied the right to garner plays from anywhere else. But, if properly manned and honorably conducted, such a clearing house could be the best friend a producer ever had. An author would have the satisfaction of having his plays read, and that, too, by something of an unbiased and impartial authority. The time stipulation, which should be strictly adhered to, with no excuses allowed, would do away with the interminable delays that break so many hearts. A swift No! is always better than a long-drawn-out Maybe.

"There should be some punishment for the reader, producer or author who is found cheating in any manner. Fines of money or temporary loss of membership would not make a dent in the hide of such a person. Publicity would, I think, be the answer."

It is, I think, a good plan, or at least a good groundwork for a plan—with the single drawback that I mentioned above. Of course if it ever did get itself put into effect (it won't, but please permit Miss Sheridan and me our wistful gaze into Utopia) the playwrights would set up an insistent yelping. That would be quite understandable, since it would do them out of a good part of their incomes. Much as I like playwrights, however, (and I really do like several) I like the theater even more. Some sort of play-reading bureau such as Miss Sheridan suggests would, self-evidently, be of immense value to the theater. It would still leave managers a free choice of material—there'd be no law preventing production of a play that the bureau's readers had turned down—and it would, at one fell swoop, clear away all of the pitifully hopeless little plays that eternally clutter up the offices of playwrights and producers. It would also assure unknown authors of at least an intelligent reading—tho in the case of most unknown authors whose work has been forced upon my attention, an intelligent reading would seem the last thing in the world that they should want.

The authors, of course, despite the fact that it would actually help them, wouldn't like the scheme any too well. As I suggested to Miss Sheridan, under such a plan the great majority of scripts submitted would be instantly and emphatically turned down—and the result would be that our horde of definitely inglorious but far from mute Miltons would immediately howl that their scripts hadn't had a fair chance, since they had been turned down by a central agency, thus spoiling the chance of an individual sale to an individual producer. The battalion of Miltons would howl, and eventually, perhaps, become discouraged—not, of course, that I don't think an awful lot of potential playwrights ought to be discouraged.

Miss Sheridan agrees—and her remarks are to the point. "We agree," she (See *FROM OUT FRONT* on page 30)

Philly Starts On Labor Day

At least one show set for the date, with others sought—bookings look very light

PHILADELPHIA, Aug. 21.—With several bookings reasonably definite as to time and place, the 1937-'38 theatrical season is set to ring up the curtain on Labor Day at the Chestnut Street Opera House. *Room Service*, presented at the same house two years ago by Sam H. Harris on a try-out run, is brought back by George Abbott to do initial honors for the fortnight. Follow-up will be *Leaning on Lefty*, with Charlotte Greenwood, set for two weeks. Only definite bookings for Chestnut to follow are the Theater Guild's *Jane Eyre* and *Masque of Kings*, dates to be determined later.

Forrest, which together with the Chestnut represents the Shubert interests here, also plans a Labor Day opening if and when a booking crops up. Tentatively dated for the unshuttering is a tryout for *Blow Ye Winds*, starring Henry Fonda, the first of Arthur Hopkins' three productions for the new season. First definite date isn't until October 4, for the new Ed Wynn musical, *Hooray for What!*; with the tentative follow-ups showing *Between the Devil*, the Schwartz-Dietz musical, with Jack Buchanan and Evelyn Laye; Coward's one-acters, *Tonight at 8:30*, and the Evans interpretation of *Richard II*.

Erlanger, with Samuel Nirdlinger again at the helm and Alex Yokol out, also has designs on September 6, but the only thing on the books is the annual Mask and Wig college musical for Thanksgiving week. In spite of giving up the ship at midseason last year it is reported that Jack Linder and Jules Leventhal are still holding on to the Locust Theater. Yet in the tentative category, the only thing on the possible listing is a WPA production of the Negro unit for *Jericho*, Pearl Gaines coming down from New York to head the cast of local federal actors. Historic Walnut, after a season of Jewish stock, is being sought by Thomas M. Dougherty for a grind picture house; Shubert will undoubtedly show burly again, and the Broad is still waiting for a court decree to go the way of a parking lot.

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The Young Actor's Apprenticeship



SHALL not attempt to describe the difficulties of "getting on the stage." Most of you know them only too well. The endless pursuit of any clew which indicates that casting is going on—the vicious circle of:

"What experience?"
 "No experience, but—"
 "Go get some experience."
 "How do I get it?"

Followed by screaming silence. Unless the aspirant is exceptionally lucky or happens to know "the right people" it seems like a "tale told by an idiot." Certainly my own efforts seem so in retrospect.



BLANCHE YURKA

But let us assume that that much has been accomplished. Let us assume that by hook or crook a young player has secured a job or two, is "in the profession." His real problem begins there.

There is, in my opinion, no more vital problem before the American Theater Council than that of finding a way by which players may increase their range, expand their talents, utilize the time and energy left after the round of job hunting has been made in some actual practice of their art. Yes, I dare to use the word "art." I know it is taboo. It is bad form in our sedulous cultivation of the limited vocabulary to speak of any but a "swell" or a "lousy" actor, but I venture to think that the sooner we dare to aspire frankly to become artists of the theater the sooner that aspiration is likely to become a reality. In the solving of this problem lies the graceful solution of the "alien actor problem." When our gifted players (and there are none more naturally gifted in the world) become artists in their craft, mastering in the process all the rich beauties of the English language without losing the racy charm of colloquial speech, there will be less occasion to worry about this particular menace.

The Classic Role

A very famous American actor who had had a great success as a light comedian found when he set about preparing himself for a classic role that he had to work for many months to achieve the pure, unlocal accent which Shakespeare's English requires. He did achieve it with notable, almost unmatchable beauty. It used to be vastly amusing to hear, in contrast, his certain speeches made in casual New Yorkese. Yes, it can be done, and is worth the effort it involves.

Of course it means a new concept of work. Those of you who have read Norris Houghton's book, *Moscow Rehearsals* (I wonder how many have), could gain some idea of the preparation needed to go on the stage in Russia. When I was in Moscow one of the American girls in our group thought she would like to stay over there and try to make a career in the Russian theater. I asked Talrov, director of the "Kamerny" what she would have to do. Well—after learning to speak Russian (and a very high standard is demanded), she would be placed in a student group to put in four years of intensive study. Diction, singing, gymnastics, fencing and history of the theater are only a part of the curriculum. At the end of the four years, if she had shown talent, she would be given small parts for another two or three years. After that she might be given an important role. (I found myself wondering how they would go about casting *Little Lord Fauntleroy*, but that, after all, was their problem, not mine.) She didn't stay. But I rather think the three years since must seem

A Condensation of an Address Made Before the American Theater Council by

BLANCHE YURKA

Blanche Yurka, one of America's foremost actresses, served an interesting and varied apprenticeship herself. She came to the legitimate stage via the Metropolitan Opera's training school and after a year was engaged as understudy for Charlotte Walker in *The Warrens of Virginia*. Before achieving stardom Miss Yurka worked with E. H. Sothern, Jane Cowl, John Barrymore and other stage luminaries. Her portrayals in *The Wild Duck*, *Electra* and *The Goat Song* gave her a pre-eminence as a tragic actress.

Miss Yurka has added to her reputation in recent years by demonstrating her comic talent as the nurse in *Romeo and Juliet*, as the Spanish singer in Sierra's *Spring in Autumn* and in the classic *Lysistrata*. Her fiery Madame Defarge in the film *A Tale of Two Cities*, altho it was Miss Yurka's first Hollywood performance, stood out as one of the finest cinema interpretations of 1935.

Miss Yurka is a student of the drama, as well as an actress in her own right, and has lectured extensively and conducted study tours of the European dramatic centers.

unaware even of the sort of part for which he is being considered.

An Olympiad of Acting

Possibly it would take some persuasion to induce a group of active producers to give a week's time each spring to such an Olympiad of acting. (The pre-occupation of any successful person in our theater is one of its accepted tho' unsubstantiated legends.) But surely a chance to appraise the quality of the living material out of which their successes are built is a chance worth the time they would sacrifice to it.

I asked at Oxford what the final winners received as evidence of their prowess. A slip of paper, I was told—a certificate of excellence.

Perhaps this could be made into a little gilt-edged card which would entitle its winner to slip quietly into any theater which happened to be housing a performance from the repeated study of which he might learn something. He would sit—if there should be an empty seat. He would stand if there should be none; for any actor hot willing to stand for an inspired and inspiring performance has no business being in the theater. And if he's the actor I'm thinking of he'd even be glad that there weren't any empty seats! The little card might also insure him the courtesy of an interview with any manager to whom it was presented. These are inexpensive privileges, but I am sure most young actors would agree that they would be well worth gaining.

All this would involve the forming of study groups among the players themselves, to be coached by volunteer directors who are willing to dedicate a certain amount of time to this task. These could be found, I am sure, among the younger directors (and among the older ones, too), among experienced actors who have the ability to direct.

Value of Study Groups

There are many such study groups in existence already. These could compete. The rivalry resulting from a competitive effort would give the very stimulus needed. A yearly Olympiad of the Drama could be a very exciting event, with a possible later participation of the public to heighten the excitement.

It would be gratifying to see all this become a reality under the auspices of the American Theater Council. To destroy for the young actor the bugaboo of fruitless, despairing idleness; to give him the incentive to study and bring to life thru co-operative effort the great plays of the past and present, would alone justify all the effort which has gone into the organizing of the first magnificent and, I hope, historic assembling of the forces of the American Theater.

THEATER AUTHORITY—

(Continued from page 3)

of newspaper space but bring in very little kale to TA. He instances the Elsa Maxwell imbroglio at Jack and Charlie's which grossed \$2,100 but only yielded the Musicians' Emergency Fund a few bucks. Incidentally Corelli is casting inquisitive eyes on the Musicians' (Darn-rooch) Emergency million-dollar fund. He has been scrutinizing accountants'

statements and balance sheets in an attempt to find out how much they have actually been spending for the benefit of concert artists.

The recent United Palestine Appeal show at Saratoga, with Sophie Tucker and Joan Bennett in the limelight, was a money maker for TA. Show grossed \$25,000 and will turn over between \$300 and \$400 to the TA.

OP SINGERS—

(Continued from page 3)

and San Francisco opera singers lined up and with most of the big names like Lawrence Tibbett and Richard Bonelli behind them, is cracking the whip. The Associated Actors and Artistes of America feels that an operatic union can have no actual bargaining power unless it has the stars signed up. In addition the name artists have a radio importance, which all goes to account for Four A's friendliness toward AGMA.

GOAA is still holding tightly to its ace in the hole, the Four A's charter, and is hollering dictatorship at what it asserts are Kenneth Thomson's high-handed tactics. GOAA is wary of affiliating with AGMA and yielding its charter because of fears it will be swallowed up. Members are under the impression that they would lose their vote if they fused, since AGMA had two dues-paying classifications: \$25 members and \$10 members. Sawbuckers could not vote and most of the GOAA members are in the lower financial brackets.

But AGMA has changed its constitution to allow every member, regardless of the amount of dues, to have a vote. Exception is made for junior members like Actors' Equity. AGMA within the next few weeks plans to adopt a new sliding scale of dues after the pattern of the Screen Actors' Guild. Up to \$2,000 income dues will be \$12; up to \$5,000, \$18; up to \$10,000, \$24; up to \$20,000, \$36; up to \$50,000, \$48; over \$50,000, \$100.

SUMMER THEATER—

(Continued from page 29)

The bill proved so popular that the August schedule of plays was revised to make the second production possible. Series included *Red Peppers*, *Still Life* and *We Were Dancing*.

As in the earlier presentation, the featured players were Helen Brooks and Alexander Clark.

So Refined, a comedy by E. B. Dewing Kaup, had its premiere at the Sarobia Country Theater, Edgington, Ga. Cast in the leading role was Helen Pratt, others including Elizabeth Dewing, Richard Manning and Monte Meacham. A second performance was given the following night at Phillips Mill, New Hope, Pa.

Robin Hood Players, at Arden, Del., add *Fly Away Home* to the repertory. Cast includes Mary Loane, Edwin Ross, Herta Ware and Elwood Stoga.

Green Mountain Playhouse, Burlington, Vt., closed August 14. Director Harold B. Putney officially closed the Playhouse July 31, but consented to let members of the cast, headed by Robert Ober, attempt to finish out the season. Extreme heat and several days of rain forced Ober to close.

Damn Deborah, the Revolutionary comedy based by Walter Charles Roberts on the story of Deborah Sampson, who served for two years with George Washington's Continental Army, had its premiere Monday at the Cape Playhouse in Dennis, Miss., with Gertrude Michael in the title role and Philip Huston, Mary Sargent, Dorothy Blackburn, Martha Scott, Otto Hulett and Dudley Hawley heading the supporting cast. The play was presented by Raymond Moore by arrangement with Oscar Serlin. It has been staged by Arthur Sircom and designed by Eugene C. Fitch.

Robert F. Cutler, managing director, announces that he has chosen three of Noel Coward's one-act plays from *Tonight at Eight-Thirty* to be produced during the week of August 23. They are *Still Life*, *Fumed Oak* and *Hands Across the Sea*. Felix Jacoves will direct.

to her less satisfactory than they would have been over there.

Interviewing the Manager

One might easily dismiss her as having no talent (as well as no "luck"), but the pity is we can't be sure of that. What evidence of talent can a player give who nervously walks in to interview a manager—his or her whole personality overstrained and maladjusted to the need of registering in a few brief moments fitness for a part. The more sensitive the player, the less apt he is to have the "office personality" which might "sell" him for the engagement.

How can all this be remedied? Well, not over night, I'm afraid. But our purpose is to face and recognize our problems as such. The further steps will depend upon how sincerely we desire to solve them.

When I was in England a few years ago I attended the Oxford Verse-Speaking Contest. For days I heard groups, ranging from 4 to 25 in number, presenting their interpretations of a given selection of poems before a jury of poets and interpreters of poetry. The surprising range of vocal color, varying tempo, different conception displayed in the course of the program was a revelation.

It occurred to me then that some such annual event in our theater would be immensely valuable not only to our players but to a jury of managers as well. For the actor, it would furnish a kind of life line of study, a purposeful activity leading to the opportunity of presenting his talent or some new facet of his talent before the men who engage that talent. The manager in turn would have a chance to get a more adequate impression of the player's quality than can be given in a brief, self-conscious office appearance by an actor frequently

From Out Front

(Continued from page 29)

says, "that a lot of them ought to be discouraged. What other business so coddles its incompetents? We too have read plays offered us for criticism—and oh, my Lord! That these writers would howl goes without saying. But since they are already howling, would a little more noise matter? They are only cluttering up the works anyhow, and a quick lethal shot would be a long-run kindness, besides clearing the deck for those who can really pull an oar." I enthusiastically agree.

"Mr. Dodd Takes the Air"

(WARNER)

Time, 85 minutes. Release date, August 21, 1937. Screen play by William Winter Haines and Elaine Ryan, based on story by Clarence Budington Kelland. Music and lyrics by Harry Warren and Al Dubin. Directed by Alfred E. Green. Cast: Kenny Baker, Alice Brady, Jane Wyman, Henry O'Neill, Ferris Taylor, Frank McHugh, Gertrude Michael, John Eldredge, Harry Delmont and Linda Perry. Reviewed at the Strand, New York.

To the accompaniment of Kenny Baker's singing almost any picture can be made palatable. This one, in its own right, offers entertainment also in Alice Brady, a temperamental if not screwy prima donna, and Gertrude Michael, one of those gals who doesn't pay her own rent. The pitter-patter dialog is empty but amusing. When the two women stage a typical barnyard scrap for the

affection of Baker the audience is in for a good laugh.

Warners use a classic triviality—success story—as an excuse to turn on Baker's voice. It might be only a coincidence that the tenor assumes the role of a naive country yokel not very different from the dumb-bunny character he is called on to portray on his radio programs. His voice lends itself to such displays. At first he represents a baritone electrician who does his bit at a strawberry festival celebration. A prosperous native in the audience is so taken over by the quality of his voice that he signs him for a broadcast on his mattress program. In the interim the yokel undergoes a throat operation and comes out a tenor, much to the horror of the sponsor but to the delight of other talent scouts. Over coffee and doughnuts he becomes a thousand-dollar-a-weeker, with the female fans tagging after him in droves.

Of the women in his life Jane Wyman

is his favorite, for she is largely responsible for his first big contract, but she has to eliminate from competition such vultures as Brady and Michael. The harassing at last sets off Baker's one spark of intelligence. He pretends to lose his voice, a means of breaking his contract and fleeing from New York to his native habitat and its strawberry festivals. In the last reel Wyman vindicates herself and gets into the goal position, with Baker again giving vent to crooning. It won't be his fault if the following four songs he handles don't become popular: *Remember Me? Am I in Love? Here Comes the Sandman and The Girl You Used To Be.*

This stuff is a particularly good draw for the femmes. Sylvia Weiss.

"The Big Shot"

(RKO-RADIO)

Time, 60 minutes. Release date, July 23. Directed by Edward Kelly. Screen

play by Arthur T. Horman and Bert Granet, from a story by Lawrence Pohle and Thomas Ahearn. Cast: Guy Kibbee, Cora Witherspoon, Dorothy Moore, Gordon Jones, Russell Hicks, Frank M. Thomas and others. Reviewed at the Palace, New York.

Another retake of our mobster friends going about their dastardly business, while Kibbee amiably smokes his pipe and is scolded by his shrewish wife. Kibbee is a small-town veterinarian who falls heir to a huge fortune left by a gangster uncle. Uncle was Public Enemy No. 1, and Kibbee inherits uncle's rep along with the sugar and an armored mansion. Unaware that he's the head of gangdom, Kibbee embarks on a crusade to clean up the big city.

It's slightly funny, but paced too smallishly to be good entertainment. Just a type vehicle for a good comic. If you can take your Kibbee or leave it alone, this one is better left alone. Maurice Zolotov.

REVIEWS OF ACTS

(Continued from page 25)

and they then engage in another double dance, colored by eccentric steps and Suzi-Qing. As an encore they offer an impression of Stepin Fetchit more tiring than the character portrayed is supposedly tired.

Turn up to the last bit is very pleasing and act enjoyed appreciative hand when caught. G. C.

Key Taylor

Reviewed at the Hollywood Restaurant, New York. Style—Acrobatic dancing. Setting—Floor show.

Miss Taylor is a very pretty, tiny brunette who is spotted for a couple of dance specialties here and who manages to stand out definitely.

First number is a snappy little tap-and-turns affair, while the second is an acrobatic, high-kick and back-dip specialty that is an easy applause-getter. Her graceful flips are done with such ease and timing that they rise above the classification of just good acrobatics.

For a youngster, she is certainly okeh and should develop even further. P. D.

ORCHESTRA NOTES

(Continued from page 24)

ville, Ia.; September 17, the Auditorium, La Salle, Ill.; September 19, the Rink Ballroom, Waukegan, Ill., and then the Tom Archer chain of ballrooms for six days.

NORMAN LAWRENCE, former drummer with Harry King Barth, is now connected with the High School Band, Natchez, Miss., under the direction of Frank C. Heard.

HUNT'S OCEAN PIER, Wildwood, N. J., brings back Woody Herman for a return run. Set indefinitely and remoting nightly via WIP, Philadelphia.

CONVENTION HALL, Wildwood, N. J., has been transformed into a dance hall, opening August 20 with the Las Vegas Orchestra.

MILTON KELLEEM closes at the Arcadia International House, Philadelphia, September 3, on which date nitery resumes a name-band policy, with MCA booking.

DUCE'S OF RHYTHM Orchestra, with Louis Randolph, open at the Moonlight Cabaret, Philadelphia. Ted Tinsley having moved his swingers to the Parrish Cafe. Both spots remote via WDAS.

VINCENT RIZZO, formerly on relief duty at Philadelphia's Hotel Adelphia, takes over the spot's major dance assignment next month, replacing Harold Knight. Max Essire comes in with the small combo for the relief rhythms.

AL KAVELIN and orchestra go into the New York Rainbow Grill in two weeks, replacing Cornelius Codoban.

MILLION DOLLAR PIER, Atlantic City, will have the bands of Ferde Grofe, Russ Morgan and Jolly Cohn as attractions over the Labor Day week-end. Don Bestor there now.

LEE GRANT and orchestra have recorded the Wheaties theme song featured on all of the General Mills air shows.

DICK MILLS and orchestra, with floor show starring Carl Rylee, Paul Lane, Jack Normand, Jeff Chandler, Sugar Blues, Eileen Byrd and Benny Scott, current at the Rostisserie, Jackson, Miss.

AUGIE SCHELLANG and orchestra and Harold Jory and band playing at Roosevelt Hotel's, New Orleans, Fountain Room and Roof and airing over WDSU.

DAVE WINSTEIN and ork working at Plantation Club, New Orleans. Broadcast over WDSU.

BOB FOSTER, former band leader, now handling business for Blue Steele and band, playing engagement in Fort Worth, Tex.

JACK WARDLAW and orchestra are in their eighth week at the Pavilion, Hendersonville, N. C.

MEL CROCKER and band are finishing a successful season at the Alpine Shore Club, Cleveland. Jackie Barnhart and Bud Sizer are featured in novelty acts.

KERMIT DEMRIS' 11-piece combo is currently at Fort William Henry Hotel, Lake George, N. Y.

JACK MELVIN has signed with Meyer Davis and will open at the Mirador, New York, September 14.

SOUTHERN GENTLEMEN Orchestra will close its long stay at The Pines, Pittsburgh, Labor Day and will open the Ionian Room of Desler-Wallick Hotel, Columbus, O., September 7. Band will be aired nightly over Station WBNS from there.

FRANKIE QUARTELL and band will furnish the music at the New Colony Club, Chicago, which opens September 9.

VAUDEVILLE REVIEWS

(Continued from page 20)

sets in, it should all hit the sock class.

While this marked Dorsey's first look-see in Philly, his radio and record rep made the appearance a welcome one. Folksies cried for swing motifs, and the Dorsey dandies dish it out. Split the sheets with a swingphonic *Honeysuckle Rose*, with jazz-man Jimmy riffing the clarinet, and followed with a show-caser for the drummer beater-outer, Ray McKinley, with *Old Man Harlem*.

From then on to the closing minutes, the band recitalists are forgotten for a run of specialties. Freda Sullivan, first front, sells a solo strut of terpsitics, finishing both turns strong with cartwheeling capers. Bob Eberle, band's bary balladeer, gets over with a couple pops, finding them more responsive for *Where or When* than the milked *Night and Day*.

Dorseyites fill in with an ultra-swing transcribing of *The Flight of the Bumble Bee*. Cleffing credited to trumpeter Toots Camaritto; but it's strictly a scientific study in scoring, counting only at the ending when Dorsey demonstrates his fast-fingered wizardry on the alto sax.

Don Cummings on next with tomfoolery, that's mostly blue, and rope trix, that're mostly good. In spite of his white tie and tails getup, aims to emulate the late Will Rogers. Material is weighted down with age, but his frankness, in delivery makes it count for something. Best, however, when he combines his footwork with the fancy rope twirling, bringing down the house on that score.

Sunny Rice carries on with rhythmic tap-toddling that registers, especially when she embellishes the whirling with ballet technique. Ray and Trent, males, are sock thruout in their hand-to-hand posturations, counting double with a flair for comedy in their routine.

June Richmond, plump sepla swing-diva brought here by Dorsey, adds the harmlesse to the rhympation. Band comes to life again as Miss Richmond does the vocal beatups for *Darktown Strutters' Ball*, *Shoe Shine Boy* and, with the entire band swing-mad, an ultra jived patter for *Peekin'*. Gal not content with mike hugging, cutting capers in the truck-on-down groove.

Instead of closing with a traffic-stopping tempoed tune, which all bands showing here are want to do, and which only serves as an exit march, Dorsey

goes novelty for the finale, rating a hand on closing curtain and keeping 'em seated until then. Swing is forgotten for *Annie's Cousin Fannie*, each member of the band extolling the posterior extremity. Leans on the double entendre lightly, but doesn't offend.

Runs rightly for an hour, needing only a capable introducer to tie it all up. With Dorsey playing instead of wand waving, he's hampered on the emcee call. Screen offers *The Girl Said No* (Grand National).

125th Street Apollo, N. Y.

(Reviewed Friday Evening, August 13)

Still holding its own as the premier combo house with colored talent, and occasionally black and white, and also on a par with any other metropolitan vaude house, Harlem spot's current bill, however, falls below average. Headlining turns, Claude Hopkins and band and act of Johnny and George, do well but not as brilliantly as they have in the past. Show runs a draggy 85 minutes.

Opener is Paul Gordon, novelty cyclist, and only white act on the bill, in an assortment of trick stuff on bicycle, unicycle and a strange affair with three sets of pedals. His offering is neither unusual nor expertly dishd, and an attempt at comedy patter and a bit of clarinetting while riding one of his contraptions fail to help.

Jack and Jill, formerly known as Dorothy Tinney and Earl Thompson, do tap work and some singing, but their dancing is by far their forte. The showing nothing new in steps, they have youth and personality to aid them.

Johnny and George, sophisticated pianist-vocalist duo who have made a name for themselves as cabaret entertainers, found the stage too wide a breach for their intimate style. Took them a long time before they caught on with the audience, but they did succeed in working up an appreciable hand, especially with their *Tiger Rag*. Response was not a true judge of their actual merit.

Sunshine Sammy, assisted by Sleepy Williams, should at the outset be given an extra salvo for his modest gesture of not capitalizing on his film renown. Without that buildup he and his partner score with lightning stepping, much of it acro. Also give out with a bit of song.

Biggest disappointment is the comedy relief by the trio of Dusty, Sandy and George. Perhaps their shortcomings are more keenly felt by this reviewer because he always was a pushover for that other displaced trio, Pigmeat, Mason and Baskette.

Claude Hopkins and his men do an excellent job of accompanying the show while in the pit. They grab little of the spotlight while on the stage, preferring to let Beverly White, vocalist, speak for them. Gal has a small voice, of not too great a range, but over the mike it registers with sweetness and quality. A swell selection of numbers that's right in the groove for her sweet-swing style and sterling support by the band made her a show-stop.

Dorothy Preston led several Leonard Harper production numbers without distinction but acceptably. George Colson.

Metropolitan, Boston

(Reviewed Thursday Afternoon, Aug. 19)

Sixty-minute session of *Shades of Syn-copation* needed more bas relief to put this flesh bill in the winning brackets, altho good biz prevailed at second show.

Nick Long Jr. is headlining the bill and he leads the opener, *A Studio Rehearsal*, hoofed out by the Swing-o-Paters (16). Thing looks like the beginning of build-up gag, but it develops into a clever piece of business, including some tap hurdling over the knee-bent line. His tap stint is okeh, too.

Stuart and Martin hold the duce spot in a so-so affair. Act lulls in spots but rates okeh when the lads jazz up *Old Man River* vocally and instrumentally. Martin does business with a fiddle and ukulele and Stuart a bit of harmonica blowing. Martin also plunks out a music-box replica on his uke, and Stuart is a fairly good scat singer. The boys try to put too much in the act and lose out on quality. They've got something, tho.

Trey spot has Elinor Sherry warbling a medley of tunes, including *September in the Rain* and her own arrangement of *He Ain't Got Rhythm*. Lacks sock piping and needs more stage personality and mellowness in her vocal apparatus. She vocally introduces the *Moonbeams and Wistaria* production number with *Whispering in the Dark*, danced by the Metropolitan Ballet. Second portion of the number shows Nick Long Jr. and Nadine Gae giving their impression of Ginger Rogers and Fred Astaire in various flicker dance routines. Nick has the Astaire characteristics down pat. Gae looks well, and they team for some okeh dancing.

Johnny Burke, in his doughboy outfit, tickled the admission players with his draft and subsequent junket into the U. S. Army business, altho some of it is mediocre. Audience went for his composition, entailing various pit ork members combining the following tunes in harmony: *There's Something About a Soldier*, *When My Baby Smiles at Me* and Burke's pianistic *Moonlight and Roses*, all in the key of G. Good hand.

The Four Vespers, male gymnast troupe, paced a steady stream of feats that were okeh in spite of a miss or two. Novel is the hand-interlocking by two lads as another somersaults in mid-air to land on their entwined digits. New wrinkle and okeh.

Show today needed more production. Maybe the humidity caused the lethargic condition.

Love Under Fire (20th Century-Fox) is the flicker. Sidney J. Fatne.

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Thru Sugar's Domino



E. E. SUGARMAN

EDDIE CANTOR's election last week as president of the American Federation of Radio Artists throws the spotlight—for us at least—on a peculiar and interesting phenomenon of the organizational wing of the show business. True enough, Cantor has displayed more sincere and welcome interest in the welfare of the underdog than any single big name in any branch of amusements. From the time he took his place in the ranks of stars in the historic era concurrent with Equity's early struggles, this pop-eyed dynamo of energy and exponent of forthright discourse has lent his name to movements designed to better conditions among working actors and to alleviate suffering and misery among those not in a position to shift for themselves any longer. In the midst of all of the honors heaped upon him and all the non-paying jobs he has held as a leader in labor and philanthropic movements, Cantor's presidency of the Jewish Theatrical Guild stands out like a beacon, blessed at least with the virtue of constancy. It is not for us to assume the role of a lone dissenter, complaining about Cantor's ever-shifting interests. There is really nothing to complain about in this except to express the hope, with the welfare of the AFRA in mind, that this time, at least, the tempestuous little fellow will stick around a while after the bands have ceased their playing and the flags have been pulled down and rolled up for another day.

As we have intimated, Cantor's presidency of the Guild represents his single constant responsibility. Maybe it would be better for Cantor and the organizations that summon him as standard bearer if in the future there were less hurry in leaving one thing and going to another. It is not over a vista of very many years that we view Cantor's progress from president of the NVA to president of the American Federation of Actors to president of the Screen Actors' Guild to president of the AFRA. Cantor had very good reasons for quitting each of these posts but the idea of the little game we now propose is to find a darned good reason to stick with the AFRA until it has grown strong enough and old enough to use its own wings.

TALKING about the AFRA there is no better time than now, when the new organization is concentrating on building up a strong and representative membership roster, to call to its attention that unusual care must be exercised in selecting artists and others who will eventually determine the policies of the organization and will represent en masse the direction which the AFRA will take in bringing the radio actor into the family of performer unionism. A very important element in the organizing process should be that of selectivity in admitting members. There should not be too low an initiation fee. Also, the initiation fee should not be prohibitive either. We doubt whether this new organization, which is starting out with everything in its favor, including the sage counsel and financial backing of sister organizations, will spoil its chances at the beginning by instituting a prohibitive initiation fee. The chances are greater that in its efforts to corral as many members as possible within the shortest time it will let down the bars too low. The result would be disastrous; even fatal, we venture to predict.

The guiding principle of the AFRA should be to provide greater security and better working conditions for artists already in the arcastrating profession. When it acquires sufficient prestige and power the AFRA will be in a position to dictate within reasonable limits the inflow of talent into the radio branch. There are many employment problems facing this branch of the industry as things stand. The AFRA would be committing hari kari if it were to add unwittingly to the complexity and intensity of the employment problem by lowering the bars so as to permit any Tom, Dick and Harry to become a full-fledged member of the organization with all rights and privileges appertaining thereto. The first destructive effect would be the shifting on the shoulders of the AFRA the crippling burden that has to be carried by the Federal Theater Project. Whether it's a good thing or not, the fact remains that the FTP, by teaching smatterings of radio technic to outdated and superannuated and inferior actors, has incultured in these unfortunates the delusion that the only factor that prevents them from becoming great radio stars is a job. The AFRA cannot be flooded with this type of membership. And it cannot stand the weight on its still flimsy structure of thousands of aspiring amateurs who will clutter up the employment lanes like the carcass of a horse left to rot in the middle of a highway.

As much as many of us might not quite like the idea, money has well served its purpose as a sieve separating riff raff from the select. Other unions have managed to hold their own because of carefully-thought-out money requirements. In a moderate way the AFRA can do likewise. We suggest an initiation fee of at least \$15 and not more than \$25. Strange as it may seem, between these poles of Uncle Sam's currency lies the course that the AFRA must follow to achieve its proper place in the family of actors' unions.

STILL a very young man, still chronologically close enough in retrospect to grease paint smeared on for small-time vaude, Paul Small draws our attention by his having arrived at age as one of the most important night club bookers in these United States. This big hulk of something knocked around in vaude for years. Later changed and alternated his habitat to night clubs. His earnings as an emcee gradually increased but never to the point where he became really important as an artist. But this ample-girthed lad must have had visions of other than a two-pound steak to feed his avoiddupois. While he worked the nighteries all over the country he made it his business to size up the cafes in which he worked—not as an actor worrying about applause or bows or dressing room accommodations, but as a smart business man who intends some day to cash in on his knowledge of places and men. Small finally went into the night club booking business. His start was modest and progress was very slow. Repeal came and Small's star was in the ascendancy. No longer was he in the business of purveying talent for speaks. He knew the men who ran the speaks, he knew the men who would be the logical ones to open spots out in the open and bigger and better than in pre-war days. He was in the right spot at the right time but luck was far from being the only factor. He knew the business and the men in it. The rest should have been and was easy. Except that it required plenty of hard

(See THRU SUGAR'S DOMINO on opposite page)

The Broadway Beat

By SYLVIA WEISS

(George Spelvin has gone off on a nine-week vacation, insinuating the staff can't write this column without him. And, so, staff members will pinch-hit until his return.)

THE plutocrats who shell out a buck ten atop Al Smith's shanty on 34th street for a high view of earthly mortals and things inanimate will be taken down a fight or two upon learning that telescopers along 42d street can't get more than 2 cents for a good squirt of the lookers. . . . A rendezvous, tentatively dubbed La Conga, will be housed at 57 West 57th street and given a phone listing of PL (numbers 7 and 5 on your dial)—5-5757. I duly respect the ingenuity of the p. a. who could girdle his client with such indelible references, but—who said the public utility is impartial? . . . Run for whatever cover is left. Another snoop is loose. Billy Burton, p. a. for Rockwell O'Keefe, expects to smear the local gossip thru *Downbeat* starting next month. . . . The Cavalier night spot distinguished itself last week by turning on the juice in its outdoor sign when the club was still dark and unopened. . . . Recent innovations—punctual floor shows in night clubs.

Referring to Mr. Paul Muni in advertisements of the Emile Zola picture achieves for filmdom a new high in subtlety, bespeaking, at the same time the respect a movie star can command. . . . The Friars Club thinks of everything—even a grand stand aside of its new handball court atop the Edison Annex for kibitzers. . . . Before his nightly curtain call in *Room Service*, Phil Loeb visits a neighboring bar for a zoop of milk and a mug of coffee. And the proprietor pays good money for a liquor license.

One dance haven enticed customers with the promise of 40 gorgeous partners "if unescorted." Another cools off by turning on a lawn sprayer on its roof. . . . Jerseyites don't seem to mind the foot high lettering which ballyhoos *Damaged Lives*, the courageous movie production on venereal diseases, in front of the Newark Mosque, once the ultra of restraint.

Then there are family tidbits in *The Billboard's* own backyard. The scarcity of eligible females was heightened by the engagement, August 15, of Gladys Bostonian, of our secretarial staff, to Frederick Elliott. . . . Mrs. Jennie Donaldson, widow of *The Billboard's* founder, visited here following her six weeks' vacation in Mexico City. . . . The stray dog which sensed the SPCA atmosphere here and screwed up courage to walk in on us has since been duly adopted by our able-to-care-for Westchesterite.

Traffic among vacationers—Dave Driscoll is acquiring a barnyard strut on his mother's Minnesota farm. . . . Sam Chartock won't be around for a spell. . . . The return of Mort Millman, radio agent, from Hollywood, sort of events things up with the leaving for the Coast of Jerry Wald who has been conferring with Vallee on a story of Warner's. . . . It's Dame Rumor hinting that Sid Harmon's new play about a female photographer has something or other to do with his wife's being in that category, and that Phyllis Welch's pin money from Hollywood will be \$500 weekly, contract being for 26 weeks and a five-year option involving more mazuma.

Our resort spy tells us you can get pretty good fare at Julius Wiener's summer theater, White Roe Lake in Livingston Manor. Alex Rotov supervises musical productions, while Dave Ellis looks after the dramatics. . . . The story that there is on Broadway an amateur who is seized by melancholy whenever his father renders him an excessive allowance has been confirmed. Starving colleagues have to cheer him up lest there be an interruption in his annual production of about 14 plays.

Chicago Chat

By NAT GREEN

CONFIDENCE in a beneficent providence, possibly combined with a bit of personal ingenuity, may be depended upon to get one out of a tight place. Having to spend more or less time out of town this week we were wondering where in tarnation we would find anything to fill the Chat space, when in the morning mail came two letters from widely separated parts of the world, neatly solving our problem and renewing our faith in Fate, Providence or whatever one likes to term it. First letter was from Elizabeth Everard, director of the International One-Act Play Theater, 9 Wardour street, London, W 1. Says Miss Everard: "May we call your attention to our fourth annual competition. We are once more offering cash prizes and a London professional production. This latter is, of course, quite invaluable to any playwright. Our previous competitions have started many young writers on a successful career and given them a world-wide reputation. It will be remembered that among prize winners have been Elwyn Mitchell, one-time dramatic student at Yale University; Millicent Armstrong, of Australia, and Mrs. Mada Gage Bolton, of Montreal, who took first prize last year with a play which is already booking exceedingly well in England." Possibly some of our readers would be interested in submitting plays in this competition. The cash prizes are not large, 10 pounds, 5 pounds and 2 pounds for first, second and third, respectively. But the fact that the winners will be given a London production means a great deal and makes a try worth while. Competition closes November 30, which gives ample time for anyone interested to obtain full particulars from the theater.

The second letter was received from A. B. Marcus, musical show impresario now playing the *Antipodes*. It came from Sydney, Australia, where the Marcus show opened in magnificent style.

"We finally closed in New Zealand and sailed away in a blaze of glory," says Marcus. "After finishing engagements in the South Sea Island (Christ church, Dunedin, Invercargill and Timaru) we came back up to Wellington to catch the Wanganella for Sydney. The government radio station had arranged a Maori farewell party for us on board. The Maoris are the native race of New Zealand and are quite similar to our Hawaiians, being Polynesian in origin. There were about a dozen of their dancing girls down from the village near by to do their native dances for us, dressed in their own costumes; the men were there too, doing their war dances. The Maori prince, who is a member of the New Zealand Parliament, was the leader. The entire program was relayed thruout New Zealand and by short wave over to Australia. They sang their Maori farewell song for us and we did our *So Long* number for them; Ben McAtee sang it in the Maori language. Then when we arrived in Sydney last Monday we were given an enthusiastic welcome. Our opening Wednesday night was quite a social event; even the reporters and publicity people were there in tails. Speculators (something new over here) were getting 5 to 10 pounds for a single ticket and we were offered 25 pounds for a box with four seats. Our advance sale is the largest ever known over here. For two days before we opened it was impossible to get a good seat for sooner than two weeks ahead. We would like to stay here in Sydney longer than our eight weeks, but that is impossible, due to previous bookings. We will be in Australia for 26 weeks."

Van Arnam Show Heading Southward

LITTLETON, N. H., Aug. 21.—John R. Van Arnam's Radio Barn Dance, tent show under the management of Roy Roberts, is heading southward toward Homestead, Fla., 20 miles south of Miami, where it will again winter. Show opened the season at Macclenny, Fla., and has been as far north as Fort Kent, Me., that State's most northerly point. Company has played all one-nighters.

Last winter the Van Arnam unit played the entire Sparks Circuit of theaters in Florida, later showing seven weeks under tent in the smaller towns.

Van Arnam roster is as follows: Warren L. Warren, general agent; Jay Wall, brigade agent; Roy Roberts, manager; Rudy Hoff, band leader; Al Pinard Jr., drums; Reno Barr, trumpet; Carl Babcock, trombone; James Miller, clarinet; Walter Kalash, clarinet; Don Whitehouse, sousaphone; Cecil Haines, baritone; Charles (Dome) Williams and Billy Hall, comedians; Bob, Madeline and Theresa Driscoll; Arlen and Kearns, Maxine Sisters, Margaret (Peggy) Smith, Libby Mack, Patricia O'Day, Charlotte Rea, Lester Leigh and Beatrice Wright, Old Homestead Quartet (Williams, O'Brien, Arlen and Babcock) and Wallace Pollock and Leilani, featured Hawaiian specialty. George Wall is chef; Nathan Babcock, boss canvasman; McGregor Whitehouse, superintendent of transportation; Thomas Mahoney, front door; Vernon J. Witherstine, electrician; Clarence Reed, reserved seats; Billy Stone, lot superintendent; Lee Sears, stage manager; Hugh Hawley, William Burnett, William Moore, James Potsdam and Sam Bailey assistants.

Equipment consists of five trucks and five trailers, dramatic-end tent, 52x140; 550 reserved seats and 400 blues.

Billroy Briefs

SHARON, PA., Aug. 21.—Several members of the company are on the sick list. Those chilly nights on Lake Erie probably had something to do with it, as the letting out of the side-walls every night created quite a draft thruout the tent.

In Erie, Pa., we had visitors Bruce Rinaldo, now directing WPA shows; Al Fraser, who just closed with one of Ed Gardner's units; Lew Luther, who has quit the road and settled down in Erie. In Ashtabula, O., we had as our guest John Creamer, well-known circus fan and who, by the way, owned the lot we played on. Other visitors were Mrs. Fred Williams and daughters, of Detroit; Willis Walters, of Columbus, O., who is spending a few weeks' vacation with us and Tex Chapman, now residing in Pittsburgh.

Buddy Hawkins, who has been in a state of suspended animation since the love bug had a feast on him, is now so completely enveloped in that fog that you can scarcely distinguish his form any more; just hear a squeaky reed with nothing behind it; very ghost-like.

A letter from Kitty Watkins, who emoted on this show for several seasons, but now doing a bit of globe-trotting, informs us that she has returned from California, after visiting all her relatives in that section. Following a brief stop-over in Detroit, where she has a mailing address and a husband, she took off for points south, where other unfortunate relations are waiting to hear the burden of listening to Kitty tell about her many ailments.

Kirk Kuykendall has replaced Sid Lovett as head of the billing crew. . . . Rosalie Marco has gone to her home in Philadelphia to rest up for a few months. . . . A candid camera shot of Winona Wehlie shows her smiling and apparently in a good humor, which makes it a rare print indeed. WAYNE BARTLETT.

Kansas City Jottings

KANSAS CITY, Mo., Aug. 21.—Lawrence Deming, trail blazer for the Biehli Sisters' Stock Company, sojourned briefly in the village this week en route to a Kansas spot in the interest of the show.

Glenn Morris and Hester Helderly have joined the Wilder circle now showing a loop of towns in Minnesota.

Frank Smith Players have invaded Missouri after 10 weeks in Illinois.

Ed C. Ward's Princess Stock Company played this week at Pleasant Hill, Mo. (See KANSAS CITY on page 35)

Rep Ripples

GEORGE W. JOHNSTON, former repertoire manager, is producing *Ten Nights in a Barroom* at resort towns in New England.

LOUISE GALLOWAY is directing the Nipmuc Park Players at Mendon, Mass., and Edmund Dinsmore is playing the leads.

LUCILLE AND MAX GORTON, who have been playing E. F. Hannan's *A Little Maine Town* at resorts in Maine, have closed because of Miss Gorton's illness. They were formerly with the Galvin and Forest Abbott players.

NELL MASON, after the closing of the Tex Rose Lone Star Ranchers in New Germantown, Pa., jumped into Marietta, Ga., where she is now residing in her trailer. She expects to line up soon with another show playing the South.

CAPT. J. W. MENKE'S Golden Rod Showboat cracked the rotogravure section of *The New York Times*, August 15, with four photos snapped recently at Herculaneum, Mo. Photos showed the exterior of the boat, a view of the stage from the auditorium, a snap of the "dirty-dog" villain and a cross-section shot of the audience, showing one of the femme customers with her tongue protruding, evidently giving the heavy the bird.

ROBERT BUTLER III, son of Mr. and Mrs. Roy Butler (Alice Richey), pencils: "We drove over to Olean, N. Y., from Buffalo recently to see Billroy's Comedians. The best show under canvas I've ever seen. The wardrobe is gorgeous, numbers are beautifully staged and the show is well produced. Billy Wehle is still tops with his novel announcements."

HARRY CANSDALE, veteran of the rep and stock fields, paid a visit to the home office of *The Billboard* Thursday of last week—his first in his 35 years in show business. Harry is now on the staff of Station WLW, Cincinnati, and is doing the part of Caleb in the popular Mad Hatterfields program over that station. Other veteran troupers on the same program are Bill Green, Owen Vincent and Pauline Hopkins. Cansdale has been on WLW since last April and is slated to remain there indefinitely.

VIC SPOUSE, veteran manager-agent, this season ahead of the Original William Show, was a visitor on the Hank Keene Radio Gang lot in Bowling Green,

Ky., last week. It is reported that as a result of a conference between Vic and Manager Keene, Vic will again take over the general agent post with the Keene outfit in 1938. Spouse held down that post last season. From Bowling Green, Spouse headed for the Deep South in the interests of the Williams show, just finishing in Ohio and Pennsylvania. Keene company is working northward towards its winter quarters in Connecticut.

Tolbert Tattles

NEWBERRY, S. C., Aug. 21.—August 8 was spent in Wilmington, N. C., bathing and fishing. Annelle and Buddy Hale, Little Buddy, Little Jimmy, Dorothy and Toby Eastman, Laney Foster, Little Hale and Wiley Kilpatrick were deep-sea fishing with splendid results. No one getting seasick, but Little Jimmy, 10-year-old companion and nurse to Little Buddy.

Lillian and Honey Wilds, Norma and Lasses White and friends spent the day at Carolina Beach, as did Bea and Red Jinks and Bob Norris. That night, nearly the entire show took in the midway, the swimming and the picture gallery.

Monday afternoon, Annelle Hale entertained entire show, including working crew, with a party for Little Buddy's third birthday. He couldn't open presents fast enough, even with Little Jimmy assisting.

Gretchen and Bob Norris are the proud owners of a new Chevrolet. A christening party was given after the show, but no champagne was wasted over the radiator cap.

Annelle and Buddy Hale and Bea and Red Jenks have new radios, Dixie Herbert has a new fur coat, Dorothy Eastman a portable machine, Irvin Behmer a new trumpet and Honey Wilds a ukulele. Irvin's old trumpet and Paul Herbert's new sax were stolen out of the bus in Monroe.

Visitors in Monroe were Laney Foster's mother and little brother from Charlotte; Red Jenks' parents, Mr. and Mrs. L. J. Thaggard, from Montgomery, Ala., and also his aunt and uncle, Mr. and Mrs. Walter Johnson, of Cramerton, N. C., and Mr. and Mrs. Boyd Holloway, of Monroe.

Bennettsville was our first town in South Carolina, August 14. Since then we played three towns and forced to give two shows each night. If this continues South Carolina will top the record-breaking weeks in North Carolina.

Little Hale left Monday in Florence to join No. 2 Tolbert show. Lillian Wilds is taking over the pop corn and cold drink concession. Mrs. Lasses White has been ill recently. She has had several doctors and was absent from the top for six days. She is back now and feeling better. SALLY THE SLEUTH.

Tolbert No. 2 Show Off to Good Start

BLACKSHEAR, Ga., Aug. 21.—Milt Tolbert Company No. 2 got under way August 9 in Peilham, Ga., to good business. Adel, Ga., Tuesday (10) and Nashville, Ga., (11) provided out-and-out turnaways. Fitzgerald, Douglas and Alma (all in Georgia), in order named, came thru with satisfactory attending numbers to round out an excellent week's business.

Performance is built strictly along presentation lines and features Lew Childre, the "boy from Alabama;" his sidekick, Wiley (Flash) Walker, and Frank (Red) Fletcher. Last-named is also producer. There are six girls in line and all are spotted for individual specialty turns. Other principals are Eddie Kirk, Naomi Barrett, Pat (Toby) Williams, Dolores Franz, Patsy Keller, Georgia Bell, George Kirk and Johnny Finch. The seven-piece orchestra is comprised of Tommy Burns, piano leader; Ollie Holloway, first trumpet; Eddie Wirk, second trumpet; Gene Lewis, drums; John Rupee, Bert Estes and Cleo King, saxes. Childre, Walker and Ponchita and her Rumba Dance Girls are retained as concert features.

Staff includes H. D. Hale, owner; Ollie Hamilton, manager; Hobart Hale, secretary-treasurer; Smith Hamilton, in charge of bill brigade; Pierce Williamson, 24-hour man; B. B. Burrell, lot superintendent, with crew of 12; Basil Houston, electrician; Shorty Palne, props; C. D. Webb, mechanic; Jim Hodges, stage carpenter, and Connie Burrell, wardrobe.

Top is a 70 with three 30s, and equipment is transported on eight trucks.

North Players in Nebraska

LINCOLN, Neb., Aug. 21.—Ted North players started their week's run at North Platte, Neb., Monday before a capacity ladies' night crowd. They finished their engagement at McCook, Neb., Sunday. Feature vaude act is Ted North Jr. and the Jones Brothers in fast tapping. Most successful play has been *Two Men on a Horse*.

Feud Aids Chick Boyes Rep

LINCOLN, Neb., Aug. 21.—Current newspaper-theater war has proved to be a big break for Chick Boyes' tent outfit playing here. Instead of the usual movie layout on Sunday's amusement page, a six-column layout was given Boyes' outfit last Sunday.

VIRGINIA RICHMOND has joined the Guy Palmerton Players at the Whalom Park Theater, Fitchburg, Mass.

Thru Sugar's Domino

(Continued from opposite page)

work, unearthly hours and all that comes with prosecuting successfully the furthering of a night club booking business. The astute showmen running the William Morris Agency saw in Small a means of fortifying the agency's position in the night club field. He was taken into the William Morris office a year ago and today he is an acknowledged success as head of one of its most important departments. The story of Small is for our purpose an ideal success story because it demonstrates that the age of individual enterprise is not dead. His career thus far should be an inspiration and a picker-up to the gentry who bemoan the fact that the little fellow (figuratively speaking) no longer has a chance in the booking field; that the big ones have grabbed everything and that there is nothing else for the little fellow to do but die or get a job with the A. & P.

Another success story of very recent vintage is that of Dell O'Dell. This undaunted little lady came east about 10 years ago with a strong-arm act combined to some little extent with magic. She was by no stretching of terms a magician—or even a distinct novelty item. Just one of many acts flooding the market just at the time when vaude had reached its peak and was getting ready for the slide to what many believe will be oblivion. But this little lady had ideas. She wasn't content with merely taking what is offered her. Possessed of a flare for exploitation and clever advertising she tied up with more commercial companies than a fair-sized film outfit. She worked like a beaver; constantly made changes in her routine, learned new effects and learned them well. Years passed and modes changed. No longer did she balance heavy objects or perform other stunts that are difficult in inverse ratio to audience appreciation. Miss O'Dell emerged almost overnight—after years of preparation—as a lady magician and today she is in our humble opinion the best of them all. We mean, of course, the lady disciples of the black art. Several nights ago we saw her work at Ben Riley's Arrowhead Inn, just north of the New York city line. She was a revelation to us, who knew her work from the days when she was quite undistinguished. To those who viewed her cold as a cafe feature she was a sensation. She still sells her name and personality from table to table between shows. She still gets up novel thingamajigs that make patrons sit up and take notice. Such as Miss O'Dell, on the threshold of new successes, should be a ray of hope to performers who say that the parade has passed them and they are too tired to run up and find their places in line.

WANTED

Performers for one-night tent show, playing the bigger towns. Top vaudeville performers and those who do specialties; must be tops. Also, young and beautiful chorus girls. Also, Agent; must know territory. Please answer by letter; send photo, which will be returned. State all in letter and salary expected. Expect to make this one of best shows on the road. Will open latter part of September. Might consider organized show; must be good. Want to buy light plant, canvas, bottom chairs and costumes for chorus girls. G.E.O. W. ANDERSON, P. O. Box 254, Bristol, Va.

THE PRINCESS STOCK CO.

WANTS YOUNG TEAM—Man for Juveniles and Drama, Woman for Ingenues. Tell all first letter. Address E. C. WARD, care Princess Stock Co., Versailles, Mo.

WANTED

A-1 JUVENILE MAN. Other useful people write Specialties. Balance of summer and winter season. Write BERTH KIRBY, Kinsey Comedy K., August 23 and Week, Upper Sandusky, O.; August 30 and Week, Bucyrus, O.

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SAULINE PLAYERS

Want quick for sixth season: Young General Business Man and Juvenile Man who can do good Musical or Dance Specialty. JOSEF SAULINE Belmont, N. C.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

OTIS MANNING is current at The Club, Hagerstown, Md., for an indefinite engagement as emcee and magish. From there he will head back into Ohio, his home state.

L. D. GUNN, West Coast mystery worker, is playing his second engagement of the season at Casa De Manana, La Jolla, Calif. "Played all the nice hotel resorts around the section this year," Gunn postals, "and to good money, too."

OHANDA, the magician, and Princess Zeella closed recently with the Jack Hoxie Circus at Lima, O., and are headed southward for the beginning of their fall season. En route south, they enjoyed a brief visit with Leroy, the magician, and the Mrs.

"Cellna, O.

"Dear Bill:

"In my opinion, you have a great idea in your convention of conventions idea. I, for one, hope the IBM officials are wise enough to move their dates up for the general benefit of all magicians.

(Signed) "LESTER LAKE (Marvello)."

DANTE THE MAGICIAN has been playing to unusual business in England these days, despite the extremely hot weather that country has been experiencing recently. Dante's *Sim-Sala-Bim Revue* played Birmingham, England, beginning August 1, for the show's first return date there and business was capacity on the week, according to word from the show. From Birmingham, the Dante Company moved to Wolverton, with Liverpool, Manchester, Newcastle, Dublin, Belfast and Cork following. Dante moves into the Winter Garden Theater, London, shortly before Christmas for a several months' run. Mrs. Dante reports that everything is rolling along lovely with the members of the show.

BENJAMIN FRANKLIN IV appeared at The Greenbrier, White Sulphur Springs, W. Va., Thursday night, August 19, with his hour's program of magic and illusions, as featured entertainer for the John Hancock Life Insurance Convention, which was in session there last week. Franklin received his BS degree at Ohio University, Athens, O., last spring and will attend Ohio State University, Columbus, O., this winter, to work on his master's degree in psychology.

"White Sulphur Springs, W. Va.

"Dear Mr. Sachs:

"I am heartily in favor of the combined magicians' convention as you have suggested.

(Signed) "BENJAMIN FRANKLIN IV."

KAROL THE MAGICIAN has been held over for a third week at the Sun Dodgers Night Club, Chicago, with his manipulative magic.

LU-BRENT entertained American Legionnaires in convention at York, Pa., last week, with a big show at the YMOA there.

SIX EASTERN STATES were represented by nearly 100 magicians at the annual picnic of Red Rose Ring No. 51, IBM, held at Rocky Springs Park, Harrisburg, Pa., Sunday, August 15. John Davison, national president of the IBM, was introduced to the gathering by Karl Bernard, president of the Red Rose Ring. Ned Fralley, secretary, was in charge of arrangements; Dr. William Endlich, Harrisburg, was stage manager.

15 Great Easy to Build Illusions by U. F. Grant, for Slide-Show, Club & Stage. Wonderful Illustrated Manuscript for only \$2.00 Post-paid.

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WANTED YOUNG MAN

Assistant to Mentalist. Now playing Falls. All winter work in Stores and Theaters. Give full particulars and lowest salary. Must join at once. Address: MENTALIST, care MILLER, AUBURN, WENT CO., Fairbury, Ill., this week; Rensselaer, Ind., week August 30.

being assisted by Wilmer Barton, of Lancaster. Led by Emcee B. Van Carey, of Baltimore, the following entertained an audience of 1,000 persons: George Shade, Otto, the "Juggling comique"; Dr. Kenneth Sheeler, Frank Portillo, Ellwood and Ripel, Kooztz, John Lippy, Zerr, Swivello, Landrus, Del-O-Del, Ernie Rutz and Tom Osborne, card expert.

DE ROZE, drink-mixing illusionist, is at the Circus Schumann in Copenhagen.

LOUIS SCHMIDT, illusionist, is with the Circus Louis Schmidt in Copenhagen.

KARSTON THE MAGICIAN and his *Follies Unusual* played to good business for four days recently at the Orpheum Theater, Spokane, Wash. Forty members of the Spokane Mystic Club attended opening night. At Karston's invitation, four members of the club presented their specialties at a special Saturday midnight show. They were President Clarence Talbot, Frank Dahlke, Jack West and Les Hoagland. Talbot entertained Karston and his manager, Felix Bley, after the opening night's show.

THE GREAT MARVELO (Lester Lake), magician and stunt artist, is now in his third week of fair dates, doing his new *Hell On Wheels* act as the feature of the Hollywood Dare Devil Show. This is the stunt wherein Lester rides inside a burning car and crashes into another auto head-on while going 40-miles an hour. The crash was so terrific at his opening performance that he was thrown out thru the top. He's been anchored in ever since, however. Lake feels that he has something that the pirates won't grab so quickly.

"Osceola, Ark.

"Dear Mr. Sachs:

"You idea of merging the IBM and SAM for a joint convention in Cincinnati in 1938 is indeed a capital one. I believe such a meeting would be beneficial to all interested in magic. There are no good reasons why such a get-together could not be held, making it a record-breaking event.

(Signed) "S. S. (Andy) ANDERSON."

HORACE E. ROSE (Cairo the Magician), formerly with the Russell Bros. and other shows, has joined the Dan Rice Circus as magician and inside lecturer. Rose plans to put out his own show in the fall to play theaters and schools in the South.

LINDEN COWARD and Al Littlebear, after a fortnight's vacation on St. Simons Island, Ga., resumed last week in schools and churches down that way.

DON GREENWOOD and partner, Chloe Daire, opened August 18 at Wilson's, Philadelphia, where they are changing their magic routines twice nightly. Miss Daire is doing her singing and whistling specialties, with Greenwood featuring his demonstration of "par-optic" vision, with the billing, "the man who sees with his skin."

MADAM PINKY, of Chicago, is vacationing at Spirit Lake, Ia., these days, where she is recuperating from a recent illness.

LeDILL, "wizard of silks," has just completed his 34th week with the Salt Lake City recreation department and is still booked far ahead by the department with his hour-and-a-half program of magic and marionettes. "Haven't seen a magician thru there for some time," LeDill pencils. "Wish the vaude houses would book one."

"San Francisco.

"Hello Bill:

"I surely hope that some way or other you succeed in your endeavor to bring about a joint convention of the IBM and SAM. It would really be an accomplishment and you would deserve a world of credit, if or not.

(Signed) "WALTER STOVER."

JOHN S. VAN GILDER, in writing from New York, where he is now vacationing, mentions: "Have greatly enjoyed watching meteoric Tommy Martin's performance at the smart Versailles Supper Club, where he is playing

EDITORIAL
DEPT.



CLEANED 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, 1564 BROADWAY.

For LEGIT MUSICAL

LOTTE GOSLAR—dance mime now at the Radio City Rainbow Room. Came to this country in Erika Mann's continental revue, *Pepper*. Pof, last season—but the limited engagement in that, played at the Chamin Auditorium, hardly constitutes a full-fledged legit appearance. Is a satiric dancer who is unusually competent at both dancing and comedy interpretations. Her work is well above night spot audiences and should be

perfect in a smart revue or on the concert stage. Her "personification of intoxication" is a superb creation.

ALEX ROTOV—comedy dancer caught at the White Roe Lake summer theater in Livingston Manor, New York. Definitely rates a nod from musical producers. He doesn't go in for the usual comedy dance routines but offers highly original material, leaning to satire. His dancing is of high ballet standards. Low chassis and excellent use of facial expressions add to the comedy. Numbers include a snake charmer item and one tagged *Viennese Hussar*, the comedy in the latter centering around a huge sword.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"I AM GLAD my friend Mike Hat enjoyed my blog on Sam Lee," writes Prof. Walter Brown Leonard. "Yes, he was all Mike claimed for him and some more. I have a good picture of Sam taken when I was over on the Gorton

his third engagement in a year and a half. Tommy's exquisite and deft demonstration of the *Egg-On-The-Fan* wins unstinted applause. Likewise, do they enjoy his surprising crimson wine glass production, adroit plucking of shiny silver coins from the ozone, skillful handling of tremendous purple, gold and scarlet sympathetic silks and his baffling arithmetic a la Slate. London cables are trying to bring Tommy to the swank Savoy Hotel for an October evening. This would be Tommy's fourth engagement there."

"Beckley, W. Va.

"My dear sir:

"I am very much in favor of your convention idea. I trust that both the SAM and IBM will consider the movement to meet jointly.

(Signed) C. THOMAS MACRUM."

HOOSIER POCUS CLUB, Indianapolis, at a meeting Monday night, August 16, elected the following officers to serve for the next 12 months: Doc Brumfield, president; Hubert Collins, first vice-president; Mr. Hancock, second vice-president; Jerry Furman, secretary-treasurer. Loring Campbell, an honored guest at the meeting, was elected honorary life member of the club. A party and show followed the regular business session. Campbell, who has been playing around Indianapolis the past week, was entertained at the home of a number of Hoosier magi.

MARTINELLI is back for a return date at the Club Morocco, Philadelphia, featuring for the first time on a local night club floor *The Floating Lady*.

EVERGREEN CASINO, Philadelphia, has added the magical tricks of Ossie Wells to the floor show.

ANNUAL CONVENTION and picnic of the Amateur Magicians of Pennsylvania was held Sunday, August 15, at Rocky Springs Park, near Lancaster, Pa. Local Red Cross Circle chapter played host to more than 100 amateur and professional magicians.

HAROLD STERLING presented a special midnight ghost show Saturday (21) at the Eastown Theater, Detroit. Show was produced by Joseph La Rose, manager of the house.

CARLTON SHARPE, youthful Chicago magician, appeared last week in The Villa at the Illinois State Fair, Springfield, Ill.

show years ago, also of Young Joe Gorton, with whom I associated. If you are ever in Friendship, N. Y., it will pay you to go over to the old cemetery and look for the graves of many an old-time minstrel who tramped with the Gorton Minstrels."

LEN DIAMOND, son of Matt Diamond, of the old Diamond Bros.' Minstrels, popular in the '80s, is now playing with an orchestra out of New Castle, Pa.

HAVE HAD several inquiries recently in regard to the present whereabouts of Nick Glynn. There are a lot of old-time minstrel men who should let their old friends know of their whereabouts and activities. Get busy; don't delay. You owe it to memories of the 11:45.

CHARLES F. EDWARDS, comedian and all-round performer; born in Philadelphia, January 11, 1872; first minstrel engagement with French's Sensation, doing end opposite Lew Baldwin, of Coburn and Baldwin. Also played many seasons in burlesque; has been a successful showman; now retired in Effort, Pa.

ERNIE KLEIN, of the 7-11 Minstrel Show, reports that he has sold all his minstrel equipment to Mad Cody Fleming and Walter Man, of Atlanta.

JACK BEARD writes from Lawton, Okla., that he has his own show there and is doing okeh. Crops in that section are perfect, he reports. Jack would like to read a line on Bill Beard, Jim Swor, Pat Wilda, Johnny Welch and Dutch Boone.

F. S. WOLCOTT and his Rabbit Foot Negro Musical Show played Wolcott's home town, Greenville, Miss., last week. Running a filling station there in the winter, Wolcott is a prominent Greenville citizen and the community jammed the tent to full capacity each night. Show played at lot in the center of town and good weather was an added stimulus. Show opened the stand with street parade that was more like a home-coming celebration.

AL BERNARD writes that he is still writing songs as fast as publishers can put scores to press. Al is now heading a two-a-week sustainer on an NBC hookup from the Coast and is drawing plenty of fan mail.

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Minstrels
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Operettas
Vaudeville Acts
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623 S. Wabash Ave., Dept. 16, Chicago, Ill.

Van Arnham Show Heading Southward

LITTLETON, N. H., Aug. 21.—John R. Van Arnham's Radio Barn Dance, tent show under the management of Roy Roberts, is heading southward toward Homestead, Fla., 20 miles south of Miami, where it will again winter. Show opened the season at Macclenny, Fla., and has been as far north as Fort Kent, Me., that State's most northerly point. Company has played all one-nighters.

Last winter the Van Arnham unit played the entire Sparks Circuit of theaters in Florida, later showing seven weeks under tent in the smaller towns.

Van Arnham roster is as follows: Warren L. Warren, general agent; Jay Wall, brigade agent; Roy Roberts, manager; Rudy Hoff, band leader; Al Pinard Jr., drums; Reno Barr, trumpet; Carl Babcock, trombone; James Miller, clarinet; Walter Kalash, clarinet; Don Whitehouse, sousaphone; Cecil Haines, baritone; Charles (Dome) Williams and Billy Hall, comedians; Bob, Madeline and Theresa Driscoll; Arlen and Kearns, Maxine Sisters, Margaret (Peggy) Smith, Libby Mack, Patricia O'Day, Charlotte Rea, Lester Leigh and Beatrice Wright, Old Homestead Quartet (Williams, O'Brien, Arlen and Babcock) and Wallace Pollock and Lellani, featured Hawaiian specialty. George Wall is chef; Nathan Babcock, boss canvasman; McGregor Whitehouse, superintendent of transportation; Thomas Mahoney, front door; Vernon J. Witherstone, electrician; Clarence Reed, reserved seats; Billy Stone, lot superintendent; Lee Sears, stage manager; Hugh Hawley, William Burnet, William Moore, James Potsdam and Sam Bailey assistants.

Equipment consists of five trucks and five trailers, dramatic-end tent, 52x140; 550 reserved seats and 400 blues.

Billroy Briefs

SHARON, PA., Aug. 21.—Several members of the company are on the sick list. Those chilly nights on Lake Erie probably had something to do with it, as the letting out of the side-walls every night created quite a draft thruout the tent.

In Erie, Pa., we had visitors Bruce Rinaldo, now directing WPA shows; Al Fraser, who just closed with one of Ed Gardner's units; Lew Luther, who has quit the road and settled down in Erie. In Ashtabula, O., we had as our guest John Creamer, well-known circus fan and who, by the way, owned the lot we played on. Other visitors were Mrs. Fred Williams and daughters, of Detroit; Willis Walters, of Columbus, O., who is spending a few weeks' vacation with us and Tex Chapman, now residing in Pittsburgh.

Buddy Hawkins, who has been in a state of suspended animation since the love bug had a feast on him, is now so completely enveloped in that fog that you can scarcely distinguish his form any more; just hear a squeaky reed with nothing behind it; very ghost-like.

A letter from Kitty Watkins, who emoted on this show for several seasons, but now doing a bit of globe-trotting, informs us that she has returned from California, after visiting all her relatives in that section. Following a brief stop-over in Detroit, where she has a mailing address and a husband, she took off for points south, where other unfortunate relations are waiting to hear the burden of listening to Kitty tell about her many ailments.

Kirk Kuykendall has replaced Sid Lovett as head of the billing crew. Rosalie Marco has gone to her home in Philadelphia to rest up for a few months. A candid camera shot of Winona Wehle shows her smiling and apparently in a good humor, which makes it a rare print indeed. WAYNE BARTLETT.

Kansas City Jottings

KANSAS CITY, Mo., Aug. 21.—Lawrence Deming, trail blazer for the Bleh Sisters' Stock Company, sojourned briefly in the village this week en route to a Kansas spot in the interest of the show.

Glenn Morris and Hester Holderby have joined the Wilder circle now showing a loop of towns in Minnesota.

Frank Smith Players have invaded Missouri after 10 weeks in Illinois.

Ed C. Ward's Princess Stock Company played this week at Pleasant Hill, Mo. (See KANSAS CITY on page 35)

Rep Ripples

GEORGE W. JOHNSTON, former repertoire manager, is producing *Ten Nights in a Barroom* at resort towns in New England.

LOUISE GALLOWAY is directing the Nipmuc Park Players at Mendon, Mass., and Edmund Dinsmore is playing the leads.

LUCILLE AND MAX GORTON, who have been playing E. F. Hannan's *A Little Maine Town* at resorts in Maine, have closed because of Miss Gorton's illness. They were formerly with the Galvin and Forest Abbott players.

NELL MASON, after the closing of the Tex Rose Lone Star Ranchers in New Germantown, Pa., jumped into Marietta, Ga., where she is now residing in her trailer. She expects to line up soon with another show playing the South.

CAPT. J. W. MENKE'S Golden Rod Showboat cracked the rotogravure section of *The New York Times*, August 15, with four photos snapped recently at Herculaneum, Mo. Photos showed the exterior of the boat, a view of the stage from the auditorium, a snap of the "dirty-dog" villain and a cross-section shot of the audience, showing one of the femme customers with her tongue protruding, evidently giving the heavy the bird.

ROBERT BUTLER III, son of Mr. and Mrs. Roy Butler (Alice Richey), pencils: "We drove over to Olean, N. Y., from Buffalo recently to see Billroy's Comedians. The best show under canvas I've ever seen. The wardrobe is gorgeous, numbers are beautifully staged and the show is well produced. Billy Wehle is still tops with his novel announcements."

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LINCOLN, Neb., Aug. 21.—Ted North players started their week's run at North Platte, Neb., Monday before a capacity ladies' night crowd. They finished their engagement at McCook, Neb., Sunday. Feature vaude act is Ted North Jr. and the Jones Brothers in fast tapping. Most successful play has been *Two Men on a Horse*.

Feud Aids Chick Boyes Rep

LINCOLN, Neb., Aug. 21.—Current newspaper-theater war has proved to be a big break for Chick Boyes' tent outfit playing here. Instead of the usual movie layout on Sunday's amusement page, a six-column layout was given Boyes' outfit last Sunday.

VIRGINIA RICHMOND has joined the Guy Palmerton Players at the Whalom Park Theater, Fitchburg, Mass.

Thru Sugar's Domino

(Continued from opposite page)

work, unearthly hours and all that comes with prosecuting successfully the furthering of a night club booking business. The astute showmen running the William Morris Agency saw in Small a means of fortifying the agency's position in the night club field. He was taken into the William Morris office a year ago and today he is an acknowledged success as head of one of its most important departments. The story of Small is for our purpose an ideal success story because it demonstrates that the age of individual enterprise is not dead. His career thus far should be an inspiration and a pick-up to the gentry who bemoan the fact that the little fellow (figuratively speaking) no longer has a chance in the booking field; that the big ones have grabbed everything and that there is nothing else for the little fellow to do but die or get a job with the A. & P.

Another success story of very recent vintage is that of Dell O'Dell. This undaunted little lady came east about 10 years ago with a strong-arm act combined to some little extent with magic. She was by no stretching of terms a magician—or even a distinct novelty item. Just one of many acts flooding the market just at the time when vaude had reached its peak and was getting ready for the slide to what many believe will be oblivion. But this little lady had ideas. She wasn't content with merely taking what is offered her. Possessed of a flare for exploitation and clever advertising she tied up with more commercial companies than a fair-sized film outfit. She worked like a beaver; constantly made changes in her routine, learned new effects and learned them well. Years passed and modes changed. No longer did she balance heavy objects or perform other stunts that are difficult in inverse ratio to audience appreciation. Miss O'Dell emerged almost overnight—after years of preparation—as a lady magician and today she is in our humble opinion the best of them all. We mean, of course, the lady disciples of the black art. Several nights ago we saw her work at Ben Riley's Arrowhead Inn, just north of the New York city line. She was a revelation to us, who knew her work from the days when she was quite undistinguished. To those who viewed her cold as a cafe feature she was a sensation. She still sells her name and personality from table to table between shows. She still gets up novel thingamajigs that make patrons sit up and take notice. Such as Miss O'Dell, on the threshold of new successes, should be a ray of hope to performers who say that the parade has passed them and they are too tired to run up and find their places in line.

WANTED

Performers for one-night tent show, playing the bigger towns. Top vaudeville performers and those who do specialties; must be tops. Also, young and beautiful chorus girls. Also, Agent; must know territory. Please answer by letter; send photo, which will be returned. State all in letter and salary expected. Expect to make this one of best shows on the road. Will open letter part of September. Might consider organized show; must be good. Want to buy light plant, canvas bottom chairs and costumes for chorus girls. G. O. W. ANDERSON, P. O. Box 254, Bristol, Va.

THE PRINCESS STOCK CO.

WANTS YOUNG TEAM—Man for Juveniles and Drums, Woman for Tarcusos. Tell all first letter. Address E. C. WARD, care Princess Stock Co., Versailles, Mo.

WANTED

A-1 JUVENILE MAN. Other useful people write. Specialties. Balance of summer and winter season. Wire. BETH KINSEY, Kinsey Comedy Co., August 22 and Week, Upper Sandusky, O.; August 30 and Week, Bucyrus, O.

CURTISS SHOPPRINT

QUICK SERVICE—LOW PRICES. "Tent Show Headquarters Since 1905." CONTINENTAL, O.

SAULINE PLAYERS

Want quick for sixth season: Young General Business Man and Juvenile Man who can do good Musical or Dance Specialty. JOSEF SAULINE Belmont, N. C.

Hallie Flanagan Reads Riot Act

Union leaders censured on their activities—asks for change of attitude

NEW YORK, Aug. 21.—Hallie Flanagan, director of the Federal Theater Project, moved yesterday to offset rumors of bolshevism and nonprofessionalism in the project by meeting with theatrical union heads in her office. Present at the meeting were Frank Gillmore, of Equity; James Brennan, of IATSE; Ralph Whitehead, of AFA, and others. Union leaders

WANT FOR TOBY'S PLAYERS

Two Young Men, one for Juvenile leads, one for Characters and General Business, those doubling Orchestra and Specialties given preference. Your round work. State height, age and weight. No booze. Salary sure. Wire quick. BILLY TOBY YOUNG, Mgr., Fredericktown, Mo.

GOLD BODY MAKE-UP SILVER—GLOSSY BLACK, FOR DANCERS AND SPECIALTIES

DAZZLING LUSTROUS ABSOLUTELY HARMLESS Washes off instantly with water. Bottle sufficient for one complete application. Gold, \$2.00 Bottle; Silver, \$2.00; Black, \$1.00. F. X. MIOHL, 5936 N. 13th St., Phila., Pa.

COLLEY COMEDIANS WANT Young General Business Team, woman to play Ingredes and as cast; man for some Leads. Also want young Character Team to play as cast. Those doubling Piano or other instruments given preference. WANT Ad Man that knows East Texas and Valley territory. Two Working Boys to handle outfit. Must drive trucks. Out all winter, so make salary low. Tell it all. Wire JAMES A. COLLEY, 2539 Willow Street, New Orleans, La.

WANTED

Good, experienced Talker for Burlesque and Vaudeville Grind House. Must be tall and of neat appearance. Good salary. Wire or write, stating past experience to GEORGE YOUNG, Roxy Theater, Cleveland, O.

Unions and members employed on Federal Theater Project in New York: Actors' Equity and Chorus Equity—550. American Federation of Actors—350. United Scenic Artists—29. Wardrobe Attendants—12. American Federation of Musicians, Local 802—186. International Alliance—265. Hebrew Actors' Union—27. German White Rats—11. Association of Theatrical Agents and Managers—125. Total—1,547.

A nation-wide survey of percentage of union members employed on the whole project is now being conducted by FTP execs.

heard bold criticism of their activities. Up to now, she told them, "you have been mainly concerned with getting professional rates and hourly adjustments for your members. Your chief concern from now on should be insisting on professional work of a caliber to merit these professional rates. You should worry more about members of your unions on the Federal Theater Project who can't act, dance or sing, and less about so-called communistic activities." In spite of the frankness of her remarks leaders greeted them amiably.

She implied that union members on the project may have to work for less than union rates or the project may collapse completely. It may be necessary, she said, "for both of us to alter arrangements entered into in good faith, but now rendered impracticable by our reduced personnel and reduced non-security load." She wound up with "If by your own attitude you teach your members to regard the FTP as a cow to be milked, I assure you that the cow will soon go dry."

Real object of the get-together was to procure closer co-operation with professional unions and work toward an 80 per cent proportion of pros on the project.

French Casino Show a "Honey"

Latest Clifford Fischer effort rated finest night club offering in America

NEW YORK, Aug. 21.—The sixth and best of the Clifford Fischer Revues opened last night at the French Casino, receiving steady rounds of applause and the final curtain drawing a terrific ovation.

Unlike the last revue, which was show-board on pageantry, this new show is a superb combination of lavish displays, punchy variety turns, colorful sets, imaginative costuming and touches of sharp Gallic wit. There is also less nudity and less of the daring sexiness of previous shows. Production ideas dominate, familiar bits being given clever treatment and new background. Fischer, who was compelled to take a bow, deserves credit for bringing to the French Casino the finest night club show in America. Without doubt this new *Foies Bergere* edition is tops and undoubtedly sets a high mark for rivals to shoot at.

Show stops were rung up by Lucienne and Ashour, whose surprise apache act is a positive riot; by the Juvelys, man and woman sensational jugglers and balancing act, and by Herman Hyde and Sally Burrell, whose many handling of tricky musical instruments won howls.

Heavy applause was won by Ketty Mara and her monkey partner, with Miss Mara putting the monkey thru interesting acrobatic and contortion maneuvers;

At present 1,547 union members are employed on the project, which still leaves about 1,000 amateurs, exclusive of administrative help and other pros, like play readers, who don't come under any union jurisdiction. Mrs. Flanagan, however, intends to continue the policy of employing talented youngsters without experience who have had no chance to earn union cards. On the subject of bolsies, she asserted that the FTP policy would continue to show no discrimination of race, religion or politics.

Some bitterness is understood to exist among non-union project workers toward the dog-in-the-manger attitude of the unions. It is hoped that the meeting will result in friendlier co-operation during the new season. Flanagan confab also hoped to spike chatter that FTP was getting more little theater and less pro, especially since the resignations of Walter Hart, August 13, and William P. Farnsworth, administrator of the local project, August 18. Hart's letter of resignation, in which the producer practically took credit for having single-handedly produced every FT play, is causing much amusement, since Hart had little to do with such successes as *Doctor Faustus* and *Murder in the Cathedral*.

It is understood that Herman Shumlin has been approached to succeed Farnsworth, but that he declined. Shumlin is still on the advisory board. Talk that Farnsworth resigned in disgust is denounced by project officials.

WANTED

At once for long season Juvenile Leading Man and Ingenue Woman doing Specialties. States lowest and if have car. Also A-1 Boss Caravanman. Must be sober and reliable; also one more good Working Man. Address FRANK SMITH PLAYERS, Perryville, Mo., this week.

BAND UNIFORMS

and Parade Costumes wanted for Huntington Minstrels. Must be flashy and in good condition. Can place few more good Musicians and Performers. All mail and wires answered promptly. Address F. S. WOLCOTT, Royal Hotel, Jackson, Miss.

also by Les Robenis, three boys and a girl, in furious acrobatics, and by the Dormonde Brothers, comedy bicycle act that played this country for years. Bill and Bill, male comedy acrobatics, make a solid impression, as did Les Menchlassi, two men working inside a camel skin, and Nick Roschin, young spectacular acrobatic dancer.

The opening big number is fast and punchy, setting the pace for the rest of the show. Lino Carencio does emcee, and the Lilyan Dania and Malo Trio offer unusual novelty dancing, while Las Aurette, sister team, provide pleasing dance numbers. The second sock production number is a delightful satire, showing a troupe of girls fighting over a man, the two leading contestants entering a ring which is later transformed into a huge bed. That French touch came in again in the apache number when the girls trooped out, each carrying her own lamp pole, and when the girls slid down the sharp edge of a huge prop knife.

Irene Helda leads several numbers with ingratiating character singing. Corinne offers near nude, revealing an exquisite form. Germaine Roger lends her prettiness to singing and light comedy bits, and Mia Arbatova does a bit of exotic wiggling. The cast includes 35 showgirls and 30 dancers, including Verlie Tuck, a recent "Queen of Beauty" in England.

The show's sexiest and also one of its most beautiful numbers is the *Brd of Night*, in which Carencio is the desiring male and Corinne the fluttering female eventually caught and born aloft.

Lou Breese leads 16 men to provide first-rate musical accompaniment for the show and also contributes some of the dance music. Russ Morgan, who has augmented his band to 17 musicians and two vocalists, is set for six weeks as featured dance band here. Morgan's fine tromboning and his topnotch musicians make an irresistible dance outfit, with Bernice Parks and Lewis Dulian offering swell vocalizing.

Casino has been redecorated, emphasizing its modernistic beauty.

Paul Denis.

Gus Lampe Cashes In

SYRACUSE, N. Y., Aug. 21.—Gus Lampe, city manager for RKO-Schline pool, who has been yelling furiously over Bank Night competition at night games of the International League Chiefs here, got a hair off the dog that bit him last week.

Mrs. Lampe was at Chief's Stadium watching Syracuse play Montreal when her number was drawn out of a drum and she went home with a new Dodge. Which about evens it up for the lacing Lampe has been taking from newspaper men on the golf course this summer.

NOW AT ROXY THEATER, NEW YORK

RUTH HUGHES AARONS

World's Table Tennis Champion

Management—MUSIC CORPORATION OF AMERICA

FIRST NEW YORK APPEARANCE!

THE TITANS

"Rhythm in Slow Motion"

RADIO CITY MUSIC HALL, New York, Week August 19—NOW!

Direction—MILES INGALLS, International Theatrical Corporation, New York

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CIRCUS, CARNIVAL, FAIR, PARK, BASEBALL AND AMUSEMENT TICKETS
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The Final Curtain

ARCHIBALD—Mrs. Helen Ruth, 52, actress and playwright, killed in a fall from a New York hotel August 20. She had appeared in Shakespearean roles with Sir Frank and Lady Benson and Ellen Terry in this country and Europe and was author of the play *Guilty Man*. Mrs. Archibald wrote the libretto for the opera *Amor Verito*.

BEE—Mrs. Lola, 76, mother of F. H. Bee Jr., manager F. H. Bee Shows, Inc., August 13 at Liverpool, W. Va. She had been an invalid many years. Survived by her husband, F. H. Bee Sr., and a daughter, besides the son. Interment in the family burial plot at Baptist Grove Cemetery, Liverpool.

BRODY—Joseph, 60, composer, at his home in Laurelton, L. I., August 16. During the last 35 years Brody had composed for the Yiddish stage. In addition to his musical comedy stage music, Brody composed religious songs, and was a choir-master. The late George Gershwin had sung in his choirs and received counterpoint instruction from him. Survived by his widow, four sons, a brother, three sisters and two daughters, including Mrs. Oscar H. Alexander, the former Estelle Brody, motion picture actress.

BRUMLEVE—Bob, formerly with Driver Tent and Awning Company, but for the last several years a concessioner, August 16 at the Veterans' Hospital, Newington, Conn., of cancer. Survived by widow and mother. Brumleve was a member of the Showmen's League of America and was well and favorably known among show people. Body was taken to Louisville for burial.

BURNS—Bernard K. (Bobby), 55, playwright and former Milwaukee advertising executive, August 10 near Boise, Ida., where he had been working on a new play. Burns' plays included *The Woman on the Jury*, *The Tread of Men*, *Johnny Goes Up* and *Ticket Tape*, the latter collaborated in by Kathleen Keyser.

BURUS—Corrine, 20, member of Reynolds & Wells Shows, August 9 in Prairie du Chien, Wis. She joined the show at Peoria, Ill., seven weeks before, coming from a Peoria dance hall.

COZART—G. O., 60, president of North Central Texas Fair Association six years, in a Ft. Worth, Tex., hospital August 15 after an operation. He lived in Graham, Tex., and the 14th annual Young County Fair, Graham, last October was given under his direction. Funeral in Graham August 18. Survived by his widow, one son and three daughters.

DEARTH—J. Lloyd, 50, manager of the Pantages Theater, Hollywood, for the last year and a half, and prior to that with Alexander Pantages Sr. and the Public chain, August 12 in Hollywood after a long illness. Survived by his widow, Alvine. Body was cremated.

DEMPSEY—Fred J., secretary-treasurer of the International Association of Theatrical and Stage Employees, at his home in Ocean Bluff, Mass., of a heart attack, August 15, as briefly mentioned in last week's issue. Dempsey was business agent of the IATSE in the Boston territory for several years before becoming secretary-treasurer of the association. He held the latter post for six years. Funeral August 18 from the home of his sister, Mrs. Moore, Dorchester, Mass., and was attended by IATSE officials from all over the country.

C. B. Scanlon

Claire Ballard Scanlon, 64, veteran showman, better known as "Doc," at Springfield, Ill., on the State Fair grounds, August 17, of a heart attack. He had been with the Beckmann & Gerety Shows in the capacity of mail man and *The Billboard* agent. He was stricken at Racine, Wis., several weeks ago and was taken to a Racine hospital, from which he was discharged recently as convalescing. Another attack, after rejoining his show, caused arrangements to be made for his entrance into American Hospital, Chicago. On the eve of his departure the old trouper died in an emergency hospital in Springfield.

During his 40-year career as a showman, Scanlon had been associated with John T. Benson, wild animal showman; Cliff Wilson, at a Century of Progress Exposition, Chicago; "Doc" H. D. Hartwick, Johnny J. Jones Exposition and Con T. Kennedy shows. His friends in the business were legion and his untimely passing was a shock to those about him.

He is survived by a brother and sister residing at Portland, Ore. Funeral services were held at Showmen's League headquarters, Chicago, with interment in Showmen's Rest, Woodlawn Cemetery, Chicago.

DONNELLY—Frank M., Philadelphia vaudeville booking agent, in that city August 17, after a long illness.

DUGAN—James E., 39, for many years connected with Hollywood studios and for the past year with Metro as assistant director, at his home in Hollywood August 5 following a heart attack. He had been making preparations for Metro's *Navy Blue and Gold*. Survived by his widow and two children.

GALLEN—James J., manufacturer of paper novelties, August 7 at his summer home in Ocean City, N. J., following a heart attack. He was head of the Gallen Paper Company, Philadelphia. Survived by his widow and three daughters.

GEARHART—John H., 39, on the advance of the Al G. Barnes-Sells-Ploto Circus, in Estherville, Ia., August 17 of pneumonia. Body was sent to relatives at Williamsport, Pa.

GRIESINGER—Mrs. John J. Sr., well known to professionals and operator of a theatrical hotel in Steubenville, O.

dent of Miramichi Exhibition Association, sponsoring a yearly fall fair at Chatham, suddenly at his home in Loggville, N. B., recently. For years he had charge of horse racing at the Miramichi Fair. He retired from film exhibiting about eight years ago. Survived by his widow and one sister. Services at Loggville and interment at Chatham.

LATOUR—Mrs. George, vaudeville actress, in Presbyterian Hospital, Philadelphia, August 17. A native of Chicago, she was known on the stage as Birdie Brady, and with her husband made up the team of Campbell and Brady, jugglers and dancers. They made several world tours. Mrs. Latour entered show business with the *Peck's Bad Boy* Company, playing Henry Peck, and with her cousin did a sister act known as the Mack Sisters. She was also a soubrette with the *Original Ginger Girls* for Hurtig & Seaman on the old Columbia Wheel. Survived by her husband and a son, Frank M. Campbell, of Chicago.

JAMES McINTYRE

James McIntyre, of McIntyre and Heath, one of the greatest blackface vaudeville and minstrel acts of all time, August 18 of uremic poisoning, on his estate in Noyack, near Southampton, L. I., N. Y. He had been unconscious since August 13, and remained so to the end.

In the days following the Civil War the team of McIntyre and Heath were supreme in the field of minstrel comedy and soft-shoe dancing. For more than 50 years they toured every part of the country, including the Far West—when it was really wild. Their famous skit, *The Ham Tree*, amused audiences for years. They developed the slow-paced, melancholy blackface type of comedy, and were forerunners of Morah and Mack and Amos 'n' Andy. There's was the first act to receive top billing on the Keith Circuit, and, in their time, they got the biggest vaudeville contract from Keith.

McIntyre was born at Kenosha, Wis., August 8, 1857, and before he was out of his teens he was already amusing audiences with impromptu songs and dances on the trains where he peddled candy. He began his professional career as a clog-dancer in Pete Kerwin's Concert Hall, Chicago, which he left for a job with Katie Putnam's ballad and dancing show. He quit this company to join McKenzie's Circus in 1870. It was in 1871 that McIntyre at last struck his stride when he joined Burton & Ridgeway's Minstrels. Three years later he teamed up with Tom Heath, another great burnt-cork man, and the act was born, with McIntyre playing the lazy, drawling Alexander and Heath doing a foil as the pompous, polysyllabic Henney.

Fame came quickly, all over the world, and soon their act drew as high as \$2,000 a week. McIntyre married a dancer and balladeer, Emma Young, professionally known as Maude Clifford.

Among their most popular skits were *Georgia Minstrels*, *Man From Montana*, *Flying to Jail* and *Waiting at the Church*. But *The Ham Tree* always remained the most popular item in their repertoire, and audiences clamored for it again and again. Altho they retired from the stage in 1919, they continued to appear in benefit performances now and then. In 1932 they were guest-stars on a Rudy Vallee radio program. When the Amos 'n' Andy film appeared a few years ago, McIntyre and Heath protested, claiming that Gosden and Correll had copied their style and makeup. For a long time the tradition persisted that neither of the partners spoke to each other offstage, on account of a family quarrel. When McIntyre passed away, Heath was lying on a sickbed, a few miles away, dangerously ill, also.

Funeral services were held at the McIntyre estate, August 20, and burial took place in the family plot on the estate.

McIntyre leaves an adopted daughter, Mrs. Maud Martin.

in that city recently. Survived by her husband, a son, J. J. Jr., and a sister, Mrs. Kirkpatrick.

GRIFFIN—Betty Jean, 5, daughter of "Spot" Griffin, until recently boss hostler with the Hagenbeck-Wallace Circus, at Gadsden, Ala., August 15. Griffin left the show several weeks ago because of sickness. Burial in Forest Cemetery, Gadsden, August 16. Survived by her father and a younger sister.

HALLMAN—H. Barclay, 24, member of a night club roller-skating act, in Philadelphia August 13.

HUESTED—Sadie, 61, former vaudeville and burlesque performer, August 18 in Roosevelt Hospital, New York, of cerebral hemorrhages. She had been well known as "The Big Noise" and had been a member of the vaudeville team of Sullivan and Husted. She had been with the Acme Four in *The Tub's Visit* and for a time was part of the Husted Sisters, Sadie and Violet. She had been a prima donna in burlesque with the *Blue Bloods* Company, *Yankee-Doodle Girls* and many other Columbia and American wheel organizations. She was the wife of Harry Newman, former burlesque show manager and advance man, who survives. Body was cremated August 20 at Fresh Pond, L. I., N. Y.

HUGHES—Adelaide, 24, showgirl, in New York August 20. She had worked as a dancer at the Paradise Restaurant and had had a small part in the Shubert production of the *Follies* last year.

JOHNSTON—J. D., pioneer motion picture exhibitor of Chatham, N. B., Can., and for many years director and presi-

LONGERGAN—Mrs. Lester, 59, actress and widow of Lester Longergan Sr., the actor, at French Hospital, New York, August 18. Her stage name was Amy Ricard and she had appeared in musical comedy.

LONG—Mrs. Louis, 35, following birth of a son in Stafford, Ariz., August 7. For many years she was associated with her husband in the operation of a chain of 15 theaters in Arizona and was well known in exhibitor and distributor circles. Survived by her husband, two daughters and an eight-pound son. Burial in Stafford.

McKAY—N. J., father of C. W. McKay, of Barney Bros.' Circus, August 4 at Okmulgee, Okla. He was in the tent and awning business there for 17 years. C. W. returned to the show after settling his father's estate.

MENEILE—Lieutenant Colonel Cyril, 48, author, who under the pen name of Sapper, created the popular fictional hero, Bulldog Drummond, in Pulborough Sussex, Eng., August 14, as briefly mentioned in last week's issue. He was a son of Capt. Malcolm McNeile, of the Royal Navy, and was born in 1888. He attended Cheltenham College, the Royal Military Academy in Woolwich, and in 1907 entered the Royal Engineers, retiring from the service in 1919. Colonel McNeile introduced Bulldog Drummond in 1920 and in the years that followed many of his stories were used on the stage and in motion pictures. He had been working on a new play, *Bulldog Drummond Again*, for a London stage production, when he was stricken.

Among his works, aside from the Bulldog Drummond series, were *Sergeant Michael Cassidy*; *Men, Women and Guns*; *No Man's Land*, *Mufti*, *The Man in Ratcatcher*, *Jim Maitland*, *The Final Count*, *Temple Tower*, *Tiny Carteret*, *The Island of Terror*, *Ronald Standish*, *The Guardian of the Treasure*, *The Finger of Fate* and *Challenge*.

MURPHY—Mrs. Irvin, August 14 at Russellville Hospital, Russellville, Ky. She had been a concessioner with the Sunshine Exposition Shows and formerly had been with Hughey Bros.' Shows. Survived by her husband on the show and her parents, Mr. and Mrs. Lasley, of Lebanon, Va. Burial in Lebanon.

RIPLEY—Mrs. Ida, mother of the Ripley Family, well known in show business, August 14, in Eastern Iowa, following a heart attack, as briefly mentioned in last week's issue. Survived by Jack, Billie Lee, Robert J., Marvel, Dick Ward and Loy Ripley Driscoll. Interment in Loveland, Colo., August 21.

SHEAFFER—Frank, 30, dancing comedian with the Ethel Taylor *Revue*, electrocuted in Calais, Me., August 17, when in the company of other show members on a swimming party. He was poised on the superstructure of a bridge spanning the St. Croix River, preparatory to making a dive, when he came into contact with a high-voltage wire. Survived by his parents in Cleveland, and his brother, Charles, who was with the show.

TAYLOR—Nell Paul, for many years known as Nell Paul on the dramatic stock stage in the Middle West, in Presbyterian Hospital, Chicago, August 15. In recent years she had appeared in vaudeville. Survived by a sister, Mrs. W. A. Scott, of Columbus, Ga.; a brother, Bert Paul, of Kansas City, Mo., and a son, Paul Taylor, whose whereabouts are unknown. Burial at Baxter Springs, Kan.

UNANGST—Robert Jr., 27, musician, August 14 at McKinley Hospital, Trenton, N. J., of poisoning. Survived by his widow and daughter, his parents and one sister.

WEAVER—William, 47, theatrical costume designer, at Beekman Street Hospital, New York, after a week's illness, August 14. Active in the costume designing trade for 20 years, Weaver was an expert on period costumes. He had done costuming for several *Scandals* and for productions of the Metropolitan Opera Company. Survived by his father and brother, both of Asheville, N. C.

Marriages

ALSTOCK - BRADSHAW—L. Francis Alstock, of New York and Los Angeles, controller of the Selznick-International Motion Picture Company, and Vera Bradshaw, New York, nonpro, in Falmouth, Mass., August 15.

BABBITT-BELOCHER—Arthur Babbitt, cartoonist with Walt Disney Studios, and Marjorie Celeste Belcher, daughter of Dancing Master Ernest Belcher, in Hollywood August 15.

BAILEY-STROBEL—Hal C. Bailey, manager of the Columbus Producing Company, and Doris Strobel, daughter of Mystic Courtney, magician, in Greenup, Ky., August 14.

BIEL-SCHULTZ—Dr. Henry H. Biel, nonpro, of Cleveland, and Roslyn H. Schultz, dancer with the Littlefield Ballet and formerly a member of the Roxyettes, in Philadelphia August 17.

BRYMER-EBERLE—Ed Brymer, motion picture fashion designer, and Jon Eberle, New York society girl, in Yuma, Ariz., August 12.

CAMPBELL-ROGERS—Jimmy Campbell Jr., assistant managing director of the Claridge Hotel, Memphis, and Vivian Rogers, employee of the Memphis Juvenile Court, in Paducah, Ky., recently.

COOK - LEBLANC—Johnny Cook, Haverhill, Mass., burlesque straight man, and Alma LeBlanc, New York, entertainer at Club Frolies, Salisbury Beach, Mass., in that city August 3.

FELDMAN-ELLIS—William (Fuzzy) Feldman, member of Borrah Minevitch's harmonica band, and Ruth Ellis, ballet dancer, in Philadelphia August 11.

FRANCY-HOFFMAN—William Francy and Rose Hoffman, carnival employees, at Concord, N. H., August 13.

FRANK-SOUVOROVA—Aloysia Frank and Elizabeth Souvorova, both of the Monte Carlo Russian Ballet, in Melbourne, Australia, recently.

GILMAN-HOBSON—Don E. Gilman, vice-president of the National Broadcasting Company, and Sara Ewm Hobson, his secretary, in Santa Rosa, Calif., August 15.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Mason City, Ia.
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- Abbott, Muriel, Girls (Casino Municipal) Juan los Pina, France.
- Adair, Ted (Roxy) NYC, t.
- Adams, Jackie (Wonder Bar) Fallsburg, N. J., nc.
- Adler, William (Ambassador) NYC, h.
- Adreon, Emilee (Villa Venice) Chi, c.
- Adrian, Iris (Kit Kat) Phila, nc.
- Ahearn, Will & Gladys (Lyric) Indianapolis, t.
- Allen & Hoover (Colonial) Dayton, O, t.
- 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.
- Aloya & Hula Hula Girls (Leon & Eddie's) NYC, nc.
- Andre, Pierre (Drake) Chi, h.
- Andrew Sisters (Paradise) NYC, re.
- Ardelle & Masse (Brookside Inn) Plattsburg, N. Y., nc.
- Arden, Dolly (Villa Venice) Chi, re.
- Arlay, Louis, & Oliver Sisters (Casino Club) Bay City, Mich.
- Armando & Maria (Embassy Club) Montreal, Can., h.
- Arnaut Brothers (Casino Municipal) Juan los Pina, France.
- Arnold, Jack (Gay '90s) NYC, nc.
- Arren & Broderick (Casino) Dallas, nc.
- Ashburn, Harris & Yvonne (Shoreham) Washington, D. C., h.
- Austine, Jean (Embassy) Bronx, N. Y., nc.

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- Ballantine & Pierce (Bon-Air) Chi, co.
- Banks, Sadie (Old Roumanian) NYC, re.
- Battle & Lamb (New Yorker) NYC, h.
- Barlow & Benter (Club Esquire) Seattle, Wash.
- Baron & Blair (Chicago) Chi, t.
- Barr, Cappy (St. George) Brooklyn, h.
- Barr & Estes (Pal.) Cleveland, t.
- Barrington, Guy (Plantation) NYC, nc.
- Barrison, Lou (Ambassadeurs) Paris, nc.
- Barstow, Dick & Edith (Beverly Hills) Southgate, Ky., cc.
- Barth, Ruby (S. Bear Mt.) NYC, s.
- Barts & Mann (Pal.) Chi, t.
- Bates, Scotty (Drake) Chi, h.
- Batts, Gladys (Murray's) NYC, re.
- Baxter, Revel & Dean (Tower) Kansas City, Mo., t.
- Beaaley, Irene (Versailles) NYC, nc.
- Beekman, Jackie (500) Atlantic City, nc.
- Belin, Edith (Hillsgrove) Providence, cc.
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- Bella's Hawaiian Follies (Fox), Butte, Mont., 25; (Marlow) Helena 28; (Rainbow) Great Falls 27; (Judith) Lewistown 28, t.
- Belmore, Barbara (Nixon) Pittsburgh, re.
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- Berkley, John (Met.) Boston, t.
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- Blenders, Four (Embassy Club) San Francisco, nc.
- Blue, Johnny (Essex House) NYC, h.
- Bonger, Art, & Andrietta (Arabian Gardens) Columbus, O., nc.
- Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc.
- Boran, Arthur (Columbia Airport Club) Bloomsburg, Pa., nc.
- Borg, Inga (Jimmy Kelly's) NYC, nc.
- Boston Sisters (Anna Held's) Peekskill, N. Y., re.
- Boucher, Nevla (Edgewater) Lafayette, La., nc.
- Bowan, Sybil (Casino) Dallas.
- Bowers, Eleanor (Arenadia) Phila, nc.
- Bowers, Joan (Bickory Lodge) Larchmont, N. Y., re.
- Boyettes, The (Weber's Hofbrau) Camden N. J., re.
- Bradford, Barbara (Paradise) NYC, re.
- Bradford, Eloise (Biltmore) NYC, h.
- Bredwin, Three (Tower) Kansas City, Mo., t.
- Brian, Melba (Road to Rio) Pan Amer. Expo., Dallas.
- Brito, Phil (Mount Royal) Montreal, h.
- Brooks, Peggy (Howdy) NYC, nc.
- Brown, Danny (Club Lido) Youngstown, O., nc.
- Brown, Ada (Grand Terrace) Chi, nc.
- Brown, Evans (Ochula Vista) Wisconsin Dells, Wis., h.
- Brown & Ames (State) NYC, t.
- Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, re.
- Brownlee, Roy, O. V. E. Revue (Exhibition) Quebec City, Que.
- Bryant, Johnny (Lyric) Indianapolis, t.
- Buckley, Dick (Planet Mars) Chi, nc.
- Burke, Johnny (Met.) Boston, t.
- Burns, Boots (606 Club) Chi, nc.
- Burns, Jimmy (Village Brewery) NYC, nc.

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Politics in Magic Groups, Becker Claims

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 - Adair, Ted (Roxy) NYC, t.
 - Adams, Jackie (Wonder Bar) Fallsburg, N. J., nc.
 - Adler, William (Ambassador) NYC, h.
 - Adron, Emilee (Villa Venice) Chi., c.
 - Adrian, Iris (Kit Kat) Phila., nc.
 - Aheard, Will & Gladys (Lyric) Indianapolis, t.
 - Allen & Hoover (Colonial) Dayton, O., t.
 - Allen & Parker (Pan-American Exposition) Dallas, p.
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 - Allen, Ray (Bladen) Annapolis, Md., h.
 - Almonite, Marie (Le Mirage) NYC, nc.
 - Aloya & Hula Hula Girls (Leon & Eddie's) NYC, nc.
 - Andre, Pierre (Drake) Chi., h.
 - Andrew Sisters (Paradise) NYC, re.
 - Ardella & Masse (Brookside Inn) Pittsburg, N. Y., nc.
 - Arden, Dolly (Villa Venice) Chi., re.
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 - Arren & Broderick (Casino) Dallas, nc.
 - Ashburn, Harris & Yvonne (Shoreham) Washington, D. C., h.
 - Austine, Jean (Embassy) Bronx, N. Y., nc.

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- Baldwin & Bristol (Riverside Beach) Pennsylvania, N. J.
- Ballantine & Pierce (Bon-Air) Chi., co.
- Banks, Sadie (Old Roumanian) NYC, re.
- Baptie & Lamb (New York) NYC, h.
- Barlow & Bentler (Club Esquire) Seattle, Wash., nc.
- Baron & Blair (Chicago) Chi., t.
- Barre, Cappy (St. George) Brooklyn, h.
- Barr & Estes (Pal.) Cleveland, t.
- Barrington, Guy (Plantation) NYC, nc.
- Barrison, Lou (Ambassadeurs) Paris, nc.
- Bartow, Dick & Edith (Beverly Hills) Southgate, Ky., cc.
- Barth, Ruby (S. B. Bear Mt.) NYC, a.
- Barlo & Mann (Pal.) Chi., t.
- Bates, Scotty (Drake) Chi., h.
- Bates, Gladys (Murray) NYC, re.
- Baxter, Revel & Dean (Tower) Kansas City, Mo., t.
- Beasley, Irene (Versailles) NYC, nc.
- Beckman, Jackie (500) Atlantic City, nc.
- Bell, Edith (Hills Grove) Providence, cc.
- Bell & Grey (Sailer) Massillon, O., h.
- Belt's Hawaiian Polles (Fox) Butte, Mont., 25.
- Belt's (Marlow) Helena 26; (Rainbow) Great Falls 27; (Judith) Lewistown 28, t.
- Belmore, Barbara (Nixon) Pittsburg, re.
- Bennett, Ethel (Old Roumanian) NYC, re.
- Benton, Larry (Mitchell's Playhouse) Chi., nc.
- Bert, Lynn, & Myla (Adelphia) Phila., h.
- Berry, Harry (Palmer) NYC, nc.
- Bernard & Henrie (Rose Bowl) Chi., nc.
- Bernhardt, Bobbie Jean (Great Falls, Mont. Bery, Bob (Edison) NYC, h.
- Bert & Jay (Colonial Village) Peoria, Ill., nc.
- Bishop, Fred (Gay '90s) NYC, nc.
- Blair, Francis (1518 Club) Tacoma, Wash.
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- Banks, Sadie (Old Roumanian) NYC, re.
- Battle & Lamb (New Yorker) NYC, h.
- Barlow & Benter (Club Esquire) Seattle, Wash., nc.
- Barr & Blair (Chicago) Chi., t.
- Barrs, Cappy (St. George) Brooklyn, h.
- Barr & Estes (Pal.) Cleveland, t.
- Barrington, Guy (Plantation) NYC, nc.
- Barrison, Lou (Ambassadeurs) Paris, nc.
- Barstow, Dick & Edith (Beverly Hills) Southgate, Ky., cc.
- Barth, Ruby (S. S. Bear Mt.) NYC, s.
- Barto & Mann (Pal.) Chi., t.
- Bates, Scotty (Dixie) Chi., h.
- Bates, Gladys (Murray's) NYC, re.
- Baxter, Revel & Dean (Tower) Kansas City, Mo., t.
- Beasley, Irene (Versailles) NYC, nc.
- Beckman, Jackie (500) Atlantic City, nc.
- Belin, Edith (Hills Grove) Providence, cc.
- Bell & Grey (Saller) Massillon, O., h.
- Bell's Hawaiian Polies (Fox) Butte, Mont., 25; (Marlow) Helena 26; (Rainbow) Great Falls 27; (Judith) Lewistown 28, t.
- Belmore, Barbara (Nixon) Pittsburg, re.
- Bennett, Ethel (Old Roumanian) NYC, re.
- Benton, Larry (Mitchell's Playhouse) Chi., nc.
- Bert, Lynn, & Myla (Adelphi) Phila., h.
- Bert's Hawaiian (Carter) NYC, nc.
- Bernard & Henrie (Rose Bowl) Chi., nc.

- Bernhardt, Bobbie Jean: Great Falls, Mont.
- Bert, Bob (Edison) NYC, h.
- Bert & Jay (Colonial Village) Peoria, Ill., nc.
- Bishop, Fred (Gay '90s) NYC, nc.
- Blair, Francis (1518 Club) Tacoma, Wash.
- Blanche & Elliott (Arrowhead Inn) NYC, nc.
- Blaine, Dorothy (Biltmore) St. Louis, cc.
- Blenders, Four (Embassy Club) San Francisco, nc.
- Blue, Johnny (Essex House) NYC, h.
- Bonger, Art, & Andrihlita (Arabian Gardens) Columbus, O., nc.
- Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc.
- Born, Arthur (Columbia Airport Club) Bloomsburg, Pa., nc.
- Borg, Inga (Jimmy Kelly's) NYC, nc.
- Boston Sisters (Anna Held's) Peekskill, N. Y., re.
- Rouche, Nevia (Edgewater) Lafayette, La., nc.
- Bowan, Sybil (Casino) Dallas.
- Bowers, Eleanor (Arcadia) Phila., nc.
- Bowes, Joan (Hickory Lodge) Larchmont, N. Y., re.
- Boettes, The (Weber's Hofbrau) Camden, N. J., re.
- Bradford, Barbara (Paradise) NYC, re.
- Bradford, Eloise (Baltimore) NYC, h.
- Bredwins, Thres (Tower) Kansas City, Mo., t.
- Brian, Melba (Road to Rio) Pan Amer. Expo., Dallas.
- Brito, Phil (Mount Royal) Montreal, h.
- Brooks, Peggy (Howdy) NYC, nc.
- Brown, Danny (Club Lido) Youngstown, O., nc.
- Brown, Ada (Grand Terrace) Chi., nc.
- Brown, Evans (Ochia Vista) Wisconsin Dells, Wis., h.
- Brown & Ames (State) NYC, t.
- Brown Sherry (Promenade Cafe, Rockefeller Center) NYC, re.
- Brownlee, Roy, O. V. E. Revue (Exhibition) Quebec City, Que.
- Bryant, Johnny (Lyric) Indianapolis, t.
- Buckley, Dick (Planet Mars) Chi., nc.
- Burke, Johnny (Met.) Boston, t.
- Burns, Boots (Met. Club) Chi., nc.
- Burns, Jimmy (Village Brewery) NYC, nc.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Mason City, Ia.
Harry Opel's letter on The Forum page of August 7 issue explains all that is right about the International Brotherhood of Magicians and the Society of American Magicians and also what is wrong. Have been at one time a member of both the SAM and IBM. The reason I am not one now is that I have spent my good money to go to the conventions to get some dope on magic, but instead I heard someone give a political speech or some amateur tell you that you must have so and so and such and such a trick in your program to be a real magician. I will again be a member of SAM and IBM when a fellow can go to a convention and hear magicians talk about magic and give a real talk on magic and not try to sell you a lot of magic and make you listen to a political speech. Keep up the good work you have begun and let us have a convention for magicians only, not one for political gain.

WILLIAM F. BECKER.
Albany, N. Y.
I want to call the attention of circus historians and collectors to Professor George C. D. Odell's valuable work, *Annals of the New York Stage*, in nine ponderous volumes, wherein he chronicles the appearance of every circus that has ever played New York City and suburbs, tells where and when they exhibited and, in many instances, gives a roster of the principal performers and feature acts. Whoever undertakes a comprehensive history of the circus in America will find in Professor Odell's monumental work a rich mine of circus lore. On page 130 of Volume 9 I note one curious comment that inspires some reminiscences. In quoting from an announcement of Stone & Murray (Brooklyn, 1871) Professor Odell remarks, "The bill promised John Henry Cook in feats of equitation on six naked horses" and adds parenthetically "I am always amused at the idea of a 'naked horse.' Why foolsooth? This simply means bareback riding. The professor doubtless overlooked the fact that all the early equestrians, even Astley and Ducrow, always rode on a broad wide pad. It took pioneers of American descent and birth like Levi North, Eaton Stone and James Hernandez to revolutionize circus equestrianism by riding bareback—"naked nags." That was why Fish, the Robinsons, the Melvilles and Ella Zozara

astounded European circus enthusiasts when they went abroad and rode in England, France, Germany, Russia, Spain and Italy. I am not disparaging the great pad riders who executed some brilliant stunts that would have been well-nigh impossible riding bareback. There were pad riders, for example, who made several changes of costume. These were called "scenic riders" because of their rapid transformations. Al Miaco's father-in-law, Henry Smith, used to impersonate four of Dickens' characters, Pickwick, Sam Weller, Old Weller and Jingle, while riding pad in a principal act. To illustrate the difference between the old and first came to us in 1923 they used a dash into the ring for his "bounding jockey" act on a fully caparisoned steed, and then after a few simple tricks would unbuckle saddle, throw it high in the air and proceed to the most daring feats possible on the back of a "naked horse." When the beautiful Rieffenach Sisters first came to us in 1923 they used a broad pad cunningly draped with white satin. But they did a classic act, such as survives in Europe, with graceful postures and poses. Today they are expert bareback equestriennes. Of course, I am telling facts that all circus folk, old and young, know intimately. I wonder how many remember handsome Maud Oswald, a full-blooded Indian, who was a featured rider with Barnum & Coup in an exciting act entitled "Indian Chase for a Wife."

TOWNSEND WALSH.
I noticed in The Forum that John Breen stated that Vernell was the first tramp juggler. I am sure he was the first to do a tramp juggling act and believe he lived in either Somerville or Cambridge, Mass. He was good, and I worked on a number of bills with him. I understand Prince Wentworth died some time ago. Walter Wentworth was along in years at that time, too, so he also must have passed away. I note Breen refers to Bill Kelleher, of Gloucester, Mass. Bill was my first partner. We started out in 1879 as LaBarre Brothers, contortionists. After

declares old history is rich in circus lore

several seasons we joined out a kiddy and worked as Three LaBarre Brothers. Bill had to give up the work and took up circus contracting. Breen mentioned a number of oldtimers around Howard street. He overlooked one, Major Gorman, along in his 80s, the oldest of them living.
ED LABARRE.
Duluth, Minn.
Your correspondent, George Brinton Beal, will find some excellent data on a memorial erected for the late Dad Whitlark, beloved contortionist, in The Billboard of October 17, 1936. The memorial was erected by members of Russell Bros.' Circus in Ada, Okla. Every person who ever worked with Dad loved him and, tho there were not many persons present when he was buried, still trouper could not forget the 80-year-old contortionist. To my knowledge this is the first memorial ever erected for a contortionist.
BURNS KATTENBERG.

ACTS, UNITS AND ATTRACTIONS

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

- Aarons, Ruth E., & Viktor Barna (Roxy) NYC, t.
- Abbot, Gene (Wagon Wheel) Houston, Tex., nc.
- Abbott Dancers (Palmer House) Chi. h.
- Abbott & Marcella (S. Bear Mt.) NYC, a.
- Abbott, Muriel, Girls (Casino Municipal) Juan les Pins, France.
- Adair, Ted (Roxy) NYC, t.
- Adams, Jackie (Wonder Bar) Fallsburg, N. J., nc.
- Adler, William (Ambassador) NYC, h.
- Adreon, Emille (Villa Venice) Chi. c.
- Adrian, Iris (Kit Kat) Phila., nc.
- Ahearn, Will & Gladys (Lyric) Indianapolis, t.
- Allen & Hoover (Colonia) Dayton, t.
- 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.
- Aloya & Hula Hula Girls (Lyon & Eddie's) NYC, nc.
- Andre, Pierre (Drake) Chi. h.
- Andrew Sisters (Paradise) NYC, re.
- Ardeleg & Masse (Brookside Inn) Plattsburg, N. Y., nc.
- Arden, Dolly (Villa Venice) Chi. h.
- Arlay, Louis, & Oliver Sisters (Casino Club) Bay City, Mich.
- Armando & Maria (Embassy Club) Montreal, Can., nc.
- Arnaut Brothers (Casino Municipal) Juan les Pins, France.
- Arnold, Jack (Gay '90s) NYC, nc.
- Arren & Broderick (Casino) Dallas, nc.
- Ashburn, Harris & Yvonne (Shorham) Washington, D. C., h.
- Austine, Jean (Embassy) Bronx, N. Y., nc.

Manstfield, O.
I was pleased to read the item from William J. Lewis. It upholds my statements I related relative to the late James Harrigan. Speaking about the cigar-box routine, I traced them back as far as possible. D'Alvini being my teacher, I naturally included them in my act and performed the tricks ever since I entered the field as a single specialty. According to *The World's Almanac*, W. O. Fields was born in Philadelphia in 1880. He was 12 years old when Harrigan adopted the tramp makeup. It is almost impossible to trace originators of tricks in the juggling line. One may see a performer do a simple but clever trick and adopt the principal feature, then improve on it and modernize the same and get the credit for being the originator. So maybe the Japs got the idea from some other source, for all we know.
HARRY LAKOLA.
Cleveland.
I noticed in The Forum that John Breen stated that Vernell was the first tramp juggler. I am sure he was the first to do a tramp juggling act and believe he lived in either Somerville or Cambridge, Mass. He was good, and I worked on a number of bills with him. I understand Prince Wentworth died some time ago. Walter Wentworth was along in years at that time, too, so he also must have passed away. I note Breen refers to Bill Kelleher, of Gloucester, Mass. Bill was my first partner. We started out in 1879 as LaBarre Brothers, contortionists. After

Why Amusement Taxes at All?

THERE is no end to the folly of legislators and law enforcement agents. A shining example comes from England, where a vigilant official forced an amusement tax payment from a group listening to a talk entitled "On Being Funny," by H. P. Herbert, M. P. for Oxford University.

Our own amusement tax law is as asinine, being based on the fallacious theory that entertainment forms are luxuries and that taxation of luxuries is justified.

Amusements are as natural a part of life as are hardships and sorrows, for they are devices of relaxation necessary to revitalizing the human machine, regardless of the form they assume. Yet the government has set up an arbitrary discrimination among these media.

A work of Maxwell Anderson in book form sells for a price established by the forces of commerce. The same creation on the stage is burdened by an amusement tax, the theory being that in dramatic presentation the play is a luxury, whereas the book form is literature, educational—a necessity. Stage productions are not less literary for being acted. They add to the literary content an aesthetic art which a person may not perceive in his own reading. The combination of literature and dramatic art certainly deserves classification with the educational. Instead of being scalped with a consumer tax the theater should be made more readily accessible to the general public.

If taxes must be, then why not accord show business the courtesy extended sugar refineries, manufacturers and such? They pay taxes according to their profits as commercial institutions.

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

- Babe & LeRoy (Howdy) NYC, nc.
- Bachelors, Four (College Inn) Chi. nc.
- Baldwin & Bristol (Riverside Beach) Pennsylvania, N. J., nc.
- Ballantine & Pierce (Bon-Air) Chi. cc.
- Banks, Sadie (Old Roumanian) NYC, re.
- Baptie & Lamb (New Yorker) NYC, h.
- Barlow & Benter (Club Esquire) Seattle, Wash., nc.
- Baron & Blair (Chicago) Chi. t.
- Barr, Cappy (St. George) Brooklyn, h.
- Barr & Estes (A-1) Cleveland, t.
- Barrington, Guy (Plantation) NYC, nc.
- Barrison, Lou (Ambassadeurs) Paris, nc.
- Bartow, Dick & Edith (Beverly Hills) Southgate, Ky., cc.
- Barth, Ruby (S. S. Bear Mt.) NYC, s.
- Barto & Mann (Pal) Chi. t.
- Bates, Scotty (Drake) Chi. h.
- Bates, Gladys (Murray's) NYC, re.
- Baxter, Revel & Dean (Tower) Kansas City, Mo., t.
- Beasley, Irene (Versailles) NYC, nc.
- Beekman, Jackie (800) Atlantic City, nc.
- Bell, Edith (Hillsgrove) Providence, cc.
- Bell & Grey (Sailer) Massillon, O., h.
- Bell's Hawaiian Follies (Fox) Butte, Mont., 25; (Marlow) Helena 26; (Rainbow) Great Falls 27; (Judith) Lewistown 28, t.
- Belmore, Barbara (Nixon) Pittsburgh, re.
- Bennett, Ethel (Old Roumanian) NYC, re.
- Benton, Larry (Mitchell's Playhouse) Chi. nc.
- Bert, Lynn & Myra (Adelphia) Phila., h.
- Berman, Henry (Cavalier) NYC, nc.
- Bernard & Henrie (Rose Bowl) Chi. nc.

43d YEAR

The Billboard

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Vol. XLIX. AUGUST 28, 1937. No. 35

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BURNS KATTENBERG.

- Bernhardt, Bobbie Jean; Great Falls, Mont.
- Berry, Bob (Edison) NYC, h.
- Bert & Jay (Colonial Village) Peoria, Ill., nc.
- Bishop, Fred (Gay '90s) NYC, nc.
- Blair, Francis (1518 Club) Tacoma, Wash.
- Blanche & Elliott (Arrowhead Inn) NYC, nc.
- Blaine, Dorothy (Biltmore) St. Louis, cc.
- Blenders, Four (Embassy Club) San Francisco, nc.
- Blue, Johnny (Essex House) NYC, h.
- Bonger, Art, & Andrihlita (Arabian Gardens) Columbus, O., nc.
- Bonper, Carl & Leone (Radio City Rainbow Grill) NYC, nc.
- Boran, Arthur (Columbia Airport Club) Bloomsburg, Pa., nc.
- Borg, Inga (Jimmy Kelly's) NYC, nc.
- Boston Sisters (Anna Held's) Peekskill, N. Y., nc.
- Bouche, Neyla (Edgewater) Lafayette, La., nc.
- Bowan, Sybil (Casino) Dallas.
- Bowers, Eleanor (Arcadia) Phila., nc.
- Bowes, Joan (Hickory Lodge) Larchmont, N. Y., ro.
- Boyettes, The (Weber's Hofbrau) Camden, N. J., re.
- Bradford, Barbara (Paradise) NYC, re.
- Bradford, Eloise (Biltmore) NYC, nc.
- Bredwin, Three (Tower) Kansas City, Mo., t.
- Brian, Melba (Road to Rio) Pan Amer. Expo., Dallas.
- Brito, Phil (Mount Royal) Montreal, h.
- Brooks, Peggy (Howdy) NYC, nc.
- Brown, Danny (Club Lido) Youngstown, O., nc.
- Brown, Ada (Grand Terrace) Chi., nc.
- Brown, Evans (Chula Vista) Wisconsin Dells, Wis., h.
- Brown & Ames (State) NYC, t.
- Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, re.
- Brownlee, Roy, C. V. E. Revue (Exhibition) Quebec City, Que.
- Bryant, Johnny (Lyric) Indianapolis, t.
- Buckley, Dick (Planet Mars) Chi., nc.
- Burke, Johnny (Met.) Boston, t.
- Burns, Boots (806 Club) Chi. nc.
- Burns, Jimmy (Village Brewery) NYC, nc.

Hartmann's Broadcast

DOWN in the Harry-Anna Home at Umatilla, Fla., as we have on several occasions told you thru this and other columns in The Billboard, is a little fellow by the name of Linard Jones, better known to his friends as "The Little Colonel,"



A. C. HARTMANN

who takes a greater interest in the circus and circus people than any other youngster we know of. He has been putting up a stiff fight against a disease from which he has been suffering for 10 or 11 years (he's now about 14 years old), but, we regret to say, word came to us last week from Tracy Hager, who has been devoting much of his time to the youngster, that hope has about been abandoned for "The Little Colonel's" recovery. At any rate "The Little Colonel" is unhappy with his condition growing worse, and Hager feels that letters from his circus friends will help a lot in making the youngster's remaining days less gloomy.

"Colonel Jones is rather an unhappy kid these days," writes Hager, "and his condition seems to be growing gradually worse. I have contended for some time that the attention of his circus friends has played a great part in keeping this grand kid in the land of the living. This opinion is shared by others, and we are quite sure now that we are right."

"In the Colonel's interest it has become necessary for me to 'fess up to some of his best friends—and I am asking each one to 'keep it off the record.' Of the several hundred pieces of mail received by the Colonel since August, 1935, not over 25 (that's a big average) have been answered by anyone other than his one-man 'office force.' It was quite a job and as much as 20 hours a week have been required to properly handle his correspondence. For the past several months it has been impossible to pay any attention at all to the little fellow, and his mail has dwindled to nothing. Since the middle of March he has received but 10 letters, four of them from a convict in Minnesota.

"Will you please send out a call for letters to the Colonel? Few if any of them will be answered. When I am able to handle his mail—and stand the expense attached—I'll be only too glad to do it."

"Yesterday (August 11) one of the nurses at Harry-Anna Home told me that hope has just about been abandoned for the Colonel's recovery. At the beginning of the year it was planned to operate some time during the summer but his condition now will not permit it. This kid has to be known to be fully appreciated as Dexter Fellows, I am sure, will attest. I have never known the kid to make a bigger hit with anyone. Circus folk can well be proud of the happiness they have brought this unfortunate kid and I hope they'll continue the good work."

We hope the scores of friends of "The Little Colonel" in the circus and allied fields, and even those who have never written him, will drop him a line in response to this appeal. Please do this immediately as his remaining days on this earth might be small in number.

† † †

THE many friends of Major Gordon W. Lillie (Pawnee Bill) will be pleased to know that he is still pioneer-

ing—this time in road building. He was recently in Taos, N. M., visiting his old friend, Ben Herbert, and the two made a trip over a proposed extension of Highway 64 to the Pacific Ocean. The Major is president of Highway 64 Association and Herbert is vice-president. This was the Major's first trip since the automobile accident last fall in which his wife, May, was killed and he received serious injuries.

Incidentally, at the hospital in Pawnee, Okla., where he and his wife were taken after the accident, a huge equestrian statue will be placed, and the hospital will be known as the May Lillie Memorial Hospital. The statue, in bronze, is a replica of a plaster cast made from the picture used many years ago of Mrs. Lillie when she was a member of Pawnee Bill's Original Wild West Show.

† † †

WE CANNOT help but believe that the front-page yarn in The Cleveland Plain Dealer of recent date, in which three biggies of the fair and carnival worlds, Elwood A. Hughes, J. W. Conklin and J. C. McCaffery, were quoted on the Great Lakes Exposition, has fetched to the grounds many a new patron, not to forget repeats, since its appearance. All of these men spoke in high praise of the exposition. Hughes said it is the smartest setup he has ever seen, "the whole arrangement being thoroughly modern and attractive to the eye. 'Aquacade' is simply magnificent! Tom Patricola's show in the Pioneer Palace is a great show. Really, the whole thing is fine. And here in Cleveland you've got the cleanest amusements of any big fair I've seen on this continent—and I've seen them all... there isn't one objectionable feature."

Notes From the Crossroads

By NAT GREEN

ONE of the by-laws of the famous Atwell Luncheon Club is: "Members will refrain from discussing subjects with which they are familiar." For most of us the admonition is unnecessary,



NAT GREEN

for we are inclined by nature to discuss and criticize things with which we are not fully familiar. I thought of it the other day when a friend rather indignantly criticized the Ringling-Barnum Circus because the young Oriental girl who does the front flip in the wire act of the Naitto Troupe is not given an announcement, while another member of the troupe who does a back flip is spotlighted and announced. I, too, had noticed and wondered about it, not indignantly, for I figure that Pat Valdo and the rest of the staff know what they are doing and need no suggestions from me, a mere "sideliner." But I wondered, as everyone knows a front flip is more difficult than the back, and the other day while talking to one of the performers at Freeport, Ill., I learned the why of it. "The young Naitto girl has just recently learned to do the front flip," he said, "and is still working to perfect it. Next year when she has it perfected the trick will be properly featured. Meanwhile the girl doing the back flip, also a difficult feat, gets the spot."

Several times lately, too, we have heard circus fans remark: "I can't understand why the Blank Show played that lot. There's a swell one much closer in." No doubt there was a better lot closer in, but the chances are there were plenty of good reasons why it was not good policy to use it. It may have been a matter of cost of lot, city ordinance or one of a score of reasons that the average per-

son knows nothing about. Rest assured that if the closer-in lot was more desirable it would have been played had there not been good and sufficient reasons for playing the other spot. So when one is tempted to criticize a show or a showman just stop to figure that there are circumstances you know nothing about that determine the course to be pursued.

A fair that is clean is much better than one which isn't. In fact, it's the only kind of a show that will stand up. There's no room for suggestive stuff, either in a fair or anywhere else. Another fine thing you have here is the location. It's beautiful. . . . "I expected to see a good show," McCaffery was quoted as saying, "but the Great Lakes Exposition is a much finer show than I expected. I was very agreeably surprised at the cleanliness of the show and the attractions of real merit. . . . It's condensed and compact and easy to get around. . . ."

And here's what Conklin said: "I think your show in Cleveland is marvelous. It's the second time I've been here. I like the physical setup tremendously. Yes; I saw the show the night it opened, and I saw it again yesterday and today, and a number of things have improved greatly. 'Aquacade' today is 100 per cent better than it was on opening night. Your Streets of the World impress me very much. . . . And the landscaping to be seen everywhere is splendid."

In the same issue, on the back cover, appeared a three-column five and one-half inch cut of the three biggies seated, apparently, on the veranda of the swanky Recess Club. Part of the caption reads: "Men who know the show business backward and forward like the Great Lakes Exposition."

† † †

BECAUSE some concessioners "took everything and gave nothing," Lincoln Park, Mich., a town near Detroit, and a good one for carnival or circus, seems destined to disappear from the carnival map thru ordinance. It's too bad there are people who can't see anything but the present, or further than their nose.

Irving J. Polack has completed his outdoor season and with Mrs. Polack and Dwight Pepple came into Chi a few days ago to make some preparations for his coming indoor season, which opens in Minot September 5. . . . He may open an office in Chicago. . . . Sam Crabbe, former Dakota fair sec and now with the Jersey Breeders' Association, in Chi from New York on biz. . . . The late Alfredo Codona was often referred to as a Mexican. . . . As a matter of fact, he was not. . . . His father was Irish and his mother English. . . . They resided in Mexico at the time of Codona's birth. . . . Lawrence Miller, president of Baker-Lockwood, and Jimmy Morrissey, of the same company, in Chi from E. C. on business and report the season has been a fine one for them. . . . Arthur Hopper has left Chi and probably will not be seen again on the Magic Carpet until December, as he's headed for the Southwest. . . . J. C. Simpson and J. C. (Tommy) Thomas in from Streator, where the Jones show was playing. . . . Tommy probably will be sitting in the Soldier Field stands when the all-star football game is played September 1.

M. J. Doolan, prominent Chicago showman, who has been playing Windy City lots for many years, got a swell publicity break in The Daily News a few days ago in a double-column display story. They told some things about Mike that we had never known. "He was a 'high-pitch' man as a kid," says the story, "then joined out with the Ringling Bros. Circus in Denver as canvas man and lotman. After five years with the circus he got into the concession end of carnivals at State and county fairs." That was all new to us.

"There's no 'professional' carnival men in his shows," says the story, "and no 'gaffs' on the gaming devices. All Doolan does is provide the rides and booths and supplies. Each church (under whose auspices he plays) or organization furnishes operators and cashiers, Doolan getting a flat rent for the 'joints' and a percentage of the 'take' on the rides." Wish we had space to quote more of the story, which is quite complimentary to Mike.

Out in the Open

by
Roger Littleford Jr.

F. DARIUS BENHAM, author and enthusiastic Circus Saint and Sinner, says his *Life of John Ringling* will probably be published in the fall. . . . Anybody wishing historical data on the circus should consult Harvey Mayer, of the Mayer Publishing house. Harvey has files of programs, scrapbooks, route books and photos that go back to the days of Barnum. . . . And seldom does he find time to delve into their contents himself. . . . Edward Kennedy, circus and carnival veteran from way back, was a visitor to the New York office of The Billboard for



R. S. Littleford Jr.

a line on some of his old pals. Kennedy, who received his early training on the old Barnum show before the combine and who later tramped as boss canvassman, agent and 24-hour man, is retired and living in Astoria, L. I. . . . Add to your list of men who never seem to change—Charles Sparks. . . . When asked last week about his plans for next season and if there was a chance his show would be on rails, Sparks replied, "What do you think?"

W. H. Scofield, well-known horse trainer, in New York to book his two high-school hosses. Will either go into the Madison Square Garden rodeo in October or the National Horse Show several weeks later. He played the horse show in 1936. Scofield, who knows his horse training, rates Rudy Rudyhoff and Jorgen M. Christiansen as tops in the profession today and the 1937 menage display of Ringling-Barnum the greatest ever assembled. . . . Without doubt Lucky Teter's name is one of the most misspelled monikers in all show business. The head of that bunch of Hell Drivers is repeatedly referred to as Teeter, Tetter, Teter, Tieter and occasionally as Teter, as it should be.

Rumors have it that a large industrial house of national import will sponsor a single-ring European-style circus at New York's World's Fair. Bertram Mills and sons are supposedly being considered as producers. Will be on the order of Billy Rose's *Jumbo* but more circusy. . . . There's a nice array of circus equipment; in fact, a complete show of small but adequate character, over in New Jersey just waiting for someone to pick it up. It was the former Roberts show until it went into "retirement" a couple of months ago. . . . Executive staff of the Dexter Fellows Tent, Circus Saints and Sinners' Club, will have its own clubroom at the Hotel Lexington this winter. Quarters will not be open to outsiders and will serve primarily as a luncheon and conference room.

Harry C. Baker, head of the Park and Beach Supply Company, says that altho this has been a good season for amusement device engineers, he is expecting 1938 and the year after to be far better. Baker, who builds anything from a Fun-house to a Roller Coaster, did plenty of supplying last winter and spring. . . . To the skeptics who believe they are asleep on the job—the World's Fair committee of the AREA has been anything but that. . . . Jack Nelson, formerly of The Billboard, Chicago, and now with Rock-Ola Manufacturing Company in the same city, a visitor to Manhattan last week. . . . Mike Prudent is a man who believes in doing things himself. Besides owning and managing his own carnival, Mike is his own general agent, secretary and publicity getter. He has spent nearly a quarter of a century on Long Island and knows that neck of the State as probably no one else does. He says fall business will be good this year—the potato crop is a bumper. Prudent, incidentally, has two shows on the road, No. 2 unit under supervision of Richard LeRoy.

ILLINOIS MAKES NEW HIGHS

Figures in Springfield Indicate Topping of 85-Year-Old Records

Attendance, receipts, exhibits and concessions all way ahead during first four days—Beckmann & Gerety Shows report 15 per cent midway increase for same period

SPRINGFIELD, Ill., Aug. 21.—Final figures for Illinois State Fair here on August 14-22 may show that the attendance goal of 1,000,000 was reached, judging from General Manager E. E. Irwin's released attendance estimates for the first four days. Saturday, August 14, opening day crowd was set at 75,000; Sunday, 110,000; Monday, Children's Day, 90,000, and Tuesday, Springfield Day, 165,000. These figures were reached by checking all gate entries, paid admissions and turnstile counts at the grand stand, totals at the Coliseum and a mathematical computation of the "turnover" thru the different days.

A checkup also showed that crowds were spending more money than in previous years. The midway, concessions of all kinds, grand stand and Coliseum reported that on the first four days receipts were far ahead of 1936, a banner year. Added verification of the fact that visitors sported fatter pocketbooks this year was the report of the State fair office of the State Department of Finance that retailers' occupational tax collections on 321 concessions for the first two days of the fair amounted to \$1,800 as compared to about \$1,300 a year ago on corresponding days.

Added Features Numerous

Officials of this department said that Sunday, Veterans' Day, brought in collections of \$1,200, indicating business to concessions of \$40,000 and that for the two first days total collections indicated gross concession business of \$60,000. These collections did not include any figures on Beckmann & Gerety Shows' attractions nor entertainment admissions. On Veterans' Day last year tax collections from concessions amounted to \$900, representing 3 per cent on about \$30,000 business, which shows the big increase this year.

Exhibits and entries in all departments exceeded those of previous events. Purses (See ILLINOIS MAKES on page 48)

Shillan Readjusts Bally On Rocket Ride in Paris

NEW YORK, Aug. 21.—J. W. Shillan reported by letter this week that he has returned to London after readjusting the ballyhoo on his Rocket Speedway ride at the Paris Exposition. Mr. Shillan, managing director of the British Motorboat Manufacturing Company, Ltd., announced that altho it got off to a poor start, the big ride has picked up remarkably recently and business has reached "quite a satisfactory level."

"I have just been over to make a few changes in the ballyhoo," he writes, "because we have found that once we get them into the ride to look at it the French, being good riders, soon pay the additional to take a ride. The ballyhoo has been the main point and now we have a mechanical man, plus additional sound effects, chiefly responsible for the pickup in business."

Carries On From Bed

GOVERNEUR, N. Y., Aug. 21.—Confined to bed with a hip fracture, but carrying on his job, Gilbert K. E. Hutton, 71-year-old race secretary of St. Lawrence County Fair, received a tribute when the year book of the Gouverneur and St. Lawrence Fair was dedicated to him last week. Says the dedication: "He is one of the most capable and popular race secretaries in the State of New York." From his bed he directs track preparation, entries and stable plans, with George Lockie and Burt Sheldon as assistants.

Whalen To Enlist Foreign Interest in World's Fair

NEW YORK, Aug. 21.—Grover A. Whalen, president of New York World's Fair, sailed on August 18 aboard the Normandie for Italy and Belgium, where he will discuss national participation by those nations in the 1939 event. He will meet with Mussolini in Rome and King Leopold III and Premier Paul van Zeeland in Belgium.

Before sailing he announced that the fair had just appointed 44 State chairmen and about 4,500 committeemen representing all the States to comprise a nation-wide advisory and good-will board. Committee will work with local and State chambers of commerce in developing nation-wide interest in the New York fair. Rufus G. Dawes, who was president of Chicago's A Century of Progress, is among appointees.

Space Moving at Timonium

TIMONIUM, Md., Aug. 21.—Concession space is moving rapidly for the 1937 Maryland State Fair here, said John T. McCaslin, midway manager, who has been given control of grounds by Secretary M. L. Daiger. Rides and free acts have been booked. Among numerous new buildings is a \$50,000 cattle show structure and a midway office for Manager McCaslin. There will be 10 days of horse racing during the 12-day fair.



ERNEST RAUGHLEY, secretary of Kent and Sussex County Fair, Harrington, Del., which on July 27-31 had record attendance of 147,000, he reports. Children's Day drew 24,000; Wednesday, Race Fans' Day, 27,000 paid admissions; Thursday, Governor's Day, 31,500 paid; Friday, Beauty Contest Day, 30,500, and Saturday, Auto Race Day, 34,000 paid, each day running from 20 to 25 per cent ahead of 1936. He declares a beauty contest to select Miss Delaware, won by Miss Nickey Harriet, Harrington, to participate in the Atlantic City national event, greatly built up a generally weak day.

Gates Better In Davenport

Attendance in first half tops 1936 — grand stand sellout for B.-C. show

DAVENPORT, Ia., Aug. 21.—First four days of Mississippi Valley Fair and Exposition here on August 15-21 showed a gratifying increase in attendance over that of last year. Up to Wednesday afternoon total attendance was about 37,000 in spite of rain on Tuesday. This is 6,000 ahead of 1936.

Exhibits and entertainment were especially good this year. John A. Sloan's auto races on Sunday thrilled large crowds. There was a fine lineup of trotting and running horses entered.

Hennies Bros' Shows on the midway presented a fine line of attractions and did excellent business. Barnes-Carruthers Show of the Century is a pleasing spectacle that attracted large crowds. There was a grand-stand sellout Wednesday night. Wednesday was Thrill Day and C. W. Hinck's Congress of Thrillers put on a striking exhibition.

Fawn Grove Gate Growing

FAWN GROVE, Pa., Aug. 21.—The 11th annual Fawn Grove Fair reported a gate of 20,000 on August 11-14. Fair officials say this year's event will be a substantial financial success and attendance records show the fair is becoming more popular each year.

Wedding Outdraws Racing

WHITNEY POINT, N. Y., Aug. 21.—Despite downpours on second and third days, Broome County Fair last week went over to a profit and shows and concessions did well. Crowds turned out for fourth and fifth days to a total of 23,000, and final day, with auto races featured, put the association in the black. Public wedding drew biggest crowd of the fair on August 13, topping auto-race crowds.

Chapman Lauds B.-C. Show

IONIA, Mich., Aug. 21.—"Our night show, *The Star Brigade*, is the greatest show that Barnes-Carruthers has ever produced for us, a fast snappy production with beautiful costumes and wonderful scenic effects," was the comment of Secretary Fred A. Chapman. Ionia Free Fair, here on August 16-21.

URBANA, O.—Lewis Cook, 88, claims a record for attending county fairs, having visited Champaign County Fair 83 times, starting when he was 5 years old.



WHAT FLOOD DID TO PLANT OF MIDLAND EMPIRE FAIR, Billings, Mont., when a cloud-burst came down Alkali Creek on June 11. Left to right: Secretary's office with auditorium in background, dark line around building marking high water stage. Front view of Auditorium day after cloud-burst. View of race track in front of grand stand, rough masses on both sides of white fence being hail seven feet deep, darkened by debris washed down with it.

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THE MAMMOTH BROADWAY ENSEMBLE (From Broadway—not Timbuctoo). Executing Miraculous Precision Numbers Never Before Witnessed at ANY Fair or Exhibition ANYWHERE.

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High Diving Act.

"JINX" HOAGLAN COMBINATION

Auto Polo — Kicking Mule — Military Horseback Riding — Roman Standing Races — Chariot Races and many other Features.

CHAS. AHEARN & CO.

Comedy Act.

DALY'S HAY WAGON

DEMNATI ARABS

Tumbling Act — Sons of the Desert.

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Japanese Risley, Barrel Jumping and Acrobatics.

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Famous Smart-Stepping Broadway Revue Featuring Dawn & Darrow, Dancers of Distinction.

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Amazing Ladder and Trapeze Act, High in the Air.

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"Show of the Seasons"

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DONATELLA BROS. & CARMEN

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Lovely Prima Donna.

LEE BARTON EVANS

Master of Ceremonies.

Plus a Terrific Array of Circus and Vaudeville Attractions—all at GENESEE COUNTY FAIR, Batavia, N. Y., August 16-21.

American Debut of

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At ORANGE COUNTY FAIR, Middletown, N. Y.

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TOUGH SEASON FOR LEGIT

Op Singers Want Charter

Fight to retain Four A's affiliation—musical artists guild invites merger

NEW YORK, Aug. 21.—With the August 27 hearing on revocation of the Four A's Grand Opera Artists' Association charter neared, leaders of the GOAA fought back by expelling five members who had been sponsoring amalgamation with the newly formed American Guild of Musical Artists. Among those booted were Elizabeth Hoepfel, former GOAA prez. The five were charged with carrying on a campaign of misrepresentation, promising the members jobs if they joined AGMA and so forth. Next move of the association is a mass meeting at Steinway Hall Tuesday night.

While Armand Marbiny, GOAA secretary, claims to have almost a 100 per cent opposition to fusion with AGMA, AGMA asserts it has petitions from a majority of GOAA members in favor of the change. AGMA also pooh-poohed GOAA boasts that it has organized 90 per cent of grand opera artists. AGMA claims 400 members. GOAA says it has 280 on the roster. GOAA's strength lies among the minor operatic companies, such as the Hippodrome, San Carlo and Cincinnati. AGMA, however, with the Metropolitan, Chicago (See OP SINGERS on page 30)

Cole Bros. Next Major Show AFA Will Attempt To Organize

NEW YORK, Aug. 21.—The Cole Bros. Circus will be the next major show the American Federation of Actors will attempt to organize, it was announced this week by Ralph Whitehead, executive secretary of the organization. The AFA,

"Uncle Charley" Loses In Bid for Mail Woman

WILLIAMSTON, N. C., Aug. 21.—Kate Phillipot, claimed to be the only woman mail carrier delivering mail in the business section of a city in the United States, has received an offer thru Jerome Harriman, general agent of Downie Bros.' Circus, to handle mail with the show. While the offer by the Charles Sparks-managed Downie Bros.' organization was a flattering one, Miss Phillipot refused it after deliberate consideration with the remark that she'd rather continue with "Uncle Sam," altho she'd like to work for "Uncle Charley."

Theater Authority Will Ask Insurance for Benefit Acts

NEW YORK, Aug. 21.—The Theater Authority will demand this season that benefit promoters and charity organizations insure performers against accidents when they work a benefit. Decision follows a series of serious accidents. Many benefits are staged in hotels, banquet halls and other rooms with improper facilities for actors. TA is eyeing the fall with increased confidence because the new radio actors' union will at last give it control over many performers who never came under Equity's jurisdiction. Since TA began cracking the whip shrewd promoters have been drawing charity talent from all performers and concert artists with no union affiliation. Now, however, the

which recently realized a closed-shop agreement with the Ringling-Barnum show, intends to unionize the entire circus industry in time and has set the Jess Adkins-Zack Terrell contingent as its next objective. Second to receive the union organizers was the Hagenbeck-Wallace show. George W. Smith and John McClusky, who were designated by the union to sign up H-W members, were called off the show, however, after they had apparently made little headway with the workmen. Smith and McClusky have since been replaced as AFA circus organizers.

Guy Magely, who has been assisting Whitehead recently in straightening out complications on the Big Show, has been in Seattle, Wash., this week laying the groundwork for the Cole drive, which is scheduled to get under way today when the show begins a two-day stand in the Washington city. Dan Hurley, another AFA organizer, departed from New York for Seattle August 18 to aid Magely.

Altho he has by no means arrived at a final conclusion, Whitehead revealed this week that he is planning to submit a contract to Adkins and Terrell that will be almost identical to the one signed earlier in the year by Ringling's S. W. Gumpertz. He will demand similar wage increases, working conditions, etc.

Number of Shows Produced Goes Under Even Previous Year's Low

Statistics drop all along the line, making 1936-'37, according to the figures, the worst season so far—average run up, however—and revivals hold out hope

NEW YORK, Aug. 21.—The season of 1936-'37, which officially ended the last day of last month, was in regard to both totals and averages the worst known to the modern stage in New York, according to figures compiled for *The Billboard Index of the New York Legitimate Stage*, the 17th edition of which will be published in September. The number of shows presented dropped disastrously and so did almost every other category of production activity. The only thing that showed an increase was the average run of plays

(as distinct from musicals) which went up by half a week. The total number of productions dropped 13 shows under the much-bewailed 138 of 1935-'36, going down to 125, of which 103 were dramatic shows (a drop of 11) and 22 were musicals (a drop of two). Subtracting the number of "special" shows—rep. stock, special and limited presentations—there were only 99 commercial dramatic presentations during the season, four less than in 1935-'36 (which had more "special" presentations). There were 12 commercial musical productions, one less than in 1935-'36. Total commercial productions were 111, as against 116 the year before.

Further subtracting the number of revivals produced for runs and the number of shows running at the start of the season, the total number of commercial premieres during 1936-'37 hit the disastrously low figure of 89, 14 lower than the 103 of the previous year, which in itself raised mournful howls all along the stem. Of the 89 commercial premieres, 79 were dramatic shows (a drop of 13) and 10 were musicals (a drop of one).

In the tabulations Noel Coward's series of nine one-acters, lumped under the (See TOUGH SEASON on page 28)

Winnipeg Summer Fair Comeback Stirs Moves for Big 1938 Edition

WINNIPEG, Aug. 21.—Winnipeg really staged a spectacular comeback in fairs on August 2-7 and elaborate plans are in the making for the 1938 edition of Winnipeg Summer Fair and Carnival. R. James Speers, farmer, horse-racing authority and financier, as well as his assistant, Charles F. Roe, of the same organization, are highly elated with results of the first regular regional fair in this city in a number of years.

One of the most interesting of all features was the manner in which the Ernie Young *Cavalcade of Hits* attracted a grand-stand following after the first couple of nights. Wednesday night's performance was a sellout. Two thousand special seats were erected as bleachers Thursday night and an additional 2,000 were added to the bleacher area Friday night.

Thrill Day show Saturday afternoon, provided by Capt. Bob Ward, attracted capacity. Owing to Captain Ward's illness, it was not as well organized as it should have been, altho on the whole the show was well received and many of his acts were spectacular. Royal American Shows' midway was well patronized

and Friday and Saturday nights was crowded to the point of congestion. Fair officials were informed by Carl J. Sedlmayr, general manager, that the gross was the greatest ever received by the Sedlmayr and Velare Brothers' organization in the four consecutive years it has played this city.

First edition of Winnipeg Summer Fair featured the first harness racing in 15 years. Seven heats were run daily, with 100 of the most popular pacers and trotters in the Western Canadian sulky field. Al Pendleton, well known on the Grand Circuit as a starter-judge, officiated. Most of the leading owners (See WINNIPEG SUMMER on page 48)

\$250,000 Garden Pier Bid Rejected

ATLANTIC CITY, Aug. 21.—Owners of Garden Pier on Thursday at public auction rejected a bid of \$250,000 for the pier by F. S. Moran, said to represent a Pittsburgh amusement syndicate.

This was top bid after a spirited auction conducted by Joseph P. Day, New York. Pier was offered for sale to liquidate property of the estates of its late owners. Auction was held in the theater on the pier with a stage set of *Mulatto* as a unique background. A large crowd attended.

No immediate further plans were announced. Shows, wrestling and concessions will carry on thru summer under present contracts.

The Index

and Additional Late GENERAL NEWS will be found on

Page 36.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Jubilee Gate Tops 160,000

Faith Bacon engagement is well publicized — police ask day off each week

CLEVELAND, Aug. 21.—Two things marked Great Lakes Expo this week, Cleveland Jubilee Day, August 14, which saw 105,819 persons pass thru the gates, and the coming of Faith Bacon and her fans to Herman Pirschner's Show Boat. Bacon debut marks first departure from the non-peep-show policy adopted by expo officials at beginning of the season and adhered to the letter until this week. The only things smacking of girl stuff at all are the Girls in the Fish-bowl on Streets of the World and the Fountain of Youth at the end of the midway.

Much publicity attends the appearance of the Bacon entertainment. Pirschner came to bat with the announcement that he would present the gal willy-nilly. "The Show Boat is not on the exposition grounds," he announced. "It's on the lake, and I can make my own rules." General Manager Lincoln G. Dickey declared that in any event the exhibition could not be a total affair. Sufficient clothing must be worn to meet requirements of expo censorship. With that the debut is being made and it is expected business will not suffer because of the tiff between Pirschner and Dickey.

Swim Events Draw

Saturday's Cleveland Jubilee exceeded expectations of the management. It had been hoped that 100,000 would attend. At 6 o'clock the figure stood at 58,000. Then the night crowd came in and the total raised to 105,819. Next day brought 55,819, for a grand total of 161,635, biggest attendance of the year, exceeding the three-day Fourth of July attendance. Biggest attendance during the two seasons for a single day was on Labor Day, September 6, 1936, with 125,152. Another lift in attendance came on Monday when 30,458 turned out to witness swimming exhibitions and similar events under sponsorship of Bernard Macfadden.

On Saturday crowds came early and there were plenty of costumes. First two to enter the gates when they opened at 9 o'clock were presented with season passes by Margaret Meck, "Queen of the Great Lakes." Carnival spirit prevailed. Four rings pitched at site of the Indian Village, Chicken Roost and in the Streets of the World kept boxing fans occupied with nearly 200 contestants. Twenty national guard planes swept in formation above the grounds. There was a bathing beauty contest conducted by Frank D. Shean, associate director of concessions and amusements, and three winners were awarded prizes. Lorraine Borris, Cleveland, won first prize; Jean Fadden, Cleveland, second, and Marilyn Meseke, Marion, third.

A parade of champions introduced the entire Cleveland Rams, pro footballers; Cleveland Falcons, pro hockey players; Tris Speaker, manager of the Cleveland Indians when they won their only world's pennant, and others famed in sports. Aquacade and Winterland played to capacity. The Drunkard staged 11 shows instead of the usual performances and turned them away on each occasion. Scrip books were sold thruout the day with \$1.50 worth of 5-cent tickets for 50 cents. They are being honored until today.

Florida Week Visitors

Monday's big event was at 4:30 p.m. when 19 female swimmers plunged off the breakwater and headed inland on a

Attendances

Total for 75 days.....	1,968,850
Thursday, August 12.....	22,378
Friday, August 13.....	25,343
Saturday, August 14.....	105,819
Sunday, August 15.....	55,817
Monday, August 16.....	30,456
Tuesday, August 17.....	18,582
Total for 81 days.....	2,238,635
Days to go.....	40

half-mile journey for the open professional women's championship. Stubby Krueger fired the starting gun. Boats large and small, from breakwater to Herman Pirschner's Show Boat, the finish line, formed lanes thru which swimmers made their way. Event developed into a battle between Mrs. Lenore Elyt Wingard, Homestead, Pa., and Martha Norelius, White Sulphur Springs, W. Va. Wingard won by a brief margin in 12:09 to win \$1,000. Norelius followed in 12:22 to win \$500. May Loney, Toronto, was third with 13:14 for \$200. Susan Robertson, Seabright, N. J., finished fourth, for \$100. Florence Southard, Buffalo; Rose Nemecek, Detroit; Peggy Merry, Aquacade swimmer, and Marge Gribble, Barrie, Ont., followed in order named to win \$50 each. Checks were presented winners at Radioland by Macfadden during the evening. The \$2,000 prize money was donated by him, the occasion being his 69th birthday. Trophies were given by the expo.

This is Florida week, to be brought to an end on Monday. Last Monday was Florida National Exhibits and State Chamber of Commerce Day, proclaimed by Governor Fred P. Cone of Florida. Governor Davey of Ohio, Mayor H. H. Burton of Cleveland and President W. T. Holliday of the expo. Tuesday was All-Florida Tourist Day; Wednesday, East Coast; Thursday, West Coast; Friday, North Florida; today, Agriculture and Citrus Day; and tomorrow, Governor's Day. Governor Cone and his staff are due with Col. Harold Coles, president of Florida State Chamber of Commerce; Attorney-General Cary D. Landis; Mayor R. R. Williams of Miami; E. A. Grey, secretary of state; Mayor R. E. L. Chaney, Tampa; State Treasurer W. V. Knott; Mayor George C. Blume, Jacksonville; Commissioner of Agriculture Nathan Mayo and Ohio Secretary of Agriculture Earl H. Hanefeld.

The 86 policemen who patrol the grounds have filed a plea with T. C. Martinec, their chief, for one day off each week. Four weeks ago the staff was put on a seven-day-week basis without increase of pay. Now that turnstiles are clicking merrily they want a day off. Matter will be taken up with board of governors.

Unemployment in Sight

A survey of expo personnel discloses 77 per cent of those employed on the grounds will be without work when the expo folds early on the morning of September 27. There are about 1,200 workers under direct supervision of the fair. Of these only 300 have any definite plans for future. Of this number 15 per cent will return to college. Six of the police resume jobs as local school teachers, with 80 without work.

Half of the Aquacade's cast, 90 per cent local, will return to schools and colleges. Dancers go to join Broadway productions. Stubby Gordon and his boys turn back to take the air over WTAM. About 400 of the 600 workers in Streets of the World are on the market. One-third of the Recess Club personnel will continue with the Ralph Hitz organization. Sammy Brin, director of admissions, and Ray School, auditor of concessions, figure two-thirds of their forces will be out of work.

An additional \$75,000 from Uncle Sam provided in a deficiency bill scheduled for consideration before Congress is being looked forward to by expo backers. This appropriation completes the \$175,000 authorization passed early in the

season. A previous bill provided \$100,000. According to best information available, expo underwriters are quite free of red ink. Concessioners are making money. If weather continues to hold out the expo should conclude with everybody satisfied and money in the bank.

Question of what is to be done with the exposition plant when it closes still continues to be argued. Latest plan is to remove certain buildings from Streets of the World and put them in public parks. Cuyahoga Opera Association plans to give free operatic presentations in open air in summer, with buildings as backgrounds for various offerings. *Cleveland News* is conducting a contest for best plans for beautifying the expo spot. All plans figure on retaining Horticultural Gardens and building and certain portions of the grounds to the Ninth street entrance. Expo grounds stand at the end of Cleveland Mall and adapt themselves excellently to any proposition for future permanent preservation.

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World's Highest Aerial Act.



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October 13, 14, 15, 16, 1937.
Sponsored by Milton Kiwanis Club
Valuable Prizes Given Away
Write T. FRANKLIN WEST,
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ALL SANTA ROSA COUNTY FAIR
Milton, Fla.

OPEN for few good free attractions
PLAYING THIS SECTION AND OPEN OUR
DATES—BEGINNING SEPTEMBER 28TH

Madison County Fair Association
HUNTSVILLE, ALA.

"Back To Our Old Dates"
SEPTEMBER 9-10-11
MEDARYVILLE STREET FAIR
MEDARYVILLE, IND.
CONCESSIONS AND SHOWS WANTED

JEFFERSON COUNTY AGRICULTURAL FAIR

100th ANNIVERSARY

WATERTOWN, NEW YORK

August 30, 31-September 1, 2, 3, 4

FIRST TIME IN HISTORY

ADMISSION 25 CENTS

WANTED: Concessions of all kinds, no X. BINGO, extra good spot. GUESS YOUR WEIGHT SCALES, Cookhouses, Grab and Soft Drink Stands. Free Acts, Good Casting Act, Wire Price.

FOR SALE: Space in Merchant Building for Demonstrators, Jewelry, etc. NOVELTY EXCLUSIVE OPEN.

This will be a Red One, advertised all over Northern New York. Write or Wire QUICK For Location!

Apply C. W. CRACRAFT, Fair Manager

HELL DRIVERS

Featuring the original "JIMMY" SMITH and offering America's greatest thrill attraction at a price you can afford to pay. Now booking.

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PONTCHARTRAIN BEACH PARK, NEW ORLEANS, LA., UNTIL SEPT. 12TH.
OSCAR V. BABCOCK.

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New Acts Go Into Casa Manana Revue at Fiesta in Fort Worth

FORT WORTH, Tex., Aug. 21.—New acts have gone into Casa Manana Revue and changes in other shows and spots on grounds of the Frontier Fiesta have been made this week to keep up interest in the show. Harrison and Fisher, dance team, went into the *Gone With the Wind* sequence of Casa Manana Revue on August 17, while Three Swifts, juggling act, went into the *Wake Up and Live* sequence on August 21. Three Cossacks were first announced for the spot. Joe Jackson, pantomimist, who went into the revue on August 12, completes the list of new variety acts.

Cabin Kids, in the *Gone With the Wind* episode, have changed their songs and are singing one set of three songs at the first show and a different set of songs at the second, varying routine from night to night.

Palace Show Changed

Almost a new show was scheduled for Pioneer Palace on August 21. Only original acts remaining are Charles King, singer and emcee; Hinda Wassau, dancer, and Dixieland Jazz Band. New acts coming in are Art Frank, rube dance number, and Chester Fredericks, with modern number, who will carry out the idea of the tune of the show *There's Nothing New in Dance*, which the Pat Rooneys, Sr. and Jr., used for one of their numbers. The Rooneys and Janet Reade, singer, left this show on August 20. Fritz and Jean Hubert, drunk act in Pioneer Palace Revue, were switched temporarily to Casa Manana Revue to fill spot va-

cated by Paul Sydell on August 12, which was filled by the Three Swifts. During the week the Huberts were in Casa Manana; Pioneer Palace Revue was cut to four acts, Charles King, Hinda Wassau, the Rooneys and Janet Reade. Pioneer Palace show chorus is to have new routines and some new costumes this week.

Hinda Wassau has gone back to her original dance number in Pioneer Palace Revue after several weeks of doing another type of dance. This strip-tease dance is the one city council made protest about, but fiesta officials decided it was more suitable for this spot than the later dance. Two new acts have been added to the Sallie puppet show in Firefly Garden and several other changes have been made in remaining acts. Puppets in the other acts also are wearing new costumes.

Astor House Is Open

Astor House, real Western dime-a-dance hall, formerly the hotel and art museum on Sunset Trail, which had its opening Sunday night, promises to be one of the leading spots on the grounds, as it is popular with both show employees and showgoers. It opens at 9 p.m. and closes at 3 a.m., thus getting all late customers. George Keyes, who was stage manager for Flirting With Death, free show, is house manager for the fiesta. W. B. (Bill) Wolkin, general manager of Turf Catering Company's interests here, is supervising the Turf eat and drink concessions in the Astor House. John M.

Jacks, formerly with the Flirting With Death show, is head bartender.

Orchestra, called "Cactus Cal's," is made up of members of the band used in the free thrill show, including Lee Woodward and George McCullough, saxophones; Kenneth McGarrity, trumpet; Fay Smith, guitar; Bobby Turley, drums. Hyman Maurice, musical director for the fiesta, assembled and directed this band. Theme song of the spot is *I'm in Love With a Handiebar Mustache*, one of the songs used in Pioneer Palace Revue last year. Spot has no entrance fee, but men get handiebar mustache cards when they sign the register. Everyone must sign the register, just as in a hotel. Freddie Moore, local artist and night club decorator, supplied appropriate Western murals for the dance hall and lobby. Western atmosphere is carried to costumes of waitresses, bartenders and other employees. Hostesses are on hand to dance with "lonely" men at a dime-a-dance. Evelyn Pettit, Chicago, is in charge of hostesses. Tables and chairs surround the dance floor.

Silver Dollar Popular

Al Humke, who has novelty and souvenir concessions at the fiesta, has put a wheel in the foyer of the Astor House. Sally Stone is in charge of registration desk and Louise Liedke is hat-check girl. Both wear cowgirl costumes. North wall of this building was removed for coolness and so that people outside the grounds might see inside the place. Astor House probably will be this year's successor to last year's Pioneer Palace as a gathering place.

Clyde Hodges, formerly emcee at the Casino Theater, Toronto, and Chuck Rodman, formerly musical director of Rickard-Nace Theaters in Phoenix, Ariz., who are singer and piano player, respectively, in Silver Dollar Saloon on Sunset Trail, are having their first real competition since the Astor House opened next door, but they have done well all season and have acquired a following. Rodman and Hodges are now wearing Mexican costumes to add "atmosphere" to the Silver Dollar. National Hotel Management Company's staff in the Silver Dollar consists of Tom Gibbard, Tom Woodie and Derwin Lett.

Most ambitious special day so far was Aviation Day on August 14, when civilian and army aviators and officials of the Southwest attended. Groups of army planes from Kelly and Randolph fields came for the occasion and were on display at the municipal airport with civilian planes.

Performers on Radio

Paul Whiteman and his orchestra put on a special Salute to Austria broadcast for Salzburg, Austria, where the Music Festival is being held, at noon on August 12, thru NBC facilities. Joe Jackson, pantomimist in Casa Manana Revue, a native of Austria, was interpreter for Whiteman's announcements. *Rhapsody in Blue*, written for Whiteman by the late George Gershwin, was featured. Sallie puppet show was broadcast over KTAT on August 14. Opening ceremonies at the Astor House were broadcast by WBAP Sunday night, with Herb Southard, who announces all of this station's programs from the fiesta, describing event.

Mary Dowell, showgirl, who wears the dress which has the largest train in the world, covering the huge stage in the finale *It Can't Happen Here* of Casa Manana Revue, was interviewed on WBAP's Fiesta Reporter program this week, with Lauretta Jefferson, ballet mistress at Casa Manana, and other chorus members. Two more Casa Manana performers, Bernice Buchanan, Oklahoma City, and Jack Koyla, Chicago, have been picked for the reserve list for dramatic work on WBAP after appearing on the Fiesta Reporter interview programs. Margaret Peters was first to be chosen.

Number of "tall" boys in Casa Manana Revue has been cut from 25 to 14, the remaining 14 to double in spots vacated by the nine tall boys. The 14 boys are Charles Jennings, Thomas Bell, H. C. Jones, Buck Roberson, John Westland, Woodrow Lipscomb, Hoover Hobbs, Fred Irby, J. D. Farmer Jr., Dominic Childs III, Hodge Thomas, Bill Miller, Floyd McRoberts and Ed Eler. Phil Baxter, composer in Melody Lane, and a group of fiesta performers attended Johnson County Reunion in Alvarado this week as envoys of the fiesta. Paul Whiteman headed a parade in Waco on Friday.

Montana Spirit At Two Annuals

—By BEVERLY WHITE—

BILLINGS, Mont.—Fair officials who think they have avalanches of trouble to overcome to make their expositions successful should get great cheer from the spirit of Montana fair men. The story of the Midland Empire Fair, Billings, and that of North Montana State Fair, Great Falls, stands out like stars of stellar magnitude in the firmament of the fair world.

On June 11 Alkali Creek, one of those crazy streams of the Western country, gathered all water from surrounding mountains. It included the largest importation of hail Billings has ever known and then spitefully emptied most of its collection on Midland Empire Fair grounds.

Ready on Schedule

Where interested throngs were to walk in the cause of education and amusement on August 9-14 there stood four feet of water. With only eight weeks to go, the fair management took up the battle, cleared grounds of all debris, set carpenters and other skilled laborers to

(See MONTANA SPIRIT on page 101)

Cracraft, at Watertown, Strong for Two-Bit Gate

WATERTOWN, N. Y., Aug. 21.—Great hopes for a 25-cent gate are being held here by Manager C. W. Cracraft, who is organizing Jefferson County Agricultural Fair for celebration of its 100th anniversary. One of his first moves was to advertise a two-bit gate and he declares his belief that such a charge is a wonderful thing for any fair.

He predicts record attendance, billing having gone out for a radius of 60 miles. Exhibit buildings are reported filled and live-stock, poultry and other entries are said to be 100 per cent better than ever before.

WANTED FOR WESTMORELAND COUNTY FAIR

FREE ACTS Ligonier, Pa. RACING Sept. 14 to 17 DAILY
DAY AND NIGHT
RIDES — SHOWS — CONCESSIONS
Only Fair in Westmoreland County
I. HAYES, LIGONIER, PA.

WANTED

Grand-Stand Act for Wise County Fair, September 2, 3, 4.
B. F. WILLIAMS, Pres., Wisc, Va.

WANT CARNIVAL OCTOBER 1, 2 & 3 COUNTY FAIR AND LEGION RODEO

BEST SPOT IN WEST
Contact us at once! Address GEORGE R. SMITH, Legion Commander, Salmon, Idaho.

WANTED WEEK OF SEPTEMBER 20

Carnival with three or more Rides and Concessions For WILSON COUNTY COLORED FAIR 18th Annual Fair. Big Fair
Write or wire J. R. McDANIEL, Sec., 245 Cedar St., Lebanon, Tenn.

AT LIBERTY—A new sensational type of ride which has been operated at Myrtle Beach this summer with marked success. A real money getter, which has never before been operated on midway. The ride is composed of flashy colored skooters, which are operated by the customers individually. This ride is open for midway engagements at some of the large fairs, preferably in the Carolinas and Virginia. If interested get in touch with DAN KERNDLE, the largest operator of skooters in the South, at Myrtle Beach, S. C.

CARNIVAL WANTED

Clay Co. Fair, Sept. 20 to 24.
Radio Tie-Up and Pari-Mutuel Racing will bring out big attendance. Network of improved roads leads into town. Address
H. H. HARVEY, Secy., Clay Center, Neb.

3 LEONARDOS

With GEORGE NISSEN, National Tumbling Champion
Rhythmic Hand Balancers 1807 Second Ave., Knockabout Tumblers Cedar Rapids, Ia.
Now Appearing Chicago Carnival of Lakes.

CHESHIRE COUNTY FAIR

KEENE, NEW HAMPSHIRE

THREE DAYS AND THREE NIGHTS

HORSE RACING — FREE ACTS — FIREWORKS

August 31st, September 1st and 2nd.

WANTED: Shows with own outfits, liberal percentage. Novelties, Lunch, Legitimate Grindstores that can work for ten cents. NO COUPONS.

For space, write or wire

LOUIS GROSKO, Superintendent of Concessions, Ellis Hotel, Keene, N. H.

BARRY COUNTY FAIR

HASTINGS, MICH. — September 7-11 — DAY AND NIGHT.

WANTED—Stock Concessions and Ten-Cent Grind Stores. Corn Game, Scales, Pop Corn, Frozen Custard, Novelties and Photo Gallery sold "Ex." Shows and Rides booked. No Grift.

Write WINN-GREEN, Secretary, Hastings, Mich.

MINEOLA FAIR

SEPTEMBER 27-OCTOBER 2

CAN PLACE Legitimate Concessions of all kinds and Grind Shows. Will book Octopus and Pony Track. Address

O. C. BUCK EXPOSITIONS, INC.

104-33 128th Street, Richmond Hill, N. Y.

AMHERST COUNTY FAIR, Lynchburg, Va.

SEPTEMBER 20 TO 25

Wanted—Acts of all kinds, Girl Revue, any Act suitable for Grand-Stand Attraction. Limited Concession Space available in the biggest money spot in Virginia. Address all Communications to CHAS. R. DORMAN, Manager, 203 Boyd Building, Lynchburg, Va.

WANTED FOR CLARION FAIR

Concessions of all kinds, Cook House, Rides, Shows of Merit. Space reasonable, or will book good Organized Carnival. Clarion County, Pa., Fair, August 31 to September 3, inclusive.
J. P. BAKER, Clarion, Pa.

WEST TEXAS FREE FAIR

ABILENE, TEXAS, OCTOBER 4, 5, 6, 7, 8 and 9, 1937.

FOR SALE—Privileges, exclusive of shows and games, on independent midway. Write T. N. CARSWELL, Secretary, Abilene, Texas.

HAMILTON, MO., FAIR

AUGUST 31 to SEPTEMBER 4

WANT Shows and Rides; Concessions of All Kinds. Write AL ROGERS, Supt. Concessions, Hamilton, Missouri.

Agricultural Fairs as I See Them

By NORMAN Y. CHAMBLISS, Greensboro, N. C.

WAKING up one morning in April, 1922, I was told that I had been elected secretary of a county fair at Rocky Mount, N. C., my home town. At that time I was secretary of the Chamber of Commerce of Rocky Mount. I had never had any experience in the operation of a fair and, naturally, realized I was only named to the fair position by reason of the fact that no one else would take it, everything in those days being shoved over to the Chamber of Commerce secretary. Anyway, I started out as best I could in the operation of the Rocky Mount Fair, and no year, even during the depression, did Rocky Mount fail to have a fair. The success of the fair was due entirely to the interest taken therein by the agricultural people of that section, as well as the fine support given by the people of the city of Rocky Mount.

I look back now in amazement over the difference in the operation of a fair in 1937 compared with the operation of one in 1922. There is as much difference as there is between black and white: Conditions have changed, a different class of people visit fairs, diversified amusements are demanded. In 1922 there was but little stress laid on anything except horse racing and agricultural exhibits, whereas these days people want a little of everything in the way of wholesome amusements.

Personally, I have for many years advocated clean and legitimate concessions; others have done the same thing. No one need try to tell me it is impossible—I know different. In 1936 I directed the operation of six major fairs in North Carolina, and at three of these we did not even have a wheel and they were a success. Not that I think the public objects to wheels. As a matter of fact, at the three fairs where we eliminated wheels all I heard was "I wish this fair had wheels," so there you are. As I look back I recall 10 or 12 years ago I spent most of my time listening to complaints about concessions, whereas in 1935 and 1936 at the fairs I operated, even where we had wheels, I only



NORMAN Y. CHAMBLISS

had two complaints. This speaks mighty well for the present concessioners and I congratulate them. In other words, I believe the fair that holds up the standard of concessions will be the fair, in the long run, that will prosper, and I shall, for one, continue my activities in maintaining clean concessions as far as possible.

Small Percentage See Exhibits

My observation has been, from an agricultural standpoint, that a very small percentage of fair patrons ever see the agricultural exhibits, regardless of the amount offered for premiums or the class of exhibits. Why? Of course, there are exceptions, from information I gather from other secretaries in North Carolina. My observation further has been that the very people who criticize fairs these days, terming them "nothing but a carnival and grand-stand attractions," are the very ones who have not even attempted to observe the agricultural exhibits, such as they may be. In my humble judgment fairs must stress agriculture, but the big question is: How can we get the patrons interested in the exhibits? Another observation has been that people want to see something different. I mean by this the patrons even want to see a different layout on the grounds. I believe the time has come when each year we must make as many changes as possible on the fairgrounds to the end of having everything as attractive as possible, such as the entrances, buildings, grand-stand entrances, etc.

I have taken up the fair business as an exclusive vocation. I am interested in the continuation and betterment of fairs from every standpoint. Being connected with five fairs in North Carolina, my first aim will be to encourage agricultural exhibits. Secondly, wholesome attractions. In many communities local activities stimulate a great deal of interest. In addition to the agricultural exhibits I am persuaded to believe that the time has come when we should stress, certainly more than I have done, school exhibits, to the end that the school children may find something at a fair of real educational value. In other words, each locality is quite different in what people want in the way of attractions and amusement. For instance, I operate a couple of fairs in North Carolina where people do not appear to be interested in horse racing, whereas at other fairs that form of amusement appears to be among the best drawing cards. Luckily, we have had the co-operation of all agricultural interests in the various communities where we operate.

Many years ago, according to my observation, a very large percentage of the attendance numbered the farming interests, but somehow or another, in the present day the farmers do not appear to

Norman Y. Chambliss is manager of the fairs held annually at Greensboro, Rocky Mount, Williamston, Salisbury and Clinton, all in North Carolina, with headquarters at Greensboro. He began his fair career as secretary of the Rocky Mount Fair in 1922 and has been continually engaged in that business since. During the past several years his services have been entirely devoted to fair activities. He is a strong advocate of agricultural exhibits, clean concessions and wholesome amusements.

be attending fairs as they used to. Of course, I realize in most communities many fairs have four or five times as many people at night as they do in the daytime—certainly a different situation from that which existed several years ago.

Attractions Bring Crowds

As surprising as it may seem, my observation has been that fairs having the best attractions, including grand-stand acts, fine horse racing, children's day and special features, all of which naturally must be well exploited, are the fairs that have the greatest attendance. In saying that I do not mean to discount the value of agricultural exhibits, because such exhibits are necessary for any well-balanced fair.

People have been telling me over a period of several years that admission prices have lots to do with attendance. I have maintained a 50-cent gate, but in order to try out the suggestion that has long been made to me, I am sponsoring a 25-cent gate day and night at two or three fairs this year. I wonder what the results will be. I think prospects are excellent for fairs in 1937, judging from a survey recently made of conditions in this State and basing this opinion on attendance at various amusements that already have been presented. I know

of nothing better to help the fair business thruout the country than for fair secretaries to exchange ideas and suggestions, and that is the purpose of this article.

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 This Year At The
TRI-STATE FAIR
AMARILLO, TEXAS
SEPT. 20-25
 Get your share of the bumper wheat crop money—a big opportunity for
INDEPENDENT CONCESSIONAIRES
 Big Rodeo — Nite Show — Circus.
 FREE GATE
 400,000 weekly attendance!
WRITE TODAY
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McKEAN COUNTY FAIR
 SMETHPORT, PA., SEPTEMBER 6-7-8-9.
 Starts Labor Day.
 Concessions and Shows Wanted.
LAST CALL
 SIDE SHOWS AND CONCESSIONS.
 12 Days and Nights, 2 Sundays,
 TIMONIUM, MD., STATE FAIR,
 September 15,
 ONLY STOCK CONCESSIONS CONSIDERED.
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 Fairs, Auto Races, Rodeos,
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 Concessions and Rides for
Christian County Fair
 October 7-8-9, Public Square,
 Ozark, Mo.
 F. T. WERNET, Chairman.

WANTED
 CARNIVAL COUNTY FAIR,
 CONYERS, GA.
 Prefer third or fourth week in October.
 L. C. SUMMERS, Manager.

MICHIGAN FAIR SECRETARIES — FRATERNAL COMMITTEE
 Have Rides and Concessions Available September 12.
FRANK MILLER SHOWS
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ACTS — REVUES — RODEOS
 Book With Confidence
 Thanks to all Fair Secretaries using my Attractions; also to those I was unable to serve.
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BLOOMSBURG FAIR
SEPT. 27 to OCT. 2 (Day and Night)
 AUTO RACES SATURDAY.
 Tuesday-Friday—Children's Days—50,000 Free Tickets. Friday—"Lucky Teeters"
 —Attendance over 100,000—Premiums \$18,000—Free Attractions \$15,000.
 Featuring George Hamid's "REVIEW OF TOMORROW"—Shows and Rides by Strates' Shows Corporation. Desirable space for Legitimate Concessions. No Diggers or Nall Drivers. All Concessions under supervision of Mr. J. F. Murphy.
 Bloomsburg, Pa. CARL FLECKENSTINE, Supt. Concessions.

ATTENTION FAIR MANAGERS!
SKYROCKET Your Attendance with "QUEENIE"
 Outstanding Comedy Attraction
 At Fairs.
 Feature Comedy Attraction at the State Fair, Kingston, R. I., September 1-6, at Rochester, N. H., and other Fairs booked by George A. Hamid, Inc.

EXTENSION FOR OHIO AREA

Big Spots Will Stretch Season

October 1 may be deadline for first time in years—days lost by early rain

CANTON, O., Aug. 21.—For the first time in many years several major amusement parks in the Eastern Ohio area are planning to extend the season well into September and in some instances to October 1. Smaller resorts, however, likely will call it a season on Labor Day.

Operators of several large parks declare that September usually affords excellent park weather and for that reason have listed some outings in that month. Other parks plan week-end operation only, with two or three of the major spots planning to hold Mardi Gras the week following Labor Day, as well as other events, to prolong the season.

Executives explain that because of continued rain during May and early June so many days were lost that it is their opinion that patrons will continue to flock to parks as long as weather is favorable. Seven consecutive Sundays were rained out during June and July for Eastern Ohio parks.

On the other hand, several operators argue that after school resumes there is little use to keep their parks open, for, after all, it is kiddies who induce grown-ups to visit them. Political rallies will give several parks post-season revenue, as will other fall promotions, a recent survey revealed.

Babcock Returns to N. O.

NEW ORLEANS, Aug. 21.—Showers cut into Pontchartrain Beach patronage during past week-end, but with clearer skies the resort has had exceptionally good week-day crowds attracted mainly by return of Oscar Babcock and loop act and Wednesday's contest for crowning of Miss New Orleans Jr., fifth time at the beach. Manager Batt has brought in Auggie Schellang and ork from the Hotel Roosevelt Fountain Room, replacing Vito and band. A precedent for the Casino is spotting of Lee Early and his dog act. Manager Batt has managed this season to keep life at both ends and center of the boardwalk by placing the new Tyrolean Beer Garden with a good German band at end dead in other years. When business lags in the beer garden the band parades the boardwalk.

More Doings at Jones Beach

JONES BEACH, L. I., N. Y., Aug. 21.—Continuing its policy of increasing activities, State-operated Jones Beach now has a long list of doings, to which it hopes to add. Included are polo, "barber shop quartet" contests, hillbilly band competition, amateur surf board tournaments and a variety of dancing functions. A place is also allotted to golf and archery. Features this summer have been musical comedies and operetta presented in the Stadium, all of them successful from the standpoint of entertainment and financial returns.

New Coney Pumps Completed

NEW YORK, Aug. 21.—Coney Island residents and showmen with heavy investments are resting easily these days, reasonably confident that chances of disastrous fires in that section are a thing of the past. Altho the character and construction of most of the buildings remain unchanged, a new \$500,000 water pumping station is now ready for use. The plant, delivering 20,000 gallons of water a minute, will be of tremendous aid to firemen. It will be put into use almost immediately.

JAMMIE GRAVES, high act, who has been playing parks in Ontario, New York, New Hampshire, Pennsylvania and Michigan since opening her season on May 24, played a return engagement in Forest Park, Dayton, O., opening on August 17.

Just a Jaunt

ROCKAWAY BEACH, N. Y., Aug. 21.—Joe Vitale, stunt swimmer, has his tongue parked carefully in his cheek, reviewing what he thinks may be a gag pulled on him. Vitale's agent, seeking to promote a long-distance swim, preferably from Long Beach to here, a distance of about 15 miles via the Atlantic Ocean, for Joe, approached a prospective sponsor, who originally said he would be interested. Sponsor, infod of the Long Beach-Rockaway navigation, thought the whole jaunt would be over too quickly, and suggested Rockaway to Atlantic City, a 150-mile splash. Extra coin, agent was told, if Joe could make it back.

Walled Lake Given Pickup

Business increases with more settled weather—intensive picnic drive on

DETROIT, Aug. 21.—Business for the past few weeks has been best in several seasons in Walled Lake (Mich.) Amusement Park, concession operators agree. Sunday business in particular has picked up, while all-week trade has been substantially better. A more intensive picnic promotion program is responsible. Large industrial organizations have been on the grounds regularly for outings, such as the picnic of the export division of Dodge Bros. last Saturday.

Little new construction has been undertaken during the season, with the park now so well occupied with good paying attractions that each new addition has become a major problem in space layout. More intensive utilization of existing facilities, particularly of enlarged picnic grounds and athletic facilities, is being undertaken instead as inducements for larger picnic events.

Special fireworks are planned for September 5 and 6. With fireworks banned in this State except when put on as professional displays, they have proved very popular in many types of outdoor amusements. Charles A. Shepard, operator of (See WALLED LAKE on page 55)

Space Drive for Trade Show Of NAAPPB Started by Hodge

Secretary from his Chicago office begins campaign for biggest exhibit ever held—early reservations indicate sellout—dates are set as November 29-December 2

CHICAGO, Aug. 21.—Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, on August 16 from his offices in Suite 295, Hotel Sherman, launched the campaign for sale of space at the trade show for the outdoor amusement industry to be held again in the Hotel Sherman here on November 29-December 2. The 1936 exhibits showed an increase of almost 100 per cent over those of 1935 and almost all available space in the Hotel Sherman was used. However, by a rearrangement of exhibition space a slight increase in available space is made possible. And because of excellent results obtained at the last show many exhibitors before leaving Chicago last December applied for additional space to the secretary and since that time a number of new exhibitors have asked for space.

Rose Midgets Leave Cincy Coney to Open in Theaters

CINCINNATI, Aug. 21.—"It was a most enjoyable engagement and I am grateful to General Manager Edward F. Schott for aiding in making it such," commented Mrs. Ike Rose on closing an eight weeks' run of Rose's Parisian Midget Follies at Coney Island here. The show opened at the Park June 19 and closed August 15. The Coney stay was made shorter than anticipated because of contracts with the William Morris Agency for theater work, which was begun at the Washington Theater, Maysville, Ky., August 17.

C. I. O. Event to Jefferson

DETROIT, Aug. 21.—It is estimated that about 500,000 will attend a Victory Labor Day Celebration at Jefferson Beach, said Director J. F. Gibson, who has booked the event with the International Union of United Automobile Workers of America and C.I.O. for September 5 and 6. Homer Martin, John L. Lewis and Governor Murphy of Michigan are scheduled to speak.

Perry Leaves Craig Beach

YOUNGSTOWN, O., Aug. 21.—H. W. Perry resigned as manager of the dance pavilion in Craig Beach Park. He had also been booking picnics. He joined Craig Beach staff after several weeks in Geauga Lake Park earlier this season. For three years he had been lessee of the dance pavilion in Summit Beach Park, Akron, and for several years managed ballrooms in Canton and Akron. He may operate a ballroom in the district during the winter.

Only Ten-Day Refusal

In keeping with its policy of previous years the exhibits arrangements committee and Secretary Hodge are allowing last year's exhibitors a 10 days' refusal on last year's space, but because of the rush for space the secretary has stated that he cannot consistently extend this 10-day period. It is the earnest hope of the association, he said, that all supporters of the past be given first consideration, that their requirements be filled to their entire satisfaction and also that many new concerns avail themselves of this exceptional opportunity to contact the outdoor amusement market.

Co-operating with the NAAPPB in staging its annual trade show will be the American Recreational Equipment Association. A meeting of the executive committee of the latter association in New York City on August 9 gives promise of a very active participation in the conduct of the annual trade show by that organization.

Members of Committee

Representing the NAAPPB on the exhibits arrangements committee are N. S. Alexander, chairman; Herbert F. O'Malley, vice-president, and Mr. Hodge, and representing AREA are W. F. Mangels, chairman; Lee Eyerly, M. W. Sellner, John Wendler and Fred Fansher. Handling of all details in connection with sale of space, however, will be, as usual, in the hands of the secretary of NAAPPB.



WHEN ENTERTAINERS GO OUT TO LOOK FOR THEIR OWN ENTERTAINMENT in their spare time in the Greater Cincinnati area they usually wind up at Coney Island. Here's group of floor show girls who visited Coney and promptly hid themselves to its swimming pool in swim suits borrowed from the Coney commissary. Paul Bachelor, their director and former balletmaster of Cincinnati summer opera, who was along, insisted that the girls have their usual rehearsal, however, and so here they are, going thru their paces at Coney's pool.

Meyers Lake Takes Better

Revenues up for Canton, O., spot—program of extension going forward

CANTON, O., Aug. 21.—Inaugurating its season in the face of a \$60,000 fire, which razed the Hofbrau night club and roller rink, Meyers Lake Park here is experiencing one of the best seasons in more than a decade. In less than two weeks after the season was under way a midway concession building had been remodeled and a new Hofbrau night club installed, with capacity of more than 600 at tables. Repairs were made to the high ride and its operation was resumed. Plans were made for a modern roller rink on the midway, its opening scheduled for early fall.

Operated by Meyers Lake Park Company, with George Sinclair, dean of Eastern Ohio park and ride men at its helm, the resort will wind up the season far ahead of any previous year in a decade, officials said. August bookings are heaviest in years, with take of rides and concessions in excess of previous years. Inclement weather is blamed for a poor June and July, rain coming on seven Sundays.

More Large Outings

Beautification has been furthered and a new front installed on Bluebeard's Castle, funhouse. Improvements were made to the bathing beach, most all of the buildings have been repainted, new walks installed into Moonlight Ballroom and numerous concession buildings renovated. Picnic department has hung up a new all-time record for number of outings. Several major industrial concerns have revived annual outings.

Among veteran concessioners is C. Y. Riddle, former manager of the park, who has candy floss. Glenn and Loretta Mains are again on the midway with souvenirs and Sportland, latter having much new equipment. K. O. Take, with his rolldown, has a flashy store. "Red" Miller, back with his scales, reports business best in years. Howard Peters, with goatee missing, is conspicuous about the midway and will soon be classed as a veteran, his pony track and kiddie rides having been features many years. Bert Sinclair, long identified with the park, and W. D. Brookover passed on during the current year. Harry Shirk continues as manager of concessions and has the best lineup since coming to the park. Ernest Thomas, superintendent, has everything in tip-top shape. Lawrence Craney is again in charge of the bathing beach, having one of its best seasons.

Fireworks Are Popular

Moonlight Ballroom is being used by MCA bands as a jump breaker on Sundays. Ballroom has been operating on Tuesdays, Thursdays, Saturdays and Sundays, with name attractions in every Sunday night. Business has been the best in many years.

Park has operated this summer with a free gate and free parking in all three areas. Fireworks, the management contends, have proved the biggest night patronage stimulator. Proposed improvements, including installation of at least two more rides, planned for early next year, is contingent on this year's profits, said Mr. Sinclair.

Light Carnival in Cincy

CINCINNATI, Aug. 21.—Coney Island will launch a series of free features next week, building up to a climax with which it will close the season on Labor Day. First will be farewell appearances of Jimmy Scribner, radio star, who will appear on August 24, 25 and 26. He is due in New York the following week to begin a new series. Starting on August 27 and continuing daily thru Labor Day Coney will present a free Fireworks Carnival and Festival of Light with free acts on the Mall. By use of powerful searchlights, each of 1,000,000 candle power, there will be created a unique light demonstration. Entertainment groups holding forth at Coney include Dick Stable and his orchestra in Moonlit Gardens, Bob Sidell's Swingers on the steamer Island Queen and Smittle and his Gang at the clubhouse.

Chippewa Chatter Box Getting Good Reception

CHIPPEWA LAKE, O., Aug. 21.—Chippewa Lake Park is one of few amusement spots that can boast of its own newspaper, *Chippewa Chatter Box*. Issued weekly in four-page bulletin form, printed in standard type and not mimeographed, the paper is distributed gratis every Monday.

It lists dance pavilion bands, events for the coming week and runs a column of facts about the park, being edited by W. A. (Doc) Kerr, vet concessioner. It allots space to advertisements of concessioners, revenue from which pays printing and distribution cost.

The paper also invites comment and suggestions for the betterment of the park. It is the source of much favorable comment among Eastern Ohio amusement park men.

Season High in Attendance Is Maintained in Conneaut

CONNEAUT LAKE PARK, Pa., Aug. 21.—Attendance in Conneaut Lake Park is maintaining the new high set by the advent of the season on Decoration Day, disproving an adage that August often turns out to be any resort's slack season. Daily crowds on the new bathing beach, banquets and gatherings at Hotel Conneaut, in addition to the regular stream of registrations, large nightly gatherings at the park's night resort, Beach Club, and continuous activity of numerous rides and concessions along the midway are adequate indications of approval of many improvements and renovations effected by the park management.

On August 14 the park was host to a large picnic of districts 1 thru 5 of Pennsylvania department of highways, embracing Venango and adjacent counties.

On Saturday and Sunday the board of directors of the National Executive Housekeepers' Association held a series of meetings at Hotel Conneaut, program being arranged with intervals for relaxation. Sunday dinner was served to another special group headed by Mr. and Mrs. O. E. Anderson, Titusville, Pa.

Boise White City Drawing With Dancing and Fireworks

BOISE, Ida.—Aug. 21.—White City Park is holding regular dances Tuesday, Thursday and Saturday nights, with Saturday the banner night when large crowds attend. This summer a home orchestra, Jim Baker and his Dixieland Swing, pleases the young dancing public, reports Mrs. G. W. Hull. Jackie Coogan, Eli Rice, Ernie Fields and Sioux Indians were among traveling orchestras which drew large crowds.

Fourth of July was a three-day celebration with dancing in the evening and a midnight frolic. Large display of fireworks on evening of July 5 drew huge crowds.

Summer dancing will close with a Labor Day celebration on September 6. Fall and winter season opens in September, with roller skating which is always very popular during winter.

With the Zoos

CAMDEN, N. J.—Warren E. Buck, big-game hunter and proprietor of Buck's Zoo near here, who left for another of his trips to Africa, was commissioned by Steel Pier, Atlantic City, to make observations along the west coast of Africa with reference to adding to the Pier's baby wild animal zoo.

MANITOWOC, Wis.—A two-year-old buck is the first animal to be received at new Lincoln Park Zoo here. Within 60 days, according to Alderman Raleigh Wilda, chairman of city council park committee, two or three more deer and several bears will be received.

WASHINGTON.—Dr. and Mrs. William M. Mann, Malcolm Davis and Roy Jenner, of the Zoo here, who in company of Dr. Maynard Owen Williams, of the National Geographic Society, which, with the Smithsonian Institution cosponsored their expedition into the East Indies in search of animals, are expected to arrive in Baltimore late in September with a cargo of animals, having recently sailed from Medan, Sumatra aboard the S. S. Silverstar.

American Recreational Equipment Association

By R. S. UZZELL

The dog track at Revere Beach has closed for the season and perhaps soon for all time. It has the usual record of people losing who can ill afford to do so and of others who lose and plier to make good their losses or lose their employers' money with which to gamble and get caught thru their losses and inability to make good.

As we understand it the renewal of the license to run must go to a referendum of the people. It is said voters are sure to defeat any renewal. It has been most profitable to the owners. One man drew annually \$3 for each dollar invested in the enterprise. Aside from the losses of the public the place crippled Revere Beach just at a time when it has a good chance to make the grade. It seems strange that any State would permit dog races when it is so easy to learn their tale of calamity wherever tried. New England park men are not apt to sit idly by while the application for renewal is pending.

Meet 'Em in Chicago

Now we turn our thoughts more strongly to the annual meeting in Chicago. When this column reaches you preparations will be under way in many places for closing immediately following Labor Day. Let the Chicago trip become a part of your vacation. You will want to meet the men who have turned or are turning optimists. A lot of them are good fellows and will admit the jinx got them but that they have been or are shaking it off. Nothing kills pessimists as fast as a balance in black following some on the other side in red.

Revere Beach will be there when the dogs are dead. Euclid Beach, Cleveland, and the fairgrounds in Dallas will be there when the expositions have folded. Coney Island, Cincinnati, and Fontaine Ferry Park, Louisville, are there after the flood waters have joined the sea and Ocean View, Norfolk, Va., is doing business again now that the waters have subsided. These men had all that others had and then got these wallops on top of it all and yet are not quitting. The world loves a game and fair fighter. It's worth a trip to Chicago to meet these men face to face.

For Snappier Program

Jack Lambie, of Euclid Beach, Cleveland, despite the heat, is going about the work of the program in his cool, composed manner and will bring out of the oven a program that will have new viewpoints to help us meet present-day requirements. They are going to make it snappy this year and will help a man to quit when his allotted time is up. To which all of us say okeh. It is only fair to our program chairman. Heretofore he has never known whether he was coming or going. The man who has to listen has his rights too. He likes

to have the program run on schedule time so he can mark it and make his own plans accordingly. Often he is willing to listen the allotted time but just cannot go farther as he has other fish to fry.

None at the convention have more demands on their time than the manufacturer who exhibits. When he has an appointment with a park manager who is going to make a train that train cannot be held while someone finishes a paper. No one likes to leave the convention hall while a speaker is in action. All large conventions now hold a speaker to schedule. They must get things done. When all speakers are treated alike there is no discrimination.

ST. LOUIS.—Patty Sue II, orang-utan born in the zoo here on August 16, was found dead of a fractured skull on August 18, apparently crushed by its mother. Parents, Bob and Lucy, were captured in North Sumatra 14 months ago and arrived here recently.

PHILADELPHIA.—Only favorable wind action prevented a \$30,000 fire in the heart of the Willow Grove section from spreading to Willow Grove Amusement Park. The blaze was fanned to a height of 200 feet and was visible over a 10-mile area.



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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Tip To N. Y. Tanks

Every form of amusement in New York City is making plans to entice patronage during the American Legion convention the week of September 20. Because this column goes to press earlier this week I haven't time to check on what stunts are being scheduled by Gotham swim pools to cash in on the Legion meeting, which is expected to bring about 1,000,000 out-of-towners to the big city. I hope some plans are being made to get the business which will most certainly be there.

Of course all outdoor natatoriums will be closed by that week—unless they hit a hot spell, in which case it wouldn't be surprising to find many doing land-office biz among the vets. It is to the operators of inclosed aquadromes, however, that an urgent appeal is made for them to be sure not to ignore this all-important event.

Tanks within the Times Square area, such as Park Central, Parc Vendome, Shelton and Midtown, are sure to do big business if they will only go after it. The theory that the Legionnaires are going to do only the night spots is foolish. Granted that a great many of them will combine whoopee making with the meetings there will be many who will go in for the more conservative forms of pastime. And then, too, if a pool advertises properly the members who are going in for the heavy celebrating can be educated to the fact that in no better way can they relax after the festivities than by a swim.

While most activities will take place in the environs of the Great White Way at the same time tanks in other sections of the city, as well as in the suburban sections of Jersey, Long Island and Westchester, can teup profitably by making a special play for this patronage. Legion programs call for meetings, parades and ceremonies in all sections of the city, as well as in spots outside of New York, and so the prospective trade will be there to get.

Moreover it seems that besides advertising and exploitation a more direct appeal for this extra biz might be tried. In other words, pool operators should attempt to make teups now with their local Legion chapters with efforts made to sandwich in a swimming party to visiting vets on behalf of local chapters. Possibly a special cut-rate arrangement might do the trick.

The very least that a swim man can do is to post signs outside the tank welcoming the Legionnaires. A suitable display of war pictures and the like will add additional color. Of course that wouldn't have the effect of concentrated advertising or direct teups, but it is certainly better than nothing.

Remember there will be 1,000,000 extra people in New York City during that week and if you don't get any part of that, no matter how small, it won't be anybody's fault but your own. They're coming to the big town to spend money and have a good time.

An Oversight

Appropos of the column's mention of the performers in Billy Rose's Aquacade at the Cleveland expo comes word from Norris (Corky) Kellam that I forgot to mention the part he plays in the gala show. "Corky" writes, in part, from Cleveland: "Remember your writing in the column about me at the Park Central indoor pool, New York City, that I have a novel act and am at least one water omlie who doesn't have to copy Stubby Krueger to get a laugh? Well the show here is so speedy that I am not allowed to do my stuff, but I am working with the diving family in the Coney Island scene. The act includes Aileen Riggan, Eddie Chamberlin and Ray Twardy, Bill Northrop, little George Smith and myself.

"We are playing on opposite boards from Stubby Krueger and Johnny Weismuller. They are announced and featured and they do their regular comedy act. While there is no time taken out to introduce the diving family, thousands of people see and laugh at us and we are getting top pay working in one of the finest aquatic shows ever produced, so why worry about the announcements!

"This diving family act would be wise to stick together after the finish of the

expo and capitalize on the publicity that the aquacade has gotten. Nice story you ran on the show."

Handball Leads

The game of handball has taken such a lead as the most popular sideline activity at swim pools that the sport even overshadowed swimming itself last week-end—at Eastern tanks, at any rate. Three handball championship tourneys were going all at once at three major New York pools last Sunday and there wasn't a single swim meet scheduled.

Manhattan Beach pools ran no less than the national doubles handball competition, while Castle Hill tank, in Upper Bronx, staged its annual invitation men's and women's champs. Across the river in Palisades (N. J.) Amusement Park's mammoth plunge, the New Jersey State handball contest was held.

All the pools captured a great deal of publicity as a result of these tourneys and managements reported excellent turnouts for the tilts. Reason given for lack of aquatic races, which, incidentally, seems to be very prevalent among Eastern outdoor pools this summer, is facilities required for holding such meets. To put on swim races one has to hold up the pool for some time and there has always been reports of repeated complaints from patrons who want to swim and who don't give a hang for races. With handball, matches are usually held on a few of the courts so those who want to watch the play may do so and those who wish to swim, or even play on the remaining courts, may do so without being bothered by the competition.

A Parting Shot!

Operators of pools are hereby reminded that school opens thruout the country the first or second week of September. Outdoor tanks might be able to make a concentrated effort to draw kids in on the few days before the opening by staging special pre-school swim parties. By offering special games, etc., and making it a gala party—sort of a farewell-to-summer-affair—business other than that which you'd ordinarily get might result.

Indoor tanks, on the other hand,

Coney Island, New York

By ROGER LITTLEFORD JR.

Plans for the Mardi Gras at Coney Island this year are progressing steadily under supervision of appointed committees. Annual carnival with all its pageantry and celebration is expected to draw heavy attendance in September and many a Surf avenue, Bowery and Boardwalk Coneyite is depending on that week and the week following to pull him out of the red. As previously announced, Coney has dedicated the week after Mardi Gras, September 20-26, as American Legion Week and will present an additional program of entertainment and frolic for the convening veterans.

Coney Island Chamber of Commerce, headed by I. H. Klein, has apparently won its victory in the 1937 clean-up campaign. Concentrating chiefly on the beach and boardwalk, rigid regulations concerning disposal of paper, lunch boxes, garbage, etc., have been in effect, and, more important, are being emphatically enforced by police. Altho officers are instructed to be courteous to offenders, the firm and definite stand taken toward visitors who fail to respect the law has obviously had its effect on success of the campaign.

Cleanliness Drive On

The Chamber is also continuing its drive to better conditions of Coney food and drink stands, and not a week passes that at least half a hundred arrests are not made for violation of minor ordinances of some sort. From now on it seems these offenses will carry official penalty and will not terminate in mild reprimands and a suspended sentence.

Business during August, altho not by any means sensational when compared with circus, carnival and amusement park successes, has been "more than satisfactory" for Coney Island showmen who by the caliber of their wares have reason to obtain the bulk of trade. Mid-week days could be much better and bathers could spend more time and money at local establishments to the advantage of all. But that's Coney Island today, and everybody knows that nothing

should plan to make teups early with local schools. Educational authorities are always interested in aiding the health advancement of children and pool men who can show these educators the advantages they have to offer might also get the business. In either case it's worth the try.

Wildwood, N. J.

By ORO

With Labor Day week-end looming concessioners are packing their stands with new merchandise to put on a grand display for holiday throngs. While the best weeks of the season are still to be reckoned, consensus is that the year will provide pretty pennies for all. While the take will hardly approximate the banner 1936 summer, all will show high profits after putting up the shutters.

A notable trend in this season's activities is increased week-day business, a healthy sign for summers to come. Week-end business, however, has fallen behind 1936, but is still better than previous years, with the closing of games hurting the take on those days.

Convention Hall, brighter and gayer than ever, staged a gala opening on August 20 as a ballroom. Las Vegas Orchestra is on hand. Ocean Pier brought in Joe Haymes' music for a Saturday night and followed with a return engagement for Woody Herman. Set by Rockwell-O'Keefe office to complete the summer run.

Herman Snyder has mechanized two of his Boardwalk stands, adding amusement machines and reporting better business. There has been a notable increase in use of amusement machines this season, all of them gaining in favor of resort folk. Opening her "Tango" game under a temporary injunction against pool interference, Mrs. Anne Louise Scattergood, who has conducted the game here for the past 15 years, is awaiting a hearing on her petition for a permanent injunction. Hearing has been postponed because of court vacations. Life guards are having their annual dances these week-ends at Plaza Ballroom, Rex Donnelly and Jack Delmar among those set to make the music.

Palisades, N. J.

By MARION CAHN

Free-act program holds over for an additional week, what with Eric the Great and Alf Loyal proving spellbinders. Biz holding up nicely thru the season.

Third train on the new Bob-Sled is ready and they'll be running full force now. Rose Guttenmacher took some nice pictures of Eric the Great for the office. Incidentally, taking pictures must be profitable. Mrs. Guttenmacher is riding around in a new big car, Anna Halpin and Sadie Harris have been taking sun baths on the new beach but Anna won't spend even an afternoon in the sun without taking along her ever-present account and figures. So, adding up columns with one eye and one hand, Mrs. Halpin spent an afternoon on the beach. Josephine Olsmmer, day switch-board girl, will say "I do" in October. Julie Wintz, ork leader, wife and children spent a day at the park recently. Henry Guenther, of Olympic (N. J.) Park, also gave us the once-over a few nights back.

Weight-reducing machine in the office is being overworked with all the cashiers having a try at taking off demon excess weight. Jack Weston and Joan Turello (he works on the Jig-Saw, she on the Octopus) will announce their engagement any day now.

Bert Nevins spent a day in the country and came back with a car full of corn, lima beans and other farm finery. When he got it all back he began looking around for people to give it to. Pop-sicle Week is going over nicely. Mitzl Mayfair, popular dancer, doing the rides in the park the other evening, left laden with fur dogs and plush teddies. They're blaming us for the girls missing shows at Ben Marden's near-by Riviera. It seems the girls come here between shows and get so engrossed running from one ride to another that they forget all about the late evening performance. Vic Kay says he'll follow the fairs after the season's end.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

As usual, Billy Ritchey's water circus, current free attraction, is a distinct hit with Playland's blasé patrons. Act, headed by Ritchey, features Rae Richards, Captain George Craig, John Dignan, Renee Cross and Madeline Heaphy. One of Playland's chief pride and joys is its first-aid station under direction of Nurse C. McDonald, with Miss E. Harris her assistant. Dean of weight guessers, Uncle Mike Wallace, is looking forward to his Florida vacation. Jack Wallace embraced matrimony last week, his mate coming from Rochester, N. Y.

Bi-weekly fireworks spec is drawing huge crowds and weekly Chev give-away continues to pack 'em in. Last award to a local man—really an event. First big kids' day set for August 23. More than 3,000 people made up the Bigelow-Sanford excursion Saturday. Les Brown and his Duke Blue-Devils have replaced Hudson-DeLange at the Casino. Spot is doing remarkable biz these hot days.

Personnel of Dave Asta's parking grounds crew includes Asta, manager; Al Morrel, assistant; John Bisignano, Harry Drinkwater, Andy Gallagher, Jack Huber, Louis Baffaro, Robert Jones, Mike Veltri, Nelson Crozier, Harold Jennings, Peter Hexter, Joseph Gioserf, Donald O'Dell, Edwin Reich, Phinias Webber, Jack Cardwell and Stormy Mascot. As always, the boys look spick and span and dapper as ever under Dave's supervision.

Ray Holden, assistant at the Music Tower, left last week to join the Walter L. Main Circus, playing in this territory. Nick Sabia has the high-striker. Bruno LaGuigni, head of the maintenance crew, says Joe Ciccone is one of his department's mainsprings. All for this time—Hasta Luego.

selling where selling isn't cricket. Magistrate Mathew J. Troy says it was one of the busiest weeks of his "season." . . . Henry Austin's septa band celebrated its 20th season at George C. Tillyou's Steeplechase Park recently. The strong p.-a. systems used by near-by show talkers has made it tough sledding for the Austin gang when playing at the park's West 15th street gate.

short of a complete renovation could change things.

Al Flath, operating the roller rink in Luna Park this season, has been busy of late answering numerous questions and offering advice to would-be skating impresarios. The old sport has come back strongly in this section during 1937, but unfortunately very few operators actually know enough angles to successfully operate a rink of their own. Flath, a veteran of long standing, has proved of inestimable value in dozens of such cases.

Coney Island concessioners have been contacting The Billboard offices recently concerning the reliability and integrity of carnival companies. Seems that plenty of the boys who have been here for years and years have at long last decided to make a change. But we pity the poor hopeful who thru sheer desperation forsakes a permanent location for the itinerant life. It's a lot different from any other type of show business and the smart ones will look into the situation carefully before taking the big jump.

Obstructors Are Fined

Understand that if it had not been for that cash robbery in July Albert Myers' beach chair concession would be breaking a couple of business records this season. Traugs lifted more than three grand from Myers toward the close of last Fourth of July week-end. . . . Mildred Arnold, hand-writing expert, continues to hold down front of Irving Baths during week-day evenings. . . . Fred Fansher, amusement man, says that altho he has not been as constant a visitor this year as in the past, Mardi Gras week will see him in the thick of things. . . . Those tropical drink stands continue to do land-office business. We wonder why. . . . Personal nomination for the most appropriate game title—"Fascinations." . . . It's about time for several of the daily columnists to visit Coney, isn't it? No less than 32 sidewalk obstructors were fined a buck apiece in local court last week and at least 90 peddlers were forced to part with a similar amount for

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: The weather keeps getting cooler but still seems to maintain the high pace that has characterized it since summer began. Jerry Calme leaves Freeport for the Coast to reside there permanently and engage in some phase of amusement biz. Gay '90s is name of the spot that was formerly Seldt's on the road to Long Beach. Ris Park fireworks shows attracting an average of 20,000 watchers each week. Life guards at Island beaches and pools, who in most instances average about \$5 a day, are seeking to elevate the figure to \$7. It's standing room only one hour before the midget auto races get under way at Freeport Stadium. To see the way some folks pass around big-figured greenbacks at Mineola Fair grounds dog races it's hard to believe that there ever was a scarcity of the stuff.

For obvious reasons we can't mention the name of the South Shore pool impresario who was toppled head first into his natatorium, fully clothed, by a too-zealous lad racing around the pool. He caught the spirit of the thing and swam around a bit to the accompaniment of cheers and jeers from spectators. New York City's former mayor, Jimmy Walker (now living at Northport here), and frau, the stage's former Betty Compton, are regular Long Beach bingo players.

ROCKAWAY BEACH: Fireworks shows slated until Labor Day week. Fred Thorpe, vet local concessioner, says he had his best single week-end in over 25 years in the biz this year. Jackie Kaye, Harbor Inn emcee, a clever one. Dick Smythe's, cabaret, doing three-figure biz on week days and four figures on Saturdays, Sundays and holidays.

Lost Horizon had the SRO sign up at the Edgemere Boardwalk Theater thru clever exploitation among bathers on the beaches. Lou Geffin, ex-weight guesser, now a tycoon in grocery biz. Rockaway Arena boxing and wrestling shows wind up after Labor Day, but there may be a fall and winter arrangement.

Surprisingly large number of old-time vaudevillians come around to peek at Hanlon's dance hall, which was Morrison's Theater in the old days and known then as one of the ace vaude spots for summer work. Every big act of two and three decades back played it.

On a recent week-end a refreshment stand operator whose summer rental is \$760 took in \$850 in receipts, an idea of how the trade is booming. Crowds seem to be going strong for Chinese food spots.

LONG BEACH: Beech Nut Circus a big attraction. American Hotel, with Jack Mason emcee of big floor show, does snappy trade. Local officials are trying to copy the Jones Beach method of keeping the place in tip-top shape. Several game concessioners around the Nassau Hotel have taken to giving their places modernistic design in make-up, with one setting the owner back \$30,000. How about the annual bathing beauty contest? Jackson Amusement Park sparked with biz all summer.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Aug. 21. — Another \$1,000,000 crowd visited over the week-end, tying knots in traffic but jamming amusement places, all of which were going until early hours. All conditions were perfect, including water temperature of 66. . . . Restaurants were serving dinners to waiting lines far into the night. . . . Hot-dog concessions and soft-drink stands did their best. . . . Only strange note was that high-priced night spots fizzled, while the community garden type had 'em row on row. . . .

Visitors, finding they could not park in center part of the city without paying fines, after the first hour filled up all lots and then down-beach spots with machines. There are less available spots to park in here than ever before, with twice as many cars. Piers got a break from life-guard races, they being good spots for full view. . . . Scale men found the easiest pickin' of the season. . . .

Ventnor Pier is thriving this season under direction of George Bratton, who has installed number of activities, including Russ Cook's orchestra, evening concerts by band and Phillips' dance revues. . . .

Harry Volk, of Steel Pier, says the pier

is to have another battle of music over Labor Day, with Rudy Vallee and his Yankees. Mal Hallett and Alex Bartha already signed and a couple more names to be added. . . . The Eltons, at a night spot, had the other magicians in town ringsiding the other night to watch their dance-magic act. . . . Jim Pettis and his Philly band did a one-dayer at Steel Pier for benefit of William Penn visitors. . . . Shep Fields also did a bit on the pier. . . .

Doc Couney's incubators have been extremely fortunate in landing "attractions" and, as a result, biz is booming. . . . Doc spends his time between here and Coney. . . . Harry Biben booked his best all-round show of the season into Million-Dollar Pier this week in Major Bowes' International Revue, one of the cleverest groups seen here, and which has been packing 'em. . . .

Capt. Earl F. Hommand, whose dog team is one of the ice-show features in the auditorium, is a marked man about town for his chin foliage. . . . Mayor Wilson of Philly is an "air commuter" to the shore in his own plane. . . . He presided at a carnival at Flanders Pool, Ocean City, this week which drew a gate of 2,000. . . . If there are any lulls in biz from September 21 to 30 it'll be because of the nudist national convention at Mays Landing, eight miles from here. Some of the boys are trying to get concessions, especially for mosquito and sunburn cures. . . .

Asbury Park, N. J.

By RICHARD T. HOPPER

City is readying for the largest Labor Day crowd in years. With regular week-ends looking like holiday observances in past years, some concern is being expressed as to where all the people are going to park when they get here. . . .

Past few week-ends have seen hotels sold out in advance and concessions and restaurants doing capacity, especially on Sundays. One rainy Sunday since May has done wonders for the walk and no one is kicking. . . .

Summer theater in Reade's Convention Hall has proved to be a huge success, with such hits as *Dead End*, *Tobacco Road*, *Excursion*; Walter Hampden, in *The Passing of the Third Floor Back*, and *Behind Red Lights* playing to capacity houses. Plans at present are for return engagements of *Dead End* and *Tobacco Road* before end of the season. . . .

George Zuckerman, city publicity head, is planning to get away from it all as soon as Labor Day is past. Hopes to jump a steamer for some forgotten spot in the South Seas or somewhere. . . .

Chi Riverview

After-midseason slumps such as this park is experiencing now are not out of the ordinary, but in this correspondent's opinion, which is shared by several of the spot's concessioners, a hypo could and should be used to offset a good percentage of the drop. Free sets well publicized would go a long way toward drawing 'em and also in stimulating the regular Riverview patrons. . . .

A variety in entertainment diet is as necessary as in the food we eat. Park is holding a Carnival of Comics thruout next week with giant replicas of the popular cartoon characters and free confetti, but from past experiences most concessioners say the confetti-tossers are no aid to the general tone of hilarity and they would rather see the management spend its money in some other fashion. . . .

Henry Belden, of the shooting galleries, left home ground for the first time in many moons to take in Illinois State Fair, Springfield. Dave Katz returned last week to his old post as manager of Max Davidson's knife rack. Mrs. Edward F. Hill, wife of the concession director, is on the road to recovery after a bad fall a few weeks ago. . . .

Charlie Engel and wife moved up to the number one guess-your-weight scale, taking Ralph Glick's place while he is on the road. Esther Pelke, hoopla manager, returned to the lot after a three-day sick leave. A broken drive-chain kept the Blue Streak, roller coaster, dark for a few hours, but it was ready to go again the next day. The tip begins turning at the Motordrome as soon as Chief Thomson steps into the ticket box. He claims they are strictly legit customers, too. . . .

TUMBLING ATWOODS report playing to 100,000 people during an engagement in Idlewild Park, Ligonier, Pa. . . .

Old Orchard Beach '36 Is Topped At Steel Pier

By HOWARD STANLEY

Weather being consistently hot for much activity in amusements, this resort suffered a heavy lull in business, paying customers being well satisfied to stay in the water or in some shady nook. Influx of Canadian spenders has been unusually low. Old Orchard playing host mostly to New Englanders. Better part of the season now fading, experience has proved that the take will spurt to a healthy rise, only to drop to rock bottom after Labor Day, when most of enterprises will close shop and prepare for fairs or winter assignments. . . .

Howard Duffy's Pier Casino connecting with a great publicity buildup, running Miss Old Orchard and State finals beauty contest on August 24, winner to compete for title of Miss America in Atlantic City in September. For her one-night stand Sally Rand will feature, besides her curves, Don Peebles and his music. . . .

Jerry Gardner, who after a short vacation in Miami will open a keano in Worcester, heard from an old friend, Pete Benway, of the Goodman Wonder Show, who saw Jerry's name here a few columns ago. Result: Pete Benway may have a good job with Mr. Gardner this winter. Incidentally J. G. will operate here next season, equipping his establishment with the latest in modern adornment. Freddie Dittmer now playing Skowhegan with his beano crew. Beano-tango and keano boys will hold a bowling meet after Labor Day, playing for a purse. Keanoites are only afraid of Bill Rankine. Jack Birmingham, formerly a circus executive, is rapidly learning the racing business and parimutuels, working himself up to a mag-nate. . . .

Brunswick Hotel, haven of the better class, has folded due to lack of aristocratic trade. Old Orchard House is barely sustaining, Marty Bressler carrying a heavy burden. Max Gruber back in the photog line only a week and sporting a classy Buick. . . .

Carlin's, Baltimore

By CLEM WHITE

One of the concessioners had a bright idea of giving away thermometers but had to abandon it. They broke as soon as they were set up in the stand. A return warm spell had things at a stand-still daytimes but breezy rides are getting a strong night play. . . .

Big party tendered Helen Ruth, featured with Ted Brownagle's Orchestra, in honor of her birthday anniversary by Manager Bobby Burns, of the ballroom, and the office staff. Afted likewise was a fond farewell to Ted, Red McCarthy and the lads after four successful engagements here. Band succeeding is Chick Carter and his Southland Melodians, booked by John J. Carlin after engagements at his other amusement park interest, Buckeye Lake Park, O. . . .

Black Cat Dance Sweepstakes turned out fine, the shag being elected most popular type of dance in this vicinity. York County Day looks big and Cliff Neild has traveler's cramp (localized) from directing the crew distributing tickets. This is one of many special days bringing rural folks by special invitation. It takes pressure to get them but they're the best kind of patrons when they arrive. New policy of dedicating special days for each surrounding county is meeting with great response from their social bodies. . . .

New roller-skating club being formed in the rink, under direction of George Bushby, is called the Orioles, after the ice hockey team, and arrangements are made for a friendly tour, with surrounding rinks participating. Next traveling spot, with 150 skaters already assured, is Charles Harkin's White Rose Arena, York, Pa. Shore spots still getting a big late play from the park staff for moonlight swims. . . .

John Carlin Jr.'s Crazy Kitchen going so strong that local potteries can't supply demand. Hill-Billy contest, which met with little response at first, has caught on tremendously. Finals already boast 28 aspirants. New free act is Great Calvert, first time here in seven seasons. Superintendent Carl Hulsey is making plans for revision of Forest Gardens, picnic and free-act spot, for next year. . . .

GALVESTON, Tex.—About 12,000, largest single night crowd in several seasons at Menard Park on the beach, saw a San Antonio girl win the perfect back contest sponsored by Galveston Beach Association. . . .

40th anniversary year is going over—Gravatt plans enlargements next season

ATLANTIC CITY, Aug. 21. — While some other amusement enterprises here announce they are on a par with last season and disappointed that pre-season gate expectancies did not materialize, Frank P. Gravatt, president of Steel Pier, declared that his 40th anniversary year is not only going over last year in figures but that he has already started plans for enlargements of pier and program for 1938, going after all new stuff. . . .

Over Labor Day week-end he will bring Rudy Vallee back to share honors with Mal Hallett and his orchestra, with Alex Bartha as third combo. He has several names lined up for vaudeville. . . .

All Air-Conditioned

He also announced that the pier has completed air-conditioning in all four theaters, making it the only such air-conditioned pier in existence. Last theater to get modernization is the Children's Theater, which two nights a week is turned into an opera house when Jules Falk presents opera in English. . . .

Henny Youngman and Al Bernie are holding down the vaudeville assignments this week. Mr. Gravatt said his new minstrel setup is working out well; that is, the bringing in of vaude acts with the regular Frank Elliott troupe. . . .

Preparations for next season started when Warren Buck sailed on the S. S. Samaria on Friday for Liverpool, from where he will go to the interior of Africa for Mr. Gravatt, who wants some new specimens to build up his pier baby wild animal zoo. . . .

Scouting Europe Again

Mr. Gravatt also plans to make another search of Europe for sensational high-wire acts and will send out a scout after the season. Last winter he made a tour of European amusement places and among the acts brought back was Olga Petroff, whom he is featuring in the outdoor circus atop a 225-foot pole at the end of the pier. . . .

"I have no fault to find," he said. "Steel Pier anniversary is going over with a bang and it is safe to say we are ahead of last year. The strike situation did have some bearing on the situation but not as much as we at first thought. Crowds are here and there seems to be plenty of every kind of amusement for them in Atlantic City." . . .

Richwine Has Biggest Bill

MECHANICSBURG, Pa., Aug. 21.—Roy Richwine, proprietor of Williams Grove Park here, over the week-end of August 14-15 had one of the biggest rosters of free acts and attractions in the park's history. Booked out of New York and Philly, talent included Frank and Maybelle Louise La Favour, gymnasts; *Town Hall Frolics*, cast of 15 dancers, songsters and comedians; Happy Johnnie and his crew from WORK, York, Pa.; Carl Clark and his Trained Animal Circus, along with a musical comedy, *Happy-Go-Lucky*. . . .

WALLED LAKE

(Continued from page 52)

refreshment concessions since the opening of the park 10 years ago, has recovered from recent serious illness and is active again, assisted by Mrs. Anna Shepard. Mr. and Mrs. Franz Laubach, operating practically all game concessions, report business as showing a remarkable increase since August 1 with advent of better weather. . . .

Ballroom and bathing beach are operated separately from park management by Mrs. Louis Tollettano, who reports the grosses slightly under last season. The poor start which all amusement enterprises in this section got this summer, with prolonged spells of rainy weather, was the cause. Larry Funk and his band, who opened the season in the ballroom, have returned. . . .

BUCKEYE LAKE, O.—A village of Sloux and Cheyenne Indians is proving popular in Buckeye Lake Park here, said A. M. Brown, park manager. . . .

F-M Shows Fight Pests

Lot invaded by mosquitos but show goes on and gets nice gross

THIEF RIVER FALLS, Minn., Aug. 21.—Members of the Fairly-Martone Shows are a hardy lot and citizens of the town bowed their heads last week in admiration when any one of the show people passed them on the streets. And why not? Did not these stalwart men and women wage battle against the mighty mosquito and while not exactly winning the battle still made a heroic stand and gave not an inch.

Seriously never before has a show worked under such a handicap as this show did at the Pennington County Fair here, and despite everything show did a gross which was the second largest in the history of the fair. Mosquitos by the millions infested the entire county. To overcome them, as much as possible, smudges placed over the midway filled the air with smoke so dense that it was almost impossible at times to see the Ell Wheels from the front of the midway. Mosquito dope was purchased in 10-gallon drums and an army of sprayers went from top to top filling them with the fumes. The showpeople and the townspeople both cursed, slapped and scratched; but patrons went merrily on working and spending money.

Some "tall tales" are told. Ernest Wilhelm and the shooting gallery attendant both swear to this one, you use your own (See F-M SHOWS on page 93)

Hennies Will Stage SLA Show at Detroit

DAVENPORT, Ia., Aug. 21.—Hennies Bros. Shows will stage its annual Cemetery Fund benefit under auspices of the Showmen's League of America during its coming engagement at the Michigan State Fair at Detroit early in September, arrangements to that effect having been completed by Harry W. and Orville W. Hennies in conjunction with Joe Stralibich, secretary, and Lou Leonard, who paid a visit to the shows during its recent La Crosse (Wis.) engagement.

Plans are being made to make the event outstanding and committees are being appointed. Tickets will be placed on sale this coming week and a program is being arranged that will include celebrities not only from the outdoor show world, but stage, screen and radio stars who will play the Michigan State Fair at the same time.

Some innovations are being planned to make the program distinctive and the Hennies brothers are hoping that the receipts for this most deserving fund will eclipse all previous grosses for this fund.

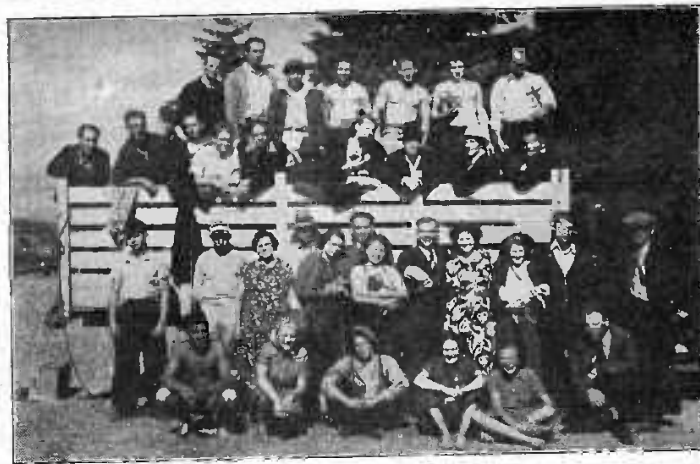
Cliff Liles Visits Home And Arranges Quarters

LAKE CHARLES, La., Aug. 21.—Cliff Liles spent a few days at home this week making preparations for the return of his show here for wintering.

Liles says that it has been a great season with the cotton country at its best in several years. Show will cross into Louisiana September 1 for a few weeks at fairs in the north and west areas of the State.

"Barnstorming" Annie Is Now in "Doggie" Heaven!

HOLLYWOOD, Calif., Aug. 21.—Annie, famous parachute jumping dog, who would have been 18 years of age on September 15, was dead this week. Thousands of persons in California, Arizona and New Mexico have been thrilled by Annie's airplane barnstorming exhibits. Annie made more than 800 jumps during her "career" until her owner, Arigo Balboni, abandoned barnstorming to establish an airplane wrecking yard here. Thereafter she lived in doggie luxury until her death from old age.



IT WAS A PICNIC FOR THESE MEMBERS OF WEST COAST SHOWS. The event took place at Tonawah (Wash.) State Park, Friday, August 6. They all rode from the showgrounds to the picnic spot and back in the truck shown here. Top row, left to right: L. Steel, James Keith Sutton, Bud Sanford, Carl Leathers, Art Chilberg, Chuck Segar and Bob Collins. Middle row: Earl Dumpsprepp, Micky Fredrickson, Ted Jones, Dick Snow, Bill Dawley, Art Chilberg, Swede Marcher, Mrs. Dorothy Marcher, Bruce Graves, Fred Atwood and Iron Chamberlain. Standing in front of truck: John Gilmore, Bert Kreighbaun, Mrs. M. E. Fredrickson, Art Smith, Ellen Ridenour, Lee Kelly, Neva Sanford, Mr. and Mrs. Les Sanford, Babe Gaskill, Louis Gaskill and Fritz Hinkle. Sitting down and kneeling in front: Jimmie Gray, Dorothy Fredrickson, Jimmy Kling, Marie Fredrickson, Genevieve Fredrickson and Speed Olson. Shot by Fay Ridenour, shows' staff photographer.

Fair Season for B. & G. Starts; Show Enlarged and Beautified

SPRINGFIELD, Ill., Aug. 21.—The Beckmann & Gerety Shows opened at the Illinois State Fair here Saturday, August 14, with over \$45,000 expended in additional improvements, innovations, renovations and lighting equipment.

Opening night throngs were treated to the spectacle of a midway blazing with varicolored neon illumination, emphasized by six 40-foot light towers which sent beams of light into the sky and embellished the grounds like daylight. A new six-colored neon sign made its debut before the three giant Big Ell Wheels, while the front of the new Midget City, managed by Cash Miller, with a group of performing Lilliputians, brought from the Great Lakes Exposition, Cleveland, was similarly enhanced.

New banners and canvas appeared from one end of the lot to the other, with George Vogstead's 'Illusion' show, The March of Time, completely reframed

with a new modernistic front, banners and top. Eddie and Cliff Karns added new banners and canvas and Doc H. D. Hartwick added another reptile pit and improved his front, while Bo Sherman's Lion Motordrome is adorned in a new neon illuminated front with six impressive blow-up photographs lining the ballyhoo stage.

To carry the additional equipment and to safeguard the new neon equipment six new wagons, built under the supervision of Trainmaster Archie Bradford and Fred Beckmann at Rockford, Ill., were put into use. The towers, signs and new fronts were built from plans drawn by Cyril Mercer, who personally directed the work.

"I am acquainted with every large show in America," Mercer said, "and beyond a question the Beckmann & Gerety Shows are now the most brilliantly lighted on the road." Speaking (See FAIR SEASON on page 93)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Pipe Dream, Calif., four days. Cinema, Calif., five days.

Week ended August 14, 1937.

Dear Red Onion:

As usual the show had five towns booked for the week and as usual we planned on disappointing four of them. It has always been the show's policy to play safe for dates. But the old equalizer reversed the situation last week. Instead of us disappointing four of our booked spots, five of them disappointed the show. No. 1 town had burned to the ground. No. 2 blew away in a hurricane. No. 3 was flooded out. No. 4 was striking and rioting and No. 5 just closed to carnivals. The office issued orders to our booking department to get six spots weekly for the show's protection from now on.

General Agent (Pumphantle) Trucklow immediately dug thru his files of past played dates with the many different shows that he had piloted and noted Pipe Dream, Calif., was always open and good. He immediately announced the town as booked with an auspices pending and the show was "wild-catted" in. On our arrival to the bosses dismay they found the town completely deserted. A recent pestilence

having wiped the town's populace out. Nothing remained except the empty homes and business houses.

This again kept the show idle and on the siding for the night. Again Trucklow dug thru his open-town files and booked Cinema, Calif., stating: "If there is anything wrong with this spot or if the town is closed I'll throw away my 1873 open-town files." He then sent a wire to the committee that he had contacted and played under that year, the Anti-Cigarette Smoking Club, reading: "If your organization is not extinct consider our show booked under your auspices." No reply received by the show, the bosses taking it for granted that silence meant consent.

With a night or two to kill in Pipe Dream and nobody to kill it with, the entire personnel decided to visit the different business houses and remove what property that could be put to a good use. Neon sign after sign was torn down and carried to the train. For months the management had planned on neonizing our fronts and rides. Over 500 of these beautiful ads were confiscated by the right of conquest. So many different colors and kinds were available the show (See BALLYHOO on page 93)

Eureka Shows Progressing

Has fair bookings — two free acts and several well knowns in organization

CINCINNATI, Aug. 21.—The Eureka Shows under the management of Stanley Roberts opened a week's engagement in Fleischmanns, N. Y., last Monday under the auspices of the Ski Club of that city. Business was fairly good in face of very chilly weather.

Commencing Monday the shows will start its fair bookings at Cambridge, N. Y., to be followed by several others in New York State before starting southward, with a prospective tour which is scheduled to terminate Thanksgiving week.

Among the concessioners are Joe Tafet, brother of the well-known Sam Tafet of indoor promotions and concession fame; has ham and bacon, groceries, radios, chromiumware, big wheel, blankets and two penny pitches. He has been doing very well since joining this show. Betty St. Charles has a cat rack that is well patronized hereabouts. Florence Arnold is also operating a cat rack and sharing in the business.

Oscar Decker joined here with his circus style cookhouse and immediately came into the favor of the personnel of this carnival.

W. H. Smith, the well-known side showman, is doing very nicely with his Ten-in-One and as usual has a nice lineup of attractions, with Jack Claypool talking on the front.

Capt. Beadie has his movie dog as a free act and furnishes music for advertising and acts, another of which is presented by Faust and DeVal, aerialists, Izzy Delgado is electrician and gives eminent satisfaction from his department. Karl St. Charles is on with a well-stocked race track and all in all the Eureka Shows have done well since opening its season. Reported by Jack Arnold, show secretary.

Bertha Greenberg Back in Ride Field

NEW YORK, Aug. 21.—Bertha Greenberg, erstwhile sales representative of amusement ride manufacturers, returned to the field this week after an absence of several weeks.

She joined the R. E. Chambers Company, manufacturer of the Stratos Ship, a comparatively new aero ride. Greenberg will concentrate on the carnival field, the Chambers firm having completed plans for a portable model of the ride.

It will be recalled by many in the carnival field that it was Bertha Greenberg who "put over" the now famous Dodgem ride, having started with the original firm and helped build it up from blue prints onward.

Lewis Shows Visited by Severe Storm in Canada

CINCINNATI, Aug. 21.—The Billboard received the following wire from F. Percy Morency, secretary Art Lewis Shows, dated Valley Field, Que., August 20: "Had terrible storm here Thursday. Damage to canvas and stock several thousand dollars. Motordrome, Havana Revue and corn game canvas beyond repair. Everything new was ordered immediately via long distance phone by Art Lewis manager. Wednesday gross with clear weather was 40 per cent over last year's midway take. No. 2 unit doing good business."

Freak Wind Wrecks Ethel Garland's Rigging

TIPTON, Ga., Aug. 21.—A freak wind hit the rigging of Ethel Garland, serialist, with the Brown Novelty Shows here Monday afternoon just as she was about ready to go aloft for her first performance of the week.

The wind hit the rear of the midway and swerved to the rigging which collapsed and was completely demolished. She was standing by and fortunately no one was injured.

Detroit

Oliver To Put Out Animal Show

DETROIT, Mich., Aug. 21.—Plans for a rare animal show with a type of exhibit featuring animals rarely found outside of the largest zoos is planned by H. Ben Oliver, proprietor of the American Circus. The animal show will open in the South in the fall, touring with one of the larger carnival organizations.

Oliver delivered a consignment of animals as well as equipment to shows on the Mighty Sheesley Midway this week.

Northwestern Play First Fair

The Northwestern Shows, operated by F. L. Flack and Louis J. Berger, played their opening fair date last week at Milford, Mich., for the Oakland County Fair. With a free gate for the first time at this old fair, admissions were estimated at 15,000. Midway business was fair for the four days, closing Saturday. Shows played to good business the week previously at the Street Fair, Brighton, Mich., an annual event, and moved in this week to Detroit, to play at Warren and Livernois avenues for the Beauty Post, American Legion.

Krause Amusement Company operating rides jointly with the concessions operated by McElroy & McIntyre, divided up this week to play two major suburban engagements, one each at New Boston and at Wayne, Mich. The latter was a street fair, second only in importance to the Wayne County Fair at Northville, Mich.

Wade Shows 50% Over '36

W. G. Wade Shows opened their fair season with an excellent week at Ithaca, Mich., closing last Saturday, after adding 50 per cent to the records of the season before. Shows continue on the fair route, and then back to the Detroit territory.

Mrs. Mildred Miller, active manager of the show office, who also has a large string of concessions on the midway, bought a new house trailer. This makes five such units to be purchased by the Wade Shows personnel in the past few weeks.

Showmen's Assn. To Get Active

Reopening of the clubrooms of the Michigan Showmen's Association in September will mean an increased membership for the new group, it was disclosed this week. Secretary L. H. McQueen has a number of applications for membership, with the requisite fee, merely awaiting formal acceptance by the association, while other applicants are waiting for fall to sign up. A program of intensive activity for the fall and winter season is being prepared.

"Noah's Ark" Does Well in Mich.

Harold N. Anfenger, well known showman who displayed a series of whales around the country for several seasons, is now operating a new type of rare animal show, known as Noah's Ark. After opening in the spring in the South, the show played the Midwest, and is now in Michigan. First major date for the new show was at the Lumberjack Festival, Muskegon, Mich., whence they moved to the Michigan Oil and Gas Exposition, Mount Pleasant, playing to 20,000 people in four days—show opened a day late, because of the long jump. This is four times the city's population of 5,600. Show is in charge of Captain Mitt

Dolan, who handles the marine exhibits, with a crew of veteran showmen and lecturers on the inside. Rare animal forms, rather than freaks, make up the show, a prize exhibit being a baby elephant.

Sheesley Did Good on New Lot

Mighty Sheesley Midway closed their Detroit engagement Sunday night at Buffalo and Holbrook avenues. This lot was never before played by a carnival, in Detroit's east side suburb of Hamtramck. Event was under sponsorship of the Hamtramck Polish Alliance and had a heavy patronage from the predominantly Polish population of this part of the city.

Business on rides and shows was particularly good, aided almost thruout the week by good weather, but the concessions did poor business.

Detroit has attracted several of the ace carnivals, more this season than in several years past, with Sheesley organization only one of many of this caliber to play here. Max Goodman Wonder Shows had a three-week engagement with the Veterans of Foreign Wars, followed by other major carnivals playing either in the city or suburbs since, including Beckmann & Gerety, Hennles Bros. are due for the annual State air.

Tattoo Artist Goes South

Percy Waters, veteran tattoo artist, who has devoted his attention primarily to the manufacture of tattooing supplies for the past several years, left his home here for an extended tour of the South by motor. He is accompanied by his family.

Robert Kerner Opens New Range

The craze for miniature rifle ranges is advancing thruout Michigan, as well as in Detroit. Latest reported is the opening of the Two Spot Rifle Range at Flint, Mich. Robert Kerner, of the well-known Kerner family, who have numerous amusement enterprises in this State, is the owner.

Jones Will Put on SLA Benefit Oct. 15

STREATOR, Ill., Aug. 21.—The general staff of the Johnny J. Jones Exposition announced here this week that the organization is planning to present its annual Showmen's League of America benefit show on the fairgrounds, Sparsanburg, S. C., Friday, October 15.

Following a conference on the matter by E. Lawrence Phillips and Walter A. White with the staff, individual show managers and all employees, they announced that the entire personnel of the show is back of the project and will work 100 per cent to put the affair over in a big way.

General Manager White appointed Morris Lipsky, Buddy Paddock and Eddie Coe as the committee to handle the front end of the show and Carl J. Lauther and Carl J. Walker to handle the back end. The program will be made up of talent recruited exclusively on the exposition midway. Producers and stage managers to be announced later.

Tickets for the show were put out this week and the sale is going big, as many are buying them in large block quantities for retail sale to showfolk and loyal show fans. E. Lawrence Phillips, commenting on the coming event, said to a representative of the Showmen's League: "The cause is most worthy and naturally the boys and girls of the Jones organization are going to put this show over in a big way, both artistically and financially. Just watch for the results."

Paris Street Fair Revived Over Mile of Attractions

PARIS, Aug. 16.—The popular "Fete du Neuilly," important annual street fair with midway extending for more than one mile along the wide Avenue du Neuilly, has been revived after a lapse of several years. Temporary suppression was due to subway construction work and alterations of the roadway. Due to late start this year the carnival boasts only a few big rides, such as an Auto Skooter, Mont Blanc and Loop-the-Loop Swings, and few big shows, among which are Zoo Menagerie, Durwal's Dogs and Abbin's Motorcycle Drome.

Important street fair at Boulogne-sur-Mer, August 1 to 22, has 70 rides and attractions, among which are three Car-

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ousels, Auto Skooters, Caterpillar, Radio Cars and Gallon's Menagerie. Smaller are fairs under way at Auxerres and Agde.

Buck Completes Fair Booking; to Tour N. C.

GOVERNEUR, N. Y., Aug. 21.—Oscar C. Buck, general manager O. C. Buck Expositions, Inc., today announced fair bookings as completed for the balance of the season including a formidable lineup in this state and North Carolina. The show has just concluded fair engagements at Booneville and Saranac Lake, N. Y., and this week are playing the St. Lawrence County Fair, here. Business has been satisfactory when weather permitted. This will be the first trip into North Carolina by the Buck organization, which is piloted by General Agent Jack V. Lyles.

Art Lewis' No. 2 Unit Makes Debut; Wm. Gorman, Mgr.

MECANICSVILLE, N. Y., Aug. 21.—A new carnival that has been in the making for some weeks arrived at fruition here Saturday, August 14, when Art Lewis' second unit made its debut. Show will play a string of fairs contracted by Agents Geberak and S. A. (Bill) Kerr.

The management of the new unit is under the direction of William Gorman with Al. Rogers as general superintendent.

Enid, Okla., Likes Good Clean Carnivals

ENID, Okla., Aug. 21.—The T. J. Tidwell Shows played here week ending August 14. The show and rides were very neat and clean and are kept well painted. Shows did fairly nice business and no reason for any of the concessions pulling any such stunts as they were alleged to have "pulled" here, which got them into plenty of grief with the law.

This makes the second time that a carnival in the past three years has been in trouble with the local police and the result is usually excessive high license or carnivals prohibited from exhibiting here. This is uncalled for as Enid does give carnivals, tent shows and circus good play.—Reported by Wesley Trout.

FLASH!

Yes, indeed! If you want the flash, Baker will build them that way.

Ask the Showmen Who Have Them
May cost a little more—Are worth it.

Write--Wire--Phone
BAKER-LOCKWOOD

17th & Central, KANSAS CITY, MO.
AMERICA'S BIG TENT HOUSE.
Eastern Representative—A. E. CAMPFIELD,
152 West 42nd St., New York City, N. Y.

SHOW TENTS

WRITE FOR PRICES

Our New USAMP Green Carnival Tents are the talk of the Show World. Before you buy anything made of canvas, investigate the Fulton Line. Quality Tarps, Ducks and Drills, Priced right. 3 large Tent Lots to serve you. Atlanta, Dallas, St. Louis.

Fulton Bag & Cotton Mills
Manufacturing Since 1870
ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, MO.

WANTED DROME RIDERS

Long Fair season, good pay. Ottawa, Ontario, Canada, this week; Burlington, Vt., next. Wire. Ticket if I know you.

EARL PURTLE
Care World of Mirth Shows.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Man,
CHARLES A. LENZ
440 Insurance Exchange, Chicago.

NEW USED

TENTS

FOR SALE OR RENT
WRITE FOR FREE CATALOG.

VANDERHERCHEN, INC.
2846 Emerald St., Philadelphia, Pa.

WANT

Fast, capable Mentalists, Mindreaders, Crystal Gazers for money-getting Mitt Camp. Good proposition, long season.

CHICK ALLEN
care RUBIN G. CHERRY SHOWS, Buffalo, N. Y., Aug. 26-Sept. 4, or per route.

TRUCKS

AUTOMOBILES—MOTORIZE YOUR SHOW
Write
CHARLIE T. GOSS
with STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

1937 Royal

Commander DeLuxe Coach

THE Most Complete House Trailer on the Road Today. Original cost was \$1,900.00. Traveled only 6,000 miles — used 2 months. Read these features: Length 21 feet. Steel Frame, Masonite Exterior, Hand-rubbed Hardwood Interior. Running Water plus Hand Auxiliary Pump, 2 Burner and Oven Stove, Fume Fan above. Cedar Closet, Bath Tub, Lavatory, 150 feet connecting cord. 3 Complete Rooms — Dinette, Kitchen, Living. 6 and 110-watt connections. Inlaid Linoleum

for sale
only
\$1200.00

Cash-No Financing

Floor. Masonite Tile Walls in Kitchen and Lavatory. Complete Set of Kitchen Utensils and Bakelite Dining Set. 5-Tube Westinghouse Radio, Midland Vacuum Brakes, 3 Tempered Steel Safety Chains.

WRITE TODAY

Box D-93

%The Billboard, Cincinnati, O.

HITCH UP

IT'S READY TO GO

NO EXTRAS NEEDED

For Best 4-for-a-Dime Results Use EASTMAN DIRECT POSITIVE PAPER

We Carry the Largest Stock in the Country!

When you use Eastman Direct Positive Paper you KNOW results will be best! This means satisfied customers... more enlargements! We carry the largest stock in the country... all sizes... guaranteed FRESH emulsions! All orders shipped the day received—no stalls—no delays! 1 1/2 in. x 250 ft. rolls, \$4.75; Gross Box Enlarging Paper, \$5.40; Set of Chemicals, sufficient to make 1 Gallon Developer for Black and White Prints, 85c; for Sepia Prints, \$1.20. Get your order in NOW and CASH IN!

MARKS & FULLER, INC.
Dept. B-16 Rochester, N. Y., U. S. A.

EVERYTHING FOR THE Direct Positive Operator

We are headquarters for all Direct Positive Supplies. Folders, Frames, Pocket Mirrors, Jewelry, etc. Send for FREE Catalog!

O. C. BUCK EXPOSITION, Inc.

CAN PLACE ORGANIZED MINSTREL SHOW WITH BAND FOR SOUTHERN FAIRS. STARTING MEBANE, N. C., WEEK SEPTEMBER 13. WILL FURNISH COMPLETE OUTFIT. WANT MONKEY SPEEDWAY OR CIRCUS, FUN HOUSE, WAX SHOW, SINGLE PIT OR PLATFORM ATTRACTIONS WITH OR WITHOUT OUTFITS. WILL BOOK PONY TRACK.

SCHENECTADY-ALBANY FAIR, Altamont, N. Y., This Week.
DUCHESS COUNTY FAIR, Rhinebeck, N. Y., Week August 30.
MONTGOMERY COUNTY FAIR, Fonda, N. Y., Week September 6.
SIX COUNTIES FAIR, Mebane, N. C., Week September 13.
RUTHERFORD COUNTY FAIR, Rutherfordton, N. C., Week September 20.
PERSON COUNTY FAIR, Roxboro, N. C., Week September 27.
FRANKLIN COUNTY FAIR, Louisburg, N. C., Week October 4.
CARTARET COUNTY FAIR, Beaufort, N. C., Week October 11.
COASTAL PLAINS FAIR, Tarboro, N. C., Week October 18.
FIREMEN'S HARVEST FESTIVAL, Elizabeth City, N. C., Week October 25.
PEANUT AND COTTON FESTIVAL, Entfield, N. C., Week November 1, Under Direction Norman Y. Chambliss.

CAN PLACE for all the above dates Merchandise Concessions of all kinds, no exclusives. Will sell Novelties exclusive except Mebane and Roxboro. Address as per above route.

IMPERIAL SHOWS, INC.

WANT WANT WANT

Want for the following fairs and celebrations: COOKHOUSE that can and will cater to showfolks. WANT Palmistry, CUSTARD, and other Legitimate Concessions. CAN PLACE one more Grind Show. CAN PLACE sober Concession Agents and Ride Help. All people join as per route: BELoit, WIS., CELEBRATION, Aug. 23 to 28; BARABGO, WIS., FAIR, Aug. 30 to Sept. 4; ROCK FALLS, ILL., FIREMEN'S FAIR AND LABOR DAY CELEBRATION COMBINED, Sept. 6 to 11. Fair Secretaries and Celebration Committes wire or write quick for open time after Sept. 11. ADDRESS ALL mail and wires to CECIL C. RICE.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 21.—All activities of the League are going along in great shape. President J. C. McCaffery and also Chairmen J. C. Simpson of the membership committee and Carl J. Sedlmayr of the Cemetery Fund drive are highly pleased with results to date.

Applications received during the week were for David Golden, credited to Al H. Fine; George L. Crowder, credited to Sam Feinberg; Robert C. Banard and Louis Asher, credited to Morris Lipsky.

Secretary Streibich and Brother Lou Leonard paid a visit to the Rubin & Cherry Exposition at Kalamazoo, Mich. Brother Gruberg is planning a Cemetery Fund benefit show to be held at the show's stand in Buffalo on September 3. He and Mrs. Gruberg advise that they appointed J. J. (Chickie) Allen to handle tickets on the front and Peezy Hoffman with an assistant to take care of the back. Arrangements for the affair will doubtless be placed in the hands of Cleo Hoffman and Elsie Brizendine, they to select their aids. They predict results favorable to any of these affairs to be held. Tickets are now on sale.

Brother Peezy Hoffman is sporting a new Buick and is proud. Brother Eddie Eddie reports his car which was recently stolen has been located in Chicago and made the trip in to claim same.

Seen in town during the week were Brothers Jimmy Simpson, Tommy Thomas and Irving J. Polack. They participated in the daily meeting of the Atwell luncheon club.

Dues paid during the week were from Walter A. White, Morris Lipsky, Harold Paddock, Eddie Coe, Joseph Sty, Nate Miller, William Hetlich and Thomas Aiton.

Visitors at the rooms during the week included President J. C. McCaffery, Jimmy Simpson, Irving J. Polack, Lou Leonard, Dave Robbins, Vince McCabe, H. Neitlich Fred Donnelly, Irving Malitz, Julius Wagner, Rudy Singer, Nate Neiburger, Chaster Taylor, Harry Coddington, William Young and Jack Pritchard.

Another milestone in life was passed by our good Brother Harry Coddington on the 21st. On this day he attained the age of 79. Messages were received from his many friends.

The Grim Reaper once more invaded our ranks and took therefrom Brother Bob Brumleve, who passed away in Veterans Hospital at Newington, Conn., on the 16th. Remains were sent to Louisville for burial in the family plot.

C. B. (Doc) Scanlon, of the Beckmann & Gerety Shows, died suddenly at Springfield, Ill., on the 17th. Burial arrangements were handled by the show and the remains were sent to Chicago for burial in Showmen's Rest.

Brothers R. W. Rocco and Alvin Free have both left the American Hospital and returned to their respective shows.

Brother M. J. Doolan reports a loss by to some of his riding devices while playing an engagement at McHenry, Ill. Damage was several hundred dollars but equipment is being rapidly put into shape.

Welcome card received from Brother Phil Paige, who is vacationing in Italy. Shows the boys think of us no matter where they may be.

Brother Al H. Pine writes that the L. J. Heth Shows will stage a Cemetery Fund benefit during their engagement at the Princeton, Ind., fair. Thanks a lot, boys.

Brother Nate Miller sends in dues and money for Cemetery Fund book. Asks for applications, also another book. Nice work, Nate, pleased to hear from you.

Brother Harry Hargrave and Edward Reicher write that they will be very active in the big Cemetery Fund show to be held at Cleveland on September 17. Brother Zack Terrell writes that he has recovered from his recent illness and is back in attendance to his regular duties. Brother Frank D. Shean advises that he has hopes of a good attendance from Chicago for the big Cleveland show September 17. So make it if you can.

Brother Eddie Davis advises that he has located his auto which was recently stolen. Made the trip to Chicago to claim same.

A gay party which visited the Johnny J. Jones Exposition at Streator, Ill., included Mr. and Mrs. Lew Keller, Mr. and Mrs. William Carsky, Mr. and Mrs. Ray

Carsky, Secretary and Mrs. Joseph L. Streibich, Alice Streibich and Lou Leonard. Spent a most pleasant evening and were royally entertained by Brothers E. Lawrence Phillips, Walter A. White, Starr DeBelle and Morris Lipsky. Brothers Phillips and White advise that they are making extensive plans for a big Cemetery Fund benefit to be held at Spartanburg, S. C., on October 15. Both Brother Phillips and Brother White are back of the affair 100 per cent and tickets are on sale. Morris Lipsky has been appointed to head the committee and other appointments will be made during the week. Buddy Paddock and Eddie Coe have pledged their full support.

Dr. Max Thorek, of the American Hospital, has been appointed by President Franklin D. Roosevelt as one of the American delegates to the International Congress of Surgeons to be held in France. While on this trip he has been invited to address the London College of Surgeons.

Ladies' Auxiliary

The ladies are making plans for their first regular business meeting of the fall, which will convene on Thursday, October 6.

President Frances Keller, Secretary Edith Streibich and Phoebe Carsky accompanied their husbands on a trip to visit the Jones Shows at Streator. Mr. and Mrs. Ray Carsky and Alice R. Streibich were also in the party.

Vice-President Mrs. Bob Brumleve has been in East at the bedside of her husband, who passed away in the Veterans Hospital at Newington, Conn.

Alice Hill is gradually recuperating from the results of her painful accident. She will appreciate cards from her friends. Address Columbus Hospital.

Late reports tell us that Mrs. Charles E. Driver is showing slow improvement.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

For nearly a quarter of a century the sympathetic, helpful understanding of the showmen's problems and constructive methods of meeting them has made the Showmen's League an indispensable institution to the outdoor showman.

WANTED PALMIST READERS

Must be capable. For good circuit of fairs, starting September 1, Indianapolis, Ind. (State Fair); Louisville, Ky. (State Fair); Memphis, Tenn. All fairs until November 1. Address Mrs. J. C. Simpson, care Johnny J. Jones Exposition, La Porte, Ind., this week. After August 28, address

MRS. J. C. SIMPSON

Beverly Hotel, Indianapolis, Ind., until Sept. 10.

DYER'S GREATER SHOWS WANT

Shows, Rides not conflicting. Legitimate Concessions. Long season south of celebrations and fairs. Write or wire Loyal, Wis., August 29-27 or as per route.

Pine Tree State Shows

Want acts for Slide Show. Will book Pit. Illusion, Snake or any small shows; Rides that don't conflict; Motordromes. Join at once on wire. Damariscotta, Maine, Fair, August 23-27; South Portland, Maine, August 28 to Sept. 2.

A. S. PERHAM, Mgr.

WANTED

Girls for Side Show. Experience not necessary, but must be young and attractive. Also Accordion or Flageolet Player, Sword Swallower, Tattooer and Ticket Seller for 12 weeks of bona fide fairs with Kaus Winter Shows No. 2, then Florida Museum this winter. All address

G. R. (JERRY) THORNE
Week of August 28, Marlinton, W. Va.; week of August 30, Rocky Mount, Va.

Great Lakes Exposition Midway

CLEVELAND, Aug. 21.—Smartest piece of publicity pulled in some time came Tuesday when Lincoln G. Dickey, general manager of Great Lakes Exposition, presented United States Weather Forecaster R. C. Mize with a distinguished service medal of bronze. Reason was that Mize had kept away storm clouds of late and allowed exposition brilliant weather over week-end when more than 100,000 attended Saturday. Mize was promised a gold medal if he continued his good work, which he said he would try to do.

Birthdays have been rampant around grounds of late. . . . Last Sunday saw Publicity Director Rodney Sutton pass another milestone assisted by Rickey and Associate Director Peg Willin Humphrey, who staged a dinner for him in Recess Club. Guests: Eleanor Clarage, of Plain Dealer (Mrs. Sutton); Associate Director Almon R. Shaffer; Frank D. Shean, assistant director of concessions and amusements; Sammy Brin, director of admissions; Carl Martin and Betty Jicha, of publicity department; Earl Brown, of Florida Exhibit; Mr. and Mrs. Robinson, and Manager Charlie Shuff of Recess Club.

Keeping in line with birthdays, Dickey is celebrating a birthday of his own in September. Last year exposition associates presented him with one of his own distinguished service medals, later supplementing it with a barometer after Associate Director Shaffer had finished ribbing. . . . Frankie Fliske, who plants publicity for Billy Rose, had a birthday too and Alleen Riggin baked a birthday cake. . . . Jean Scully, of staff, drew another natal day with trimmings at Recess Club. . . . Dorothy Heller celebrated Tuesday.

Betty Compton, cute little trick who posed for Great Lakes Exposition poster in 1936, is off to New York to undergo a test for Paramount. . . . Russa Neff, who used to air over Cleveland's WTAM, accompanied by Mrs. Neff, week-ended on grounds. . . . Mrs. John D. Lippy, of Gettysburg, Pa., joined her husband, John D. Lippy, who represents Greyhound Lines. . . . Paul Trexler is leaving for a spell in Milwaukee, turning over his mentalist spots to Mrs. Trexler. . . . Red Marcus is deserting front of Fountain of Youth for Toronto Exhibition. . . . Frank J. Lee, publicity director Rubin & Cherry Exposition, visited this week.

Joe Rogers left for Dallas while Partner Lew Dufour has come on to replace him. . . . Billy Rose came on from Fort Worth week-end for Cleveland Jubilee. . . . Pauline Skidmore, who does Gibson Girl in Aquacade Gay '90s scene, reminds oldtimers of original Valeska Surratt in "The Belle of Mayfair." . . . Mrs. George Clements, here with husband, in charge of public relations of exhibit, acts as hostess for Florida exhibit. . . . Roger Stearns, night club pianist and entertainer, moved into Herman Pirschner's Showboat and Club Eldorado.

Lipocin Dickey and associates Peg Humphrey and Almon R. Shaffer are set to fly to Dallas Fair as soon as exposition closes. . . . Thursday was Johnny Weismuller Day at Thistledown Tracks and Johnny presented a cup to winner of handicap bearing his name. . . . Evelyn Chandler introduced a new number in Winterland extravaganza. She calls it "Cossack Fantasy" and Musician Sanford Gold, of Winterland orchestra, has themed it with Hugo Fray's "The Cossacks" and Herbert's "The Fortune Teller." . . . Nelson's Boxing Cats, current at Radioland, have been photographed for a movie test.

Popular place of nights is Art Temmesfield's Alt Heidelberg on Streets of World. Crowd gathers in late hours and Gene Hoffman, once concert pianist and now inside with Fountain of Youth, goes to town on piano. . . . Same holds good of Irish Village, where Bill Friedel as master of ceremonies brings visiting celebrities to platform to do their stuff.

Leland Standford Harris, who staged *The Drunkard* for Hargrave and Relcher, recovered sufficiently from his broken ankle to act a bartender in tavern scene, but Louis Morgan continues as scheming squire and probably will until season ends. . . . Polly Rose, of Aquacade chorus, is Billy Rose's sister. . . . Roger Fryor may be back bringing Ann Sothern with him. . . . Walter McNichols, who worked with admissions department last season, is representing

a hotel system, visiting regularly with his former associates.

Jubilee Day notes: Gene and Glen, former WTAM favorites, made a big hit with their Jake and Lena presentations at Radioland. . . . Cleveland Magicians drew big crowds playing free, shows at Radioland and in May Company Theater. . . . Half-mile swim was first professional test for Rose Nemecek, former Michigan champion and national junior half-mile champ. . . . Helen, Beverly and Beulah Macfadden accompanied their father and saw sights. . . . Crowd swamped Streets of World during beauty contest to such an extent that they swarmed over tables and chairs of refreshment booths and restaurants and put places out of business until winners were announced.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 21.—The past week's visitation took us to Caledonia (N. Y.) Fair, where we had the pleasure of again visiting Strates Shows. This time it was considerably augmented in size and entirely repainted since our last visit to that organization at Cohoes, N. Y., in June of this year.

It is our plan to continue weekly visitations to the members of the association from now until well after Labor Day, and we would appreciate hearing from members whose shows we have been unable to visit so far this season as to their preferences, as we find that we still have one or two open weeks as to which our visitation program is slightly indefinite.

Our plans for the immediate future are to visit Max Gruber's World's Exposition Shows during the week of August 23, and De Luxe Shows, a non-member organization at this time, during the week of Labor Day. During the intervening week of August 30 we plan to spend a day or two at the exposition in Cleveland and to otherwise take what we feel is a well-earned vacation.

Anent Liability Insurance

From the nature of the inquiries being received at this office we gather that some of our members did not read all of the information contained in the bulletin relating to public liability insurance. So that our members may have accurate information on the subject, we wish to reiterate that the proposed liability coverage has as its limits of liability \$5,000 to any one person and \$10,000 for any one accident involving more than one person, subject to a \$100 deductible clause for each accident or occurrence of accidents resulting from one occurrence. The premium is \$65 per ride, \$10 per concession and \$25 per show, covering a period of 30 weeks, with the arrangement that in the event the whole of the 30 weeks is not used in any one season that the unexpired



CASH IN THE BIG POPCORN PROFITS

FAMOUS "French Fried" POPCORN MACHINES

MAKE PROFITS WHERE OTHERS FAIL!

The handsome popcorn profits are yours when you have an ADVANCE Machine on the job. For this famous Machine clears a profit of 70c on every dollar in sales. And its color and beauty with lights and motion attract trade and build sales.

Get the best equipment for this profitable business. Your sales will be greater and your profits will be larger. And ADVANCE "French-Fried" Popcorn Machines actually cost you less because of efficient large-scale production and because prices are not "padded" to cover expensive selling methods.



Cabinet Size 18x22x36"

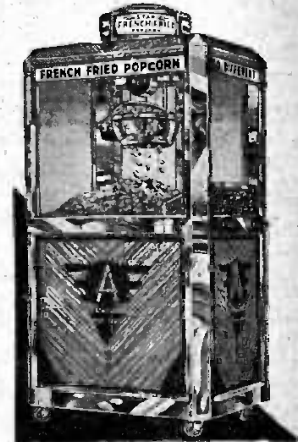
From the LOWEST PRICED to the WORLD'S FINEST

↑ PROFIT MODEL

One of the most popular models. All-electric, motor driven, full cabinet style. Beautiful porcelain enamel and gleaming Chromium. Pops \$1.00 worth of corn at an electric cost of only one cent at average rates.

EASY TERMS—LOW DOWN PAYMENT "WORLD'S FAIR SPECIAL"

An extra-large capacity Model with the original Chicago World's Fair popping unit increased in efficiency by thermostatic popping control. Positively the finest and most modern Machine on the market today with exclusive new money-making features. And the low price and easy terms will surprise you.



CABINET SIZE 26 1/2"x36 1/2"x76" High

INVESTIGATE! LEARN HOW TO REAP THE PROFITS!

Our Big Free Catalog gives you full information on the popcorn business and complete details on all ADVANCE Machines.

WRITE FOR YOUR CATALOG TODAY!

ADVANCE 6322 ST. LOUIS AVE., ST. LOUIS, MO.

—MANUFACTURING COMPANY—

portion will hold over until the following season at no extra cost.

We desire also to remind our members that coverage is available to members of the association only and cannot be ob-

tained by nonmembers. As soon as 10 members have signed their intention of adopting this form of coverage the coverage will be available to all who desire it.

She Insisted on Finishing The Driving of Her Nails!

MIDDLETOWN, Pa., Aug. 21.—Modernistic Shows ended their week stand here under the auspices of the Liberty Fire Company on Saturday night, August 14, to the tune of eight State Motor Police whistles and three fire sirens.

Under Pennsylvania Sunday blue laws all concessions must close at midnight on Saturday. The carnival was doing this when a woman patron protested that she had not yet finished playing the nail and hammer game. A fight ensued in which the hammer was freely used; a riot, in fact, materialized when the fighting spread. Some yokel turned in a fire alarm, State police were called from Harrisburg and this borough experienced more excitement than any other show has been able to provide.

Several trucks of the show were damaged during the fracas.

Wightman Wants Approved Carnivals

The Billboard, Gentlemen:

Farmer City, Ill., August 17, 1937.

You are right, Soapy Glue, no publication but *The Billboard* ever fought to gain recognition for the outdoor show press agents. But what has *The Billboard* or any other publication ever done for the poor Fair Secretaries or Concession Committees when it comes to providing a midway for the annual event? Here's one sufferer who would like to see a list of approved carnivals published each week. Any fair secretary would gladly co-operate and report any inconsistency and any State department should be glad to do the same. Here's hoping.

E. S. WIGHTMAN.

Thank you, Mr. Wightman, but I don't understand what you mean when you say "providing a midway for the annual event." *The Billboard* doesn't provide midways—it offers a medium thru the advertising columns of which midway amusements can be obtained, and, too, you must remember contracts are also made outside of the advertising columns by general agents. You say you would like to see a list of approved carnivals published each week, and that any fair secretary would gladly co-operate and report any inconsistency and any State department should be glad to do the same. You apparently do not know there are approximately 300 carnivals on the road. Now, how would you go about fixing up an approved list when the tastes of fair secretaries and committees vary, and furthermore, when the setup of a carnival, outside of the larger ones, is changing almost from week to week? I know for a fact that if Mr. Fair Secretary finds shows or concessions on a midway that are in violation of the terms of a contract he holds with a carnival, and takes action in having them closed. *The Billboard* will gladly publish the news of the closing. As a matter of fact *The Billboard* has been doing this for years, and I can see no better way for fair secretaries to know about this than by reading *The Billboard* carefully each week, and especially the fair department.—SOAPY GLUE.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

WHEELS
Park Special



80 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special price,
\$12.75

BINGO GAME
75-Player, complete, including Tax.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 137.
Heavy Conventions Walking Games. Dark Mahogany Finish.
Price Per Gross, \$21.00.

SLACK MFG CO
124-128 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 3-p., with Blue Cover, Each03
Forecast and Analysis, 8-p., Fancy Covers, Ea. .06
Samples of the 4 Readings, Four for 25c. .30
No. 1, 34-Page, Gold and Silver Covers, Each
Wall Charts, Heavy Paper, 6 1/2 x 28 1/2, Each 1.00
Gazing Crystals, Oulik Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Polishing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Samples, \$0.15

HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound, Samples, 25c.

PACK of 78 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.

ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

1937-38 Astro Forecasts

With Full Hourly and Daily Guide.

Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies In the world. Catalogue, 30c. None free.

NELSON ENTERPRISES

POPCORN

South American, Jap. Hullless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

H. B. HUISINGA
DELAND, ILLINOIS
Grower of Pure-Bred Varieties of Popcorn.

RED CIRCLE GUN CLUB

Builders of Short Range Shooting Galleries. We supply Paper Targets for all Galleries. Best money-getter on the market. Target Cards are guaranteed. Galleries can be located on Parking Lots in any city or town.

Address
RED CIRCLE GUN CLUB,
43 Hanover Street, Boston, Mass.

New Low BUDDHA Prices

FREE DEVELOPER
Details for Stamp

S. BOWER
BELLE MEAD, N. J.

JUICE POWDERS
imitation Orange, Lemon, Grape, Cherry, and Strawberry.

\$1.50 lb.—good for 60 gallons.
6 lbs. for \$7.50. Postage Prepaid.

PURITAN FOOD PRODUCTS CO.
313 N. Desplaines, Chicago, Ill.

Midway Confab

By THE MIXER

LABOR DAY is the next big event. Make the most of it!

AUDREY CRAWLEY—Sorry, photos were too dark.

MODERNISTIC SHOWS is a good title at that.

KITTY DOZEN: "It is kinder tough to run a girl show without girls."

CHARLES DOZEN—How is your freak animal show doing and with what show are you now?

CARL LEWIS is press agent for Oscar Bloom's Gold Medal Shows, you will now notice.

WE NOW HAVE the Crystal Attractions presented by Broadbeck and Steck, with latter, Ray Steck, as manager.

MAKE IT "clean" competition as well as "keen" competition and things will go better for all concerned.

THE BILLBOARD pays no attention to letters or cards signed "A Friend," "Regular reader," "Mascott," or any other "Smart Alec" signature.

VANCE LAJUNE: Who are you show letter writer for this season? Last year you were with O. F. Zeiger Shows, were you not?

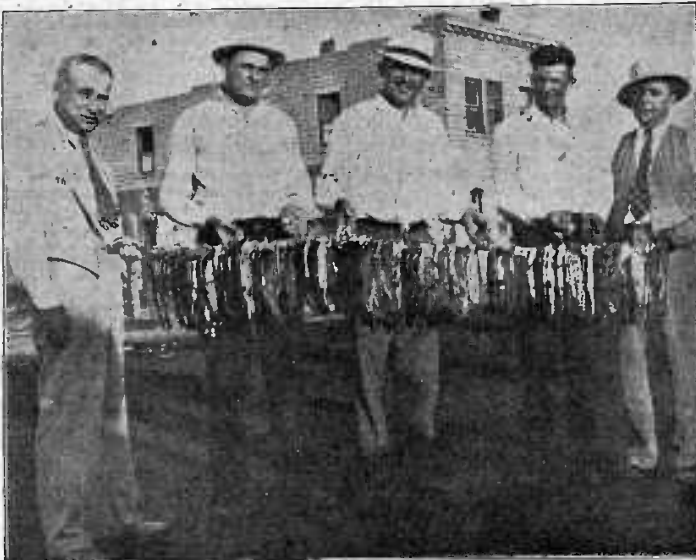
CAPT. SIDNEY HINMAN, veteran of Coney Island, N. Y., and museums, cards from Jamaica, N. Y.: "Playing church affairs with my freak kitten. Smallest show beneath the sky."

J. W. HARTIGAN JR. letters from Morgantown, W. Va.: "Took in Mighty Haag Circus, Mannington, W. Va., and West's World Wonder Shows at Uniontown, Pa. Both doing business."

FOUR KRESSELLS card from Baxter, Ia.: "Four Gardenias joined Art B. Thomas Shows to do aerial act. They replaced us, as we open on fair route at Central City, Ia."

FRANK B. HUBIN, of Atlantic City, N. J., is a showman of the old school who was a real showman, and he is still a staunch contender for clean showmanship.

LEN McDANIEL cards from Muncie, Ind.: "Hootany' Len McDaniel and wife



WESTERN STATES SHOWS' DISCIPLES OF IZAAK WALTON: This photo was taken July 2, on which day this quintet of showmen-fishermen caught 75 mountain trout in Yellowstone National Park. The show was playing Red Lodge, Mont., at the time of this event. Red Lodge is considered the best entrance to this famous resort. Left to right: Jack Ruback, Tony Kitterman, Bill Bass, Rex Bergoon and A. R. Wright. The fish are on the sticks held by the smiling anglers shown here.

CLARENCE POPLIN is press agent for Bullock's Amusement Enterprises, Johnnie Bullock, manager, and Mrs. Johnnie Bullock, secretary and treasurer.

P. VAN AULT has his penny arcade with Cetlin & Wilson Shows. P. Van, can and does write some good stuff anent the carnival.

MRS. CHAS. C. FOLTZ (BLUE)—Kindly forward your address to *The Billboard* there is mail for you. Best wishes from *The Billboard* boys.

MRS. NEWELL'S SON, Floyd, seems out of the show limelight. Whither, Floyd? One lion story is not a season for a press agent as good as you are.

JAMES F. VICTOR—How about putting out some good "Royal Italian" bands for carnivals? You are well qualified to do it.

JOHN T. TINSLEY and R. F. McLendon: Where and when did the Tinsley Shows call it a season? What caused the temporary demise?

SUCH NONSENSE! A carnival in a town the same week with a day and night fair, unless located on the fairgrounds.

left the Johnny J. Jones Exposition here to open a restaurant. Business is good."

NOTICE a lot of those "I ups and at him" fellows, are very careful who they get "Ups and at" to.—Soapy Glue.

FRANK LABARR, veteran of the lots, is still with Frank West's Shows. He thanks *The Billboard* for all past favors and will continue as its big booster, he reports.

LOU LOUETTE cards from Oakwood, Mo.: "Back on Pan-American Shows. Second season '36 and '37. Have own sex show. Business up to expectations. Suffering from smashed finger in a car wreck. Left Al C. Hansen Shows."

C. GUY DODSON says, "No man ever became clever by pretending; successful without making mistakes; nor powerful without assuming responsibility." Wonder who said these things before, Dave Carroll?

JOSEPH J. FREDERICK letters from Celina, O.: "Made Richwood (O.) fair with crime show and penny arcade to fairly good business. Thursday was

biggest day and crime show topped 'em all."

FRED AND MARIE GUTHRIE card from Detroit Lakes, Minn.: "Frisk Shows on midway here. Show is very neat, and they have some wonderful trucks to move on. We are the free attractions here and will be at Le Center, Minn."

TOM, JERRY AND BUTTS, acrobatic clowns, card from Baxter, Ia.: "Not with Art B. Thomas Shows. Now playing fair and presenting comedy acrobatic and table acts. Have quite a route booked."

ALLAN BRYANT cards from Wisconsin Rapids, Wis.: "Clowning on front of Mystery House with Sol's Liberty Shows. Was working on Bingo concession before I started clowning, but like clowning better."

BILLY GEAR cards from Portales, N. M.: "Booked Silver State Shows to furnish all the amusements at Tucumcari, Portales, N. M., and Littlefield and Levelland, Tex. Now making my headquarters here."

GARLAND SLATTEN cards from La Crosse, Wis.: "Walter Mills, Garland Slatten, Joe Victor, Crawford Price and Mr. and Mrs. Charles Kelly are with Hennies Bros.' Shows, and they are under the capable management of Art Martin."

ROY BLAKE letters from Hot Springs, Ark.: "Am waiting for a new fair to be held here in October. It will be advertised as the Arkansas State Fair at which time I expect to see many of my old friends. Conditions down here are

M. J. DOOLAN says:



"I am especially well pleased with the two new BIG ELI Trailers purchased from you this spring." Move the BIG ELI way for economy.

ELI BRIDGE COMPANY
Builders of Dependable Products,
Wolcott & Casso, Jacksonville, Ill.

THE NEW CHAIRPLANE



The Chairplane is a favored ride on the Midway, states E. J. Trout, Pa. Erected and taken down in a short time. Light to transport and always excellent returns on the small capital invested. Write at once and we will tell you all about it.

SMITH & SMITH, Springville, Erie Co., N. Y.

POPCORN PEANUTS

CARTONS-BAGS-CONES-SEASONING, APPLE-STICKS, COCOANUT, COLORING, GLUCOSE, POPCORN, SALT, PEANUT WARMERS, GRANULATED PEANUTS

The best references in the world we can give are "Buck" Weaver, Bob Russell, "Buzz" Buzzeala, Mrs. J. C. King, D. H. Jessup, "Smoker" DiCappio, Joe Lynn, Al Moore, H. D. Washburn, Mrs. Jacobie J. McCarrin, T. R. Owens—and many others. **CARNIVAL AND RESORT MEN**—A postcard will bring you our Special Low Price List. Write for it! **WE KNOW THAT WHEN YOU ORDER YOU WANT GOOD MERCHANDISE . . . WE HAVE IT!**

MOSS BROTHERS NUT CO.
231 North Second St. Philadelphia, Pa.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFER.

very good. Extra good cotton crop and much building activity."

OLD MAN "OPPORTUNITY" would have to knock on some people's door with a steam hammer before he could wake them up.—Tillie Few Clothes.

DAVE FELL, secretary of Eagles, Rhinelander, Wis., reports that Reynolds & Wells Shows played the date for them and gave good returns with shows, rides and a good type of concessions, and that it was an open midway and that the owners and managers were fine people to do business with.

JACK RUBACK, general manager Western State Shows, seems very anxious that that show be kept in the eyes of those in the carnival world each week in *The Billboard*. Well, Jack, keep your show letter writer busy with the news as it breaks.

MRS. STELLA RICE letters from Beaumont, Tex.: "Anyone knowing the whereabouts of Jack Bel-Mar, former carnival man and whaler, kindly notify him that his wife, Etta, is very ill and would like to locate him. She is in the care of friends."

DON'T PLAY "hookey" from the lot when the season is on if you expect the boss of the carnival to pay you every week.—Soapy Glue.

ALBERT KLINE cards A. C. Hartmann from Boston: "Recently visited Marks Shows, Coney Island, N. Y.; Palisades Park, Palisades, N. J.; White City Park, Worcester, Mass.; Revere Beach, Mass.; Playland Park, Ryer, N. Y.; and Woodside Park, Philadelphia."

JACK HOMER cards from Albion, Ill.: "Frank H. Ward, Ell Wheel foreman of Cumberland Valley Shows, had been on the sick list for a month. He left for Little Rock, Ark., and reports he is feeling much better. He stopped at the fair here on his way home."

FRANK ZORDA cards from Holidaysburg, Pa.: "Still topping midway on Bantley's Shows with a Twenty-in-One. Bought a five-ton truck and am preparing for indoor winter show. Cliff Patton is my secretary. Here's a big beer for Claude R. Ellis."

EARL CUNNINGHAM letters from Tracy, Calif.: "Three Sensational Royals act, Bob Cunningham, George W. Lanning and William Camp, completed a successful engagement at the midway of the Foley & Burk Shows at the Stanislaus County Fair, Turlock, Calif., week ended August 7."

WONDER who is the man who claimed to be the first to see the sun rise. Some of the pretenders claim to be the first in everything else.

R. W. CONLEY: The general impression is that the World at Home title as a carnival is the property of Irving J. Polack, general manager Polack Bros. Circus. It is also the impression that show titles are never outlawed, as they hold priority rights, and them is some rights. **RED ONION.**

DOT KEMPF cards from Denver, Colo.: "An orchid to Walter K. Sibley for going back for his 'pooch.' I had the very same thing happen to me a few years ago. I found my little fox terrier, given me by Plain Dave Morris, waiting where we had left her when we stopped to get gas. Remember Tillie, Dave?"

PRINCESS VIOLET and Thomas B. Vollmer card from La Fayette, Ind.: "We are no longer connected with midget village on Max Gruber's World's Exposition Shows. We returned to our Indiana State Soldiers' Home here. Happy returns to all showfolk after four months on the road with these shows. Best wishes to *The Billboard* staff."

BROADWAY SHAKESPEARE—Whatever became of you? You used to make some dandy comments on outdoor show business in general.

POPCORN
5c AND 10c PACKAGE
DELICIOUS—Good Profits. Also Popping Corn of All Kinds. Write for Samples and Prices.
STAR BRAND POPCORN CO.
384 Hudson St., New York.

RALPH R. MILLER, general manager Miller Amusements, sent in a route card from Albion, Ill. It lists for its 15th annual tour of fair and celebration bookings from August 9 to December 6. Others on the staff are Harry L. Small, business manager; Bryan Gill, general agent, and C. E. Meeker, general superintendent.

E. W. STURGEON letters from Beardstown, Ill.: "Miller Bros. Shows at the fish fry here had very profitable business. Want to comment on the Bingo game booked with the show. It is one of the prettiest and best stocked of any I have had the pleasure to play. It is operated by May and Johnnie Johnston, two real and courteous troopers."

THE EDITORS of *The Billboard* are dead wise to those who are neglectful of their interests, of that complex which makes them charge things to *The Billboard* of which they are guilty. N. B.: Copy intended for publication in *The Billboard* cannot be used in a specified issue when that issue has gone to press before the copy was received.

SEASON will be over before some carnival managers get those new letterheads they have been promising themselves, we are afraid. Show? Then letterhead!

IT IS reported by R. C. McCarter, of the Modernistic Shows, that a few "gyp" concessioners made it very disagreeable in a town in Pennsylvania. However, he ran them off the lot, he says. Moral: Real ride and show people do not care to be on the same lot with the "gypping" kind, especially when they "gyp" the office.

If You Give The Billboard As Permanent Address!

Will those who give *The Billboard* as their permanent address on letter heads, booklets, cards and other forms of matter be so kind as to send in their show routes and forwarding addresses regularly and promptly each week, just as soon as the route and forwarding address are definitely known? This is important as relating to forwarding mail and other matters that come up in the general daily business routine of shows' movements and *The Billboard*. Thank you!

IRA H. WATKINS, of Irah and Sylvia Watkins' dog and monkey show, letters from Salem, Ind.: "We are contracted steady for the Gus Sun office as grand-stand attractions. Not in carnival business. Carnivals are not what



EDWARD K. JOHNSON, general agent for Warren J. Bunt's Crystal Exposition Shows. The young man is a Philadelphian and celebrated his 50th birthday Sunday, August 22. He reports that he enjoys his line of work and is most pleased with his present connection and credits the late Wilbur S. Cherry as being of the A-No. 1 general agents to whom he owes much of the knowledge he now applies to his profession.

California (Pa.) Sentinel of August 8 Notes Something Refreshing In Carnivals

After visiting the carnival sponsored by the California fire department here this week it is refreshing to note that the firemen were fortunate in engaging an exhibition like the Spencer and Clark show. The carnival itself is the usual series of concessions and rides. However, it is the personnel manning the exhibition that is noteworthy in that it is of considerably higher type than is generally associated with carnivals. The personnel of the Spencer and Clark shows is courteous and hard working. These persons have been content to attend to their own business of operating a carnival and with virtually every contact with townspeople have been ladies and gentlemen. If California should have another carnival in the future it can extend a hearty welcome to Spencer and Clark.

they used to be." Ex-carnival and circusfolk speaking! Irah was one of the first real big motordrome men if you please, and was with many carnivals.

JOE BEOVENS letters from Murphysboro, Ill.: "Marriage of Irene Taylor and Joe DeZamba took place on Royal Palm Shows July 20 while they were playing Olney, Ill. Bride is former Mrs. John L. Taylor, of Taylor Bros. free act, and groom is owner of Bingo concession now with Royal Palm. Congratulations were extended from their many friends."

C. F. ZEIGER, general manager of the shows bearing his name, says all show letters written by W. W. Barnes, press agent, are the truth, as he looks them over before they are mailed. No one on *The Billboard* doubts the veracity of W. W. Barnes. It seems that he is in some way held back from sending in the news when it is news. That is all, C. F.

CONCESSIONERS: Those concessioners who buy merchandise wholesale seem to be doing pretty good. Oh, well, no one on a carnival has to have a truck to carry money in; only banks use trucks.

MONTE NOVARRO cards from Schenectady, N. Y.: "Wife and myself closed with Cetlin & Wilson Shows and joined DeLuxe Shows of America. I am handling the front of Lloyd Coffee's *Pollies Revue*. Billie is featured fan and strip tease dancer. Business now is better than at any time previously this season."

SAM SOLOMON: The roster of Sol's Liberty Shows promised by your press agent June 24 from Sheboygan, Wis., has not arrived yet, and neither have show letters and photos. So therefore *The Billboard* cannot be blamed for these items not appearing in print. Billy Owen succeeded Walter Hale as p. a. for Sol's Liberty. How is business, anyway?

SOME Chuck o'Lucks are out of luck, simply because they are generally located down among the lineup stores. A. p. c. needs peace and quiet on a midway to interest customers.—Soapy Glue.

CARNIVALS that passed in a day: Herbert Douglas cards from West Chester, Pa.: "On Sunday, August 8, motor equipment of five carnival organizations could be seen on the streets of Harrisburg, Pa., in making their respective jumps. Cetlin & Wilson, from Camden, N. J., to Huntingdon, Pa.; Endy Bros., Lewistown, Pa., to Branchville, N. J.; Sam Lawrence, Hamburg, Pa., to Colum-

EVANS
MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS
of All Kinds **\$7.50 up**

FREE CATALOG
Evans' latest **PARK and CARNIVAL** Catalog contains a Complete Line of Amusement Equipment for **PARKS, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc.** All kinds of Wheels, Shooting Galleries, Sets, Groopers, Grind Stores, P. C. and Casses, Paris and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated catalog is yours for the asking.

Write for It Today!
H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

POPCORN
GOLDEN—Jumbo (Dynamite). O-ME-JAP (hulless). White Rice. Golden PEARL. 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. rolls. GLASSINE Cones (1 Color). also Bags and Cartons for "battered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).
BRADSHAW CO. 31 Jay Street, NEW YORK CITY.

OCTOPUS
"World's Newest Ride Sensation."
Erected in 1 Hr., 29 Min., by Dyer's Show. Lens. Ill. "New OCTOPUS" Ride arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman Ellsworth McAtfee and his crew started unloading. The ride was in operation."
SALEM, OREGON
ABNER K. KLINE, Factory Representative.

LOADS ON ONE SEMI-TRAILER.
EYERLY AIRCRAFT CORP.
ABNER K. KLINE, Factory Representative.

The Last "Word" in Your Letter to Advertisers, "Billboard".

bla Pa.; Marks, from Lebanon, Pa., to Cumberland, Md.; and Modernistic, from Girardville, Pa., to Middletown, Pa."

GEORGE HIRSHBERG letters from Charleroi, Pa.: "Have to make comment on the paragraph in last week's Midway Confab, 'Why change your carnival title?' Why have a title at all? Okeh, George! Why not make 'WORLD ON PARADE' the new title for Cetlin & Wilson? Remember 'WORLD AT HOME' and what a real big reputation it enjoyed in the carnival world?"

STITES BRISTOL cards from Geneseo, Ill.: "My partner and I have a small novelty outfit. Had fair business in Iowa and Nebraska and now in Illinois. This is home town. Visited Johnny Toffel and Rubin & Cherry carnivals, and Cole Bros.' Circus in Davenport, Ia. They strawed them in the afternoon. Also visited I. J. Clark, Gold Medal and K. & O."

CHAS. MILLER, of Miller Amusement Enterprises, letters from Chicago: "Photo enclosed of one of the six latest additions to our rolling stock. This unit, the trailer of which will carry every piece of our large three-abreast Merry-Go-Round without crowding. The body was built in our blacksmith shop and is mounted on a 27-foot chassis. The tractor is a 1937 G. M. C. We believe this is the largest single unit on wheels."

ILL AND INJURED: When misfortune overtakes a friend that is ill or injured why wait until they are dead or recovered before the news is sent to The Billboard for publication? Send in all news while it is news, not after it is of no importance to those concerned.

THE BILLBOARD circulates around the world and its copies, printed by the tens of thousands weekly, get further away from its publication office than any one or all the other show publications combined. It never was and never will be a mouthpiece or house organ for any individual or corporate interest.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 80 sets of 100 cards each. Played in 8 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 3 1/2 x 14, Per C. \$1.50. Stamping Bingo Cards on same, extra Per C. .50. Bingo Card Markers, in strips, 25,000 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

WELCOME HOTEL NORFOLK MIAMI, FLA. Rates For Show Folks Freddy Weir — Bob Bower

RIDES AVAILABLE Open dates for September and October. Ferris Wheels, Merry-Go-Round, Chairplane, Kiddy Ride, Boat Swings. SCHAGRIN RIDE CO., Middletown, Delaware.

It Helps You, the Paer and Advertisers to Mention The Billboard.

Circulation brings results to advertisers and that is what advertisers, advertise for—not in sympathy for editors who suffer from mental indigestion.

NICHOLAS (NICK) L. CARTER letters from Miami: "Am of old chuck-a-luck and p. c. fame. Was hit by a truck June 23. Right leg broken twice above the knee, left leg broken once above the knee, four ribs broken, head bruises and little finger on right hand is useless. In Jackson Memorial Hospital here, Deering Ward, Bed 3. Want to hear from friends. Tex Thorp and John T. Hutchens, write."

VIRGINIA LAUGHLIN, secretary West Bros. Amusement Company, sent in the following from Litchfield, Minn.: "A sign in the office of a big industrialist reads: 'Work hard for eight hours a day and do not worry. Then in time you may become the Boss and will have to work 18 hours a day and have all the worry.' This may be good for the younger members of some shows who will not work as long as they can find something else to do."

THERE IS NOTHING the matter with the carnival business when it is in the hands of honest men. We are happy to say now that real men in the business now are of a far greater number than ever before. Look at the big organizations if you doubt this statement.

BRUCE BARHAM, press agent Fairly-Martone Shows, letters from Winona, Minn.: "Thank The Billboard for the nice break which has been given our

torium, Waltham, Mass. Our old friend Al Brooks, who had Queen of the Deep and Madam Serper on the B. & B. Shows. He is a postage stamp collector and would like to hear from friends who care to send them. Address him Joseph Lanouette, care the above sanatorium. Write and cheer him up, as all may get sick some time or other."

HARRY E. CRANDELL, the well-known agent, cards from Anniston, Ala.: "With all the discussion about 'fixers' and their merits, how about the guy that 'fixed' Uncle Sam to send all those battleships and planes to search for Amelia Earhart? I claim he was some 'patch.' Was in North Carolina for breakfast, South Carolina for lunch, Georgia for dinner, and made Alabama for a wee bite before hitting the hay the same day. Have Mississippi and Louisiana in the offing. It is hotter down here than that well-known place."

NO MATTER what the carnival men may do toward co-operative booking they will still have to have general, special and press agents for each unit. So that question is settled. Not forgetting trainmasters and full train and lot crews.

THE TREND: Better carnivals—but not bigger. More elaborate tent theaters with more entertaining performances. More merchandise concessions. Bands, free acts and 15 cents general admission to the midway for adults and 5 cents at all times for children.

MR AND MRS. R. W. ROCCO JR. letter from Wisconsin Rapids, Wis.: "Mrs.

suggested the use of escalators and other improvements on the motodromes and as well is the first to suggest the twin or double Ferris Wheel setup.—Wadley Tif.

ALL INDICATIONS now are that J. W. (Patty) Conklin's midway at the Canadian National Exhibition, Toronto, will be the talk of the outdoor show world. He has assembled units from every branch, circus, carnival, park, and from several nondescript or not classified units, such as that presented by a well-known whaling company. As for 35 amusement rides, 15 of which have never appeared at this exhibition, as recently announced, Red Onion has his doubts as from whence will these 15 new rides come. However, it is going to be a most unusual midway from many standpoints. Hall Toronto! Canadians do big things in the way of exhibitions, which in the United States we call fairs.

One Example of Why All Should Send in Sketches of Their Life

DEATH IS EVER imminent. It is part of life and should not be feared. Recently a flash came to The Billboard reading: "Walter F. Stanley died." The morgue of The Billboard was searched and not a line of the life of Stanley could be found, altho the late Charles C. Foltz (Blue), carnival editor, had repeatedly asked Walter F. to send in the data of his life from birth to date, but never a line came in. All that was printed was these few lines in Late Death notices: "STANLEY—Walter F., formerly prominent in the carnival field and at one time identified with the C. A. Wortham Shows, July 30 at Sheridan, Wyo." Everybody in the carnival business knew Stanley, but not a single soul has sent in any data on his life. It is, however, known that he was about 65; had been married, and, according to late Geo. H. Hamilton, his family name was Fluke. It seems that Stanley had been in the carnival business since its inception following the Chicago World's Fair of 1893 and was with many of the leaders in that field in the early days. When the Wortham & Allen Shows were organized he was assistant manager, following which he was with Don C. Stevens' son, late C. A. Wortham and many others. He was also with the first aviation company that went to Mexico about 1911 or '12. Inasmuch as he was a member of several showmen's clubs, including the Showmen's League of America, it seems that at least one man or woman knew his life's history.

BLANKS for biographical data are to be had by addressing The Billboard, Cincinnati, O. IN VIEW OF THE ABOVE IS IT NOT ADVISABLE TO SEND IN YOURS WITHOUT DELAY? Walter F. Stanley was prominent in the carnival field and he knew many who could rightfully call him friend.

LAWRENCE LaLONDE letters from Durango, Colo.: "After playing nothing but consecutive blanks since 4th of July, finally got to our string of fairs in Colorado. Have Ten-in-One on Frank Burke Shows, and it is a nice frameup, but business has been nil. With our new general agent, Louis Ringold, and our fairs, things are beginning to look bright again. As to the question as to 'Buried Alive,' I do not believe anyone can tell who did it first. I have worked it for a long time, and I learned the act from my dad, who was featuring it 30 years ago. It would not surprise me if he learned it from someone who worked it 30 years before him, and so on. All of which brings me back to where I started. Again plan a store show under auspices with advance ticket sale. Tried the plan around Los Angeles last winter and it was a winner."

LALA-PA-LOOZA: It is about time some one sprung this title for a show on some fairground. Once knew a showman who titled his show "Just-One-Girl." Just one girl was all he had, but he advertised truthfully and he did get money. If practically nothing at all is presented as a big laugh it will get by—and it has been done.—Wadley Tif.

REX DE ROSSELLI letters Charles Wirth from Plattsburg, N. Y.: "Am up in this neck of the woods doing a little fishing and also visiting my son who is with the World of Mirth Shows, managing Seminole for Elythe Sterling. She is a noted authority on Indian history and costumes, as well as an interpreter of several Indian languages.



"SO THIS IS PARIS!" ONE OF THE RECENT ADDITIONS TO STATE FAIR SHOWS is this girl revue titled "Paris." It is show-owned and was built on the lot as the show traveled along on its season's route. Color scheme is deep rose blended into bright yellow. Photo was taken recently in a city out west. On the front left to right are: J. A. Nelson, Folly Dere, Myrtle Dere, Cleo Payne, June Waring, Merba Dale, Miriam Spencer and Archie Boyd.

show letters. The consideration is highly appreciated. As I said before, I am new at this press agent game and do not know much about it. Regards from Mr. and Mrs. Noble C. Fairly." Never mind, Bruce, you are a better press agent, and you do not claim to be, than so many who do claim they are real press agents.

C. D. CLARK, associate owner and manager Spencer & Clark Shows, letters from California, Pa.: "Thought perhaps The Billboard would be interested in knowing that there are still a lot of nice people in show business. My reason for saying this is because that when we moved into this town that even hotels refused to rent rooms to anyone connected with the show." Editor's note: Following the engagement of the above shows scored a most favorable notice from The Sentinel newspaper.

IT IS a good idea to "clean" all ticket boxes with soap and water and of cash as well, at most frequent intervals. Watch out for "gyp" ticket sellers. If you show them to "short" the public there is no telling what they will do to your receipts.—Wadley Tif.

BILL SPENCE, trainmaster B. & B. Shows, letters from Wytheville, Va.: "Was in to see an old showman who has been sick with tuberculosis for over a year now at the Middlesex County Sana-

Esther Rocco writes that her father-in-law, R. W. Rocco, concessioner on Sol's Liberty Shows, is convalescing at the American Hospital, Chicago, following an operation by Dr. Max Thorek. He has been very ill, but is doing nicely at present and is expected to be released at an early date. Wife of R. W. Rocco and grandchild, Baby Hazel, have returned to the show after spending 10 days at his bedside." Mr. and Mrs. R. W. Rocco wish to express many thanks to all showfolk for their kind sympathies during his illness.

CHAS. (BOUNDING) JOHNSON letters from Roanoke Rapids, N. C.: "Doing two acts, bounding wire and hoop rolling. This was a wonderful spot, 3,000 to 5,000 nightly behind a 10-cent gate. A. J. Gray was the promoter of event under Lions' Club and merchants. Was billed wonderfully and had two big tents for exhibits. Other acts were the Four Buckaroos, cowboy music broadcasters, and Donros Sisters, aerialists. Had parade of kiddies and their pets, also bathing beauty contest (something new). R. H. Work's carnival had four rides, shows and concessions. Am with the carnival."

IF ESCALATORS are used on motodromes, credit for the idea will have to be given to Red Onion, as something like years ago he

She had the Hopi Indians last year and presented the Seminoles for the first time at Ogdensburg, N. Y. Sterling received a shipment of Georgia alligators and during the night there was a battle royal by the gators and she lost two large ones. The Seminole show is real native tribe of 12 and, surrounded with native huts, exhibits and Florida atmosphere, and a tank containing 25,000 gallons of water, in which the natives wrestle alligators from 15 to 18 feet in length. It is really a good show. This is my son's first venture as a manager."

DICK COLLINS opines: Mrs. F. Percy Morency, wife of secretary-treasurer of Art Lewis Shows, asked Mrs. Barbara McIntyre, who has diggers on organization, if she had come across any "shinplasters" yet in Canada?—the little 25-cent bills used some years ago as currency. "No, dear," replied Mrs. McIntyre, "but I surely need them way I have been knocking my shins around inside of this place." And Eileen laughed loud and loud, and Mrs. Mc. wondered why. . . . Press Agents Dick Collins and Gaylord White, on meeting for first time in Montreal, and evidently respecting each other as members of same craft, formed an offensive and defensive alliance with reference to Montreal papers. Both scored heavily in daily sheets thru co-operating with each other, instead of calling each other names. A little help will get you a longer way than a lot of backbiting. . . . Art Lewis is one manager who does not hesitate to give credit where credit is due, hence his popularity with his staff. Just because you pay a man his salary does not mean that he does not appreciate little niceties of life, and a little recognition makes him feel that much more interested and willing to do his best. He is only human after all.

NEVER COULD understand why so many carnival show owners insist on filling up the panels on show fronts with so much senseless lettering, when artistic scenes are so much more attractive. I actually saw these words on a Ferris Wheel ticket box, "This Attraction Is Moral and Refined."—Soapy Gluc.

Tribute to Late Roy Bard

In reporting the death of Roy Bard, known so well to all troupers as Ossified Boy, it is with the deepest regret. He was loved and highly respected by not only the members of the Marine Hippodrome, with which he was connected, but by all members of the profession as well. He was a boy at all times, and of a cheerful and optimistic nature. Roy was ready and willing to help a friend in need, or a worthy cause. How we will miss him! The jump from Virginia to Milaca, Minn., was 240 miles, and he traveled by car and trailer and his greatest worry was that he would not get to the spot in time for the performances. When within 30 miles of Milaca the trailer turned over, causing his death. Fortunately his nurse was not injured. Roy was born April 1, 1884, which made him 53. The accident happened August 9. Show personnel held services for him, with Rev. Joseph Robinson, a Methodist minister, reading the service, as this was Roy's church. His body was shipped from Milaca, Minn., to Los Angeles on the 10th, where his mother and people live. He was a member of the Pacific Coast Showmen's Association and was buried in its plot there. May he rest in peace. Roy is gone but not forgotten. Members of the Marine Hippodrome sent condolences to his mother and members of his family.

CAPT. DAVID J. BARNETT.

ONE EVENING: When the Hagenbeck-Wallace Circus was recently playing Hamilton, O., a city some 25 miles north of Cincinnati, B. A. Bruns, manager of circulation for *The Billboard*, invited the carnival editor to accompany him to the circus. The party, in addition to the above, were Mrs. Bruns and son, Bernie. As the driver, B. A. made quick time from *The Billboard* building to the fairgrounds in Hamilton, where the circus was set up most conveniently with the train along the outside of the fairgrounds. On arrival the party went in the side show and were greeted by the manager; Al Martin, Mr. and Mrs. Julius Kuehnel, of the inside of the side show, and others. Kuehnel is manager of Susie, the Elephant Skin Girl, and Mr. and Mrs. Fischer, of Germany, the very tall

couple, who are professionally known as Mr. and Mrs. Long. After seeing Susie *The Billboard* party made for the main entrance and were greeted by Jack Grimes, of the press department, who was on the front for the evening performance. Bob Hickey was away. Howard Y. Bary was near by, but not in the big top at the time. Grimes took care of the party in fine style by presenting stubs for choice seats in the grand stand. Bruns had a chat with the bandmaster, who handles *The Billboard* on the circus, and it must be said that this band gave excellent music before the grand entree, a real circus concert. It must be said that the performance was real circus, and in the opinion of Bruns and Hewitt was much improved over that given earlier in the season at Norwood, O. E. Walter Evans, business manager of *The Billboard*, agreed, as did Chas. Wirth, circus editor, who attended in the afternoon. Terrell Jacobs, with the lions, gave a thrilling exhibition of animal training. The military drill of 23 elephants on the hippodrome track, under the direction of Cheerful Gardner, was a most impressive number, and there were a score of other acts that were circus. Let it be said that Hoot Gibson, who was guest star at the concert, has one of (if not the most) graceful side-walking horses in show business. This he did as a salute to the grandstand audiences following the concert announcements, which were done by General Announcer Mel Smith in fine style. Thus an evening at the Hagenbeck-Wallace Circus ended, however not until young Mr. Bruns had had his pick of pop corn, soft drinks and novelties.



MIDWAY SCENE OF FRANK WEST'S WORLD'S WONDER SHOWS photographed at Cumberland, Md., during recent engagement in that city. Note the massive decorative pillars that adorn the main marquee entrance behind which are visible such rides as Waltzer, Twin Ell Wheels, Octopus, Caterpillar, Dangler and Merry-Go-Round. On right can be seen the side show and in rear rigging of the high act. Particular attention is directed to the location of the main entrance ticket boxes in the two center columns, which columns are sufficiently large enough to accommodate two ticket sellers each.

WHAT THEY SAY:

CARL J. SEDLMAYR, Eimer O. Velare and Curtis J. Velare: "As long as we are in the carnival business it will always be our aim to give the public a good show."

DICK GILSDORF: "Poor people generally have poor ways."

RUBIN GRUBERG: "Rubin & Cherry played the Canadian National Exhibition nine times, and that is somewhat of a record."

LEO M. BISTANY: "Some men are very inconsistent. They will tell you that they have an open mind and in the next breath they will say that they are very set in their opinions. All of which proves it is easier for some to talk than to think."

WALTER D. NEALAND: "Mrs. Annie Gruberg originated the idea for the Silver Jubilee tour."

JOHN T. BENSON: "Ever since the beginning of show business animals have played an outstanding and most important part."

STARR DE BELLE: "No one should ever drink ale and then immediately eat watermelon, especially if they are already suffering from ale-feet."

MIKE ZEIGLER: "A child is born and right that moment life and death both immediately lay claim to its little body."

GEO. F. DORMAN: "It must be very pleasing to Red Onion that so many of the things he has suggested for the good

15 Years Ago
(From The Billboard Dated August 19, 1922)

Slegrist & Silbon Shows scored favorably at Reading, O. Organization was the largest to exhibit there in many years. . . . After a 450-mile jump from Niagara Falls, N. Y., World of Mirth Shows opened a two-week engagement at Montreal, Can., to admissions that reached the five-figure mark. . . . Despite a long enduring coal strike Uniontown, Pa., opened big for 10 World at Home Shows. . . . "All set and rarin' to go" was the slogan of T. A. Wolfe's Superior Shows as they awaited the opening of their fair season. . . . Madison, Ind., proved a red one for J. F. Murphy Shows. . . . With wonderful weather prevailing and the midway packed to overflowing, De Kreko Bros' Shows were enjoying one of the best weeks of their season at Belleville, Ill.

Brown & Dyer Shows had just concluded their third successful week, playing Buffalo, N. Y., lots. . . . Hamda Ben and his show, An Arabian Night, joined the Frank J. Murphy Shows for a season of fairs in Maine and Eastern Canada. . . . Dan O'Conner was piloting his brother and wife to Los Angeles by "river route" after closing with the Wortham Shows for the season. . . . Con T. Kennedy Shows were making elaborate preparations in Hannibal, Mo., for

AFRICAN DIP GETS TOP MONEY

FAIRS—PARKS—CARNIVALS.
Was in Big Money Class at Century of Progress. Portable—Easy to Put Up and Take Down.
Only \$125.00 Complete, F. O. B. Chicago. \$50.00 deposit, or 2% off for all cash with order.
A. M. COOLEY
1434 W. Adams St., Chicago, Ill.

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BURKE & JAMES, Inc.
221 W. Madison St., CHICAGO, ILL.

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Operate over any good fire. A 3-gal. batch every few minutes, only \$14.00. A heat concentrator free if you send full amount with order. Formulas for 15 different popcorn confections included free with every popper.

ROSE CAKES

Will make money for YOU. Pair 3-inch mold; \$1.00 post-paid; 4-inch Iron Commercial size \$1.25; same of Aluminum \$2.50 f.o.b. Toledo. Send half cash, bal. C. O. D. All formulas, directions, and "spice" included free. Candy floss machines, etc.

A. T. DIETZ CO., 2144 Madison Ave., Toledo, O.

It takes 30 TON PRESSURE

to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 10c for sample Penny and facts to **BLUE DOT STAMP CO.** Established 1828. 124 E. Larned St., DETROIT, MICH.

WANT NOW FOR FAIRS UNTIL DEC. 4th

Acts for Side Show. Monkey Drome Joe comes on Snake Show, Working World, Petrar Art and Motorhome. Exclusive Cookhouse, Scales and Merchandise Concessions only. No Grift. Will book Chair-a-Plane and Loop-the-loop.

HAPPY DAYS SHOWS, INC.
Bress, Ill., Fair this week; Carrollton, Ill., Fair next week; then the BIG ONE, Jerseyville, Ill., Fair, September 4-8.

FOR SALE

One Allan Herschell Kiddie Auto Ride in first-class condition and now being operated. We close in September.

JAS. W. GESSFORD
1215 E St., N. W., Washington, D. C.

MRS. TOM TERRALL

Communicate with me for contract to play Madam County Fair in October.

FRED F. WANKAN
Daily Post-Athenian, Athens, Tenn.

of the carnival business are now being copied and applied by some as original with them."

E. LAWRENCE PHILLIPS: "The name of Johnny J. Jones has always meant much to the carnival world, and under my direction I hope to make it mean much more as time passes."

DON TRUEBLOOD: "Byers & Beach Shows thru me as secretary wish to sincerely thank *The Billboard* for the splendid service it accords outdoor show business in its every department that covers its various units."

Hennies Bros.' Shows

Chippewa Falls, Wis. Week ended August 8. Six days and nights, Tuesday thru Sunday. Northern Wisconsin District Fair. Weather, ideal except rain opening day. Business, excellent.

First fair of season was a complete success. Business 50 per cent increase over 1936 midway gross verified by Secretary A. L. Putnam's official figures. Children's Day, Tuesday, suffered a slight drop because of heavy morning rains. At noon sky cleared and big take resulted. Weather extremely hot all week, around 95 degrees every day. Sunday was one of biggest days of fair.

Closing day Harry W. and Orville W. Hennies were called upon by members of fair board, and Secretary Putnam, in a neat speech, presented brothers with a beautiful purple and gold-decorated silken banner inscribed, "Grand Award for Meritorious Attractions Presented to Hennies Bros. Shows."

Visitors: Delegation from Minnesota State Fair, Mr. and Mrs. Raymond Lee, George E. Hanacom and Henry Lund, publicity director; Harry J. Frost, Douglas Baldwin, Mr. and Mrs. H. A. Derenthal; Max Levine, secretary Tri-State Fair, Superior, Wis., and William M. Temple, president of Central Show Print.

Everybody glad to welcome back Harry W. and wife, Rose, after their brief stay in hospitals. Both now pictures of health. Shows' ride foremen, always on job, are: Merry-Go-Round, Carl Wagner; Quadruplet El Wheel, Tex Webb; Auto Dodgem, Oscar Halverson; Heyday, Joe Dugan; kid rides, Lon Osenbaugh; Ridee-O, Charles Rogers; Waltzer, Jack Wilson; Lindy Loop, Joe Johnson; Octopus, Joe Black and Loop-o-Planes, Tom Morgan. Train is in charge of Paul J. McLane, trainmaster, with following all-white crew: W. L. Brown, hook rope; Jack Black, back-end chalker; K. M. Genius, chute poler; William Brennan, deck poler; Tom Finchback, chute poler; Bob Harter, R. J. Kirkpatrick, R. Larimer, Rex Thompson, chalkers; H. Miller, poler, and George Wangerstein, chalker. Motive power crew consists of Ben Allen

Fall Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

and Ed Kelley, lot tractor drivers; Johnny Christensen and Louis Schawak, train tractor drivers.

WALTER D. NEALAND.

Ray's Amusement Company

Hill City and Floodwood, Minn. Week of August 9 (split).

Show has been playing small towns to good business despite bad weather. Orvis has cookhouse; Erickson's five concessions; Kearns three; Mrs. Schinkel two. Jerry Demar, formerly with Capitol Amusement Company, is general agent. Rides are owned by Raymond and Manager C. J. Schinkel.

JERRY DEMAR.

Gruberg's World's Exposition

North Adams, Mass. Week ended July 10. Business, very good. Location, South Main street showgrounds. Auspices, Sons of Italy. Weather, warm and some rain.

Grounds were about 150 feet short but Max Gruberg was able to get show up. Milton M. Morris away from show for couple weeks. Attendance July 5 2,500, at matinee and 9,000 at night. Business only fair during interval, but Saturday night was big.

South Burlington, Vt. Week ended July 17. Auspices, Volunteer Fire Company. Location, Fiske lot, Williston road. Business, fair when weather permitted.

Business opening night very light but gradual increase end of week. Rained three days but clear Friday and Satur-

Gazette ran articles every day. Cy Etkin, city clerk, and other officials welcomed show back, as this was fourth time there in two years. Max Gruberg returned from his Southern trip. Nancy Gruberg, daughter of Mr. and Mrs. Max Gruberg, joined her parents and will stay until New York State Fair, when she will return to Philadelphia and continue her schooling. On sick list is Robert Bromlie, who is at Government Hospital, Newington, Conn. Last reports said that he is in a very serious condition. Bob had been in charge of bingo until a few weeks ago. Mrs. Jack Santo was taken to hospital in Glens Falls. Max Gruberg ordered a general cleanup and all rides and fronts are getting a coat of paint.

J. B. MANNHEIMER.

Curl Greater Shows

Piqua, O.—Week ended July 31. Location, Shrives Park. Auspices I. O. O. M. Business and weather fair.

Patrons were poor spenders. Strike conditions partially reason. Splendid co-operation was given show by auspices. There is a new "What Is It?" show on midway. A beautiful floral wreath was sent by members of show to grave of Bobbie Burns, whose funeral was held at Lawrenceburg, Ind., July 27. Bobbie had concessions on this show for last four seasons. Don Waggoner, electrician, gave a cocktail party for several of ladies in his new trailer one afternoon. Ike Chapman, of concession row, is owner of Packard car. Marvelous Merle, free at-

Buckeye State Shows

Water Valley, Miss., Aug. 2.—Auspices Chamber of Commerce. Location Main street. Weather ideal. Business very good.

One of the best engagements of season. Rides, shows and concessions did capacity business Thursday, big day celebration, when it was estimated that 40,000 visitors thronged city. Many railroad cars of juicy melons were cut and passed out free to visitors thru courtesy of entertainment committee. This little city and community is noted for its high-quality melons. Thru untiring efforts and co-operation of John Horan, chairman, and his committee, this year's celebration proved most successful since its inception several years ago. Credit also, goes to Hon. M. E. Blackmur, mayor, for co-operation and efforts put forth to bring festival to success. Gov. Hugh White and several other state notables were visitors and participated in day's festivities.

Capt. Ted Townsend, not high diver, joined with the Missus. They purchased a new trailer home on way to show. Two new show tops were delivered.

H. G. STARBUCK.

Bullock's Amusements

Belle, W. Va.—Week ended August 14. Auspices, American Legion. Weather, good. Business, excellent.

One of the best spots of season, due to co-operation of auspices and baseball team, for whom legion sponsored event. This has been best season since show was launched in 1934. Prosperity is in evidence by new canvas, new cars and new trucks on midway. Mrs. Bullock is sporting a new Lincoln Zephyr. Jimmie Anderson purchased a Packard. Chas. T. Goss delivered two new trucks to Joe Ihle and Jack Conway respectively. Latest addition to show is new Loop-O-Plane from factory to Manager Bullock and a new truck to transport it on. General Agent E. A. Murray returned from a trip in cotton and tobacco regions and reports conditions look good. Everything has been overhauled and given a new coat of paint. Jack Conway enlarging Midway Cafe, making room for double griddle. Alma Lee Murray has enjoyed good business with her photo gallery. Paul Russel Fuller shows mascot and The Billboard agent left for St. Petersburg, Fla., where he will enter school. Manager Bullock has been giving a fireworks show each night for past few weeks. Results in midway being packed every night. Roster of show is practically same as when season opened. Merry-Go-Round, Jimmie Anderson, foreman, assisted by Delbert Belcher and Jesse Stockman; tickets, Big Eli Wheel, Kenneth Crawford, foreman, assisted by Frank Allen; Chair-O-Plane, Parker Kennedy, foreman, assisted by Robert Dye; Loop-O-Plane, Whitey Kelly, foreman, assisted by Amos Jones, and Jack White, tickets; Kiddie ride, J. T. Folkner owner, and Robert Stafford, foreman; H. E. McNaughton, master mechanic.

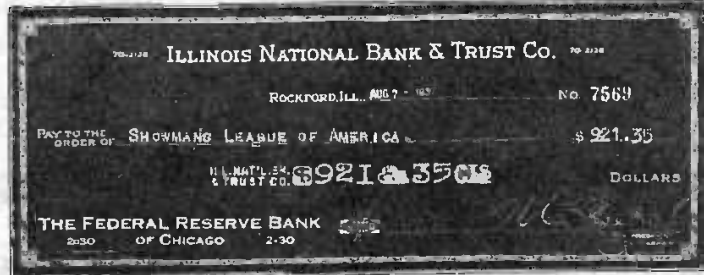
Concession row has cookhouse, Jack Conway, owner. Bingo, Mrs. Johnnie Bullock, popcorn and cigarette gallery; Bill Spence, Devil's Bowling Alley and Pitch-Till-You-Win, Joseph Ihle; Penny Pitch, Louise Anderson; Fish pond, ball game and country store, Mrs. McNaughton; Ball game, Clarence Poplin; Photo gallery, Alma Lee Murray; Ball game, Mrs. J. T. Folkner. Kohn, of Fulton Bag and Cotton Mills, Atlanta, was recent visitor and left with several orders for new tops. Other visitors were Shirley Ross and Ples Gentry, of Charleston, W. Va., and Mr. and Mrs. Ace Reece, of Dayton, O.

CLARENCE JOPLIN.

Gold Medal Shows

Burlington, Ia. Aug. 9-15.—Auspices, Tri-State Fair. Location, fair grounds. Business, excellent. Weather, ideal.

Fair opened Sunday night, but because show did not close at Plattville, Wis., until Sunday night, all shows and rides were not open until Children's Day, Tuesday. Midway was crowded with children and parents all day and well into night. Wednesday, Burlington Day, but scattered showers in early part of afternoon kept crowds away late and rides and shows did not close before after midnight. Thursday was one of biggest days, with crowds again staying until early morning hours. Show each night in front of grandstand was big factor in favor of midway being consistently jammed after 10 o'clock.



THIS REPRODUCTION OF THE BECKMANN & GERETY CHECK turned over to the Showmen's League of America, Chicago, represents the sum total of the receipts which accrued from the Cemetery Fund Benefit that was given by the shows at Rockford, Ill., Wednesday, August 4. It was graciously accepted and acknowledged by J. C. McCaffery, president of SLA, and turned over to A. L. Rossman, treasurer of the League, and now rests on deposit as a most substantial addition to this most worthy cause in which all showmen have exemplified substantial interest.

day. Visitors: Art Lewis and Bill Kerr. Several new trailers on show, and Jack Santo, trainmaster, bought his wife a new Ford. Dick Collins left for Montreal, where he will spend a short vacation and then join Art Lewis Shows in Canada.

St. Albans, Vt. Week ended July 24. Auspices, National Guard Company, H. & A. Location, Blue Bonnet Park. Business, good. Weather, fair and warm.

Same lot and same auspices played in 1936. Business only fair during week but big night Saturday. Milton M. Morris returned from trip. Mrs. Barbara McIntyre left to join Art Lewis Shows in Canada. Del Crouch's Motordrome and Richard Scott's Hot Harlem Revue shared top money on week, and rides did well.

Massena, N. Y. Week ended July 31. Auspices, Aluminum Workers' Union. Location, Kirkbride lot, downtown. Business, good. Weather, fair.

Business started fair and continued to increase. Wednesday and Saturday were big. Due to these being pay days there was plenty of money in circulation. Rides did very well. Jack Montague's Rainbow Frolics top money, Richard Scott's Hot Harlem Revue second and Esquire show next. Max Gruberg flew south this week.

Schenectady, N. Y. Week ended August 7. Auspices, BPO Elks. Location, Van Vranken avenue circus grounds. Weather, fair. Business, good.

Same location as played in May, only weather more favorable this time. Monday a real carnival crowd packed midway and each attraction had good patronage. Notices were good. Union Star and

traction, and Russel's closed at this spot to play fair. Several members of Gooding Shows visited. Writer is now member of Piqua's Moose Lodge.

L. E. (ROBA) COLLINS.

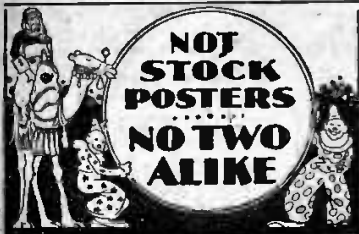
Wm. Hoffner Amusement Co.

Peru, Ill., Aug. 7-8.—Location, streets. Auspices American Legion. Business good. Engagement here was in celebration of opening of a new road. Rides were on streets for first time in 20 years. Legion co-operated and all were pleased with business done. WILLIAM HOFFNER.

Byers & Beach Shows

Kahoka, Mo.—Week ended August 6. Auspices and location, Clark County Fair. Business good.

Initial fair of season. Crowds came in droves last two days. Slow drizzle Tuesday ruined most of day. Wednesday, with harvesting in full swing, small crowd out. Thursday, crowd jammed midway from noon on. Friday was "Thrill Day" at grounds and proved banner day of fair, with easily 7,000 on midway from 2 p. m. on. All rides and concessions reported good business after free acts. Hollywood Museum was tops with Hawaiian and Athletic arena close behind for shows. A crime show and several concessions joined. Visitors: Walter Eckhart, L. Hillmen, Bert Merrill and J. Gitemkunst, all of State Center. DON TRUEBLOOD.



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HWM DOLLACK POSTER PRINT SHOW PRINT DIVISION
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Mid-Way Products Co.
3037 Main St. Kansas City, Mo.

Friday was Thrill Day, with more crowds and late hours. Fair officially closed Friday and show was on its own Saturday, with no gate. Crowds light in afternoon, but big at night, and made biggest day for midway of fair week. A new system of indirect lighting was installed on Miss America front and proved so successful that this style will be installed on other fronts. Show had first Octopus ride to be seen in this locality and crowds lined up far back on midway awaiting turns to ride. It was easily top ride, altho other rides had big week. Cora Garner's Cotton Club Revue proved very popular. Sunny Burnett, of Globe Poster Company, and Mrs. Burnett were visitors Tuesday. Art Reppert, president of fair board; A. L. Biklen, secretary, and other members of board spared no effort to make this year's fair biggest and best in Tri-State Fair history. CARL LEWIS.

Eric B. Hyde Shows

Bloomington, Ind. Week ended August 7. Weather, threatening all week. Business, fair. Location, regular show-grounds.

Gorgeous George, member of Charlie Siegrist Troupe, is new owner of a beautifully flashed pitch-till-you-win. Ted Dixon is new lot superintendent. Visitors: Helen Adams' brother from Detroit; Jack Murray, concessioner and show owner; Mr. and Mrs. Earl, friends of manager for past 20 years. Tom and Janet Terrill still in the South attending details for fairs. Early part of Saturday evening in spite of threatening weather crowds came in steadily, but were sent home early by rain. Gertrude Lewis, daughter of Curley Lewis, owner of Beauty Revue, became bride of M. Picket, of Greenville. Much rice was thrown and after show closed Joe Decker was seen out with a sifter. JAN HYTER.

Marks Shows

Lebanon, Pa.—Week ended August 7. Auspices, William Bollman Post, American Legion Drum and Bugle Corps. Location, circus grounds. Business, gate, shows and rides, excellent. Concessions, fair.

John H. Marks displayed showmanship when he played Lebanon despite pleas against it from his official advisers. One of biggest weeks of season from an office standpoint. What made it more pleasing is that big business came as a total surprise. Part of Credit goes to General Agent Robert R. Kilne, who insisted that while date might not be biggest, it would turn in a nice profit, and it did. Every night gate picked up from a paid attendance of 3,400 on Monday, when a parade lured spenders to show grounds, to closing Saturday night with overcast skies, of a paid gate of close to \$900.

Crowds were concession shy. Show purchased a new Chevrolet tractor and semi-trailer, along with two new trucks. Bert H. Britt purchased a new truck for his Chairplane transportation. I. P. McCoy joined Museum of Oddities, taking over oratorical torch thrown down by Gordon (Foots) Middleton. Al Paulert continued to lead way with his Beauty Revue, and close behind was Desert Demons, writer's reptile exhibit, where Harry Davenport is displaying real showmanship on front. George Smale transferred from Lindy-Loop to take over boss carpenter's position and launched a comprehensive building program under direction of Manager Marks. Thieves attempted to steal one of R. C. McQueen's trucks, used in transporting his kiddie rides, but truck was overturned short distance out of town and deserted and slightly damaged. Henry Mayers, for many years with Cetlin & Wilson and other carnivals, whose home is here, was a regular visitor thruout week. Fred Delmar a visitor with Sally Rand's show. CARLETON COLLINS.

Keystone Shows

Spanpler, Pa.—Week ended August 7. Cambria Firemen's Convention. Location Riverside Park. Weather threatening. Business good.

All week weather was threatening to point of keeping everyone on edge, but breaks this show has been getting for past three weeks held again. Front gate almost reached record proportions. Rides, shows and stands just fair. Considerable jollification on lot and a superabundance of "Halli Halli the Gang's All Here!" Two parades during week, both breaking ranks at show grounds.

Firemen's display had 41 uniformed units Thursday noon. Veterans' and Legion bands and drum corps Friday night. Strange but true, this was a "wild-cat" booking, sort of picked up thru quick action on part of advance staff, when it was learned that another troupe holding contract had decided to jump into this territory. This date was third celebration and fourth carnival within a 11-mile radius. Merchants are convinced that a carnival brings folks to town from miles around.

The Griffins, who had been visiting Ray Chapman of side-show for a couple of weeks, have gone to another show to put on their revolving ladder act. Bob Whitehead and wife went to another show and said they hated to say good-bye. General Agent Murray left for trip South. CHRIS. M. SMITH.

Sam Lawrence Shows

Hamburg, Pa., July 31-August 7.—Auspices Hamburg Centennial Committee. Location City Park. Free gate. Weather good. Business very good.

Ideal location heart of town. Opened with fraternal parade with 2,000 men and women in line, and as crowds disbanded at show grounds crowds gave show best night of season. Monday, Old Settlers' Night; Tuesday, Boy Scouts' Jamboree and parade; Wednesday and Thursday, pageants; Friday, firemen's parade and competition for cash prizes of \$250. Thirty companies in line, and gross ran about even with opening night. Saturday night, American Legion parade and competition with \$500 in cash prizes, with 25 posts in parade, giving largest crowd of week. It was an engagement that will long be remembered by members of Sam Lawrence's shows. Visitors: John Marks and Izzy Cetlin. General Agent Harry Ramish returned from booking trip. New arrivals: Stack Hubbard with Sex show; J. J. Occonor, Kiddie aeroplane swings; Mrs. Andrew Blackman, Octopus; K. Barnhill, Loop-O-Plane; Charlie Johnson, Gipsy Revue, and Howard Kuhn with waffle stand. Staff: Sam Lawrence, general manager; Mrs. Sam Lawrence, secretary and treasurer; Harry Ramish, general agent; Sam Burdoff, special agent; Louis Gueth, electrician and Merry-Goround foreman; Tom (Doc) Mehl, press agent. Entire show has been newly painted. TOM (DOC) MEHL.

John R. Ward Shows

Bloomington, Ill.—Week ended August 7. Show grounds, O'Neill's Park. No auspice. Pay gate. Weather fine. Business poor.

Bill Bowen joined as secretary and writer joined as business manager. Welcome visitor was Starr DeBelle. He and writer put in most of time talking about old wagon show days.

Arthur, Ill.—Fair week ended August 14. No. 2 unit. Rain one night. Business, big.

Shelbyville, Ill.—No. 1 unit. No auspices. Show grounds, City Park. Business, fair.

On last-minute notice show had to split for reason there was not enough room on fair grounds at Arthur to locate whole show. Arrangements were made Saturday to bring No. 1 show in Shelbyville. No. 2 show, under management of Bowen. Both units back together at Carmi, Ill., fair. In absence of Bowen from No. 1 show, Jeffie Jean Ward, 16-year-old daughter of Ward, handled office. She took care of it like an old-timer.

Credit goes to Teddy Reed and his Southern Minstrel show, featuring Bubber Mack, topped everything on midway.

Visitor: R. C. (Cotton) Ellis, general agent Great Sutton Shows. A. R. (RUBE) WADLEY.

Golden State Shows

Woodland, Calif.—Week ended August 1. Location, Pinto Field. Auspices, Sugar Beet Jubilee. Weather, warm. Business, fair.

This spot a big disappointment to all concerned, mainly due to attractions being split up all over town. One spot, an industrial exposition, three blocks away; a horse show; opening of Speckles factory, two and a half miles out of town; old-timers' picnic two miles out, with show located between them all. Celebration had a world of publicity, but did not draw to extent anticipated. Early part of week many showfolk went fishing, most of them getting good



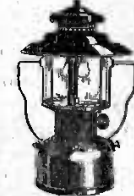
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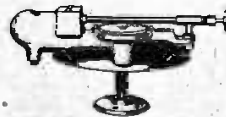
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catches. Bill Hobday landed a 5-pound trout. Saturday was only real good day, with Scooter topping all rides and Jimmy Lee with motordrome leading shows. Felix Burk, old-time showman, came over from Sacramento, to visit Will Wright and others. Tony Tremp, who has handled food shows in California for a number of years, was in charge of industrial exposition and gave every co-operation possible to show. Harry Ukiah, of frozen custard, left to play Ukiah and other fairs. Fred Ash, concession operator, is going to get married, it is said.
JOHN H. HOBDAY.

Miller Bros.' Shows

Alton, Ill.—Week ended August 14. Location, Woodriver lot. Auspices, state, county and city authorities. Gate, 10 cents. Weather, ideal, except one night. Business, fair.

Monday night opening good, following two days homecoming, with rides and shows, in Woodriver Park, auspiced by Woodriver American Legion post. Tuesday night good, increased Wednesday night midway thronged and people spending, when at 9 p. m. down-pour skidded crowd, with Morris Miller holding bag. Thursday and Friday nights good. Children's matinee Saturday profitable. Saturday best night financially. Alton paper, *Daily Press*; *Weekly Journal*, Wood River and press Granite City and East St. Louis, Ill., gave liberal space, pictures and stories. Charles T. Goss delivered three trucks. Jack Barritt, suffering with arthritis, with wife and two children gave up free act. Returned to San Francisco home. Virginia Jurgens, who performed with Barritt, going to California. Three free acts contracted, Taylor Brothers, serialists; Dalsy, high diver, and Great Bouvey, high spiral tube. Prof. Zandra and wife, Princess Zaida, mentalists, joined. Julie Mahl and wife, Nellie, with Jerry White, assistant, on midway with Loop-O-Flane. Local electricians banquisted show's chief electrician, Earl McCullum, and his assistant, Whitey

Sahara McKane. Frank Morissette scoring as general utility man. William James, boss canvasman Traynor's athletic arena. Has four canvasmen, Marty Higgins, Jigs Humphrey, Dick Haliday and Bob Hunster. Albert Rives, bodyguard at office wagon. Visitors: Sid Sidenberg, wife and daughter. Showfolk dined trio in Harry Miller's dining tent. Jumbo Finn, wife and son, to their home, West Frankfort, Ill. Norman Smith, motordrome champion, making Michigan fairs. Paul Beckley, official painter. Prof. Vern Giles announces these in band, himself, trombone, leader; Roy Strevel, bass; William Schamb, trumpet; John Dodd, trumpet; Harry S. Lincoln, trumpet; Bob McCormick, drums; A. C. Wells, drums; Carl P. Schuyler, baritone; and Richard Gilliland, clarinet. Carl Carlotta, half and half, examined each week by town physicians in her tent. Their decision, lettered and framed on museum ballyhoo platform, brings increased attendance. Happy Jack Long, newcomer to museum. Has as front orator Robert Sults and Clayton Swetland, tickets; James Bostwick, boss canvasman; Carl Panzer, assistant to Bostwick; Edward Kilgore, inside lecturer, magic and ventriloquism; Captain Lewis, rubber man; Pearl White, immune to bullets, "Girl with indestructible body;" Buck Phillips, human ostrich and pin-cushion, featuring barb-wire menu; and South African Pigmies. Special dining tent for museum people in charge Pearl Norton. Al Rogers, with two assistants, burying marquee with banners. Bob Halleck, general agent, digging up spots. George Cox, alderman, and party Alton politicians entertained by show folk.
DOC WADDELL.

Johnny J. Jones Exposition

Bloomington, Ill.—Week ended August 14. Business, fair. Weather, one night rain. Location, Circus Night Club grounds.

A great lot and wonderful location, brought out better class of people which helped considerably to give show a fair week's work. Circus Club Park ad Club operated by well known circus performer, Bert Dawes, kept welcome mat at door for all visiting showmen. Due to Muncie Fair closing Friday night show arrived in Bloomington Saturday and was up and open Sunday, making second Sunday date of season. Many Beckman and Gerety people that were enroute to Springfield, Ill., stopped to say hello, and look show over. Among visitors were Mr. and Mrs. Fred Beckman, Mr. and Mrs. Cliff Earn and family, Doc Hartwick, Prince Dennison and Ethel, Jess Shoates, Mr. and Mrs. Larry Zerm, members of Laird guess-your-weight scales, and Jim Dowd, concessioner. Thursday evening at opening time a small hurricane hit show doing damage estimated at three to four thousand dollars. Green top *Temple des Rhumba* torn to shreds. Carl J. Walker's *Panorama* lost panels. *Miss America* top torn so badly that it was impossible to repair. Wax show front crashed to ground, doing a great damage. Hey-Dey top also came in for its share of ribbons. Scenery, lighting effects, amplifiers and equipment in general ruined, or crushed beyond repair. New canvas immediately ordered. All attractions again opening on Friday. Unable to locate relatives, body of August Christ was layed to rest at Muncie, Ind. New artists and painters that have joined to repaint show are Bob McAdoo, Harvey L. Reynolds, Tex Owens and Jimmy Frye. All under supervision of Creative Artist L. (Riba) Reeves. E. W. Ritchey and W. B. Hedges of Peoria, Ill., and sponsors of collective amusement enterprises visited staff and show Friday, and Saturday gave show two very good night grosses.
STARR DEBELLE.

Goodman Wonder Show

Great Falls, Mont.—Week ended August 7. North Montana State Fair, Location, fair grounds. Weather, clear first half, cloudy second half. Business, good thru-out.

Billings, Mont.—First half week ending August 14. Midland Empire Fair. Weather, clear. Business, good. When Goodman show family started to speculate on weather, business, and so forth for this fair they were largely amiss. Best guessers were far from final count. Attendance went far above estimates and business was consistently good all week, Saturday closing as one of big days. Early Sunday morning show train started for Billings. Advance agents figured time train should arrive, but their estimates went astray when Great Northern Railroad pushed train along faster than expected. This despite fact one car had to be set out because of breakdown. Train was expected about midnight Sunday. All were surprised when it came to a halt about half past 9. Unloading, and working all night, show was ready for Children's Day, Monday. It was a big day. Billings held more than unusual interest for show folk. Press reports had circulated story of epochal storm of June 11, when nearly three inches of rain fell in Alkali Canyon, 40 miles above town. Three and one-half feet of water stood on fair grounds, hall washed down Canyon Creek and at spots was seven feet deep. This would have disheartened many regarding fair, and even future. But Western spirit prevailed. Fair was cleaned up and show had to go on. It went on as if nothing unusual had ever happened. To show it looked like every day was like those of Canadian National Exhibition, a banner one. Goodman Show enjoyed an excellent start.
BEVERLY WHITE.

Happy Days Shows

Benton, Ill.—Week ended August 7. Franklin County Fair. Weather, fair and warm. Business, good.

All attendance records broken at this fair, reported Secretary Dick Nolen. New arrivals: Mrs. Jack Neal with Diggers; Ben Faust; Cross, Photo booth; Forbes, two concessions; Dinty Moore, from the three stock stores, fish pond, pitch and mouse game; Mr. and Mrs. Edmonds; Williams' penny pitch; Bob Ruth, one show and two concessions here and left with Faust. Princess Olga joined with her Ell Wheel, now twin wheels again. Secretary Nolen brought a nice letter to office for show, along with an invitation to play his fair 1938. O. V. Carty, of band, closed here. Princess Olga brought her three merchandise concessions. *Cotton Club Follies*, minstrel show, grossing more money than most North have previously. Eddie Kilgore in charge of the Ten-in-One and doing o. k. New girl in fish bowl show framed for first time here went over big. Rayburn Brown's cookhouse ball game and long-range gallery joined.
FLOYD R. HETH.

Majestic Exposition Shows

Cookeville, Tenn. Week ended August 7. Location, Highway 70. Auspices, none. Weather and business, fair.

Opened Thursday. Show was booked to play Harriman, Tenn. Last-minute change in train connections delayed move from Hillsboro, O. to Harriman, Tenn., 24 hours. Upon arriving at Harriman it was discovered by Manager McHendrix that proper arrangements had not been made to show there, therefore it was a case of getting another spot, so moved to Cookeville, Tenn., and opened Thursday night. Crowd was not good first night, as it was a cold-turkey date and no advertising. Saturday packed midway and nice night's business. Ace Turner, Social Security secretary, joined Haag Circus. Jack L. Murry left for other interests, leaving three concessions on show in charge of Mr. and Mrs. Jack Kelley. Jack Taylor, whose wife and partner are in free act, is in hospital suffering from a bad fall. Is putting act on by himself. Mrs. Max (Betty) Belew is now in charge of Blue Eyes Show. Mrs. Billy Wolfe inside. Herbert Pass has framed a juice and grab concession. Show getting general overhauling and painting. Sunday Mr. and Mrs. McHendrix, Mr. and Mrs. Pass, Mr. and Mrs. Hester, Mr. and Mrs. Perry Madison, Jack Mansfield, Bud Webster and writer journeyed to Cumberland River for a fish fry. In fish-eating contest McHendrix won first prize, with Perry running a close second.
EUGENE C. COOK.

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Cetlin & Wilson Shows

Huntingdon, Pa.—Week ended August 14. Auspices, combined fire companies and Sesqui-Centennial committee. Location, airport. Weather, rain Monday to Thursday; Friday and Saturday, clear. Business, good.
Shot a big surprise. Rain first three days and blowdown Thursday afternoon, yet week turned out to be one of best. Largest gate attendance of season Friday night. Severe windstorm completely demolished illusion top, blew down Streets of Cairo top, but due to good work of Frank Massick and various crews rest was not damaged. Illusion show and Cairo were able to operate Thursday night under some difficulties. Big parades and pageants daily drew big crowds. All parades ended one block from showgrounds. Sam Russell and
(See CETLIN & WILSON on page 92)

Frisk Greater Shows

Pequot, Minn., Aug. 5-8. Weather, rain one night. Business, good.

New arrivals on concession row: Vern Stevens and wife, F. E. Delmer, Frank Wagner, Gabe George, Roy Mitchell and Dee Dunn, Jack (Doc) Wilson joined with Life show and has had very good business. Howard Elliott with reptile show working 1937 style, no feeding, also joined and doing nicely. Eddie Lewis with copperman exhibit joined at Pequot. Babe La Porte and Company joined with musical review. New scenery, stage and seats have been completed. New theater-type ticket box for duplex auto kiddie ride arrived. Much favorable comment regarding novel neon lighting system used on it. Eddie Hogan, new *The Billboard* agent and mailman. Mrs. Grace Frisk with usual big smile; reason lots of Bingo players come early and stay late. Mrs. Vern Stevens and Glen Hirsch have been on the sick list. E. H. Parks and family with cookhouse and photo booth left to play fair. Lund's Cafe joined with a new cookhouse. Lester George came on with grab stand and ice cream. Alvin Schultz and writer visited latter's wife and Peggy Johns on Bremer Shows at Cass Lake. Blackie Burns replaced Carl Ogman as Tilt-a-Whirl foreman. Manager Frisk and Eddie Hogan away on business. Henry Gordien and *Big Ole Show* also played Pequot fair to good business. First night ruined by heavy rain. Friday and Saturday ideal weather and large crowds for a small fair.

J. NEAL LANIGAN.

L. J. Heth Shows

Charleston, Ill.—Week ended August 7, Coles County Fair. Weather and business good.

After a lapse of nine years show returned and played date to good business. Octopus, again topping rides with Swooper and Double Loop-o-Plane second. Ray Daly's *Cavalcade of Wonders* was tops for shows. General Agent H. B. Shive left for South to put finishing touch to late fair dates. Visitors: Special Agent Brown, of Zimdar Shows, and Sam Riley, agent of Great Eastern Shows, and many of Haag Bros.' Circus and Wallace Bros.' Circus folk playing close by. Jack Wish joined with concessions, as did J. S. Logan and Ed Hubbard.

JOE J. FONTANA.

Hilderbrand's United Shows

Spokane, Wash. Six days ended August 7. Location, circus grounds. Auspices, L. L. L. Business, good. Weather, hot.

Unexpected and exceptional attendance. When better wrecks are effected Harry Rhinehart will wreck them. Rhinehart had misfortune to get lost en route from Clarkston while driving transformer truck, ran under a low viaduct, demolishing outfit. In shape for opening night. New body had to be built and was completed by end of week. Mr. and Mrs. C. H. Hilderbrand, accompanied by little Betty-Joan, arrived from their farm, where they have been on a vacation for past four weeks. Clarence H. Alton busy all week painting Tilt-a-Whirl. Entire personnel of Patrick Shows, en route to Lake Cheilan, visited. Mr. and Mrs. Claude Barle entertained Raconteurs' Club at Windermere Country Club. Mr. and Mrs. Bud Foster, of Hollywood Revue, gave dinner party to number of friends in a local cafe. Hazel Fisher and Verna Seeborg were guests of relatives all week.

Visitors: Mr. and Mrs. James Kidderman, Mr. and Mrs. Tex Cassidy, Mr. and Mrs. Red Patrick, Mr. and Mrs. Bull Montana, Mrs. Monroe Eisenman, Jack Milligan, Edna Miller; Charles Mason, general agent Fairway Shows; Bob and Lorraine Kelley and Bert Moore.

Toots Epple ill four days but recovered. Lyman Graham celebrated his birthday with a party tendered him by his associates. Eddie Hall departed for his home in Bend, Ore. Mr. and Mrs. Charles Soderberg completed their new house trailer and held a housewarming. Chester Martin returned from trip to Walla Walla. John Costello celebrated his birthday. Mr. and Mrs. Jimmy Rapin doing nicely with their concession. Mr. and Mrs. James DuFrane added a concession. Merry-Go-Round, under direction of David Shannon, has broken all records for receipts this season. Unanimous to a man, showfolk will rise in arms showing their disapproval should Delbert O. McCarty, sound technician, attempt to play a Jimmy Rogers or hillbilly record on address system, with exception of "Boss

of the Pickle Boat," whose private concerts have created this animosity. Cap Seelye, of Okanogan, was a visitor. Athletic Show, under management of Mr. and Mrs. Kid McCann Carrier, has enjoyed good business. Letter a day keeps John Hertel smiling and cheerful. Among moonlight strollers are Louise Maynard and Jack Clifford and Marjorie Starr and Fredrych Nelson. Johnnie Dowling celebrated his birthday. Lawrence Branigan joined cookhouse crew.

WALTON DE PELLATON.

Gibson's Blue Ribbon Shows

Lafayette, Ind.—Week ended August 14. Location, Owen's street lot, in city limits. Auspices, Mereou Grotto, Red Devil Patrol. Weather and business, good.

First time this Grotto ever sponsored a show and they acted like kids out of school. Their advance assistance was nil. Writer made best tie-up in advertising ever had or seen on any other show. Large Blue Ribbon Bull cards on 36 milk trucks on both sides, on every street and county highway four and five times a day. This milk company put on merchants' tickets by fastening, with rubber band, a ticket to neck of every bottle of milk they delivered house to house and down town, with large cards on trucks. Opening night 850 paid admissions, 10-cent gate. Second night, 2,830, then kept raising and better rest of week.

Lafayette was like Booneville fair, as show broke all previous records at both places. Artie Alexander, secretary, and wife (she's the Clara Bow of the Blue Ribbon) sent some of their concessions to Crown Point fair. Mike Rosen was well pleased with business. Visitors: Mrs. Harris, owner of Harris Exposition Shows, which were playing at Delphi, Ind., 17 miles away; Mrs. and Mr. Red Hamilton and Annabelle Werhlic, secretary of Harris Shows.

Oliver Eddy, new chief mechanic, says he is well satisfied with his new job. When he drove on lot at Lafayette he told Manager Roth he almost drove away again, as he did not know he was going to work on a show quite so big.

G. C. GOSSAGE.

Dee Lang Shows

Red Wing, Minn. August 2-7. Auspices, Junior Chamber of Commerce. Location, Bush street circus grounds. Business, fair. Weather, hot.

Splendid publicity given by *Daily Eagle* and *Daily Republican*. Fine co-operation from auspices. Bolero Girl new attraction on midway. Thelma Smith is trying to master intricacies of sewing pennants on new novelty machine. New stage being built for 20th Century Follies. Ray Miller, of Hokum show, suffering from oak poisoning. Early Tuesday morning show lot deluged by miniature cloud-burst. Grounds soon covered with water—in some places knee-deep. Flood rushed thru tents, arousing sleeping show people, carrying with it personal belongings, ticket boxes and anything loose lying about and causing much confusion. Water soon subsided and employees rushed, about barefooted and in boots retrieving properties washed down to entrance of midway. Damage, slight. Fatalities: 24 white rats belonging to Buff Hottle concession. Midway in excellent condition by noon after being covered with several loads of sawdust. New directional arrows being used here and are a great help in directing folk to show location. Show was enjoying good business on closing night when heavy rain fell, dispersing crowd.

C. R. NEWCOMB.


Rubin & Cherry Exposition

Kalamazoo, Mich. Week ended August 14. Location, North Burdick street show-grounds. Auspices, Fire Fighters' Association. Weather, fair. Business, good.

Midway opened Monday to light business, but Tuesday attendance and business increased, and Wednesday night patrons were packed in until 10 o'clock, when a hard rain came and ruined night's business. Thursday was cold, but people came out in droves. Friday and Saturday nights were big, as were children's matinee Saturday. Renee and Roberts, dance team, joined Casino de Paree here. In addition that show includes Jimmy and Gail Martinson, adagio dancers; Nell Dobbins, Dell Green and Eva May, Maxine Powell, Olive Ward, modernistic; Dot Taylor, rumba; Nadine Norman and Blanche Sweet, buck and wing; Ann Sherwood, mistress of ceremonies; Elsie Calvert, director of show, and Jake Brizendine at mike. Rose Salo, secretary of Ionia (Mich.) Fair, visited

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Beckmann & Gerety Shows—"Ride-O grossed \$1,907.20 the first six days."

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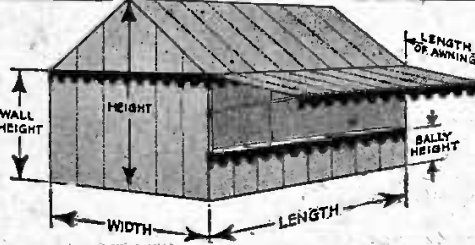
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with her sister, Fred Chapman, secretary of Ionia Fair for many years, was also a visitor. He distributed advertising on midway, and heralds were handed out from Jake Gruberg's eating place, which is under direction of Eddie Singer and wife. Joe Streibich, secretary of Showmen's League of America, accompanied by Lou Leonard, visited Friday night. Every attraction and ride has been painted for third time this season. *Kalamazoo Gazette* was lenient with writeups.

FRANK J. LEE.

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WANTED SHOWS and CONCESSIONS

For State Legion Convention opening Sept. 4, and Perry, Okla. Fair to follow. Must be clean. Contact RAY STEOK, Crystal Attractions, Osage City, Kans., to Aug. 28; Hardtner, Kans., to Sept. 8.

Pearson and son rejoined with eight concessions. Helen Moore was operated on Tuesday and recovering. Her sister came on from Deadwood to be with her. Mr. and Mrs. Laughlin made trip to Minn. spoils Thursday and narrowly escaped a serious accident when a front tire blew out. Mrs. T. H. Cope joined writer coming down from Canada. Front of show has been entirely repainted by scenic artist Powell. Eddie Lynch and family visited, renewing acquaintances with old friends. Morry Silverman, of Continental, in on business trip. T. H. COPE.

Endy 20 Big Shows

Lewistown, Pa. Week ended August 7. Mifflin County Fair. Weather, one day rain. Business, excellent. Long move. Ready for Monday night official opening. Eddie Lippman made beautiful midway. Many new faces here. Wild Animal Show under management of Namy Salih joined, as did Dr. John Fisher with unborn show. Greatest Children's Day in history of fair. Samuel Russel, president of Pennsylvania State Association of Fairs and also president of Mifflin County Fair, and Concession Manager Carl Freize had grounds under strict supervision and they were pulse of entire fair. Show repainted from front to back and all new banners on new Ten-in-One. Top money on rides went to Octopus and Tilt-a-Whirl. Chamber's Monkey Show led shows, with Mansfield's new Hawaiian Show second. Jack Lamont joined to handle front of new Follies Revue, as did Arch McFarland to handle front of Jungle Show. Jack Stone purchased new Dodge truck to carry five concessions. W. J. Tucker has all new stripped canvas from Baker-Lookwood for his concessions. Curley March has all new uniforms for his 11-piece band on Minstrel Show. Matt Crown has new banners on his Arlene Show. Bill Quigley purchased new trailer truck to carry his commissary. Gene O'Donnell has new trailer truck for a surprise for Mrs. O'Donnell. Visitors: George A. Hamid, Ralph Hankinson, Pat Purcell, Ralph Williams, R. C. McCarter, Henry Roller, Mr. and Mrs. W. J. Brett and Charles Swoyer. Ideal weather until Saturday, which was practically lost. HARRY BENTUM.

E. J. C. Shows

Swan River, Man., Canada, Aug. 3-6. Auspices, Fair Association. Weather, fair and warm. Business, good. First spot back in old native province and welcome return for all Manitobans on show. As usual in rural communities, first day was almost entirely devoted to entries and visiting and little was done

on midway. Rides really went to town, Big Ell again proving its draw and grossing top. Merry-Go-Round, Illusions top money, and Mysteries, second for shows. Red Walker, advance and ad salesman, promoting campaign of his own to secure additional Big Ell space. Ford Braden deserted ranks and broke for bright lights, leaving no sound truck to carry spot announcements. Show garaged all rolling stock at this juncture and took to rails as there are no highways into North Country. Close cooperation of local police. Chief's family were welcome and steady guests at all times. Local press gave good preview shots. Desert shows report cooler weather of North Country not to liking of reptiles and several moved no more, necessitating replenishing of stock from Mexican border farms. FRED L. PRESCOTT.

Douglas Greater Shows

Hood River, Ore.—Week ended August 7. Weather and business, good. First stand in Oregon proved good. Show opened to excellent crowds and continued to draw heavy thruout the week. Buster Endicott and Louise Brooks surprised all show folks by getting married.

Mr. and Mrs. Tom Meeks joined with dog, pony and monkey circus. Manager Douglas spared no expense in framing a show for them. Mr. and Mrs. Tom Moyer have taken over March of Crime show. General Agent Frank Kirsch has show booked until after Puyallup Fair. Maxine Ross has girl show and is always in money bracket.

G. A. Gibson, general agent Martin's United Shows, and wife were visitors. Mr. and Mrs. E. O. Douglas busy entertaining. D. A. (Happy) Johnson talking on dog and pony show. Tex Towle, foreman on Pony-Go-Round, painting up. Roy Tolen, foreman of Aeroplane ride, building a new fence. Clayton Osborn has Baby Auto ride looking fine. Leonard Fajerson now in charge of Octopus ride.

A. J. Baxter, cashier Frenchman Valley Bank of Fallsdale, Neb., visiting Secretary and Treasurer Lisco Pearson. Mr. and Mrs. George Stiles left with their Bingo game to join Barber's Pacific Coast Shows. Replaced by Harold Cottle's Bingo game. John Solheim having some trouble with Merry-Go-Round organ. Arthur Kennedy repainting Loop-O-Plane. Mr. and Mrs. Bull Martin joined, Mrs. Martin with mentalist booth and Bull joined athletic show. Curlee Jones doing well with popcorn and candy floss. During spare time he is building a new house truck. Al Hamilton completed new truck body to transport his concessions. TUSKO REAGAN.

West Coast Shows

Bremerton, Wash. Week ended August 7. Location, city playground. Auspices, American Legion. Weather, ideal. Business, good.

Business at last four stands up to expectation of everyone. At Seattle stand broke in a new lot and location proved to be a real one as crowds thronged midway nightly. Tuesday evening in Seattle was practically lost on account of rain and Saturday night at 9 o'clock a severe electrical storm came and left midway in total darkness for three quarters of an hour as lightning hit one of transformers. Rain poured in torrents ruining remainder of Saturday night's business. L. O. Harvey left show to play fairs in Utah. Al and Mickey Johnston went with him to take charge of ball game. Al Johnston had been working on front of Wonderland show and Mickey has been with Mrs. Newland in mentalist camp. Speed Olson now has charge of front of Wonderland. Aberdeen, Wash., was a real spot and everyone had good business. Midway packed nightly. crowds came early and stayed late. Port Angeles was another surprise. Bremerton News-Sun-Searchlight went out of its way to back show up in publicity and there was a favorable story in each day's paper. Madame Sirweil (See WEST COAST SHOWS on page 79)

Strates Shows

Caledonia, N. Y.—Fair week ended August 14. Weather, rain. Business, fair.

No records were broken at first fair date of shows here. Old jupe turned on spout on Tuesday, and it continued pouring until Friday, when Old Sol chased him away and smiled on folk for balance of week. Friday a crowd of more than 14,000 packed fairgrounds until well after midnight. Firemen of Western New York held their convention on fairgrounds on Friday, and this helped swell crowd. Saturday another bumper crowd attended and each attraction on midway was liberally patronized. Two days gave show a nice gross but, as before stated, broke no records.

Don and Maude Montgomery joined. Don is quite versatile and will make himself useful.

Wild Bill Moore, featured rider on lion autodrome, is no longer known as "Wild Bill" but is now known to folk as "Sweet William."

Writer will stage a public wedding at Batavia midway, two principals being Louise Vizzio of Jack and Frances Paige's Casa Manana Revue and William Pullager, tractor driver for show.

Little Gloria Ann Jones, attractive little daughter of Mr. and Mrs. Bill Jones, has been seriously ill. Was in hospital at Niagara Falls for a week, but recovered sufficiently to return to show.

Max Cohen, of American Carnivals Association, was a welcome visitor, as was Capt. Conover, of Hornell. BEN H. VOORHEIS.

J. J. Page Shows

Princeton, Ind.—Week ended August 7. Auspices, American Legion. Location, heart of town. Weather variable. Business, none.

Wonderful auspices, location and all that could be desired, but business was bad, in part blamed to weather. Rain biggest part of week, with exception of couple of scorching hot days. Quite a few folk on sick list, Mrs. R. E. Savage, wife of writer, Earl Coffman, Billy Moore, of the Flying Moores. However, most of folk are well on way to recovery, with exception of Billy Moore, who is still under doctor's care. Their act, Flying Moores, was off program for week. Several departures, but many arrivals so as to balance personnel of show, which has remained almost intact for biggest part of season. R. E. SAVAGE.

Kans United Shows

Waynesboro, Pa. (Unit No. 2).—Week ended August 7. Auspices, Waynesboro Fire Department. Weather and business, good.

W. C. Kaus' No. 2 Unit is modern in every respect. New canvas, banners, plenty of illumination, and rides newly painted. Unit complete, now on fourth week, and has had satisfactory business, with free gate. Show opened Monday to good crowds and attendance increased each night. Town was heavily advertised and show received excellent co-operation from auspices, and crowds were orderly. Near capacity business for all shows, rides and concessions Saturday. Simon Krause purchased a new Big Ell Wheel direct from factory. It topped rides. BOBBY KORK.

Crystal Exposition Shows

Clintwood, Va.—Week ended August 7. Location, center of town. Community fair. Business, good. Weather, ideal.

Despite fact that it was impossible to set entire show up on grounds everyone had nice business. Only one Ell Wheel in operation. Loop-the-Loop and Loop-o-Plane could not operate on account of insufficient power. But other rides, and shows did good. Doc Carl O. Mahaffey's Life Show top money. Minstrel Show, second. Murphy's Midgets purchased new living top. Short Bowen took charge of kitchen with Bunts Cafeteria. Edward K. Johnson, press agent with show, has been going to town with local newspapers. Chas. Staunko again took over electrical department. Stanley Sis-cavage, with Penny Arcade, doing wonderful business, and ordered three new machines. Sam Justice who has been visiting friends on Modernistic Shows, returned and resumed his duties with Bunts and Benjamin's concessions. C. D. Buntington left show. Carl Wilt, friend of writer, visiting friends in Bluefield, W. Va. Show moves from here to Kentucky for first time in history of Crystal Shows. Visitors: Mrs. Billie Goodrich and Mrs. Stoneman of Stoneman Shows. DOC R. G. FELMET.

Bantly's All-American Shows

Jamestown, N. Y. Week ended August 7. Auspices IOOF drill teams. Location, Curtis Field. Business, nil.

Due to rain and opposition from neighborhood parks this proved to be worse week of season. Rain most every day and when it was not raining weather looked threatening. Neighborhood parks cut ride prices to 3 cents, which no doubt hurt a lot. Committee of Odd Fellows proved very active and a fine bunch of men. Baby giveaway Wednesday turned largest crowd of week, including Saturday. Rained out Friday completely. Paul O'Donnell, concessioner, sent to hospital for operation, getting along nicely. Dick Keller, drome rider and wife, Babe, had for visitors Dick's two aunts, an uncle and niece, whom he had not seen for 14 years. They sure were thrilled when they saw Dick and Babe riding drome. Light wires on Octopus ride caught fire and extinguisher brigade, headed by Bud Bantly, quickly had it under control. Marty Blake, assistant to Jimmy Jamison, high fire diver, proving very popular with show folk. D'Argo and wife joined and are managing Sam Hull's Palace of Sex Science and proving real works. Entire show extended sympathy to Alabama Bill Storey on learning death of his father, who died in Attalla, Ala., Tuesday, August 3. At Goodfellows' Club meeting a moments silent prayer was offered. Many visits were exchanged between Bantly and Dodson showfolk. Aladin Rosenberg, billposter and brother-in-law Michelson, were visitors Wednesday. New Ben Hur ride booked. Herman Bantly, manager, purchased two new trailer trucks. Frank Shepard, electrician, starting on a new career, that of beating bass drum. HARRY E. WILSON.

Brown Novelty Shows

Vidalia, Ga. Week ended August 7. Location, heart of city. Auspices, Junior Chamber of Commerce Tobacco Festival. Weather, fair. Business, excellent.

Show made a long jump from Adel, Ga., and opened on time Monday night to good business. Ethel Garland, aerialist, joined.

Hahira, Ga. Week ended August 14. Location, business section. Auspices, School Tobacco Festival. Weather, rain. Business, fair.

Show jumped back across State and was ready to open Monday but because of rain that day was lost. Tuesday night a fire broke out in local picture house, which was located just opposite midway, and wires were burned, causing midway and entire town to be in darkness. Night a total loss. FRANK STARKEY.

Western States Shows

Cheyenne, Wyo. Week ended July 31. Location, Cheyenne Frontier Days Park. Auspices, Night Show Committee of Frontier Days. Weather and business good.

The forty-first consecutive Cheyenne Frontier Days, "daddy of 'em all," was a pleasant and profitable engagement for entire show. Attendance largest in history of event, smallest day this year, far exceeding top day of past 40 years. First organized carnival to play date in 10 years. Committee had been using independent shows, rides and concessions, but Business in afternoon very poor, but large crowds at night and stayed late. Some of attractions did not close Sunday morning until 3 a.m. One of Ride-o-trucks did not reach grounds until 5:30 p. m. opening day. All ride boys that could be spared from other rides volunteered to help and Ride-o was in operation at 8:30. A wonderful testimonial as loyalty of ride help on this show. Capt. Kenneth Blake, after an absence of two years, returned with high fire dive. He is now using three girls in addition to himself, Viola Martin, Judith Grey and Bess Brown. Clyde and Babe Davis's Hawaiian show with 11 girls, beautifully costumed and five-piece orchestra took top money among shows. Wallace Beery, who took a part in pageant, was a nightly visitor to midway. Rosita Royle, of Dove Dance fame and her company of 35 people, entertained on midway two nights by Jack Ruback, A. Obadal and Albert Wright. General Frontier Days committee was headed by Art Trout, with Robert D. Hanesworth, secretary. Night Show committee, N. H. McDowell, chairman; Walter Nelson, secretary; John C. Pickett and Charles Hughes. (See WESTERN STATES on page 87)

Hilderbrand's House Cars

By WALTER de PELLATON

The rapid progress made in house trailers for show purposes is an item of interest. All types and sizes may be seen parked behind midways of traveling shows. The Hilderbrand type house trailers are specially constructed under the supervision of H. A. Growe, along the general lines of utilizing every inch of space, at the same time offering all of the modern conveniences. These

trailers are built along the same lines, oval in shape, golden brown in finish with silver top roofs. From the outward appearance a \$1,500 trailer has the same resemblance as a \$500 car. The added expense is in the construction and the furnishings of the interior.

Each and every trailer is divided into two separate compartments... the living room-kitchen and the bedroom. Special consideration is given to the spaciousness of each compartment. The house trailers owned by O. H. Hilderbrand and General Manager E. W. Coe are specially built with every modern convenience, including toilet service, a complete range, electric refrigeration, disappearing sink and breakfast nook and plenty of closet space. The individual bedroom is completely equipped with a double-size bed, a dresser, radio stand, wash bowl with running water and drawers and closets for clothing and linens. The entire trailer is electrically equipped for all modern conveniences such as lights, irons, percolators, roasters, fans and heaters. The walls of these trailers are made of mahogany with refrigeration paddings between the walls, under floor and above ceiling to keep out the cold and prevent the sun's rays from entering. The window drapes and fixtures correspond with the interior decorations, and along the front of each trailer is a shade canopy. This canopy is of a brilliant hue and erected by pointed arrow staffs.

Beneath this setting are comfortable collapsible chairs and settees and a card table in case the hostess desires to entertain at an afternoon tea or bridge. On the ground special grass rugs are placed and the entire inclosure is inclosed with iron chains. All the comforts of home are available at a moments notice and the entire atmosphere thus created renders the house trailers a pleasure to reside in. Among the most luxurious house trailers of the Hilderbrand type on parade in "housecar city" on the Hilderbrand's United Shows are those owned and enjoyed by Mr. and Mrs. H. A. Growe, Mr. and Mrs. Ralph Balcom, Mr. and Mrs. E. Pickard, Mr. and Mrs. Fred Stewart, Mr. and Mrs. Ronald Richards, Mr. and Mrs. Tommie Lee, Mr. and Mrs. Howard Clifford, Mr. and Mrs. H. B. Clifford, Hazel Fisher and Verna Seeborg, Mr. and Mrs. Clarence H. Alton, Mr. and Mrs. Bud Cross, Art Anderson, June Pickard, Mr. and Mrs. Charles Soderberg, Mr. and Mrs. Myles Nelson, Virgie Miller, Mr. and Mrs. Wilcat Carrier, H. H. Wachtmann, Mr. and Mrs. John Kennedy.

These house trailers in touring the various States have created no end of comment, which in itself is an advertising medium of no small means, and as they settle down on location in "housecar city," behind the midway, there is a constant stream of visitors requesting to be allowed to inspect them.



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The ALL-STEEL Trailer
Custom-Built to your individual requirements. The suspension construction and electrical welding of body and frame into one unit provide stamina to stand hard travel on the road. Shaker Axles, Timken Bearings, Electric or Vacuum Brakes, Atwood-Dayton Jack and Coupler and Scientific Insulation insure safety, convenience and comfort.
Write for information on the Travel-Sales Coach for concession men.
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Pick your trailer as you would a home. Every possible thing you need and want for grand living in a small way you'll find in the popular Kozy Coaches.
There's plenty of room to stretch out and be at ease. Living necessities are conveniently and compactly arranged. All kinds of luggage space is provided, full length wardrobe, etc., and the beds are truly something to rave about. And now Kozy Coaches are built on an all-steel electrically welded chassis to prevent sagging, eliminate side-sway, assure quiet operation and perfect alignment.
Before you buy any coach see the Kozy. Send for brochure—"You're Ahead with a Kozy Coach Behind."

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ADKINS, TERRELL EXPANDING

Plan Another Railroad Show

Name of organization and that of feature attraction to be announced soon

SEATTLE, Aug. 21.—Jess Adkins and Zack Terrell, owners of Cole Bros. Circus, just made an important announcement that should prove of great interest to all showmen and to the public in general. It is to the effect that in addition to their operation of the Cole Bros.-Clyde Beatty Circus in 1938 they will also have under their banner another railroad circus. The plans for this addition have already reached concrete form and are in keeping with the ideas of these aggressive showmen to enlarge their holdings each year.

A great circus attraction has already been obtained for this new railroad show. It is a feature of outstanding merit, one that will give to the new circus national recognition. The name of the show as well as the featured attraction will for the time being be kept a secret but will be announced in the very near future.

Improving Cole Show

Adkins and Terrell are constantly improving and enlarging the Cole show and the new show will be in strict conformity with this plan or action in having the best of equipment with a personnel especially picked for efficiency and ability.

In making this announcement Adkins and Terrell reaffirm their oft-announced belief in the circus as an institution, peculiar only to America, as nowhere else on the face of the globe does the circus, as it is known here, exist.

It is refreshing and heartening to all lovers of the circus, both in and out of the business, to know that another circus of real merit will be on the road next year, thus furnishing employment to many hundreds of circus people who have been unable to troupe the last few years on account of the retirement of several major circuses. This is a sure sign that the depression is really over.

TACOMA, Wash., Aug. 21.—The 15th week of Cole Bros. Circus under canvas was one in which it really started westward with a vengeance. Two towns were made in Utah and then into Idaho, for four stands, one stop in Oregon and then into Washington.

The Union Pacific Railroad is giving the very tops in service on these long runs, getting the two sections in town even ahead of what management had expected. In order to be at Boise in plenty of time for two shows and

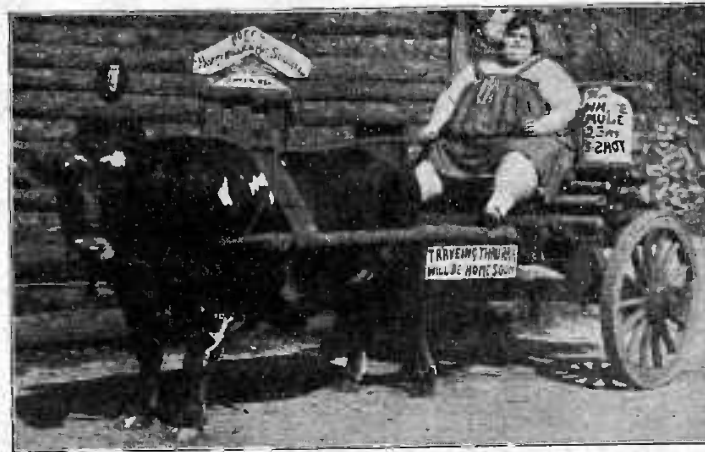
(See ADKINS, TERRELL on page 73)

R-B Show Makes Change in Route

CEDAR RAPIDS, Ia., Aug. 21.—Ringling Bros. and Barnum & Bailey Circus has been compelled to change its date for here from August 28 to the 30th. It also changed dates at several other Iowa stands. Burlington, originally booked for August 26 was changed to the 27th and Davenport from the 27th to the 28th. The Burlington date goes to Galsburg, Ill. Anthrax, now prevalent in the Dakotas, caused the show to cancel all its stands in South Dakota and substitute dates in Iowa and Nebraska, as mentioned in last week's issue.

Latest route announcement of the circus for Iowa follows: Burlington, August 27; Davenport, 28; Okaloosa, 29; Cedar Rapids, 30; Dubuque, 31; Charles City, September 1; Marshalltown, 2; Boone, 3; Ft. Dodge, 4; Sheldon, 5; Sioux City, 6; Cherokee, 7.

Sells-Sterling Circus also is billed for Charles City for September 1, same date as the Big Show.



ALICE FROM DALLAS, who is in the Side Show of the Tom Mix Circus.

Community Show For Ft. Worth, Tex.

FORT WORTH, Tex., Aug. 21.—The first performance of the Greater Fort Worth Community Circus, patterned after the Gainesville Community Circus except that this show will not be under canvas, is scheduled for November in the arena of the Will Rogers Memorial Coliseum here. Any performances away from Fort Worth are to be given in auditoriums or armory buildings.

Talent already has been mustered by the local recreation department, principally from members of that organization who are now being trained by ex-circus performers who live here and who also will appear in the show. Glenn Wilcox, formerly clown with Hagenbeck-Wallace, is personnel director, and Arthur Huff, formerly in an elephant act, equestrian director. Other professional acts will be given by Slatas Beeson, wire walker, formerly with Sells-Floto; Glyndon Burns, also wire performer; Tito Maramito, iron-jaw, and possibly Hal Silvers.

The circus is to have a grand entry called "Jewels of Opar."

Increases to Butchers On Ringling-Barnum

CHICAGO, Aug. 21.—The Miller Bros., candy butcher and stand concessioners on the Ringling show, signed an agreement with the American Federation of Actors in Milwaukee last Saturday, calling for a minimum salary increase of stand men from \$12 to \$20 and a boost from 15 per cent to 20 per cent on the dollar for all candy butchers. New contract involves around 70 men with the show.

Paper was signed by Paul Miller, of the Miller Bros. and Ralph Whitehead, executive secretary of the AFA.

Friday, the 13th, Lucky Day for Howard Y. Bary at Roanoke, Va.

Roanoke, Va., Aug. 21.—Friday the thirteenth was anything but an unlucky day for Howard Y. Bary, manager of the Hagenbeck-Wallace Circus. The show arrived here on time from Lynchburg with the usual crowds of people at the depot to greet the train. Twenty-four youngsters were sitting on a pile of cross ties near the runs, waiting for Hoot Gibson to make his exit from the train, when the first wagon off, suddenly veered in their direction and the pole struck the top cross tie three feet above heads of the kids. When Bary arrived on the lot he discovered the loss of the diamond ring recently given him by the personnel of the show. He rushed back to his private car and found the ring on the

Annual Playground Show at Lincoln Draws

LINCOLN, Neb., Aug. 21.—Annual playground circus, with 300 kids participating, was held at Muny Field here last Saturday, with a crowd of 6,000 watching. Was cleverly staged and had a real circus flavor. Mac Delaney, old-time showman, aided Jimmy Lewis in the technical parts. Doc Barrett's callope balled it by going down the main streets.

Downie in Storm At Hempstead, L. I.

HEMPSTEAD, L. I., N. Y., Aug. 21.—Downie Bros. Circus, showing here, in the first of a series of four one-day stands on Long Island, adhered to the ancient axiom of the show biz asserting that the show must go on. A terrific thunder and lightning storm that played havoc with the big tent and made the 3,000 spectators a little jittery failed to dampen the spirits of the performers, who went on with their work as tho nothing was happening.

Besides this spot, Downie show took in Southampton, Huntington and Patchogue, before a jump to New Jersey.

Gainesville Party Guests of Walters

GAINESVILLE, Tex., Aug. 21.—A party from the Gainesville Community Circus, including CFA Leon Gilmore and A. Morton Smith and wives, Mr. and Mrs. Roy A. Stamps and Mr. and Mrs. J. K. McCann, motored to Houston last week-end and were guests of Mr. and Mrs. Frank J. Walter, of the Frank J. Walter Circus. The Walters had just returned from the CFA convention in Norfolk and a week with the Hagenbeck-Wallace Circus. (See GAINESVILLE PARTY on page 73)

Three Shows For Memphis

Hagenbeck-Wallace there early in September—Cole and Ringling to follow

MEMPHIS, Tenn., Aug. 21.—Circus fairs of Memphis and the Mid-South are in considerable of a dither over the prospects of seeing three big shows within six or seven weeks of each other.

The Mid-South Fairgrounds will be the scene of all three. The Hagenbeck-Wallace Circus will be here September 1-2, giving four performances, the first time that any circus has ever given more than two shows here within memory of those who should know.

Ringling-Barnum is due to come here early in October, with the Cole-Beatty show expected two weeks in advance. Exact dates for these two are still to be set, insofar as can be learned here, but both routes lead through Memphis.

This marks the first time in many years that three big tops have come to Memphis in the same season. Indeed, there have been only a few seasons in all circus history that gave this city as many as two of the big companies within their span.

Only S. D. Stands Canceled by Barnes

LINCOLN, Neb., Aug. 21.—As stated in the last issue, on account of anthrax in the Dakotas Al G. Barnes-Sells-Floto Circus canceled its dates in South Dakota prior to coming to Nebraska. Show was scheduled to play Brookings, Pierre, Rapid City and Deadwood before playing Chadron, Neb., August 18.

Some reports in the western part of the State have it that the show has canceled its dates there, which are unfounded as far as *The Billboard* reporter has found. The circus billers have plastered all the Nebraska towns on their list, and the advance men have made no move to stop their ad campaign in the papers.

As usual top billing is going to Bert Nelson and the Christianis, with Lotus, the four-ton hipp, breaking into print aplenty.

Big Business For R-B Show

MILWAUKEE, Aug. 21.—Ringling-Barnum Circus was on new lot at Rockford, Ill., which was ideal. Capacity matinee and straw house at night. Dave Jarratt and family were on hand. A party was given at his home and many performers were present. At Oshkosh, Wis., on fair grounds. Oshkosh is the home of Mary Erdlitz and friends welcomed her. Her parents have been with show a few days. Oshkosh Free Press ran an entire page of Mary, with homecoming welcome by leading merchants and officials of city. At Green Bay, Wis., two-mile haul, railroad lot. Capacity at both houses. Jack LeClair had a big day there, his brother, Pete, visiting. Relatives visited Lawrence Anderson. Shura Niatti Newburger celebrated his second wedding anniversary and a surprise party was given.

At Sheboygan, a big day, ideal weather and many visitors. The writer met an old friend from Manitowoc, Bill Lester, and his family. He was formerly of the fast comedy acro act, Lester, Bell and Griffin—the Three Boys in White. It was *The Billboard* day here and all copies were sold at commissary. Visitors included Abe Rademaker, formerly clown with Hagenbeck-Wallace; Earl and Harriet Shipley, also formerly with that

(See BIG BUSINESS on page 73)

COLE BROS.

CIRCUS



JESS ADKINS



ZACK TERRELL

— THIS YEAR FEATURING —

CLYDE BEATTY,
THE GREATEST WILD ANIMAL
TRAINER OF ALL TIMES

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GREATEST ARENIC STARS
IN THE WORLD.

KEN MAYNARD,
THE FOREMOST WESTERN
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Competent people in all lines of the circus business who are not contracted for 1938, and those who desire to be associated with a high-class organization—PLEASE WRITE. People for the advance—departmental bosses—acts and features for Big Show—Wild West people for Concert and outstanding Freaks and Novelties for Side Show.

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Sawdust and Spangles

By CHARLES WIRTH.

CHARLES BERNARD, of Savannah, Ga., writes us under date of August 18 that his wife is in Norwood, O., visiting with her sisters and that it will be necessary for him to bake his own birthday cake for the seventy-sixth anniversary.



CHARLES WIRTH

Charley is feeling fine, is taking the three meals regularly, and the "night lunch" habit of the old trouping days still holds good. He had Harry Hertzberg for a brief visit when he passed thru Savannah en route to the Circus Fans' meeting at Norfolk, Va. Says he found him a real "heavyweight" and a very sociable gentleman. He adds that it was the first time he had met him, but felt that they were acquaintances by much correspondence on their circus hobby.

The team of Jess Adkins and Zack Terrell is really going places. In addition to their Coic Bros.' Circus, with which they have made rapid strides in three years, they will have another railroad organization in the field in 1938. They will have a featured attraction with the new show. The best of wishes to Jess and Zack.

Wallace Bros. Circus is a motorized show that moves every night immediately after the performance. It has an enviable record for no serious accidents. Manager Ray W. Rogers believes it is safer to drive at the midnight hour than just as the sun is rising. It is a natural inclination for truck drivers to fall asleep at daunting and many of the worst wrecks in motorized show history have been blamed on sleepy drivers.

Despite strikes, bad weather, etc., it looks like nothing will stop 1937 from being one of the big seasons for the circus business. Many of the best weeks are yet to come.

Here and there we find a theater owner who is not opposed to circuses or other outdoor shows. A generous spirit of co-operation was displayed by H. C. Oastler, managing owner of the American Theater, Winnemucca, Nev., when Russell Bros. Circus played there. Not only did he call off his matinee and attend the circus, but he also displayed a banner on his marquee with this text: "We Welcome Russell Bros. Circus; It's Clean, Worthwhile Entertainment.—American Theater." Oastler deserves a great deal of credit.

Keeping the same man on the same job year-in and year-out may have been a good circus policy in years gone by. It might be a better plan now to promote men as vacancies occur. It would encourage hard workers, make for more versatility and keep a man from getting in a rut.

CFA Top Formed At Freeport, Ill.

FREEPORT, Ill., Aug. 21.—A new Circus Fans top, known as the Dorothy Herbert Top, was formed here this week and in celebration of the event a dinner was held Monday night in the Grecian Room of the Freeport Hotel. The Ringling show played Freeport on that date and Dorothy Herbert, noted rider with the show, was guest of honor at the Fans' dinner. Many other members of the circus personnel also were guests.

This top is the first to be named for a woman, and while it starts with only three members it is expected to rapidly increase the membership, as there are many circus-lovers in Freeport.

W. J. Trevillian, well-known business man, heads the top as president. Harold Johnson is vice-president, and Ed Selie, long a Fan, is secretary. At the dinner were seated 47 persons. Following the repeat President Trevillian, Secretary Selie and Dexter Fellows, noted publicity man of the circus, made brief talks. A number of the guests also were called upon for a few words. Miss

With the Circus Fans

By THE RINGMASTER

President: FRANK H. HARTLESS, W. M. BUCKINGHAM, 2080 West Lake Street, Chicago, Ill. Secretary: Thomas Bank, Norwich, Conn.

(Conducted by WALTER HOHNADDEL, Editor "The White Top," care Hohnadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 21.—The Dorothy Herbert Tent was raised at Freeport, Ill., August 16, the day that Ringling-Barnum showed there. A banquet was held at 5 p. m. at Hotel Freeport in honor of Miss Herbert. All CFA members and guests attended night show in a body.

Circus Fans English, Barlow Jr. and Barlow III of Pat Valdo Tent of Birmingham, N. Y., attended the Clayton Combined Circus at Castle Creek night of August 7. Circus, formerly known as Martin Bros., is giving occasional performances under various auspices. All equipment in excellent condition and performance well balanced. Lot used at winter quarters. An eight-piece band and 12 performers comprise the personnel.

Gordon M. Potter, CFA of St. Joseph, Mich., calls our attention to the following: "In the CFA column in the July 31 issue of The Billboard it mentioned that Gordon M. Potter and his wife had attended H-W at La Porte. A lot of my friends now think I have been holding out on them, but I am still a bachelor."

J. A. Westmoreland, Western vice-president of the CFA, attended the funeral of Alfredo Codona. At the request of A. P. news cameraman, he was photographed standing beside the "swing," a very beautiful floral piece standing more than eight feet in height.

Sverre O. Braathen writes: "The wife and I are just back from the most wonderful week I have ever enjoyed. We picked up the Ringling show in Rockford on Monday morning. After night show, Karl and Helen Wallenda drove back to Madison with us. We landed on lot again in Janesville on Tuesday and after night show we brought Maria, Valeria and Angella Antalek home with us and drove them to Oshkosh Wednesday morning. We then remained with show remainder of week in Oshkosh, Green Bay, Sheboygan and Milwaukee two days. Everyone on show was just as courteous as they could be to us. It was just one round of parties at noon, between shows and after night shows, either being entertained or entertaining some of our good friends from the show. We came to know most everyone on the show, and it certainly was one wonderful trip."

Charles E. Davis, CFA of Hartford, Conn., saw the Rice show at New Britain, Conn., and met Gil Conlinn, CFA of Hartford, and H. W. Hatsing, CFA of New Britain. Show had straw house in evening. Davis visited with a number of the folks.

Herbert was presented with a beautiful floral horseshoe which later was placed in the entrance to the big show.

Those at the dinner, in the order in which their names were written on the roster were: Paul Jung, Elsie Jung, Anna Hamilton, Dr. J. H. Bergin, Art Concello, Mary Delbary, Maria Rasputin, Gloria Hunt, Mary E. Erditz, Bonnie Hunt, Erna Rudyhoff, Rudy Rudyhoff, Fred A. Schmeger, Barbara Flinn, Jesse Flinn, T. T. Larkin, Adolf Delbosc, A. T. Sawyer, Roy L. Newberry, Fred W. Schlotzhauer, E. S. Shindler, Lenore R. Schneider, Glennan Thro, Mrs. E. H. W. Johnson, W. H. Kunz, Mrs. E. H. Seile, Blutch Landolf, Antoinette Concello, Grayce Genders, Harold Genders, Rudy Rudyhoff Jr., Frank Wallenda, Helen Wallenda, Mrs. Tom Tormey, Dr. Tom Tormey, Mrs. W. H. Kunz, H. W. Johnson, Mrs. W. J. Trevillian, Fan Schmeger, Paul Ringling, W. J. Trevillian, Dexter W. Fellows, Dorothy Herbert, S. L. Huntley, Mrs. Max Hecht, Max Hecht; Nat Green, of The Billboard. The Fans attended the evening show in a body.

GEORGE BRINTON BEAL, of The Boston Post, will take his vacation in November and combine it with his lecture tour with Thru the Back Door of the Circus. Going as far south as Greenville, N. C., and way-stations.

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

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- August 25—Peoria, Ill.
- August 26—Galesburg, Ill.
- August 27—Burlington, Ia.
- August 28—Davenport, Ia.
- August 29—Okauchosa, Ia.
- August 30—Cedar Rapids, Ia.
- August 31—Dubuque, Ia.

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Want acts for Side Show. Will book Pit. Illustrations of any small shows; Rider that don't conflict; Motordrome. Join at once on wire. Damariscotta, Maine, Fair, August 23-27; South Portland, Maine, August 25 to Sept. 2.

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WPA Business Is Fair At Harlem River Speedway

NEW YORK, Aug. 21.—The WPA Federal Theater Project's Circus closed its week-end run at Harlem River Speedway and Dyckman street August 14. Despite the fact that it rained at every performance biz was fair; capacity house at Saturday matinee.

While attempting a dangerous back somersault at the Friday night performance, Nick Cravat, triple bar performer, fell 20 feet to the ground and suffered severe injuries. He was attended by Dr. George of the Columbus Hospital and later removed to his home.

Cravat was performing above the ring and had successfully manipulated the first two bars, but while executing his climax, missed the last horizontal and plunged to the ground.

The accident was witnessed by Estelle Taylor, former wife of Jack Dempsey, who had taken a group of underprivileged children as her guests. Miss Taylor, a movie actress, hastened to allay the fears of the panic-stricken children in her charge.

In addition to Miss Taylor, guests were Charles B. Ryan, Jr., director of labor relations for the Federal Theater and a group of six in his party, and Hal Stephens, business manager of the WPA radio project.

15 Years Ago

(From The Billboard Dated August 26, 1922)

The Al G. Barnes Circus concluded its first visit to Pittsburgh August 15 and turned people away for the fourth time in two days. . . . Hagenbeck-Wallace had been playing to good business and had perfect weather. Jackson, Mich., welcomed the show August 14 with packed tents at both performances, and Hillsdale gave capacity houses. . . . The Rev. Dr. Myers, of Catawissa, Pa., received a \$100 check from Mrs. Warren G. Harding because he sacrificed his comfort rather than kill Clover, his 51-year-old horse. . . . Briggs' Overland Show was organized in Dodge City, Kan., with everything new and opened at Spearville, Kan. . . .

George Rich arrived in Chicago August 14 after having closed as general agent with the Campbell, Bailey & Hutchinson Circus. It was announced that he would leave the last of that week to take a post as general agent on the James B. Wells Trained Animal Circus. . . . John Robinson Circus, in its 16th week, had good business and cooler weather, which was a relief from the Oklahoma weather of temperatures between 107 and 111. Railroad trouble caused a 12:30 p. m. arrival at Hannibal, Mo., August 12, causing loss of parade. . . . James A. Bailey estate at Mount Vernon, N. Y., was transferred to the Bailey Park Corporation and gave way to an 18-hole golf course and club. . . .

Appearance of the Gollmar Bros. Circus at Aledo, Ill., September 2, was feared to conflict with the last day of the Mercer County Fair there, and if the circus refused to change its date upon being asked to do so by Aledo officials, it was planned to have Aledo refuse the circus a license. . . . Walter L. Main Circus had two big crowds at Elizabeth, N. J., August 10. . . . A large cargo of animals, reptiles and birds arrived in Hoboken, N. J., for distribution among circuses, carnivals and menageries. . . . Western Canada was proving profitable for the Ringling-Barnum Circus.

BIG BUSINESS

(Continued from page 70)

show. In this city, Larry Davis, boss elephant man, broadcast over Station WHBL and spoke about elephants. Ralph Giam, announcer, visited with his father, whom he had not seen in years. Sverre O. Braathen, Circus Fan, vacationed on show. At Milwaukee on Lake Front lot, three blocks from heart of business district. Two-day stand here and business big. Advance sale was greater than previous year.

Stepping into menagerie, Superintendent Woska reports a pongour dwarf was born, also a brindlett gau, a rare incident in captivity. After a night performance at Milwaukee, all were invited by Pabst Brewing Company for a big luncheon. At coffee stand, see Perry Plankback on the job, bookkeeper for Mayer's Commissary. He recently underwent an operation at St. Luke's Hospital, Peru, Ind. Wife of Willie Moser, the "Judge" and mail man, is visiting. Dirty Dozen Club is active again. Bluch Landolf made first and second crazy number, making two rounds in one routine. Did not exit at band stand. Good boy, Frankie. Everett Hart started it and it's a trade mark for Saluto. Pollidor made one clown tear to dressing room. He does a devil runaway. A gun was shot and all balloons were popped. Judge Moser—is this an offense? Reported an accident. Bob Reynolds' All-Stars defeated the Cookhouse Waiters, 20 to 10. Capt. Johnny Grady hit several home runs. More than 500 witnessed the game.

Several clowns have received letters for Shrine winter dates. It seems as if there is a shortage of real clowns. According to reports, there will be some new winter dates. Six weeks in a row claimed. Visitors in Milwaukee met by the writer, Bert Nelson, Oscar Cristiani and Able Tavlen, from the Barnes show. They flew back to show at Council Bluffs, Ia. Nelson was guest of Mr. and Mrs. Rudygnoff and Madam Rasputin. Albert Powell and wife visited dressing room and attended night show. Paul Wenzel claims Milwaukee his old stamping grounds. Note that

Dexter Fellows Tent Tattles (CSSCA)

By FRED PITZER

NEW YORK, Aug. 21.—It was rather a pleasant surprise to pick up a copy of Eugene Field's book *The House*, published in 1896, and to read that he devotes all of Chapter XVI to Burr Robbins. Let me quote the first paragraph of the chapter. I know it won't bore you: "I wish you knew Burr Robbins. It is quite likely, however, that you do know him, for he has been conspicuously before the public for a number of years. Mr. Robbins lives just across the way from the old Schmitthelmer place (the fictitious name of the owner of an old house bought by Eugene Field) and he has surrounded himself with comforts and luxuries of a most extraordinary character. He is a retired circus proprietor and he has taken with him into retirement many of the most startling features of the menagerie which used to figure as one of the most delectable component parts of the absolutely greatest agglomeration of marvels exhibiting under one canvas."

Letter from Jim Chloupek, dated August 9, in which he writes, among other things: "That paper of 1884 in which you mention Crockett and the den of ferocious lions, if you care to read further about Crockett you will find plenty in *Circus Life and Circus Celebrities*, by Thomas Frost, 1875. This book also tells about an act similar to the one done by Dorothy Herbert, which was done by Beatrice Chiarini in 1868. She rode without saddle or bridle over hurdles. Miss Chiarini's step-brother lives here in Oakland. We are to get the Cole Circus. It will play San Francisco on September 2-5 and Oakland on September 6 and 7. . . . and that will not make me angry at all."

Carlton and Eisle Hub postcard: "Arrived as far as Yellowstone on our trip to Alaska. Everything great up to now." The card pictures an automobile touring in and out of the gigantic crags of the Silver Gate and Hoodoos. Carlton doesn't seem to mind this pleasure trip around Silver Gate. And Hoodoos?

Letter from Charley Harris stating that everyone worth while was some time or other on the Great European Circus. He states that this show visited Schuylerville in 1870 and "it went out from here until 1880 when Tubbs sold the show to Orrin Brothers and they took it to Cuba one year and then to Mexico until all persons interested died." Charley is still building up his Circusiana and he has a collection of material of which any circus fan would feel proud.

Bill Kasiska Writes

Baraboo Bill Kasiska writes, under date of August 14, from Wisconsin: "The Big Show has come and gone and so have all the other circuses. The season is about over. Now the fairs are on. I saw Ringling-Barnum July 24 in Portage. Program is wonderful; spec gorgeous. Menage and Liberty horse acts show a great deal of patient and persistent work on the part of Rudy Rudygnoff and his staff. Aerial acts provide some thrilling sensations. The clowns have some funny getups and laugh-provoking stunts. All in all it is a great show. I didn't catch Dex Fellows (we didn't know he was loose, F. P.). Heard he was in the next day's town, but eventually I hope to run into him. (Not with an auto, we hope, F. P.) Of course, I was around the runs watching the snubbing of the wagons. That sight makes a fellow feel that the good old days aren't gone entirely. If Conroy Bros.' show comes your way you will find it a neat and friendly one and one small circus that you should try to visit. Considering the handicaps, the management offers a creditable and diversified entertainment at a low cost to the public in the small towns. It has made an extensive tour of Wisconsin."

Chesty is chaperon and Jack LeClair guest of honor. Over on Broadway state, Walter Guice ready for comedy riding act; Ted Ernesto keeping score on baseball broadcast; Uyena relaxing between acts; Paul Jerome getting ready for his strong act; Wallenda building toy airplanes; Canestrella painting his ladders; Nelson Bros. taking off their make-up, so is the writer. Steward Blood, of the cookhouse, says turkey and all the trimmings. JOE LEWIS.

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BERT NELSON

with
AL G. BARNES-SELLS FLOTO CIRCUS

GAINESVILLE PARTY

(Continued from page 70)

cus, guests of Mr. and Mrs. Terrell Jacobs. The Gainesville group were guests of the Walters for dinner at a Houston club Saturday night and they spent the entire day Sunday at the Walter quarters, where Mrs. Walter and CFA A. W. Kennard put the performing horses, ponies, dogs and mules thru their paces. It was a most delightful outing for the Gainesville party, who were high in their praise of the Walters hospitality.

While in Houston the Gainesville group also paid a brief visit to the Christy Bros.' circus quarters. New Rowland, veteran showman, who has been visiting in Gainesville for the past month, left last week to join Howe Bros.' Circus.

Al Butler, contracting agent for Ringling-Barnum Circus, was here on a business mission this week.

Booth Mooney, associate editor of *The Texas Weekly* and *Southwestern Bankers'* magazines, was in Gainesville recently and obtained material for two articles on the Gainesville Circus to appear in those publications. *The Texas Weekly* article appeared in the issue of August 14.

ADKINS, TERRELL

(Continued from page 70)

parade an afternoon only was billed at Twin Falls, and after Boise the same thing was done in Baker on a Sunday afternoon. Setting for parade in Idaho's capital was a beautiful one. March was held on Capital boulevard, which is being made a beautiful parkway. Lot is just south of the new Union Pacific depot and is outside city limits. Had to have plenty of water on it to keep down the dust, which quickly formed.

Using Sprinkling Trucks

On dusty lots performance is halted when it is found necessary and the sprinkling trucks brought in. This thoughtfulness on part of management is appreciated by the audience.

This season seems to be a good one for "blessed events." Nellie, a big Honess, gave birth to five young ones last week. This is second litter of lion cubs this year. A baby antelope also arrived last week, as did a Rhesus monkey. There are, of course, three baby elephants, recent arrivals from Burma; a baby camel, two months old, and a Shetland, nine weeks old.

At Idaho Falls, Verne Goodrich, rodeo performer, and wife, Myrtle Compton, spent most of day on lot. At Twin Falls, Jerry Lee, Wild West performer, joined. Sydney Ayles, who has been downtown ticket seller, was called to Florida because of sickness of his bride. Harlan Burkhardt, who has been assisting his brother on front door, took over downtown job. Mr. Westphal, old-time theatrical agent, visited at Ogden and cut it up with L. C. Gillette. Gus Sun visited at Salt Lake City. States he

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BOB MORTON

Mgr., HAMID-MORTON CIRCUS, 1327 Spruce St., PHILADELPHIA, PA.

is spending the summer at Yellowstone Park. Justus Edwards, press agent of Russell Bros., visited at Boise.

Improving Lighting

Louis Scott, chief electrician, is continually improving the lighting. He is installing large ball globes with 1,000-watt lights around the hippodrome track, 24 of them, which added to what is already there will make this the most brilliantly lighted tent ever erected. There are various circuits which can be dimmed, turned off or turned on full-force according to the act that is going on.

Harper Joy, CFA and banker from Spokane, joined at Baker, Ore., and will visit with the show until after the Spokane engagement.

FEATURING



TOM MIX In Person

TOM MIX

CANADIAN NATIONAL EXHIBITION SEASON 1937 - 4th ANNUAL INTER

That everyone might know:

My Hat is off to one and all of the executives, advance staff, performers and working departments of my own organization who have helped make the success of this circus possible and to all the people who dwell, work and play in this small, happy world, a world by itself, the circus. That it may live forever, bringing to the populace of hamlets, towns and cities everywhere that measure of happiness and relaxation that is so obviously interpreted in the happy faces as we make our short visits, is my fondest hope.

My sincere appreciation to that happy, well receiving public who serve as the axis on which this world turns and to those mediums through which our coming is announced so that all might know, I am deeply grateful. We shall ever strive to merit the cooperation and appreciation that it has been our good fortune to enjoy these past years.

Sincerely

Tom Mix

EXECUTIVE

"Our sincere good wishes to"
HERB DU VAL, Legal Adjuster
D. W. HELMS, Supt.
ROBERT BROWN, Treas.

D. E. TURNEY, Manager
C. F. WARRELL, Asst. Manager

GEORGE HANNEFORD FAMILY

Best Wishes

BOB STEVENS

FRANK SHEPHERD

*Heel and Toe Catching
Trapeze*

BANNERS

JOHNNY AGEE

Best Wishes

'A FORD A DAY'

Max Gruber "Oddities of the Jungle"
"Congratulations, Major"

EMMA TURNEY and RAY

Wardrobe

KAARIN TURNEY and DORIS WIREN

Best Wishes

Carl Robinson and His Band

*Featuring
Modern Music in a Modern Way.
Fourth Season With Tom Mix*

CLOWNS

- AUG AUGSTEAD**, Clown and Drum Major
- KINKO**, Clowning and Fishing
- JIMMY DAVISON**, Tramp Clown
- ROY BROWN**, Clown Acrobat
- BUMPSEY ANTHONY**, The Necking Clown
- TOMMY ROSS**, Acrobatic Clown
- JOHN JESSICK**, Cook House, Clowning
- JACK KNAPP**, Wild West Clown
- GEORGE CARL**, Clown Acrobat
- JOE BOWERS**, Wild West Clown
- TOMMY HANNEFORD**, Learning Fast

SIDE SHOW ROSTER

- ALICE FROM DALLAS**—Fat Girl
- "LITTLE JIM" SMALLMAN**—Midget
- FRASTON**—Magician
- EMILY MINTON**—Large Snakes
- SALLY - MICKEY - SAMMY**—Chimpanzees
- DOLORES SURTEES**—Trainer
- FAY ASIA**—Mentalist
- FRANK JULIANO**—Tattoo Man
- HENRY DAVIS**—Leopard Spotted Boy
- ROBERTA RAY**—Sex Reversal
- PRINCESS ANN**—Midget Soubrette
- SCHLITZE**—Pin-Head Aztec Indian
- ROSA LEE**—Three-Legged Girl
- JAMES WILLIAMS**—Two-Headed Baby
- FRONT**
- BILLY HELBING**
- WM. LOWNEY**
- GEO. SURTEES**
- BLAIR FAMILY**—Scotch Bagpipers
- MAX ROBINSON**—Tickets
- GEO. HOBSON**—Boss Canvasman
- TONY**—THE WONDER HORSE

CIRCUS AND WILD WEST

IS CHOICE FOR ITS FIRST CIRCUS NATIONAL TOUR - SEASON 1937

FEATURING



TONY In Person

THE STAFF

Congratulations, Mr. Mix

VERN ARBUCKLE, Secy.
C. W. SHAW, Purchasing Agent

JOHN AGE, Equestrian Director
TED METZ, Side Show Mgr.
FRED SMYTHE, Announcer

ERMA WARD

"Still the Tops with the Circus Tops"

JACK BURSLEM—Supt. Concessions

BILLY FARMER — Cashier Candy Stands
WM. BILL LYONS—Assistant Boss Butcher
HARRY CORSACK—Candy Stand Banners
WILLIE HARMON—Hamburger Stand

CHARLEY ARLEY AND PARTNER

Perch Act
Congratulations, Mr. Mix

JOE HARRIS—No. 1 Stand
MAURY WESSELS—No. 2 Stand
JOHN KOTRES—Sweets
VERYLL ARNOLD—Sweets
GEORGE KILPATRICK—Ice Man and Seats

ARBAUGH FAMILY

Four contented years with Tom Mix Circus

R. B. MURPHY—Menagerie Candy Stand
FRANK BEAUMONT—Head Sleeping Car Porter
EDWARD MOUSICIAN—Seat Man
JOHN SYZDEK—Seat Man
EUGENE O'CONNOR—Seat Man
EVERETT ADKINS—Seat Man
EDGAR COLLUM—Seat Man
IYARLD WHALEY—Seat Man
PAUL DAVIS—Tom Mix Novelties
ADAM KISER—Seats

RAY GOODY

Best Wishes, Thanks Mr. Mix

CASEY WHITTAKER, Asst. SULLIVAN—Seat Man
TONY ORTEGA—Seat Man
J. E. RODGERS—Seat Man
CANDY STAND PORTERS
ROY JOHNSON
JEFF PULLIAM
THEODORE DORSEY

JIMMY BAGLEY

Candy Floss and Pop Corn
"Best Wishes, Mr. Mix"

DALE THOMA

Frozen Custard, Second Season
Congratulations, Mr. Mix

TICKET SELLERS AND USHERS

WILLIAM FLOWERS—Supt.
GEORGE W. HELMS—Tickets
BOB BENNETT—Tickets
BILL McVEY—Tickets
HAROLD WALRATH—Tickets
USHERS
JOHN L. GUTBELET
ARTHUR DUNN
ARTHUR WOODARD
SID ORMES
HOWARD McCRAKEN
CHARLES CONLIN
ISADORE JOSEPH CULORA
BENNY E. MORRIS
FRONT DOOR
MAURICE CHAPMAN
WARREN D. MOSHER
ROY H. WALO

ADVANCE STAFF

"Your Continued Success is our sincere wish, Mr. Mix"

P. N. BRANSON, General Agent
J. R. HERVEY, Contracting Agent
DAN PYNE, Press

CLIFF McDOUGALL, Press
IRISH HORAN, Press
FRED SMYTHE, Press Back
ED. L. CONRAY, Contracting Press

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EDWARD L. CONROY, Car Manager
BILLPOSTERS

EDDIE CANPERT
JIM CREWS
EDDIE DOWD
JOE GRANT
A. GUNNELS
RALPH LOCKE

B. PAGE
CHARLEY SEWARD
T. TOTENHAGEN
DAN TURNEY
REX TAYLOR

WORKING DEPARTMENTS

JOE FORD, Supt. Mechanics
RED PARKER, Supt. Lights
WHITEY THORN, Supt. Properties
ROBT. STEVENS, Asst. Supt. Big Top

JACK MORSEY, Asst. Supt. Big Top
CURLEY SHAEFFER, Supt. Animals
CHARLEY JAMES, Head Waiter
FRANK MAUER, Chef

"We are happy to do our part and be with it."

TED METZ

Tom Mix Circus Side Show

Featuring

TONY — The Wonder Horse

TED METZ, Manager

GRACE METZ, Auditor

WILD WEST

Ridin' along with the greatest cowboy on earth.

HERMAN NOLAN
HANK LINTON
REX ROSSI
VIC SMITH
LULA NOLAN
LOTTIE SHAW
ELLA LINTON
KAARIN TURNEY
BOOTS SALLE
DICKIE PARKER
JACK KNAPP
LILLY ARBUCKLE
CHARLEY LAMONT

Under the Marquee

By CIRCUS SOLLY

TOM MIX Circus had a good day at Lancaster, Pa.

GYRO CLUB in Philadelphia presented Tom Mix a silver miniature reproduction of his horse, Tony.

HERB SCHEFFEL, of Clifton, N. J., saw Kay Bros. at Raymond, N. H. It was fifth time this season that he had seen show.

CAPT. R. C. JACK, formerly of Hagenbeck-Wallace show, visited Lewis Bros. Circus at Princeton, Ill., reporting a mighty nice show for size of setup.

CLARENCE AUSKINGS spent day with Charles X. Allen and family while contracting Vanderburg show at Delta, Mo.

JOHN H. GEARHEART, of the Barnes show, is seriously ill at Coleman Hospital, Estherville, Ia. Would appreciate letters and cards.

DOLLY CASTLE and pets, with wonder dog, "Jumps" and clown, are playing Crystal Beach, Ont., as free attraction. Act has been scoring.

ART MILLER, general agent of Sells-Sterling Circus, Robert Shippy, brigade agent and crew visited Ringling-Barnum at Ft. Wayne, Ind. Were extended courtesies by Ralph Clawson.

A. N. STEELE, of Chicago, recently purchased a six-year-old pinto Arabian saddle horse from R. T. Wiswell at Elkhorn, Wis., for use in Cole Bros. Circus.

REPORTS that the cotton crop in Texas is several weeks early this year forecast the visit of big tops to that State in the near future.

BUSINESS with Dakota Bill Baker's Circus has been fair to good. Buck Cain and Tommy Williams have joined. Dakota Bill suffered a slight hemorrhage of lungs at Batesville, Va.

TOM HIBBERT and Thomas and Ione Thornton are with the Hoxie show. Hibbert and Thornton are clowning show and presenting "two-man baseball game."

FRED AND MARIE GUTHRIE saw Seal Bros. Circus at Pelican Rapids, Minn. State that town was "wild-cat," due to floods north of there, and show blowed a week's billing.

WELLS BROS. TRIO, bar act, spent several days between circus and fair dates visiting with Jerrie Thill and Billie Bauer and their all-girl band at Boetwick Lake, Mich.

KEN AMADON has visited following circuses: Cole Bros., Walter L. Main, Eddy Bros., Kay Bros., Ringling-Barnum twice, Downie Bros. four times, and Tom Mix five times.

CHARLES WADDELL, who is at Epworth Heights Hotel, Ludington, Mich., has seen Lewis Bros., Hagenbeck-Wallace and Sells-Sterling in that section. On closing in Ludington Labor Day, Waddell will go south and do some publicity work.

EDW. WERTLEY, veteran clown, and George Jones, late of Hargraves Circus as dog and pony trainer, visited the Mix show in Philadelphia and report splendid performance. Met Tom Mix, Dall Turney and Max Gruber.

WALLACE BROS. Circus recently crossed the Mason-Dixon line after about 19 weeks in northern states. First Dixie stand on the fall tour was Union City, Tenn., a jump of about 50 miles from Cairo, Ill., the preceding stand.

LESTER RODGERS, peanut concessioner with Cole Bros. Circus, has left the show for the season. He has started his long string of street fairs, celebrations and eastern Ohio fairs. He says that a crew and a truck remain on the Cole show.

KARL A. BAUER, formerly with circuses, who has been making his home in Canton, O., was successful in his con-

test for councilman at large there at the recent primary election. He has served as city councilman in recent years.

MEL COLBURN, formerly of the advance of the Downie and Ringling shows, saw Downie Bros. at Manchester, N. H., reporting one of the best ever to exhibit there. Did fine business at both performances. Show was given excellent after-notices.

J. C. ADMIRE, general agent of Chase & Son Circus, has closed. Had a pleasant and profitable engagement with Graham and Smith, owners. Admire states that conditions in the smaller cities and towns in Oklahoma, Nebraska and Kansas are bad.

ON ITS MOVE into the South, the Dan Rice Circus made one of the longest series of long jumps in motorized circus history. On five consecutive days played in five different States, Connecticut, New Jersey, Pennsylvania, West Virginia and Virginia. Some of the overnight jumps were around 200 miles.

HERBERT A. DOUGLAS cards that Mix show did excellent business at Norristown, Pa. Had near capacity at night, with nearly everyone remaining for concert. It was show's first appearance there. Used the Kemmer tract in West Norristown.

JAMES L. QUINN saw Eddy Bros. Circus at Easthampton, Mass., playing under auspices of Notre Dame Church, and met a number of the trouper. Show had just come from playing spots in Maine and Vermont, with business reported as being good.

WILLIAM TEMPLE, of Central Show Printing Company, Mason City, Ia., and wife, and Art Miller, of Sells-Sterling Show, attended night performance of the Barnes Show at Clear Lake, Ia. Miller visited with several acquaintances, Theo. Forstall, George Penny and wife and Hal Silvers.

J. M. CHRISTIANSEN, with Cole Bros. Circus, has an addition to the high school display. He has the prima donna, Julian Rodgers, dressed in a beautiful gown, riding side-saddle. She goes in center ring just before all horses have to lie down and sing a number over the microphone. It is making a great hit.

CHARLES CARLOS opened at Million-Dollar Pier Circus, Atlantic City, July 2 and expects to remain until Labor Day. Besides being ringmaster and announcer (without mike), he is presenting his Miami whippets and ponies. He had charge of the late Buck Taylor's circus on the Pier in 1934.

IN FINAL CURTAIN column, in a recent issue, it was stated that Mrs. Gladys LeTourneau, aerialist of Siebrand Bros. Circus, who was killed in a fall from trapeze, had been cremated. This was in error. Body was placed in a marble mausoleum and laid to rest beneath a beautiful tree in Newton Burial Park, Nevada, Mo.

E. E. COLEMAN, who now has his elephant "Mena" on Hoxie show, has "Frisco" Ferrell as trainer, who has



HORACE LAIRD, mail and The Billboard agent with Cole Bros. Circus, and Earle C. Stooks, snapped on the lot at Schenectady, N. Y.

broken the bull to a head carry. Coleman placed a new tractor with the elephant trailer. Tractor has a sleeping cab. A set of harness for "Mena" has been bought by the show. Coleman spent several days around the show.

ERNEST L. KENT, of Pontiac, Mich., saw Sells-Sterling Circus in that city August 13, reporting poor matinee and fair night house. He visited with a number of the folks. Kent also states that much paper of the show was defaced and torn down by the union there. Paper was plastered over with "unfair to organized labor."

THE WASHINGTON girl, Doris Major (now with Hagenbeck - Wallace), disappearance thing was terrific and is still going. The Washington Herald is carrying her life story, 15 episodes. The conservative Roanoke, Va., papers carried the story of her being with H-W for three days on Page 1 ahead of the show.

BOB AND GERTRUDE MATTHEWS arrived in Evanston, Ill., with King Tuffy, a pet lion, for a visit with Mrs. Matthews' sister, Mrs. Arthur L. Michel. They parked King Tuffy in Mrs. Michel's back yard and in the early morning hours the animal's roaring caused police to be summoned. The officers protested until they were convinced that the lion was safely housed in a sort of auto trailer cage.

NORMAN AND MYRON ORTON, of the Four Ortons, are spending their ninth summer at their camp at Bobcaygeon, Ont. They are figuring on opening their vaudeville season about November 1. They report the fishing great, as they have already caught 78 muscunge, which catch nearly equals their record of 79 two years ago. Before they leave, about the middle of September, they expect to have caught 100 fish. Their mother is fine and has about recovered from the gangrene she had in two of her toes.

EN ROUTE from Davenport, Ia., to Peru, Ill., Walter D. Nealand, Hennes Bros. Shows' press agent, stopped off at Princeton, Ill., and spent an hour with Paul M. Lewis, of Lewis Bros. Cir-

Dressing Room Gossip

TOM MIX—Reports from the deep sea fishing are good and bad. Last Sunday Bumpy Anthony, Jimmie Davison, George Sunbury and the writer made a trip to Wildwood, N. J. Went 30 miles and were they long miles—sea sick all the way out. Kinko and son were plenty sick, Bumpy heaved so hard he lost his wrist watch in the ocean and Jimmie had to put a gag in his mouth as he was afraid he would lose his teeth. In spite of the sea sickness 22 bass were caught and all came back happy. Jimmie Arbaugh has gone in for a new way to fish, called highway trolling. He was seen the other day going down the highway with his fishing pole dragging behind his trailer. Guess he was trolling for a cow. Iva May, daughter of Bumpy and Eva Anthony, celebrated her fifth birthday anniversary and gave a party. Little Kay Hanford and baby Erma Ausher attended. Ice cream and cake served to all in backyard.

Ray Goodie has a new rigging. Frank Shepard is expecting his wife and baby. A swell job here today at Reading, Pa., showing in Lakeside Park with plenty of rides and a big lake to go swimming. Third Sunday show of the season. Next big stand will be Toronto, on Lake Ontario for 16 days. Clyde, take note. Bill Hundley, wife and daughter visited show at Norristown, Pa. Bumpy An- (See DRESSING ROOM opposite page)

Hot Day for Barnes At Council Bluffs, Ia.

OMAHA, Aug. 21.—The Barnes show appeared at Council Bluffs, Ia., August 16, the hottest day of the year, with small matinee attendance, but near capacity at night. While the show was not advertised in Omaha, many from this city attended the night performance. C. R. Reger, with show, a former resident of Fairbury, Neb., visited his sister in Omaha.

This made the second circus to visit the Bluffs this season, the Russell Bros. Circus appearing there in June.

Ringling-Barnum Circus is billed for Omaha two days in September. This makes the second season of a two-day stand for this circus in Omaha.

Australian Notes

SYDNEY, July 22.—Soles' Circus is wintering in New Zealand after a successful tour. The cold weather caused the loss of an elephant valued at £600 (approximately \$3,000) recently.

Greenhagh and Jackson Attractions are doing well in Australia and New Zealand. Arthur Greenhagh is looking forward to the Auckland Show, which takes place from August 4-14.

Aleko and Panthea, mentalists, are still doing good business in New Zealand.

Dave Meekin, Australian outdoor showman, is at present in India, endeavoring to pick up new Side Show talent.

Wirth's Circus is doing well in its tour of the North of Queensland.

cus, during matinee performance. An impending windstorm hurt matinee attendance. There was a 97-degree temperature. Show has been repainted. Big top is a 90 with three 40-foot middle pieces—three rings. Doc Burns is in charge of Side Show. Manager Lewis reports very good business all season, particularly in the Michigan summer resorts, where several turnaways were recorded.

ON AUGUST 6, Eddy Bros. Circus was at Winchester, N. H., and Raymond L. Bickford, with Percy Williams, visited Eddie and Harry Hunt. Very good attendance at night for a small town. Next day at Easthampton, Mass., a fine crowd. James B. Hoys, of Hartford, Conn., also was a visitor. On August 8 a visit was made to Walter L. Main show at Athol and then to Benson's Animal Farm at Nashua, N. H. On the return trip, a stop was made on lot of Kay Bros., in Milford, N. H. August 9, the Main show played to capacity at Athol, Mass. Bickford visited with a number of the folks. The Main show entertained more than 200 World War veterans from U. S. Veterans Hospital 95, at Northampton.

Circus in Town

The following editorial, written by Publisher Col. Roy Galvin, appeared in *The Lima (O.) News* of August 10, the day the Jack Hoxie show was there. "A circus is in town today. Not the world's largest, but nevertheless it is a circus with all the thrills which raised us to the peaks of ecstasy years ago when we carried water for the elephants or performed other chores so we could perch on the top seats and stare with open mouths at the clowns, the elephants and the daring trapeze performers.

"When we look back over our childhood days and review our greatest enjoyments we can class the circus as the greatest because it is the heritage of the centuries and has remained thru the years the cleanest show on earth. Vaudeville has passed with movies and radio taking its place. But the circus remains with us as in the days of our youth. The Side Show ballyhoo, the raucous barkers, the gaudily painted ticket wagons, the wide expanse of white canvas—the big top—are all the same as 25 years ago.

"It may be the greatest show on earth or it may be a small circus, but somehow the 'youngster instinct' which stays with us despite the years always seems to creep out on circus day and makes us feel like kids again.

"The circus is a part of American life. It has maintained the traditions of unsullied amusement. May it remain that way!"

The Corral

By ROWDY WADDY

THE RODEO to be staged in Albany, N. Y., soon, will be under the direction of Charles B. Paul and a corporation he has recently formed to put on shows outside of Rochester, N. Y.

RED DAVIS, writing from Philippi, W. Va., infoes that Circle Bar F Ranch Rodeo played to some 10,000 customers there recently. Organization presents a well-balanced program capably directed by Manager Harry Huff, according to Davis. Tom Hunt furnished the comedy.

DAKOTA ED AND Elsa Bowman, trick riders and ropers, who have recently been playing night spots in Greater Cincinnati, have joined the Harry Taylor Rodeo and will be with that organization for the remainder of the season.

MILTON BAKER, after being off the road for some 15 years, is again tramping as general agent of the newly organized Buffalo Ranch Rodeo which opened recently at Charleston, W. Va. He began his new duties August 1. Frank Rutman is also identified with the new rodeo venture.

IT WAS ROUGH going at the opening of the recent Centralls, (Wash.) Rodeo and as a result three contestants landed in local hospitals. Roy Green sustained a probable skull fracture, when a horse kicked him. Howard Brown had a broken leg after tangling with a steer, and Al Worton injured his arm.

COLONEL A. L. GATEWOOD'S Flying X Rodeo played a one-day stand at the Fowlerville, Mich., fairgrounds recently to a good grandstand crowd. Event came as an extension of the County Fair. Organization has been making a tour of still and sponsored dates in Michigan. Latest addition to the rodeo is Frank McFarland, with his high-jumping horses, including Columbia.

BECAUSE a shipment of Texas longhorns, imported to Sidney, Ia., for the annual rodeo there had everything but horns, it was necessary for the Legion boys sponsoring the exhibition to make a flying trip to Old Mexico to obtain enough steers to put on the show. Expense of getting the critters to Sidney made them worth about 20 cents a pound on the hoof.

CONTESTANTS at the annual Sun Valley Idaho rodeo, August 14-16, paid tribute to the memory of Pete Knight when the event was opened with a minute of silence in honor of the four-time world champion rider who was killed while contesting last May in Hayward, Calif. He was honored as the man whose career was symbolic of the highest in sportsmanship and courage in the rodeo sport.

LINEUP of the X Bar X Ranch Rodeo, which has been playing to good business at several Ohio fair dates, includes Grace Jones, Ray and Ann Doering, Billy and Beverly Harnett, Frank Daniels, Mary Cardinal, Ralph Johnson, Bill Armour, Tommy Hicks, Andy Daley, Chuck Dent, Red Gillespie, Bill Shepard, Al Jones, Tom Aumann, Bennie Bender, "The Old Man of the Mountain," and Chief White Horse.

THREE RIDERS were injured, one sustaining a broken leg, as contract rodeo, furnished by the JE Ranch Rodeo Company with Col. Jim Eskew directing the arena, opened a five-day stand in Wilmington, Del., August 10, under Junior Board of the Homeopathic Hospital auspices, to more than 10,000 persons. Tommy Linker tangled with a steer and sustained a fractured leg. Pat Plashett sustained a shoulder injury and Pancho Villa a rib injury when he was thrown over a steer's head. Prominent guests included Lieutenant-Governor Edward W. Cooch, Frank Moore and Samuel Lewis. Herbert S. Maddy was general representative and Fog Horn Clancy, assisted by Mrs. William T. Jehnoble, handled the publicity.

THE RECENT fifth annual Maltas, (Mont.) Rodeo played to excellent weather and good crowds, according to Joe

Henderson, who managed and furnished the stock for the event. Other officials were C. A. Tyler, secretary and arena director; H. B. Lund, W. Jaycox and Bill Perry, judges. Rusty Edwards clowned, while Jack Goldberg, assisted by his daughter, Charlotte, did trick riding and roping and fancy shooting. White Rains' act, that of riding a bucking horse on exhibition using a chair for a saddle was well received. Results: Bronk Riding—First day, Ray Torgeson, Louie Petrie, Rex Thill. Second day, Rex Thill, Charley Pierson, Roger Hartsock. Calf Roping—First day, Roy Lewis, Harry Weiselman, Jack Skipworth. Second day, Roy Lewis, Harry Weiselman, Edward Schultz. Bulldogging—First day, Jack Skipworth, Red Phalen, Johnny Hagen. Second day, Jim Billingsley, Harry Weiselman, Louis Petrie.

RECENT Ogden, (Utah) Pioneer Days Rodeo was highly successful with 165 contestants participating, according to Pete Kerscher, arena secretary. The first three days contests were directed by Colborn and Sorenson who furnished the stock. Feature acts were Vern Goodrich, Louis Tindall, Carlene and Gloreen Tindall, trick ropers. Trick riders were Myrtle Compton, Vern Goodrich, Louis and Velda Tindall, and Cherokee Kid. Jaabo Fulkerson clowned. Ted Eider and Hank Darnell were also features. Peter Kerscher was announcer. Harry Rowell furnished the stock for the last three days and the following acts were presented: Trick ropers, Weaver Gray and Monte Montana. Trick riders, Alice Van. Alice Slaty, Dick Griffith, Mr. and Mrs. Monte Montana, John Kessinger and Pauline Nesbitt. Clowns, Homer Holcomb and Jimmy Nesbitt. Abe Leftron was announcer. In addition to these acts, all of the Colborn and Sorenson acts were contracted for the last three days with the exception of Ted Eider, Alice Slaty making the auto jumps for that period. Also included among the acts were Hrum E. Tuttle's famous Dressage Horses. Results: (First contest) Bareback Bronk Riding—First day, Cecil Henley, Hoyt Heffner; Jim Whiteman and Terry Lockyer split third and fourth. Second day, Frank Schneider, Ed Osborne, Mel Stonehouse; Duward Ryan and Hughie Long split fourth. Finals, Cecil Henley, Hoyt Heffner; George Mills, Hughie Long and Ed Osborne split third and fourth. (Second contest): First day, Jonas DeArman, Ed Osborne, Smoky Snyder, Terry Lockyer. Second day, Cecil Henley, Terry Lockyer, Mel Stonehouse; Ray McGinnis and Fritz Truan split fourth. Finals, Terry Lockyer, Jonas DeArman, Cecil Henley; Ray McGinnis and Smoky Snyder split fourth. Cowgirls' Bronk Riding—First day, Margie Greenough, Gene Creed, Peggie Long, Rose Breeden. Second day, Margie Greenough, Gene Creed, Rose Breeden, Alice Greenough. Third day, Gene Creed, Alice Greenough, Rose Breeden, Margie Greenough. Fourth day, Gene Creed, Rose Breeden, Margie Greenough, Alice Greenough. Fifth day, Alice Greenough, Rose Breeden, Gene Creed, Margie Greenough. Finals, Gene Creed, Rose Breeden, Alice Greenough, Margie Greenough. Calf Roping—First day, Roy Mathews, Carl Arnold, Everett Shaw, Al Allen. Second day, Herb Meyers, Buck Goodspeed, Ted Powers; John Bowman and Dick Truitt split fourth. Third day, Buck Goodspeed, Manerd Gaylor, Ted Powers, Everett Shaw. Fourth day, Bob Crosby, Ted Powers, Buckshot Sorrells, Buck Goodspeed, Finals, Dick Truitt, Ted Powers, Herb Powers, Herb Meyers; Buck Goodspeed and Bob Crosby split fourth. Cowboys' Bronk Riding—First day, Earl Thode and Burel Mulkey split first and second; Turk Greenough, Bob Boden. Second day, Turk Greenough, Burel Mulkey, Eddie Jones, Melvin Tivis, Leo Murray, Ken Hargis and Eddie Woods split third and fourth. Third day, Hub Whiteman, Burel Mulkey, Turk Greenough, Cecil Henley. Fourth day, Burel Mulkey, Fritz Truan; Eddie Jones, Buck Davis and Hub Whiteman split third and fourth. Fifth day, Burel Mulkey; Earl Thode, Frank Schneider and Eddie Woods split second, third and fourth. Finals, Burel Mulkey, Hub Whiteman, Eddie Woods, Buck Davis. Steer Wrestling—First day, Rusty McGinty, Everett Bowman, Hub Whiteman, Dick Truitt. Second day, Hub Whiteman and Dick Truitt split first and second; Rusty McGinty, Harry Hart. Third day, Jim Nesbitt, Canada Kid, Red Allen; Tom Shipman and Harry Hart split fourth. Fourth day, Everett Bowman, Hub Whiteman; Tom Hogan and

Tom Breeden split third and fourth. Fifth day, Hub Whiteman; Tom Hogan and Jonas DeArman split second and third; Jim Nesbitt, Finals, Hub Whiteman, Everett Bowman, Jim Nesbitt, Harry Hart. Wild Cow Milking—First day, Dick Truitt, Jonas DeArman, King Merritt, Harry Hart. Second day, King Merritt, R. R. Ingersoll, Dick Truitt, Jonas DeArman, Finals, Dick Truitt, Jonas DeArman, King Merritt, Roy Mathews. Steer Riding—First day, Jim Whiteman; Frank Schneider and Jonas DeArman split second and third; Ken Hargis, Jim McGee; Smoky Snyder and Ross Lund split sixth. Second day, Ken Hargis, Canada Kid; Smoky Snyder and Terry Lockyer split third and fourth. Third day, Shorty Hill; Jim McGee and Jonas DeArman split second and third; Joe Orr, Finals, Ken Hargis, Smoky Snyder; Terry Lockyer and Jim McGee split third and fourth. Wild Horse Race—First day, Bob Boden, Fritz Becker, George McIntosh. Second day, Bob Boden, Red Allen. Third day, Bob Boden, George McIntosh, Red Allen. Fourth day, Albert McEuen, Maurice Laycock, Red Allen. Sixth day, Bob Boden, Ed Osborne, Finals, Bob Boden, Red Allen, George McIntosh, Fritz Becker. Steer Roping—First day, Charles Jones, Bob Crosby, Breezy Cox, Everett Bowman. Second day, Charles Jones, Bob Crosby, Breezy Cox, John Bowman. Finals, Charles Jones, Bob Crosby, Breezy Cox, Buck Goodspeed.

RECENT Prescott (Ariz.) Frontier Days were the best and biggest ever held there and the innovation of night performances added to the pleasure of contestants and spectators alike, according to Grace M. Sparks, secretary. Officials included Henry Aldrich, tie judge; H. R. Wood, Albert List and Pete Grub, timers; Carl Arnold, Breezy Cox and Dick Robbins, judges; Smoky Snyder, barrier man, and Arthur Beloit, starter. Results: Bareback Bronk Riding—First day, Pete Grubb; Ken Hargis and Ross Lund split second and third; Carl Dossey. Second day, Frankie Schneider, Pete Grubb, Shorty Hill; Jimmie McGee and Smoky Snyder split fourth. Third day, Smoky Snyder, Shorty Hill, Carl Dossey, Herschel Downs. Calf Tying—First day, Tommie Rhodes, Richard Merchant, Hugh Bennett; Breezy Cox and Jake McClure split fourth. Second day, Arthur Beloit, Lawrence Conley, Buckshot Corrells, Richard Merchant. Third day, Breezy Cox, Jake McClure; Asbury Schell and Tommie Rhodes split third and fourth. Fourth day, Rex Glenn, Jake McClure, Arthur Beloit; Tommie Rhodes and Roy Adams split fourth. Finals, Richard Merchant, Tommie Rhodes, Marion Getz-mer, Roy Adams. Bronk Riding—First day, Pat Woods, Ken Hargis, Pete Grubb, Bill Chick. Second day, Pete Grubb, Bill Chick; Ross Lund and Perry Henderson split third and fourth. Third day, Frankie Schneider, Pat Woods, Ken Hargis, Dutch Van Brunt. Fourth day, Frankie Schneider, Ken Hargis, Pat Woods, Ken Hargis, Dutch Van Brunt. Fourth day, Frankie Schneider, Ken Hargis, Pat Woods, Perry Henderson, Finals, Pat Woods, Ken Hargis, Frankie Schneider, Perry Henderson. Single Steer Roping—First day, Arthur Beloit, Jake McClure, Emmett Gill, Mike Stuart. Second day, Carl Arnold and Asbury Schell, split first and second; Tommie Rhodes, Roland Curry. Third day, Asbury Schell, Manerd Gaylor, Lawrence Conley, Roland Curry. Fourth day, Dick Robbins, Breezy Cox, Jake McClure, Mike Stuart, Finals, Mike Stuart, Jake McClure, Carl Arnold, Asbury Schell. Team Roping—First day, John Rhodes and Tommie Rhodes, Breezy Cox and M. Altomorano, Lawton Champie and Lee Barkdoll, Jake McClure and Roy Adams. Second day, Rex Glenn and Kenneth Gunter, Asbury Schell and Richard Merchant, Arthur Beloit and Jake McClure, Buckshot Sorrells and John Rhodes. Third day, Arthur Beloit and Jake McClure, Emmett Gill and Girard Davis, George Cline and Hugh Bennett, Arthur Beloit and Carl Arnold. Fourth day, Carl Arnold and Dick Conley, Wid Fuller and Asbury Schell. Roy Adams and Bob Kane, Rex Glenn and Kenneth Gunter. Finals, Mike Stuart and Adolph Gill, Arthur Beloit and Carl Arnold, Buckshot Sorrells and John Rhodes. Jake McClure and Roy Adams. Steer Bulldogging—First day, Breezy Cox, Hugh Bennett, Hugh Clingman, Buckshot Sorrells. Second day, Hugh Bennett, Buckshot Sorrells, Hugh Clingman, Breezy Cox. Third day, Hugh Clingman, Buckshot Sorrells, Frankie

Schneider, Hugh Bennett. Fourth day, Hugh Bennett, Hugh Clingman, Buckshot Sorrells, Frankie Schneider. Finals, Hugh Bennett, Hugh Clingman, Buckshot Sorrells, Breezy Cox. Steer Riding—First day, Jimmie McGee, Pat Woods, Frankie Schneider, Smoky Snyder. Second day, Smoky Snyder, Shorty Hill, Al Hayes, Frankie Schneider. Third day, Smoky Snyder, Pat Woods, Al Hayes, Shorty Hill. Fourth day, Jimmie McGee, Bud Cook, Frankie Schneider, Smoky Snyder.

DRESSING ROOM

(Continued from opposite page) thony opened a can of warm ale by mistake and nearly became drowned. Allen Stabler left show at Philadelphia to play vaudeville. Jimmie Davison's dog walked away without his holdback. Charles La Mont, cowboy, has joined. Mrs. Max Gruber has returned from a visit to Atlantic City. Mary Kinko has a new Irish piano, in other words, a washboard. Gus Bell is doing a somersault over an elephant. Gus and Betty Bell and Frank Shepard have joined the Jimmie Arbaugh flying act and act goes over very big. Well, as I have to paint the windows in the Ford car, will buzz off for now.—KINKO.

COLE BROS.—Heading the notes of interest this week is the remarkable team work of Fred Delmont and Joe Short. They dress out of the same trunk, pal together on and off, smoke same brand of cigars and talk of the old days. Albert Bernard still practicing juggling of lighted matches. Just found out what he is trying to do—toss a lighted match over his shoulder and catch it with his mouth. Good thing he has no mustache. Art Lind is heading a new club, "The Will Power Crusaders." The boys are being lined up against smoking cigarettes. Quite a gang in line so far. Several pipes have sprung up, but no one has substituted snuff yet. Lind takes time out to train the dog to sit on his hind legs. Gladys Wyckoff scoring big with the highest of all our jumps, John standing by.

Bits here and there: What's in Percy Smith's fire safe tray? Carl Lassiter reminds one of a walrus taking a bath. Harold Voise in a bathing suit all day. Clyde Beatty tapping a whip; wife hanging up some wash. Horace Laird in slacks (very slack). Van Wells, the cop clown, is okay, but would be better if he had a big belly. Delmont trying on a clown suit one of the boys left him. Zopple troupe devouring watermelons. Indians are huddling in their top smoking long pipes of peace, or pieces of pipe. Roland Hebler trying to locate a grassy spot for his nap.

Bobbie Bumps standing up on his cart in the parade, instead of sitting down. Happy Kellum in a fur coat, as hot as it is. Sprinkling wagon busy in the back yard. Jimmie Foster unrolling a new rope for Wild West. Ken Maynard in his white suit on the dustiest lot. Mal Bates examining a trunk lock to be repaired. Roy Deisler looking for a stake to drive down his rack. Ground is rather hard today. Bill Harddig arranging credit for Beatty and the writer at Harold's stand. Oh, yes, he won one bet so far on baseball.

Albert Powell sitting on his trunk, dreaming about the past, present or future. Bill Rice combing out his whiskers for the fire house gag, I mean sluggers. Gonzella patching one of the bull suits for the dogs. Most everybody wearing sun glasses, making it hard to tell who's who. Some boots and hiking outfits in sight. Must be afraid of rattle snakes. Albert Fleet pumping up the balls for seal act, also selling baseball pool tickets to the ones who hope to win before they reach a hundred. Reno McCree crushing a derby hat when he should be combing his bushy hair. The Leaning Tower of Pisa (the water cooler). Ben Mohamed kicking over a bucket. Maybe his feet need washing anyway, which reminds me that I'll just have time to wash mine before the call goes.

EMMETT KELLY.

RODEO

Sept. 16, 17, 18, 19

HAWKINS STADIUM

ALBANY, TROY ROAD,
ALBANY, N. Y.

\$1,000 Purse Guaranteed,
C. B. PAUL, Jr., Mgr.
Operated by New York State Rodeo
Assoc., Inc.

Benefit Ivan Crofto, Troy, N. Y.
JIM ESKEW, Arena Director.

Midway Big Draw At Cloverdale Fete

CLOVERDALE, Ind., Aug. 21.—Altho handicapped by having two State roads in the vicinity closed for repairs and four other events within a radius of 18 miles, annual Cloverdale Picnic on July 29-31 under American Legion auspices was one of the largest and best three-day event ever presented here, according to H. O. Hurst, chairman. Enlarged midway was filled to capacity each night.

Rides, shows and concessions were booked independently. Lineup included three rides furnished by F. E. Gooding Amusement Company, John Cushing's Animal Show, Lynn Jones' Snake Show and Fred Stire's Bear Wrestling and Wax shows. Ray Pefley had bingo, and three cockhouses were operated by Joe Gardner, Albert Miller and William Cookson. About 30 independent concessions rounded out the midway. The St. Julians were free attraction, with Cloverdale Band furnishing music and Gilbert Bros. operating public-address system.

Beginning the first day and continuing each half hour during event, gifts of merchandise and cash were given away by merchants and the Legion. Large bills advertising the event carried advertisements of almost all local merchants, giving sponsors a nice sum to spend for free attractions.

Labor Day Celebration

Monday, September 6. WANTED SHOWS, RIDES, CONCESSIONS.

LEE ROY MUSGRAVE

1466 Liberty Ave., Terre Haute, Ind.

HIGH AERIAL ACT

At Liberty for LABOR DAY WEEK

Address

A. E. SELDEN,

Care The Billboard, Cincinnati, O.

WANTED

Balloon Ascensions, Concessions and Shows, Rides and Free Acts,

FRANCESVILLE FALL FESTIVAL

SEPTEMBER 2, 3 and 4

ERNEST E. SMITH, Francesville, Ind.

FOR PARKS, FAIRS AND CELEBRATIONS

BALLOON ASCENSIONS

PARACHUTE DROPS

Open for Southern Fairs and Celebrations.

JACKSONVILLE BALLOON CO.

Jacksonville, Ill.

CENTENNIAL & HARVEST FESTIVAL

LIZTON, INDIANA

(JOYNT. U. S. 34 and IND. 39)

WANT: Concessions, Good Shows and few Free Acts.

DATE: SEPT. 30th, OCT. 1st and 2d

Write K. O. KINOVID, Chairman, Lizton, Ind.

WANTED

FOR BROOKSTON STREET FAIR & HORSE SHOW,

SEPTEMBER 15-16-17-18

Good Acts, Shows, Concessions.

S. M. WYNKOOP, Sec., Brookston, Ind.

WANTED

GOOD, CLEAN CARNIVAL FOR

JEFFERSON FALL FESTIVAL AND FAIR

November 17-18-19-20

Sponsored by Garden Club and National Guard.

Write or wire at once. No collect wires.

R. M. SHANNON, Jefferson, S. O.

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.

Rates Reasonable.

R. E. RICHWINE, Pres., Grangers' Picnic Assn., Mechanicsburg, Pa.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Michigan Oil Expo Acts Draw Heavily

DETROIT, Aug. 21.—Third annual Michigan Oil and Gas Exposition, closing on Sunday after six days in Mount Pleasant, Mich., drew estimated attendance of 50,000, about 15,000 over last year, with the best day on Sunday, when 15,000 were on the grounds, said Secretary H. B. Lidstone. This event is taking rank as a major annual, held on the old fairgrounds. Show was opened by Governor Murphy, who made the trip from Lansing and back by airplane.

Attractions included Happyland Shows on the midway, with 10 rides, 10 shows, 60 concessions and five cockhouses, all doing good business. Howard Anfenger's Noah's Ark was also on the midway.

Grand-stand show nightly, produced by Henry Lueders' United Booking Office, included Pink's Comedy Animals; Al and Jean Johnson, xylophonists; Bert Nagle and Girls; Ah San Lu; Rochelle Trio; Gautsch and Sounen, dance team; Hadji Baba and Company, illusion; Mile. Juliette, singer; John and Jory Armstrong, equilibrist; Great Ardell, high pole; Sam and Jenny Armstrong, comedy blackface; Ballet of 18; Rhythmeers, 10-piece orchestra, and Harry Henri, emcee. Displays were by Hudson Fireworks Company.

Outstanding surprise was the size of exhibits, with 150 exhibitors represented and displays running into hundreds of thousands in value. About 4,000 feet of display space in buildings and tents along display streets were used.

Big Crowds Visit Magnolia

CANTON, O., Aug. 21.—Annual two-day Home-Coming and Fall Festival, sponsored by Magnolia Band at near-by Magnolia, was one of the most profitable yet held. Crowds jammed the midway. An amateur contest, band concerts; Les Seery and partner, roller skaters; and Jewell, the magician, were on the bill. On the midway were Secacum Park rides, No. 2 unit; Eli Wheel and Kiddie ride; Howard Peters, scales and ball game, Blackie McMaisters, pop corn, and Richey Russell's refreshments, three units, and several independent booths. Event was in the village park.

Miller Booked at Kaukauna

KAUKAUNA, Wis., Aug. 21.—Miller Amusement Enterprises will furnish five rides and free acts have been booked thru "Rusty" Hagen Booking Agency for a celebration here, sponsored by International Brotherhood of Pulp and Paper Makers Locals, reports Chairman Jerry Kain. Merchandise awards will be made. Event is being advertised in picture houses and by means of sound truck.

Ford City Will Celebrate

KITTANNING, Pa., Aug. 21.—WLS National Barn Dance unit, pole and animal acts and fireworks will be featured at celebration on Ford City, (Pa.) Fairgrounds, under auspices of Armstrong County Central Labor Union, said Secretary Luke Brett. Program will also include parade, contests and merchandise awards.

"Saw Your Ad"

KAUKAUNA, Wis., Aug. 21.—"We want to thank The Billboard for the wonderful results from our recent advertising. Thru it we booked five rides and our free acts. Nearly all cards and letters received read, 'Saw your ad in The Billboard,' and we wish to thank the many individuals, acts, independent rides, carnival companies, concessioners and show people for their letters."—JERRY KAIN, International Brotherhood of Pulp and Paper Makers Locals' Labor Day Celebration.

Cullom Homecoming Clicks; Pro Attractions on Midway

CULLOM, Ill., Aug. 21.—Favored with excellent weather, 49th annual Homecoming Celebration here on August 13-14, had good crowds. There was a decrease in attendance during the day, but sponsors wound up with a profit.

Midway features included three rides furnished by Miller Amusement Enterprises and independently booked concessions. Free acts, including Cress Troupe, Carl Thorson, Stevens Bros. and Bear; Les Truins and Continental Four were booked thru F. A. Gladden. Happy Jack clowning and emceed a platform show.

Event was financed thru donations from business men and concession receipts.

Wixom Has New Features For His Lumberjack Picnic

DETROIT, Aug. 21.—At the Sixth Annual Lumberjack Picnic on August 25 in Edenville, Mich., under sponsorship of Frank I. Wixom, former circus proprietor who makes his home there, new features will include dedication of Lumberjack Monument; probably by Governor Murphy; exhibit of 32 cages of animals and opening of the third museum on the grounds, housing, in part, Pawnee Bill's collection of Indian relics. Lumberjack vaudeville and music, with typical woodmen's recreational events, will continue as in past years.

Event is given for benefit of local churches. Last year's turnout fed 23,000 and this year's is expected to feed 30,000. This number represents about half the number present, as most of them bring their own food. Clyde Wixom, former Detroit theater manager, and a son of Frank I. Wixom, is expected to be present.

Even Break in Barnesville

BARNESVILLE, O., Aug. 21.—Because no carnival was booked, committee for Home-Coming Celebration here on August 8-14, sponsored by the Business Bureau, found difficulty in keeping event moving at a fast pace, said Chairman Fred R. Graves, who also reported the celebration broke even. Outside of fireworks, several radio acts and dancing on the park plan, program was devoted to nonprofessional activities such as cattle show, water battles, contests, parades, merchants' drawings and band concerts.

Grove Shows at Lapel, Ind.

LAPEL, Ind., Aug. 21.—Mardi Gras here on August 9-14, under auspices of American Legion and Merchants' Baseball Team and managed by Doc Stoddard, was a financial success, reports Francis L. Miles. Grove's Shows, with seven rides, five shows and concessions were on the midway, together with free attractions.

HELP This Department by Telling Committees About It.

Well Spent

EVERETT, Pa., Aug. 21.—"The money we spent with The Billboard for advertising our celebration did us a lot of good and results were well worth the money spent."—E. L. NEWHOUSE, Chairman Firemen's Celebration.

Pro Attractions Big Aid At Montevideo, Minn., Fete

MONTEVIDEO, Minn., Aug. 21.—Professional entertainment played a prominent part in success of a celebration here on July 2-5, under auspices of Junior Association of Commerce. Event, a non-profit enterprise, staged for the purpose of selling the city to surrounding territory, made no charge for general admission. Grand-stand seats sold for 25 cents.

Event opened evening of July 2 with a dance and floor show in armory, Jay Gould's Orchestra furnishing music. On July 3 and 4 program opened with balloon ascension by Luther Dennis, followed by parade, band concerts and Bernice Kelly's Circus Revue on the fairgrounds, including Bernie and Joe, aerial act; LaTall Sisters, dancers; Jack Klippel's clowns and animal and novelty circus acts. Shows, rides and concessions were on the midway. Evening program featured Jay Gould's stage spectacles, followed by fireworks.

Program on July 5 was devoted to aquatic contests, baseball games, band concerts and boxing exhibitions.

Centennial for Aurora, Ill.

AURORA, Ill., Aug. 21.—This city is making preparations for a seven-day centennial celebration, with parades, exhibits and amusement attractions. Alan Erlenborn is president of the committee and Howard N. Yates is secretary. One of the features will be a pioneer village on an island in the Fox River. There will be an extensive home products exhibit in Burlington car shops. Parades and pageantry dealing with local history will play an important part. Among entertainment features will be Everett Johnson's band, a Clyde S. Miller rodeo, Royal Zouaves and a band of Indians.

Shows Do Well in Cheyenne

CHEYENNE, Wyo., Aug. 21.—With ideal weather and large attendance, Western States Shows with 14 rides and 16 shows had a good stand at Frontier Days here on July 28-31. Entertainment, exclusive of rodeo, included a pageant with 1,150 participants; Rosita Royce Dancers; crowning of Miss Frontier Days by Wallace Beery, and two big parades depicting advance of Western civilization and transportation. On opening day The Denver Post ran a special train with 500, Art Trout was chairman of the general committee, with Robert D. Hanesworth secretary. Night show committee consisted of N. H. McDowell, chairman; Walter Nelson, secretary; John C. Pickett and Charles Hughes.

Midway Features Booked For National Cattle Show

FORT DODGE, Ia., Aug. 21.—National Beef Cattle Show here will have Greater American Shows with 10 rides, 8 shows and 35 concessions on the midway, while free acts, booked thru Station WHO Artists' Bureau, will include clown act, balloon ascension, girl revue and Crewe Kids, with Karl King's Band furnishing grand-stand music, reports Secretary S. P. Stump. Show is being financed thru sale of season tickets.

Other features will be cavalry performances, public wedding, amateur pony, horse and wagon races, jallopy derby, 4-H Club, machinery and merchandise exhibits, cooking school and meat-cutting demonstrations.

Good Profit in Everett, Pa.

EVERETT, Pa., Aug. 21.—Celebration here on July 17-24, sponsored by the fire department, had the Atwoods as free attraction and independent concessions on the midway, said Chairman E. L. Newhouse, who reports the event was financial success both for concessioners and committee, receipts totaling \$2,500.

Why Not Indoor Exposition Circuits?



THE major winter amusement of an outdoor nature, outside of the South, is provided mainly by indoor circuses. Occasionally there is an indoor exposition or celebration with carnival, circus and fair features, and some automobile shows, too, have amusements, but not so much outdoor as indoor and considered of secondary importance. But in the case of the indoor circus, this form of amusement has been presented regularly for years and years and its popularity is just as great today as it ever was, if not more so, the same as the circus under canvas. Sponsored by a live committee and handled properly, the indoor circus never fails to register both artistically and financially when general business conditions are favorable.

In most cases in the distant past an indoor circus was held for a week in a city and then disbanded until the following year. Each promoter seemed to be satisfied with one show annually. Of late years this policy has been changing, with a promoter holding two, three and even more shows during a winter, some of the dates running consecutively and others several weeks apart. In the case of consecutive dates, the program and personnel are only slightly changed, thereby reducing the operating cost. Not only that, but of late years there has come into existence the organized circus unit appearing under auspices week after week during the whole winter and under canvas in the spring, summer and fall. This has made for an even lower operating cost. And from the way things look now the coming winter is going to be a very active one from the indoor circus standpoint both for the show that plays either one or more engagements and the organized traveling unit.

All of this growth, of course, is due to the popularity of the indoor circus and the fact that managers of auditoriums and convention halls are more and more beginning to learn that nice revenues are realized from such shows. At the same time it means more employment for executives, staff men, performers, clowns, bandmen and others who follow show business—and that makes for greater prosperity all around.

Reducing the Cost

Indoor expositions or celebrations with carnival, circus and fair features, as said above, have been few in number in years gone by compared with indoor circuses. In some cases they have been successes for their promoters, in others failures, and where they were failures it probably was because of being staged either in a haphazard manner or the overhead was too great for a single engagement. Here is where the indoor exposition promoter might take a lesson from the indoor circus promoter. If the tendency in the indoor circus field is toward more than one engagement annually for the promoter there must be a reason, and that reason no doubt is the reduced operating cost by having two, three or more shows either running consecutively or a few weeks apart. The thing then for the indoor exposition promoter to do, it would seem, is to emulate the indoor circus promoter by reducing the cost of operation thru having more than one show and having the dates run consecutively or as near together as possible. Better still, it seems, would be the establishment of circuits by indoor exposition promoters in different sections of the country, the dates to run consecutively and to be played by organized units, with only the products of local exhibitors, and in some cases promotions, being different.

There are hundreds of people following carnival, circus and fair work that would be available for winter engagements, and while all amusement features

found with these enterprises would not fit in with this indoor work, there is a sufficient number available to make a larger number of traveling units.

Just as Popular as Circus

Many types of summer carnival and fair amusement are just as popular as the circus, and there seems to be no reason why, if handled properly in auditoriums and convention halls, they should not draw just as well as the indoor circus.

Take Bertram Mills' Olympia Circus in London, for instance. Here is a combination of circus, fair, exposition and carnival forms of amusement, something surely to suit each patron's taste, and the fact that it has been running for about six weeks each winter for a number of years speaks for itself. While not on as expensive a scale, similar shows are held annually in the winter time in other foreign countries—and successfully where properly handled. Maybe some wide-awake promoter is overlooking a good bet along this line, to run for a like period of time, in our own large cities.

There are scores of cities, however, where such shows of the duration of London's would not be possible, and these are the ones we have in mind for the suggested indoor exposition circuits.

Milwaukee Surplus Tapped

MILWAUKEE, Aug. 21.—Expenses for Milwaukee's Midsummer Festival totaled \$29,759.99 with \$31,465.92 in total funds available, according to Otto R. Hauser, secretary. All of the \$15,725 contributed by the county board and at least \$5,000 of the surplus remaining from the 1936 festival will be needed to cover the cost of this year's event, it was reported.

Show Blamed for Loss

HOT SPRINGS, S. D., Aug. 21.—Water Carnival and Race Meet, sponsored by the people of Hot Springs, this year suffered a loss of \$1,500, according to Secretary W. E. Parks. He attributes this to a platform show which he claims was very weak compared to the attraction originally contracted. "We have been putting on good shows for the last 10 years, but the one this year will be hard to live down," he says.

Shorts

CARNIVAL amusements will be a feature of National Antietam Celebration, Hagerstown, Md.

JERRY D. MARTIN, trapeze performer, who recently closed with Clint's Exposition shows as free attraction, is being booked thru Klein's Attractions at fairs and celebrations.

WIS BARN DANCE has been booked for Upper Wisconsin Old Settlers' gathering to be staged at Lake Nebagamon by the Chamber of Commerce.

SENSATIONAL WISHARDS, after a successful engagement at Downington (Pa.) American Legion and Veteran of Foreign Wars Celebration, played a celebration in Pitman, N. J., to be followed by a week in Willimantic, Conn.

GREENVILLE (Miss.) Lodge of Elks contracted with Gruberg's World's Exposition Shows for an Elks' Fall Festival.

FOUR RIDES, operated by Charles Miller and 10 concessions handled by local Commercial Club made up the midway at the recent Homecoming Celebration in Constantine, Mich. Fireworks were presented nightly.

FEATURES at the Reno-Rice County Old Settlers' Picnic on August 12-13, at Nickerson, Kan., included Sterling Harmonizers and Charles Brodbeck Carnival Company.

SKERBECK Amusement Company will furnish shows, rides and concessions

and Bink's Circus Revue will be free attraction at a New London, (Wis.) celebration.

IN OUYAHOGA FALLS, O., carnival and free acts will be features at the 125th Anniversary Exposition, announced L. J. Callinan, manager of the non-profit event, being sponsored by the Board of Trade to advertise the city.

WELLSTON (O.) city officials, Chamber of Commerce and Rotary and Lions Clubs are combining to sponsor a three-day celebration honoring the city's 60th birthday anniversary.

WEST COAST SHOWS

(Continued from page 68)

of Flea Circus landed a swell story. Al Compton enlarged his sideshow and added Ernestine Howard, armless girl, and G. A. Montgomery, human pincushion. Sideshow with these additions has been topping midway among shows. Clark Wiley is giving him a close run with motordrome. Clark purchased two new machines and putting on a real daredevil show. He also inaugurated Friday night amateur show, in which home town riders have their chance at perpendicular walls. Wonderland Show owned by writer has been repainted inside and out. Ralph and Lillian Lacey are back with the show bringing their radio store and ball game. Mr. and Mrs. M. E. Fredrickson with their daughters, Marie, Dorothy and Genevieve also joined, operating cigarette shooting gallery, Marie selling tickets on athletic show, and Fredrickson working on Lindy-Loop. Eddy Flynn added girl waiters in midway restaurant. Mrs. Ruby Dennington and Mrs. Dorothy Marcher are now attending to wants of cookhouse patrons. Ray Blankenship, general agent of Russell Bros. Circus frequent visitor. Justus Edwards, contracting press agent, with circus also a visitor at Bremerton. First wedding of season was celebrated at Bremerton. Hans Peter (Swede) Marcher and Dorothy Bauch were principals. "Swede" is Loop-O-Plane operator and Dorothy is with cookhouse. Harry Gordon, general agent, is back on show again. Ed. Smithson keeps Eli Wheel filled with banners. Fred Rapp of concession row was forced to leave show. He contracted a case of tuberculosis and is returning to San Francisco where he will make arrangements to enter a sanitarium. W. C. (Spike) Huggins made a trip to attend funeral of W. A. Linklater, secretary of fair at Puyallup, Wash. FAY RIDENOUR.

Fairly-Martone Shows

Thief River Falls, Minn. Pennington County Fair ended August 23. Weather and business, good.

This fair as usual proved one of best of shows' circuit despite handicap of battling swarms of mosquitoes that infested entire countryside. It was misery to work and miserable to patrons of fair, but all took it with chins up and a good week's business resulted. Management of show did everything possible to combat onslaught of pests. Johnny Beem, lot superintendent, placed "smudges" at intervals over lot and had a crew of men spraying continuously in every top on midway. Dan McGowan, secretary of Grand Forks (N. D.) Fair, and party visited. Other visitors: L. E. Scott and J. R. Johnson, members of Swift County Fair Association, Appleton, Minn., and Ernie Young, whose revue played grand stand. Tommy Martin, of cookhouse, was taken to hospital, suffering from stomach trouble, where he will remain for several days. Rush Morgan left to play

picnics with a girl show, and was replaced by Pat Sutherland, who will manage Paris attraction. BRUCE BARHAM.

McClellan Shows

Jonesboro, Ark. Week ended August 14. Location, Cole Park. Auspices, firemen. Free gate. Weather, hot. Business, fair.

Everything up and going on scheduled. Business increased each night. Saturday lot was packed and everybody spent freely. Roy Zumwalt, of Veterans Hospital, Memphis, spent week visiting on show. Bob Morelock, of Vernon Shows, visited with friends. Mrs. Whittle Pratt is confined to her bed because of sickness. Big Boy Hutson, of Ridee-O, is laid up with a sprained back. Allyce Fallon was called home because of her baby's illness. Mr. and Mrs. Whittle Danley gave a duck dinner for friends. G. R. Jewell, of lead gallery, reports a good week. General Manager Roy Goldstone in Little Rock on business. Corn game had all seats occupied until late hours. Panel front has been decorated with name of show in silver lettering. L. OPSAL.

Art Lewis Shows

St. Hyacinthe, Que. Week ended August 9.—Fair. Weather, rain every day, 200 free acts on midway. Twenty-five-cent gate day and night. Business, only fair.

Regional Exhibition was marred by rain every night. Sun shone brightly every afternoon. William Gorman and Al Rogers left, first to act as manager of new Art Lewis unit, Lewis Modern Midway Shows, which have been long in the framing and were brought to a final climax and opened at Mechanicville, N. Y., Monday, August 16. General Agent S. A. (Bill) Kerr will divide his time between two organizations. Hon. E. Suave, M. P., and family were honored guests. DICK COLLINS.

TWO REAL SPOTS

You Can Play Both
Lackawanna Co. Firemen's Convention,
New Milford, Pa., September 3, 4, 5, 6
Harford, Pa., Fair, September 1, 2, 3
Legitimate Concessions and Shows. Reasonable rates.
Write or wire F. EUGENE SYKES, Harford, Pennsylvania.

ONE DAY STAND

For Rides, Amusements, etc. Fifth Annual
National Brands Picnic, September 28
1936 Attendance 40,000
Interested parties write.
M. K. ALLEN,
Box 67, Athens, O.

WANTED CARNIVAL

—for—
American Legion Fall Festival
To be held in Paintsville, Ky., the week of
September 18, 1937.
Call or write G. R. COOPER, Chairman Entertainment Committee, Paintsville, Ky.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

AMERICAN LEGION FAIR AND INDUSTRIAL EXPOSITION

HOWELL, MICH., AUGUST 31-SEPTEMBER 4

Wanted—High and Sensational Free Act. Can place legitimate Concessions of all kinds, and any other worth-while Attractions except Rides. Nothing but fair and square games will be allowed to operate. Price, \$2 a foot. Address BARR J. HOOVER, Chairman of Committee, Howell, Mich.

1937 FAIR DATES

ALABAMA
Alexander City—E. Ala. Fair Assn. Oct. 18-23. Lewis B. Dean.
Andalusia—Covington Co. Fair. Oct. 26-30. Thos. F. Littlejohn, mgr.

BOISE—Western Idaho State Fair. Aug. 25-29. Ed J. Sprout, mgr.
Blaine—Blaine Co. Fair. Aug. 30-Sept. 2. B. F. Mahoney, DeLoe, Ida.
Filler—Twin Falls Co. Fair & Rodeo. Sept. 7-10. Thomas Parks.

ILLINOIS
Aledo—Mercer Co. Fair. Sept. 14-18. W. W. Warrick.
Anna—Anna Fair. Aug. 23-27. J. F. Norris.
Antioch—Antioch Country Fair. Aug. 26-28. Charles G. Paddock.

MENTONE—Mentone Community Fair. Aug. 25-28. Leroy Norris.
Monticello—Watts Co. Fair. Aug. 25-28. Charles G. Freeman.
Princeton—Gibson Co. Fair Assn. Aug. 30-Sept. 4. H. W. Reinhart.

Garnett—Anderson Co. 4-H Fair Assn. Aug. 28-29. Fred L. Coleman.
 Girard—Crawford Co. Fair Assn. Aug. 31-Sept. 3. Mrs. Ella Schneider.
 Glasco—Cloud Co. Fair. Sept. 8-11. R. M. Sawhill.
 Goodland—Northwest Kan. District Free Fair. Aug. 24-27. H. R. Shimeall.
 Greensburg—Klawa Co. Fair Assn. Sept. 14-17. E. D. Broadbrooks.
 Hartner—Barber Co. Fair Assn. Aug. 31-Sept. 3. J. M. Molz.
 Harper—Harper Co. Agr. Fair Assn. Third week in Oct. R. E. Dreiser.
 Havenville—Havenville Comm. Fair Assn. Sept. 24-25. F. C. Tulcy.
 Hill City—Graham Co. Free Fair. Aug. 31-Sept. 2. Earl F. Stout, Studley, Kan.
 Hillsboro—Marion Co. Fair Assn. Oct. 5-8. Lson H. Harms.
 Holcomb—Finney Co. Fair. Oct. 7-8. A. E. Cook.
 Horton—Tri-County Fair Assn. Sept. 8-10. H. W. Wilson.
 Hugoton—Stevens Co. 4-H Fair. Oct. 14-16. E. W. Fair.
 Hutchinson—Kansas State Fair. Sept. 18-24. S. M. Mitchell.
 Independence—Montgomery Co. Farm Bureau Fair Assn. Sept. 1-4. Mrs. Guy Kidd.
 Iola—Allen Co. Agr. Soc. Aug. 24-27. Roy Kincaid—Kincaid Farmers' Fair Assn. Sept. 29-Oct. 1. W. R. Brown.
 Kingman—Kingman Co. Fair Assn. Oct. 13-18. Arthur Goerner, Zenda, Kan.
 La Cygne—Linn Co. A. Fair & Stock Show. Aug. 31-Sept. 3. Paul W. Keith.
 Lane—Lane Agr. Fair Assn. Aug. 27-28. Harry T. Jordan.
 Lindsborg—Lindsborg Dist. Fair Assn. Oct. 22-23. Dr. E. J. Jones.
 McDonald—McDonald-Rawlins Co. Fair Assn. Sept. 14-17. Dr. M. N. Miller.
 Meade—Meade Co. Fair Assn. Aug. 26-28. Agnes W. Todd.
 Mound City—Linn Co. Fair Assn. Sept. 7-10. James W. Walsard.
 North Topeka—Indian Creek Grange Fair. Oct. 17-18. Mrs. J. A. Owen.
 Norton—Norton Co. Fair Assn. Sept. 7-10. Jean W. Kissell.
 Onaga—Pottawatomie Co. Fair Assn. Sept. 21-Sept. 23. L. Haughawout.
 Oswego—Lettete Co. Free Fair. Aug. 30-Sept. 4. Joe A. Carpenter.
 Ottawa—Franklin Co. Agr. Assn. Aug. 30-Sept. 3. E. Lister.
 Overland Park—Johnson Co. Fair. Sept. 13-18. W. D. Fleming.
 Rush Center—Rush Co. Agr. & Fair Assn. Aug. 31-Sept. 3. L. E. Dixon.
 Sallina—4-H Club Fair. Sept. 1-3. S. L. Sonders.
 Sedan—Chautauq Co. Free Fair. Oct. 7-9. Carl Ackerman.
 Silver Lake—Silver Lake Fair Assn. Sept. 2-4. Richmond M. Enochs.
 Smith Center—Smith Co. Fair Assn. Aug. 31-Sept. 3. L. Plaster.
 Stafford—Stafford Co. Fair. Aug. 31-Sept. 3. E. B. Weir.
 Stockton—Rooks Co. Fair. Aug. 31-Sept. 3. Carl Bray.
 Sylvan Grove—Sylvan Grove Agr. Fair Assn. Sept. 28-Oct. 1. Ira O. McKay.
 Thayer—Thayer Home-Coming Picnic & Fair Assn. Sept. 1-3. H. M. Minnich.
 Tonganoxie—Leavenworth Co. Fair Assn. Sept. 2-4. Walt Nieberger.
 Topoka—Kansas Free Fair Assn. Sept. 13-18. M. W. Jencks.
 Uniontown—Bourbon Co. Fair Assn. Aug. 24-27. W. A. Stroud.
 Valley Falls—Jefferson Co. Fair. Sept. 8-10. Bert W. Booth.
 Wakeley—Trego Co. Free Fair. Aug. 24-27. Willis S. Spitsnaule.
 Washington—Washington Co. Fair. Sept. 16-18. L. E. Sawin.
 Watson—Shawnee Grange Fair. Sept. 10-11. Roy E. Lewis, B. I. Bryerton, Kan.
 Wellsville—Wellsville Picnic Fair. Sept. 9-10. Carl C. Warnock.
 Wetmore—Wetmore Free Dist. Fair Assn. Sept. 26-28. W. A. Eusenbark.
 West Mineral—Mineral District Free Fair. Sept. 8-11. J. Thompson.
 Wichita—Kansas Natl. Live-Stock Show Assn. Nov. 8-12. Dan C. Smith.
 Winfield—Cowley Co. Fair Assn. Oct. 12-15. G. B. Woodell.

KENTUCKY

Alexandria—Alexandria Co. Fair. Sept. 4-6. J. W. Shaver, 325 York st., Newport, Ky.
 Bowling Green—Warren Co. Fair Assn. Sept. 1-4. W. H. Richeson.
 Carlisle—Nicholas Co. Agr. Fair. Sept. 8-11. Carrollton—Garrall Co. Fair Assn. Oct. 12-18.
 Paul B. Williams.
 Cave City—Cave City Free Fair. Sept. 22-25.
 Franklin—Simpson Co. Fair. Oct. 21-23. Cyril D. Duncan.
 Fulton—Fulton Co. Fair Assn. Sept. 22-25.
 John R. Wade, Trenton, Tenn.
 Germantown—Germantown Fair. Aug. 25-28. C. D. Asbury, Augusta, Ky.
 Hartford—Ohio Co. Fair. Sept. 9-11. American Legion.
 Hodgenville—LaRue Co. Fair. Sept. 1-3. A. V. Kennedy.
 Lexington—Lexington Colored Fair Assn. Aug. 22-28. Jno. B. Caulder.
 Louisville—Kentucky State Fair. Sept. 13-18. H. S. Cleveland.
 Owensboro—Owensboro Show. Sept. 8-10.
 Richmond—Madison Co. Agr. Fair. Sept. 22-24. G. L. Borders.
 Russellville—Logan Co. Fair. Sept. 9-11. A. D. Mansfield.
 Smiths Grove—Smiths Grove Fair Assn. Sept. 8-10. U. R. Radall.
 Smerston—Pike Co. Fair Assn. Aug. 24-27.
 Beecher Smith Jr.
 Springfield—Washington Co. Fair Assn. Aug. 28-29. Joseph Pollin.
 Stamping Ground—Stamping Ground Fair. Sept. 23-24. Ivan Jett.
 Warsaw—Gallatin Co. Fair Assn. Sept. 29-Oct. 1. Wm. T. Straw.

LOUISIANA

Alexandria—Rapides Parish Fair. Oct. 7-9. B. W. Baker.
 Arcadia—Blenville Parish Fair Assn. Oct. 19-20. E. R. Heaster.
 Baton Rouge—East Baton Rouge Parish Fair. Oct. 3-6. Irvin J. Heath.
 Centerville—St. Mary Parish Fair. Oct. 9-10. Grace Barras.

Clinton—East Feliciana Parish Fair Assn. Oct. 21-23. W. F. Kilne.
 Colfax—Orleans Parish Fair Assn. Oct. 11-16. Miss Odella Powell, New Verda, La.
 Coushatta—Red River Parish Fair. Oct. 6-9. P. L. Collins.
 Covington—St. Tammany Parish Fair. Oct. 8-11. Ralph N. Menestre.
 De Ridde—Assumption Parish Fair Assn. Oct. 12-16. O. J. LeDoux.
 Donaldsonville—South La. State Fair. Oct. 10-17. R. S. Vickers.
 Doyle—Livingston Parish Fair. Oct. 12. H. Merrill.
 Eunice—Eunice Parish Fair Assn. Oct. 21-24. J. C. Keller.
 Franklin—St. Mary Parish Fair. Oct. 9-10. John C. Clausen.
 Franklinton—Washington Parish Fair Assn. Oct. 13-16. L. R. Mills, Bogalusa, La.
 Greensburg—St. Helena Parish Free Fair. Oct. 7-8. K. E. Campbell.
 Jennings—Jeff Davis Parish Fair Assn. Oct. 28-31. A. T. Maund.
 Jonesboro—Jackson Parish Fair Assn. Sept. 22-25. W. T. Hallaway.
 Lafayette—S. W. La. Mid-Winter Fair. Jan. 21-23. Sidney J. Bowles.
 Logansport—Interstate Free Fair. Oct. 6-9. George L. Perry.
 Luling—Tangipahoa Parish Fair. Oct. 7-9. Mr. L. G. Schultz.
 Lusher—St. James Parish Fair. Nov. 13-14. E. L. Roussel.
 Marksville—Avoyelles Parish Fair. Oct. 8-10. J. B. Luke Jr.
 Metairie—Acadia Parish Fair. Oct. 4-5. Curtis Jacobs.
 Natchitoches—Natchitoches Parish Fair Assn. Oct. 12-16. S. B. Thornton.
 New Orleans—La. Live-Stock Show. Nov. 16-20. Dr. E. J. Jones.
 New Roads—Pointe Coupee Parish Fair Assn. Oct. 1-3. J. Wade LeBeau.
 Oak Grove—West Carroll Parish Fair Assn. Sept. 29-Oct. 2. R. E. Benton.
 Olla—North Central La. Fair. Oct. 5-9. P. R. Biebesheimer.
 Plain Dealing—Bossier Parish Fair. Oct. 14-16. Mrs. T. J. Smith, Bossier City, La.
 Port Allen—West Baton Rouge Parish Fair Assn. Sept. 24-26. A. E. Camus.
 Ruston—Lincoln Parish Fair. Oct. 14-16. A. S. Stenson.
 St. Francisville—W. Feliciana Parish Negro Fair. Oct. 22-23. J. E. Ringgold.
 Shreveport—State Fair of La. Oct. 23-Nov. 1. W. R. Hirsch.
 Sulphur—Calcasieu-Cameron Fair. Oct. 28-Nov. 1. Dr. A. H. Lafargue.
 Tallulah—Louisiana Delta Fair Assn. Oct. 5-8. P. O. Benjamin.
 West Monroe—Ouachita Valley Fair Assn. Sept. 28-Oct. 2. John Birdsong.

MAINE

Andover—Oxford North Agr. Soc. Sept. 28-29. Roger L. Thurston.
 Athens—Wesserrussett Valley Fair Assn. Sept. 14-15. W. A. Dore.
 Bangor—Eastern Maine State Fair. Aug. 23-28. Jos. Steward.
 Blue Hill—Blue Hill Fair. Sept. 6-8. E. G. Williams.
 Cherryfield—Cherryfield Fair. Sept. 21-23. C. H. Small, Addison, Me.
 Cumberland—Cumberland Farmers' Club. Sept. 20-25. H. L. Marriner, Cumberland Center.
 Danverscott—Lincoln Co. Fair. Aug. 24-26. John N. Glidden.
 Dover-Foxcroft—Piscataquis Valley Fair. Aug. 27-28. Frank A. Pierce.
 Sketer—Penobscot & Piscataquis Fair Assn. Aug. 31-Sept. 3. A. W. Hill, 64 Third st., Bangor.
 Farmington—Franklin Co. Agr. Soc. Sept. 21-23. Frank E. Knowlton.
 Fryeburg—West Oxford Agr. Soc. Oct. 5-8. G. Myron Kimball.
 Grafton—Grafton Athletic Assn. Sept. 4. Donald Page.
 Leeds—Leeds Agr. Fair Assn. Oct. 5. Mrs. Alice L. Russell, N. Leeds.
 Lewiston—Maine State Fair. Sept. 6-11. J. J. Jacobous, Auburn, Me.
 Lincolnville Center—Tranquillity Grange Fair. Sept. 22. Agnes M. Eugley.
 Litchfield—Litchfield Farmers' Club. Oct. 5-6. Charles H. Harvey, Gardiner, Me.
 Livermore Falls—Androscoggin Co. Agr. Fair. Sept. 1-3. Charles D. Dyke.
 Machias—Washington Co. Agr. Soc. Sept. 14-16. J. L. Andrews, Jonesboro, Me.
 Monmouth—Cochewewagan Agr. Assn. Sept. 28. W. E. Reynolds.
 Monroe—Monroe Fair. Sept. 6-7. Will Lane.
 North Waterford—World's Fair Assn. Oct. 1-2. Roy G. Wardwell.
 Phillips—North Franklin Agr. Soc. Aug. 25-26. H. W. Worthyly.
 Presque Isle—Northern Maine Fair. Sept. 6-9. Clayton E. Steele.
 South Paris—Oxford Co. Agr. Soc. Sept. 14-18. Stanley M. Wheeler.
 Springfield—North Penobscot Agr. Soc. Sept. 6-8. L. A. Averill, Prentiss, Me.
 Topsham—Topsham Fair. Oct. 12-14. E. C. Union—North Knox Fair. Sept. 28-30. H. L. Grinnell.
 Unity—Unity Fair Assn. Sept. 14-15. E. S. Farwell.
 Windsor—South Kennebec Agr. Soc. Sept. 4 and 6. A. N. Douglas, Gardiner, Me.

MARYLAND

Bel Air—Harford Co. Fair Assn. Oct. 12-15. Gladden Davis.
 Frederick—Frederick Co. Agr. Soc. Oct. 12-15. Guy K. Motter.
 LaPlata—Charles Co. Fair. Sept. 14-16. H. A. Leitch, W. L. Church, Road, Md.
 Timonium—Maryland State Fair & Agr. Soc. Sept. 5-16. M. J. Daiger, Pimlico Race Course, Baltimore.
 Upper Marlboro—Southern Maryland Fair. Aug. 25-Sept. 4. Wm. G. Brooke.
 White Hall—White Hall Fair. Sept. 22-25. H. Ross Almonly.

MASSACHUSETTS

Action—Acton Agr. Assn. Oct. 1-2. Albert P. Durkee, West Concord, Mass.
 Blandford—Union Agr. & Hort. Soc. Sept. 6-7. C. R. Ripley.
 Brewer—Brewer-Plymouth Co. Agr. Soc. Sept. 4 and 6. Mrs. L. B. Nichols.
 Brockton—Brockton Fair. Sept. 12-13. Frank H. Kingman.

Cummington—Hillsdale Agr. Soc. Sept. 28-29. Leon A. Stevens.
 Great Barrington—Barrington Fair. Sept. 28-Oct. 2. Paul W. Foster.
 Greenfield—Franklin Co. Agr. Soc. Sept. 13-15. Whitman B. Wells.
 Heath—Heath Agr. Soc. Sept. 1. Homer S. Tanner.
 Littlefield—Community Fair Assn. Sept. 17-18. Elmer O. Olds, Huntington, Mass.
 Marshfield—Marshfield Agr. Soc. Aug. 23-28. Horace C. Keene.
 Middlefield—Highland Agr. Soc. Sept. 3-4. W. W. Brown, Chester, Mass.
 Nantucket—Nantucket Agr. Soc. Aug. 25-26. Herbert P. Smith.
 Northampton—Hampshire, Franklin & Hampshire Agr. Soc. Sept. 30-Oct. 2. George E. Sears.
 Palmer—Palmer Fair, Veterans of Foreign Wars. Oct. 8-9. Howard W. Moore.
 Springfield—Eastern States Expo. Sept. 19-25. Charles A. Nash, gen. mgr.
 Sturbridge—Sturbridge Agr. Assn. Sept. 3-6. G. Russell, Southbridge, Mass.
 Topshill—Essex Co. Fair. Sept. 15-19. Ralph Gaskill.
 West Tisbury—Martha's Vineyard Agr. Soc. Sept. 14-18. George G. Clifford.

Adrian—Lenawee Co. Fair. Sept. 20-25. F. A. Bradish.
 Allegan—Allegan Co. Agr. Soc. Sept. 21-25. E. W. DeLano.
 Allenville—Macacac Co. Fair Assn. Sept. 9-11. Robt. Saxon, Moran, Mich.
 Alpena—Alpena Co. Agr. Soc. Sept. 6-10. Ray J. Bushy.
 Ann Arbor—Washtenaw Co. Fair. Aug. 31-Sept. 3. Robert H. Alber.
 Arden—Arden Agr. Soc. Aug. 26-29. Harvey G. Crull, Richmond, Mich.
 Baraga—Baraga Co. Fair. First week in Sept. Mrs. A. W. Stark.
 Burt Lake—Burt Lake Agr. Soc. Oct. 8-9. C. W. Walker.
 Cadillac—Northern District Fair. Sept. 7-10. P. R. Biebesheimer.
 Caro—Tuscola Co. Fair Assn. Aug. 23-27. Carl F. Mantey.
 Cassopolis—Cass Co. Agr. Show. Aug. 24-27. W. W. McInnis.
 Centerville—St. Joseph Co. Fair Assn. Sept. 20-25. S. C. Hagenbuch, Three Rivers.
 Charlotte—Eaton Co. 4-H Fair. Aug. 31-Sept. 3. Hans E. Kardel.
 Colwell—Branch Co. Agr. Soc. Aug. 26-28. Robert Sharer.
 Crosswell—Crosswell Agr. Assn. Aug. 31-Sept. 3. Joseph D. Galbraith.
 Deckerville—Future Farmers Fair. Sept. 8-11. Detroit—Michigan State Fair. Sept. 3-12.
 East Jordan—Marquette Co. Agr. Soc. Sept. 21-24. Charles P. Murphy.
 Ewart—Osceola Co. Fair. Aug. 24-27. Margaret Taylor.
 Gladwin—Gladwin Co. Fair Assn. Sept. 21-24. W. Walker.
 Harrison—Clare Co. Agr. Soc. Aug. 24-27. John C. Kemmls.
 Hart—Oscoda Co. Agr. Soc. Sept. 7-10. G. E. Wyckoff.
 Harford Van Buren Co. Agr. Soc. Sept. 14-15. Fred O. Liesgen, Mich.
 Hastings—Barry Co. Fair. Sept. 7-11. Maurice Foreman.
 Hudsonville—Community Fair. Sept. 18-18. Henry Van Noord.
 Hillsdale—Hillsdale Co. Agr. Soc. Sept. 26-Oct. 2. H. B. Kelley.
 Imlay City—Lapeer Co. Fair. Sept. 13-17. Frank Rathaburg.
 Iron River—Iron Co. Agr. Soc. Aug. 30-Sept. 3. C. Lindstedt.
 Ironwood—Gogebic Co. Fair. Aug. 24-25. Victor Lemmer.
 Jackson—Jackson Co. Fair Assn. Aug. 31-Sept. 4. E. R. Rively.
 Ludington—Western Mich. Fair Assn. Aug. 24-28. Fred O. Liesgen, Mich.
 Marne—Berlin Fair. Aug. 31-Sept. 3. Mrs. Harvey Walcott, R. R. 2, Cooperville.
 Marquette—Marquette Co. Agr. Soc. Aug. 24-28. Milton O. Spencer.
 Mason—Calhoun Co. Fair Assn. Aug. 24. Marshall B. D. Carpenter.
 Mason—Ingham Co. Fair. Aug. 25-29. George Graham.
 Muskegon—Muskegon Co. Junior Expo. Sept. 15-18. C. H. Knopf.
 Newburg—Grand Community Fair. Sept. 30-Oct. 1. Arnold Ackland.
 Northville—Northville-Wayne Co. Fair Assn. Aug. 25-29. Floyd A. Northrop.
 Norway—Dickinson Co. Fair. Sept. 2-6. Art Woodard, J. J. Mountain, Mich.
 Onkama—Manistee Co. Agr. Soc. Sept. 17. George D. Walker, Bear Lake, Mich.
 Paw Paw—Grape Growers' Agr. Soc. Sept. 10-12. Clarence Brown.
 Pickford—Pickford Dist. Agr. Soc. Aug. 30-Sept. 3. R. E. Wise.
 Plainwell—American Legion Fair Assn. Sept. 6-11. Charles H. Wade.
 Saginaw—Saginaw Fair. Sept. 12-18. William F. Janke.
 Sandusky—H. H. Club Fair. Aug. 26-27.
 Searsville—Chippewa Co. Agr. Soc. Sept. 3-6. R. H. Osborn.
 Stalwart—Stalwart Agr. Soc. Oct. 7-8. R. G. Crawford.
 Traverse City—Northwestern Mich. Fair Assn. Aug. 30-Sept. 3. Mrs. Engstrom.

MINNESOTA

Albert Lea—Freeborn Co. Fair. Aug. 23-26. Andrew C. Hanson.
 Alexandria—Douglas Co. Agr. Assn. Aug. 25-28. R. S. Thornton.
 Appleton—Swift Co. Fair Assn. Aug. 25-29. G. Anderson.
 Arlingston—Sibley Co. Agr. Assn. Aug. 30-Sept. 1. O. S. Vesta.
 Barnum—Carlton Co. Agr. Assn. Aug. 23-24. A. E. Rathke.
 Bird Island—Renville Co. Agr. Soc. Sept. 13-15. H. W. Mielke.
 Blue Earth—Faribault Co. Agr. Soc. Sept. 1-3. L. B. Erdahl, Frost, Minn.
 Breckenridge—Wilkin Co. Fair. Aug. 30-Sept. 1. A. J. Adair.
 Caledonia—Huston Co. Agr. Soc. Sept. 23-24. Ed Zimmerhank.
 Cambridge—Isanti Co. Agr. Soc. Sept. 2-3. L. O. Carlson.
 Clinton—Big Stone Co. Agr. Soc. Sept. 3-4. Aug. 30-Sept. 3. Mrs. Engstrom.
 Elk River—Sherburne Co. Agr. Soc. Sept. 1-4. John Currell.
 Fairmont—Martin Co. Agr. Soc. Sept. 13-13. H. C. Nolte.

Farmington—Dakota Co. Agr. Soc. Sept. 22-25. F. J. Grove.
 Fosberg—Northwestern Minn. Agr. Assn. Aug. 28-29. H. Algaard.
 Glenwood—Pope Co. Fair Assn. Sept. 13-15. W. H. Engbreton.
 Grand Marais—Cook Co. Agr. Soc. Sept. 15 & 17. Wm. Chlach.
 Grand Rapids—Itasca Co. Agr. Assn. Aug. 27-29. Allen J. Doran.
 Herman—Grant Co. Agr. Assn. Sept. 1-4. J. R. Haney.
 Hibbing—St. Louis Co. Agr. Fair Assn. Aug. 27-29. George C. Pauley.
 Hopkins—Hennepin Co. Agr. Soc. Aug. 26-27. Jimmy Manchester.
 Hutchinson—McLeod Co. Agr. Assn. Sept. 20-23. Everett Oleson.
 Jackson—Jackson Co. Fair Assn. Aug. 26-29. George B. Peterson.
 Jordan—Scott Co. Good Seed Assn. Sept. 18-18. George B. Strait.
 Kasson—Dodge Co. Fair Assn. Aug. 23-24. O. A. Erickson.
 Little Falls—Morrison Co. Agr. Soc. Aug. 27-29. Warren Gibson.
 Long Prairie—Todd Co. Agr. Soc. Aug. 24-26. L. Langeson, Clarissa, Minn.
 Madsion—Lac qui Parle Co. Agr. Soc. Sept. 12-15. Olaf T. Mork.
 Marshall—Lyon Co. Agr. Soc. Sept. 7-10. Roy W. Hillan.
 Montevideo—Chippewa Co. Fair Assn. Sept. 20-22. Carl Engstrom.
 Morris—Stevens Co. Fair. Sept. 4-7. S. F. Tomlin.
 Nevis—Hubbard Co. Agr. Assn. Sept. 15-17. Mrs. John Avenson, Park Rapids, Minn.
 Northfield—Rice Co. Agr. Soc. Aug. 25-28. W. F. Schilling.
 Perham—Perham Agr. Soc. Aug. 23-25. P. W. Lotterer.
 Pine River—Cass Co. Agr. Assn. Aug. 30-31. F. H. Soreg.
 Pine River—Cass Co. Agr. Assn. Sept. 2-4. Alice Henry.
 Pipestone—Pipestone Co. Agr. Soc. Aug. 26-28. Bert Sanders.
 Plainview—Wabasha Co. Fair Assn. Aug. 27-29. C. R. Greive.
 Preston—Fillmore Co. Fair. Aug. 26-29. Charles H. Utley.
 Princeton—Mille Lacs Co. Agr. Soc. Aug. 25-26. E. R. Angaman.
 Red Lake Falls—Red Lake Co. Fair. Sept. 17-18. E. A. Palmer.
 Redwood Falls—Redwood Co. Agr. Soc. Sept. 27-30. W. A. Hauck.
 Rush City—Hibiscus Agr. Soc. Aug. 26-28 (tentative). George W. Larson, North Branch.
 St. James—Watson Co. Agr. Assn. Aug. 29-Sept. 1. E. C. Veltum.
 St. Paul—Minnesota—Minnesota State Fair. Sept. 4-11. Raymond A. Lee, Fair Grounds, St. Paul.
 St. Peter—Nicollet Co. Agr. Soc. Sept. 2-5. J. J. Clifford.
 St. Vincent—St. Vincent Union Indus. Assn. Sept. 8-10. J. J. Clifford.
 Stillwater—Murray Co. Agr. Soc. Sept. 2-4. W. M. Leebens, Fulda, Minn.
 Tyler—Lincoln Co. Fair Assn. Aug. 26-29. Jens S. Boleson.
 Waseca—Waseca Co. Agr. Soc. Aug. 30-Sept. 2. E. E. Smith.
 Wheaton—Traverse Co. Agr. Assn. Sept. 18-18. J. B. Bruns.
 Willmar—Kandiyohi Co. Fair Assn. Sept. 18-18. William O. Johnson.
 Window—Cottonwood Co. Fair. Aug. 30-Sept. 2. D. S. Schroeder, Mountain Lake, Minn.
 Zumbrota—Goodhue Co. Agr. Soc. Sept. 18-18. Lewis Scofield.

MISSISSIPPI

Brookhaven—Lincoln Co. Fair. Oct. 7-8. Sarah J. Craig.
 Charleston—Tallahatchie Co. Free Fair. Sept. 28-Oct. 2. Jesse L. Burnett.
 Clarksdale—Coahoma Co. Negro Fair Assn. Sept. 30-Oct. 1. Marion M. Red.
 Clarksdale—Delta Staple Cotton Festival Assn. Sept. 6-11. Mrs. B. J. Marshall.
 Columbus—Columbus Radium Fair. Week of Oct. 11. Henry M. Pratt.
 Corinth—North Miss. West Tenn. Fair & Day Show. Oct. 14-15. Daraby, mgr.
 Hattiesburg—Forrest Co. Fair Assn. Oct. 23-30. Fred Wilson, Petal, Miss.
 Hazlehurst—Coplach Co. Fair. Sept. 30-Oct. 2. J. L. Watson.
 Jackson—Hinds Co. Negro Fair. Oct. 18-23. H. E. Young.
 Jackson—Mississippi State Fair. Oct. 11-16. Mabel L. Stire.
 Kosciusko—Attala Co. Fair. Oct. 4-8. Nelson Siegrist.
 Laurel—South Miss. Fair Assn. Sept. 20-25. R. E. Booth.
 Louisville—Winston Co. Fair Assn. Oct. 4-8. Mrs. R. W. Boydston.
 McComb—Pike Co. Fair. Oct. 4-8. A. B. Williams.
 Macon—Noxubee Co. Fair. Week of Oct. 11. R. E. Bogges.
 Macon—Noxubee Co. Colored Fair. Oct. 17-22. Joe Reed.
 Marks—Quitman Co. Fair Assn. Sept. 30-35. S. L. Barnes.
 Mills—Franklin Co. Fair Assn. Nov. 1-6. Mrs. Bly Souleret.
 Meridian—Mississippi Fair & Dairy Assn. Sept. 27-Oct. 2. Hillman Taylor.
 Monticello—Lawrence Co. Fair. Sept. 30-Oct. 2. A. C. Bechtel.
 New Albany—Union Co. Fair Assn. Sept. 23-24. Zack B. Whisenant.
 New Augusta—Leaf River Fair Assn. Sept. 16-18. C. A. Bonner.
 Okolona—Chickasaw Co. Fair. Sept. 13. J. Chamber of Commerce.
 Osprey—Osprey Fair & Dairy Show. Oct. 4-8. P. A. Henderson.
 West Point—Clay Co. Fair. Oct. 11-18. J. M. White.
 Winona—Montgomery Co. Fair Assn. Amer. Legion. Oct. 11-14. J. O. Cook Jr.
 Yazoo City—Yazoo Negro Fair Assn. Oct. 11-18. R. J. Pierce.
 Yazoo City—Yazoo Co. Fair Assn. Oct. 4-10. J. N. Ballard, mgr.

MISSOURI

Albany—Centre Co. Agr. Soc. Aug. 30-Sept. 4. Lord H. Patton.
 Appleton City—Appleton City Fair Assn. Aug. 25-27. W. Overbey.
 Aurora—Tri-State Fair. Oct. 5-8. Charles B. Brown.

Birch Tree—Birch Tree Farmers' Fair. Sept. 23-25. W. L. Keller.
 California—Monteau Co. Agril. Assn. Week of Aug. 30. James W. Roth.
 Jantnerville—American Legion Fair. Oct. 5-10. George Gray, gen. mgr.
 Concordia—Concordia Fall Festival. Sept. 9-11. W. H. P. Walkenhorst.
 Weston—Buchanan Co. Agril. Soc. Sept. 8-11. Henry B. De.
 Farmington—Farmington Fair. Sept. 23-25. Paul H. Teal.
 Fremont—Fremont Fair. Sept. 30-Oct. 1. L. D. Smith.
 Fulton—Fulton Fall Fair. Sept. 28-30. John Nuggett, pres.
 Jasper—Jasper Free Fair. Sept. 30-Oct. 2. P. V. Roberts.
 Kansas City—American Royal Live Stock & Horse Show. Oct. 14-22. F. H. Borvattus.
 Memphis—Scotland Co. Free Fair. Sept. 14-16. C. R. Pitney.
 Mountain Grove—Tri-Co. Fair Assn. Sept. 30-Oct. 2. J. E. Shelby.
 Neosho—Neosho Harvest Show. Sept. 28-Oct. 1. D. E. Dorsey.
 Nevada—Vernon Co. Harvest Festival Assn. Sept. 6-7. Judson W. Smith.
 Platte City—Platte Co. Agril. Assn. Sept. 1-3. J. Frank Seaton.
 Poplar Bluff—Butler Co. Fair Assn. Sept. 21-24. Charles T. Green.
 Princeton—Mercer Co. Fair. Sept. 1-4. Miller Carpenter.
 Richmond—Tri-County Fair, Oct. 8-10. L. E. Miller.
 Sedalia—Missouri State Fair, Aug. 21-28. Charles W. Grebin.
 Shelbyville—Shelby Co. Fair Assn. Aug. 31-Sept. 3. Ernest E. Key.
 Springfield—Osark Empire District Free Fair. Oct. 10-15. Edwin W. Watts.
 Thayer—Oregon Co. Fair Assn. Sept. 13-18. R. H. Williams.

MONTANA
 Baker—Fallon Co. Fair Assn. Sept. 16-18. C. Ziesler.
 Chinook—Blaine Co. Fair. Sept. 4-6. James Griffin.
 Dodson—Phillips Co. Fair. Aug. 28-29. S. E. Kodalen.
 Forsyth—Rosebud Co. Fair. Sept. 13-15. Frank Barnum.
 Fort Benton—Chouteau Co. Fair. Sept. 10-11. Lee R. Loundagin.
 Glendive—Dawson Co. Fair. Aug. 24-26. Claude Uterback.
 Hamilton—Ravalli Co. Fair. Sept. 9-11. W. E. McLaughlin.
 Havre—Hill Co. Fair. Aug. 31-Sept. 2. Earl J. Bronson.
 Kalspell—Northwest Mont. Fair. Aug. 23-27. W. H. Voelker.
 Miles City—Bern Montana Fair. Sept. 9-11. J. H. Bohling.
 Sidney—Richland Co. Fair Assn. Sept. 6-8. Jack M. Suckstorff.

NEBRASKA
 Albion—Boone Co. Agril. Assn. Sept. 14-17. E. J. Miller.
 Admire—Washington Co. Agril. Soc. Aug. 31-Sept. 3. Howard Rhea.
 Arthur—Arthur Co. Agril. Soc. Sept. 2-4. Ira E. Sage.
 Aurora—Hamilton Co. Agril. Soc. Aug. 30-Sept. 3. E. Toof.
 Beatrice—Gage Co. Fair & Agril. Soc. Aug. 24-27. J. G. Bozarth.
 Beaver City—Purnas Co. Agril. Soc. Aug. 31-Sept. 3. R. L. Garey.
 Bridge—Waterbury Co. Fair Assn. Aug. 25-27. Frank Kral.
 Bloomfield—Knox Co. Fair. Sept. 12-14. Henry F. Kuhl, Plainview, Neb.
 Bridgeport—Morrill Co. Fair Assn. Sept. 5-8. Allen Atkins, Roadwater, Neb.
 Central City—Merrick Co. Fair. Sept. 14-17. Verne Hensley.
 Chadron—Dawes Co. Fair & Agril. Soc. Sept. 8-11. Harry T. Sly.
 Chambers—South Platte Co. Agril. Soc. Sept. 7-10. Clair Grisma.
 Chappell—Deuel Co. Fair Assn. Aug. 24-27. B. E. Olson.
 Clay Center—Clay Co. Agril. Soc. Sept. 20-25. H. H. Harvey.
 Concord—Dixon Co. Agril. Soc. Aug. 25-27. Roy E. Johnson.
 Crete—Saline Co. Fair. Sept. 14-17. Harry C. Belka.
 Culbertson—Hitchcock Co. Agril. Soc. Aug. 26-29. Loyd H. Metzger.
 David City—Dodge Co. Fair Assn. Sept. 14-17. Chas. Lemley, Rising City, Neb.
 Elwood—Gosper Co. Stock Show. Sept. 15-17. M. R. Morgan.
 Eustis—Frontier Co. Fair. Sept. 22-24. Ralph E. Lidgard, Seward, Neb.
 Franklin—Franklin Co. Fair Assn. Sept. 13-15. M. V. Grace, Bloomington, Neb.
 Fullerton—Nance Co. Fair Assn. Aug. 24-27. E. M. Black.
 Geneva—Fillmore Co. Agril. Soc. Sept. 14-17. Charles G. McCharran.
 Gordon—Sheridan Co. Fair & Rodeo. Sept. 1-3. Fred B. Piteh.
 Grant—Perkins Co. Fair Assn. Aug. 25-28. Charles Marshall.
 Hemingford—Dixie Butte Co. Agril. Soc. Sept. 1-3. Frank Dee.
 Harrison—Sioux Co. Fair Assn. Aug. 28-28. V. E. Marsteller.
 Hartington—Cedar Co. Fair Assn. Sept. 8-11. Edgar Hoar.
 Hastings—Adams Co. Agril. Assn. Aug. 30-Sept. 3. Henry R. Fausch.
 Holdrege—Phelps Co. Jr. Fair. Aug. 25-27. Robert M. Morrison, Loomis, Neb.
 Hooper—Dodge Co. Fair. Sept. 7-10. N. E. Sheffer.
 Humbolt—Richardson Co. Agril. Assn. Sept. 15-17. F. J. Pipal.
 Hyannis—Grant Co. Fair & Legion Rodeo. Aug. 31-Sept. 2. M. C. Johnson.
 Kearney—Butte Co. Agril. Assn. Aug. 30-Sept. 4. Allen Cook.
 Kimball—Kimball Co. Fair Aug. 25-27. V. B. Carrill.
 Leigh—Colfax Co. Agril. Soc. Sept. 7-10. J. D. Wurdeman.
 Lewellen—Garden Co. Fair Assn. Sept. 8-10. Paul Temple.
 Lexington—Dawson Co. Fair Assn. Aug. 24-27. Monte Kiffin.
 Lincoln—Lanester Co. Agril. Soc. Sept. 5-10. B. F. Preston.
 Lincoln—Nebraska State Fair & Expo. Sept. 5-10. Perry Reed.
 Madison—Madison Co. Agril. Soc. Sept. 14-17. G. F. Metschke.

Mitchell—Scotts Bluff Co. Agril. Soc. Sept. 15-18. O. P. Burrows.
 Niobrara—Antelope Co. Agril. & Fair Assn. Sept. 13-16. C. E. Ward.
 Nelson—Nuckolls Co. Agril. Soc. Sept. 15-17. Madison Sage.
 Norden—Keyapaha Co. Agril. Fair Assn. Sept. 17-17. Charles Leach.
 Oakdale—Burt Co. Fair Assn. Aug. 23-26. Charles W. Walton, Lyons, Neb.
 Omaha—Ak-Sar-Ben Live Stock & Horse Show. Oct. 9-16. J. J. Isaacson, mgr.
 Ord—Loup Valley Agril. Soc. Aug. 24-27. W. W. Roe.
 Osceola—Polk Co. Maid Assn. Aug. 24-27. Jay Hastings.
 Pawnee City—Pawnee Co. Fair Assn. Oct. 6-8. P. W. Osborn.
 Pierce—Pierce Co. Agril. Soc. Aug. 24-27. W. A. Boche.
 St. Paul—Howard Co. Agril. Soc. Sept. 7-10. Charles Dobry.
 Scribner—Scribner Stock Show. Sept. 15-17. W. H. Haschbrocker.
 Seward—Seward Co. Agril. Soc. Aug. 31-Sept. 3. Stanley A. Matzke.
 Sidney—Cheyenne Co. Fair. Sept. 7-10. O. A. Olson.
 Spaulding—Greeley Co. Free Fair. Aug. 23-26. Spaulding E. Woodley.
 Stapleton—Logan Co. Agril. Soc. Sept. 15-17. C. F. Conisher.
 Stockville—Frontier Co. Fair. Aug. 23-25. Ralph E. Lidgard.
 Sturgis—Sturgis Agril. Assn. Aug. 31-Sept. 2. J. F. Sorrell.
 Wahoo—Saunders Co. Agril. Soc. Aug. 25-27. R. C. Anderson.
 Waltham—Thurston Co. Fair Assn. Sept. 13-17 (tentative). Alfred Raun.
 Waterloo—Douglas Co. Fair. Sept. 15-18. Robert Herrington.
 Wayne—Wayne Co. Fair & Agril. Assn. Sept. 16-18. Wm. E. Von Seggern.
 Weeping Water—Cass Co. Agril. Soc. Sept. 14-17. Frank E. Wood.
 West Point—Cuming Co. Fair. Aug. 29-Sept. 2. Ed. M. Baumann.

NEVADA
 Elko—Elko Co. Fair & State Live-Stock Show. Sept. 17-19. Hayden Henderson Jr.
 Wilkes-Barre—Humboldt Co. Fair Assn. Sept. 4-6. Phil M. Tobin.

NEW HAMPSHIRE
 Center Sandwich—Sandwich Town & Orange Fair Assn. Oct. 12. Charles B. Hoyt.
 Contoocook—Hopkinton Fair. Sept. 21-23. L. A. Nelson.
 Keene—Cheshire Co. Fair. Aug. 31-Sept. 2. Lancaster—Coos & Essex Agril. Soc. Sept. 4-7. Carroll Stoughton.
 Pittsfield—Pittsfield Agril. Fair Assn. Sept. 2-4. G. F. Mitchell.
 Plymouth—Union Exchange Fair Assn. Sept. 16-18. William H. Neal, Meredith, N. H.
 Rochester—Rochester Agril. Assn. Sept. 28-Oct. 2. Ralph E. Carne.
 Tamworth—Carroll Co. Fair Assn. Aug. 28. Charles Wiggin.
 Tilton—Tiltonboro Fair. Oct. 5. Mrs. Ina M. Howe, Wolfeboro, N. H.

NEW JERSEY
 Bridgeton—Garden State Fair. Sept. 14-18. E. W. Emerson.
 Colonia—Fair. Sept. 8-11.
 Egg Harbor City—Atlantic Co. Agril. Fair. Sept. 1-4. A. G. Vastrinot.
 Far Hills—Far Hills Fair. Sept. 9-11. Miss S. A. Beck, care Mrs. F. G. Lloyd, Berkeley.
 Flemington—Flemington Agril. Fair Assn. Aug. 31-Sept. 6. Major E. B. Allen, mgr.
 Pitman—Gloucester Co. Exchange Fair. Aug. 24-27. Harry S. Bateman.
 Trenton—Trenton Fair. Sept. 28-Oct. 2. Harry E. LaBogue.

NEW MEXICO
 Alamogordo—Otero Co. Fair. Sept. 24-28.
 Arco—San Juan Co. Fair. Oct. 1-2.
 Belen—Valencia Co. Fair Assn. Sept. 17-18. W. D. Campbell.
 Carrizozo—Lincoln Co. Fair. Oct. 1-2 (tentative).
 Clovis—Curry Co. Fair. Sept. 29-Oct. 2.
 Los Lunas—Valencia Co. Fair. Sept. 17-18.
 Lovington—Lee Co. Fair Assn. Sept. 10-12.
 Bea McLaren.
 Mora—Mora Co. Fair. Sept. 17-18 (tentative).
 Mosquero—Harding Co. Fair. Sept. 24-25 (tentative).
 Fortales—Roosevelt Co. Fair. Sept. 15-18. Frank Craddock.
 Roswell—Eastern N. M. State Fair. Oct. 6-9.
 Roswell—Eugene B. Frazer.
 Tucuman—Quay Co. Fair. Oct. 14-15.
 Willard—Torrance Co. Fair Assn. Oct. 6-8. Marvin R. Jones.

NEW YORK
 Altamont—Altamont Fair. Aug. 23-28. Roy F. Feugh.
 Angelica—Allegany Co. Agril. Soc. Sept. 1-4. L. L. Stillwell.
 Avon—Genesee Valley Breeders' Assn. Sept. 3-4. Thomas H. Clements.
 Ballston Spa—Saratoga Co. Agril. Soc. Aug. 28-31. James B. Bunyan.
 Bath—Steuben Co. Agril. Soc. Sept. 14-18. J. Victor Faucit.
 Bristol—Ontario Co. Agril. Soc. Aug. 28-28. James P. Donovan, Canadawaga, N. Y.
 Brookfield—Brookfield-Madison Co. Agril. Soc. Sept. 6-10. Dean M. Worden.
 Cambridge—Cambridge Fair. Aug. 24-28. J. P. Houlton, Hoosick Falls, N. Y.
 Chatham—Columbia Co. Agril. Soc. Sept. 4-8. William A. Davids.
 Cobleskill—Cobleskill Agril. Soc. Sept. 20-24. William H. Golding.
 Cortland—Cortland Co. Agril. Soc. Aug. 23-28. Harry B. Tanner.
 Dundee—Dundee Fair Assn. Sept. 20-22. L. D. Tanner.
 Dunkirk—Chautauqua Co. Fair. Sept. 6-10. A. L. Pfeesger.
 Elmira—Chemung Co. Agril. Soc. Aug. 30-Sept. 4. J. E. Williamson.
 Fondra—Montgomery Co. Agril. Soc. Sept. 6-10. Edward R. Robinson, Tribes Hill, N. Y.
 Gloverville—Fulton-Hamilton Agril. Soc. Aug. 24-28. C. V. Musgrave.
 Oranmsville—Nevastick Agril. Soc. Sept. 28. G. W. Krum.
 Hamburg—Erie Co. Agril. Soc. Sept. 13-18. C. E. Newton.
 Hemlock—Hemlock Union Agril. Soc. Sept. 30-Oct. 2. Glenn C. McInch, Conesus, N. Y.
 Ithaca—Tompkins Co. Agril. Soc. Aug. 24-28. Leon C. Rothermlich.

Kingston—Ulster Co. Agril. Soc. Aug. 25. E. W. Hathaway.
 Little Valley—Cattaraugus Co. Agril. Soc. Aug. 25-28. J. W. Watson.
 Lockport—Niagara Co. Agril. Assn. Aug. 23-28. F. E. Essig, gen. mgr.
 Lowville—Lewis Co. Agril. Soc. Aug. 24-27. M. M. Lyman.
 Malone—Franklin Co. Agril. Soc. Aug. 23-28. H. Bernard Kelley.
 Mineola—Mineola Fair. Sept. 27-Oct. 2. Fred C. L. Smith.
 Morris—Morris Fair Assn. Sept. 14-17. C. T. Smith.
 Naples—Naples Union Agril. Soc. Sept. 1-3. Orin I. Emory.
 Nassau—Nassau Fair. Sept. 14-18. Charles C. Poyner.
 Norwich—Chenango Co. Agril. Soc. Aug. 31-Sept. 3. R. D. Cass.
 Orangeburg—Rockland Co. Agril. Assn. Sept. 1-6. W. J. Elliott, West Nyack, N. Y.
 Oswego—Oswego Co. Fair Assn. Aug. 23-28. Edward H. Foster, Barton, N. Y.
 Palmyra—Palmyra Union Agril. Soc. Sept. 22-25. W. Ray Converse.
 Penn Yan—Wayne Co. Agril. Soc. Aug. 25-27. Charles M. Watkins.
 Perry—Silver Lake Agril. Assn. Aug. 25-27. Joseph A. Pardee.
 Rhineback—Dutchess Co. Agril. Soc. Aug. 31-Sept. 4. Benson C. Frost.
 River Falls—Suffolk Co. Fair. Aug. 24-28. Frank M. Corwin.
 Rochester—Monroe Co. Fair & Rochester Expo. Sept. 6-11. William B. Boothby.
 Schaghticoke—Rensselaer Co. Agril. Soc. Sept. 6-8. Norman C. O'Neil.
 Syracuse—New York State Fair. Sept. 5-11. Dr. Albert L. Brown, dir.
 Trumansburg—Union Agril. Soc. Sept. 29-Oct. 2. P. F. Sears.
 Vernon—Vernon Agril. Soc. Sept. 15-18. Fred C. Smith.
 Walton—Delaware Co. Fair. Aug. 30-Sept. 4. O. O. Field.
 Watkins Glen—Schuyler Co. Agril. Soc. Sept. 15-17. Edie Hitchcock, Odesa, N. Y.
 West Seneca—Seneca Co. Agril. Soc. Sept. 12-18. George F. Jarvis.
 Watertown—Jefferson Co. Agril. Fair. Aug. 30-Sept. 4. C. W. Cracraft, mgr.
 Westport—Essex Co. Agril. Soc. Aug. 24-27. Dr. W. D.

NORTH CAROLINA
 Albemarle—Stanly Co. Fair Assn. Oct. 4-9. F. B. Patterson.
 Ashe—Atlantic District Fair Assn. Oct. 12-16. J. E. Reid, mgr. Winton, N. C.
 Asheboro—Randolph Co. Fair. Sept. 28-Oct. 2. Asheville—Buncombe Co. & Dist. Agril. Fair. Sept. 20-25. E. W. Pearson.
 Beaufort—Carteret Agril. Fair. Oct. 11-18. T. E. Kelly.
 Burlington—Burlington Community Fair. Week of Oct. 4. D. W. Malons.
 Carthage—Moore Co. Agril. Fair. Oct. 25-30. Paul H. Waddill.
 Charlotte—Carroll's Agril. Fair. Week of Sept. 28-31. F. B. Bond, pres.
 Cherokee—Cherokee Indian Fair Assn. Oct. 5-8. J. L. Walters.
 Clayton—Clayton Agril. Fair. Sept. 21-25. J. E. Nelson.
 Clinton—Sampson Co. Fair. Oct. 26-30. Norman C. Chapman, mgr. Greensboro.
 Dunn—Great Dunn Fair. Oct. 11-16. J. A. Wintrap.
 Durham—Durham Co. Fair Assn. Sept. 13-15. G. E. Isaacs.
 East—Yadkin Co. Fair. Oct. 12-15. Harvey Norman.
 Elberon—Colfax Free Fair. Sept. 18-18. Curtis Price.
 Forest City—Spindale-Rutherford Co. Fair. Sept. 20-24. C. C. Rutherford.
 Fuquay Springs—Wake-Harnett Agril. Fair. Sept. 20-25. J. A. Winters.
 Gastonia—Gaston Co. Fair. Oct. 18-23. F. A. Whiteside.
 Goldsboro—Wayne Agril. Soc. Week of Oct. 18. W. C. Dumas.
 Greensboro—Greensboro Fair. Oct. 18-23. Norman Y. Chambliss, Greensboro.
 Hamlet—Richmond Co. Agril. Fair Assn. Oct. 4-9. H. P. Brown.
 Henderson—Golden Belt Fair. Oct. 18-23. O. C. Eight.
 Henderson—Vance Co. Colored Fair Assn. Oct. 25-30. Robert Hawkins.
 Hendersonville—Henderson Co. Fair Assn. Week of Oct. 4. John L. Loy.
 Hillsboro—Davie District Fair. Oct. 8-9. John W. Robinson.
 Kingston—Neuse-Atlantic Fair. Oct. 4-9. N. G. Bartlett.
 Laurinburg—Sand Fair of Scotland Co. Oct. 18-20. M. G. McLeod.
 Leaksville—Rockingham Co. Fair Assn. Sept. 13-18. R. T. Smith.
 Lexington—Davidson Co. Fair. Week of Sept. 20. Dave Leonard.
 Littleton—Littleton Tri-Co. Fair. Oct. 18-23. T. R. Walker.
 Laurinburg—Scotland Co. Fair Assn. Sept. 28-Oct. 2. Jack C. Roberts, mgr.
 Louisburg—Franklin Co. Fair. Oct. 4-9. A. H. Fleming.
 Lumberton—Robeson Co. Fair. Sept. 21-24. W. C. Thompson.
 Marion—McDowell Co. Fair Assn. Sept. 21-26. H. D. Hoover.
 Mebane—Mebane Fair Assn. Sept. 13-18. C. S. Farrell.
 Mount Airy—Mount Airy Fair. Oct. 2-5. J. P. Young.
 Monroe—Union Co. Fair Assn. Oct. 11-18. M. W. Williams.
 Mount Airy—Mount Airy Fair. Oct. 4-9. W. L. Snyder.
 Murphy—Cherokee Co. Fair Assn. Oct. 4-9. Tom Axley.
 New Bern—Five County Agril. Fair. Oct. 11-16. Tom O. Daniels.
 North Wilkesboro—Great Wilkes Fair. Sept. 27-31. H. M. McNeil.
 Raleigh—North Carolina State Fair. Oct. 11-16. Dr. J. S. Dorton, Shelby, N. C.
 Reidsville—Reidsville Fair Assn. Sept. 27-Oct. 2. Aaron Weinstein.
 Rocky Mount—Rocky Mount Fair. Sept. 28-Oct. 2. Norman Y. Chambliss, Greensboro.
 Roxboro—Person Co. Fair. Sept. 27-Oct. 2. C. S. Parnell, Mebane, N. C.
 Salisbury—Rowan Co. Fair. Sept. 21-28. Norman Y. Chambliss, Greensboro.
 Shelby—Cleveland Co. Fair. Sept. 28-Oct. 2. J. S. Dorton.

Shelby—Cleveland Co. Negro Fair. Oct. 6-9. Rev. A. W. Foster.
 Sparta—Allegany Co. Agril. Fair. Sept. 24-25. F. H. Jackson.
 Spring Hope—Wash Co. Fair. Sept. 20-25. Ed. Brantley.
 Spruce Pine—Toe River Fair. Sept. 14-18. W. M. Wiseman.
 Tarboro—Cottal Plain Fair. Oct. 18-23. E. L. Clayton.
 Troy—Montgomery Fair. American Legion, Oct. 11-18. R. W. Bailey.
 Warsaw—Duplin Co. Agril. Fair Assn. Nov. 8-13. R. D. Johnson.
 Washington—Beaufort Co. Fair Assn. Oct. 25-30. F. T. McDevitt.
 Weldon—Hatteras Co. Fair. Sept. 27-Oct. 2. T. R. Walker, Littleton, N. C.
 Wilmington—Coastal Fair. Oct. 18-23. Wm. A. Peschau.
 Williamston—Williamston Fair. Oct. 5-8. Norman Y. Chambliss, Greensboro.
 Wilson—Wilson Co. Fair. Oct. 4-9. W. H. Dunn.
 Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 5-9. G. O. McFarir.
 Woodland—Roanoke-Chowan Fair. Oct. 25-30. T. R. Walker, Littleton, N. C.
 Zebulon—Five-County Fair. Sept. 22-Oct. 2. E. D. Hill.

NORTH DAKOTA
 Ellendale—Dickey Co. Fair. Sept. 16-18. H. C. Berglund.
 Fargo—N. D. State Fair for Fargo. Aug. 23-28. Frank S. Talcott.

OHIO
 Ashland—Ashland Co. Fair. Sept. 22-24. A. H. Sutton.
 Athens—Athens Co. Agril. Soc. Aug. 24-27. Frank J. Fisher.
 Attica—Attica Fair. Sept. 29-Oct. 1. Carl B. Carpenter.
 Bellefontaine—Logan Co. Agril. Soc. Sept. 21-24. Carl C. Kirk.
 Bellville—Bellville Ind. Agril. Soc. Sept. 9-11. E. O. Kuchelsner.
 Bluffton—Bluffton Agril. Soc. Oct. 20-22. Harry F. Barnes.
 Bucyrus—Crawford Co. Agril. Soc. Aug. 15-27. G. F. Wickinger.
 Cadiz—Harrison Co. Agril. Soc. Sept. 15-17. Howard J. Coffland.
 Caldwell—Noble Co. Fair. Sept. 1-3. O. J. Lorenz.
 Canfield—Mahoning Co. Agril. Soc. Sept. 2-4. E. R. Ziegler.
 Canton—Stark Co. Agril. Soc. Sept. 6-10. Ed. S. Wilson.
 Carrollton—Carroll Co. Agril. Soc. Sept. 29-Oct. 2. Mrs. J. M. Scott, Harlem Springs.
 Oarriage, Cincinnati—Hamilton Co. Agril. Soc. Sept. 15-18. D. R. Van Atta, Court House, Cincinnati.
 Circleville—Circleville Pumpkin Show. Oct. 1-4. Mack Parrott Jr.
 Cleveland—Great Lakes Expo. May 29-Sept. 6. Lincoln G. Dickey, general manager.
 Columbus—Ohio State Fair. Aug. 30-Sept. 3. Earl H. Banfield.
 Columbus Grove—Putnam-Allen Fair. Dec. 28-31. T. M. Teegarden.
 Coshocton—Coshocton Co. Agril. Soc. Oct. 6-9. C. V. Croy, R. D. Dresden, O.
 Croton—Hartford Ind. Agril. Soc. Sept. 9-11. C. H. Sinker, R. J. Canterbury, O.
 Dayton—Montgomery Co. Fair. Sept. 8-9. R. C. Haines.
 Delphos—Allen Co. Agril. Soc. Aug. 24-28. Art O. Wolfhorst.
 Dover—Tuscarawas Co. Agril. Soc. Sept. 21-24. G. Krantz.
 Easton—Perry Co. Agril. Soc. Sept. 14-17. A. H. Morton, Camden, O.
 Elyria—Lorain Co. Agril. Soc. Sept. 21-24. J. L. Mathis.
 Fredericktown—Fredericktown Community Fair. Sept. 23-25. Herbert Cocanower.
 Fremont—Sandusky Co. Agril. Soc. Sept. 7-10. Russell S. Hull.
 Georgetown—Brown Co. Agril. Soc. Oct. 6-8. E. A. Quinlan.
 Greenville—Darke Co. Agril. Soc. Aug. 22-27. Dr. W. F. Straker.
 Hamilton—Butler Co. Agril. Soc. Sept. 28-Oct. 2. John W. Cochran.
 Hicksville—Defiance Co. Fair. Aug. 24-27. W. C. Kington.
 Kinman—Kinman Fair. Aug. 31-Sept. 2. Lee Webb, Brookfield, O.
 Lancaster—Fairfield Co. Agril. Soc. Oct. 13-16. F. G. Webb.
 Lebanon—Warren Co. Agril. Assn. Sept. 21-24. Heber D. Williams.
 Lisbon—Columbiana Co. Agril. Soc. Sept. 14-16. E. E. Marsden.
 London—Madison Co. Fair. Aug. 24-27. Fred Guy, Irwin, O.
 Leontown—Loudonville Agril. Soc. Oct. 5-7. G. E. Andress.
 Lucasville—Scioto Co. Agril. Soc. Aug. 24-27. H. T. Caldwell, Portsmouth, Ohio.
 McArthur—Vinton Co. Agril. Soc. Sept. 8-11. John Jones.
 McConnelsville—Morgan Co. Agril. Soc. Sept. 9-11. Walter W. Barkhurst.
 Mansfield—Richland Co. Agril. Soc. Sept. 15-18. Walter W. Shafter, R. 2, Lexington, Ohio.
 Marietta—Washington Co. Agril. Assn. Sept. 6-8. L. E. Apple.
 Marion—Marion Co. Agril. Soc. Sept. 14-18. J. A. Raub.
 Marysville—Union Co. Agril. Soc. Sept. 7-10.
 Medina—Medina Co. Agril. Soc. Sept. 7-9. J. V. Einhart.
 Millersburg—Holmes Co. Agril. Soc. Sept. 8-11. H. C. Logadon.
 Montpelier—Williams Co. Agril. Soc. Sept. 15-18. G. Hausa.
 Mount Gilead—Morrow Co. Agril. Soc. Sept. 29-Oct. 2. O. E. Smith.
 Napoleon—Henry Co. Agril. Soc. Aug. 31-Sept. 4. James Murray.
 New Carlisle—New Carlisle Fair. Sept. 9-11. A. P. Krause.
 Norwalk—Huron Co. Agril. Soc. Aug. 31-Sept. 3. J. F. Henninger.
 Ottawa—Putnam Co. Agril. Soc. Oct. 5-9. Jos. L. Bremer.
 Paris—Lake Co. Agril. Soc. Aug. 24-27. Charles J. Gray.
 Paulding—Paulding Co. Agril. Soc. Sept. 22-24. W. H. Mentzer.
 Pomeroy—Meigs Co. Agril. Soc. Sept. 14-16. E. E. Abbas.
 Powell—Delaware Co. Agril. Soc. Sept. 18-17. W. G. McKittrick, R. D. 3, Delaware, O.

Randolph-Randolph Agril. Soc. Sept. 24-25. R. P. Hamilton.
St. Clairville-Beimont Co. Agril. Soc. Sept. 9-11. Carter Thornburg
Sardonia-Bardonia Fall Festival Sept. 1-4. Karl Pierce.
Sidney-Sheley Co. Agril. Soc. Sept. 14-17. Ben O. Harman, Anna, O.
Smithfield-Jefferson Co. Fair. Sept. 22-25. J. C. Hayne.
Smyrna-Tri-County Fair. Sept. 28-30. Scott Bond, R. D. 4. Freeport, O.
Somerset-Somerset Pumpkin Show & Agril. Assn. Sept. 22-25. A. W. King.
Tiffin-Seneca Co. Agril. Soc. Aug. 24-27. C. H. Baker.
Toledo-Lucas Co. Agril. Soc. Sept. 16-19. Charles Glenn.
Upper Sandusky-Wyandot Co. Fair. Sept. 14-17. Ira T. Matson.
Van Wert-Van Wert Co. Agril. Soc. Sept. 6-10. N. E. Stuckey.
Wapakoneta-Augliuzer Co. Agril. Soc. Aug. 29-Sept. 3. Harry Kahn.
Warren-Trumbull Co. Agril. Soc. Sept. 22-25. Homer C. Mackey.
Washington-Cayote Co. Fair. Oct. 5-9. George L. Gossard.
Wauseon-Fulton Co. Agril. Soc. Sept. 6-10. Orlo Whittecar.
Wellington-Wellington Fair Assn. Aug. 24-26. R. R. Branson.
West Union-James Co. Agril. Soc. Sept. 7-10. H. M. Satterfield.
Westerville-Westerville Independent Fair. Sept. 16-18. Karl H. Schott.
Wilmington-Clinton Co. Agril. Soc. Aug. 14-13. Frank Skimming.
Wooster-Wayne Co. Agril. Soc. Sept. 13-17. W. J. Buss.

OKLAHOMA

Anadarko-Caddo Co. Free Fair. Sept. 15-16. E. T. Cook.
Bartlesville-Bartlesville Co. Free Fair. Sept. 13-18. E. H. Martin.
Bristow-Creek Co. Fair Assn. Sept. 13-17. J. B. Nichol.
Buffalo-Harper Co. Free Fair. Sept. 16-18. W. E. Bland.
Canton-Canton Fair & Racing Assn. Aug. 27-29. Troy Stansbury.
Chandler-Lincoln Co. Free Fair Assn. Sept. 13-16. Gaston Franks.
Cherokee-Alfalfa Co. Free Fair. Oct. 18-20. C. D. Dogart.
Cushing-Cushing District Fair. Second week in Sept. D. H. Fisher.
Durant-Bryan Co. Free Fair Assn. Sept. 16-18. Allen Hill.
Elk City-Western Okla. Fair. Approx. Sept. 6-10. W. C. Smith.
Enid-Garfield Co. Free Fair Assn. Oct. 25-29. J. B. Hurst.
Hennessey-Hennessey Free Fair Assn. Sept. 1-3. J. W. Gramlich.
Hollisville-Hughes Co. Free Fair Assn. Sept. 1-15. James W. Rodgers.
Hydro-Hydro Township Fair. Probably Sept. 9-11. Grace R. Felton.
Miami-Ottawa Co. Fair Assn. Sept. 6-10. George H. Merriam.
Muskogee-Oklahoma Free State Fair. Oct. 4-10. Ethel Murray Simonds.
Newkirk-Key Co. Fair. Sept. 14-18. W. R. Hutchison.
Nowata-Nowata Co. Free Fair Assn. Oct. 11-13. A. Warner.
Oklahoma City-Oklahoma State Fair & Expo. Sept. 25-Oct. 2. Ralph T. Hemphill.
Pawhuska-Osage Co. Free Fair Assn. Sept. 13-16. Fred Arhberg.
Perry-Noble Co. Fair Assn. Sept. 16-17. Harsh B. Woodruff.
Pond Creek-Grant Co. Free Fair Assn. Oct. 20-23. Emory E. Jacobs, Medford, Okla.
Poteau-LeFlore Co. Free Fair Assn. Sept. 23-25. C. C. Garrett.
Stillwater-Fayne Co. Free Fair. Sept. 7-11. W. C. McWell.
Talgona-Dewey Co. Free Fair. Sept. 15-18. Harry Butler.
Tulsa-Tulsa Four-State Fair. Sept. 18-25. H. E. Bridges.
Winta-Craig Co. Free Fair & Will Rogers Memorial Rodeo. Sept. 1-5. Frank Bailey.
Walters-Cotton Co. Free Fair. Sept. 16-18. C. C. Stephens.
Watonga-Blaine Co. Free Fair. Sept. 21-24. Floyd D. Dowell.
Wetoka-Seminole Co. Free Fair Assn. Sept. 8-11. C. B. Sullivan.

OREGON

Canby-Clackamas Co. Fair. Sept. 1-3. J. F. Telford, Oregon City, Ore.
Dallas-Folk Co. Fair. Sept. 2-4. Josiah Will.
Enterprise-Wallowa Co. Fair. Sept. 2-4. Grants Pass-Josephine Co. Fair. Sept. 22-25. F. G. Roper.
Gresham-Multnomah Co. Fair. Aug. 23-29. A. H. Lea, 310 Oregon Bldg., Portland.
Hillsboro-Washington Co. Fair. Sept. 2-4. Ed L. Moore.
John Day-Grant Co. Fair. Sept. 23-25. Charles A. Snowbridge.
La Grande-Union Co. Orange Fair. Sept. 28-30. W. R. Gekeler.
More-Sherman Co. Fair Assn. Sept. 17-19. LeRoy C. Wright.
Myrtle Point-Coos Co. Fair Assn. Sept. 15-18. L. H. Pearce.
Portland-Pacific Ind. Live-Stock Expo. Oct. 2-8. O. M. Plummer.
Redmond-Deschutes Co. Fair Assn. Sept. 30-Oct. 2. N. A. Burdick.
St. Helens-Columbia Co. Fair Assn. Aug. 26-28. Earl C. Dowler.
Salmon-Oregon State Fair. Sept. 6-12. S. T. White, mgr.
Tillamook-Tillamook Co. Fair. Sept. 1-4 (tentative). C. H. Bergstrom.

PENNSYLVANIA

Allentown-Allentown Fair. Sept. 21-25. M. H. Beary.
Arcadiaville-South Mountain Fair Assn. Sept. 14-17. A. D. Shely.
Bedford-Bedford Fair Assn. Aug. 31-Sept. 4. A. C. Brice.
Bloomsburg-Bloomsburg Fair Assn. Sept. 27-Oct. 2. Harry B. Correll.
Burgess-Union Agril. Assn. Sept. 9-11. J. L. McCough.
Cambridge Springs-Cambridge Springs Fair. Sept. 9-11. R. L. Whipple.
Carmichaels-Greene Co. Fair. Sept. 3 & 4 and C. Dave Trimble, Masontown, Pa.
Centre Hall-Grange Encampment & Centre Co. Fair. Aug. 28-Sept. 3. Edith S. Dale, State College, Pa.

Clarion-Clarion Co. Fair Assn. Aug. 31-Sept. 3. John F. Baker.
Clearfield-Clearfield Co. Fair Assn. Sept. 20-25. B. Ward Beam, mgr.
Cocharanton-Cocharanton Community Fair Assn. Sept. 16-18. A. N. Shaffer.
Columbia-Columbia Harvest Home Assn. Oct. 12-14. Melvin L. Miller.
Conneautville-Conneautville Community Fair Assn. Sept. 18-18. Clinton Van Cise.
Coopers-Cookport Fair. Sept. 18-19. E. L. Haskins, Commodore, Pa.
Dayton-Dayton Agril. Assn. Sept. 7-11. J. R. Borland.
Doylestown-Doylestown Fair. Sept. 14-18. J. C. G. G. G.
Ebensburg-Cambria Co. Fair Assn. Sept. 6-11. Rowland G. Davis.
Edinboro-Edinboro Fair. Sept. 16-18. B. E. Decker.
Ephrata-Ephrata Farmers' Day Assn. Oct. 23-25. Fred R. Janda.
Fleetville-Benton Township Community Fair Assn. Sept. 22-25. B. K. Horner.
Forksville-Sullivan Co. Agril. Soc. Sept. 8-11. R. R. Whiteley.
Greensburg-Greensburg Fair Assn. Sept. 21-25. Guy R. Klingler.
Hanover-Forest Park Free Fair. Sept. 6-11. A. F. Karst.
Hartfield-Montgomery Co. Fair Assn. Sept. 6-11. B. B. D. Conner.
Harford-Harford Agril. Soc. Sept. 1-3. O. F. Maynard.
Honesdale-Wayne Co. Agril. Soc. Sept. 21-24. E. W. Gammell.
Hughesville-Lycoming Co. Fair Assn. Aug. 28-29. Edward P. Proetz.
Huntingdon-Huntingdon Co. Agril. Assn. Aug. 31-Sept. 4. James C. Morgan, bus. mgr.
Indiana-Indiana Co. Fair. Aug. 31-Sept. 3. B. H. Lichteberger.
Jennertown-Jennertown Fair Assn. Sept. 14-17. Frank Lape, Jennings, Pa.
Lamartine-Venango-Clarion Fair. Sept. 9-11. A. E. Ritta.
Lampeter-W. Lampeter Community Fair Assn. Sept. 22-24. Wayne B. Rentschler.
Lehigh-Lehigh Co. Agril. Assn. Aug. 31-Sept. 4. Frank R. Diehl.
Ligonier-Ligonier Valley Fair Assn. Sept. 14-17. D. M. Robinson.
Linesville-Linesville Community Fair Assn. Sept. 9-11. Olive A. Porter.
Marion-Marion Co. Fair Assn. Sept. 14-17. Lloyd W. Mellott.
Manheim-Manheim Farm Show Assn. Sept. 30-Oct. 2. Paul B. Beck.
Manfield-Smyth Park Assn. Sept. 15-18. L. A. Marvin.
Mechanicsburg-Grangers (Fair) Picnic. Aug. 30-Sept. 6. R. E. Richwine.
Mercer-Mercer Central Agril. Soc. Sept. 14-16. J. P. Orr.
Meyersdale-Somerset Co. Fair Assn. Sept. 1-3. E. F. Brown.
Millersville-Manor Farm Fair. Sept. 30-Oct. 2. H. F. Siglin.
Millport-Community Fair Assn. Sept. 15-17. Mrs. Alice M. Donovan.
Montrose-Susquehanna Co. Agril. Soc. Aug. 29-Sept. 1. F. J. Mahon.
Myerstown-Myerstown Community Fair Assn. Oct. 13-15. J. T. Auld.
New Castle-New Castle Agril. Assn. Aug. 24-27. A. C. Shorr.
Newtown-Greene Dreher Community Fair Assn. Sept. 9-11. W. B. Frable.
New Holland-New Holland Fair. Oct. 7-9. Isaac W. Caulter.
Newport-Perry Co. Fair. Sept. 14-16. A. K. Ludwig.
Newburg-Mifflin Agril. Assn. Sept. 7-10. A. E. Miller.
North East-North East Community Fair Assn. Sept. 23-25. Mrs. Mildred Hendrickson.
Oil City-Venango Co. Fair. Oct. 20-23. Carl D. Sutton.
Pittsburg-Allegheny Co. Fair, South Park. Sept. 1-6. Cliff J. Ryan.
Pottsville-(Cressona)-Schuylkill Co. Fair. Sept. 6-11. Frank W. Bausam.
Quakertown-Bucks Co. Agril. Soc. Aug. 24-27. Fred W. Johnson.
Reading-Reading Fair. Sept. 12-19. Charles W. Swoyer.
Red Lion-Red Lion Gala Week Fair. Aug. 23-28. R. M. Spangler.
Smethport-McKean Co. Fair Assn. Sept. 6-9. W. Alexander, Jr. Johnson.
Spartansburg-Spartansburg Fair. Sept. 16-18. J. A. Whitney.
Stoneboro-Stoneboro Fair. Sept. 3-7. Walter B. Parker.
Sugar Grove-Sugar Grove Community Fair. Sept. 9-11. T. R. Sponler.
Towanda-Bradford Co. Agril. Soc. Aug. 31-Sept. 3. Karl D. Shiner.
Troy-Troy Agril. Soc. Aug. 24-28. H. D. Holcombe.
Turkville-Turbotville Community Fair Assn. Sept. 23-25. Harry Everett.
Tunkhannock-Wyoming Co. Fair Assn. Sept. 14-17. Percy H. Brunges.
Ulysses-Ulysses Community Fair Assn. Oct. 7-9. Don C. Rounsaville.
Wellsburg-Wellsburg-Delong Fair. Oct. 20-22. George W. Cromis.
Wattsburg-Wattsburg Agril. Assn. Aug. 31-Sept. 3. H. M. Burrows.
Waynesburg-Waynesburg Fair & Agril. Assn. Sept. 21-25. Ambrose Brandy.
West Alexander-W. Alexander Agril. Assn. Sept. 16-18. Paul Rogers.
Yellow Creek-Northern Bedford Co. Fair Assn. Oct. 21-23. Howard F. Fox, Loysburg, Pa.
Youngburg Fair. Oct. 5-9. John H. Rutter.
Youngsville-Youngsville Community Fair. Sept. 15-18. R. L. Albright.

RHODE ISLAND

Kingston-State Fair of R. I. Sept. 1-5. A. N. Feckham, mgr.
SOUTH CAROLINA
Anderson-Anderson Fair. Nov. 1-6. J. A. Mitchell.
Anderson-Anderson Colored Fair. Nov. 10-13. J. A. Gresham.
Bennettsville-Marlowe Co. Fair Assn. Week of Sept. 25. E. W. Odum.
Bishopville-Lee Co. Agril. Fair Assn. Oct.-Charles W. Rollins.
Brunson-Hampton Co. Fair Assn. Week of Nov. 23. W. F. Hogarth.
Camden-Kershaw Co. Fair. Oct. 11-16. D. C. Bowers.
Central-Pickens Co. Fair. Oct. 11-16. W. C. Bowen.

Charleston-Charleston Agril. & Indust. Fair. Nov. 1-7. Emmons S. Welch.
Chester-Chester Co. Fair, Amer. Legion. Oct. 11-16. D. E. Peterson.
Columbia-Columbia Carolina State Fair. Oct. 18-23. F. V. Moore.
Conway-Horry Fair Assn. Oct. 4-9. Charles R. Scarborough.
Darlington-Darlington Co. Fair Assn. Oct. 4-8. M. S. Johnson.
Dillon-Dillon Co. Fair Assn. Oct. 19-23. Joe C. Davis.
Florence-Fee Dee Fair. Oct. 26-30. E. D. Sallenger.
Greenville-Greenville Co. Fair. Oct. 25-30. C. E. Terloff, Greer, S. C.
Greenville-Greenville Co. Colored Fair Assn. Oct. 19-23. J. P. Chappell.
Greenwood-Greenwood Fair. Nov. 8-13. A. T. Pinson.
Kingsree-Williamsburg Co. Fair. Oct. 18-23. H. C. Crawford.
Loris-Loris Fair Assn. Oct. 26-30. J. H. Yon.
Mullins-Marion Co. Fair Assn. Oct. 18-23. C. L. Schofield.
Newberry-Newberry Co. Fair. Nov. 1-5. J. P. Moon.
Orangeburg-Orangeburg Co. Fair. Oct. 26-30. J. M. Hughes.
Orangeburg-Orangeburg Co. Colored Fair Assn. Oct. 19-23. W. C. Lewis.
Owings-Mt. Carmel Stock Show. Nov. 10-13. A. N. Saxon.
Rock Hill-York Co. Fair. Oct. 12-15. F. M. Fewell.
St. George-Dorchester Colored Fair Assn. Oct. 12-18. H. C. Brown.
Spartanburg-Spartanburg Co. Fair Assn. Oct. 12-18.
Sumter-Sumter Co. Fair Assn. Oct. 11-16. J. Cliff Brown.
Waterboro-Clinton Co. Fair. Assn. Nov. 22-23. E. Jones.
Woodruff-Woodruff Fair Assn. Oct. 4-9. R. L. Robinson.
York-York Co. Colored Fair Assn. Oct. 18-23. L. A. Wright.

SOUTH DAKOTA

Aberdeen-Brown Co. Fair Assn. Sept. 6-9. Had J. Tallman.
Edgemont-Fall River Co. Fair. Sept. 2-4. A. L. Colgan.
Fort Bennett-Stanley Co. Fair. Sept. 2-4. G. E. Sumner.
Gettysburg-Potter Co. Fair. Aug. 26-28. H. Huson.
Huron-South Dakota State Fair. Sept. 12-17. Edgar Hornby.
Mitchell-Mitchell Co. Fair. Aug. 26-28.
Mitchell-Corn Palace Festival. Sept. 27-Oct. 3. Carl I. Rolston.
Murdo-Jones Co. Fair. Aug. 26-28. F. J. Carpenter.
Niangua-Suite Co. Fair. Sept. 2-4. Beyer Nelson, S. D.
Park-Turner Co. Fair. Aug. 25-27. L. F. Collins.
Sioux Falls-Minnehaha Co. Fair Assn. Sept. 9-11. R. H. Allen.
Tripp-Tripp Co. Fair Assn. Sept. 7-10. R. E. Magstadt.
Vermillion-Clay Co. Fair Assn. Sept. 6-8. K. B. Coliar.
Webster-Day Co. Fair. Sept. 23-25. Halvor Tompson, Lily, S. D.

TENNESSEE
Alexandria-DeKalb Co. Fair. Sept. 1-4. Rob Roy.
Bollivar-Hardeman Co. Fair. Sept. 27-Oct. 2. Brownville-Haywood Co. Colored Fair. Oct. 13-16. F. E. Jetteries.
Byrdstown-Pickett Co. Fair. Oct. 8-9. Hollis F. Fark.
Camden-Benton Co. Fair. Sept. 27-Oct. 2. B. T. Scruggs.
Carthage-Smith Co. Fair. Aug. 25-28. Brooks Robinson.
Chattanooga-Hickman Co. Fair Assn. Sept. 15-18. F. C. Adair.
Chattanooga-Chattanooga Tri-State Fair. Sept. 20-26. J. A. Darnaby, mgr.
Clarksville-Montgomery Co. Colored Fair. Oct. 15-16. James A. Bell.
Columbia-Fulton Co. Agril. Fair. Sept. 9-11. O. D. Massa.
Cottage Grove-Cottage Grove Community Fair. Sept. 17. Dan H. Snow.
Covington-Tipton Co. Fair Assn. Sept. 7-10. J. H. Bennett.
Crockett-Miller-Crocket Co. Fair. Sept. 29-Oct. 2. H. C. Coheatt.
Crossville-Gumberland Co. Fair Assn. Sept. 9-11. J. D. Laminack.
Dayton-Rhea Co. Free Fair. Sept. 9-11. Robert Kidd.
Decatur-Meigs Co. Fair. Sept. 16-17. W. A. Shadow.
Decaturville-Decatur Co. Fair. Sept. 27-Oct. 3. M. L. Alphin.
Dickson-Dickson Co. Fair Assn. Week of Sept. 26. C. E. Buttry.
Dresden-Amer. Legion Street & Community Fair. Sept. 20-25.
Fayetteville-Lincoln Co. Fair Assn. Aug. 25-27. Hiram Higgins.
Gallatin-Sumner Co. Colored Fair Assn. Aug. 26-28. Ed W. Whony.
Greenback-Louden Co. Fair. Aug. 30-Sept. 4. William D. Kerr.
Henderson-Henderson Fair. Sept. 7-11. Rev. M. L. Young, Lexington, Tenn.
Henderson-Henderson Co. Fair. Oct. 21-23. Prof. W. C. Williams.
Huntingdon-Carroll Co. Fair. Oct. 6-9. W. L. Noel.
Huntingdon-Carroll Co. Colored Fair Assn. Sept. 15-18. W. A. Cox.
Jackson-Eaton Co. A. & M. Fair Assn. (Colored) Sept. 20-25. J. E. McNeely.
Jackson-West Tenn. District Fair. Sept. 13-18. A. U. Taylor.
Knoxville-Tenn. Valley Fair. Sept. 27-Oct. 2. H. D. Faust.
Lawrenceburg-Lawrence Co. Fair. Sept. 9-11. D. Henry Piper.
La Follette-Tri-County Fair. Sept. 8-11. Pat W. Kerr.
Lawrenceburg-Lawrence Co.-Middle Tenn. Dist. Fair. Sept. 27-Oct. 2. Dr. E. R. E. E.
Lebanon-Wilson Co. Fair. Sept. 15-19. A. W. McCartney.
Lebanon-Wilson Co. Colored Fair. Sept. 23-25. J. R. McDaniel.
Lexington-Henderson Co. Fair Assn. Sept. 27-Oct. 2. A. S. Montgomery.
Lexington-Henderson Co. Colored Fair. Sept. 13-18. C. C. Bond.

McMinnville-Warren Co. Fair. Sept. 15-18. H. S. Wilson.
Manchester-Coffee Co. Fair. Sept. 23-25. David W. Shields, Jr.
Meadwell-Blount Co. Fair Assn. Sept. 13-18. Hugh E. DeLozier.
Maynardville-Union Co. Fair. Sept. 24-26. C. L. Loy.
Memphis-Mid-South Fair. Sept. 13-18. J. H. Fulle.
Memphis-Colored Tri-State Fair Assn. Sept. 23-25. Dr. L. G. Patterson.
Murfreesboro-Rutherford Co. Colored Fair. Sept. 2-4. Dr. James R. Patterson.
Nashville-Tennessee State Fair. Sept. 20-25. J. R. Rusk.
Oneida-Scott Co. Fair. Sept. 13-18. E. C. Terry.
Parsons-Parsons Free Fair. Oct. 4-6. K. K. Houston.
Petersburg-Petersburg Coit Show Assn. Sept. 7-8. I. M. Davidson.
Pulaski-Giles Co. Colored Fair Assn. Sept. 23-25. Mrs. Bertha Jordan.
Ramer-Ramer Community Fair. Oct. 1-2. Bonnie Lawson.
Sandy-Spencer Co. Fair. Sept. 16-18. T. S. Wade.
Sevierville-Sevier Co. Fair. Sept. 20-25. John A. McMahon.
Sparta-White Co. Fair Assn. Sept. 16-18. William L. Little.
Spencer-Vernon Co. Fair. Sept. 13-14. H. L. Hollingsworth.
Tracy City-Grundy Co. Fair Assn. Aug. 25-28. W. T. Roberts.
Trenton-Gibson Co. Fair Assn. Oct. 8-9. J. C. Wada.
Waynesboro-Wayne Co. Fair. Sept. 23-25. H. L. Edwards.
Westmoreland-East Sumner Fair. Sept. 17-18. Cyrus Simmons.
Whiteville-Whiteville Community Fair. Sept. 22-23. Sam V. Norman.
Winchester-Franklin Co. Fair. Sept. 2-4. J. F. Vaughn.
Woodbury-Cannon Co. Fair Assn. Sept. 17-18. Hesta M. Cummings.

TEXAS

Ablene-West Texas Fair Assn. Oct. 4-8. T. N. Carswell.
Amarillo-Tri-State Fair. Sept. 19-25. O. L. Anderson.
Amarillo-Grimes Co. Fair Assn. Oct. 13-16. George E. Siddall.
Arlington-Tarrant Co. Fair. Sept. 23-25. Mickey Maguire.
Athens-East Texas Cotton Palace. Oct. 4-9. B. F. Egger.
Ballinger-Runnels Co. Fair Assn. Oct. 12-16. J. D. Motley.
Beaumont-South Texas State Fair. Nov. 1-4. L. E. Herring Jr.
Bellevue-Austin Co. Fair Assn. Sept. 29-Oct. 2. R. W. Palm.
Blooming Grove-Blooming Grove Fair. Sept. 30-Oct. 2. W. A. Crawford.
Boerne-Kendall Co. Fair Assn. Aug. 27-29. J. M. Gillis.
Bonham-Fannin Co. Fair Assn. Sept. 28-Oct. 2. J. I. Boon.
Breckenridge-Stephens Co. Fair. Oct. 8-9.
Brenham-Washington Co. Fair Assn. Oct. 6-8. F. W. S. Zschoppell.
Bryan-American Legion Free Fair. Nov. 1-3. Henry Ross.
Canadian-Hemphill Co. Fair. Sept. 16-18. S. E. Allison.
Center-Sheley Co. Fair Assn. Oct. 5-9. O. F. Metz.
Center-Montgomery Co. Fair Assn. Sept. 28-Oct. 1. G. L. Gilyburn.
Crocket-Houston Co. Fair Assn. Oct. 14-18. Charles A. Cowsett.
Dallas-Greater Texas and Pan-American Expo. June 12-Oct. 31. Frank McHenry, 6-gm.
Decatur-Wise County Fair. Late in September. Cliff Gates.
Denton-Denton Co. Fair Assn. Oct. 12-16. C. H. Fowler.
Eastland-Eastland Co. Fair. Sept. 16-18. H. J. Tanner.
Ennis-Ellis County Fair. Sept. 27-Oct. 2. A. Dupree Davis.
Ft. Worth-Ft. Worth Frontier Fiesta. June 5-Oct. 2. W. K. Stripling, pres.
Ft. Worth-Southwestern Expo. & Pat Stock Show. March 11-20. John E. Davis.
Franklin-Harris County Fair Assn. Oct. 7-9. V. M. Harris.
Graineville-Cooke Co. Fair. Aug. 23-28. Claude Jones.
Gonzales-Gonzales Co. Fair. Oct. 26-30. C. O. Williams.
Graham-North Central Dist. Fair of Texas. Oct. 20-23. J. C. Watson.
Greenville-Hunt Co. Fair. Aug. 30-Sept. 4. C. A. Duck.
Hamilton-Hamilton Co. Fair Assn. Oct. 6-8. R. D. Foster.
Harrison-Lower Rio Grande Valley Mid-Winter Fair. Nov. 23-28. Sidney King.
Haskell-Central West Texas Fair Assn. Oct. 13-16. H. T. Sullivan.
Henderson-Rusk County Fair. Week of Sept. 20-26. W. H. Harris.
Hondo-Medina Co. Fair Assn. Sept. 6-7. Lawrence Brucks.
Houston-Houston Pat Stock Show & Live-Stock Expo. First week in Oct. W. O. Curtis.
Huntsville-Walker Co. Fair Assn. Oct. 12-18. C. E. Sawyer.
Iowa Park-Wichita County Fair Assn. Sept. 22-26. Paul H. Zink.
Jasper-Jasper County Fair Assn. Oct. 19-23. W. R. Curtis.
Jefferson-Marion Co. Fair. Sept. 21-25. E. L. Jones.
LaGrange-Fayette County Fair Assn. Sept. 23-26. G. A. Koenig.
Leonard-Leonard Fair Assn. Sept. 20-25. J. C. Dodson.
Liberty-Liberty Co. Fair Assn. Oct. 21-23. Max T. Karkowki.
Linden-Cass Co. Fair. Sept. 27-Oct. 2. Morris Farrow.
Lindsey-Folk Co. Fair. Oct. 21-23. H. M. Scooper.
Longview-East Texas Exhibit Assn. Sept. 13-18. M. D. Abernathy, mgr.
Lubbock-Panhandle South Plains Fair Assn. Sept. 27-Oct. 2. A. B. Davis, mgr.
Lufkin-Angelina Co. Fair Assn. Oct. 12-16. Ed C. Burris.
McKinney-Collin Co. Free Fair. Sept. 27-30. W. Hammond Moore.

Madisonville-Madison Co. Fair Assn. Sept. 22-29. Mrs. Ruby Broadway.
Marshall-Highland Fair. Oct. 7-9. R. L. Bledsoe.
Marshall-Central East Texas Fair. Sept. 27-Oct. 2. M. R. Martin.
Mesquite-Mesquite Fair. Sept. 16-18. John E. Davis.
New Boston-Bowie Co. Fair Assn. Oct. 5-9. M. E. Melton, Texasiana, Tex.
New Braunfels-Comal Co. Fair Assn. Sept. 24-26. Edwin E. Adams.
Orange-Orange Co. Fair Assn. Oct. 26-30. Palestine-Anderson Co. Fair. Oct. 4-9. C. O. Miller Jr.
Paris-Lamar District Fair Assn. Sept. 6-11. H. L. Baker.
Pittsburg-North East Texas Fair Assn. Sept. 16-19. W. R. Morgan.
Port Lavaca-Calhoum Co. Fair Assn. Oct. 1-2. Alton White.
Rosenberg-Port Bend Co. Fair Assn. Oct. 4-10. Mar. Cole.
Sherman-Red River Valley Fair. Oct. 4-9. Frank M. Thompson.
Silasie-Hardin Co. Fair. Oct. 26-30. J. F. Weatherby.
Sweetwater-Colan-Fisher Free Fair. Sept. 4. George D. Barber.
Tyler-East Texas Fair Assn. Probably Sept. 19-24. V. F. Fitzhugh.
Waco-Bravos Valley Free Fair. Oct. 6-17. E. M. Evans.
Weatherford-Parker Co. Fair. Oct. 20-23. F. U. McCutchen.
Wharton-Wharton County Fair Assn. Oct. 12-18. H. C. Copenhaver.
Yorktown-Yorktown Fair Assn. Oct. 20-22. Paul A. Schmidt.

UTAH

Brigham-Box Elder Co. Peach Days Sept. 10-11. W. L. Holst, mgr.
Coalville-Summit Co. Fair. Sept. 2-4. E. J. Tremelling, mgr.
Fort Duchesne-Utah Co. & Indian Fair. Aug. 30-Sept. 1. Robert L. Bennett.
Farmington-Davis Co. Farm Bureau Fair. Aug. 26. N. P. Whitesides, mgr.
Logan-Cache Co. Fair. Sept. 13-18. N. J. Crookston.
Heber City-Wasatch Co. Fair Assn. Aug. 26-27. J. M. Ritchie.
Manti-Sanpete Co. Fair. Sept. 15-17. Ellis Maylett.
Morgan-Francis-Morgan Co. Fair. Sept. 2-4. Gilbert Francis, mgr.
Ogden-Weber Co. Farm Bureau Day. Aug. 28. George Stallings.
Provo-Utah Co. Fair. Sept. 16-18. M. H. Harrison.
Salt Lake City-Utah State Fair. Sept. 25-Oct. 3. E. S. Himes, mgr.
Trenton-Box Elder Co. Fair. Sept. 16-18. C. J. Dewey.

VERMONT

Essex Junction-Champlain Valley Expo. Aug. 30-Sept. 4. H. K. Drury, mgr.
Harland-Harland Fair. Aug. 25-27. Merle Dimick, mgr.
Londonderry-Londonderry Fair. Oct. 16. A. E. Phillips.
Rutland-Rutland Fair. Sept. 6-11. C. W. Olney.
Tunbridge-Union Agrl. Soc. Sept. 21-23. Edw. R. Flint.

VIRGINIA

Amherst-Amherst Co. Fair Assn. Oct. 11-16. L. H. Shrader.
Blackstone-Courier-Record Fair Assn. Week of Sept. 20. Alexander Eugline.
Chesapeake-Mecklenburg County Fair Assn. Oct. 12-15. H. W. Nash, Wightman, Va.
Chesterfield C. H.-Chesterfield County Fair Assn. Oct. 7-9. S. B. Watkins Jr., Middlelothian, Va.
Clintwood-Farmers' Fair. Sept. 18-19. C. J. Mullins.
Covington-Alleghany Co. Fair Assn. Sept. 18-18. Thomas B. McCaleb.
Danville-Danville Fair Assn. Oct. 12-18. Col. H. L. Watkins.
Dungannon-Scott County Fair Assn. Sept. 8-11. H. L. Stallard.
Emporia-Emporia Fair. Oct. 18-23. E. M. Garner.
Farmville-Five-County Fair Assn. Sept. 27-Oct. 2. A. A. Gordon.
Fincastle-Scottdale County Fair Assn. Sept. 21-25. Cecil E. Slusser.
Galax-Galax Fair. Sept. 13-18. W. C. Robertson.
Kelley-Eastern Shore Agrl. Fair Assn. Aug. 24-25. J. Milton Mason.
Lexington-Rockbridge County Fair Assn. Sept. 20-25. Curtis C. Humphris, East Lexington.
Luray-Page Co. Fair. Aug. 24-28. S. F. Rooser.
Lynchburg-Tri-County Fair. Sept. 20-25. L. H. Schrader.
Madison Heights-Tri-County Fair. Sept. 20-25. L. H. Schrader, Amherst, Va.
Martinsville-Henry Co. Fair Assn. Week of Aug. 30. J. L. Clayton, Leaksville, N. C.
Norfolk-Norfolk Tidewater State Fair. Oct. 12-16. M. B. Howard, mgr.
Pennington Gap-Lee Co. Fair. Sept. 15-18. Earl C. Laningham.
Petersburg-Southwest Va. Fair. Oct. 11-16. Charles W. Willard Eanes.
Richmond-Virginia State Fair Assn. Sept. 27-Oct. 2. Charles A. Somma.
Roanoke-Roanoke Agrl. Fair, Amer. Legion. Sept. 6-11. John L. Godwin.
Rocky Mount-Franklin Co. Fair Assn. Sept. 7-11. H. F. Fralin.
Shipman-Nelson Co. Fair Assn. Oct. 12-15. R. Kent Loving.
South Boston-Halifax County Fair Assn. Oct. 19-23. W. W. Wilkins.
Staunton-Staunton Fair. Sept. 6-11. C. B. Ralston.
Suffolk-Tidewater Fair Assn. Oct. 19-22. W. H. Crocker.
Taswell-Taswell Fair Assn. Sept. 21-25. Warsaw-Northern Neck Fair Assn. Sept. 23-28. L. F. Altfer.
West Staunton-Augusta Co. Colored Fair. Aug. 23-28. Charles Spears, R. 1, Staunton.
Woodstock-Shenandoah Co. Fair Assn. Sept. 14-17. D. G. Dymock.

WASHINGTON

Onahalls-Lewis Co. Fair Assn. Aug. 26-29. Thomas E. Wood.
Colville-Stevens Co. Grange Fair Assn. Sept. 9-11. A. K. Milley.
Cusick-Pend Oreille Co. Fair. Sept. 3-6. E. S. Jones, Newport, Wash.

Ellensburg-Kittitas Co. Fair Assn. Sept. 4-6. Wendell W. Prater.
Lind-Adams Co. 4-H Fair. Sept. 3-4. George C. Burkhatter, Ritzville, Wash.
Lynden-Whitcom Co. Fair Assn. Sept. 15-17. Jack Ellis.
Oroville-Okanogan Co. & Internat'l. Fair. Sept. 4-6. Roy R. Hurst.
Port Angeles-Olallam Co. Fair Assn. Aug. 26-29. W. C. Gellor.
Puyallup-Western Wash. Fair Assn. Sept. 15-16. W. A. Linklater, mgr.
Walla Walla-Southeastern Wash. Fair Assn. Sept. 2-4. H. F. Clark.

WEST VIRGINIA

Belington-Belington Festival & Fair Assn. Sept. 16-18. Bess McCollarn.
Charleston-Kanawha Expo. & 4-H Fair. Sept. 6-11. E. M. Johnson.
Clay-Clay Co. Farm Bureau Assn. Sept. 22-25. George C. Deems.
Cowen-Webster Co. Fair. Sept. 8-11. Ralph Cunningham.
Glenview-Gilmer Co. Fair. Aug. 31-Sept. 3. Guy B. Young.
Helvetia-Helvetia Community Fair Assn. Sept. 15-17. Mrs. James McNeal.
Lewisburg-Boonshier Valley Fair. Aug. 30-Sept. 4. W. L. Tabscott.
Mannington-Mannington District Fair. Sept. 8-11. J. L. Thorn.
Marlington-Pocahontas Co. Fair. Aug. 23-28. Fred Allen.
Moundsville-Marshall Co. Fair Assn. Sept. 6-8. A. B. Bonar.
New Hope-Beaver Pond District Fair. Sept. 16-18. C. P. Hylton, R. F. D. 1, Box 78, Princeton, W. Va.
Parsons-Tucker Co. Fair Assn. Sept. 1-4. L. W. Sturms.
Pennboro-Ritchie Co. Fair Assn. Aug. 24-27. Frank Griffith.
Petersburg-Tri-County Fair Assn. Sept. 15-18. C. L. Eickler.
Phillippi-Barbour Co. Street Fair Assn. Sept. 9-11. L. Glenn Zinn.
Point Pleasant-Mason Co. Fair Assn. Sept. 16-18. Wm. H. Rardin.
Pughtown-Hancock Co. 4-H Fair. Aug. 25-27. Walter C. Gumbel, New Cumberland, W. Va.
Ripley-Jackson Co. Fair. Sept. 2-6. Summersville-Nicholas Co. Fair. Aug. 31-Sept. 3. William E. Simpson.
Sears-Braxton Co. Fair Assn. Sept. 13-18. Earle Morrison.
Wadestown-Battelle District Fair Assn. Sept. 22-25. Kinsey Shriver.
Weston-Jacksons Mill 4-H Fair Assn. Sept. 21-23. R. H. Gist, Morgantown, W. Va.
Whaling-Panhandle Regional 4-H Fair. Aug. 24-28. G. S. Myers.

WISCONSIN

Athens-Athens Agrl. Assn. Aug. 31-Sept. 2. A. W. Braun.
Baraboo-Sauk County Fair. Sept. 1-3. Willard A. Mason.
Beaver Dam-Dodge County Fair Assn. Sept. 16-19. J. F. Malone.
Black River Falls-Jackson County Agrl. Soc. Sept. 11-16. Douglas Curran.
Bloomington-Elsa Agrl. Assn. Sept. 11-16. Probably first week in Sept. B. J. Oates.
Chilton-Calumet County Fair. Sept. 3-6. T. Henry Weeks.
Durand-Pepin Co. 4-H Fair. Sept. 4-8. Myrtle Schultz.
Eau Claire-Walworth County Agrl. Soc. Sept. 8-9. F. M. Porter.
Ellsworth-Pierce County Fair Assn. Sept. 18-18. O. A. Halla.
Friendship-Adams County Agrl. Soc. Sept. 12-13. Robert W. Egan.
Galesville-Trempealeau County Agrl. Soc. Sept. 3-8. Alfred N. Sagen.
Gays Mills-Crawford County Fair. Sept. 9-11. Walter L. Cummings, Prairie du Chien, Wis.
Greenville-Burnett County Fair. Aug. 25-28. Ray O. Lidbom.
Hayward-Sawyer Co. Agrl. Fair Assn. Sept. 3-9. J. K. Walker.
Jefferson-Jefferson County Fair. Sept. 10-12. Harry M. Egan.
LadySmith-Rusk County Fair. Sept. 8-11. H. W. True.
Lodi-Lodi Union Agrl. Soc. Sept. 8-10. G. M. Blissell.
Luxemburg-Keweenaw Co. Fair. Sept. 1-6. W. L. Julius Cahn.
Marshfield-Central Wis. State Fair. Sept. 6-9. R. R. Williams.
Medford-Taylor Co. 4-H Fair. Sept. 9-11. Alma C. Hanson.
Milwaukee-Wisconsin State Fair. Aug. 21-28. Ralph E. Ammon, Fair Park, Milwaukee.
Mineral Point-Southwestern Wis. Fair Assn. Sept. 3-6. C. L. Winn.
Oshkosh-Winnebago Co. Fair & Expo. Aug. 20-Sept. 3. T. A. G. Brown.
Phillips-Price County Agrl. Soc. Sept. 3-6. Karl Mess.
Portage-Columbia Co. Fair Assn. Sept. 8-9. W. Horace Johnston.
Rice Lake-Baraboo County Agrl. Soc. Sept. 1-6. A. M. Christau.
Richland Center-Richland County Agrl. Soc. Sept. 15-18. H. J. Gochensaer.
Rhinelander-Oneda Co. 4-H Club Fair. Aug. 27-28. J. M. Reid.
Rothschilde-Wisconsin Free Community Fair. Sept. 4-8. Lester Peterson.
Shawano-Shawano County Agrl. Soc. Sept. 7-9. Louis W. Cattau.
Sparta-Sparta Fair Assn. Sept. 14-15. John F. Nicol.
Spooner-Washburn Co. 4-H Fair. Aug. 26-28. Paul S. B. Takie, R. 1, Box 53, Trego, Wis.
Sturgeon Bay-Door Co. Fair Assn. Aug. 27-29. John H. Miles.
Turtle Lake-Inter-County Fair Assn. Sept. 10-11. David Peterson.
Union Grove-Racine Co. Agrl. Soc. Sept. 1-4. E. A. Polley, Rochester, Wis.
Viroqua-Vernon Co. Agrl. Soc. Sept. 21-24. Fred S. Rogers.
Washington-Bayfield County Farm Festival & Fair. Sept. 4-8. Roy E. Holvenstot.
Wausaukee-Marinette Co. Fair Assn. Sept. 10-12. Charles B. Drewry, Marinette, Wis.
Wautoma-Waushara County Fair. Sept. 14-17. Charles T. Taylor.
Westfield-Marquette County Fair Assn. Sept. 21-23. W. F. Fuller.
Weyauwega-Waupaca County Agrl. Assn. Aug. 27-29. H. W. Crant.

WYOMING

Douglas-Wyoming State Fair. Sept. 14-17.

Pine Bluffs-Laramie Co. Fair Assn. Sept. 2-4. M. L. Larson.
Rawlins-Carbon Co. Fair Assn. Sept. 2-4. H. Breitenstein.
River-Cornment Co. Fair. Sept. 6-8. Edward Hutchings.
Torrington-Goshen Co. Fair. Sept. 8-10. E. P. Perry.

CANADA

BRITISH COLUMBIA

Abbotsford-Central Fraser Valley Fair. Sept. 14-18. L. J. Kettle.
Agassiz-Agassiz Agrl. Soc. Sept. 15. E. C. Bat.
Armstrong-Interior Provincial Exhn. Sept. 13-16. Mat. Haszen.
Celista-Celista Agrl. Assn. Sept. 18. Mrs. E. P. Riley, Magna Bay.
Chilliwack-Chilliwack Agrl. Assn. Sept. 22-23. E. H. Barton.
Cobble Hill-Cobble Hill Dist. Agrl. Assn. Sept. 9. R. B. Moulton.
Coombs-Coombs Agrl. Assn. Sept. 15-16. J. H. Boyd.
Courtenay-Cornor Agrl. Assn. Sept. 7-8. H. P. Allberry, Sandwick, B. C.
Duncan-Cowichan Agrl. Assn. Sept. 17-18. Wm. Waulden.
Eburne-Source Agrl. Assn. Sept. 15. Port Fraser-Port Fraser Agrl. Assn. Sept. 6. Mrs. J. P. Myers.
Haney-Haney Agrl. Assn. Sept. 16. W. E. Hawthorne, Hammond, B. C.
Harrop-Harrop Agrl. Assn. Sept. 1. Mrs. J. W. W. Forry.
Invermere-Invermere Agrl. Assn. Sept. 3-4. G. W. Turner, Windermere, B. C.
Kamloops-Kamloops Exhn. Assn. Sept. 6-7. S. H. Baker.
Kimberley-Kimberley Agrl. Assn. Aug. 27-29. E. M. Hughes.
Lithium-Ryanhill Agrl. Assn. Sept. 22-23. Rev. C. McDiarmid.
Langley (Miller)-Langley Agrl. Assn. Sept. 7-8. W. V. Mufford.
Lasqueti Island-Agrl. Assn. Sept. 11. T. A. Matsqui-Matsqui Agrl. Assn. Sept. 17. R. E. Whitson.
Mission-Mission Agrl. Assn. Sept. 9. Victor Ogilvie.
Nelson-Nelson Agrl. & Indust. Assn. Sept. 22-24. G. Horstead.
Nelson-Nelson Agrl. Assn. Sept. 22-24. G. Horstead.
Peachland-Peachland Agrl. Assn. Sept. 2. Mrs. C. Duguid.
Port Moody-Port Moody Agrl. Soc. Sept. 10. Mrs. E. F. Lehman.
Powell River-Powell River Agrl. Assn. Sept. 10-11. E. T. Bernier.
Prince George-Prince George Agrl. Soc. Sept. 3. G. W. Forry.
Saanichton-Saanichton Agrl. Soc. Sept. 28-29. S. G. Steddard.
Smithers-Bulkley Valley Agrl. Assn. Sept. 2-3. S. G. Preston.
South Burnaby-S. Burnaby Agrl. Assn. Sept. 20. Miss M. Doll, Burnaby, B. C.
Squamish-Squamish Agrl. Soc. Sept. 6. Sunnyside-Sunnyside Agrl. Assn. Sept. 11. Surrey-Surrey Dist. Agrl. Assn. Sept. 29. T. W. Currie, R. 3, New Westminster.
Vancouver-Vancouver Exhn. Assn. Sept. 1-8. Harry M. Egan.
Victoria-B. C. Agrl. Assn. Sept. 11-18. W. H. Mearns, Willows Park, Victoria.
Whonnock-Whonnock Agrl. Assn. Sept. 23. T. C. Crowe.
Williams Lake-Agrl. Soc. Sept. 1-3. Jean E. Yorston.

MANITOBA

Brokenhead-Brokenhead Agrl. Soc. Sept. 3. H. B. Towle.
Kinostau-Kinostau Agrl. Soc. Sept. 15. H. E. Scrae.
Ripon-Ripon-Rhineland Agrl. Soc. Sept. 10. J. C. Savatzky.
Teulon-Teulon Agrl. Soc. Oct. 2. A. H. Campbell.

NEW BRUNSWICK

Albert-Albert Fair. Oct. 7-8. H. H. Tingley.
Bathurst-Bathurst Fair. Oct. 6-8. Gordon C. L. Spurr.
Chatham-Chatham Exhn. Sept. 27-Oct. 1. H. B. McDonald.
Elgin-Elgin Fair. Oct. 6. Chesley W. Steeves.
Fredericton-Fredericton Exhn. Sept. 11-18. J. L. Spurr.
Hopewell Hill-Hopewell Fair. Oct. 5. O. A. Mitton, Riverside.
Keswick-Keswick Fair. Sept. 28. Walter Inch, Mouth Keswick.
Moncton-Moncton Fair. Aug. 30-Sept. 4. Petticoediac-Petticoediac Fair. Oct. 5. Walter Douglas.
Port Elgin-Port Elgin Fair. Sept. 29. C. C. Allen.
Sackville-Sackville Fair. Sept. 22. W. R. Trueman, R. 1, Aulac.
St. John-St. John Exhn. Assn. Sept. 4-11. G. W. Frost.
St. Martins-St. Martins Fair. Sept. 22. F. L. Howard.
St. Stephen-St. Stephen Exhn. Aug. 30-Sept. 3. W. B. Sturman.
South Tilley-S. Tilley Fair. Sept. 28-29. T. E. Walker.
Stanley-Stanley Fair. Sept. 21-23. T. Allan Best.
Woodstock-Woodstock Exhn. Sept. 20-25. R. W. Maxwell.
Bear River-Digby Co. Exhn. Sept. 23-24. Capt. K. R. Forrester.
Bridgewater-Lunenburg Co. Exhn. Sept. 7-10. W. J. Crouse.
Calendon-Queens Co. Fair Assn. Sept. 21-23. P. S. Hampton.
Halifax-N. S. Provincial Exhn. Sept. 27-Oct. 2. E. Frank Lordy.
Lawrencetown-Annapolis Co. Farmers' Assn. Sept. 17-17. Roy Grant.
Little Brook-Clare Exhn. Oct. 5-8. A. B. Conner.
Middle Musquodoboit-Halifax Co. Exhn. Sept. 21-22. R. H. Reid.
North Sydney-North Sydney Fair. Spt. 6-9. R. M. Jackson.
Oxford-Windsor Exhn. Sept. 15-17. D. W. Wood.
Pictou-Pictou Co. & N. Colchester Exhn. Sept. 21-22. J. A. Adamson.
Shelburne-Shelburne Co. Agrl. Soc. Sept. 28-29. Leslie MacKay.

Stewiacke-Colchester & E. Hants Exhn. Sept. 14-15. Dyon H. Crowe.
Windsor-Windsor Exhn. Approx. Sept. 21-24. Thomas Ayward.
Yarmouth-Yarmouth Co. Agrl. Soc. Sept. 22-24. E. L. Crosby.

ONTARIO

Aberfoyle-Aberfoyle Agrl. Soc. Oct. 5-6.
Abingdon-Abingdon Agrl. Soc. Oct. 8-9. George Nichols, Calstor Center.
Acton-Acton Agrl. Soc. Sept. 21-22. F. L. Wright.
Alisa Craig-North Middlesex Fair Assn. Sept. 23-24. George C. Stewart.
Alfred-Alfred Agrl. Soc. Sept. 6-7. Arthur Gratton.
Alliston-Alliston Agrl. Soc. Sept. 23-24. E. A. Murphy.
Almonte-North Lanark Agrl. Soc. Sept. 15-17. Dr. M. Pilkey.
Alvinston-Alvinston Agrl. Soc. Oct. 12-13. W. J. Weed.
Ameliasburg-Ameliasburg Agrl. Soc. Sept. 28-29.
Ancaster-Ancaster Agrl. Soc. Sept. 17-18. Ernest McMillan, R. R. 1, Hamilton.
Apsley-Apsley Agrl. Soc. Sept. 8-9. Mrs. D. M. Tuckman.
Arnprior-Arnprior Agrl. Soc. Sept. 20-22. A. M. Storie.
Arthur-Arthur Agrl. Soc. Sept. 28-29. G. L. Goulding.
Ashworth-Stisted Agrl. Soc. Sept. 30. Jos. E. H. Henderson.
Atwood-Elms Agrl. Soc. Sept. 24-25. E. H. Swing.
Avonmore-Roxborough Agrl. Soc. Sept. 23-24. George E. Canham.
Ayer-Ayer Agrl. Soc. Sept. 27-29. H. Ryckman.
Ayton-Ayton Agrl. Soc. Oct. 1-2. J. W. Werner.
Bancroft-Bancroft Agrl. Soc. Sept. 9-10. J. L. Churcher.
Bar River-N. Shore Agrl. Soc. Sept. 29. W. Tuckett.
Barrick-Barrick Agrl. Soc. Sept. 20-23. G. O. Cameron.
Bayfield-Bayfield Agrl. Soc. Sept. 28-30. A. E. Irwin.
Bayville-Bayville Agrl. Soc. Sept. 22-23. W. H. Yanceaf.
Beachburg-North Renfrew Agrl. Soc. Sept. 28-29. B. H. Brown.
Beamsville-Clinton Agrl. Soc. Sept. 24-25. Fred Barraclough.
Beaverton-N. Ont. Agrl. Soc. Sept. 24-25. D. S. Calder.
Beeton-Beeton Agrl. Soc. Oct. 5-6. F. C. Pierson.
Belmont-Belmont Agrl. Soc. Sept. 30. E. L. Taylor.
Belleville-Belleville Agrl. Soc. Aug. 31-Sept. 3. R. H. Ketchesou.
Binbrook-Binbrook Agrl. Soc. Sept. 10-11. R. S. Laidman, Glanford Sta.
Blacklock-Cartwright Agrl. Soc. Sept. 14-15. Jas. Byers.
Bracebridge-Both Muskoka Agrl. Soc. Sept. 17-18. Jerry Dickie.
Blyth-Blyth Agrl. Soc. Sept. 17-18. Miss G. M. Fawcett.
Bobcaygeon-Verulam Agrl. Soc. Sept. 24-25. D. S. H. Henderson.
Bonfield-Bonfield Agrl. Soc. Sept. 22. F. Osagne.
Bothwell's Corners-Bothwell's Corners Agrl. Soc. Sept. 7-8.
Bradford-Bradford Agrl. Soc. Oct. 1-2. George G. Green.
Brampton-Peel Agrl. Soc. Sept. 28-29. Frank Egan.
Bridgen-Moore Agrl. Soc. Oct. 5. W. J. Manley.
Bruce Mines-Bruce Mines Agrl. Soc. Sept. 7-8. W. A. White.
Burlington-Burlington Agrl. Soc. Sept. 30-Oct. 1. Dan McTavish.
Burford-S. Brant Agrl. Soc. Sept. 17-18. A. Campbell.
Burr's Falls-Burr's Falls Agrl. Soc. Sept. 23-24. Fred Metcalfe.
Caledonia-Caledonia Agrl. Soc. Sept. 17-18. Chas. Barrett.
Caledonia-Caledonia Agrl. Soc. Sept. 20-Oct. 2. E. E. French.
Campbellford-Seymour Agrl. Soc. Sept. 28-29. G. C. Stephens.
Carp-Carp Agrl. Soc. Agrl. Soc. Sept. 21-22. Walter Johnson, R. R. 5, Wlarton.
Carp-Carp Agrl. Soc. Oct. 1-2. A. E. Cavanagh.
Casselman-Casselman Agrl. Soc. Sept. 8.
Centerville-Centerville Agrl. Soc. Sept. 10-11. Ronald Brown.
Charlton-Charlton Agrl. Soc. Sept. 14-15. Carl G. Haacke.
Chatsworth-Holland Agrl. Soc. Oct. 7-8. A. D. McColeman.
Chesley-Chesley Agrl. Soc. Sept. 21-22. J. A. Cavill.
Chesterville-Chesterville Agrl. Soc. Aug. 31-Sept. 4. W. H. Casselman.
Christian Island-Agrl. Soc. Aug. 31-Sept. 2. L. Monague.
Clarence Creek-Clarence Creek Agrl. Soc. Sept. 14. George David.
Clarksburg-Collingwood Tp. Agrl. Soc. Sept. 21-22. J. J. McManis.
Clifford-Clifford Agrl. Soc. Oct. 10-11. Clute-Clute Agrl. Soc. Sept. 8. A. G. Stiles.
Cobden-Cobden Agrl. Soc. Sept. 21-22. C. A. Farr.
Cochrane-Cochrane Agrl. Soc. Sept. 14-15. Gordon Cook.
Coe Hill-Wollaston Agrl. Soc. Sept. 14-15. C. H. Doolittle.
Coldwater-Coldwater Agrl. Soc. Sept. 10-11. O. M. Robinson.
Collingwood-Nottawasaga & Great Northern Exhn. Sept. 13-16. O. G. Bernhardt.
Comber-Comber Agrl. Soc. Sept. 10-11. Raymond Markham.
Cookstown-Cookstown Agrl. Soc. Oct. 7-8. T. J. Dawson.
Coolesville-Coolesville Agrl. Soc. Oct. 1-2. J. J. Jamieson.
Cornwall-Cornwall Agrl. Soc. Sept. 2-4. Jas. Blackladder.
Courtland-Middleton Agrl. Soc. Sept. 30. J. G. Burnett.
Delt-Delta Delaware Agrl. Soc. Oct. 13. E. E. Ryckman.
Delta-Delta Fair Assn. Sept. 6-8. Isaac Stevens, Harlem, Ont.
Demoreville-Demoreville Agrl. Soc. Oct. 2. W. Rightmeyer, R. R. 8, Pictou.

Liberty - Fall Festival. Aug. 30-Sept. 4. Samuel Butler.
Markle - Fall Festival. Aug. 25-28. Business Men's Assn.
Madaryville - Street Fair. Sept. 9-11. Harold Row.

IOWA

Albia - Fall Festival & Homecoming. Sept. 9-11. A. E. Lewis.
Belle Plaine - Fall Festival. Sept. 23. John P. Burrows.
Blairtown - Sauerkraut Day. Sept. 11. P. G. Young.

KANSAS

Cherokee - Homecoming. Sept. 16. Columbus - Soldiers & Sailors Reunion. Aug. 28-29. S. H. Arnold.

KENTUCKY

Dayton - Tacoma Park Expo. Aug. 30-Sept. 6.
Rayville - Carnival. Sept. 6-11. Mrs. C. N. Nail.

LOUISIANA

Rayville - Carnival. Sept. 6-11. Mrs. C. N. Nail.

MAINE

Ashland - Centennial Celebration. Aug. 23-28. Leon L. Leach.

MARYLAND

Hagerstown - National Antietam Commemoration & Junior World's Fair. Sept. 4-17. W. T. Loy.

MASSACHUSETTS

Oxford - Oxford Veterans' Fair. Sept. 8-11. Merion Trask.

MICHIGAN

Alma - Free Harvest Jubilee. Aug. 26-27. Charles A. Gross, care Chamber of Commerce.

ARIZONA

Flagstaff - American Legion. Aug. 24-28. E. P. McDowell, 409 Ariz. State Bldg., Phoenix.

ARKANSAS

Forrest City - Order of Odd Fellows. Oct. 25-26. R. S. Whitlock, Bentonville, Ark.

CALIFORNIA

Long Beach - Order of Scouts. Nov. 10-13. A. B. English, 835 Locust ave.

CONNECTICUT

East Hartford - Odd Fellows' Encampment. Oct. 19. W. S. Hutchinson, P. O. Drawer 1569, New Haven, Conn.

DELAWARE

Dover - State Volunteer Firemen's Assn. Sept. 8-9. S. H. Carson, 158 S. Bradford St.

FLORIDA

Wilmington - Order of Red Men. Oct. 27. E. McIntire.

GEORGIA

Wilmington - Order of Odd Fellows. Nov. 17. H. Downing.

Calumet - Firemen's Circus & Expo. Sept. 13-18. Harold Saddy.
Edenville - Lumberjack Picnic. Aug. 25. Frank T. Wixom.

MINNESOTA

Amboy - Corn Festival. Sept. 17-18. H. E. Salsbery.
Bricelyn - Harvest Festival. Sept. 23-24. Ben Gustafson.
Cloquet - Balloon Days. Sept. 11-12. Alvin Jensen.

MISSISSIPPI

Clarkdale - Delta Staple Cotton Festival. Sept. 8-11. Mrs. B. J. Marshall.

MISSOURI

Alma - Fall Festival. Sept. 16-18. James A. G. Petering.
Chillicothe - Livingston Co. Centennial Celebration. Sept. 13-18. Fred W. Gunby.

NEBRASKA

Plattsburgh - King Korn Carnival. Sept. 22-25. Leslie Nell.

NEW JERSEY

Atlantic City - Shrine Prolic. Sept. 10-12. Walter Margerum.

NEW MEXICO

Santa Fe - Santa Fe Fiesta. Sept. 11-13. J. D. DeKuff, Box 1078.

NEW YORK

Dunkirk - Falcona Gala Day. Aug. 26. A. J. Sobkowiak.

NORTH CAROLINA

Madison - Madisan Fair and Flower Show. Sept. 21-25. Joe W. Garrett.

NORTH DAKOTA

Bowman - Street Fair. Sept. 16-18.

OHIO

Andover - Street Fair. Sept. 10-11. Dr. E. G. Haas.

PENNSYLVANIA

Brookville - Carnival. Sept. 6-11. G. O. Engress.

TENNESSEE

Elizabethton - American Legion Crippled Children's Carnival. Sept. 2-12. R. A. Allison.

TEXAS

Roaring Springs - Old Settlers' Reunion. Aug. 26-27.

UTAH

Payson - Golden Onion Days & Homecoming. Sept. 6.

VIRGINIA

Johns River - National Tobacco Festival. Sept. 2-3. James H. Rowan.

WEST VIRGINIA

Chester - Volunteer Firemen's Carnival. Aug. 23-28.

WISCONSIN

Juneau - 50th Anniversary Homecoming. Sept. 3-6.

CANADA

Hamilton, Ont. - Celebration. Aug. 28-Sept. 4. John Fletcher.

CONVENTIONS

DISTRICT OF COLUMBIA
Washington - Junior Order. Second week in Nov. John Prender.

IDAHO

Lewisville - P. of H. State Grange. Oct. 26-27. F. G. Harland, Caldwell, Ida.

ILLINOIS

Chicago - Knights Templar. Sept. 18-20. E. A. Glad, 3007 Fullerton Ave.

INDIANA

Indianapolis - Junior Order. Aug. 27. I. McFarland, Portland, Ind.

Indianapolis - Order of Red Men. Sept. 12-16. H. F. Stetser, 1621 W. Girard Ave., Phila., Pa.

Indianapolis - Knights of Pythias. Sept. 15-16. C. R. Mitchell, 1006 K. of F. Bldg.

Indianapolis - Order of Odd Fellows. Oct. 13-18. J. G. Long, 1206 I. O. O. F. Bldg.

Indianapolis - Order of Red Men. Oct. 19. E. Harding.

Logansport - P. of H. State Grange. Oct. 19-21. W. R. Grant, P. R. S. Columbus, Ind.

Ames - State Hort. Soc. Nov. 18-19. R. S. Herrick, State House, Des Moines.

Atlantic - State Firemen's Assn. Sept. 15-16. Paul A. Sooner, Box 488, Independence, Ia.

Des Moines - Order of Odd Fellows. Oct. 20-22. W. A. McCreary, 618 Locust st.

Des Moines - Order of Red Men. Oct. 12-13. A. J. Danielson, Box 194.

Atchison - American Legion. Sept. 5-7. Irvin L. Cowger, Topeka, Kan.

El Dorado - Order of Odd Fellows. Oct. 12-14. W. J. Russell, 117 W. 6th ave., Topeka.

Hutchinson - Farmers' Educ. & Co-Op. Union. Oct. 26-29. Pauline Cowger, Box 208, Salina, Kan.

Hutchinson - Order of Red Men. Oct. 5-6. U. A. Van Court, 444 W. 15th st., Horton, Kan.

Manhattan - State Farm Bureau. Oct. 12-14. Mrs. J. K. Smith.

Topeka - Soc. of 353d Infantry. Sept. 4-6. G. H. Burnett, 1827 E. 88th St., Kansas City, Mo.

Lexington - Order of Odd Fellows. Oct. 12. W. Davies.

Louisville - R. & S. R. A. Masons. Oct. 18-20. G. A. Holland, 609 Trust Bldg., Lexington.

Winchester - Knights of Pythias. Oct. 18-19. H. M. Ball, 2122 New Linden road, Newport, Ky.

Trotwood - Fall Festival & Pumpkin Show. Sept. 16-18. Lawrence Shank.

Winchester - American Legion Street Fair. Sept. 1-4.

Winchester - Street Fair. Aug. 26-28. J. W. Carl.

Astoria - Regatta. Sept. 1-5. Mrs. Fannie Taylor, Chamber of Commerce.

Independence - Hop Picnic. Aug. 26-28. G. B. Kelley.

Oregon City - Street Fair. Sept. 1-3. J. P. Telford.

Bath - 200th Anniversary. Aug. 22-28. Brookville - Carnival. Sept. 6-11. G. O. Engress.

Chesler - Old Home Week. Aug. 26-31. John Keeler, 4713 Chester ave., Philadelphia.

McClure - Homecoming. Sept. 17-18. S. H. Bubb.

New Milford - Firemen's Celebration. Sept. 2-4.

North East - Legion Firemen Grapes Carnival. Sept. 24-25. Harry B. Coush.

Palmerston - 25th Anniversary Celebration. Sept. 19-26. Ralph Cummings.

Philadelphia - Annual Lawn Fete. Sept. 17-26. Michael F. O. McMahon.

Reynoldsville - Homecoming Jubilee. Sept. 1-6. Merrill R. McEntire.

New Castle - Labor Day Week Celebration & Expo. Sept. 6-11. Herbert Peairs.

Canton - Corn Carnival. Sept. 8-9. O. M. Myers.

Geddes - Harvest Festival. Sept. 24-25. Slou Falls - Greater Slou Falls Days. Sept. 9-11. Floyd Wagner.

Elizabethton - American Legion Crippled Children's Carnival. Sept. 2-12. R. A. Allison.

Dresden - Yam Festival. Sept. 22-24. James Chambers.

Hallettsville - Homecoming Jamboree. Sept. 17-18. James Strauss.

Roaring Springs - Old Settlers' Reunion. Aug. 26-27.

Payson - Golden Onion Days & Homecoming. Sept. 6.

Johns River - National Tobacco Festival. Sept. 2-3. James H. Rowan.

Chester - Volunteer Firemen's Carnival. Aug. 23-28.

Keystone - Celebration. Sept. 6-13. L. L. Hughes, Fire Chief.

Charleston - Police Dept. Celebration. Sept. 5-12. J. Shirley Roy.

Juneau - 50th Anniversary Homecoming. Sept. 3-6.

Kaukauna - Celebration. Sept. 6-8. Jerry Klein.

Mount Moreb - Fall Prolic. Sept. 9-11. Jorgen M. Moe.

Wisconsin Rapids - Cranberry Harvest Festival. Sept. 24-26. H. W. Herpel.

Hamilton, Ont. - Celebration. Aug. 28-Sept. 4. John Fletcher.

New Orleans - Junior Order. Oct. 28. H. Alcantara.

Bangor - Order of Odd Fellows. Oct. 20. I. E. Leonard, 25A Forest ave., Portland.

Bangor - Odd Fellows' Encampment. Oct. 19. H. T. Stimson, 25A Forest ave., Portland.

Portland - Order of Red Men. Oct. 1. H. B. Seal, 22 Waverly st.

Baltimore - Knights of Pythias. Sept. 21. A. E. Martak.

Boston - Order of Red Men. Oct. 19-20. C. A. Hayes.

Boston - Veteran Odd Fellows' Assn. Oct. 31. F. C. MacKintosh, 92 Worcester st.

Boston - 50th Anniversary Veterans' Assn. Oct. 14-16. A. J. Tuleja, 62 Bradwood st., Roslindale, Mass.

Boston - N. E. Awning & Tent Mfrs. Assn. Nov. 15-16. H. J. Scantlebury, 11 N. Washington st.

Groveland - Junior Order. Sept. 21. E. C. Dorr, Box 673.

New Bedford - State Firemen's Assn. Sept. 14-15. D. J. Looney, Boston.

Alpena - P. of H. State Grange. Oct. 26-28. Mrs. M. E. Lovejoy, Perry, Mich.

Battle Creek - Mich. Dist. Kiwanis International. Oct. 6-7. F. W. Clement, 1015 Lincoln ave., Ann Arbor.

East Lansing - State Farm Bureau. Nov. 11. C. Brody.

Grand Rapids - State Hort. Soc. Nov. 30-Dec. 2. H. D. Footman, E. Lansing.

Grand Rapids - Knights of Pythias. Sept. 8-9. Will E. Hampton, 320 S. Main St., Ann Arbor.

Kalamazoo - Great Lakes Reg. Can. Legion. Br. Empire Service League. Sept. 3-5. Capt. Walter Keith, 1280 Pa. Ave., Detroit.

Leaning - State Farm Equipment Assn. Nov. 30-Dec. 1. S. E. Larsen, Grand Rapids.

Pontiac - Order of Odd Fellows. Oct. 19-20. P. A. Rogers, Lansing, Mich.

Pontiac - Order of Red Men. Oct. 14. W. J. Candey, Holt, Mich.

Anoka - P. of H. State Grange. Oct. 19-20. Miss M. E. Thompson, Lansing.

Minneapolis - Knights of Pythias. Oct. 5-6. H. H. Schultz, 1227 Hennepin ave.

St. Paul - State Florists Assn. Sept. 15. O. A. Mathes.

Joplin - Odd Fellows' Encampment. Oct. 11. W. L. Long, Box 345.

Chicago - Outdoor Assn. of Amer. Oct. 25-28. D. V. Daigneau, 165 W. Wacker Drive, Chicago.

St. Joseph - American Legion. Sept. 5-7. J. P. Duggan, 3709 Broadway, Kansas City.

Springfield - Knights of Pythias. Oct. 12-13. Edwin Ettinger, 3507 Pine st., St. Louis.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

MONTANA
Great Falls—Order of Odd Fellows. Oct. 18-21. R. W. Kemp, Box 1364, Missoula, Mont.
Helena—Knights of Pythias. Sept. 20-21. D. B. Hopkins, Pythian Castle, Butte, Mont.
NEBRASKA
Fremont—State Florists' Co. Nov. 10-12. J. A. Danleison, 1306 N. St., Lincoln.
Kearney—Order of Odd Fellows. Oct. 18-21. E. S. Davis, Box 367, North Platte, Neb.
Lincoln—State Farm Bureau Fed. Oct. 29. T. W. Winter.
North Platte—336th Infantry Reunion. Sept. 12-13. A. Schwartz, Lincoln.
NEVADA
Fallon—Knights of Pythias. Sept. 16. W. P. Thrall, 404 W. 4th St., Reno.
NEW HAMPSHIRE
Claremont—Order of Red Men. Oct. 17. W. M. Thomas, 30 Pine St., Peterborough, N. H.
Concord—Junior Order. Sept. 26. R. O. Hobbs.
Franklin—F. M. Odd Fellows. Sept. 22. E. E. Quimby, 26 Mead St., Manchester, N. H.
Gorham—Knights of Pythias. Sept. 21. E. M. Fuller, N. Stratford, N. H.
Littleton—State Firemen's Assn. Sept. 7. C. P. Stone, 312 Manchester St., Manchester, N. H.
Manchester—Knights Templar. Oct. 5. H. Cheney, Concord, N. H.
Manchester—American Legion. Sept. 10-12. E. L. Williams, Nashua, N. H.
NEW JERSEY
Atlantic City—Junior Order. Oct. 13-14. R. C. Walker, First Mech. Natl. Bank Bldg., Atlantic City.
Atlantic City—Knights of Pythias. Sept. 23-25. E. E. Margerum, Box 47, Trenton.
Atlantic City—State Firemen's Assn. Sept. 17-18. E. F. Benner, 602 Chamber of Commerce Bldg., Atlantic City.
Ocean City—American Legion. Sept. 9-11. R. F. Cowan, War Memorial, Trenton.
NEW MEXICO
Albuquerque—Knights of Pythias. Sept. 20. J. E. Elder.
Albuquerque—Order of Odd Fellows. Oct. 11-12. M. A. Wright, 604 Hinkle St., Clovis.
Albuquerque—F. & A. Masons & Knights Templar. Oct. 18-22. A. A. Keen, Box 536.
NEW YORK
Albany—Junior Order. Sept. 13-14. O. W. Anthony, 63 Grant Ave., Brooklyn.
Arbuz—State Groto Assn. Sept. 23-25. H. N. Smith, 313 City Hall, Syracuse.
Buffalo—Veterans of Foreign Wars, National Conv. Aug. 26-Sept. 4. Carl Wolff, Hotel Statler.
New York—Soc. of 8th Div. U. S. A. Sept. 2. Wm. Tettebaum, 645 Adams Ave., Elizabeth, N. J.
New York—Premium Adv. Assn. of Amer. Sept. 27-Oct. 1. Howard W. Dunk, 500 6th Ave.
New York—American Dahlia Soc. Sept. 23-25. C. L. Alling, 251 Court St., West Haven, Conn.
New York—American Legion, Natl. Conv. Sept. 20-23. Frank E. Samuel, 777 N. Meridian St., Indianapolis, Ind.
New York—U. S. Navy Veterans. Sept. 21-25. R. O. Levelle, Box 163, Newcastle, Ind.
New York—Natl. Horse Show Assn. Nov. 3-10. Whitney Stone, 90 Broad St.
Syracuse—State Farm Bureau Fed. Nov. —. E. S. Foster, Roberts Hall, Ithaca, N. Y.
NORTH CAROLINA
Asheville—State Moose Assn. Aug. 28-30. Chas. C. Ricker, 21 N. Market St.
Winston-Salem—State Florists' Assn. Oct. 13-14. R. E. Orunert, 612 S. Poplar St.
OHIO
Akron—332d Inf. Aug. Sept. 4-5. Ted Cowles, 89 Casterton Ave.
Cedar Point—State Elks' Assn. Aug. 22-27. Harry D. Hale, Elks Club, Newark, O.
Cincinnati—Military Order of World War. Sept. 26-29. E. E. Richman Jr., 1700 Eye St., N. W., Washington, D. C.
Cincinnati—Ind. Order of Foresters. Oct. 17-18. E. I. Nikodym, 5644 Broadway, Cleveland.
Cincinnati—Chrysanthemum Soc. of America. Nov. 12-14. E. H. Nehring, 300 Massachusetts Ave., Boston.
Cleveland—Order of Elks (Colored). Aug. 23-26.
Cleveland—Intl. Conv. Order of Moose. Sept. 1-5.
Cleveland—F. & A. Masons. Oct. 20-21. H. S. Johnson, Masonic Temple, Cincinnati.
Cleveland—R. & S. Masons. Oct. 4-5. W. T. S. O'Hara, 503 Gardner Bldg., Toledo, O.
Columbus—Natl. Frat. Congress of Amer. Aug. 30-Sept. 2. F. F. Farrell, 30 N. LaSalle St., Chicago.
Columbus—37th Div. A. E. F. Veterans Assn. Sept. 4-6. O. W. Goble, 1101 Wyandotte Bldg.
Columbus—State Groto Assn. Sept. 24. Wm. C. Schmidt, Hotel Statler.
Columbus—State Farm Bureau Fed. Nov. —. M. D. Lincoln, 245 N. High St.
Dayton—Knights Templar. Oct. 13-14. W. E. Palmer, 308 Ohio Bldg., Akron, O.
Lima—Farmers' Educational. Oct. —. C. Glame, Greenville, Ill.
Lakeside—Intl. Lyceum Assn. Aug. 30-Sept. 4. C. E. Jones, Auditorium Hotel, Chicago, Ill.
Steubenville—Knights of Pythias. Sept. 27-28. E. Coriell, Bowling Green, O.
Toledo—Junior Order. Aug. 20-Sept. 1. W. A. Clark, Box 110, Urbana, O.
OKLAHOMA
Durant—Order of Odd Fellows. Oct. 19. Oscar Layman.
Edmond—American Legion. Sept. 5-7. Mill Phillips, Box 37, State Capitol Sta., Oklahoma City.
Oklahoma City—Intl. Assn. of Fire Chiefs. Oct. 18-22. J. J. Mulcahey, 16 Franklin Ave., Yonkers, N. Y.
Oklahoma City—State Outdoor Adv. Assn. Nov. —. C. L. Munger.
Oklahoma City—Farmers' Educ. & Co-Op. Union. Nov. 16-18. J. M. Graves, 18 N. Klein St.
Tex.—State Tent & Awning Mfrs. Assn. Nov. —. H. W. Goran.
OREGON
Portland—Knights of Pythias. Oct. 11-12. W. G. Gleason, 918 S. W. Yamhill St.
PENNSYLVANIA
Greensburg—Junior Order. Sept. 14-15. C. H. Hall, Box 445, Phila.

Harrisburg—P. of H. Natl. Grange. Nov. 10-18. Harry A. Caton, 145 15th St., Coshocton, O.
New Milford—Luckawanna Co. Firemen's Fed. Sept. 3-6. F. Eugene Sykes, Hartford, Pa.
Philadelphia—State Firemen's Assn. Oct. 3-6. Chas. E. Clark, Box 217, Wayne, Pa.
Williamsport—Veterans 314th Inf. A. E. F. Sept. 24-26. G. E. Hentschel, 1845 Champlott St., Phila.
York—Odd Fellows' Encampment. Oct. 20-21. G. H. Banas, 1818 N. 16th St., Philadelphia.
RHODE ISLAND
Newport—Order of Red Men. Oct. 20. James Monroe, 175 Althea St., Providence.
Providence—Junior Order. Oct. 9. E. J. King, W. Warwick, R. I.
SOUTH CAROLINA
Greenville—30th Div. Assn. Sept. 29-30. J. G. Strohecker.
SOUTH DAKOTA
Aberdeen—Knights of Pythias. Oct. 11-12. R. E. Owen, Box 283, Sioux Falls.
Aberdeen—Tri-State Florist Assn. Oct. 31. F. Stehrach.
Clark—State Hort. Soc. Nov. 17-18. W. A. Simmons, Court House, Sioux Falls.
TENNESSEE
Memphis—State Farm Bureau Fed. Oct. 27-30. E. S. Tucker, Columbus, Tenn.
Memphis—Southern Florist Assn. Nov. 18-19. R. E. Mapes, Box 116, Knoxville, Tenn.
Nashville—Odd Fellows' Encampment. Oct. 18-21. W. T. Fergusson, 806 N. 2d St.
TEXAS
Denison—Odd Fellows' Encampment. Oct. 11. W. Francis, Ft. Worth.
Ft. Worth—38th Div. Veterans' Reunion. Oct. 9-10. Col. D. J. Matthews, 118 E. Travis St., San Antonio.
Ft. Worth—Amer. Inst. Park Executives & Amer. Park Soc. Sept. 26-30. Will O. Doolittle, Box 422, Tulsa, Okla.
VERMONT
Rutland—P. of H. State Grange. Oct. 19-21. Mary E. Priest, Randolph, Vt.
Burlington—State Farm Bureau Fed. Nov. —. Mrs. C. C. Spurr.
VIRGINIA
Charlottesville—Junior Order. Oct. —. E. A. Chalkley, West Point, Va.
Fredericksburg—Knights of Pythias. Oct. 12. G. Cabell, Norfolk, Va.
Richmond—R. A. Masons. Oct. 26-27. J. M. Gilt, Masonic Temple.
Richmond—Un. Daughters of Confederacy. Nov. 9-12. Mrs. T. F. Gorman, 318 Cherokee St., Bartlesville, Okla.
WASHINGTON
Vancouver—Knights of Pythias. Oct. 4. A. Metz, Olympia, Wash.
WEST VIRGINIA
Charleston—Knights of Pythias. Aug. 25. V. J. W. Scott, Box 108, S. Charleston.
Huntington—Junior Order. Aug. 27-28. R. F. Lambert, Box 61.
Huntington—Order of Odd Fellows. Oct. 12. A. J. Wilkins, Box 1347.
Martinsburg—F. & A. Masons. Oct. 13. J. Carr, Williamson, W. Va.
WISCONSIN
Lancaster—P. M. Odd Fellows. Oct. 18-20. 19-20. Jas. A. Fathers, 25 W. Milwaukee St., Janesville, Wis.
Madison—G. A. R. Natl. Encampment. Sept. 5-10.
Milwaukee—Order of Odd Fellows, Grand Lodge. Sept. 20-25. J. E. Kroh, 16 W. Chase St., Baltimore, Md.
Milwaukee—Scottish Rite Masons, Supreme Council 33 deg. Sept. 27-30. Chas. H. Spillman, 1117 Statler Bldg., Boston, Mass.
CANADA
Brandon, Man.—Un. Farmers of Man. Oct. 20. W. R. Wray.
Toronto, Ont.—Auditorium Managers' Assn. Aug. 29-31. Jos. C. Grieb, 600 W. Kilbourn Ave., Milwaukee, Wis.
Toronto, Ont.—United Farmers of Ont. Nov. 24-25. H. Hannam.
FRONTIER CONTESTS
These Dates Are for a Five-Week Period
CALIFORNIA
Lakeport—Rodeo. Sept. 4-6.
COLOARDO
Montrose—Uncompagbre Valley Rodeo. Sept. 9-11. R. A. Miller.
IDAHO
Blackfoot—Rodeo. Sept. 21-24.
Flker—Rodeo-Fair. Sept. 7-10.
Gardiner—Rodeo. Sept. 3-5.
Lewiston—Rodeo. Sept. 24-26. Mrs. Fred C. Erb.
NEBRASKA
Gordon—Rodeo-Fair. Sept. 1-3. Fred B. Fitch.
NEVADA
Elko—Elko Rodeo. Aug. 37-29.
Fallon—Fallon '49' Show and Rodeo. Sept. 4-6. Ira L. Kent.
Winnemucca—Rodeo. Sept. 4-8. Mrs. M. R. Jones.
NEW MEXICO
Socorro—Socorro Fiesta. Sept. 28-29. Bill West.
OKLAHOMA
Vinita—Will Rogers Memorial Rodeo, Amer. Legion. Sept. 3-5. Frank Bailey.
OREGON
Gresham—Rodeo. Aug. 24-29.
Heppner—Heppner Rodeo. Aug. 26-28. L. L. Gilliam.
Lakeview—Lakeview Rodeo. Sept. 4-6.
Ontario—Owyhee Stampede. Sept. 4-8.
Pendleton—Fendleton Roundup. Sept. 16-19. Roy W. Ritter.
TENNESSEE
Memphis—Rodeo. Sept. 13-18.
TEXAS
Berger—Jaycee Rodeo. Sept. 6-8. Jr. Chamber of Commerce.
WASHINGTON
Colfax—Rodeo. Sept. 10-11.
Ellensburg—Ellensburg Rodeo. Sept. 16-18. Fred T. Hofmann.
WYOMING
Evanston—Rodeo. Sept. 4-8.
Thermopolis—Thermopolis Rodeo. Sept. 5-6.

Dog Shows
These Dates Are for a Five-Week Period
CALIFORNIA
Glendale—Sept. 19. Mrs. Irene Onstad, 7317 Haskell Ave., Van Nuys, Calif.
Oakland—Sept. 12. A. L. Rosemont, 20 Sycamore St., San Francisco.
Santa Monica—Sept. 4-5. Mrs. B. Watson, 6342 Ivarene Ave., Hollywood, Calif.
Stockton—Aug. 28-29. Mrs. L. Cann.
INDIANA
Indianapolis—Sept. 6-7. Albert G. Meyer, 503 Guaranty Bldg.
IOWA
Ottumwa—Sept. 25-26. A. R. Bluhm, R. F. D. 3.
KENTUCKY
Louisville—Sept. 15-16. E. L. Morris, 2203 Edgemoor road.
MICHIGAN
Ann Arbor—Sept. 6. A. W. Bow, Box 516, Detroit.
Birmingham—Sept. 4. A. W. Bow, Box 516, Detroit.
Pontiac—Sept. 3. A. W. Bow, Box 616, Detroit.
MISSOURI
Joplin—Sept. 28-29. Floyd B. Barrett, 127 Sergeant St.
NEW JERSEY
Camden—Sept. 19. Foley, Inc., 2009 Chestnut St., Philadelphia, Pa.
Far Hills—Sept. 18. Foley, Inc., 2009 Chestnut St., Philadelphia, Pa.
NEW YORK
Buffalo—Sept. 12. Mrs. E. J. Meyer, 438 Northampton St.
Cornwall—Sept. 25. Foley, Inc., 2009 Chestnut St., Philadelphia, Pa.
Rochester—Sept. 12. Mrs. C. S. Palmer, 111 B. Union St.
Rye—Sept. 12. Foley, Inc., 2009 Chestnut St., Philadelphia, Pa.
Tuxedo Park—Sept. 11. Foley, Inc., 2009 Chestnut St., Philadelphia, Pa.
Westbury—Sept. 26. Foley, Inc., 2009 Chestnut St., Philadelphia, Pa.
OHIO
Chippewa Lake—Sept. 26. W. A. Sheldon, 1568 W. Exchange St., Akron, O.
Columbus—Sept. 1-2. Ralph H. Brehm, 576 Weyant ave.
WISCONSIN
Madison—Sept. 11-12. Alice Blake, 1016 Sherman Ave.
Milwaukee—Sept. 15. P. J. Baum, 5817 W. Blue Mount road.
Milwaukee—Aug. 29. M. P. Couillard, 937 N. 28th St.
Wausau—Sept. 10. J. W. Delaney.
CANADA
Hamilton, Ont.—Sept. 11. J. Eccles, 75 Harmony Ave.
Montreal, Que.—Sept. 25. Mrs. F. H. Goodfellow, 4402 Madison Ave.
Vancouver, B. C.—Sept. 3-4. O. Balshaw, 725 W. 70th Ave.
LABOR DAY CELEBRATIONS
ALABAMA
Tuscaloosa—Elliot Estes.
ARKANSAS
Mabelvale—American Legion, Carl J. Meurer, Little Rock.
CALIFORNIA
Redondo Beach—Eagles' Funclave. Sept. 4-6. E. E. Held.
COLORADO
Silverton—Sept. 5-6. Foresters of America.
ILLINOIS
Depue—Sept. 4-6. Dr. W. C. Steele, Herschler, Homecoming, Roy Johnson.
Huntley—Homecoming, Vol. Fire Dept. Sept. 4-6. O. W. Clanton.
Moline—Picnic. C. H. Gauley.
Peoria—Sept. 5-8. John H. Wald, Labor Temple.
Shevard—Sept. 4 and 6. Ernest Glancey, Viola, Ill.
Taylorville—Sep Mitchellson.
INDIANA
Cromwell—Harry Hussey.
Peru—Claude McElheny.
Terre Haute—Lee Roy Musgrave.
Vincennes—George H. Miller.
IOWA
Bellevue—Sept. 7-8. Chamber of Commerce, Harold Spiro.
Dubuque—Sept. 5-8. Trades & Labor Congress, J. J. Brown.
Winterest—Old Settlers' Picnic & Reunion. Chas. Breeding.
KANSAS
Cedarvale—Oa Op. Picnic. G. R. Adams.
Pittsburg—Ir. Hall.
MICHIGAN
Farwell—C. Updegraff.
Jongeville—Cele. & Homecoming. Sept. 4-6. D. G. Post.
Lake Odessa—E. G. Garlinger.
Newaygo—D. L. Kelley.
MINNESOTA
Pipestone—Pow-Wow Day. E. R. Trebon.
MISSOURI
Deepwater—Labor & Harvest Picnic. Sept. 6-7. Chas. Leach.
NEBRASKA
Schuyler—Sept. 4-6. American Legion. R. C. Danforth.
NEW YORK
Dolgeville—Community Picnic. Cliff Swick.
Elkott—E. J. Athletic Assn. Byron Bradbury.
Skanateles—J. Ross Beebe.
OHIO
Coshocton—Central Trades & Labor Council. Fred Tish.
Hillsboro—Harold Thorpe.
New London—Sept. 5-8. Homecoming & Celebration. F. H. Cunningham.
Stryker—Homecoming. Harold Doolittle.
OKLAHOMA
Tulsa—Sept. 4-6. Dr. Wheeler.
PENNSYLVANIA
Ford City—Central Labor Union.

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Fair, Park and Celebration Merchandise At Bottom Prices. Large Selection to Choose From. Prices For Cash Lot Buyers.
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Harrisburg—Klipona Celebration. Wm. O. Pelton.
Kittanning—Central Labor Union. Luke Brett.
SOUTH DAKOTA
Winner—R. O. Metzger.
WISCONSIN
Brooklyn—American Legion. E. H. Ross.
New London—Sept. 4-6. E. B. Peawake—Harvest Festival. Sept. 4-6. Jos Viden.
WYOMING
Greybull—Sept. 3-5. Mike Stadfield.

WESTERN STATES
(Continued from page 68)
worked with show 100 per cent. Taking tickets on paid attractions was handled by a committee of Spanish War Veterans, headed by County Treasurer E. W. Hilst. Visitors: A. Obadal, co-partner of Manager Jack Ruback in many enterprises, came from San Antonio, accompanied by George McAuluphe, who has some concessions with show. Dr. D. N. Duro and John Flangan from Brownsville, Tex. Sam Feinstein, owner-manager of Wyoming Theater at Luak, headed a party from that city. Several parties from Laramie headed by Al Hurwitz, J. E. Friday, Bill McCann and Dave Pellish. A big party from Casper, headed by Sam Prezant and Tom Nabers, General Agent Jim Schneck arrived from Amarillo, Tex., to spend week on show. As their usual custom Denver Post sent a special train on Denver Day, carrying 500 civic leaders of Colorado headed by Governor Ammons and Mayor Stapleton of Denver. A large party from this defegation cut their stay at rodeo short in order to visit Jack Ruback, Albert Wright, Jim Schneck and other friends with show. This party was headed by Aldermen Harry Rosenthal and William S. Knight, of Denver Council; Ben Bronstine, Sam Feldman, Abe Neiman and Herman Levine. Later in day Mrs. Rose Marie Ruback was their guest at dinner downtown. Showfolk here could hardly believe news of Walter F. Stanley's death. Walter had many friends on this show and visited at Billings, Mont., and Sheridan, Wyo. He had planned to spend week at Cheyenne with "Uncle" Lou Eismann and Jim Schneck figuring on some winter promotions. MURRELL WOODS.

Miller Amusements
Sparta, Ill. Week ended July 30. Location, fairgrounds. Auspices, Randolph County Fair. Weather, ideal. Business, good.
First fair date of season turned out better than expected and everyone was well satisfied. Mr. and Mrs. Charles T. Goss were visitors.
Mt. Sterling, Ill. Week ended August 7. Location, fairgrounds. Auspices, Brown County Fair Association. Rain first part of week. Business, not up to standard. Small grounds caused crowding of attractions. However, crowds were small so this did not interfere with business to any great extent. Many visits made by members of show to Miller Bros.' Shows playing Beardstown. These were returned by Mr. and Mrs. Morris Miller and Johnny Johnson.
Ablion, Ill. Week ended August 14. Location, fairgrounds. Auspices, Edwards County Fair Association. Weather, ideal. Business, good.
Some minor troubles with local electric company caused loss of half of Monday night's business. This was adjusted by building another line of wire to take care of lighting of show. Business about evenly divided. Shows, rides and concessions all doing well. John T. Hutchen's Museum continues to click for first money, with Captain and Marion Perry with their Hell Riders close second. Otis Curtiss continues to be out in front of rides with 12-car Whip. Manager Ralph R. Miller and Harry Small away most of this engagement on business. Mr. and Mrs. Orla Laashbrook, of Tent and Awning Company, visitors. HARRY LEE.

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SONG ACT, "THE WAY OF LOVE"—Suitable for old melodies. For sale on royalty, copy 10c. CHRISTIANSEN, R. No. 1, Hampton, N. J. x

SONGS, ORCHESTRATIONS PRINTED, 100, \$5.00. Nice work. Composing and arranging. Curious don't bother. **AUTO-LITHO CO.,** Box 763, Jensen, Fla. x

SPECIALTY SONGS—THEMES WRITTEN to order for glee clubs, comedians, personality singers, crooners, etc., \$5.00. **NORMAN LEVCOVITCH,** 1339-S Kildare, Chicago. x

WANTED—NEW SONG IDEAS FOR PICTURES. Publisher connection here. Send lyrics. **AL SANDERS,** 1261 N. LaSalle, Chicago. x

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AGENTS, CANVASSERS—WIZARD RAZOR Blade Knife. Opens packages, sharpens pencils, crases ink, etc. Useful 100 ways; pocket, desk, etc. Refill with discarded blades; lasts lifetime. Carry day's selling supply in your pocket. Sample and price list 22 other fast sellers 10c. **KANT NOVELTY CO.,** 321 Third Ave., Pittsburgh, Pa. x

AGENTS FINANCED—MEN, WOMEN, GOOD, steady income, full or spare time. Stamp brings samples; details free. **WESTGALE,** Box 402AA, Plainview, Neb. x

AGENTS-DEMONSTRATORS—RUG GUIDES, Darners, Hemstitchers, Embroidery Guides, Threaders. Good sellers. Samples (2), 25c. **COLBERT,** Box 494, Santa Monica, Calif. x

AGENTS, SALESMEN, DISTRIBUTORS, NOVELTY Stores, Stands, Confectioneries—Sell Novelty Fun Cards, Novelties, etc. Samples, 10c. **NATIONAL SPECIALTIES,** Box 500-B, Cincinnati, O. x

AGENTS—MAKE 100% PROFIT SELLING Sweets. Sample and details, 25c. **EAGLE PRODUCTS CO.,** 219 W. 9th, Kansas City, Mo. x

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BIG MONEY TAKING ORDERS—SHIRTS, Ties, Hosiery, Underwear, Raincoats, Dresses, etc. Sales Kit Free! Experience unnecessary. Write **NIMROD,** Dept. 43, 4922-28 Lincoln Ave., Chicago. x

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EARN CASH AT HOME IN SPARETIME MAILING Circulars and Selling Names. Write for amazing details. **MAILBURO,** 2231 McKinley, Berkeley, Calif. x

ENGRAVED NAMEPLATES, SIGNS, NUMBERS, Ornamental Desk, Initial Plates. Enamel finish, five colors, big profit. **HILTON CO.,** 29 Portland, Providence, R. I. x

EXPERIENCED SUBSCRIPTION-MEN WANTED in all states. Attractive club national farm magazines; very liberal proposition for square-shooters. **PUBLISHER,** 715 Shukert Bldg., Kansas City, Mo. x

EXPERIENCED MEN NOW SELLING TO RETAIL stores. Write for free sample new confection. **H. HERMAN,** Hotel Florence, Pullman, Ill. x

FORTY YEARS' EXPERIENCE IN COSMETICS. To introduce our High-Grade Face Powder will mail two Dollar Boxes and Color for Dollar Bill. **AMERICAN TOILETRIES,** Marion, Ohio. x

FREE LITERATURE DESCRIBES HUNDREDS plans for making money locally or by mail. **GILBERT SUPPLY,** 1107-B Broadway, New York. x

GIVE AWAY ELECTRIC RAZORS FREE—NEW Salescard Deal. Prize with every punch; no blanks. Stamp appreciated. **REYNOLDS,** 553 Lawler, Chicago. x

JAR TICKETS, 1440, 1836, 2052, 2280, LOW quantity prices. Put and Take. Sells. Display and Seal Cards. 100 Different Games. **TOM THUMB,** Dept. BBB, Nauvoo, Ill. x

JUMPING BEANS THE MOST ATTRACTIVE for window displays, also make money. \$5.00 thousand, \$1.00 hundred, 25c sample. **NATIONAL PRODUCTS CO.,** Laredo, Tex. x

MEDICINE MEN ATTENTION—NURAGEN Tonic, Nationally advertised, quality patent medicine, now available, \$25.00 gross; \$2.40 dozen. Beautiful three-color carton. Order quick. **THE DICKSON CORP.,** Nashville, Tenn. x

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WANTED IMMEDIATELY—RESPONSIBLE men and women in all localities to start sales agencies of their own. No canvassing. We start you. Write UNITED SALES AGENCIES, Box 1792, Dallas, Tex.

101 DEFINITIONS FOR "SUCKER"—HUMOROUS, surprising, wonderful, actually good, \$1.00? Ouch! Address: MARTIN QUILLIAN, 831 Temple Bar Bldg., Cincinnati, O.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BIG CLOSEOUT SPECIAL SALE! THE FOLLOWING Machines only \$5.00 each: Short Six, 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.

AAA-1 BUYS—PREAKNESS, \$72.50; TURF Champs, \$49.50; Golden Wheels, \$95.00; Caroms, \$72.50; Bluebirds, \$25.00; Non payouts; Bumpers, \$15.50; Scoreboards, \$19.50; Boo Hoos, \$35.50; Skookys, \$29.50; Fireballs, \$13.50. 25% deposit, balance C. O. D. Tell us your needs. MARKEPP, 3328 Carnegie, Cleveland, O.

A. B. T. TARGET SKILLS WANTED FOR cash. 1937 ten-shot model. State condition guaranteed in. Also Ball Gum Machines. JOHN BLACK NOVELTY CO., 1127 Kinney, Corpus Christi, Tex.

ATTENTION—WILL BUY FOR CASH ALL styles of Arcade Equipment. Specify in typewritten letter exact quantity, style and price. GERBER & GLASS, 914 Diversey Blvd., Chicago.

BARGAIN! LATE SERIAL MYSTERY PAY "Rolatops, four nickel, three dime, two quarter. Thoroughly reconditioned and painted. Agency back guarantee \$45.00 each. Write for our catalog. Other bargains Slots and Tables. SOUTHERN NOVELTY COMPANY, Valdosta, Ga.

BARGAINS—ROLLA SCORES, \$50.00; HIA-leahs, \$22.50; Jungle Dodgers, extra cartridges, floor stands, \$30.00; Skee Balls, \$65.00; Scoreboards, World Series, Jay Balls, Steeplechases, \$2.50; Rockettes, Skycrackers, Crossalites, \$3.00; Bally Bonus, \$20.00; Sportsman, \$4.50; Jumbos, \$13.50; Traffics (Ticket), \$10.00; All Stars, \$15.50; Mills Tickettes, Dixie Dice, \$4.00; 21 Vender, \$6.00; Bar Boys, \$12.00; Mills 25c Blue Front Gold Award, \$60.00; Pace 10c (Reserve), \$17.50; Watling Vender, 5c (Baseball Front), \$10.00; Mills Penny Gold Award, \$29.50; Mills 2 Plays, 5c, \$32.50; Mills 10c SJP (Reserve), \$19.50; Mills FOK 5c Front Vender, \$37.50; Surete Venders, \$19.50; Watling Twin Jack Pot, 1c, \$22.50; Jennings 5c Victoria, \$19.00; Mills SJP 5c, \$12.50; Penny Dukes, SJP, \$10.00; Imp 5c SJP, \$7.50; Penny Pace (Reserve), \$12.50; Jennings 5c straight front venders, \$7.50; Rock-Ola 10c single JP, \$14.50; 1c Jennings Rockaway Five Jacks, \$5.00; Mills 5c control button front vender, \$8.50; Superior 5c SJP, \$12.50; Galloping Dominos, \$270.00; Bangtalls, \$260.00; Rolletto, Jr., \$280.00. 1/3 cash with order. MARIETTA SERVICE, 412 Front, Marietta, O.

BARGAINS—IN PERFECT CONDITION: 2 Keeney's Fireballs, \$15.00 each; 2 Keeney's Firecrackers, \$15.00 each; 1 Keeney's Ten Strike (Automatic), \$20.00; 1 Keeney's Life-a-Pair (Automatic), \$25.00; 1 Chicago Coin Home Run, \$15.00; 1 Daval Baseball, \$15.00; 3 Pacific Skookys, \$22.50 each; 2 Cottlieb Electric Scoreboards, \$17.50 each; 1 Bally Bumper, \$15.00; 3 Bally Skippers, \$22.50 each; 1 Genco Wizard, \$10.00; 2 Genco Padlock Wheels (used less than 2 weeks, in perfect condition, automatic payout), \$97.00; 1 Mills Post Time (cash payout only), \$50.00; 4 Daval Reel Races (counter), \$5.00 each; 1 Western Race (counter), \$5.00; 1 5c Mills Extraordinary, No. 336,435, \$47.50; 1 Mills 10c Extraordinary, No. 397,676, \$50.00; 1 Mills Futurity, No. 379,556, \$47.50. (Above slots are venders and equipped with Milco Checks, no extra charge.) 6 Mills Dance Masters, \$45.00 each. Send 1/3 deposit and balance express. O. D. SOUTHERN VENDING MACHINE CO., 514 Main St., Danville, Va.

Show Family Album



PICTURED ABOVE are members of the No. 2 band, of which Al Martin was leader, with Gentry Bros.' Show in 1903. Bottom row, from left to right, are Harry Stevenson, Fred Goodrich and Thorrow Wolfe. In the center are shown Leroy King, Robert Dottery and Harry Morrison. Standing: George E. Kernan, Robert Burke, Sam Blair, August Tyson, Bob Daxill and Harry Naylor. Martin and Charles (Tug) Wilson, another member of the band, and not shown in the picture. Kernan is now living in Zanesville, O.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

BARCAINS IN USED SLOT MACHINES—ALL machines in first-class condition. One-third deposit with order, balance C. O. D. 3 Caille Cadets, 5c play, \$35.00 each; 1 Caille Cadet, 10c play, \$35.00; 2 Jennings Chief, 25c play, \$65.00 each; 1 Jennings Bull's Eye, 50c play, a real bargain at \$40.00; 1 Mills Double Jack Pot, 50c play, \$70.00 (used only 3 months); 2 Mills Cherry Bells, 25c play, \$70.00 each; 1 Gold Award Mills, 5c play, \$20.00; 1 Jennings Console, 5c play, \$65.00. TWIN CITY VENDING, 409 Washington, Miami Beach, Fla.

BARGAINS—BLUE FRONTS, \$55.00; SEEBURG 1936, \$150.00; Rockola 1936, \$150.00; Selectophones, \$90.00. Like new. DIXIE SALES, 912 Bienville, New Orleans.

BUMPER, \$12.50; RICOCHET, \$20.00; SCORE Board, \$20.00; Boo-Hoo, \$35.00; Cross Lines, \$25.00; Batter Up, \$30.00. 1/2 deposit. EASTERN, 850 Mulberry, Newark, N. J.

BUY AND SELL MILLS, JENNINGS, WATLING, Pace, Caille Slots. Complete Repair Service. Slots, Tables, Music. JOHN M. STUART, Paris, Ky.

CANADIAN BARGAINS—PIN GAMES, PAY-outs and Slots, real prices to clear. Write for full information. E. A. VARCOE, Oshawa, Ontario, Can.

DIME SLOT BINOCULAR, OR TELESCOPE. Cost new \$175.00 each. Good as new, only \$75.00. WISCONSIN NOVELTY CO., Kaukauna, Wis.

FOR SALE—VERY LATEST ONE-BALL TABLES Cheap. 12 Fairgrounds, \$15.00 each; 8 Cottlieb 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 Preakness, \$54.50 each; one Bally Hialeah, \$17.50; two Crab Stakes, \$30.00; one Deaville, \$45.00; three Bally Bonus, \$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.

FOR SALE—TEN 5c MILLS BLUE FRONTS, serials 407.00 or over, \$49.50 each; two weeks in use. Two late 5c Jennings Chiefs, \$45.00 each; 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, Montgomery, Ala.

FOR SALE—PIN GAME, DICGER, SLOT, Phonograph, Skee Ball, Vending Machine and Salesbook Collection Books in stock ready for immediate shipment. We can help you design a special printed book for your needs for all kinds of coin-operated machines. See your jobbers or write BALTIMORE SALES BOOK CO., 120 West 42d Street, New York City. Attention of Charles Fleischmann.

FOR SALE—TEN 1936 RED TOP INTERNATIONAL Mutoscope Cranes, \$100.00 each. F. O. B. Newark, N. J. 1/3 deposit with order. C. L. HARVEY CO., Belleville, N. J.

FOR SALE—B SEEBURG SYMPHONOLAS, model "A," walnut, red or green cabinets, \$130.00; 1 red Rock-Ola regular, \$100.00; \$1,060 for nine. 1 Hi-De-Ho Novelty, \$15.00; 1 Bola and 1 Exhibit Play Ball, \$5.00 each. CARL D. KING, Elwood, Ind.

FOR SALE—PACES RACES, \$150.00; WESTERN'S Big Rolls, \$125.00; Fast Track, \$125.00; Pacific's Rosemont and Carnations, \$110.00 each. CHARLES PITTLE, New Bedford, Mass.

FOUR JUNGLE DODGERS, LIKE NEW, ON location only ninety days, excellent working order, Thirty Five Dollars each. WESTERN SPECIALTY COMPANY, 1206 Farnam Street, Omaha, Neb.

FOUR ROCKOLA PHONOGRAPHS, 36 MODEL, excellent condition, \$115.00 each; also bargains other phonographs. RICE MUSIC CO., 1410 N. Robinson, Oklahoma City, Okla.

FOUR WURLITZER PHONOGRAPHS, STYLE P-10, and Two Seeburg Symphonolas, used very little, excellent condition, \$100.00. One-third deposit, balance C. O. D. C. L. WHITEHEAD, 1205 Market St., Wilmington, N. C.

GET YOUR SLOTS FROM SLOT MACHINE Specialist—We handle them and nothing else. Plenty Blue Fronts and others on hand. BELL MACHINE CO., 2658 So. Millard Ave., Chicago, Ill.

JAYHAWK TOY PACK, 300 SMALL TOYS and Charms, \$1.10 prepaid. Also big stock Charms at lowest prices. One gross assorted Charms, twelve kinds, \$1.00 prepaid. COLUMBIAN VENDING COMPANY, Parsons, Kan.

LITTLE DUKES, SINGLE JACKPOT, 1c, \$17.50; Little Dukes, Triple-Jax, 1c, \$27.50; Two Major League Pin Games, \$7.00. BARNEY MCCOY, Box 181, Lone Pine, Calif.

MARKSMAN, LATEST TYPE, \$44.50; BOLO, \$8.50; Fireball, \$12.50; other late Bumpers. Toy Packs for penny venders, 300 Charms and Toys, \$1.10 delivered. COLUMBIAN VENDING COMPANY, Parsons, Kan.

MUST SELL OUR PENNY MACHINES, TERRITORY closed. 150 All Star Pennies, \$45.00 each. All like new, not reconditioned. Will send sample. W. C. FAIRBANKS, Sioux Falls, S. D.

ONE A. C. MULTI BELL SEVEN PLAY, \$140, with stand; demonstrator, cannot be told from new. One 5c, 10c, 25c Columbia, \$40, demonstrator, cannot be told from new; Seven Dalkin Vannaak Slides, like new, entire lot, \$75; Eight Mills One-Cent Targets, entire lot, \$10; Two Reel Races, each \$5; Two Mills Tickettes, each \$2.50. One-third deposit with order, balance C. O. D. CLINTON VENDING MACHINE CO., Clinton, Ia.

PHONOGRAPHS PRICED FOR QUICK SALE—1936 Models, 12-Record Selective. Guaranteed condition, \$130.00 each. P. O. BOX 1057, Butte, Mont.

ONLY TEN MILLS TROUBADOURS LEFT—\$25.00 each, or will take used One-Ball Payout Tables, we also have Thirty Watlings, five cent Rolotops, used two days, \$65.00 each; if you buy one of these machines you will buy the rest. Serial number over 80,000. One-half deposit, balance C. O. D. Write, wire or phone. ELIN COINOMATIC CO., 2621 N. Saginaw St., Flint, Mich.

SACRIFICE SALE! TOM MIX RADIO RIFLE, Rock-Ola, like new, \$97.50; Light-a-Pair, perfect condition, \$34.50; Hi-De-Ho, \$24.50; Ten Strikes, \$19.50; Skippers, \$19.50. Bargains in Used Tables—Derbies, \$14.50 each; Exhibit Big Richards, \$14.50; Cottlieb's Baffle Balls, \$9.50 each; Stamped Gold Rush, Big Five Jr., Golden Harvest, Ace, De-Luxe, Sun Shot, \$5.95 each. \$600.00 worth of digger merchandise for \$275.00. 1/3 deposit, balance C. O. D. KEMO NOVELTY COMPANY, 7833 W. Greenfield Ave., West Allis, Wis.

SACRIFICE—BALLY RAY'S TRACK, LIKE new, late serial, \$210.00. Guaranteed. 25% deposit. O. S. WEST, 7515 LaGrange Ave., Cleveland, O.

SAFE STANDS—JENNINGS SAFE STANDS, \$8.00 each; Mellink Safe Stands, hood over back, \$15.00 each; Mellink Triple Safe Stands, hood over back, \$45.00 each; Mellink Double Safe Stands, hood over back, \$30.00 each; Chicago Metal Double Safe, Front and Back Door, \$25.00 each; new Double-Safe Cabinets, weight 450 lbs., guaranteed Hi-Jack Proof, \$75.00 each. Pin Tables—Bally Derby, Sunshine Derby, Western Races, \$25.00 each; Snooker, \$15.00 each; Put and Takes, Do or Don'ts, Rapid Fire, Plus and Minus, Stamped, Red Arrows, \$5.25 each; Superior Cigarette Machines, Tickettes, Turf Flash, \$5.00 each; Skill Flips, Match a Pack, \$5.00 each; Hold and Draws, \$8.00 each. Cash with every order. STARK NOVELTY CO., 1510 W. Tuscarawas St., Canton, O.

SPECIAL 25 PENNY NUT OR CANDY VENDERS, popular style, at \$2.35 each. In good condition. SAMUEL H. DAVIS, Lansing, Mich.

SPORTSMAN PAY TABLES IN PERFECT CONDITION, \$3.50 each. SQUARE AMUSEMENT CO., 335 Mill St., Poughkeepsie, N. Y.

TOM MIX RADIO RIFLES, \$175.00; Rock-Ola Ball Seniors, \$150.00. Want to buy Rock-Ola World Series, Write STEWART'S RADIO, 136 North Pennsylvania, Indianapolis, Ind.

TRADE GORD SEDAN AND STUDEBAKER Coupe for Penny Packs, Slots, Novelty Table Automatic Bowling Games. E. B. ELLIOTT, Gate City, Va.

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 BUCKLEY DIGGERS, STATE condition, model, serial number and price. Address BOX C-303, Billboard, Cincinnati, O.

WANTED—A-1 CONDITION, KING SIX IRS. Give details, reference, condition coin divider, etc., and lowest cash price. BOX C-319, Billboard, Cincinnati.

WANTED TO BUY—FAIRCROUND TABLES, A-1 condition. State price. LOUISIANA SALES CO., Per Tpm Williams, Venice, La.

WANTED TO TRADE—DEWEYS, PAMCO Bells, Ray's Tracks, Pace Races, Pin payout games or Slots for Evans Bang Talls and Dominos. BOX C-324, Billboard, Cincinnati, Ohio.

WANTED—MILLS SLOTS, ALL KINDS, FOR Parts; also Mills Stands. Will buy all at the right price. COIN MACHINE SERVICE, 5 Maryland Ave., Hyattsville, Md.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GOODBODY, 1824 East Main St., Rochester, N. Y.

WILL PAY CASH FOR PENNY ARCADE Machines, old drop picture type, etc. MANAGER HAYNES, Hyland Gardens, Grand Haven, Mich.

WILL TRADE ALL STARS, MULTIPLE QUEEN Mary, Jumbo, Credit Pay Tables for Skee Ball or Bowlette; also Penny Pack. BOX CH-42, Billboard, Chicago.

WILL TRADE OR SELL MACHINES, GUARANTEED perfect—Challenger, \$22.50; Multiple, \$22.50; Peerless, \$20.00; Sky High, \$20.00; Jumbo, \$12.50; Prospector, \$9.00; Gold Award, \$9.00; 1937 World's Series, guaranteed like new, \$175.00. Want Tom Mix, Bally, Eagle Eye or Keeney Radio Rifles, Teb. C. SPECIALTY SALES COMPANY, 61 Tebb Street, S.W., Massillon, O.

1 BUMPER NOVELTY GAME, 1 RUNNING! Wild Bumper Type, 1 Genco Baseball Bumper, 1 Fifty Grand Novelty, 1 Big-Shot. Sell lowest price quoted any used exchange. Others include Big-Shot, Excel, Top-It. Come get them your own price. L. & B. SALES, Box 102, Keokuk, Ia.

"5/8" BALL GUM, FACTORY FRESH, 12c BOND; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

14-Ft. ROCK-A-BALL—NEW TYPE, METAL Ball Release, \$125.00. Skooky (like new), \$35.00. ALEX COREY, 2174 N. Olney Street, Indianapolis, Ind.

25 MILLS DIME, QUARTER SLOTS, \$15.00 each, while they last. 1/3 deposit with order, balance collect. BUSINESS STIMULATORS, 935 North Illinois Street, Indianapolis, Ind.

75 MILLS 12-COLUMN CIGARETTE MACHINES—Used two months, like new, \$72.50 each, complete with cabinets. Cigarette machines of every description. Send for list. Largest cigarette machine distributors in New England. X. L. COIN MACHINE CO., 1351 Washington Street, Boston, Mass. x

\$100.00 CASH TAKES A SEEBURG AUDIOPHONE—Plays eight records, selective, nickel slot, latest amplifier, latest Jensen speaker. This machine just returned by Seeburg people, fully factory overhauled, operates like new. Address H. Care 206 Am St. Saving Bank Bldg., Lansing, Mich.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING CDWNS, WRAPS, STAGE COSTUMES, Slippers, Fans, Chorus Sets, \$1 up. CONLEY, 310 West 47th St., New York City.

COSTUMES, WIGS, MESS JACKETS, THEATRICAL and Musical Merchandise for sale. Free catalogue. KLEIN COSTUME COMPANY, 66 Shawmut Avenue, Boston, Mass.

GENUINE INDIAN COSTUMES AND BEADWORK. Buying direct from Indian. Prices reasonable. Free catalogue. PAWNEE BILL'S INDIAN TRADING PDST, Pawnee, Okla.

SIX BEAUTIFUL CYKES, 20x40, CHEAP! Regulation Band Coats, \$2.50; New Caps, \$1.50; White-Black Mess Jackets, \$2.00. 2416 NDRTH HALSTED, Chicago.

TAP, STRUT, WALTZ, TEASE, SDFT-SHDE. Chorus Costumes, used, to close out, \$1.95 up. Send for descriptive list. HARROD'S, 1439 N. Western, Hollywood, Calif. x

WE BUY, WE SELL, WE RENT COSTUMES for all occasions. Write for List. SKEETS MAYD COSTUME CO., Church Street, Nashville, Tenn.

FORMULAS

BIG DOLLAR SPECIAL THIS WEEK—ANY Five Formulas you want, only \$1.00. Order direct. (No catalog.) WM. J. LYNCH, Springfield, Ill.

ANY DESIRED INFORMATION, FORMULAS. Recipes, \$1.00. (Re-sales-5c) Plastic Leather Formula, \$1.00. Save time, money; consult us. A. DIORZIO RESEARCH BUREAU, 100 Chelsea, Charlestown, Mass. x

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

BLUE DDT LORD'S PRAYER ON PENNY—\$100.00 buys guaranteed product. Like new. Good business anywhere. PHILIP BEHM, Howard, S. D.

CORN POPPERS—PEERLESS, CHAMPION. Gasoline, all-electrics, Rotary Poppers. Heavy aluminum 12-quart popping kettles, caramel corn equipment. NDRTHSIDE CO., 1528 19th, Des Moines, Ia. oc23x

ELECTRIC PORTABLE DRILL—7/8" VAN Dorn heavy duty type, Thirty-eight Dollars. M. C. SOLON, 636 East 3d St., Duluth, Minn.

FOLLOW THE FAIRS WITH A "VELVO." New, complete Frozen Custard and Ice-Cream Machines, \$159.00. FRDZEN CUSTARD CO., Gastonia, N. C. sell1x

FOR SALE, CHEAP—PORTABLE SKATING Rink, Floor and Tent, 45' by 110', in good condition. Operating in Mendota, Ill. V. J. LINDEMANN, Mendota, Ill.

FOUR MINIATURE AUTOS AND TRAILER. Good condition. A real money maker, \$400.00. E. L. STIMPSON, 824 S. Hillside, Wichita, Kan.

FOUR FUN HOUSE LAUGHING MIRRORS, 32x72 Inches, each one different, good condition, cheap, \$30.00 each. WHITE CITY PARK, Boise, Ida.

HERSCHELL 3-ABREAST MERRY, SEA-PLANE, Skooter, 6 Skee Ball Alleys Sr., Shooting Gallery. BOX 34, Cedarburg, Wis. x

KRESPETTE KARMELKORN OUTFIT, AUTOMATIC Donut Machine, Candy Puller, Electric Pop Corn Popper, Electric Lighting Plant. ANCHOR, 1045 Abbott, Detroit, Mich.

MANUFACTURE POTATO CHIPS, DD-NUTS, Salted Nuts. Latest "Snowflake" Machines, complete, \$79.00, gas or gasoline. EQUIPMENT MFG. CO., Gastonia, N. C. x

NAME PENNANT MACHINE, COMPLETE, with Motor, ready to operate, \$75.00; Electric Floss Machine, \$50.00. SCHATZ, 2908 Brighton First, Brooklyn, New York.

SACRIFICE—35 PENNY ARCADE MACHINES, \$150.00; complete Automatic Fish Pond, \$50.00; complete Frog Pond, \$25.00; Fairfield Orange Crush Machine, complete, \$20.00; "Velvo" Frozen Custard Machine, \$100.00; Bun Warmer, \$10.00. No mail answered without deposits. Save your time and ours. MALDDFS, 315 Hamor Street, Du Bois, Pa.

SEVERAL PHOTOSTRIP OUTFITS, TAKEDOWN Models F:2.9 Lens, complete with Enlarger, \$135.00. Write MDDRN WHILE U WAIT STUDIOS, Newcastle, Ind.

SHOOTING GALLERY, COMPLETE BLDG., everything movable, cost \$1,500.00, sell \$400.00. Guns, Flood Lights, etc. MANCINE, 609 N. 3d St., Camden, N. J.

SNOW MACHINE—MILLS NO. 2 ELECTRIC and equipment. Palmers Chip Glass Name Plate Outfit for trade for Strip Photo Machine. CALLACER, 1607 Race St., Cincinnati, O. x

SNOWFLAKE CORN POPPERS, \$22.50. Aluminum Geared Kettle, Instant Lighting, Pressure Gasoline, Including Confection Formulas. EQUIPMENT MFG. CO., Gastonia, N. C.

SOUND TRUCK—LARGE INTERNATIONAL fully equipped and wired Sound Truck, Eight Heavy Duty Output Amplifiers, Turner Microphones, Wright-DeCoster Speakers, Kohler 2,000 watt 110-volt A. C. Power Plant, Panel Body, Electric Illuminated Panels. This equipment handled largest outdoor show Cheyenne Frontier Days past three years. Cost \$8,500.00. Bargain, cash \$1,500 yours. Owner Ill. BOX 428, Greeley, Colo.

USED GOLD BUYING SCALES FOR SALE—OHID PRECIOUS METAL CO., 343 15th St., N. W., Canton, Ohio.

200 PAIR CHICAGO ROLLER SKATES, NEARLY all less than one year old. Tangley Calliophone, with Electric Motor and Blower, in very good condition. D. A. FUCHS, 213 Norris Drive, Ottawa, Ill. x

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS—GIANT DCTDPUS, Unafon, Tanagara, Wax Figures, India Princess, Ant Circuses, Unborn Show. Bargains. "UNIVERSAL," 3238 So. State, Chicago.

BARGAIN—DEEP-SEA WONDER SHDW AND Curios with Banners, \$25.00. Pays for itself on one-day celebration. WILLIAMS, 2615 Eads, St. Louis, Mo.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa. se4

COMPLETE CARNIVAL—6 RIDES, 7 SHOWS, Trucks. Sell separate. Merry-Go-Round, Lindy Loop, Chair-O-Plane, Kiddly Swing, Shows. CARNIVAL, 1640 Central, Kansas City, Mo. au28

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FOR SALE—ORGAN CHIMES, LONDDN Crickets, Musical Glasses, Xylophones, Marimbas, Swiss Hand Bells, Rosin Lyra, C&G Ice Shaver. Write for price and description. MARTIN, 4010 Gallia, New Boston, O.

FOR SALE—MONKEY RACER, THREE CARS, Steel Track and Frame, good Tent, \$300. Money maker. Two Guess-Weight Scales, \$50 each. IRA SINK, Winston-Salem, N. C.

LAUGHING MIRROR SHOWS GET THE money at parks, carnivals, fairs, museums, etc. Small investment, big returns. C. J. MURPHY, Elyria, O.

LOPP-D-PLANE—1936 DUAL, A-1 CONDITION, \$800. Extras, including P.-A. System, Fastoons, Floodlights, Booth, Shed, Platform, Chains, Gears, Tools and Box. Can be seen at Great Lake Expo. Write or wire L. A. BAIRD, 4107 Pearl Road, Federal Amusement Company. To be delivered September 27 at close of expo. Price \$2,400. x

MERRY-GO-ROUND—HERSCHELL SPILLMAN, New Gap Fence Organ, etc. \$500 cash. Will dispose immediately. WALDMAN, 2910 Stickney, Toledo, O.

PORTABLE SKATING RINK—COMPLETE, good condition. Doing good business. Buy or can finish season here. A. R. WARREN, 818 E. Grove, Bloomington, Ill.

SACRIFICE—1933 DODGE PANEL SOUND Truck with new Amplifying Equipment, 30-Watt Suitcase Amplifying System, 90-Watt System with Aluminum Horns, also 30-Watt Automobile System, all like new. Ship on trial. DON KENNEDY, Shelbyville, Ind.

SIXTY-FIVE PAIRS CHICAGO LARGE AXLE Skates, Langley Calliophone and Rolls, \$350.00. Holmes Projector, Amplifier, Films, 25x50 Tent, Seats, Stage, Scenery, \$350.00. One Tent, 14x18, \$25.00. CARRDILL GREEN, 615 Locust St., Evansville, Ind.

\$275.00 STRIP PHOTO OUTFIT—COMPLETE, perfect condition, \$100.00 for quick sale. Double outfit \$125.00. HASSAN, Box 971, Parkersburg, W. Va. au28

HELP WANTED

AGENT WITH CAR FOR MAGIC SHOW—Play schools, theaters. 25% of gross. Tell all. JENKINS, 2204 Nolensville Road, Nashville, Tenn.

CIRCUS ACTS, TUMBLERS, ACROBATS, WILD West People with stock. Midge Clowns, Working Men, Ticket Men. W. J. MURPHY, 420 Frick Building, Pittsburgh, Pa.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary. Wardrobe furnished. BETTY BRYDEN, 832 Fox Theater Bldg., Detroit, Mich. au28x

MUSICIANS, HILL-BILLY, COMIC, GIRLS, Singers, Dancers to feature. State all photos. Write RAY RYAN ATTRACTIONS, Johnson City, N. Y.

MUSICIANS WANTED—PERMANENT. Jimmie Hull Tent Theater, sure pay, never close. Pianist Leader, Alto Sax, Bass Trumpet, Sousaphone, Bull Fiddle. No booze. JIMMIE HULL, Vivian, La. sell1x

PIANO MAN—SALARIED WORK, 10-PIECE organized traveling band. Union. Read and fake. Steady work. LDREN TOWNE ORCHESTRA, Aberdeen, S. D.

PIANO, ALTO, TENOR SAX, BASS VIOLIN—Must double either, arrange novelty skills. Violins, Flutes, Unions, capable dance musicians. Save your time and mine. Do not misrepresent. State all immediately. (Must be available about September 1st. Hotel work. Write MEL MILLS, 9717 Denison Ave., Cleveland, O.

RHYTHM PIANIST—UNION, SOBER, RELIABLE, congenial. Co-operative band guarantee \$1,200 a year. Married or single. Steady work. TINY HILL, Lake City, Ill.

SMALL LADY ASSISTANT AT DNCE—Appearance, figure essential. Twenty dollars week. Send photo. Write fully. TUCKER KEY, Magician, Kentwood, La.

WANT GOOD SLIDE, BARITONE DR BASS Players, about Sept. 15, for winter show South. Write LANKFORD'S BAND, care O. J. Bach Shows, En Route.

WANTED ACROBAT—MUST DO THREE ROUNDES of tumbling. Good amateur considered. Write, BDX 254, Billboard, Chicago.

WANTED, DANCE MUSICIANS—STRING Bass, Alto Sax, Trombone. Others write. State doubles, age, qualifications. Salary expected. RAY KEYES, Fairmont, Minn.

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A CATALOGUE OF MINDREADING MENTAL Magic. Spirit Effects, Horoscopes, Buddha and 1037-'38 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. NELSON ENTERPRISES, 198 South Third, Columbus, O. se1

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WE BUY, SELL AND EXCHANGE SHOW Goods of all kinds. Buyers waiting. What have you? UNIVERSAL, 3238 So. State, Chicago.

AT LIBERTY ACROBATS

EXPERIENCED GIRL Bicycle Topmounter wants position. Can also do Posting of all kinds. Will state full details in offer. Free to travel. BOX C-320, Billboard, Cincinnati, O.

THE DION AEROBATS—The father and his four children, ages from 7 to 14. Their act consists of Handstands, Somersaults and different things. Open for falls. MR. FRED DION, 170 Ave. A, Turners Falls, Mass.

AT LIBERTY AGENTS AND MANAGERS

AGENT, ADJUSTER, SECRETARY—21 YEARS' experience circus, carnival, rep. Have car. Co anywhere. State proposition. J. F. RAMSEY, Austwell, Tex.

ADVANCE AGENT, House Manager or Press Agent. 15 years' experience. Route and book. Close contractor. Good appearance, strong personality. Salary only. BOX 300, The Billboard, Chicago.

AVAILABLE AFTER LABOR DAY—Efficiency and Promotion Director. Thoroughly experienced in all branches of show business. Have successfully produced excellent results for some of the nation's finest amusement enterprises and attractions. Also experienced as theater manager, night club, park and ballroom manager. Several years' experience as personal manager for some of America's outstanding attractions. At present time on staff of a well-known eastern amusement park. Age, thirty-four; sober, married and positively reliable. All correspondence held in strict confidence. Write, stating full details. BOX C-320, Billboard, Cincinnati.

ONE OF THE FOREMOST Vaudeville Theater Managers—Expert, independent booker of good inexpensive acts, who been published at liberty. "Real Showmanship." GEORGE ENGLEBERTH, Billboard, Cincinnati, O.

12 YEARS IN THE GAME—Know the good spots, the times at liberty. Married? Yes. Car? Yes. Can and will book auspices for One-Ring Circus, Dog and Pony Show, High Aerial Act. Salary, \$76.00 per week or percent—yes, 50-50. 1 day mine, you pay yours. 22 years young. SHOW-MANAGER, Circus, General Delivery, Kankakee, Ill.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY SEPT. 15—Fine Six-Piece Commercial Orchestra, well equipped, can furnish good references as to reliability and sobriety as well as first-class entertaining ability. Distance no object. Wanting ship job, however, clubs, hotels and booking agents write immediately. CURT'S DAVIDSON'S SOUTHERNERS, Long Beach Casino, St. Andrews, Fla.

At Liberty Advertisements

50 WORD, CASE (First Line Large Black Type). 20 WORD, CASE (First Line and Name Black Type), 10 WORD, CASE (Small Type) (No Ad Less Than 15c). Figure Total of Words at One Rate Only.

CONNIE WENDELL AND His 11-Piece Orchestra open for location after September 6. Club or Hotel in Southern territory preferred. Reliable bookers write for full particulars, including your offer. Can give audition at present summer location. The Fox Ballroom, McHenry, Ill.

JOHN CALHOUN AND HIS Musician—Modern Nine-Piece Band. Sires location. Play swing or sweet. Fully equipped with P-A System, Modern Stands, Floodlights, Spotlight, Uniforms, etc. Girl Vocalist. Floor shows or concert. Equipped to travel. Available after Sept. 6th. Write or wire JOHN CALHOUN, St. Johnsbury, Vt. se4

FAST SEVEN-PIECE COLORED ORCHESTRA—Available September 26 for hotel, night club, ballroom, etc. Reliable parties write. EDDIE ROBERTS, Steeplechase Park, Coney Island, N. Y. se4

FAST 10-PIECE BAND, RELIABLE, DESIRES change. Must give notice. Offers from reliable agents and managers solicited. Can furnish pictures and publicity on request. BOX C-325, Billboard, Cincinnati, O.

GIRL ORCHESTRA—3 PIECE, PIANO, SAX and Drums, available for club or hotel in South. Preferably Florida. BOX C-307, Billboard, Cincinnati.

HOTELS-CLUBS-BOOKERS, ATTENTION: "A Small Band with a Style" available on two weeks' notice. Now in fourteen week in hotel club. Five-piece unit. Everything arranged. Leader formerly featured vocalist and instrumentalist on radio chains with outstanding bands. Go anywhere. BOX C-309, Billboard, Chicago. se4

SEVEN-PIECE BAND—Completing ten-week engagement at hotel near Kingston, New York. Now booking fall engagements. Composition: Piano, Doubling Accordion; Drums, String Bass, Doubling Guitars; Three Saxes, Doubling Clarinets, and Violin and Trumpet. Band young, dependable. Fully equipped, including Electric Guitars and Three Mike Amplifiers. Feature sweet swing style. Experienced in dance, club, hotel and radio work. Will consider short engagements but really desire location job. Go anywhere. MANAGER, P. O. Box 124, Accord, N. Y.

THE COMMODORES, GUH, will soon be face to face with the "More Abundant Life." This is a terrible state of affairs—at least to The Commodores. Ten men and nonstop. Entertainment essentials to burn, clean shirts, swing out, sweat, hot, sweat on minute's notice. Girl Singer. (Or cut to seren by drowning three.) College band and class. Hello? Care BILLBOARD, Cincinnati. se4

SEVEN-PIECE NOVELTY BAND at Liberty for night club or ballroom. Good wardrobe. Liberty and Sound System. Reliable managers write HARRY COLLINS, Glenwood Springs, Colorado. se1

VAL JEAN and his New England String King—Twelve Men. A professional unit, union. Won New England Championship over thirty-five bands in Boston in 1934. Awarded \$2,000.00 in instruments. Now playing best one-night spots in New England. Fully equipped, including new twelve-passenger bus. Open after Labor Day. Will take location or one-nighters. Will go anywhere in new territory. Will sign with reliable booker if necessary. Address: VAL JEAN, 230 East Haverhill St., Lawrence, Mass. se4

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—A NO. 1 TATTOO ARTIST with up-to-date outfit. JACK BAILEY, Bessemer City, N. C. se4

AT LIBERTY COLORED PEOPLE

UNION PIANO-ACCORDIONIST, Doubling to piano for orchestra or stage. Writes Popular and Commercial Songs. At Liberty about November 1st. Now with Bingling Bros. Barnum & Bailey Circus. (See circus route for town.) J. O. WOODARDS. se1

AT LIBERTY DRAMATIC ARTISTS

JUVENILE LEAD FOR STOCK, AT LIBERTY September 1st. Age 23, five feet eleven inches, one hundred and sixty pounds, dark, handsome, good wardrobe. Go anywhere. LEONARD PATRICK, Town Hall Players, Port Stanley, Ont., Canada.

TEAM AT LIBERTY—Man: Characters, Comedy; age, 48; height, 5-ft. 0; weight, 130. Woman: Characters, General Business, or as Cast; age, 39; height, 5 ft. 5; weight, 120. Double Piano, Single and Double Specialists. Wardrobe, ability, sober and reliable. Have car, need advance for gas and oil. W. LEROY, general Delivery, Palestine, Ill.

AT LIBERTY MAGICIANS

AT LIBERTY—TRUMPET, SWING, SWEET or take off; tone, range and phrase. Double Melophone, arrange some. Experienced ballroom and radio. Union, age 22, neat, single and sober. Strictly reliable. Go anywhere for reliable party. Cinches and panics lay off. Wire or write MERTON SCHMOLCKE, Waynoka, Okla.

FEATURE MENTAL ACT—Mindreading, Crystal Magic. Business builder for theatre, night club, hotel attraction. Oriental presentation. Private readings. Salary for set, percentage on readings. PRINCE YOSE, care The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—Mohette Sisters, experienced Ticket Sellers, wanting to join dependable, clean, large show, working year-round. Can job immediately. Write here. MOLETTE SISTERS, Hammond, Ill.

AT LIBERTY M. P. OPERATORS

MOTION PICTURE OPERATOR with Deluxe 1937 equipment, 3 complete programs of late talkie programs. Go any where. Have car and all necessary equipment for either outdoor or indoor showing. Club dates a specialty. BILL WILLIAMS, New Roxey Theatre, Remington, Ind.

PROJECTIONIST—Qualified 100%. Any Sound, any Projection Equipment. Practical references. Deluxe and combination theatres. Non-union, sober, reliable. Go anywhere. State salary. E. WARENTEEN, Harrison, Neb.

AT LIBERTY MUSICIANS

ABLE ACCORDIONIST—Personable Singer. Large Repertoire. Current Popular, Novelty, Sophisticated Songs. A best in intimate spots, make friends easily. Have car, go anywhere. Union. BOX C-314, Billboard, Chicago.

DRUMMER WITH VIBRA-phone, at liberty—Age 28, last engagement 52 weeks, 3 floor shows and broadcast nightly. Advertised as having the finest equipment in the Northwest. Mike, voice, union, reliable and sober. Have car, can join on wire. TED ROGERS, care Branders Music Co., Duluth, Minn.

ORGANIST—ON NEW

Electric and Pipe Organs. Perfect rhythm for dancing. Thoroughly experienced in radio, concert and theatre. Spotlight Specialties. Double orchestra piano, concert and swing. Young woman. Photo. references. Union. ORGANIST, 914 McKinley Ave., N. W., Canton, O. au28

A-1 N. Y. MUSICIAN—VIOLIN AND FLUTE. Double Piano, Organette, Accordion. Play alone, Orchestra and band arranger. J. C. Box 181, Barnegat, N. J. se4

AT LIBERTY—GIRL VOCALIST AND STRING Bass, experienced, wishes immediate travel or location job. Young, reliable. PHYLLIS BARRY, 4903 Walnut St., Philadelphia, Pa. au28

AT LIBERTY—DRUMMER. STEADY rhythm. Sober, modern, dependable. Read or fake. Twelve years' experience. DRUMMER, Canyon Lodge, Yellowstone Park, Wyo. au28

AT LIBERTY—DRUMMER. YOUNG, GOOD appearance, plenty flash. Ride, swing, etc. Prefer location. Can bring good Bass Man. Write JIMMY HIGGINS, Mt. Pleasant, Ia. au28

BARITONE, ALTO—AGE 26, READ, FAKE, ride. Want job hotel Bermuda. Union. Third or fourth baritone. Lead small outfit. Give whole story. DON CAMERON, Topsfield, Mass. au28

CORNET—MODERN SWING OR LEAD. Arranger. Thorough musician, union. C-308, Billboard, Cincinnati, O. au28

DRUMMER—XYLOPHONIST—SING, UNION. Fully experienced. Read, young, modern, dependable. Prefer location. Must be reliable. Join immediate. DRUMMER, 312 Campbell Ave., Portsmouth, O. au28

DRUMMER—MODERN, SWING. PLENTY dance and show experience. Fine appearance and outfit. 15 SUMMER ST., Bradford, Pa. au28

FIRST TRUMPET MAN—READ ANYTHING, plenty takeoff, good range, tone. Cut it or else. Also consider second or third and double Trombone if large band. Free August 29. At home in large or small band. 26, good appearance, no habits, tux. Want only location job. Air mail or wire DICK DEE, care Hayloff, Naples, Me. au28

LEADERS, ATTENTION!—DRUMMER AT liberty after September 7th. Cut anything. Been with the best. Vaudeville, burlesque and tab houses. Carry Drum, Bells and Chimes. Anything reliable considered anywhere. Car, age 40. H. PERRY HODIES, Russells Point, O., Gen. Del. au28

SWING DRUMMER—EXPERIENCED, RUDIMENTALLY trained. Writes own parts. Fully dependable. Will go anywhere. Send your offer. Reference furnished. R. POWELLSON, Leffle, Mich. au28

PIANO, DRUMS, STRING BASS—A SOLID fast rhythm section. Been together three years. Breakup of band puts us at liberty first time in that period. Piano man beautiful arranger. Bass man does vocals. Drummer will sell out in any band. Desire location work but not imperative. Union. Address DICK CLAUSEN, 827 21st Ave., S., Minneapolis, Minn. au28

SAXOPHONIST—TENOR, CLARINET, SWEET or swing style, also sing. Neat, reliable, experienced, modern, sober, single, age 22. Read or fake, good tone. Don't misrepresent. BOX C-321, The Billboard, Cincinnati, O. au28

TENOR SAX, CLARINET—SING, YOUNG, union, good habits. Join relaxed band. Read or jam. South preferred. GEO. WM. BROWN, 205 E. Locust, Bloomington, Ill. au28

"THE PRAIRIE PLAY BOY." JOSH WEBSTER, the West's outstanding cowboy entertainer, formerly featured network programs, now working steady but want change of location. Singing cowboy, hillbilly, comedy and string numbers. Play tenor and six string guitars, slap bass, washboards and devil's fiddle. Skip, dance and rube comedy. Experienced emcee and announcer. Want to join small organized cowboy or novelty name band. Working radio and vaudeville. Good promoter and agent. Nice wardrobe and Chrysler 8 Royal sedan. Write your offer to JOSH WEBSTER, Gen. Del., Trenton, N. J. au28

TROMBONIST—UNION, YOUNG, EXPERIENCED, modern swing. Traveling orchestra. High class. JAMES T. COOPER, 3008 Hampton Drive, Middletown, O. au28

VIOLIN DIRECTOR—FIFTEEN YEARS VAUDE theatres, legit or dance. Eight seasons musical director Weaver Bros. & Elviny unit. Open for unit or location band instructor. Union. E. VAN ZANDT, Forsyth, Mo. au28

VIOLINIST DESIRES CHANGE—DANCE, hotel, broadcasts. BOX C-313, Billboard, Cincinnati, O. au28

ALTO SAX, Double Tenor and Clarinet. Experienced in dance and show. Young, sober, union, dependable. Location preferred. JOE THOMAS, 882 Y. Locust St., Galesburg, Ill. au28

ALTO SAX—Young man, 25, good tone and reader, no fake. Non-union, go anywhere. Reply: MUSICIAN, 008 Royal St., New Orleans, La. au28

ALTO SAX, Clarinet, Fiddle, swing on all. Read anything. Experienced Shows, Dance, Stage, band. Must have traveling experience with one nighters. Bands living in suitcase, nix. All letters answered. Union. Age 24. MUSICIAN, 738 7th Ave. S. B., Minneapolis, Minn. au28

BANDMASTER (Filipino). Competent instructor. Desire to head from Municipal Factory, American Legion or newly organized band. Years of experience in organizing and directing band. Formerly Army band leader. References as to ability, character. Clarinetist. Violinist. Union, married, play or direct. FELIX ALCANTARA, 1318 Nicolet Ave., Minneapolis, Minn. au28

BANDMASTER, thoroughly competent with knowledge about every instrument, will accept such position for factory or municipal band. Seely COMPETENT, Box C-817, Billboard, Cincinnati, Ohio. au28

BRASS TEAM—Trumpet, Trombone, Young. Read, good tones, reliable. Trumpet, solid, lead or second, Trombone, modern ride, arrange. Together four years. Prefer full swing band. LEON GARDNER, Corning, N. Y. au28

DANCE DRUMMER—Age 22, union, want job with dance band, traveling or in Illinois, Indiana or nearby States. Weight, 240 lbs. a few Novelty Numbers. V. O. FRANKLIN, 2400 W. Harrison St., Sullivan, Ill. au28

EXPERIENCED PROFESSIONAL Clarinetist. Doubling Saxophones or Drums. Union, slight reader; also competent leader and instructor of all Band Instruments. Personality and showmanship. JOHNNIE STEVENS, care Ilex Heavy, 8713 Cleveland, Kansas City, Mo. au28

GIRL DRUMMER—Modern, neat appearance, union. Thoroughly experienced all lines of work. Wishes connection with reliable band. BOX C-922, Billboard, Cincinnati, O. au28

SAX, ALTO AND TENOR—Doubling Cello and Voice. Read and fake. Modern take off. 85 and neat appearing. JIMMY STRAUSS, Court Place Hotel, Denver, Colo. au28

THREE HAWAIIANS—Complete with Electric Sound System. Sing and play all kinds of music. Available for theatre, radio, night clubs, hotels, etc. Will travel but location preferred. State all in first letter. THE ISLANDERS, General Delivery, Baltimore, Md. au28

TRUMPET, EXPERIENCED in all lines, Have good tone, read and fake. Job must be sure pay. TOMMY OSBORNE, 2119 N. 13th St., Omaha, Neb. au28

AT LIBERTY PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. se4

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. au28

BALLOON ASCENSIONS—For Parks, Fairs and Celebrations. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. 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. au28

BALLOONISTS AND AIR-plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old hands. Yes, we have Bat Man. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. Coast-to-Coast Service, au28

BALLOONISTS—LADY OR Gentlemen Parachute Jumpers available for park fairs, etc. CONTINENTAL BALLOON CO., Sharonville, O. se25

"DIVE OF DEATH"—America's Greatest Thrill Act now open for 1937 and 1938 dates. Contact your Agent or write CLARENCE A. MCCONNEY, INC., Room No. 6, 60 Washington St., Salem, Mass. se11

THRILLING HIGH ACT—Fire Leap on Skis, SIEGFRIED: Featured at World's Fair, "C. N. E." Toronto; now Auditorium, Atlantic City, N. J. au28

"TUMBLING ATWOODS"—Bozo, Raggedy Ann featuring Falling House. The Billboard, Cincinnati, Ill. se4

AT LIBERTY—HIGH-CLASS FREE ACTS. Double rolling globe and hoop juggling, baton spinning, comedy acrobatic barrel jumping and chair balancing acts. Four-people troupe. Price reasonable. THE MITCHELL TROUPE, 1412 So. 16th St., Omaha, Neb. au28

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

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williams-ton, Mich. au28

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. BOX C-223, Billboard, Cincinnati, Ill. au28

HIGH AERIAL ACT AT LIBERTY FOR LABOR Day week. Wire BOX C-318, Billboard, Cincinnati, O. se4

MARIE'S MARVEL DOGS NOW BOOKING late fairs and indoor events. Three standard acts. Marie's Dogs the original tight-wire performers; Marie's Animal Circus (Dogs, Goats, Monkeys and Bear), swiggle-swiggle comedy. For price and literature write Edwardsburg, Mich. se18

BINK, KING OF THE SLACK WIRE—THREE Acts: Wire, Trapeze and Comedy Juggling, all reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis. se18

THE SENSATIONAL WOLTERS TRIO—AMERICA'S undisputed Novelty Balancers and Comedy Acrobats. Three distinct acts—two men, one lady. A real feature troupe on your program. Open for fairs, hotels, celebrations. Write, wire. Address Billboard, Chicago, Ill. no27

THE FLYING WILLARDS—AERIAL TRIPLE Horizontal Bars. Open for 1937 fairs and celebrations. Beatrice, Neb. au28

AERIAL COWDENS—Three Standard Acts. Fair Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. se18

AT LIBERTY—Sensational High Fire Divo. Has some open time. Home office address: CARL E. FAYL McDONALD, 208 Highland Ave., Warren, Ohio. au28

ATTENTION, SECRETARIES—Something new, novel and different. Hollywood on Parade. Joe Brown, W. C. Fields, Laurel Hardy, Pop Eye and others work grand stand. Produce clown numbers and comedy for the entire show. Furthest circus and use local boys. Clean, flashy, up-to-date. ROY BARRETT, Billboard, Chicago. au28

CHARLES LA CROIX—Original Platform Free Attraction. Available for celebrations, etc. Outstanding Trapeze Act at price you can pay. CHARLES LA CROIX, 1804 So. Anthony Blvd., Ft. Wayne, Ind. au28

OHAS, AUGUSTUS—High-Class Trapeze Artist. Committee wanting a real feature novelty act that can be directed on your platform, get in touch with me. Have complete flashy outfit and do a real act. Literature, price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind. au28

CLOWN—MOTORCYCLE COP on Comedy Machine. Works like "Furry Ford." Track, platform. Comedically juggling, wire, General Clowning. Specialist on filling grandstand. ART ATTILA, Billboard, Chicago. au28

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Act and Double Trapeze Act. Reasonable. 1606 Race St., Cincinnati, O. au28

PAMAHASIK'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and wild animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahasika himself for this attraction. Address: G. B. ROBERTS, Manager, Pamahasika's Studio, 515 W. Erie, Philadelphia. Telephone SAGMORE 5536. au28

PERFORMING CLOWNS—Trio doing Ground and Rigging Acts, Standard Clown Numbers, etc. Performers and acts from world's greatest circuses. Everything neat. EDWIN ZOO, Billboard, Chicago. se4

THREE NOVELTY ACTS—America's best lady globe act (she comes down stair steps and uses an inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. au28

TWO SENSATIONAL Free Attractions—Acrobatic circus. Novelty and Comedy Boxing. Write for details. GLENNY AND FORD, Billboard, Cincinnati, Ill. au28

WANTED AFTER OCTOBER 1—State of Florida Best Liberty. Wages or percentage. Can build and maintain any power craft under 80'. Licensed Pilot. References. CAPT. MAC, The Wigwag, Pulaiki, N. Y. au28

WHITESIDE TROUPE at Liberty—Labor Day week. Fast Wire Act, Loop Trapeze Act, Swinging Ladder Act, Comedy Clown Act. August 27-28, Thomas, Okla.; permanent address 115 Pennsylvania, Wichita, Kan. au28

AT LIBERTY PIANO PLAYERS

PIANIST—DANCE, NIGHT CLUB OR LEGIT. Union, read and swing. Consider all offers. Age 29. HERBERT HAMLIN, Merrill, Wis. se11

EXPERIENCED PIANIST—READ, FAKE, ETC. Reliable, sober, union. BOX C-323, Billboard, Cincinnati, O. au28

PIANO PLAYER AND LEADER AT LIBERTY about October 1st or thereabouts. Dance, club, vaude, pit, bat, radio or what have you? Composer and arranger. Play alone; lead or side in orchestra, or will organize any size to suit. Have p.-a. system. Produce floor show, emcee. Prefer location but anything sound considered. Now working. Age 38, union. Address: WALTER MARS, care Billboard, Cincinnati, O. au28

AT LIBERTY—Pianist for Small Show or Club after September 1st. Read, fake, arranges. Write or wire. State salary, etc. HAROLD DRAGNER, Marshall, Wis. se4

AT LIBERTY—Dance Orchestra Pianist, swing or commercial, more rhythm than flash, slight read. Reliable in every way. Age 29. Plenty of experience. Would like to work Eastern States. Will cut or no notice necessary. Double, 3rd or 4th. Union. A. J. MIZEL, General Delivery, Milwaukee, Wis. au28

AT LIBERTY SINGERS

AT LIBERTY—SINGER (Featured Baritone) of Radio, Stage and Screen, male. (Good m. c.) A-1 voice and personality; young and reliable, sober. Thoroughly experienced, Picture Shorts and N. B. C. Desires winter location. Go anywhere. Welcome all correspondence. CROONER, 252 1/2 N. Main, Tucson, Ariz. au28

YOUNG SINGER—JESSICA Dragonette type. Popular and classical. Free to travel. BOX 255, Billboard, Chicago. au28

RHYTHM PIANIST OR FRONT MAN—SIGHT read, jam. Voices that sell, simple arranging, no wet work or liquor. Join after week's notice. Union. Prefer Northern location. K. A. MARTZ, Gen. Del., Corpus Christi, Tex. au28

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

MOST ORIGINAL AND Novel Marionettes—Plays and vaudeville. Now booking for fall season. THE BEPPO MARIONETTES, 180 Fifth Ave., New York City. se11

AT LIBERTY—MED LECTURER AND WIFE. Salary or percentage or double with team. DOC BATES, Box 5, Frenchman Bayou, Ark. au28

AT LIBERTY—SPECIALTY TEAM FOR ANY type show. Work in bills, acts, revues. Specialties, Sax, Banjo, yodeling, double tap dancing. Lady, ingenue type, can work chorus. Man, straights, comedy, general business, baritone harmony. Wardrobe and appearance. State salary. Have car and trailer. South preferred. JOE AND BEE BENNETT, Gen. Del., Toledo, O. au28

COMEDY MUSICAL VAUDEVILLE ACT AT Liberty. Instrument, singing and dancing. WALTER BROADBENT, care Billboard, New York City. au28

MR. AND MRS. TEXAS BILL HAVE CLASSY, pleasing act—Derby; Will Roger, Big Loop Team Rope Spinning, 3-5-7 Loop; up to minute, Fancy Roping, 2-4-6 Horse Catches, Cracking Whips (cigaret, match number included), Knife, Axe Throwing. Saddles, good wardrobe, house car with props. Sober, reliable; go most anywhere with reliable outfit. Address "TEXAS BILL" (CLAWSON), 1513 Maple, Los Angeles. au28

TEAM—Man does Blackface, Character, Comedy. Also produces. Wife Straight, Characters. Plenty good wardrobe. Change for two weeks. Comedy singing and talking doubles. Strictly sober and reliable. Have car and house trailer. Salary must be sure. Go anywhere. Sober, Toledo, O. JAKE J. ROSE, General Delivery, Toledo, O. au28

CETLIN & WILSON—(Continued from page 66)

Carl Fries, of Lewistown fair, were visitors. During storm Thursday one of bears of Leo Carrell's animal show broke loose and almost killed one of ponies, which was rushed to a veterinary and is still living. Mayor Fisher officially opened show Monday night with a very nice talk in behalf of show. Local paper, the against outdoor shows, co-operated 100 per cent, and on two days devoted two pages of pictures of scenes taken on showgrounds, also daily stories. No local radio station, so station at Altoona, Pa. was used. Thursday night usual get-together meeting was held. Neon front of Paradise Revue again broken by storm, but was completely repaired and up again Saturday night. Scenic Artist Alfred Litzman started to repaint entire show. GEORGE HIRSCHBERG. au28

Dodson's World's Fair Show

Jamestown, N. Y. Week ended August 14. Location, Falconer circus grounds. Auspices, Falconer Old Home Week. Weather, clear and warm. Business, good. Short run from Dunkirk. Lot level and grassy with ample room. Opening overture by Charles Clark and his band began at 7 p.m. Heavy showers about 9 o'clock, killing night's business. Town decorated and parades daily. Vernon Johnson, chairman of sponsoring committee, gave fine support, and co-operation from civic leaders and populace good. Daily matinees good stimulants. Had runaway Tuesday and crowds increased each night. Lucille Osbourn did exceptionally well with posing show. Was best week of season for Francisco Bros.' sex museum. Many visitors from Celoron Park. Mrs. Stella Regan played hostess to women's bridge club. Wilhelm Schneider, sailmaker on show, purchased new Chevrolet truck. Richard (Happy) Burns joined Elmer Day's crew of bingo attendants. William McCormick still lectures on Artist and Model posing show. Mrs. Mae McCaull's miniature pony ride big attraction on kiddies' day. Sam Dodson sporting a new Pontiac sedan. Mrs. Lucille Ruley doing well with novelty stand at midway entrance. Frozen custard outfit of William H. Berridge newly painted and redecorated. Berridge is having one of best seasons in years. Helen Mae Champion, 11-year-old daughter of Mr. and Mrs. Champion, a visitor. General Agent Mel G. Dodson back conferring with C. Guy about Southern tour. Del. Darling, former circus executive and now sheriff of Erie County, Erie, Pa., also a visitor.—DAVE CARROLL. au28

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

HENRY A. PAQUETTE, who operates Darlington Rollerway, Central avenue, Pawtucket, R. I., has taken out a building permit for erection of a \$10,000 rink on Garity street in that city. Proposed structure, he says, will be the most modern roller rink in that section, with gas heating system for winter and cooling plant for summer. One story in height, it will be 131 by 71 feet, with maple floor and interior decorating similar to that of a ballroom. A 36-foot soda bar will be included.

NORWOOD Roller Rink, Cincinnati, closed its summer season on August 15 and after enlarging the building by 5,000 square feet for larger skateroom and checkroom and quarters for caretaker, the management will reopen the rink early in September.

JOE LAUREY, who has returned from a tour to the West Coast as floor manager of 202d Armory Rink, Chicago, reports he is training for races to be held in the rink, first event, a 100-mile pro race, to be held next month. It is expected most of the leading pro racers will participate. Joe reports the rink has done a good summer business with Fred Leiser, manager, and Mrs. Leiser, assistant manager, and that a big season is in the offing.

LAND O' DANCE, Canton, O., largest of Eastern Ohio roller rinks, will be reopened for fall and winter on September 10, said Leo Maytnier, operator. He said the floor has been refinished and the interior redecorated. Considerable new equipment will be installed. Sessions will be held nightly, except Sundays. With destruction of the roller rink in near-by Meyers Lake Park last May, Land O' Dance in downtown Canton is the only



EARL WEHRMAN and Evelyn Bantian, recently awarded shoe skates and medals in a dance origination contest in Norwood Rink, Cincinnati. They are putting on a series of exhibitions in rinks, introducing their novel figadoo step. With his former partner, Florence Rosenthal, Earl demonstrated the rumba on August 18 in Tacoma Park Rink, Dayton, Ky. Armand J. Schaub, Sr., Cincinnati, is arranging the tour.

rink there. Maytnier, who has operated the rink several years, also operates rinks in Summit Beach Park, Akron, and Chipewa Lake Park, near Medina, O.

BUSINESS in Arcadia Gardens Rink, Chicago, has continued to be excellent all thru the summer, writes Manager Lois Reynolds, who attributes much of this to improvements, including modernistic decorations and Masonite floor. She announced appointment as floor manager of Mickey Milane, recently with roller derbies, and declared that special care is taken in selection of the floormen. Leon Berry, called Chicago's youngest organist, is still playing roller-time music at the console. Manager Reynolds says that the use of pumice has been discontinued because of the new-type floor.

"WE WERE accorded wonderful treatment during our visit to Harold H. Keetle's Coliseum Rink, Cedar Point, O., on August 7," writes Ann Fivek, secretary of Arena Gardens Skating Club, Detroit. "Mr. Keetle entertained the club officers at a dinner party in the Breakers Hotel. The rink is the largest we have yet visited and the floor is in perfect condition. Mr. Keetle held a waltz contest and Miss Theresa Krantz and Larry Cohen, of the Arena Club, won first prize, and second honors went to Anton Cergal, president of Skateland, Cleveland. There were more than 200 visitors from Detroit and Cleveland. Mr. and Mrs. Jack Shuman and Mr. and Mrs. Roland Cloni donated the prizes. A big vote of thanks was given Manager Keetle.

BRIGHTMOOR Roller Rink, Detroit, has been finally closed by Carl Couyoumjan and the lease has just been sold for use of the building as a church. Couyoumjan has taken out his equipment and will use this for another rink in a new location in the fall.

FLYING HOWARDS, starting a series of fair engagements in Michigan, were on the grand-stand program at Oakland County Fair, Milford, Twirl numbers, with assistance of plants from the audience, went over well, while Miss Howard's fast double neck-swivel proved highlight of the act. Show was booked thru Ray Conlin-Michigan Vaudeville Office.

MADISON GARDENS Rink, Detroit, has been drawing about 300 skaters nightly all summer, reported Manager Orville Godfrey, who has also been running Walled Lake Rink this summer. Chief reason for success of the only Detroit rink to stay open during warm months is the recently installed electric organ, which, he says, is proving the most popular source of music in his experience. Arthur J. Rivette has been re-engaged as organist. Rink will reverse precedent by closing on Labor Day, to reopen a week later. It will be redecorated at a cost of about \$1,000. Blue and gold decorative scheme with a new suspended cloth ceiling will be

used. There will be indirect lighting thruout.

WALLED LAKE Rink in Walled Lake Park, Mich., will close for the season on Labor Day, said Manager Orville Godfrey. Business has been good all summer, with numerous special events. On August 15 amateur races by skaters prominent in the national skating contest in Detroit last winter were featured, with gold and silver medals presented by the management to winners. Skaters included Ed Theisen, Michigan champion; Verna Picton, Michigan women's champion; Don Hamel, Wayne County co-champion; Leonard Godfrey, State half-mile champion; Irving Reznick, Michigan half-mile champion, and other stars.

T. L. KELLER, manager and owner of Eugene (Ore.) Rink, and family left there on August 15 for an extended trip east to inspect rinks, hoping to glean some ideas for a new rink he contemplates. The daughters are said to be very fine figure skaters and are training for the amateur figure-skating contest, if held this winter. Managers and owners coming in contact with Mr. Keller and family should extend them every courtesy and aid them in every way possible, as Mr. Keller is doing some fine boosting in the Northwest.

ARCHIE FEEZER and a party of Hanover boys spent the evening of August 16 in Morey's Riverview Rink, Pennsylvania, N. J. Archie is manager of Milam's Hanover (Pa.) Rink in Forest Park. He reports a good season and that he expects to return to Cadiz, O., for the winter.

PHILADELPHIA and Reading (Pa.) skaters were shocked to learn of the death of Barclay (Bart) Hallman, who died from a blood clot on the brain on August 13. He was a member of the Three Sensations act and had appeared at night spots around Philadelphia. He was well liked and his death was probably the result of an injury received a few years ago while a member of a roller hockey team. He was struck on the head with a hockey stick and was obliged to have a silver plate inserted. Recently while playing an engagement he sustained a severe fall which possibly agitated the old wound. He was unmarried and, besides a host of friends, he leaves a mother and father. Burial was on August 18 in Philadelphia.

BEN MOREY and crew had a busy day on August 14 when the big DuPont picnic was held at Riverview Beach, Pennsylvania, N. J. Rink was utilized for dancing from 1 to 5 p.m. and for skating from 7 to 11. This is one of the largest affairs of the season for the park, free to all DuPont employees.

MANY CHANGES have been made at Circus Garden Rink, Philadelphia, and a repeat of last season's business is expected. Chez Vous Rink, Philadelphia, will reopen on September 12 to Chez Vous' club members only and to the public on September 13.

BALLYHOO

(Continued from page 56)

was held up for four days to load them out.

Friday the train moved and arrived in Cinema Saturday afternoon. The city inhabited by moving picture actors and actresses. The city located on the outskirts of Hollywood. We promised to put our girls there and we have. The setting up was fast but the hanging of the new neon held up the shows opening, but by 11 p.m. the most beautiful neonized midway in America was ready to open.

Our Minstrel front was adorned with the Alabama Coal and Coke sign. The girl show flashed the Pipe Dream Laundry sign. Over the door of the Posing Show shone the Madame Patricia's Beauty Salon in neon. One ride read Pabst and another Budweiser. With all the different cold drink and grocery signs hanging on the fronts the bosses

became so impressed and neon-minded that they have decided to have one made of the show's title at a future date.

With the week practically lost the show will remain over. A big sign posted on the main gate reads: "Ballyhoo Bros.' Circulating Exposition will remain over by popular demand."

MAJOR PRIVILEGE.

FAIR SEASON

(Continued from page 56)

of the expense involved, Mercer added: "The towers alone cost over \$1,500 each to build and an electric motor, a big item, revolves the airport beacon lights."

Peter Kortess now boasts of the largest air-conditioned side-show top, with fans driving refined air from front to back. A new neon illuminated banner line and strikingly painted banners make his show outstanding. Steve Good has a most attractive panel front for his society circus which has been brilliantly painted and newly equipped with canvas. Jesse Shoat, impresario of the newly named Jigfield Folies, insists that his new revolving stage and movable orchestra pit is the first of its kind ever attempted with an outdoor show. New neon, blue and red, on the front and many other improvements are noted as well as an entirely new stage setting.

A special transformer wagon for the new light towers is being constructed by Bradford and two trailers are also under construction.

Bob Dent has vastly improved the appearance of his Crime Show with excellent pictures of Evelyn Frechette, his feature. Bill Goll, aquatic star, has added an all-new canopy and sidewall for his Aquadrome and has reframed the show. A new top and fixtures made their initial appearance here on the Fountain of Youth posing production.

During a three-day layover here after closing at Rockford, Ill., all the rides were given new paint and decoration jobs.

Visitors: Robert L. Lohmar, general representative Hennies Bros.' Shows; Ruth Cohn, representative Lloyd's of London; E. Lawrence Phillips, Walter A. White, Mrs. Johnny J. Jones and Tommy Allen, of Johnny J. Jones Exposition, and Frank B. Joerling, manager St. Louis office The Billboard.

Midway notes: P. T. Strieder, manager Alabama State Fair, Birmingham and Florida Fair, Tampa, accompanied by Mrs. Strieder, came up for a two-day visit with Fred Beckmann and Barney S. Gerety. William Ryan, secretary of Jersey County Fair, Jerseyville, Ill., was also a visitor.

An unofficial canvassmen's convention was staged in the little top behind the office wagon participated in by S. T. Jessup, George Johnson and Milford Smith, important delegates, who consoled Armbruster, the Springfield delegate, on his recent catastrophic blow-down. Mrs. Walter A. White and Mrs. Sarah McCaffery both had country stores on the fairgrounds. Reported by Walter Hale.

F-M SHOWS

(Continued from page 56)

judgment. Wilhelm rushed over to the shooting gallery grabbed a gun and let shots fly into the air. A second later down came a silver dollar and a few seconds later a young mosquito followed. Noble C. Farley had to purchase a new hat, claiming that a mosquito had snatched his and made away with it. The pony track operator had to stand guard at night with a club to keep them from devouring his ponies.

Even natives of the sovereign state of Arkansas, of which your correspondent is one, bowed their heads in shame when a comparison was made of the native mosquitos of the two states.

It was the worst yet—and—no, Johnny, that slap you just heard in that house trailer was not the man beating his wife, it was merely the sound attendant to another mosquito making the "long journey." Reported by BRUCE BARHAM.



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WRITE US AT ONCE THE SIZE "SKATING MAT" REQUIRED FOR YOUR PARTICULAR ACT. WE MANUFACTURE TO ORDER AT LOW COST.

THE G. L. MORRIS CORPORATION Cleveland, O. 1740 East 12th Street.

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over 25 years. Get in the money with our Self-Locking Sectional Floor. It's a Sensation. Send 10 cents for information.

TRAMMILL PORTABLE SKATING RINK CO., 3900 East 15th St., Kansas City, Mo.

WANTED A-1 FLOOR MANAGER To work the floor. Able to take charge. Give experience, age, height, etc. Small rink; steady work. State salary expected.

E. G. NEALE 728 Middle Street, South Weymouth, Mass.

FOR SALE DEL-WOOD ROLLER RINK Dallas Drive, Route 47, Glassboro, N. J. Perfect condition. Full equipment. Building 60x 158 Feet. No triffers.

RAYMOND SENIOR, Glassboro, N. J.

WINDOW CARDS 14x22, 22x28 paper and cardboard posters, one sheet heralds, etc. for all occasions. Quick service, low prices. Write for free catalog.

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are exceptionally strong, light and speedy. Used and endorsed by the fastest skaters.

THERE IS A REASON

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MERCHANDISE FOR THE FAIRS

Household Gadgets

The problem of "What To Handle" on the part of the pitchman who makes the fair is solved for many by an enterprising New York firm which has been engaged in the distribution of specialties since 1918. For the coming fair season, beside several good staple specialties, this firm is offering a fruit jar wrench, a low-priced ejector fork, a scour ball holder and a window wiper. All are of the gadget type of specialty that always appeals to the housewife because of the convenience or labor-saving features they bring her. Besides selling specialties the firm has always featured service as part of its business setup.

Pekingese Dog and Rug

This is a number of which the manufacturer states: "It's so natural that it appears real." Has genuine fur in lustrous brown color with skin rug to match. Head revolves and has concealed voice in the body. Glass eyes and colorful satin ribbon attractively set item off. Priced unusually low for an item of this quality. Is 15 1/4 inches long and also available in cat shape with white fur.



From all sides come reports that this has been a real animal year. Leading the parade in popularity are stuffed teddies, scotties and other inhabitants of the animal kingdom. These numbers make an effective flash on the stand and few customers can resist the "take-me-home" glances which the attractive numbers cast on the passing throng. Reports from toy manufacturers and wholesalers indicate that these items will be quite popular during the Christmas holidays, so you need have no fear of overstocking.

Stuffed Animals

From all sides come reports that this has been a real animal year. Leading the parade in popularity are stuffed teddies, scotties and other inhabitants of the animal kingdom. These numbers make an effective flash on the stand and few customers can resist the "take-me-home" glances which the attractive numbers cast on the passing throng. Reports from toy manufacturers and wholesalers indicate that these items will be quite popular during the Christmas holidays, so you need have no fear of overstocking.

Field Glasses

Perennial favorites with fairgoers are field glasses and binoculars. Patrons young and old react to their appeal, and the concessioner or pitchman who has them on hand this year will not be sorry, for many houses report an unusually brisk demand for them. The glasses may be had in almost any price range with cases to match.



Balloons

Few items have enjoyed the public's favor for as long a time as balloons, and judging by present indications they are going to be just as popular at fairs this year as they ever were. Round balloons

Real Money-Makers!

On these pages The Billboard lists merchandise which leading firms state are winning the favor of fair patrons this season. For information on these items in which you are especially interested write The Billboard, Buyers' Service Department, 26 Opera place, Cincinnati, O.

Your Cash Market

Over 60,000,000 people will attend the various county and State fairs this season. For most of them "The Fair" is the most thrilling event of the year. They're coming with plenty of loose change in their pockets, too; for bumper crops have combined with high prices to make this the most prosperous year for the farmer since 1931.

The vast throngs of happy, prosperous farmers and city folk who yearly attend the fairs represent one of the largest cash-on-the-line buying markets that exists. This season they will take home with them a tremendous volume of wares, novelties and souvenirs, either as the result of direct purchases or as prizes. Concessioners and pitchmen who flash the right type of new, useful and appealing merchandise are sure to get the lion's share of this big business.

MAKE SURE THAT YOU GET YOURS!

In this issue The Billboard lists the various items which leading wholesalers and manufacturers throuout the country claim to be moving best to the fair markets. Get on the band wagon! Stock up right now on merchandise which the men who have their finger on the buying pulse of public report to be "red hot."

We will gladly furnish you with the names and addresses of the firms who have articles described on these pages. Just drop a line to The Billboard, Buyers' Service Department, 25 Opera place, Cincinnati, O.

and character balloons are all going well. Mickey Mouse stratosphere balloon, Macon airship balloon, cat-face, Popeye, Donald Duck, Baby Doll and other types of toss-up balloons are still among the favorites.

Nuthouse Game

Judging by the success with which the Nuthouse Game has met since it was introduced a little more than a month ago, it looks as tho it should be a real winner with fair crowds. Game is crammed full of colorful action. A lighted cigaret is touched to what appears to be an ordinary piece of paper which starts a sizzling burning streak on its way, yet the remainder of the paper sheet does not catch fire. It weaves in and out and finishes either at the Nuthouse, the Doghouse, the Bughouse or Chic Sale's House on the Hill. Finish cannot be determined in advance and four people may wager on the result. Low price of less than 1 cent makes it an ideal item for use as a consolation prize or giveaway for concessioners.

Lamps

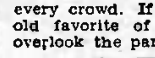
The advent of electricity to almost every farmhouse in the land has made lamps a profitable item at fairs for many years. Lamps of various sizes,



shapes, colors and designs are sure to be displayed prominently on stands of many concessioners. Illustrated lamp is one which a prominent wholesaler reports to be very popular at present. Appropriate for use as a boudoir or end table, it has a glazed china base decorated in red, green or blue. Has standard socket with push-thru switch. Is fitted with decorated Jap silk shade, with fringe and colored cord trimming to match base. It is 12 inches high.

Parasols

When the sun blazes down on the mid-way the demand for parasols is right in step with the thermometer's upward climb. No fair would be complete without several stands selling them direct or using them as prizes. Cloth, rayon and paper are most popular coverings. Can be had in metal or bamboo ribs. The bright flashing colors plus practical value of these parasols make a hit with every crowd. If you are looking for an old favorite of topr notch appeal don't overlook the parasols.

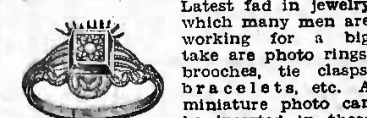


New-Style Pens

A pen manufacturer well known to the concession field has a new angle on fountain pen barrel filigree design which the firm thinks will attract fair trade. Following the vogue of lucky toys, rabbit's feet, etc., company will soon introduce a new number with a lucky horseshoe incrustated in the gold on the barrel of pen. The clip is centered on the horseshoe design producing a unique effect. Pen is of the plunger type and also has a jewelry chased inlaid enamel band.

Whitestones and Photo Rings

No fair would be complete without its whitestone worker. Several new attractive lines have been introduced of late which are real eye-catching sparklers.



Latest fad in jewelry which many men are working for a big take are photo rings, brooches, tie clasps, bracelets, etc. A miniature photo can be inserted in these items in an instant. Low in price, items have proved to be real money makers over the last few months.

Canes

Canes are as much a part of every fair as the midway itself. Wood, china, and metal head canes are the most popular this year, according to reports.



Metal horse heads, dog heads, eagle claw, rooster, camel, elephant and others are getting a big play. Varied shaped wooden heads and Dutch boy and girl, dice, baseball and dog heads are popular in china tops. Children's canes topped off with china heads of popular cartoon characters are making a hit with the youngsters.

Candid Cameras

It's been a long time since cameras have enjoyed the popularity that they have this year. The publicity and snapshot contests have made many people camera conscious. One of the most popular of the low priced cameras of the pocket size candid variety is the Univex. Made of case metal in assorted colors, it snaps pictures that measure 1 1/4 x 1 1/2 inches, which can be enlarged to regular standard size prints. Low price at which this item sells makes it a natural for concessioners, digger ops, etc.

Combo Cig and Lighter Case

An item said to be one of the most popular of all smokers' items today is the combination cigaret and lighter case.



Possessing unusual flash, item attracts because it looks to be much more expensive than it really is. The snappy, streamlined model illustrated comes in many designs with colorful enamel decorations. Is beautifully finished inside and out and has unfurling automatic type lighter. Case holds 14 cigarets. An appealing flash number that sells for a low price.

A Home Permanent

Women can now give themselves a perfect permanent wave at home with a new product which has recently been placed on the market. It is called Starlet and is a result of scientific research for a home method of permanently curling hair that could be easily done by anyone and would cost far less than is charged by beauty parlors. No heat, no electricity and no machines or dryers are necessary for Starlet process. Every woman is a prospect and fair workers should find this a profitable item.

Candy Record!

The average American citizen definitely has a sweet tooth. According to *Business Week*, he did not stint it last year, but consumed 16 pounds of candy, which is more than he ate in 1929. This means that candy manufacturers made over 2,000,000,000 pounds of candy, worth more than \$309,000,000, and used over 400,000 tons of sugar, 250,000 tons of glucose and about 100,000 tons of nuts. About 60 per cent of the candy was distributed by jobbers, another 21 per cent was sold to chain stores and 12 per cent went to independent retailers.

Merchandise for the Fairs

Cowboy Novelty Lamp

Here's a flashy little number which one merchandiser reports is getting a big play from concessioners making the fairs. Item is made of cast metal, stands 14 inches high and is finished in a high gloss enamel. Hand-painted head is an electric bulb. A group of these lamps on a concession shelf all lit up form an attractive display. Has 10-gallon hat, on and off switch, cord and plug and is priced right. Better inquire about this one!



Fur Fox Tails

The genuine fur fox tails with red, white and blue silk streamers and cords or wires for attaching to automobile, motorcycle, bicycle, etc., are expected to be one of the most popular numbers on the fairs this season. Lending an atmosphere of speed to any vehicle, item seems to have caught on with young and old all over the country. Despite a rise in the prices of raw materials, manufacturers of the tails have held down their own prices so that the concessioner with the carnival or at a fair or park can buy the merchandise at the same price he paid last year.

20-in-1 Kitchen Utensil

A gadget with over a hundred different uses is the new 20-in-1 kitchen necessity now being marketed. Handy gadget consists of a cone-shaped cup made of spiraled wire with a wire or wooden handle. It is the result of study in a research laboratory of all egg beaters and cake mixers on the market for the purpose of combining in a new scientific device all the effective motions by which these different utensils secure their results. Item is an indispensable ally of the housewife in all culinary efforts involving beating, mixing and whipping. Comes in handy as a ladle for removing eggs, vegetables, doughnuts, etc., from boiling water or fat. Excellent for separating and beating eggs. It is sturdily constructed and is absolutely sanitary. Attractive low price insures an extremely large margin of profit. In the hands of an able pitchman this gadget should be a money maker, for it will lend itself well to a real flash demonstration.

New Stuffed Dolls

Four new entrants into the stuffed doll world are now being marketed. A jaunty sailor, a colorful drum major, a dashing fireman and a burly policeman make up this line. Made of stuffed cloth, the colorful uniforms of the brigade are sure to fascinate the doll-loving public. Stand about 10 inches high and are priced attractively low. House handling the line maintains it's the newest group to be put on the market and says that the reception is unusually good.

THE FARMERS HAVE MONEY TO SPEND THIS YEAR!

Cash in at the Fairs With These Good Sellers!



Celluloid Dolls, Feather Dressed With High Hat

- B34N152 — 7 in. high, gro. 7.50
- B34N155 — 10 1/2 in. high, per gross 16.50
- B34N156 — 12 in. high, gro. 21.00

FEATHER DRESSED AND CLOWN HAT

- B34N154 — 7 in. high, per gross 7.50
- B34N157 — 10 1/2 in. high, per gross 16.50
- B43N158 — 12 in. high, per gross 21.00

High Hat Fur Monkeys

Rainbow Colored Lots of Flash

- B38N82 — 8 in. high, per gross 6.00
- B38N84 — 10 in. high, per gross 8.50
- B38N235 — 11 1/2 in. high, per gross 16.50

Sailor Doll, celluloid head, stuffed body. Velvet suit and white hat.

- B38N287 — 9 in. high, per gross 8.75
- B38N288 — 13 in. high, per gross 19.50
- B38N70 — Large size flying birds with concealed hummer, per gross 2.50
- B16N129 — Mahogany colored walking canes, per gross 6.90
- B16N101 — Bamboo walking canes, about 7/8 in. in diameter, per gross 8.00
- B16N100 — Maple walking canes, per gross 14.75

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

Hats

To help catch the spirit of the fair many patrons seem to think that nothing helps as much as having a funny hat of some kind or another on their heads. They are already in big demand at many fairs. The one illustrated is the popular felt Tyrolian model. Other felts in Spanish, cowboy and kiltzer models in various colors, along with miniature straws, full-sized Mexican sombreros and other models are coming in for a big play.

Fishing Equipment

Fishing equipment, such as fly-rod outfits, casting - rod outfits and other fishing tackle, is fast finding its way into the concession field. An Indiana manufacturer has met with considerable success in selling the concession trade and it is logical to suppose that a large percentage of fair patrons are interested in fishing. Smart concessioners will investigate the merchandise of this firm.

These Are the Latest!

Items mentioned on these pages are those which leading wholesalers report as moving best to the fair trade this year. Just drop a line to *The Billboard*. Buyers' Service Department, 25 Opera place, Cincinnati, O. and the names and addresses of firms who have merchandise mentioned on these pages will be sent to you.

BE FIRST BABY PANDA A BIG HIT

C. B. NOVELTY MFG. CO.,
3523 Grenshaw St., - Chicago.

SOX! SOX! SOX!

MEN'S BOX, 40c a Dozen.
MEN'S BOX, 67 1/2c a Dozen.
Price List Sent on Request.
FALLS CITY MERC. CO.
Box 305, New Albany, Ind.

Moto Scoot Means Profits



LIST \$109.00
F. O. B. FACTORY

- BASKET DELIVERY UNIT \$117.00
- BOX DELIVERY UNIT 119.00
- MOTO SCOOT WITH TANDEM SEAT 119.00
- MOTO SCOOT WITH SIDE CAR CHASSIS 130.00

For hill climbing and where more power is needed greater horse power engine is available at an additional cost of only \$8.00.

Dealers are making money featuring MOTO SCOOT. There are still many valuable dealerships open. MOTO SCOOT makes a wonderful item for Contests, Premium or Sales Stimulator.

Write for Full Details or See Your Nearest Distributor.

MOTO SCOOT MFG. CO.

219 SO. WESTERN AVE. — Dept. FS-8 — CHICAGO.

SPECIAL

WHILE THEY LAST
540

DYNAMIC SPEAKER RADIOS

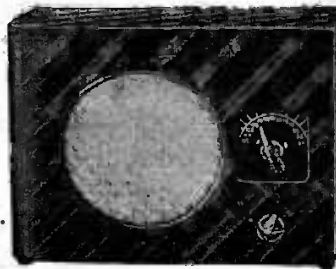
In the Following Colors: Black, Blue, Red, White, Green and Brown. State Color Wanted When Ordering.

\$5.45 \$4.95
Each. Each.
Sample. Lots of 6.

Send 20% With Order, Bal. C. O. D., F. O. B. New York.

PLAYLAND SUPPLY CO., Inc.

14 WEST 17TH ST. NEW YORK CITY



Size: 4 5/16 x 7 1/2 x 5 1/2. Wgt. 6 Lbs. Packed COMPLETE—Nothing Else To Buy. Packed in Air Cushion Cartons.

HIT ITEM FOR THE FAIRS

THIS SEASON'S GENUINE FOX TAILS
Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. SAME DAY SHIPMENT.
5.00 per
100
45.00 per
1,000
25% dep. bal. C.O.D. Sample tail, 10c.

H. M. J. FUR CO. 150 W. 28th St. New York



DEMONSTRATORS - MICE WORKERS - ATTENTION!

THE MYSTERIOUS WONDER MOUSE in three-color boxes. Gray, with rubber tail, perfectly balanced. Made by Emil, the Original Mouseworker. Increase your sales 100%. Mouse also in metal with velvet covering, realistic looking, per gross, \$8.00; Sample, 25c.

EMIL SEIBOLD, 422 24th STREET, GUTTENBERG, N. J.

3 1/2c Each — SOUVENIR PENNANTS — 3 1/2c Each

11 1/2" Long
Assorted Color Backgrounds. Minimum Quantity 250.
With Indian Head or Local Scene Painted in Colors. 5c Each
AMCO EMBLEM CO., Inc. (Painted Pennant Div.), 35 East 21st Street, New York City.

MERCHANDISE FOR THE FAIRS



TINY ROUND WATCHES FOR WOMEN and GIRLS

B13W13—Smart chrome cases with matching bands guaranteed jeweled movements. Our own importation. Each \$2.45
Lots of 12. Each 2.25

Photo View Novelties

B22J37—Cash in with this hot selling novelty. Polished Nickel Tie Clip with French Art View Miniatures. Strong Lens greatly magnifies and gives sharp image. Price per Dozen \$1.90
B18J68—Photo Pennels, Assorted Mottled Barrels. Dozen \$2.50
B17J58—Photo Fountain Pens. Assorted Color Barrels. Dozen \$3.25



CHARMS We Have 'Em

A popular variety on hand at all times at lowest prices. B18—Donkeys, white, gr. 85c. B20—Scotties, white, gr. 85c. B37—Asst. Animals, colored, gr. 75c. B38—Colored asst. Birds, gr. 75c. B39—Skulls, white, gr. 67c. B40—gr. B41—Aeroplane, white, gr. 75c. B42—Flying White Horse, gr. 75c. B43—Greyhound, gr. 85c.

H. W. Co. WATCH OUTFIT

No. B20W16—A reliable American-made Watch, chain and knife in the color of natural gold. Put up in attractive box marked \$5.00. Fully guaranteed. Per set \$1.25. No. B20W17—As above in nickel finish. Per set \$1.10.



Pullmatch Ashtray
No. B12Q28—Just pull out a match and they're lit. Black Bakelite Tray, colored plack-top tops. Holds 250 matches. Each 35c. Refill 20c each.

CHROMIUM PERCOLATOR SETS

\$5.75
IN LOTS OF 3 SETS



No. B13E4—A modern practical set. Electric Percolator, Sugar, Creamer and Tray. Beautifully styled. A fine flash. Nine cup capacity. Per set \$5.85.

LADIES' FITTED OVERNITE CASES

\$3.59 EACH



B18L6—Colorful lid fittings in chrome and enamel, 18 in. brown fabricoid covered case. Very special value. Each \$3.59. 25% Deposit on C. O. D. Orders. Ask for our Big New Catalog 375, containing 142 pages of Novelties, Jewelry and Premiums. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers since 1911.
217-225 W. Madison St., Chicago, Ill.

Stratosphere Lamp

The stratosphere lamp done in soft pastel shades of frosted glass possesses an unusual amount of eye appeal.



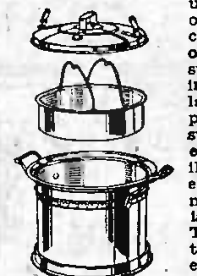
They are a bit out of the ordinary and the average midway patron seldom sees them in retail stores. Their inherent beauty coupled with the soft glowing light they radiate win attention for them wherever they are shown. Wholesalers agree that this creation is a winner and report an unusually brisk demand for the item. Measure 11 inches in height, come in assorted colors and are low in price.

Nite-Rite Pencil

The Nite-Rite Pencil should prove a good item for fair workers. It's a combination pencil and flashlight and can be used either as a pencil or flashlight or the combination of both for writing in the dark. Pencil lights by simply turning the top cap. All parts are standard, and leads, batteries and bulbs are easily renewable. Item is of a convenient pocket size and is finished in black enamel, nickel trimmed.

Kitchen Utensils

Aluminumware and enamelware always make a hit with the practical housewives at fairs whether they are used by themselves or filled with groceries and raffled off at the "grocery store." The gleaming brightness and large size of these prizes give them a superabundance of eye appeal. Item illustrated is an eight-quart cooker made of highly polished aluminum. The steel base distributes the heat evenly. Many women find it excellent for canning purposes, according to reports. Other aluminumware, including whistling tea kettles, pots, pans, percolators, fryers, as well as electrical appliances, are drawing plenty of attention.



New Ginger Doll

Ginger is the name of a new doll which should go big at fairs and carnivals this season. It is a 31-inch high all-fabric creation and is dressed in a gorgeous satin Pierrot costume. Costume

Biz Activity Hits Midsummer Lull

NEW YORK, Aug. 21.—Trade figures dropped slightly in some of the leading distributing centers last week, according to *The New York Times*, and, taking the country as a whole, business conditions generally were spotty. This did not cause much concern among business analysts about the outlook for the remainder of the year, however, considering the traditional tendency of trade and industry to loaf thru midsummer. With buying power sharply increased as the result of bumper crops, agricultural districts made the best showing for the week.

While maintaining narrow gains over last year, retail and wholesale trade in Chicago was hardly up to expectations. In the southwest, retail trade was 18 to 25 per cent ahead of last year, while in the Northwest the gain was 4 per cent. Gain in the Atlanta district was estimated at from 8 to 12 per cent, retail sales in the Cleveland district showed the largest increase in the country.

consists of a rakish tam topped by a fluffy pompon, blouse and pants of satin, flared cuffs on sleeves and pants of a contrasting color, with a flattering net ruching around doll's neck. Six fluffy pompoms give Ginger added flash appeal. Doll's head is movable and face is all feature, hand painted and washable. For those who are interested in working dolls Ginger looks like a winner.

Lucky Charms

Clever little lucky elephants, pen-guins, roosters, monkeys, horses, dogs and other animals faithfully reproduced in celluloid, var-colored glass, simulated ivory and other materials are still going strong from all reports. They make an especially big hit with the kiddies, who make bracelets, necklaces and other bits of jewelry out of them. Extremely low price lends them to a wide variety of profitable uses. Should be extremely popular at the fairs.

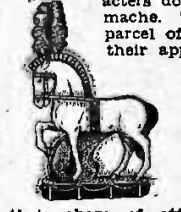


Oriental Design Rugs

Rugs ranging in size from a small scatter type to the large 9x12 living-room type are being featured by hustlers in various spots thruout the country. Rugs are beautifully woven and fringed and come in a number of interesting Persian and Oriental designs. They are imported from Belgium, which, of course, is the world's greatest rug center. Rugs are extremely low priced and are good consistent sellers.

Plaster and Mache

For sheer flash they can come up to the prancing circus horse, sailor doll, giant modernistic cats, apache doll, Popeye and the remainder of the characters done up in plaster or mache. They are part and parcel of every midway and their appeal never seems to die. The sailor doll seems to be the most popular number this year, the several other creations all dolled up in sparkling tinsel and brilliant colors are coming in for their share of attention, too. These hardy perennials belong to the school of perpetual favorites which will always be part and parcel of every midway.

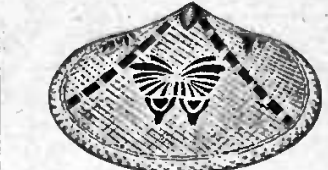


5-Piece Bathroom Set

A well-known New York merchandise house is introducing a distinctly new combination number which should be a swell concession item and make a big flash on the midway of fall fairs. This five-piece combination bath set consists of two large bath towels of good quality, two wash cloths and bath mat of matching color. Sets come in assorted colors and are put up in beautiful display boxes, cellophane wrapped, and tied with ribbon. Low price and colorful flash should make this number a winner.

Coolie Hats

The hat that is replacing the old-time straw for women in the rural regions is the coolie hat so popular this year at resorts and bathing spots, At-



tractive bonnets are made of chip straw and are finished in a variety of colors. Come complete with adjustable head band in two popular sizes. Available in 12, 16 and 18-inch brims. The low prices at which the hats can be obtained lend them to a wide variety of promotional uses.

Premium Candy

Concessioners operating at the many fairs this season will find it to their advantage if they look over the line of boxed candies made by a well-known Cincinnati candy company. Years of experience in serving the trade and actual contact with wheel men, scalemen and others has enabled company to produce a high quality grade of special candies well adapted to the demands which must be met. Flashy, generous size boxes are appealing and attractive. Priced from 5 cent a box up, there is a size and price for every purpose.



Color-Glo TABLE BOWLS

Beautiful Colored Bowls for bulbs, flowers, candy, fruit, etc. Vivid colors create a brilliant and appealing display on the midway. Available in three bright enamel finishes: Red, blue and yellow with contrasting stripes. Pure white interiors. Size 5 3/8 inches in diameter and 2 1/2 inches deep. Special colors available in quantity lots. WRITE FOR QUANTITY PRICES AND FOLDER ILLUSTRATING OUR LATEST NOVELTIES AND UTENSILS!

WEST BEND ALUMINUM COMPANY

Department 638 West Bend, Wisconsin

WALTHAM
MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new fancy chromium case, leather strap in gift box. In lots of 3. Ea. \$3.95
NEW LADIES' OR MEN'S SWISS JEWELLED WRIST WATCH—Yellow Gold O-Size. Complete with Attachment and Gift Box. In Lots of 3. Ea. \$2.49
Samples, 50c Extra.
Send for Extra Money Making Catalog. PLYMOUTH JEWELRY EXCHANGE, 183 Canal Street, New York City.

This Year's Hit

BABY PANDA For Real Money.
G. B. NOVELTY MFG. CO.,
3523 Gresham St., - Chicago.

PLASTER
Large Assortment, Glossy Finish.
COSIMINI MFG. CO.,
206 N. West Street,
Raleigh, N. C.



Merchandise for the Fairs

High-Hat Monkeys

An item that grows more popular with the years is the monkey on the string. A current favorite of this line is the monkey all dolled up with a high hat. Comes in a wide variety of colors and has a composition head with painted features. A bright metallic cardboard hat adds a distinctive touch to these furry little rascals who dance up and down so tirelessly to every touch of the string. Come in four sizes and are priced low enough to insure a good margin of profit. Make a sure hit with the kiddies.



Automatic Gas Lighter

A new automatic gas lighter is said to be putting all old-style flint and friction devices in the shade. Makers give prin-

ciple of item's operation as follows: A pellet of platinum salt absorbs the gas and by so doing increases its own temperature enough to heat a small platinum wire red-hot. This then lights the gas. Lighter is merely held over the gas burner and the gas lights. Its clock-work performance and low price are said to be catching the fancy of every housewife. Should be a natural for fair workers.

Feather Dolls

Few items can boast of the flash that kewpie dolls give to a stand. Especially is this true of celluloid dolls all dolled up in a feathered dress of brilliant colors. Numbers come in a wide range of sizes with metallic clown hat, featured skirt and plume head necklace, earrings and celluloid cane. Many wholesalers report kewpies as much in demand for fair promotions as they ever were. A hard perennial of which the public never grows tired.



Fur Coats and Scarfs

A number of fair workers have found that they can clear a neat profit on fur coats and scarfs which are being offered at low prices and which allow a tremendous profit margin. Coats and scarfs come in all types of furs, including pieced furs, sealine and others. Sales angle the boys are using is that a buyer can get a great savings on this desirable item by buying in the late summer or early fall and storing the garment away for cold-weather usage.

Brass Microscopes

Here's an item that has been as scarce as hens' teeth in recent years. Now that a supply is once more available many knights of the tripod and keister are sure to be happy for brass microscopes have always been a red-hot seller. Item illustrated is a pocket "mike" made of brass. The strong and powerful lenses are of 25 mm. diameter and enable one to read the Lord's prayer on the head of a pin and to see the germs in a drop of water. Especially handy about the home and is an invaluable help for students of biology, botany, zoology and other sciences. Exceptional profit which can be realized from the sale of this number has made it a favorite with many of the old-time pitchmen.



Novelty Thermometer

An attractive item consisting of a thermometer mounted on a metal base with a dog is a handy little number that possesses plenty of flash. Thermometer can be had with either silver or gilt scales and is inclosed in glass cylinder with corrugated cap. Overall size is 3 1/4 inches with the base measuring 2 inches. Comes in silver or bronze finishes packed in an individual box and is priced right.

New Bingo Cards

One of New York's large printing plants has a special department for manufacturing bingo cards and serial paper paddles. Both items have all the new features required and manufacturer states that "they are the last word in cards and paddles." Paddle-wheel men and conno operators playing the fairs will do well to look over this line.

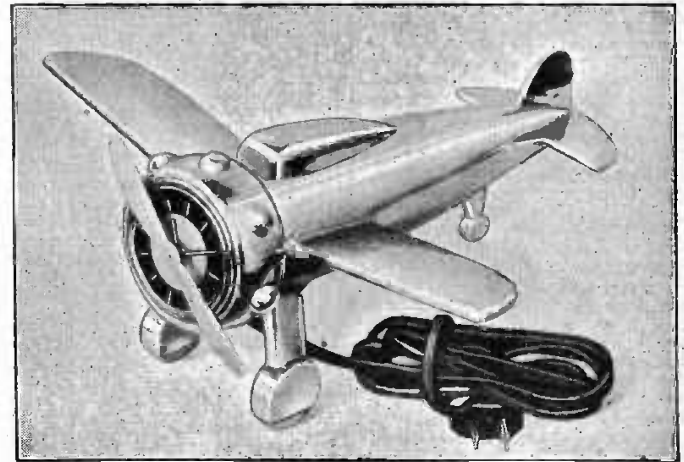
For Fast Sellers

Write The Billboard, Buyers' Service Department, 25 Opera place, Cincinnati, O., for the names and addresses of firms that have the fast sellers described on these pages. Just mention the items in which you are interested and name and addresses of the firms will be sent to you.

AERO-CLOCK

THE HIT OF THE SEASON

5" HIGH—10" WINGSPREAD—10" IN LENGTH



Salesboard Operators—Premium Buyers—Concessionaires—Here's what you have been looking for. A HIT—A SALE wherever it is shown.

\$3.60 IN LOTS OF
5 OR MORE
SAMPLE \$3.75

AERO-CLOCK is completely chromium plated—Beautiful black and white dial—silver colored propeller is constantly revolving.

1,000 HOLE ONE-SHOT SALESBOARD WITH CIGARETS—\$1.00 EACH
1/3 Deposit with Order—Balance C. O. D.—All Prices F. O. B. Chicago

WRITE OR WIRE

B. & D. NOVELTY COMPANY

629 W. WASHINGTON BLVD.

CHICAGO

UNION PRINTED SERIAL PADDLES FOR JOBBERS ONLY

No. 135

**1
41
81**

CHURCHES and LODGES
Demand Union Printed
SERIAL PADDLES

SMITH PRINTING CO.

P. O. Sta. V, Box 12.
1324 Walnut St., CINCINNATI, O.
"Originators of Serial Paddles"

JEWELLED LADIES BAQUETTE WATCH

With 50 Sparkling Fac-Simile Diamonds
SPECIAL—
No. 114—Mod-
eled From a
\$300 Article.
In 1/2 doz. \$4.50
Lot, Ea. \$1.00
Sample, Ede Extra. 25% Deposit. Bal. O. D.
SEND FOR NEW 1937 CATALOGUE.

FRANK POLLAK 88 Bowery, NEW YORK CITY

CARNIVAL NOVELTIES

WE DO SELL FOR LESS
SWAGGER CANES, Gr. \$5.50
CHINA HEAD CANES, Gr. 8.75
FUR MONKEYS, High Hat, 8 in. Gr. 4.25
FLORAL CLOTH PARASOLS, Gr. 3.00
FLYING BIRDS, Gr. 2.00
SERPENTINE BALLOONS, Gr. 3.80
MECHANICAL TOYS, Doz. 1.95
(Crawling Baby—Tumbling Clown—O You Dog)
OPTICAN BROTHERS,
300 W. Ninth St., Kansas City, Mo.

Carnival Novelties *New Stock—Just Arrived*

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734 SOUTH STREET, PHILADELPHIA, PA.

Prizes and Games as Seen by a Player

By WALTER SAGMASTER



AM an average man with a fairly average head under last year's hat, strolling down the midway of a representative American carnival. I have "done" a side show or two, whirled about like a flying dervish on some of the more imaginative rides, dutifully purchased my bag of candied pop corn, and—saving the best until last—have finally arrived at that part of the proceedings which to me is the most thrilling and absorbing of all. Here I stand, flanked on either side by gayly be-decked booths where crowds, big and little, are pursuing games—games which, with few exceptions, are bright commentaries on the ingenuity of man.

Some play, more look on waiting to be coaxed just a little harder by the operator before deciding to play. But practically all WILL play before the night is over. For who that is human can resist the lure of those rows upon rows of scintillating plaster dolls, stuffed bears, table lamps, electric clocks, canes, cigaret boxes, glassware, aluminum ware . . . but why even attempt a list that would run into volumes? And who also that is human could turn his back upon those marvelously ingenious games—electrical games and mechanical games, games of skill and games of chance, games that attract because they are something new under the sun and hardy perennials whose appeal is as irresistible in 1937 as it was in 1907. And so, being only human, I dig up my first dime, edge my way thru the assembled multitude and prepare for action.

But what really decides the action I finally take? What games do I play, and why? What is there about a game stand that attracts me to it—and where I am not attracted, what is it that fails to make the grade? These are very real questions and I want to answer them as best I may, because this is being written for you and you and YOU who stand behind the fishpond, the rabbit race track and the fascination game and urge me, on the other side, to pass over my dime quickly because the game is "starting right now!" As business men, the above questions are naturally your questions, and as a bystander who is never entirely innocent even when part of a carnival crowd I shall endeavor honestly to answer them.

What Prompts Me To Play

The first—the very first thing which attracts me to a particular game stand is the quality, novelty, extent, variety

EDITOR'S NOTE: What does the average man think of concession games and their prizes? We have often wondered. We felt that you, too, would like to know just what an average representative of John Q. Public thinks of your games and your merchandise.

That's why we invited Walter Sagmaster to turn the microscope of inspection on the usual midway and give voice to his reactions. We selected him because we know him to be a dyed-in-the-wool midway patron. Here's what he, as Mr. Average Man, thinks. Is he right? Let's hear what you think after you finish reading it.

and neat arrangement of the prizes offered. A good game has its own appeal, of course—especially a new and novel game. But no game, however good, can overcome the handicap of worn, shoddy, outmoded merchandise stacked carelessly upon the shelves without the slightest pretense at orderly arrangement. Prizes to be really attractive and alluring must be clean, neat, new (or at least new looking) and displayed with some measure of judgment and good taste.

I make naturally for the stand whose prizes are fresh, spick-and-span, inviting and arranged in orderly sequence—the common prizes which are passed out regularly along the bottom shelves and those requiring more points to win mounting in progressive grandeur toward the top. And it goes almost without saying we players want our prizes clearly marked with the number of points necessary to win them. A lot of unmarked prizes only baffles and discourages us. Worse, it gives us the inescapable impression that the better prizes, or even the common ones, require such a prodigious number of points that the operator fears to put tags upon them.

What Prizes I Like

Concerning the kind and value of prizes, I must confess that as a player of games I have no really active interest in the clocks, table lamps and other more pretentious items that line the loftier shelves and require many and many an expertly played game or a miraculously long streak of luck to win. Now get me right—I wouldn't for the world want to see those "upper crust" items taken OFF the shelves. They lend dignity and distinction; they instill in us players a deep-rooted respect for the game as a real topnotcher. We gaze at them from afar, often with genuine longing. But after all they are no real part of our lives; they are quite beyond the reach of our little dimes. They inhabit a world of their own as remote as Saturn. For myself, and for most of us, I am sure, it's "all in fun." Give us our ashtray, plaster Pop-Eye, hula hula dancer or even the inevitable bon-bon dish—anything, so long as it isn't the box of marshmallows—and we are content. I do not like, and I feel that most players do not like, the business of accumulating points over a large number of games, saving coupons, etc., for some more substantial prize. Some go in for this, admittedly. I've watched them by the hour. They take their game seriously.

But for most of us, as I say, it's "all in fun." We simply refuse to take the thing seriously. We couldn't, in fact, if we wanted to—there is so much noise, so much delightful confusion, so many brilliant lights and such an endless billowing wave of meaningless small talk and high-hearted laughter. And we don't want to. All we want is to win now and then, get our comic-strip doll,

our what-not ornament or our pack of cigarets and we're on top of the world. We take our losses as philosophically as our winnings; it's all in the day's (that is, night's) work (that is, play). We may take a turn at a single game once, twice or even three times, then we pass on to another game and to new fields to conquer—or be conquered by.

An Observation

But before we pass on, an observation. First, we players want to give you fellows behind the fishpond full credit for realizing that it IS "all in fun," and in consequence providing prizes with a humorous twist in place of the stale, flat and unprofitable items of yesterday. There's no question about it—the many of us on the outside are aware that their intrinsic value in dollars and cents must be little, we are none the less fascinated by your Pop-Eyes and other plaster incarnations of comic supplement celebrities, your Jolly Tars, dancing elephants and rag-doll ballet dancers. The lure of such items is particularly strong, of course, for the children; stronger yet for the "younger unmarried set," who are your most consistent, faithful and enthusiastic patrons, and apparently strongest of all for the female portion thereof. It's the boy friend who pays (as a rule), but it's always the girl friend who wins and, exuding intermittent gales of youth's spontaneous, irresponsible laughter, resumes the midway promenade with none other than Mickey Mouse himself tucked under her arm.

Yet this younger contingent which has still to assume the ball and chain, important tho it naturally is in your scheme of things, does not by any means represent all of your patronage. There are the partners in wedded bliss (?) as well. Some of these battle-scarred veterans of life have forgotten how to laugh, spontaneously or otherwise. A larger number, tho they still can laugh, refuse to do so except upon some very extraordinary provocation. Pop-Eye and Mickey Mouse, glorified in plaster, leave them unmoved. They would feel more than a little ridiculous toting these worthies around. "Of what use are they?" they ask themselves. And right there, I believe, lies a clew.

Since it is something of "use" that this maturer section of your market is after, why not give it to them? In general sales promotion thru the use of premiums, articles of practical utility are now almost universally favored. For every consumer who responds to the offer of a free flower vase there is a small army that fairly wilts before the prospect of a free mixing bowl, cake plate or beverage pitcher. Not for all of your patronage, nor for the majority of it, but certainly for the more mature and settled battalion something in the way of practical, useful common prizes would in my humble opinion be well worth experimenting with. By common prizes I mean the regular run of prizes given out at each winning game. There are loads of cheap gadgets and inexpensive standard articles on the market that would fill the bill nicely. Such things as trick can openers, vegetable peelers, hot-pan holders, kitchen memo pads, and refrigerator jars for the ladies, and bottle stoppers, packets of razor blades, key containers, cheap cigaret lighters and tie clasps for the men, are examples of what I have in mind. I would never want to see such items crowd Mickey Mouse and the Hula Dancer off the first tier—perish the thought! That would be sheer folly, considering the indubitable preferences of the main run of carnival game habitués. Yet I feel confident that the allotment of at least some prominent space to small practical articles of the kind mentioned would arouse a more lively interest on the part of the con-

firm mamas and papas in the crowd, and would bring across the board many a dime that is now firmly entrenched in middle-aged trouser pockets and tight-clasped handbags.

Some Suggestions

Getting back now to Mickey Mouse himself, one thing the player insists upon is novelty and up-to-dateness in his prizes. The stand that features the same shopworn kewpie dolls year in and year out naturally loses its appeal. Such a stand can hardly help "going dead"—particularly where the same town is visited at regular intervals. The more changes the better; the more new novelties there are to look at, the more irresistible is youth's desire to strut about the park or carnival grounds with the "latest thing" held high for all to see.

Another thing that might increase the flow of dimes is to restore the now almost extinct practice of presenting a "give-away" prize with every game, whether the player wins or not. To get something for his money, no matter how small, surely makes the player feel better and have a kindlier attitude toward the game. It may be thought that this would lessen the chances of the player's indulging in additional games in order to win a larger prize, but I don't think so. The ordinary "give-away" prize is after all only a gesture. Its chief purpose is to build and maintain good will. But good will is a mighty valuable asset in any business, whether conducted under a roof of shingles or of canvas.

And still another suggestion: Why not try, some time, the offer of a "free game"—say, one game free with every three played? The prospect of getting something for nothing is well nigh irresistible for the vast majority of human beings. I don't believe this idea has ever been tried so far as the games themselves are concerned. Yet it strikes me that it might induce many more players to engage in a number of consecutive games at the same stand, and from what I have been able to observe as a lifelong kibitzer, this would be the answer to a game operator's prayer. I'd like to see it tried, for I am sure it has real possibilities.

The Games Themselves

As for the games themselves, we players appreciate the great progress that has been made in providing interesting and often absorbing pastime. This is especially true of the newer electrically operated devices such as Fascination, the Horse Race, the Rabbit Race, the Poker Game and the freshly-arrived "Loop-It" game which is an exception in that it is apparently operated by compressed air. And then there are the oldtimers. Many games that were once popular have passed into limbo, but some of them remain and seem to have lost little of their pristine appeal. No carnival or amusement park is really complete without its Milk Bottle game, with its obviously unlimited supply of baseballs still luring as of old the many arm. The hallowed Fish Pond, too, is unopposed by age—tho at times it looks a little wobbly. It's only natural that the newer, more ingenious (and more expensive to operate) games should draw the biggest crowds. But the games as a whole are all good. We think they're swell and we like to play them—IF, always IF the prizes offered are sufficiently new, novel, interesting in themselves and interestingly displayed.

So ends this short analytical excursion into the likes and dislikes, the preferences and aversions, of those whose dimes make the lights light, the rabbits run, the pennies bounce out of the soup plates and the ski balls vault almost unerringly into the wrong receptacles. At least, the picture here drawn is the way one player sees it, and if the portrayal shall prove of even a little practical value to you on your side of the Fish Pond, then this brief commentary will have achieved its purpose.

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Measure about 2 in. long. Beautifully painted and decorated with water-proof multi-color flower, scottie, bathing girl, etc., designs. Ideally suited for Fairs, Expositions, Carnivals, Circuses, Resorts, Parks and Pools. Name of Fair, Town, Resort or people's name (John, Mary, etc.), hand-lettered at no extra charge. Details upon request. Folks can't resist these long-life pets at \$2.50 each!

Sample dozen, \$1.50 Prepaid. Weight, approx. 8 lbs. per 100. Individual SELF-MATING boxes. Postal-Approved boxes, 1c each.

WONDER TURTLE FOOD (100 sales) in Cellophane Envelopes, \$3.00 per 100. Unsalted Turtles, 20 each. All prices F. O. B. Chicago.

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Jap Swinger Canes, with Figure Head	6.00	No. 225 Spanish Hats, Dozen	2.00
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Write for catalog illustrating large assortment of carnival and bingo prizes.

New and Improved cocktail smoker. Chrome and two-toned enamel finish in various colors. Dimensions: Tray 12" in diameter, height over all 22 1/2".

MFR'S. OUTLET SYNDICATE
 24-30 S. Clinton, Chicago, Ill.

FAIR SPECIAL!!!

Case of 48 DOLLS, two Styles, 11" High... \$7.20
 Case of 36 DOLLS, two Styles, 15" High... \$7.20
 Case of 36 Cowboys With Felt Hats... \$9.00

TERMS: Half Deposit with Order, balance C. O. D. We carry a Full Line of Plaster. Send for Free Catalog.

CLEVELAND STATUARY MFRS.
 392V-27-33 Paync Ave., Cleveland, O.

5000 REBUILT OPEN FACE AND HUNTING WALTHAM, ELGIN RAILROADWATCHES

New Chromium Loco Open-Face Cases.
 7-Jewel, 12 Size... \$4.75
 17-Jewel, 16 Size... 6.25

Send 3c stamp for our free Catalogue—New Plan.

THE NEW YORK JOBBERS,
 74 Bowery, Dept. B, New York, N. Y.

1054 RCA RADIO

NEW! SMART! DIFFERENT!

ANTIQUE IVORY \$1.00 EXTRA

ORDER NOW! MONEY-BACK GUARANTEE RUSH \$2 DEPOSIT. Pay balance C. O. D. Money back, no questions asked, if not satisfied. 24-hour service.



TAKING THE COUNTRY BY STORM!

Meet the demand for IVORY with this beautiful radio. Also available in hand-rubbed two-tone walnut. 5 tubes, including one Metal Tube. Both Set and Tubes RCA licensed. A.C. 60 cycle. 110 volts—ONE YEAR GUARANTEE. Oversize SUPER-Dynamic speaker. Long and short wave—gets police calls, amateurs, etc. Size 16 1/2 x 8 1/2 x 6 1/2. Complete with aerial. FREE 1938 CATALOG JUST OFF PRESS!

25 beautiful models, 5 to 15 tubes, for farms, homes and autos, as low as \$8.70.

GIVE-AWAY RADIOS FREE! Make \$15.82 on every deal. Send 10c for push cart, photo and plan.

Sold exclusively by **SILVER MFG. CO.**
 2888 Elston Avenue, Dept. 78, CHICAGO.

ATTENTION! FAIR WORKERS



No. 33 Mouzy Jr. Googly-Eye Toss-Up... \$4.75	Lash Whip with Whistle... \$8.00
Junior Mickey Mouse Toss-Up... 4.80	Loop Handle Whip... 7.50
Mickey Mouse Toss-Up, Large Size... 5.00	Small Fur Monkey... 6.00
No. 8 Mickey Mouse Head Balloons... 3.25	Medium Fur Monkey... 7.50
No. 10 Mickey Mouse Head Balloons... 4.00	Large Hi-Hat Monkey... 9.00
Streetmen Special Printed Balloons... 3.25	Small Silk Parasols, Dozen... .85
Streetmen Mickey Mouse Printed Balloons... 3.25	Medium Silk Parasols, Dozen... 1.50
Popeye Inflated Toy... 6.40	Large Silk Parasols, Dozen... 1.75
Balloon Reeds... .25	No. 1227 Miniature Felt Cowboy Hats, Dozen... .70
Feather Dolls, with Earrings, Bead Neck-lace, Hat and Gane... 8.00	No. 108 Miniature Felt Mexican Hats with Fringe Tassel, Dozen... 1.50
Large Size, with Earrings, Bead Neck-lace, Hat and Gane... 15.00	No. 16 Miniature Felt Spanish Hats, Dozen... .70
Flying Birds, with Inside Whistle, Special Price, this week only... 2.25	No. 703 Cowboy Hats, Dozen... 1.50
Swagger Canes... 5.00	No. 702 Cowboy Hats, Dozen... 2.00
Jap Swagger Canes, with Figure Head... 6.00	No. 225 Spanish Hats, Dozen... 2.00
China Head Canes... 6.00	10 Gallon Hats, Dozen... 2.80
Curved Black Handle Canes with White or Brown Shaft... 7.50	Miniature Straw Hats with Feather and Sayings, Gross... 4.80
Walking Cane—Gray and Black Handle... 18.00	

We also carry for Carnival Games a variety of prizes such as slum china, dolls, stuffed animals, jewelry, aluminum, etc. All orders shipped promptly same day. 25% deposit must accompany all orders, balance C.O.D. Write for latest free circular.

NASELLA BROTHERS, Dept. 8-28, 46 Hanover St., BOSTON, MASS.

HOTTEST FAIR ITEM!

REGULATION SPANISH HATS. Fringe, Bell Tassel, Black and Red. SPE. \$18.00

CIAL PRICE, Gro. Dozen, \$1.80

MAGIC WINDOOW CLEANER, Gross \$7.80

Large Selection of CHARMS 75c (50 Diff. Kinds), Gro.

YAONT HATS—All Sizes, Doz. \$1.35

SERPENTINE BALLS—GROSS, Gro. \$3.25

FLYING BIRDS, Gross \$2.00

MONKEYS, 6 1/2", Gross \$3.75

25% Deposit, Balance C. O. D. All Orders Shipped Promptly. SEND FOR FREE CATALOG.

HAMMER BROS., 114 PARK ROW, NEW YORK, N. Y.

FALL --- WINTER NECKWEAR

BETTER VALUES OR YOUR MONEY REFUNDED OVER FIFTEEN YEARS—LARGEST IN THE SOUTH.

These Net Cash Prices Defy Comparison.

No. 520-B—Men's Full Shape Silk Ties @ \$.96 Per Gross
 No. 525-B—Men's Marginal Lined Silk Ties @ . 13.50 Per Gross

No. 530-B—Men's Woven Jacquard Silk Ties @ \$12.00 Per Gross
 No. 535-B—Men's Matched Silk Lined Ties @ 15.50 Per Gross
 No. 540-B—Men's "Gold Label" Tailor Made Ties @ 18.00 Per Gross
 No. 550-B—Men's 100% Wool Lined, Hand Made, @ 36.00 Per Gross

Shipments made same day order is received—Newest Fall and Winter Patterns. Send \$1.00 Deposit, Balance up to \$50.00 C. O. D.

KEYSTONE MFG. CO., Atlanta, Ga.

ZIP-ON The Ready-Made-Tie with the Tapered Knot

Made completely of material, no rubber neck-band—perfectly made, beautifully shaped.

SELLING CASES FREE

As illustrated, all ties packed in a special free case from which you sell. Makes a beautiful display. No handling. GUARANTEED SALES. Sample ZIP-ON 25c Prepaid. Write for Catalogue.

ZIP-ON NECKWEAR CO.
 425 Market St., PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



Here is Another SENSATIONAL CREATION by BLOSSOM **GINGER**

A Great Doll for the Fall
Ginger is an outstanding all fabric creation with all the well known Blossom features. Her head is movable. Her beautiful feature face is hand painted.
Ginger wears a gorgeous satin Pierrot costume, available in all colors, with flared white cuffs on sleeves and pants. Tam and binding match color of costume. Round her neck is a flattering net ruching. Six fluffy pom poms give that finishing touch.
CONCESSIONAIRES, BINGO OPERATORS, PREMIUM USERS—GINGER will captivate all who see her. She is irresistible and has that look in her eye which says "please buy me" and the crowds will.

RUSH YOUR ORDERS TODAY
And Prepare For a Big Fall Season.
Skirt Doll to match Ginger also available. Price of Skirt Doll \$27.00 Dozen—Sample \$2.50
1/3 Doz. with Order, Bal. C. O. D.
We have the most complete line of ALL-FABRIC Feature-Face Dolls in the country.

WRITE — WIRE — PHONE
BLOSSOM DOLL CO.
45-47 East 20th St., New York City.

22.50 Dozen
SAMPLE 2.00

NEW BINGO MERCHANDISE ASSORTMENTS

Make real money this fall and winter—run Bingo. Complete line of new, attractive prizes, consisting of furniture, lamps, blankets, towel sets, cocktail sets, rugs, radios, clocks, kitchenware, dresser sets, etc.

Each Unit Assortment consists of 35 Prizes. Gives you a complete setup **OUR UNIT ASSORTMENTS RANGE AS FOLLOWS**
Quality of Merchandise Charges According to Price of Unit

UNIT No. 45	UNIT No. 65	UNIT No. 85	UNIT No. 100
\$45.00	\$65.00	\$85.00	\$100.00

35 PRIZES 35 PRIZES 35 PRIZES 35 PRIZES
WE ALSO CARRY A COMPLETE LINE OF BINGO EQUIPMENT.
BINGO CAGE, Complete—SPECIAL SERIES TICKETS—DOOR PRIZE TICKETS—MARK-ERS—GRAND AWARD CERTIFICATES, at Lowest Guaranteed Prices.
Wire or Mail Your Orders. 25% Deposit on C. O. D. Shipments.

JACOB HOLTZ CO., BINGO SPECIALISTS
889 BROADWAY NEW YORK, N. Y.

KELNER'S BIG MONEY MAKER
THE NEW TYROLEAN HAT
Best Quality Colored Felt Hat with Long Flashy Feathers. Gr. \$9.00

Best Spanish Hats	Gr. \$19.00
Serpentine Balloons	Gr. 3.00
Workers 350 Each	
7-in. Hi-Hat Feather Dolls	Gr. 8.00
8-in. Sailor Boy	Gr. 6.00
14-in. Sailor, Drum Major, Cadet, Policeman, Fireman, etc., Doz.	Gr. 21.00
Big Selection Charms	Gr. 7.50
Miniature Paper Parasols	Gr. 7.50
New Small Sailor Fur Monkeys	Gr. \$3.50
Large Colored Cooles Mats	Doz. \$12.25
Best Quality Lash Whips	Gr. \$9.00

One-Half Deposit on All Orders.
HARRY KELNER & SON, INC. 50 BOWERY, NEW YORK CITY

CHRISTMAS FOLDERS
With Envelopes Packed in Attractive Boxes
Outstanding Designs

Asst. No. 1—10 Folders & 10 Envelopes	In sample box Ea. prepaid, only—1.80
Asst. No. 2—18 Folders & 18 Envelopes	In sample box Ea. prepaid, only—2.40
Asst. No. 3—21 Folders & 21 Envelopes	In sample box Ea. prepaid, only—2.60
All 3 Assortments, prepaid, only—60c	

CHAMPION SPECIALTY CO., 814 D Central St., KANSAS CITY, MO.

CATALOGUE MAILED FREE
Describing—
Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPRIN, GIFTS, CARDED GOODS, SALE BOXES, PREMIUMS, BALLBOONS. You Get What You Ask For. No Substitution. Free Sample Case. Write for Details and Catalog. 25% Deposit, Balance C. O. D.

WORLD'S LEADER!!

ROTATING CLOCK \$9.60
ELECTRIC
Samples \$1.00 Each.
Write for our low priced Bargain Bulletin.
WORLD TRADING Corp.
873 Broadway, New York City, N. Y.

OUR PRICES REMAIN LOW
WHILE THEY LAST! MEN'S WRIST WATCHES—Assorted Shapes; 10 1/2, Ligno, 10K Rolled Gold Plate Case.
Jewels, Each.....\$8.50
15 Jewels, Each.....\$9.50
ELGIN or WALTHAM 7J. 12x6 Octagon Shape, in Doz. \$2.75
Lots, Each.....Ea. \$9.00
15J, in Dozen Lots, Ea. \$3.50
ELGIN-WALTHAM MEN'S WRIST WATCHES—O Ring, 7-Jewel, Each.....\$3.00
ELGIN & WALTHAM—12 3/10 Size. Knife Edge. Thin Model Case, Black Enamel.
7 Jewel, Each.....\$4.00
Same 15 Jewel, Ea. \$6.00. Chain to match \$0.50.
SPECIAL PRICES FOR QUANTITY USERS
Sample 50c Extra.
25% Deposit, Balance C. O. D. Send for Catalog.
N. SEIDMAN,
173 Canal Street, NEW YORK, N. Y.

Slip-Not-Ties
New fall line silk-lined fast 50c dozen. \$2.50 postpaid. Money refunded if not satisfied.
GILT-EDGE MFG. CO.
Original. Patented. 13 N. 13th St., Phila., Pa.

Growing Preference For Electric Goods

CHICAGO, Aug. 21.—Unparalleled emphasis is being placed this season on the one line of merchandise which the amusement industry has always been able to promote successfully, electrical appliances. It matters not whether it be bingo, fair or carnival concessions or salesboard promotions, electrical units are getting a larger share of the display and promotion than ever. Orders placed in anticipation of fall business are reported to be the largest on record by at least a half dozen of the leading wholesalers here.

The consistent educating of the public by electric utilities to "do it electrically" is being reflected in the heavy demands of operators for goods in every price classification. Toasters, waffle irons, grills, irons, electric clocks, electric mixers, novelty lamps, percolators, drip-olators, vacuum cleaners, washers, fans and hundreds of other electrical gadgets have a strong appeal to the average citizen and instantly capture play wherever on display.

It is pointed out by firms most active in the production of electrical goods that the extensive rural electrification program being carried on has created a tremendous market for such merchandise. This is in addition to the enlarged demand resulting from population growth, higher per capita income and routine replacement. Amusement operators are also more cognizant than ever of the importance of the automobile in selecting electrical items. Cigar lighters, ventilating fans, trouble lamps, heaters and defrosters are in this category.
Because it is one of the broadest and most complete lines of goods within the entire merchandise industry, the electrical group is being scanned for feature items for all types of activities. Not only do the modern electrical helps possess the flash necessary to attract play and stimulate trade, but they are moving in such volume at present as to mean a nice profit once more for all concerned.

Greater Variety of Mdse. Being Shown

NEW YORK, Aug. 21.—The move on the part of some of the wholesalers here to go after business in a more aggressive fashion than usual has resulted in their showing a greater variety of merchandise than ever before. Houses are showing items of many types so as to be prepared to meet any request in a hurry.
Mail order business is keeping many of the firms hopping as the new fall season gets under way. General belief is that the increased variety of items has increased mail order business. Catering to the varied wants of the mail customers is one of the wholesaler's biggest problems. Orders from salesmen as well as direct purchases in the wholesalers' headquarters are reported as increasing as a result of the greater variety of wares being shown.

MONTANA SPIRIT

(Continued from page 50)
work repairing damages and opened the fair on time in its most successful year. This fact is indeed epochal in the fair world. The fair was an eminent success from every viewpoint. Its offerings were so complete that everything and more that a fair should have were ready on opening date. Those who came were amazed at the achievement of the fair board. They went away with even more State pride than before, all the more convinced that Montana is the Treasure State.

Born in Depression
The other outstanding example of the "I will" spirit of Montanans is the glaring example of success in Great Falls of North Montana State Fair. That fair was inaugurated in 1930, born just late enough to see a terrible depression hit the country. It had perhaps the hardest row to hoe of any American exhibition. But the Montana spirit was back of it. In 1937 it was comfortably on the right side of the ledger and had written into the big book the record of another successful year.
No doubt the thing that makes the Treasure State fairs eminently successful is the fact that Montanans look on the fairs as "their fairs," and nothing is allowed to fall in Montana.

MAKE BIG MONEY THIS FALL

TIE-SCARF and HANDKERCHIEF COMBINATION
No. 102—The Big 3 for Big Profits. Attractive good quality Tie with latest Woolle Scarf and large Men's 8 1/4 Handkerchief. Each set Color Harmonized. Packed set to individual gift box. You'll make big money with this.
\$1.00 Sample Set
\$9.00 Dozen Sets

FAMOUS MARGIN LINED TIES \$1.40 Dozen

One of the best sellers in our line. Always a grand selection on hand of stripes and plaids of facts in harmonious attractive color combinations. Full cut, full shape. Made for long wear. Great flash with 35¢ fresh ticket. Retail 35¢ each. Order No. 600. Order today.

25% With Order, Bal. C. O. D.
We Guarantee Everything We Sell

CONTINENTAL MERCANTILE CO 414 BWAY NEW YORK. DEPT 6 N. Y.

SPECIAL OFFER!

GENUINE LEATHER TRAVELING CLOCKS

DE LUXE CLOCK MOVEMENTS, Assorted Colors, Size 4 1/2 x 4".
Price \$18.00 Doz.
Sample, \$1.75.

KEE-LIGHTS \$1.25 Doz.
OMROVED PEN FLASH LIGHTS 1.50 Doz.
COMBINATION MIRROR AND COME SETS. Moire Covered. .40 Doz.
GENUINE PIGSKIN WALLETS, or Coin Purses. .75 Doz.
TERMS: 25% Deposit, Balance C. O. D., F. O. B., N. Y. C.
PARAMOUNT NOVELTY CO.
18 West 22nd St., New York City.

IT WRITES—IT LITES

This FLASH-LITE combination pencil and flash lite TOPS THEM ALL. Used separately or together; both winners. Standard parts cheaply had for renewal. Send 50c for one—\$1.00 for three. Post Paid.

NITE-RITE PRODUCTS
TEANECK, NEW JERSEY.

BILL FOLDS - KEY CASES
Guaranteed Genuine Leather. Send One Dollar for 2 Sample Zipper Bill-folds and 1 Keycase. Compare quality, if not satisfied, return in one week and money will be refunded. Special Price in Dozen and Gross Lots.
MID-WEST LEATHER GOODS MFG. CO.
2033 Park Avenue Detroit, Mich.

WATCHES ELGIN and WALTHAM
PRICED FROM \$1.85
Send for our Free Catalogue showing you the highest values in rebuilt watches.
ROSEN & MALTZ
801 Sansom St., Dept. L, Philadelphia, Pa.

"HURRAH FOR THE BIGGEST SEASON IN A LONG TIME... thanks to the great array of OAK-HYTEX BALLOONS"

● That's what scores of Balloon Men are saying. If you want your share of the big OAK BALLOON business, this is a fine time to get going.



● Now come the biggest opportunities of the outdoor season—for the man with OAK Balloons. Fairs and fall events—circuses—parks—n'everything going full blast. EQUIP YOURSELF WITH TIME-LY, FLASHY OAK BALLOONS, and make this the most prosperous fall you ever had.

See or write your jobber. If you have no regular jobber write to us for complete information.

The OAK RUBBER CO.
RAVENNA OHIO.
Selling Through Jobbers Only.



PITCHMEN

A department for Pitchman, Demonstrators, Novelty Salesman, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

CLARENCE (GAGGY) PAYNE... describes from Schoharie, N. Y., that he recently visited the Silver Bros. Circus when it exhibited there and met an old friend, Mrs. Robert Noell, who with her husband has a pitch store with the organization. Payne says the Noells are sporting a factory-made trailer, an electric light plant and a new Ford, and are working to some swell takes. He says he would like to read some pipes from Doc Jack Roach.

FAMOUS LAST WORDS: Chief of Police, "No!"

PAUL E. DENNERS... chief of police of Gardiner, Me., writes from that city under date of August 11 that Mrs. Williams McDonough (best remembered as Peachee Shea) has left that city for her old stamping grounds in Michigan. "Peachee," Denners continues, "has a new trailer and when possible will make pitches from the rear platform. She will be accompanied by her old pal, Natalie Getchell. The two did a strong-woman act with circuses, carnivals and in vaudeville at one time. They plan to make the trip one of business and pleasure, as they spend the major portion of each year at home with their families." Peachee and Natalie are the better halves of William McDonough and yours truly, respectively. Well, who knows, we may take a week or two off and make a few pitches or write a little paper ourselves. Would like to read a pipe from Jack Clary."

GEORGE J. (HEAVY) MITCHELL... blasts from South Bend, Ind., that while working Martinsville, Ind., recently he met Happy Harmon, who worked black-face years ago for Doc Cooper and Jim Ferdon. Happy has his own med show and, according to George, is working it to good business. George also infers that he met Doc Mullens and wife at Martinsville. "I wonder," he queries, "if anyone remembers when the city of Martinsville paid Doc \$800 to bring his show to town?" George adds that he also saw Dapper Stevens, chain and strait-jacket escape artist, working in Martinsville and that he seemed to be doing okeh.

TRIP ODININGS: "The 24-carat sucker is usually the wise guy who thinks he knows it all."

DOC DARWIN... letters from Detroit that he has been making some easy money during his summer vacation around the resorts in Upper Michigan. He says he has been mingling with the tourists and finds them in a good frame of mind. Doc adds that he plans to cover as many fairs as he can possibly take in this fall.

"I'M NOT EXACTLY... an oldtimer in the pitch business, but I am taking in as much or more than any in the field," opines Harry (Spotsy) Benitz from Tucson, Ariz. "Have been working auto polish and blades and after finishing my spiel the natives usually hand over the coin. Worked Casa Grande and Coolidge, both in Arizona, recently to good business. Have a new car and a bank roll and have been pitching less than a year. I believe what this business needs is brains and plenty of socks."

PITCHMEN'S SAYINGS: "I should have gone into the jobbing end of the business when I had the chance."—Martin Black.

OLESON AND WIFE... pencil from Kutztown, Pa., under date of August 15: "My wife and I, working cutters, found the Youngstown, O., situation looking better. Troops and pickets have been removed and things are settled fairly well and the town should be good after a few full pay days. New Castle, Pa., is closed, altho we worked the Chenango Tube Mills there for three days to good business before we learned the city had been closed. Lewistown, Pa., fair week, blew in last Friday and we set up on the main drag for a \$5 reader

and corralled some dough when it wasn't raining. Some of the boys working Altoona, Pa., during the week of pay day there were Doc Ross, Jack Newhouse and Lester Dinges and wife. We reshaped the Lewistown event the following Saturday to good business. You fellows should make plenty of money in this town because there's plenty of it and everybody is working."

THERE WILL BE... no more static in Philadelphia radios if the amount of static eliminators being sold in the City of Brotherly Love by the New York boys, Aaron Stein and son, Lester; Charley Applebaum and Manuel

REMINGTON

PENS • PENCILS • COMBOS
ZIP! ONE PULL—IT'S FULL!
FAIR PEN WORKERS
My New Pen Packages Are Ready—Real Low Prices.
JOHN F. SULLIVAN
NEW YORK CITY.
458 Broadway.

MEDICINE MEN

Write for Price List on Soaps, Tonics, Liniments, Nerve Tonic, Tablets and Salves. Under your own label if you wish.
Also Fastest Selling Herb Package on the Market, formula attached. Prices right. Plenty Margin for You.

BECKER CHEMICAL CO.
(Established 1890) Cincinnati, O.
235 Main Street.

AT LAST! Water Dip Pens, Assorted Colors, \$15.00 Gross, \$1.50 Dozen. Sample by mail 25c



JAS. KELLEY, The Fountain Pen King,
487 E'way, N. Y. C.; CHICAGO, 180 W. Adams St.

ELGIN & WALTHAM WATCHES \$1.85

In New Cases, As Low As...
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

ROYAL PENS SELL FAST



WHY?
BEST QUALITY—LOWEST PRICES
"Lifetime Guarantee."—Complete Line—Write
ADLER PEN and PENCIL CO.
395 Broadway, New York.

Hit the BULL'S EYE for PROFITS with THE NEW **BULLET TOP Streamline NUPOINT COMBO, PLUNGING, 150°**

ONE PULL-IT'S FULL

\$24.00 Per Gross

PEARL COLORS \$25.00 per Gross

Send 25¢ for Prepaid Sample

Quality at No Extra Cost Buy Direct from Manufacturer

Most Complete Line in Nation

NUPOINT PEN & PENCIL
11 East 19th St., New York

ENGRAVERS

For Quick Service
For Quality Goods
For Fast-Selling Numbers
Get Our Catalog

AMER. JEWELRY MFG. CO.

PLAINVILLE, MASS.

RINGS

Oxide and Whitestones, Highest Grade Rhodium and Gold Finish. Send \$2 for 20 NEW Samples of popular styles, OLYMPIA BEAD CO., 307 5th Ave., New York Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.



YOU GET MONEY MAKERS HERE

Lemonnier, Popular Price	5.00
Apex Knife Sharpener—Glass Cutter	7.00
Apex Vest Pocket Size Knife Sharpener	3.75
Wizard Jar Wrench	10.80
Wizard Scar Ball Holder	9.00
Wizard Ejector Fork	7.50
Maglo Window Cleaner	7.50
Needle Threader (wire loop style)	.72
Comb Cleaners, with rolling brush, U.S.A.	4.00
Tie Holders, each on card	1.50

SAMPLES, any item 10c postpaid. Quantity prices F. O. B. New York. Deposit required on C. O. D. orders.

CHARLES UERT
19 East 47th Street, NEW YORK.

Dependable Service Always
Established 1913

100% UTTERLY NEW 25c Seller

NEW SCIENTIFIC SUBSTANCE MIRACLE


28 Marvellous, joyous new uses for men, women, EVERYBODY needs.

SOLID but made of liquids.
FLEXIBLE but immensely strong.
WATERPROOF but velvety structure.
TRANSPARENT, translucent, colors.
SENSUOUS, exotic to see, feel, smell.

THEY SAY—"Too lovely for words." "Exquisite loveliness, wonderful." Buckberg sold 57 doz., Koch 40 doz., Carpenter 80 doz. in week. Ask proof. Men, women write for way to profit on dozens daily to stores, beauty shops, users. 3 regular size samples 25c.

ORIGIN
A-805 W. Washington, CHICAGO, ILL.

PEARL \$24.00 PLUNGERS



Ink Gauge—Tells When to Refill—Fillgase Band—Streamline Design, New Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready. 50c 3 Different Samples. Prepaid

JACKWIN PEN COMPANY
50 W. 28th St., New York, N. Y.

SOAPS for Medicine and Streetmen

For more than 35 years we have specialized on pure Coconut Oil Soaps for Streetmen. Large assortment Stock Brands, also Private Brands to order. Write today for price list and samples.

Indianapolis Soap Co., Dept. 87, Indianapolis, Ind.

UNDERWOOD



PLUNGERS SPECIAL \$21.00 PER GROSS.

FREE: One Gross Boxes With Every Gross Order, 25% With Order, Bal. C.O.D. Send 25c for Sample.

GRODIN PEN CO., 398 Broadway, New York City.

ATTENTION

MEDICINE MEN, STREET MEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We now offer an 8-oz. Bottle of Herb Tonic in fancy 3-Color Carton at \$16.00 a GROSS; \$9.00 a 1/2 GROSS; \$3.00 a DOZEN. Cite this ad for future reference.

CEL-TON-5A MEDICINE CO., Cincinnati, O.

and Johnny, can be taken as a criterion, according to Carl Herron. "If Louie Rosenberg," writes Carl from the Pennsylvania city, "could only see some of the tremendous passouts being made here by his New York co-workers, he'd pack his radio and charter a plane immediately for this spot. An outstanding example of a personified pitchman of modern times can be seen in the youthful son of Aaron Steln. Lester is a wizard with the eliminator talk, a chip off the old block" as his dad would say."

MUSTLER'S TIPS: Coupon workers puffing out the perfume would be making a wise move if they ordered a batch of powder puffs to be given away free with each purchase as a business stimulator. Better still, advertise the fact in all advertising matter explaining the deal.

TOM KENNEDY . . . links from Tyrone, Pa., that Frank Vail has joined him and that they are working the sticks in Pennsylvania. Tom says that their speedometer recently disclosed that they had traveled 1,400 miles in one week and they worked just two towns in that time. He adds that an organization is needed in pitchdom, but opines that it seems as tho too many fakers are getting into the field.

DAVE COOPER . . . pipes from Alceville, Ala., that the gins are humming and cotton prices are low in that territory. He adds that the mills are working day and night and business on the leaf has been on the uptrend. He says he plans to leave for the Coast, where he will fish for a while and then Delta it early. Despite the fact that he is still under the weather, he is doing okeh, he concludes.

THINGS WE NEVER HEAR: Why so far back, fellow? Come on, move closer to the corner.

I. W. HIGHTOWER . . . sends along some more commentary on the Shriners' Convention held recently in Detroit. Scribbling from the Motor City, he says: "Event was a natural. Funny part, however, was that it caught almost all of the pitch boys asleep. I just happened to have stock on hand or I, too, would have been caught napping. I've seen lots of conventions in my days, but none like this one. Crowds watching the two parades were so large that pitchmen, scalden and what have you, folded up to keep from being mashed."



MICROSCOPE

(Illustrated)

To read the Lord's Prayer on the head of a pin. To see the germs found in water. This sensational Pitch Item is a world-wide seller at \$1.00. Individually boxed, with complete instructions. Dozen, \$8.00. Gross, \$98.00. One-third Deposit, Balance C. O. D.

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I was demonstrating until the crowds got too big. Burley and I parked against the wall of the Majestic Building, and when the crowds got panicky because they could not pass each other they very nearly crushed both of us. We actually fought for our lives. Everybody working on the pitch went to town. We advise everybody to get in on the next Shriner Convention for a get fat week. The Sportservice, Inc., has the 'ex' on all concessions at the conventions. A pitchman must lay \$25 on the line for a week's work, but it entitles him to pitch anywhere, anytime on the curb, in doorways and on any corner. A guy just can't miss. While in Cleveland recently I noticed several of the fellows were going to town with the whitestones.

MEMORIES: Remember when DeWitt Shanks followed the circuit judges around the courts of Tennessee and the judges grew to know him so well that whenever he failed to appear at the hotels at which they were stopping, they asked for him? And do you remember, too, when one judge delayed the convening of an important murder case and asked the spectators to get on the lawn for a few hours to give DeWitt the first chance at the tip after DeWitt had complained earlier in the day that things were getting unusually tough for him? It has been reported that in many instances this celebrity of Pitchdom was granted the privilege of making a pitch from the judges' bench after court adjournment.

BEEMON YANCEY . . . comes thru with a pipe from Boston, after a long silence, under date of August 13. "Haven't been doing any work here because there's been too many good ball games to attend. New York was a real one for me and the remainder of the East has been fair. Would like to see more pipes from Joe Morris, Ray Redding, Morris Davidson and Harry Webber. Plan to make some fairs up here and then head west."

HAPPY O'CURRAN . . . inks from Little Rock, Ark., that he has been confined to his bed for the last five weeks. He writes that he is anxious to hear from his friends in Pitchdom.

TRIPPOD, kelster and loud talk don't make a pitchman anymore than do fine feathers make fine birds.

H. M. (DUKE) DOEBBER . . . pencils a few lines from Burlington, Ia., under date of August 12, concerning the fair there. "Curley Bartok and Madaline Ragan were here and left for Michigan. Curley has a 100 per cent flash for a med man and he and Madaline gave their usual fine money talks, turning a good percentage of the

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tips. Ray Eder is here with Indian herbs and getting some good passouts. Ray Marks is in the art hall with tie-forms. Conditions at the fair are about the same as last year, with big crowds at night and small money. Frank Burns is working his jam sale to fair returns on the midway. Met Matt Herman and wife at the Knoxville, Ill. Fair. Matt is sporting a house trailer and reports a good year with the jam sale. Watches and blades are getting me a little money here and I'm trying for a winter bank roll while the sun is still shining on both sides of the street."

THINGS WE NEVER HEAR: "Give me more of the horn nuts. The last ones I purchased grew lilies."

"WELL, HERE GOES for a pipe," tells Doc Lee Holden from Hampton, Tenn., under date of August 18. "Opened here last Monday to a large crowd, and then took in the circus at Johnson City Tuesday. This spot has been worked twice in the last three years, but I'm expecting to get a little bank roll. Plan to make the North Carolina tobacco mart just as soon as it opens. Will stay here for two more weeks and then close the night show. Have purchased a Packard and am constructing a platform on the rear. It will be something new in a pitchman's layout and, boys, don't try to cop it when I have it finished. Was sorry to learn of the death of Mrs. Guy Warner's father. Would like to see some pipes from Doc Smith and Mary, and Doc Hauer and Billy Lamb." Inclosed in Holden's pipe was a humorous bit concerning an inebriate who was standing on a bridge looking at the reflection of the moon in the waters below. "Sha, buddie," inquired the inebriate of a pedestrian, "what is that down there?" "That," replied the pedestrian, "is the moon." "Well, tell me then, my good man," said the drunk, "what am I doing way up here."

AS TIME changes, old ideas are supplanted by new ones. Are you still on the same old track of "still beeing"?

THERE ARE parasites in all professions. A human parasite is one who lives basely, and profits at the expense of others—in the same vocation. The parasitic tendency of some in Pitchdom is easily discerned. Why conscientious pitchmen will labor—and suffer—to cover up the activities of parasites in their profession is beyond our conception.

IF THE PEOPLE... of communities could but understand the real cause for influential citizens (mostly business men) yelling about a few street salesmen selling a small quantity of their wares in their towns—well, a whole lot of big business men would be getting a lot of kidding about being "childishly selfish," that's all.

THE MANNER in which a successful pitchman puts it over is proof enough that he enjoys his work.

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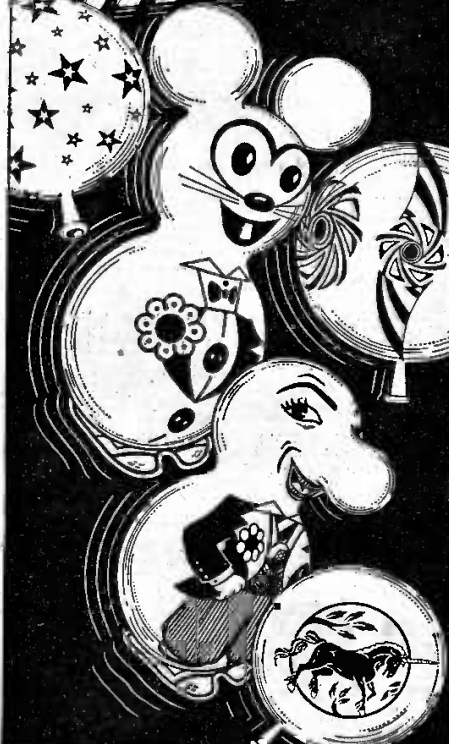


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	Shaving or Dental Cream, tubes (real big value); 100	.36
	Shaving Soap, individually boxed; extra special; gross	1.75
	Styptic Pencils, attrac. lab., extra value, 25 each; gross	.45
	Shaving Brushes, ea. col. handles; mixed bristles; doz.	.66
	Soap, Palm & Olive Oil, Hygienic, 8oz. pkgs.; 100	1.44
	Hand Soap, at. yellow can; con. 4 lbs. net wt.; dozen	1.10
	Talcum Powder, giant attr., cans; huge value; dozen	.60
	Lotions & Creams (always in demand, at. pack); doz.	.54
	Perfumes, most fancy bottles, attrac. labeled; gross	3.00
	Mercurochrome, med. size, at. labeled bottles; dozen	.33
	Iodine, medium tin, attractively labeled; dozen	.20
	First Aid Kit, con. 5 ems., 100	.55
	Rubbin' Alcohol, 16-oz. size; doz. bottles	.72
	Petroleum Jelly, pure white glass jars; 25 each	2.75
	Aspirin, 12 5-gr. tablets to tin; gross tins	1.44
	Aspirin, 20 env., 4 tab. ea., d/c. card (lots 25 each); gross	.07
	Chocolate Laxative, 8 tab. to attr. tin; gross tins	2.75
	Efferescent Seltzer Tablets, 30 env. or 60 env. card; gross	.20
	Efferescent Seltzer Tablets, 20 an. d/c. card, ret. \$1; card	.15
	Russian Mineral Oil, 1 qt. bot., real fine value; dozen	1.68
	Crowl Embroidery Needles, a good seller; 100 papers	1.20
	Needles in packages, 100 for 10c a pkg.; 1,000 pgs.	2.50
	Needle Books, Army and Navy (25c envelope); gross	1.10
	Self-threading Needles, 10 to paper (ret. \$10) 100 papers	1.25
	Sewing Thread, 100-yard spools, bk. & wh.; gr. spools	1.44
	Shoes, Lacas, American-made, banded and boxed; gross	.40
	Man's Neckwear, lat. as. designs; extra spec. value; gross	7.50
	Buy a marican, lith. 3 colors on metal (25c val.); lots of 50, each	.01
	Pencils, yellow animal (biggest pencil value); gross	1.15
	Copper Pot Cleaners, made of sponge mesh; big seller; gr. Electrical Pot Cleaners, 30 ampers; 100 fuses	2.95
	Disinfectant, deodorant for gen. house use; doz. bottles	1.25
	Toothpicks, 750 in box (big wrap, what a val.); gr. bx. Tricks and Novelties, big variety; gross	1.80
	Water Pistols, 100 each (10c value) gross	.72
	Manicure Set, 4 imp. imp. attr. case, must sell; 100	3.25
	Address Book, indexed, im. leath.-like cover; gr. bks. Thumb Tacks, imp., 36 to box (retail \$5.00); extra special close-out; 100 boxes	1.20
	Egg Beaters (25c val.) imp., sp. price to liq. quickly; gr.	4.32
		.75
		7.20

The above prices are for immediate orders. As usual, we guarantee to give you the best values in the country. Our 24 years of value giving is your assurance of satisfaction.

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Our Only Mailing Address
901 BROADWAY, New York, N. Y.
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MEN WANTED TO HANDLE STORE ROUTES

SUPPLY NATIONALLY ADV. GOODS TO STORES
Immediate profits. No investment to start. Earn big profits weekly. Chance to establish big-pay Wholesale business of your own. Handle Nationally Advertised Brand Sundries, Toilet Goods, Cosmetics, Notions, Novelties including Brylcreem's Aspirin - awarded Good Housekeeping Seal of Approval - advertised in Saturday Evening Post. Put up on attractive Self-Help Counter Displays. Merchants make double profits. You make up to 112%. Get Free Facts. World's Products Co., Dept. 888-G, Spencer, Ind.

FAIR and FOOD SHOW WORKERS
AN EASY \$5 A DAY
Possible Selling the New 20-in-1 KITCHEN NECESSITY
Does the work of 20 necessary Kitchen Utensils. Year's fastest seller at 25c. On cards or furnished with 4-color circulars 75c a doz. or \$8.00 a Gross. Write for proposition. Sample and Sales Plan Free. NEW METHOD MFG. CO., Box MB-12, Bradford, Pa.

Send your correspondence to advertisers by mentioning The Billboard.

PROMISE yourself that you'll get bigger and better takes and then hop to it.

WE'VE NOTICED
that many celebrations are being held this year. These were the golden events for the boys in the early days of the game. They are multiplying yearly in interest among the natives. Let's hear from more of the fellows making them.

MAKE IT a point to have them invite you back—not dare you back.

DECLEO, THE MAGICIAN
infor from Morenci, Mich., that business for the Livingston Players in that section has been exceedingly good. DeCleo reports that since the downpours of rain, which have been dogging the company's heels, have ceased, and since Jack Jewell, impersonator and piano player, has joined, the organization has been rolling serenely along. DeCleo is being featured in his magic and escape acts. He adds that he is anxious to read pipes from Chief Rolling Cloud, Madam Mayfield, Salisbury and Oriental Foy.

REMEMBER: Courtesy to a tip requires no extra outlay of cash.

"WHERE IN THE WORLD do these 40-mlers learn Carnie Latin?" queries Tom Sigourney from Louisiana, Mo. "I've been with it for more than 40 years and the only languages I speak is a smattering of English, French, Italian, German, Spanish and the three Scandinavian languages. Here's the weekly epigram: 'Every man is his own paymaster. Many, however, cheat themselves on the payoff by not using the brains God gave them.'"

PITCHMEN'S SAYINGS: "M. D. doesn't mean mud digger."—Jim Carrigan.

Pacific Coast Showmen's Assn
730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Aug. 21.—The meeting last Monday night had to be cut to but a few minutes' duration on account of the big party set for the night. Guests came long before the hour set, which necessitated the meeting being limited to the reading of new applications and pressing on same by the body.
New members: Kenneth R. Meehan, sponsored by M. Lee Barnes and Harry Phillips; F. H. Hanewinkel, sponsored by Whitley Olsen and Milt Runkle; Tom F. Anderson, credited to Louis Manley and Hugh Weir, and Dean E. Foix, credited to John Bigelow and Chet Bryant.

Texas Fair Makes 3 Tries At Booking a Carnival

JASPER, Tex., Aug. 21.—The third contract which the Jasper County Fair Association has made so far this year for carnival attractions for the fall exposition to be held in October was signed this week by E. W. Urtis, secretary-manager. It was with the Bluebonnet Shows represented by Tommie Hunter.
The first contract was signed with F. J. Tidwell Shows, which finally decided it was unable to make a proposed Texas circuit because of the lack of near-by fairs. The next was with the Big State Shows, which due to something or other was forced to ask for a release from its contract.

HERB WORKERS

We have the lowest prices in the country and nicest flash packages. Formals attached. You are losing money if you don't get our prices.
CEL-TON-SA LABORATORIES
Cel-Ton-Sa Building, OINOINNATI, OHIO

WANT

GENERAL AGENT
Who knows Mississippi and the South. Must have ear. Furnish reference. Personal interview. Wire via Western Union.
AL. G. HODGE SHOWS
Kenosha, Wis.

WANTED

Tazewell County Fair, September 20 to 25. Can place Rides, Shows, Concessions. Will sell X on novelties. This is a bona fide fair. Others to follow. Can place one more thrilling Free Act. Write or wire STAN REED, Tazewell, Va.

MARVEL EGG SEPARATOR & KITCHEN GADGET



Prices: \$32.50 Per 1,000
F. O. B. 17.00 " 500
Johnstown, Pa. 6.75 " 144
Separates eggs, whip cream, strainer. Removes eggs from boiling water, beater, stirrer, etc.

F. L. THOMSON
118 Coal Street, Johnstown, Pa.

ST. LOUIS, MO.

LOCATION—GRAND AND LA CLEDE. BEST IN CITY.

Grand Labor Day Celebration and National Women's Democratic Rally
8 BIG DAYS and NIGHTS **SEPT. 5 to 12 inclusive** 8 BIG DAYS and NIGHTS
THIS EVENT BACKED BY NATIONAL DEMOCRATIC COMMITTEE WOMEN
200,000 Tickets and Invitations Issued

WANTED WANTED

RIDING DEVICES OF ALL KINDS, SHOWS OF ALL KINDS, OR WILL CONSIDER ORGANIZED CARNIVAL CONCESSIONS—All Legitimate Merchandise Wheels and other Concessions. Frozen Custards, Drink Stands, Lunch Stands. CAN USE ONE MORE SENSATIONAL FREE ACT (Have 5 Booked). All Address W. A. HALLOCK, care York Hotel, St. Louis, Mo.

PEERLESS EXPOSITION

WANTED WANTED

Two sensational Free Acts for Bristol, week of August 30; Harriman, September 6; Morrinstown, September 13; all Tennessee Fairs; for Elkins, W. Va., Forest Festival. Rides, Shows, Concessions. Promoters and Contest Men, get in touch with me; I can give you a fine proposition. We have a long season South. Having in all 26 Southern Fairs and Celebrations. You have nothing too big, and there is no exclusive, so get in touch with me or come on and get your winter bank roll. This week, East Radford, Va.
JOE CRAMER, Mgr., Peerless Exposition.

WANTED FOR FALL FESTIVAL

Celebrating Twentieth Anniversary of West Toledo's Commerce Club
TOLEDO, OHIO, LABOR DAY AND ALL WEEK INCLUDING SUNDAY
Concessions and Shows of all kinds. No exclusive except Corn Game. Rides booked. Come on. Address CONCESSION MANAGER, 825 Sylvania Ave., Toledo, Ohio.

MAJESTIC SHOWS WANT

FOR TWELVE WEEKS OF BONA-FIDE COUNTY FAIRS, STARTING NEXT WEEK AT LOUDON, TENN.
WANT Loop-o-Planes, Kiddie Rides or any Flat Ride that can gilly. Dock Stanton wants Performers and Musicians for Minstrel. Have outfit for capable Girl Show. Also Ten-in-One, or will finance any worth-while Attraction. Will sell ex. on Cook House, Diggers, Custard, Floss. All Wheel and Crind Concessions open that will throw out stock. Jake Porell wants Concession Agents. T. J. SMITH AND RUBE WADLEY, answer, Kingston, Tenn., this week; Loudon, next week; then Crossville, Tazewell, all Tennessee; then Honaker, Va.; Burnsville, N. C.; Hendersonville, N. C.; Laurens, S. C. This Show out till Christmas.

Barlow's Shows

HOME COMING, Oniphan, Mo., this week.
HOME COMING, Piedmont, Mo., Aug. 30-Sept. 4.
HOME COMING & FAIR, Ellington, Mo., Sept. 6-11.
COUNTY HOME COMING, Gideon, Mo., Sept. 13-18.
All To Be Held on Streets.

THESE TO BE FOLLOWED BY STREET CELEBRATIONS SOUTH, UNTIL CHRISTMAS.
We Move on Railroads.
WANT LEGITIMATE CONCESSIONS. MINSTREL, HILL-BILLY, HALF-AND-HALF AND SIDE SHOW. Painter who can do Carpenter Work, Useful Carnival People in All Lines. Will book one more Ride. Want Cook. Have Operator; Chalroplane and M.-G.-R. Foreman.

COUDERSPORT, PA. --- OLD HOME WEEK

AUGUST 30 to SEPTEMBER 4
ON THE MAIN STREET.
Bands, Parades, Free Attractions.
GALETON, PA., OLD-HOME WEEK TO FOLLOW, SEPTEMBER 6-10.
Wanted Shows and Concessions.
KARL MIDDLETON, Andover, N. Y., Old Home Week, This Week.

Want for a Long Season of Southern Fairs

Shows that don't conflict with what we have. Organized Girl Show, Minstrel with Band. Salary out of office. Have complete outfit for same. Concessions of all kind, Long Range Lead Gallery, Arcade, American Palmistry, Photo Gallery, Help on all Rides.
AL G. HODGE SHOWS
Kenosha, Wis., this week; De Kalb, Ill., next week.

ALWAYS SOMETHING NEW!

NOW CARRYING A COMPLETE LINE OF

SLUM FOR ALL GAMES

Also, a Complete Line of Concession Novelties—Ready for Immediate Shipment—For Fairs, Celebrations, Etc.

LUCKY CHARMS—LOWEST PRICE

MENAGERIE—MANUFACTURED BY FAMOUS HOFF

CANES—LOWEST PRICES IN HISTORY

FOLLOW THE SUCCESSFUL HOUSE

NEW ART TOY & FEATHER CO.

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JUMBO GIVE-AWAY CANDY

PACKED 200 TO CARTON, \$2.00 PER CARTON, 1,000 PACKAGES, \$10.00.

25% Deposit With All Orders, Balance C. O. D. Send for FREE ILLUSTRATED 1937 CATALOG.

Our Candy Is Guaranteed To Stand Up In All Weather.

MARVEL CANDY CO., INC.

101-108 Wooster Street, New York City.

WANTED—Side Line Salesman with Car.

WANT A-No. 1 EXPERIENCED TALKERS

Neat appearance, take charge front of finest Illusion Show on road, also Talker, experienced on Minstrel Show to join at once. All Celebrations and Southern Fairs from now until first week in November. Whitey Woods, wire me. Buffalo, N. Y., this week and next, playing for National Convention of Veterans of Foreign Wars; location, Centennial Park. Then New Castle, Pa., playing biggest Labor Day Celebration in the East.

RUBIN GRUBERG, RUBIN and CHERRY EXPOSITION, 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. Red Lion, Pa., Fair this week; Flemington, N. J., Fair, week of August 30 to September 6, including Labor Day; Bridgeton, N. J.; then South. Warsaw, 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.

HARRY HELLER, Gen. Mgr.

WARNING CARNIVAL OR PARK

If you want a winter bank-roll buy one of Rajah Rabad's new "Television Girl" shows and grind in the dimes all day—"NOT AN ILLUSION"; "LOW NET"; "2 PEOPLE OPERATE"; "CREATES ITS OWN BALLY"; "FITS IN MIDWAY SPACE OF CONCESSION"; "PEOPLE GAZE INTO A REGULAR FULL-SIZED RADIO CABINET AND SEE A NUDE GIRL WHO CAN BE SINGING, DANCING OR POSING." This show will work as art where regular girl shows are sloughed.

Every carnival owner will want this new creation on his midway and at this price should finance it for good showmen who don't have the cash.

Prices—Large radio cabinet, ready to work in box wagon on train shows, \$150.00. Same cabinet with 6x8" by 7" high, for operation on gilly shows, without top or canopy, \$200. Half cash with order, balance C.O.D. Give 2 weeks' route with order.

Mabel Kidder, World of Mirth, your unit is waiting. Mr. McDonald, Coleman Bros., unit ready for you.

ADDRESS RAJAH RABOIO, BOX 2, STATION G., N.Y.O. SHOWMEN IN NEW YORK; PHONE FOUNDATION 8-2183.

WANTED, COLORED MUSICIANS AND PERFORMERS

To enlarge show for Southern Fairs, Piano Player, Drummer, one Comic, two Chorus Girls. Room for other good people. Sfatc your Instrument or what you can do. All winter's work in Florida. Berth, board and salary sure. August 22 to 28 at Ironwood, Mich. Must join during week of August 30, Minneapolis, Minn. Write or wire

LEON FLAXTON
Care of ROYAL AMERICAN SHOWS.

CANDY MEN! Use Nationally Known High Quality Candles. **PRICED LOW!**

Dolly Varden Chocolates

Overize Boxes—Flashy Labels—Colored Cellophane Wraps—Specials in 10-15-20-25-30-40 and 500 boxes, and in-between sizes and prices. Samples at wholesale prices by parcel post.

IMPORTANT! The big fair season is on. Johnson Candles will help you to get repeat business. Send 25c today for 3 sample boxes and be sure to state your requirements.

WM. C. JOHNSON CANDY CO., Cincinnati, O. (Since 1912.)

ROUTES
(Continued from page 44)

Toffel: Mason, Mo.
Valley: (Fair) Boone, Tex., 23-30.
Wade, R. H.: E. Palestine, O.
Wade, W. G.: Northville, Mich.
Wallace Bros.: Evansville, Ind.; Paducah, Ky., 30-Sept. 4.
Wallace Bros. of Can.; Cookshire, Que. Can., 23-35.
Ward, John R.: (Fair) St. Joseph, Ill.; (Fair) Monticello 30-Sept. 4.
Weer: (Fair) Marshall, Mich.
Weydt Am. Co.: (Fair) Hillsboro, Wis., 30-31.
Weyls Producer Co.: Cochran, Pa.; Reynoldsville Sept. 1-6.
West Bros. Am. Co.: (Fair) Appleton, Minn., 28-30.

FUR SCARFS

Genuine Silvered Fox.....\$6.00
FUR COATS, Seal, Oyed 12.50
Conny, Piced.
LARGE LOKY FOX
TAILS. Per 100.....4.75
CAPPED RABBIT'S
FOOT. Per 100.....3.00

CHARLES BRAND,
208 W. 26 St., New York, N. Y.

Concessionaires...
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
WHEELS, PARKS, COGN GAMES, ETC.

Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPECANOE CITY, OHIO

LORD'S PRAYER PENNY MACHINES
Newest Sensation

With four dies. Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion. Newest invention, biggest money maker. It's a knockout. Big assortment engravings, \$1.50 per 100. Bracelets 7/10 each, samples and literature free.

PERFECTION MFG. CO.,
203 So. Dearborn St., Chicago, Ill.

SWING INTO ACTION WITH 4 Sensational WISHARDS
SOMERSAULTING AERIALISTS

Some Open Time in the East and South in September, October and November.

Address 3706 DRAKE AVE., CHICAGO

BILL KEMP WANTS DROME RIDERS

One Lady, one or two Men. Zella Borts, Ruth Harris wire when at liberty. Enlarging show for long season South. Sammy Lowry, if at liberty wire. Top salaries sure each week. Experienced Help for Four Ride Wire Peru Ill. This week; then Detroit, Mich., care HENNIES BROS. SHOWS!

Wayland, Mich., Street Fair
Sept. 1-4

An annual event. Wonderful free Attractions. Can place Legitimate Concessions of all kinds, \$15.00 (except a few sold exclusive). No Racke, no Flat Stores. We have Hart Fair following September 7-10) at which we can also place Loop-o-Planes and Chair-o-Plane. This week showing at Myrtle and Lawton avenues, Detroit. Address all mail to:

F. L. FLAGG, Mgr., Northwestern Shows,
38 E. Woodbridge St., Detroit, Mich.

Hughey Bros.' Shows

Want Girl Show for Mason, Ill., Fair, September 3, 4, 5, 6. Must have own outfit and three or more dancers. Want Shows and Concessions for long season south after Mason. Charles Buck, did you get our reply to your telegram? Will purchase Athletic Banners. Address Dwight, Ill., this week.

AT LIBERTY

Merry-Go-Round, two rows; Ferris Wheel; two Concessions.

GEO. HELLER, Elgin, Ill.

WANTED FOR THE ROYAL PALM SHOWS

A No. 1 Electrician to join at once for long season. Must be sober and reliable and know how to balance load. This week at Mt. Carmel, Ill., Fair.

BEACON BLANKETS AND SHAWLS

BIG STOCKS ON HAND FOR IMMEDIATE DELIVERY



THE NEWEST FEATHER DRESSED CELLULOID DOLLS
— ALL SIZES —
FOR SCALES AND BALL GAMES



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EVERYTHING THAT'S NEW AT LOWEST PRICES

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MINNEAPOLIS, MINN.

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Our combination Photo Mirrors for pictures, size 1 1/2 x 2, will increase your business 100%. Pictures are inserted instantly. This photo mirror is used extensively by Automatic Photo Machine Operators in the leading amusement parks, carnivals and arcades, summer resorts throughout the country.

We also manufacture Photo Frames for enlargements from 1 1/2 x 2 to 8x10. These frames are made with non-feralizable chrome plate with fine mirror finish.

Send 10c for sample of 1 1/2 x 2 Photo Mirror, or \$1.00, plus postage, for complete line up to 8x7.

Automatic Mirror Co.
96 Prince St. New York City



POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

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PLASTER MANUFACTURERS

Best finished Plaster in the Country... All orders shipped same day as received.

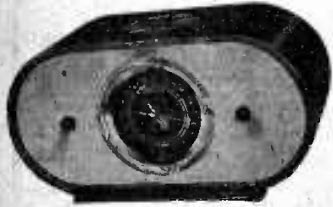
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

ATTRACTING THE CROWDS!
SWIFTEST MONEY-MAKER ON THE MIDWAY AT Riverview, Chicago



Zephyr Color-Glow Illuminated Radio
 Comes in 6 different color-combinations, including Rose, Blue, Green or Ivory in cabinets of White Ivory or Black Ebony.

ILLUMINATED IN COLOR

Catches everyone's eye. Has all latest features—5 tube A-C-D-C, short-wave switch, self-contained aerial, dynamic speaker, licensed under ROA, fully guaranteed.

FREE 10 DAY INSPECTION OFFER

RUSH \$2 deposit NOW for sample. Pay \$14.85, balance C. O. D. If not completely satisfied full purchase price will be refunded if radio is returned to us by prepaid express within 10 days.

Place the ZEPHYR COLOR-GLOW RADIO on your stand. See the full beauty of its color or lighting effect. Give it a real test. Then decide for yourself if it isn't the MOST ATTENTION-COMPELLING, SWIFTEST MOVING MONEY-MAKING PRIZE YOU HAVE EVER USED.

OPERATORS

Write now to secure the news about the 4 BIG SUPER-SWIFT ZEPHYR RADIO DEALS. They give you a net profit as high as \$50.81. You can't miss on any location with our beautiful special boards and the ZEPHYR COLOR-GLOW RADIO.

WRITE OR WIRE NOW

\$13.85 F. O. B. Chicago—\$2.00 Deposit, Balance C. O. D.
 Write for Special Prices on Cabinets Without Chassis.

J. M. BREGSTONE & CO.

MANUFACTURERS—WHOLESALE
 538 So. Clark St., Chicago, Ill.

West Coast Am. Co.: (Fair) Gresham, Ore., 23-30.
 (Fair) Lakewood Sept. 1-4
 West Coast: (Fair) Vancouver, B. C., Can., 30-Sept. 8.
 West. W. E. Motorized: Frankfort, Kan.; (Fair) Eric 30-Sept. 4.
 Western State: Pueblo, Colo.
 West's World Wonder: (Fair) Harrisonburg, Va.; Pulaski 30-Sept. 4.
 Williams, Ben: (Fair) Bangor, Me.
 Wilson Am.: Lacon, Ill.
 Winters Expo.: Ambridge, Pa.; Sebring, O., 29-Sept. 6.
 Work, R. H.: Brodnax, Va.
 World of Fun: Crewe, Va.
 World of Mirth: (Exhn.) Ottawa, Ont., Can.; (Expo.) Burlington, Vt., 30-Sept. 4.
 Yellowstone: Las Vegas, N. M.
 Zeiger, C. F. United: (Fair) Glendive, Mont., 24-26; (Fair) Dodson 28-29; (Fair) Havre 31-Sept. 3.
 Zimdars Greater: Canton, Ill.; (Fair) Peotone 30-Sept. 4.

WANTED

FREAKS—NOVELTY ACTS CURIOUS FEATURES — DANCING GIRLS —
 Real Performers with Suitable Costumes. Talkers for the Front.
LONG SEASON OPEN SEPTEMBER 4.
 All Performers send Photos, which will be returned.

EIGHTH STREET MUSEUM
 253 N. Eighth Street, PHILADELPHIA, PA.

WANTED RIDES and FREE ACTS

Street Fair and Water Carnival
 SEPTEMBER 16, 17, 18
 ASHTABULA, OHIO

Sponsored by the North End Club. Will attract more than 15,000 attendance. Write **ROBERT H. FULLER**, General Chairman, Marine Bank Bldg., Ashtabula, O.

Smith's Greater Atlantic Shows WANT

Ell Wheel Foreman. Salary according to ability. Also help in all departments. K. F. Smith Jr. wants Freaks, Tattoo Artists. Has good proposition for a good Inside Man. Several A-1 propositions for good Outside Talkers. Good opening for Mug Gallery and Custard Machine. Can place several non-conflicting Legitimate Concessions. Fair season already started with a bang. Altavista, Va., this week; then Martinsville, Va.; Roanoke, Va.; Apex, N. C.; Hamlet, N. C.; Brunson, S. C. All fairs and plenty more to follow. Write, wire or come on. **K. F. SMITH, Mgr.**

Wanted—M. B. Amusement Co.

Wheel Foreman. Salary or percentage. Other Ride Help. Shows with own outfit. Concessions that work for stock only. Stay out all winter. Field work for stock only. **George Barton**, Bucoyke Lake, O., August 28 to 29; Seymour, Mo., August 31 to September 4.

SHOWS WANTED

Girl Show and Nudist Colony, Geek or good Pit show for Liberty, Ind., August 30 to September 4; Rising Sun to follow.

HARRIS SHOWS
 Burlington, Ind.

BARTON'S SOCIETY CIRCUS AT LIBERTY

Four Acts: Bareback Act, Dog and Pony, High Aerial, Want Ring Rider, Good Girl to ride and do Aerial work. **GEORGE BARTON**, Bucoyke Lake, O., August 28 to 30.

CAN PLACE AGENTS

For Blower, Bowling Alley, Slum, Skillo and Girl for Ball Game. Long season of fairs when park closes. Wire at once.

AL WAGNER
 Sandy Beach Park, Russell's Point, O.

ELANE'S EXPOSITION SHOWS

Want Shows, Rides and Concessions of all kinds. Mrs. come on Joe Baker, will take care of you. Girls for Girl Show. This Show never closes. Write or wire **JOHN GEORNA**, Mgr., Jefferson, Pa., this week; **Carroll**, Pa., Fair next week.

Big Street Celebration

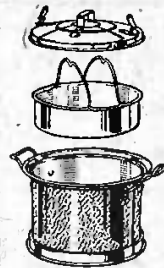
Sponsored by Business Men, Montpelier, Ind., August 31 to September 4.—Want Ferris Wheel, Looped Plane, Kiddie Rides, Cookhouse, Fairstand, Coated Corn, Concessions of all kinds, Blankets, Radio, Parrots, Shooting Gallery, etc. Athletic, Minstrel, Girl, Pit Shows. Write or wire **CONCESSION COMMITTEE**, Montpelier, Ind.

WANTED—ATLAS SHOWS—WANTED

String Game, Bumper, High Striker, Dart, Canoe Rack, Seales, Cookhouse, Privilege in Tickets, Snake Show, Geek, Illusion. Will book for balance of season. Kiddie Ride, Tilt-a-Whirl, Octopus, Looped Plane. Address **ATLAS SHOWS**, Roseville, Ill., August 23 to 28; Ogleby, September 6, Labor Day week. Biggest celebration in Illinois. Ride Help for all Rides, Girls for Girl Show.

WANTED

Organized Plant. Show or Musicians, Comedians and Specialty Girls. Have new complete outfit. **ALL BOUTHERN FAIRS** Also experienced Ride Help who can drive trucks. **CAN PLACE** one more Ride and Shows not conflicting. Write or wire **SAWYER SHOWS**, Keller, Va., this week; Cambridge, Md., next week.



HAMMERED ALUMINUM HEAVY GAUGE

No. 7400—Round Roaster. 18-inch size. 12 to Ctn. Dozen... **\$5.75**

No. 7403—Cooker, 5 1/2-Qt. Capacity. 6 to Ctn. Dozen... **\$9.00**

No. 7401 — French Fryer. 3-Quart. 12 to Ctn. Dozen... **\$6.00**



Write for Complete Stock List. Can make immediate shipments. It is not necessary to order in advance.

ONE-DAY SERVICE

Complete Stocks of All Leading Merchandise. Write for Catalog. State Your Business.

No. 7405—Convex Kettle, 12-Qt. 12 to Ctn. Dozen... **\$6.00**

ALL HAMMERED ALUMINUM SOLD IN CARTON LOTS ONLY



No. 7402 — Utility Cooker. 3 Quart. 6 to Ctn. Dozen... **\$9.00**



No. 7404 — Percolator, 8-Cup Capacity. 12 to Ctn. Dozen... **\$5.75**

SHAWLS! Beacon Blankets SHAWLS!

YOU NAME IT—WE HAVE IT—LOWEST PRICES. Lamps any style or price. Electrical Appliances, Aluminum, Enamelware, Clocks, Chrome Ware, Slum, Chinaware, Glassware, Candy, Bird Cages, Pen and Pencil Sets, Novelties, Drum Majors, Etc.

WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN



CANDY SPECIAL!
 REDUCED TO **\$2.75** Per 100

DELIGHT SWEETS, INC. 50 EAST 71th ST., NEW YORK CITY

CANES MONKEYS SLUM
FLYING BIRDS, large size; Inside whistle; heavy, flashy sticks; gross \$2.50. **TWO-TONE CANES**, popular seller; gross \$7.50. **HEAVY MAPLE PARADE CANES**, light or dark finish; gross \$15.00. **HEAVY BAMBOO PARADE CANES**, gross \$0.50. **LIGHT WEIGHT BAMBOO CANES**, gross \$4.50. **BAMBOO PENNANT CANES**, assorted colors; per hundred \$0c; **COWBOY HANDBORCHIEFS**, 28x28; dozen \$3.00. **FLORAL CLOTH PARASOLS**, dozen 75c; gross \$8.50. **SUN GLASSES**, big value, concave lenses, assorted colored frames; dozen on card 75c; gross \$8.50. **BALLOONS**, special assorted prints; gross \$2.00. **ELEPHANT CHARMS**, gross 60c. **MINIATURE STRAW HATS**, gross \$4.50. **FUR MONKS**, popular size; gross \$4.00. **FUR MONKS**, large size; gross \$8.50. **ASSORTED SLUM**, all best sellers; ten (10) gross for \$7.50. **HAVE** for immediate shipment Complete Line of Merchandise for CORN GAME—**BALL GAMES** —**SNOW CORN** AND **POP-CORN CONES**—**HOOPLA BLOCKS** AND **HOOPS**. Write us for Requirements. Order from this Ad. 25% With Order. Get Our Catalog No. 936.

MIDWEST MERCHANDISE CO.
 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

KARR NOVELTY CO., INC.
 427 MARKET ST., PHILADELPHIA, PA.
COMPLETE LINE FOR THE FAIRS
 BEACON BLANKETS, DELIGHT SWEETS, HONEY BEARS, CANES AND SWAGGER STICKS, MICKEY MOUSE TOSS UPS AND ALL BINGO GAME NUMBERS.
 One-Day Service. Send for Catalogue.

Pennsylvania's Greatest Labor Day Celebration And Old Annual Homecoming Jubilee.
 OVER 100,000 ATTENDANCE
REYNOLDSVILLE, PA., SEPT. 1 TO 6, INCLUSIVE
 This is not a one-day spot. Big crowds every day. Last call—Legitimate Concessions. No Racket. Wanted: Cookhouse, Grab, Candy Apple, Custard and All Games that Work for Stock. Will book. **CHARLTON**, Kiddie Auto or any Flat Ride. Also Shows that don't conflict. Can use our more Free Act. **O. EDWARD WEYL'S PRODUCTION CO.**, Oochranton, Pa., Aug. 23 to 28; then Reynoldsville, Pa., Sept. 1 to 6. **ED. WEYLS, Mgr.**

Send FOR YOUR COPY of **CONTINENTAL CATALOG**



Continental PREMIUM MART
 822 N. 3rd St., MILWAUKEE, WIS.

ATLANTIC COASTAL SHOWS
 To join at once: Chair-Plane, Frozen Custard, Blower, Wheels and other Legitimate Concessions, Oken Hill, Md., Fair this week; Leesburg, Va., and Fairfax County Fair to follow. Florida all winter. Address all wires and mail 3297 M St., N. W., Washington, D. C., care of show.

W. S. MALARKEY

CAN PLACE Shows and Games for BLOSSBURG, PA., OLD HOME WEEK, AUGUST 26-29. Games, \$20.00; Shows 25%.

Also Shows and Concessions for NORWICH, N. Y. FAIR, AUGUST 31-SEPTEMBER 3. CAN PLACE Free Acts for Labor Day at Binghamton. Can also use Rides for Labor Day Week. Address W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

WANTED DROME TRICK RIDER

Answer **HARRY BAKER**
Care Rubin & Cherry Shows, Buffalo, N. Y., August 26-September 4.

WANTED SHOWS—RIDES—CONCESSIONS

Must Have Flash. No GIRL Need Free Acts. **FARMERS & MERCHANTS' FALL FESTIVAL**
\$3,000 Free Program
6 Days & Nights, September 27 to October 2
Downtown—First Time in 20 Years (Red Spot)
Council Bluffs, Ia.
(DOG) **MURDOCK, Mgr.**, care Chamber of Commerce.

WANTED SHOWS, RIDES and CONCESSIONS

Of All Kind for the Best String of County Fairs in South Georgia and Florida Commencing at Sylvester, Ga., September 20. No exclusives except Peanuts, Pop Corn and Bingo, which is sold.
Would consider organized Carnival if clean, reliable and able and willing to put up bond to guarantee appearance. Can also use one more Sensational Free Act if salary right.
JOHN B. DAVIS, Bainbridge, Ga.

FAIR SECRETARIES, COMMITTEES IN GEORGIA AND FLORIDA

Desiring good, clean Carnival without flat joints and gambling devices, get in touch with us. We own our own Rides. Want to hear from Independent Show with own outfit. Will book Snake, Geek, Fat Girl, 5 or 10-in-1, Arcade. Want Colored Musicians and performers. Will book one more Flat Ride or lease same. Loop-o-Plains, Tilt or U-Drive Cars. Playing inside city limits. Always free gate. Can use few more Concessions that don't conflict.
ORESCANT AMUSEMENT CO.
Oonaway, S. C., this week; Georgetown, S. C., week August 30. Want High Dive Free Act for Dublin, Ga., Fair week October 4.

UNITED MIDWAY SHOWS

Now playing money spots, the best in the South. Want Bingo. Will book or buy Smith Chairplane. Want Concessions of all kinds, Side Show, People Dancers for Best Girl Show on Road. Have outfit for small Pit Shows, Midgets or Fat Show. Have complete Athletic Show for real Athletic Showman. Frances Flynn wire. Want good Special Agent, also good Cookhouse. Out until Thanksgiving. Write or wire Mullins, S. C., this week; Lake City next week. **C. A. ABBOTT.**

WORLD OF FUN SHOWS WANT

Tilt-a-Wirl, Caterpillar or any Flat Ride, Kiddie Ride and Shows of all kinds not conflicting. Concessions of all kinds except Cookhouse and Bingo. Jack Percell and Edward Johnson answer by Western Union immediately. Fairs and Celebrations in Carolina Tobacco Belt. Want Promoter, Sensational Free Acts, Girls for Girl Review, also Minstrel People.
Address this week Crewe, Va. **N. P. ROLAND, Mgr.**

J. J. PAGE SHOWS

WANT FOR WARREN COUNTY FAIR, BOWLING GREEN, KY., WEEK AUGUST 30. Frozen Custard and all other Legitimate Concessions. Shows with or without own outfits. Good opening for one more Flat Ride, prefer Caterpillar. Want Musicians and Performers for Minstrel Show. Can place one more High Aerial Free Act.
Everybody address **J. J. PACE SHOWS, Clarksville, Tenn.**

TACOMA PARK EXPOSITION

DAYTON, KY., AUGUST 30 TO SEPTEMBER 6, INCLUDING BIG LABOR DAY CELEBRATION. Get your Winter Bank Roll here. First Celebration this year. 150,000 People to draw from within 4 miles. Just on the Kentucky Side of Ohio River. Sponsored by big Committees.
WANT Rides, Wire what you have open for this date. Have 6 more good Fairs and Celebrations to follow. South. WANT Shows: Mechanical City (Joe Tusk wire). Fun House, Motor Drama, Side Show, Snake, Athletic or any other good Shows that do not conflict. Will sell exclusive on Corn Game, Cook House and Novelties. WANT Concessions: Flippond, String Game, Hoop-La, Penny Kitch, Knife Rack, Cane Rack, Diggers, Wheels and Concessions that will work for stock. WANT one more good Sensational Free Act. High Flying Carling Act preferred. WANT Banner-Publicity Man, Sign Painter and Electrician. **TACOMA PARK EXPOSITION, Dayton, Ky.**

"La Rambla" Midway Dallas Exposition

DALLAS, Aug. 21.—Mr. and Mrs. R. J. Sipchen, of Chicago, were visitors at Black Forest with Manager Bill Rowley.
Lucille Moore and Hortense Ellis, of Cavalcade cast, and Adelaide Raleigh, of Casino, flew to Oklahoma City last Tuesday to take part in ceremonies opening Ormond's new night spot.
John R. Castle stopped en route to Wichita, Kan. Ed Hanifan and his family came over from Fort Worth, where he is secretary to Billy Rose, and visited old friends.
Two prominent visitors were Jim Schenck, of Jack Dillon Shows, and Larry S. Hogan, general agent for Beckman & Gerrity Shows.

Booby Obewel left for San Antonio after visiting Jack Dillon at Cheyenne, Wyo. Nat Rodgers flew to San Francisco for 10 days. Joe Rogers is due back from Cleveland, and Lew Dufour will leave, upon his arrival, to look after their interests at Great Lakes Exposition for a while.
Roland Smith has acquired several locations in Black Forest for concessions. Al Humkie was a visitor from Fort Worth. Walter Herzog returned Thursday from Houston.

Visitors at the Ripley show included Jackie Heltmann's grandmother, from St. Louis; father of Joan Whisnant, from Tulsa; wife and daughter of Eseau Blackburn and family of Mr. Bryan.
J. Ed Brown announced a lengthy trip itinerary he will make at close of season before assuming his new position at California International Exposition January 1. It will include New Orleans and Gulfport, Miss., where he will visit George Brown and Bill and May Curtis and Charley Sparks, and Savannah, Ga. He will attend Chicago convention December 3 and Pacific Coast Showmen's ball on December 15.

COL. C. G. STURTEVANT, OFA. after attending the convention at Norfolk, Va., went to Washington, then to Cincinnati (calling at *The Billboard*), Troy and Piqua, O., his old stamping grounds, and then back to Cincy. On August 22 he left for his home at San Antonio, with possible stopovers at St. Louis and Dallas.

WANTED AT ONCE—RIDES

Starting Next Week
8 Weeks of Fairs and Celebrations
Wire care of Western Union, Cincinnati, O.
WILLIAM TUCKER
General Delivery, Cincinnati, O.

FAIRS || ERIC B. HYDE SHOWS || DATES

WANT	SHOWS	RIDES	CONCESSIONS
<i>The Best Route in the South</i>			
SHELBYVILLE, TENN. Mardi-Gras Week Aug. 30	CHATTANOOGA, TENN. Labor Day Celebration Week Sept. 6	GAINESVILLE, GA. Industrial Expo. Week Sept. 13	
ATHENS, GA. Pageant of Progress Week Sept. 20	THOMASTON, GA. Cotton Festival Week Sept. 27	GRIFFIN, GA. Cotton Festival Week Oct. 4	
WINDER, GA. Great Winder Fair Week Oct. 11	TOCCOA, GA. Stephens Co. Fair Week Oct. 18	BARNESVILLE, GA. Lamar Co. Fair Week Oct. 25	
SWAINSBORO, GA. Emanuel Co. Fair Week Nov. 1	BRUNSWICK, GA. Armistice Celebration Week Nov. 8	WE CARRY 6—BIG FREE ACTS—6	

WE HAVE Wheels, Tilt, Mix-Up. WANT any other Ride. WANT any Show with or without outfit. Concessions of all kinds using Stook, come on. No. X. Address this week, Dyersburg, Tenn.; then as per route.

TOWANDA FAIR

TOWANDA, PA., AUGUST 31 TO SEPTEMBER 3
Wants Novelty Rides, Shows and Concessions. Hymie Cooper, get in touch with us. Write or wire
STANLEY BROS. SHOWS
Westport, N. Y., Fair, This Week.

CRYSTAL EXPOSITION SHOWS WANT

For solid string of the best Fairs in the South ending December 4. Legitimate Concessions all kinds. Can use Shows with own outfit. Want one more Feature Act for Side Show. Salary. Want Ride Help on all Rides and Foreman for Wheel, Merry-Go-Round and Plane. Salary every week. No brass for Cookhouse. Want Giddle Man and Cook and Waiter. Salary every week. Brownie Vaughan come on. Can use good Promoter and a Banner Man. All address Jenkins, Ky., this week.

WANTED LABOR DAY COSHOCTON, OHIO

Shows and Concessions for positively the largest Celebration in Ohio. Attendance last year 15,000 people. Five bands, fireworks and a free gate.
LEONARD POWELSON, Box 125, Coshocton, Ohio.

DIXIE BELLE ATTRACTIONS

WANTS for Fairs and Celebrations, Shows with or without equipment. Can place any Legitimate Concession except Corn Game, have 2 booked. Want Pop. Corn, Cracker Jack, Grab, Candy Apple and Floss, Snow Ball, Ice Cream and Custard. Will buy small Merry-Go-Round, pay cash on the line. For sale, Chairplane, cheap, small down payment, terms. Address or come on. **LOUIS T. RILEY, Mgr., Austin, Ind., this week; Madison, Ind., week August 30 through Labor Day; Hartford, Ky., Fair, September 8 to 11; other fairs to follow.**

SPENCER AND CLARK EXPOSITION SHOWS

Playing on downtown streets of Martins Ferry, Ohio, under the auspices of all Martins Ferry Fire Companies, week August 30-Sept. 6. First show in incorporation limits in 20 years. Other Ohio and Pennsylvania towns on the streets following. This show is out for a long season. WANTED:
RIDES SHOWS CONCESSIONS
Wire: Do Not Write.
O. D. (Jack) Clark, Mgr.; Sam E. Spencer, Treas., Louisville, Ohio, Aug. 23-28.

MODERNISTIC SHOWS WANT

FOR SOMERSET COUNTY FAIR AND LABR DAY CELEBRATION, MEYERSDALE, PA., WEEK OF SEPTEMBER 5, AND TEN MORE SOUTHERN FAIRS AND CELEBRATIONS.
WANT one more Ride, with or without transportation; Shows, with or without own outfits. Whip Foreman, Merry-Go-Round, Ferris Wheel, Caterpillar Help wanted. Twenty dollars week and up. Payday twice weekly. Reliable Promoters get in touch at once. Southern Fair Secretaries, before contracting, look us over. Quakertown, Pa., Fair, this week. All Concessions open. Come on. Good opening for Diggers; Photo, Novelties. Mac McCormick, get in touch with Happy Voigt.
R. C. McCARTER, General Manager; LOUIS STRETCH RICE, Concession Manager.

MILLER AMUSEMENTS

OFFER FOR SALE THE EXCLUSIVE PRIVILEGES FOR ALL CONCESSIONS:
Jackson Parish Free Fair, Jonesboro, La., week Sept. 20; Pointe Coupee Parish Free Fair, New Roads, La., week Sept. 27; Pike County Free Fair, McComb, Miss., week Oct. 4; South La. State Fair, Donaldsonville, La., 8 Days, starting Sunday, Oct. 10; Washington Parish Free Fair, Franklinton, La., week Oct. 11; Tri-Parish Fair, Eunice, La., week Oct. 18; Jeff Davis Parish Fair, Jennings, La., week Oct. 25. Place any Stook Concession, Shows with own outfits. All communications to **RALPH R. MILLER, Fairbury, Ill., Fair, this week; Rensselaer, Ind., Fair, week Aug. 30; Benid, Ill., Labor Day Celebration, on the Streets, starts Sept. 5; Mt. Vernon State Fair, Mt. Vernon, Ill., week Sept. 13. JOHN T. HUTCHENS** wants Freaks and Acts to join as per above route. HAVE FOR SALE Little Beauty Merry-Go-Round, like new, now operating near St. Louis. Need Ride Foremen, \$20.00 a week; all Louisiana Fairs, \$25.00 a week. Must join now.

YELLOWSTONE SHOWS WANT

People for Girl Show, Posing Show, Athletic Show, Acts for Side Show, Man to Handle Fun House, Ball Games, Lead Gallery, Two Wheels. Five Fairs in Texas. Long Season South. Wire **W. S. NEAL, Las Vegas, New Mexico, week August 23.**

BINGO

Printed on thin colored card, size 3 1/2 x 5 1/2. Can be played without markers. May be marked with pencil or punched and then discarded. Every card numbered and extra serial number for checkup. Stocked in seven colors.

WRITE WIRE CALL
SCHULMAN'S
11 East 19th St., New York.

SERIAL PADDLES
Assorted Colors for All Leading Wheels

CLOSING OUT SOUND EQUIPMENT

Micros, Speakers, Amplifiers, Tubes, etc. We are moving to larger quarters and will sacrifice entire stock. Bargain Bulletin Free.

MILES REPRODUCER CO.
812 Broadway, New York City.

MILLER BROS. SHOWS

Want for Macon, Mo., Centennial and Fair Concessions of All Kinds Good opening for Frozen Custard, Long-Range Gallery, all other Concessions.

SHOWS: Can place Organized Girl Show or Minstrel that are showmen, not chiselers, or any money-getting show.

RIDES: Can place one more Flat Ride and Kiddie Rides. Wire or write.

MILLER BROS. SHOWS, Macon, Mo.

WANTED

LEGITIMATE CONCESSIONS FOR VIOO COUNTY FAIR, TERRE HAUTE, IND., AND VINCENNES, IND., LABOR DAY CELEBRATION.

Biggest Labor Day in Illinois or Indiana. Address

GREATER EXPOSITION SHOWS

Crawfordsville, Ind., week Aug. 23; Terre Haute, Ind., week Aug. 30; Vincennes, Ind., week Sept. 6.

RIDE HELP WANTED

Experienced only. Foreman on Whip, Foreman on Carrousel, Grind Concessions all open. Candy Floss, Custard, Best of locations. Long season. Address **OHAS GERARD, 2615 Newtown Ave., Astoria, Long Island, N. Y.**

FRISK GREATER SHOWS

WANT FOR 10 FAIRS—CONCESSIONS, NO EX. EXCEPT DIGGERS, BINGO, NO RACKET. WANT SHOWS, ATHLETIC HELP, Hula Dancers, Ride Help, Band, HERMAN Hopkins, Aug. 28-29; St. James follows, both Minnesotas.

Wanted to Buy

COMPLETE USED TENT, approximate size 50x 180, or larger. Must be cheap.
H. MOORE, Palmer, Mass.

VANDERBURG BROS. CIRCUS

Wants for long season south. White or Colored Band. Jimmie R. Smith come on. Acts for Big Show. Will West for concert. Useful people in all departments. Privileges to rent. Want animals cheap for cash. Will buy or lease Trained Elephant. Wire or write as per route: August 25, Ste. Genevieve, Mo.; August 29, St. Marys, Mo.; August 27, Oak Ridge, Mo.; August 28, Delta, Mo.; August 30, Oran, Mo.

HUTCHENS MODERN MUSEUM

WANTS TO JOIN AT ONCE FREAKS AND ACTS. LONG SEASON. FAIRBURY, ILL., THIS WEEK.

MINER MODEL SHOWS — WANTS

Ookhouse, Grab, Frozen Custard, Oorn Game, Wheels, Ball Games and All Kinds of Grind Shows; also Pop Corn and Candy Apples, Girl Shows and other Grind Shows, for the American Legion Fair, Aug. 1st to the 11th. Coplay, Pa., with Bean Soup, McClure, Pa., to follow, and seven Street Fairs to follow the Bean Soup. Can also use one or two more Free Acts. Address all to **H. H. MINER, Martins Creek, Pa., this week.**

WARRENSBURG, ILL. HOME COMING

WANTS SHOWS AND CONCESSIONS. Merry-Go-Round. September 2-3-4. Address **G. R. WARREN, Mackinaw, Ill.**

CROWLEY'S UNITED SHOWS WANT

FOR SOUTHERN FAIRS, STARTING WITH TRI-STATE FAIR, AMARILLO, TEXAS, SEPTEMBER 19

Out Until Christmas

CONCESSIONS—Diggers, American Palmistry or any legitimate Concession that works for merchandise. Absolutely no grift. Can place Agent for Stock Concession.

SHOWS—Illusion, Unborn, Mechanical, Monkey, Motordrome, Five-in-One, Crime, Fun House. Have outfit complete or will book Shows with own outfit.

CAN PLACE Talkers, Grinders, Girls for Girl Revue, Side Show Acts, Performers for Minstrel or any Useful Show People.

CAN PLACE Scooter, 8-Car Whip, Ride-o or Pony Ride.

CAN PLACE Ride Help for Caterpillar and Octopus.

Sac City, Ia., this week; Yankton, S. D., next, with Algona and Marshalltown, Ia. Fairs to follow; then South.

FAIRS - - - FAIRS

T. J. TIDWELL SHOWS

WANT FOR THE FOLLOWING FAIRS

— starting —

Iola, Kan., Fair, Aug. 23 to 28; Vinita, Okla., Fair, Aug. 30 to Sept. 4;

Miami, Okla., Fair, Sept. 6 to 11; Anadarko, Okla., Fair, Sept. 13 to 18;

Ada, Okla., Fair, Sept. 20 to 25; Lubbock, Texas, Fair, Sept. 27 to Oct. 2;

Abilene, Texas, Fair, October 4 to 9; Ballinger, Texas, Fair, Oct. 11 to 16.

CAN PLACE for all Fairs, Shows of all kind. Have complete outfit for Organized Side Show. Want Shows with something worth while. Can book

some Concessions. Cotton Candy, Novelty, Hoop-La, Eats and Drink. Want

Comedian or Team for Minstrel Show, also Talker for Minstrel Show. Can

place Concession Agents for Grind Stores. This show will be out until December

and will play some of the best money Spots in the Southwest. Wire

as per route.

T. J. TIDWELL SHOWS

as per route.

as per route.

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as per route.



A confection that you will enjoy

4 Pieces of Nutty Chewing Candy Wrapped With Paraffine Paper in Attractive Bright Colored Boxes. 10c—Imprinted on End.

1c A Package

Packed in Cartons of 100, 250 and 500 Boxes. No Loss Sold Terms. Cash With Order. Sample Box for 5c in Stamp.

We Carry a Complete Line of Carnival Supplies. See Our Ad Listing Other Specials Elsewhere in This Issue.

THE
Midwest Merchandise Company
1926 Broadway, Kansas City, Mo.

SELL MORE POPCORN

NUCOL Golden Yellow



Added to seasoning, so that when popcorn is kettle-popped, it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. St. Louis, Mo.

TOY DEMONSTRATORS

"Real Brick" is the very latest in Instructive Toys. Toy Set contains material for building a Miniature House with Miniature Bricks, complete Plans, etc. Investigate this wonderful item. Sample 50c. We pay parcel post East of the Mississippi.

AETNA ART PRODUCTS CO.
683 Broadway, New York City.

W. E. WEST Motorized Show

Now playing Celebrations and Fairs. Open for capable people in all lines; Side Show, Girl Show, Athletic Show, Colored People for Minstrel Show, Concession Agents, Ball Game Agents, Ride Help, must be truck drivers. All Concessions open except Cookhouse and Corn for Men, Man and wife for Blusion Show, Frankfort, Kan., this week; Erie, Kan., Bean Festival and Home-Coming next week.

BOB HURST CARNIVAL

Want Minstrel Performers to open Celina, Tex., or will book organized ones. Have new framework. Answer Wooma, Tex., or join Celina, Tex., September 1-4.

WANTED AT ONCE

Dark Room Operator. Good, steady year-round work. Guaranteed wages. Wanted Girls for Girl Show, going south. Address **WM. W. CHALKAIS, care SWAPP GREATER SHOWS, Berlin, Wis., next week or Portage, Wis., following week. P.S.—Charlie (Bat Eye) Humphrey wire.**

Enlarging Barney Bros. Circus

Can use all kinds Circus Acts doing two or more Acts. Delmar, Ridele Sisters, Grant McCure answer. Musicians for Big Show Band, \$12 and all. Side-Show Performers and Bass and Trumpet for Colored Band; Wild West lineup with stock and transportation. Long engagement. Salary sure. Butch Kohn answer. Wire. **FOSS A DEVERE, BARNEY BROS. CIRCUS, Western Union, Oklahoma City, Okla.**

WANTED

Concessions and Percentage Shows for **AMERICAN LEGION FALL FESTIVAL** Westfield, Ill., September 14 to 19. Write **O. E. RUPERT.**

FAIRS - FAIRS - FAIRS

Need Shows: Snake, Fat, Monkey Motordrome or Monkey Circus, Side Show. Low per cent. Concessions: Stock Joints come on. Gallatin, Tenn., Colored Fair this week; Hartsville, Tenn., Fair next, followed by Scottsville, Ky. Free. Free around the square. **READING UNITED SHOWS, W. J. WILLIAMS, Mgr.**

ELEPHANT (3) ACT

OPEN TIME—WANT ONE SOBER HELPER. WRITE BOX D-94, CARE THE BILLBOARD, CINCINNATI, OHIO.

ATTENTION CARNIVAL MEN ATTENTION

BEFORE PURCHASING SEE

THE JOHN ROBBINS COMPANY
340-42 THIRD AVENUE, PITTSBURGH, PA.
LOWEST PRICES
LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.

LITTLEJOHN'S FAIR CIRCUIT Booking Independent

WILL BOOK SHOWS AND RIDES FOR 20 PER CENT
 OPENING FAIR, Chilton County Fair, Clanton, Ala., Sept. 28-Oct. 2, sponsored by the Kiwanis Club; Pike County Fair, Troy, Ala., Oct. 5-9; Dale County Fair, Ozark, Ala., Oct. 12-16; Coffee County Fair, Elba, Ala., Oct. 19-23, sponsored by the P.-T. A.; Covington County Fair, Andalusia, Ala., Oct. 26-30, sponsored by the American Legion; Crenshaw County Fair, Luverne, Ala., Nov. 2-6, sponsored by the Parent-Teachers' Association. Negotiating for other fairs for the balance of November.
 WANT BAND consisting of cornet, trombone, tuba, baritone and drums. WANT PLAT-FORM FREE ACTS. Want foreman for Mixup and second man for wheel, and canvasman for exhibit top. Want electrician.
 Never had Kiddie Ferris Wheel over my circuit, and many years since had a Motordrome. An Octopus would be a landslide, and a first-class Plantation Show sure would go big. Plenty of Cotton, Corn and Peanuts, and we are sitting in the middle. Have booked Tilt-a-Whirl, Kiddie Autos, Ferris Wheel, Mixup and Merry-go-Round; also Corn Game, Erie Diggers, Penny Pitch, Photos, Popcorn and Peanuts, Cookhouse, Novelties and one Ball Game—all other legitimate concessions open. No grift. No Girl Shows. Address THOS. P. LITTLEJOHN, Troy, Ala.

Bullock Amusement Co., Inc. WANTS

Small Cookhouse to join at once. Also a few more strictly Legitimate Concessions; no exclusives except Cookhouse, Bingo and Photo Gallery. Can place two small Grind Shows to join at Bland, Va., September 7, for our circuit of Fairs. No Girl Shows or Sit-Down Shows carried.
 Mount Hope, W. Va., week of August 23; Pineville, W. Va., week of August 30; Bland, Va., Fair, week of September 7; Floyd, Va., week of September 13; Fincastle, Va., Fair, week of September 20; West Jefferson, N. C., week of September 27; Troutmans, N. C., Fair, week of October 4; East Bend, N. C., Fair, week of October 11.

Wanted for GREAT GALAX FAIR

GALAX, VIRGINIA — AUGUST 30-SEPTEMBER 4
 With 12 More Day and Night Southern Fairs to Follow and 10 Bonafide Florida Fairs Starting January 11, 1938.
 LEGITIMATE CONCESSIONS OF ALL KINDS.
 Shows of merit. Might be interested in Unborn Show if properly presented and up to our standard. D. Stack Hubbard, write or wire. Will consider meritorious Shows with or without equipment.
 People joining now given preference for Florida tour.
MARKS SHOWS, INC.
 Fayette County Fair, Oak Hill, W. Va., This Week.

LARGE & LANE SHOWS

WANT FOR THE FOLLOWING FAIRS: Ethel (Miss.) Fair, Aug. 23-28; Carthage (Miss.) Fair, Aug. 30-Sept. 4; (Miss.) Fair, Sept. 6-11; Covington County Fair, Collins, Miss., Sept. 13-18; Simpson County Fair, Magee, Miss., Sept. 20-25; Smith County Fair, Taylorville, Miss., Sept. 27-Oct. 2; Lamar County Fair, Sumrall, Miss., Oct. 4-9; Covington County Fair, New Augusta, Miss., Oct. 18-23; George County Fair, Lucedale, Miss., Oct. 25-30. FAIRS TILL AND INCLUDING THANKSGIVING WEEK. ALL FREE FAIRS—NO GATES. Can place Corn Game, Erie Diggers, Pop-Corn, Peanuts, Oustard, Eats and Drinks, Legitimate Concessions of All Kinds—no ex.—\$15.00 a week. All shows with own outfit and transportation—25% to the office. Will book Geek Show, Snake Show, 10-in-1, 5-in-1, and Illusion Show—any money-getting shows. Will book single or double Loop-o-Plane. Harry Murst, Long Martin, Leona Lee come on. All communications as per route.

REYNOLDS & WELLS UNITED SHOWS

WANTED—COOKHOUSE, must be first-class and have own transportation; Lead Gallery, Candy Floss, Snow Cone, Ham and Bacon, Devil's Bowling Alley, String Joint, Watch-La. Can place Motordrome, Life, Snake Show, Monkey Circus, Funhouse and one more Girl Show. Rides: Loop-o-Plane and Pony Track. All above-mentioned must have flash, neat and clean at all times, and have own transportation. Can place Concession Agents of all kinds that will work with the office. Wanted: Banner Man that can get banners and be invited back again; good proposition to party who can qualify. Can use man with sound truck, must have plenty of flash, no junk. Don't misrepresent as you won't stand up on joining show. This show positively will play Marion, Iowa, Labor Day week around the Square; biggest Labor Day Celebration in State, Humboldt, Iowa, Tri-County Fair this week; then Marlon, August 30 to September 6. P. S.—Wanted, man who understands juke to take charge of five new light towers.

WANT FOR LONG SEASON OF SOUTHERN FAIRS, SOUTH

Beginning first fair, Huntingdon, Penna., week Aug. 30th; Ride-o, Octopus, U-Drive Gas Cars, Kiddie Aeroplans; any new show that don't conflict. Want organized Minstrel Show with Band. Have complete outfit for same. Legitimate Concessions of All Kinds. No exclusives at our fairs except Bingo. Help on all Rides. Willie Levine wants Experienced Man and Wife for Dime Photo Gallery; must drive truck; salary and percentage. Morris Michaels wants Cook and Griddle Man. Stanley Steilman wants Talker for Drome. Lee McDaniels wants to hear from Athletic Men. All address **KAUS UNITED SHOWS, INC., Sayre, Pa., This Week**

HAAG BROS. CIRCUS WANTS

Big Show Acts to Feature. Also Clowns, Musicians for Big Show Band; experienced Calliope Player who can play Forty-Three Whistle Instrument. Lewis Crab, Harry Reader, wire. Trombone, Tuba and good Girl Blues Singer for Side Show Minstrel. Long, sure season. South Princeton, Tuesday; Cadix, Wednesday; Marion, Thursday; Mayfield, Friday; Benton, Saturday, all Kentucky.

ORANGE STATE SHOWS — WANTS

For Canton, Ga., Fair and American Legion Celebration, week of August 30th, and the balance of the season, with some of the best fairs in the South and all winter in Florida. Can place few good money-getting shows. Like to hear from LOOP-O-PLANE, OCTOPUS, TILT-A-WHIRL or any FLAT RIDE that will not conflict. Concessioners, have good opening for COOKHOUSE, CUSTARD, BINCO, DIGGERS for any kind of legitimate concessions. Jack Murry, Frank Pope, wire me. Like to hear from one or two good HIGH and FREE ACTS. Long season. Eddie Shaboo, like to hear from some WRESTLERS and BOXERS. Write or wire LEO M. BISTANY, week of August 23d, Copperhill, Tenn.; week of the 30th, Canton, Ga.

Bedford County Fair, Bedford, Pa.
 Week August 30.
Cambria County Fair, Ebensburg, Pa.
 Week September 6.

With All Fairs Until the Middle of November.
 All Legitimate Concessions Open Except Bingo.
 Want Grind Shows With Own Equipment.
 Want Well-Framed Pony Ride, Fun House, Working World, Joe Taska, answer
 Want Ride Help for New Rideco.
 NOTICE—We can place any Shows, Merry-Go-Round and Ferris Wheels for N. J. State Fair, Trenton, N. J., week September 26.
 Cookhouse wants Griddleman, \$30.00 per week. Waiters, \$20.00 per week. Come on; don't wire. Can place.
 Address, this week, Charleroi, Pa., and then as per route.
CETLIN & WILSON SHOWS, INC.

WANTED--CIRCUS ACTS

AND THRILLERS. NO ACT TOO BIG—ANIMAL ACTS PREFERRED.
 Also Shows, Games for Big Midway (No Rides). All must be high class and clean.
ANNUAL BOSTON GARDEN JUNGLE SHOW
 October 4 to 11, Inclusive. Address all mail,
CHARLIE GORDON, Director, 204 Stuart St. (Park Sq.), Boston, Mass.

BROWN NOVELTY SHOWS

Want for Waycross, Ga., and route of Fairs including Swainsboro, Camilla, Thomasville and Quitman, Ga. Rides: Tilt, Double Loop-o-Plane, Octopus, Small Grind Shows. Legitimate concessions, File Game, String Game, Knife Rack, Bowling Alley, Slum Spindle, Pop 'Em in, Huckla' Buck, Penny Arcade, Diggers working for stock only. Floss Candy and Candy Apples, Custard. Sam Bentley answer. American Palmist. Art Hinnaat can use several Grind Store Agents. Wanted: Cook and Griddle Man. Photo Operators front and back, winter's work. Frank Kingman, Fred Kusael and wife, can place you. Wire FRANK CASEY, Blackshear, Ga., Aug. 28; Jessup, Ga., Aug. 30th; Waycross, Ga., Fair, Sept. 6. F. Z. VASOHE, mgr.

WANTED-WANTED-WANTED

For Du Quoin State Fair, Du Quoin, Ill., Sept. 6 to 11, and good route of Southern Fairs—Rides, Pony Track, Shows, Motordrome, Model City or Farm, Geek Show. Concessions come on. We hold exclusive contracts on all fairs. Can place two more Girls and Band Man for Minstrel Show. Will sell X on Frozen Oustard. Mr. Kile wants experienced help for best framed Photo Gallery on road. Address this week Canton, Ill., or per route.

ZIMDARS GREATER SHOWS

P. S.—CONCESSIONS: We Have the Colored Fair at Memphis, Tenn.

C. W. NAILL SHOWS WANT

OPENING OF THE COTTON SEASON, RAYVILLE, LA., AUGUST 30 TO SEPTEMBER 4.
 Concessions; neatly framed Cook House or real Juice and Grab. Hoop-la, Ball Games that work for stock, Frozen Custard, American Palmist that works straight, Ham and Bacon and Blanket Wheels. Ride Help to join on wire. Top salary for capable Ride Help. Want Whip and Mix-Up Foreman. Also, Second Man on Merry-Go-Round and Other Rides. Want Electrician with concession. SHOWS: Any money-getting show such as Fat Girl, Midgets, Monkey and Snake Show. Will place Pit Show, Cotton is moving and a good price. We play the following spots: Rayville, La., Aug. 30-Sept. 4; Winnaboro, Sept. 6-11, and other cotton towns and fairs. Address all mail and wires to **C. W. NAILL, Gbstrand, La., August 23-29.**

ERIC B. HYDE SHOWS

WANT FOR TEN FAIRS AND CELEBRATIONS in Tennessee and Georgia
 SHOWS—with or without own outfits. Will furnish complete outfits to capable showmen. Want attractions for one of the best framed Ten-in-One Shows on the road. CONCESSIONS—legitimate merchandise concessions only. No exclusives except Cookhouse and Bingo. RIDES—can place Double Loop-o-Plane and two Kiddie Rides. Address ERIC B. HYDE, Mgr., Dyersburg, Tenn., week August 23rd; Shelbyville Tenn., week August 30th.

LIBERTY NATIONAL SHOW

WANTS FOR THE FOLLOWING BONA-FIDE FAIRS: Covington (Tenn.) Fair, week Sept. 6th; Whiteville (Tenn.) Fair, week Sept. 13th; Waverly (Tenn.) Fair, week Sept. 20th; Alamo (Tenn.) Fair, week Sept. 27th; RIDES, LOOP-O-PLANE, KIDDIE RIDES. WILL BUY OR BOOK TILT-A-WHIRL. All shows 25%. Good opening for Ten-in-One, Motordrome, small Wild West or Grind Shows. Concessions, no grift. All other concessions open except Photo, Corn Game and Diggers. All wires and letters address to WHITEFIELD & READING, Paris, Tenn., this week.

WANTED FOR INDIANA COUNTY FAIR

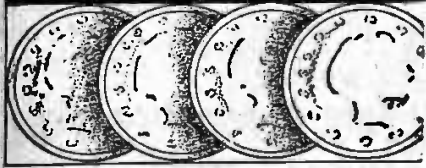
INDIANA, PA., AUG. 30th - SEPT. 4th.
 With 10 Southern Fairs to follow. Legitimate Concessions of all kinds. Worth-while Shows with or without equipment. Want Working Acts for Side Show; Girls for Parisian Model Review; Jack Melrose wants Wheel Agent to deal percentage. Canonsburg, Pa., this week; Indiana Fair to follow.

KEYSTONE SHOWS

KAUS UNITED SHOWS----2

Want for Rocky Mount (Virginia) Fair and the balance of season of Fairs: Novelties, Arcade, Diggers, Lead Gallery and All Kinds of Legitimate Concessions open except Bingo. Juke Joints write, Pony Ride, U-Drive Cars, Rides-o, Octopus and Caterpillar. Shows with or without outfits write. Fun House, Working World, Monkey Circus, Drome, and Organized Girl Show, must be organized tho. Any other worth-while attraction write. Chuck wants to hear from Rough House Wilson. Side Show Acts write Jerry Thorne. All bona-fide Fairs to the balance of season. Address all communications to W. O. KAUS, General Manager.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

USED MACHINES

Any discussion of prices involves the used machine question, whether it be in the coin machine industry or the automobile trade. The disposition of used machines must be accepted as a necessary expense in doing business just as office overhead or other expenses are accepted.



WALTER W. HURD

Discussions of the used machine problem are frequent and opinions vary almost with the individual. Says a prominent manufacturer: "We believe one of the big weaknesses in the coin machine business is that old equipment becomes obsolete too quickly and loses its resale value. For example, you have probably noticed that recently there have been a

lot of used machines offered for sale, some at good prices and some at ridiculously low prices. If this situation should become too general or if there is too much of it it will naturally hurt the coin machine business."

This manufacturer would suggest the benefits of maintaining prices on new and used machines as a balance wheel to prevent congestion of the used machine market.

A well-known Eastern distributor has said that the sore spot in the sale of used machines is the shipping of such machines into distant territory by distributors and jobbers at cut prices. The distributor or jobber feels that an order from outside his territory is simply a passing chance to dispose of a few used machines at a dollar or so profit on each machine. The deal will amount to enough to pay for handling it and a certain number of machines will be moved off the floor. The operator will probably never be heard from again and there is no chance to make him a permanent customer, so the shipment is made at prices below those asked by the local distributor or jobber.

It is easy enough to say that the distributing section of the trade should not use such tactics. But conditions exist which will most likely make such transactions a regular procedure. The ups and downs of various territories due to legal changes have made the trade in used games almost a national phase of the coin machine trade.

Another distributor who has a wide reputation in the used machine field suggests that the used machine problem may be partly mental after all. His idea is to view it optimistically and to conduct the business in the spirit of a trader. He says that the sale of used machines is a kind of governor or balance for regulating his entire business. He is also firm for one principle in selling used machines and that is to sell them at a profit.

Asked what he did about price competition on used games, he said: "I learned long ago to let the other fellow make his own prices on machines and I fix mine to make a profit without paying any attention at all to what the other fellow's prices are."

The trading spirit suggests an optimistic approach to

the used machine field all right. There are no limits really to the amount of optimism a trader can use. A hillbilly family back in the Kentucky mountains consisted of eight sons and the old man and all were experienced traders. It was the boast of the old man that his boys supported the family during the winter months by swapping vests among themselves.

That there are real opportunities in the used machine field is indicated by the attention being given to the rebuilding of machines by many distributors. Some of them are making it a big part of their future expansion program. Other live wires have recognized the possibilities in shipping used games to foreign markets. The sale of good used games to foreign customers helps the home trade and is also an advantage to operators in other countries. As long as high duties on foreign goods exist in practically every country in the world it is an advantage of course if the foreign operator can buy used machines in good condition and thus get his games at a total cost which amounts to the average cost of new games here. New games plus the high duty often make the final cost exorbitant. Every used game shipped overseas also relieves congestion that much on the home market.

The operator is directly concerned in the used machine problem. The operator will supply the final cog in the balance wheel of prices. Men experienced in the operating field become more adept from day to day in the art of judging when a machine has ceased to be profitable. Operators are expected to buy where they can buy the cheapest, as the buyer in any market will do. Maintaining standard prices is a problem for the manufacturer and the distributing end of the trade.

The operator will naturally use his trade-ins to bargain as much as possible. The operator should understand, along with the manufacturer and the jobber, that there is a used machine problem and that the entire operating business may eventually suffer because of abuse of the used machine setup.

The automobile and radio trades, confronted for a much longer time than the coin machine trade with the used machine problem, may at times furnish some suggestions. In the auto trade Ford and General Motors have taken the bull by the horns to help dealers handle used cars. They are giving experience and suggestions on the advertising of used cars. They are encouraging the wide use of advertising to promote the sale of the used product. Efforts have been made also to establish standard prices on trade-ins and the sale of used machines. Improvements in general business do as much as anything to keep sales mounting to new peaks.

There are mutual interests in the used coin machine trade, including operators, jobbers and manufacturers. The used machine problem will take its course, regardless of what is said. Probably there will always be enough optimistic traders in the distributing end of the business to keep the used machines moving at home and abroad. Some of the more stable types of machines do present a serious problem worthy of united study and action.

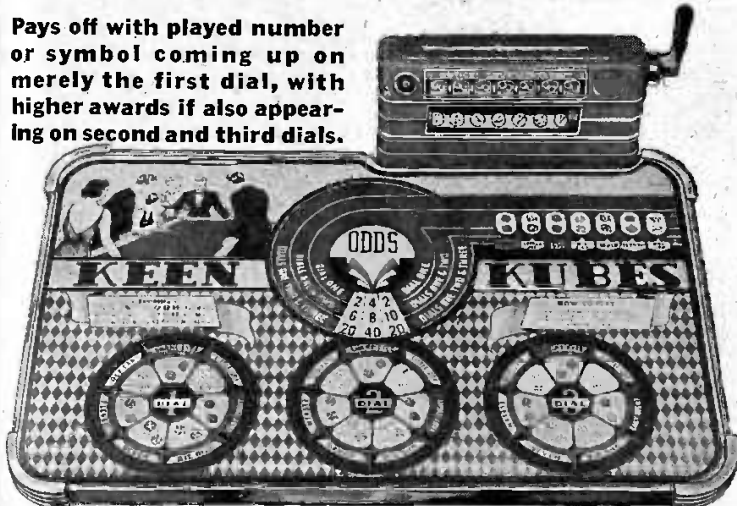
The Three "Tops" in Coin Game Earnings

7-Play, 35 Spinning Dials, Odds Changing With Each Play. \$7 Award possible for single nickel played.



KEENEY "TRACK TIME"

Pays off with played number or symbol coming up on merely the first dial, with higher awards if also appearing on second and third dials.



KEENEY "KEEN-KUBES"

New Models with New Keeney Improved Jam-Proof Coin Head and Side Door Cash Drawer.



KEENEY "KEE-BELL"

THE SAME GAMES WITH DIFFERENT (INTERCHANGEABLE) TOPS

J. H. KEENEY & COMPANY

"The House that Jack Built" CHICAGO, ILL.

More power to the Automatic Coin Machine Co., of Springfield, Mass., who have been doing a powerfully big business for us on KEENEY "TRACK TIME"

"THE FINEST COIN GAME EVER BUILT"
 improved model with the new KEENEY Coin Head and side cash-box door. Also in Keen-Kubes, Keenette and Keen-Bell tops.
AND THE JUST INTRODUCED KEENEY "HOT TIP"
"THE FINEST 1-BALL PAYOUT TABLE TO DATE"
 SEE "AUTOMATIC" FOR KEENEY GAMES IN NEW ENGLAND

J. H. KEENEY & COMPANY
"The House that Jack Built" CHICAGO

Softball Becomes A National Sport

Mills Novelty Company, Chicago, gives considerable attention to promoting softball teams among its employees. A recent Mills bulletin sets forth the advantages of the sport, rapidly gaining in popularity all over the country, that will be of general interest to men and women everywhere.

According to the bulletin, in the last five years softball has gained more popularity than any other sport. Hundreds of thousands of people play and attend the games during the summer and the popularity of the exciting game threatens to make it the leading sport in a few years.

Softball has become popular mainly because it can be played by almost anyone, and it doesn't take a stadium or a large park to play it in.

In crowded cities you can see them playing the game in vacant lots of almost any street. Even in some of the most exclusive residential sections you will see boys and girls swatting the big softball around the lot.

Softball has always been more or less popular in the poorer sections of big cities, where crowded tenements and plate-glass windows make regular baseball almost impossible.

In the larger cities where the little street urchins' parents cannot afford to buy them gloves and equipment for baseball the kids manage to get hold of a softball somewhere and enjoy all the thrills that the poor little rich boy gets rigged up in his new uniform, cap and Sox to match, an overpadded mitt, mask, bat and ball.

Altho the ball is more easily hit in softball, it is surprising how few hits are made when two good teams get together. Clever pitching (in the case of fast pitching), plus speedy and spectacular fielding, holds the batters down to a minimum of hits. The scores of a good softball game run about the same as a well-played baseball game.

In fast-pitching softball the pitcher can use many tricks of delivery which baffle the hitter. In spite of the size of the ball, it comes into the plate with

such blinding speed and deceptiveness that the hitter often strikes out. There have been several games where the pitcher has struck out every batter who faced him; 27 strikeouts in a row. This feat has never been accomplished in baseball.

The only one who doesn't get a break in softball is the umpire. Just as in baseball, the ump takes everything from everybody.

The playing diamond is smaller in softball than in baseball. Bases are a shorter distance, and the distance between the pitching box and the home plate shorter accordingly. This gives the pitcher an added advantage in fast pitching, as the ball reaches the batter almost before he can swing his bat.

Softball is everybody's game. The once-weaker sex is proving that it, too, can bat out line drives with steam and pep just as the boys do. Girls' softball leagues are popular, and the gals show as much fight and pepper as the toughest of the big leaguers when the umpire calls a close one.

In some places the girls' leagues are outdrawing the men's leagues in pulling the rabid fans. It is nothing for a good game to draw several thousand customers. The gals dress in shorts and jerseys and wear regulation baseball caps, making quite a nifty-looking aggregation.

Many of the men's teams have uniforms, which usually consist of jerseys, caps, gym shoes and regular-length trousers. Knee-length trousers remain the identifying feature of the baseball player.

There is another definite saving in the game of softball. That is in the matter of losing the ball. Almost never is a ball hit over the fence and lost in softball as happens many times during a baseball game. In organized league baseball many thousands of dollars are lost each year in balls hit or fouled out of the field.

It is much easier to play softball under artificial light, for the ball is larger, not hit as hard as a league ball and therefore there is less chance of being hurt.

Softball is played more rapidly than baseball, and the fans enjoy the thrills and excitement of the speedier game.

TODAY'S SENSATION! TOMORROW'S PROFITS!
PEERLESS'
 NEW 5c ELECTRIC "AUTOMATIC PAY-OUT" SALESBOARD
 FASTEST COUNTER GAME EVER PRODUCED

PEERLESS has now made it possible for operators to realize their dream of SOMETHING ENTIRELY NEW—SOMETHING ABSOLUTELY DIFFERENT SOMETHING MOST PROFITABLE

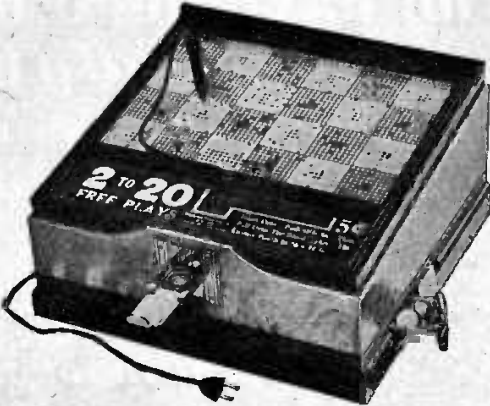
Nothing Like It in Coin Machine History!

And all its name implies—ELECTRICALLY OPERATED—PAYS OUT AUTOMATICALLY

A Five-Cent Counter Machine With 2,400-Hole Board.

"Pay-Out" from 2 to 20 Nickels, so arranged as to cause exceptional playing appeal.

No way of Knowing Amount of Pay-Out until Money Drops in Coin Cup.



More fascinating than any other coin machine now on the market. Every pay-out is a MYSTERY!

Because of this players never argue with locations.

Refill Boards easily inserted by location without access to Money Box.

9" High—15" Long—14" Wide. Shipping Weight 35 Lbs. Beautifully Designed—Artistically Finished—An Attractive Addition to Any Counter.

WE SUGGEST YOU WIRE YOUR ORDER — ADVANCE SALES AND INQUIRIES INSURE A TREMENDOUS SALE OF THIS NEW ITEM.

PRICE—\$57.50, PLUS FEDERAL TAX
REFILL BOARDS—\$2.00, PLUS TAX

One-third cash with order, balance C. O. D.

PEERLESS PRODUCTS CO., Inc.

410-418 Archibald Street, Kansas City, Missouri.

Exclusive Manufacturers and Distributors.

NOTICE—Patents Pending on all rights to this machine.

MEN MACHINES

Sam Wolberg, Chicago Coin Company, postcards from Santa Monica, Calif., August 16: "Heard you were planning to return from your vacation a day or so before you actually started. Not so with me. No plans for returning to work perhaps until your Christmas Number!" (The picture on the back of the card is that of a large bathing beach, which may be significant.)

Eddie Ellis, well-known Eastern coinman, is managing the Baltimore Vending Machine Company, Baltimore. Firm has a large operation of the latest type pin tables and expects to double the operation when cool weather arrives.

Received a card from Willie Blatt, of the Supreme Vending Company, from Port-au-Prince, Haiti, while on a cruise to South America. It must have been hot down there, quoting a rubber-stamp bill printed on the card: "Having a h— of a swell time. Hot as blazes. Wishing you were here (not me)."

Eva Hackett, wife of Bernard A. Hackett, of the Hackett Vending Machine Company, Detroit manufacturer of a cigar vander, died August 9. Surviving are her husband and two children. Burial was in Holy Sepulchre Cemetery. The sympathies of the trade are extended.

Little-known facts about manufacturers: Exhibit Supply Company, Chicago, is one of the two coin machine manufacturers known to maintain a sizable printing plant. Exhibit turns out millions of picture post cards of all kinds each year for use in the post-

card vending machines that have been manufactured by the firm for years.

To the Editor: "I want to thank you for the service of your magazine and its helpful news, which I find always very interesting. As Beneteau and the writer have parted, I am now the managing director of American Import and will be back in Chicago on another buying trip around October 1. Until then, will you send copy of your magazine to Andre Godot, American Import, 1 Rue Pissarro, Paris 17, France?"

"I have been very lazy up to now, but I did want to write a few things about the French market for coin machines. Of course, you know that Mills Novelty Company opened in the heart of the 1937 exposition a big place with 40 slot machines (venders) and an ice-cream freezer. The French market is a little bit quiet for the present time, everybody being away on vacations."—Andre Godot.

Julius Pace, Harry Batt and Sam Gentilich, Dixie Coin Machine Company, New Orleans, are making an advance showing of their new Super-Power Breeze Air Conditioning device, brought to their attention by Leo J. Kelly, of Exhibit Supply Company, on his recent visit in New Orleans. Their enthusiasm for the sensational breezer is beyond suppression. New Orleans coinmen are invited to call on them for a photo of the natural wonder. A demonstrator model may be on hand some time in the future.

Leo Simon, export manager for George Ponsor Company, New York, is at home in five languages and thus makes overseas customers feel they have a personal friend here in the United States. Ponsor sales to foreign buyers indicate a rapid rise as a testimonial to Simon's work and the Ponsor policies.

Sam Kresberg, of Capitol Automatic Music Company, New York, claims that Rock-Ola phonograph operators are on a perpetual vacation. "All they do," says Sam, "is sit around watching the nickels roll in." To prove this contention, Capitol Automatic is offering a free trip to Bermuda to Rock-Ola operators under a certain plan.

Gary Karp, assistant office manager for Modern Vending Company, New York, has just returned from a vacation in the Adirondacks, looking tanned and healthy. Gary isn't talking much about his adventures, but we don't see how a good-looking boy like him could miss.

pitality, not to mention cook Minnie's biscuits.

Harvey Mize and Benny McDonald were among the Fort Worth operators who enjoyed themselves in Dallas at the recent Seeburg celebration. Seeburg winned and dined them at the gay Pan-American Casino, and from the looks of Benny the next morning he had a grand time.

"Dad," Wynn, veteran Fort Worth operator, has finally let go of his pride and joy—a 1926 Ford—and traded it in on a new Plymouth. After making the trade the salesman was completely floored when "Dad" paid him off in pennies. We are wondering how long it took "Dad" to save the tubful of pennies.

Capitol Invites Rock-Ola Phono Ops to Free Jaunt to Bermuda

NEW YORK, Aug. 21.—Sam Kressburg, of Capitol Automatic Music Company, New York, has released publicity thru the mail, by telephone and thru *The Billboard*, announcing a get-together of Rock-Ola operators from the Eastern territory for a free week of fun and frolic. The boys will leave New York on the Queen of Bermuda, flagship of the Furness Lines, some time between Thanksgiving and Christmas. From then on, anything goes and Capitol pays the bill. The Rock-Ola-Capitol group will be on the water two days en route to Bermuda—remain on the Island four days—and then spend two days on the boat coping back.

Capitol has arranged an interesting itinerary, which includes the boat ride, a sojourn at the famous Hamilton Hotel, playing on the white sand beach, good swimming, bicycle riding, golfing on one of the finest courses in the world, sight-seeing at the Crystal Cave, riding glass-bottom boats and elbow-bending at Tom Moore's Tavern. "We want Rock-Ola-Capitol operators to have the time of their lives and of all the places we could think of, Bermuda presented itself as the ideal vacation playground for our friends," Kressburg said.

The purpose of the trip, as explained by Sam Kressburg, is to prove that Rock-Ola phonograph operators are on a perpetual vacation. Sam, altho he operates

2,000 Rock-Olas, claims he is always on a vacation. In order to prove his contention that Rock-Ola phonograph operators have no worries about service calls, etc., Capitol is taking the boys away from their businesses for a week on this free trip just to show them that when they return everything will be going along as smoothly as if they had been there.

Al Bjendow, sales manager, has gathered all the details and is ready to inform the Rock-Ola-Capitol operators and all newcomers just how to join up with the gang.

Fort Worth

FORT WORTH, Aug. 21.—Bally's Fair Grounds is getting a good play in Texas at this time, and Victor Gaida, of Yorktown, is not an operator to let good machines get by him, so he's using quite a few Fair Grounds right now.

Helen Savage, manager of Automatic's Fort Worth office, is getting ready to leave on a two-week vacation, starting Monday, and while she's gone Naomi Sears, secretary, will take over the management of the office.

M. E. Janeway, of Clovis, N. M., drove into Fort Worth this week and took away an expert mechanic to look after the operation of his machines. Janeway is now to the coin machine business but is making great strides with the new equipment and fine service he is rendering his locations.

"Tubby" Andrews and wife, Thelma, of Jacksonville, Tex., have taken time out to build a beautiful six-room house. During a short business trip to Jacksonville this week Helen Savage had the pleasure of stopping with them one night and certainly enjoyed the hos-

NEW DATE BOOKS

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 2 3/4 x 5 1/2 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, O.



Name in gold letters on covers, 15c extra for each line.

Baby Production

Production figures in the Bally Manufacturing Company plant were relegated to a back seat August 14 when a girl was born to Mr. and Mrs. George Moloney. George is a member of the Bally sales staff and has added the new star to his otherwise excellent sales production record. Reports say that mother and daughter are doing well, but George is still on a restricted diet.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 950 WRIGHTWOOD AVE.,
 OPERATORS!

THE EXTENDED Credit Plan which we originated has helped thousands of operators to success. . . . We sell at established prices and you pay no carrying charge. . . . Worth investigating, isn't it?
YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

Lee D. Jones

P. S.—When you boys come to Chicago, don't waste time at the Sherman. Come out and see our good-looking gals. The best in the trade.

Jennings Console At Popular Price

CHICAGO, Aug. 21.—The operator was not used as a guinea pig in developing the Liberty Bell console machine, according to W. J. Ryan, of O. D. Jennings & Company. The idea advanced by Ryan is that a general practice exists of developing new experiments and selling a number of them to operators who help bear the cost of experiment and testing under operating conditions to decide whether the machine is good. Operators recognize this fact, he said, and cooperate with manufacturers in testing many new ideas. Such co-operation enables the industry to keep going ahead, he stated.

"But in the case of the Liberty Bell console machine," Ryan explained, "it was not necessary to go thru the usual period or process of selling a number of machines to operators and having them report on results. The basic features of the new console are standard Jen-

nings units, known to operators of bell machines for years, and when offered in the modernized console every operator could buy with full assurance that the experimental period had been completed long ago. The reputation of these basic units has been a big factor in the quick popularity of the Liberty Bell.

"Operators were quick to recognize the price factor in our console also. The very fact that we had so many basic units already developed was one of the biggest things that could happen to cut the cost of manufacture. All we had to do was go into our stockroom for a number of standard parts and forget all about the usual experimental stage. So we offered a console machine at such a popular price that operators have called it a blessing in helping them to get a console at a low price. They say they can almost buy two machines for what they would pay for many similar machines. No sacrifice in the quality of the machine was made in offering it at such a popular price. It was all made possible due to our experience and our well-known units for the bell type machine.

"In offering a console to operators, it has been built to conform to the most modern standards of cabinet work, illumination and color effects. The cabinet is maple and the glass top has flaming colors and dancing lights. An illuminated escalator adds to the attractiveness of the machine."

Ryan also stated that the playing appeal of the console has been enhanced by the use of a double odds feature. A new model of the console, called Derby Day, has been introduced also for use in territories where the standard fruit symbols may be objectionable, Ryan announced.

Midget Games Meet Card Competition

CHICAGO, Aug. 21.—Discussing the steady demand for Bally's midget counter games, Jim Buckley, general sales manager of Bally Manufacturing Company, pointed out that the games were designed to meet a competitive situation now facing operators.

"Glance over any cigar or drug-store counter," Jim explained, "and you'll see dozens of display cards with merchandise attached—everything from aspirin to razor blades—and the other day I even saw smoked fish on a card! There's a good profit to the merchant in this carded goods, and consequently storekeepers have been giving up more and more space to cards. In fact, many operators actually lost counter game space because merchants ran out of counter space.

"With the introduction of our Bally Baby, three-reel counter game, operators were again able to squeeze into crowded counters and get back their lost counter profits. Bally Baby requires only 5 inches by 6 inches space and earns just as much money as a larger game. Operated as a penny cigar game, nickel-dime-quarter trade stimulator, or 400-to-1 numbers game, Bally Baby is one of the fastest money makers an operator can buy.

"Nugget is the second of our midget counter numbers. It is operated exactly like a 1,000-hole salesboard, with added appeal to the player, due to the fact that winning numbers are never punched out but are always there on the reels ready to pop up at any time. Because of its tiny size and huge earning power, operators call Nugget the 'gold mine in six square inches!'"

"As a companion game to the Nugget salesboard, Bally offers a unique three-reel idea in Sum-Fun. This machine also requires only 6 square inches space to earn really remarkable money. So great has been its appeal that operators have actually reversed the process and

HERE ARE THE BEST BUYS OF THE YEAR FIRST COME—FIRST SERVED WHILE THEY LAST

(A-1 Mechanical Condition and Appearance)

500 Mills Blue Fronts, with or without Gold Award, some single Jack Pot, some double, 5-10-25c play, \$ 50.00	15 Jennings Chiefs, 5-10-25c single Jack, without Gold Award, \$ 50.00
25 Mills Blue Fronts, Non-Gold Award, 50c play, 70.00	25 Watling 1938 model Front Venders, 5-10-25c 30.00
50 Mills Cherry Balls, 5-10-25c 60.00	25 Watling 1937 model Front Venders, 5-10-25c 40.00
25 Mills Extraordinary, 5-10-25c 45.00	15 AC Multi Balls, nickel play, 178.00
25 Mills Bonus, 5-10c 95.00	1 AC Multi Bell, quarter play, floor sample 240.00
12 Mills 5c Topographer 25.00	30 Galle Cadets, 5-10-25c (all rebuilt) 22.00
1 Mills 25c play Golf Ball Console, floor sample 120.00	2 Galle Commander, 1-5c, 1-10c, 40.00
25 Jennings Consols, 5-10-25c 70.00	10 Grotcher Columbia, 1-5-10-25c convertible 40.00
10 Jennings Consols, 50c play 80.00	5 Pace Bantam 5c play (no mystery) 15.00
5 Jennings Chief Silver Dollar play, like new, original price \$250.00 135.00	100 Mills, Jennings, Pace, Watling Even Pay—lots of five (inspection allowed) each 15.00
1 Jennings Chief, nickel play with Gold Award, single Jack, early model 35.00	

All Slots Mystery Pay Unless Otherwise Mentioned

5 Galleping Dominoes—outside cups 100.00	1 Mills Dice Machine—new model with stand 125.00
1 Mills Tournament 50.00	1 Paces Races (1937) nickel play mystery pay 185.00
1 Rock-Ola Tom Mix Rifle 150.00	1 Kirk Rotary Merchandiser (floor sample) 85.00
200 Stewart-Moquire 7-column cigarette machines, with stands (1936) 65.00	2 Wurlitzer Skee Ball, electric, old model 55.00
20 Mills Troubadour, 5-10-25c \$ 50.00	25 Wurlitzer P-412 159.50
1 Mills Troubadour, Model 801 20.00	25 Wurlitzer P-212 159.50
15 Mills Dance Masters, 5-10-25c 75.00	50 Wurlitzer P-12 125.00
1 Mills Do-Re-Mi with sampler and remote control 200.00	50 Wurlitzer P-10 100.00
1 Seeburg Selectophone 70.00	15 Wurlitzer Jumbo (Auditorium model now discontinued) 275.00
8 Wurlitzer P-400 150.00	1 Little Wonder Standard Johnson penny counter, refinished at factory 30.00
3 Bally Bumper \$25.00	15 Wurlitzer Wall Boxes (late model) \$ 5.00
2 Bally Cross Lino 20.00	1 Converter, 110 A. C. 20.00
8 Bally Skipper 35.00	200 Metal Safe Stands 5.00
25 Mills Health Scales 22.50	Collection Books, triplicate, doz, 1.00
1 Mills Tycoon 15.00	Promo Point Needles .40
2 Rock-Ola Reel 21 5.00	Phonograph Records, per 1,000 20.00
25 Rock-Ola Lobby Scales 20.00	Tubular Wrappers, 1-5-10-25 50-100 80
5 Tons Mills Slet Paris, set new, some used, at 25% of cost.	

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DIXIE DOMINOES	14.50
DOUBLE ACTION	18.00
FLASH LIGHT	15.00
JENNINGS GREAT GUNS	5.00
HOME RUN	20.00
SKIPPER	25.00
SCOREBOARD	20.00
REEL "21"	5.50
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30 ARCADE MACHINES
 TO PLACE IN SHOOTING GALLERY or RECREATION CENTER—Either Rental or Percentage. IN DETROIT or VICINITY.
ED. MOREY
 7408 Michigan Ave., Detroit, Mich.

crowded cards off of counters—and installed both Nugget and Sum-Fun side by side on the same counter."

Peerless Announces Automatic Salesboard

KANSAS CITY, Mo., Aug. 21.—Peerless Products Company here, E. M. Calder, president, has just introduced a new electric automatic salesboard, which it claims is the fastest counter game ever produced.

It is a 5-cent machine, with a 2,400-hole board. Pay-out, from 2 to 20 nickels, is so arranged as to cause exceptional playing appeal, the makers claim, as there is no way of knowing the amount of pay-out until money drops into coin cup. Thus players never argue with the location owner. Refill boards are easily inserted by location without access to money box. Peerless officials announce.

Machine is 9 inches high, 15 inches long and 14 inches wide and is beautifully and artistically finished.

Jack Nelson Visits New York

NEW YORK, Aug. 21.—Jack Nelson, popular vice-president in charge of sales for Rock-Ola Manufacturing Company, spent a few days in New York this week visiting local jobbers and friends. Nelson was telling us about some new novelty and payout tables Rock-Ola has in preparation and which will be on the market within a short time.

Taking Jack's word for it, the game Rock-Ola will send along first will be the sensation of the novelty pin table field. "We have paid quite a bit of attention in getting the game up and after having the machine on test location for about two months; we feel we have a game that will be one of the outstanding machines of all times." Jack left the big city Wednesday for Chicago.

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Turf Champs, Fair Ground, Preakness, Classic, Arlington, Gold Wheel in stock, LEHIGH SPEC. CO., 2d and Green Sts., Philadelphia, Pennsylvania.

Higher Earnings With "20" Records

CHICAGO, Aug. 21.—Since the coin machine show last January, there has been a definite trend nationally toward having a greater number of records on coin-operated phonographs. Operators, therefore, have been much interested in the relative earnings of 12, 16 and 20-record instruments.

With the introduction of their 20-record "Imperial 20" model, the officials of the Rock-Ola Manufacturing Corporation, have tried to keep a close check on cash box receipts wherever the new 20-record model replaced one of the models having less records. And the results indicate that the greater number of records definitely increases the earning power of the instrument regardless of what type of location is involved.

Jack Nelson, vice-president in charge of Rock-Ola sales, states: "The interesting part of our survey is that it showed us the 'Imperial 20' with its continued selection of 20 records takes in more quarters and dimes than the



Weekly MUSIC Notes

phonograph with less records." Nelson goes on to say that in making the survey the Rock-Ola company had only one interest, which was to get the facts for the benefit of their operators, and that Rock-Ola also builds 12 record and 16 record models.

I. F. Webb, vice-president in charge of Rock-Ola phonograph division, in discussing the figures with a reporter remarked: "It is only logical that the Rock-Ola 'Imperial 20' should take in more money than the Rock-Ola 'Rhythm Master 16,' and here is why. People like to have a large selection to choose from whether they are buying an automobile, a dress, or a straw hat. It is simply human nature to buy more of an item if you see a quantity on display. This explains why our operators are finding more quarters and dimes in their 'Imperial 20' phonographs.

"There is another reason in favor of having a greater number of records to choose from. Music has become more varied in the past year or two. Radio has developed a taste in people for various kinds of music. For instance, turn on a popular dance program and you will hear several rumbas, a dreamy waltz or two, some red hot swing music, and perhaps, a jazz interpretation of a classical piece.

"Now then, radio is a business in which they study what the public likes, and it stands to reason that as time goes on the public is going to continue developing a widely varied taste for music. The growing popularity of hill-billy music is an example. In many locations the music operator finds it essential to include several hill-billy tunes in the program."

RCA-Victor Names Best Records in Past Years

CAMDEN, N. J., Aug. 21.—The radio, once considered the doom of the phonograph record business, is really its biggest salesman, according to RCA-Victor officials here. And once again the Victor Dog, "His Master's Voice," is having a busy time putting one over on the prophets who predicted that radio would end the record business. The sale of records is booming sky high, and officials estimate that the value of records and record-playing instruments will reach \$20,000,000 this year.

Sale of records has been rising steadily since the depression year of 1933. In 1934, the RCA-Victor record business increased 51 per cent over that for the year before. The year 1935 showed an additional 38 per cent jump over 1934. Again, 1936 brought a rise of 61 per cent over 1935. And this year is showing a 70 per cent increase over last year.

The peak year in the record industry was in 1921. Altho officials admit that figures now are below that year, they

point out emphatically that the record sales are climbing year by year. The low point was reached about 1924, just before the orthophonic was introduced. In 1925 the electrical method of recording was developed, and sales began to soar.

The biggest seller in the history of RCA-Victor is *Whispering*, a version by Paul Whiteman and is still being marketed. Biggest sellers in the past few years have been *Headin' For The Last Round-Up* in 1933, *The Man On The Flying Trapeze* in 1934, *Isle Of Capri* in 1935 and *The Music Goes 'Round And Round* in 1936. With several months yet to go, the biggest sellers to date for 1937 are *Peckin'* by Benny Goodman; a swing arrangement of *Marie and Song Of India* by Tommy Dorsey, with *September In The Rain* being the best song seller. The most popular Victor Concert Album in the semi-classics is the first volume of Victor Herbert's *Melodies*; and leading the classical red seal records is Toscanini's recording of Beethoven's Seventh Symphony in A Major.

Op Says Pikers Hurt Business

DETROIT, Aug. 21.—Operating partnership of Glick & Brilliant was dissolved a week ago, Jack Glick says. He and Joseph Brilliant, his former partner, will continue to operate their own machines individually.

Glick made a strong plea for organization in the music industry to combat the various evils confronting operators. "There are really too many pikers in the business today," Glick said. "Men with just two or three machines, and no particular intention of ever getting any more, who go out and are ready to cut the business throat of any other operator to get their few locations away from another man. However, some operators with standard size routes of machines have the same ethics.

"I think the only solution is a recognized trade association of music machine operators. Few operators have so far escaped being the victims of this kind of competition.

"If we could get together and make some kind of arrangement, we could eliminate this condition. It should be possible to work out a way whereby one operator will not come in and offer a lower price or a better margin to the location owner, just because another competing machine is already in there.

"If I have machines out, and somebody else offers a better-looking proposition to the location owner, either have to meet or beat the offer or lose the location. The latter may be the cheapest way out in the long run. It is not possible to keep on increasing the margin for the location owner indefinitely in music machines, because there is a limit to the profits."

Detroit

DETROIT, Aug. 21.—"Business is lovely," is the way Fred A. Gersabeck, manager of City Music Company, described the music business this week. As distributor for Brunswick Record Distributing Company here he is in an unusually good position to observe music operators.

"Our only trouble is that we cannot get records fast enough to meet the demand," he commented. "Recent slowing up of production has depleted the stock, and operators are ready for more records. The demand is good, and our job is to keep the supply up to it."

Newest operating partnership in the city is that of Larry Aurie and J. M. Doran, who have just established headquarters at 4716 Commonwealth avenue. Formerly a florist, and still retaining his active interest in the City Floral Company, Aurie is combining the interest in two arts, flowers and music. The partners are specializing in phonographs, buying Wurlitzers exclusively at present. Various locations, principally restaurants and beer gardens, are on their list in the city exclusively.

Max Power, former operator who specialized in the music machine field, has closed his former headquarters on Apollonia street.

James Ashley, head of the American Novelty Company, has returned from a three-week vacation in Northern Michigan, enthusiastic over prospects for fall business. "Things right now are slow, and we expect them to be," he said philosophically. "I was able to take my vacation during this time. Actual pickup will take place in about a month and it should be a good one."

"Music machines are selling like wildfire," B. J. Marshall, Detroit distributor for Rock-Ola, said this week. "They are showing good returns even in the warm months. Usually they have a drop in July and August, but this year no difference in collections has been noticeable.

"We have just received a good order for 25 Rhythm Masters to go into Canada, which makes a nice delivery for foreign shipment. Our only trouble now is that we cannot get delivery on machines as fast as we can sell them."

Kenneth Roberts, Detroit music operator, has decided to give up his phonograph routes. He will devote his entire attention in the future to the Roberts (See DETROIT on page 119).

Sheet-Music Leaders

(Week Ending August 21)

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

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

1. It Looks Like Rain (Morris) (1)
2. Sailboat in the Moonlight (Crawford) (3)
3. So Rare (Robbins) (4)
4. Merry-Go-Round Broke Down (Harms) (2)
5. Whispers in the Dark (Famous) (11)
6. Harbor Lights (Mario) (9)
7. My Cabin of Dreams (Berlin) (14)
8. I Know Now (Remick) (7)
9. Sweet Lollari (Select) (5)
10. First Time I Saw You (Santily-Joy) (10)
11. Where or When? (Chappell) (12)
12. Come With the Wind (Berlin) (8)
13. Blue Hawaii (Famous) (6)
14. Loveliness of You (Robbins)
15. The You and Me That Used To Be (Berlin) (13)

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"REX" and "ROYALE"

Are Now on Display at All Our Offices!

See these New Models . . . acclaimed by over 200 operators who saw them at the Preview in Dallas August 16 as:

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Critics and the Public are "raving" about these new Seeburg Rex and Royale Models. See . . . hear . . . Them Today!

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- 6—1935 Rockola Regulars
- 5—1937 Rockola Rhythm Kings
- 7—Skec Balls

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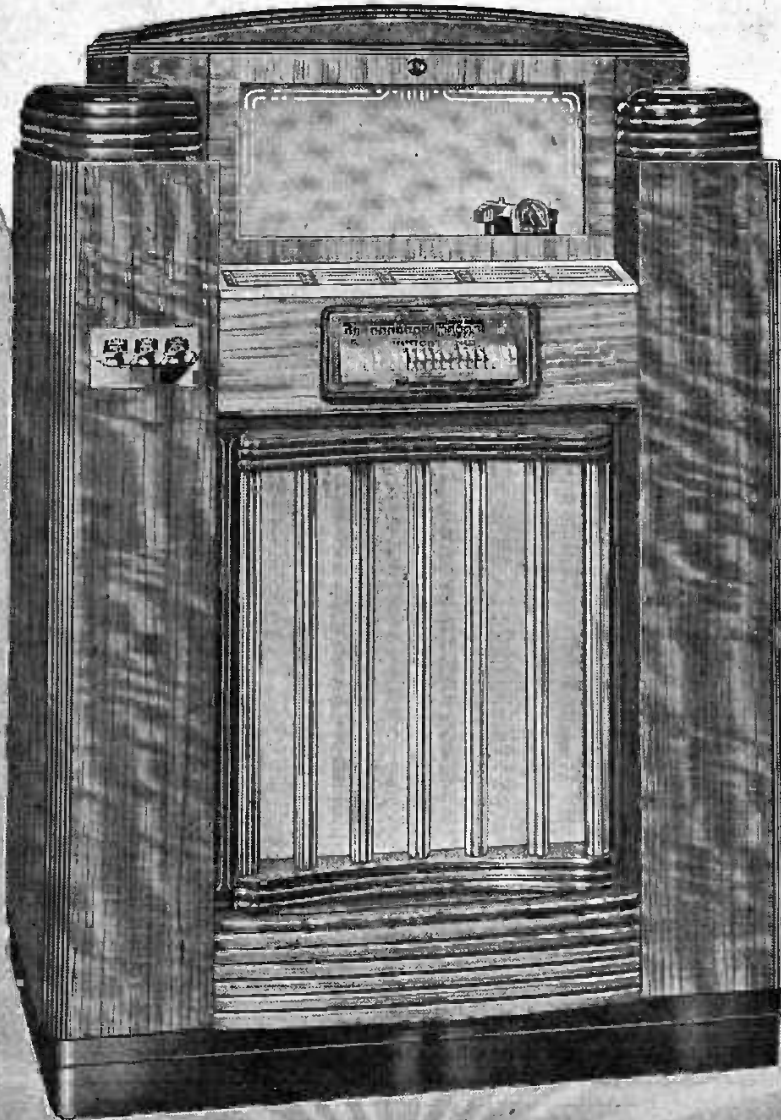


SOME 300 SOUTHERN PHONOGRAPH OPERATORS attended the preview showing of the new Seeburg models at the Hotel Baker, Dallas, August 16. They were guests of the Electro-Ball Company, Dallas.

END COMPETITION

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The locations you want are the LOCATIONS YOU GET with the new SEEBURG 20-RECORD MULTI-SELECTOR ILLUMINATED SYMPHONOLA ROYALE! Thousands of locations all over the country, with "other makes of coin-operated phonographs," openly welcome the ROYALE. They want it for its outstanding beauty . . . its 300% increased receipts! You can place the ROYALE in all locations with positive assurance that this SEEBURG masterpiece will permanently hold "the spot" and yield the maximum operating profit to you. You pay no more for a SEEBURG ROYALE . . . and yet, you get 300% more! Only SEEBURG SYMPHONOLAS have the LUMALITE (ILLUMINATED) GRILLE. We earnestly solicit your inquiry. Write us today!

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THOUSANDS OF PERSONAL PHONOGRAPH
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'Controlled' Phono
By J. V. ROYCE
Phonograph Sales Manager, Mills Novelty Company

There are five controls which govern the tone and volume of the Mills Studio phonograph.

The acoustics or reaction of sound in different types of rooms all vary to some degree. Therefore the wide range of adjustment of tone control of the Studio model can be easily manipulated by the five controls of the amplifier instrument panel.

The "master gain" is, of course, the master volume control. This control should be adjusted to meet the maximum volume desired by the location. There is an additional auxiliary volume control located in the rear right side of the cabinet, accessible to the storekeeper. This control can be adjusted to no greater volume than has been set by the "master gain" control, but can be adjusted to operate the instrument to a minimum of volume.

The two controls, "bass balancer" and "treble balancer," permit the regulation of the desired emphasis of either high or low tones. The reaction of their adjustment is registered electrically by two neon tubes, located in such position in the amplifier to be visible to the public. Thru these you actually see sound waves.

The frequency range from 20 to 600 cycles is indicated on the neon tube to

the left. It emits a bluish cast. Over 500 cycles the neon tube on the right registers in a reddish cast.

The top control "tone color balancer" regulates the amount of brilliancy of the two neon tubes. The "magic eye" registers the tone intensity or expansion.

The control "crescendo expresser," which can also be interpreted as a volume expander, governs the amount of expansion inserted above and below the recording volume level. In other words, a true reproduction of an orchestra is rendered, giving full expression, thereby eliminating constant volume monotony. All instruments leaving the factory have the five controls adjusted for average tone and volume requirements.

**Distrib Stages
Phono Preview**

DALLAS, Aug. 21.—More than 300 music operators were guests of the Electro-Ball Company, Inc., at a preview showing of the new Seeburg symphonola phonograph models at the Baker Hotel here August 18. Electro-Ball is Southern sales agent for the J. P. Seeburg Corporation, Chicago, manufacturers of automatic phonographs.

Attending the preview showing from the Seeburg factory were N. Marshall Seeburg, president, and H. T. Roberts, director of sales. S. H. Lynch, Electro-Ball president, delivered the address of welcome, which was responded to by Seeburg.

"This is our 30th year in the manufacture of musical instruments," Seeburg stated, "and never have we been so well satisfied and pleased with new models as with the present ones. Thruout the years it has been our steadfast policy to keep the interests of the operators, our customers, first. We have never experimented at the cost of the operator and have introduced new models only when we had something new and better to offer."

Roberts discussed the subject, "Why New Models?" His address was in the form of eight questions asked from the operator's viewpoint and answered from the factory view. He stated that the factory would prefer to keep on making the same models as it would simplify operations and reduce costs, but progress and competition have always demanded new and improved merchandise in all lines, including coin-operated phonographs. "The world moves forward and if you do not have new models to meet competition, you are in danger of losing your locations to those who do have something new to offer," he said. He presented evidence to show that new models actually mean increased profits to operators by increasing the public interest.

E. D. Furlow, Electro-Ball vice-president, was general chairman of the preview meeting, and A. O. Hughes, manager of the phonograph department, presided at the speakers' table and presented the new models, the Seeburg Symphonola Rex and the Royal. Lunch was served to the operators, who came from Texas, Oklahoma, Louisiana, and Tennessee, during the meeting in the Crystal Ballroom of the Baker Hotel, while their wives were entertained at luncheon in the Mural Room of the same hotel. The entire party, number-

ing more than 400, were guests of Electro-Ball for dinner and the show at the Pan-American Casino in the Greater Texas and Pan-American Exposition now in progress in Dallas.

"The meeting was a great success," Hughes said. Everyone had a good time, and their reception of the new models was more than enthusiastic."

New Orleans

NEW ORLEANS, Aug. 21.—New Orleans saw the opening of its sixth sportland this week when Herby Mills, popular local operator, began operations at 103 Royal street. Only a few feet off the busiest corner of the city and located on the thoroughfare known as New Orleans' "Sportmen's Paradise," Mills ought to do well when the racing and winter sports season opens here.

In the meantime the five other playlands here are doing a nice summer business, especially those of Harry Batt at Pontchartrain Beach and the Sport Center. However, Jack Sheehan, manager of the Sport Center, admits that the peak is off, but predicts a big fall and, accordingly, plans installation of much new material. The recently opened playland in the 500 block on St. Charles street has been named the Pastime Inn.

Julius Pace, local association president, made quite a hit in the Tyrolen Gardens at Pontchartrain Beach last week when he turned the German band into one of decided Italian flavor. His rendition of several of the old Italian airs was a treat even for the trained ears. Pace has handed down his singing talent to a daughter, Gerry, who is already ripe for professional work, making regular appearances before mikes of the city's leading radio stations.

Malvin Mallory, manager of the Louisiana Amusement Company, returned this week after a fortnight vacation in the ole home town of Alexander City, Ala. He was accompanied by Mrs. Mallory. They drove in their new Plymouth.

Louis Boasberg and Ray Bosworth, co-owners of the New Orleans Novelty Company, returned to the city this week after three weeks in Chicago and New York. They spent 10 days going over the big plants in the Windy City and making preparations for the fall and winter season. Both reported that the Gottleib and other big factories in Chicago were going full blast and that they saw everywhere indications of a good season ahead.

Gus Lamana, of the Crescent Novelty Company, returned this week from a week's vacation in Pensacola, Fla.

On September 1 the office of the New Orleans Novelty Company loses the pleasant smile and good looks of its secretary, Jane Woods, who is resigning to walk up the center aisle with Bob Bosworth, brother of Owner Ray.

**Track Time Still
In Heavy Demand**

CHICAGO, Aug. 21.—"Track Time, the popular Keeney console automatic payout, is now entering its third month of leadership in the console parade," states a report from the office of Jack Keeney, president of J. H. Keeney & Company.

"The popularity of Track Time is not completely dependent upon the fact that the operating trend is toward console models," says Keeney, "but more so upon the fact that Track Time offers operators a greater value for their investment. The keynote of our plant has been perfection, and in striving to keep in harmony with that keynote we found ourselves with a game we can't make enough of even after weeks of production. Track Time play is simple, fast and exciting. The game is tested by an automatic 10,000 play test prior to shipment, and it has quadruple life in its four tops."

Says Ray Becker, sales manager: "It can be said that Jack Keeney, with Track Time, is doing a lot toward pioneering the era of console games which is nearly upon us. Consoles were made long ago and many more will be made in the future, but only those which can compare with Track Time for performance and reliability will achieve any distinction."



CARL KING, operator of Seeburg phonographs in Elwood, Ind., turns on a big smile that is not for the benefit of the camera alone, for he is just about ready to begin his regular collection calls.

Send your correspondence to advertisers by mentioning The Billboard.

ENJOY A FREE BERMUDA VACATION AT OUR EXPENSE

JOIN THE ROCKOLA-CAPITOL GANG FOR FUN AND FROLIC

Capitol invites every operator in the New England States, New York, New Jersey, Delaware, Maryland and Washington, D. C., to participate in one week of unrestrained fun and frolic on the gorgeous isle of Bermuda, including several luxuriously idle days on the beautifully appointed Furness Line, "Queen of Bermuda," with all the delights of an ocean voyage.

View the wonders of the Island of Paradise—swim in the beautiful seas—walk on the coral beaches—revel among the semi-tropical flowers—ride a bike—relax in a carriage—see the Crystal Cave—drop in at Tom Moore's Tavern (oh boy!)—ride in the glass bottom boats—be our guest at the sumptuous Hamilton Hotel.

ROCKOLA OPERATORS ENJOY A PERPETUAL VACATION. This trip is to prove to you that Rockola phonographs are absolutely trouble free. Our operators enjoy a vacation 365 days a year. You can leave your business, enjoy yourself and come back and find the machines running as smoothly and taking in the money as fast as though you had actually been on the ground. We repeat—this enjoyable trip will absolutely prove this fact to you.

WRITE US TODAY and we will tell you how easy it is for you to join our happy gang on pleasure bent. The one week's trip will be enjoyed between the Thanksgiving and Christmas holidays—an ideal time for any operator to take a vacation. We are all going together.

This offer is within the reach of every operator in our territory. A marvelous opportunity for those who have been thinking about operating automatic phonographs, to get started immediately and enjoy a pleasant vacation besides.

**DON'T FORGET!!
THIS TRIP IS ON THE HOUSE.
ALL EXPENSES PAID.**

**REMEMBER!!
"IT'S A PLEASURE TO DO
BUSINESS WITH CAPITOL"**

'ROCKOLA PHONOGRAPH OPERATORS CAN TAKE A VACATION ANY DAY ANY TIME

NO TROUBLE CALLS — NO WORRIES

CAPITOL

AUTOMATIC MUSIC CO., Inc.

460 WEST 34TH ST., NEW YORK, N. Y.

Phone: Medallion 3-5089

DETROIT

(Continued from page 116)

Bar and Cocktail Lounge, which he operates. The spot is in a central near-downtown location that happens to be a favorite spot for other coinmen, incidentally.

Joseph Brilliant, who formerly operated in partnership with Jack Glick,

has moved his business to 3757 Woodward avenue, making headquarters in the Arcadia Book Shop. The move reverses the trend of recent months when various coinmen have been moving away from Woodward. O. D. Griffin, jobbing house, for instance, recently moved off the "Main Street" of Detroit, as did the Lemke Coin Machine Company. Brilliant is operating an extensive route of music machines at the present time.

Hubert D. Wisdom, of the Wisdom Music Company, has just taken delivery on his first order of five Wurlitzer phonographs. He has been an operator in the phonograph field for some time, but has had no Wurlitzer models until he placed this order with General Amusement Devices Company this week.

Walter Hodges was in to view the new Wurlitzer models at Gadco and placed an order for 25 of them.

Five Best Record Sellers for Week Ended Aug. 23

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7104 — "The Big Apple" and "Shades of Hades." Hod Williams Orchestra.	7913 — "The Miller's Daughter, Marianne" and "Come With the Wind." Horace Heidt Brigadiers.	1355 — "Posin'" and "Honey Keep Your Mind on Me." Jimmie Lunceford Orchestra.	131 — "Caravan" and "Azure." Duke Ellington Orchestra.	613 — "Yankee Doodle Band" and "Let's Have Another Cigarette." Dolly Dawn's Dawn Patrol.	25570 — "Noia" and "Satan Takes a Holiday." Tommy Dorsey Orchestra.	3626 — "It's the Natural Thing to Do" and "The Moon Got in My Eyes." Mildred Bailey Orchestra.
2	B7099 — "The Moon Got in My Eyes" and "All You Want To Do Is Dance." Shep Fields Rippling Rhythm Orchestra.	7920 — "Oh, Marie" and "Gumbay Drums." Horace Heidt Brigadiers.	1356 — "Love Is the Thing, So They Say" and "That Naughty Waltz." Chick Webb Orchestra.	136 — "Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	612 — "Peckin'" and "Manhattan Jam." Cab Calloway Orchestra.	25646 — "Turn on That Red Hot Heat" and "Let 'Er Go." Bunny Berigan Orchestra.	3618 — "Strangers in the Dark" and "Good Mornin'." Swing and Sway with Sammy Kaye.
3	B7078 — "The Old Sow Song" and "With Her Head Tucked Underneath Her Arm." Rudy Vallee Connecticut Yankees.	7931 — "Till the Clock Strikes Three" and "The Loveliness of You." Music in Russ Morgan Manner.	1175 — "Sweet Lellian" and "Blue Hawaii." Bing Crosby.	137 — "All God's Chillun Got Rhythm" and "Alabama Home." Duke Ellington Orchestra.	586 — "Sailboat in the Moonlight." Johnny Hodges Orchestra, and "Manhattan Jam." Edger Hayes Orchestra.	25626 — "So Rare" and "Little Heaven of the Seven Seas." Guy Lombardo Royal Canadians.	3615 — "If You Should Ever Leave" and "Heaven Help This Heart of Mine." Mildred Bailey Orchestra.
4	B7109 — "Touched in the Head" and "Swingster's Lullaby." Dixieland Swingsters.	7928 — "Posin'" and "Everyone's Wrong But Me." Red Norvo Orchestra.	1353 — "Cuban Pete" and "She's Daughter of a Planter From Havana." Louis Armstrong Orchestra.	111 — "Tower House" and "Toy Trumpet." Raymond Scott Quintet.	557 — "The You and Me That Used To Be" and "Alibi Baby." Dolly Dawn's Dawn Patrol.	25644 — "Avalon" and "The Man I Love." Benny Goodman Quartet.	3595 — "Gone With the Wind" and "Harbor Lights." Claude Thornhill Orchestra.
5	B7102 — "Wrap Your Troubles in Dreams" and "Little Things in Life." Bing Crosby.	7926 — "I'll Never Be the Same" and "I Found a New Baby." Teddy Wilson Orchestra.	1348 — "Can I Forget You?" and "Folks Who Live on the Hill." Lennie Hayton Orchestra.	138 — "Yours and Mine" and "I'm Feelin' Like a Million." Hudson-Delange Orchestra.	591 — "All God's Chillun Got Rhythm" and "Old Plantation." Ivie Anderson's Boys From Dixie.	25634 — "Changes" and "When It's Sleepy Time Down South." Benny Goodman Orchestra.	3607 — "The Miller's Daughter, Marianne" and "Till the Clock Strikes Three." Henry (Red) Allen Orchestra.

More Hot ones

BY THE SWING KING

Benny Goodman

ON VICTOR RECORDS

No. 25621 — "Peckin'"
"Can't We Be Friends?"

No. 25627 — "Afraid to Dream"
From the motion picture
"You Can't Have Everything"
"Roll 'Em"

No. 25634 — "Changes"
"When It's Sleepy Time
Down South"

Like getting nickels from heaven to have these hits in your machines! Remember, Victor Records are warp-resisting; give more play per record.

IT PAYS TO USE

VICTOR and BLUE BIRD RECORDS

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A Service of Radio Corporation of America

20

TWENTY!

TWENTY outstanding features in the latest, newest and most up-to-date 1c Vendor of bulk merchandise that mean MONEY for YOU.

1. Beautiful colors, chromium trimmed.
2. Modernistic design; Stream-lined.
3. Sanitary and durable.
4. Will not corrode—insures 100% sanitation.
5. Extra heavy glass, does away with breakage.
6. Single new portion-adjuster.
7. Automatic agitator insures positive delivery.
8. Simplified slug ejector.
9. Special pick-proof lock.
10. Large top opening—easy to fill.
11. Adaptable for counter, stand or wall mounting.
12. Compact operating size.
13. Few moving parts.
14. Built to last indefinitely.
15. Precision tooling—interlocking base and cap.
16. Most beautiful single unit for bulk merchandising.
17. Easy to locate.
18. No repair bills.
19. Insures more profit.
20. Lowest Price.

Twenty!
Count 'em!

Our complete price list shows seven different kinds of nuts and forty different kinds of candies for this remarkable little machine.

ONLY

\$6.45



The AMBASSADOR.

Send in your order at once for one or two of these machines—see how handsome they are and what a wonderful buy for the money—and get started on a real profitable route.

One-Third With Order, Balance C. O. D.

J. D. DRUSHELL CO.

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CANDIES AND CHARMS

FOR YOUR VENDING MACHINES

Latest Charms — New Items Added Weekly.

NEW NOVELTY ASSORTMENT

200 Assorted Charms for \$1.10 or only \$1.00 when packed with 30 pounds Vending Candy.

- HARD SHELL BOSTON BAKED BEANS
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- HARD SHELL BLACK AND WHITE LICORICE DIBS and many others.

Write For Price List.

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The Operator's Choice

FOR GREATER PROFITS
Acclaimed America's Greatest Value
Ultra Modern Design. Vends everything. Holds 5 lbs. bulk merchandise. Double Unit can be used as Singles if desired.
Write at once for details and AMAZINGLY LOW PRICES. Immediate Delivery.

VICTOR VENDING CORPORATION
4203 Fullerton Ave., CHICAGO.



MERCHANDISE MACHINES

Automat Vender Scale Announced

CHICAGO, Aug. 21.—According to H. F. Burt, of Automat Games, the new Free Weight Vender Scale just introduced by the firm is one of the most forward steps in the vender and scale field in 20 years. The firm is also the producer of Silver King venders. In describing the firm's latest creation, Burt said that it gives the customer's weight free with each penny's worth of merchandise, or weight only by way of the three-coin slot. Two bulk venders are mounted, one on each side of a waist-high scale.

In pointing out the many advantages of the new model, Burt stated: "A good scale costing under \$100 can be placed and has every chance to remain for 5 to 10 years at an investment cost of from \$20 to \$10 a year. This compares favorably with any type of operating equipment. With the introduction of our Free Weight Vender Scale, the opportunity offered for profitable operating is increased tenfold.

"More than 20 years ago," he went on, "we tried using stick gum in combination with free weight. This did not work out, however, due to the excessive cost of gum. In using bulk merchandise, the objection is done away with, as the cost per gross dollar taken in need only be 6 to 10 cents. In addition, one of the necessary requirements is a substantial modern bulk vender such as the Silver King, which has proved to be one of the outstanding favorites of the year.

"There is little doubt," Burt concluded, "but that any vender or scale location will receive 10 to 20 times more play with the use of the new-type scale. We predict it to be one of the most forward steps in the vender and scale fields in 20 years as it combines two legal machines, which are the real backbone of the coin machine industry."

Machine Operators Classed as Jobbers

(From The Tobacco Jobber)

Persons operating 10 or more vending machines for the sale of cigarettes are to be classified in Connecticut as distributors and may purchase cigaret tax stamps at the 5 per cent discount, according to an opinion by the attorney-general's office.

Tax Commissioner William H. Hackett had asked for an interpretation of the 1937 cigaret tax law with reference to definition of distributors. He also asked whether all licenses issued under the old law become null and void July 1 even tho the full year for which the licenses were issued had not expired. The opinion written by Assistant Attorney General Richard F. Corkey, says in part:

"In your letter you assume that a vending machine operator having 10 rental machines in operation, is a 'person engaged in conducting 10 or more retail outlets for the sale of cigarettes.' We assume that you have investigated the condition under which these machines are set up in various stores, restaurants and similar establishments and that you are satisfied that your assumption is correct.

"On the basis of your conclusion on this point, we are of the opinion that you may sell cigaret stamps at the prescribed discount to 'distributors,' to vending machine operators having machines in 10 different locations in this State for the purpose of retail sale of cigarettes, even tho certain such vending machine operators intend to attach the stamp to cigarettes to be sold direct to retailers and even tho they cannot qualify under that part of the definition applying to regular wholesalers."

The opinion also states that the new law did not alter the provision relating

to licenses but only added groups of those who are to be considered distributors and that licenses issued under the old law did not become null and void July 1.

Headquarters of NCMA Announced

NEWARK, N. J., Aug. 21.—Charles W. Stange, secretary of the recently formed National Cigaret Merchandisers' Association, announces that the official headquarters of the organization will be at 80 Park Place, Newark. Le Roy Stein, recorder of the organization, has been appointed to assist Stange. Stein has named his secretary, Sylvia Mack, as assistant recorder.

Sol L. Kesselman, counsel, will also use the new association headquarters for the transaction of the association's legal business.

Cigaret machine operators are invited to join the association, and when in Newark are urged to visit the National headquarters. An educational program is being planned by the secretary to induce operators to join by making them association conscious. Several brief bulletins will be issued in which the purposes of the NCMA and the benefits of membership will be stressed.

The dues have been made low enough to be attractive to the small operator. It is the intention of the membership committee to enroll as many small operators (See HEADQUARTERS on opposite page)

THE KING OF VENDORS IS SILVER KING

VENDS EVERYTHING
Size 7x7x14"
CAPACITY 5 LBS. MERCHANDISE

PRICE ONLY \$6.50

F.O.B. Chicago, 30 DAYS FREE TRIAL

Thousands of them now on location. A proven money maker with a Written Guarantee. Baked enamel finish. Porcelain finish \$1.00 extra. Write now for complete details.



NATIONAL VENDORS CO.
4157 W. BYRON ST., Dept. B, CHICAGO.

PLAY NUTHOUSE!

The new laugh sensation. Touch a lighted cigarette to the paper and watch the big race to the Nuthouse, Hughson, Doghouse or Ohio Salo's House on the Hill. The Finish is not fixed and 4 players can bet on each race. Brand new! Wonderful to demonstrate or pitch. Ideal consolation prize or premium for concessionaires. Your cost low as 4c doz. Sells like wildfire at 6c for a nickel or 10c a doz. Sample doz. prepaid 10c. 100 5c packages, \$8.00 fully prepaid. This game is exclusive with us and fully protected by copyright and patent for your protection. GASTERLINE BROS., 1918 Sunnyside Av., Dept. D., Chicago

Famous Little Nut Type 1.

Samples, \$2.50, Postage Paid; 10 or More, \$2.00.

Patent Number 2,017,817.

LITTLE NUT VENDOR CO.
Lansing, Mich.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

5c CANDY BARS BOTH CHOCOLATE DIPPED AND NUT BARS

Various shapes for all Vending Machines. Specify limit in size and we will send samples and prices on request. Wrapped in Foil, Glassine and Cellophane. We do not pack candies or bars in folding boxes.

PAUL F. BEICH CO.
126 S. Green St.,
CHICAGO, ILL.
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SPECIAL

BRAND NEW! ONE CENT
STICK GUM, PEANUT,
HERSHEY VENDORS.

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WORLD'S FINEST VENDOR

Crystal and Chromium
4-in-1

Gets the Business
The original four-compartment
penny bulk merchandise
vender

IMPROVED
New improved feature can be
adapted to your present 4-
in-1. Write for circular and
prices.

**MACHINES, PARTS,
COINERS**
Now manufactured by
FOUR-IN-ONE MANUFACTURING COMPANY,
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MIDGET 1c CIGARETTE VENDOR

Double Column. Holds 48 Cigarettes. Size: 7 inches wide, 14 inches high. Equipped with mirror in aluminum frame. Screws to any wall. Counter Base 75c extra. Approved by Internal Revenue Department.

Price \$12.00
With 240 Cigarettes FREE.
Write for quantity prices.
D. ROBBINS & CO.
1141-B DeKalb Avenue,
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Penny Sales Bring Big Profits

SPHINX 1. Relieves Alcoholic Breath
CHEWING 2. A Distinctive Flavor
GUM 3. A Wide Exclusive Market
Sold by new low-priced machine. Good Profits from only one Machine—Greater Profits from One Hundred Machines and 100 Sticks of Gum. \$3.85, F. O. B., Palmyra, N. J. Carton of 10,000 Sticks, \$28.50.

ROBT. E. NELSON CO., PALMYRA, N. J.
WRITE FOR DESCRIPTIVE LITERATURE

Service Is Cig Men's Slogan

New Jersey cigaret association offers 25-point program to members

NEWARK, N. J., Aug. 21.—Cigaret Merchandisers' Association of New Jersey launched a novel membership and service drive here recently in the form of an "insurance service policy issued to members." The policy is signed by Charles W. Stange, president; Michael Lascari, secretary, and Le Roy B. Stein, manager of the organization.

The policy contains a list of 25 "services and benefits" for the members of the association, a list which is suggestive of the value of organization to operators in general. Some of the provisions are special services instituted by the CMA. The list is as follows:

1. Locations protected if you identify your machines by name or code made known to your association office.
2. Pulls protected if you register them with the association office.
3. Warning about all bad spots if you file your bad spots too.
4. Brass and aluminum name plates with prices and list of manufacturers may be obtained from the service bureau.
5. Decalcomanias with prices and list of manufacturers may be had from the service bureau.
6. Package fronts of all brands of cigarets mailed free of charge on request from service bureau.
7. Uniforms for servicemen obtainable thru our service bureau.
8. Spray paint, fillers, cleaners and polishers from our service department.
9. Cash box and machine lead seals from our service department.
10. Cigaret service kits with prices from our service department.
11. Burglar alarms for cars and trucks with prices and specifications are available by consulting our file department.
12. Information about new cigaret machines and improvements given by our file department.
13. Prices and sources of office equipment from our file department.
14. Ask for leaflet R to help you secure new locations.
15. Insurance against fire, theft, malicious damage and public liability obtainable thru our insurance bureau.
16. Information relative to the constitution, by-laws and code of trade practices by consulting our manager.
17. Legal interpretation of the same by consulting our counsel.
18. Know what operators and associations are doing in the United States by reading trade papers obtainable thru our subscription department.
19. Advertising and sales campaigns planned by our promotion department.
20. Bookkeeping systems recommended by our accounting department.
21. Automatic vending machine tax and license fees may be had by consulting our tax information bureau.
22. Secure servicemen, salesmen, secretaries, clerks, bookkeepers and other employees thru our employment bureau.
23. National association news obtainable from our publicity department.
24. Read the best books on business administration, advertising, salesmanship, etc., on recommendation of our manager, and obtainable free of charge from the library of the City of Newark.
25. Read the managers' Cigaret Smoke Rings.

And all the rights, benefits and privileges of membership in the National Cigaret Merchandisers' Association, Inc.

HEADQUARTERS

(Continued from opposite page)

ators as can be reached, cognizant of the fact that the larger operators will join as a matter of course.

Membership is open to individuals only where no local association exists, it being the object of the NCMA to organize local associations thruout the country. All communications should be addressed to Charles W. Stange, secretary, National Cigaret Merchandisers' Association, 60 Park Place, Newark, N. J.

VEMCO'S PERFECTLY RECONDITIONED PHONOGRAPHS AT LOWEST PRICES IN HISTORY!

NOTE PRICE CORRECTION
MILLS WORLD FAMOUS
DE LUXE DANCE MASTERS
ONLY **\$109.50** each
ORDER TODAY



**MILLS
DO-RE-MI**
\$157.50 EACH

MILLS Triple Slot Regular Model Dance Masters. Available in either black and silver or green and silver finishes. Only **\$89.50** EACH

MILLS Triple Slot Troubadour Selector Phonographs. Mahogany finish (a Great Buy at This Price). Only **\$49.50** EACH

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TERMS: One-Third Certified Check or Money Order Deposit with all Orders! We ship balance C. O. D., F. O. B. Fayetteville, N. C.

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

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FOR COMPLETE
PRICE LIST OF
MANY OTHER
GREAT BARGAINS

"FREE WEIGHT"—The HIT of the NATION

Automat's sensational 'FREE WEIGHT' Vender Scale. 3-coin slots. Vends small amount candy or peanuts and weight free—or weight only. Beautiful, modern and easy to locate. Fastest money maker since ticket scale or phonograph. A regular gold mine! Increases take on scale or vendor location 500%. Operators! Jobbers! Distributors! Promoters! Write or wire for details on "FREE WEIGHT" Vender Scale. Be first with the greatest proposition in 20 years. ACT NOW! "FREE WEIGHT" is a three-way money maker.



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See our illustrated circular for Nut or Candy Venders in singles, or revolving Clusters for table, counter, wall or floor operation at Popular Prices.

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LUCKY CHARMS

for all types of
VENDING MACHINES
Attractive items at Very Low Prices.

LAWRENCE M. WEISBERG & Co.
Transportation Building
Los Angeles and 7th St. Los Angeles, Calif.



Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.
Also Table Size Venders.

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PALMYRA, N. J.

EPCO BELL LOCKS

MODERNIZE YOUR ROUTES!



YOU MAKE FASTER, CLEANER SERVICE CALLS AND MORE OF THEM WHEN YOU EQUIP WITH **EPCO BELL LOCK SET!**

Your Jobber Offers

A SPECIAL PACKAGE OF 10 **EPCO BELL LOCKS**

For Pin Games, Vending Machines and Slots. All 10 locks are controlled by the same key. (Not a master key.)

EACH LOCK 75c

INSIST on the GENUINE ELECTROPAK

The only power unit that guarantees positive performance in the games you buy! Be safe! Accept no substitute—specify **ELECTROPAK!**

IF YOUR JOBBER CANNOT SUPPLY YOU, ORDER DIRECT

ELECTRICAL PRODUCTS Co.

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WELL! WELL! HERE IT IS!



The real McCoy for profit. How can you pass up an opportunity to deal out high-class merchandise that shows real repeat business with profit to you and Mr. Merchant. A sample box of 24—10c packages with rack sent anywhere in the United States, express prepaid for \$1.50 with full particulars and regular jobber price sent upon receipt of your sample order. Don't hesitate—be the first in your district to place a sure repeat with the merchant. service and every box of repeat business that you take care of him on means a dividend to you. Apply.

DREXEL SERVICE COMPANY

4136-44 West 26th Street Department BX Chicago, Illinois

The Counter Game Kings Say — IT'S HOT!

What?

REEL SPOT

Now Only At **GERBER & GLASS** 914 DIVERSEY BLVD., CHICAGO Your Money-Back Guarantee

Rock-Ola Has Big Games Program

CHICAGO, Aug. 21.—With an ambitious program in the manufacture of games for this fall and winter, the huge Rock-Ola plant is keyed for production in preparation of supplying the operators with new ideas in games with new thrills to keep the players' interest. The first game will be announced in two weeks, the name of which will be withheld until that time.

"The first of our new games is such a sensation," said N. L. Nelson, manager games division, "that the entire Rock-Ola sales organization is so enthused with its fast money-getting ideas that an anticipated production is expected which will surpass the production of any pin game ever manufactured by the Rock-Ola company."

D. C. Rockola, the first to introduce the conveyor system in the games field in the manufacture of Jigsaw and the first World Series pin games, has the entire plant geared for big production which will enable operators to get the games they want when they need them. The Rock-Ola plant, occupying two and a half square blocks, now employs 1,100 men and an additional crew will be placed on a night shift starting next Monday, which will increase the employees to more than 1,500.

Jack Nelson, general sales manager, just returned from an extended trip thru the East, was enthusiastic in the market possibilities in supplying operators with games that will enable them to come back to the good old days. "A good interesting game at a reasonable price is what operators need," said Nelson, and "I am confident we have just the products to do the trick. All new Rock-Ola games are placed in test locations for one month before being presented to the distributors for sale to operators. This eliminates all the grief for operators. That the public has money to play the new games with new ideas is proven by the receipts in all of the five test games placed on various locations in different parts of the country. All of these test machines took in enough money to pay for themselves in less than 20 days of operation."

WAL-BIL SEVENTH ANNIVERSARY SALE

FIRST COME — FIRST SERVED

RECONDITIONED PHONOGRAPHS		GAMES (New and Used)	
10—De Luxe Dancemasters, Ea. \$22.50	4—P-412, Ea. \$175.00	8—24-inch High Speed Fans (complete with 7-ft. Stand), Ea. 29.95	7—Wurlitzer 8-oz. Ball (like new), Ea. 125.00
10—Mills Dancemasters, Ea. 39.50	6—P-312, Ea. 175.00	7—Wurlitzer 8-oz. Ball (like new), Ea. 125.00	4—Remodeled Mills, Ea. 17.50
24—Mills High Boys, Ea. 22.50	6—1899 Reg. Rock-Ola Multi-Set, Ea. 137.50	5—Capehart Amporion (non-selective), Ea. 17.50	
4—Seeburg Juniors, Ea. 18.50	4—1935 Rock-Ola Night Clubs, Ea. 99.50	5—Capehart Orchestras (non-selective), Ea. 21.50	
10—Seeburg (Model "E"), Ea. 22.50	7—Capehart Amporion (non-selective), Ea. 17.50	12—Seeburg Audhorns (like new), Ea. 19.50	
1—Capehart Orchestras 1935 Model, new), Ea. 110.00		4—Remodeled Mills, Ea. 17.50	
1—Gable Junior (new), Ea. 105.00			
8—Wurlitzer P-10's, Ea. 125.00			
22—Wurlitzer P-12's, Ea. 125.00			

GIGARETTE MACHINES		USED CIGARETTE MACHINES	
3—Keeney Targettes (like new), Ea. 72.50	9—24-inch High Speed Fans (complete with 7-ft. Stand), Ea. 29.95	2—Round U-Need-A-Pak Chrome Cigarette Machines (per cond.), Ea. \$17.50	15—6-oz. Rowe Aristocrat Cigarette Machines, slugproof (recond.), Ea. \$28.75
1—Evans Rollette, Ea. 72.50	7—Wurlitzer 8-oz. Ball (like new), Ea. 125.00	10—6-oz. Stewart-McGuire Cigarette Machines (reconditioned) Slugproof, Ea. 28.75	80—6-oz. Rowe Cigarette Machine, Ea. 12.50
11—Adlee Duetto Peanut Machines (brand new), Ea. 6.75	5—Bally Rolls (reconditioned), Ea. 45.00	3—4-oz. Stewart-McGuire Cigarette Machines, slugproof (recond.), Ea. 22.50	40—6-oz. Rowe De Luxe Cigarette Machine, Ea. 14.50
			100—6-oz. National Cigarette Machines, A-1 cond., write or wire for price...

U-NEED-A-PACK PRODUCTS DISTRIBUTORS
CIGARETTE MACHINES AND GUM AND MINT VENDORS
 We carry a full line of U-Need-A-Pak products—4, 5, 6, 8, 9 and 12 column; also 8-column gum and mint vendor. Write for prices.

SLOT MACHINES	
12—Mills 50-100 War Eagles (factory rebuilt) light cab. (like new), Ea. \$49.50	15—Callie 50, S. J. P., No. 34891, Ea. \$22.50
1—Mills 50 Q. T., No. 8470, Ea. 39.50	1—Jennings 50 Console Chiefs (like new), No. 9802, Ea. 85.00
2—Mills 50 Q. T., No. 8411 & No. 1212, Ea. 22.50	1—Jennings 10 Duchess, No. 19093, Ea. 19.50
2—Mills 50 Q. T. (Green) No. 8457, Ea. 37.50	1—Jennings 50 Guchess, No. 16820, Ea. 19.50
1—Mills 250 War Eagle, D. J. P., No. 301389, Ea. 34.50	1—No Little Ooze, No. 8904, Ea. 10.00
1—Mills 50 Blue Front, D. J. P., No. 351466, Ea. 50.00	1—Walling 50 Blue Seal, O. J. P., No. 81829, Ea. 22.50
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1—Mills 50 F. O. K. Esc. D. J. P., No. 285308, Ea. 27.50	1—Walling 50 Wonder Vender, D. J. P., No. 82424, Ea. 24.50
1—Callie 50 Orange Cadet, D. J. P., No. 83284, Ea. 34.50	1—Walling 50 Blue Seal, D. J. P., No. 88204, Ea. 22.50
1—Callie 50 Commander, round, D. J. P. (new), Ea. 75.00	1—Walling 100 D. J. P., No. 53348, Ea. 19.50
	1—Paco 50 D. J. P., No. 18689, Ea. 22.50

ODD LOT—SLOT MACHINES	
1—Mills 250, S. J. P., F. V., No. 115398, Ea. \$5.00	1—Jennings 250, S. J. P., No. 62086, Ea. \$5.00
2—Mills 250, S. J. P., No. 102132, Ea. 5.00	1—Jennings 50, S. J. P., No. 10588, Ea. 5.00
1—Mills 250, S. J. P., No. 241886, Ea. 5.00	1—Jennings 250, S. J. P., No. 99828, Ea. 5.00
1—Jennings 50, Ea. \$5.00	

\$35.00 FOR THE LOT OF 5.
 Terms: 1/3 Cash with Order, Balance C.O.D.
WAL-BIL NOVELTY CO., Wurlitzer Bldg., 1006 Olive St. ST. LOUIS, MO.
 "Largest Exclusive Wurlitzer Distributors in the Middle West"

Detroit

DETROIT, Aug. 21.—"Sales thru vending machines has dropped about 40 per cent in the last six weeks," L. V. Rohr, of the Rohr Sales Company, said this week. "I am not a bit disappointed. I've been operating these machines for the last 12 years and the same thing happens every July and August. It is harder to keep stock fresh and people seem to buy less in these months."

Continuing with a discussion of problems of the industry, Rohr made a strong plea for national organization of the industry as well. "I believe operators and jobbers should see the light and organize. It seems like a crime that a big industry with so large an investment involved should be classed in the somewhat unfavorable light it is to the general public. The big manufacturers and jobbers should get together and try to organize the field and protect the interests of the industry. This would stave off the various kinds of trouble that periodically beset us."

Victor Lucas, head of the D & L Distributing Company, well-known Chicago jobbing house, was a Detroit visitor early this week. Among his local calls was a personal visit to the Four-In-One Manufacturing Company, manufacturers of a candy vending machine here.

"The gum vending machine department has been separated from the rest of our business," Carl J. Angott, of the Angott Coin Machine Exchange, said this week. "The business is being taken over separately by the Angott Vending Company, a new organization."

"We are going into the field in a big way. We find there is a lot of money in the gum vending business and will operate this end of the firm intensively. New capital is being placed into it to enable us to handle the business."

The new company is owned by the Angott brothers, Michael and Carl, and Max Moore, well-known Detroit operator. Carl Angott will remain as manager of this department.

The Snax Automatic Stores, manufacturers of a selective vending machine, is planning an increased promotional campaign, beginning about October 1, W. H. Cornell, president, said this week. Activity has been at a low point for the summer, but is due to pick up with the

fall season when the plant resumes intensified production. Cornell is now commuting between Detroit and Canada, where he has a cottage for the summer.

Thomas Agney, Detroit operator who goes under the name of the T. A. Novelty Company, is buying a new lot of vendors from National Venders, Inc. Business has taken a decided summer slump in the vending field, Agney reports, but he is confident enough in the future of the business to keep right on buying machines.

The vending machine industry is attracting new blood with two new north-end men reported in the field this week. They are Thomas Agney, who operates in Highland Park, north-end suburb, and the H. K. Morris Vending Machine Company. Both use National Venders machines.

OPERATORS

STOP — LOOK — LISTEN

If you want Big Profits at a Small Investment to Keep Locations happy and contented with Large Profits constantly pouring over their counters, Rush Your Order Now for "Reach for the Moon," the greatest money maker ever manufactured. Latest popular 2,520 tickets, Special Metallic Seals, Special Sewing, Fool-proof Exclusive "Jack Pot" feature in the Jar. Ten or more Jack Pot tickets for each Jar. Prizes ranging from 50c to \$5.00. See awards pay from \$1.00 to \$25.00. Jar takes in \$126.00 Average Pay 74.77 Out 51.23 Average Profit \$74.77 119 Winners



Sample Deal \$6.95
 25% Deposit. With Order.

Jobbers, Distributors, Operators—Write for Quantity Prices.

NATIONAL PRODUCTS COMPANY

2460 Grand Ave., Kansas City, Mo.

Doing a Bigger and Better Job

FOR OPERATORS

EXHIBIT'S **'TRACK MEET'** 5 BALL NOVELTY TABLE

PROVEN—the most Modern and exceptional Profit Maker of all Novelty Tables. Has TEN NEW MONEY MAKING Features. The BEST ever BUILT!—The Best ever SEEN! The BEST ever OPERATED is the by-word today about "TRACK MEET".

'BAZAAR' 1 SHOT PAY TABLE

With a NEW DYNAMIC BROADSIDE KICKER. The FIRST and ONLY Scoring Kicker ever built in a Pay or Novelty Table. No other 1 SHOT TABLE (regardless of cost)—can give you more player appeal—or more new money-making features—than is offered in this new Exhibit creation at this sensational low price.



79⁵⁰
F. O. B. FACTORY

OPERATORS ORDER FROM YOUR JOBBER
JOBBER ORDER FROM YOUR DISTRIBUTOR

147⁵⁰
F. O. B. FACTORY
TICKET MODEL (\$157.50)

EXHIBIT SUPPLY CO. • 4222-30 W. LAKE STREET • CHICAGO

McClelland Cites Dominole Features

CHICAGO, Aug. 21.—Pacific Manufacturing Corporation announces considerable operator and distributor interest in the new Dominole console game, now coming off production lines in quantities. Fred C. McClelland, Pacific president, claims the company is giving operators the very thing they need in low-priced console equipment with the offering of Dominole.

The game is described as being built into a swanky and colorful cabinet, with modernistic two-tone effects and lines that blend harmoniously into the best of location surroundings. The play is said to be particularly intriguing, for Pacific's roto-drum odds commutator establishes changing values on a great circle of light-up dominole combinations. These combinations establish the player's point, and from two sets of points up to as many as 16 remain illuminated to give players ample scoring opportunities for each coin inserted.

"The points are arranged in a great light-up circle totalling 16 sections," said McClelland, "each section consisting of a set of two dotted dominoles. The total of each set indicates a point amounting from two to 12. For example, a four-dotted dominole end to end with a three-dotted dominole totals seven for the point in that section. A five and a four totals nine. And so on around the circle. The roto-drum odds commutator spins when a coin is inserted to establish award values of 10 cents to \$1.50 on the points appearing around the circle. Then there's a light-up jackpot at the very top of the circle good for no less than a \$2 award when made. A light-up arrow follows all light animation, and travels around inside the circle with a clicking sound, then stops at one of the 16 points, or perhaps the

jackpot. Then a payout is made in accordance with the award value indicated; but, if the arrow stops on a section of dominole points that have not remained illuminated, there is no award. Dominole gives plenty of small awards and enough of the larger awards to stimulate steady repeat play. It's action is fast, and locations where the games have been tested claim it is like 'old times' with Dominole on the spot. To add to its attractiveness, stacks of coins show in third-dimensional lights and serve to create the illusion that a lot of money is in store for the player."

The new Dominole console is furnished to operators for either nickel or quarter play, and also equipped with a ticket mechanism if desired. Fred McClelland lays claim to having given the new game the best in engineering and construction work. He predicts that

operators will install the new number in large quantities, once they see Dominole operate, and get the feel of its earning power.

Distrib Praises Long Beach Quality

CHICAGO, Aug. 21.—The theme of the comment on Genco's latest creation, Long Beach, has been centered for the most part around the quality-denoting phrase, custom built, according to David Gensberg, official of the firm. "Custom built can be directly applied to the game," said one prominent midwestern distributor. "After inspecting the game

on the production line and on test locations, I and my associates found that it met exactly the rigid requirements we set for all games that we offer to the trade. We are recommending Long Beach without reservation, and I am pleased to say that our recommendation has been productive of amazing sales of the game to our customers."

"Because our distributors are so thoroly sold on Long Beach," says Gensberg, "our factory has set a production speed which we thought well nigh impossible, and operators are reporting location records which are even astounding themselves."

"We judge the success of a game," he continued, "by the number we make and sell. Operators judge the success of a game by the performance and earnings. From both points of view, Long Beach is definitely a real hit. We have built into this game the best of the engineering ideas of our staff. On a foundation of mechanical perfection we have built this game with playing ideas unique in the novelty game field. The huge unconventionally shaped backboard with its unusual light-up action, the appealing 'Ace in the Hole' feature and the speedy play of the game are features that make a hit with all patrons."



A GROUP SHOT AT A PARTY GIVEN BY BABE KAUFMAN, New York distributor, August 2. Friends of Babe will recognize her in front row, center.

THE REEL SPOT

Now is at—
GERBER & GLASS

914 Diversy Blvd., Chicago.
Your Money-Back Guarantee

You are cordially invited...

TO CALL WIRE OR WRITE YOUR NEAREST PONSER OFFICE TODAY!!!

Learn Why

MORE AND MORE OPERATORS ARE DOING ALL THEIR BUYING FROM GEORGE PONSER

THE NEW GAMES

OF THESE LEADING MANUFACTURERS HAVE JUST ARRIVED.

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- D. GOTTLIEB & CO. J. H. KEENEY & CO. MILLS NOVELTY CO. PACIFIC MFG. CORP. WESTERN EQUIPMENT

We are **EXCLUSIVE EASTERN DISTRIBUTORS**

Remember!

WE BUY ANY USED EQUIPMENT YOU HAVE FOR SALE!

WE TRADE FOR ANY EQUIPMENT YOU HAVE! CALL ON US FIRST!

IT PAYS TO DEAL WITH **GEORGE PONSER CO. "A FRIENDLY FIRM!"**

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CABLE ADDRESS "PONSER N.Y.

ABT's Target Skill Enjoys Good Biz

CHICAGO, Aug. 21.—Without benefit of fanfare and hullabaloo, yet a dominant figure in coin machine operating circles, Target Skill, A. B. T.'s counter game, has created an unusual record claim officials of the A. B. T. Manufacturing Company. According to Walter Tratsch, president of the organization, the new Target Skill, since its introduction last January, has been the backbone of much of the present day operation.

"Target Skill was found to possess exactly that universal appeal that manufacturers have always tried to incorporate into their games," states Tratsch. "The magnetism that lies in the skill appeal is strongly evident in the shooting range idea. When that appeal is enhanced by an army type pistol shooting ten shots at the five moving targets, the game is almost irresistible. Another reason for the acceptance of Target Skill is its purely skill play. The fun had by players depends solely on their personal ability to shoot the little balls fast and straight, and there is no excitement so catching as that which accompanies a test of skill. For this reason, authorities all over have pronounced Target Skill entirely acceptable. The third important reason why operators prefer the game is its faultless construction and unflinching operation."

According to George L. Lewis, sales manager, operators have purchased as many Target Skills during the so-called dull summer months as they have during the preceding season. "They have found that operating profits have been unquestionably bolstered by the operation of this game which knows no season and meets every operating qualification," said Lewis.

Calcutt Sale Will Continue

FAYETTEVILLE, N. C., Aug. 21.—The sale which Joe Calcutt has been conducting at the Vending Machine Company offices here will continue for an indefinite period, Calcutt stated this week. In the sale Calcutt has placed at the disposal of operators the firm's huge stock, which includes machines and supplies of every type and kind. The response has been so great, according to reports, that the firm is enjoying the biggest business in its history.

"Some of the machines are going so fast that they are sold before we have checked them," Calcutt reports. "The flood of orders which we have been receiving are keeping the men in the shipping department busy as bees the whole day thru. We believe that the sale will be long remembered, for those who have already taken advantage of it are spreading the word that we are giving them perfectly reconditioned equipment that is guaranteed regardless of price."



SON OF W. F. DANIELS, Mrs. Harry Drollinger, Harry Drollinger, Bill Brenan and W. F. Daniels (left to right) bring in 300 pounds of kingfish to feed the 125 guests at Drollinger's birthday fish fry held in Dallas recently.

ACME NOVELTY CO.
23-25 N. 12th ST. MINNEAPOLIS MINNESOTA

NEW CONSOLES.

BALLY'S FAVORITE BELLS
PACIFIC'S DOMINOLE DE LUXE BELLS
BUCKLEY'S TRACK ODDS SEVEN BELLS *Write for price*

Used Games Thoroughly Reconditioned IN OUR OWN SHOPS

BALLY CAROM... \$59⁵⁰

DERBY DAY HI CARD } RED CAB - CLOCK TWO OR MORE MODELS \$62⁵⁰

WESTERN-WINNER \$52⁵⁰

SPRING TIME TURF CHAMPS... \$42⁵⁰

DERBY DAY... \$43⁵⁰

HEAVY WEIGHTS ROYAL RACES (PAMCO)... \$39⁵⁰

SPOT LITE... \$39⁵⁰

HI-DE-HO PAMCO TOUT... \$22⁵⁰

TEN STRIKE... \$17⁵⁰

BALLY DERBY CHALLENGER... \$16⁷⁵

BALLY RELIANCE (JACK POT) LIKE NEW \$29⁵⁰ EACH

BALL GUM 6 ASST. COLORS CASE 100 PCS. TO BOX OF 50 Boxes \$4⁹⁵

FOR IMMEDIATE SHIPMENT WE SUGGEST YOU WIRE ORDERS • 1/3 DEPOSIT WITH ALL ORDERS

USED GAMES THAT CAN BE USED

Spring Time \$72.50	Winner \$69.50	New Deal \$57.50
Post Time 72.50	Preview 62.50	Galloping Plugs... 32.50
Santa Anita 72.50	College Football... 57.50	Pamco Chase 32.50
Paddock 72.50	Lite-A-Pair 57.50	Monopole 25.00
		McCoy 22.50

Can use Preakness—Fairgrounds—Turf Champs—Quote prices and condition.
1/3 Certified Deposit with Order
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Another Good One by AJAX

RABBIT FOOT

600 Holes—32 Step-Up Winners Paying Awards of 10c to \$5.00 with Two \$5.00 Winners Guaranteed.

TAKES IN \$30.00
PAYS OUT (Definite) 14.90
PRICE \$1.40, Plus 10% U. S. Tax

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AJAX MANUFACTURING CORP.
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Cleveland

CLEVELAND, Aug. 21.—Canada is attracting Ohio operators on their vacation this year. While most of them come back with stories of fish, Phil White took his family there on a sight-seeing trip. White's young son enjoyed the trip because they visited a number of historical places, that he had read about in his school books.

Sam Zelles joined a party of Canadian friends at one of the summer resorts in the northern part of the country.

Arnold Lief and wife are touring Can-

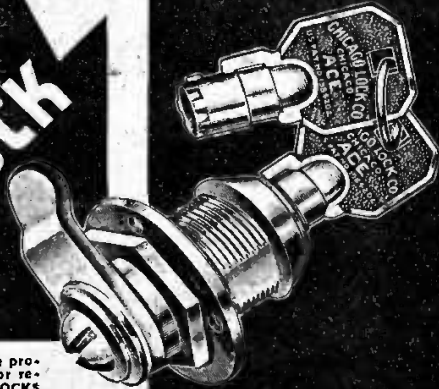
ada with a trailer and expect to be gone several weeks.

Sam Ringle left his games long enough to take a trip to New York with his wife.

M. M. Hershkowitz reports that his young son is recovering nicely from severe cuts sustained when he fell thru the glass door of their apartment house.

Postal inspectors are reported to be hot on the trail of the swindlers who circularized Ohio operators with bargain lists and then disappeared with their deposits. Those operators who lost deposits are looking hopefully forward to the arrest of the persons responsible.

YOUR PROFITS ARE SAFE WITH AN ACE LOCK



ACTUAL SIZE

ACE LOCKS provide Powerful, Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today! 1 Doz. ACE LOCKS No. 4032 (illustrated above), \$7.20 per Doz. (Price subject to change without notice). Can be all keyed alike or in various key changes. We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

CHICAGO LOCK CO.

2024 N. RACINE - CHICAGO

Photomatic Draws With Demonstration

NEW YORK, Aug. 21.—International Mutoscope Reel Company, Inc., manufacture of the popular Photomatic phonograph machine, is attracting much attention these days in its showrooms with an open demonstration model of the machine which shows the complete process of photographing, developing, printing and framing in an X-ray fashion.

The machine has been opened in many of its integral parts and thru partitions the person taking the photograph as well as those standing around can follow the complete process.

The Photomatic turns out a completely framed picture in 80 seconds. This feature has allowed for the great record of profits Photomatic has built in the last four years.

Photomatic popularity is sweeping the country at this time and is already

popular in Europe and other parts of the world. Needing no attendants, the machine doing all the work, the operator places it in the best location he can find and the machine goes right on earning profits from thenceforth.

The demonstrations which have been made with the open model have been fascinating. Because of this method of demonstrating the Photomatic, operators who have seen it have been convinced of its mechanical worthiness and general simplicity of operation. At the same time they have become intimately acquainted with the various parts of the machine.

Reports from the firm's offices indicate that the Photomatic is enjoying tremendous popularity, with greatly increased sales shown in all parts of the country.

Photomatic pictures have been used for photo-engraving and have proved that they can give us as good results as more expensive photography.

According to reports, Photomatic is one of the few machines which have gained international prominence for the coin machine industry.

Detroit

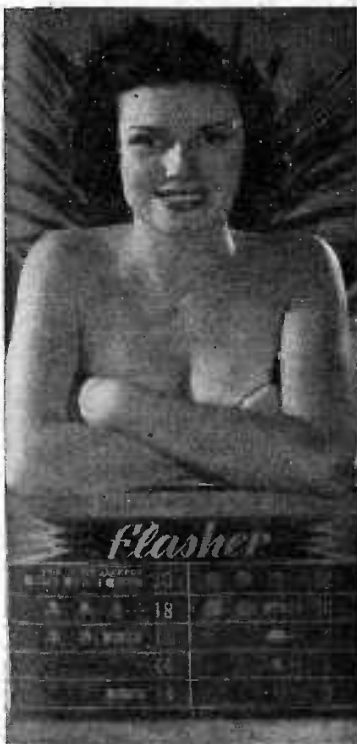
DETROIT, Aug. 21.—Max Dorsey, Detroit operator, has been added to the ranks of dog lovers among Detroit coinmen. So pronounced is the local trend to dogs that recent visits indicate probably two out of three local operators have dogs, ranging from the "feabound" type to the big police dog owned by Louis Berman. No St. Bernards have been found yet, however, Dorsey is operating pin and bowling games.

Vacation time is on in force for local coinmen. Sol Boesky has just returned from South Haven and Southwestern Michigan, and reports operating conditions in that part of the State very good. Joseph Brillante, another music operator, has just returned from the northern part of the State and is equally enthusiastic about conditions up there.

Sam Rosenthal, proprietor of the General Novelty & Amusement Company, is away this week on a motor trip to Washington and the East. His jobbing house is being operated by Max Schubb in his absence.

Harold Griffin, experienced coinman, has been appointed manager of the O. D. Griffin Company, Detroit jobbers and operators. Mrs. O. D. Griffin remains as head of the company, but is devoting a large part of her attention to other interests at present.

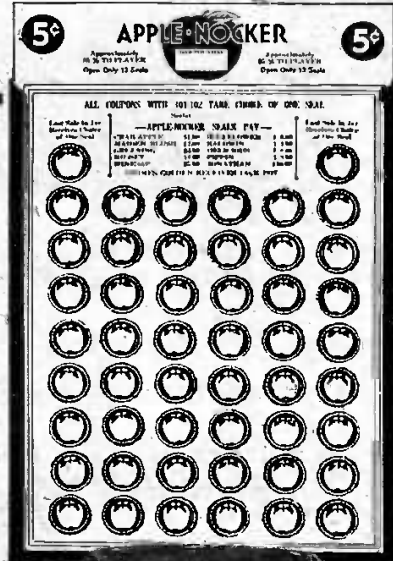
Max Schiff, veteran operator and former jobber, returned to the city Sunday after a two-week vacation spent touring. He is planning to resume business on a larger scale this fall, and may re-enter the jobbing field as well.



HERE'S DOLLY FLASHER, the pretty girl at Mills, after whom the new Mills "no-ball" table, Flasher, was named.

APPLE-NOCKER

THE JAR GAME DE-LUXE



The most attractive and novel jar game of all. Red enameled, 24-gauge card holder. Beautiful, embossed foil labels and seals—all in harmony. Finest locations are proud to display the Apple-Nocker.

Do not look upon the Apple-Nocker as being penny ante. It is truly a big money maker. The writer of this copy has netted as high as \$300 per week from as few as 40 locations. Have signed check-up sheets to prove this statement. 2,052 or 2,280 tickets —5c or 10c play

Do Not Be Misled by Other Games Bearing a Similar Name.

Complete 5c Sample Deal, 2,052 Tickets, \$5.90.

Operators and distributors, write for quantity prices.

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Send for FREE Sample of our NEW Salescard and Full Particulars TODAY.
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

The Future for Game Rooms

By H. F. REVES

Is the game room, sportland or whatever you choose to call the place that houses a selection of machines a thing of the past, as a lot of operators have predicted? If so, operating conditions are going to require replanning in the light of this change, and the man who has specialized in these convenient locations will have to adjust his business to entirely new standards in order to survive.

It is wholly true that some such adjustment is going to be vitally necessary, but not much more than any good operator realizes to be periodically necessary to keep his business up-to-date. Under whatever changed conditions, game rooms are going to survive as long as any substantial number of amusement machines remain popular. Conditions will change, but the principle remains a good one.

The basic principle back of the game rooms from the start has been to offer the public novelty in machines and to offer as wide a choice of different kinds of machines as possible. Upon these two factors the success of the business has been built.

Novelty does not necessarily mean a new machine all the time, altho that is the most obvious form of novelty and the one that will generally be thought of in such connection. However, a type of machine that is unfamiliar because it has not been seen around for a long time is a novelty to people, too.

For instance, if some operator were to unearth a regular museum collection of machines of the Gay Nineties he could certainly build up a splendid little business for himself based upon these old-timers. Of course, a collection like this could not be put out and the public given the impression that this was just some old stuff the operator was using because it was old and therefore cheap. Cheapness must never appear in this field, altho it may often be the basic consideration—appearance must be designed to make inexpensiveness look pleasingly pretentious—a fundamental consideration in show business generally.

People do go for old things, as the interest in the modern American idea of collections of mementos of the recent past proves. The millions of visitors of Henry Ford's Greenfield Village are an eloquent testimony to this fact. Some steps toward a museum of early coin-machine days have been taken by leading manufacturers and deserve the fullest commendation and support. Even more, a whole game room devoted primarily to these old machines would draw wide public interest. It should probably be a traveling type of room, so that the interest could be kept at a sustained high level by drawing from a new audience every so often. The public would just love the chance to play these machines as their fathers or grandfathers did and think how quaint the old folks must have been.

A Bit of History

That is only one suggestion in the way of future possibilities in game-room development. Glance briefly over the history of the rooms and see what the past predicts for the future.

The earliest important collections of machines were known as the penny arcade, to take the general name. Enough of these spots have survived for every operator in the business to have a general idea of their nature and the types of machines they housed.

Every known type of machine that could amuse people was put in the better of the arcades at some time or other. View machines and strength machines are the most popular general groups, as they appear in memory now, and these same machines are still doing good business in some arcades after 30 or even 40 years of service. Good care of the machines, proper servicing and occasional major repairs have made them still useful, and the old-time customer who steps in might easily think he has lost a few decades of age and is back in his younger days. Yet the arcades that survived have drawn less of their patronage from reminiscent oldsters than from youngsters who like to try out this old appeal that comes as new to them today.

After the arcades seemed about to pass out the sportland came into popularity and is recent enough to remain

a pleasant or bitter memory to most operators. Sportlands remain in existence in many places, but they have tended to combine the older features of the penny arcade in a successful effort for survival.

The basic trouble with sportlands when they sprang up so fast in many parts of the country was lack of selection of games. Pin games were new then—about the early days of the depression when business conditions changed rapidly and everyone was trying out something new to find a way for successful operation, anxious to be the first to do the new thing in his territory. Many made a success of it by the tried reliance upon sound principles of automatic merchandising, but perhaps a majority finally failed or quit in time to avoid wholesale failure.

Pin games or related amusement games were almost the only machines seen in these sportlands for a long time. There were perhaps a dozen or two different kinds of games and they were all very popular for a time. Customers would go from one game to the other or perhaps crowd around one or two favorites and keep them busy all day long. The owner would then put in more of the most popular games and the crowds would be a little less around each. Daily customers would ask, "What's new in games today?" And the operator would be constantly on the alert for new games, but not for anything else—so the manufacturers ultimately found sales of particular models decreasing and the average sale on a model was much less than it should have been. A steady sale over a prolonged period would work out to far greater advantage to the manufacturer than would a smaller sale of more models. Grosses might not be so good, but the margin of profit would be better and merchandising on a sounder basis, and the expense of new designs and dies would be largely eliminated.

A Fatal Mistake

It was at this point that most sportland operators made their fatal mistake. They kept on putting in minor variations of one type of machine—the ever-popular pin game. Single machines or machines in batteries of two to even five or six are all right in general locations, such as drug stores and beer taverns, but they do not offer enough variety to keep an entire game room in popular favor. The basic rule of giving the customer a wide latitude of choice was ignored, and the game rooms ultimately passed away into something else. The factor of novelty alone did not prove sufficient upon which to build a steady patronage.

The sportlands passed away like the miniature golf craze of about the same period. Sound business cannot be based wholly upon fads, and that was what operators of these places tried too much to do. Of course, for the man who wants to get into something that will make a lot of money perhaps in a short time and from which he can get "out and under" before the inevitable crash comes, this could prove a golden opportunity.

Most men, however, would prefer a business that is upon a more stable foundation, perhaps seasonal indeed, but at least based upon some permanent public demand that will enable them to keep on in the same course for a number of years. Most people do not want to do a fly-by-night business anyway. And for the good name of the industry such unsteady establishments should be discouraged. They give every coin-machine operator a share in their reputation for operating at best a shaky business and hurt the man who builds his operations to remain for years.

Recreation Rooms

The fate of many sportlands that have not passed entirely away proves a clue to the future perhaps. Many of them have become general recreation rooms, having billiard tables, even bowling alleys, in connection where the space permits. Other amusement attractions tend to come in with them. Some have installed a photographer or just a four-for-a-dime photo machine perhaps. Others have phenologists, tattooists, makers of key checks or operators of other miniature stamping devices, especially novelties, in the store today, and only a small



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Three New Corporations

ALBANY, N. Y., Aug. 21.—Three new mechanical device enterprises were authorized by the secretary of state this week to engage in business in New York State.

They include the following: Empire State Automatic Music Company, Inc., New York. Slot machines. Capital, 200 shares of stock. Shareholders: Murray Frischer, Sidney Peitte and Milton Kepecs, New York.

Games, Inc., New York. Automatic vending machines. Capital, 1,000 shares of stock. Shareholders: Karl Cummer, Ralph S. Raaberg and Terence McManus, New York.

Hanson-Williamson, Inc., Hempstead, N. Y. Mechanical devices of all kinds. Capital, \$25,000. Stockholders: Alfred D. Olens, Herbert H. Flagg and Ruth E. Wings, New York City.

part is devoted to the original sportland idea. These places are evolving back into something closely resembling the older penny arcade, altho the play is a nickel on nearly all machines.

Shooting galleries in connection with the sportland have become fairly common. Sometimes these are the regular long-range gallery which has been familiar for years. More often, with limited space available, one of the short-range galleries, with a length perhaps up to 20 feet, has proved more feasible. There is one danger here, since the present vogue for these short-range galleries is much like the earliest miniature golf, it is bound to pass away some time. The game-room operator may find he has no more customers for his trade if he relies too much upon the shooting range. But if he makes it only an incidental part of the business, he still has all the attractions of the machines and needs no more than to make a few building changes and find something else new to become a popular attraction.

All these things point to the same conclusion—that the successful operator of a game or sportland must keep the need for both novelty and diversity of appeal constantly in mind. He cannot forget either one very long without having his business suffer seriously as a result. This leads naturally to the consideration of the ideal game room of the future.

Use Big Space

First, it must be large enough to accommodate a wide selection of games. Space is cheap, despite high rents, when it means more business. There is another limit, too, and the place must not be so empty that it becomes barrenlike in appearance. Use of brilliant lighting usually eliminates this condition if the color scheme and general furnishings are fairly attractive and give the appearance of modernity and cheerfulness. A good rule of thumb would be that a place should be from 25 to 50 per cent covered by customers and equipment, figured in terms of floor space, when it is patronized by an average crowd. This allows 50 per cent room for aisle space and for additional expansion of either crowds or equipment.

The tendency today seems to be toward a limited number of larger games—witness the popularity of the huge bowling alley games—and the operator who wants to think ahead will plan to be able to accommodate a few of these big games in his place as they develop. If necessary a part of the space should be shut off by a temporary partition to avoid that look of too much space that makes some large rooms appear so dreary and uninviting.

Selecting Games

The selection of games should be as diversified as possible. Combining the appeal of the penny arcade with the sportland, some of the old endurance testers, electric shock machines and view machines should be present, mixed

with the modern pin games and electric rifles. Just how to arrange these is a matter for the individual operator to decide. Sometimes all old machines could well be placed together in one section, perhaps divided off and labeled, say, "The Gay 90s Room." Elsewhere these could be placed in between the "up-to-date," with an electric shocker sitting alongside a modern electric-eye machine, perhaps providing an instructive lesson in machine development. It is an easy matter to shift the arrangement of most machines and find the most effective one for the location involved.

Other machines than the strictly game varieties should be present to further diversify the field. For instance, the best modern music machines should be represented if for nothing else than to furnish the setting and atmosphere for the place by its pervading music at all times. Such machines, if not played regularly by the customers, should be given a play by the operator himself to keep the customers in the proper mood. A radio has no place in a game room as a source of music when a coin-controlled music machine is so easily available and usually more attractively designed.

Vending and service machines have their place, too. Instead of a candy counter a few appropriate machines should take care of the customers' needs, including cigarettes as well. Since the spot is devoted to mechanical amusement, that principle should be kept in mind at all times. The average customer will enjoy a thorough machine-controlled location, as the popularity of Automat cafeterias in New York and Philadelphia has proved. (The range of popularity of the Automat is limited, it is true, but that is because the principle of novelty appeal requires a constantly new stream of customers, thereby limiting the number of potentially profitable locations.) Scales, fortune-telling machines, diggers and similar varieties of machines obviously belong in such a game room. The question of slot machines must be determined by the operator upon the basis of local conditions and the class of patronage he caters to.

New Introductions

New machines have their chance in these rooms, too. Introducing new games regularly will mean that the customers will have something novel to choose from and keep interest stimulated constantly as well, resulting in a steady repeat business. This policy could be dramatically stressed by some special spotting of the machine perhaps under a canopy with the legend "Presenting Today." A low platform or other special means of calling attention to it will result in special interest.

Such new machines should be selected carefully, not haphazardly just because the operator might feel that if he has one poor game it will not mean much to the whole group in the room. It will in the long run, because customers will remember their disappointments more than their pleasures. A few poor machines will drive away many steady customers.

But the game room as an experimental spot for new machines has unparalleled importance. Here they are under the direct control of the operator, who is there personally or has a responsible assistant on duty at all times. Trouble can be spotted and perhaps remedied instantly. Moreover, a machine has to be good to stand up in competition with so many others and the worth of a new game is given a severe test by this means.

Portable Rooms

Portable game rooms offer possibilities, too. Many large games are now housed in tents and may be seen on dozens of carnival and fair midways. So far they do not seem to have been known on circus lots, altho there is a possibility here in connection with the side shows. Novelty is perhaps not so important in connection with these rooms since the entire sportland is brought regularly to a new field of customers, and the novelty will consist in the room itself rather than in the individual machines it houses. This will reduce the expense of investment in newer offerings somewhat to compensate for the added expense of packing and moving the entire spot every few days.

In conclusion, it can safely be predicted that the game room is here to stay for a long time. It will develop and become different in details from what we know today or have known in the past. But the successful game-room operator is still going to base his success upon two things:

1. Frequent presentation of new machines to maintain customer interest.
2. Diversification of machines in the room widely enough to suit the varying tastes of all customers.

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2. Diversification of machines in the room widely enough to suit the varying tastes of all customers.

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CHICAGO, Aug. 21.—"It was eight years ago," say officials of the Pan Confection Company, "that C. A. Gerlack, our sales manager, saw that operators of vending machines would have trouble vending ordinary candies in their machines. Largely thru his efforts have we developed a candy that will stand up in the machine and vend satisfactorily without sticking together and gumming up the machine."

"After a good deal of experimenting," they went on, "our factory developed a candy with a hard shell coating that will resist a high degree of heat, with high quality and of the distinctive taste that characterizes our products. The development of this candy has meant added profits for many vending machine operators, as they can use the hard-shell candies without fear of spoilage. Machines require less time to service too, since considerable less time is required to clean the machine."

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Flasher in Class By Itself, Says Shay

CHICAGO, Aug. 21.—The many coinmen who have tried to describe the new Mills Novelty creation, Flasher, are attempting something that just can't be done, according to Vince Shay, sales manager of the machine division of the Mills firm. "Flasher belongs to no type or class," maintains Shay. "It has its own individuality and is in a class by itself. Flasher is a bell, but a bell in a table form. All the appeal which the bell type machine has always held for the public is incorporated into this game in an intensified more colorful form.

"You don't have to be an expert to play the game," continued Shay, "for all that is necessary is to deposit a nickel, pull the handle and watch the lights flash on the 15 huge bell characters which show on the glass of the table. The lights dance from symbol to symbol until they stop as suddenly as they started on three particular symbols. If they are the right ones, the proper awards are paid out automatically. To make the action of the game more exciting than ever, there is only one lemon on the machine and that is in the third column. As a result the player always comes close to winning, and is encouraged to keep playing the game."

The many new features which Mills have built into Flasher are reported to be making a hit with distributors and operators the country over. According to officials of the firm, the same mechanism that is used on every Blue Front Bell is to be found right inside Flasher's cabinet. Besides that they state that the game will play three times as fast as the average pay table. "The game has the first really practical jackpot to be found on a pay

table," said Shay. "Besides that it is equipped with a perfect fool proof coin chute and the whole mechanism is housed in a beautiful rich Avodire and walnut cabinet which must be noticed wherever it is placed."

"We haven't the slightest hesitation," he concluded, "in stating that Flasher earnings average higher than bell earnings. We say this because this game is more than a bell because it crams showmanship into bell playing. Players are always encouraged by coming close. Flasher gives them a big kick even when they hit no rewards. For the giant symbols always light up in a way that indicate how close they came to the desired combination."

Robbins Prepares For New Pin Game

BROOKLYN, Aug. 21.—Dave Robbins, of D. Robbins & Company, Brooklyn, informs that he has a new pin game coming which will be announced soon. Dave has rented store space right next to his present location in order to have added room when the game comes along.

Dave claims the game has such outstanding features that it is bound to be a winner. "I have been in the business many years and I have seen pin tables of all descriptions and when I say this new table will be a money maker I know what I am talking about."

Robbins refuses to divulge any further information about the construction of the game or who is manufacturing it. However, an announcement will be forthcoming shortly explaining everything in detail.



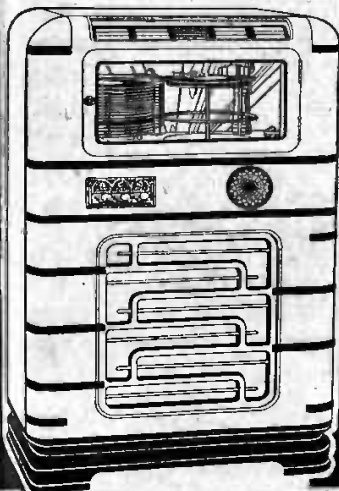
"GOLD DUST TWIN" MAX HURVICH, Birmingham Vending Company, pensively plays the Classic one-ball game during a visit at Bally Manufacturing Company, Chicago.

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Soap Vending Exec Speaks of Conditions

DETROIT, Aug. 21.—With completion of improvements in the coin-controlled soap dispenser made by the Dispenser Soap Service, the product is reported to be going well now in many locations, particularly industrial plants. Company conceived the idea for the dispenser about 10 years ago to furnish a proper outlet for the soap. As John Sills, general sales manager, puts it: "The dispenser helps to sell more soap, while the soap helps to obtain more locations for the dispensers." Firm is

housed in a new plant which in itself is proof that the vending machine business is something more than a mere fly-by-night proposition.

The machine has an improved stationary knife which cuts the bottom of the soap in a thin slice which comes out in the dispensing chute. Entire magazine is rotated a certain distance by the action of the coin-control mechanism. The weight of the magazine loaded with soap forces the proper size of cut to be made in course of rotation. Has a magazine about the size of a fire extinguisher. Outside of cabinet is of stainless steel.

A frank analysis of the field was made by Sills in which he made no attempt to minimize the difficulties in the way of operation, but pointed a way to their intelligent solution. "From the outset," he stated, "it means a lot of hard work. The possibilities for expansion, however, are practically unlimited; and the operator can keep building his business steadily and have a stable return coming in at all times.

"The first purpose we had in mind in developing this machine was to get something that would be suitable for factory locations where it was impracticable for the workers to keep lockers and so have their own soap for cleanup purposes. Our machine dispenses enough soap to make it possible for three men to wash on a penny's worth. There is a tendency in some plants to supply the workers with free soap, and this of course, makes a soap dispenser unnecessary. Where the usual practice of not supplying soap is adhered to, the dispenser performs an essential service to the men.

"If the use of these machines were universal," Sills concluded, "there would be far less prevalence of industrial diseases than there is today. If a particular factory can be educated to the important benefits of proper sanitation, the operator has a permanent source of income and a pleased location owner. A good contact and service man is required to handle this type of work, for he must not only be able to service the machines, but he must be able to talk intelligently to the plant executives."

Chi Coin Announces New Football Game

CHICAGO, Aug. 21.—Following up a series of knock-out hits, the Chicago Coin Machine Manufacturing Company today announced the release of another five-ball novelty game, Rose Bowl. "Not only opportune but much ahead of the field," says Sam Wolberg, Chicoin official. "With the all-star pro football battle making a strong bid for sporting interests at this time, sport enthusiasts are aware of the impending football season, and newspapers are beginning to play up collegiate football prospects for this fall. Therefore, we think we are right on time in building a football game at this time, especially in view of the fact that we've designed a game that for action and appeal is like nothing ever before built.

"Looking the game over from top to bottom," he continued, "one first is impressed with the size of the backboard, a huge light-up rack which has become a characteristic of recent Chicago Coin novelty games. Here the entire action is portrayed in lights as the runners are moved across the field by contacts of the balls against the bumper springs. Here, too, are found the scoring lights which register each touchdown, as well as the odds for each game for first, second or third place, according to the number of touchdowns made.

"On the playing field," he went on, "designed to colorfully portray the atmosphere of the gridiron, bumper springs are well placed to allow the maximum of ball and bumper action. In addition to the bumpers, which move the players on the backboard, two skill bumpers each add a touchdown to the total score, sending the players across the field in an uninterrupted dash, and a third skill bumper adds two touchdowns to the score.

"This combination of action on both backboard and field has a strong and undeniable appeal for pin-game fans, it was learned thru location tests," said Partner Sam Gensberg. "Participants in the test have committed themselves to shipments of large quantities of Rose Bowl games, and it looks like a real fall season for operators the country over."

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Hi De Ho	45.00	Wall St.	10.00
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Wurlitzer F-10	95.00
Ray-O-Lite Rifle Range (Shooting Machine)	200.00

Terms: 1/3 Deposit, Balance C. O. D.
W. B. NOVELTY CO., INC.
3800 N. Grand Blvd., St. Louis, Mo.

4 times faster profits WITH 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. **ONE PLAYER 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 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

\$194⁵⁰

F. O. B. CHICAGO



Coinography

By THE COINOGRAPHER

When a distributor is popular with operators, that's not a matter for special attention, but when a distributor gets noseays and orchids tossed at him by competition, that's news! Of the many firms engaged in the jobbing and distributing of coin operated games and allied equipment, few can boast of the admiration of the entire coin machine industry. Such an organization is the Atlas Novelty Company, of Chicago and Pittsburgh.

Under the guidance of Morris and Eddie Ginsburg, Atlas has earned the confidence of every operator and the respect of every manufacturer, jobber and distributor. From the small beginning to the present status of practically national leadership in the distribution of coin operated games, the Ginsburgs have adhered to an ideal of "personal service" in all dealings with operators.

"Not only has personal service been an ideal, but, according to Eddie Ginsberg, it has been the foundation upon which the present organization has been built. A score of men and women, making up the personnel of the Chicago office, all work under conditions that are conducive to a highly efficient discharge of their duties. The office workers are equipped with the latest in business equipment. The shop men and shipping department work with tools and devices of the most efficient design, effecting fast and perfect repairs and shipments.

"The operator who enters the doors of the Atlas establishments in Pittsburgh or Chicago is impressed with the atmosphere of geniality and eagerness to serve; so much so, that seldom does an operator or jobber ever leave Atlas without having found exactly what he needs," reports one of the Ginsburg brothers oldest customers.

Lines handled by Atlas embrace every possible kind of equipment required by operators, from the novelty and payout games, thru salesboards of leading makes, premium items, supplies of all kinds, bell machines and up to the latest console type games presented by outstanding manufacturers.

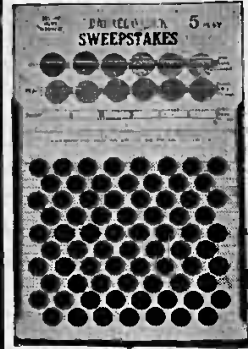
Cohen, The Sphinx, Lauds Pikes Peak

CHICAGO, Aug. 21.—Out of the Land o' Lakes and into hustle and bustle of the world's coin machine center rode Willie (The Sphinx) Cohen one day last week. As he prowled the city, looking for the equipment he needed to take back to his Silent Sales Company in Minneapolis, he maintained the silence for which his nickname stands until he entered the show rooms of the Western Equipment and Supply Company, where he was greeted by Chief Jimmy Johnson. Here, under the spell of Western's newest one-ball automatic payout game, Pikes Peak, Cohen is said to have found his tongue long enough to let loose a flood of praise that swept from one end of the huge Western plant to the other.

According to the report forwarded by sales manager Hugh Burras, Cohen finally ran out of words to describe his and his customers' sentiments about Pikes Peak, but not until he had used all the superlatives in the book, embellished with a few choice terms of his own. When questioned as to the authenticity of the praise, Cohen said: "It's gospel truth, even if I didn't use gospel language. The whole Northwest is talking about the game, and just as fast as Johnson can get them out to me the whole Northwest will be playing Pikes Peak.

"I've seen games catch on before, and I've marveled at a lot of new features and new playing ideas, but the way in which Jimmy's new game took hold is something to put in the book. I've had to talk fast more than once to pacify an operator who wanted to walk right out of my building with one of the games. Most of my customers take a look, play the game once and it's Pikes Peak or bust as far as they're concerned. And, from what I hear around the country, that same condition exists in every Western distributor's showroom." "Yes sir," concluded the Northerner, "It's action the operators want for their

Operators! SWEEP IN THE CASH WITH SWEEPSTAKES!

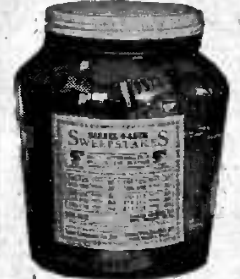


The Greatest Jar Deal of All.

3' Jack Pots

A Proven Hit

Designed for Operators by Operators Who Know



MADE IN 5c OR 10c PLAYS
Takes in 2,250 Tickets @ 5c. \$114.00
Average Payout..... 71.40

AVERAGE PROFIT..... \$ 42.60
Takes in 2,250 Tickets @ 10c. \$225.00
Average Payout..... 168.05

AVERAGE PROFIT..... \$ 59.85
Winners From 50c to \$25.00
Sample Deal \$5.00, 25% Deposit with Order.
Write for Special Quantity Discounts.
Order From Your Local Distributor or
Order From Your Local Dealer.

Write to
GLOBE NOVELTY CO.
715 E. Adams St., SPRINGFIELD, ILL.

CLASSIC

ONE-SHOT ODDS-CHANGING GAME WITH WHIRLING 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 CLASSIC is getting the big money play from Coast to Coast.



\$169⁵⁰
(TICKET MODEL, \$179.50)
F. O. B. CHICAGO.

- CHROME-STEEL PLAY-FIELD
- "RUBBER-TIRE" BUMPERS
- "ODD-OR-EVEN" SCORE SYSTEM

ARLINGTON

PAYS ON WIN, PLACE, SHOW and PURSE

Can Be Operated With or Without
"THIRD DIMENSIONAL"
Effect on Backboard

- 28 WINNING POCKETS . . . ONE-SHOT PLAY
- CHANGING ODDS . . . 40-TO-1 TOP
- 1 TO 7 SELECTIONS EACH GAME

Get started now ahead of competition—order ARLINGTON today!



\$162⁵⁰
(TICKET MODEL \$172.50)
F. O. B. CHICAGO.

BALLY MANUFACTURING CO.
2640 BELMONT AVE. • CHICAGO, ILLINOIS

PEANUT & GUM VENDING MACHINES

NEW DIRECT FROM FACTORY

Only **240** and Up
Over 60,000 Sold.

Write for Full Information Today.

ROY TORR

2047A-So. 68 St., Philadelphia, Pa.

Guaranteed Reconditioned Games

4—MAZUMAS	\$45.00
3—AIR RACES	60.00
4—WINNERS	85.00
3—BEAT 'EM	40.00
2—TOP 'EM	40.00
4—ROYAL RACES	50.00
2—SPOT LITE	30.00
1—WESTERN RACES (Multiple)	20.00
2—LITE-A-PAIR	40.00
1—PREVIEW	60.00
2—TRIPLE REEL	50.00
1—SKOOKY	20.00
2—BUMPERS	12.50
1—FIREBALL	7.50

1/3 Deposit With Order, Balance C. O. D.
MT. ROYAL NOVELTY CO.
23 W. Mt. Royal Ave., Baltimore, Md.

TUBULAR COIN WRAPPERS

Penny or Nickel. Made of Heavy Kraft Paper. Only 50c per Thousand, in 10 thousand lots, one kind or assorted. Send cash with order, or half cash, balance C.O.D.

SCHUBB & CO.
1230 WEBB AVENUE DETROIT, MICH.

money, and it's double action the players crave. I can't offhand think of a better game to meet those requirements and nobody ever called me a slow thinker!"

SLOTS - 1 BALL BARGAINS!

GUARANTEED 100%

MILLS BLUE FRONT	59.50	WAYS TRACK	\$162.50
MYS.—5c	32.50	SKIPPER	26.50
MILLS LION HEAD—5c	29.50	BUMPER	16.50
MILLS F.O.K. SILENT—5c	47.50	BALLY CAROM	69.50
MILLS YELLOW HEAD MYSTERY	37.50	FLICKER	17.50
MILLS SCYSCRAPER—5c	55.00	PINCH HITTER	12.50
PACE COMET—(Serial 270000)	225.00	WURLITZER P-12	124.50
PACES RACES — Serial 3700 to 4000	325.00	ROCK-O-LA 1936 No. 2	139.50
PACES RACES—Brown—Serial 5030—25c Play		STEWART McGUIRE 7-COL. CIG. MACH....	69.50

GERBER & GLASS 914 Diversey Blvd. CHICAGO

1938 "Improved Cherry Bell!"



NOTE THE NEW CHERRY DESIGN

The cherries are painted in a natural cherry color, triple baked enamel. It's beautiful, you must see one to appreciate it.
New Payout: When 2 Cherries and a Lemon appear, instead of getting 5, as you used to, you now get 10. Likewise do you get 10 when two Cherries and a Bell appear! Ten instead of five! Ten is a Big Award. It's a happy surprise, something worth getting, something worth shooting for, something new!

So you don't get confused, the machine pays out as follows:

3-10-14-18-20 AND THE JACK POT

The Rol-A-Top is built in 1c-5c-10c-25c and 50c play. It is built in the Straight Bell, as herewith shown, and is also built in the front vender model.

Write for Circulars and Prices

MADE ONLY BY

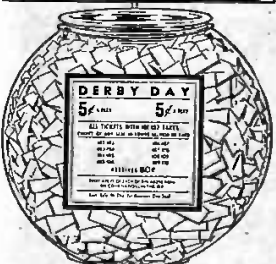
WATLING MANUFACTURING CO.

4640-4660 W. FULTON ST., CHICAGO, ILL.

Est. 1889—Tel., Columbus 2770

Cable Address "WATLINGITE", Chicago

OPERATORS Here's the NEW DEAL you've been asking for



Take in\$128.50
 Average pay out 83.50

Average profit 43.00

\$19 winners from 50c to \$25.00
 Also available with daily double paying from \$25.00 to \$50.00. Special \$50.00 Deal when ordering. Sample deal, \$8.95.

JOBBERS, DISTRIBUTORS—WRITE FOR QUANTITY PRICES.

MUNCIE NOVELTY CO.
 Box 823, MUNCIE, IND.

Ponser Places Big Long Beach Order

NEW YORK, Aug. 21.—George Ponser placed what he claims to be one of the largest orders for a single game in the history of his firm this week with Genco, Inc., for its latest novelty pin game, Long Beach. Dave Gensburg, Genco official, made a hurried trip to Chicago to receive the order from Ponser and complete arrangements for delivery.

In commenting on the size of his order, Ponser stated: "We have thoroly tested Long Beach and found that it even beats Genco's two previous successes, Auto Derby and Home Stretch. What's more the game is mechanically perfect in every way and captures the players' attention. In some cases we have observed players spending more money playing Long Beach than they have on any other pin table in a long, long time. We have made our order unusually large because we believe that the game is destined to be one of the outstanding games of the fall season."

Gensburg stated that another one of the purposes of his trip east was to visit the real Long Beach, popular resort, after which the new novelty pin table is named. He also spent some time going over existing conditions and stated that he believes New York is getting ready for one of the best seasons it has ever had. "Several operators told me," he stated, "that they were looking for a good game and when Long Beach arrived at Ponser's offices they immediately came to the conclusion that this was the game that would start them off to bigger earnings for the new season."

Coinmen Attend Rickard Party

CHICAGO, Aug. 21.—Earl Rickard, well known to many coinmen as the popular emcee of many of the shows at past coin machine conventions, was the center of attraction at a celebration held last week in honor of his 15th anniversary as a popular entertainer in the Windy City's night spots. Festivities were held at Joe Miller's 885 Club, where Rickard is holding sway as featured entertainer and host.

According to Lee S. Jones, executive vice-president of the American Sales Corporation, quite a number of prominent coinmen were on hand to honor their friend. Jones reports that the club was jammed to capacity and that it was a fitting tribute to Rickard, who is well liked in coin circles.

Among the coinmen present were Ray Moloney and Jim Buckley, of Bally Manufacturing Company; Walter Tratsch, of the APT Manufacturing Company; Paul Gerber and Max Glass, popular local distributors, and Lee S. Jones, of the American Sales Corporation. Among Rickard's other friends who

BALLY DERBYS	\$22.50	SUNSHINE DERBYS	\$10.00
PAMCO PARLAYS	20.00	BALLY BUMPERS	16.00
PAMCO PALOOKA, Jr.	22.50	MILLS BLUE FRONTS, Light Cabinets, High Serials	69.50
PAMCO PALOOKA, Sr., 8 Slots	25.00	TRI-O-PAKS	12.00
PAMCO CHASE	22.50	RELIANCE DICE MACHINES	24.50
GALLOPING PLUG	25.00	BALLY SKIPPER	21.00
RED SAILS	20.00	PACES RACES, Cash Payout, Mechanically Perfect, Serials up to 3700, 30 to 1 Payout	225.00
PAMCO BALLOT	22.50		
WESTERN FLYING HIGH	35.00		
WESTERN GRAND PRIZE	60.00		
ROUND UP	17.50		

1/3 Certified Deposit With Order, Balance C. O. D. Reference First National Bank, Hickory, N. O.

J. L. JONES SALES COMPANY

Corner 13th Street and 11th Avenue.

HICKORY, N. O.

Name Plate Machine WANTED

Use Nickel Slot Name Plate Machine. Round disc or flat. Send samples of work. BOX D-85, Care of The Billboard, Cincinnati, Ohio.

CANADIAN OPERATORS

Want 200 used slot machines for export. State make, price and serial numbers in first letter. Box D-83, The Billboard, Cincinnati, Ohio.

were present were Frances Williams, Jackie Heller, Jackson, Mills and Reeve, Willie Shore and many others.

Rickard returned from the Coast just in time for the party in his honor. While in Hollywood he worked with Bing Crosby and Martha Raye in their latest picture, *Double or Nothing*.

WRITE FOR LIST

of greatest values ever offered in both new and used machines.

PARAMOUNT SPECIALTY CO.
 23 Davis St., Beacon, N. Y.
 Phone: Nine Hundred

NATIONAL PREMIUM'S August Clearance SALE of Reconditioned and Rebuilt Used Machines

SLOT MACHINES

5c Mills Cherry Bell (used 30 days)	69.50
10c Mills Blue Front Mystery	55.00
5c Mills Blue Front Mystery	52.50
10c Mills War Eagles	52.50
25c Mills War Eagles	49.50
5c Mills War Eagles	45.00
5c Mills Skyscraper Bells	35.00
10c Mills Q. T. Late Models (Green Front)	35.00
5c Mills Q. T. Late Models (Green Front)	29.50
5c Mills Wolfheads	35.00
5c Mills F. O. K. Venders	27.50
25c Jennings Chief Console (Used 1 week)	117.50
10c Jennings Chief (Used 30 days)	69.50
5c Jennings Chief (Used 30 days)	65.00
5c Jennings Century	37.50
5c Jennings Duchess	29.50
10c Jennings Duchess	29.50
1c Jennings Little Dukes (Triple Jackpot)	55.00
10c Pace Comet, Like New	50.00
5c Pace Comet, Like New	27.50
1c Pace Comet	119.50
5c Chuck-A-Lette, Excellent	55.00
10c Watling Rola Top Bell	50.00
5c Watling Rola Top Bell	39.50
25c Caille Roulette	35.00
25c Watling Blue Seal Twin Jackpot	24.50
10c Watling Blue Seal Twin Jackpot	22.50
5c Watling Blue Seal Twin Jackpot	25.00
Bally Reliance, Gold Award	29.50
Bally Reliance, Jackpot	29.50

We have 100 Jennings and Mills Bells and Venders, all in operating condition, at prices from \$10.00 to \$15.00.

Automatic Payout Tables

Bally Fairgrounds (Used 10 days)	75.00
Bally Carom (Like New)	60.00
Bally Breakneck	49.50
Turt Champs	49.50
Pamco Palooka Sr.	42.50
Sweet 21, Chicago Coin	39.50
Western Center Smash	39.50
Western Flying High	39.50
Keeney Stop and Go	35.00
Keeney Grand Slam	29.50
Bally Peerless	25.00
Western Daily Races (Mystery)	24.50
Bally Hioteah	24.50
Mills Grand Slam	22.50
Sunshine Derby	15.00
Alamo	10.00
Hollywoods	9.50
Jennings Daily Limits	9.50
Western Coconut	7.50
Aces	7.50
Gold Rush	7.50
Put & Take	8.50

Used Novelty Games

Gottlieb Hot Springs	\$39.50
Gottlieb Electric Scoreboard, New (Closeouts)	37.50
Bally Crosslines	30.00
Bally Boosters	22.50
Chicago Coin's Home Run	19.50
Jennings Ricochet	16.50
Bally Bumpers	17.50
Keeney's Fire Cracker	15.00
Rockola Globe Trotters	8.50
Stoner's Mad Cap	8.50

Used Novelty Games

Stoner's Top Hat	\$ 8.50
Hold 'Em	8.50

Counter Games

Jennings Star Panny Play, like new	\$13.50
Hershey's Sc Vender on Stand	13.50
Bally Nuggets	11.50
Roll Skill	10.00
Reel Races, new	10.00
Stewart McGuire 1c Gum Venders, like new	8.95
Pilgrim Vender	8.50
Bar Boys	7.50
Penny Pack	6.50
Puritan Venders	6.50
Bally Babys	5.50
Chicago Club House	5.00
Buck-A-Day	4.50
Hershey 1c Venders	3.50
Cub	3.50
35 1c Peanut Machines, chromium plated, like new	3.50
Twins	2.50
Baby Shoes	2.50
Radio Wizard	1.50

Bowling Games

Rola Score, 9 Ft.	\$85.00
Keeney Bowlette, 10 Ft.	60.00
Bally Roll, 14 Ft.	50.00
Wurlitzer Skee Ball, 14 Ft.	75.00

RADIO RIFLES

Marksmen	\$75.00
Jungle Dodgers	49.50

Every machine listed here is in perfect operating condition. If you do not find the machine you desire in this list, write us. If we do not have it, we will obtain it for you at the lowest price.

All prices F. O. B. Omaha.

Terms: One-third deposit (Certified Check or Money Order) with order, balance C. O. D.

NATIONAL PREMIUM CO.
1312 FARNAM STREET OMAHA, NEBR.

MINIATURE RIFLE RANGES

Hooker's Miniature Gallery Complete	\$85.00
Krak Shot, National Premium (new) a coustic lined, chromium trimmed, plate	99.50



ARCHIE LA BEAU

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

USED GAME BARGAINS

HIDE NO TEN STRIKE	\$37.50
ROYAL RACES HEAVY WEIGHT	\$47.50
MAZUMA	\$67.50
USED SLOTS: MILLS, JENNINGS PACE, WATLING, CAILLE	\$15.00 and up
MILLS PHONOGRAPHS	\$50.00 and up
SPORTSMAN'S DE LUXE	\$89.50
PACES RACES	\$150.00 and up

Write for your requirements on new games.

La Beau Novelty Sales Co

TWO NEW PROFIT MAKERS



Type SMO Lever Operated Register



Type SEC Electrical Register

Here at last are two new registers designed and built to meet operators' needs for a record of play on any type of machine. This check-up means money to any operator, and gives manufacturers a valuable added sales feature.

Type SMO mechanical register is lever-operated, and small in size for easy installation. Tamper-proof case prevents loss through changing reading. Five number wheels total 99,000 (and repeat). Number wheels have large, legible figures, black on white. Operating lever can be placed at right or left side, and has very short throw.

Type SEC electrical register has the same features of simple, tamper-proof installation, and large legible number wheels as the mechanical register. The small, positive relay is mounted under the base plate, with a simple, sturdy connection to the register operating lever. Register reads 00,000 and repeat. Model for operation on 6 volts.

Write for samples and quantity prices.

OPERATORS: These registers can be easily installed on your present machines, and they give you a record you can depend on. Full details on request.

PRODUCTION INSTRUMENT CO.

1323 South Wabash Avenue, Chicago, Illinois
Manufacturers of Precision Counting and Recording Devices and Sensitive Switches

A Hot Tip

By RAY BECKER

I'm just the "ad man" for J. H. Keeney & Company and I'm not supposed to tell stories out of school. I'm not supposed to tell you as yet that Keeney's Hot Tip is on the production line and ready for shipment. I can frankly say: "Hold off till I give the word," but I'm so anxious to tell the world about the remarkable new de luxe payout table that I'm shooting my mouth right now.

First of all you should have heard all the compliments the new game received last week when a few of the big shots were permitted to see it. When they ask: "How soon can I get 'em" before "What's the price," you can bet your bottom dollar it's ticketed for a winner right from the start.

I can't describe the game to you, but I can promise you've never seen anything like it. I know you hear that about every new game that hits the market and you may be just a little bit skeptical. However, this time we have a real surprise in store for you. Two ways for winning and a lot of other new features that nobody has ever thought up before.

Don't tell the boss I told you, but take a tip from one who knows.

Markepp Managers Eye New Machines

CHICAGO, Aug. 21. — When M. M. Marcus, president of the Markepp Company, arrived in Chicago this week hot on the trail of his branch managers he was asked, "What's the idea?"

"Well," Marcus said, "I try to be in Chicago every few weeks to see what's new and I want my branch managers here frequently also so they will see exactly what good games are being developed so that they can get the first samples for the customers of their branches."

Charlie Trau, Cincinnati branch man-

ager, was a visitor the week before last, and H. R. Lemon, Columbus branch manager, was in Chicago this past week. A. L. Glassman, of the Toledo Markepp Company, is slated to come in the coming week.

Accompanying Marcus this week was S. A. Baker, who came to attend the Chicago Gift Show at Hotel Palmer to select some new items for prizes, premiums and salesware boards and giftware which are featured by the novelty department which he heads.

\$5.00

AND YOUR USED REEL "21" WILL BUY A



MATCH-EM

Guaranteed Best Cigarette Machine on Market. WITHOUT REEL "21" PRICE IS \$12.50, F.O.B. Okla. City, Prepay Reel "21" to

SOONER NOVELTY CO., INC. 527 N. W. 8th, Okla. City, Successor to ELECTRO BALL CO., INC., in Oklahoma.

Automatics	Novelty Games
Tur Madcap	---\$4.80
Champs \$48.80	Neck & ---4.90
Peerless --- 15.00	Neck --- 4.90
Jumbo --- 9.75	Excel --- 4.90
Breakneck 85.00	Neighbors --- 3.00
COUNTER GAMES	
Races, \$4.25.	Horses, \$4.50.
Bones, \$4.00.	
MISCELLANEOUS	
Novelty Candy Vender (Like New)	---\$140.00
ROTARY MERCHANDISER	
With Van Eek Ejector	---\$80.00
Without Ejector	---80.00
Planetarius	---75.00
New Gun Tank Shooting Gallery	60.00
Shoot-a-Lite	---60.00
Terms: 1/3 Deposit, Balance C. O. D.	
Close-Out Prices on Merchandise for Rotaries.	

Arrow Novelty Co. 2852 Sidney St., ST. LOUIS, MO.

**NEW POK-er-Bok
PAYS \$6.00 MORE
PROFIT**

NO INCREASE IN COST TO YOU!
AVERAGE PROFIT NOW \$34.00
OPERATOR

WERTS' sensationally successful POK-er-Bok Jar Deals have proved a "Cold Mine" at the FORMER average profit of \$28.00 per deal. They have shown operators everywhere the way to "clean up" WITHOUT INVESTING in expensive equipment.

NOW, without a cent of extra cost to the operator . . . 120 MORE tickets have been added, making the average profit actually \$34.00 PER DEAL! Jars can be refilled. TAMPER-PROOF TICKETS. Almost unbelievable fast profits! Only one deal a day can bring \$1,020.00 a month!

PAYOUT REMAINS SAME!
127 PRIZES TO \$10.00 EACH

Tickets have been increased to a total of 2,160. Payout and Jackpot Card remain the same as formerly. Two \$5 Jackpots . . . Nine \$2 to \$10 prizes . . . Thirty-seven \$1 prizes on Jackpot Card . . . 114 Jar winners at 25c to \$2 each.

"CLEAN UP" NOW WITH NEW POK-er-Bok
START NOW. Get POK-er-Bok on every location, SEND today for complete details and our attractive operator and distributor discounts.

WERTS NOVELTY CO., Inc., Dept. B.B.-8A, MUNCIE, IND.



NEW TAKE & PROFIT!
PAY OUT REMAINS THE SAME
2160 Tickets @ 5c...\$108.00
Average Payout .. 74.00
Average Profit Per Deal.\$ 34.00

The DOMINOLE Console
... at a New Low Price!

Priced as low as a payout table. Yet it gives you much more than payout table and ordinary console earnings. The Dominole Console gives players a "look-easy" run for their money. A big jackpot. And plenty of small winners. Yet the cash box is never hungry. See the DOMINOLE Console at your distributors today. 5c or 25c play. Ticket unit at small extra charge. Write for price and name of nearest distributor!



**Gerber & Glass
Test Reel Spot**

CHICAGO, Aug. 21.—According to reports, Paul Gerber and Max Glass spent a whole afternoon this week in a heavy conference over Daval's latest counter creation, Reel Spot. The two popular distributors decided to see for themselves just what the game would do. At the end of the day the two emerged with the verdict that the game possesses all the earmarks of a sure-fire winner.

"Any game that can keep two old-timers like Paul and myself absorbed for an entire afternoon has to be better than good," stated Glass. "The only trouble with Douglass' claims about the new game is that they were not strong enough. We spent the afternoon testing the game in every possible manner and it works like a finely built watch. We found ourselves becoming more and more absorbed in the exciting and thrilling pastime of trying to uncover the spot in Reel Spot and we certainly must say that the latest Daval game is the most appealing they have ever put on the market. The interest which the age-old shell game has always held has been built right into the game in a more intensified form. It sort of gets into your blood and before you know it you keep feeding coin after coin into the chute trying to uncover the spot which flits from reel to reel every time they spin."

"Now that we have tested the game ourselves," declared Gerber, "we are more anxious than ever for Daval to get into high speed production on this game. As soon as they do we intend to launch one of the biggest counter game campaigns ever run by a distributor in *The Billboard* to let every operator in the land know all about it. The new swivel base, changing odds and many other features which have been built into the game insure it an exceptionally long period of profitable operation. For sheer appeal, plus interesting action, this modern adaptation of the shell game just can't be beat."

Both Gerber and Glass declare that they intend marketing the game under their seven-day guarantee plan just as soon as the machines can be obtained in sufficient quantity to meet the demand that they feel certain is sure to come. "The fact that we consider the game so highly as to put it out under our seven-day money-back guarantee,"

they concluded, "should convince even the most skeptical operator that we are backing it to the limit and predict that it will be one of the most popular games of the year."

**Cohn and Capehart
Hold Fishing Duel**

NEW YORK, Aug. 21.—Nat Cohn, of the Modern Vending Company, and Homer E. Capehart, Wurlitzer vice-president, engaged in a fishing contest over the last week-end at Montauk Point, Long Island. To date, the results are still veiled in secrecy.

Capehart stated: "I'll admit that Nat had a few more fish at the end of the contest; but, and it's a big but, we certainly did not want to offend any of our good customers by outfishing them." Cohn claims that this diplomatic explanation of Capehart leaves him in doubt as to whether or not Capehart could have done better, and he is anxious to compete with him again on a basis where only results will count and no diplomatic explanations will be permitted.

According to Mrs. Capehart and her daughter, Mr. and Mrs. J. A. Darwin and their son, and Irving C. Sommer, also of the Modern Vending Company, all of whom witnessed the contest, it was a grand and glorious outing, no matter who won the fishing duel.

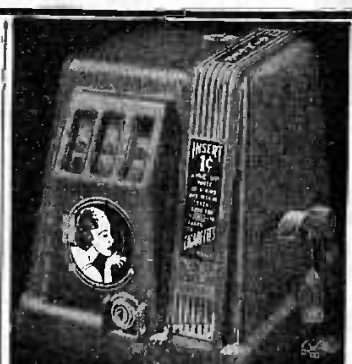


EDDIE GINSBURG, Atlas Novelty Company, Chicago, demonstrates the Moto-Scout with side car is good equipment for operators' repair men.

PACIFIC MFG. CORPORATION
4223 Lake St., Chicago; 1326 S. Hope St., Los Angeles.



ROYAL FLUSH
Selective Draw Poker Machine
With Plenty of Suspense and Surprises.
32.50
1-3 DEPOSIT, BALANCE C. O. D.



GINGER
Master Built Automatic Ologrotte Token Payout Machine.
1c and 5c Play.
36.50

B. D. LAZAR COMPANY,
1340-42-44 Forbes St., Pittsburgh, Penna.
119 Penn Street, Reading, Penna.
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1	Flap Chute Merchantsmen	25.00
2	Brokers Tip Payout	17.50
3	Challenger Ticket & Cash	22.00
4	Ball Diamond Mine	12.50
5	Ball Diamond Mine	12.50
6	Electric Scoreboard Ticket Model	37.50
7	Stop & Go	13.50

MILLER VENDING CO.
618 Lyon Street, Grand Rapids, Mich.

SEE-CON INCORPORATED

3400 JOY ROAD, DETROIT
Exclusive Seeburg Distributors for Eastern Michigan.
"From Ohio to the Straits."
Delivering Symphonola, Rex and Royal—NOW!

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Don't Kill the Goose That Lays Golden Eggs

By BOB NORMAN, Miami, Fla.

HAVE you ever stopped to ask yourself the question: "Why am I in the music operating business?" Ask 9 out of 10 music operators this question and a variety of answers will be forthcoming. In reality, there is only one correct answer, but regardless of this, numerous reasons would be given.

Some would say: "It is a legitimate business." Others would answer it this way: "My competition forced me into it." With some, "It's just a sideline with me;" or, "I give my locations what they

operating fraternity to look upon a man or an organization engaged in the same line of business in the same locality as an enemy—a bitter rival who is trying to undermine one's particular business.

There is a constant distrust of professed friendship or even the expression of a desire for co-operation for mutual good. The feeling may be likened to two operators who are shaking hands, each with a knife out of sight but firmly grasped, waiting for the opportunity to sink it into the hilt—to strike the death-dealing blow.

With such animosities, fancied or real, is it any wonder then that competition between operators may reach such extremes that all suffer the consequences in the end?

Why should the intenseness of competition cause business men to lose all sense of judgment and reason and embark upon a feud that is detrimental, harmful and destructive. What profiteth a man to cut commissions to the bone and then lose his business? What is there to be gained in giving all or most of the profit to the locations?

Every operator knows that a single exception to the general rule in an operating commission setup may be the cause of a veritable barrage of similar demands from other locations when the news leaks out.

In the competition between operators for new locations, if such competition takes on the aspect of an auction sale with each operator bidding against the other to see who must give away all his profit to the location—then what in the h—l good is the location anyway? The inevitable result is as plain as day—that location may wreck your business if you don't watch out.



BOB NORMAN

want;" or, "Why should the other fellow get into something that I can't take a whirl at?" All of these and more, too, would constitute the answers to this question: "Why am I in the music operating business?"

The Correct Answer

Spell it in capital letters; set it up in bold type; placard your office walls with it; emblazon it wherever it will sink in deeply—the answer is: **FOR PROFIT!**

Yes, **PROFIT** is the fundamental motive that prompts anyone to go into a particular coin machine activity. You didn't go into the music business for your health. You went into it to make a **PROFIT—PROFIT—PROFIT**. You should be making and will continue to make profits for a long time if you and the other operators and the manufacturers included do not kill the goose that lays the golden egg.

Profitless Prosperity

Profitless prosperity may be defined as or applied to a business having all of the elements for steady, consistent, year-in and year-out profits but because of grasping, selfish, unbusinesslike and destructive practices and policies of certain of those engaged in it, may show the trends of diminishing profit returns.

These two words, "profitless prosperity," probably sum up the trend of a situation in the operating business that in a general way leaves doubt in your mind about the present and future profits to be made in the business.

There is nothing wrong with the music business, but only with some of the people in it. One rotten apple in a barrel of the finest apples to be had anywhere will eventually destroy the value of those apples. A single rolling pebble at the top of the mountain peak may start an avalanche that will crush all before it.

Steady and consistent cutthroat competition and chiseling tactics—if permitted to go on unchecked—unheeded as a warning of the disaster to come—will just as surely as the sun rises in the east and sets in the west bring about a period of profitless prosperity in the operating business.

Friendly Enemies

It is one of the peculiarities of the

Locations Vs. Operators

The answer to that question is easily given, too. Locations have been so spoiled in their treatment by operators that the locations pretty generally play the operators for a bunch of suckers. And—suckers the operators are if they let their own rivalries and intense competition get the better of their good business judgment.

Suckers the operators are if they don't get together, iron out their difficulties and personal grievances, organize to combat decreasing **NET RETURNS** from their operations—all brought about by too much commission being paid to locations.

Why should music operators make their big investments in quality equipment, maintain costly organizations to give 100 per cent service, buy new records and needles from week to week at a cost of from 6 to 15 per cent of their net income, operate a fleet of trucks, suffer the depreciation of their investment in equipment, and then continue to give their profits to the locations?

That's exactly what the operators are bringing on themselves when they offer exorbitant commissions. Fifty per cent commissions—60 and even 75 per cent commissions are not unheard of. Why not give your business to the locations and be thru with it all? You'll save yourself a lot of headaches in the end anyway.

No operator can stay in the business long and no factory can sell equipment and collect for it from the operator or group of operators who are embroiled in commission fights where percentages to locations are out of line with good business. It just can't be done indefinitely!

What Is the Answer?

Many an operator is staying awake at night, losing sleep, getting many a headache, wondering how he is going to meet the due date on his next notes for

HERE IT IS -
DAVAL'S SENSATIONAL
NEW COUNTER GAME HIT !!
REEL-SPOT
The Real McCoy **SHELL GAME**

WITH NEW, SWIVEL ACTION TURNTABLE!! ALREADY PROVEN THE BIGGEST AND FASTEST MONEY-MAKER OF ALL COUNTER GAMES EVER BUILT . . . BECAUSE OF ITS SMOOTH, TEASING TANTALIZING ACTION; AGE-OLD THRILLS AND SIMPLE, EASY PLAY WITH THE GREATEST SHELL-GAME ODDS—2 TO 1 UP TO 15 TO 1—PLUS THE WORLD'S GREATEST "MYSTERY FEATURE"—THERE'S ALWAYS A SPOT IN EVERY GAME OF REEL SPOT—FOR HAPPIER, SATISFIED TRUE PLAYER APPEAL!



No More Neck Strain
 No More Walking Around the Counter. A slight twist and the storekeeper now sees complete game in front of him! America's GREATEST Counter Game **FEATURED** by **DAVAL—AT NO EXTRA CHARGE!**



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 200 SO. PEORIA ST.
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GUARANTEED RECONDITIONED LATE MODELS			
Jungle Dodger	14.50	Bally Proakness	\$59.50
Exhibit. Electric Eye	14.50	Bally Skipper	18.50
Pamco Loathernecks	9.50	Jennings Flicker	18.50
Sunshine Baseball	9.50	Bally Blue Bird	18.50
Bally Round Up	9.50	Golden Harvest	9.50
Pamco Parlay	9.50	Bally All Stars	9.50
Prospectors	7.50	Multi-Play	9.50
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		Bally Oaroms	59.50
		Keeney Ten Strike	18.50
		Bally Challenger	18.50
		Rock-Ola One Better	18.50
		Bally Sky High	9.50
		Pinch Hitter	9.50
		Bally Bonus	7.50

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 2546 N. 30th Street Milwaukee, Wis.



CENT-A-PACK

World's Most Popular

CIGARETTE MACHINE

SAMPLE \$16⁵⁰

Jobbers Write For Quantity Prices



H. F. MOSELEY, Pres.-Treas.

Groetchen's GINGER

Immediate Delivery

SAMPLE MACHINE \$36⁵⁰



SUMMER SACRIFICE SALE

Having purchased 3 large operators' entire equipment, used from 3 to 10 days, are offering same at sacrifice prices subject to prior sale. The following machines cannot be told from brand new and have been used from 3 to 10 days. Guaranteed perfect—like new.

All orders for less than \$50.00 full remittance must accompany order. Others 1/3 deposit, balance C.O.D. All remittances must be in form of P. O., Express or Telegraph Money Order. Advise whether you want freight or express shipment. If freight shipment is desired, advise what bank to make draft through.

5 PHANTOMS
C. P. Model
\$90.00 each

- 5 Rovers\$60.00
- 10 Capom 47.50
- 15 Air Races 47.50
- 23 Golden Wheel, cash and C.S. 85.00
- 1 Miss America 75.00
- 10 Hi-De-Ho, either cash or ticket 22.50
- 5 Proakness 60.00
- 3 Turf Champs 55.00

- 1 Pinch Hitter\$14.50
- 1 Broker's Tip 15.00
- 3 Daily Races 13.50
- 2 Royal Races 45.00
- 2 Peerless C.P. 8.00
- 1 Hop Scotch C.P. 8.00
- 1 Bank-A-Lite 10.00
- 1 Mills Tournament F.5. 45.00
- 1 Totalizer 8.00
- 2 Jumbos 8.00
- 2 Maxumas F.S. 30.00
- 1 Bally Bonus 8.00

- 1 Derby Races Counter Game\$6.00
- 5 Reel "21" 5.00
- 10 Groetchen Cigarette Gum Venders 4.50
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- 10 Penny Smokes 4.50

- 2 Rays Tracks, 5c C.S., used 3 days\$300.00
- 4 Galloping Dominos, 5c Check Separator, used 3 days, guaranteed new. 245.00
- 1 Galloping Domino, cash model, F.S., never on location. 235.00
- 2 Pamco Races, brand new 150.00
- 2 Pamco Races, like new 125.00
- 2 Paces Rates, 5c Check Separator, used 10 days, serial over 5290, at.... 367.50

"WE ALSO HAVE ALL OF THE ABOVE MACHINES THAT ARE AVAILABLE BRAND-NEW IN STOCK. WRITE US FOR OUR LIST OF OVER 200 MACHINES WE DO NOT HAVE LISTED. ALSO WRITE US FOR OUR LIST OF SUPPLIES."

MOSELEY VENDING MACHINE EXCHANGE, INC.

100 BROAD STREET Day Phone 3-4511 — Night Phone 5-5328 RICHMOND, VA.

the last batch of new equipment—trying to figure out why his profit statements are not holding up to former levels.

Perhaps he knows the reasons for the situation—perhaps he may have had a part in bringing about his own difficulties. Such difficulties only come when operators overlook the fundamentals of the music business.

You just can't keep on building on a foundation that has become weakened thru undermining the structure itself. Proper commissions to locations in relation to all costs of doing business, plus ample allowances for depreciation and replacement of equipment, is the cornerstone to a lasting structure in the music operating business.

What the operating business needs most of all is a Hitler or a Mussolini to be in a hundred or more places at the same time to enforce a dictatorship so essential toward getting all operators to work together most harmoniously for their common good.

It is a matter for each and every operator to get on an honorable, sincere and workable basis with his competitor or group of competitors. Each must see to it that everyone co-operates fairly and squarely to keep from "killing the goose that lays the golden eggs."

Operators' Associations

Every old-time music operator has at some time or other, or many times to be perfectly frank, been approached to join or possibly has endeavored with others to perfect a workable operators' association. Not always have these associations accomplished their full objectives, but in spite of that neither can they be condemned. Always a certain amount of good has been accomplished.

The partial failure of previous attempts to better general conditions may be inevitably traced to selfishness, greed and desire for self improvement of a few above the welfare of the entire membership of the association. Today there are a number of shining examples of the improvements and gains to operators

thru the activities of their operating associations.

Thru the untiring efforts of those broad-visioned officials of their association, North Carolina operators were successful in securing a reduction in the State tax on phonographs—a reduction from the exorbitant tax of \$60 per year per phonograph to a more nominal figure of \$20 per year per phonograph.

California is probably the most densely covered State in the entire United States as it concerns the number of phonographs in use per each thousand of population.

That State has three music operators' associations—two Northern divisions with headquarters in San Francisco and Oakland, and the Southern division in Los Angeles. These three associations, already functioning in their respective areas, are in line for the process of welding them into a powerful State-wide organization.

According to information, the operators in Northern California, who are 100 per cent organized, have already seen their phonograph income boosted between \$1.50 and \$3 per machine within a short period of time. Such an increase in net intake per phonograph per week could easily represent the difference between a profit and a loss.

Other State and even local associations have also accomplished a lot of good for their members. Many a personal grudge that often develops and grows into a general commission war if left smoldering to break out at intermittent times has been peacefully settled thru such associations. If the organization by-laws have been carefully worked out and there are "teeth" or "penalties" connected with the infringement thereof, then such an association can accomplish even more for the benefit of its members.

On Speaking Terms

To be above board and friendly with those in the same business with you is

a stepping stone to better operating conditions.

Thru such contacts you may all have the mutual urge to perfect a local, sectional or even a State operators' association.

If you do not belong to an association now and want to obtain membership in one, then ask whom you may see or whom you may write to for further information about a membership. In this connection Walter W. Hurd, coin machine editor of *The Billboard*, Randolph and Dearborn streets, Chicago, will gladly give you whatever information is available to your nearest association headquarters.

You owe it to yourself and to your future welfare and progress in the fundamentally sound music operating business to do some serious thinking and conscientious acting for the preservation of your present and future profits.

Neither you nor any other operator or group of operators can go on from year to year on a cutthroat, chiseling policy in regard to your competition. You cannot give more commission to the location than is consistent with good operating practice and expect to keep your equipment in condition, give good service to locations and maintain the normal replacement of equipment so essential to holding your business over a period of years.

Conclusion

In union there is strength. A bundle of sticks bound tightly together resists mighty forces—a single stick is easily bent and broken. A single operator working contrary to that which is good for himself and others makes an easy target for all who plan for and are working toward a definite goal of business security with suitable profit rewards.

Remember, operators may come and operators may go but music and the opportunities for profit in music operations go on forever.

Wake up to the necessities for

Protect Your Route Without Delay

1c Skill Game

5 PENNIES ON DUCK PACKAGE OF CIGARETTES

DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

PRICES For a Limited Time.

Sample (one only) \$1.50

Lot of 8, 1.30

Lot of 12, 1.20

1/2 dep. with order. bal.C.O.D.

'Watch the DUCK Dive'

STAR SALES CO.
3921 Wayne Ave.,
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No Personal Checks, Please

BLOOD PRESSURE

Self-Service
Coin Machines Legal Everywhere

LAUFMANOMETER,
4530 Park Avenue, New York City.

GET GOING IN A BIG WAY

Sell Artcraft Shell and Coconut Lamp Novelties. New fall styles ready. 40 styles, wholesale priced from 35c to \$2.50. Send \$3.50 for sample line of 8 Shell and 4 Coconut Lamp. Money back if not satisfied. ARTCRAFT SHELL & COCONUT LAMP FACTORY, 21 N. W. 9th St., Miami, Fla.

strengthening the operators' position in relation to what is best for the general good of the business.

If you do this and your competitor does this and all operators do this, then there will be a continuation of the steady and consistent profits that have made the music business one of the soundest fields of operating endeavor today.



ROY BAZELON.

REMOVAL SALE

REMEMBER OUR NEW ADDRESS-1731 Belmont Ave., Chicago. Monarch Coin Machine Co. want their many customers to know that they sincerely appreciate their ever increasing patronage and confidence as evidenced by the phenomenal growth of our organization. We want them to feel that it was only through their support and co-operation that we now find ourselves located in the largest and most completely equipped distributing establishment in the country. With these new facilities we are now in a position to handle your requirements with even greater speed and efficiency. Yours for even better service from now on.

MAKE MONARCH YOUR HEADQUARTERS FOR ALL GAMES

MONARCH THAT'S THE NAME REMEMBER IT FOR EVERY GAME

Guaranteed O.K.

We specialize in re-conditioned games that are really and truly reconditioned by factory-trained men, who know how—A trial order will convince you.

MONARCH COIN MACHINE CO. 1731 BELMONT AV. CHICAGO, ILL.

WE CARRY A COMPLETE LINE OF RECONDITIONED SLOTS. WRITE FOR OUR LIST.

RECONDITIONED AUTOMATIC PAYOUTS

\$4.85 Each or 3 For \$13.50	LIBERTY BELL	10 Ball
	ROCKET	10 "
	SPORTSMAN	10 "
	PUT & TAKE	1 "
	BIG SHOT	1 "
	HIT AND MISS	1 "
\$6.95 Each or 3 For \$19.50	TRAFFIC	5 Ball
	WAHOO	1 "
	RED ARROW	1 "
	SEVEN ELEVEN	2 "
	IVORY GOLF	10 "
	CHAMPION	10 "
\$8.95 Each or 3 For \$24.50	RAFFLE BALL	1 Ball
	RAPID FIRE	1 "
	SHELL GAME	1 "
	MATCH PLAY	10 "
	DO OR DON'T	1 "
	CARIOCA	1 "
\$8.95 Each or 3 For \$24.50	EXHIBIT 10-BALL PAYOUT	
	FOOTBALL	
	PLAYBALL	
	RODEO	
	WHIRLPOOL	

All Stars	\$15.50	McCoy	\$24.50
Alamo	17.50	Multiplay	17.50
Ballot	19.50	One Better	32.50
Bonus	15.50	Paragon	43.50
Belmont	24.50	Pamco Parlay Sr.	16.50
Center Smash	39.50	Pop 'Em	72.50
Carom	74.50	Parl Mutual	39.50
Credit	15.50	Prakness	99.50
Challenger	22.50	Repeater	19.50
De Luxe 40	14.50	Rodeo	11.50
Derby	16.50	Round Up	22.50
Double Score	13.50	Rover	99.50
Daily Races (Multi)	24.50	Red Balls	24.50
Daily Races (Mys.)	32.50	Rambler	12.50
Daily Double Jr.	11.50	Redman	19.50
Flicker	22.50	Snappy	34.50
Fence Buster	27.50	Stop and Go	19.50
Fortune	14.50	Sunshine Baseball	19.50
Golden Harvest	12.50	Sunshine Derby	19.50
Galloping Plug	22.50	Sky High	12.50
Giant	12.50	Skippy	32.50
Grand Prize	92.50	Skill Roll	37.50
Hilbish	24.50	Turf Champs	52.50
Hi De Ho	47.50	Trojan	15.50
Jumbo	19.50	Velvet	24.50
Mystery 3	10.50	Winner	77.50

SPECIAL DISCOUNT ON QUANTITY ORDERS. WRITE FOR OUR LATEST PRICE LIST JUST OFF THE PRESS, LISTING HUNDREDS OF GAMES AT BARGAIN PRICES. 1/3 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

Counter Games

Daval Reel 21	\$ 6.50
Daval Reel Dice	6.50
Daval Races	7.50
Daval Til Tat	
Toe	9.00
Daval Double	12.50
Deck	
21 Vender	5.50
Pennysmoke	8.50
Skipper	3.00
Sportland	8.50
Grotschen 21	8.50
Catch 'n' Match	5.50
Twins	4.00

Novelty Pin Games

Bally Booster	\$25.50
Fire Ball	24.50
Roll Over	22.50
Bally Bumper	21.50
Tackle	12.50
Short Box	12.50
Fire Cracker	22.50
Hi-De-Ho	17.50
Hold 'Em	14.50
Bally Pockets	12.50
Stoner Ball Fan	34.50
Wizard	29.50

BARGAIN IN SLOTS

The following advertised machines are in perfect condition. These machines are just the same as new. I guarantee you will be satisfied or I will refund your full purchase price.

Waiting Rotolots Bolls

3-50. 72953, 67439, 67000. Ea. \$47.50
3-100. 80524, 80393, 73588. Ea. \$47.50

Mills Blue Fronts Gold Award

2-10c. 354439, 384128. Ea. \$57.50
1-50. 357085. Ea. \$54.50
1-50. Dean Triple Jackpot, Mills. 17.50

12 Stewart & McGuire Peanut or Candy Vendors like new. Penny and nickel slots \$8.50 each.

1/3 Cash With Order, Balance C. O. D.
CONGER & SMITH
305 N. 15 St., Van Buren, Ark.

Chi Epco Plant Being Fixed Up



A. B. CHERETON

CHICAGO, Aug. 21.—Last week A. B. Chereton, president of the Electrical Products Company of Detroit, announced his intentions of moving the coin machine division of his company to Chicago. Altho the Epco firm has always maintained a large and complete warehoused stock of the company's products here, Chereton explained the move by stating that it has a twofold purpose. First, to render a better service to the manufacturers as for shipments; secondly, to bring his highly skilled engineering department here where it could be of still greater service to the coin machine manufacturers.

The seven engineers, who, under the leadership of Chereton, are said to be directly responsible for the success of the firm's Electropak, have already been moved to the new factory. They are supervising the installation of the expensive machinery that was especially designed for the plant. Thousands of dollars are reported to have been spent

for the newest of transformer and rectifier equipment. A factory layout engineer has been brought from New York to supervise the design and placing of the assembly lines.

Recently Electrical Products Company added two new items to its coin machine line, the Epco Bell Lock and the Chereton Electro-Timer. Epco Bell Locks were formerly used exclusively by one of the leading slot machine manufacturers for superior protection. However, since the acquisition of Bell Locks by the Epco firm they are now available to everyone. Featured is the new "package of 10" idea. Ten locks come in a single package, with all 10 opened by a single key, not a master key. As soon as a set is bought the key number is registered so that the purchaser may reorder more locks to be opened by the same key. Epco Bell Locks are being sold by leading jobbers and distributors everywhere and are standard or optional equipment on many coin games.

Chereton Electro-Timer is a new device which is said to eliminate the use of the troublesome clock-type timers. The new Chereton device works on the time-tested hydraulic brake method and is guaranteed to be trouble-free.

Royal Looks for Extra Big Season

NEWARK, N. J., Aug. 21.—Royal Distributors, Inc., report that they are getting all spruced and cleaned up for what they believe will be the biggest season in all coin machine history, the fall and winter of 1937. Dave Stern and Harry Wichansky, of the firm, claim that indications of the greatness of the season are already apparent by the number of operators who are coming in from the resorts anxious to get going in town again in a big way.

Stern stated: "If advance orders are any indication, this is going to be the greatest season we have ever had. We have received a large number of calls from ops who want us to get games ready for them. To get ops in this territory interested in the games we feature we are going to start an aggressive campaign in the near future."

NEW AND SENSATIONAL DAILY DOUBLE JAR DEAL



Taking the country by storm. A Picture of a Real Horse Race on the Jackpot Card.

Takes in 12 2 8 0 (TICKETS) at 5c. . . \$114.00
Average Payout . . . 75.00
Average Profit . . . \$ 39.00

SAMPLE DEAL \$6.50 (as pictured)
Deposit Required on All Orders.
Quantity Buyers Write for Price and Illustrated Literature of Other JAR DEALS.

LOUISVILLE JOVELTY MFG. CO.
330 E. Breckenridge St., Louisville, Ky.

As Our Opening Feature We Offer The Following Specials In USED GAMES (SUBJECT TO PRIOR SALE)

- 1 Pamco Palooka, Sonlor . . . \$ 49.50
 - 1 Gottlieb's Derby Day with Glock . . . 85.00
 - 1 Pacific's Resonant, floor model . . . 150.00
 - 1 Chuck-A-Lotto, like new . . . 115.00
 - 1 Ray's Track, late serial . . . 150.00
 - 1 Fast Track, floor sample . . . 225.00
 - 1 Thore-Bred, good condition . . . 115.50
 - 1 Ordid . . . 12.50
 - 1 Rodeo . . . 10.00
 - 1 Tycoon . . . 10.00
- One third deposit—Balance C. O. D.
Write us for a complete list of new and used games and their prices. Get on our mailing list! Send us a list of your used games and slots for trade-in or cash.
- ZANE AUTOMATIC SALES**
932 West Main Street, Zanesville, Ohio

A SUPREME SALE

HAPPY DAYS	7.95
MATCH 'EM	7.95
RACK 'EM UP	7.95
SKY HIGH	12.95
BUMPER	12.95
FIRECRACKER	12.95
ROLL OVER	15.95
SCOREBOARD	15.95
HOME RUN	17.95
BUTTONS	19.95
DAVAL BASEBALL	19.95
GOTTIEB BASEBALL	19.95
RICOCHET	19.95

1/3 with Order, Balance C. O. D.
C. O. B., Brooklyn, N. Y. WRITE FOR COMPLETE NEW PRICE LIST!

SUPREME VENDING COMPANY, INC.
64 ERASMUS ST. BROOKLYN, N. Y.

SALESBOARD OPERATORS!!

Brand new sensational deals. Brilliant, flashy merchandise never before used on boards. Profits bigger than ever before. We are the only manufacturers and distributors. Write at once for details!

STONE BROS., INC.
800 South Ada Street, Chicago, Ill.

Send your correspondence to advertisers by mentioning The Billboard.

Tom Thumb Jar of Joy

In Sets of 1440, 1838, 2052 and 2280 Tickets. Winners individually coded for each set. Sample set, 2280—12 each, 190 combinations, 101 to 120, with assortment of labels so you can choose your own payout. Express paid, \$3.00. Write for details 100 Jar Games.

TOM THUMB, Dept. 99 Nauvoo, Ill.

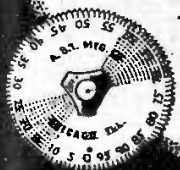
Dollar for Dollar - *More for your Money* A.B.T.'s **TARGET SKILL**

THE COUNTER MACHINE THAT NEVER GROWS OLD!

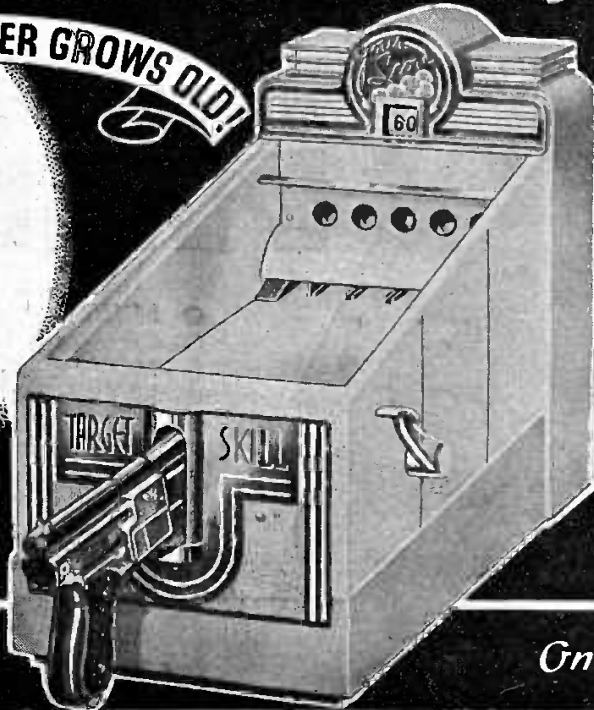
Big, dependable earnings for years and years, not merely just a few months. That's the profit story of the A. B. T. TARGET SKILL, the counter machine that never grows old. 100% skill means no legal trouble. 100% skill means greater play. Vceder model supplied at small additional cost. 1c or 5c play optional. All have the new SILENT clock motor.

**ALL ACTION MECHANICAL
NO BATTERIES**

**NOW ON ALL TARGET SKILLS
AT NO ADDITIONAL COST**



A Dial Totalizer that instantly tells the collector the number of perfect scores made. A perfect score is basis for all awards, all possibility of differences with location owners is eliminated.



- SKILL PLAY
- AUTOMATIC VISIBLE SCORING REGISTER
- 5 MOVING TARGETS
- 10 SHOTS FOR ONE COIN
- ARMY TYPE PISTOL
- MODERN CABINET DESIGN
RED & YELLOW CABINET

A.B.T. MANUFACTURING CO.
3311 CARROLL AVENUE CHICAGO, ILL.

Only \$39⁵⁰

Gottlieb Offers Derby Console

CHICAGO, Aug. 21. — D. Gottlieb & Company, well known for payout games, announce their entry into the console field with the introduction of Derby Console. Complete details of the new game are not yet available, but it is understood to incorporate a new, intriguing horse-race play with clever novel features in an exceptionally fine cabinet.

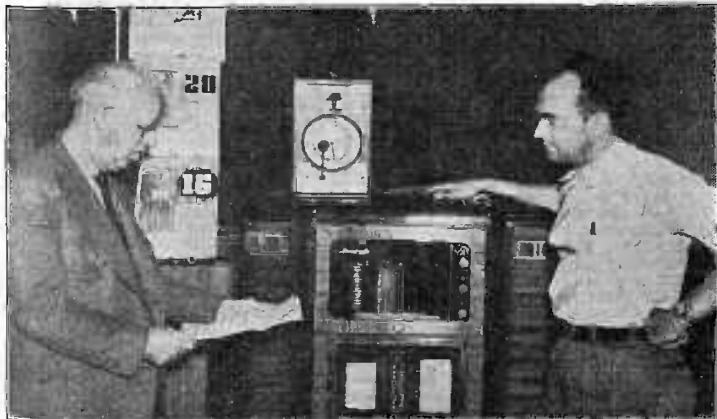
For many weeks the factory has presented a scene of bustling activity, tooling up for the new machine. The experimental department has conducted extensive tests in order to insure the utmost perfection in every mechanical detail. Models were given a long run in test locations in many parts of the country, where they had to undergo rigorous

trials, and, the company says, actually created a furor by their performance.

"Derby Console will uphold the Gottlieb tradition in every detail," said Dave Gottlieb, president of the company. "Months of experimenting and preliminary work were done, and the machine is positively free from every bug and fool-proof in every respect. It sets a new mark in precision engineering and mechanical perfection."

"Derby Console will occupy the same position among consoles and give the same performance for which Gottlieb payout games have become famous. It has outstanding, striking new attractions and ritzy console beauty. It is designed to be a long-lived game of top earning capacity that will have a record run in locations."

Two models, single coin slot for 5-cent or 25-cent play and a nine-coin multiple slot will be offered to make it adaptable to every location's needs.



H. R. LEMON (left), manager of Markepp office in Columbus, O., and C. M. Duckham, well-known Central Ohio operator, talking over some of the world's problems and, incidentally, organization plans for operators in Columbus territory.

A PROFIT SENSATION!

Completely New and Different.
Two Separate Tickets in Each Hole—
A 2 for 1 Value!

BARGAIN DEAL JACKPOT
No. 11011 1000 Holes
Takes in \$50.00
Average Payout..... 18.35
Average Gross 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 Blvd., Chicago, Ill.

LET THE SUN SHINE \$\$\$

Get your share. Like Pennies from Heaven, "Match-It" is showering Salesmen, Distributors and the Merchant with \$\$\$'s. Faster and more profitable than 10 cigarette board. Now supplied as jar deal or with original metal display. Both refillable and natural repeaters.

MAKE \$75-\$100 weekly from repeats alone with no capital investment. New advance commission sales plan. Send \$2.00 good-will deposit for complete outfit, including sample of both deals. Full credit refund. Special new plan for distributors.

SUN NOVELTY CO.
400 Transportation Bldg., Indianapolis, Ind.



THE STANDARD MINIATURE BOWLING ALLEYS

A quality game of real beauty with plenty of player appeal. Proven as one of the fastest money makers in amusement history. Get your units at once. We are sole factory distributors. Write for prices.

BRASSAW NOVELTY CO.

Montpelier, Vt.



DID YOU SAY ACTION?
DID YOU SAY ACTION?
DID YOU SAY ACTION?

PIKES PEAK

Yes,
WE SAID ACTION!
WESTERN'S "ACTIVATED" 1 BALL PAYOUT
PIKES PEAK

- ACTION ON FIELD AND BACKBOARD!**
- MYSTERY COIN CHUTE! (Enters 2 to 8 motorcycles in race.)
 - COMBINATION BUMPER AND POCKET PLAY!
 - MOVIEGRAPH ACTION!
 - EXTRA \$2.00 AWARD POCKET!
 - CHANGING ODDS for 1st, 2nd, 3rd PLACE AWARDS

\$169⁵⁰
 \$10 EXTRA FOR TICKET MODEL.

ORDER TODAY FROM
YOUR NEAREST AUTHORIZED
WESTERN DISTRIBUTOR

WESTERN EQUIPMENT & SUPPLY CO.
 925 WEST NORTH AVENUE CHICAGO, ILLINOIS

WE FURNISH THE GAMES

If Automatic Payout Tables or Horse Racing Machines can be operated in your city or county, advise us, and our representative will call on you for an interview.

If you are an operator, would you like to enlarge your business with no investment on your part? You can DO SO! Any scale, large or small.

If you are NOT AN OPERATOR NOW—would you LIKE TO BECOME ONE with no investment on your part? We furnish the games. Go into business with our experience.

We absolutely do not ask you for any investment money at any time — our method is based on commissions.

REMEMBER YOU HAVE
no INVESTMENT
no WORRY
no RISK

Box D-92,
Care The Billboard,
Cincinnati, Ohio.

Only Midwest and Central States Considered.

Blatt Discusses S. A. Conditions

NEW YORK, Aug. 21.—William Blatt, president of Supreme Vending Company, has recently returned from a cruise to South American and Caribbean ports. While on the trip, Blatt stated that he made it a point to find out just as much as he could about coin machine conditions in the countries he visited.

In recounting the results of his investigations, Blatt stated: "South America offers a tremendous market for all types of coin-operated equipment. All that is needed to develop the territory into one of the biggest, most profitable markets for coin machines is the co-operation of the leading men in the industry. Active promotion of new equipment, together with the introduction of sound, ethical operating conditions would convert this practically virgin territory into one of the industry's biggest money-making markets."

"There are a few machines scattered here and there thruout South American countries and the various tropical islands, but most of them are as old as the hills. The people get a big kick out of playing machines down there which ops in this country have already forgotten. Every country is a fertile field for pin games. In fact, if there are any down there, they must be well hidden, for I didn't see a one. Men with good used games should be able to make this market the most profitable in the world. In discussing pin games with some of the business men I found them extremely interested and ready to invest in them. In Jamaica I ran into some coin-operated phonographs, but they were so old they were obsolete. There are no scales, no vendors, no cigaret machines of any kind. There isn't a machine less than five years old in the entire territory; yet business men everywhere showed quite a bit of interest in the industry and many of them stated that they would like to become operators.

"Haiti is overrun with slot machines," he went on. "Machines are all 5-cent American models and get a great play

all day long, even tho they are so gimmicked that the payouts are few and far between. There are no operators in Haiti, and it was impossible to learn in whose charge the machines are, for they certainly are not encouraging further play of coin-operated devices. In Jamaica I learned that most of the slots are run by the government and that the proceeds are given to the poor. In Cristobal I found a slot machine resting on top of King Christofe's tomb, which is one of the most popular sight-seeing spots for tourists. The machine was an old Mills 5-cent model that was so old I've forgotten the name. It didn't pay out 8¢ or 12¢ at all and the machine was fixed to spit out only 10 per cent of the take. It seems that the aim of these machines is to discourage play by taking the players' money and giving little if anything in return. The way it works out, however, is that the people are so anxious to play the machines they don't mind the obstacles.

"In my estimation," Blatt concluded, "this is the best, closest and most virgin territory which the coin machine business can ever hope to find. It affords a rare opportunity for some of our better salesmen to go into action and to introduce some of the old model used games which can be sold at a low price."

As an afterthought, Blatt added that he had made some unusual movies of men and women playing slot machines in Haiti and that he was preparing for a private showing of the films at his Brooklyn headquarters. "Those who want to see these unusual pictures are invited to attend," he declared.

A GARDNER BOARD THAT'S GOING BIG!!

No. 2100EZF (EZ Pick-In) — 9 3/4 x 17 in. 2100 Holes @ 5c. \$105.00 Pay Out 75.00	No. 2100EZN (EZ Pick-In, 10c) — 9 3/4 x 17 in. 2100 Holes @ 10c. \$210.00 Pay Out 150.00
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.



ALMOST LIKE NEW

READY TO OPERATE

FALOOKA SR.	\$24.50
FENCE BUSTER	24.50
MILLS MCCOY	24.50
BALLY DERBY	24.50
JENNINGS REDMAN	19.50
PISTOL TARGETS—With Meters	15.00
ROTARIES—latest with Escalators	87.50

1/3 with order.
ORA SALES CO.
 Kallispell, Montana.

STONER'S LATEST SUCCESS!



\$74⁵⁰
TAX INCLUDED



STONER CORPORATION

Aurora, Illinois

Hurviches Announce New Billiard Table

BIRMINGHAM, Aug. 21.—Max and Harry Hurvich, "Gold Dust Twins" of the Birmingham Vending Company, are said to have stolen a march on some of the operators thruout the country when they announced their new Imperial Billiard Table. The coin-operated table is a new streamlined, custom-built modernization of one of the best legal money makers in the industry, the Hurviches report.

"In the Imperial we have incorporated all the latest thoughts of coin machine operation," they state. "The game is so completely modernized that it is only recognizable by the fact that it is a billiard table with the oldest and best known play appeal in the world. We realized that ops are seeking the type

of equipment which they can operate without difficulty. Consequently we based all of our plans on obtaining the type of game that would be legal in every respect. After much searching we found we had such equipment right in our backyard—it was the Imperial coin-operated billiard table which we have streamlined and custom built.

"We believe," they concluded, "that Imperial is sure to be one of the biggest hits in many territories. It is the type of machine that is here to stay, for it is sure to create friendship and good will of the authorities everywhere. We predict that it will bring about the best and steadiest money-making operations which colmen can ask for at this time."

Gottlieb Keeps Eye on Games

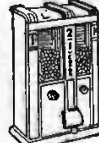
CHICAGO, Aug. 21.—The urge to take a vacation in some favorite spot was pretty strong for Dave Gottlieb, but he couldn't bring himself around to leave business while the final location tests on his firm's new Derby Console were creating such a stir. But an idea struck him whereby he could vacation and witness the results of the tests at the same time. Accordingly, he sped up to Eagle River, Wis., that popular resort country that has everything a vacationer can want. Derby Consoles were in locations at that spot, and he could keep his eyes on them and do his vacationing at the same time.

"Well, it wasn't exactly a vacation and it wasn't work either," said Dave, just returned. "Derby Console made too exciting a showing there to let me loaf around much, and yet the thrill of watching the game show the old-timers a few new tricks was too good to be anything like work. I had a splendid time and came back with so much pep and ambition, it couldn't have been due to the vacation alone. That game and the way it took some of the boys off their feet makes me feel mighty proud."



LEFT TO RIGHT: Miss Capehart, Nat Cohn, Mrs. J. A. Darwin, Homer E. Capehart and Mrs. Capehart. (Boy is J. A. Darwin Jr.) Picture taken on a recent week-end trip to Montauk Point, Long Island.

BARGAINS IN RE-CONDITIONED PIN GAMES



2 in 1 Vendor Vends Over 20 Different Items.

Bumper \$19.50
Firecracker 19.50
Roll Over 19.50
Fire Ball 19.50
Score Board 19.50
Ball Fan... 22.50

ONLY \$3.75 Each.
Balance Line, 3 in Line, Cheer Leader, I. O. U., Dealer, Domino, Poker, 50-50, Kings, Tryalite, Ball Fan (1936), 5 and 10.

ONLY \$5.00 Ea.
Fair Play, Line O, Cyclone, Bank Nite, 666, Short Sox, Over & Under, Zenith, Electric Cranes, Only \$25.00 Ea.



Steady Money Maker.

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

IF STONER makes it
AROUND THE WORLD
STONER'S SENSATIONAL NEW CREATION
DON'T MISS IT
ATLAS sells it

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

Superior
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

Write for Copy of Superior's Scoops.

Locations will be more eager to take boards when you explain that a local organization, such as American Legion, Elks, charitable institutions, or others needy of ready money, is endorsing your series. Be a loyal supporter, a pillar in your community... superintend the greatest thing ever 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 Sets.

100 Deal Takes in... \$10,000.00
Pays Out 5,036 Cash Awards & 2 Automobiles 2,750.00
PROFIT... \$ 7,250.00

SUPERIOR PRODUCTS, Inc., DEPT. 8, CHICAGO.

MONEY-RAISING FUNDS MADE POSSIBLE THROUGH SUPERIOR'S SERIES

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 paper.

14 N. Peoria St.

The Last "Word" in Your Letter to Advertisers, "Billboard".

AGAIN FIRST, CHICAGO COIN PRESENTS ITS NEW

ROSE BOWL

READ THE DESCRIPTION OF THIS
Powerful New Novelty Game

Another sensational Chicago Coin creation featuring the largest, most beautiful action back rack ever before built into a novelty game. And, the action is not just restricted to the back rack—it's followed right through onto the playing field. Bumpers advance the player on the gridiron. Two skill bumpers send them off for a touchdown. A third skill bumper adds two whole touchdowns to the score. A simple explanation of a fascinating play. Variable odds indicator—flashy animation in back rack—colorful playing field—positive appeal. Mr. Operator, we are presenting this game now at the very start of the season assuring you of a long life of real profits. Order at once and take full advantage of the publicity newspapers will be given this sport in a week or so.

\$74⁵⁰
F. O. B.
CHICAGO

TRACK STARS

A clever combination of holes and bumpers in a novelty game de luxe. Big jumbo back-board. A Sure Winner!

\$7450



George Ponsor, Distributor for New York, New Jersey and Conn.



TURF KINGS

The season's most popular 5-ball novelty game. Holes and bumpers combine in a unique horse-race play. Thousands have been sold to satisfied operators. Not a gamble but a positive proven money maker.

\$74.50

BALL PARK

Capitalize on baseball and the coming world's series with this fascinating 1-ball payout table de luxe. Real action in back rack. Order at once. Immediate delivery.

\$119.50

CHICAGO COIN

MACHINE MFG. CO.

1725 W. DIVERSEY • CHICAGO



Ring the Bell! Hit the Cat!
Talk About Something Different! Here is a jar with the Carnival Spirit!
Barrel of Fun

CARNIVAL

Operators, put this new game in your locations and watch the players get for it! Attractive, large awards, big profit, nothing to get out of order, low cost per unit. Made for 60 play—uses a specially designed 6-color payout card and fool-proof tickets.

2280 Coupons, at 5c...\$114.00
Payout (average)..... 78.00

Profit (average).....\$ 36.00

Write for Full Information

GAM SALES COMPANY

Manufacturers Only

1319-21 S. Adams St., Dept. C, Peoria, Ill.



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1,200-hole board with six genuine leather hand-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.

Sample \$6.00; Lots of 6, \$4.25; Lots of 12, \$3.75.
Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY,

NASHVILLE, TENN.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.

D. Gottlieb Co.

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Groetchen Mfg. Co.

Exhibit Supply Co.

KEYSTONE NOV. & MFG. CO.

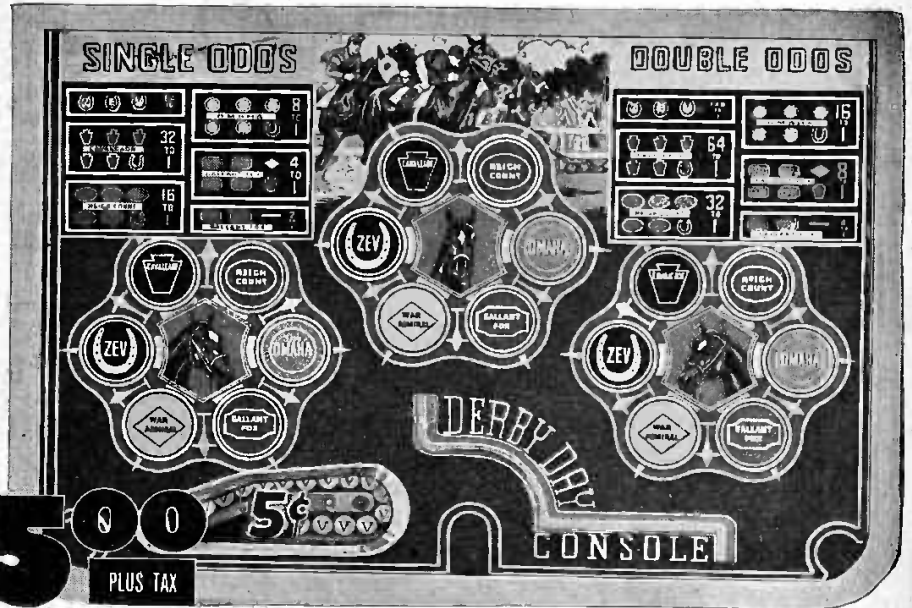
26th and Huntingdon Sts.
PHILADELPHIA, PA.

Thank You for Mentioning The Billboard.

MEET DERBY DAY

THE CONSOLE WITH THE RACE HORSE TOP
A WORTHY COMPANION TO LIBERTY BELL

If you've had a yen to operate Liberty Bell — that new flat top console at only \$145.00 — but couldn't because of territorial restrictions against fruit symbols . . . then Derby Day is your dish. Derby Day has the same prodigious earning power (\$100.00 in two days: Frank Hannibal, Missouri) — same flash — same reliability, but with race horse symbols in place of fruit symbols. Act Brother . . . Act!



\$145.00 PLUS TAX

O. D. JENNINGS & CO. 4311 W. LAKE ST. CHICAGO, ILLINOIS

Winters Is Made Mutoscope Exec

NEW YORK, Aug. 21.—William Rabkin, president of the International Mutoscope Reel Company, Inc., announces that Earl Winters, domestic sales manager of the firm, has been appointed to the post of export director. Rabkin, whose extensive travels have given him an intimate knowledge of the problems which confront the foreign buyer, reports that Winters' experience in the domestic market coupled with his stud-

to be kept plenty busy handling the orders for this machine alone.

Goodkind Takes First Vacation

CHICAGO, Aug. 21. — Sam Goodkind, Eastern sales manager of the American Sales Corporation, has been vacationing with his wife and family on the ocean sands in Massachusetts. Sam says this is the first real vacation he has had in 15 years.

Whether he blames it on the driving of Lee S. Jones, who is not particularly strong for vacations (except his own), or whether he has just decided to do it on his own hook, we do not know. But, anyway, he says he is refreshed and ready to call on his operator friends again. Goodkind's territory embraces the New England States, New York, Pennsylvania, Maryland and Ohio. Operators along his route may expect to see him again soon.

Angello Reports Biz Doing Well

ZANESVILLE, O., Aug. 21.—James Angello, manager of the Zane Automatic Sales, reports that his opening of a distributing agency here has met with whole-hearted response from operators in the surrounding communities. Angello reports that he has a beautiful display room stocked with games of the leading manufacturers and that he also handles a full line of used games. Since it is part of his policy to carry a complete stock on hand at all times, he states that he is in a position to offer prompt delivery on any orders for games. He also maintains a first-class repair shop.

"Our salesmen are out on the road contacting operators in Ohio, Maryland and West Virginia at all times," states Angello, "and from the success they have met with to date it looks like the new business of ours is going to go ahead by leaps and bounds."



EARL WILLIAMS

... of the export market have fitted him well for his new duties.

"Foreign customers will be assured of faster service now that Winters is on the job," stated Rabkin. "We have been exporting our equipment for 20 years, and cover a good portion of the world's markets. At the present time our coin-operated photo machines, The Photomatic, are being shipped to the far corners of the earth, and Winters is going

Ginger

TOKEN PAYOUT

Meet the Peppiest automatic Payout Machine, in the lowest price field—GINGER Token Payout.

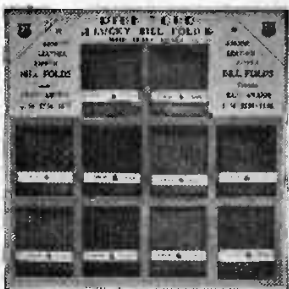
Three fast spinning Reels click into place with exact precision, and out pops a token, provided three symbols of the same kind are lined up.

These tokens call for 1-2-3-4-or 10 Packs of Cigarettes, they may be assorted in the Payout tube at operator's option.

Coin Register and redeemed tokens provide perfect check—you get all the profits you are entitled to.

Cigarette Reels in 1c and 5c Baseball and Fortune Reels in 5 cent model only.

GROETCHEN TOOL COMPANY,
130 NORTH UNION STREET
CHICAGO, - - - - - U. S. A.



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 pays out 15 50c Trade Awards and 50 15c packages of Cigarettes 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

897—Sample \$5.00 6 Lots, Each \$4.25
12 Lots, Each 3.75

25% Deposit with Order, Balance C. O. D.
Send for Our New Catalog Full of New Assortments, Sales Boards and Counter Machines, and Save Money.

Lee-Moore & Co. 180-182 W. Adams St., Chicago

YOU'VE NEVER SEEN A GAME LIKE THIS BEFORE!

LONG BEACH



Styled by Genco

A Novelty Game With the New "AGE 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 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.

\$79⁵⁰

F.O.B. CHICAGO

GENCO Inc.

2621 N. ASHLAND AVE., CHICAGO

STILL GOING OVER BIG!

CARNIVAL HOME STRETCH AUTO DERBY

5-BALL NOVELTY GAMES.

\$74⁵⁰

F. O. B. Chicago.

Here At Last!

The WINNER

JACK POT JAR DEAL

Contains 2,500 Fraud-Proof Tickets in Numerical Order From 1 to 2,500! Handsome EMBOSSED SEALS on Colorful Pay-Out Card . . .

GENEROUS PAY-OUTS — KNOCK-OUT PROFITS

Get "IN THE MONEY" with The WINNER! Write for Literature and Operators' Prices TODAY!

H. & H. NOVELTY SALES CO. 645 Hamm Bldg., ST. PAUL, MINN.



New Daval Game Off to Good Start

CHICAGO, Aug. 21.—The new Daval counter game, Reel Spot, is reported to be stirring up an unusual amount of interest thruout the trade. Being the first counter game to start off the fall season, operators, jobbers and distributors everywhere are said to be sending in inquiries on it.

"Reel Spot," says Al Douglas, "is based on the well-known shell game. The fact that the appeal of the game has been so strong for so many years should be sufficient proof to operators of the long life which this game is sure to enjoy. Tests at the factory reveal the game to be one of the best money makers we have ever produced.

"One of the most mysterious and thrilling features of the game is the fact that there is always a spot under one of the three closed reels after the reels have stopped spinning. Only one of the four reels on the game is open and that is the odds reel. You can just imagine how a player feels when he glances at the odds reel and sees a big 15 which means he will get 15 to 1 for whatever coin he has inserted if he pushes the correct button and uncovers the spot.

"We have had colmen play the machine for hours trying to dope out a winning system," Douglas continued. "There is no system, but there is always a spot under one of the three closed shutters. The player simply takes his choice. Tho the real shell game offers odds of only 2 to 1, we have gone to the extent of giving the player the tempting chance of getting 15 to 1."

Douglas added that the Daval engineers worked for a year developing the mechanical features of the game. With the game the firm is also introducing a new swivel bottom which allows the storekeeper to swing the machine around to face him following each play.

"All we ask," concluded Douglas, "is that the operator play the game himself for a few minutes. Once he starts he won't be able to stop and that will give him some idea of the money-making

SHORT RANGE SHOOTING GALLERIES

Operators order now for Fall and Winter the only 100% perfect Shooting Gallery 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, Iowa.

LADY LUCK

1200 Hole Form 4190

Takes In . . . \$40.00

Pays Out . . . 19.00

Price With Ease! . . 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.



Slug Visible Slotted Coin Counter



MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing \$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 Sizes. Write for Big Lot Prices. **Accurate Coin Counter Co.,** Patton, Pennsylvania

TRIPPE'S SPECIALS

BALL FAN (4937)	\$27.50
SKIPPER	23.50
CARON	62.50
FIRE CRACKER	25.00
SCOREBOARD	21.50
EQUALITE	31.50
EUMPALITE	32.50
MUZUMA	35.00
ROYAL RACES	45.00
BONUS	12.50
RAYLORD FAN (Low Stand)	70.00
BEAT 'EM	35.00
SKILL DRAW (Exhibit)	8.00
RELIANCE	17.50
HAN-BALL (Bumper)	13.50
GRUBSTAKE	25.00
DOUBLE ACTION	19.50

1/3 Deposit, Balance C. O. D.

DEAL NOVELTY CO. 1514 PARKER ST. CHICAGO, ILL.

OPERATORS

Repair your machines with an "Apollo" Electric Brazing Outfit. Developed by an operator to suit operators' needs. Works direct from a 110-volt light socket. Welds iron, steel, brass and aluminum. Outfit complete in every way. **\$10.95**

APOLLO MFG.

319 Union Avenue, Memphis, Tenn.

power that Reel Spot has. In our opinion it's without a doubt the best counter game attraction the industry has ever had."

Evans DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unflinching 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.

WHY SHOULD YOU PAY

for SOMEBODY'S "BUGS"?

YOU TAKE NO RISK! MONEY-BACK GUARANTEE

EVANS' Games are sold on a 10-Day MONEY-BACK GUARANTEE. Back of this Guarantee stands EVANS' 45-year record of Reliability and High Financial Standing!

Why buy games that are still experiments? EVANS' Games are past the experimental stage! They are the original Consoles, at least 6 months ahead of all competitors! Mechanically flawless—TRIED and PROVEN months ago—acknowledged by the men who operate them as the supreme money-makers of the day! Don't risk your money! Get genuine EVANS' proven games and be sure of top performance!



GALLOPING DOMINOS

Fascinating Dice Payout

BANGTAILS

Superb Horse Race Payout

ROLLETTO JR.

Automatic Roulette Payout

5c or 25c Play

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, Ill.

WURLITZER P-12 Perfect Condition \$119.50

SINGLE—\$124.50, Lots of 10

KEENEY BOWLETTES \$69.50 • 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. 6-1642)



ANOTHER MONEY MAKER

You can't afford to be without this

BASE BALL BOARD

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in\$50.00

Definite Payout 24.65

Attractive—Colorful—Profitable

Price \$2.52 Plus 10% Tax

GLOBE PRINTING CO.

1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.



ROYAL FLUSH 32.50

Selective 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, BALANCE C. O. D.



GINGER 36.50

Master Built Automatic Oigarette Token Payout Machine.

1c and 5c Play.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

The Newest Baseball Sensation!

Barrel of Fun

HIT 'N RUN

The far 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 seals sewed on lower section which pays awards from \$1.00 to \$15.00. Visiting Team and Home Team seals have awards from \$5.00 to \$30.00.

133 Awards in All

Deal Takes in 2,280 @ 5c.....\$114.00

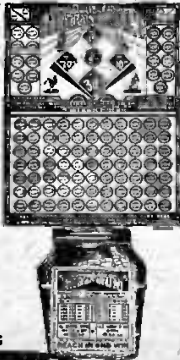
Pays Out (Average) 78.00

Profit (Average)\$36.00

Operators Write for Particulars.

GAM SALES COMPANY

1318-21 S. ADAMS ST., Dept. H, Manufacturers Only PEORIA, ILLINOIS



"THE HOUSE OF PROVEN WINNERS" PRE-GRAND OPENING BARGAIN SALE!

Crossline	\$32.50	Bally Roll	\$40.00	Paloona Jr., Pay Out	\$27.50
Firecracker	19.50	Home Run	27.50	Skipper, Pay Out	32.50
Rugby	12.50	Sooky	32.50	Flicker, Pay Out	19.50
Fifty Grand	5.00	Booster	27.50	Natural, Pay Out	32.50
Bolo	5.00	Bumper	19.50	Jumbo, Pay Out	17.50
Frisky	5.00	Twister	9.50	Races, Counter Game	3.00
Hi Hand	5.00	Mad Cap	5.00	Reel "21"	8.00
Tackle	5.00	Quasher	5.00	High Stakes	10.00
Zenith	5.00	Hi Lite	5.00	Twenty One	10.00

Above used machines reconditioned, ready for location. Ask any successful operator. Write, wire or call.

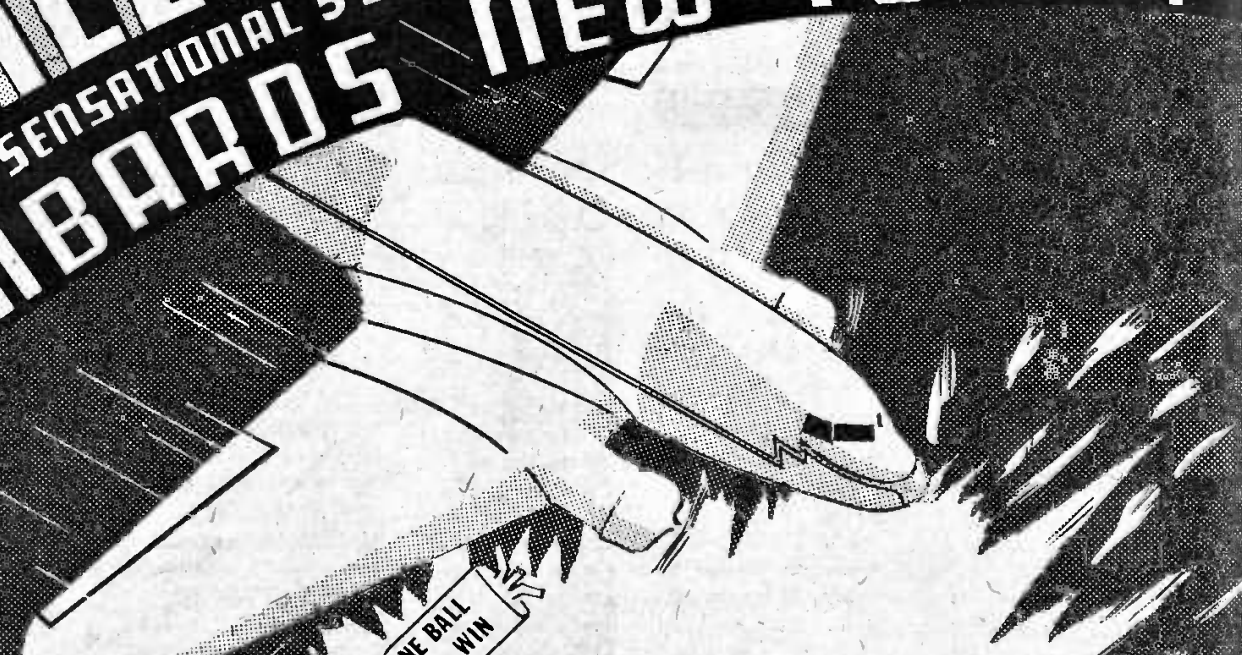
J. & J. NOVELTY COMPANY, 4840 Mt. Elliott, Detroit, Mich. Phone—Plaza 1433

The Last "Word" in Your Letter to Advertisers, "Billboard"

BALLY'S AIRWAY

THE MOST SENSATIONAL 5 BALL NOVELTY PIN GAME IN HISTORY

BOMBARDS NEW YORK!!



ONE BALL CAN WIN

"Bally DOES IT AGAIN!"

"I am taking this opportunity to personally notify every operator and jobber that the MOST SENSATIONAL 5-BALL NOVELTY PIN GAME EVER BUILT—by BALLY—IS READY FOR DELIVERY IN ANY QUANTITY TODAY!



John A. Fitzgibbons

"We personally pre-tested AIRWAY on location and have found it to be a BIG, STEADY MONEY-MAKER as well as the most fascinating, tantalizing, last shot suspense game we have ever had the pleasure of presenting to the trade.

"AIRWAY is so different, so unique and so sensationally better in EVERY RESPECT it's actually impossible to describe it. Seeing is believing in this case! That's why AIRWAY has BOMBARDED NEW YORK WITH THE BIGGEST PROFITS EVER EARNED! Everyone is saying, 'BALLY DOES IT AGAIN!'

"WIRE OR PHONE YOUR ORDERS TO US NOW! BE FIRST with Bally's AIRWAY!"

John A. Fitzgibbons

Direct Eastern Factory Representatives for Bally Mfg. Co.

FITZGIBBONS DISTRIBUTORS, INC.

453 WEST 47th STREET, NEW YORK, N. Y.

(All Phones: LACKAWANA 4-9472)

362 MULBERRY STREET, NEWARK, N. J.

(All Phones: MITCHELL 2-0819)

Cable Address: "FITZGAMES," N. Y.

PRE-TESTED AND PROVEN SENSATIONAL MONEY-MAKER

MECHANICALLY PERFECTED BY BALLY

COMPETITIVE PLAY ACTION

CONTROLLED PAY OUT!

ROTATION LIGHT-UP SKILL PLAY

NEW STYLE, GIANT SIZE, LIGHT-UP BACKBOARD

HIGH SCORE BUMPERS

LAST SHOT SUSPENSE

BUMPERS LIGHT UP!

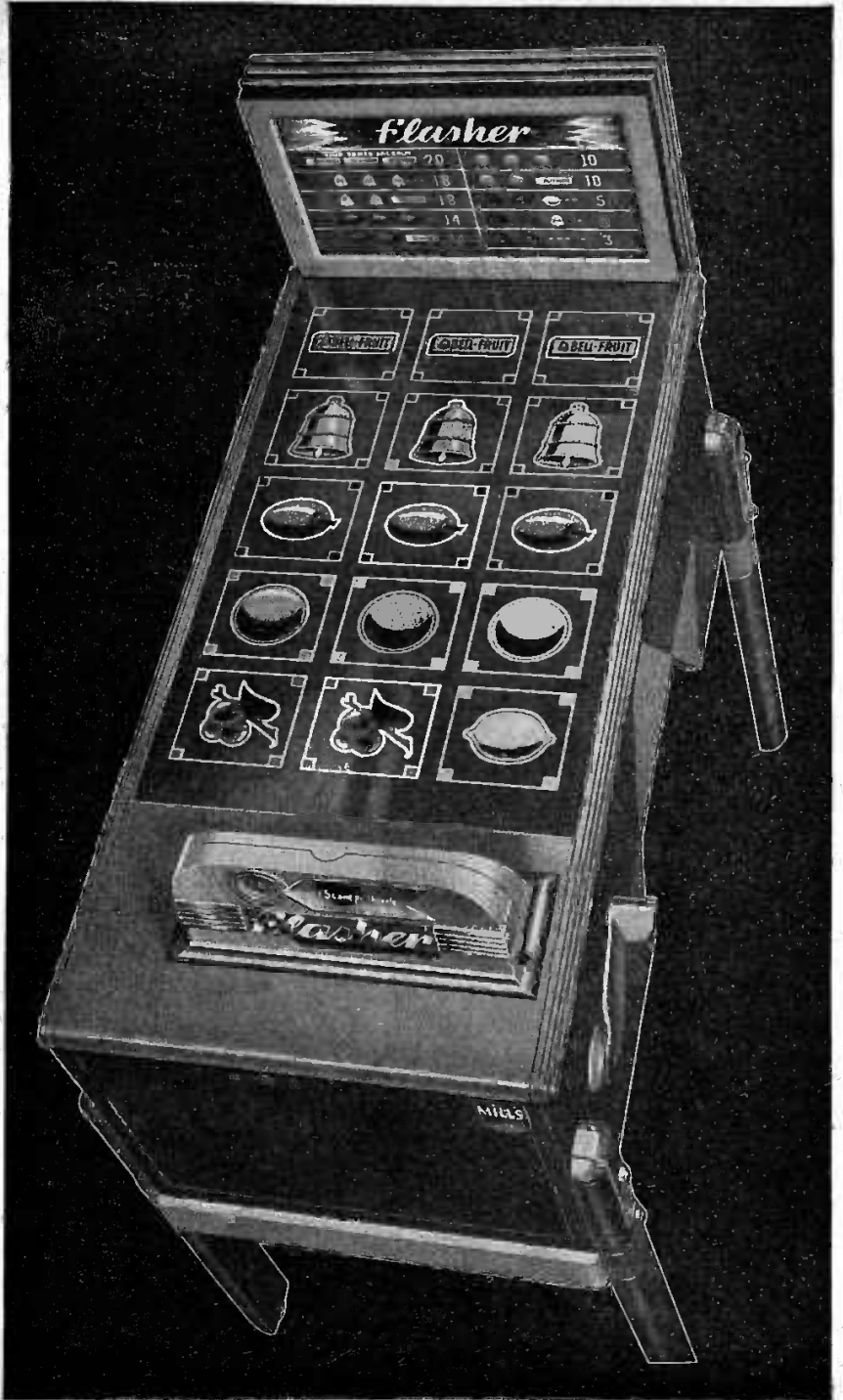


IT'S A BELL! IT'S A TABLE! IT'S A GAME!



Flasher, the miracle table, has just about everything desirable on it. It's easy to like because it's so easy to understand. It is positively theatrical in its flash, and magnetic in its psychology. It's a full-fledged Blue Front Mystery Bell in table form, complete with automatic Jackpot, and—get this, boys—ONLY ONE LEMON. Surprise, suspense, variety, and paying frequency. No balls to shoot, its play action is three times as fast as that of any other table. Due to immense strength, solidity, and the time-tested mechanism, carefree operation is assured. Handsome, elaborate Avodire cabinet—a de luxe store fixture suitable for every type of location. Milco check device can be supplied with table at slightly increased cost.

Flasher shattered all known table records in its first two weeks earnings. Many Flashers have turned in cashboxes of \$20 every day for two weeks straight. Rival tables have been unable to compete with it for the players' favor. Any location is yours if you offer it a Flasher, the TABLE THAT HAS EVERYTHING.



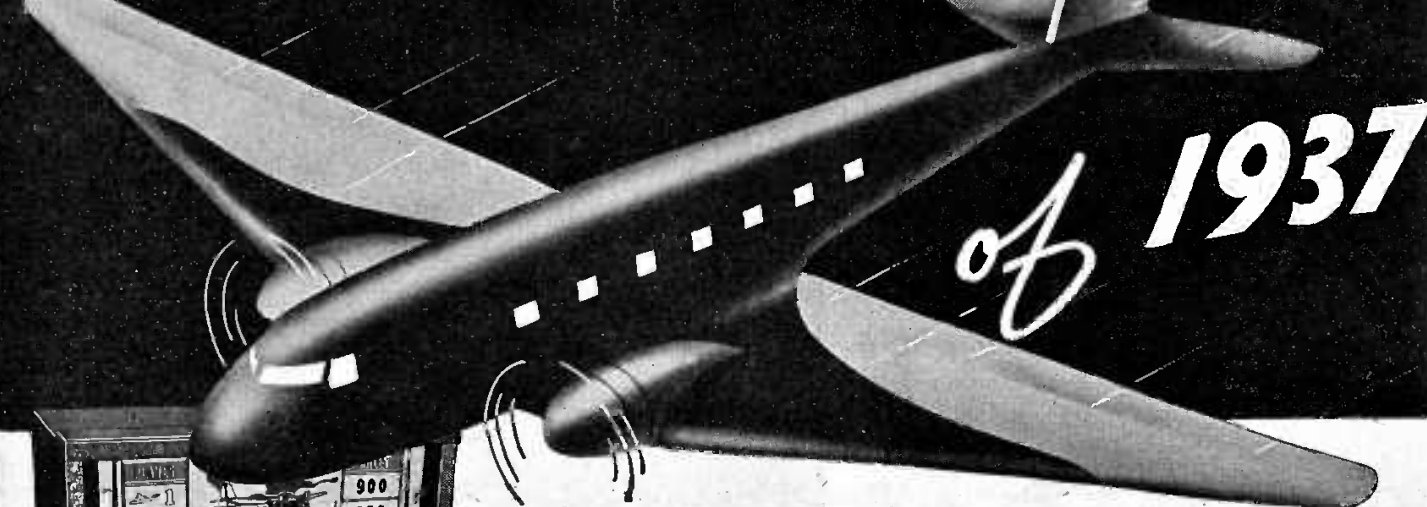
\$149⁵⁰
PLUS TAX

F. O. B. CHICAGO

flasher!

MILLS NOVELTY COMPANY
4100 FULLERTON AVE., CHICAGO

Bally's AIRWAY



ALL the tantalizing PROGRESSIVE SCORE SUSPENSE and ROTATION SKILL SHOT appeal of Bally's original 1933 AIRWAY . . . plus the thrills and fast action of BUMPER! That's Bally's new 1937 AIRWAY . . . the novelty sensation of the century . . . the game that will turn your slowest novelty spot into a big-profit gold mine!

5-BALL NOVELTY PLAY

● PROGRESSIVE SCORE APPEAL

Skill-objective of Bally's 1937 AIRWAY is to light up Airplanes numbered 1 to 10 on the backboard . . . by hitting correspondingly numbered bumpers on the play field. Bumpers may be hit in any rotation, but final score must show a SERIES of Airplanes lit up in NUMERICAL ORDER . . . with no missing numbers. It is this "lineup" feature which provides the terrific suspense and powerful "come on" for repeat play. When a player hits all bumpers except 2 or 3, for example, he immediately gets in a "JUST-BARELY-MISSED-SURE-DO-IT-NEXT-TIME" mood . . . and repeat play is the result!

● NEW SCORE-BOOSTER FEATURE

1937 AIRWAY bumpers are actually DOUBLE-ACTION BUMBERS . . . registering on two separate totalizers. Backboard Airplanes light up when ball hits corresponding bumpers . . . and at the same time each bump advances the MILES totalizer 100 miles, INCREASING TOTAL POINTS in a novel and exciting manner. "TAKE-OFF" column lights when coin is deposited; "1,000-MILE" column lights after 10 bumps; "2,000-MILE" column lights after 20 bumps. Thus "odds" are not only changed, but increased during the game . . . and player is guaranteed a "gain" for every bump.

● AMAZING ILLUMINATED BUMBERS

Imagine spiral bumpers that actually LIGHT UP when hit! Imagine the beauty of brilliant colored lights gleaming through the spirals and flooding the play field with a rainbow glow! LIGHT-UP BUMBERS, together with lights flashing in three separate sections of the 18-INCH BACKBOARD, give Bally's 1937 AIRWAY the most spectacular eye-appeal ever built into a novelty game.

● Space does not permit describing all the marvelous new features of Bally's 1937 AIRWAY. Order a sample and see for yourself!

IMMEDIATE DELIVERY, BE FIRST!

RUSH YOUR ORDER TODAY!

\$74^{.50}

F. O. B. CHICAGO

44 IN. BY 22 IN.

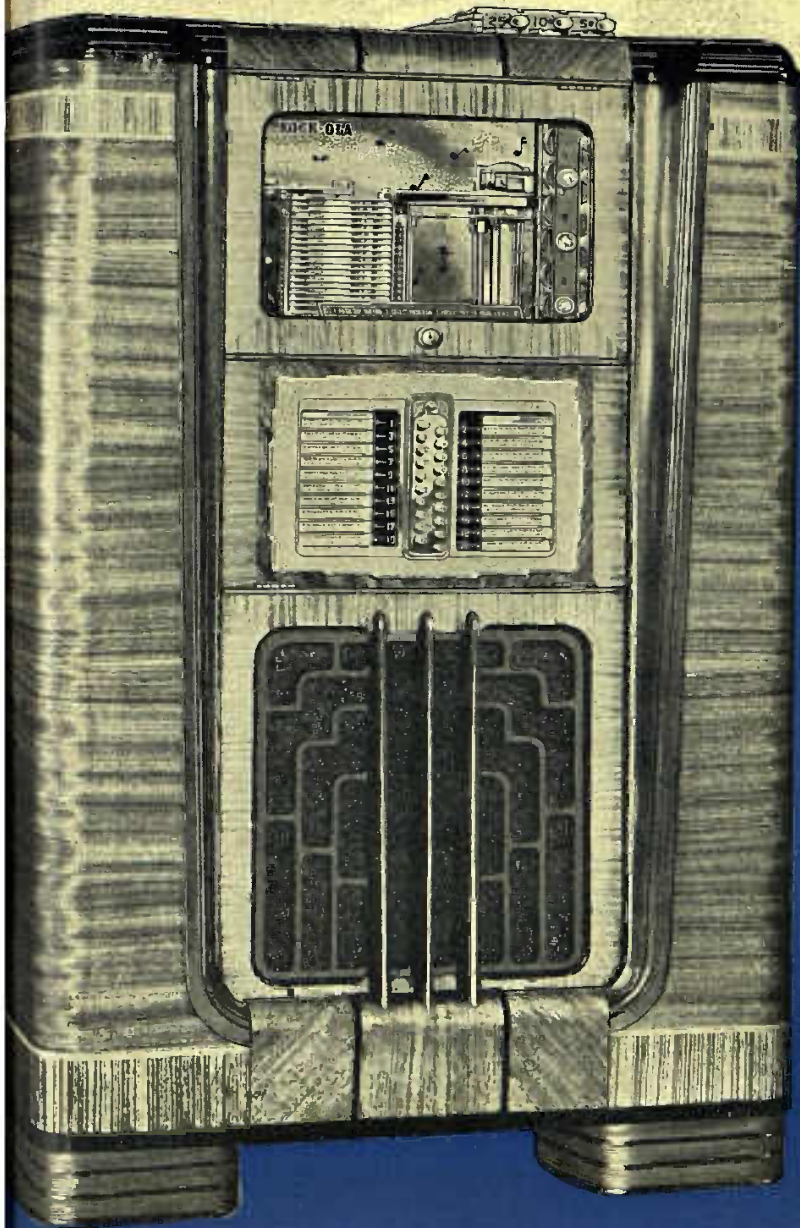
Bally MANUFACTURING COMPANY
 2640 BELMONT AVENUE • CHICAGO, ILLINOIS
 EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



Smash Hit of Music Industry!

TWENTY RECORDS

Rock-ola Imperial **20**



You are entitled to the Best there is in Music -
CHECK THESE FEATURES !

- Visible coin escalator.
- All-in-one program panel.
- Twenty record multi-selector.
- Exquisite deluxe cabinet.
- Matchless tone quality.
- Lightweight crystal pickup.
- Scratchless reproduction.
- Jensen speaker, 15-inch.
- Full floating baffle.
- Less parts in mechanism.
- One positive cam movement.
- Micro-sensitive switches.
- Mechanically driven trays.
- Chassis accessible from front.
- Fascinating light-up effect.



ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVE., CHICAGO, ILLINOIS

CANADIAN DISTRIBUTOR—P. and H. COIN MACHINE CO., 287 VICTORIA ST., TORONTO, ONTARIO

A FEW OF SPORS 4000 FAST SELLERS

TOOTH PASTE
No. T400—Regular 25c to 35c size. Assorted brands. A bargain fast seller.
Dozen, 45c. Gross, \$4.48.

No. T650—Shaving cream. Produces a rich creamy lather. Attractively packed.
Dozen, 45c. Gross, \$4.95.

RAZOR BLADES
No. H400—Double edge. Made from charcoal steel. Highly tempered, triple tested. Packed 6 blades to a package, 20 packages in a carton.
100 blades, 35c. 1,000 blades, \$2.95.

No. H5—Draxel double-edge blades. Written guarantee with each package of blades. Packed 6 blades to a package, 20 packages to a carton.
100 blades, 89c. 1,000 blades, \$6.50.

STIK-TITE CEMENT
No. A79—Not affected by atmospheric conditions. It sticks and stays stuck. Repairs furniture, mends celluloid ware; recommended for upholsterers, carpenters, cabinet makers, awning workers, etc. A powerful, dependable all-purpose cement that meets every need. An eye-catching, self-selling display card which shows the many uses of the cement is included with each dozen cement. Put up in 1 oz. bottles.
Sample, 6c. Dozen, 58c. Gross, \$8.48.

VEST POCKET KNIFE
No. H618—Fancy design, chromium plated pocket knife with two stainless blades. Has shackle to attach to chain. Length closed 3 1/4" inches.
Sample, 8c. Dozen, 78c. Gross, \$9.85.

OPERA AND FIELD GLASSES
No. V17—Fine quality lenses; black leatherette case, round shaped; bright nickel-like tubes. Just the thing for tourists, hunters, farmers, sportsmen, play, field events, etc. Each in a box.
Sample, 19c. Dozen, \$1.95. Gross, \$22.98.

GLIDER PLANES
No. J484—Wingspread 7 1/2 in. Complete with rubber starter and assembling instructions.
Gross, 89c.

No. J526—Glider Plane, 12-in. size. Oozen, 39c.

No. J525—Glider Plane, 16-in. size. Oozen, 59c.

SUN GLASSES
No. M153—Smoke-colored lens with sturdy metal frame. Dozen, 95c.
No. M148—Colored lens with strong celluloid frame. Dozen, 68c.
No. M151—Colored lens with sturdy celluloid frame. Dozen, 55c.
Display cards—holds a dozen glasses. 7c each.

COMBS
No. N291—An exceptional value, good size, low priced. Packed one dozen to a box.
Oozen, 30c. Gross, \$2.98.

No. N297 1/2—High-grade quality clip comb. Clip prevents loss.
Dozen, 39c. Gross, \$3.98.

NEEDLE BOOKS
No. N384—A popular assortment of 75 gold and silver-eyed needles. Includes bodkin, tapestry, chenille, crewel, embroidery, darning and hand-sewing needles.
Dozen, 32c. Gross, \$3.58.

No. N207 1/2—Gotham flyer needle book. 60 needles to a folder.
Oozen, 39c. Gross, \$4.45.

No. N208—Army and Navy needle book of 30 needles.
Dozen, 17c. Gross, \$1.09.

3-Year Guaranteed Wrist Watch
No. V315—A practical watch in a size suitable for ladies or men. Tonneau shaped. Chromium finished case and adjustable wrist band. Has nonbreakable crystal. Guaranteed for three years. Sell for \$3.75.
Sample, \$1.78.

PEN AND PENCIL SETS
No. R302—Pump filler set. Pen fitted with size 4 durium point and mechanical pencil to match. Pearl colors (no box included).
Sample set, 35c. Dozen, \$3.95. Gross, \$39.50.

No. R170—Vacuum Filler Set with transparent barrel. Special price white stock lasts.
Dozen, \$1.95. Gross, \$21.90.

No. R315—Pump filler set. Similar to above but pen is fitted with size 6 point. Pearl colors.
Sample set, 39c. Dozen, \$3.85. Gross, \$44.90.



THE PHENOMENAL SELLER

World's Champ
Sensational Winner

EVERY PRIZE
KNOCKOUT OF VALUE

NO BLANKS
10 WINNER EVERY TIME NO MORE

POSITIVELY NOT A GAMBLE
GUARANTEED EVERY ARTIST A REAL VALUE!

DO YOUR FAVORITE FIGHTER—SEE WHAT A KNOCKOUT PRIZE HE WINS FOR YOU!

FREE 30 VALUE EXTRA BONUS WITH LAST PURCHASE FREE

WOW! WHAT A WALLOP -- TO SALES RESISTANCE

No. D245—Everyone has gone wild over the "World's Champ." It's New—Novel—Fascinating. Reaps tremendous quick profits for you and dealer, too. Boxing poses a "year round" appeal. Gets the play—today—tomorrow—every day—for as long a good long time to come. With so many important fights this year—the "World's Champ" is irresistible. Consists of 70 prizes, each worth 10c or more. Last punch receives a "surprise package" worth 50c or more—thereby keeping interest until surprise. Put a pep into the sales—sell the deal in double quick time. (Shipped by express or freight.) Scores of locations—Easy Sales. Place your order now for early delivery. Brings in \$7 at 10c a sale. Sell to dealer for \$5.25 to \$6.50.

COSTS YOU \$3.50
Lots of 15, \$3.35 each

TRADING POST

No. D185—Mystery, surprise and suspense are a few of the characteristics of the Trading Post. There is always the possibility that the purchaser will get a big prize—this acts as an incentive to take another draw. He is assured, however, that the prize he receives will be worth 10c or more retail—thus cannot be drawn. No. 1 surprise pack with last draw creates interest. Consists of 130 prizes. At 10c a sale—brings in \$13. Sell to dealers for \$9 to \$9.75. (Shipped express or freight.)

COSTS YOU \$6.60

MONEY-BACK GUARANTEE

We guarantee to refund money (less 10% handling charges) for any merchandise returned to us within 60 days from invoice date.

BARGAIN SPECIALS

- No. J149—Moving Picture Toy. Gross, \$.89
- No. V38—Butterfly Pins, ass. colors. Gross, .59
- No. J164—Novelty, two dice in box. Gross, .82
- No. J244—Paper Hats, ass. colors. Gross, .45
- No. J300—Playing Card Tricks. Gross, 1.09
- No. J312—Magic Fishing Set. Gross, .98
- No. JS83—Knife, Fork and Spoon Set. Gross, .22
- No. J404—Toy Wrist Watch, ass. styles. Gross, .39
- No. J443—Assorted Shaped Whistles. Gross, .35
- No. J51—Morsehoop Magnet. Gross, .58
- No. J68—Bird Warbler. Gross, .45
- No. J133—Paper Running House. Gross, .98
- No. J139—Clgar Fan. Gross, .79
- No. V58—Tie and Collar Holder Sets. Gross, 1.95
- No. H232—Three-In-One Toothpick Knife. Gross, .68
- No. K38—Ribbon Fly Paper, 100 rolls. Gross, .78
- No. R108—Jumbo Penoil, 1 in. thick. Doz. Gross, .95
- No. J590—Jumbo, 3 1/2 in. cigar novelty. Doz. Gross, .30
- No. V270—Jumbo, 23-in. telescope. Doz. Gross, .78
- V58—Assorted charms with tassels. Gr. Gross, .78
- No. J517—Snake Jump-out lipstick. Doz. Gross, .30

MINNEHAHA HERBS
No. T226—Satisfaction guaranteed or money back. A non-habit forming preparation. Made from herbs, seeds, etc. Procured from nature's fields. Recommended for constipation, auto-intoxication, etc.
Price \$1 marked on each box. Sample, 13c. Dozen, 85c. 1,000, \$48.50.



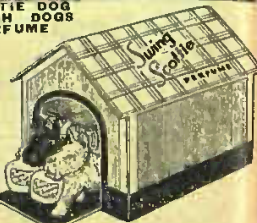
HELEN HARDING POWDER AND PERFUME COMBINATION
No. DLM—Consists of one box of high grade face powder and a bottle of perfume that possesses a pleasing odor. Quality goods. Both wrapped together with cellophane. Looks like a \$2 flash.
Sample, 10c. Dozen, \$1.08.



SWING SCOTTIE DOG HOME WITH DOGS AND PERFUME

No. D240—The talk of the nation. Adds a bit of charm to a lady's boudoir or dressing table. Consists of cardboard dog house in pink color with black trimmings. Scotch plaid effect roof, sliding entrance; two Scottie dog figures, one black and one white, each with a bottle of perfume tied to their neck. An appealing display.
Sample, 15c. Dozen, \$1.85. Gross, \$19.50.

No. D220—Single Scottie Dog figures in black or white, as shown above.
Sample, 7c. Dozen, 79c. Gross, \$8.95.
Quantity buyers write for jobbers prices.



WIND-PROOF POCKET LIGHTER
No. M33—Will light cigarette, cigar or pipe in a heavy wind. Fitted with a sliding cylinder which protects the flame from wind and danger of being blown out. Fine for hunters, golfers, sportsmen, fishermen, etc. Small enough so it can be carried in pocket very conveniently.
Sample, 14c. Dozen, \$1.10. Gross, \$11.75



No. M51—Bullet-shaped lighter. Length 1 1/4 inches. Dozen, 35c. Gross, \$3.98.

BLANKETS
No. C345—Duke Indian design blankets. Gay colors. Size 64x78. Hemmed edges.
Sample, \$1.37. Case of 30, \$1.32 each.



No. C340—Duke Indian design blankets. Comes in latest popular colors. Size 64x78 hemmed edges.
Sample, \$1.37. Case of 30, \$1.32 each.

PERFUME IN VIALS
No. T82—A fine perfume, very fragrant odor which pleases and satisfies. Comes in assorted odors and colors. Put up in glass vials, each with label, plain cork stopper.
Dozen, 21c. Gross, \$1.75.



PERFUME
No. T291—A perfume of excellent quality in 1/2-oz. bottles. May be had in the following assortments: Narcissus, Christmas Delight, Le Orient and Gardenia.
Sample, 5c. Dozen, 49c. Gross, \$3.98.

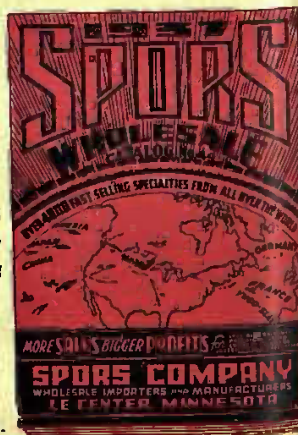
A GREAT HIT! — Stunning Value

No. D275—This deal is the most astounding selling offer made to sales people in many a year. It's so irresistible, ladies cannot pass it up. Just think, it consists of Wm. A. Woodbury face powder and cold cream, 4 bottles of perfume, 4 lipsticks and 2 pair of ladies' hose, 320 needle construction, latest shades, sizes 8 1/2 to 10 1/2. Looks like a \$3 value. When offered as a special introductory offer at 99c—it should be a sellout. (Coupons for this deal \$6 per 1,000.)
Sample deal, 58c. Dozen, 57c each. Gross, 56c each.



FREE WHOLESALE CATALOG

260 pages chock full of 4000 fast sellers and 15 money making plans. It's FREE. Send for it today.



SPORS CO.
3-37 ARCH ST. LE CENTER, MINN.