

RADIO

STAGE

PICTURES

OUTDOOR

PERIODICAL ROOM
GENERAL LIBRARY
UNIV. OF MICH.

15 Cents

AUGUST 22, 1936

The Billboard

The World's Foremost Amusement Weekly



THE NONCHALANTS

Featured in "Crazy Show" Opening Palladium, London, August 30

Exclusive Management: Music Corporation of America.

"A REAL DANCER"

BING CROSBY



M
A
R
V
I
N



LAWLER

"SENSATIONAL
TAP DANCER"

BURNS MANTLE

Appeared In-- **NEW FACES**

THIRD LITTLE SHOW

MOTION PICTURES — STAGE — NIGHT CLUBS

Just Closed 2 Weeks at **PARAMOUNT, NEW YORK**, followed by **METROPOLITAN** — Boston
EARLE — Washington, D. C.
MICHIGAN — Detroit

Direction—**LOUIS SHURR**

Associate—**AL MELNICK**

The Billboard

Vol. XLVIII
No. 34

The World's Foremost Amusement Weekly

August 22,
1936

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879, 100 pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

SEVEN-MILE TELE SHOW

Figures Up At Altamont

Hamid revue boosts grandstand attendance—Hankinson auto races set marks

ALTAMONT, N. Y., Aug. 15.—Rain wiped out Monday programs at Altamont Fair but Tuesday brought record crowds, with main gate showing a 13 per cent increase over last year, afternoon grand stand 30 per cent increase (See FIGURES UP on page 78)

ASCAP Licensees Are Formally Advised Anent Warners' Return

NEW YORK, Aug. 15.—In sending formal notice to some 25,000 licensees that the catalogs of six publishers in the Warner group are again available, the American Society of Composers, Authors and Publishers also advises regarding the infringement suits that were filed and the fact that the Shubert Music Publishing Company has not yet been reinstated by ASCAP.

A new list of ASCAP members is included with the letter as well as regrets expressed for the temporary "diminution" of the catalog. Letter signed by E. C. Mills, general manager, follows:

"We take great pleasure in advising

Extension This Year Is Called Significant

HARRISBURG, Pa., Aug. 15.—Pennsylvania's great agricultural fair season opened at Lewistown with Mifflin County Fair. Before the season closes in November more than 90 county and local fairs will have been held in the State.

As a spectacular postlude to this long season of agricultural exhibitions will come Pennsylvania State Farm Show, January 18-22, in the 10-acre State Farm Show building, Harrisburg.

In commenting on opening of the 1936 fair season J. Hansell French, secretary of agriculture, observed that the season opened auspiciously with the longest

(See EXTENSION on page 85)

Philco Demonstration Proves Radio Still Safe for a While

Synchronized with sound, images are reproduced on screen 7½x10 inches—officials discuss problems generally conceded by all experimental laboratories

PHILADELPHIA, Aug. 15.—A glimpse of the more mature phase in the development of television as a commercially obtainable product was revealed on August 11 when a 55-minute television program was broadcast from the studios of the Philco Radio and Television Corporation here. Seven miles away, in the home of Walter Grinditch, chief engineer of the company, an invitation group of newspaper men received the program simultaneously on two combination television and radio broadcast receivers. Stills of Jean Muir, film star; a ticking watch, the sports page of a local paper, a song by two stenographers of the company, a one-round open-air boxing bout, a quartet, a short motion picture reel, and finally a two-way telephone conversation, the first time in the history of television, between Boake Carter and the viewing party, were among the features transmitted from Station W3XE at the company plant over a 6-megacycle band.

The pictures were received on a mirroring plate of 345 lines at the rate of 6½ a second, the dimensions of each picture being 7½ by 10 inches. Synchronized sound came by ordinary radio broadcast. The receiving set built in an ordinary radio console contained 36 tubes and the panel contained separate dials for tuning radio and the television screen. Then, to prove that television as received in the home was as perfect as that in the laboratory, the party moved (See Philco Demonstration on page 6)

Foreign Exhibits No Frisco Worry

SAN FRANCISCO, Aug. 15.—Prospects of doing without official participation of many foreign countries, now worrying directors of Tokyo 1940 World's Fair, is not regarded seriously by officials of (See FOREIGN EXHIBITS on page 78)

D'Oyly Carte Company To Open Legit Season; Stem Biz Steady

NEW YORK, Aug. 15.—Anticipating the decline of the summer theater circuit, the D'Oyly Carte Company will formally open the new legit season next Thursday at the Martin Beck Theater. This is the most interesting as well as the most definite of the increasing num-

ber of legit announcements, the remainder having to do with productions broached last season, in which category are included the various cowhand try-outs destined for Broadway playhouses. Refusing to die as a bad play should, Dorian Gray, which nominally folded two weeks ago at the Comedy Theater, will try it again, this time billed as The (See D'OYLY CARTE on page 17)

New York Theater Project Setup To Undergo Changes

Will be divided into boro units—dance project to take on more people—shows in Westchester click—Philly marionette unit pickets—"Wife" clicks on Coast

NEW YORK, Aug. 15.—Most important among the varied items of information gleaned from Federal Theater activities and announcements during the past week is the news of the Project's decision to establish a community theater in each of the five boros to replace the current municipal theater division, and the setting up of a Suitcase Theater to present free performances in auditoriums. The proposals, announced by Philip W. Barber, are expected to become effective next month and will necessitate a reorganization whereby six boro units will replace the original 20-odd divisions of the municipal theater. According to Barber, nobody will be discharged from the pay roll when the new setup is completed, and, it is hoped, better plays will result from the realignment.

Brooklyn and Queens will have a theater of their own, under the direction of Stephen Karnot, head of the municipal theater. Six acting divisions with a staff of 250 will be attached to this division, and, in addition, Karnot will also have charge of the operetta unit.

The Bronx and Manhattan area, under the supervision of Alfred Kreymborg, director of the Poetic Theater, will have a similar organization.

In addition to the boro theaters, a Suitcase Theater which will present free performances in community houses, welfare institutions and public auditoriums will be established. This unit will attempt new and experimental productions designed to fit the needs of the smaller auditoriums.

Provision is made for one WPA Yiddish Theater under the new plan, and this (See N. Y. THEATER on page 15)

that, effective as from August 1, 1936, memberships of the following named music publishers in the American Society of Composers, Authors and Publishers have been fully reinstated and their respective copyrighted musical works are now available for the use of all licensees of ASCAP under the terms and conditions of their present licenses: "Harms, Inc.; T. B. Harms Company, New World Music Corporation, Remick Music Corporation, Victoria Publishing Company and M. Witmark & Sons.

"You will undoubtedly recall that these members withdrew from ASCAP (See ASCAP LICENSEES on page 17)

In This Issue

	Pages
Bands	21
Broadway Beat, The	27
Burlesque-Tabloid	24-25
Carnivals	46-53
Chicago Air Notes	11
Chicago Chat	27
Circus and Corral	34-37
Classified Advertisements	56-58
Coin Machines	72-98
Endurance Shows	25
Fairs-Expositions	42-45
Feature News	3-5
Final Curtain	30
Forum, The	29
General Outdoor	68-69
Hartmann's Broadcast	59
Legitimate	12-13
Letter List	32-33

	Pages
Magic	28
Minstrelsy	26
Motion Pictures	22-23
Music	21
Night Spots-Gardens	18-21
Out in the Open	59
Parks-Pools	38-40
Pipes	66-67
Possibilities	28
Radio	6-11
Repertoire-Stock	26
Rinks-Skaters	41
Routes	31 and 60-61
Sponsored Events	54-55
Thru Sugar's Domino	27
Vaudeville	14-17
Wholesale Merchandise	62-65

Circus Fans In 11th Meet

EVANSVILLE, Ind., Aug. 17.—Welcomed to the city by Mayor William H. Dress, the Circus Fans' Association opened its 11th annual convention here Saturday, with fans from all parts of country in attendance. A business session was held Saturday.

On Sunday the Fans took an all-day motor trip to points of historic interest in Indiana and Kentucky and in the evening were entertained at the beautiful country home of Mr. and Mrs. Manson Reichert. Their session of the Koo Koo Klub was held, with Karl T. Knecht presiding. Breakfast was had in Al G. Barnes cookhouse today.

Concluding business session and elec- (See CIRCUS FANS on page 3)

802 Fusionists Name Basch

3 groups now in election campaign—seek to extend doubling law to networks

NEW YORK, Aug. 15.—The new Fusion group within the ranks of Local 802, American Federation of Musicians, has named one candidate so far to run in the December elections of the local. Candidate is Harold Basch, who will oppose William Feinberg, present vice-president, for the position of secretary. Three groups are so far in the open in the elections. They are the incumbent blue ticket, which is headed by Jack Rosenberg as the presidential candidate; the Fusion group, which was organized by Selig Lisee and Billy Van (William Van Vechtenberg), and the American group, headed by Louis Weissman. Latter group will support Edward Canavan, present president, for a return to that position, altho Canavan is not a member of the American faction. Basch's candidacy, given out this week, is one of the first moves in a campaign that is expected to sizzle from September until voting time.

The doubling law, altho now operating in full force, is still figuring in the local's activities, those members who supported the bill and successfully voided several nullification attempts now seeking to make it part of the contract with NBC and CBS. Altho opinion is that the contract cannot now be altered, the anti-doubling members, starting next Monday, are going to organize to bring pressure upon the administration to bring the networks under the anti-doubling ban. A board member stated yesterday (Friday) that so far the board had no intentions of taking such a step.

Philly Treasurers' A. C. Show Clicks

PHILADELPHIA, Aug. 15.—Following an auspicious opening week, Philadelphia Theater Treasurers' Club, which has taken over the Garden Pier Theater in Atlantic City for legitimate presentations, is following with *Night of January 16th* as the second attraction. Lya Lys, who is to star in a London production of the play, has the leading role. Surrounding cast includes Edward H. Robins, Frank Shayna, Stephen Kent, Iris Hall, Helene Constantine, Maurice Morris, William David, Gray Loman, Alfred Kappeler and Herman Lieb.

Personal Appearance was the initial offering presented. For the remainder of the resort season *Winteract*, *Three Men on a Horse* and *Tobacco Road* will follow. Alexander Carlin is managing director of the project for the box-office men.

Carr Back to "Perlmutter"

LOS ANGELES, Aug. 15.—Alexander Carr will recreate the Potash and Perlmutter role he originated more than 10 years ago on Broadway for the local Federal Theater project opening in a revival of the Montague Glass play this week at the Mason Opera House.

Triple A Plowed Under continues at the Mayan and other WPA theater offerings are *Miracle at Verdun* at the Experimental Theater, Tolstoy's *Redemption* at the Musart and a marionette show at the Theater of Magic Strings.

The next issue, dated Aug. 29, will contain an augmented Theatrical Schools Section.

LABOR'S NEWEST HEADACHE

By PAUL DENIS

Watch for This in
The Fall Special
Of The Billboard

Poor Houses for WPA Musical Show

WORCESTER, Mass., Aug. 15.—Federal Theater's *The Campus Widow* played three nights and an afternoon at the Worcester Theater and attracted only moderate houses. The vehicle, premiered here, was written by Thomas Senna and William Curtis, with Senna supervising the production.

Show is a hodge-podge of musical comedy, vaudeville and what have you. Plot woefully weak and continuity lacking altogether. Seemed to be written for the purpose of giving the players a job and little more.

Very little beauty on stage, the three girls in line were fair, and Chickie O'Day, as Mrs. was quite good. Tommy Oliver, as Billy Potts, the lead, was far and away the most handsome thing on the boards.

Best song was *One Kiss*, sung by Alma Sheppard, as the Campus Widow, and William Kelley, as Professor Urtenay. Music was played by a WPA orchestra, Charley Frank conducting.

JACK JAFFEE.

Co-Op Theater for Paris

PARIS, Aug. 10.—Lyjo, comedian and road-show impresario, is backing a co-operative vaude project for the coming season. Under the title Theatre Corporatif the group, headed by Lyjo, will take over the Theater Albert 1er in October and run straight vaude, with acts sharing receipts.

WPA Experimental Coast Unit Clicks With "Miracle" Staging

HOLLYWOOD, Aug. 15.—Some startling innovations in theater technique were brought into play here this week with the initial production of the WPA Federal Experimental Theater in a presentation of the Theater Guild's success of several seasons ago, *Miracle at Verdun*. Using mobile stages with plastic backgrounds, technical advancements that include the use of illuminated screens, impressionistic settings and other mechanics, the freer use of creative lighting and off-stage sounds are all brought together by Director Edward Geringin in an effort to rid the stage of its present stereotyped form.

One can visualize in this first experiment the ease with which even the most intricate and awe-inspiring spectacles of creative writing can be deftly handled with smoothness by the use of these and other stage mechanics. Background screens and added recorded voices give the stage drama depth and leave the movable stages to important action of

Legit Trend Back to Town, But Cowbarns Still Keep On

NEW YORK, Aug. 15.—Legit's summer annuals are still blooming profusely in the face of a perceptible increase in urban dramatic activity. Already plays tried out around the circuit are taking on added significance as the possibility of their being given Broadway openings grows more certain. Accompanying the trend to town, however, is a still forceful rush of revivals scattered all along

AFM Voids Philly Ban on Doubling

PHILADELPHIA, Aug. 15.—Petition to rescind the doubling ban passed by the Musicians' Union, Local 77, on July 23, to be effective September 7, was stayed when Joseph N. Weber, AFM prexy, nullified the law on Monday (10) on a technicality in the interpretation of the local's parliamentary procedure in enacting the new rule. Weber ruled that the two-thirds majority rule required for the passage of any new law should be construed to mean two-thirds of those members present at the meeting and not only two-thirds of those voting on any particular measure.

Law prohibiting doubling on dissimilar instruments was passed at a regular meeting, at which time fewer than 100 members of a 3,000 membership voted. Only two votes above the required two-thirds made the law effective until the Weber ruling.

Altho radio musicians are joining forces to combat any move to bring the measure up again, it is authoritatively stated that the original group has secured sufficient support to bring the law up again at the September 7 meeting of the local. Anthony A. Tomel, musicians' prexy, and members of the executive committee are noncommittal.

Paris To Have Artists' Club

PARIS, Aug. 10.—After two somewhat confused and stormy meetings, a third meeting of those interested in launching an international theatrical artists' club in Paris was held last week which resulted in the definite founding of such a club to be known as the Club de Spectacle. The club will be open to all pros of all nationalities in any branch of the amusement field. Clubrooms will be located in the former Capote cabaret in Montmartre. Several members have already enrolled and it is planned to open the clubrooms early in September. Club will provide lounge room, restaurant, library, writing rooms, rehearsal hall and bar.

the play. Changes are made by blackouts, giving the presentation added speed and keeping the action vivid thruout.

From the pen of Hans Chlumberg, *Miracle at Verdun* deals with the resurrecting of French and German unknown dead of Verdun and their hatred of war as they return to life and find peace still a philosophic myth. Their wives are remarried, their sons engaged in munitions, their countries preparing for other wars, and they return to their graves, forgotten but peaceful.

At no time does the experimental production lessen the dramatic value of the characters, and in this piece Geringin proves his worth as a director.

Play, scheduled for two-week showing, is done in three acts, with sets designed by John Freedman. Principal performers of the large cast are Howard Chamberlain, Eddie Kane, Rita Newport, Patricia Reynolds and Daniel Webster.

SKYMOUR PEISER.

Fight Over British Show

Broadway production postponed on producer squabble—actors make appeal

NEW YORK, Aug. 15.—Postponement of the Broadway production of *Yes, Madam*, English musical originally scheduled to open here in a month, caused a mild sensation among theatrical circles here and on the Continent when it became known that Bobby Howes, Vera Pearce and Wylie Watson, who were forced to cancel sailing reservations on the Aquitania, referred the matter to British Actors' Equity Association, which immediately wired New York to learn the why and wherefore.

The situation resulted from the refusal of Jack Waller, English producer of the piece, to permit Jack Curtis and Carleton P. Hoagland, who contracted for the New York production, to make changes in the play's script. It is understood that during earlier verbal arrangements between the contracting parties Waller oked the suggestion that the script be tinkered with, or "Americanized," to include a couple of new song production numbers. Herman Timberg was also set to work on the book. Waller, however, has changed his mind and now insists that the play must go on in its original form. Whether or not any agreement will be reached is not definitely known, but a few more of the English cast have been notified by Curtis to postpone their sailing.

Meanwhile Bertha Belmore, one of the cast who arrived some time ago in anticipation of rehearsals which were to have begun soon, is stranded here.

Indianapolis Variety Club Moves to Larger Quarters

INDIANAPOLIS, Aug. 15.—Another stride in the forward march of the Indianapolis Variety Club will be taken September 1 when the organization moves from its present rooms in the Claypool Hotel to larger and more pretentious quarters in the fine old residence popularly known as the Irish Castle at 1454 North Delaware street.

Notice of the change was served yesterday by Marc Wolf, chief barker of the local tent. Workmen already are preparing the new location for occupancy and plans call for the formal housewarming Saturday night, September 5.

THE NONCHALANTS (This Week's Cover Subjects)

IN 1929 in a school revue in Seattle there was an act billed as the Three Cachalots and from that point on starts the career of *The Nonchalants*. For several years after the 1929 debut—if it may be called that—the three men in the turn, Clarence Los, Loren Riebe and Don Milhoim, studied under the guidance of Munis Lee, of the noted Leo Brothers' circus acrobatic act. In 1931, disregarding his advice, they went to Los Angeles and tried to crash vaudeville.

For three months in Los Angeles the act played small time—but small time. Finally Fanchon & Marco booked them and they worked for that firm two years as a posing act. Then, altho they had played the leading Coast theaters—such as Grauman's Chinese—they decided that there was scant future in vaude for an acrobatic act and planned to build an attraction that could play the night club field. They made it the hard way, taking a chance—altho told on all sides that it couldn't be done—that they could build and sell a comedy act. Booked for one week at the Biltmore Bowl in Los Angeles, they were held over seven weeks. After that the grade was easy to make.

About that time Riebe was replaced in the act by W. A. (Babe) Westerland, who had been in the show business for years. The Cachalots was dropped as a name and the Nonchalants adopted in its stead. Going to Chicago, the act met with immediate success, playing the theaters left on the RKO Circuit, night spots such as the Palmer House and Coccoanut Grove, back on the Coast. Recently they played in "Sons of Guns" at the St. Louis Opera; Loew's State in New York and now in Europe for the Crazy Week at the Palladium, have bookings that will take them to Paris, Berlin and Dusseldorf.

TICKETS 100,000-\$17.00
ROLL OR MACHINE FOLDED
SPECIAL PRINTED-CASH WITH ORDER
RESERVED SEAT TICKETS (409 LAFAYETTE ST., N. Y. C.)
PAG. STRIP TICKETS-COUPON (127 N. DEARBORN, Chicago)
BOOKS-RESTAURANT CHECKS ELLIOTT TICKET CO. (618 CHESTNUT ST., Phila.)

(See LEGIT TREND on page 13)

RKO Baseballers Lead Second Half

NEW YORK, Aug. 15.—RKO leads the second half of Motion Picture Baseball League tournament for the week ending August 14, during which time three games were played. Scores and dates follow: Skouras 4, Consolidated 2, August 8; Columbia 1, NBC 15, August 8; RKO 8, Paramount 1, August 10. Games which were to have been held the past week between Paramount and MGM and NBC and MGM were rescheduled. League standing, together with other statistics, appended below:

Team	Second Half		Games Played to Date		Date
	Won	Lost	Pct.	Won	
RKO	4	0	1.000	9	3
Muehl Hall	2	0	1.000	10	0
Consolidated	3	1	.750	6	6
Skouras	3	2	.600	6	7
Columbia	1	2	.333	8	3
Paramount	1	2	.333	4	7
MGM-Loew	0	3	.000	5	6
NBC	0	4	.000	2	10
United Artists	0	8

WPA Official Hurt; Chi Plans Revealed

CHICAGO, Aug. 15.—Phillip Charig, composer of a revue being produced here by Federal Theater units, fell into a scenery pit at the Civic Theater during a rehearsal this week and broke his leg. He is confined at the Columbus Memorial Hospital here.

Triple A Ploughed Under reopened suddenly at the Civic Theater this Thursday night after several weeks of negotiations by local WPA officers for the leasing of the theater. George Kondoff, director of the Federal Theater here, announced that Ohio Doom, a farm play recently tried out by Ohio units, would possibly follow Triple A Ploughed Under at the conclusion of its run at the Civic Theater. Arrangements have been completed for the occupation of the Princess Theater, in the downtown district, to house the Negro theater unit heretofore quartered on the south side of the city. According to plans, this unit will open with *Everyman*.

Three Large Chicago Theaters Reorganize

CHICAGO, Aug. 15.—Reorganization of three large moving picture theater properties was completed Friday. It was announced by Dayton Keith, chairman of the American Bond & Mortgage Company shareholders' committee.

The properties involved are the Granada, Mabro and Broadway Strand theaters, on which there are bond issues totaling \$2,580,300. New leases for the three houses have been made with the present operators, Balaban & Katz. The reorganization plans have been approved by the court. They provide for new corporations, stock of which goes to the

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.

Single Rooms, \$8.00—Double, \$7.00 per Week.
Entire Headquarters, 5 minute walk to Loop.
Theatrical Booking Agencies located in Hotel.

THEATRE

In thriving town of 5,000, partially equipped, for lease. Address
BOX D-37, The Billboard, Cincinnati, O.

WANTED

Factor Six doubling Clarinet. Good job for sober, reliable man, but you must be experienced. Write, don't visit. Salomon, Md. this week. Calverville, Ill. ORIGINAL FLOATING THEATRE.

WANTED QUICK

General Business Team, Director and Character Man. Cody Thomas where are you? No advance or tickets. Just been caught. Other useful people write or wire.

JACK and JUNE ALFRED
CLARENDON, TEX.

WANTED AT ONCE

For one-night stand under canvas, Team, man modern Trumpet Player, doubling Juvenile, who Android Chorus Girl, must be young and attractive. Tell all first letter or wire. Address H. D. BALE, Mill Tolbert Show, Dothan, Ala.

Skunked

CHAUTAQUA, N. Y., Aug. 15.—George Britton, singing before an audience of 7,000 here last week, gaped and gasped—and then finally conquered a skunk which ambled across the footlights by breaking out with "I Got Plenty of Nuttin'." Dashing for the trees and tall grass, the quadruped proved conclusively the utilitarian value of the Gershwin score.

holders of junior securities and stockholders of the old corporations.

Under the new plan the theater rentals are to be applied in payment of taxes, insurance, nominal administration expenses and payment of interest. The remainder to be used for the retirement of the bonds up to a certain point. Then if the funds available for retirement reach a satisfactory figure, dividends on the stock of the new corporation may be paid.

The new leases are on a graduated percentage basis with minimum guaranteed rentals. The minimum rent on the 3,937-seat Mabro Theater on the west side will be \$80,000 annually, compared with a former \$80,000 guarantee. On the Granada, 3,442-seat house on the north side, the minimum guarantee is \$47,500, compared with \$42,500 formerly paid. The Broadway Strand, 1,527-seat house on the near south side, will have a minimum rent of \$27,000, which is \$500 less than formerly.

Sir Henry Lytton Is Dead in London

NEW YORK, Aug. 17.—Sir Henry Lytton, for almost 40 years a leading actor in the D'Oyly Carte Gilbert and Sullivan presentations, died in London August 15 at the age of 69.

Born January 3, 1867, Lytton first appeared on the stage at the Royalty Theater, Glasgow, in 1884 in *Princess Ida*.

In 1890 he came to New York to do a role in *The Gondoliers* at the Palmer Theater, soon returning to England to tour the suburbs. Beginning with 1905 he toured the world with the D'Oyly Carte Company, returning to London again in 1918. In 1927 and 1929 he toured Canada and appeared in New York, respectively. He announced his retirement in 1932, during which year he played in *The Gondoliers* and other light operas.

NEW YORK, Aug. 17.—Lenard Loan, for 15 years associated with the Theater Guild of New York as stage manager and actor, died of pneumonia August 15 in Hollywood Hospital, Hollywood. He

"Ecstasy" Record; Cops on the Spot

NEWARK, Aug. 15.—*Ecstasy*, entering its 15th week at the Little Theater, has broken every existing record for attendance for any theater in New Jersey. Booked originally for a month at the most, pic has built after a week opening to average \$1,200 per week. Holdover business due to clever advertising and publicity shows results in more than 30,000 paid attendance to date.

Ironic part is that management of the Little owes the success of the film to another theater. If the Shubert hadn't done smashing business after the police attempted to bar Tobacco Road, *Ecstasy* would have been banned. Opening a week after the Road incident, the pic was the object of a hands-off policy. For the police hoped that it would die when the lack of interference on their part would brand the film as nondaring.

They guessed wrong, however, and now the police are in a worse spot than ever. Any attempt to interfere would insure its run until the Christmas holidays.

CADM Opens Meet

CHICAGO, Aug. 15.—Chicago Association of Dancing Masters opened their 23d annual normal school and convention here this week under the direction of William J. Ashton, secretary of the organization. The normal school has been conducted all week at the Sherman Hotel and the meeting will continue all of next week, when the scene of activity moves to the Congress Hotel, where the annual convention will be held.

Harms Has "Stage Struck"

NEW YORK, Aug. 17.—First musical to be released by Warner Brothers since the settlement of its differences with ASCAP will be *Stage Struck* on September 1, with songs published by Harms. Big numbers of the musical are *Fancy Meeting You* and *In Your Own Quiet Way*, by Harold Arlen and E. Y. Harburg.

Long West Coast Picket War Ends

PASADENA, Calif., Aug. 15.—Termination of longest West Coast picket campaign on record will be effected tomorrow when members of Projectionists' Local 150, IATSE, will be installed in five theaters operated by the California Amusement Company. Picket siege by union projectionists was precipitated eight months ago when the present operators took over the Pasadena Theater from Fox-West Coast in November and locked out union boothmen.

Houses involved, besides the Pasadena, where two union operators and a swing man from Local 150 will be installed, are Fair Oaks, where a like number will go tomorrow; State, Park and Washington, where setup calls for one operator and swing man each.

Picketing termination was reached by mutual agreement after coeting both sides thousands of dollars. Theater company operating houses is owned by C. Ray Miller and George Haines, with Harold Bobb and Ed Rowley, Texas exhibitors, partners in the venture.

Pitt Territory Giveaways

PITTSBURGH, Aug. 15.—Warners are using Bank Night in 40 of their local zone theaters, having gradually increased the number when the cash giveaway system proved to be a real business stimulant. Art England, local representative for Affiliated Enterprises, owners of Bank Night, states that the feature has recently been bought by 50 additional houses in the tri-State area which he covers. Of that number 36 houses are operated by independent exhibitors.

CIRCUS FANS

(Continued from page 3)

tion will be held today and in the evening banquet at McCurdy Hotel, with Barnes Circus staff and performers as honored guests.

Coincidence of the meet was the birth of a son on Sunday to Mr. and Mrs. F. Harold Van Orman. The mother is the former Harriett Hodgini, noted circus equestrienne. A complete story of the convention will be in next week's issue.

EXTRA MONEY for

TENT and MED SHOWMEN

READ EVERY WORD Of This Announcement • IT MEANS MONEY TO YOU

NOTHING TO BUY NOTHING TO SELL

What is your price for making a commercial announcement (in the course of your regular spiel) on a product which the people in the towns you play will be interested in? We are especially anxious to contact shows playing south of the Mason-Dixon line and east of the Mississippi River.

We want as many tent and medicine shows as possible to make such announcements for us at every one of their shows and would be willing to pay a reasonable price for this advertising. Write us your proposition today, stating towns you make, type of show, number of people in show, whether you use P. A. system, etc.

This is one of the largest commercial companies in the country and your money is therefore guaranteed. If your announcements help step up our sales in the territories you play, you will have a new, steady source of additional income.

Write immediately! We are anxious to get started!

BOX 84, TRINITY STATION NEW YORK, N. Y.

IMPORTANT

The above proposition is exactly as stated. You have nothing to buy, nothing to sell for us. Just add to your spiel a few words about our product and we pay you. WRITE TODAY!



Motor routes from your home bring you right to the Sheridan Plaza Hotel. The Chicago, North Shore & Milwaukee Electric Station at Wilson Avenue is just two blocks west. Busses to the Loop stop at the door—fare 10¢. Enjoy residential quiet and social life in a fine hotel at moderate cost.

Room Rates
\$1.50
Single—Upwards
400
MODERN ROOMS
EACH WITH BATH

SHERIDAN PLAZA HOTEL • 4605 Sheridan Road

STOCK TICKETS.
Roll of 2,000
1 Roll \$.50
5 Rolls 2.00
10 Rolls 3.50
50 Rolls 12.50
No C. O. D. orders.

BUYING? TICKETS?

Then demand tickets made the Toledo Process way. Write or wire

THE TOLEDO TICKET COMPANY, Toledo, Ohio

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Philco Demonstration Proves Radio Still Safe for a While

Synchronized with sound, images are reproduced on screen 7½x10 inches—officials discuss problems generally conceded by all experimental laboratories

(Continued from page 3)
back to the plant's studio and portions of the program were repeated showing practically the same reception.

None of the responsible officers of the company would hazard any prediction as to how soon television will be available for home consumption, Larry E. Gubb, Philco prez, adding the comment that "commercial television will not come during 1936."

Among the problems remaining to be solved, according to James Skinner, Philadelphia Storage Battery Company prez, a Philco subsid. are uniform standard for receiving sets so that they can pick up any transmitter; high definition pictures of 480 lines, and a practical solution of the now troublesome radio broadcasting problem. While Skinner said he was convinced that the cost of sets would not be an important factor when television comes, he emphasized that financing for building television stations, costs of programs and how to pay for programs are as knotty problems as the broadcasting and receiving of pictures.

"Whether sets sell for \$250, \$500 or \$750," he said, "is not important. Prices will come down with production. What we must provide is good entertainment." He explained that future television stations must offer programs 365 days a year, and to emphasize the difficulty pointed out that not every motion picture from Hollywood is a hit show. Further, he added, it is essential that the Federal Communications Commission assign the wave lengths from 42 to 90 megacycles to television. At present only the 42-megacycle band may be used. Even if given the desired wave lengths, the band will provide only seven broadcasting channels. He also asked that wave bands from 120 megacycles up be free for experimental television broadcasts. "If the FCC fails to assign us the 42 or 90 megacycle band," he declared, "you can kiss commercial television good-bye for a good number of years." He explained that several other commercial interests outside of television are seeking the identical bands for their own particular work. However, he did not name them.

A. F. Murray, chief of the company's television laboratories, and Sayre Rams-

dell, Philco vice-pres. were in charge of the demonstration.

Philadelphia looms as the cradle of television advancement in this country. The Radio Corporation of America, with interests in RKO pictures and the National Broadcasting System, maintains laboratories at its Camden plant near by. Farnsworth Television, Inc., has built a complete television studio and transmitter at its laboratories in Philadelphia and awaits only permission from the FCC to begin actual operation.

WORL Moves Studios

BOSTON, Aug. 15.—In a gradual migration to Boston, WORL has moved its main studios from Needham, Mass., to the Myles Standish Hotel here. WORL is now adding two new studios at the Standish in a program of expansion to cost several thousand dollars.

WORL execs have negotiated with the Myles Standish officials for the use of the ballroom and other hotel rooms for audience programs and pick-ups.

The FCC recently granted WORL permission to construct and erect a new 310-foot vertical radiator transmitter, which is now in the process of fabrication at Youngstown, O., and will be erected near the present tower site at Babson Park, Needham, under the supervision of George R. Luckey, chief engineer of the station.

WORL was formerly WBSO, owned and operated by Roger Babson, statistical sage.

WWVA Mail Record Broken by Cross

WHEELING, W. Va., Aug. 15.—Final checkup here reveals that Hugh Cross and his gang, which recently closed at WWVA after being on the station for various accounts, including Georgie Fergie cereal, broke all records for mail, having received as high as 5,000 letters in a single day. Without missing a program, the outfit also played 165 personal appearances in surrounding territory and traveled 21,000 miles playing the engagements.

Act is now on vacation in Manitowish, Wis., and is expected to return to the air about October 1.

Fort Worth Looms as King-Pin In NBC's Southern Expansion

NEW ORLEANS, Aug. 15.—Reports circulate here that plans of NBC to expand its facilities in the South hinge persistently on the outcome of the situation at Fort Worth. Examiner David Arnold has already approved to the FCC removal of Station KOKO from Wichita Falls to Fort Worth thru purchase of that station by Amon Carter, publisher of *The Star-Telegram* and operator of WBAP. If move and transfer of ownership is finally approved by FCC it is conceived that the way will be cleared not only for the entrance of "second" network into Fort Worth but the extension of the new piping farther into the Deep South.

Under the proposed setup KGKO, occupying 570 kc. with 250 watts day and 1,000 night, is to become member of the Blue network, while WFAA and WBAP, 30,000 watts on 800 kc., continue to share the Red. Expansion of the facilities call for extension of this Blue line south into Houston, where a second station (possibly KXYZ) will be added and leave KPRC to retain Red. From thence, rumors hold, the line will run eastward into Beaumont, where KFDN, oil-controlled, a 1,000 watt on 560 wave, is to be added, and finally into New Orleans for the addition of WDSU, an indie of 1,000 watts on 1,250, which formerly piped CBS.

Doubling of the NBC service into the South is also planned for the Eastern

Survey Says Iowa Wives Go for Highbrow Music

CEDAR RAPIDS, Ia., Aug. 15.—Classical music ranks higher with Iowa housewives than any other type of radio music, according to a survey made by the Drake University School of Radio. News broadcasts are second in popularity, with Major Bowes' amateur hour leading in individual programs.

Drake is one of the first universities in the country to offer complete radio training to students. Practice is available in announcing, drama, music, writing and production. Broadcast studios on the campus enable students to audition their own programs and go on the air without leaving the university. Students also broadcast from KSO, KRNT, WHO, WOI and WMT. Activities are continued during the summer vacation period.

Warner Disk Fees Are "Status Quo"

NEW YORK, Aug. 15.—Subscribers of the NBC Thesaurus have been informed by C. Lloyd Kerner, manager of the service, that the use of Warner tunes on national sponsored programs was in doubt insofar as fee of 25 cents and 50 cents was concerned, and advises the subscribers to confine the use of the tunes to sustaining and local sponsored programs only. In this case the flat rate would continue to apply.

According to Harry Fox, of the Music Publishers' Protective Association, their Warner tunes are now status quo insofar as the 25-cent fee for non-production numbers and 50 cents for the restricted selections when used on a sponsored program under the "national" classification. Fox stated that during the ASCAP secession Warners naturally waived the fee to its licensed stations and those not licensed couldn't play them anyway. Currently, Warner subsidiaries expect the former fees to apply regarding the restricted and general run of pop tunes. This means that the recording fees on Warner songs apply now the same as they did prior to January 1, 1935.

First Radio Class Graduated by NYU

NEW YORK, Aug. 15.—First graduation exercises of the radio workshop of New York University were held Thursday (13), with CBS presenting a sketch written by Gordon Hubbell, an honor student. Purpose of the workshop was to give teachers and educational broadcast directors professional radio technique. Members of the student body played in the sketch.

Mutual Grabs Two Web Key Stations

NEW YORK, Aug. 15.—A basic Columbia Broadcasting System station and a basic blue network station of the National Broadcasting System have signed to go to the Mutual Broadcasting System when that chain hops out to the Coast at the end of the year. Stations are those operated by the Central States Broadcasting System and take in KOIL, Omaha; and KPAB and KPOR, Lincoln, Neb. MBS goes to the Coast in December, when the Don Lee stations switch over from the Columbia network.

KOIL is NBC basic blue station in Omaha, while KPAB is the CBS Lincoln outlet. CBS also has KPAB listed as its coverage factor in Omaha. Move is another step taken by Mutual to fill in the slots between Chicago and the Coast. John Henry is general manager of the three Central States stations.

Mutual is also set with WAAB, Boston, for that station to be full time for MBS and to feed, as a key station, programs to the Colonial network. Letter includes WEAN, Providence; WICC, Bridgeport; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WSPR, Springfield; WNRH, New Bedford; WLH, Lowell; WATR, Waterbury, and WORC, Worcester.

Tollinger To Produce; Quits "Carnival" Show

SAN FRANCISCO, Aug. 15.—Ned Tollinger, emcee of the *Carefree* Carnival broadcasts over the NBC-Blue network since its inception three years ago, relinquishes that spot after next Monday night's show to become a network producer. His successor on the Carnival hasn't been announced and will not be for another 10 days.

Show will be revamped and extended from 30 to 45 minutes starting August 24. It will continue transcendentally at 5:30 p.m. (PST). Meredith Wilson's *Ork* will continue to be featured along with Tommy Harris, tenor; the Williams Sisters, harmony trio; Charlie Marshall and his Mavericks. New vocalists will be brought in along with a new comedy team to replace Nuts and Bolts (Leo Cleary and Ken Gillum), who make their last appearance Monday on the show. They will go to New York to appear with Rudy Vallee on the Fleischmann Variety Hour and other network shows in the East.

As emcee of the *Carefree* Carnival, Tollinger has introduced a number of artists who have since made good in New York, among those Tim and Irene, Osgo De Lys, Ben Klassen, Etta Motten and Senator Fishface.

NBC Signs Cherniavsky; To Broadcast From East

CHICAGO, Aug. 15.—Contracts were signed this week thru the N. W. Ayer Agency between the International Silver Company, maker of 1847 Rogers Brothers silver, and Josef Cherniavsky, Russian musical director, for a radio series over the NBC-Red network and WLW, Cincinnati, beginning October 25. Program, which will be known as *The Musical Cameraman*, is based on the idea of a fantastic camera that can photograph incidents at any time. Literally photographed incidents will be put into musical form and portrayed by means of a large orchestra, choral group and dramatic cast.

Signature contracts were the culmination of an audition that was piped east about three weeks ago, at which time both the prospective buyer of the program and local NBC officials waxed enthusiastic at the originality and freshness of Cherniavsky's idea. Broadcasts of the new series will emanate from New York. They are set for 4:50 to 5:20 p.m., EST, Sundays, and will be produced by Cherniavsky himself.

Stowe With Hays, MacFarland

CHICAGO, Aug. 15.—Arthur (Tief) Stowe is the new head of the radio department of Hays, MacFarland and Company, having dissolved his own production agency to take the job. Stowe has held a varied list of positions in South-Dallas, including program director for KRLD, a similar position with South-West Broadcasting System and production manager of WSM, Nashville, Tenn. He was with WLS, here, just before he went into business for himself.

RADIO: A VITAL FORCE FOR TRUTH AND BETTERMENT

By JAMES THOMPSON WATTS

Watch for This in
The Fall Special
Of The Billboard

Midwest Seeking Good Announcers

LINCOLN, Neb., Aug. 17.—A half dozen Midwestern radio stations are still conducting a drive to find good announcers to fill yawning holes in their studio rosters. Trouble is that there are so few good announcers found in all the harrowing auditions. KFAB and KPOR here held two days a week of auditions at which time dozens of people parade before the mike, but those picked up for future use are practically nil.

Al Poska, former program director with the stations, auditioned 900 potential announcers during one school year and hired only one. This has been the experience of such stations as KOIL, Omaha; WHO, Des Moines; WOC, Davenport, and KPJB, Marshalltown, in a more or less degree. Shortage of the talkers and station identifiers has KFAB and KPOR here angling to lure some other personalities from the Coast. For the first time in the history of Midwestern radio, there is a gleam of hope that announcer salaries will jump up to a living wage. At present range is from \$85 a month to \$125, very few of the latter.

For the most part, the word announcer is a misnomer for the type of work the boys are called upon to do. Frequently they must be capable continuity men, take parts in all the studios' air-ops, and double in brass or strings. This new drive may take radio announcing out of the medicine show class and make radio more pleasant to the listener.

New ABC Rate Card

CHICAGO, Aug. 15.—A new rate card dated August 15, 1936, has just been issued by the Affiliated Broadcasting Company, midwestern regional network with headquarters here. Changes from the former card, which was dated April 18, inaugural day of the network, include the addition of stations WROK, Rockford, Ill., and WGRC, New Albany, Ind., as regular members of the ABC, and WJJD, Chicago, as an optional outlet. WGGY, Minneapolis, has been dropped from the list of ABC affiliates. The change from daytime to evening rates, formerly set at 5:30 p.m., CST, has been moved a half hour to 6 p.m. CST. The chain operates on Central Standard Time.

Schechter Succeeds Lundell; Heads NBC Special Events

NEW YORK, Aug. 15.—Abe Schechter has been set as head of special events for the National Broadcasting Company, succeeding Bill Lundell, who went out a fortnight ago. Schechter, in addition to handling special events, will continue in charge of NBC's commercial and sustaining news broadcasts.

Coincidental with naming Schechter to his new post, the special events and news departments were placed under John Royal, NBC vice-president in charge of programs. Previously these departments functioned as part of the press department.

Shepard Disclaims Pan-American Role

NEW YORK, Aug. 15.—Carbon copies of a notice supposedly from John Shepard III are making the rounds of advertising managers of trade papers to the effect that Pan-American Radio Sales advertises the fact that they sell time on certain regional networks, among them being the Yankee Network. The notice is intended to inform the folks that Pan-American has no arrangements to sell time on the YN. Papers are requested to refuse advertising from Pan-American claiming to be able to sell such time, etc.

Pan-American has a Sunday night show running on the Yankee Network, same show also being heard on additional outlets and regionals. James Rand III is out of town at present and could not be reached for a statement. Recently Yankee web was signed by Edward Petry company station reps. Petry and Rand are just so-so on the friendship angle, considering the squabble on the Pullman en route to the NAB convention last July. The notice to the advertising managers is typewritten and not signed by signature.

Material Protection Bureau

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

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

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

WBNO Coming Out; Joining ABC Web

NEW ORLEANS, Aug. 15.—The new studio and offices of WBNO, New Orleans indie station were dedicated on Monday of this week. With the beginning of broadcasting from the new headquarters on the second floor of the elite St. Charles Hotel, the station is to present an entire new program schedule including news commentaries, film gossip, broader sport news and the acquisition of two new transcription services, Transico of Hollywood, and Langworth of New York.

New equipment has been contracted for by the newly organized operating company, known as the Pelican State Broadcasting Corporation, and is now being installed on the outskirts of the city. An application is on file with the FCC for a power boost and for full time. Station is at present sharing time with WJRW, another local indie, and has asked that its facilities be allowed to be merged with that of WJRW.

Station Manager J. E. (Jack) Richards, former owner of a half dozen other Southern radio stations, including WIOD, KARK, KLRA, WJTL and others, announces that his company has applied for affiliation with the Insull group, ABC, and states that he has been advised that the ABC is already contemplating picking up of St. Louis and Memphis into the Deep South. New studios and office cost \$12,000.

Personnel setup includes Richards, president of the company and general manager; Edward R. Musso, station director and vice-president; J. E. Maddox, secretary-treasurer; Miss Alberta Barber, formerly of WTOG, program director; Clark Alexander, formerly of WALA, commercial manager; Richard Scott, formerly WSMB, emcee; Mrs. Leah McClellan (Jane Lane), publicity director; Jack Halliday, sports; Paul Hodges, formerly of WIL, St. Louis, and WRRC.

Political Regional's Permanent Qualities Are Discussed in Pa.

PHILADELPHIA, Aug. 15.—Final arrangements for the organization of a State-wide network in Pennsylvania will be completed at a meeting to be held in Harrisburg this week, all interested parties attending. Idea originated with Samuel Rosenbaum, Don Withycomb and Roger Clipp, prez, general manager and business manager of WFIL in Philadelphia, respectively. Plan is an outgrowth of a campaign by Frank Wellman, of the Wellman Advertising Agency, to blanket the State with political palaver for the Democratic State Committee. Improvised net will carry 15 quarter-hour broadcasts and 39 five-minute ETs, beginning September 7 until election time. A series of 20 periods was offered to the Republican Committee but nothing definitely set.

While the net was conceived originally for political purposes, a survey of the State's broadcasting conditions by Clipp and Wellman revealed a dire need for a regional net for commercial purposes. With WFIL the key station, Pittsburgh, Allentown, Reading, Lancaster, Harrisburg, Erie, Scranton, York, Easton, Wilkes-Barre, Altoona, Bethlehem, Johnstown, Sunbury, Cumberland and Williamsport stations will form the nucleus for the chain. Interest signified by broadcasters in near-by States may find stations in the bordering counties of Maryland, Ohio and New York joining the co-op movement.

Altho the stations are for the most

Nearly 50 New Shows Ready For Three National Chains

Business running ahead of last year, with usual number of switches and good programs opposite each other—set accounts include many seasonal names—more in offing

NEW YORK, Aug. 15.—Almost 50 national advertisers have contracted for new programs on the National Broadcasting Company, Columbia Broadcasting System and Mutual network to start with the new fall radio season. This doesn't include those accounts now using radio and continuing to hold their shows over from the fall. With business for the year in the industry running considerably ahead of last year, this is believed to be the highest number of accounts ever signed up ahead of the season's start. In the lineup are the usual number of switches from one chain to another and the pitting of one name program against another.

Accounts signed up by CBS and starting dates of the program include:

August 31 (Monday), Popeye, three times weekly for Wheatena. Rohrbach agency.

September 1 (Tuesday), Fred Waring returns for Ford, N. W. Ayer, New York.

September 2, Heinz Magazine of the Air. Three times a week, starting on a Monday. Leith Stevens orchestra, Reed Kennedy, baritone, guests. Maxon.

September 6 (Sunday), Guy Lombardo for General Bakery. B. B. D. & O.

September 13 (Sunday), Pittsburgh Symphony for Pittsburgh Plate Glass. B. B. D. & O.

September 14 (Monday), Donald Ayer, Monday and three times a week for Maltex. J. M. Mathes, Inc.

September 17 (Thursday), Sears, Roebuck. Dramatic show.

September 17 (Thursday), Major Bowes for Chrysler Motors. Ruthrauff & Ryan.

September 20 (Sunday), Eddie Cantor for Texaco. Hand-Metzger.

September 27 (Sunday), Nelson Eddy for Vicks, Morse International.

September 27 (Sunday), Phil Baker back for Gulf Oil. Young & Rubicam.

September 28 (Monday), Bachelors' Children, Cudahy Packing. Roche, Williams & Cunningham.

September 29 (Tuesday), East and Dumka for Knox Gelatine, twice a week. Federal Advertising Agency.

October 1 (Thursday), Kate Smith for A. & P. Paris & Pratt.

October 3 (Saturday), Floyd Gibbons and Vincent Lopez for Nash Autos. J. Walter Thompson, Chicago.

October 3 (Saturday), Gus Haenschen for Pet Milk. Gardner agency.

October 4 (Sunday), script show for Beneficial Management. Albert Frank-Guenther Law, Inc.

October 4 (Sunday), Joe Penner for Cocomaft. Ruthrauff & Ryan.

NBC Shows

August 20 (Thursday), Voice of Experience for Wasey Products. Erwin, Wasey.

August 30 (Sunday), Ed McConnell for Acme Paints. Henri, Hurst & McDonald.

August 31 (Monday), Procter & Gamble a.m. spot Pepper Young on the blue.

August 31 (Monday), Jack Armstrong for Wheaties (General Mills). Blackett-Sample-Hummert, Chicago.

September 3, John Morrell and Company on a Thursday, start a variety show. Henry, Hurst & McDonald.

September 3 (Thursday), sketch for Bowey's, Inc. Russell C. Comer Advertising Agency.

September 4 (Friday), Wasey Products bring back *Slavin's Sam* (Henry Frankel).

September 4 (Friday), Red Grange starts for Sinclair Oil. Federal Agency.

September 4 (Friday), Campna Sales starts *First Nighter* again. Aubrey, Moore & Wallace.

September 6 (Sunday), Jergens brings back Walter Winchell. Lennen & Mitchell.

September 8 (Tuesday), Packard starts a series with Fred Astaire. Young & Rubicam.

September 13 (Sunday), Consolidated Edison Company, with Echoes of New York. McCann-Erickson.

September 13 (Sunday), General Motors concerts resume. Campbell-Ewald, New York.

September 14 (Monday), American Home Products starts three script shows for Anacin (Mrs. Wiggs) for Outdoor Girl and for Kolyne. Blackett-Sample-Hummert, Inc., New York.

September 14, International Cellucotton Products Company brings back *Mary Martin*.

September 15 (Tuesday), General Shoe Corporation starts a series sponsoring a (See 50 NEW SHOWS on page 10)

New Watertown Station Develops Hot Battle

SYRACUSE, Aug. 15.—A hot battle is being waged under the surface between Watertown interests and Station WFBL, Syracuse, for a license to operate a new station in Watertown, N. Y.

Examiner Melvin H. Dahlberg has recommended to the FCC that a license be granted for Watertown on the ground that the city is now improperly serviced by radio. He approved the application of Black River Valley Broadcasts, Inc., which is actually WFBL, Syracuse. Both the Watertown Times and the Ogdensburg Advance also have applications filed and it is alleged that the Times is getting counter affidavits to those of WFBL, asserting the local newspaper should have preference over Syracuse interests. Ogdensburg Advance would like to operate a station in Ogdensburg, but it is believed only one will be licensed in the territory.

Importance of the opposition to the WFBL setup is emphasized by the strength of the rivals. Advance is owned by Frank Gannett, one of the nation's largest publishers, and Harold B. Johnson, powerful Republican leader, is editor of the Times.

Sid Goodwin Leaves NBC Job

SAN FRANCISCO, Aug. 15.—Sid Goodwin, for the past six months NBC night program supervisor here, has been appointed program manager of the network's Hollywood studios, succeeding Cecil Underwood, who resigned, effective today, to join the New York staff of Euthrauff & Ryan, Inc., as producer. Richard Eilers, a network announcer for the past five years, takes over Goodwin's post as night program supervisor.

Memphis, news commentator, and V. W. Bradbury, engineer. Station installation was in charge of Engineer George Pierce, formerly of WDSU.

part 250 and 500 watters, survey disclosed that they are all king-pins in their own backyard from the standpoint of local prestige and exclusive coverage over a 100-mile radius. A topographical study of the State revealed that the geographic distribution of mountain ranges thru-out the area interfered with the consistent program quality and a clear, good standing signal from the high power clear channel stations in Philadelphia and Pittsburgh.

Tentative plans call for WFIL to originate all sustaining shows, line charges to be split between the member stations. WFIL, execs claim that in spite of the pregnant condition, two agencies and four national accounts have queried about time charges. A rate card is being drawn up to be approved at the round robin this week. Other order of business will concern the appointment of a national rep to handle the sales end of the project. Confab in Harrisburg will also christen the new net. Of the identifying names submitted, choice has been narrowed down to Mid-Atlantic States, Liberty Bell, Colonial and Keystone net.

Previous attempts to blanket the air channels of the State were in connection with only political broadcasts. Governor Erie and other Democratic leaders have continually carried their messages over WFIL and a makeshift net comprising stations in Allentown, Bethlehem, Harrisburg, Easton, Erie and Pittsburgh.

DONALD BAIN

(IMITATOR-COMEDIAN)

UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC. Room 902, 723 Seventh Ave., New York City. BRyant 9-0407.

Alexander GRAY
Baritone

Pers. Mgt. CBS Artists Bureau

WINGY MANNONE

THE NEW ORLEANS SWING KING. New Touring New England With His New Full Size Swing Band. Pers. Mgt.—MILLS ARTISTS, INC. 789 Seventh Ave., New York, N. Y.

Russ MORGAN

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

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

HUGH CROSS AND HIS RADIO GANG

Carle Billboard, Cincinnati.

ERNIE BRODERICK, Personal Representative.

TED JENNINGS AND HIS ORCHESTRA

The Crown Prince of Rhythms The Choice of the Southland. FAST BECOMING A NATIONAL FAVORITE. One of America's Most Entertaining Dance Bands. Care The Billboard, Cincinnati, O.



The Dynamic "ARNO" Conductor - Violinist
SHEA'S
Buffalo Theatre
WBEN • Saturday, 7:30 P.M.

Exclusive Direction—Jack Lavin, Paul Whiteman—Artist Management, Inc. 17 E. 45th St., New York City

ROY GOBEY
Dramatic Baritone
SALLY'S MOVIELAND REVIEW-WMCA
Now Completing Successful Year.

TOMMY AND HIS ORCHESTRA

substituting for Fred Waring on FORD program. Opening end of this month BAKER HOTEL, Dallas, Texas.

Station Notes

Address All Communications to the New York Office

DAVE HENLEY has returned to the commercial department of WDAY, Fargo, N. D., and is also handling several shows on the air. . . . On September 1 WPTF, Raleigh, N. C., is resuming its Town Salutes tying in with near-by towns and cities and dedicating a Saturday morning hour show to the city. Local advertisers in the particular city are brought in, as well as local talent. It's the second series of this kind the station has done, first series having worked out very well. . . . Quality Mattress Company is sponsoring a new musical show on WHAM, Rochester. . . . Mr. and Mrs. DON McNEIL are back in Chicago after a visit to Asheville, N. C., where McNEIL, m. c. of the Breakfast Club on NBC visited WWNC and appeared one day at the Imperial Theater. . . . Barrett Players, directed by RAYMOND BARRETT, are doing a series of dramatic broadcasts on WNYC, New York.

WSM, Nashville, has arranged to broadcast all the football games of Vanderbilt University, sponsored by Kellogg Company and handled by JACK HARRIS, the station's sports announcer. . . . WKRC, Cincinnati, O., has a new show, Highlights of the Sky, done by Capt. AL WUNDER, veteran aviator. . . . Leed's, Inc., is sponsoring the kid show, The Smile Club, on WCPO, Cincinnati. Show has been on the air for 100 weeks, handled by GEORGE CASE and MARILU GEISELMAN. . . . WKRC, Cincinnati, is looking for new talent, holding auditions over the air once a week, only for prospects, however. . . . RUTH LYONS, musical director of the station, in charge. . . . GENE DEVITT is the sixth announcer at WDAY, Fargo.

MARGARET (MIKE) SCHAEFFER joins WFIL, Philadelphia, for production and continuity duties, retaining contacts with the Feigenbaum Agency. . . . SHUMAN BROTHERS, furniture dealers, auditioning at WIP, Philadelphia, for a return to the air lanes. . . . RUTH DENNING, former WFIL-Mutual warbler, featured in the Femme Follies vaude unit.

W. E. BRANCH, manager of XEPN, 100,000-watt in Eagle Pass, Mex., is in San Francisco looking over the radio situation, contacting new clients and vacationing. He's also scouting for new talent. . . . ROBERT STANLEY, formerly on the staff of CKLW, Windsor, Ont., Can., and various Eastern stations, has joined KYA, San Francisco, as announcer. Station has also added BERT BUZZINI to its announcing staff. He has been doing radio dramatics. . . . HAROLD BRATSBERG, who resigned from NBC's San Francisco announcing staff, effective August 15, goes to KFRC, that city, as announcer-producer.

EARL LAWRENCE, 28-year-old baritone, billed as the "Romantic Baritone" of WNAC and the Yankee network, completed arrangements Monday (10) with YN execs to continue for one year. He came to the YN September of 1935, fresh from a nation-wide tour with the Scottish Players. . . . CARLTON McVARRISH, sales promotion director of WAAB, Boston, represented the Yankee network at the formal opening of The Hartford Times' new station, WHTH, Wednesday (12). On September 27 WHTH will become a member of the new Colonial network (WAAB, key). . . . EDDIE CASEY, one of the widely known of New England's football commentators, has been signed again by John Shepard III and his Yankee network to do football gossip. This new series is sponsored by the Tidewater Oil Company, New York, and will start on October 1 and run thru to December 5.

LAVERNE FULLER now addressing mike at WHAM, Rochester. . . . KEN LOYSEN, WHAM, and family back from vacationing in the East. . . . MORT NUSBAUM, WHRC, Rochester, renews contract with Union Tire for 15-minute

commercial at noon. . . . BOB PIERCE, song and chatter man, starts a new WHAM contract August 17. . . . FRANCIS OWEN, vet actor, handling WHRC morning disc programs for four sponsors. . . . RUTH RANSON, WHAM day hostess, back on the job minus tonsils.

WESS CARR has joined WWSW, Pittsburgh, as announcer and staff artist. He was formerly connected with WTAM, Cleveland, and WMBC, Detroit, and is doing a 15-minute program labeled Old Colonel's Reflections. . . . HOWARD PHIRIE, adjudged radio's best all-round announcer for 1936, and his wife are moving into their new summer home at Candlewood Trails, near Danbury, Conn., which they recently purchased. . . . RALPH KANNA, announcer at WELL, New Haven, Conn., is taking a leave of absence because of illness, and has been succeeded by EDDIE LUSH. . . . HAROLD MILLER, after a long absence from the air, returns over WELL, New Haven, Conn., to ramble pianistically on Saturdays. . . . PAULATTE WOLEZIN, formerly with WAIR, Waterbury, Conn., is now with the new WHTH, Hartford, Conn., doubling in the office and program department. . . . PAUL W. MORENCY, general manager of WTIC, Hartford, Conn., is leaving for a two weeks' vacation in Bermuda, while JAMES F. CLANCY, business manager, will spend a month in Europe. . . . NORMAN CLOUTHER'S Merry Madcaps contract with WTIC, Hartford, Conn. which expired July 31, has been extended to Oct. 1.

Opening of WBNO, New Orleans indie, in St. Charles Hotel, makes the Dinkler Hotels System, one of largest in the country and largest in South, 100 per cent equipped for broadcasting. Manager of this station avers that ABC facilities are ready to reach into Deep South. . . . New Orleans stations report that nap of summer lull in commercials has been left behind and that new contracts are beginning to come in at best rate in several years. WSMB reports almost a score of new NBC pipes and WWL already has been promised biggest percentage of commercials thru CBS since its affiliation a year ago.

FRANCIS CHAMBERLIN, of WMBR, Memphis, is known around that station as "The Iron Man of Radio." In addition to regular announcing duties, he ad libs twice daily, does all baseball sprints each afternoon that Memphis team is away from home, ends up at night with softball games direct from field and finally does an amateur show. . . . KALB, Alexandria, La., has signed for the NBC Thesaurus Library, while KMLB, Monroe, La., began the transcriptions of WBS on August 1. . . . The latter station was granted permission by the FCC to increase its power from 100 watts to 250 day and 100 night. WWL, New Orleans CBS outlet, and presently operating on 850 kc, with 10,000 watts, has filed application at Washington this week for jump to 50 kilowatts. . . . CHAUNCEY PARSONS, "Your Singing Neighbor," left WLW, Cincinnati, last week after more than a year on the General Pharmaceutical program originating from that station. PARSONS is headed for Hollywood.

S. ALFRED WASSER, sales manager of WMEX, Boston, out of the woods after a serious operation. Will recuperate at home before returning to active work. . . . GLADYS FRANCIS has begun a five-weekly Woman's Club Program stint over WHDH. . . . Roy's Irish Minstrels and Joe Abramo and his orchestra sustaining over WHDH, Boston. . . . JOYCE NEWCOMB joins the WORL, Needham, Mass., staff next week as assistant dramatic coach to Dick Cobb. She replaces ANN PROCTOR. . . . The Puritan Hotel, swank Commonwealth avenue hostelry has opened up to radio by allowing WCOP lines strung to the Sky Garden atop the Puritan for a nightly 15-minute stint, with BILLY EASTMAN and his ork. . . . LEWIS S. WHITCOMB, WEEL, Boston, publicity director, squeezing in a week's vacuh at the Cape, just prior to the Edison Electric Illuminating Company of Boston changing operating reins over to CBS.

HARRY SALTER
Conductor
Lucky Strike 'Hit Parade'
Every Saturday
10-11 P.M. EDST
COLUMBIA BROADCASTING SYSTEM

LEITH STEVENS
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

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

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

Marie Almonte
THE SMART SET'S FAVORITE SONGSTRESS
NBC ARTIST

WCPO's Vaude Act
CINCINNATI, Aug. 15.—Hulbilly Hulbelloe, sponsored on WCPO by Bernal Deins, local used car dealer, is making personal appearances, set for the Strand, Newport, Ky., August 21 and August 22, and two days later at the Franston Theater in suburban Cincinnati. This last booking will find different acts in the radio show, which is broadcast from Deins' show windows, going in each week. Other dates are claimed set, as well, this being WCPO's first attempt at a vaude booking for a radio act. Individual talent includes George Case, announcer on the show; his assistant, Marilu Geiselman; Tuna Cowboys, Lot Cabin Boys, Ted Reynolds, Sagebrush Trio. More acts will be added so that ultimately there will be four units of the same air show working in theaters.

New Biz, Renewals

NEW YORK, Aug. 15.—New accounts and renewals on the Columbia network: **NEW YORK HERALD TRIBUNE**, thru B. B. D. & O., one time only, August 7, WABC only, talk by Dr. George Gallup. **CHRYSLER CORP.**, thru Ruthrauff & Ryan, starts September 17, WABC and 82 stations, Thursday, 9-10 p.m. Major bowes amateurs. **LIGGETT & MYERS TOBACCO CO.**, thru Newell-Emmett Co., renewal, effective September 30, on WABC and 92 stations. Musical show. **DEMOCRATIC NATL. COMMITTEE**, thru United States Advertising Corp., started August 5, Tuesday, 10:45-11 p.m., on WABC and 44 stations. Talks.

Cleveland

New accounts on WEK, Cleveland: **CLEVELAND LAW SCHOOL**, thru Ohio Advertising, five minute spots. **WILCOX COLLEGE OF COMMERCE**, thru Ohio Advertising, announcements. **BARTUNEK BROS.**, thru Scheel Advertising, announcements. **JANDA'S FURNITURE & ELECTRIC CO.**, direct, announcements. **FOREST CITY FOUNDRIES CO.**, thru Lee H. Donnelly, announcements. **HSTEEN CORP.**, thru Ruthrauff & Ryan, announcements. **LEVERING NASH MOTOR CO.**, 13 half-hour, 13 quarter-hour transcriptions. **NU-ENAMEL CO.**, thru Campbell-Sanford, announcements. **PROOTER & GAMBLE CO.**, direct, announcements. **OHIO APPLE INSTITUTE**, Nesbitt Service Co., announcements.

Newark

MACPADDEN PUBLICATIONS, thru Lennen & Mitchell, starts August 25, Tuesday, 10-10:15 p.m., on WOR and three MBS stations. Bernarr Macfadden, talks. **NATL. DEMOCRATIC COMMITTEE**, thru Metropolitan Advertising Co., August 19 only, 9:30-10 p.m., on WOR and nine MBS stations. Talk by James A. Farley. **MACPADDEN PUBLICATIONS**, starts September 15; no agency named, Tues-

day, 9:30-10 p.m., mystery stories. WOR and WLW. **SHERWIN-WILLIAMS CO.**, thru T. J. Maloney, Inc., starts September 14, participating in Allie Lowe Miles Club. WOR. **SEARS, ROEBUCK & CO.**, three five-minute talks weekly. WOR. **S. C. JOHNSON & SON, Inc.**, thru Needham, Louis & Brorby, starts September 20, Sunday, 5-5:30 p.m. Tom Powers. WOR. **GENERAL ELECTRIC SUPPLY CO.**, thru Schillin Advertising Corp., quarter hour daily. WNEW.

Dayton

New accounts on WHIO, Dayton: **LEVER BROS.' CO.**, thru Ruthrauff & Ryan, announcements (Spry). **LEVER BROS.' CO.**, thru Ruthrauff & Ryan, five minute transcriptions (Life-buoy). **DR. W. E. CALDWELL**, thru Cramer-Krasselt, 15 minutes daily. **ARCADE CO.**, renewal, on Musical Clock show for one week.

Cincinnati

New accounts on WKCY, Cincinnati: **KNOX CO.**, thru Dillon & Kirk, starting October 4, 26 15-minute transcriptions. **GROVES BROMO QUININE**, thru Stack-Goble, Chicago, weather reports. **UNITED STATES SOAP CO.**, direct, 150 15-minute programs, starting August 17.

Philadelphia

NUCOA, thru Benton & Bowles, started August 11 for four weeks, six spot announcements weekly. WIP. **DEMOCRATIC STATE COMMITTEE**, thru Wellman Agency, starts September 7, ending November 2, 1936, 15 quarter-hour periods and 39 five-minute transcriptions. Political. WPIL and a State network. **FARISH CAFE**, placed direct, renewal, starting August 17 for indefinite period, three half-hour dance remotes weekly. WDAS. **FOOT HEALTH INSTITUTE**, thru Wellman Agency, renewal, starting September 7 for 52 weeks, 10 five-minute periods weekly, foot health talk. WDAS. **ADELPHIA HOTEL**, placed direct, re-

newal, starting August 17 for indefinite period, daily 15-minute luncheon remotes. WDAS. **D. J. PEREOCA**, placed direct, started August 11 for 13 weeks, daily spot announcements during Italian program. WDAS.

South

ST. LOUIS VISIT COMMITTEE, St. Louis, Mo., placed thru Kelly & Sluhtmann, Inc., St. Louis, three five-minute talks weekly. WWL, New Orleans. **DALLAS CENTENNIAL**, thru Tracy-Lock-Dawson, Inc., Dallas, 14 50-word spots weekly, August 3-28. WWL, New Orleans. **SEVEN-UP BOTTLERS**, new audition program, winners to appear before Paul Whiteman, Monday, 8 p.m., started August 3. KTBS, Shreveport.

Boston

COOMBS & McBEATH, Inc., Boston, spot announcements, thrice weekly. WMEX. **JORDAN MARSH CO.**, Boston, spot announcements, daily, thru Harry M. Frost Co., Boston. WMEX. **TREMONT THEATER**, Boston, spot announcements, direct. WMEX. **SKINNER'S APOTHECARY**, Medford, Mass., announcements, daily till forbid, placed thru Charles A. Coughlin. WMEX. **TAUNTON DOG TRACK**, Taunton, Mass., 15-minute descriptions nightly for duration of the meet, featuring the ninth race, direct. WMEX. **ELDRIDGE BREWING CO.**, Portsmouth, N. H., renewed August 1, indefinite, Jack Reilly's sports review, 15 minutes nightly, placed direct. WMEX. **DURKEE-MOWER CO.**, Lynn, Mass., 26 15-minute shows, Sunday. Program to be announced. Thru Harry M. Frost Co., Inc. WNAC, WEAN, WTIC and WGSB. **JORDAN MARSH CO.**, Boston, 30-word announcements, August 2-3, thru Harry M. Frost Co., Inc. WNAC. **TIDEWATER OIL CO.**, New York, renewed, 47 participations in the Yankee Network news service, p.m., six times weekly, Monday thru Saturday, from August 4 to September 26. Placed thru Lennen & Mitchell Inc., New York. WNAC, WEAN, WOBC, WMAS, WNBH, WLLH, WICC, WLZB and WFEA.

R. H. WHITE CO., Boston, 88 30-word announcements, twice daily except Saturday and Sunday, a.m. and p.m., from August 3 to September 30. Thru Chambers & Wiswell, Boston. WNAC. **COLT SHOE CO.**, Boston, 333 weather reports, daily, full week, p.m., from November 2, 1936, to September 30, 1937. Placed thru Broadcast Advertising, Boston. WNAC.

Denver

DENVER REVIVAL TABERNACLE, six 15-minute programs weekly for four months. KFEL. **TIVOLI TERRACE NIGHT CLUB**, three 25-minute programs weekly for three months. KFEL. **O'MEARA YOUNG MOTOR CO.**, two announcements daily for an indefinite period. KFEL. **PRODUCERS PURE MILK CO.**, two announcements daily, except Sunday, for two months. KFEL. **SCOTTIE'S LODGE**, one announcement daily for five months. KFEL. **KELLOGG SALES CO.**, 32 announcements. KFEL. **DR. TOWNSEND**, four political announcements. KFEL. **DENVER DRY GOODS CO.**, shoe reweaving shop, 100 announcements. KFEL. **MARTHA WASHINGTON CANDY CO.**, 300 announcements. KFEL. **THE YOUNG MEN'S DEMOCRATIC LEAGUE OF DENVER**, three announcements. KFEL. **EDDIE OTT'S BROADMOOR COUNTRY CLUB**, three announcements daily for one month. KFEL. **CHEVROLET MOTOR CO.**, 39 15-minute programs. KFEL. **COPELAND LAKE LODGE**, three announcements daily for one month. KFEL. **REPUBLICAN NATIONAL COMMITTEE**, two political announcements. KFEL. **UTOPIAN SOCIETY OF AMERICA**, chapter 64, one 15-minute program. KFEL. **MILLER'S MARKET**, three announcements daily for one month. KFEL. **FOSTER & CO.**, three announcements daily for one month. KFEL. **MODEL FURNITURE CO.**, three an-

(See NEW BIZ on page 11)

KNOCK! KNOCK!

WHO'S THERE!


OSWALD

OSWALD WHO?

OOOH!

Featured COMEDIAN
with

"LAUGH with
KEN MURRAY"



YEAH!!!

ANTHONY LABRIOLA,
creator of the character
known to Radio Audiences
as OSWALD, takes this opportunity to thank EARL

RINSO and LIFEBOUY PROGRAMS WABC COAST to COAST Network, Tuesday, 8:30 P.M.

CARROLL, KEN MURRAY, MYRON KIRK and many others who have helped him in his advancement.

★
★
★
★
★

Program Reviews

EDST Unless Otherwise Indicated

"Philadelphia Sings"

Reviewed Monday, 9:30-10 p.m. Style—Community singing. Sustaining on WIP, Philadelphia.

Station is first of the locals to fall in on the latest program and sweeping the airways. Initial sample heard followed the chain's syllabus with a cecobite ardor. The selfsame theme, *Smile, Darn You Smile*, and then the studio mob goes into a free-for-all on the anthems identified with the rocking chair brigade.

James A. Willard, station's Uncle Wip, leads the fest and has full control of the contributing tonials at all times. Show ran smoothly with no gaps to induce yawning. And while the idea, as proven on the net shows, is easy to take, there is a real danger of stalling the affair. Opening show revealed a natural tendency to play up to the house audience, more so than the air public. Whipping the voices in pitch makes for melodious treatment, but for this sort of stuff in off-key voice would make for contagious humor to dialers. Once the amateur program attains heights, it begins to be measured by professional standards. A mob-sing doesn't have to be good, the listener who delights in the tyro's plight wants it loud and funny.

Absence of a plant or stooge meant the absence of a single laugh spasm, and there lies its inherent weakness as it stands. Howard Jones, of the staff, does the usual "how do you like it" interviews at the mid-mark. Natural spot for a comic relief, but wasn't forthcoming.

Injection of a keener sense of naturalness and an ability to diversify plants may find bank rolls fighting over it as the cycle rides the crest. A self-addressed and stamped envelope rates a ticket to join the weekly sing. First show brought less than 200 into the studio, and with newspaper ads plugging the show, increased response will move the bunch into the auditorium of the building. ORO.

WMEX Musical Mailbox

Reviewed Monday, 1-1:30 p.m. Style—Recordings. Sponsors—Co-operative advertisers in metropolitan Boston. Station—WMEX (Boston).

This sock daily 30-minute show produced by Vivienne Mae Cameron, "post-mistress" of the *WMEX Musical Mailbox*, has a new angle for Mondays, when she features special recordings of the best seller list published each Monday in the column of Steve Fitzgibbon, *Boston Daily Record* (tab) radio editor.

Aside from this particular slant, most every radio station has such a recording-commercial formula, but Cameron, a clever gal with soothing speech chords, creates a design of utter femininity to her stints which travels the channels to cop the title as the station's biggest mail getter. She has them listening to her by the droves.

"The Wonder Show"

Reviewed Sunday, 9-10 p.m. Style—Variety program. Sponsor—Continental Baking Company. Station—WOR (MBS network).

Superbly handled, as to an advance press job, the new Wonder Bread show fell down somewhat as actual entertainment. From the studio standpoint—show came from Carnegie Hall—between prolog and epilog and the broadcast itself, it seems to carry more audience appeal. But that's not the answer to successful radio merchandising. On the other hand the road-show plan, playing to out-of-town audiences in theaters, may be the main idea and mean something.

Program attempts, by way of radio, to duplicate the return made a few years ago in the legit theater to the 10-20-30 meller days, done successfully in Hoboken and successfully several times then with other revivals. In addition, there's a stimulation of a return to minstrelsy with an olio act—Billy Pryor on the first show in a banjo, harmonica routine. And in resorting to the old hoke days, outwardly seeming an excellent showmanship idea, with plenty of ballyhoo angles, the program builders appear

to have forgotten that television isn't here yet.

The secret of success, or possibly the secrets of success, of the legit revivals of *After Dark*, etc., were in two factors. Item one was the contribution of laughs by way of costumes, mustachioed villains, swooning heroines, etc. Played straight on the stage, the oldtimers burlesqued themselves. And item two was the Hoboken beer, or the beer served in the converted gardens used in New York City or the other cities these revivals have played. Both items are lost over the loudspeaker. The beer is obviously out. The gestures are out too, except for the free trade in Carnegie Hall. It's a laugh to hear the villain exclaim "Now I have you, me pretty maiden," and watch him act, with gestures. Over the air, it is just travesty and doesn't play well. Maybe a half hour or 20' minute-version might mean something, altho even this doesn't sound logical. But certainly not for the bulk of the program as done by Continental Baking.

Performers included Ken Christie's Orchestra songsmiths, Jack Smart as m. c. and heavy, doing a bang-up job, and Adele Ronson in the play. There's also some community singing—and a verse contest. J. F.

"Old Colonel's Reflections"

Reviewed Monday, 6:30-6:45 p.m. Style—Song and philosophy. Sustaining over WWSW (Pittsburgh).

An entertaining 15-minute program featuring Wess Carr, a convincing announcer who also possesses a rich bass voice. He is on three times weekly with bits of philosophy, delivered in poetry and prose, and effective songs that fit in in this affair.

Carr has had plenty of radio experience in Detroit and Cleveland, evidenced in his professional handling of this program. This series, while sustaining at present, is expected to pick up a sponsor shortly. S. H.

Scott Furrriers' 'Guess Who?'

Reviewed Thursday, 7:30-8 p.m. Style—Orchestra guessing contest. Sponsor—Scott Furrriers, Boston. Station—WEKI, Boston (WJAR, Providence, WTIC, Hartford).

Unique radio presentation on a night spot preceding the Rudy Vallee hour is Scott Furrriers' *Guess Who?* Victor recording orchestra contest, written and emceed for the New England network piping by Knox Manning, free lance and Scott's favorite mike salesman.

A sprightly theme opens the 30-minute stint, with Manning describing the contest, which gives the dialers an opportunity to demonstrate how well they can discern the style of favorite maestri, with prizes awarded to the winners. First prize of \$25, runnerup of \$15 and third \$10 are good for merchandise at the store. S. P.

West Coast Notes; N. Rogers Resigns

LOS ANGELES, Aug. 15.—Naylor Rogers, general manager of KNX since it was taken over by Guy Earl 12 years ago, has resigned from the station, effective with the takeover of the outlet by Columbia Broadcasting this month, Don Thornburgh, Coast head of the network, announced. Following his resignation, the station will function without a general manager for the first time. Each department will have its own head, answerable to Thornburgh, who will make his headquarters here. Naylor Rogers leaves at the end of the month on an auto tour vacation with his family thru Canada and the East.

Amos 'n' Andy have joined the quest for film names to decorate their programs. Team has already used Frank Morgan and Lionel Barrymore with good audience response. So far their best guesster has been Lloyd Pantages, Hearst gossip, who did a stint on their period last week. Pantages is about the last of the movieband writers to tackle radio and shows a fine other personality as well as dishing out listenable gab. A smart sponsor could build him to the proportions of Jimmy Fidler in little time.

Junior Chamber of Commerce, in a tieup with KPWB, takes a fier into the amateur contest field next week. Under the title of *Today's Parade of Tomorrow's Stars* they will audition amateurs every week, with 20 to be used on the air. Six each week will be selected from four weeks' broadcasting and, augmented by picture names and KPWB staff people, will be handed together for a variety show at Hollywood Bowl. Show will be repeated every month, with proceeds going to charity. Cream of the final crop will be given spots on Sunset Oil's Curtain Calls period and other commercials.

C. A. Carlson from the Chicago office of CBS, got into town this week to assume a new post as Coast auditor of the chain under D. W. Thornburgh. . . . J. L. Kraft, whose company sponsors Bing Crosby's Music Hall; Jack Platt, company advertising manager, and Willard F. Lockridge, vice-president of the J. Walter Thompson Agency, are here for several days for confabs with Danny Danker, producer of the show. Kraft took a spot on Bing's show last week. . . . Radio department of Young & Rubicam agency moves into a suite in the Equitable Building here this week. Joe Stauffer is in charge.

San Francisco

SAN FRANCISCO, Aug. 15.—Your *Fellow Man's Opinion*, which has sent Bill Davidson, producer and narrator, into all kinds of experiences to gather his material, returns to the CBS-Don Lee network tomorrow at 6:45 p.m. under continued sponsorship of Budd & Votaw, manufacturers of Pebble Beach neckties. The quarter-hour series, off the airlines for the past six weeks, has been renewed thru Doremus & Company for 19 broadcasts because of public demand. Feature emanates from KPBC.

Davidson attempts to solve problems of those writing in. He seeks out a person in a similar walk of life who has met and solved the same problem. Davidson gets the solution. During his broadcast he passes it along to the one perplexed.

After being off the air for the summer, Hal Burdick's quarter-hour "Night Editor" series comes back to NBC's Pacific Red network on September 6 and

under the former sponsor, Cardinet Candy Company, of Oakland. Contract was renewed for 13 weeks thru Tomashke-Elliott, Inc., and feature will be heard Sundays at 8:15 p.m. for three weeks. Starting September 27, time will be 9:15 p.m. Altho Burdick's series has been off the air since the end of June, his monthly check has been coming along just the same. Unusual for a Pacific Coast sponsor.

KFRC pipes a line into the Sir Francis Drake Hotel to remote Larry Kent's band from this town's newest dance spot, which opens August 27. Deal was closed by Wilt Gunzenborfer, head of the Thomas Lee Artists' Bureau here. . . . Dr. William Van Wyck, KFRC's literary critic and cultural commentator, is back on the job after vacationing at Bohemian Grove for two weeks. . . . Tom Brennan, station manager, is taking his vacation week-ends, because he's featured in seven CBS-Don Lee network shows a week and can't get away. . . . Bob Bence, chief announcer, is spending his in the mountains fishing. He'll be back at KFRC August 24. . . . Eddie Allen is tenoring at KYA, coming from WFAA, Dallas, Tex. . . . Charlie Wellman has been signed for two quarter-hour spots on KYA, under sponsorship of Kuroin Products Company. He'll sing ballads and talk about a face and hand lotion. . . . Art Nolan, Irish tenor, is back on KROW lanes after an absence of several months. He sings Tuesday and Thursday at 6:45 p.m.

50 NEW SHOWS—

(Continued from page 7)

different orchestra each week. C. P. Clarke, Inc., Tennessee, is the agency. September 27 (Sunday), International Silver Company, with a new musical show. N. W. Ayer, New York. September 28 (Monday), General Foods brings back Helen Hayes. Young & Rubicam. September 29, General Foods Corporation starts a new Log Cabin show. Benton & Bowles. October 2, *Radio Guide*, on a Friday, with a variety show. October 4 (Sunday), Campans Sales Corporation, with *Grand Hotel*, Aubrey, Moore & Wallace. October 4 (Sunday), General Foods for Minute Tapioca, most likely with Tim Ryan and Irene Noblette. Young & Rubicam. October 4 (Sunday), Real Silk. No show set. Leo Burnett Company. October 7, Bristol-Myers, Inc., bring back Fred Allen. Young & Rubicam. October 17 (Saturday), Sealtest Laboratories. Variety show. No agency definite.

MBS Shows

August 25 (Tuesday), Macfadden Publications. Mystery stories. Direct. September 18 (Friday), Gruen Watch. Captain Frank Hawks. DeGarmo & Kilborn. September 28 (Monday), Grove's Bromo Quinine. Gabriel Heatter. Stack-Goble. September 28 (Monday), Cudahy Packing Company. *Bachelors' Children*. Roche, Williams & Cunningham. November 4 (Wednesday), Murine. Music show. Neisser-Meyerhoff.

About 30,000 Sets In Hawaiian Isles

HONOLULU, Aug. 15.—Based on voluntary radio set taxes paid within the past year, estimates have been made to the effect that there are over 27,789 radio families in the islands, this being the number of individual taxes paid. The tax is 50 cents and it is believed that many set-owning families have not paid the tax. There is no penalty if payment is not made.

Last year the Territorial Legislature created a Radio Interference Commission but set aside no funds for its maintenance. Only source of support was to come from set owners, who were to pay 50 cents per set, purpose of the commission being to seek methods of improving reception on the islands. To make things more difficult for both the purpose of estimating set ownership and for the commission to fulfill its duties, residents who wanted to pay the tax had to come and look for the collector and go to considerable lengths to put the 50 cents on the line.

Individual figures obtained from the tax payments showed that Caucasians owned 11,704 sets; Hawaiians, 1,478; Japanese, 1,456; Chinese, 3,226; and others to the total. Table sets numbered 13,895; console sets rated 8,210; combinations, 2,948; auto sets, 1,032; and others totaling the number checked. At least two members are credited to the set-owning "families."

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, August 7, to Thursday, August 13, both dates inclusive.

When I'm With You (37).....	40	Stompin' at the Savoy (21).....	21
These Foolish Things (31).....	29	Until Today (17).....	21
Knock, Knock, Who's There?.....	27	If We Never Meet Again (16).....	18
Bye, Bye, Baby.....	26	But Definitely.....	16
On the Beach at Ball-Ball (22).....	26	Afterglow (15).....	16
You're Not the Kind (22).....	25	Let's Sing Again (19).....	14
Until the Real Thing Comes Along (22).....	23	Would You? (19).....	14
Me and the Moon (22).....	23	The Season Changes.....	13
Take My Heart (26).....	22	Hidden Valley.....	11
No Regrets (25).....	22	Sing, Sing, Sing (23).....	11
		Christopher Columbus (11).....	10

SHEET MUSIC best sellers will be found on page 21.

Air Briefs

By JERRY FRANKEN

DON VOORHEES, already set to succeed Arthur Pryor on *Cavalcade of America* (CBS) series August 28, will most likely also be the new leader on the *Lucky Strike Hit Parade* when Harry Salter and Harry Sosnick finish their chores, with Voorhees to replace Salter, who completes his 13 weeks for Luckies first. Voorhees comes on as Salter's guest August 29. Understood the deal with Abe Lyman as a Lucky conductor is cold, but Mark Warnow may be another leader on the show in the fall. . . . Gus Haenschen goes on CBS for *Pet Milk* thru the Gardner Agency, a Saturday night show. . . . Haenschen steps from coffee to cream and milk. . . . Danny Dee starts a new WOR series this week, his return to the air. . . . Donald Flamm, president of WMCA, is due back in New York from Europe September 3.

Milton Berle was set last week for the top billing on the *Gillette Community Sing* over Columbia. He'll do the comedy and emcee work, deal set by Irving Mills. . . . Leonard Braddock has left NBC to go with Hahne's, Newark department store, as a buyer. Braddock was in the NBC press department. . . . Lake, Spiro & Cohen advertising agency closed their New York office last week. . . . Marion Parsonnet, radio writer and producer, recently with Lennen & Mitchell, is now writing for Metro-Goldwyn-Mayer. . . . Jack Benny was in New York last week for a quickie visit.

Senator Ford, vaude veteran, whose comedy show on NBC, *The Grummitts*, was judged as one of the best laugh acts to go on the air in the past few years, is coming back to the mike on WOR. . . . Dave Casem, former press

agent for WOR, is back in New York representing Thomas Shipp, Inc., publicity firm. . . . NBC has started construction on the new WJZ transmitter at Round Brook, N. J. . . . Ann Lester is set for a series on WHN, New York. . . . More and more picture names are doing transcriptions. Included are Fred and Paula Stone, Lyda Roberti, Jackie Coogan, Betty Grable, Ann Sothern, Patsy Kelly, Gloria Swanson and others. William Voeller, vice-president of Conquest Alliance Company, flew to Kansas City last week to talk over production plans with Frank Purkette, of Associated Cinema Studios. Latter have May Robson and Victor McLaglen lined up for platters. . . . Tom Powers will do his character sketches for Johnson's wax on WOR this fall. On NBC last season. . . . *Death Valley Days*, which goes to Friday nights on September 4, now has Corinna Mura in the cast. Altho a singer, she is doing dramatic work in the sketch, as well as warbling. . . . Eleanor Sherry is taking a vacation from the mike and New York by playing vaude dates in the Midwest. . . . Julie Nassberg, brother of Joey Nash, and a former sax player who went straight and went into insurance, married last week. Bride's name is being kept secret, since she is an investigator for the Treasury Department. . . . Bobby Dolan signed as musical director of Cleveland B. Chase, Inc. . . . Amateur winners on the *Fennamint* show are being booked into the Coconut Grove, Park Central Hotel, New York. . . . Robert J. Smith, formerly with A. & P. and Weeks ad agency, now a time salesman for WNEW, Newark. . . . Add to the vacation list Al Ross, of WMCA; Eleanor (Pat) Hurley, of WOR, and your correspondent.

Chi Air Notes

By F. LANGDON MORGAN

It's good to see our old friend **Yank Taylor** back as conductor of *The Daily Times* radio column if only for a week or two while Don Foster vacations. The Colonel has been in Florida these many months and recently returned to these climes to take up his abode at Lake Geneva. Welcome back, Yank. . . . Ted Weems played to 11,000 people at the Tuscola, Ill. Fair the other day. . . . Louise Starkey (Clara, Lu 'n' Em) claims she wasn't frightened the first time she went on the air. . . . She didn't believe anybody was listening. . . . Don Norman has been signed to a year's contract by Linco products. . . . Vinton Haworth, leading man of the *Myrt and Marge* show, is prolonging his vacation on the Pacific Coast to play a part in an RKO film. . . . Mary McCormick returns to the air August 27 for Kraft cheese. . . . Arthur (Tiny) Stowe has taken charge of radio at the Hays Macfarland agency.

Static: WCPL's exceptionally annoying broadcast last Wednesday night of the Grant Park band concert when the program was on and off the air four times in half an hour. . . . Some of the very hammy thespians heard on the ABC dramatic programs. . . . Smooth tuning: Milton Herth's organ novelties over WIND. . . . Josef Cherniavsky's symphony-swing orchestra and Carl Schreiber's dance rhythms over WBBM. . . . Rudy Vallee will appear as soloist and guest conductor with the Chicago Civic Opera company orchestra at one of their Grant Park concerts. . . . Sears, Roebuck & Company will sponsor a big show from here this fall, starting September 17 over CBS. . . . Best Flynn and Herbert Putran will write it and Ess Johnson will handle the production. . . . Carlton Kelsey's Orchestra will be featured. . . . Anne Seymour, local NBC actress, has returned from her European trip and is guest starring at present in New England summer stock. . . . Dell King, formerly of KMOX, St. Louis, is a new announcer at WJJD supplanting Bob LaBour, who leaves soon for the West Coast. . . . Who is the young radio tenor who won't start on a date with the opposite sex until he cautiously asks, "Do you keep a diary?"

Cupid has been busy at WLS again.

. . . Reports come to us that Howard (Sodbuster) Black and Billie Plannery, of the Plannery Sisters, were married in July, making the 16th in the list of romances at this station, and that Pat Buttram has brought a bride back from Alabama. . . . Publicity directors do get vacations. . . . Jullian Bentley, WLS newscaster, press agent, editor of *Stand-by* and general handy man, is spending his down on an Illinois farm and in Wisconsin, and Al Williamson, NBC press chief, is sojourning in Wisconsin. . . . Pat Flanagan is back on the job after licking a case of summer flu. . . . He has just been signed for a gridiron schedule for the Socony-Vacuum Oil Company. . . . Bob Watson, of the WLS sales staff, is back from his vacation spent along Minnesota's Gunflint Trail. . . . Alyce King, lovely songstress with Horace Heidt's Band, had a birthday August 14. . . . It is practically certain that Harry Horlick will appear on the new *Real Silk* program in the fall. . . . Fibber McGee and Molly will make a guest appearance over WTMJ, Milwaukee, August 23. . . . They appeared at Cadillac, Mich., August 11-13.

Buddy Rogers is rehearsing a new band here and it is rumored that he will follow Horace Heidt at the Drake Hotel with a WGN outlet. . . . The U. S. Asbestos Pad Corporation and the Feter Fox Brewing Company have appointed the Schwimmer and Scott Advertising agency to direct their advertising. . . . Lillian Gordon takes over the old WBBM studios in the Crillon Hotel September 1. . . . Marion Read, of WGN's *Bachelor's Children*, is playing the title role in *The Old Maid* at the Chicago Group Theater. . . . Albert G. Avery has joined the ABC announcing staff. . . . George Livingstone, formerly with *The Radio Guide*, has succeeded June Scheible in the CBS press department, June having left to get married. . . . Albert R. Goodwin, former WBBM page boy, is also a new member of the CBS publicity staff.

NEW BIZ

(Continued from page 9)
announcements daily except Sunday for an indefinite period. KPFL.
BROADHURST, INC., spot announcements for one year. KLZ.
INDEPENDENT COALITION OP

Decision Due on Licenses For Stem Radio Theaters

Moss wants license for New Amsterdam Roof, owners contending that it's unnecessary—CBS takes over Manhattan for next season—may drop one of other spots

NEW YORK, Aug. 17.—Supreme Court Justice Church is expected to decide today whether a theatrical license is required for a theater which is being used as a studio for a broadcast, with guests invited free of charge. Suit was filed last Wednesday in the Supreme Court by the Dry Dock Savings Institution, which owns the New Amsterdam Theater. Defendants in the action are Police Commissioner Valentine and License Commissioner Paul Moss. Court is asked to restrain them from interfering with the broadcasts on the New Amsterdam Roof.

Cuban Press-Radio Armistice Sought

HAVANA, Aug. 15.—A deal to end the "war" between the press and radio interests in Cuba is being sought by station operators in a truce between the Compania Cubana de Radio and the Association de Diarios Revistas. Latter is a group of publishers and publications organized within the past fortnight. The radio group was formed a few months ago in an attempt to improve radio conditions and set a standard code of ethics for the radio trade in Havana.

There is no doubt that there is a "war" between the two media. The press is plenty burned at the radio stations, mainly because some of the lesser stations have permitted "talking newspapers" to broadcast over the facilities and the dailies have suffered subsequent circulation and business losses. These "talking newspapers" simply read from cover to cover the various editions of the dailies. Listeners then don't have to go out and buy.

Not only that, but the shoestring station situation, which has hampered not only legitimate radio station operators, has also hurt press advertising. Some of these stations operate almost from a hat, with practically no studios and maintenance of a rate card is something that just isn't. These factors led to the clashes between the publishers and broadcasters.

It is felt that if the two media get together the evils can be eliminated. A law once passed, but still held in abeyance as to enforcement provides that stations must have legitimate and recognized radio studios instead of the parlor, bedroom and kitchen setups some now have. It also provides for a certain amount of technical equipment, which, it is believed, the shoestringers couldn't afford. If enforced, as is thought possible by pressure brought by the combined groups, the situation will ease considerably.

Because of the muddled radio setup, absence of rate cards, time brokers, etc., national advertisers, particularly American, have steered clear of Cuban radio, or if using it, have held down on the budget. The leading stations still get their custom but stand to benefit by a cleanup. There are now 23 stations operating in Havana.

Included in the publication list of the press group are *Carteles, El Mundo, Havana Press, Alerta, Avances, El Crisol, Bohemia, Chic, Social*.

AMERICAN WOMEN, one 15-minute political talk. KLZ.

WILLIAM E. SWEET, three 15-minute political speeches. KLZ.

CHARLES E. KETTERING, one 15-minute political talk. KLZ.

TEXAS CENTENNIAL EXPOSITION, 52 one-minute announcements. KOA.

DERBY OIL CO., Wichita, Kan., 300 announcements. KOA.

HAMM BREWING CO., two announcements daily for one year. KOA.

South

ST. BERNARD GREYHOUND RACING ASSN., New Orleans, direct, 15 minutes remote from track nightly. WDSU and WWL.

BLANKENSHIP MOTORS, INC., New Orleans, direct, 15-minute transcription weekly, *Hot Tunes*. WBNO.

WHITE BROTHERS JEWELERS, direct, 15-minute program weekly, *Smokey Joe and Teta*, for one year, beginning August 1. WBNO.

MCCROBY STORES, INC., direct, 30-minute transcription weekly, *Hawaiian Serenade*, began August 1. WBNO.

This place has been leased to Columbia Broadcasting System for 13 Tuesday evenings, beginning September 1. Also to the Mutual Broadcasting System for 52 Sunday broadcasts from August 9.

Suit followed the threat by Commissioner Moss that he would keep people from entering the theater if the bank did not obtain a license. Bank avers that its counsel advised it that a license was not needed and that the police threat would constitute a trespass. Further stated in the complaint is a long story on the bank's only possibility to lease the property out—to the broadcasting companies. Until now conferences had been held between Commissioner Moss and the bank officials.

NEW YORK, Aug. 15.—Broadway will have its toughest free show competition from radio this fall when the Columbia Broadcasting System starts operating the Manhattan (Hammerstein) Theater as an additional radio theater. One of the others that the network is operating, the Avon, Little and Hudson, may be dropped by about Christmas time. With CBS taking the Manhattan, primarily for Major Bowes' amateur show for Chrysler Motors, it marks the first time that any theater actually on the Main Stem has been taken for free radio shows. Other than those houses already named, the closest to Broadway was the New Amsterdam Roof used by WOR-Mutual and CBS. Roof, tho, is lower in capacity than the Manhattan, which has a seating total of 1,269.

Three of the most powerful names in radio or the show field have been ticketed to play at Manhattan for CBS advertisers. They are Bowes, Eddie Cantor for Texaco and Joe Penner for Coca-Cola. Bowes will broadcast on Thursday nights, with Penner and Cantor working on Sundays. In addition, the network will undoubtedly spot other name shows at the newly taken over theater. Such broadcasts as Lily Pons, Andre Kostelanetz and Fred Waring, now coming from the Hudson, have a ticket demand which usually exceeds the capacity of the house. These are likely to be added to the Manhattan's list.

CBS is going on the nut for plenty in its theater operating system, taken up because of a lack of studio facilities in the CBS headquarters. Network, which recently announced intentions of building a radio city within the next few years, has to pay, besides rent, a heavy salary list to maintain its theaters. Each house has a stagehand crew of three department heads at \$110 a week; ushers, cleaners, matrons, assistant managers, house managers and spotlight operators. In addition, there are the engineers for the broadcasts and the electric current needed to keep the houses going. CBS rents its theaters on a four-wall basis and doesn't charge advertisers for the theater's use.

Underwood Coming East; Joins Ruthrauff & Ryan

NEW YORK, Aug. 15.—Cecll P. Underwood will join the local radio staff of Ruthrauff & Ryan, Inc., on August 24.

Underwood has been in radio since 1926, when he was program director for station KHQ, Spokane, a position he held for the ensuing four years. Subsequently he was announcer, production manager and assistant program director for NBC in San Francisco. More recently he was program director for NBC in Hollywood. Underwood will probably produce the Ken Murray show for R. & R.

Coast War on Actors' Wage

Equity, SAG bear down on production of "Winterset"—non-pros paid producers

HOLLYWOOD, Aug. 15.—Renewing activity in their national campaign to clean up the little theater situation and enforce the Equity minimum wage rules, the Screen Actors' Guild and Actors' Equity clamped down on the production of *Winterset* by Paul Benay and William Todd, slated to open August 20 at the Writers' Club.

Requested to withdraw from the cast by I. B. Kornblum, AEA local representative, and Kenneth Thomson, executive secretary of the Guild, were John Caradine, 20th Century-Fox contract player, and several other members of the cast.

The *Winterset* production is the first to feel the brunt of the Equity-Guild insistence on a complete square deal in the drama showcases. It is understood the producers, who are renting the Writers' Club auditorium—the club having nothing to do with the production—were willing to pay the minimum agreement to AEA and Guild members, but the actor bodies yanked their members on learning that other members of the cast were paying for the privilege of appearing in the play.

A number of those in the cast are understood to have paid \$35 to \$50 to get into the show, this also standing as bond to insure their appearance. The contract they signed, it is reported, permits the return of their money if the play makes money but gives them no cut in the profits.

Syracuse WPA Setup Switched

SYRACUSE, Aug. 15.—Complete revision of the WPA theater project here was made unexpectedly last week, with a radical shuffling of the executives.

Al Smith, veteran producer and theater operator, moved in as supervisor of District 7, in charge of the Syracuse project, and Edward E. Davidson and John Wright, who had been bossing the affair, were shifted abruptly. Davidson was made director of the touring company, *Murder in a CCC Camp*, with offices in Syracuse, and Wright was shifted entirely out of the theater project and into the finance department of the regional WPA.

The shift took effect August 8, without warning, and altho John J. Stein, State publicity director, was in town at the time, the story was not given out to the newspapers until the following week. No other changes have been announced.

Dinner for Chas. Miller

HOLLYWOOD, Aug. 15.—Charles Miller, retiring secretary of the now closed local Actors' Equity office, was honored by a group of screen and civic notables Thursday night at the Hollywood Athletic Club. William Collier Sr. was to be toastmaster.

Tapps Gets Equity Okeh

NEW YORK, Aug. 15.—George Tapps, who ran into trouble with Equity and the Theater Authority for playing in an unauthorized benefit, has been exonerated because it has been learned he was under the impression, given by his manager, that the affair was a private party.

Taylor Announces Show

NEW YORK, Aug. 15.—Clarence Taylor, for 10 years a theatrical press agent and company manager, has acquired for fall production a play tentatively titled *Kinship*, by Mary Singer and Florence Zunker. Its single setting is a brownstone dwelling just off Times Square. If revisions in the manuscript are completed in time the play will go into rehearsal in October for a Broadway premiere during the week of November 9.

OUT-OF-TOWN OPENINGS

"The Week-End of a Pirate"

(Philadelphia)

A new comedy play in three acts by Albert Earl Robinson. Directed by Mrs. John P. Minehart. Produced and presented by the Germantown Theater Guild at its Playhouse in Philadelphia, August 6, 7 and 8. Settings and costumes by Guy Parker, Harrison Dotts and Jack Taylor.

Kenneth Brownlow, Martin Delaney, Katherine Cosgrove, Katherine Minehart, Daniel Lounsbury, Allen McAfee, Jack Taylor and Harrison Dotts in cast.

A rather startling deduction is made by Albert Earl Robinson, a reporter for *The Kansas City Star*, whose *The Week-End of a Pirate* was premiered here by the Germantown Theater Guild. In a fast-moving three-act farce the author concludes that the bloodthirsty Spanish plunderers were pretty "tough eggs" in their depredations on the bounding main. But when the pirate got home to see the "little woman," lo and behold, the swashing buccaner was subordinated by his storm and strife—just a henpecked Casper Milquetoast. The year 1728 finds Capt. Flint Cutlaser, a brave and bad bucking, returning over a week-end to his Jamaica Island home for his 20th wedding anniversary. To his chagrin he brings home Sir Alexander Rockwood, a handsome captive held for ransom. The gentleman loses no time in falling in love with the Captain's pretty niece, Dot; marries the gal and thus saves his neck and nickels.

Artistic or subtle heights are never sought. Punchy lines and grimaced episodes to enhance the plot structure made fit force for the theater fans. Cast was adequate and all did their duty well. Kenneth Brownlow and Martin Delaney outstanding.

Local critics added the thought that here was fine fettle for Gilbert and Sullivan's deit treatment. ORO.

One Philly Tryout Set

PHILADELPHIA, Aug. 15.—While the probable list of shows which Philadelphia should see this season continues to multiply whenever the local theater men look heads, this in spite of only three available houses, opening time within the next fortnight finds only one definite booking for the local fall season.

Shuberts will bring Edwin L. Gilbert's new play, *Days of Grace*, to either the Forrest or Chestnut on August 31 for a two-week pre-Broadway tryout. Harry Wagstaff Gribble will direct and John Warburton will carry the lead.

Chi Legit Season Opens Next Month

CHICAGO, Aug. 15.—The legitimate season will definitely get under way here September 6 when the Al Woods production of *The Night of January 15th* opens at the Selwyn Theater. The following week, September 13, Norman Bel-Geddes' *Dead End* will re-light the Studebaker Theater.

Rather than play on percentage, Bel-Geddes leased the Studebaker Theater outright this summer and extensive alterations on the stage and orchestra pit have been in preparation during the past weeks. Edwin H. Morse, his general stage director, has been here for two weeks engaging players for minor and super-annumerary roles. Principals will come from New York.

The *Ziegfeld Follies* will follow George White's *Scandals* at the Grand Opera House late in September, and altho no definite opening date has yet been set it is expected that the next important opening will be the first of the American Theater Society and Theater Guild play at the Elvenger. Subscriptions are being booked for the first three, which are *Idiot's Delight*, with Alfred Lunt and Lynn Fontanne; *Call It a Day*, with Gladys Cooper and Philip Merivale, and *End of Summer*, with Ina Claire and Osgood Perkins.

The Auditorium Theater opens its season October 5 with the San Carlo Opera Company for three weeks. *The Ballet Russe* comes in for two weeks December 18, and *The Great Waltz* will return either February 15 or 22 for an indefinite engagement.

Brown Dishes, a Federal Theater project piece playing at the Blackstone Theater, is in its 10th week with no sign of a letup in capacity business almost nightly. The play will be held over indefinitely, with *Post Road* its likely successor. Theater Number One, the WPA company which was playing *Triple A Floored Under* at the Great Northern Theater, is being held in readiness to reopen at the Civic Theater if and when leasing arrangements are completed by the government. According to reports, the Federal Theater has leased the Princess, in the Loop, where the Negro Theater Unit will be housed.

The Chicago Group Theater, spurred on by success at the Chicago Woman's Club, is making preparations to present three or four productions during the coming season. This group, headed by Dorothy Bates, former dramatic stock actress, is composed of both professionals and semi-professionals. They have been playing *The Old Maid* for the past three months at a theater they originally intended playing only two weeks.

From Out Front

By EUGENE BURR

Once each year—preferably during the summer when there's nothing else to write about anyhow—a harassed reporter is allowed to blow off a little steam and compile a list of Things That We Could Do Without. Like the Little List of Ko-Ko (which stretched across the stage in the Winthrop Ames version), it is usually a pretty long one—so long, in fact, that when the time comes to make it up one hardly knows what to put first. The following are really only samples.

But anyhow we could probably do quite nicely without:

Acting groups which are so self-conscious about their Art (capital A, please) that any character unfortunate enough to fall into their hands comes out looking like Luther Adler giving an imitation of Greta Garbo giving an imitation of the wrestler on the bottom when the newsreel shots were taken.

Critics who coyly insist that doing revivals is like burying oneself in a library. The quaint conception of a library as a burial ground is, one hopes, unique.

Critics who say that *Winterset* scored not on its own merits, but simply because of the magnificent performance of Burgess Meredith—and who then proceed to extol the virtues of *Idiot's Delight*, a cheap and phony pseudo-intellectual setting for a song-and-dance session from Alfred Lunt.

Left-wing plays which try to instruct audiences by treating them as the they were kindergarten pupils or Theater Union subscribers.

Left-wing plays which try to convince audiences by loud shouting.

Reviews that confuse opulence with beauty and smut with sophistication.

Showgirls.

Actors (usually juveniles) who swing their arms about in an excess of youthful zeal, giving the impression that they really ought to be tennis players.

Actors (this will come later) who feel that a hired fur coat and a couple of stubs from last year's Army-Notre Dame game immediately establish them as ex-collegians.

Actors who think that a typical Broadway manner is just the thing to bring into a stage drawing room.

Ingenuos who, with understandable glances at Margaret Sullivan, feel that a Southern accent is a sure short cut to fame.

Ingenuos who think that a bit of well-placed sex appeal is a sufficient substitute for acting ability.

Ingenuos who are cute till it hurts.

Ingenuos.

Plays that must be both great and profound simply because they were written by a First Dramatist.

Plays that are given an entirely spurious importance simply because they endlessly detail the unimportant observations of the world's best press agent and because they were once produced by the Theater Guild.

Cheap and surface melodramas of the ten-twenty-third school which are considered important because they mention a few obvious things about Social Conditions and because their producers have invested them with unusual breath-taking sets. (This should really have been written in the singular; there probably won't be another *Dead End* for quite a while.)

But above all so-called dramatic critics who damn a play devastatingly without ever having had any faint suspicion of what the play was all about. The mere fact that *Bright Star* was so badly acted and directed fails to excuse them.

There ought to be more space.

Summer Theater Reviews

"One More Genius"

(Stony Creek)

A new comedy by Jerry Horwin and Catherine Turney. Staged by Brace Conning. Settings by Francis Y. Joannes. Stony Creek Theater, Stony Creek, Conn.

The story revolves around a young playwright who is fortunate in having his play substituted for a famous writer's thru the efforts of a boarding-house girl acquaintance. An inspiring nephew sells his uncle, the boarding-house owner, to produce the play—originally donated by the famous writer when he was a boarder at this house. Not until the production has started does the embryo writer notice the substituted play. Because the famous writer is abroad the young playwright and his mischievous girl friend decide to postpone telling of the "switch." As the play unfolds several of the principals learn of the "substitution" and provide for some interesting episodes and plenty of action. However, all is kept in order thru some fast thinking. The leading man decides to drop from the production and the young playwright is forced to take his part in his own show. The famous playwright arrives from abroad and sees the show. The embryo writer is in a quandary and so is the famous writer, who sees this production as a real hit. The comedy ends in pleasant manner, with the famous author and the young playwright keeping the secret and deciding to take the splits evenly from then on. The "boarding-house angel" is relieved in knowing his money is safe and a good investment. The young playwright then announces

his proposed marriage to the mischievous boarding-house girl friend and all ends happily.

The show was very nicely received and called for four curtains at the end. The comedy was full of highlights and was cleverly handled by the large cast. The lighting, scenery and costumes were effective and brought applause. Particularly outstanding in their roles were Clark Williams, as the young playwright; Julie Benell, as the leading lady in the play; Greta Granstedt, as the "boarding-house girl friend"; Sydney Stavro, as the boarding-house owner; Joan Adrian, as the play costumer, and others, including Carrington Lewis, Sara Floyd, Lionel Dante, Earl McDonald and Peggy Bates. ANDREW T. COLAVOLPE.

"The Emperor Jones"

(Suffern)

The famous *Emperor Jones*, elevated to royalty years ago by Eugene O'Neill, is up to his old tricks again. In Suffern Norris Houghton and Barton Griffin have skillfully rebuilt the tropical domain of a one-time Pullman porter. Rex Ingram, George Tobias and Frank Wilson head a large cast of black and white players under Joshua Logan's direction.

Your reporter has always felt that if Mr. O'Neill had written *The Emperor Jones* a little later in his playwrighting career it would have been a more complete, a more powerful manuscript. As the play stands it impresses one as unnecessarily terse; one always imagines that the author took the easiest and shortest way out. Listen to the comments of spectators, layman and the-

atrical alike, it would seem that the aura of genius that surrounds America's biggest Pulitzer prize winner is sufficient to protect him from any but the kindest of words. To this reviewer *The Emperor Jones* is not a great play; it is not even a good play—only part of what might have been a good play.

Considering the short rehearsal period, the production was good. Rex Ingram gathered force as the play progressed, but his personality is too ingratiating, too civilized to carry Brutus Jones to his silver-bullet ending. Not that he was bad; on the contrary, he was good, very good indeed in view of the circumstances. But his performance

remained cold, analytical, almost mechanized, all of which helped destroy the illusion.

George Tobias gave a remarkable performance as Henry Smithers. It was little short of brilliant and the best thing in the play.

Frank Wilson did what he could with the unimportant bit of Lem. Ida Forsyne, William Bishop, John Harding and James Reilly contributed to the illusion scenes in the forest, which were faded in and out effectively behind screens.

Logan's direction lacked the tempo and rhythm that is so necessary to this play. The group scenes of the Negroes, the chanting, the sensual body movements were sadly missing. As for the tom-toms, the less said the better.

Before the play began the Hampton Institute Junior Quartet, consisting of Harry Douglas, Vernon Gardner, George Lawson and Edward Ware, sang several spirituals, which for a time threatened to stop the show. FRANK L. MOSS.

"Winterset"
(Jamaica)

Altho failing on the whole to register the highlights attained by the original company, the Biberman-Marzani presentation of Maxwell Anderson's *Winterset* at the RKO Alden here was nevertheless absorbing. So much so that the usual recall system following the final curtain, and in vogue since the current policy of the house was inaugurated, underwent a change. Instead of assembling the large cast for a collective reception the audience was invited to applause in many instances undeniably demonstrative and sincere.

Abner Biberman, one of the producers, was credited with the staging. He also had the part of Trock. Whether intentional or just a coincidence he patterned his makeup and stride after Edward Robinson. His work was good in spots in spite of a slow, aggravating tempo in the opening act.

Some of the speeches, especially those that had an important bearing in one of the scenes in Act II, fell flat. These were entrusted to Frank Harvey, as Judge Gaunt. While he conveyed the impression that he was a victim of amnesia, he failed to punch his lines. Most of them were delivered monolog fashion without resort to lights and shade as the text provided. Two roles, policeman and sergeant of police, contributed respectively by Don Black and Harry Eshbach, were convincingly real. They might have stepped out of any near-by precinct.

Everett Ripley, as Mio, the character essayed originally by Burgess Meredith, did very well after the initial stanza. The support he received from Edith Emerson, as Miriamne, on two or three occasions, however, was spiritless. She redeemed herself in the closing session when she fell a victim to the bullets of Trock and his avenging colleagues.

A bright spot in the performance was that of David Leonard, as Esdras, the patriarchal rabbi. He interpreted his assignment with plenty of genuine feeling. BEN BARNETT.

"Sherlock Holmes"
(Washington)

The Roadside Theater offered George Farrington (of no little local renown) as an aspirant to the mantle of William Gillette when this drama of detection entered upon a two-week tenancy of the old barn on August 10, and the Mr. Farrington found the garment somewhat too commodious, an adequately plausible Sherlock resulted. Possessed of all the accoutrements for which the Gillettean sleuth has achieved recognition, and tho covering several botched lines in a capable manner, he nevertheless lost occasionally the careless nonchalance peculiar to the clipped accents of the character.

It was the lush lineage of the piece that "carried" Mr. Farrington, while Frederick J. Haskin Jr., playing the dia-

BROADWAY RUNS

Performances to August 15, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cart)	Nov. 27	800
Dead End (Belasco)	Oct. 28	838
Melito (Vanderbilt)	Oct. 24	841
Pre-Homonym (Loyson)	Apr. 30	118
Three Men on a Horse (Playhouse)	Jan. 30	648
Tobacco Road (Forrest)	Dec. 4	1162
Musical Comedy	Opened	Perf.
New Faces (Vanderbilt)	May 19	103
On Your Toes (Imperial)	Apr. 11	145

bolical and supercilious Professor Moriarty, sneaked off with the principal claim to paeans. With erie outbursts of laughter and the trade-marked Haskin "sniffle," signifying either anger or contempt, working overtime, he reinforced his position as a mainstay of the company. Taken ill a few days before opening, S. Carl Ayers was replaced in the role of Dr. Watson by utility man Kenn Romney, who read with an assurance belying the scant reading.

For letting such a vibrant opus drag on a few occasions, Roadside director Harold Weinberger must be indicted, with his effort as James Larrabee noted as a mitigating factor. Acceptable histrionics were also contributed by Adele Gusack, playing Alice Faulkner; Betty Gray, in the role of Madge Larrabee, and Harrison Libbey, as Sidney Prince. CHRIS MATHISEN.

"Star Light, Star Bright"
(Skowhegan)

Owen Davis' new play, *Star Light, Star Bright*, a combination of comedy and drama, with a strong infusion of honny philosophy, opened here to a very favorable audience and press. A story of three generations of the Hale family, living in upper New York, the play opens with the entire circle gathered for grandmother's birthday. Interest centers in Sally, who has been taught by her father, a materialist, that money and power are the only things worth striving for. Accordingly she marries the man of his choice, altho she loves her childhood sweetheart. Discovery that her own father was responsible for a bank shortage for which the boy's father spent 15 years in prison convinces her of the insufficiency of her father's code.

Davis, who believes that wealth and power as ambitions are not comparable to honesty and integrity, presents in *Star Light, Star Bright* a commentary upon present social conditions. In bringing out his thesis, however, he avoids stepping over into real propaganda.

Particularly entertaining among the characters were the twin sisters, played by Mary Rogers and Day Elliott. Rose Hobart, A. H. Van Buren and Ben Lackland were also particularly good, their portrayals proving interesting and believable. Others in the cast included Don Dillaway, Grant Mills, Katherine Meskil, Jessamine Newcombe, Dorothy Bernard, J. Hammond Dailey and Kay Kidder.

All in all, there is little tinkering to be done with the piece, which seems to have a fair possibility of becoming one of the coming season's Broadway hits. HAROLD L. CAIL.

"So Proudly We Hail"
(Locust Valley)

So Proudly We Hail, by Joseph M. Viertel, staged by Anton Bundsman, with (See THEATER REVIEWS on page 71)

Plenty Set for Pitt

PITTSBURGH, Aug. 15.—Harry Brown, manager of the Nixon Theater, who just returned from a business trip to New York, announces that the local legitimate season will get under way immediately following the two-day engagement of *Romeo and Juliet* which opens September 6.

Among attractions to play the local houses are *Boy Meets Girl*, *Dead End*, *Ziegfeld Follies*, Max Gordon's *Ethan Frome* and *Pride and Prejudice*, the D'Oyly Carte Opera Company in *Gilbert and Sullivan Operas*, Jane Cowl in *First Lady*, the Morris Gest production of *Lady Precious Stream*, *Long on the Dote* and Alla Nazimova in a new play.

In addition, the Theater Guild and American Theater Society will present a subscription series of six plays, two of which have already been set: Gladys Cooper and Philip Merivale in *Call It a Day* and Ina Claire and Osgood Perkins in *End of Summer*.

Legit Trend Back to Town, But Cowbarns Still Keep On

(Continued from page 4)

Earl; *Beyond the Terrace*, by Lawrence Perry, at the Island Theater, Nantucket, and at the Beach Theater, West Palm Beach, Mass., with Ruth Hammond; *Carry Me Back*, a comedy with music by Roger A. Derby, at the Mary Young Theater, Centerville, Mass.; *Brief Candle*, by Robert Hare Powell, at Newport Casino, R. I., and *Professional*, by Samuel J. Sussman, by the White Rose Players, Livingston Manor, N. Y.

Up in Westport *As We Forgive Our Debtors* opened last Monday under the sponsorship of Sam H. Harris and Max Gordon. It is a compound of comedy and satire, with something of the meller genre thrown in. Dorothy Hall, Ruth Choppening, Eda Heinemann, O. Z. Whitehead and others portray a Minnesota family intriguing for money left by a deceased relative. Miss Hall, as Gonda, a niece, provides the sex angle. Originally scheduled to close after Dorothy Gish in *Russet Mantle*, which followed *As We Forgive Our Debtors*, the Playhouse will be given another week of grace, thru August 24, during which time Eva Le Gallienne will play in *Camille*.

At Stony Creek *One More Genius*, directed by Brace Conning, proved to be a satire on the Theater Guild, or, as the release says, "the greatest theatrical organization in the world," and figuring prominently in the opus are characters said to be modeled after Eugene O'Neill and Theresa Helburn. The story revolves around the substitution of a play by an unknown author for one by a playwright known, for the nonce, as O'Reilly. Playing in the piece are Clark Williams, Greta Grandstedt, Julie Bennell, Earl McDonald, Sidney Stavro, Sara Floyd and others.

Professional, originally scheduled for August 11, opened yesterday and concerns itself with the problems facing young lawyers today, stressing the economic angle and showing a transition from the conservative to the radical point of view. Piece was presented by Julius Weiner, directed by Arthur S. Ross, with sets by William Simmons.

Among the revivals, the one attracting most attention was *The Emperor Jones*, at Suffern, N. Y., with Rex Ingram. Directed by Joshua Logan with sets by Norris Houghton and Barton Griffith, the O'Neill meller was done right by, particularly in view of the work of Ingram, who was supported by George Tobias, Frank Wilson, Ida Forsyne, Paul Birmingham, William Bishop, John Harding and others.

In the mail bag: *Elizabeth the Queen* opens at the Stony Creek Theater, Conn., for the week of August 17, with Rose Burdick, Earl McDonald and Brace Conning in the leading roles. Latter directs, and sets are by Francis J. Joannes. *Personal Appearance*, the seventh bill to be presented by Actor-Managers, Inc., opens at the Newport Casino August 18 with Barbara Brown and Hayden Burke in the leading roles and Doris Dalton, Franklin Gray, Minna Phillips, Philip Tonge, Suzanne Jackson, Perry Wilson, Shirley Osborn and Jus Addiss in other parts. Direction and settings by Agnes Morgan and Emeline Clark Roche, respectively. *Nor All Your Tears*, a new play by Kate Horton, will be given its initial tryout at Robert Porterfield's Barter Theater in Abingdon, Va., August 20 thru 22. The cast, which is headed by Nell Harrison and Marion Willis, will include Jane Roberts, Wendell Whitten, Elizabeth Johnston, Thomas Hughes, Adelaide Schwartz, Ray McGoldrick, Daphne Bayne and others. *Men in White*, with Alexander Kirkland and Francesco Bruni, will be given at the Berkshire Playhouse, Stockbridge, Mass., the week of August 17. Alan Brock, of the Bentham office, has signed Judith Vossell for *Oliver Oliver* and David Shegreen for *Her Cardboard Lover*, both slated for Milford, Conn.

Eva Le Gallienne in *Camille* starts August 17 at Raymond Moore's Cape Playhouse, Dennis, Mass., with a supporting company including Florida Friebus, Richard Waring, Averell Harris, Guy Moneypenny, George Graham, Leslie Austin and Evs Leonard-Boyne, while

two days later, at the Cape Cinema, Roland Hayes, tenor, will give a recital. Ted Shawn and his male dancers follow Hayes August 26, and are in turn followed by Albert Spalding, September 2.

Melville Burke will stage *Three Men on a Horse* at Lakewood, Skowhegan, the week of August 17, with a cast including Grant Mills, Ben Lackland, Keenan Wynn, Mary Rogers, Elmer Hall, James Perkins, Charles Laite, John Drew Devereaux, Elliot Cabot, Day Elliot, Gordon Duff, J. Hammond Bailey and Kay Kidder.

What Richard Skinner calls the most exciting and important event of the summer theater season will take place at the Ridgeway Theater beginning August 17 when Tattle and Skinner give Jed Harris' production of *Philip Barry's Spring Dance* prior to its New York opening at the Empire Theater. Tried out a few weeks ago at the Cape Playhouse, Dennis, Mass., the play will not go to the Westchester Playhouse in Mt. Kisco, as all other Ridgeway productions have. The leading role will be played by Louise Platt, a newcomer, while the male lead will be done by Philip Ober. At Mt. Kisco, beginning August 17, the ninth bill of the season will be *Death Takes a Holiday*, with Tom Powers and Joan Tompkins.

Mary Young, of the theater of the same name in Centerville, Mass., will star in and direct her own play, *Katy-did? So What!* This triple event comes off the week of August 17, and the rest of the cast includes Eric Kalkburn, Margot Stevenson, Mildred Dana, G. Albert Smith, Sara Tanner and Albert Parson.

Edgar Lee Masters' new play, *Moroni*, based upon events in the life of Joseph Smith, Vermont farmer who migrated to Palmyra, N. Y., and there founded the Mormon Church, later transplanted to Utah by Brigham Young, will have its (See LEGIT TREND on page 71)

Chorus Equity Notes

One new member joined the Chorus Equity in the past week.

We are holding checks in settlement of claims for the following members of Chorus Equity: Nancy Lee Blaine, Adele Furler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

In order to aid those of our members working on WPA who wish to remain in good standing with their association and who, because of three or four years of (See CHORUS EQUITY on page 71)

Alviene SCHOOL OF THE Theatre

(Stock Theatre Appearances While Learning.)
Graduates: Lee Tracy, Fred Astaire, Peggy Shannon, Una Merkel, Zita Johann, Etc.
DRAMA, SPEECH, MUSICAL COMEDY, VOCAL AND DANCE.
Real professional training—the only School in the United States presenting its students a week in each play, plus Talking Pictures and Technical Training in Voice, Diction, Make-up, Phonetics, Dialects, Dancing, Acrobatics, Characterization, Fencing and twenty allied study subjects. Special Courses for Teaching, Directing and General Culture.
EMINENT FACILITY.
Write for Bulletin to SECRETARY BELL,
64 West 85th St., New York.

OLD PLAYS

Over 1,000 famous old Melodramas, Comedies, Farces, etc., fast running out of print, for sale at 25 cents each. Send for Free List of titles.

SAMUEL FRENCH
25 West 45th Street. New York.

FOR SALE

\$5,000 one-half interest road production of New York dramatic hit. Now playing Chicago and London. Recently closed 48 weeks' run in New York. Tremendous novelty and box-office draw. Address J. E. LINCOLN
233 N. Coronado St., Los Angeles, Calif.

AMERICAN ACADEMY of DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 26

For Catalog address the Secretary, Room 145 H, Carnegie Hall, N. Y.

KEEPING THE ROAD ALIVE

By JOSEPH HEIDT

Watch for This in
The Fall Special
Of The Billboard

Eastern Unit Tour a La Cushman Gets Under Way

Billy Jackson and Charlie Mack set up circuit—effect tieup with "Doc" Breed in Boston—first show opens Sept. 10 in Auburn, Me.—anticipate at least 18 weeks

NEW YORK, Aug. 15.—An Eastern market for the smaller priced vaude units, similar to that of the Wilbur Cushman Circuit in the West, has at last been unearthed by Billy Jackson, RKO agent, and Charlie Mack, veteran unit producer. Starting off with an exclusive on RKO's Boston time booked by "Doc" Breed, which figures at about eight and a half next month they will be able to line up units. First unit will open September 10 in Auburn, Me., and other shows are being lined up as rapidly as possible. Jackson and Mack are not producing, altho Mack will supervise production of the shows, but are simply acting as bookers for which they rate commission.

The "Doc" Breed connection was effected as a result of contacts with Major L. E. Thompson, RKO theater operating exec. Breed has many one, two and three-day stands thru New England, taking in Connecticut, Maine, Massachusetts, Vermont, Pennsylvania, New Hampshire, this State, West Virginia and Rhode Island.

Among the houses booked by Breed and which will be available to the units are such three-day stands as Keith-Albee Theater, Huntington, W. Va.; Ritz, Clarksville, W. Va.; Cambria, Johnstown, Pa.; Auburn, Auburn, Me.; Premier, Littleton, N. H., and Park, Woonsocket, R. I. Two-day stands include Union, Attleboro, Mass.; Irwin's Ballroom, The Wiers, N. H.; Opera House, Waterville, Me., and Strand, Skowhegan, Me. One-day stands include Mahawie, Great Barrington, Mass.; Opera House, Bellows Falls, Vt.; Star, St. Johnsbury, Vt.; Colonial, Portsmouth, N. H.; Burns, Newport, Vt.; Soenic, Rochester, N. H.; Pastime, Franklin, N. H.; Orpheum, Danielson, Conn.; Bradley, Putnam, Conn.; Strand, Southbridge, Mass.; State, Webster, Mass.; Opera House, Lebanon, N. H.; Plymouth, Leominster, Mass.; Empire, Salem, Mass.; Latchis, Brattleboro, Vt.; Latchis, Claremont, N. H.; Yorke, Athol, Mass., and Mayfair, Bridgeton, Me.

Breed also books houses in Lowell, Fitchburg, New Bedford and Fall River, Mass.; Gloversville, Norwich, Glen Falls, Ogdensburg and Watertown, N. Y., and additional houses in Rhode Island and Maine.

The first show to go out will be *Carnival of Venice*, headed by Donatella Brothers and Carmen. Cast will include Bernardo De Pace, Watkins Twins and Anthony. Most of the units will be built by standard acts, but the circuit will also play units already built. Charles Wilshin has submitted an all-Chinese unit, *A Chinese Honeymoon*.

Jackson has taken the office next to him on the second floor of the Palace Building for enlarged quarters. The units they are working on figure to sell at \$1,250 on the week or from \$175 to \$200 a day. Besides furnishing the units to theaters, Jackson and Mack will also service them with photographs, publicity, exploitation and other like service.

Gene Sheldons Sail to U. S.

LONDON, Aug. 10.—One of the most successful American acts playing European time, Gene Sheldon, pantomimist and novelty banjoist, and Loretta Fischer, high-kicking dancer, sail for New York by the *Normandie* Wednesday to commence American bookings. Act came to Europe in July, 1935, with four weeks booked, but was so successful that they extended their stay to 14 months. They return to England in January, 1937, opening here.

THE VALUE OF PERSONAL APPEARANCES TO THE FILM PLAYER

By JOHN A. SCHULTZ

Watch for This in
The Fall Special
Of The Billboard

Father and Son

LONDON, Aug. 10.—When Giro Rimac was directing his *Rumbaland Muchachos*, which successfully headlined last week's vaude bill at the Palladium, he had the surprise of his life. Turning to the audience to acknowledge applause, Rimac was surprised to see his father sitting in the front row of the stalls. The 79-year-old Rimac had traveled all the way alone from Lima, Peru, to see his son whom he had last seen 21 years ago.

Met, Boston, Into Pix Policy Sept. 4

BOSTON, Aug. 15.—The Metropolitan Theater here, Paramount house, will go into a straight picture policy September 4, a policy switch which was anticipated weeks ago when Ed Smith, managing director, resigned.

The day prior to the Met's switch to all-pix, RKO resumes stage shows at the Boston Theater.

WPA Vaude Unit Members Volunteer Blood Donors

SYRACUSE, Aug. 15.—Twenty members of a WPA vaude unit made a hasty dash Thursday for the General Hospital to offer themselves as blood donors for William Mackey, who was in a critical condition. The unit was rehearsing when word reached Joseph Saperstein, supervisor, that Mackey was near death and in need of a transfusion. Instantly the vaudevillians piled into four autos and were rushed to the hospital. One was selected.

Mackey has spent virtually his entire life in local theaters. He broke in as usher at the Crescent, went to the Temple (now the Paramount) as assistant treasurer and was made treasurer of the theater under the Cahill interests.

Gracie Fields' B. O. Success

LONDON, Aug. 10.—Gracie Fields broke records at three of Britain's leading vaude houses in three successive weeks, Theater Royal, Dublin, Palladium here, and the Grand, Blackpool. The Palladium figures were remarkable, with the house playing to \$31,000 on the entire week. Her salary was \$3,750 and, taking into consideration the rest of the bill and running expenses, the Palladium cleared a net profit of \$11,500 on the entire week.

Royal Brit. Midgets To Tour

NEW YORK, Aug. 15.—Royal British Midgets, formerly Lester's Midgets, 25-people show, will go out on a tour of theaters after finishing at the Million-Dollar Pier, Atlantic City, September 7. Martin Wagner of the William Morris Agency will road-show the midgets.

Chicago Show Held Over

CHICAGO, Aug. 15.—The Chicago Theater bill composed of Nina Olive and Murray and King, John and Edna Torrence, the Maxellos, "Sugar" Cane and Helen Virginia Meyer's *Brides of Two Centuries* is being held over for a second week.

Pittsburgh to Pix Over Musician Tiff

PITTSBURGH, Aug. 15.—Following a conference between the musicians' union and Warners this week, which resulted in failure to draw up a contract for the new season, Harry Kalmine, zone manager, announced that the Stanley will return to straight pictures August 28, opening with Pat O'Brien in *China Clipper*. The union demands a \$15-a-week increase per man and a guarantee of a 40-week season.

Falling under the same classification are Loew's Penn and the Harris-Alvin theaters. The latter house was expected to switch to a combination policy next week. John H. Harris, director of the Alvin, indicated, however, that he will not meet the terms of the new contract.

Rumors have it that should none of the houses come to terms with the union, the Barry Theater (formerly the Pitt), which is now being entirely remodeled, may be reopened with stage units and pictures next month by William Skirboll, Ohio theater operator. Because of its small seating capacity and type of programs it has been showing, the musicians' union contract with the house calls for lower wages.

Mills Sets Meroff Unit

NEW YORK, Aug. 15.—Irvine Mills has set the cast for one of the three units he is building for the fall season. This show is built around Benny Meroff and his band, acts including Jack Marshall, Florence Gast, Larry Powell, Geoffrey Gill, the McCarty Sisters, Lantham and Lake, Babs Laval, Peter Ray and Meroff's Glee Club. Harry Finens is booking the unit, expected to start showing around Labor Day. Unit is slated for Loew's State here late in September.

Routes Ky. Mountain Boy

BOSTON, Aug. 15.—Fred B. Mack, personal representative of Bradley Kincaid, *Kentucky Mountain Boy*, has lined up more time for the latter, including Stoughton, Mass., 23; Derry, N. H., 24; Northwood, N. H., 25; Pittsfield, Me., 26; Landapp, N. H., 27; Bellows Falls, Vt., 28; St. Johnsbury, Vt., 29, and Milford, Mass., 30. Mack is presently negotiating to obtain two or three weeks of bookings, during the middle of September, in the maritime provinces.

Indie Bookers Wax Optimistic Tho Houses Are Slow in Coming

NEW YORK, Aug. 15.—Altho the independent bookers have not been showing any results as yet as regards rounding up houses for the new season, they are waxing optimistic as to the outlook. All of them reveal that they have a lot of irons in the fire for houses, but dislike revealing them until they are signed, sealed and delivered, probably fearing house-grabbing via the old art of contract-flashing. However, the appearance is that there will be many indie houses playing vaude, the film situation being what it is.

Last season's indie time was very small, but this year there are several reasons for a more promising outlook. With the major companies more or less out of the vaude picture, the Indies are less fearful of circuit vaude competition and furthermore with the scarcity of

playing time they will be able to get a better break on buying acts.

Indie bookers claim that there is much interest being shown for vaude on the part of indie circuits, whereas the individual exhibitor is more skeptical. Considering that many towns in the hinterlands have been faring successfully with occasional playing of shows, the bookers have an easier job of selling vaude.

The market will still be for units, they claim, but it is not expected that there will be enough units to go around. Several of the bookers have in mind to assemble units themselves, surrounding four acts or so with some production, the inexpensive. Indie agents will be encouraged to assemble shows, using their acts as a basis.

Trilling Film Talent Scout

Gets Megley's spot at Warner — supervising vaude also — Mayer booking

NEW YORK, Aug. 15.—Steve Trilling, vaude booker for Warner Brothers, has been appointed Eastern talent scout of the company's film division, succeeding Macklin Megley, who resigned to go into legit staging. Temporarily Trilling will also supervise the vaude bookings, with Harry Mayer, his assistant, doing the act buying.

Trilling starts his film duties this Monday. While he is temporarily doubling between the two jobs, it is expected that he will be taken off vaude soon inasmuch as his new post is definitely a full-time one. Mayer will probably be given an assistant soon, altho no one has been selected as yet.

The Warner books now comprise five weeks, the Stanley, Pittsburgh; East, Washington, D. C.; Earle and Fox, Philadelphia, and the Astor, Reading, Pa. A week goes out August 28 when the Pittsburgh house switches to straight pictures because of the salary demands of the musicians' union.

Megley resigned last week after a short stay as film talent scout. He will stage the Sigmund Romberg-Otto Harbach legit show, *Forbidden Melody*, to be produced by Sam Grisman and starring Carl Brisson.

Trilling has been on the Warner vaude books for seven years, and prior to joining Warner was associated with the booking office of Keith-Albee-Orpheum. He is the second vaude booker this season to be made a talent scout for one of the major film companies. Arthur Will, former RKO booker, was made Eastern talent scout for RKO-Radio pictures earlier this season.

"Shooting High" Unit Booked

NEW YORK, Aug. 15.—Ferde Simon's *Shooting High* unit will open August 28 at the Palace, Cleveland, and then go into the Palace, Chicago, September 4 for a run with the Fred Astaire film *Swing Time*. Unit's cast includes Mells, Kirk and Howard; Gene Sheldon and Loretta Fisher, Doris Rhodes, Ruth Fryor, Oehmen Twins, Ed Stan, Bill Polish and Bebe Harri Girls.

Cabin Kids Bring Fine

YORK, Pa., Aug. 15.—For permitting the Five Cabin Kids to perform after 8 p.m. in violation of Pennsylvania's labor laws, prohibiting children under 16 to work after that hour, J. W. Ritchey, operator of the York Theater, was fined \$10 and costs. Paul M. Murphy, State labor and industry inspector, was the prosecutor.

Fay's, Philly, May Reopen

PHILADELPHIA, Aug. 15.—Possibility of Fay's Theater adding another week to local playing time was indicated when the Knickerbocker Playhouse, Inc., conveyed the darkened West Philly house to the C. & F. Theater Company, subject to a \$230,000 mortgage. Last season the house opened with a septa flesh and film policy, and at the mid-mark returned to the Comerford Circuit for tab units.

Bronx House Resumes Shows

NEW YORK, Aug. 15.—The Bronx Theater, Bronx, resumed with stage shows this week, playing the Great Richard, magician, all this week. Went into its regular vaude policy yesterday, playing five-act bills with three changes a week. Change days are Sunday, Wednesday and Friday. George Godfrey is booking the house.

Borde Preparing Two Units

CHICAGO, Aug. 15.—Eddie Pesbody has been signed by Al Borde to head his new *Cocoonat Grove Revels* unit, which is expected to hit the road about September 4. Borde's other show, *Big Top Follies*, goes into rehearsal the last of the month.

Egg Barrage

CHICAGO, Aug. 15.—A barrage of eggs and tomatoes stopped a show of one of the WPA's vaude units when playing a park here this week. After a juggler and a dancing team had been targets for the missiles the show was stopped by Oscar Norman, director of the park, who announced that unless the audiences behaved all future WPA shows for his park would be canceled.

Detroit Flesh Outlook Bright

DETROIT, Aug. 15.—Lionel Kaye, of the Amusement Booking Office, reports four weeks of vaude in up-State Michigan cities to open about September 1, as contrasted with a maximum of three days of vaude from this office last year. Kaye already has nine days, split into two units, four and five days each, at the Michigan Theater, Saginaw; Strand, Alma, and Prolie, Midland, all owned by the William A. Cassidy Circuit.

These houses recently went to vaude, and drew turnaway crowds even during the hot weather. It is reported, The example of the Cassidy houses has inspired other up-State operators. Present prospects are good for getting the Delft Circuit in Marquette as a starting point for a circuit of theater bookings thru the State.

A newly organized combine of about 40 theaters to buy films co-operatively also plans to establish a vaude booking department here. The new organization, of which Frank Stuart is manager, is headed by William A. Cassidy and James Minter, of Flint. Vaude is being sought by these exhibitors, it is reported, as a way of eliminating the evils of double bills and block booking.

5 U. S. Acts in Crazy Show

LONDON, Aug. 10.—Five American acts have been booked for *O-Key for Sound*, the next George Black Palladium "crazy show," which opens August 17 at the Hippodrome, Brighton, for two weeks prior to starting a 10-week run at the Palladium September 2. Acts are Raye Sax, Ben Dova, Three Little Words, Three Nonchalants and Patricia Bowman. It's the first time in Europe for the Words, Nonchalants and Miss Bowman.

Agents Form Partnership

CHICAGO, Aug. 15.—Boyle Woolfolk, local Butterfield Circuit representative, and William E. Burlock, who was press agent of the Orpheum office here several years ago, have formed a partnership to promote the sale of Park-o-Graph parking meters for which they own the Wisconsin sales rights. Arrangement will not affect Woolfolk's theatrical agency, as Burlock is the field man of the new concern.

St. Charles Manager Ill

CHICAGO, Aug. 15.—William L. Pracht, manager of the Arcadia Theater, St. Charles, Ill., is laid up with a rheumatic ailment that has kept him confined to his bed for the last 10 days. Pracht is a staunch supporter of vaude in this territory and has run bills twice weekly in his theater for the last 11 years without interruption. St. Charles is a town of around 5,400 population.

F&M Sets St. L. House for Flesh

ST. LOUIS, Aug. 15. — Fanchon & Marco has definitely decided to make the St. Louis Theater here a combo policy house, probably putting de Luxe stage shows in the middle of next month. The Ambassador Theater here may also come in for a combo policy, with F & M, mulling over the idea of using a band policy similar to that of the Paramount, New York.

The St. Louis Theater will be booked from New York by Jesse Kaye of F & M. Stage shows, and if the Ambassador comes in, he will book that house also.

JACK DICKSTEIN, veteran vaudevillean and head of the Gus Sun Vaudeville office in Detroit, is entering politics actively. He is publicity director for Thomas Wilcox, who is seeking reelection as sheriff of Wayne County, which includes Detroit.

Vaudeville Notes

CLAIRE LEA, of the dance team of Stuart and Lea, is the sister of Dr. Franklin Thorpe, husband of Mary Astor, film actress, who have been front-paged recently. . . . Berry Brothers will go into the Roxy, New York, August 28 for two weeks, repeating at the house within seven weeks. . . . They'll go into the Colton Club show next month. . . . Sam Shayon, of F & M, finally did it, breaking a 95 at golf last week on the Peth Page course in Farmingdale, L. I. . . . Four Charlotteers, WOR singers, have been signed to an F & M contract. . . . Tom Kearns, of F & M, publicity staff, finished his work in St. Louis last week and went to South Dakota on his vacation. . . . Gine, DeQuincey and Lewis will be with the French Casino's *Folies de Femmes* unit, which opens September 3 at the Boston, Boston.

LOUIS EPSTEIN, of the William Morris Agency, lost his sister, Mrs. Sarah Leurs, July 26. . . . She passed away at the age of 63 in Scranton, Pa. . . . Jerry Franks, stage manager at the Hollywood Restaurant, New York, and formerly in the same capacity at the Roxy, New York, became the proud father of a 7-pound-13-ounce boy recently. . . . Jesse Kaye, of F & M, was godfather and the baby has been named Jerome Jesse Franks III. . . . Buzz Adlam, arranger and sax player and co-writing songs with Alex Hyde, will be married Saturday to Katherine Wroe, one of NBC's Eight Lovely Girls. . . . Arthur Eoran will be on the opening show this Friday at Loew's Grand, Bronx.

TYLER MASON, former black-face single, has turned agent, joining the Ben Roocke radio agency in New York. . . . George Cortello was gifted with a pedigreed black French poodle by the Countess Di Frasso, which he'll use in his act. . . . The pooch was christened Becherchea. . . . Act is now on fairs,

Harry Howard's New Unit

PITTSBURGH, Aug. 15.—Eddie Rio, who has been playing the Stanley here this week, reports that Harry Howard is putting together a new unit in which he (Rio) will be featured. Others lined up include Tommy Mack; Karyl Norman, "The Creole Fashion Plate"; Ralph and Larry Rio, a line of 16 girls and 8 showgirls. Boots McKenna is staging the dance numbers. Show is scheduled to break in at the Hershey Theater, Hershey, Pa., August 27.

Maier to Honolulu

HONOLULU, Aug. 15.—H. C. Maier arrived from the Coast to manage the King Theater, replacing Tom Barry, who is handling publicity. Jaz Belknap, former publicity man who resigned to rejoin the advertising staff of *The Star-Bulletin*, evening paper, is back with the King as night manager.

N. Y. THEATER

(Continued from page 3)

division will absorb the Yiddish, Anglo-Jewish and Yiddish Intimate groups, Philip Gross, managing producer of the Anglo-Jewish unit, will head the new Yiddish Theater, with a staff of assistants including Zvee Scooler, Judah Bleich, Wolfe Barzell, Harry Thomashofsky and Harold Bolton.

The Children's Theater will remain as a project, under the guidance of Jack Rennie, who will greatly expand the activities of the group. Similarly, the Portable Theater, which sends plays on trailers to metropolitan parks, will be placed on a more permanent basis. Lester Scharff will remain as supervisor.

Further plans for the new season include special efforts to present new plays by American authors as well as revivals of Broadway successes. In booking plays for the various boros, district needs will be considered, and in the event of success the play will be sent to the remaining boros. The present lineup of plays scheduled for production by the new division includes *Another Language*, *The Perfect Alibi* and *Moliere's Doctor in Spite of Himself*.

For the rest, the WPA Negro Theater has been turned over to the Negroes themselves, and hereafter authority for the selection of plays and their production will be vested in a board of three—J. A. Smith, Harry F. V. Edwards and Carlton Moss. These men, all of whom

returning to New York in February for Warner shorts and then will sail for England. . . . RKO is rehabilitating its Orpheum, Des Moines, putting up a new marquee and giving the theater a general overhauling. . . . Circuit's new house in New Brunswick, N. J., the Albany Theater, opens September 1. . . . Will be straight pix.

EMPIRE THEATER, Salem, Mass., opens its vaude season August 28 with Doc Breed, manager of the Boston RKO office, booking Jimmy Hodges' *Laff, Town, Laff*, for the one night. Breed has lined up the Hodges unit for Leominster, Mass., August 27, and North Adams the 29th. . . . Breed has also placed Solite Childs' *Parisian Follies* in Leominster September 3; Salem, 4; Woonsocket, R. I., 5, 6 and 7; Lake Sunapee, N. H., 10; North Adams, Mass., 12. . . . Another Breed unit, Marie Paul's *Say It With Ladies*, has been booked for South Bridgewater, Mass., August 17; Webster, the 18th and Athol the 22d. . . . Sam Ward, veteran vaude single, is assisting Charlie Chase, the screen comic, in his current act. . . . Ward is going to the Coast next month. . . . Don D'Carlo, Pittsburgh booker, has left on his vacation. . . . He will take in New York, Coney Island and Atlantic City.

OLSEN AND JOHNSON are due back in Hollywood next week to get started on their first picture for Republic. . . . Howard E. Alexander, recently associated with the Chicago Grand Opera Company, has joined "Doc" Howe's new agency in Hollywood as field representative. . . . Avalon Theater, Catalina Island, is booking weekly change of five acts thru Al Wager. House operates three days weekly. . . . Max Terjune, in vaude more than 30 years, makes his picture debut in *Ride, Ranger, Ride* for Republic.

have been closely associated with the unit's past productions, supersede John Houseman, who will take up other Federal Theater activities. In making the appointments Philip Barber said, in effect, that the move is a realization of the policy originally aimed at, namely, Negro control of the Negro project.

Other matters: Approximately 100 dancers will be employed by the Federal Project to fill the quota for the Dance Division in this city, according to Hallie Flanagan, national director. She, together with Barber, is taking measures to utilize provide work for 175 dancers, the number stipulated in the original write-up of the project, which is handicapped thru lack of necessary talent. Employees will be taken on a basis of need and professional ability, the applicants not necessarily being on relief. Auditions began August 13, and minimum requirements are two years' professional experience and three years' training with an accredited school or teacher. Performance in three professional theater productions during a season is considered equivalent to one year's experience with a dance group. In contrast to the more popular forms, only dancers specializing in classical type will be considered.

Also, the four dance groups functioning at present under the direction of Don Oscar Becque, Tamaris, Doris Humphrey and Charles Weldman and Gluck Sandor will be enlarged, and a repertory theater for the Federal Dance Theater will be opened in the metropolitan area this fall.

Odds and ends: The Gilbert and Sullivan company inaugurates its second week with *Finofoe* and *Trial by Jury* at the Majestic Theater August 18, following *The Mikado*, which closes today. *On Top*, the musical recently seen at the Majestic Theater, will be the third production to be given aboard the good ship *Buccaner*, docked at Pier 16, Hoboken, for one week beginning August 17. *Help Yourself*, now playing at the Adelphi Theater, will remain there until the end of September, thus bringing the run up to 11 and one-half weeks. The Children's Unit opens *The Horse Play* August 17, the piece being a combination of circus, vaudeville and musical comedy written by Dorothy Hallparn and staged by Maurice Clark. Following its initial presentation at Forest Park, Woodhaven, the opus will make the rounds of the portable circuit.

The new Manhattan-Bronx division of the Theater Project opened yesterday when the German unit, under the direction of Alfred Kreymborg, presented *Die Lokibahn*, a three-act play by Ludwig

Princess
YVONNE
"PSYCHIC WONDER"
OPEN TIME: 10:00 A. M. ILVING
WALK 1211 ADELPHI BLDG
[211 ADELPHI, N. Y.]

"A Temptuous Maze of Rhythm and Color."
RIMAC'S Rumbaland
Rumbachos

Featured in C. B. Cochran's
"FOLLOW THE SUN."
UNITED STATES: Care of Harry Romm Office, RKO Bldg., New York City.
ENGLAND: Ciro Rimac, American Express, London.

SAUL
GRAUMAN
AND HIS
"MUSICAL STAIR-A-TONE"
Greatest Novelty of the Age Always Working.
Personal Rep. JACK KALCHEIM, Chicago

AL PEARCE
AND
HIS
GANG



MARVIN ★
LAWLER
DANCING JUVENILE
OPENING AUGUST 31st
ZIEGFELD FOLLIES
WINTER GARDEN, N. Y. C.
Direction—LOUIS SHURR.

Norman
and
Sylvia
HARRIS
SHORE
"Harris and Shore suddenly made everybody laugh with a comedy walk. The public applauded wholeheartedly, insisting for encores. They repeated in a burlesque street dance—the laughter and applause tremendous. Arlene, the Argentine Marine Minister of War, laughed spontaneously. The humor of these two great artists took hold of everybody. No one could keep a serious face." Pils 3-29-36. Casino Da Urca, Rio de Janeiro. ARIEL.

Eleanor Wood
★★★ headlining FEMMES FOLIES unit. ★★★
ADDRESS ALL COMMUNICATIONS TO 1564 BROADWAY, NEW YORK, N. Y.

Thoma, at the Labor Temple Theater. This division is sponsored by the German White Rats Actors' Union and is under the direct supervision of John E. Bonn. The marionette unit will give a series of guest performances in Newark shortly after Labor Day, according to Director Remo Bufano. Last week a bevy of teachers from Columbia University attended *Injunction Granted!* Arthur Mahoney, one of the Dance Project directors, has begun work on the choreography of an original jazz ballet which will trace the evolution of the type from the spiritual to present-day swing. The Negro Theater Choir of 21 voices, directed by Wen Talbert, will be one of the features of the National Progress Fair, at the Lido Ballroom, New York, on August 17 and August 25. Three one-act Negro (See N. Y. THEATER on page 83)

Loew's State, New York

(Reviewed Friday Evening, August 14)

NTG and a cabaret-styled revue is back at the State this week, playing a quick repeat, and with the show about the same as last time. Still Granny means b. o. to this theater, the house switching midway from four to five shows for the day and playing to a big house at this last show. Picture is *Suzie*, with Jean Harlow, Franchot Tone and Cary Grant. The stage show is a boisterous affair, running a snappy 58 minutes, and it is grand entertainment, most of the credit going to the Three State Brothers. Show is cabaret styled all right, with many blue lines and Faith Bacon, whose nude dance is just as revealing and perhaps more so than that of some of the strip lassies of the near-by burlesque houses.

All in all there are about 16 people in the whole company, but the stage is always kept crowded and things keep happening. Granny keeps pretty much to the background, introducing the folks, talking about some of his girls and distributing the "k-nockers" into the audience. He relies upon the States to carry the show, which is what they do. They're amusing cutups, working hard and untrudging at a steady flow of nonsense that's most laugh provoking.

The States do a lot of the stuff they did here last time, but, of course, they've brought in some new gags. Wield them expertly at Granny and during some of the specialties, but quite a few times they're on their own to do a special like *I'm Tired of All the Songs They Sing About the South* as well as some of their hoofing. They're grand performers and rated every bit of the terrific applause they received.

Faith Bacon contributes an orchid dance, her body being graced with only three orchids which she soon sheds. She's graceful and beautiful of figure and reveals plenty, which was somewhat shocking to the State audience. Answer was in the small hand at her bowoff. Apparently that sort of stuff belongs in its own backyard, the night club and burlesque.

Of the specialty people, Wally and Verdyn Stapleton, a grand-looking pair very neatly dressed, click handily with an Astaire-Rogers sort of tap routine. They're neat workers and their tapping is excellent, so their routines weren't up to the standard of the time they were last here. They earned the prolonged applause anyway. Betty Keane, tap dancer, went over very well also with her Powell-styled dancing. She's rhythmic and does nice enough taps, also showing a flair for light comedy. Fay Carroll, the blonde picked on by Granny, is a swell applause getter with her swell torchy milk singing. She has a very nice voice. An acro dancer, opening, probably Ruth Pryor, does nicely with corking floor tricks, altho she's in a

tough spot. Vera Hall and Sonya Katsarkaya are but mild in their singing assignments. Betty Van Arken aids Granny in distributing the "k-nockers." Finish is turned over to the Three Speeds, roller skaters, who do some excellent tricks on the rollers and top it off with the gag of getting people up out of the audience for some dizzy spins, including a big Bertha, who's good for laughs.

Ruby Zwetling and his pit boys are on stage and play the show very well.

SIDNEY HARRIS.

Oriental, Chicago

(Reviewed Friday Afternoon, August 14)
NBC SATURDAY JAMBOREE

An exact reproduction of one of NBC's popular sustaining programs occupies the stage this week and is furnishing A-1 entertainment. The setting represents a radio studio, and before the show itself gets started Archie D. Scott, the producer, explains about sound effects as worked in the programs. Don Mihan demonstrates this angle with several sound records.

The show got under way with Don McNeill, who also emcees this program on the air, introducing Gale Page, who sang *His Majesty*, *The Baby and Glory of Love* and drew a nice hand. Some comedy stuff between Dr. Pratt and McNeill followed and then Pete, the Page Boy, harmonized with Nola. Betty Winkler, NBC actress, and McNeill got quite a few laughs with their comedy sketch, and Billy White satisfied with his high tenoring of *Alone*. McNeill gags and tells stories between introductions, and some of the stuff could be dropped as it has been done to death. His joke about the watch and perfume is cute. It has been good for years, but not in the theater.

Bill Thompson, a young dialectician, made a hit with a monolog, using several dialects ending with some funny Greek stuff. The Morin Sisters harmonized on an old-time medley and a character number called *Hillbilly Wedding* and left a hit. Ray and Grace McDonald, two youngsters, were inserted in the program here and did a nifty tap routine to open, followed by a rhythm tap by Ray that drew a loud hand. Both danced together for the finish and were rewarded with heavy applause.

The Ranch Boys, vocal trio, sang *Tumbling Tumbleweed* and a medley of Mexican songs and went over big and then coupled up with the Morin Sisters for a sextet version of *Empty Saddles*.

Sylvia Clark, petite comedienne, made the biggest hit of the afternoon with her comedy monolog and stopped the show. Everybody on for the show's theme song for the finale.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, August 14)

It's dancing and comedy at the Roxy this week, with Charles Collins headlined and both of the other regular acts going heavy on laughs. Collins, a good dancer who went up to the big brackets when he played the lead in the Technicolor *Dancing Pirate*, gives an excellent account of himself. If they're sending him on personals to build him up for another hunk of celluloid, it's the right way. Customers will take to him in the flesh.

He appears three times during the show, coming on immediately after the Gae Foster Girls, house troupe, have turned in a nice opening routine. He taps and also does a bit of talking thru the mike—pleasant, but hardly sensational. He returns, the Foster kids again backing him, in center spot to do a waltz routine from his picture, aided by Nadine Gae, former line gal here, who dances with him and gives a fine account of herself. He's on still again for the finale with the Fosterites, this one a Mex number in which Miss Gae again helps. Collins, an excellent dancer and a likable personality, clicked heavily with the crowd.

The two regular acts are the Three Bo Brummels and Brown and Ames, both scoring tidily. The Bo Brummels (the three chief ex-stooges of Jack Pepper) sock over with their zany mixture of music and idiosyncrasy. Brown and Ames brought down a heavy hand with Brown's clowning and little Miss Ames' dancing.

The week's amateur winner is George Watkins, a guide at the NBC studios. He sings *Let's Sing Again* and *Until Today* in a pleasing voice, aided by his appearance and personality. He looks like a comer.

All the Foster kids' routines are tied in with Collins, and at least two of the three ideas have been used at the house before. But, the not new, they're still effective.

Freddy Mack emcees and leads the pit boys. The picture is *Charlie Chan at the Racetrack* (20th-Fox), and the house was good the supper show opening day.

EUGENE BURR.

Michigan Theater, Detroit

(Reviewed Friday Evening, August 15)

The *Glorified Follies of 1936* opened here Friday, billed as "the world premiere," before an audience that had every main-floor seat filled, even at the supper show.

One of the most lavish shows seen here in some time. It runs well over an hour and packs a wide variety of appeal. Costuming is especially outstanding, by Mme. Bertha. The ballet, 16 Dancing Divorcees, is an outstanding combination of femininity.

Opening number, with the girls in black shimmery costumes and opera hats, was the background for a series of impersonations of outstanding Ziegfeld stars of the past in apparently duplicate costumes. Drew a big hand, especially from the women. Caryl Bergman, featured soloist, as Sally, sang the well-remembered song, following with a graceful toe-dance number.

The Three Sailors, breaking their popular routine in half, did some fast gagging and slap routines that kept the audience in a hilarious mood. Their second number, with clever futilities in the way of acrobatics, was climaxed with a clever rope-skipping number and got an excellent hand.

A favorite of the show was Miss Odette, of Easton and Odette. A midget, she appears first as a baby boy in a carriage and later does a nice song number, winding up with a spectacular ballroom number that reaches amazing proportions as her tall partner puts her thru daring adagio swings, stopping the show. Charles Carlisle, radio singer, was featured in *Reflections in the Water*, a beautiful ballet number, with the girls in green nald costumes and four of them in contrasting ballet skirts. Carlisle, a pleasing romantic tenor, gave several other numbers. A fine character sketch by Robert Pitkin, a novelty number by Dan Carthy and several waltz and tango specialties, the latter very well executed by an unnamed dance team, completed the individual numbers. The show suffered from lack of an emcee or other means of identifying the acts.

Closing number was an actual symphony in blues, all possible tones in costumes and settings, with the ballet in befuddled style costumes and the doubles of the stars of the old Ziegfeld shows emphasizing blue as well to the tune of *A Beautiful Girl*. It completed an excellent show. Picture, *Piccadilly Jim*, with Billie Burke. H. F. REVES.

Harding, Chicago

(Reviewed Saturday Afternoon, Aug. 15)

SHOWBOAT VARIETIES

Jimmie Stanton has a good idea here and when the show is whipped into shape it will be an attraction that can play any man's theater. He has had the courage to back his convictions with a handsome set of scenery and set pieces, and unlike the average unit that uses only drops this one looks like a real production from the front, thanks to the work of the scenic artist. At Dutherland. A combination black-and-white cast is used and the set piece of the Southern mansion is so ingeniously devised that it becomes in turn the showboat exterior and the small stage on the showboat.

The opening scenes were laid in front of the Southern mansion and had the Bennett Singers, a mixed octet, singing and the dancing chorus of eight on for numbers. Jesse Cryer sang *Deep River* and Miller and Mantan, black-face duo, did a comedy bit. Three Melody Maids, colored girls, sang *St. Louis Blues*, and Freddie and George did a tap dance. Mary Haynes did three special comedy songs and a dramatic number and left to a nice hand.

Closing in one, the Bennett Singers came on again for a song, and Evelyn Keyes contributed a mixed tap routine. Curtains parted revealing the front of the showboat, where Miller and Mantan did more comedy talk and gags, and Cryer returned to sing two more numbers. The next scene showed the miniature stage of the showboat where a short-rhymed version of *East Lynne* was given, and then before the olio. Flama, a fire enter, performed, and the Bennett Singers did snatches of old songs and the chorus did modern and acrobatic numbers.

Cliff and Dell, standard vaude act, did their comedy talk, singing and comedy eccentricities and garnered a healthy hand, and then the scene switched back to the Southern mansion, where Olivette Miller played some harp selections, and the entire company was on for the finale. At the show caught, which was the first time the unit had appeared on any stage, it showed possibilities of developing into a colorfully entertaining affair with an idea behind it that is different from anything done around here in units.

F. LANGDON MORGAN.

Gayety, Boston

(Reviewed Tuesday Afternoon, Aug. 11)

When vaude allows the reviewer to sit back in his seat and enjoy a bill of five honest-to-goodness acts in 45 minutes that speed away like a comet and keep you waiting for more, then we nominate and elect such entertainment as socko board fare.

Hending the indicator list today were Mary and Tommy, two clean-cut likeable kids who start in with a refreshing straight tap stint. Gal came in with a solo tap to *Tea for Two* with lad joining in to finish. Tommy then took the spot for a nice bartender of *If I Only Listened to You*, interpolating with convincing sentimental talk on *Mother*. Duo closed with peppy and nimble tap work for a swelling band.

Russ Bird, baritone with resonant quality, deceives the show with *Let's Sing Again*, and encores with that ear ballad, *Twilight on the Trail*, shrouded with twilight spot for nice effect. Blond lad pulls a couple of laughable gags, and ends with rendition of *You, You, You*.

Nathano Brothers are trey for a socko performance. Versatile duo enter playing fiddle and mandolin to *Sweet Music*. Top honors go to these lads for neat, difficult and original stunts and acrobatics. *Sweet Sue* is music to most of their ensuing repertoire, which includes somersaults while bowing and plucking instruments, comedy, tap, knockabout and a variety of other good bits. One outstanding bit was head-to-head balance while playing.

Dunedin and Donald, a pair of English comedienne, are next-to-shut for some nice capers, songs, hoke hooding and patter. Donald is supposed lecturer, whose home is broken up by Dunedin (her veteran showmanship leaps over the footlights), a comic maid. Out there for a general clean-up, she gags with the ark and dialog includes gags like Winchell discovered America, the Capitol of Massachusetts is at the dog track, and the national anthem is *Let's Play Beano!* Femmes vocal and tap it out to *Wahoo* for several wing calls.

Grange Hall Jamboree is closer with hillbilly quintet—four lads and a gal spruced up in cowboy outfits. Four guitars and a fiddle strum up intelligible mountain music; gal is capable

THE THREE "BO" BRUMMELS

AL LENTZ—BARNEY LEWIS—BEN LANE

★ NOW APPEARING ★

ROXY THEATER, New York, Week AUG. 14

BOOKED AT YACHT CLUB, CHICAGO, ILL., FOR TWO WEEKS

STARTING SEPTEMBER 2

PERSONAL MANAGEMENT—ABE LYMAN

BOOKED THRU MUSIC CORPORATION OF AMERICA

Manny Sachs,

New York

Eddie Elkort,

Chicago

Thanks to Sam Rauch, Jack Partington and Jesse Kaye.

Note: Title of act registered and fully protected by law.

THREE SPEEDS

"HY-LO and REVERSE"

(G. BEEGE—RAY QUPEE—STANLEY MILUCHI)

With N. T. C. Unit. NOW PLAYING LOEW'S STATE, NEW YORK

Direction—ED RILEY—J. READER

R K O
THEATRES

1270 Sixth Ave.

Radio City, New York

of warbling and does so with *My Rosalie*. Also does sock on tape while stringing the guitar and playing the harmonica to *Sideswaks of New York*. A *Roamin' Cowboy* and *Nobody's Sweetheart Now* are solos for the lads. Windup is sippy to *Is It True What They Say About Dixie?* The comely lass joining with xylophone work. SID PAINE.

Bronx, Bronx, N. Y.

(Reviewed Thursday Evening, August 13)

The Bronx Theater has already gone back to its regular combo polley, the stage show at this viewing being given over to the Great Richardi, who for 45 minutes goes thru an assortment of magic, sleight of hand and illusion tricks. Richardi is aided by four or five Orientals, male and female, who handle his props and are subjects for his various cabinet and other stunts in which aids are needed. In addition, he has an off-stage announcer who loses no time in telling the audience just how great the Great Richardi is. With frequent admonitions to "watch him closely," the announcer goes so far as to say that a number of the magician's cabinet routines and a few other items, including a piece called *The Guillotine*, wherein the execution of Marie Antoinette is depicted, are the inventions of Richardi, who was the first to perform them on an American stage.

Richardi's act is given some color by the Oriental flubdubbery, what with drapes and clanging of brasses, but it is a tough assignment for any magician to amuse an audience for three-quarters of an hour. Starting out with pulling pigeons out of boxes, he runs the gamut of items including paper tricks, the hand-is-quicker-than-the-eye business, girl-in-the-bag stuff, etc. Two of his more showy illusions are *The Guillotine*, in which the severed head slides grotesquely into a basket, and a routine consisting of sawing a girl in half. Later is done by means of an electrically operated circular saw which slides into position on a horizontal table holding the body. The cut is a few inches deep, a few nurses dab the "wound" with strongly smelling antiseptics, and the audience is invited up to have a look. All in all, a satisfactory piece of horror.

Richardi closes with card tricks, taking the audience into his confidence at the end and explaining just how it is done.

Fix were *Boulder Dam* and *Last Parade*. PAUL ACKERMAN.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, August 14) (First Show)

George Olsen and his orchestra, with Ethel Shutta, are in top form in their current stage unit, which opened to great business at the Stanley this week. The selections are most entertaining and the presentation is excellent. There's not a dull moment in the 45-minute stage bill.

Band opens with welcome informality, the boys seated on a platform sans music stands. George greets the audience thru a mike in the wings and walks on to a good hand to lead *The Show Must Go On*, a cleverly concocted satire on familiar act offerings. Prominent here are three boys from the band (Bobby Berger, Bob Rice and Jack Gifford), who harmonize and add some nonsense in the Yacht Club Boys' manner. Big hand.

Next comes an original version of *The Music Goes 'Round and Around*, which is played to the tunes of several well-known songs. Seven boys from the orchestra form a glee club and furnish a number of laughs with lyrical trimmings of the former hit. The outfit follows with *Ravel's Bolero*, giving it a spreading flame effect. It is started slowly and softly and finished with all instruments going full blast.

The Two Zephyrs, colored comedy dance team, are given the next spot. Open with *Tiger Rag*, played on washboard and washpan contraptions, and follow with a pantomimic crap game done in slow motion. Finish with a fight which displays the boys in some clever footwork. They close with fast *Nakieschi* stepping. Three bows.

It's a *Sto To Tell a Lie*, the band's next number, features two pleasing vocalists in Bobby Berger and Henry Russell and a novel arrangement of the pop tune.

The ork's song trio next introduces in chorus Ethel Shutta, who makes her entrance to a heavy hand. She is still

as charming as ever and her honey-voiced work never registered a more solid show-stop than at this viewing. Among her delightful assets is the perfect choice of song selections, which are so far removed from the tunes piped by the everyday songstress. She opens with *It's Sleepy Time in Topay Turvy Town* and clicks instantly with her intelligent and talented delivery. Hits the bull's-eye with song stories of a mountain feud and a front-row chorus girl who has been moved to the back. Returns to do *I Want a Hillbilly Band* and saved herself from several encores by calling it the finale.

Screen features *Piccadilly Jim* (Metro), and the program is rounded out with a brief overture by Dave Broudy and his house orchestra and a comedy cartoon. SAM HONIGBERG.

Paris Bills

(Week of August 3)

Paramount continuing stage shows, this week offering the acro dance team of the Marchistos and the juggler, Joe Laurin. Cinema Olgale also maintaining acts, this week having the dance team of Emelyne and Jean and the troupe of Chinese acrobats and contortionists, Troupe Asia Ka.

Vaude activity has temporarily shifted to the resort casinos of the Riviera and Deauville. The Sporting o'Be castino, Monte Carlo, has an elaborate show featuring Alberta Mansfield and George Lamar, dance duo; Chaz Chase, nut comedian, and the troupe of Earl Carroll Girls brought over from New York by Jimmy Witteried. Paul Beach Casino, Cannes, has show headed by Borrah Minevitch, while Casino Municipal, Nice, has show featuring the comedy juggler, King Repp.

Big open-air show staged at Deauville with the tap dancers, Vale and Stewart; the dance duo, Micket Twins; Gomez Trio, Spanish dancers; Mayette, illusionist; Betty Spell, comedienne; Marie del Villar, Spanish dancer, and Rina Dini, Almee Mortimer, Catherine Fonteney and Gergette Denys, singers.

London Bills

(Week of August 10)

Molly Picon, the New York comedienne and impressionist, makes a welcome return to headline the current bill at the Palladium. She presents several new numbers together with old favorites and scores solidly from all angles, thus proving one of the best of recent headliners at this ace house. Chic York and Rose King, ever popular here, return after four weeks to again click heavily with their sure-fire humor, which is easily digested by the outfronters. Capable support is rendered by the easy-to-look-at True York, who scores on her own with neat dancing, and the Trado Twins, whose "big man" stunt is built for laughter. Other popular transatlantic visitors are the Three Swifts, whose club juggling comedy vehicle never scored more solidly than with this audience, while Willie Mauss, with his sensational cycling stunt, and Joe Browning, monologist, are held over from last week, with both acts hitting well.

Bebe Daniels and Ben Lyon top a strong bill at Holborn Empire, and the combination clicks heavily with a well-knit vehicle that is decidedly entertaining. Other Americans on the bill are Tommy Bradley Martin, easy-working conjurer with plenty of novel tricks, and (See VAUDEVILLE REVIEWS page 71)

D'OYLY CARTE

(Continued from page 3)

Life and Loves of Dorian Gray, with revisions and a new producer named Annette Schein. And Oscar has not yet said a word.

As for pictures, the Strand at last has a winner with *China Clipper*; Roxy is going better than it has for the past few weeks with *Charlie Chan at the Race Track*; *The Great Ziegfeld* has finally closed at the Astor to make way for MGM's next super production, *Romeo and Juliet*; Capitol is just fair with *His Brother's Wife*; Paramount holds over *Rhythm on the Range*, and ditto for Music Hall and Rivolt with *Mery of Scotland* and *Road to Glory*. The Palace is doing okeh with *Green Pastures* despite the fact that the opus is playing at all the RKO nabes houses.

Night life activity around the stem continues quiet, with the hotel dining room spots still getting the nod over the

ATTENTION BOOKERS!

★ **BENITO COLLADA** ★

Presents

THE ONLY ORIGINAL AUTHENTIC

EL CHICO SPANISH REVUE

Featuring

ADELINA DURAN, CONSUELO MORENO, CELINDA, ROSITA RIOS, CARLOS SALAZAR, EMILIO DE TORRE and his PICADORS

NOW APPEARING AT THE

CERVANTES THEATRE, 116th St. & 5th Av., N. Y.

CLOSING THURSDAY, AUGUST 20

Also seen nightly at the El Chico Restaurant, 80 Grove St., New York.

ON THE AIR

NBC Saturday, 8 to 8:30 P.M., Coast to Coast.

NOW AVAILABLE FOR THEATRES IN THE PRINCIPAL CITIES IN THE COUNTRY, INCLUDING—

- GALVESTON, TEXAS
- CANTON, OHIO ★
- BOSTON, MASS.
- DETROIT, MICH.
- GARY, IND. ★
- LOS ANGELES, CALIF. ★
- ST. LOUIS, MO. ★
- NEW ORLEANS, LA.
- TAMPA, FLA. ★
- CHICAGO, ILL.

NOTE—Star indicates cities where Spanish Colony requested personal appearance.

Attention Bookers! THE EL CHICO SPANISH REVUE is so popular on the air that the Spanish Colonies have sent in thousands of letters requesting personal appearances. Critics say that this revue appeals to both the Spanish and American Public.

Address All Communications to BENITO COLLADA, 80 Grove St., N. Y.

McNALLY'S No. 19 BULLETIN

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY

15 Monologues, 7 Acts for Two Males, 8 Acts for Male and Female, 23 Parodies, Ventriquist Act, Female Act, Trio, Quartet and Dance Specials, Tab and Burlesque, 16 Musical First-Parts, Overtures and Finals, 41 Monibits, Blackouts, Berries Scenes, Dance Band Stunts, Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 19 is only one dollar; or will send you Bulletins Nos. 19, 11, 12, 15, 16, 17 and 18 for \$4.00, with money-back guarantee.

WM. McNALLY

81 East 125th Street, New York

TAP DANCING BY MAIL
Reg. or Adr. Tap, 51 Sample Tap Lesson Set Beg., including Standard Time-Step and Break, 25c. Beg. Walk and Fox-Trot, 5c. Hal Levy studied here. Send for List "B".
KINSELLA ACADEMY, 2520 My St., Clnt'l, O.

SCENERY TO RENT

For All Operas, Plays, Minstrels, Musicals, Dance Shows. Lowest Rentals! Newest Settings! Unexcelled Service. Address AMELIA GRAM, Philadelphia. America's Scenery Rental Service.

10 New Parodies, \$1

With sensational side-splitting laugh punch lines on "When I'm With You," "These Foolish Things," "Take My Heart," "You Can't Pull the Wool Over My Eyes," "Glorious Love," "Bunch at Ball-Ball," "Is It True What They Say About Dixie?" Other late hits. Money-back guarantee.
HARRY PYLE, 304 W. 180th St., N. Y. City.

be our earnest endeavor to serve you as completely and efficiently as possible and to maintain for your convenience one central licensing agency with a repertoire sufficient for your needs, to the end that the expense and inconvenience necessarily incident to dealing directly and separately with individual musical copyright owners all over the world be avoided.

"We regard each of our licensees as a valued customer and we bespeak your good will, solicit your constructive criticism and invite your suggestions."

clubs because of cooling systems. Resort spots, such as the Riviera and the various Saratoga niteries, in addition to showboats, are cutting in considerably. Burlesque holds.

ASCAP LICENSEES

(Continued from page 3)

on December 31, 1935, and from that date until reinstatement their copyrighted compositions were not included in the ASCAP repertoire.

"Included amongst the firms which discontinued membership December 31, 1935, was the Shubert Music Publishing Company. The membership of this particular firm has not been reinstated in ASCAP, as it did not apply for reinstatement, and therefore as to any rights owned by it particularly the same are not to be considered as embraced under the ASCAP license.

"Between January 1 and July 31, 1936, suits alleging infringement by various establishments of the copyrights of various of the above firms were instituted. The readmitted members have each of them agreed that all such suits filed as against licensees of this society shall be forthwith discontinued without costs to any of the parties." Therefore if you are defendant in any such suit you may anticipate the early discontinuance thereof upon motion of the plaintiff, and I would suggest that you advise your counsel accordingly.

"As to licenses held from the Music Publishers' Holding Corporation (licensing agent of the above firms) by establishments which are presently licensees of ASCAP, it is understood that MPHC will accept notice of termination thereof from the licensee, and if you presently hold a license from MPHC it is suggested that you immediately notify it of your desire to terminate the same as at the close of business July 31, 1936.

"We regret that there should have been a temporary diminution of the repertoire available to our licensees and are very pleased to now make available for your use a catalog of music substantially enlarged thru readmission of these members and the addition of several new memberships.

"Inclosed herewith is a complete list of the ASCAP membership as of August 15, 1936. It has been and will always

Detroit AFA Boosts Scale

New scale for one-nighters approved by bookers — few kicks registered

DETROIT, Aug. 15.—New scale for one-day night club stands went into effect this week by order of the American Federation of Actors, with the co-operation of all local booking offices. The prevailing scale of a \$4 minimum for night spot work per person per day stands, but on one-night stands the price is raised to \$5. It stands at \$4 for two or more days.

The immediate effect of the action increased the number of days that a spot tends to use acts, many adding an extra day of floor entertainment, according to present plans, as two nights would cost only \$8 per person as against \$5 for one night under the new scale. One spot that was using talent six nights a week, changing the show nightly, has gone to seven days of flesh with two-day stands, making longer engagements, steadier employment and more work for everybody. Few kicks were received.

Lionel Kaye, of the Amusement Booking Office, who has just added the Paradise Cave and the Bolero to his books, reports good prospects for acts here for fall, with many more spots to come in September. Acts that can play both theaters and night spots have the best opportunity.

Many acts have come into Detroit nearly broke and have been able to play several months, living inexpensively in an apartment (alho rents have recently taken a severe jump) and have been able to leave town in a second-hand car. No vaudeville people have been on local relief in years.

Sidewalk Chiselers Burn Licensed Boston Bookers

BOSTON, Aug. 15.—Hub bookers of night spots, restaurants and clubs are up in arms and to the point of climax over the wholesale busking and sidewalk booking system which has come to an aggravating stage within the last three months. Several emcees and entertainers in Boston are doing booking on the side against the licensed and bonded agencies and the Boston police department.

Complaints have been brought to the police commissioner's office, but the matter of formality and routine before investigation can be launched aggravates the situation.

Licensed and bonded agencies are asking themselves what protection a legitimate office has in conducting business and paying living wages. What use it is to expend hundreds of dollars to obtain a license and bond when chiselers muscle in and take what talent they want. Everything they make is velvet.

A critical situation is hovering over the Boston horizon, inasmuch as the period of license and bond renewal is close at hand. Some of the bookers feel that if the buskers are allowed to continue unmolested it is of no use to the legit agencies to part with their hard-earned money to obtain licenses and bonds.

El Chico Show in Theater

NEW YORK, Aug. 15.—Floor show of El Chico, New York Spanish night club, was the opening vaude attraction at the new combination house which was opened Thursday (13) by Fernando Luis. House is the Teatro Cervantes at 116th street and Fifth avenue.

Vaude, mainly coming from native night spots in New York, will play the house, which is catering to the Spanish colony in the city. In addition to Spanish pictures, Spanish plays will be done.

Opening acts from El Chico included Celinda, classic dancer; Adelina Duran, flamenco dancer; Consuelo Moreno, singer, and Carlos Salazar, tenor.

NEW ORLEANS, Aug. 15.—The famous Hilton Sisters opened tonight at the Chez Paree in suburban New Orleans. Their contract is for two weeks with option.

Long Distance Booking

NEW YORK, Aug. 15.—Boy Fey, young English actor who sailed for London last week, has just been set to open at the French Casino, Miami. Opening date is January 18.

Handled by Miles Ingalls.

Salkin Signs Rapp; Sends Pollack East

CHICAGO, Aug. 15.—Leo B. Salkin, manager of the new Consolidated Radio Artists, Inc., office here, added three important bands to the Consolidated roster this week when he signed Barney Rapp and his New Englanders, currently at the Gibson Hotel, Cincinnati; Bob Chester, Detroit maestro, and Johnny Burkhardt's Band. Ben Pollack, who recently went under this office's banner, has been booked to open at the Atlantic City Steel Pier September 4 and marks the first Eastern placement by the local CRA office.

New Detroit Band Agency

DETROIT, Aug. 15.—A new orchestra booking office has been opened here by Duane Sawyer Musical Enterprises. Sawyer, one of the first musical broadcasters in the country over former Station WWB and for 20 years conductor of a musical school in Detroit, has formed the new organization in partnership with Bert Carey, who has been with Detroit theater and radio bands for over 10 years. New office will handle both local and name bands and is said to have established affiliations with prominent New York and Chicago offices not yet disclosed.

New Orleans Musicians' Recreational Center

NEW ORLEANS, Aug. 15.—Celebrating the fourth anniversary of the AFM Recreation Center at Mandeville, a nearby lake resort, more than 300 musicians with their families and friends held an all-day outing at the home this week. The center is said to be the only recreational home operated by a musical union in the country and is part of a program of Musicians' Mutual Protective Union, Local 174. G. Piptone is president of the local and in charge of the home.

Night Club Reviews

Riviera, Fort Lee, N. J.

Current show at Ben Marden's swell Hudson River night spot is in apt keeping with his past productions, involving a swell-looking chorus of both honkers and show girls and first-rate acts all down the line. Likewise the other items in the spot, the food and service—and, of course, the unexcelled view.

Chorus does its usual several numbers, with the costuming superb. One number, most of the clothing consisting of enormous heart-shaped hats, with a crimson lining on the under side, is particularly attractive.

Stand-out act is Estelle and LeRoy, ballroom team, who stopped the show at this catching and who do the same at most of the shows. A handsome-looking couple, with excellent technique and sock routines, team was forced to take an extra encore and then had to beg off. When the acts return for the bowoff house makes no bones about showing its preference for this turn. They could easily fit in a picture musical.

Another good act is Miriam Verna. She's a young and quite attractive girl, quite personable and a good hooper. From Europe comes George Martin, novelty act, who dresses his fingers with bits of ribbon and imitates various types of dancing—Russian, tap, ballet and the personality kid, entertaining and different.

Moved into the top spot to replace Joan Abbott, out after a few days in the lineup, is Jack Powell, trick drummer. His stick beating on anything and everything is a setup for night spots, where he works on tables, customers' hands, ash trays, silverware and the like. As usual his stint is genuinely amusing and he works to a good recep-

Vocalist Leading Knapp Ork

NEW YORK, Aug. 15.—Band conducted by the late Orville Knapp is now being conducted by Leighton Noble, formerly vocalist with the orchestra. Last night the band opened at the William Penn, Pittsburgh, booked by MCA.

In the fall George Olsen is taking over the orchestra.

Plan Circuit of Cabarets

AUBURN, Me., Aug. 15.—Sam Ruttenberg, Mickey Zallen and Milton Wheeler, who recently converted an old dance hall here into a Showboat, operating cabaret style, announced this week that they are planning a winter circuit of similar projects.

The Auburn spot is currently offering floor shows produced by Nan and Myles Bell and booked by Lew Orth, of the Boston Ross Prisco office. The spot, charging 35 cents admission, is drawing an average of 700 patrons nightly.

New Type Musical Score Invented by Frisco Men

OAKLAND, Cal., Aug. 15.—New type of musical score designed for use of control room men during dance band remotes has been perfected by Hal Girvin, ork leader at Sweet's ballroom here, and Phillip G. Lasky, of KSFO, San Francisco.

Score is arranged to clearly inform the monitor man as to the instrumentation of the orchestra, spots where various instruments are featured and other essential points which he, thru lack of musical knowledge, may not take into consideration. With this score to aid, the control man needs only a sense of rhythm, according to Girvin. The new system, which is being used by KSFO in its remotes from Sweet's, is said to be an aid to overcome the danger of killing dance band individuality.

Calif. Operators Convene

SAN FRANCISCO, Aug. 15.—Important matters of legislation and proposed referendum matters on the November election ballot, seriously affecting their industry and business plans for the future, will be discussed by members of the Tavern Owners Association of California, when they convene in the Palace Hotel here today, in a one-day session.

tion. Miss Abbott was in at the show caught, leaving after that evening (Wednesday). Her brand of song shouting didn't seem to hit so well.

Productions of this nature constitute a major reason why Marden's spot is one of the accepted leaders in local night-spot standards.

Franken.

Colosimo's, Chicago

This popular Southside cafe, long a favorite meeting place for lovers of good food, has an entertaining floor show to accompany its excellent cuisine. Headed by "Peaches" Strange and emceed by Raynor Lehr, the show moves along in lively fashion. Visits to this spot are made more pleasant by the affable and courteous Paul Bergamini, who acts as host for owner Mike Poston. Bob Tinsley's orchestra of seven pieces occupies the band stand.

The chorus of eight opened the show with a number in legs and were followed by The Duffins, a boy and a girl, who did a knockabout comedy dance called *Amateur Night*. Rex Cushing, baritone, did *I'm Falling in Love With Someone*, *Ranger Song* and *Old Man River* and left a hit. Del Ohrel was next with a dandy acrobatic control routine done on a high drum and finished on the floor with a cross leg split. Big hand. The chorus returned for an effective Hawaiian number.

Wilma Novak sang *Memories of You* with a musical saw effect on one of the choruses and then did a hotcha dance and a lowdown shim sham shimmy. Eileen George, prima donna, sang a selection from *The Firefly*, *Song of Love and Alone* and left to a resounding hand. Raynor Lehr then took the (See NIGHT CLUB on opposite page)

Northern Ohio Biz Good This Summer

CANTON, O., Aug. 15.—The usual summer lull in night spot business in this district is obviously lacking this year. According to a recent survey, there is just as much talent being booked into Northern Ohio spots now as there was last winter, operators making no attempt to curtail floor show offerings, although the summer has been exceptionally hot and arid and plenty of competition is being offered by the Great Lakes Exposition in Cleveland.

The Hofbrau, one of the ace spots hereabouts, brought the Personality Girls back for two more weeks and they clicked as usual. Otto Engleman continues to emcee the spot and Lillian Myers is blues-singing. The Torch Club continues to change its floor bill weekly and seems to thrive on the policy. *Rainbow Revue* is current. The Tuna Cafe, in downtown Canton, has Nina Montez, show dancer, as a feature and Billy Kent emcee; Subway Gardens has not deviated from its weekly floor show policy, at present offering the Puddy Twins, Fay Warren, Paddy and O'Dare; Rex Sax, the one-man band, and Jack Myers, emcee; Moret and Brita, dancers, and Evelyn Rena, bubble, fan and veil artiste, head the new show at the Riato, while Larry Vincent remains as emcee.

Warners To Plug 21 of Their Best

NEW YORK, Aug. 15.—With the return of Warner Bros. and the firm's many music publishing subsidiaries to ASCAP a schedule of activities in the way of song exploitation has been announced. Twenty-one numbers, mostly from the score of various talkies, are in line for individual and collective "plugging."

The Witmark list includes *My Kingdom for a Kiss*, by Harry Warren and Al Dubin, from *Hearts Divided*; *Thru the Courtesy of Love* and *You on My Mind*, by Jack Scholl and M. K. Jerome, and *Papa Tree-Top Tall*, a Hoagy Carmichael and Stanly Adams effort. Remick will direct attention to *I'll Sing You a Thousand Love Songs*, and *Coney Island*, from Cain and Mabel; *Boy Meets Girl*, *Sing a Song of Nonsense*, *Don't Kiss Me Good Night* and *Don't Give Up the Ship*, official U. S. Naval Academy song, authored and composed by Warren and Lubin.

Harms, Inc., will concentrate on *Fancy Meeting You, In Your Quiet Way*, from *Stage Struck*, by E. Y. Harburg and Harold Arden. Also the Sam M. Lewis and Peter De Rose effusion, *Half of Me*, without a film tieup. T. B. Harms is banking on the established Jerome Kern melodies from the cinema as well as the stage version of *Show Boat*. Two other numbers which look promising are *Close to Me* and *Maria*, the new Continental hit credited to Desmond Carter and Tibor Barot.

Mildred Mondson Returns

NEW YORK, Aug. 15.—Mildred Mondson, radio singer who was forced out of the Rainbow Room because of illness last April, goes back in Wednesday (19). Overwork caused a throat strain, it is said, with the girl temporarily losing her voice.

Button Button, Who's the Leader?

PHILADELPHIA, Aug. 15.—Most dance orchestras never know where their next job is coming from. Larry Funk's band members who recently opened at the Arcadia International House never know where their next leader is coming from.

Ork was originally fronted by Willard Alexander, who left the band biz to go with the Music Corporation of America, turning the boys over to Buddy Rogers. With Hollywood calling the flicker front, Gene Marvey was called upon to enhance his vocalizing with wand waving calliothes and toured the tooters. Stick was next turned over to Phil Scott for a Point Pleasant post and now Larry Funk came down from Boston to take them over for the Philly stop.

Musicians are now musing over the fact that another pix player is being grounded as their new down-beat giver.

Frederick Brothers Having Busy Season

CINCINNATI, Aug. 15.—L. A. Frederick, president and head of the Kansas City office of Frederick Brothers Music Corporation, and Fred Williamson, of that firm's Cleveland office, bringing an extensive Midwestern tour to a close, announced here last week that they have signed nine more bands to their books and are planning to open a new office in the very near future. Location of the branch has not been decided upon as yet.

The Frederick office has had a busy summer season and at present is booking the following organizations: Jess Hawkins; Little Joe Harth, formerly novelty artist with Ace Brigade, Don Pedro and other bands, opening O. K. Parr's Rainbow Ballroom in Denver on September 12; Orin Tucker, who follows Carl Moore into the new Blossom Heath in Buffalo on August 22; Wally Stoedter, now at the Totem Pole in Boston and set for the balance of the season at Kenwood Park, beginning August 21; Tom Gentry, located for the summer at Walled Lake, Michigan; Dan Murphy, opening late this month at Forest Park Highlands, St. Louis; Milo Stelt, filling an indefinite engagement at the Brown Palace in Denver; Frank Waterhouse, set for the summer and doing very well at Eddie Ott's Broadmoor Country Club, Denver; Howard Fordham, now in his third month at the Southern Manston Supper Club in Kansas City, and Ralph Webster, completing his fourth month at Puritas Springs Park, Cleveland. The Fredericks will book all musical attractions into Euclid Beach Park, Cleveland, for the balance of the summer.

New Terrace Room Show

CHICAGO, Aug. 15.—Leonard Hicks, managing director of the Hotel Morrison, has gathered together what he declares is an all-star floor show for the start of the fall season on September 17. Ted Pio-Rito and his famous orchestra will be the big attraction, and the show will include Muzzy Marcelino, pep and personality vocalist; Stanley Hickman, the Three Debutantes, harmonizing trio, and a number of other artists to be announced later.

Bala-L'air Installs Beano

WORCESTER, Mass., Aug. 15.—Bal-a-lair, popular dance spot on the Boston-Worcester Turnpike, decided against trying to make a go of its indoor dance section and installed beano therein. The indoor section, used only on rainy nights when dancing under the stars was impractical, was never very appealing to the dance fans and on wet nights the place was virtually empty.

PUBLIC ENEMIES OF THE NIGHT CLUBS

By GEORGE LIBBY

Watch for This in
The Fall Special
Of The Billboard

Robin Sisters at College Inn

CHICAGO, Aug. 15.—Margot and Libby Robin, sister team, who turned from toe dancing to become impersonators of movie stars, are newest addition to the entertainment lineup at the College Inn of the Hotel Sherman. These girls give remarkably true caricatures of Greta Garbo, Mae West, Katharine Hepburn and Zasu Pitts.

Sun Booking Red Gables

DETROIT, Aug. 15.—R. C. Criswell's Red Gables, prominent Indianapolis spot, has been added to the books of the Gus Sun Detroit office. Val Campbell is handling the booking from Detroit.

Peggy Eames' N. E. Tour

BOSTON, Aug. 15.—Charles F. Barrett, artist representative, who books night club and restaurant spots for the Ross Frisco office here, is exclusively handling Peggy Eames and her *Hollywood Revue*, a company of 18 people, on a New England tour. Miss Eames is the original Peggy of the Hal Roach Our Gang comedies.

Berkeley Bans Night Spots

BERKELEY, Calif., Aug. 15.—Because of the action of the Berkeley city council this town will be the only one in the Bay Region without night spots or cabarets. On recommendation of Chief of Police John A. Greening the council Tuesday passed an ordinance banning night spots and cabarets from the city and making it illegal to serve liquor or have entertainment at any commercial dancing establishment.

NIGHT CLUB—

(Continued from opposite page)

spot, sang a song and did any kind of a dance the audience called for, but the highlight of the act was his satirical imitation of a burlesque strip dancer that brought down the house. Was a hit. Brought on a colored boy for more tap dancing and then the chorus and Rex Cushing performed preceding the appearance of "Peaches," whose shimmy specialty is in a class by itself. She not

only looked like a dish of raspberry jello in her flimsy gown but shook like one as well. Ended her bit with a strip and was backed up by the chorus in nude poses for the finale. Morgan.

Yacht Club, New York

This is now the wonder spot of the so-called intimate clubs in the city. It's on the map and giving its dozen or so competitors a run for their money. Credit for this goes to the over-night sensations, Jackson, Irving and Reeve.

Using the old Jackson and Durante style, this new combo is a honey of a slam-bang nutty comedy act. Its fast pace, its intimate style and loud vulgarly make it perfect for this sort of night club. Outstanding is Val Irving, who is really a riot. He works as a goody idiot who can sling the ad lib. remarks right and left while partners Cy Reeve and Eddie Jackson hit him on the head and otherwise express wonder and chagrin. Reeve is a swell hooper, too, while Jackson does the singing and strutting. The act is built around Irving, with the other two boys cleverly building him up.

The rest of the show is full of real talent. Johnny and George, colored piano and singing team, recently in Europe, are grand. The singer has an unusually expressive voice, swell for popular and spicy numbers. Pianist also sings, his voice blending perfectly with his partner's. A superb night spot combo.

The two Hale Sisters, redheads, are above-average entertainers. They sing in snappy style and then offer hotche wiggle and tap dancing. Nice looking and pleasing personalities. Deane McKay, colored singer, who accompanies herself on the piano, reveals a rich contralto voice that demands and gets attention. The Billy Lee band of four men accompanies the show and plays the dance sessions. It's a good combo.

See Kalmus opens here August 14. The Jackson, Irving and Reeve act has been signed for another 16 weeks, which is proof enough of its popularity. Denis.

Torch Club, Atlantic City

Cited this week by the Atlantic City Licensed Beverage Association for staging this city's best type show using legitimate acts and setting an example in night club ethics, Lou Shapiro's Torch Club is drawing capacity with a new edition of his "Anti-Nude Dealers."

Defying the popular but officially frowned upon trend toward hokum, nudity and strips, Shapiro continues his policy of offering standard acts. It is resulting in his getting the biz of the Boardwalk theatrical trade. Tracy, Gale and Leonard are current headliners. Show starts off with Barbara Keller in an acrobatic toe routine, followed by Joe Conlin piping pop numbers. Double tempo arrangement on *Stardust* stopped the show cold. Mary O'Rourke, former

chorine, follow with a number of vocals.

First of the features gets a nice hand in Dorothy Smith's hip-rhythm interpretations. Billed as "The Caucasian Calloway," she does the old snake-hip stuff in modern manner. Marie Austin baby voices 'em hot and swing with *Ise a-Muggin* and similar swing tunes.

Bebe Sherman is borrowed from Joe Quittner's Globe burlesque revue and carries off several good blues numbers, duplicating her Boardwalk success as the blues star of Quittner's show.

Al Gale really carries the entire show with his emceeing, ably supported in the trio act by Ben Tracy's excellent piano work and Max Leonard's hot vocalizing. With a wealth of dialect stories, fast repartee and impromptu gags, Gale holds the crowd and spotlight for a full hour. Frank Warren's Band backs up the revue in grand style. The show started clicking extra heavily following publication of verdict of ACLBA.

McMahon.

Cocoanut Grove, Boston

Abe Wolansky's floor show this week is of extremely good taste and proves that the best in night club talent is none too good for this Boston version of Cocoanut Grove. Variety is the nucleus from which the ensuing acts blossom.

Herbert Marsh and his orchestra, direct from an engagement at the Chateau, Nantasket Beach, create a melodic atmosphere of good music. Marsh is emcee and opens the show with Jack Morrissey doing original smart eccentric routines.

Terrah Noah, flaming red-headed looker, is next with a star-dust covered ball dance to *A Beautiful Lady in Blue*, sung by Marsh. Does nice footwork, is graceful and shapes well in her scrim drape. The Sells Brothers follow with comedy hoofing that earns good money slapping. Boys split off floor to *Glow Worm*.

Barbara Jason then takes the spotlight for some peachy warbling of *Sit Right Down and Write Myself a Letter*. She's a gal with plenty of looks and can sell a song to any reviewer's delight. Goes to town in encore with *When I'm With You*. The voice and the little lady, too, have much s. a.

Morrissey comes back with a series of clever chilly impersonations of Frankenstein, scarecrow on a corn field, a mechanical man and winds up to swell hand with a grim likeness of Lon Chaney as the Hunchback of Notre Dame. All are very okay. Noah returns for a bubble dance to *I've Been Blowing Bubbles*. Difficult backbend and pivots performed with the greatest of ease give this young gal a resounding hand. Sells Brothers closed the half-hour show with the *Skj Jumper's Nightmare*, a riotous affair performed on hoops. Lads do varied gyrations and stunts with skill. Do sock work with *Parade of the Wooden Soldiers* routine and then break into swing rhythm. Horse race between Jay and Lou Sells winds up their bit for a big hand. Paine.

Witmark

Presents

MY KINGDOM FOR A KISS

By Harry Warren and Al Dubin
From *HEARTS DIVIDED*

THRU' THE COURTESY OF LOVE YOU ON MY MIND

By Jack Schell and M. K. Jerome
From *LOU SPICER LOWDOWN*

PAPA TREE-TOP TALL

By Hoagy Carmichael and Stanly Adams

M. WITMARK and SONS
1250 6th Ave.
R.C.A. Bldg., N. Y. C.

Harms

Presents

FANCY MEETING YOU IN YOUR OWN QUIET WAY

CLOSE TO ME

By Sam M. Lewis and Peter De Rose

HARMS, Inc.
1250 6th Ave.
R.C.A. Bldg., N. Y.

Remick

Presents

I'LL SING YOU A THOUSAND LOVE SONGS

CONEY ISLAND
By Harry Warren and Al Dubin
From *CAIN and MARIE*

BOY MEETS GIRL

By Chat. Tobias and Sonny Fain

SING A SONG OF NONSENSE

(A Foster-Fall of Love)
By Hoagy Carmichael and Stanly Adams

DON'T KISS ME GOOD NIGHT

By Mack David and Geo. Meyer

DON'T GIVE UP THE SHIP

Original U. S. Naval Academy Song
By Warren and Dubin

REMICK MUSIC CORPORATION
1250 6th Ave., R.C.A. Bldg., N. Y.

T. B. Harms Co.

Presents

JEROME KERN'S

Renowned Score from
SHOW BOAT

OL' MAN RIVER

WHY DO I LOVE YOU
MAKE BELIEVE
CAN'T HELP LOVIN' THAT MAN
BILL
YOU ARE LOVE

LOVE—WHAT ARE YOU DOING TO MY HEART

The New Continental Sensation
By Desmond Carter and Tibor Seres

T. B. HARMS CO.
1250 6th Ave.
R.C.A. Bldg., N. Y.



NEW YORK
80 Rockefeller Plaza.
Telephone:
Columbus 5-3880.

CLEVELAND
Keith Theatre Bldg.,
Tele. Main 3454.

CHICAGO
32 W. Randolph St. Tele: Franklin 8300.
Booking World's Leading Radio and Dance
Orchestras.

"Dean of Sophisticated Swing"

BEN POLLACK
AND HIS ORCHESTRA

Now playing
Midway
Country
Club,
St. Louis.

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

Featuring the Mound City Blue Blowers.

RED MCKENZIE
AND HIS ORCHESTRA

Now
playing at
Brighton
Club,
N. J.

Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBC, Coast to Coast.

HARRY RESER
AND HIS CLIQUOT CLUB ESKIMOS

NOW
ON
TOUR.

Exc. Mgt.—Consolidated Radio Artists, Inc.

SHEILA BARRETT

NOW PLAYING
ARROWHEAD INN,
SARATOGA,
NEW YORK

Management — Charles Morrison

THEODORE and DENESHA ★★ ★★

SPECTACULAR ADAGIO

LATEST BALLROOM STYLISTS
NOW • CHEZ MAURICE, Montreal, Can.

SYLVITA FINA

Portraying Swaying Spain, Amorous Argentine, Colorful Cuba in Dance and Song.

46 West 64th St.
New York City

ZEB CARVER

and his Country Cousins
Comedy, Music, Singing, Dancing
VILLAGE BARN, NEW YORK, Indefinitely.

RAMON RAMOS
AND HIS CONTINENTAL ORCHESTRA

Now Playing
AMBASSADOR GARDENS
AMBASSADOR HOTEL, N. Y.

Now Playing Ben Marden's Riviera, Broadcasting WOR, Mutual Network.

IRVING AARONSON DANCE TOURS
AND HIS COMMANDERS

Exc. Mgt. Radio Orchestra Corp.,
1610 Broadway, New York City.

London Night Spots

LONDON, Aug. 8.—Majestic Hotel, Harrogate, probably the most exclusive resort outside of London's West End, has a great attraction in Lois and Jeanne Sterner, playing a week's engagement. Girls are personable blondes with loads of talent and unusual dance ability. Act wins added favor by reason of its costuming, orchestration and routine. Girls prove their versatility by changing their numbers at each performance.

Savoy Hotel, booked exclusive by Eric Wolfheim, has a trio of American acts hitting solidly. The Three Bittmorettes create a sensation with their whirlwind acrobatic act in which their speedy tumbling and other stunts are enhanced by expert showmanship; Briant, Rains and Young offer a new angle in adagio and

acrobatic dancing and register solidly; laughs come with the Arnaut Brothers' familiar but ever-welcome musical clowning and whistling.

Gene Sheldon, master pantomimist and banjo expert, is a comedy star at the Ritz, where he plays his last engagement in Europe.

Jeanne Devereaux, charming danseuse, is graceful and appealing in her excellent work at the Dorchester Hotel, where Glen Pope, American magician, also clicks plenty with an enjoyable and interest-absorbing act.

Darlene Walders, American acrobatic dancer, remains the most popular and successful of the younger school of club artists. Her splendid performances in London's exclusive night spots have won her contracts in British films and in a West End show.

Club Chatter

ESTELLE AND LEROY surprised everybody by upping and marrying last week, August 11 to be exact. The Three Rocketeers, who opened last week at Murray's Tuckahoe, N. Y., doubled the week before at Manhattan Beach and the Ho Ho Casino, Brooklyn. Jack Bertell set Eddie Garr and Miriam Graham for the Blossom Heath Inn, Detroit, starting on August 16 with Sophie Tucker going into the spot September 3. Babe Small went into the show at the Black Cat, Greenwich Village, last week. Benay Venuta is at the Riviera, Fort Lee, N. J., starting last week. Other changes due in the show there, soon. The Idlers are at the Versailles, New York, working for the luncheon and cocktail periods.

Beach Hotel, Chicago, booked by the Chicago Artists' Bureau. James Thompson, of Henschel-Thompson, Chicago, is emcee on the steamship South America, cruising between Chicago and Mackinac Island.

ALTHO GLADYS LAMB, ice-skating star, suffered a fractured rib in a fall on the Hotel New Yorker rink two weeks ago. It has not affected her nightly appearances in the hotel's Summer Terrace ice carnival. Gladys and partner, Norval Baptie, are working up a new routine to *The Winter Waltz*, in collaboration with Arthur Altman and Milton Ager. Orlando J. Delfino, better known as Del Rogers, press agent, booker and editor of a Northwestern Pennsylvania theatrical fan mag, is on a contacting jaunt to Philadelphia, New York, Atlantic City and near-by resorts. Woods and Bray, ballroom couple, are spending another summer, their fourth, at the popular Jack-o-Lantern Lodge at Eagle River, Wis. Previous to the Lantern engagement they had been playing leading Detroit spots. Ted Ljebing is moving from the Jack-o-Lantern to the Bismarck Hotel in Chicago.

THIS WEEK in Boston finds Billy Waldron of the local Ross Prisco office booking the Dutch Grill, Brockton, with Peter Chan, Chinese singer; Ethel Anderson and the Nugent Sisters, warblers; at The Barn, Salisbury Beach, Mass.; Nan Austin, blues; Peggy Eames, vocals and tap; Mary and Tommy, song and taps; Oscar Langford, song and dance, and Russ Howard, emcee; The Grotto, Revere, Mass.; Marlon Young and Marlon Walsh, songsters. Casa Madrid, Hyannis, Mass., reports largest business in its history. During prohibition the Cape Cod spot hit the headlines for publicity. Al Martin, of the Lou Walters Boston office, has booked Glover and LaMae, international ballroom dancers; Bobby Morse, blues, and Virginia Gibson, blues, into the Casa Madrid for this week. Abe Welansky, owner of the fashionable Coconut Grove in Boston, will close the doors on September 12 to make minor additions and renovations to the famed Carleature Bar, setting facilities and floor show appearance prior to the expectancy of a big winter. Charles Abbott, creator of the Senator Franklyn vaude unit, has affiliated with the Golden Amusement Agency, Boston, Lou Golden, head of the agency, reports best summer season since he's been in the amusement biz.

THE HONORABLE WU, Chinese stage and night spot entertainer, is in Hollywood to negotiate picture offers. Between film tests he is booked for two weeks at the Casanova Club, beginning Monday (17). Danny Dare has been signed to direct the fall show at Joe Moss' Hollywood Restaurant, New York. Now in Hollywood, he will fly east this week with several West Coast dancers who also go into the show. The Betty Bryden Office, Detroit, has just added the Club Continental, at Mount Morris, Mich., to its books. Opening bill this week features the Jordan Sisters and Art Mae. The Bryden office now has six weeks of out-of-town night spots.

ESTELLE TAYLOR was booked into the Coconut Grove in Chicago August 14 by Al Borde. Bernice Bucans opened a week earlier at the same spot. Collette and Barry, ballroom dancers, and Donato and Duano began indefinite engagements at the Edgewater Beach on August 7. After a lapse of nearly two years the Urban Roof of the William Penn Hotel in Pittsburgh has returned to floor bills as a regular feature. Opening show was headed by Paul Rosini, magician. Merrill Brothers and Sister played their first night club engagement August 3-15 at the Hofbrau Bavarian Village in Erie, Pa. Altho several other club engagements were offered them, fair dates will keep the act busy until late in the fall. Henry Lewis, clever emcee, is filling an indefinite engagement at the Fior d'Italia, a Modesto, Cal., roadhouse. Leslie Sisters, who have been confining their appearances to night clubs for several months, returned to theater work on August 16, opening in Atlanta with a unit set for the Southern Public houses.

IRIS RAY has joined the show at Jimmy Kelly's, New York. She's a dancer. Lee Wiley went into the Versailles, New York, this week. Clarence Robinson got in town last week from Europe. He'll stage the new revue at the Cotton Club, New York, which opens around September 15. Benny Davis and Fred Coots are writing the score, with Cab Calloway and his orchestra going in when the place opens. Corinna Mura has drawn a renewal at the Savoy Plaza, New York. Collette and Barry kept in close touch with the 1936 Olympics. Four years ago Barry represented Canada in the middle distance flat races. Freddy Gibson, blues singer of the Yankee Network, who closed recently at the Brown Derby in Boston, is in New York. May do either club or radio work. Frank Duncan has set Trixie LaMae and Frank Wallace for the Palms, Totoway, N. J. Irving Jacobs is now managing the Syracuse office of Jimmy Daley's Attractions. Jerry White, Gus Wicke, Fred Bishop and Paul Davin, the Gay Nineties quartet, have been renewed at that New York night spot by Bill Hardy. Galt Galt, magician, is in the new Versailles show. Kay Johnson has the feature spot in the new show at the Kit Kat, New York. The DeMarcos go into the Plaza Hotel, New York, late in September. Aunt Jemima (Tess Gardella), Joe and Betty Lee; Jean Lorraine, mimic, and Phil Ramano's Orchestra are at the Meadowbrook, a new Saratoga night spot.

the Harlem Express! Himself

JIMMIE LUNCEFORD
AND HIS ORCHESTRA

the new King of Syncopation

NOW ON TOUR IN NEW ENGLAND
Directed by:
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

14th Week
HOLLYWOOD RESTAURANT
NEW YORK.

THAIS

presenting her own original
dance creation,
"IN MEDITATION"
Pers. Mgt. LARRY SITTENBERG,
107 W. 45th St., New York City.

The Essence of
Tessie-Top
Dancing.

MADGE CARMYLE

Ultra Nudes Modernists
At NOMAD CLUB, Atlantic City, N. J.

Conway and Parks

Colorful Comedy Song and Dance Sensation,
13th WEEK—KIT KAT CLUB, N. Y.

BLANCHE ELLIOTT

Presenting Repertoire of Sensational New Dances

Permanent Address:
13 Hazel Place,
Lynbrook, N. Y.

DON HUGHIE MARVIN RAYE, PRINCE & CLARK

RETURN ENGAGEMENT, 24th WEEK.
PARK CENTRAL HOTEL, NEW YORK.
Mgt. CHAS. V. YATES, 1560 BROADWAY

The "ACE" of Units

BORDINE and CAROLE

SIX DANCING DARLINGS
Beautiful Girls—Gorgeous Costumes—Smart.
Fast and Spectacular—Plenty of Changes.
—Impertinence—
JIMMY DALEY ATTRACTIONS
11 No. Pearl St., Albany, N. Y.

BERT LYNN

The Musical Star of Earl Carroll's "Sketch Book"
Now featuring his new musical invention
The only **ELECTRIC VIBROLYNN** in the world
Management FRANK DUNCAN,
1560 Broadway, New York.

california's chatter box

DICK BUCKLEY

(mc)
now on tour

ENRICA and NOVELLO

DISTINGUISHED DANCERS!!!!
Hollywood Dinner Club, Galveston, Tex.

Grace Morgan

MUSICAL SATIRES

ON TOUR.
Address care Billboard, N. Y. C.

JAN RUBINI
 in person
 AND HIS
ROMANTIC
 DANCE AND CONCERT ORCHESTRA
 "MUSIC THAT THRILLS"
 Management
 CURTIS & ALLEN OFFICE,
 RKO Building, Radio City, N. Y.

PAUL ROBINSON
 The Ultra Modern
 HARMONICIST.

ESTELLE
 "DANCE STYLISTS" and
 NIGHTY DEN MARDENS
 RIVIERA,
 FT. LEE, N. J.
Le Roy
 M. R. H.
 "Queen of Rhythm"

BETTY REAL
 and her
RHYTHM
 The New Band Sensation!

★ Personal Rep. **ANDY PINE**, Care of Billboard, 1584 S'way, N. Y. C.
 ★ Available for Summer Engagements, Presenting Rhythm in the REAL Manner.

DICK DIXON The Romantic Tancer
 AND HIS AMBASSADEURS
 featuring PAUL PEGUE
 1815 WALK AT GLORIA PALACE, New York, N. Y.
 Mgt.—HARRY MOSE, 1619 E'way, N. Y. C.

garion bennett
 and
 500 Club
 Atlantic City, New Jersey

Dancers and Singers of Sophisticated Songs.
JEAN & JANE FARRAR
 22nd Week
 Club 1523 Locust,
 Philadelphia.

3 RACKET-CHEERS
STEVE-PETE-LOU
MERRY MAD-CAPS
 return engagement at
MURRAYS
 TUCKAHOE, N. Y.
 Bronx River Parkway
 doubling this week with
 HAROLD STERN, BRIGHTON BEACH

First Transcontinental Dance Tour!
FRANK and MILT
BRITTON BAND
 "NUTS TO YOU!"
 Under exclusive direction:
 WILLS ARTISTS, Inc., 789 7th Ave., N. Y. C.

Bands and Orchestras

WAYNE KING is vacationing in Los Angeles for a month with his wife and family. . . . **William J. Kennedy**, former national secretary of American Federation of Musicians, is looking over California for a permanent home. . . . **Benny Goodman** and the boys will remain at the Palomar, Los Angeles, another four weeks. . . . **Eddie Duchin** doing top business at Coconut Grove, Los Angeles, to be followed by **Henry King's** band August 17 for six weeks. **Duchin** returns east to his old stand at the New York Plaza after a tour of one-nights. . . . **Carl Grayson**, former singer in **Henry Busse's** orchestra, is being tested by Columbia Pictures.

LOUIS PRIMA and orchestra follow **Joe Sanders** into the Blackhawk Cafe, Chicago, about September 15. **Prima** is now at the Lookout House, Covington. . . . **Ed Dickler** and band are booked for Geauga Lake Park, near Cleveland, from August 24 thru Labor Day. **Combo** has just closed the Anchorage, Pittsburgh, for a string of one-nights. The rumored **Stid's** unit will reopen the Diamond Club, Wheeling, W. Va., after renovations have been completed there. **Spot curries** a WVVVA wire. . . . The **Two Seas** closed recently with the **Dickler** combo at the Towns Club, Wheeling. . . . **Duke Carlton's** music makers, after a 10-month run at the Club Nightingale, Wausau, Wis., are holding forth at Kaiser's Fernwood Resort, Minocqua, Wis. In the outfit are **Neil Garrity**, **Jack Crandall**, **Al Lasage**,

and **theater dates** at **Humboldt** and **Milan**, Tenn. **Memphis** proper, **Page** says, is just an electric-lighted graveyard, but the territory around the town is good for an outfit that can produce.

BARNEY RAPP and his New Englanders, playing a summer engagement at the Hotel Gibson, Cincinnati, last week signed a long-term contract with the Consolidated Radio Artists office. **Rapp** and band will remain at the Gibson until well into September, when they go on a short series of one-nights, followed by a Chicago hotel engagement. **Ruby Wright**, vocalist, continues to please **Gibson** patrons. . . . **Rud Rankin** and his **Casa Nova** outfit are filling an indefinite engagement at Edgewater Park in Celina, O. **Band** will continue to play Ohio resort spots for the balance of the season. . . . **Ted Weems** succeeded **Griff Williams** at the Triton, Chicago, on August 18. . . . **LeRoy Wilson** and band have replaced **Frankie Carl** at the Edgewood Inn, near Albany, N. Y. **Carl** and band, who held down the Edgewood spot for more than six months, moved to

SWING MUSIC AND THE ORCHESTRA MARKET

By GLEN GRAY

Watch for This in
 The Fall Special
 Of The Billboard

Music News

E. H. Morris, head of the Music Publishing Holding Company, accompanied by **Arthur S. Schwartz**, his assistant, leave for the Pacific Coast Tuesday, August 18. They stop over at Chicago before proceeding to their destination, Hollywood. The trip is for the purpose of opening three branch offices and engaging employees in the way of permanent representation. **Mr. Morris** will return east in about a week or so. On the other hand, **Mr. Schwartz** will remain west for an indefinite period, or as long as it takes to establish proper headquarters for his firm in California.

Leo Edwards and **Blanche Merrill** have assigned all the songs the pair wrote for a series of former **Ziegfeld Follies**. The numbers will be published in folio form by **Jack Mills**.

What promises to be another song contention is **The Organ Grinder's Swing**, published by the Exclusive Company and written by **Will Hudson** and **Irving Mills**. The work was inspired as a result. (See MUSIC NEWS on page 70)

Sheet-Music Leaders

(Week Ending August 15)

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; **Lyan & Healy**; **Carl Fischer, Inc.**; **Gamble Hinged Music Company** and **Western Book and Stationery Company**, of Chicago.

- | | |
|--|---|
| 1. These Foolish Things Remind Me of You (2) | 9. No Regrets (10) |
| 2. It's a Sin to Tell a Lie (1) | 10. Empty Saddles |
| 3. On the Beach at Ball Ball (3) | 11. Take My Heart (4) |
| 4. When I'm With You (8) | 12. You Can't Pull the Wool Over My Eyes (11) |
| 5. Rendezvous With a Dream (6) | 13. Crosspatch (15) |
| 6. Did I Remember? (7) | 14. Until the Real Thing Comes Along (14) |
| 7. Would You? (9) | 15. Shoe Shine Boy |
| 8. Glory of Love (5) | |

PHONOGRAPH RECORD best sellers will be found on page 77.

Dee Davis, **Bob Hansen** and **Carlton**, with **Dorothy Lee** on vocals. . . . **Andy Anderson** and his **Student Prince Orchestra**, 14 pieces, current feature at **Joyland Park**, Lexington Ky., are heard twice weekly over **WHAS**, Louisville, and nightly over **WLAP**, Lexington. . . . Following their week's run at **Coney Island**, Cincinnati, **Ace Brigade** and his **Virginians** will play a week of one-nights thru Pennsylvania before opening at **Enna Jettick Park**, Auburn, N. Y., August 24 for a three-week stay. . . . **Hughie Barrett**, with an augmented band, has opened an indefinite run at **Hollywood Restaurant**, North Tonawanda, N. Y. **Barrett** now carries 12 men and **Maxine Harding**, vocalist.

Caroga Lake, N. Y., for an indefinite engagement. . . . The six-piece **Purdians** orchestra, composed of **Purdue University** students, is currently playing a round-trip engagement on the **S. S. Normandie**. **Charles (Chuckie) Coe** directing.

MAURIE SHERMAN has signed a contract with **Leo B. Salkin**, Chicago manager of **Consolidated Radio Artists, Inc.**, and in the future will travel under the **CRA** banner. **Maurie** and his orchestra, now on one-nights, open for **Consolidated** at **Grande de Vista**, St. Joseph, Mich., August 19. . . . **Mark Fisher's** Band opens in the **Tullyho Room** of the **Medinah Club**, Chicago, August 20. . . . The **Texas Co-Eds** are being held over until September at the **La Fontaine Hotel**, Huntington, Ind. . . . **Al Willey** and his aggregation, current at the **Hotel Graham**, Speculator, N. Y., are slated to move into the **French Grotto**, Philadelphia, in September. . . . **Al Kavella** and orchestra closed their season at the **Urban Roof**, **William Penn Hotel**, Pittsburgh, August 15, being replaced by the outfit assembled by the late **Orville Knapp**. . . . **Eddie Atkins** and his crew are filling in at the **Chanticleer**, Millburn (See Bands and Orchestras on page 71)

CARL SCHREIBER, youthful orchestra leader at the **Ivanhoe Gardens**, Chicago, has been persuaded to take a screen test by **Frank Vincent**, Universal talent scout. **Schreiber's** **Ivanhoe** contract has seven more weeks to go. . . . **Jerry Johnson** and his music makers have completed their engagement at **Levaggi's Showboat**, **Asbury Park**, N. J., moved into **Convention Hall**, that city, until August 13, and are slated to begin a **New England** swing around the middle of the month. . . . **Berne Whitman** and his orchestra are featured at **Penn Hills Tavern**, **Analomink**, Pa. **Roster** includes **Russ Smith**, **Sheldon Newell**, **Benny Maggs**, **Walt Lockenbusch**, **Roy Seams** and **Charlie Rinehart**, with **Berne** himself on vocals. . . . **Kenny Fritz** and his **Penn State Campus Owls** are set until **Labor Day** at **Carmen's** (Formerly **Cleo's**) **Ballroom**, **Minisink Hills**, Pa. **Collegiate** personnel comprises **George Matrician**, **Jack Plato**, **James Cable**, **Russ Christman**, **Dill Pratt**, **Ken Hager**, **Joe Sturma**, **Doyle Holland** and **Harold Remaley**. . . . **Charlie Arm-**

ATTRACTIVE
 3 and 4 COLOR
DANCE AND ORCHESTRA POSTERS AND CARDS
 Oh! Boy! They Are Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x21 Window Cards; 200, \$1.00; 1,000 Paper, same, \$12.00. Cash with order. Special Bulk orders to order, \$12.00 up. Wire your order NOW, or write for sample. New Date Book and Price List.
CENTRAL SHOW PRINTING CO.
 WARREN CITY, IOWA.

Attention!

Floor Shows and Vaudeville Acts going thru Parkersburg, W. Va., stop at **BRASS RAIL** for 4 day-round engagements. No ham acts or tap dancers wanted. Illustration will pay dividends.

WANTED

Organized Grid Band or Musicians, High-Class Acts, Entertainers. Long season, sure salary. Send late photo. Tell what you can do. West Southern, answer. Write **E. ROBINSON**, care **Billboard**, Cincinnati, O.

WANTED

For Leading Ohio, Indiana and Kentucky Nite Clubs—Novelty Acts, Comedy, Ballroom Singers and Dancers, also two lines of six acts to open September 5. Mail photos and particulars. **JACK MIDDLETON THEATRICAL EXCHANGE** Cincinnati, O. 606 Bell Block

COLLETTE and BARRY
 Musical Comedy Dancers
 Currently at the Edgewater Beach Hotel, Chicago, Ill.

hughie barrett and his distinctive music
 featuring maxine harding
 now playing the hollywood tonawanda, new york
 For Open Dates Communicate Direct

News of the Week

The possibility that the 10-cent admission will be done away with in New York seems not unlikely, in view of the fact that a majority of affiliated and indie circuit chiefs agreed last week at the office of C. C. Moskowitz to abandon "early bird" admissions. Another confab is scheduled for August 19 or 23 and in the meantime efforts are being made to bring more theaters into the fold. As things now stand, the abolition of the bargain-price matinees will not affect theaters having children's prices or those theaters in which the admission remains constant throughout the day. Also at this writing none of the Broadway houses have been contacted. It is felt that many of leading ones, including the Music Hall, Capitol, State, Palace and others, will concur insofar as representatives of these theaters voted for the new plan at the meeting.

Gradwell Sears, new Warner general sales manager, last week announced the changes made in the setup of various Warner branches. Robert Moschrie is assistant to Sears; Roy Haines is district manager in the East, his territories being New York, Albany, New Haven and Boston; Robert Saelzler is Mid-Atlantic district manager in charge of Philadelphia and Washington; Ben Kalmenson, Central district manager, with territories in Buffalo, Pittsburgh, Detroit, Cincinnati and Cleveland; Leo Blank, Midwest district manager, with jurisdiction over Minneapolis, Milwaukee, Omaha, Des Moines, St. Louis and Indianapolis; Fred Jack, for the Southern district, embracing Kansas City, Oklahoma City, Dallas, New Orleans, Memphis, Atlanta and Charlotte; Jack Brewer, for the Far West, covering Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle; and Wolfe Cohen, for Canada.

Warners last week announced a net operating profit of \$2,554,772.43 for the 36 weeks ended May 30. This is about eight times as much as the profit accrued from the corresponding period last year after deducting the same charges, including federal taxes, amortization, etc. Earnings on the preferred stock are \$24.77 and 80 cents on the common.

According to Nell F. Agnew, Paramount general sales manager, his company is 25 per cent ahead of last year in its sales, there being something in the neighborhood of 5,200 accounts already sold for the coming season. Four thousand more accounts are expected.

Jack L. Warner, vice-president in charge of Warner production, upon his recent arrival from the Coast prior to his embarking for London, said that theater attendance within the last three months had increased one-third over corresponding periods during the last couple of years. He credited the improvement to the better quality of pictures.

Ted Toddy, for many years associated with Columbia and Universal Pictures, and James Guerin have organized a company producing under the name of Unusual Pictures. Patrick Carlyle has been signed as director, as well as the following technical staff: Assistant director, Ervin S. Goddard; editor, Diane Withers; research, Lillian Gaffney; recording, John Eilers; photography, Irving Akers; publicity, Byron Roberts. The first picture, *Polygammy*, is now in the cutting room and will be ready by September 1. The organization plans to give each picture a separate and distinct road-show campaign. Among the players contracted thus far are Charles (See NEWS OF THE WEEK on 4th col.)

THEATRE EQUIPMENT NEW & USED

MOVING PICTURES MACHINES, SOUND EQUIPMENT, SCREENS, THEATRE SEATS, CHAIRS, STAIRS, STAGE OFFICERS' SEAT, LAMP, TABLE, REFRIGERATOR, W. P. C. CEMENT, CONCRETE, STEEL, PORTLAND CEMENT, CEMENT, TERRAZZO, MARBLE LAMINATE AND STYRENE.

EMBRACING FOR THE THEATRE
WRITE FOR FREE CATALOG "B"

MOVIE SUPPLY COMPANY
345 S. WABASH AVE. CHICAGO, ILL.

WINDOW CARDS

We specialize in them in fact nothing but! Quick Service, Low Prices. Write for BIG FREE CATALOG, showing several hundred stock designs in color.

BOWER SHOW PRINT and FOWLER, INC.

"CHINA CLIPPER"

(WARNER)

TIME—88 minutes.

RELEASE DATE—August 22.

PLOT—An air pilot who sees Lindbergh land after his flight also sees a future in aviation. Therefore practically single-handed thru his singleness of purpose he builds up a big air line and conceives the idea of the transpacific service. Friends desert, he relinquishes love and lots of other things happen, but finally his harassed but loyal assistants make the flight just in time to maintain the franchise.

CAST—Pal O'Brien, Humphrey Bogart, Ross Alexander, Henry D. Walthall, Beverly Roberts, Marie Wilson, Joseph King, Joseph Crehan, Addison Richards and others. Some excellent performances.

DIRECTOR—Raymond Enright. Practically a miracle man for creating the suspense he does, what with the material.

AUTHOR—Story and screen play by Frank Wead. If Mr. Wead didn't write it, then the press agent for Pan-American Airlines did.

COMMENT—A history rather than a drama. And a history so recent that it becomes rather a press release.

APPEAL—You have to like aviation a lot in order to enjoy the film.

EXPLOITATION—Obvious. Pan-American should certainly help out in every way.

"HIS BROTHER'S WIFE"

(MGM)

TIME—83 minutes.

RELEASE DATE—August 7.

PRODUCER—Lawrence Weingarten.

PLOT—Chris Claybourne, a combination of scientist and playboy, falls in love with Rita, a girl of questionable character. He is dissuaded from marrying her by his brother, who reminds him of the grandeur of the family name and the fact that he must soon leave for South America, where an epidemic is raging. Chris is convinced and leaves, but soon returns for one look at his lady love and finds she has married his great-uncle's brother for revenge. Chris is still in love, evidently, and persuades her to go back to his research lab in the jungle with him. When word arrives that Brother Claybourne is acting human again, Chris tells Rita to scram, which is his way of getting even. But instead she inoculates herself with the dread virus and Chris cures her, thereby making his reputation. Love triumphant.

CAST—Barbara Stanwyck, Robert Taylor, Jean Hersholt, Joseph Calleia, John Kildredge and others. Unconvincing portrayals by leading players.

DIRECTOR—W. S. Van Dyke. Lapsed in this one.

AUTHORS—Original story by George Auerbach. Screen play by Leon Gordon and John Meehan.

COMMENT—An oddie, inadequate in both story and characterization.

APPEAL—Doesn't get out of the duals.

EXPLOITATION—Pattern set by *Arrounith* and many others.

Film Consensus

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

Name	Favorable	Unfavorable	No Opinion	Comment
<i>The Road to Glory</i> (20-Fox)	15	0	3	"Magnificent."— <i>Hollywood Reporter</i> . "Gripping."— <i>Box Office</i> .
<i>The Devil Doll</i> (MGM)	16	1	2	"Strikingly out of the ordinary."— <i>MF Daily</i> . "Too fantastic."— <i>Harrison's Reports</i> .
<i>Three Cheers for Love</i> (Paramount)	2	9	8	"Dismaying program picture."— <i>Film Daily</i> . "Mildly entertaining."— <i>Harrison's Reports</i> .
<i>I Was a Captive of Nazi Germany</i> (Malvina) ..	3	3	6	"Muffed."— <i>Variety</i> . "Singularly moving."— <i>Post</i> .
<i>Bengal Tiger</i> (Warner)	6	5	10	"First rate action picture."— <i>Film Daily</i> . "Strong drama."— <i>Showmen's Trade Review</i> .
<i>Grand Jury</i> (Radio)	4	6	8	"Below par."— <i>Variety</i> . "We'll need help."— <i>Showmen's Trade Review</i> .
<i>Jailbreak</i> (Warner)	7	7	5	"A" level."— <i>Daily Variety</i> . "Far surpasses average program."— <i>Box Office</i> .
<i>The Final Hour</i> (Columbia)	3	4	10	"Cool summer mystery."— <i>Showmen's Trade Review</i> . "Fair entertainment."— <i>Film Daily</i> .
<i>The Idaho Kid</i> (Colony)	1	1	1	"Oddie."— <i>The Billboard</i> .
<i>The Cowboy and the Kid</i> ... (Universal)	0	2	2	"Flaps."— <i>The Billboard</i> .

Exhibitors' Organizations

MPTO and ITO of Philadelphia are to hold a meeting August 19 to try to determine the advisability of a merger. According to the present outlook, a union of the organizations is not considered unlikely. Two committees, one for each of the groups, will have power to tie the knot on August 20 if approval is forthcoming. The new organization, in the event one is formed, will be known as United MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware. Nobody will be barred from attaining membership except those who refuse to pay dues.

Allied Theaters of New Jersey, at the organization's regular meeting last week in the Hotel Lincoln, adopted a resolution attacking radio appearances by screen stars. Recently exhibitor organizations throughout the country have been condemning the practice, their claims being based on the fact that the drawing power of a screen star is built up thru the box office and that radio appearances can ultimately only detract from that power. According to Len Newbury, president, a protest was sent to the Hays office.

Allied of New Jersey also held a confab regarding plans for its forthcoming annual convention, which is slated for the Hotel Traymore, Atlantic City, beginning September 9.

Plans for establishing a single organization to take the place of the ITOA and TOCC of the New York area are progressing, according to the joint committee of four assigned to tackle the problem. However, it is not expected that any definite plans for the merger will take place for some time.

Last week the ITOA at its meeting held in the Hotel Astor, New York, discussed the much-talked-of elimination of "early bird" matinees and adoption of a 5 p.m. admission price. The organization feels that the move will be beneficial to the industry and thinks there will be no opposition within its membership. Clients already agreeable are Loew, RKO and Harry Brandt.

The 10-point trade-practice program of MPTOA, on which Ed Kuykendall, president, has been working for many months, seems to be making no dent at all in the plans of major distributors. Sales execs are busy with new contracts just as present and will leave for vacations, in many cases, immediately after the conclusion of business. Also Ed Kuykendall is out of town and probably will not get back to New York prior to Labor Day.

Last week approximately 100 Fox Mid-west exhibitors and theater men met at Excelsior Springs, Mo., the occasion being the association's annual convention. District Managers H. A. McClure and Pinkstein arranged the affair, and those scheduled to speak included: E. C. Rhoden, president; L. O. Hoag, in charge of real estate; L. E. Pope, of the purchasing department; Charles Shafer and Howard White, of the auditing department; and Ed Shanberg, Stanley Chambers, Roy Burford, Ray McLain, T. P. Davis, H. E. Jaymeson, D. S. Scann Lawler, Fred Soutter and Len Cox.

NEWS OF THE WEEK

(Continued from 1st col.)

Maurice, Ann Marlon, Bruce Wyndham and Frank Simms. Officers are at 6823 Santa Monica boulevard.

Remodeling of the old Halsted Theater, Chicago, which has been closed for several months, has begun with \$35,000 being spent to renovate from front to back. When the house reopens about August 28 it will be known as the Vain.

For the third time during the last 11 months Balaban & Katz, Chicago, announce a theater improvement. Work is scheduled to start within 60 days on a 1,500-seat theater at the northwest corner of Cermak road and Wesley avenue in Berwyn, a suburb of Chicago. The house, which was designed by Pereira & Pereira, is to have a streamlined exterior with all sharp corners eliminated. This is Balaban & Katz's second theater in Berwyn. They recently extensively remodeled their Berwyn Theater, a few blocks away from the new house.

"SECOND WIFE"

(RKO-RADIO)

TIME—59 minutes.

RELEASE DATE—August 21.

PLOT—Virginia marries Kenneth, a widower with a young son. In due time her condition becomes interesting, as the Latin says, and she becomes temperamental when Kenneth lets her go thru her ordeal alone in order to visit his son, who is dangerously ill in Switzerland. Returning, husband finds wife very cold to him while lending a willing ear to the blandishments of her old suitor, Dave Bennett. She is about to leave for Peru with Dave, but falls back to earth when latter insists her baby remain at home. Suddenly realizing how Kenneth felt about his son, she shows Dave the door and returns to her role as happy wife, going so far as to bring Kenneth Junior home from school to surprise his father, who, of course, happily emotes at the family gathering. Open the flood gates.

CAST—Gertrude Michael, a starchy-eyed second wife; Walter Abel, the husband in a difficult position; Erik Rhodes, the home-breaker, and Lee Van Atta, Emma Dunn and others. Stock stuff.

DIRECTOR—Edward Killy. An emotional piece which starts slow but finishes with not a dry eye in the house.

AUTHORS—Screen play by Thomas Lennon from the play *All the King's Men*, by Fulton Oursler.

COMMENT—For the ladies.

APPEAL—Ditto.

EXPLOITATION—Strictly a routine job.

"CHARLIE CHAN AT THE RACETRACK"

(20TH CENTURY-FOX)

TIME—70 minutes.

RELEASE DATE—August 7.

PLOT—The favorite loses an Australian race because it fouls another horse, and then later, on the boat to America, its trainer is killed because he suspected the operation of a betting ring and called Charlie Chan in on the case. Warning notes are sent around on the boat, and a fare coccus in which the favorite and another horse are switched. Chan finds out about it and manages to switch them back on the day of the Santa Anita Handicap, the right horse winning after various other difficulties. Chan gets the villains, of course, in the final reel.

CAST—Warner Oland, W. Kaye Luke, Alan Dinehart, Jonathan Hale, Gavin Muir, G. P. Huntley Jr., Frankie Coghlan Jr., W. Frankie Darrew, Helen Wood, Thomas Beck, Gloria Roy and others. Oland's well-known characterization still perfect. Others help in varying degrees.

DIRECTOR—H. Bruce Hamberstone. Intelligent job.

AUTHORS—Screen play by Robert Hills, Helen Logan and E. T. Lou, from a story by Lou Breslow and Saul Atkins. Above recent Chan average.

COMMENT—A reasonably intelligent mystifier, way above the clutching hand stuff that Chan's been wading thru recently.

APPEAL—Chan and mystery fans.

EXPLOITATION—Chan routine.

"TD GIVE MY LIFE"

(PARAMOUNT)

TIME—78 minutes.

RELEASE DATE—August 14.

PRODUCER—Richard A. Rowland.

PLOT—Niekie Elkins, employed by Buck Gordon, a racketeer, balks at killing a jockey who did not satisfactorily throw a horse race for Gordon. When Elkins threatens to quit his employ in order to marry Mary, a singer, and lead a decent life Gordon lets him into a secret, namely, that he, Elkins, is Gordon's son by Mrs. Bancroft, who is now the wife of the governor of the State. When Elkins was a child Gordon took him away from his mother and put him into a reform school to make him tough. And now that Governor Bancroft is making things hot for Gordon, the latter looks upon this juicy piece of scandal as his ace in the hole. Elkins, however, shoots his father before the damage is done and is sentenced to hang. Without Bancroft's knowledge the governor's mother staves the sentence and after a lot of emoting the truth comes out. Happy ending all around.

CAST—Sir Guy Standing, Frances Drake, Tom Brown, Janet Beecher and others. Acting spotty, but a few tense scenes nevertheless.

DIRECTOR—Egawa L. Mann. Fair tear-jerking job.

AUTHORS—Screen play by George O'Neill from the play *The Nose*, by H. H. Van Loan and William Mack.

COMMENT—An oldie pressed into service once more.

APPEAL—General. A fair dualler.

EXPLOITATION—Play up the social angle.

"36 HOURS TO KILL"

(20TH-FOX)

TIME—61 minutes.

RELEASE DATE—July 24.

PLOT—Public Enemy No. 1, believing he holds a winning sweepstakes ticket, decides to collect and boards a train for St. Louis. There he banks into a gal who is dodging a process server and they both bunk into a reporter. The reporter, however, is really a G man in disguise. (Oh, yeah!) Public Enemy, in making his getaway, takes the girl with him and locks her in a phony loony bin. But the brave G man gets there too and Public Enemy is bumped off by his own moll, whom he ain't done right by.

CAST—Brian Donlevy, Gloria Stuart, Douglas Powley, Isabel Jewell, Stepin Fetchit, Julius Tannen, Warren Hymer and others. Donlevy wasted, Stuart decorative. Powley tough till it hurts. Jewell, as usual, indulges in some pretty spacious pretending.

DIRECTOR—Eugene Ford. Routine.

AUTHORS—Screen play by Lou Breslow and John Patrick, from a story by W. R. Burnett. Ten-twenty-thirt.

COMMENT—Cops and robbers in the Boucault manner.

APPEAL—Children.

EXPLOITATION—Are the G men still good for another whirl?

"PEPPER"

(20TH CENTURY-FOX)

TIME—62 minutes.

RELEASE DATE—September 11.

PLOT—Pepper, a young tomboy, rounds up the kids of the neighborhood to raise 11-odd dollars to save Mrs. Donahue from being evicted from her dwelling. She puts the touch on Mr. Wilkes, an irritable millionaire who has an aversion to kids. Breaking thru a cordon of butlers, she makes Wilkes pay up at the point of a ripe tomato. The old boy is finally much taken with the girl, accompanies her to Coney Island, eats innumerable hot dogs, pays for them by washing dishes when his pocket is picked, and enjoys himself for the first time in years. Getting home, Wilkes is aided in stopping his daughter's marriage to a phony count by Pepper and her Uncle Ben. Latter, a decautery street cleaner who has worked at innumerable jobs, identifies the count as an embezzler. Gal faints but will evidently respond to the caresses of a nice-looking cop who has a habit of nabbing her for speeding. Etc.

CAST—Jane Withers, Irvin S. Cobb, Slim Summerville, Dean Jagger and others. Withers in one of those typically precocious parts. Support fair.

DIRECTOR—James Tilling. Pointed for the kid trade.

AUTHORS—Story by Jefferson Parker and Murray Roth; screen play by Lamar Trotti.

COMMENT—Doesn't quite make the upper brackets of the duels, but occasionally is good fun.

APPEAL—Limited.

EXPLOITATION—Work the names and some of the better shots.

"ACES AND EIGHTS"

(PURITAN)

TIME—63 minutes.

RELEASE DATE not given.

PLOT—Gentleman Tim Madigan, one of many gamblers picking up a livelihood in California during the gold rush days, uncorks a card sharp cheating Jose Hernandez, who is running thru his father's fortune. The cheat is subsequently killed, not by Jose, who fired at him, but by a hidden enemy, Morgan Tim, suspected of the murder, is caught by the sheriff but disarms the latter and returns his gun, thus persuading the gentleman to give him a few days' grace. Hiding out at the Hernandez ranch, Tim finds Morgan is spying the old man out of his property. With the prospect of the Hernandez family being dispossessed the next day, Tim, who has already renounced gambling, takes a few of the remaining Hernandez coins and goes to the Silver Dollar, where he wins the whole outfit. Final showdown occurs in Hernandez's ranch, where Tim, after a scuffle with Morgan, aids the sheriff in proving him guilty of murder. There is also a Juanita Hernandez who admires the Americano.

CAST—Tim McCoy, Luana Walters, Wheeler Oakman, Rex Lease and others. Good for a Western.

DIRECTOR—Sam Newfield. Picture doesn't carry thru its initial attempt at superior production, but is a fair affairs yarn nevertheless.

AUTHORS—Story by Arthur Durlan, edited by Joseph O'Donnell.

COMMENT—Makes the grade.

APPEAL—Will click with fans.

EXPLOITATION—McCoy routine.

"CRASH DONOVAN"

(UNIVERSAL)

TIME—55 minutes.

RELEASE DATE—July 26.

PLOT—Crash Donovan, see motorcycle rider with a circus, quits to join the highway patrol brigade. He falls in love with his pal's gal, and when his pal gets caught by a gang of smugglers and is in danger of being knocked off, rides down a hill in back of the house in which the gang is encamped, captures the gang and saves paisy-walsy. Then because he wants to be "tops in his field (love included)" he goes back to the show business.

CAST—Jack Holt, Nan Gray, John King, Eddie Acuff, Hugh Buckler, Ward Bond, Douglas Fowley, William Tannen. Holt sortright as usual. Gray average, with King promising. Acuff fairly amusing for comedy relief.

DIRECTOR—William Nigh. Well paced hoke job. But the payoff is at the graduation exercises of the cycle cops, when all stand up and sing a theme song that sounds as tho a Fuller-brush-man wrote it.

AUTHORS—Story by Harold Shumate. Screen play by Eugene Solow, Charles Grayson and Karl Detzer. Routine plot, but fairly well handled with a good amount of suspense. Training school scenes should be good for the lally.

COMMENT—Subject is new and Holt should bring in trade. Mainly for the neighborhoods, tho, as support. Can't stand alone.

APPEAL—Males, right down the line.

EXPLOITATION—Sell the works on how motorcycle cops happen; how they work; dare-devil riding scenes, etc.

"DOWN UNDER THE SEA"

(REPUBLIC)

TIME—62 minutes.

RELEASE DATE—August 25.

PLOT—All about the Greek-American deep-sea divers who dredge up sponges off the coast of Florida and who aren't supposed to encroach on the territory of the hookers, the guys who spear sponges from a boat. Captain of a divers' boat (he has a daughter) starts a young war by encroaching, and in it his best diver is killed because of his carelessness. The diver had been in love with the daughter, but now she's free to marry the real man of her choice, to whom her father had objected because he deserted diving in order to study law.

CAST—Russell Hardie, Ann Rutherford, Ben Lyon, Fritz Leibert, Irving Pichel, Vince Barnett and others. Fair enough.

DIRECTOR—Lewis D. Collins. His best work came in sandwiching in authentic scenes of the real diving colony in Florida. Scenically and from the standpoint of the under-seas shots it's an okeh effort.

AUTHORS—Based on an original by Eustace L. Adams, Welton Totman and William A. Ullman Jr. But the honors still go the sponges.

COMMENT—A nice traveling—but it would have been even nicer without the plot.

APPEAL—Under brackets.

EXPLOITATION—Sponge diving.

Indie Circuit Starts With 18 Weeks and Expecting 25

First show opens Friday in Chicago—18 weeks between East and West to be played in 19—other towns write Hirst for details—Hirst building cleaner shows

NEW YORK, Aug. 15.—The Independent Burlesque Circuit will get started this Friday, when its first show, *Vaniteasers*, opens at the Rialto, Chicago. Next Saturday two more shows will open, one at the Howard, Boston, and the other at the Gayety, Baltimore. According to Issy Hirst, head of the circuit, the circuit begins with 18 definite weeks to be played in 19 and there is every likelihood of the wheel turning up to 25 weeks by the end of September. Now that the West is linked with the East, Hirst has been receiving inquiries from other cities in the Midwest for details about the circuit, with the probable result that several of them will join up next month.

The show opening next Saturday in Baltimore will be *Hinda Wassau* and *Hinda Boffes*, while the Boston show will be *Scandlers*, with *Bonts Burns*. Hirst reveals that the shows will be of a cleaner standard this season, with only two strip women to a show. Furthermore that the entertainment value of the shows will be boosted by the inclusion of vaudeville acts into the units to contribute specialties.

As the circuit is laid out now, there will be 19 shows so far to go on tour and 18 weeks to be played with only a four-day open period. The houses on the circuit at present are the Trocadero, Philadelphia; Hudson, Union City; Howard, Boston; Gayety, Washington; Gayety, Baltimore; Pennsylvania one-nighters; Empire, Newark; Variety, Pittsburgh; Werba, Brooklyn; Republic here; Jacques, Waterbury, Conn.; Gayety, Buffalo; Rialto, Chicago; Gayety, Minneapolis; Empress, Kansas City; Garrick, St. Louis; Gayety, Detroit, and Roxy, Cleveland.

CHICAGO, Aug. 15.—Altho the Rialto here will take Independent Circuit road shows, they will be supplemented and built up to big shows. It is N. S. Berger's intention to dispatch Fred Clark and Chuck Gregory, his producer and dance director, to Pittsburgh weekly to catch the show that is routed into the Rialto, for the purpose of making any changes needed to build the show up to the Rialto standard. Shows coming here will be augmented by a Rialto cast, consisting of eight chorus girls, a talking woman, two comedians and a straight man. It is probable that Charles Country and Kenny Beenna will be retained here to bolster up the comedy end of all incoming shows, with Jack Buckley as straight. The trio have worked together for several years and are big favorites with local audiences.

Burly Back to Atlanta

ATLANTA, Aug. 15.—Atlanta Theater, dark for many months, is again to become home of permanent burlesque, opening August 20. Lessee is the Tri-State Theaters, Inc., of which Jack Kane, Indianapolis, is head. O. L. Freeman will be local manager. Theater is being remodeled and air-conditioned. Lessee is on a percentage basis.

WANTED

100 - CHORUS GIRLS - 100

Salary \$20.00. Burlesque People in All Lines for Our 5 Theaters

Comics, Straight Men, Juveniles with real voices. Also Dancers, Singles and Teams. 20 sensible women with good wardrobes. In answering state age, weight and height. People who have worked for me before, communicate. First show opens Saturday, August 22. Rehearsals now. Write or wire JACK KANE, Colonial Theater, Indianapolis, Ind.

WANTED • WANTED

Principals in All Lines for Road Shows and Stock Burlesque. Long Term Contracts. Best salaries paid.

PHONE—WIRE—WRITE—OR CALL

PHIL ROSENBERG,
Strand Theatre Building,
47th Street and Broadway, New York City.

Phone: CHic. 4-5245.

Midwest's Rotary Circuit

CHICAGO, Aug. 15.—Milton Schuster was appointed exclusive agent of a new three-house burlesque circuit, following a meeting in Detroit several days ago attended by managers of the theaters comprising the chain. The lineup consists of the National, Detroit, operated by David King and now managed by Gene Schiller, who succeeds Vic Travers; the Palace, Buffalo, operated by Dewey Michaels, and the Roxy, Toronto, operated by Lou Appleby. It is planned to keep the shows two weeks in each town.

Hirst-Madden Squabble

NEW YORK, Aug. 15.—Approached by Eddie Madden, co-partner of the Eltinge Theater here, Issy Hirst came near to acquiring Madden's 25 per cent interest in the house. The deal was practically set on three different occasions, progressing to the extent that a check was actually given Madden, but each time Madden reneged. Hirst has turned the matter over to his lawyer to see if Madden cannot be held to the deal.

Paying for Midnight

CLEVELAND, Aug. 15.—The Roxy Theater here, operated by Young Flanagan & Irons, agreed Thursday, in a conversation with the Burlesque Artists' Association, to pay for midnight shows. It will be a five-week trial, and if the house cannot operate that way, the BAA will go into a huddle with the operators to see what can be done. The Roxy is aligned with the six Midwestern houses, spokes of the Indie Circuit wheel, which signed up with the BAA last week.

Burlesque Reviews

Gaiety, New York

(Reviewed Wednesday Afternoon, Aug. 13)

This show at the Gaiety is probably the best the house has ever harbored; at least it's the best this reviewer has ever seen there. And it's a handliner from start to finish, running very smoothly in the snappy time of an hour and 22 minutes. Swell production, excellent talent, clever staging and tasteful choice of material. Enjoyed, too, by the good-sized first matinee attendance.

Nothing dominates the show, comedy scenes being just as plentiful as girl

numbers. That's swell, too, for it would be a shame to play down such able comics as Frank Silk, Tommy Raft and Gus Schilling. They're a riot at the art of provoking laughs, and it was very obvious that they were attempting to work clean. Of course, they strayed once in a while, but it was inoffensive. They dished out a lot of swell material, and in delivering it in their clever styles they made it all the more valuable.

Silk's long service in the field is evident when stacked up beside his younger successors, but they run him a swell race. Raft and Schilling would make a (See *BURLESQUE REVIEWS* on page 70)

Burly Briefs

JOHNNY KANE and Arthur Stimmel returned to New York last week from the Midwest, where they played for Dave King for six weeks at the National,

Detroit. . . Winnie Garrott, also at the National, is due in New York very soon. . . Murray Hertz is the new backstage doorman at the Gaiety, New York, having succeeded Al Cannon. . . Nadja, now at the Playhouse, Hollywood, got an offer from Dave Cohn to open September 11 at the Apollo, New York.

Bobbie Pegram, number producer, left the Palace, Buffalo, to return to the Gaiety, Minneapolis. . . Charles LaFord and Dorothy Dee are new principals at the Buffalo house, and Shotty McAllister and Stinky Fields were recent exits. . . Ann Gorin is spending a few weeks at the Al Somerby summer home in Cape Cod, Mass. . . N. S. Berger, Rialto, Chicago, operator, is now vacationing in San Francisco. . . Jack Beck showed up in New York last week with a heavy coat of tan acquired from a six-week vacation in Atlantic City.

MILTON SCHUSTER left for Buffalo last week to confer with Dewey Michaels, of the Palace Theater, Buffalo; George Schiller, of the National, Detroit, and Lou Appleby, of the Roxy, Toronto, who met there to discuss business in connection with the new Empire Burlesque Circuit. . . On his way back to Chicago he stopped off at Detroit and Cleveland. . . Peaches Strange is wowing them at Colosimo's Cafe, Chicago. . . Maxine DeShon and Sally O'Day are in their third week at the Rialto, Chicago. . . Billy Crooke closed (See *BURLY BRIEFS* on page 70)

U-Notes

By UNO

CLAUDE MATHIS, eccentric comic, who just closed after 18 months with Dalton's Follies on the Coast, opened at the Apollo, New York, Friday. Joe Papp and Bert Grant go in the following week.

SYLVIA, dancer, returned to New York from a two months' vacation spent in part at Onelida Lake, Sylvan Beach, N. Y. Where with her husband, John M. Brown, they were the guests of Gus Skinner, of carnival fame.

ED (8) DALY writes from Reading, Pa., that Dave Brodstein, one of the operators of the Orpheum there, is willing to play burlesque again providing the terms are agreeable.

DOROTHY DORR, older sister of Mimi Lynn, of the Eltinge, New York, is doing her accordion single at the President Hotel, Swan Lake, N. Y. She was at Jammie Kelly's Greenwich Village, New York, all last winter.

ANDOR NOVAK, formerly with the Shuberts, Earl Carroll and Ziegfeld, is the artist who drew all those caricatures of principals and chorines now adorning the front of the Republic, New York.

ROSE LaROSE taking up classical and ballet dancing in a near-by studio between strips and Oriental routines at the Republic, New York.

JACK HOWARD, former straight man with burlesque and legit shows, is now the walking delegate of the American Federation of Actors, New York.

JEAN CATON, held over for another week at the Republic, New York, took a screen test recently for the Warners. She's polishing up on her diction by reading plays.

JOEY FAYE returned to New York from Chicago August 9 to verify the story of his split with Jack Diamond after a three-year partnership. Faye's new teammate is Bert Grant, straight. Both due to open on the Indie Circuit soon. Diamond's partner is Ethel DeVoe, now at the Rialto, Chicago.

JO ANN DARE left the Apollo, New York, Saturday to vacation in the Catskills until September 10, when she returns to the Wilmas to start on a new 36-week contract.

LORRIE LaMONT, strip tease and straight principal, is co-featured with Honey Bee Keller and Harry (Hello Jake) (See *U-NOTES* on page 70)

NADJA

Now Featured in

"LIFE BEGINS AT MINSKY'S"

Hollywood Playhouse, Hollywood, Calif.

Specializing in Specialty Talent and Attractions for Burlesque.

STANLEY WOOLF

1697 B'way.—CO-lumbus 5-1116—N. Y. City
All New Faces.
The Pick of the Night Club Field.

PROFESSIONAL CARDS

SEE DAINTY **FLORRIE JOYCE**
THE TOPS—LIKE A ROLLS-ROYCE.

FAY TOBY

SOMETHING NEW IN STRIP-TEASE.
Season 1936-1937.

DANNY MORTON JUVENILE TENDR

Formerly Radio Connected. Now on His 8th Week at the Republic, New York.

CLAUDE MATHIS

EGGENTRIC COMEDIAN

Tab Tattles

BERT SOUTHERN, veteran b.-f. comic, has taken a leave of absence from Ches Davis' Chicago Folies to get in several weeks of fishing on Lake Herrington, near his home town—Danville, Ky. He will rejoin the Davis show early in September. . . . Bert, en route to Danville, stopped off at the tab desk Monday of last week. One of his first questions was in regard to his old friend, Charles (Slim) Vermont, who, it is rumored, died and was buried recently in the South. Seemingly, no one can be found to deny or verify the report. If any reader has any definite information on "Slim" Vermont, would appreciate if you would shoot it in to the column. We have had numerous inquiries recently asking if the rumors of Vermont's death were really true. . . . Al O. Barbee has closed with Owen Bennett's Jolly Jesters and is now at home in Columbus, Ga., where he expects to spend some time matching wits with the elusive members of the funny tribe. Bennett show had a very good run, Al says. . . . Phil Bernard is presenting his novelty turn on the Cushman Circuit for the second season. He is now with one of Ed Gardner's Units, current at the Alameda Theater, Mexico City, and slated to follow with a five weeks' tour of Mexican houses. . . . H. Kay Lewis' Hollywood Vanities, with Harlin Talbert in advance, is at present enjoying a brief vacation in Salmon, Ida., after concluding a successful swing thru California, Oregon, Washington, Idaho and Montana, playing schoolhouses, halls and theaters. Company will begin its fall tour in a few weeks.

THE THREE HICKS, formerly the Musical Delmonos, recently bumped into Alice and Eddie Loop and the quintet had a grand time gabbing over the old days, writes Art Wintz. "Wonder if anyone recalls," Wintz queries, "when the theater manager at New Castle, Pa., received a wire from Gus Sun saying: 'Have booked the Casting Campbells for the next bull.' Cluck, somewhat 'burned,' wired back: 'Don't send any more animal acts. They'll break my stage down!'" "How many of the boys and girls recall the 'charged chair' backstage at the Roanoke Theater, Roanoke, Va.," Art continues. "Also when Dan Collins' camel-back trunk 'disappeared down an elevator shaft?'" . . . Judy David, sec-

retary to F. A. Short, manager of Short's Musical Revue, rejoined the company at Pitkin, O., last week, after a three-week sojourn in New York. Manager Short recently purchased a new automobile and trailer. . . . The Walters is now holding forth with Harry Peole's tab at the Happy Hour Theater, Houston. . . . Jack Lord, veteran tabster, is laid up at his home, 800 Pallister avenue, Detroit, with a busted leg and is anxious to hear from his old friends in the business. Jack expects to be up and about by Labor Day. . . . Guy Johnson scribbles from his headquarters in Baltimore: "Glad to note that we're getting more news from the oldtimers. Now that we have the ball rolling along nicely, let's keep it up and find out where they all are."

HENRY H. LEUDERS has his two revues, Manhattan Vanities and Parisian Revels, working the fairs in Michigan, Ohio and Indiana. A girls' band, a 18-girl line, an emcee, prima donna and six vaude acts comprise each unit. Among the acts working for Leuders are Allen, Linda and Allen; the Kitalinos, St. Claire and O'Day, Franz and Fuller, McMahon and Adelaide, Ricardo and Enid, Silver King and Company, King and Gary, Lamont's Cockatoos, Bob Stanley and Company, the Calvins, Vic Purce, Mater and Barth and others. . . . Betty, Ray and Joel Mathis were recent arrivals in Houston. Ray and Joel stopped off there for an engagement at Harry Peole's Happy House Theater, while Betty continued on to her Fort Arthur home for a rest. . . . Harry Rowe, who recently returned from South America, is back on the Happy Hour staff. . . . Sid Marke, veteran Pittsburgh booker, has just returned from an extensive tour over the Tri-State territory where he lined up a number of houses for stage units. Marke reports that conditions in the tab field look bright in that area. Among shows Marke recently booked in that territory were Salie Childs' Parisian Folies and Ches Davis' Chicago Folies. . . . Solie Childs reports that his Parisian Folies is set until mid-September in the New England States. He is reported to be organizing a Chinese unit in which only Oriental acts will be used. . . . Jack G. Van spent most of last week in Pittsburgh, putting together a new show which is slated to break in in Atlanta. Cast lists 19 performers.

Police Raid Burly Show in Hollywood

HOLLYWOOD, Aug. 15.—Life Begins at Minsky's, in its second week at the

Playhouse, was raised after Monday's performance and 12 principals and the business manager were charged with staging an objectionable show. The principals were released under \$250 bail each and the manager was held under a \$500 bail. Show went on as usual the following night.

Group, it is understood, will plead not guilty and ask for jury trial, which will delay proceedings long enough to give the show three weeks more of cashing in on the publicity of the raid, which got big plays from every paper in town. Those arrested were Marie (Toots) Brawner, Marie Voe, Sunya Slane, Pat Farea, Dagmar Blair, Alice Kennedy, Nadja Grinke, Garrie Finnet, Brownia Sick, Floyd Halley, Benny Moore, Mike Sachs and Samuel Herzog. Latter is business manager.

Saranac Lake

By BETTY HUNTINGTON

Nils T. Granlund stopped here recently to visit his friend Fifi Klimas, who is a patient at the Lodge and formerly of the act known as the Four Klimas. N. T. O. was delighted to find Fifi doing so well and hopes to have the pleasure of booking her soon again. Sylvia Abbott was pleasantly surprised by a visit from her ma and pa, of Brooklyn, last week. They drove up with Mr. Levine, of the NVA New York office, and were his guests over the week-end. Mrs. James N. McCarthy has returned to New York after spending seven enjoyable weeks here at the Lodge with her daughter, Peggy McCarthy, a recent NVA patient.

L. Raymond Cox, the well-known magician, and his company of able assistants entertained the patients with their amazing tricks. Mr. Cox is an expert in the magic arts and we are indeed grateful to him and his company for a wonderful show.

Doris Connes and Garry (Enguire) Sitgreaves have both returned to the Lodge after successful first rib operations performed at the General Hospital by our NVA staff surgeon, Dr. W. Woodruff. Kitty (Smille) Vogelle, ex-NVA-er, who left a year ago to continue the cure at home, is back in town for a few weeks' vacation and checkup.

Dr. George Wilson celebrated another of his forgotten birthdays with a surprise party last week. He was presented with a beautiful lounging robe from the staff and patients. Dr. Wilson has put in many years of faithful service and has a host of friends both in and around Saranac Lake.

Please check your health to avoid "the cure" and write to those you know at Saranac Lake.

operation of Raymond Clancy, recreational director of Daytona Beach, Fla., will stage that city's first six-day water bicycle race.

"FUZZ" MOONEY would like to hear from Austy Dowdell and Tiny Hewitt thru this department.

Tidbits

By RICHARD S. KAPLAN, Attorney

Operators interested in conducting shows in West Virginia (which State passed an anti-endurance contest law last year) may get in touch with this writer for further information.

From all reports, the show now being conducted in Peoria, Ill., by Hal Ross and Charlie Hayden, will turn out to be one of the finest and most prosperous shows of the year. On a recent visit I was unable to come within half a block of the show, thus missing a chance to say hello to two of the finest operators in the game, because I was in a hurry to get to where I was going.

Belleville, Ill., is also enjoying splendid capacity audiences, which seems to prove that a show well run is well attended, and that the people of this country want endurance contests that are properly conducted.

Contestants throughout the country are (See TIDBITS on page 70)

CONTESTANTS

Am back in the business. Have several good spots, opening August 27.

Can use Good Contestants. Come or wire

PARK INN HOTEL
MASON CITY, IOWA

Remember my contestants always make good money.

CHAS. M. HAYDEN

IT'S WORTH WAITING FOR!

"POP" DUNLAP'S NEXT SPOT

Quoting September 3 another virgin spot where money is plentiful, and a Walkathon will be appointed. Only the best flash teams that can take it need apply.

"DON'T STOP TILL YOU DANCE A WINNER WITH POP"

AS USUAL \$2000.00
Prize Money and It's Always Paid.
Write or Wire
"POP" or DICK EDWARDS, Gen. Mgr.,
Walkathon, Clifton, N. J.

WANTED!

Fast, Flashy Sprint Teams that can take it for short Derby Contest under canvas. Contestants knowing Phil Murphy, Muggsy Hurley, Irv. Friedberg, Ferd Clifford, come on at once. Also Help in all lines. Scotty McBride wife. Also Frank Anton.

Show Open Saturday, August 22.

LARRY MATHEWS

Frederick Hotel, Frederick, Md.
A Virgin Spot with Plenty of Sponsors.

WALKATHON OPENING SEPT. 9th

VIRGIN SPOT—24-HOUR SHOW

WANT Flash Teams, high-class Contestants, also Endurance Teams. Good sponsors. \$2,000 prize money. One fall show. No agitators. No collect wires accepted. Emcees communicate. Bob Cole, Red Lang, Eddie Begley, communicate with

BARNEY WILLIAMS

Pino Point Casino, Newburgh, N. Y. Phone, Newburgh 1368.

WANTED CHORUS GIRLS NOVELTY ACTS

Must have for Stage Band, fast Juggling Act and READ Book Comedy Act. Behrman, Popcorn bar 2, Springfield, O. Long season for right people.

HARRISON KIMBALL
Arcade Hotel, Springfield, O.

24 SPECIALTY GIRLS

In Line, Three Producers, Comedians, Novelty Acts and Musicians.

M. M. MANSFIELD
524 W. Market St., Warren, O.

WANTED

See young Chorus Girls, those doing Numbers or Spectaculars given preference. Salary, \$18.00. Money fine. Long season. Freddie Jule and Dick act in town. Behrman Sunday, August 23.

COTTON WATTS
Rexy Theatre, Knoxville, Tenn.

WANTED

Novelty Acts strong enough to feature. Young, Chorus Girls Girls. Acts with cats white. Long season. Charles Roberts, Trotter wife at 6025 MANAGER, "42nd Street Rhapsody," Colonial Hotel, Wildwood, N. J.

Dorothea Antel

226 West 72d St., New York City.

BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS.

In Bored Apartments, 15 Locations and Original Cards to the Max, \$1.00.

Special Discount on Large Quantities. WRITE FOR PARTICULARS.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN.

198 City Tattersall Building, Pitt Street, Sydney.

Australian Office of THE BILLBOARD.

Endurance Shows

Conducted by ROGER LITTLEFORD JR.

Belleville Going Strong

BELLEVILLE, Ill., Aug. 15.—Contestants remaining in the endurance show here when it reached 1,224 hours last week included Ennoble Snider and Mary Thien, Lee Sullivan and Esther Stelcamp, Ann and Peewee Plenker, Len Augustine and Evelyn Stevenson and Bill Wuzet, solo.

The show, promoted by Tom Allen and Al Rauter, has Red Leinen as general manager; Austy Dowdell, Hal Brown and Joe Palacka, emcees; Mickey Brennan and Rennie Steele, floor judges.

VIOLA THOMPSON, of North Kansas City, Mo., is anxious to hear from Charlie Leeb.

LUCILLE TUCK GULLA and Ruth Booth, nurses, are visiting the Great Lakes Exposition in Cleveland before joining another show.

TIM HAMMACK info that Billy Steele may reach his dad at the Hotel Belleville, Belleville, Ill.

GEORGE WALKER and "Rubberlegs" Hagen are working Wilkes-Barre, Pa., night clubs at present. They would like to hear from Stan West, Billy Donovan, Bobbie Baker and Syl Riley.

DON KING, ex-contestant, now a band leader, opened recently at Clifton, N. J., with a fast, entertaining ork. Combo has

Al Brickley, blind pianist; Bucky Helmer and Cliff Palmer, saxes; Freddie Palmer and Charlie Cuthbert, brass; Roy Shuppard, bass, and King, director and drummer.

EDDIE COTTON writes from California that he is enjoying the captivating climate of that State and is really resting this summer. He would like to hear from Chuck Payne, King Brady, Ryan Brothers, Jimmy Ferenzi, Jimmy Perry, Jean King, Johnny Morgan and Ted Brown thru the Letter List.

SLIM HANSEN and Wiggles Royce, working Zeke Youngblood's Derby Show at Wildwood, N. J., would like to hear from Duke Hall, Ted Brown, Austy Dowdell, Nick Redding, Kelso Taylor and the Ryan Brothers.

PAUL, CHICAGO, former dare-devil and marathon participant, announced last week that he has perfected a new-style water bicycle and with the co-

California Players Are Losers in Fire

SMITHFIELD, Utah, Aug. 15.—California Players suffered a loss of more than \$2,000 when fire leveled their tent theater following a night performance here recently. No one was injured.

The tent burned to the ground in less than five minutes. Most of the wardrobe, stage props and furnishings were saved by the heroic efforts of the members of the cast, who were on hand at the first alarm. Local fire department arrived in time to save the trucks, benches and blues.

Company finished the week in the Smithfield High School. Arrangements have been made to finish the season in an open-air theater, using sidewalks only.

Cast comprises Mrs. W. C. Walters, Onda Walters, Bill Maronau, Michael Gaddis, Shirl Burnell, Harry Dean, Vern Stoner, Albert Phillips, Joe Crockett, Wain Goddard and W. C. Walters Jr.

Van Arnan's Barn Dance

LITTLETON, N. H., Aug. 15.—It looks like a hop-skip-and-jump thru New Hampshire and Vermont, then back to New York State.

Zelda Johnson, mentalist, was a visitor with her party at Damariscotta, Me. There was quite an exodus from the show last Sunday, Billy Hall, being near Lewiston, Me., made a trip home to spend a lazy day at his cottage on Lake Auburn. Lyle and Virginia drove to Rumford, Me., to be with the home-folks and came back to the show full of pork chops and corn. The writer made the trek to Old Orchard Beach for a o-o of that famed resort, and others deserted the lot for destinations un-named.

Douglas Hall, of Calgary, Alberta, drove on the lot last week for a surprise "hello" to Cecil Whynacht. This was the first time these two old friends had met in 26 years.

Mr. Mellor, whose first name we failed to retain, father of W. L. Mellor, president of Baker-Lockwood Tent and Awning Company, came on to see us at Bridgton, Me. His summer home, and again at Fryeburg, Me. An interesting gentleman whose buoyancy of spirit is a joy to behold. And he is justly proud of his son, W. L., who at the age of 36 heads one of the largest and most successful concerns of its kind in the country.

Donald Whitehouse took advantage of the show's being near the home of his uncle, Joseph Prescott, and his grandfather, Martin Whitehouse, recently, so he made the trip over to see the folks. Cookhouse showed a profit on the day he was away.

Harry (Playboy) LaToy holds on to his usual luck and continues to show a profit playing the bangtails, Carl (Betcha) Babcock hopes to trim the LaToy guy on the Sharkey-Louis battle.

"Sugar" Jordan, we believe, holds the championship as the "world's greatest sinner-upper." Sends regards to his friends on the Billroy Show.

Show-folk, whenever you are near you, pay us a visit. Always glad to welcome you. MACK D. PERGUSON.

GERTRUDE DION MAGILL, popular leading woman and character actress, was engaged to play the Helen Lowell role of Mrs. Fisher in George Kelly's comedy, *The Show-Off*, at the Rockbridge Theater, Carmel, N. Y., the week of August 3 and scored in fine style. The following week she appeared in support of Beverly Bayne in *Smith's Thrill*.

THE PRINCESS STOCK CO.

WANTS

Useful People in all lines for Tent, Two Persons, two Juvenile Male Musicians that double. Long season. Address E. C. WARD, care Princess Stock Co., Tipton, Mo.

Wanted Location

For Permanent Stock, to open October 1, organized company now starting. 10 in 30, comedy, vaudeville and Comedy Dramas. All last under Grand Theatre, Carson, N. Address KINSEY COMEDY CO., Box 48, Searsville, O.

WANTED

For COLLEY'S COMEDIANS, young General Business Team. Also young General Business Man, single. Preference of men 20-30, neat, clean, good looking. CAN BE Found at 4:30. If you double check say so. Also remember that doubles. I have the Drums. Long season South. Tiber if I know you. Tell it all and more about you get 4. Write me line to district. JAMES A. COLLEY, Colley's Comedians, Gainesboro, Tenn.

Rep Ripples

J. DOUG MORGAN-NEALE HELVEY Show, which is again operating under the combined Morgan and Helvey banners, is enjoying the best business the show has experienced since 1930, according to word received from J. Doug Morgan. Show recently worked Freeport, Ill., and, altho a pretty large city for a tent show, played to capacity business there, Morgan says. Featured with the show this season is Jimmie Martin, comedian.

TO ASSURE PUBLICATION news items received by The Billboard must bear a signature. Unsigned letters or those bearing a fictitious or anonymous signature are relegated to the waste basket.

MARJORIE (SHREWSBURY) MORSE played Ophelia in Uncle Tom's Cabin with Harley Sadler's show during its recent engagement in Dallas. Billy and Marjorie Morse are now located permanently in Dallas, where Billy is working at Hop Morse's bowling alley.

GLADYS JOHNSTONE and the kiddies are vacationing at her home in Louisiana, while Gil has been transferred to the Federal Theater Project in Dallas.

BATHING GIRL popularity contest, now an annual event with the Maurice Hopkins Players in Houston, has again proved a strong drawing card this season. Finals are slated to be held this week, with the first three winners getting an all-expense trip to the Dallas expo.

JAKE J. DISCH, veteran outdoor showman, has been playing Southern Wisconsin spots with a silent-picture version of Uncle Tom's Cabin to satisfactory results. It's a one-man outfit. Disch says, with himself serving as general agent, billposter, advance man, operator and track driver. The old-time ficker has been getting plenty of newspaper notices all along the line and Jake shoots us a few to prove it. Disch is now working the State with the Schenck-Louis fight pictures.

JEAN AND CARLOS HARVEY and June Winters joined the Clyde Davis Players at Volga City, Ia., last week. Played by the Benn Theatrical Agency, Chicago.

M. E. (SKIP) DEAN, of the M. & M. Show, says he's heading for some trout fishing in Western South Dakota. Also advises that Bush Burrichter, who has a memory for gags, both old and new, is now on the M. & M. roster.

SID LOVETT, brigade agent for Billroy's Comedians, was a visitor at the rep desk Friday of last week. He jumped in from Hamilton, O., where he and his crew plastered the town to herald the appearance of the show on the old fairgrounds these Thursday of this week (20). Billy Webbe and his gang can look for a host of Cincinnatians to make the 23-mile drive to Hamilton to catch the big show.

Boyes to Miss Lincoln, Neb.

LINCOLN, Neb., Aug. 18.—Chick Boyes Players will not make Lincoln this season, according to communication received from the show. It's the first season in three years that the show hasn't been spotted for a long stay on the West Lincoln lot. Reason is that it's busy on some lucrative fairs which will run up into fall. Boyes plans to come here early next season.

Bryant Troupe for Food Show

CINCINNATI, Aug. 15.—Bryant Showboat troupe, now in its eighth season at the foot of Lawrence street here, will transfer its activities from the floating theater to the Cincinnati Zoo as a headliner for the free entertainment program during the Pure Food and Health Exposition, August 28 thru September 7. Company will do two bills on the week—*Nurse* (the Beautiful Clock Model) and *Hearts of the Blue Ridge*. Plays will be augmented with five acts of vaudeville.

O. H. GLOBE has joined the Roy E. Hogan Circus Stock Company, working out of Springfield, Mo.

Dominion State Good To Brownie's Comedians

WEYERS CAVE, Va., Aug. 15.—The Old Dominion State has been very kind to Brownie's Comedians this summer. While business has not been of a sensational nature, it has been satisfactory. With the exception of a week of extremely hot weather, the weather has been ideal. The Shenandoah Valley, where the troupe is now playing, has had reasonable rains and the crops look mighty good. Paul Brown and Herbert Davis, owners of the show, expect to finish out the summer in this State.

Personnel of the show remains the same as at the opening. Mrs. Selma Brown, who has been ill at the Brown home in Newark, O., all season, is convalescing and is almost back to normal. Jimmy Brown, who gave up touping this season, is still connected with the stove laundry in Newark.

The company, which this season switched from a repertoire policy to one of talking pictures and vaudeville, has been meeting with success under the new setup. Apparently it has proved popular with the natives, too, judging from the box-office receipts.

Show hasn't lost a single night of the season so far, altho it has encountered several severe rains recently.

Kansas City Jottings

KANSAS CITY, Mo., Aug. 15.—Gus and Lucilia Loktee are said to have closed with Choate's Comedians in Illinois this week.

Adelle Carr recently joined the Jimmy Todd rotary stock show in Nebraska. Creston Wright left here recently to join the Morris-Davis Players in Nebraska.

Reported here that Tyler's Comedians are doing good business in Southern Missouri. The troupe will head for Arkansas and Texas soon for its share of the cotton money.

Mr. and Mrs. Harry Dunbar are in the village making preparations to open their circle in the early fall in North Dakota. The Dunbars have been vacationing nearly all summer.

Princess Stock Company, management of Ed C. Ward, has closed for reorganization. Almost an entirely new cast will be engaged for the opening, which is set for August 27.

George Roberson Players, who have been showing in Wisconsin nearly all summer, will invade Illinois next week.

Lorraine Little, leading woman, has departed for the West Coast.

Sheet Cross and Pat Hewitt have closed with the Christy Orchest Show. They were replaced by Farrell and Caprice, formerly with Jack Hart's Comedians.

Goody Godbey closed with the Toby Young Show recently and has joined an orchestra in Sodalia, Mo.

Jack O. Bell recently joined Sivers Comedy Company after closing with the Burke-Gordon Show in Illinois.

James Miller is closing with the Morris-Davis circle showing in Nebraska.

Toby Nord is said to be making tentative preparations for the opening of a circle stock soon to play the State of Washington.

Justus-Romain Show, after two weeks in Wyoming, returned to its regular Nebraska territory this week.

Sid and Ed Kingdon were in the city Sunday. They are with the Tip Tyler Show.

Verba Cross, who headed her own company in the Midwest for a number of years, was a recent visitor. She has been Western field organizer for the Curtis Publishing Company for the last two years.

George Courcelle, veteran orchestra leader, is now located in Hamilton, Mo., where he is in the sign business.

Ed Thardo, for many years with Harley Sadler, is now with the Roy E. Fox Players in Texas.

Shirley and Margie Anderson recently joined the Wallace Bruce Players, now showing fair dates in Kansas.

Helen Terry left recently for a trip to Los Angeles.

Carl and Jean Harvey recently joined the Clyde and Bea Davis Players in Iowa. Rain-Bo Players, management Frank Wicker, will discontinue on their Northern Minnesota circle soon to jump to their southern circle in the same State.

Scott's Comedians are now playing theaters in South Dakota.

Mr. and Mrs. Glen Harrison were recent visitors on the Henry Neale circle in Colorado.

Hal Stone Players will start playing

Stock Notes

ELMER KENYON, former head of the Carnegie Tech Players, Pittsburgh, is in London looking over the plays. He reports that D. Iden Payne's productions at the Stratford-on-Avon are enjoying great success.

RUTH GORDON, Broadway actress, made her first appearance last week at the Berkshire Playhouse, Stockbridge, Mass., in a revival of her comedy success, *A Church Mouse*. Richard Hale was featured in Miss Gordon's supporting company. Others in the cast were Lewis Martin, Whitner Bassel, Edmund George, Robert Allan and a new member, Dorothy Patgen.

VERNON CRANE, formerly with the Carnegie Tech Players, Pittsburgh, has been signed by Rowland Stebbins as assistant stage manager for the forthcoming Broadway spectacle *White Horse Inn*.

POLLY ROWLES, until recently with the Carnegie Tech Players in Pittsburgh, has been awarded a contract with Universal Players following screen tests on the Coast.

MARTIN FALLON has left the cast of *Murder in the Old Red Barn*, playing the Hotel Schenker, Pittsburgh, to try out for a part in Al Golden's *Miami Scheller*, which opens in New York September 24. Frances Tegel, heroine in the *Red Barn* production, has been ill and her part is being filled by Sybil Rava.

Community Players Close; Thomas Family Vacationing

MILFER, Mo., Aug. 15.—After a run of 76 consecutive weeks, O. W. (King) Thomas closed his Community Players following an engagement at the Old Settlers' Reunion here this week to take a several weeks' vacation with his family in the Rocky Mountains near Steamboat Springs, Colo. Thomas will reopen his show around the middle of September for his annual swing thru the cotton country of Lower Missouri.

Company played the Ozark region all summer and, despite the drought and heat, enjoyed satisfactory business. Thomas reports "Most of the shows in this territory have reported satisfactory business this season." Thomas says, "However, I understand that some of the smaller outfits have migrated into Tennessee, Kentucky and Illinois."

N. O. May Get Tent Stock

NEW ORLEANS, Aug. 15.—With New Orleans threatened to be without flesh of any kind this fall and winter, as the Tulane and Crescent theaters are doomed for razing, Joe Estes, prominent locally as press agent for movie circuits, announces that he intends to bring in stock to the Crescent City under canvas in the fall.

their contracted fair dates in Iowa next week.

Porter's Comedians, which plays California almost exclusively, will invade Nevada next week.

Roy Lewis is now sojourning at his home in Columbus, Neb. He will direct home-talent productions this fall and winter.

Mr. and Mrs. J. Richmond Roy have closed a 150-week engagement with the Princess Stock Company and are now sojourning in this city.

Ray and Leola Ewart, formerly with Toby Young's Comedians, have joined the Myers & Oswald Show, which opened recently in Kansas.

Don Marie has rejoined the Kennedy Sisters Stock in Corpus Christi to direct and play principal parts.

Mrs. Ruth Lindberg, of Scooby's Comedians, is at home at Sheffield, Ill., recuperating from a recent operation. She hopes to rejoin the troupe at an early date.

Don Null, who has been associated with Ed C. Ward, manager of the Princess Stock Company for several years, has severed his connection with Ward and will launch his own show under canvas at Remsen, Ia., August 19. Null purchased the Fred Reeds outfit. Plans are

(See KANSAS CITY on page 70)

Thru Sugar's Domino

The Broadway Beat

By SIDNEY HARRIS

George Spelvin, regular skipper of this column, is away on vacation, and New York staff members are alternating at column-filling. Mr. Spelvin returns with the next issue.

THIS is the time of the year when the boys in the Friars Club, in the too quiet atmosphere of agents' offices and in the eating places frequented by the gresspainters and temperancers talk about the return of vaudeville "next season." The prophecies are not very much different this year than they were last and the year before. But the prophets little realize that there is something more substantial to their talk than day-dreaming with sound. It is a fact that the big circuits are again conferring about the feasibility of re-installing stage shows in many of their houses. It is also a fact that most of the larger offices handling talent and attractions are making definite preparations for a season that they anticipate will be characterized by more real activity than any other since 1929.

The devastating effects of the double-feature policies and giveaways have something to do with the revival of interest in vaudeville as a policy to augment films. Perhaps there is something to the report, too, that the radio and film interests with their hands in the theater setup are coming to the realization that vaudeville is an important factor in digging up and developing new talent.

All in all, the situation is better than it has been for a long time. The outlook is wreathed in hope. One eventually is certain: The stage show situation will not be any worse than it was last year. Considering all the prophecies that have been made in the past regarding the writing of "Fibs" to the chapter of stage shows in amusement history, this alone would represent considerable progress. When an allegedly doomed patient is holding his own he has already succeeded in fooling the doctors and undertakers.

THE agent licensing system of the American Federation of Musicians is a measure taken to stem a tide that would have engulfed the music industry and dragged the musician down to the level of 49 years ago when his organization was struggling to take hold. When the licensing plan was launched not a single individual with the interests of the musician and show business at heart spoke above a whisper against it and its implications. It is our belief that all realized the desperate condition of the musician—a case of a man being choked by his own convulsive grip. Underselling was rampant. Few of the basic rules of the AFM, for which its leaders sweated and toiled for more than a generation, escaped being trampled down in the mad rush of musicians for an insufficiency of steady jobs. The AFM had to do something to save its neck; to insure the future of its members and, we add on our own, to prevent the amusement industry from discarding the average musician who stands up for what he considers his rights as a golden nuisance. The licensing system was a logical step. It got off to a good start. It has correlated within its supervision the worth-while talent handlers of the country and it has succeeded in bringing a certain degree of discipline into what was formerly a dog-eat-dog proposition.

The licensing system is basically sound. It points the finger of accusation against those who would continue to gnaw away at the vitals of an institution that has won a place in the world of labor for the average musician. It throws the spotlight on violations and abuses of fair rulings of the AFM. It provides for the elimination from the talent-trading ranks of men who chisel, steal and gyp. The licensing plan is worth many times more the trouble and expense the AFM went to in drafting it and finally putting it in motion. Yet we feel privileged to offer as our suggestion (now that the system has had a fair chance to test all of its parts) that certain changes can be made in the structure to the benefit of all who have any connection whatever with buying, selling and playing music.

Without boring our readers with long quotes from books of rules and regulations and sparing us, too, strenuous exertion on a hot day, we point out for the benefit of the AFM's licensing officials that the present disciplinary machine is slightly out of gear. It is so set up now that violations are encouraged. The three factors in a hand hooking—musicians, spot owners and agents—are brought together under one flag. It is obviously to their advantage to conspire to violate AFM rules in regard to hours, general conditions and salaries because detection would bring about ostracism for all three. With so much at stake for the three elements it might be argued that none of them would take any chances in regard to being a party to violations. But it simply doesn't work out that way. We feel that we are by no means making a sensational statement when we reveal that there is still underselling, although not quite as much as when the licensing system was still a dream. It is difficult for the AFM and its locals to detect underselling and similar evils because of the heavy penalties in store for all concerned if this is proved. Consequently, from our way of reasoning there is greater encouragement provided under the present system of supervision for three-way conspiracies than there was when the ax fell almost exclusively on the heads of the musicians in cases of detection.

We doubt whether it would make spies and sycophants of musicians if they were permitted to turn State's evidence. A musician who doesn't fear the wrath of the AFM leaders would be freer to talk about conditions; particularly if he were assured that reprisals on the part of agents and spot owners are impossible. As we understand it a musician may now squawk after he has played a job about violations without injury to his standing in the AFM. He should be permitted to do the squawking with impunity while he is on the job.

It is only thru a machine identical or similar to the licensing system that the AFM will be able to fortify its position as time goes on. But the rhythm of that machine must be attuned to the times. It must be improved, repaired and even renovated entirely in accordance with the trend of the business and the uncovering of practices that defeat the purpose of the system. One of the first items that should claim the attention of the AFM's licensing engineers is that of lessening the severity of penalties inflicted upon erring musicians. No matter how eloquent are the speeches, no matter how forceful the writings of those who maintain that the musician must obey to the letter the rules and regulations of his organization, in the final analysis the average musician—whether his hair is long or short, whether he plays first violin or second sax—is a feller trying to make a living. This is his most important concern. If his own organization interferes thru impractical rulings with his efforts to get three squares and a decent place to flop and even a few luxuries to which he has become accustomed, the instinct of self-preservation stirring within him will cause him to do many things against his best interests if the temptation is great and if taking a verboten job represents to him the difference between starving as a principled man and eating to his full as one who doesn't take too seriously a rule that cannot be enforced.

THERE would eventually result a powerful combine between the theater and screen on the one hand and radio on the other if an agreement could be consummated whereby the airwaves were bereft of entertainment during the peak hours of theater attendance. We doubt whether radio as represented by its moguls is eager to continue as opposition to theater entertainment. But it is faced with the demand of sponsors for time approximating the theater's best hours. All broadcasters, working together, could eliminate this sore spot by substituting sponsored programs to hours when listeners-in would be at home prepared to listen to the program. If not overlooked unreasonably the public can be educated to certain responses. If it were impossible to listen to an entertainment

(See SUGAR'S DOMINO on page 70)

NOT even two weeks at this writing since the writer returned from his vacation, and already all the good of a respite from the Main Stem has departed. One minute in the subway was enough to make the vacation a thing of the past. And now it's writing this column for the fair-haired Spelvin, but he's back on the job with the next issue. . . . More about the vacation: Even in the wilds of the Adirondacks Broadway was represented, one meeting such actor folks as Bob Hall, Shea and Raymond, Selma Marlowe, and, oh, yes, a producer too, Dave Bines. Yet they don't seem as trade-like in the great outdoors as they do before the footlights or in front of the Palace waiting wall.

Back from the country and making the rounds of vaude, one noticed that there will be more Follies units than Ziggy ever dreamed of. A few of them will be *Glorified Follies*, *Cuban Follies*, *Hollywood Follies* and *Centennial Follies*. And there'll be a goodly share of "swing" units, too, two of them to be *The King Goes Sailing* and *Of These I Sing*. The tops in unit stories for the new season was the report of a producer seeking to get Mary Astor to star in a unit to be labeled *Diaries of 1936*.

When *Three Cheers for Love* played the Roxy recently the house plastered Eleanor Whitney's name all over the place. Yet in seeking her name on the screen credits you'd have to look fast down the list of players. The buildup came because she's managed by Fanchon & Marco, which has an interest in the house. A pass-holding kid after seeing the Roxy show praised the theater to the sky to the pass giver. He topped it off by saying it was so cold there he had to roll his shirt-sleeves down.

This summer saw the vaude boys very athletic, with an expected number of casualties. Aside from the many indoor basketballs who developed acute cases of Charley-horse—Marvin Schenck, Sid Piermont et al.—more serious injuries were sustained by Paul Dempsey, Charlie Yates and Bill Howard. Dempsey's recovering from spinal injuries caused by tennis shoes on a wet pavement, Yates cracked up in a ball game, and Howard limped for a week while vacationing because of a badminton game. On his return he booked badminton players into Cleveland, realizing the game isn't as easy as it appears. Guess they'd better limit their athletics to pencil pushing and walking in and out of booking offices.

The Weinstock family in burlesque is having its troubles in bunches. It's Hollywood show, besides flopping, was pinched last Tuesday. Further trouble is the battle royal the family had with candy butchers at the Republic, the butchers having them into court. The family's former associates, the Minskys, are larked with a rumor that they'll take over a Chinese restaurant site for burly shows. Amazing thing about the burly field is its rapid progress and money-making potentialities while all other entertainment fields are just about getting by. Maybe vaude will enjoy a like awakening soon.

Take it away, Spelvin!

Chicago Chat

By NAT GREEN

OF COURSE somebody has to worry about affairs of state, the "dear people," the younger generation, and what not, but close inspection will reveal that most of the "workers" have an ax to grind, hence can't be taken too seriously. . . . Right now theater operators, hotel men and business men in general are too busy minding their own business—which, by the way, is the best in years—to pay much attention to the bugaboos that are being haunted to frighten them. . . . All is not right with the world—and never will be; but the men who, as Eugene Whitmore, editor of *American Business*, points out, persist in finding new things to make, old things to improve and who insist upon creating more jobs for willing workers, are the ones who are doing the most to bring back a measure of stability. . . . If we could ditch the fellows who (again quoting Whitmore) "have done little more than complain, balk and put sand in the gear boxes," the job would be a lot easier, but we have them with us in the theatrical world—from arrogant high moguls to just as arrogant small fry—in sufficient numbers to make the task difficult. . . . Maybe it's just as well that we have them; otherwise we might become too self-satisfied and sluggish to accomplish anything worthwhile. . . . Irritation stirs us to action; even may make us think, and that's an accomplishment!

What started us off on the foregoing tangent? . . . The heat, a paucity of ideas or the line of least resistance to fill this space—probably all three. . . . At any rate it's off our chest, the space is half filled and we have no fear of black cats. . . . "He's nuts," says a voice over my shoulder. . . . Oked, it's too hot to argue!

A Century of Progress ended nearly two years ago, but its office is still functioning—which is as practical a way as any to use up some of the profits. . . . At Williamson, NBC publicity chief, is one of the lucky sciffs fortunate enough to get away to the wilds of somewhere or other while the city bails. . . . These new miniature bowling games that have sprung into popularity must possess a real element of entertainment, for at one of the factories where they are made the firm's execs adjourn to the show-room when their day's work is done and spend hours rolling the balls. . . . Mike Barnes wired from Burlington, Ia., that the Barnes-Carruthers show, *Searing High*, did some real scoring there at the Tri-State Fair, setting an all-time record for grand-stand attendance. . . . George Troceth's annual picnic at his summer home on the Fox River was enjoyed by several score PECOC members and friends. . . . At Loma or on the tustrum George is a splendid entertainer. . . . Rowena Huber, whose costumes and illusions in Will Harris' *See Women* drew many compliments, has been signed by Myles Ingalls to produce hotel units for the International Theatrical Corporation, New York, so it looks as if she is going to reach those "bigger things" that were her goal!

Marlon Lewis, a 17-year-old lad from La Fayette, Ind., dropped in to see me today. . . . Although too young to join the CPA, he's a circus fan at heart and has been hitch-hiking around Illinois visiting makers of miniature circuses. . . . Alert, intelligent, he's the sort of material that will keep the real spirit of the circus alive. . . . One thing he wanted to do before leaving Chi was to see Harry Atwell, the old circus protog, who has nudged more circus celebs than any other living man.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

BOB WEILL and Gene Gordon will stage their fourth annual Piff-Puff-Poof at Fort Erie, Ont., September 5, 6 and 7. Writing under date of August 4, Weill says: "There have been rumors that there was not going to be a Piff-Puff-Poof this year. Well, take a glance at this stationery and then decide for yourself. We are going to have one that will be bigger and better than ever—no foolin'." Conclave headquarters will again be at the Mather Arms Hotel, Fort Erie. A banquet, followed by a gala program of magic at the high-school auditorium will be the opening night feature. Doc Burger, Cleveland, will do the emceeing. Included on the bill will be Bert York, Tom Bowyer, John Booth and others. The Sunday night party will be another highlight. Last year's registration numbered 60 and the boys expect to at least tie that figure this season.

DR. SAMUEL COX HOOKER'S famous collection of books on magic has been presented by his heirs to the Society of American Magicians' collection at the New York Public Library. The Hooker collection comprises nearly 1,000 books and pamphlets. Dr. Harry M. Lydenberg, director of the New York library, states that the Hooker collection will greatly aid in developing the institution's collection on magic, already considered one of the best in the world. Dr. Hooker, chemist and former director of the American Sugar Refining Company, died at his home in Brooklyn last October at the age of 71. He was one of the country's best-known amateur magicians. John Mulholland, editor of The Sphinx magazine, assisted in classifying the books in the Hooker collection for the library officials.

GROVER G. GEORGE (The Great George) is back at his headquarters in Zanerville, O., after three joyous weeks in camp 11 miles south of that city, where he demonstrated to his own satisfaction that he not only could catch but also had a ravenous appetite for Mustang River catfish and squeakers. His biggest catch was 22 inches long and George says it seemed like a whale. He is now making preparations for the fall season and Grover says his new attraction will be the biggest show he has ever taken out, with the possible exception of the fall of 1935, when, he says, he positively had a railroad baggage car filled to the roof. He is adding new assistants and his new personnel will number from 14 to 20 people. George is also adding a number of new effects, among them a version of the Maskelyne and Cook levitation.

MEL-ROY, who recently concluded what he describes as "our most successful season," began his fall tour at the Colorado Theater, Pueblo, Colo., August 15 with a long string of houses on the Fox, Westland and Gibraltar circuits to follow. Staff includes Mel-Roy, owner-manager; Mrs. Mel-Roy, treasurer; Henry Hudson Davis, general tour manager; Guy Merrill, assistant tour manager; L. L. Etchison, publicity; Olive Edith Fulton, secretary; Jack Clark, stage manager, and two assistants. All equipment, both stage and rolling, has been freshly painted.

MARVELO (Lester Lake) is a featured midair attraction at the Mercer County Fair being held this week at Collins, O. He is doing his fire act.

MAX HOLDFIN, whose magic shop on West 42d street, New York, is a popular hangout for magicians, is opening a second magic emporium in Boston August 22, with Herman Hanson, for a number of years right-hand man and understudy to Howard Thurston, in charge of the new spot.

DAI VERNON, one of the cleverest card men in the business, is now located in Colorado Springs, Colo.

C. THOMAS MAGRUM, youthful magician, is heading westward after a swing thru Michigan. Magrum recently enjoyed a pleasant visit with Noel Lester, who this season has his mystery attraction on the Mighty Sheesley Midway at the Ludington, Mich., Fair.

JOHN BOOTH, now featured at Terrace Gardens, Rochester, N. Y., recently had as a visitor at that spot Mrs. How-

ard Thurston. Laster is now in Buffalo, where her twin sister is seriously ill in a hospital.

MRS. HOWARD THURSTON announces that her late husband's dress suit will go to Tom Worthington, of Baltimore, for his magical museum.

S. S. GEORGE, of Somerville, Mass., notes that he has revived his magic and Punch and expects to go into action again soon, altho he will stick pretty close to Somerville for some time. George shows us a part of the artgavure section of a recent issue of The Boston Sunday Globe, wherein Harry Blackstone is depicted explaining the workings of four minor tricks.

UNDER THE NAME of the Great Grantley and Company, Lew Green and Kittle Marice are playing daytime park, fair and picnic dates in Indiana territory, presenting magic, comedy juggling and novelty acts. At nights they are a feature with the De Grace Hooser Comedy Company, a med show. "We would like to see notes in the column from 'Jagers', Argus, Felton, Stanley and Duke Stearns," Lew and Kitty write. They expect to return to the burlesque field in the fall.

PROP. EUGENE SONDA, mentalist, writes from Lewiston, Me., under date of August 8: "At last going along the 'rock-bound coast of Maine.' Saw Madame Zita in Old Orchard, Me. Doing nicely on pier. Business is splendid here, showing to several thousand daily. Fine people and good spenders in this vicinity. Will branch out in a new idea in mental acts this fall. Will tell the boys about it later. Have a wonderful vocal trio in the act now—George Perkins, Bob Marsh and Eddie Grau."

HENRY HAVILAND is now vacationing at Ocean City, Md., after a 10 weeks' run at Brooke Johns' Old Barn, night spot at Norbeck, Md., near Washington. He expects to open his new club season near Washington soon. Haviland recently caught Kilban, Philadelphia magick, playing the Ocean Casino, Ocean City. According to Haviland, Kilban is doing a nice line of magic.

KARMOX, magician, and Princess Zama, mentalist, are with the Cirque Fourtier at Douai, France.

SECOND ANNUAL PICNIC of the Keystone State Federation of Rings, I.H.M., held at Williams Grove Park, Mechanicsburg, Pa., August 9 under auspices of Ring No. 20, of Harrisburg, drew more than 100 magicians and guests. Charles J. (Colla) Jones, of Harrisburg, welcomed the visitors to his cottage at the park, where quoits and baseball featured the morning's activities. Mr. Fred Landrus and E. M. Engle starred in the quoit game. The men's baseball team conceded the game to the women. Afternoon show was attended by about 500 park visitors. Jones, with Fred Landrus assisting, acted as emcee. The following acts appeared: Amey Lockwood, of Lancaster; Mike Zerrance, Harrisburg; Frank Portillo, Washington, D. C., and William Campbell, Harrisburg. First prize was awarded to Mike Zerrance, second to William Campbell and third to Frank Portillo. The magicians held a brief memorial for the late Howard Thurston. Next State Federation meeting will be at Lancaster, Pa., October 23 and 24.

MORE THAN 200 MAOI and friends of the mystic art attended the 11th annual carnival and picnic of the Central States Magicians' Association, held Saturday and Sunday, August 8 and 9, at Canton, O. The Sunday program was held at near-by Meyers Lake Park, and Saturday's program was confined largely to the Hotel Courtland in downtown Canton. Charles E. (Baffles) Brush, of Canton, was in charge of the two-day gathering. Following registration the visiting magicians and their friends gathered for dinner at the Courtland Hotel, after which they exchanged tricks in the spacious hotel ballroom. First day of the meeting was brought to a close with a professional show in the roller rink at Meyers Lake Park. If Adrian Smith won first prize at the Saturday night show. Others on the Saturday night program were John



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

LOIS STILL—contralto heard on the air and also caught recently at the Continental Room in Stevens Hotel, Chicago, with Den Pollack's orchestra. Excellent rhythm singer, as well as an outstanding purveyor of straight ballads. Youthful, with fine appearance and a charming personality, she should fit excellently into a musical.

BERNICE AND JUDY SHAW—young acrobatic dancers caught last week at the Roxy, New York. Excellent acro work, all the more commendable since it impresses as bona fide dancing rather than a mere display of athletics. Difficult stunts, however, are included in the routines. Should click if spotted in a revue.

For VAUDE

GUS SCHILLING—comedian in burlesque, now in his second season as a performer, having previously

been a stage manager. Already he's one of the top-flight comics in the field. Has a natural flair for comedy, helped greatly by his appearance, and can also hoof nicely and clown thru a song. In the course of time he should develop even further. Could be groomed with profit for vaude.

ANTOINETTE SCHIAVONE—dancer in Billy Jackson's Midges Village, Coney Island. Known as Princess Antoinette. A beauty in miniature, perfectly formed, and a graceful and able hooper. Would be a sure click in vaude, particularly if surrounded with production in a flash of unit.

For FILMS

FIBBER MCGEE AND MOLLY—comedy team heard on the NBC Red network out of Chicago Mondays at 8 p.m. Consistently good delivery and crossfire, in a style that suggests plenty of physical comedy. Should be a natural for a series of shorts. Their vaude experience also helps plenty.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

W. E. CONDELL, formerly with the Al G. Field, John W. Vogel and other minstrels, is now residing in Houston.

GROVER C. BRADFORD announced in Richmond, Va., last week that he is organizing a minstrel troupe of 50 people, 35 men and 15 girls, to open at Conneaut Lake Park, Pa., September 5. His visit to Richmond was for the purpose of signing up Carl Mason (Garrett), Richmond boy, who was long identified as producing comedian of the Atlantic City Steel Pier Minstrels. Bradford, in association with Walter Redhill, had out the Al G. Field show in 1932, which folded suddenly after a few hectic weeks.

W. H. (BILL) COYNER, veteran minstrel, tab and rep performer, is now West Virginia representative for the Miller-Bryant-Pierce Company, manufacturer of inked ribbons and carbon papers, of Aurora, Ill. Coyner makes his headquarters in Wheeling, W. Va.

ARNOLD AND LEAHMY, also known as Leahmy and Dad, left Detroit last

week for Clayton, N. Y., where they are now set at the Casino Night Club.

OSCAR DAY and Billy Murray arrived in Detroit last week from the Windy City. They were formerly with Max (Sambo) Trout's Minstrels.

MORALES BROTHERS and Daisy, ex-minstrelites, are in Detroit working on a new rigging designed by the Morales boys themselves. It is so constructed to permit them to work both night clubs and theaters with it. The Morales Brothers and Daisy have just purchased a new Pontiac.

ROY FRANCIS and Bill Adams are still working the night spots in and around the Motor City.

JERRY CALLAHAN, former leader with Gus Hill's Minstrels, left Detroit recently for Philadelphia.

MURRAY (DEACON) LIVINGSTON, b.-f. comedian, stopped off at the minstrel desk in Gincy early last week, en route from Atlanta, where he had just finished a week's engagement at the Capitol Theater, to Cleveland, where he will vacation for several weeks.



AMERICA'S SNAPPIEST Minstrel Shows

Unrivalled selection of Complete Minstrel First Parts, Bigtop Shows, Opening Exercises, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and zip into your show. Send for Special Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
623 S. Wabash Ave. Dept. 150, Chicago, Ill.

THE WIZARD CLUB, Chicago, enjoyed an interesting and entertaining evening of magic and dancing August 5 when a moonlight excursion was given on board the S. S. City of Grand Rapids. More than 500 attended. The affair was a (See MAGIC on opposite page)

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 articles be run on this page to communications in which personal attacks are resorted to. 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 972, Cincinnati, O.

Providence.
After spending over 25 years in all branches of show business from minstrel, mad, circus, stonk, burlesque, motion pictures and vaudeville, and playing such circuits as the Keith, Proctor, Sullivan & Considine, Pantages and Loew, I still hear the question "Will vaudeville come back?" The answer is no. Not under present conditions, in my opinion. Let's go back to the days of the great Keith Circuit, when vaudeville was vaudeville and the performer was considered an artist. When the public wanted entertainment they went to a Keith theater where they were greeted with a smile by the box-office attendant and in turn the doorman, with a word of greeting, turned you over to the usher, who seated you. An overture by a real orchestra, followed by a novelty act, started the show off with a bang. After enjoying a good, clean two-hour show you were greeted with an exit march that sent you home feeling the money spent was not wasted. Now take the theater of today. More than likely you'll have to wait for the girl in the box office to powder her nose or answer the phone. You hear a noise like a Gatling gun, your ticket shoots out at you and you then hear: "Next please." The doorman stands stiffly and with no expression on his face tears your ticket and without a word of greeting turns you over to the usher. You then sit thru a two-hour picture teaching on one of four subjects—love, sex, war or murder. Here in Providence Fay's Theater has been open all summer for the first time in years with six acts of vaudeville and packing them in because the manager is a real showman and gives the people what they want. Where are the headliners of other days, such as Will Mahoney, Bebe Daniels, Ben Lyon, Con Coltrane and Bert Gordon? The answer is: They're in England, where there is work for them. Give vaudeville a break. Don't put it in for a week or two and then because the SRO signs are not out return to a straight picture policy. Try getting a real manager instead of a sheik; one who is on his toes and trying to please the public. There is enough real talent here. DAN VALADON.

Shows of Today Compared With Old-Time Vaude

Champaign, Ill.
Everybody has heard or read of Showboat, but how many oldtimers remember the boat shows of years ago? I've often been told of the John Robinson Ten Big Shows and the old Montgomery Queen Circus, traveling on river boats, but the first boat show I ever saw was the Sig Saucelle Circus, which visited my old home town of Cahoes, N. Y., on August 11-13, 1891, and the following year on August 5 and 6. Sig carried all his circus equipment for his show, which was of the one-ring variety, on two canal boats and visited most of the towns and cities on the Erie and Champlain canals in New York State. I remember he had for his free act Lawrence Holleran, who walked a tight rope from the ground to the apex of the main center pole tower daily. Later Sig owned one of the largest wagon shows in Eastern territory, with 120 horses, and still later went on rails as owner of a 22-car railroad circus. I was with him several seasons in the late '90s and went back to him on his last circus venture, a two-car railroad show that closed in Suncok, N. H., on June 14, 1919. That season opened in Englewood, N. J., on May 3, had 23 days of rain in New York State in May, invaded New England, where bad business was encountered, and closed its tour in Suncok, where the cars and tents were shipped to Trenton, N. J., and sold. Sig, who in private life was George H. Satterlee, was a resident of Fort Ann, N. Y., and had his winter quarters many years in Homer, N. Y. He and his wife, Ida Belle Travers Satterlee, are buried in Union Cemetery, Port Edward, N. Y. How many oldtimers recall the wreck of the Adam Forepaugh Circus in Cahoes, N. Y., on Tuesday, August 5, 1892? The show that year traveled on 60 railroad cars and was under management of

Joseph T. McCaddon. Opening spectacles was *The Fall of Niwerek*, designed by John Rettig, of Cincinnati, and utilized services of some 300 people, including supernumeraries, a most beautiful presentation. Shortly before the afternoon performance concluded a cyclone struck the big top with terrific force, snapping center poles, overturning wagons and tearing canvas to shreds. I was a youthful spectator and escaped injury by crawling under an overturned wagon. Elephants stampeded and the fat man was struck by a falling pole and rendered unconscious. Several spectators were injured and lost to the circus was estimated at \$40,000. The show exhibited the following day in Kingston, N. Y., under bare poles, the entire canvas equipment being totally destroyed. As a memento the occasion, Van Schick's Island Golf Club that now owns the old Adams Island race course, Cohoes, the scene of the wreck, has preserved the center dirt ring banks to this day after 44 years. Downie & Gallagher Circus, owned by Andrew Downie McPhee and Pete Gallagher, canal boat show, also visited Cahoes the same year on August 25 and 26 and on the final day a heavy windstorm hit the big top and carried it some 200 feet to the roof of a near-by church. The show gave a performance that night in the Opera House, closed its tour and returned to its headquarters in Medina, N. Y.

WALTER D. NEALAND.

Wapakoneta, O.
In this week's issue of *The Billboard* I notice that a New York radio station is asking the pitchmen of the nation to submit their lectures or spiels on their particular lines, stating that it will name or crown one of the boys King of Pitchmen. In addition to the title the winner will also get a sawbuck.

Queries Motive In Sponsoring Pitch Contest
What a handout! I am just wondering how many chumps really are in the realm of Pitchdom. I am also wondering if this particular radio station is doing this to bolster the morale of the boys or just to get the spiels so that they can sift out just what can be used by some enterprise that is contemplating on putting something on the market. Just 15 minutes will be allotted to the boys at each broadcast, in four, in as many weeks. I wonder how keen competition will be and how many can participate in just one hour's time, while on the other hand thousands of spiels can be forwarded and the boys behind the "Big Promotion" to get the desired talk for their particular needs can take their time getting anything or just what they want. No doubt there will be many try for it, as they want to be king, but I have been reading the newspapers and find that a crown hangs heavy on a lot of heads, especially since the bluebloods have been on the lam. Oh, hell, who wants to be king?
SID SIDENBERG.

Savanna, Ill.
So much has been written about local theaters trying to keep tent shows out of town that I feel the local theater operator's side of the question should be heard. We have always been favorably inclined toward good, clean shows coming in to town, as we feel it helps our business in the long run by giving the public a variety of entertainment. My father, Frank A. Goldie, has been connected with various circuses for many years and is well known around the side shows. When the Hagenbeck-Wallace Circus was here several years ago for a Sunday matinee we closed our theater and after the matinee had the entire personnel as our guests, running a special show for them. One of the things that antagonizes theater operators against outdoor shows is the covering up of advertising by their billposters. Recently the advance crew of a circus covered some of our Louis-Schmelling fight advertising, which decided us against extending any courtesies to them. Another time when we arrived to open our theater for

Theater Owner Gives His Side Of Argument

a Sunday matinee we found a motor truck loaded with a ride parked inside our "no parking" signs, completely obstructing the view of the theater. It was necessary to call the police to have it moved. Recently a carnival man entered our theater and disturbed our patrons by loud and continual coughing. I suggested that he leave the theater, which he did willingly enough. However, he later returned and told me he would see that I was ordered off the job. If I visited his show, taking his remarks as a threat, I called the police and they told him that I was in the right and warned him against making any more threats. I am well acquainted with a number of outdoor showmen and find they are a fine group of citizens. But a few thoughtless acts of the kind I have mentioned will set many theater men, just as thoughtless, against them. Let's all, both outdoor and indoor showmen, work together for the common good.
FRANK C. GOLDIE.

Elberton, Ga.
I wish to say "ditto" to what James J. Dashington said recently in regard to Burns Kattenberg's history of the contortionist. It certainly is fine to know someone has interested enough in old-time "knickers" to write a book and tell the present and future generations about them. I think it would be fine if more of the oldtimers would write Kattenberg, sending him old photographs, letterheads, etc. I started on the road as a professional contortionist February 17, 1896, and have trouped continuously ever since.
FRANK X. LAVELL.

Woodstock, N. B.
I was talking to a railroad conductor the other day and he told me of having hauled a circus train some time ago. He said that when his company had turned the circus train over to another railroad the poles would be headed the wrong way going into the next town because of his train having gone around a "Y." When and if this happens, how do they get out of it? I hope some circus man can enlighten me on this.
J. L. (TIP) STONE.

Great Falls, Mont.
I would like to see some discussion in *The Forum* of celebrated handmasters who have contributed so much to the show business. As my No. 1 selection I pick Walter O. (Dixie) Dean, known in show business as the "Southern gentleman from Atlanta." I have met few directors who could swing a baton better than Dean. He was a kash leader who knew what it was all about, a musician of rare quality and a real gentleman. He could handle men in a smooth way without the severe tongue lashings so many leaders were noted for. Dean, also a Southerner, never allowed sectionalism to prejudice him in the handling of his organization and had one of the finest dispositions I have ever seen. He was a real man and one of the finest band leaders in the circus field. Let's hear from others who knew him. Would like to see letters from Norman Hanley, Charles Doble, Richard Masters, Charles Retzler, John Duchoe, Pop Neal, Edward Norris, Robert Rice and Tom Doble, all of whom knew Dean well.
ALBERT SACHES.

Wants To Read Letters About Old Band Men

MAGIC
(Continued from opposite page)
success and netted a fair sum for the club's treasury. Joe Berg, president, was in charge of the entertainment and the show went over in fine style. The following performers entertained: Norman Atwell, Hy Berg, Silent Charlie, Allen Silbar, Joe Berg, Howard Bookman and Barney Lederman. S. A. Golditz served as master of ceremonies.
HARRY HUNSINGER has joined the Sharpsteen Comedy Company, med show currently playing Monroe, Mich. He is featuring escapes and a manipulative routine.
VAN THE MAGICIAN and Company will open the fall season with a full evening's show September 21 in the

42d YEAR
The Billboard
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFIELD, President and General Manager
E. W. EVANS, Secretary-Treasurer
A. C. HARTMANN, Editor
Outdoor Dept., 28 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Dept., 1684 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 26-27 Opera Place, Cincinnati, O.
Phone, Main 5300. Cable Address, "Billboard," Cincinnati.

BRANCH OFFICES: NEW YORK—611, Floor Palace Theater Bldg., 1594 Broadway, Phone, ME 3-1515, 3-1517, 3-1518, CHICAGO—610 First, Woods Bldg., Randolph and Dearborn Streets, Phone, Central 8450. ST. LOUIS—310 Acacia Bldg., 2nd and Olive Streets, Phone, Central 3443. BALTIMORE—102 Southland Life Bldg., 1410 Commerce Street, Phone, 2-3202. PHILADELPHIA—E. H. Patrick, 7222 Lampart Road, Upper Merion, Pa., Phone, Merion 6995. LONDON—Bert Ross, care of the Performer, 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin G. Brennan, City Terrace, 114 Pitt Street, Sydney, Australia—Theodora Wolfman, Hotel Stevens, Rive A'frod-Stevens.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$6; Two Years, \$8. These rates apply in the United States, S. Possessions, Canada and Countries in Pan American Postal Union. Rates in other foreign countries upon request. Subscribers when transferring change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Rate Line, Whole Page, \$350; Half Page, \$175; Color Page, \$425.00. No display advertisement measuring less than 10 lines accepted. Lead & retelling form sent to press on Monday.
No unexpired ad contracts accepted unless remittance is deposited or mailed, as to reach publication office before noon Monday.
The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII, AUGUST 22, 1936, No. 34

Town Hall at Perrysburg, N. Y. Zonda will again be a feature in her crystal-gazing act.

MYSTERIOUS SMITH, after concluding 14 weeks on the Southern Theater Circuit thru Louisiana, Mississippi and Alabama to what he says was the biggest business any stage show has enjoyed in those houses in the last two years, is now making arrangements for several weeks of bookings in Cuba. Smith says that the rumor about him going to retire from the road is all wrong. He already has a number of return dates lined up for the fall and winter season.

FRANK W. CARTER, Judge of Probate Court, Eagle River, Vilas County, Wis., long a magical enthusiast, will hold a get-together and magical gabfest at Eagle River August 29. Many magicians have already made plans to attend. Last winter Judge Carter held a successful meeting, even tho it was during the most severe cold wave of the winter. Magicians attended from all over Wisconsin and Michigan and a few dared the elements to drive from Chicago. All magicians, both amateur and professional, are invited to attend the coming meeting. Those wishing to take part in big night show are invited to get in touch with Judge Carter at Eagle River. There will be no fees or dues of any kind and a luncheon will be arranged as reasonably as possible for those who wish to attend. Judge Carter has a complete miniature theater in his home.

London Magic Briefs
LONDON, Aug. 12.—Glen Pope, young American conjurer, is back from a successful Continental tour and is presenting his pleasing magical entertainment at the Dorchester Hotel, Park Lane.
Tommy Bradley (Martin), "a young man to be watched," has just closed successful engagements at the Savoy Hotel and the Palladium, London, and is now appearing with success over the GTC tour.
Dante, international illusionist, made his London debut at the Alhambra Theater August 10 with his 2½-hour magical review.
Giovanni, the "pickpocket conjurer," is getting huge laughs this week at the London Palladium. It's his first appearance there.
Fred Brezin, comedy conjurer, is retained at the Mayfair Hotel, where his act goes big.
The Great Carmo, much-traveled illusionist, has his own unit at the Theater Royal, Exeter.

The Final Curtain

ANGLE—E. L., 67, an official of the Franklin County (Va.) Fair Association, August 5 at his home in Rocky Mount, Va., of heart disease. He leaves his wife and several children.

BEISSIER—Fernand, French author, honorary president of the Society of Authors, Composers and Editors of Music and member of the Society of Dramatic Authors and Composers. In an automobile accident near Orange, France, August 2.

BULLOCK—J. T., father of Robert T. Bullock, of carnival and circus circles and bow with C. R. Lengette Shows, at his home in Oklahoma City recently. Survived by his widow, two daughters and two sons.

GALLAHAN—Patrick F. (Packey), 58, showman, at his home in Salem, Mass., August 6. He was associated with Walter Huston seven years and played in musical comedy and burlesque. Survived by one sister. Burial in St. Mary's Cemetery, Salem.

DE BOW—Theodore E., 67, city superintendent in charge of the boardwalk in Sea Isle City, N. J., August 4 in Lankenau Hospital, Philadelphia, after an illness of several weeks. Survived by widow and a sister.

DUNN—Thomas A., 72, active in the formation of the annual Pittsburgh Jubilee and Exposition, at his home in Pittsburgh August 10. Services were held August 14. Survived by his widow, one son, four daughters and one sister.

EDSON—Charles Farwell, 75, composer, poet and teacher of opera singers, of a heart attack at Santa Fe, N. M., August 7. He composed *Mother Mine* and *Over the Rush of River*. Three books of his poems were published: *San Francisco, the City of the Golden Gates*; *Los Angeles From Sierras to the Sea and The Stranger*. Among his operatic pupils were Stella Wron, Mildred Gilman, Caroline Knell and Ramon Vaqua.

ELIJS—Mrs. Nellie M., 82, mother of Claude R. Elijs, associate editor of *The Billboard*, at the home of her son in Cincinnati August 11. Internment in the family plot, Prairie Home Cemetery, Waukesha, Wis.

GOBEL—Peter R., 62, for more than 40 years identified with theaters in Zanesville, O., at his home in that city August 9 after a lingering illness. He was a director of the Brown Theatrical Company, which operated theaters in Zanesville. His widow, two brothers and three sisters survive. Burial in Zanesville.

GRAPEWIN—Mrs. Ella, 76, stepmother of Charlie Grapewin, stage and motion picture character actor, August 9 at the home of a daughter in Akron, O. Burial in Massillon, O., August 12.

HABERKORN—Mrs. L. J., mother of J. Lester Haberkorn, baritone of chautauque, concert, opera, radio, minstrel and vaudeville, at her home in Chatsworth, Ill., August 7. Survived by her husband, L. J. Haberkorn; her son, a daughter, a sister, one brother and one granddaughter.

HAMILTON—Jane, 91, mother of Little Will Archie, radio writer and comedian and formerly well known in show business, recently in Milford, Conn.

JERNIGEN—Jerry D., 39, truck mechanic of the Ringling Bros.-Barnum & Bailey Circus, when he fell under the wheels of a tractor unit August 5 at the fairgrounds in Fond du Lac, Wis.

JOHNSON—Mrs. Pearl, better known as Pearl Mahoney, at Dallas August 9 after two years' illness. Services from Brewster Funeral Chapel, Dallas, August 12, with burial in Oakland Cemetery there.

KITTERMAN—43, member of the J. Doug Morgan-Neude Helvey tent show, at the Leonardo Hotel, Freeport, Ill., August 8 from a stomach ailment. Body was sent to Glendale, Calif., for burial. Survived by his parents and a brother.

KOHLER—Henry Noe, 46, film cameraman, of a heart attack in Santa Monica, Calif., August 7. He had been associated with the Harold Lloyd Pictures.

LE SOURE—Gary, 57, secretary of Butler County (O.) Fair, at Mercy Hospital, Hamilton, O., July 30. Survived by his widow and a sister.

LESSER—Harry Lee, 18 months, son of Mr. and Mrs. Bert Lesser, at St. John's Hospital, Anderson, Ind., July 27. Survived by parents, a brother and a sister.

LEWIS—Edward, 65, veteran of the circus and carnival world, August 14 at his

home in Easton Rapids, Mich. Lewis, known as "Michigan's largest man," weighed 575 pounds and formerly traveled with the Barnum & Bailey Circus, Huber Bros.' carnival and David Perrine Shows. At time of his death Lewis weighed 303 pounds, and when married 20 years ago his bride weighed 90 pounds.

LILLIE—James, 88, uncle of Beatrice Lillie, musical comedy actress, at home of his son in Toronto, Ont., August 7.

MCDERMOTT—Louis, 42, radio producer and one-time motion picture producer, in University of California Hospital, San Francisco, August 11 after a brief illness recurring from influenza. For the last two years he was associated with the Smith & Drumm, Inc., Los Angeles advertising agency, as radio producer and was supervising the *Melody Magazine* broadcasts over the CBS-Don Lee network when stricken. Survived by his widow, known in radio as Marjorie Martseller; a daughter and his mother.

MARKERT—George J., secretary of the Elk County Fair Association, at his home in St. Marys, Pa., August 10. Funeral services August 13. Survived by his widow, three sisters and one brother.

MANNING—James, 47, foreman with the Al C. Barnes Circus, in an Eau Claire (Wis.) hospital August 4 of injuries sustained when he fell from the circus train on the Soo Line Railroad bridge to the bed of the Eau Claire River 90 feet below.

MATTHEWS—Mrs. W. C., 78, known to the stage as Nellie Harris, of the vaude team of Matthews and Harris, of hardening of the arteries at her home in New York August 7. Born in England, she came to this country about 65 years ago and 20 years later went into vaude with her husband, William C. Matthews. Following the death of the latter in 1921, Mrs. Matthews retired. Survived by a daughter, Mrs. Nellie Levine, and a sister, Mrs. Julia M. Downes. Services in Campbell Funeral Church, New York. Burial in Greenwood Cemetery, New York.

MUSSO—R. V., 64, one of the founders of the Los Angeles Philharmonic Orchestra, in Los Angeles August 11. Musso was former president of the Musicians' Protective Association and had been one of the city's foremost violinists, playing with the Philharmonic Orchestra and touring with opera companies until his retirement 18 years ago. Survived by his widow and two sons.

OSTERLE—Tony, 52, violinist, of cancer at St. Anthony's Hospital, Columbus, O., August 3. Survived by his widow, mother and sister. Body was sent to Stevens Point, Wis., for burial.

OSTROSKY—Gustav, 50, employee at the RCA-Victor Company, Camden, N. J., August 4 at his home in that city. Widow, two sons, two daughters and a brother survive.

PAKULSKI—George H., 59, concert pianist, in Hartford, Conn., August 8 following a heart attack.

PARKER—Don, 37, songwriter and former member of the Vincent Lopez and Paul Whiteman orchestras, at Santa Barbara, Calif., August 13 after a long illness. Survived by his widow, the former Vera Blake, known to the stage as Madame Vera, psychic.

PRITCHARD—Ruby, 30, former trouper, at Savannah, Ga., August 7. Six years ago she was a member of the Schell Sisters' company and played a lengthy engagement at Savannah. Burial near Klean, Ga.

RAE—Otto, of Revolving Rags' act, July 18 at Rockville Centre, N. Y. Act was formerly known as Rae and Benedetto. Survived by his widow; a brother, Frank, and two sisters.

REBAKOWA—Anastasia, 51, widely known Ukrainian author, playwright and actress, August 6 in St. Luke's Children's Hospital, Philadelphia, after an illness of eight weeks.

RINKER—Rose, actress known professionally as Rose Van Camp, was fatally stabbed during a quarrel in a Detroit rooming house, of which she was proprietor, August 8. She had appeared on the stage in the United States and Europe and was formerly a member of the Empire Stock Company and the old Grand Stock Company. Burial in Green Lawn Cemetery, Columbus, O.

SCHOENECK—Walter Frank, 44, known to radio listeners as "Uncle Bob Wilson," died in Englewood Hospital, Chicago, August 14 after a month's illness. In his early manhood "Uncle Bob" was a vaudeville singer and comedian. In 1928 he became identified with Station KVV, and when that station moved to Pittsburgh a year ago he became associated with Station WIND, Gary, Ind. Survived by his widow, Lola Fisher Schoeneck.

SHEETS—Joseph J., 70, musician, at his home in Columbus, Ind. For several years Sheets traveled with the Buckskin Ben Circus and other shows as band leader. He organized several bands in Columbus, one of which was the Sheets Family Band. Survived by his widow and eight children.

STACEY—Francis Samuel, 56, pioneer radio worker and one-time assistant to Marconi, in London August 11.

TAKA—Neda, 22, Japanese actress, at her home in Los Angeles August 11 from a slashed throat, allegedly inflicted by a man now being sought by police.

TOSSO—Emile F., 60, musician and band leader, August 11 at his home in New Orleans. Tosso was in the violin section of the old French Opera House, New Orleans, at 14, and at 23 became orchestra leader in a stock house there. Later he led the orchestra in the New Orleans Orpheum for 25 years. Internment August 12, with Masonic rites. Survived by widow, daughter, son and brother.

TURBES—Claire Reynolds, violinist and music teacher, in Wilkes-Barre, Pa., August 11. Her mother and two brothers survive.

WAAD—Rudolph William, 16, musician, August 1 in Cooper Hospital, Camden, N. J., of injuries sustained in an auto accident when driving home from a night club, where he was employed as saxophonist. Mother and sister survive.

WEBB—William A., 58, general manager of the Texas Centennial Central Exposition, from a stroke August 9 at Dallas, as mentioned in a feature story in last issue. Webb, formerly a prominent railroad executive, assumed management of the exposition in October and was credited with pushing thru the building and organization program that enabled the exposition to open on time.

WEED—James L., 68, RKO official, at his home in Dayton, O., August 14 after a long illness. He was manager of Keith-Albee and later Radio-Keith-Orpheum vaudeville and motion picture interests in Dayton for 20 years. He was manager for a time of the R. F. Keith house in Indianapolis. Before associating himself with R. F. Keith he was in advance of the Al C. Field Minstrel. Weed was a member of the Masonic Lodge and Rotary Club. Survived by his widow and one sister.

WICKHAM—Spencer S., 39, Mattittuck, L. I., newspaper publisher and part owner of the Mattittuck Motion Picture Theater, in a dentist's chair while under an anesthetic last week.

WILLIS—John E., 74, former district manager of the General Film Company, a member of the Willis, Eccles & Mack Trailer Company in 1918-20 and later head of a program company for several years, at his residence in Chicago August 5 of heart failure. Burial at Rosshill Cemetery, Chicago.

WINSTON—Spueder, 47, colored comedian, in Mount City, Ill., August 10. He was with Billy Arnie Minstrels on the Dixie Exposition Shows.

WORTLEY—Mrs. H. G., singer, August 6 in Trenton, N. J., from injuries sustained in an automobile crash.

RANKIN—Rose, 52, actress, August 5 at Receiving Hospital, Detroit. She appeared on the stage as Rose Van Camp and was formerly the wife of Van Camp the magician.

Marriages

DUNCAN-GILHOUEY—Henry (Pat) Duncan, former carnival man, now operating the Cones House Bar, Kansas City, Mo., and member of the Heart of America Showman's Club, to Mary Gil-

houey, nonprofessional, of Kansas City, there May 14.

HOPFMAN-BENNETT—Arthur Hoffmann, for many years associated with Leo Feist, music publisher, and known for his prosecution of song-sheet pirates, to Mrs. Floyd Bennett, nonprofessional, in Brooklyn recently.

KECK-TUDOR—Edward G. Keck, clown in Tudor Sisters and Avery act, and Marjorie Tudor, also a member of the act and daughter of Avery and Jessie Tudor, at a public wedding at the Broome County Fair, Whitney Point, N. Y., August 14.

MCCOOL-WALSH—J. Arthur (Doc) McCool, pitcher, and Lottie Walsh, in Angola, Ind., August 8.

MACLEOD-DAVIDSON—Tommy MacLeod, free-lance film publicist, to Louise Davidson, film actress, in Hollywood August 10.

NICHOLS-BARBER—John Nichols and Lillian Barber, with Henries' Bros. Shows, in Rochester, Minn., August 4.

O'MALLEY-DAHL—Neil O'Malley, actor, and Jean Dahl, radio actress, recently in the East.

RANGES-STOCKTON—William Anderson Ranges, Atlanta business man, formerly a motorhome operator and in the motion picture business, and Lola Stockton, nonprofessional, of Brookhaven, Ga., at Atlanta recently.

SCOTT-SOMERVILLE—Randolph Scott, actor, and Mrs. Marion du Pont Somerville, nonprofessional, at Charlotte, N. C., March 23.

WALLINGTON-COOPER—Jimmy Wallington, well-known NBC announcer, and Betty Jane Cooper, actress, at Detroit August 12.

WARNER-WILLIAMS—John Warner, of the States Shows, and Geraldine Williams, nonprofessional, at Albion, N. Y., August 4.

WELTER-BARBER—Ermer Earl Welter and Mrs. Bessie Mae Barber, of Henries Bros. Shows, in Rochester, Minn., August 4.

Coming Marriages

Maureen O'Sullivan, film actress, and John Farrow, screen writer, soon.

George Scott Barnes, film cameraman and former husband of Joan Blondell, to Betty Wood, screen dancer, in California soon.

Jim Ameche, heard in dramatic productions of the Affiliated Broadcasting Company, Chicago, and brother of Don Ameche, radio and screen star, and Betty Harms, of Rochester, N. Y., at Rochester August 29.

Lucile Colton, for several years associated with the Chicago office of William Morris, and Milton Mayer, of Omaha, in September.

Births

A 10-pound daughter, Evelyn Patricia, to Mr. and Mrs. William Gunter at Pelzer, S. C., July 18. Father is a carnival band musician.

A daughter, Joy Marlene, to Mr. and Mrs. John Davidson at Detroit July 23. Parents are concessioners at Edgewater Park there.

To Mr. and Mrs. Peter Iodice, a daughter, Christine, at Detroit recently. Father is head of the Amusement Booking Office, Detroit, and mother was formerly an acrobatic dancer.

To Mr. and Mrs. Glenn Harrison a daughter, Jo-Ann, August 7 in Denver. Father is a playbroker.

A nine-pound daughter to Mr. and Mrs. Neal Walters Jr. at Kansas City, Mo., August 10. Father is vice-president of the United States Printing and Engraving Company there.

An eight-pound daughter to Mr. and Mrs. Frederick A. Boehme at Phillipsburg, Mont., August 7. Father is a tattoo artist on the Yellowstone Shows.

A daughter, Anita Louise, to Flo and Andy Randel recently. Parents are members of the Jimmie Warren Show.

Divorces

Celia Ryland Husin, actress, from Edward B. (Ted) Husin, radio sports announcer, at Reno August 11.

Queenie Marie, Metropolitan Opera Company prima donna, from Wilfred Pelletier, opera conductor, at Reno August 12.

Dorothy E. Gilman from Don E. Gilman, NBC Western division vice-president, at San Francisco August 10.

Fannetta Goldberg, operatic singer. (See **DIVORCES** on page 85)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

- Arnold, Ruth, & Sander Glance (Radio City Rainbow Room) NYC, nc.
Abbott & Tanner (Tower) Kansas City, t.
Abe, Sam (E. Colton) NYC, nc.
Adriente, Bill (Lowe) Montreal 17-20, t.
Al San & Henri (Log Cabin Inn) Wallingford, Conn., nc.
Al San Lu (Log Cabin Inn) Wallingford, Conn., nc.
Alsa (Radio City Rainbow Room) NYC, nc.
Alm, Sid (Onesta) Canton, O., h.
Albee Sisters, Four (Silver Lake Inn) Cleveland, t.
Alexander, Saki (Washington Royal) Valley Stream, L. I., nc.
Alton & Martin (Box Air) Wheeling, Ill., nc.
Allen, Bob (Hudson) Camden, N. J., co.
Allen, Jean (Swanee Club) NYC, nc.
Allison, June (Lowe) Montreal 17-20, t.
Alton, Felix (Hudson Truck) New York, nc.
Alton & Delphine (El Tivoli) Dallas, Tex., nc.
Andrews, Ted & Catherine (Balthusa-Plaza) New York, h.
Anka (El Morillo) NYC, h.
Anker, Gene (Weber's Summit) Baltimore, nc.
Anson, Joe (Lowe) Montreal 17-20, t.
Antistone, Twelve (Earle) Phila 17-20, t.
Armada & Lata (Embassy Club) San Francisco, nc.
Armstrong, Maxie (Black Cat) NYC, nc.
Arno & Arnette (Silver Lake Inn) Cleveland, N. J., nc.
Arnold, Billy (Ballette) Atlantic City, ch.
Asbury, Harry & Yvonne (Chez Paree) Chi, nc.
Astoria Sisters (Steamship Empire State) NYC, nc.
Astute, Marie (Harbor Inn) Rockaway Beach, N. Y., nc.

B

- Badwin Players (Club) Cleveland 17-20, t.
Bair, Betty (Wavel's) NYC, re.
Baines, Pearl (Kil Kat Club) NYC, nc.
Baize, Babe (New York) NYC, nc.
Baize & Bristol (Riverview) Pennsylvania, N. J., p.
Baird & Lamb (New Yorker) NYC, h.
Baird, Eddie & Fred Steger (French Casino) NYC, nc.
Baird, Eddie (Met.) Boston 17-20, t.
Baird, Bobby (Broadway Room) NYC, nc.
Baird, Peggy (Fox) Phila 17-20, t.
Baird, Sheila (Arrowhead Inn) Saratoga Springs, N. Y., re.
Baize, Judith (Edapha) Phila, h.
Baize & Hurd Revue (Earle) Washington, D. C., 17-20, t.
Baird, Lillian (Meadowbrook Club) Saratoga Springs, N. Y., re.
Baize, Milton (Tower) Kansas City, nc.
Baird, Mimi (Old Heidelberg) Chi, h.
Baize, Harry (Manhattan) NYC, t.
Baize, Pierre (Chickadee) NYC, h.
Baize, Jack (Spotland) Wildwood, N. J., nc.
Baize, Arthur (Gay Nineties) NYC, nc.
Baize, Bob (Bowery) Valley Stream, L. I., nc.
Baize & Grey (White Way Club) White House Pike, N. J., nc.
Baize, Rita (Club Treaders) West End, N. J., re.
Baize, Eddie (Place Elegante) NYC, nc.
Baize, Irma (Paradise) NYC, re.
Baize, Edgar (Chez Paree) Chi, nc.
Baize, Henry (Ho Ho Casino) Brooklyn, N. Y., re.
Baize, Lil (Club Alabama) Chi, nc.
Baize & Jay (Countryside Village) Park, Ill., nc.
Baize & Lee (Showboat Casino) City Island, NYC, re.
Baize, Mily & Baby (Leon & Eddie's) NYC, re.
Baize, Larry (Adelphi) Phila, h.
Baize, Milton (Tower) Kansas City, t.
Baize, Eddie (Club Elegante) NYC, nc.
Baize & Mimi (Nassau) Long Beach, N. Y., h.
Baize, Four (Embassy Club) San Francisco, nc.
Baize, Ben (Century) Baltimore 17-20 t.
Baize, Mimi, Three (Boxy) NYC 17-20, t.
Baize, Hazel (Park Central) NYC, h.
Baize, Gloria (Sun & Star Club) Atlantic Beach, L. I., re.
Baize Sisters, Three (L'Escaut D'Or Penthouse) NYC, re.
Baize, Sybil (Century) Baltimore 17-20, t.
Baize, Cecile (Fox) Phila 17-20, t.
Baize, Ruth (Stevens) Chi, h.
Baize & Fowler (Rose-Tenon Farms) Deal, N. J., re.
Baize, Bill (Kil Kat Club) NYC, re.
Baize, Lillian (Ballette's) Atlantic City, h.
Baize, Nancy (Denny the Bum's) Phila, nc.
Baize, Ruth (Onesta) New Orleans, h.
Baize Phil (Mount Royal) Montreal, h.
Baize, Howard (Stevens) Chi, h.
Baize, Margaret (dancer) Fort Worth, Tex., t.
Baize Twins (Club Vogue) NYC, nc.
Baize & Gertrude (Tharsh) NYC, nc.
Baize, Ada (Colonial) Dayton, O., t.
Baize, Arthur (Vivian) NYC, nc.
Baize, El (Black Cat) NYC, nc.
Baize, Evans (Old Vienna) Indianapolis, Ind., h.
Baize, Jack & Irene Mauseth (Broadway Room) NYC, nc.
Baize, Ralph (Chang) NYC, nc.
Baize, Nancy (Kil Kat Club) NYC, nc.
Baize, Betty (Club Ball) NYC, nc.
Baize, Louise (Bertha's) NYC, re.
Baize Club (Manhattan) NYC, h.
Baize, Bernice (Cocoanut Grove) Chi, h.
Baize, Bill (Hudson) Phila, re.
Baize, Madeline (Entertainers) Atlantic City, re.
Baize, Peggy (Half Moon) Conry Island, NYC, h.
Baize Sisters (Don Frank's) NYC, nc.
Baize & White (Silver Lake Inn) Cleveland, N. J., nc.

C

- Call & Stuart (Club Lanier) Lowell, Mass., nc.
Callwell, Edith (Walders-Astoria) NYC, h.
Callahan, Kay (Paradise) NYC, re.
Callahan, Kay (Dixie Club) NYC, re.
Callahan, Lena (Club Gaucha) New York, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.

- Carleton & Juliette (Washington Arms) Marquette, N. Y., re.
Carlyle, Mita (French) NYC, nc.
Carson, Leo (Richard Ford) Lee, N. J., re.
Carzelle, Madge (Club Nomad) Atlantic City, N. J., re.
Carr, Mary Ann (Park Central) NYC, h.
Carrington Bros. (Terrace Gardens) Rochester, N. Y., re.
Carrroll, June (El Club) NYC, nc.
Carrroll, Nina (Stanley Hotel) NYC, h.
Carrroll, Jean (Pavilion Royal) Valley Stream, L. I., re.
Carrroll, Pat (Lincoln) NYC, h.
Castle, Billy (Chaletau Moderne) N. Y., re.
Cavanaugh, Bob, Trio (Robert Tree) Newark, N. J., h.
Certain Four, That (Edgewater Beach) Chi, h.
Caulds, Beth (Silver Lake Inn) Cleveland, N. J., re.
Chaney & Fox (Club Danville) San Francisco, nc.
Chappell, Carol (Will Oakland's) East Paterson, N. J., re.
Charles & Colette (Hollenden) Cleveland, h.
Charles, Ernest (Normandie) New York, nc.
Christine, Bonette (Chaletau Moderne) NYC, re.
Claire, George (Jill-Hat) Chi, re.
Clark & Helen (Adelphi) Phila, h.
Clark, Sylvia (Oriental) Chi, t.
Claudet, Marguerite (Oriental) Decatur, Ill., h.
Clayton, Charles (Gate Ball) NYC, re.
Clayton, Pat (Vogue Club) NYC, re.
Co-Dance Trio (Show Bar) Forest Hills, L. I., re.
Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
Collette & Barry (Edgewater Beach) Chi, h.
Collins, Chas. (Hilly) NYC 17-20, t.
Collins, Rose (Hilly) Park Lee, N. J., re.
Conroy, Dorothy (Hollywood) NYC, re.
Conroy Jr., Chuck (Van Pan Alley) New York, re.
Conzolo & Melba (Stevens) Chi, h.
Conry, Jean (Meridies) NYC, re.
Conway & Parks (Kil Kat Club) NYC, nc.

- Daniel & Helen (Club Gaucha) New York, re.
Dann & Sparkleton (Diamond Club) Wheeling, NYC, re.
Dapkins, The (Bosart) Brooklyn, N. Y., h.
Daxos, Dixie (Jungle Inn) Youngstown, O., re.
DeJares & Candido (Lowe) Montreal 17-20, t.
Deon Julian & Marjory (El Tabarini) San Francisco, re.
Deon, Lee & Louise (Fox) Phila 17-20 t.
Denna & Jarral (The Bar) Lake Placid, N. Y., re.
Doris Miss (Versailles) NYC, re.
Dorne, Dorothy (Dayton Tavern) Wildwood, N. J., re.
Dornfield (Jill-Hat) Chi, re.
Dorothy & King (Meadowbrook) St. Louis, re.
Dot & Don (Frolics) Toledo, O., re.
Douglas, Milton (Palmer House) Chi, h.
Dove, R. Sam (Cater) NYC, h.
Drake, Condie (Dreadful) New York, nc.
Drake, Edith (Edison) NYC, h.
Dreaper, Paul (Earle) Washington, D. C., 17-20, t.
Dru Cholly (Number One Bar) NYC, nc.
Drum, Betty (Sector's Club New York) New York, re.
Duncan Sisters (Earle) Phila 17-20, t.
Duppont, Bob (Beverly) Park Lee, N. J., re.
Durso, Adelina (El Casino) NYC, re.
Dural, Evelyn (New Town Bar) New York, re.
E
Ehony Bunch, Four (Club Galante) NYC, nc.
Ebs, William (Star-Lake) Chi, t.
Ebs, William (Adelphi) Phila, h.
Ebs, Myrtle (Mendocino) NYC, h.
Ebs, Eddie (Century) Baltimore 17-20, t.
Ebs, S. Anita (Club's French Cabaret) New York, re.
Emerald Sisters: Alta, Is.
Embassy Boys (Radio City Rainbow Room) NYC, re.
Emil & Louis (Koslan) Arnold's Park, Pa., c.
Endicott, Tom (Dude Club) Atlantic City, re.
Ems, Russ, Trio (Boxy) Yakima, Wash.; (Fair) Missoula, Mont., 26-29.
F
Farrar, Jean & Jane (1323 Locust) Phila, re.
Farrell, Bill (Hans Ewald) NYC, re.
Farrell, Sunny (Place Elegante) NYC, re.
Fay & Paris (Club Moderne) San Francisco, re.
Feldella & DeRay (Club Avalon) Cleveland, re.
Fields, Happy (Place Elegante) NYC, re.
Fisher, Irving (Chickadee) NYC, h.
Fisher, Irving (Cheapside House) NYC, re.
Five a'Clock Boys (Palmdale Amusement Park) Fallside, N. J., p.
Flanagan, Gonzalo (St. Regis) NYC, h.
Fogarty, Alice (Warble) NYC, h.
Follow the Stars (Pal.) Chi 17-20, t.
Furg, Ami (French Casino) Atlantic City, re.
Furling, Evan (Berrows) Adelphi) Phila, h.
Furt, Verda (Benny the Bum's) Phila, re.
Furth, Louise (Number One Bar) NYC, re.
Francis, The Mystery Man (Shelton Corner) New York, re.
Frankie & Naomi (Leon & Eddie's) NYC, re.
Franklin, Fantasy (Follies (Met.) Seymour, Pa., 28-29; (Fair) Greenville, D., 28-29; (Fair) Napoleon, 26-29.
Franz & Fuller (Front Street Gardens) Toledo, re.
Frankie Sisters (Berrows) Park Lee, N. J., re.
Fraser, Jack (Playland Park) Eye, N. Y.
Freddy & His Dogs (French Casino) New York, re.
Fricke Sisters (Terrace Gardens) Rochester, N. Y., re.
Friedman, Fred (Gay Club) NYC, re.
Friedman, Bert (Paradise) NYC, re.
Fry, Bob & Virginia (Man About Town) New York, re.
G
Gale & Carson (Tower) Kansas City, t.
Gail Gail (Billmore) NYC, h.
Gardner's Steps in Satin (Alameda) Mexico City, re.
Garner, "Poison" (Barry Club) NYC, re.
Granoff, Bert (Riverdale) Milwaukee, t.
Garr, Eddie (Blissom Health Inn) Detroit, re.
Garron & Bennett (300 Club) Atlantic City, re.
Graville, Rex (Place Elegante) NYC, re.
Gay Nineties Quartet (Gay Nineties) NYC, re.
Gee, Gary & Roberta (Gator) Gainesville, Fla., 28-29; (Lyric) Tampa 21-24; (Florida) West Palm Beach 25-27, t.
Gibson & Sons (Astor) NYC, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

- Cook, Ned (Greenwich Village) San Francisco, re.
Conley, Marion (Steak Club) NYC, re.
Coquette, Six (Embassy Club) San Francisco, re.
Coral Islanders (Montclair) NYC, h.
Cordona Kay (Dixie Club) NYC, re.
Corrino & Yovita (Nixon) Pittsburgh, re.
Costello, Ada (Pavilion Royal) Valley Stream, L. I., re.
Courtney, Ann (Montclair) NYC h.
Craig, Mildred (Club Villanova) Saratoga Springs, N. Y., re.
Crane, Dorothy (Edgewater Beach) Chi, h.
Crane, Ford & Gene Stutz (Paradise) NYC, re.
Crawley, Jane (Victoria) NYC, h.
Cress & Dunn (Roy's on the Lake) Saratoga Springs, N. Y., re.
Cully, The (Hipp.) Toronto 17-20, t.
D
Darey Girls: Wilmington, Del., 17-22.
Darey, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
Daisy the Horse (Steamship Empire State) N. Y., re.
Dale, Barbara (Benny the Bum's) Phila, nc.
Dale, Maryon (Chaletau Moderne) NYC, re.
Dancer Debutantes (Nut Club) NYC, nc.
Dandies, Four (Earle's) NYC, re.
Dandridge, Patricia (Chang) NYC, re.
Dandridge, Billy (Black Cat) NYC, re.
Dandridge, Mae (Kil Kat Club) NYC, re.
Daniels, Marion (El Tabarini) San Francisco, re.
Danna & Dahl (Log Cabin Inn) Wallingford, Conn., re.
Danzon Troupe (American Music Hall) NYC, mh.
Dario & Diane (Radio City Rainbow Room) NYC, re.
Darr, Rita (Club Gaucha) New York, re.
Davis, Eddie (Leon & Eddie's) New York, re.
Davis, Lew (Leland's) Albany, N. Y., h.
Dawn Sisters (State-Lake) Chi, t.
Debutantes, Six Texas (Vanity Fair) Chi, re.
DeFrow, Lois (Gay Club) NYC, re.
DeFrow, Boyd (Ho Ho Casino) Coney Island, N. Y., re.
DeBold Twins (Kelly's Greenwich Village) Reading Pa., re.
De Carr, Claude (Embassy Club) San Francisco, re.
Delmar, Jean (Broadway Room) NYC, re.
DeKing, Trudy (Harry's N. Y. Bar) Chi, re.
DeMar & DeAndre (Blissom Health) Detroit, re.
DeMay Moore & Martin (WHI Oakland's) East Paterson, N. J., re.
Demeter, Martha (Steteline) Lake Tahoe, Calif., re.
Demers, Four (Times Square) NYC, t.
Demirel, Karl & Andre (French Casino) NYC, re.

- Enche & Norelle (Hollywood Dinner Club) Galveston, Tex., re.
Enters & Borjig (Hudson) Camden, N. J., re.
Epps, Gypsy (New Town Bar) New York, re.
Erdart, Charles "Happy" (Place Elegante) NYC, re.
Estelle & LeRay (Marden's Riviera) Fort Lee, N. J., re.
Evesitt & Conway (Elks Circus) Crookston, Minn.; Minn., N. D., 17-22.
F
Farrar, Jean & Jane (1323 Locust) Phila, re.
Farrell, Bill (Hans Ewald) NYC, re.
Farrell, Sunny (Place Elegante) NYC, re.
Fay & Paris (Club Moderne) San Francisco, re.
Feldella & DeRay (Club Avalon) Cleveland, re.
Fields, Happy (Place Elegante) NYC, re.
Fisher, Irving (Chickadee) NYC, h.
Fisher, Irving (Cheapside House) NYC, re.
Five a'Clock Boys (Palmdale Amusement Park) Fallside, N. J., p.
Flanagan, Gonzalo (St. Regis) NYC, h.
Fogarty, Alice (Warble) NYC, h.
Follow the Stars (Pal.) Chi 17-20, t.
Furg, Ami (French Casino) Atlantic City, re.
Furling, Evan (Berrows) Adelphi) Phila, h.
Furt, Verda (Benny the Bum's) Phila, re.
Furth, Louise (Number One Bar) NYC, re.
Francis, The Mystery Man (Shelton Corner) New York, re.
Frankie & Naomi (Leon & Eddie's) NYC, re.
Franklin, Fantasy (Follies (Met.) Seymour, Pa., 28-29; (Fair) Greenville, D., 28-29; (Fair) Napoleon, 26-29.
Franz & Fuller (Front Street Gardens) Toledo, re.
Frankie Sisters (Berrows) Park Lee, N. J., re.
Fraser, Jack (Playland Park) Eye, N. Y.
Freddy & His Dogs (French Casino) New York, re.
Fricke Sisters (Terrace Gardens) Rochester, N. Y., re.
Friedman, Fred (Gay Club) NYC, re.
Friedman, Bert (Paradise) NYC, re.
Fry, Bob & Virginia (Man About Town) New York, re.
G
Gale & Carson (Tower) Kansas City, t.
Gail Gail (Billmore) NYC, h.
Gardner's Steps in Satin (Alameda) Mexico City, re.
Garner, "Poison" (Barry Club) NYC, re.
Granoff, Bert (Riverdale) Milwaukee, t.
Garr, Eddie (Blissom Health Inn) Detroit, re.
Garron & Bennett (300 Club) Atlantic City, re.
Graville, Rex (Place Elegante) NYC, re.
Gay Nineties Quartet (Gay Nineties) NYC, re.
Gee, Gary & Roberta (Gator) Gainesville, Fla., 28-29; (Lyric) Tampa 21-24; (Florida) West Palm Beach 25-27, t.
Gibson & Sons (Astor) NYC, h.

- Gilley, Julia (Bon Avey) Wheeling, Ill., re.
Gillis, Paul (St. Regis) NYC, h.
Gilson, Bill (Granada Inn) Atlanta, re.
Gilbert, Natalie (Lowe) Montreal 17-20, t.
Givens & Karol (Wavel's) NYC, re.
Gladys (Denny the Bum) NYC, re.
Glorified Polles Unit (Montague) Detroit 17-20, t.
Glofy, Camille (El Club) NYC, re.
Goff & Keer (Chaletau 8th) (Earle) Westbury, L. I., re.
Goff, Maitre (Fox) Washington, D. C., 17-20, t.
Gold & Berrie (State-Lake) Chi, t.
Golden, Neil, Trio (Nayard) Lake George, N. Y., h.
Golden, G. R. (Hudson-Plaza) NYC, h.
Gold, Earle (Paradise) NYC, re.
Graves, Three (Astor) NYC, h.
Graham Miriam (Blissom Health Inn) Detroit, re.
Grant, Bobbie (Colony Club) Chi, re.
Grant, Katherine (State-Lake) Chi, t.
Grayson, Frank (Steamship Empire State) NYC, re.
Green, Kay (Steteline) Lake Tahoe, Calif., re.
Green, Mellicent (Snow-Bar) Forest Hills, L. I., re.
Green, Jackie (Lyric) Indianapolis, t.
Greenwood, Dawn (Paradise) NYC, re.
Greene & Raymond (Colonial) Dayton, O., t.
Gregory, Leon & Eddie's) NYC, re.
Gregory, Mimi (Club Gaucha) NYC, re.
Gullino, Marie (Beverly) Chi, re.
Gypsy Albert Trio (Beverly Bar) NYC, re.
Gypsy Lee & Her Three Pleasants (Edison) NYC, h.
H
Haggerty, George (Steamship Empire State) NYC, re.
Haines, Gardner, & Carter (Leon & Eddie's) NYC, re.
Hale, John (Yacht Club) Chi, re.
Hale Sisters (Yacht Club) NYC, re.
Haley, Eddie (Club Starline) Montreal, re.
Hardy, Moore (Garden) NYC, re.
Harper, Ruth (Mount Royal) Montreal, Que., h.
Harris, Mabel (Hollywood) NYC, re.
Hart, Frank (Adelphi) Phila, h.
Hart, Henri (Log Cabin Inn) Wallingford, Conn., re.
Harrington, Pat (El Club) NYC, re.
Harrison, Muriel (Entertainers Club) Atlantic City, N. J., re.
Hart, Carl (Number One Bar) NYC, re.
Hartman, The (Marden's Riviera) Fort Lee, N. J., re.
Harris, Harry (Villanova) Saratoga Springs, N. Y., re.
Harris, Harry (Old Bar) Newark, Md., re.
Hawkins, Benny (James' Monmouth County) Monmouth, N. J., re.
Hayden, Tommy (Wavel's) NYC, re.
Hayes, Harriet (Earle) Washington, D. C., 17-20, t.
Haywood, Billy, & Cliff Allen (Le Mirage) NYC, re.
Hayer, Pat, & Jim Ashley (Bosart) Brooklyn, N. Y., h.
Hecht (Entertainers) Atlantic City, re.
Heidelberg Club (Old Heidelberg) Chi, re.
Henry, Flo (Almond) Chi, re.
Herbert, Grace & Charles (Blissom Health) Detroit, re.
Herman, Irving (Man About Town Club) NYC, re.
Hether & Blackstone (Chez Panchar) Massachusetts, L. I., re.
Hickey Bros. (Colonial) Dayton, O., t.
Higgins, Peter (Piping Rock Club) Saratoga Springs, N. Y., re.
Hillman Sisters (Chez Paree) New Orleans, re.
Hires, Frankie (20th Century) Phila, re.
Hodges, Joy (Palmer House) Chi, h.
Hoffman, Holloman (Cleveland) West-Hollywood, Boston (Westchester) East Club) Westchester, N. Y.
Holly, Edna Mae (Chang Club) New York, re.
Holmes & James (Oriental Gardens) Vancouver, B. C., c.
Holloway, Edwina (Steamship Empire State) NYC, re.
Hope, Bob (Wavel's) NYC, re.
Howard, Bob (Kil Kat Club) NYC, re.
Howard, Joseph E. (Gay 955) NYC, nc.
Howard, Kathleen (Dreadful) New York, re.
Howard, David (Archmont) Club NYC, re.
Hull, Frances (Radio City Rainbow Grill) NYC, re.
Hurok, Emma (Beverly-Netherlands) NYC, h.
Hyers, Frank (El Club) NYC, re.
I
Idlers The (Versailles) NYC, nc.
International Trio (Devonshire) Atlantic City, h.
Irene & Martha (Blissom Health) Detroit, re.
J
Jack & Jill (Park Casino Bar) Fallside Amusement Park, Fallside, N. J.
Jackson, Guy "Wilkins" (Chang Club) NYC, re.
Jackson, Lawrence (President) New York, h.
Jackson, Irving & Revere (Yacht Club) NYC, re.
Jackson & Nedra (State-Lake) Chi, t.
Jacobs, Peggy (Torge) Jamestown, N. Y., h.
Jarrett, Lucille (Chaletau Moderne) NYC, nc.
Jay, The (Pavilion Royal) Valley Stream, L. I., re.
Jean, Jack & Joe (Met.) Boston 17-20, t.
Jeffers, Dorothy (Paradise) NYC, re.
Jennings, Don & Sally (Steteline) Lake Tahoe, Calif., re.
Jesters, Kings (Bismarck Hotel) Chi, re.
Johnny & George (Yacht Club) NYC, re.
Johnson, Dorothy (Hairy's New York) Chi, re.
Johnson, Haven (Onyx) NYC, re.
Johnson, Joyce (Paradise) NYC, re.
Johnson, Mae (Kil Kat Club) NYC, re.
Jones, Joseph (Gay Club) NYC, re.
Jordan Sisters (Club Continental) Mount Morris, Mich., re.
Joyce & Freddie (Kil Kat Club) NYC, re.
Joyce, Bobbie (Greenwich Village) San Francisco, re.
Joyce, Martin (Leon & Eddie's) NYC, re.
Julian, Lewis (Blissom) NYC, h.
K
Kaiser & McKenna (Follies) Niagara Falls, N. Y., c.
Kalese, Jay (Cocoanut Grove) Chi, re.
Kane, Patsy (Hollywood) NYC, h.
Kane, Sugar (Chicago) Chi, t.
Kane, Alex (Versailles) NYC, re.
Karsen, Thomas (Powers) Rochester, N. Y., h.
(See ROUTES on page 69)

Haag Show Turns South

Business reported not up to expectations in the Buckeye State

CANTON, O., Aug. 15.—The Mighty Haag Shows, in Ohio for almost three weeks, the first time in several years the Florida show has been this far north, halted its Northern trek at near-by Minerva this week, and is again headed south.

Business was not up to expectations in Ohio, Joe Hayworth, manager, informed. The *Billboard* representative here. Only a few of the towns turned out to be winners, Hayworth said. Rains curtailed business most of last week in Eastern Ohio. The show will play some Southern Ohio territory, invade the Upper Ohio Valley for a few days, then move across the Ohio River into West Virginia, where business on the way up from the South was reported to have been big.

Kid Show had some nice days in the smaller Eastern Ohio towns. Manager Hayworth entertained friends, newspaper men and circus fans while the show was in this territory. The Mason-station-Canton crowd, which included K. C. DeLong, Jack Nedrow, Roy Wild, Maynard Mast, Charley Hill and Vic Bernhard, visited the show at Minerva, Waynesburg and Beach City.

Rice Truck Turns Over

BEL AIR, Md., Aug. 15.—An accident which might have proved disastrous occurred near here August 8 when an elephant truck transporting three bulls of the Dan Rice Circus slipped back while going up a hill and turned slowly over. Show was en route from Westminster, and arrival was early. The three bulls rolled out of the truck, lay on their sides for a moment and then got up without any trouble. Bull men staked them very quickly and after the truck was righted proceeded into town. Driver was injured and taken to the hospital.

Show was delayed approximately two hours, and parade did not leave the lot until afternoon. Matinee attendance was very good.

Dr. Mann, director of the National Zoological Park at Washington, and Mrs. Mann; Thomas P. Dowd, manager of the Postal Telegraph Company; Rex M. Ingham, Sergeant Robert Fraser and Melvin D. Hildreth attended the matinee performance and were guests of Madame Bedini. She and "Sir Victor" stored an ovation with their several acts. Madame Bedini for five years was a feature on Ringling Bros.' Circus, for seven years was with Ben Wallace and for seven years was with Mugivan, Bowers and Ballard.

Ralph Cautin Joins Russell Bros.' Show

RED OAK, Ia., Aug. 15.—The privilege department of Russell Bros.' Circus was taken over by Ralph Cautin and his crew of candy butchers and novelty men. Joe Levine, of prize candy fame, has been getting his share of business. Tom W. Bedell recently joined as boss butcher and reports business good. A new large semi-trailer sleeper has been added by Cautin for his department. It is modeled after the railroad sleeping cars, having 12 single berths on the inside and other conveniences.

The show, since entering Iowa, has been having excellent business. The week, beginning at Dennison, was unusually big, and the concert, headed by Reb Russell, had almost capacity houses in every town. Guthrie, Dennison and Creston gave the show straw matinees and well-packed night houses, with Maryville, Mo., proving a record-breaker.

Swiss Circus Blowdown

PARIS, Aug. 10.—The big top and menagerie tents of the Circus Knie, leading Swiss tent circus, were blown down recently by severe storms at Biel, Switzerland. Heavy damage but no casualties.



COLONEL CHARLES H. CONSOLVO and Colonel Charles B. Borland, of the Charles H. Consolvo Tent of the Circus Saturn and Singers' Club, Norfolk, Va. Photo taken night of the organization meeting of the Tent. Consolvo is a former circus performer. Borland is president of the Consolvo Tent.

U. S. Printing & Engraving Gets Big Paper Contract

KANSAS CITY, Mo., Aug. 15.—Mr. and Mrs. Neal Walters returned here August 8 from a 10-day trip to Dallas, where they visited the Texas Centennial for several days. They also visited various circuses and carnivals on their trip to the Southland.

While in Dallas, Mr. Walters, who is president and general manager of the United States Printing and Engraving Company, of this city, secured what was probably one of the largest orders for paper, outside of the large circuses, ever given to a poster printing concern. Contracts were signed by him with Wilbur Cushman, president of the Wilbur Cushman Circuit of Theaters, to supply all paper and advertising accessories, such as photos, mats, cuts, etc., for 65 units, comprising the complete lineup of theaters and attractions under the Cushman banner for the remainder of this year and next season. The 65 units are spread throughout the United States and Canada, quite a few covering the Gus Sun Time and other large booking agency routes. Mr. Walters in past years secured only a portion of Cushman's paper requirement.

Mr. and Mrs. Walters returned just in time to be on hand for the birth of a daughter to the wife of their son, Neal Walters Jr., vice-president of the U. S. Printing and Engraving Company. The baby was born Monday night.

Dutton Troupe To Join Show in South Africa

NEW YORK, Aug. 15.—According to word received by Phil Wirth, of Boyd & Wirth Attractions, the Nellie Dutton Troupe, of the late Ivan Bros.' Circus, Australia, was en route from Melbourne to join the Pagel Circus in South Africa. Pagel is a veteran show operator in the British colony, Wirth said.

Included in troupe are Miss Dutton, William McK. Bauman, the Silverlakes, Charlie Mitchell and Miss Evelyn.

Quarter of a Million People See WPA Circus Performances

BOSTON, Aug. 15.—Over 250,000 people have witnessed 45 sandlot circus performances in the few weeks that the Federal Theater Vaudette Unit here has routed through Massachusetts. Playing mostly on playgrounds under the local sponsorship of WPA recreational projects, audiences have been as small as 2,000 and as large as 3,000. It is believed that before the close of the summer the unit will have played to a total audience of well over half a million.

This unit has been booked solid, working five days a week since May 24, and has future bookings which run into October. The booking division has been unable to fill the requests for return performances with the exception of a

Graham's Show Drawing At Cleveland Exposition

CLEVELAND, Aug. 15.—Near-capacity crowds have been greeting Stanley Graham's Midget Circus, now a permanent fixture on the midway at the Great Lakes Exposition. On a recent Sunday the circus had the second top business of the exposition grounds.

William Collins, general manager of the Graham Enterprises, planned in from Dallas to make a few changes in some of the departments. He will soon return to Dallas. Newly painted and most attractive signs have been placed on all the miniature cages of the animals in the menagerie. Tiny Dolores Del Rio, of the Del Rio Trio, who fell from the stage two weeks ago and has been confined to a hospital, is back on the job. An attractive sign has been placed in the marquee, designating the time of next performances. It is of clock effect. Patrons of the circus are attracted by the open-air eating house, where the midgets get their meals in the big tent. New military capes have been made for members of the midget band. Ben Parks, stage production producer, who introduces Duchess Leona at every performance, had a bad throat for a while but he managed to keep up the same. Johnnie Meyers' ballhoop is one of the best on the midway. Midget Dolly Kramer has been signed with the NBC network here and sings twice a week. Frank P. Duffield was a recent guest at the circus.

Cole Bros. To Play L. A. And Other Coast Cities

LOS ANGELES, Aug. 15.—J. D. Newman, of Cole Bros.' Circus, has been here for several days working out details about the first appearance in Los Angeles of this show or on the West Coast.

It was stated that the show would open September 20 at Washington and Hill streets for five-day stay, with Hollywood, Santa Monica and towns in Southern California to follow.

According to Mr. Newman, the show will make a complete coverage of the West Coast States, playing important spots in Washington, Oregon and California, and is dated for San Francisco September 4 to 7. A new lot will be broken in at Mt. Vernon near Mission street.

Leroy Show in Store

DETROIT, Aug. 15.—A miniature circus, billed as the Leroy Mighty Midget Show, has been opened here in a store on East Jefferson avenue by Abram S. Leroy and Carl J. Rieben. The various "acts" are operated mechanically. It will probably be put on the road under the sponsorship of some commercial organization as an advertising proposition. Leroy was formerly a clown with the Hagenbeck-Wallace and Cole Bros.' circuses.

McDougall Leaves Mix

HOLLYWOOD, Aug. 15.—CHIEF McDougall has closed with the Tom Mix Circus and has returned here to handle publicity for the movie stars.

DALE B. HOWBY caught Lewis Bros.' Circus at Montpelier, O., August 12, reporting nice business, good smooth-running show and several outstanding acts. States that No. 1 ticket wagon turned over on way from Watson, O., and was wrecked.

Many Folks Visit Barnes at Waukegan

KENOSHA, Wis., Aug. 15.—The 10th week of the Al G. Barnes Circus was spent in Central Wisconsin, and for the first time in the memory of many an oldtimer the grass was anything but green.

Moving out of Watertown on Saturday, the train was held up for several hours in Milwaukee, making a late arrival at Waukegan for a Sunday stand. With a long haul and a steep grade at the "runs" the first wagon hit the lot at 11 a.m. and doors were opened at 2:30 with afternoon performance getting under way a little before 3 p.m.

Many visitors were on hand at Waukegan, the first visit of the Barnes Circus to Illinois in several years. That impromptu club, the Harry Atwell Luncheon Club, showed up in a body, and there were visitors who had not seen this circus in many years, such as Nat Green, who last saw the Barnes circus in 1923. There were Harry Winslow, Bill Riley, Charlie Martin, Tex Sherman; Jack Hickey and his sister, Mayme; Frank Burke and wife, Mr. and Mrs. Arcanis with their two children, up to see the show and visit with Madame Virginia. The Chicago Circus Fans were well represented, headed by Frank Hartless and including Bill Sneed, Bert Wilson, I. K. Pond, Walter Krawcheck, Walter Schell, Jim Cronin, brother of Manager Cronin, came over from Hartford City, Ind., accompanied by his wife. There were also Mr. and Mrs. Clint Beery and Mr. and Mrs. Harry Cancie.

Racing for a Monday proved a fair stand, with the unloading taking place right at the lot, although the location of the grounds was over two miles from the business section. This is the usual lot, however, and the folks are accustomed to its distance.

Tuesday at Kenosha, with only 14 miles on the C. & N. W. The unloading commenced at daybreak with a long haul in prospect and all departments were done early. Kenosha is the home of Billy Krtom, who for years hit the sawdust trail with various circuses. He is now manager and part owner of several theaters in Wisconsin and gives his personal attention to the Kenosha and Gateway in Kenosha. He was around most of the day.

Jake J. Ditch, who is known as the "Roaming Circus Editor," came to the show at Kenosha and brought along a story he had written in *The Cudahy Enterprise* about the historical connections of the State of Wisconsin and the circus. Jake is a real "circus fan."

Large Crowds At Cole Parades

POCATELLO, Ida., Aug. 15.—Circus enthusiasts of the Western States who have not seen a street parade in 10 or 12 years are establishing new records for Cole Bros.-Clyde Beatty. Business has been big. Managers Jess Adkins and Zack Terrell believe the open-air procession is of great aid in establishing their new circus with the Western folks.

Newspaper critics in Pueblo, Grand Junction, Colorado Springs, Salt Lake City, Denver and Ogden have stated in their publications that more people come out daily to see the Cole-Beatty parade than any event in years. At Grand Junction capacity at both shows and a constant play at Lou Delmore's Side Show.

Salt Lake City gave the show two big houses—on straw at night—despite a bad rain and wind storm around 5:30 o'clock. It was necessary to reroute the parade early Monday as some of the downtown merchants complained because the parade did not pass their stores. Managers Adkins and Terrell told Harry McFarlan to arrange the route to everyone's satisfaction.

The circus trains arrived at Salt Lake around 12 o'clock Sunday night after exhibiting in Helper, Utah, for one performance only Sunday afternoon. Helper was very good. Al Hoffman, 24-hour man, had everything arranged for an early unloading.

Only a short jump to Ogden and everything on schedule. Police officers in Ogden stated they were as many people out for the parade as during the Pioneer Celebration two weeks ago. Big matinee and near capacity at night. The Union Pacific made a fast run to Pocatello and unloading was adjacent to the grounds. The newspapers made much of the parade and devoted several special stories to this feature.

Ann Butler suffered a serious accident in the menage number at Salt Lake City. (See LARGE CROWDS on page 37)

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

August
 19—Peoria, Ill.
 20—Decatur, Ill.
 21-23—St. Louis, Mo.
 24—Springfield, Mo.
 25—Tulsa, Okla.

26—Oskaloosa, Okla.
 27—Oklahoma City, Okla.
 28—Coffeyville, Kan.
 29—Pittsburg, Kan.

THE GREATEST SHOW ON EARTH

With the Circus Fans

By THE RINGMASTER

President, CFA, Secretary
 FRANK H. HARTLESS, W. M. HUCKINGHAM,
 7930 West Lake Street, Chicago, Ill. 7930 West Lake Street, Chicago, Ill.
 (Conducted by WALTER HOHENADEL, Editor
 "The White Tops," care Hohenadel Printing Com-
 pany, Rochelle, Ill.)

Delville H. Theard, of New Orleans, Southern vice-president of the CFA, is at his home in the care of physicians, suffering from a severe nervous breakdown which will, it is expected, keep him out of his law office for many months. He had his reservation in for the convention at Evansville, and his host of friends of Circus Fans and show people missed him greatly at the 11th annual meeting. He attended national meetings in Boston, Chicago, Des Moines and San Antonio.

Elmer A. Kemp, CFA of Trenton, N. J., writes: "Spending my vacation on Eddy Bros.' Circus in my new house trailer with my wife, nephew and dog."

Seen on Ringling-Barnum lot at Milwaukee August 9 were Harry Hertzberg and Pasco Scaperlanda, of San Antonio, Tex.; Mr. and Mrs. H. E. Gehl, their daughter and Mr. Kissell, of Hartford, Wis.; Dr. and Mrs. Tom Tormey, Bill Jackman, Mr. and Mrs. Sverre O. Braathen. After the night show Wisconsin fans entertained Wayne Larey and Angella, Valeria, Maria, Joe and Coleman Antalek at a party at the old Heidelberg.

When Downie Bros. Circus showed Fort Plain, N. Y., it used both of George Duffy's free circus lots with an overflow into a near-by grove. The show was on lot No. 1, with all the trucks parked on lot No. 2 and cookhouse in a grove a short distance away. Fort Plain Standard gave the show fine publicity with a two-column afternotice, said to have showed to 7,000 people at both performances.

Walter and Francis Hohenadel and party of friends attended Ringling-Barnum Circus at Rockford, Ill., August 10. The show did capacity business both performances.

Marion Lewis, of La Fayette, Ind., a real circus fan, on a hitch-hiking vacation to interview circus model builders and see all the circuses possible, was a caller at The White Tops office. Marion, who is not old enough to hold a membership in the CFA, is a subscriber to White Tops and came to Rochelle for the purpose to see where it was printed. After spending a day and a half here, went to Waukegan to catch the Barnes show and then to Rockford to make the Big One, after which it was his intention to thumb his way back home.

Old Clown Visits Main Show

CINCINNATI, Aug. 15.—Archie Royer, who in the days of 1887 to 1892 and '93 was a feature of the Walter L. Main Fashion Plate Circus, Museum, Menagerie and Roman Hippodrome, one of the greatest shows of its time, as principal talking clown, recently paid a visit to the present Walter L. Main Motorized Circus.

He writes as follows: "As I sat thru the performance the tears clouded my eyes. Oh, yes, I knew Harry LaPearl, the present-day circus clown. I held him on my knee when he was a little boy. I worked with his dad with Stokes' Circus on Smith's Island in the Delaware River at Philadelphia during the carnival of 1876. I showed Harry a picture of himself as a little boy standing on two ponies. The show was very good and quite snappy. South Haven turned out nicely and everybody seemed to enjoy the show."

"I always call it my show, but quite naturally my thoughts went back to the Main show of my days. Most all those marvelous circus men are gone. I thought of Charles W. Fish, the Royal equestrian champion somersaulting bareback rider of the world. I clowned his act. Lindy Jess, Lottie Aymar, Billy Demott and wonderful Tony Lowanda, Oscar, Willie and Marietta Lowanda, the great Fisher Brothers' flying trap act were of those days. The four Walton Brothers—what an acrobatic act that was—and little Joe Berris, for many years trainer of animals for Walter L. Main. There will never be another like him."

"Then quite naturally I thought of all the great clowns who worked with me in different shows in the days gone by and all at once I realized they had all passed on. My old pal Jimmie West, Silvers, Mead Wertz, Jules Latoure, Charlie Rentz, W. Fred Aymar, Park Byer, Baker and Eddie Devoe, Lon Moore and

50 others I can mention all gone. I almost seem alone and deserted. "After the performance, with a heavy heart, I stepped into my car and Jean, my daughter, drove me back home to my farm at Bangor, Mich., where I spend more time writing poetry, circus history and special news items than I do farming. All in all it was a great day for the Old Post Clown."

Circus Memories by Royer
 As I sit in my home up on the farm And think back day after day, My mind wanders back to my old circus pals

Who have long since passed away. So instead of being glad, my heart is sad, For I dream of the good old times we had. We were like a big family, always full of fun.

Just like the Four Horsemen, "One for all, all for one."

Only a few oldtimers are left today, Death's thinning the ranks, they're passing away. I wish I could have those days over once more

With those dear old pals of days of yore. We had no thoughts our lives would sever. We thought we'd go on forever and ever. So when the time of my departure is at hand

I hope to meet them all in the promised land.

Mix Evening Crowds Excellent

NEW LONDON, Conn., Aug. 15.—The four stands in Connecticut this week were extremely warm. The Tom Mix Circus continues to do an excellent evening business with fair afternoon crowds. The last two stands in New York State gave the show very good business.

Sunday in Stamford and everyone enjoyed a day off. Mr. Mix spent the day with Jack Dempsey in New York and many spent the week-end there. Mr. and Mrs. Dail Turney enjoyed a day of rest at the local hotel, others went to the beach. Denny Helms was most appreciative of the short jumps this week and Joe Ford caught up with some repair jobs. Helen Ford entertained an old friend, Jessie Lee Nichols, from Wertzborough, N. Y., whom she had not seen for 10 years, while in New Haven.

Several people formerly of the Ringling Shows visited in the backyard recently, among them Mr. and Mrs. Tom Lynch and George Denham. Grace Baker entertained Miss Bradley, publisher of The Times-Star, and Miss Strom in Bridgeport. Both spent the day on lot and dined in the cookhouse, also Mr. Doelen, sports editor of The Post and Morning Telegram, and Dorothy Gish. Martha Cornel visited her sister, Mrs. Dail Turney, while in New Haven. Tony Canzoneri was a recent guest of Mr. Mix.

Mr. and Mrs. Alfredo Codona entertained Doctor and Mrs. Staples in Bridgeport, also Professor Nagles. Mr. (See MIX EVENING on page 64)

BAKER BUILT

for Looks and Wear

Write—Wire—Phone

BAKER-LOCKWOOD

17th and Central, KANSAS CITY, MO.

America's Big Tent House

EASTERN REPRESENTATIVE—A. E. CAMPFIELD, 152 W. 42d St., N. Y. C.

Show **TENTS** WRITE FOR PRICES

Fulton Bag & Cotton Mills

Manufacturers of Since 1870

ALL SIZES ST. LOUIS KANSAS CITY, MO.

MINNEAPOLIS BRIDGEPORT NEW ORLEANS BAKERS CITY, MO.

"DRIVER - TENTS - BANNERS"

28x80 Canopy Style SIDE SHOW TENT. 50x77 KHAKI TOP AND WALL. Catepillar Tunnel Cover, Good Condition. CHARLIE DRIVER, Manager. O. HENRY TENT & AWNING CO., 4611-12 N. Clark St., Chicago, Ill.

Photo Post CARDS 8x10

REPRODUCTIONS OF YOUR PHOTOS

POST CARDS	"MIRROR" FINISH	8x10
100 — 1.95	— General Use	12 — 2.25
250 — 4.00	ONE SUBJECT PER LOT	25 — 4.25
500 — 6.75	Unusually Grouped Groupings	50 — 6.75
1000 — 11.75	Orcaulo Photo Art Service	100 — 9.75
	101 Broadway St., Downtown	

The Lanquay Costume Co.

159 North State Street, 404 Capitol Building, CHICAGO, ILL.

Everything For Theatrical Wardrobe

RHINESTONES—SPANGLES—TIGHTS

TENTS AS OUR USED

TENTS are now pretty well sold out, we are making Special Low Prices on New Tents and Sidewalk. Will have Used Tents after Labor Day. Write us what YOU want.

KERR MFG. CO. Chicago.

1954 Grand Avenue.

MOTORIZED WITH FRUEHAUF TRAILERS

18, 20, 22 or 24-ft. Van or Livestock Bodies, Closed or Open Top. Pay as you earn.

RALPH LOWELL KANSAS CITY, MISSOURI

FRUEHAUF TRAILER CO., MISSOURI

LION ACT FOR SALE

Seven full-grown Nubian Male Animals, working pyramids, teterboard and spectacular fighting acts. Highly successful in motordrome during year, but don't want to repeat circuit; therefore, will sell reasonable price. Bally Cages, Circus Arena and Cage Wagons available reasonably. Capable Trainer who has worked act several years will accompany if wanted. Can deliver at Minneapolis. Wire

ROYAL AMERICAN SHOWS

Superior, Wis., this week; Ironwood, Mich., next week, and Minneapolis until September 15.

WANTED FOR RINGLING BROS.-BARNUM & BAILEY

"World's Greatest Side Show" Season 1937

Interesting and unusual attractions. Address

CLYDE INGALLS, Side Show Manager, 221 Institute Place, Chicago, Ill.

TIGHT WIRE WALKER WANTED

Young man not over 25 years of age to join one of the best known wire acts in show business. Must be able to do fast runs, single routines and high jump on wire. Tell all in first letter and don't misrepresent. Give age, height, weight and salary expected. We furnish wardrobe and transportation. Just returned from a seven-month tour of Europe. Returning again to open at the Alhambra Theatre in Paris, October 2d, followed by a tour of South Africa. Easy work and a chance to see the world. Address

FOUR ORTONS

134-46 234th Street, ROSEDALE, LONG ISLAND, N. Y.

NEW, UNUSUAL AND EXCEPTIONALLY ATTRACTIVE DESIGNS IN PICTORIAL PAPER AND CARDS FOR CIRCUS CARNIVAL RODEO AUTO RACES THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON - FADING PAPER WITH PERMANENT INK.

The **Donaldson Litho. Co.** NEWPORT, KY. Opposite Cincinnati, Ohio

WANTED WANTED

Man capable of Promoting Sponsored full week appearances of

LESTER'S MIDGETS

Now the talk of the Board Walk, Atlantic City. These amazing little British Artistic present a complete two-hour program of Variety, Circus and Music-Hall Specialties never before attempted by midgets. Greatest child appeal show ever seen. Company of tenents. 10 Slatland Ponies. Great Dance Dances after Labor Day. Only high-class man with unimpeachable references need apply. **MIDGETS' MANAGER, Million Dollar Pier, Atlantic City, N. J.** S. B. Frazier for a few midgets (letter see) capable of learning Circus Acts. Wages while learning.

IF PROPERTY THAT WAS STOLEN

out of the City Auditorium, Omaha, Neb., belonging to **BILL RICE**, is not sent to Colorado Springs immediately, warrants will be sworn to for the arrest of the guilty parties for grand larceny and theft.

ROBBINS BROS. CIRCUS

WANTS Side Show Boss Conductor, must keep in repair; inside Mix doing Punch and Mugs, Road Rests, ameer, Colored Musicians, Mechanic for Chevrolet Trucks. Address **JACK SAMPSON**, Hastings, August 20; Yuma, 21; Brush, 22; Longmont, 24; Boulder, 25; all Colorado.

LEWIS BROS. CIRCUS WANTS

Mechanics, Working Men, Truck Drivers, Acts that double, Girls to ride Menage, Ladder and Aerial work, Ticket Sellers and Ticket Takers, Musicians, Side-Show People, Long session. Money sure. Route as follows: 19, Bussey, 20, Mt. Vernon, 21, Marysville; 22, London; all Ohio.

WANTED

Showmen Who Are Interested in **MOTORIZING**

Write for Our Special Finance Plan. **CHARLES T. GOSS** (With Standard Chevrolet Co.), EAST ST. LOUIS, ILL.

It Helps You, the Paper and Advertiser to Mention The Billboard.

Under the Marquee

By CIRCUS SOLLY

WELCOME back to the circus field, Harley Sadler. Always room for another white top.

ADELE NELSON'S elephants were an extra added attraction to the Ghent, N. Y., Firemen's Carnival.

MARIO AND MARIO, Australian knife throwers, left Famous Robbins Circus at Broken Bow, Neb.

HARRY SEYMOUR inforced from Beatrice, Neb., August 13 that he is leaving Russell Bros.' Circus.

FRANK B. HUBIN writes that thru his and Mayor White's efforts circuses can now exhibit in Atlantic City.

HARRY ASHTON JR. visited both the Russell Bros.' and Al G. Barnes circuses when they were at Waukegan, Ill., and enjoyed the performances.

O. H. BENNETT saw Downie Bros. at Fairmount, W. Va. Advises that performance is excellent, equipment in good shape and all workmen in uniforms.

REX M. INGHAM attended the Dan Rice Circus at Bel Air, Md., and visited with Manager Ray Marsh Brydon, Bill Story, Jim Williams and the Suttons.

DOWNIE BROS.' CIRCUS experienced the hottest day of his season at Fairmount, W. Va. Fair-sized crowd in afternoon and a good one at night.

IRWYN BODEN writes from Waverly, Tenn., that he has given up the canvas this season and now has a tourist home. He married Mrs. Ann Harris May 3.

GEORGE DUFFY had a fine time when Downie Bros.' Circus showed on his lots at Fort Plain, N. Y., July 30. He and Charles Sparks are great friends.

TOM MIX CIRCUS had good business at Kingston, N. Y. Both press and public acclaimed it one of the best ever seen there.

BILL MCGOUGH, boss ticket seller on

Hagenbeck-Wallace last season, is doing the announcing at the circus stadium on Steel Pier, Atlantic City.

ACTS PLAYING the Seymour, Wis., Fair were Al Miller's Revue, Holland and Dockrill, Courtney, and Togo. Will also be at Mauston, Northwood and Austin fairs.

MARY ALICE DEWEY and party, of Gates, Neb., visited the Famous Robbins Circus at Broken Bow, Neb., liked the performance and met a number of the folks.

HARRY (HAD) THROP, drummer, of the Dan Rice Circus, is back home at Portland, Ind., for a short visit to settle business affairs and then will rejoin the show.

ADVANCE BRIGADE of Downie Bros.' Circus is billing ahead, in some instances as much as 30 days. Show playing Richmond, Va., August 17 and is making a great bid for Southern territory.

DAN RICE CIRCUS is billed at Annapolis, Md., for August 24. Show will be the second to visit Navy town this season, Downie Bros. having played there in the spring.

CHARLES WADDELL advises that the Walter L. Main Circus had a fair matinee and packed night house at Ludington, Mich. He met Bill Newton and Mrs. Main.

LEON HEWITT recently paid his first visit to Barnett Bros.' Circus and speaks highly of both the performance and equipment, also that his prices are reasonable all down the line.

GUY V. WILKINSON advises that he is enjoying a good rest at the U. S. Veterans Hospital, Albuquerque, N. M., and will be glad to hear from trouper friends. It is the first time in 29 years that he has been away from a show.

DR. J. LYNN LEONARD, of Astoria, L. I., N. Y., who has a pet animal hospital, recently received mention in the Eastern press. Among other things story stated that he is an authority on wild animals.

RUSSELL BROS., Lewis Bros. and Walter L. Main circuses have played Muskegon, Mich., within the last 30 days, all doing very nice business. Bauknecht brothers state that the band on the Main show surely can deliver—nine pieces, but as good as most 15-piece bands.

THE KLINES (Elmer and Elvira) will play the Burlington, Davenport and Des Moines, Ia., and other fairs. They visited Juanita and Weaver Grey, who were with the rodeo at the Mt. Pleasant, Ia., Fair. The Klines were with the big tops for years.

SAMPSON AND RUTH SINES and other Winnebago Indians were the guests of Mr. and Mrs. Rex M. Ingham at Indian Stomp Grounds, River Bend, Va., en route home from a park near New York City to Black River Falls and Wisconsin Rapids, Wis.

J. D. VROOMAN, known in the show world as Man Vroos (who has comedy dogs), has been confined to hospital in St. Joseph County Infirmary, South Bend, Ind., for seven months and will be there for several more. Letters from acquaintances will be appreciated.

ROBERT D. GOOD and Lloyd Mitchell, of Allentown, Pa., drove to Middletown, N. Y., for their first visit to Tom Mix Circus. Good says that the show presents an unusually fine appearance on the lot and a very pleasing performance is given in three rings. Despite its transcontinental tour, the equipment is in wonderful condition.

FRED HIGH had a story in The Waynesburg (Pa.) Republican which created much interest the day the Dan Rice Circus was there. It was about an oldtimer, T. J. Wiscarver, who attended Dan Rice's Circus there many years ago and who was the honored guest of the Rice show, which recently played at Waynesburg.

MRS. GEORGE SOHN, circus prima donna, is not trouping this year. Instead she is playing night clubs in and around Chicago. She has just returned

from a stay of several weeks at Twin Lakes, Wis., where she combined business with pleasure, playing one of the local night spots.

HAPPY KELLEMS and Van Wells, clowns, were re-engaged by the Acme Paint Company of Detroit to appear at its convention in Toledo, O., August 13-15. Will play at the Southern convention for the same company. The boys have bookings for the summer with their Funny Ford and a public-address system.

JAKE DISCH saw the Barnes show at Kenosha, Wis. Says it's a good show with plenty of wild animal acts. He attended Ringling-Barnum Circus at Milwaukee and greatly enjoyed it. In a recent issue of *The Cudahy* (Wis.) Enterprise, in his Here, There and Everywhere column, Jake had considerable mention regarding circuses.

ROBERT (FAT) BULLOCK'S father, J. T. Bullock, who was acquainted with a number of showfolk, died recently at Oklahoma City. "Fat," who has clowning on various circuses and did a free act for last 15 years, is at present working as a concession agent with C. E. Leggett Shows, but in all probability will be under the white tops again next season.

FRED STAFFORD, of Rutland, Vt., visited the Beers-Barnes Circus at Salem, N. Y., reporting a neat little show and good performance. Good matinee and capacity at night. Says that Charles Beers has plenty to do—lays out lot, puts up top, clowns, presents trained bear and works in concert. He adds that no circuses have been at Rutland this season.

"BIG BILL," late of Ringling-Barnum Circus, is entering a posthumous double existence at University of Tennessee in Knoxville. H. A. Mumaw, of the university's zoology department, is working on the manikin framework on which will be mounted the hide of the rhinoceros, which died while the circus was in Knoxville last fall. "Big Bill's" bones will be reconstructed to stand beside his "body."

IT WAS "old home week" for Edward Ward Jr. when he came to Cedar Rapids, Ia., August 12 with the Ringling-Barnum show. The family lived 15 miles north of Cedar Rapids on a farm named the Flying Wards, all barns, etc., being so labeled. During the winter season the family practiced on trapeze apparatus rigged up in the hayloft. Young Ward is now a member of the Flying Concellos. He was born on the farm near Walker, where his younger sister, Genevieve, and his grandmother and uncle now live.

CHARLES T. HUNT, of Eddie Bros.' Circus, observed his 43d birthday anniversary at Bellows Falls, Vt., August 9 and the folks had quite a celebration. At 3 p.m. members gathered behind the Side Show tent and with band playing marched to cookhouse and sang *Happy Birthday to You*. Mr. Hunt and his family were seated at staff table (chicken dinner being served) and band played again. A ring was presented to him. It was surprising to note that 63 folks were present at dinner, the same number as Mr. Hunt's age.

PICKUPS from Elmira, N. Y., by Art Wintz: "Bill Brown wonders how many of the boys are still with it" who tramped with him on the old Norris Bros.' Dog and Pony Shows, also the Sig Sautelle Show? At present he is framing a classy trailer stand to play fairs. Art Doc Miller has gone in for a collection of pet snakes. Next season Elmira should prove to be the good spot it formerly was. The Precision Tool Plant is open and conditions are much better for the first time in years. Despite these improvements, this spot is not so hot for pitchmen."

WHEN THE Tom Mix Circus played Newburg, N. Y., it also played host to many visitors from the metropolitan New York area. A party consisting of Billy Hamilton, formerly of Barnett Bros.; Sedge Melkie, treasurer of the late Gorman Bros.; and John J. Kelly, veteran trouper and equipment-device scout, made the lot and were taken around by Manager Dail Turney and others on the show. They were greatly impressed by the performance and especially Mix's energy and pep. A flock of New Yorkers also visited the show during its Connecticut stands. Climactic interest is expected to center around the show's closest to New York date in Jersey City on September 3 and 4.

CARL ROBINSON, handmaster with the Tom Mix Circus, with Mrs. Robinson and their son, George, visited their old

Dressing Room Gossip

AL G. BARNES CIRCUS—Earl Janney was around at Wausau, Wis., shaking hands. He was for years with this circus in various capacities and now has a restaurant in Wausau, Wis. At Watertown Mrs. Utopia, famous acrobat, and Mrs. Repenski and daughter came for a visit and seemed to enjoy talking with Mrs. Christian, mother of the famous Christian family. It was at Portage that Mrs. Charlie Rooney, widow of the beloved boss hostler, and her three daughters came over from Baraboo to say hello to many old friends. Mrs. Williams and Mrs. Gollmar also drove from Baraboo.

At Waukegan, Ill., there were lots of friends and troupers. Orrin Davenport and Mrs. Davenport and Earl and Battle Shipley were there. Nat Green and Frank Burke came to the dressing room. Bert Wilson and Harry Atwell sat on a box in the backyard all afternoon. Said they would see the performance later. Wilson is going to trail along in his new Ford for a few days.

Cookie, of the outside lunch stand, almost "passed out" when a fellow handed him a \$10 bill for a bottle of Coca-Cola and said to keep the change. It turned out that this "sawbuck" had been owed to Cookie for 10 years, and he failed to recognize the "good Samaritan" as his old debtor.

Billy Lorette came to Waukegan to see the show and his many friends. He is recovering from a stroke of paralysis to his left side. Billy is one of the greatest clowns of this generation and was always ready to take a chance on anything no matter how dangerous if it would entertain the folks. He is at the American Hospital in Chicago.

Fred and "Doodles" DeMarr, being so close to their home in Chicago, called it a season at Waukegan and will work the big stores as they have for a number of years.

friend Frank B. Zelle, while the show was in Kingston, N. Y. Carl, among his intimate friends, is always called "Rollo." Zelle having tacked this moniker on him more than 20 years ago when the two first met in Jacksonville, Fla. Zelle played with Robinson in Jacksonville for several years, the two doing their stuff together in bands, theater and hotel orchestras. About three weeks ago Zelle became ill and was unable to be at the circus lot to greet his old friends. The visit of the Robinsons to his home acted as a spur to his improvement. Some years ago Zelle played a leading clarinet with the Ringling-Barnum Circus. A line from any of his old-time friends would be greatly appreciated.

A REPRESENTATIVE of *The Billboard* visited the Al G. Barnes Circus at Waukegan, Ill., and saw a highly pleasing performance. As in former years, the show excels in its wild animal acts. Bert Nelson, who is featured, gives a spectacular performance. Mabel Stark is looking fine and her act still carries its thrill and Captain Terrell Jacobs handles his cats in a way that puts him over big. The Christian family is tops in riding acts. (See UNDER THE MARQUEE page 65)

Pickups From France

PARIS, Aug. 10.—The Cirque Medrano (indoors) has advanced its opening date in Paris to September 4 instead of September 11. The Boulogne Brothers at the Cirque d'Etiver and the Amar Brothers at the Empire also announce early September openings. Cirque Medrano "construction"—semi-wooden arena—opens at Havre on October 2.

The Cirque Poutrier is playing an extended indoor date at Douai with programs changed weekly. Present bill includes the clowns, Iles and Loyat and Baby, Lole and Mauri Totti; horse numbers by the Wilkes family and Andre Rancy; Ely Ruth and Franci, aerial; Seven Maravillas, acrobats; Mile. Wainka, high-school horse; Miss Macker, contortionist; Venus de Milo, armless wonder; Joe Breitbard, strong man; Two Soulys, eccentricities, and Karmox and Princess Zama, mental telepathists.

Gouilloux's dog show and Charpentier's menagerie are at the street fair in Mulhouse. Bajso's Menagerie is at the street fair in Montreux, Switzerland.

AMERICAN INDIANS

Furnished for Parks, Beaches, Fairs, Celebrations, Warrent, Squaws, Children. Beautiful wardrobe; good 1st forms. Write

EDNA ACKER, Indian Claim Agent
716 Evans Bldg., Washington, D. C.

OAK BRAND HY-TEX BALLOONS



MICKEY MOUSE HEADS

You can always get big money with this popular version of Mickey Mouse—the stellar attraction on street or lot.

These are the only genuine Mickey Mouse Head balloons.

Identified by the real Mickey Mouse face, and the full length figure of Mickey on the back.

Sold by the Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

AT LIBERTY CHEERFUL GARDNER



ELEPHANT TRAINER CREATOR AND PRODUCER

PERMANENT ADDRESS:

Care THE BILLBOARD, Cincinnati, O., or 22 South Broadway, Peru, Ind.

The Corral

By ROWDY WADDY

BUFFALO BEN, old scout and Indian fighter, who is seriously ill in the General Hospital, Kansas City, Mo., writes that he would appreciate hearing from his friends.

FIRST mishap in four days of rodeo events at the Salem County Fair occurred on August 7 when Lew Weir was thrown from a bucking broncho. His arm was broken and his shoulder dislocated.

OWING TO football games conflicting, Col. W. T. Johnson will not have his rodeo in Dallas in September. "New dates have not definitely been set, but I think it will be around Thanksgiving," says the Colonel.

HERMAN W. PEERY, mayor of Ogden, Utah, wrote Tex Sherman that thousands were turned away from the Stadium in Ogden on Pioneer Day, July 24, and that the rodeo and exhibition there was a huge success. The Stadium is to be enlarged next year, the mayor stated, and 5,000 additional seats will be installed.

TEXAS ANN MIX and Cowboys recently broke all house records at the Copy Theatre, Pittsburg, Kan., according to Joe Linsky, manager of the cowboy aggregation. Miss Mix's special-built housecar, sound truck and pleasure car gives the show a neat ballyhoo system. Troupe includes Ann Mix, Texas Eddie, George Word and Curly and Gladys Slade.

ARIZONA DAVE LITTLE and members of his show returned to the Little ranch in Moravia, Fla., after concluding a recent engagement at the Four Bullet Ranch Rodeo, Monroe, N. C. Show is scheduled to make five or six appearances in the East soon. "Will have Lou and Camilla Randolph and Bob and Helen King at the ranch this winter," infers Dave.

A RODEO to be presented at the Chicago Stadium under auspices of the Stadium management and produced by Barnes & Carruthers is scheduled for the fall. Prize money to the amount of \$15,000 will be offered. Barnes & Carruthers state they will present some sensational rodeo features. Negotiations are now on to obtain Col. Tom Hickman, former head of the Texas Rangers, as judge. Arthur Wirtz, Stadium manager, is supervising plans for the rodeo.

NEW YORK—A contract show was held at McGoldrick Park (public), Brooklyn, August 3-9 under the joint auspices of the Catholic Boys' Center of St. Francis of Paula and the Crime Prevention Bureau, an arm of New York's police department. Show, billed as Bar X-O Rodeo, under direction of Joe Daly, listed the following: Walter Murley, Betty Case, Mickey Hunter, Mrs. Chet Morris, trick riders; Ted Merchant, riding, roping and shooting; Buck Barbour and Ookie Joe Mullens, bronk and steer riding; Chet Morris, bronk, and Eddie Out West, clown with mule, Poncho. Feature was "Diamond" Ted Lewis, crack revolver and rifle shot, who put on special exhibitions for the bureau. Lewis was scheduled to leave for a three months' tour of South Africa. There were eight Indians to complete the layout.

RESULTS of the recent Stampede held at Lethbridge, Alta., Can.: Bronk Riding With Saddle—First day, Bob Boden, Clark Lund, Johnny Hagen; Frank Sharp and Urban Doan split fourth. Second day, Sykes Robinson, Doug Bruce, Clark Lund, Dick Wells. Third day, Johnny Hagen, Clark Lund; Doug Bruce and Sykes Robinson split third. Finals, Clark Lund, Doug Bruce, Johnny Hagen, Bob Boden. Calf Roping—First day, Pat Burton, Warner Linder, Jack Streeter, Eddie Ivens. Second day, Toots Burton, Warner Linder, Gordon Durbay, Charles Ivens. Third day, Pat Burton, Gordon Durbay, Floyd Peters, Jack Streeter. Finals, Pat Burton, Jack Streeter, Warner Linder, Gordon Durbay. Bareback Bronk Riding—First day, Clark Lund, Andy Gibson; Gordon and Don Thompson split third. Second day, Waldo Ross and Jim Robinson split first and second; Art K. Lind, Urban Doan. Third day, Urban Doan and Johnny Hagen split first and second; Clark Lund. Finals, Clark Lund, Urban Doan; Andy Gibson and A. K. Lund split third. Bareback Steer Riding—First day, Urban Doan, Gordon Thompson, Herman Linder. Sec-

ond day, Jim Robinson, Frank Sharp; Urban Doan and Lorne Thompson split third. Third day, A. K. Lund, Urban Doan; Clark Lund and Doug Bruce split third. Finals, Urban Doan, Clark Lund, Don Thompson.

DESPITE inclement weather the Jackson Frontier Days, held July 30-August 1 at Jackson, Wyo., drew large crowds. Judges for the show were Harry Knight, Banff, Alta., Can., and Breezy Cox, Pine Top, Ariz. Pete Kercher, Blackfoot, Ida., acted as announcer and arena secretary. Acts used at the show and furnished by Colborn & Sorenson included Paul Sorenson, Don Wilcox, Hank Darnell, trick ropers and riders, and Velda Tindall, trick rider. Featured on the program were the two little Tindall girls, Gloria and Garlene, who did a specialty trick roping act and Garlene showed her high-school pony, Sunray. Contest winners were: Bareback Bronk Riding (One Horse Average)—Howard Henri, Ray Marvity; Fox O'Callahan and Jonas Darnan split third and fourth; Ralph Stanton and Hubert Sanders split fifth. Bronk Riding—First day, Leo Murray, Stubb Barthlemay, Floyd Stillings. Second day, Eddie Woods, Jackie Cooper; Ray Mavity and Stubb Barthlemay split third. Finals, Burel Mulkey, Leo Murray, Stubb Barthlemay. Calf Roping—First day, Everett Bowman, Asbury Schell, Maynard Gayler. Second day, Maynard Gayler, Asbury Schell, Charlie Jones. Third day, Everett Bowman, Maynard Gayler, Breezy Cox, Asbury Schell, Bulldogging—First day, Everett Bowman, Jean Ross, Red Allen. Second day, Jonas Darnan, Ralph Stanton, Gene Ross. Third day, Everett Bowman, Gene Ross, Jonas Darnan.

RESULTS OF THE UTAH Covered Wagon Days' Rodeo, Salt Lake City, July 22-25: Bareback Bronk Riding—First day, Frank Schneider; Pete Grubb and Burel Mulkey split second and third. Second day, Smokey Snyder, Fox O'Callahan, Frank Schneider. Steer Riding—First day, Whitey Hoffman and Ralph Stanton split first and second; Smokey Snyder. Second day, Smokey Snyder, Frank Schneider, Fox O'Callahan. Bronk Riding—First day, Burel Mulkey; Leo Murray and Pete Grubb split second and third; Jonas Darnan, Earl Bascom. Second day, Leo Murray, John Jordan, Pete Grubb, Bert Sibbett, Earl Bascom; Whitey Hoffman and Jonas Darnan split fourth; Harry Logue and Andre Barr split fifth. Third day, Frank Schneider; John Jordan and Pete Grubb split second and third; Andre Barr, Earl Bascom. Fourth day, Burel Mulkey, Frank Schneider, Leo Murray; Pete Grubb and John Jordan split fourth and fifth. Finals, Leo Murray, Pete Grubb, John Jordan. Roping—First day, Everett Bowman, Skeet Bowman, Jonas Darnan, Charles Jones. Second day, Charlie Jones, Les Jenkins, Red Allen, Everett Bowman. Third day, Jonas Darnan, Everett Bowman, George Wilderskin, Fele Fernandez. Fourth day, Skeet Bowman, Bill Taylor, Tom Hogan, Hugh Clingman. Finals, Everett Bowman, Les Jenkins, Skeet Bowman. Bulldogging—First day, Everett Bowman, Shorty Ricker, Jack Kercher, Jean Ross. Second day, Jean Ross, Tom Hogan, Rusty McGinty; Red Allen and Jack Kercher split fourth. Third day, Jean Ross, Jonas Darnan, Ralph Stanton, Hallway Grace. Fourth day, Jean Ross, Red Allen, Jonas Darnan, Tom Hogan. Finals, Jean Ross, Everett Bowman, Jack Kercher.

LOS ANGELES—Lots of work for the riding actor folks. Buck Moulton was seen in ambush behind a heavy growth of face foliage, working on location, and busy with the activities of the Riding Actors' Association, of which he is president. There have been accidents recently. Wess Warner was badly injured driving a four-horse team. Inaccurate timing of a landslide caused his being blinded by the Fuller's earth used for dust effect. Struck by rocks that knocked him from the wagon. He suffered broken collar bone, three vertebrae were injured, muscles torn from his spine and brain concussion. He is at Cedar of Lebanon Hospital, Hollywood. In same accident suffered severe eye injury. The picture, titled *The Three Mosquitoes*, features Sid Taylor and is being directed by Ray Taylor. At the regular monthly entertainment night of the Riding Actors' Association Joe De Young, artist and author, was made a life member and is contracted by Cecil De Mille to draw Western characters for his current picture, *The Plainsman*. The second unit of *The Plainsman*, on location near Pirney, Mont., having difficulties. A reversal of form in the Indians in that they do not want to leave their jobs on PWA to work in the films and fight as their fathers did. An acute shortage of

water, caused by the continued drought, has made the job tough on men and animals. Their water supply is hauled 40 miles and no one is permitted to use soap in washing as the water is then given the horses. Jack Walters was badly hurt, having been struck by hit-and-run driver. Gene McKay still in the hospital at Sawtelle. Robert (Tex) Parker getting about on crutches. Johnnie Slater received a broken jaw doing a dive in a Warner Bros. picture. Francis Walker, "stand-in" for Hoot Gibson, is recovering from broken shoulder. He was being roped from a running horse. Charley Eaten got a bad fall when his trained steer became unruly and charged into some old timber and trapped him. It is sounding to all right. Columbia Pictures Corporation has started a new Western titled *Cross Fires*. In this film Buck Moulton is doing the stage coach driver. Buddy Coleman is the director. Stewart Hamlin and Cowboys of the Air staged a rodeo August 9 at Gilmore Stadium.

Tom Mix in Albany

ALBANY, N. Y., Aug. 15.—The Tom Mix Circus was welcomed here on its initial visit with two immense audiences and gave unbounded delight. The high quality of the performance in its entirety, the beautifully costumed ensemble numbers and the rapidity with which one brilliant feature act followed another impressed the most exacting spectators. It is a pleasure, as well as a duty, to record that Albany connoisseurs pronounced the Tom Mix Circus a superior show, equal to the best in what it offers to the public.

I suspect that Rhoda Royal is largely responsible for the precision and fine artistic finish of the whole performance, and he has the co-operation in directorship of another master hand, Alfredo Codona. For example, the garland number—that old traditional act of the arena—seemed a revelation to a modern audience. So often have I seen this old act stoddily and slovenly put on that it proved a genuine thrill to again see it perfectly executed with handsome wardrobe and riders who had been skillfully trained. Again the smartly dressed polo girls, led by Helen Ford, lent class and distinction to their work.

The most popular feature of the show seemed to be Max Gruber's wise elephant, Eva, working harmoniously with the zebra, Xeno.

I enjoyed a pleasant chat with Alfredo Codona. While we stood watching Herbert Hobson's neat riding in his bounding jockey act I asked Mr. Codona if he had ever ridden in his early days. "Well, naturally, since I am descended from a riding family," he responded with a laugh. "I was first taught to ride, and when I was a youngster I rode a principal act in Mexico City. But I soon found that my true vocation was on the traps."

Mr. Codona here cast a longing look at the aerial rigging and said quietly, "My accident was the will of God and I took it philosophically as we all must do in our profession. But I cherish the hope that I will be up there again working in fit form in my flying act."

Let me add a word of sincere congratulation to the bandmaster, Carl Robinson. With a dozen expert musicians he succeeds in getting the most satisfying results. Preceding the show they gave the overture from *Rigoletto*, followed by *Take It From Me*. The best of the old-time circus galops and the liveliest polkas and waltzes accompanied the work done in the rings.

TOWNSEND WALSH.

At Indian Stomp Grounds

RIVER BEND, Va., Aug. 15.—Business has picked up wonderfully during the past week.

Elaborate preparations are being made for the joint memorial services to be held here next Sunday. Memorial is for former Vice-President Charles Curtis, part Kaw Indian and known to Indians as their friend and brother; Mrs. Harold F. Ickes, wife of the Secretary of the Interior, and Edgar B. Merritt, for 35 years U. S. Indian Commissioner. Indians will be the guests of the Capital Transit Company at its annual outing at Glen Echo Park next week and will present a program there. Schools are being lined up for the winter tour for the Indians. Rex M. Ingham is general agent and Mrs. Edna Acker, Indian Claim Agent, director-general.

JORDAN TROUPE, which was in an auto accident recently, is again okeh and opened its fair season of 10 weeks at Pequot, Minn., August 6. The troupe has a new car. Louis Ortez has replaced Al Heiwig, who was injured.

Dexter Fellows (C.S.S.C.A.) Tent Tattles

By FRED PITZER

NEW YORK, Aug. 15.—It feels good to be back and as I paw over the mountain of letters and postcards that have accumulated in my absence I get quite a kick out of it all, particularly the comedians who absorb the heat and perspiration pangs, such as the card from Harry Penning bearing an Atlantic City postmark, in which he states: "I am sending you a little canoe made out of the bark of my police dog." . . . A letter from Charley (Riverside) Bernard, in which he writes among other things: "Just heard from Mrs. Charles Andrews. She and the boy saw the Cole-Beatty show at Great Bend, Kan., July 29."

Learned that a friend of mine far up New York State way is scribbling a circus tome that will be a sensation. He has asked me the standard width of a circus ring from bank to bank and I have answered him 42 feet. If I am wrong will someone please correct me. I know they have been larger and smaller, but I was asked the standard size. Wish Freddy Bradna would postcard me the exact measurement. . . . John McNamara postcards from some place in Vermont showing a hotel and the window marked with "X" and language to the effect, "X" jumps window from which boggy will show if weather doesn't get cooler."

Have received the new letterheads for the Tent and they're exquisite. And that goes for the new application blanks, too. . . . as applications for membership are beginning to accumulate, a meeting of the membership committee will have to be called ahead of schedule. Today we received an application from Samuel R. Rosoff, president of the Rosoff Construction Company, builder of subways.

A very pleasant letter has been received from a Miss Elsie Vaughn, an ardent circus fan residing in Jersey City. Her letter contains a meaty thought and for that reason I give it in full: "Mr. Fred P. Spitzer (Pitzer, lady!)"

"Dear Sir: "I read *The Billboard* regularly and particularly your column about the Dexter Fellows Tent members, all men whose autographs I would like to get. Now Mister Tritzer (Pitzer, lady!), I think if each member of your club would chip in 25 cents before each Irish Sweepstakes time and with what you get in purchase full Sweepstakes tickets, if any one of the tickets would win, Mister Pitzer (Thanks, lady!) you would have enough to build a home for the Old and Indigent Troupers. I am for such a home as my Uncle McGee was a trouper. He could do a somersault feet so feet on the bare back of a horse, but only when he wore his spiked shoes. Yours fraternally, ELSIE VAUGHN."

Thanks, Miss Vaughn, your suggestion is good. I can't say as much for your humor. I will bring the matter before the next meeting of our executive committee. The matter of the Sweepstakes, not your humor.

LARGE CROWDS

(Continued from page 24)

when she broke her leg. Soft footing in the hippodrome track caused "King Cole" to lose his balance while doing his rear and Miss Butler fell from the horse. She was placed in the hospital and expects to rejoin the show in Portland, Ore., August 24. Gladys Wyckoff will ride "King Cole" during Miss Butler's absence. Paul Nelson has returned to the Wild West lineup and is again doing his Roman standing jump over a burning barrier.

There have been plenty of fishing expeditions in the last 10 days. Clyde and Harriet Beatty have made some fine catches. Kinko and Mary Kinko accompany the Beattys and Kinko is becoming a first-class angler. Otto Greta, Ray Dean and Willy Greta have also gone in for fly-casting.

Dan Matal's barber shop is becoming known as the "Argument Store." It is impossible to get a shave or haircut without an argument. Frank Orman, Cecil LaBelle, Dr. Partello, Noyelles Burkhardt and Earl Lindsay are the chief "ribbers." Ernest Tucker, superintendent of concessions, rejoined show in Salt Lake City after spending a week in Denver.

Joe Kuta is now first assistant to Charley Young on the big-top canvas. The Westerns storms and winds don't worry either Charley or Joe. Clarence Adolph is setting a record with the tractors, and Johnny Seawall has established a new high in the commissary department. Johnny even buys his own merchandise.

Lincoln Park Ahead of 1935

Nebraska spot a winner despite conflagration in June and drought conditions

LINCOLN, Neb., Aug. 15.—Capitol Beach, amusement park here, although partially destroyed by fire in June, will finish the 1936 season with business about 20 per cent ahead of 1935, according to Park Manager Hoyt R. Hawke.

The first month of the season was 100 per cent ahead of the same period a year ago. Conflagration, which cost the park about \$20,000 worth of equipment, came just ahead of the worst effects of the drought, which has clipped business in the last three weeks. It is not known yet whether the park will remain open through the State Fair week, September 7-11, or whether it'll close right after Labor Day. If remaining open until the end of the fair, it'll be the longest season in several years.

Plans are being drawn now for reconstruction of the burned area, which will start right after the closing. Idea is to put about three concessions, scooter, penny arcade and one other, under one roof and have it face three sides. It is expected to be lit by neon and be the forerunner of lighting changes all over the park.

R. E. Hibbs Show At Walled Lake Park

DETROIT, Aug. 15.—R. E. Hibbs and his Prehistoric Woman Show, featuring a mineralized human fossil, opened this week at Walled Lake after playing independently in Mt. Clemens and Ypsilanti, Mich., to fair business.

Business at the park has been good until about a week ago when the weather caused a slight slump, according to F. H. Laubach, concession operator. Mr. and Mrs. Laubach are planning to leave August 20 to play a season of fair dates in Ohio for the rest of the season. Fred W. Pearce, park owner, visited New York and New England last week with Mrs. Pearce, visiting at many parks en route.

Park picnic bookings have been holding up well, according to Manager Eugene Pearce, with dates booked right up to Labor Day for the first time in years.

C. A. Shepard, veteran refreshment operator at the park, has been in the hospital with heart trouble and is now convalescing at his sister's home in Flint. The business is being run by Mrs. Shepard in his absence.

Riverside Has Many Amusement Features

INDIANAPOLIS, Aug. 15.—The wide diversity of amusement features at Riverside Park this season has served to draw immense crowds of visitors from all over Central Indiana. The most important fun and thrill features are the two big coaster rides, the Flash and the Thriller. Bunning a close second is the Miss Chutes, a water ride, which has just been outfitted with new scenery depicting the story of Rip Van Winkle. Then there are the Mixing Bowl, Pretzel, Fun Castle, Crazy House, Aerial Swing, Tilt-A-Whirl, Whip, Motor Boats, Dodgem, Merry-Go-Round, Skee-Ball Alleys, Rifle Range, Kentucky Derby, Penny Arcade, Photograph Studio, Miniature Railway, Roller Skating Rink, scores of skill games, the children's free playground with much new equipment and many other features.

Third Week for CeDora At Pontchartrain Beach

NEW ORLEANS, Aug. 15.—CeDora, cycling cage act, has been held over for third week by popular demand. Manager Bert of Pontchartrain Beach announces. The cyclist, with her husband and another assistant, has been playing to record-breaking crowds with three-a-day on week-ends and two nightly daily.

Big drawing card at beach last week was a "Water Wedding," backed by plenty of publicity in a local daily. Bride, several years ago, was saved by beach guard, the groom, and this incident drew well.

White City, Worcester, Inaugurates New Policy

WORCESTER, Mass., Aug. 15.—White City Park inaugurated a new policy this week to continue for remainder of the season. Attendance prizes are being awarded three nights weekly, while free rides will be given women with escorts on another evening.

A bicycle will go to the boy or girl holding the lucky attendance ticket each Wednesday evening, Wednesday, incidentally, is Kiddies' Day each week. Roller skates will be awarded as the prize on Monday nights, while a bathing suit will go to a lucky bather on Saturdays. On Tuesday nights, women with escorts will be admitted to rides free.

Free vaudeville acts are given weekly at the lake spot.

Big Picnic Month For Meyers Lake Park

CANTON, O., Aug. 15.—The current month will be the most active at Meyers Lake Park here of any month in more than five years, Earl Frye, business manager of the local resort, informed *The Billboard* representative.

"It's the biggest picnic month for the park since the depression, an outing being listed almost every day and some days there are two and even three bookings," Frye said. Bathing patronage has been tops for several years. Lawrence Craney, manager of this concession, said recently, H. G. Donbar, operating a speedboat, reports interest in speedboating on the increase.

Fireworks Permits Off at Youngstown

YOUNGSTOWN, O., Aug. 15.—Mayor Lionel Evans will issue no more permits for fireworks displays, he has announced. This policy would prevent any further displays at Idora Park here, which have caused protests from many residents in the vicinity of the park. Idora has been offering fireworks displays about every two weeks and oftener for several years. Council is expected to draft an ordinance at an early date which would prohibit any fireworks in the city. No action is likely before September and therefore the park will not be compelled to comply with the new restrictions before next season.

Baker Says Operators Can Smile; Workers Still Loyal to Amusement

The following address was delivered at the annual summer meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, held on July 28 in Norumbega Park, Auburn, Mass., by Harry C. Baker, New York, president of the national association.

As a member of the New England Section, I am happy to be with you, and especially so today, when there are so many smiling faces. You have reason to be smiling, what with the improvement in business. Operators here in New England have told me that this season is the best in a number of years, in spite of adverse weather conditions over several week-ends.

This speaks well for our industry as a whole. It goes to prove that when people are working, one of their first thoughts is amusement, and all indications point to a continued improvement for the years to come.

This improvement, first of all, helps the operator, who in turn, thru added buying power, is enabled to help the manufacturer by purchasing new rides and equipment, thus completing the cycle and bringing prosperity to everyone associated with us.

At the last New England winter meeting representatives of the national association conveyed to you an outline of the important work being accomplished, especially the solution of public liability insurance as it affected us. Thru the untiring efforts of the insurance committee I am pleased to report that the new insurance carrier has taken hold of the amusement coverage, and so far, for the first year, has done a splendid job, in spite of the many obstacles which had to be overcome, such as State laws, inspections, adjustments, etc. But thru the whole-hearted co-operation of the

Fish Lore Extending Season by Two Weeks

ATLANTIC CITY, Aug. 15.—Vacationists will have an extra two weeks of summer this year. The fish say so.

Captain John L. Young, who lives at No. 1 Atlantic Ocean, located on the Million-Dollar Pier he built when the resort was in its infancy, is an authority on fish lore and presides over the net hauls which have been a resort attraction for a score or more of years. Captain Young finds fish are running two weeks late.

"Yes," he said, "there will be two extra weeks to enjoy summer this year. You can always tell by the fish. They are two weeks behind schedule now, which means the water is still cold inshore. This ought to carry the season right on thru until October."

The captain, who is 86, was asked his opinion of the record crowds in the resort.

"Nothing like the old days," he said. "For we have the facilities now. I can remember when they used to sleep in trains and others used to tie up their horses and buggies near the beach and sleep when the boarding houses couldn't accommodate them. That was in 1895. Of course, this is a swell season, too."

Biz Good at Park Island

DETROIT, Aug. 15.—Douglas Glazier, manager of Park Island Amusement Park at Lake Orion, has decided not to install a portable dance hall for the rest of this season because of the short time left. Business at the park has been very good.

Don Phillips and his orchestra, who were playing in the ballroom for the season until the fire and lost all their instruments and personal belongings, went this week to Indianwood Club, a golf and country club as well as semi-public ballroom, near Lake Orion. They close the engagement there next week, however.

Olympic's Act Changed

IRVINGTON, N. J., Aug. 15.—Change of Olympic Park's circus bill brings in Carlos and the Society Circus; Olympic Whirlwinds, skaters; Clifton and Jewels, burlesque acrobatics, and Charlie's greyhound and whipper act. Park is doing exceptionally well.

Big Fireworks Spec For Coney in Cincy

CINCINNATI, Aug. 15.—Celebrating its golden anniversary this year, Coney Island is planning to present a great fireworks spectacle as a special golden jubilee treat to its patrons. *India: A Night in the Orient* has been chosen for production. It will be presented nightly, August 28 to September 6, as a free attraction, according to an announcement by Edward L. Schott, president and general manager of Coney Island.

This spectacle will be unfurled on a stage 500 feet long. More than 500 costumed actors will participate in the spec, while more than 25,000 square feet of scenery will be used. Elephants, horses and other trained animals will be in the cast.

In the meantime Coney's regular program of entertaining attractions goes on as usual. Joe Haymes and his orchestra will open a week's engagement in Moonlite Gardens tomorrow night. He will be followed by Art Kassel and his Kussels in the Air.

Bob Sidell and his Musical Navigators continue to play for free dancing on the steamer Island Queen and Ross Pierce and his Island Troubadours feature their request programs in the Rose Garden.

Riverview, Chicago, Tops Previous Record

CHICAGO, Aug. 15.—Riverview Park last week had a record for attendance and receipts topping 1935 by at least 40 per cent. This record was attributed to the low prices, the special bargain days and the many improvements made on the grounds, attractions and lighting.

A Carefree Carnival is the current feature and will continue thru the closing day, September 20. Improvements have been consistently carried forward under the direction of William Schmidt, vice-president, who states that many novel rides will be added next season. At present William Schmidt Jr. is visiting fairs in the Eastern States in search of new ideas.

Lending fraternal and political organizations have helped swell the park's attendance with picnics.

Weather Very Favorable In Buckeye Lake Area

BUCKEYE LAKE, O., Aug. 15.—Weather has been the most favorable for park amusement business since 1929, according to amusement park operators in this particular area. Real estate agents substantiate this belief by reporting that cottages are renting better than at any time in more than six years at Central Ohio play spots and amusement centers.

Socking Them At Atlantic City

ATLANTIC CITY, Aug. 15.—The depression and its lean years taught Atlantic City practically nothing, for with larger crowds than any experienced since the boom days the old policy of rock-'em and sock-'em is again in full force. The only sane exceptions seem to be the large scale amusement interests whose prices have been maintained at a reasonable level.

Week-end crowds are breaking all records.

With the town crowded with cars of week-enders Mayor White's towing squad was especially busy and pulled in 90 machines of visitors in a two-day period—68 on Sunday—and owners were forced to pay the garage men \$2.50 apiece to put their cars back, most swearing to find "more hospitable places" to spend future week-ends. In the midtown arm visitors were charged from 10 to 25 cents to park their machines on city streets by "special officers" who threatened the tow car if the amount was not paid. Garages all have signs out "50 cents for 24-hour parking" and are soaking \$1 for same. Two uptown garages were charging for parking cars on the street instead of the garages.

Gyp auction houses are especially active with the Chamber of Commerce flooded with complaints. Side avenue hotel rates have skyrocketed with \$1.00 to sleep in the lobby. Restaurants have doubled their former prices while even the lowly hot dog which was selling for the last three years for a nickel is again

American Recreational Equipment Association

By R. S. UZZELL

This Canadian country has not been as fortunate as Eastern U. S. A. in getting rain thru the week or after midnight and before 10 a.m. August and the latter part of July has not treated outdoor amusements kindly so far as weather is concerned. Sunday, August 9, was without rain, but the three previous ones were not so good. After Labor Day the parks are done up here for the season. At times latter part of August is cold, but this year promises warm weather.

Mulvie Has Concessions

David J. Mulvie, the officer here in charge of public morals, has a number of concessions at Belmont Park, Montreal, and expresses himself pleased with the results. His partner, Dayton, remains at Montreal while the genial public officer goes down there at intervals to help out and keep in touch with things. Needless to say he runs them clean. Belmont never had a better restaurant than these two gentlemen run. It is an asset to have such a clean-cut man as a concessioner. Would that more of our public officers had an active interest in our parks. They would see our problems in a different light. Here is an able Scotchman who spends his time away from his active duties helping to conduct a clean park. He is making some money and deserves to do it. Driving up here we met Sullivan, of Canadian carnival fame, who is one of the great admirers of the man in charge of public morals. So the carnival boys like him too. Like Major Healy, of Massachusetts, this public servant seeks to help instead of hinder our industry. Would like to see this pair on our program at Chicago. They might give the contagion to more of our public officers. They tell us Major Healy was worth a flock of legislators in getting a bill passed which legalized Sunday dancing. It is better to dance in public on Sunday than in secret at some roadside place.

Meyerhoff in Alaska

We learned that Henry Meyerhoff has taken his carnival to Alaska. He did not know before his departure that thru-out the fishing season the men are all away from home and when they return with the catch it is too cold for outdoor amusements. He is the pioneer carnival into Alaska, but like all pioneers he has paid the price. The same conditions prevail to a considerable degree in the maritime provinces up here. So it's well to study geography and climates before setting out for distant fields.

Two years ago one could have named his own price for an amusement park. Not so now, they are held at higher figures. The same things will soon happen in the States. Better buy now before the general advance.

Suspended During Summer

There are well-defined laws here against abbreviated bathing suits, but they seem to be suspended during the summer months, the laws, I mean, not the bathing suits. These women read styles too and don't overlook the latest in bathing suits. On a river bench here today one might have thought the bathers an Atlantic City crowd. And why not? The time, effort and money spent in putting that law on the books could have been put to better use. When we get more Mulvies and Healys in the game these foolish things will cease to happen. It is just as healthful for an adult to get the sun as for a child to do it. Why not a woman without stockings as well as a child without them. Longfellow had something very beautiful to say about "The Barefoot Boy."

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Aug. 15.—Season here, greatest ever, going into home stretch with the resort full of top names and more acts working various spots than last season this time. Monday WPA statistics quoted week-end crowd at 700,000.

Steel Pier is bringing in its big name lineup, which will go without stop until after Labor Day. Big push started off with Guy Lombardo and is followed up

with Rudy Vallee, Benny Goodman, Hal Kemp, Benny Davis, Ed Sullivan, Charles Doernberger and the Ritz Brothers. Additional names are being sought for this list. The 500 Club is running the night spots a hot race in signing names and this week-end will have Bill (Bojangles) Robinson as star of show.

Jack Harris, manager of Garden Pier Theater, which for first time in years is doing big biz and breaking old flax, announces following *Night of January 13* two more popular legit plays booked, *Winteret* and *Three Men on a Horse*.

The first inlet band concerts took place this week.

Neal Lang, emcee, moved down to the Madrid for the rest of the season, buying half interest in the club. . . . Belle Baker made her second Atlantic City appearance of the season at the Ritz, her first being at Steel Pier. . . . Baby Yvonne is proving a great drawing card at the Million-Dollar Pier since Doc Irving gave her first tryout with act. . . . Guy Lombardo's yacht is anchored off Steel Pier.

Word from Zeke Youngblood that the Wildwood walkathon is a clean-up. Mayor White closed two carnival companies this week. . . . George Chartier, p. a. President Hotel, back on job again after illness. . . . Sunny Boy Campbell, who did Atlantic County Fair last year, made first Atlantic City appearance this week at American Legion Fair. . . . Lou Shapiro, owner of Torch Club, publicly commended this week by ACEBA for high-class acts being used. . . . Jack Dempsey spent the week-end in the President pool and on the beach in front. . . . Tom Endicott's Dude Ranch only cowboy outfit left in resort. . . . Johnny Ray's Walk Around the World suddenly closed by Mayor White, who objected to name. Reopened three hours later, brand-new name, signs and everything.

The President and Ambassador pools are proving life-savers for showgirls who can't afford stiff doses of sunburn. . . . Manager Anthony Vautrinot of Atlantic County Fair announced signing of Major Bowes unit for fair. . . . Estelle Taylor failed to enthuse in highly touted local appearance. Jack Osterman also came in and out without much enthusiasm. . . . Betting is 2 to 1 that dog racing returns to Atlantic City within a week. . . . Personal Appearance was first show on Garden Pier this season that made any money. . . . Emil Velazco is proving one of the most popular hits of the season at Young's Million-Dollar Pier. . . . Red Thornton is a Major Bowes of Atlantic City, with his amateur contests running at Million-Dollar Pier Monday nights. Benson's Cafe Tuesday nights, Ventnor City Pier Wednesday nights and half a dozen other spots here and off shore during the rest of the week.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

At the risk of being accused of constant repetition, we must again commence with biz A-1, weather wonderful. . . . As the 1936 season grows apace, the popularity of this Westchester spot seems to increase, judging from attendance. Last Sunday the great auto park was jammed to capacity, with overflow cars being parked in island annex. . . . Six or seven years ago Gus Rosasco coined a phrase, "It never rains at Playland." Well, this season that byword has been almost a literal fact as we have had little rain. However, due to the liberal use of city water and grand care by Chief Gardener Tiff Lind, the flower gardens are in excellent condition, altho requiring constant attention. . . . Talent Night growing in popularity, if large attendance is any criterion. . . . Auto award night also big as are the two pyrotechnic displays weekly. . . . But enough about the park and let's get going into some chatter.

Since mentioning Rosasco's race horse here we find another owner in the park, Arthur W. Abbott, who owns and races an extensive string, one of which picked off a stake race last week at Suffolk Downs. We refer to Abbott's Dancing Doll, a well-known stake horse. Ye scribe would appreciate it very much if some of these owners would tip him off when one of their string is in the money. . . . One day last week The Voice of Playland was standing near the Music Tower and a woman visitor asked him if he was the man who has charge of the music. Yes, madam, he replied. Woman then asked him if he had *Jungle Feser*. No, madam, answered The Voice, only *sintu* trouble.

Charles Winkler is the polite and efficient driver of the Miniature R. R. train. . . . Westchester eliminations for *Daily News Harvest Moon Ball* at Casino were largely attended. . . . Preparations

for children's days sponsored by chain of county dailies are nearly completed. Dates are August 19 and 26. . . . Big event of month will be the Barber Shop Chord Contest, August 31. . . . Current free attractions getting many laughs. Acts are Silver the Wonder Horse and the Gene Rainbow troupe of comedy acrobats. . . . Patrolman Freddie Grune is already talking about a Florida trip this winter. . . . Pete Fusel is at Nail Game. . . . Ye scribe must in all fairness pay a compliment to Arthur Marras for the addition to his Boardwalk Spa. It is a special confectionery stand featuring home-made candies and it's "tastefully" arranged.

Joe Hitchcock is again in charge of the White Flying Unit and is kept busy. Another busy ride is White's Loop-o-Flane. . . . Les Powell reports mopping up with the Beaver Falls Company ride, Laff-in-the-Dark. Les is getting to be one of the veterans of park. . . . One of the notable features this season has been the increase in picnics and excursions. Booking Manager Ken Neiser and his genial assistant, Col. Charles Werener, are highly elated at the business. . . . Playland Baseball League going great guns, with strong auto park team still leading the league. Your correspondent was invited to be official umpire, but, having a well-developed sense of caution, declined. . . . Your reporter has discovered one more person here eligible for the CPA—Gus Rosasco, who at one time was with Barnum & Bailey Circus. . . . Ye scribe recently received a letter from Miners D'Orin, clown cop with Downie Bros. Circus. Miners reports big biz for that motorized show. Congrats to "Governor" Charlie Sparks. . . . Hasta manana.

Palisades, N. J.

By MARION CAHN

Biz terrific and if it seems that I am overenthusiastic I would add that it's the answer I get no matter whom I ask. . . . Changes in midstream. . . . Pearl of the Sea out and Harry Shepherd and Al McKee have a new one in by the name of "The Vampire." . . . It's a snake show, Harry tells me. . . . Harry Mulcahy's Bingo out and Penni Arta in. . . . It looked like a swell change on its opening Sunday, with every seat taken most of the day and lookers-on to make it look even more prosperous.

The park's baseball teams haven't started a day just rainy enough for them to play it off, the athletes haven't lost heart and Larry Brenner, down at the Cat Game, says they're forming water polo teams. . . . Most of the boys come from the Franklin and Weisman stands. . . . Eleanor Binaldi, of the smoke stands, proudly displayed her baby to the other concessioners. . . . And what's more, it talks. . . . Jimmy the Wop gives prizes to the kids win or lose and do they love it! . . . Mrs. Ganim looks busy at her souvenir stand. . . . Rae Miller at the Country Store has a new helper. . . . Two shiny new Fords are being given away again this year in a tieup with the Jersey Automobile Corporation.

Developments along the way. . . . I caught Bobby Paulson, our very helpful office boy, practicing to be a barker down by the zoo and the Hillbilly House. . . . Not bad, Bobby. . . . New Jersey AAU Handball Championships, held here Saturday and Sunday and continuing this week, helping to draw a big crowd on the new handball courts. . . . Winnie Colleano makes a return engagement as free act because of cancellation of Eric the Great. . . . He was too broken up over death of his sweetheart, Mitzi Relinut, of the Albanians. . . . Acrobats Convention to be held this week and expected to be big. . . . Junior Birdmen party, in with a host of well-known filers, addressed the kids at a special ceremony on the free-act stage.

LYKEN'S, Pa., Aug. 15.—A \$50,000 WPA project pool was officially opened at Boro Park here August 9 with a water carnival for the event. The pool is of the "natural" type, walled with rocks and having a sand bottom.

Wildwood, N. J.

By ORO

Old-time minstrels gave their initial performance of the season at Nesbitt's Casino on Crest Pier. . . . Wildwood Male Quartet and the Reynolds and Reynolds team were standouts in the show. . . . Professional entertainment from the amusement enterprises on the Boardwalk made the joint meeting of Rotary and Kiwanis a festive affair. . . . General Electric Company, of Philadelphia, brought its annual outing here this year, making it a holiday week-end. . . . The 27th annual Baby Carnival and the life guards' annual ball are among the special entertainment events planned for the remainder of the season. . . . For the first time a gal from the Penny coal regions, C. Eleanor Pulmer, of Pottstown, gets the call to serve as queen.

Jimmy Littlefield's Orchestra will do the swimmers' ball at Sun's Plaza, set to follow the Frank Bailey Crk. . . . Ruth Iyener, vice-president of Walk-Disney's enterprises, going Coney Island in the midway attractions along the Boardwalk. . . . Five tremendous week-ends following a grand July 4, with the weather as nearly perfect as could be hoped for, has put new heart and renewed faith and courage in the Walk's concessioners. . . . "The best season Wildwood Crest has had in the last five years" was the unanimous decision expressed by city officials in the outlying section. . . . Marshall Bainbridge, resort's space grabber, happy over the lines Mayor Doris W. Bradway is getting.

They hung from the rafters to see the marriage in the Derby marathon show last week Peggy Henderson and Red Baker. . . . Paul Empie's eatery features a sandwich named after each of the big-shot city officials. . . . S. B. Ramagosa keeping his Mysteries of India Show intact for the remainder of the season. . . . Nighterles are borrowing a note from Atlantic City and the floor offerings are beginning to remind one of the beach at Ball-Ball.

CINCINNATI.—Susie, the zoo's first lady, began her 11th year of life on August 3, still pawing over fan mail and greeting cards she received during celebration of her 10th birthday. Nearly 8,000 children and grownups surrounded the gorilla's summer home to help celebrate the occasion. Susie had a birthday cake with 10 candles which she shared with a few luckier guests. Susie's birthday party swelled attendance at the zoo to 16,000 paid admissions, a season record.

OAK BRAND HY-TEX BALLOONS

MICKEY MOUSE COMEDY PRINTS

All the popular characters from Mickey Mouse Comedies in two colors on two sides.



An exclusive Oak offering under license from Walt Disney Enterprises. At Leading Jobbers.

The OAK RUBBER CO.

RAVENNA, OHIO.
Selling Through Jobbers Only

MAKERS OF MECHANICAL SHOOTING GALLERIES

W. F. MANGELS CO. CONEY ISLAND, N. Y.

Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSÉ BROS., INC., 2023 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSÉ BROS., LTD., Central House, 41 Kingway, London W. C. 2, England.

WATER SKOOTER

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Keep 'Em Coming

Each year as Labor Day approaches it has been the custom of this department to offer suggestions to outdoor pool operators on gala closing ceremonies. This summer I'm going to purposely refrain from offering fringe hints and instead would like to urge all owners of open-air tanks to remain open as long as weather permits.

The outdoor swimming season ends with Labor Day, all of which is a known fact, and while the majority of natoriums shut their doors immediately following that day there is no reason why, with a concentrated effort on the part of all pool owners, the public cannot be educated to continue outdoor swimming as long as the weather permits. Now I know that some enterprising aquadrome impresarios do continue operations right thru September and that in many cases in the past their efforts have been in vain. "You just can't get them in after Labor Day," many have cried to me, some even throwing in the towel and joining the parade of those who close up right after the first Monday of September.

Nevertheless, I maintain that if enough outdoor swim pools in one area stayed open during September more and more persons would keep up their aquatic activities out of doors. Maybe it wouldn't work in one season, but there would be a definite response, and after a few summers I am sure that thousands of more September outdoor swimmers will have been initiated.

The way to go about it, I think, is for a group of pools to get together and arrange various events during September. Of course, you've got to give them something to educate them, you know. A special after-season rate, similar to what merchandising stores do with out-of-season sales, might do the trick, or even a series of joint full-page ads in the papers. One tank by itself could never turn the tide, but a group wherein his ads can be taken to impress upon the community the various advantages that exist in early-fall swimming will definitely show results.

An idea worthy of consideration was offered in this column by a reader last year and it certainly is deserving of repetition now. This pool man suggested that various pools get together and run a gala Mardi Gras week or month during September to keep them coming. One or two pools followed the idea and reported fair returns, but if they had co-operation from other tanks there is no question that the results would have been much better.

Therefore, even though you're playing to capacity on these hot August afternoons, give a thought now to the next month to come. Don't make a hasty decision to close right after Labor Day, but consider at least the possibilities of a co-operative attempt to stimulate a little after-season biz. You'll have to admit it certainly would help, especially in the East, where the majority of outdoor pools began the season very slowly what with a nasty cool June.

Help Wanted

Two letters were received last week by the conductor of this column that demand the attention of readers. Both ask for assistance on entirely different subjects and I'm going to reprint the communications below, with the suggestion that all those who know the answers immediately write to me so that I can forward the information to the inquirers.

The first one comes from Captain Speedy Phoenix, a high net diver, who wrote the column from McKeesport, Pa., as follows: "An article in the Midway Confab by Doc Waddell brought this to my attention: Why not hold a high-diving contest for net divers? I think that somebody should carry an official title in this line of diving. Having been in the business for eight years and only 25 years old now, I have always classed myself as the youngest and highest net diver and will do so until proven different."

As I wrote Captain Phoenix personally, in view of the fact that this pillar of space concerns itself exclusively to swimming-pool data and aquatic news (See THE POOL WHIRL opposite page)

Action Delayed at Bridgeport

BRIDGEPORT, Conn., Aug. 15.—Stockholders of the Pleasure Beach Park Company, meeting in Bridgeport this week, delayed action approving the proposal by which the company would turn over its assets on Pleasure Beach, including the bridge, to the city of Bridgeport in lieu of past rental due the city.

After considerable discussion in which Mayor Jasper McLeary took part, the 97 stockholders voted to name a subcommittee to make an appraisal of the company's assets involved. The mayor, accompanied by City Attorney Harry Schwartz, and George H. Rames, president of the park board, said after the meeting "No arrangement will be made that will sacrifice the city's interests in any way."

Attorney Albert J. Merritt, counsel for the company, maintained that the company should, before entering any agreement, obtain a complete appraisal of its property and an accurate estimate of its indebtedness to the city.

Lester's Little Londoners

ATLANTIC CITY, Aug. 15.—John Lester came to New York, his home town, on the maiden voyage of the Queen Mary, and, after a request, called for his Royal British Midgets to come over on the second voyage of the Queen Mary. Upon arrival in New York they went directly to Atlantic City, where they opened for Harry Waxman on the Million-Dollar Pier. A complete Circus Variety Show, presented entirely by the little people, was given. A wee magician is very funny, and quite interesting is a minute couple, married just before they boarded the Queen Mary. All singing is headed by a miniature Kate Smith and choir.

Haberman Sells Concessions

SANTA CRUZ, Calif., Aug. 15.—After selling all his concessions to the Santa Cruz Seaside Company Sam Haberman and wife motored to New York, where his wife will visit while he sails, August 26, to France, then to Warsaw, Poland, to visit his mother, returning on the U. S. liner Manhattan. He plans to return to California and locate his Blaiscope all-metal camera plant and mail-order business under the name Pacific Blaiscopes in Los Angeles.

Biz Up at Rocky Point

WEST WARWICK, R. I., Aug. 15.—Business at Rocky Point Park here is experiencing business that exceeds any year within the last five. The park is steadily gaining fame for its shore diners. The park is using free acts on a weekly schedule.

Park Free Acts

DIVING GORDONS were at Salisbury Beach, Mass., last week for the Chamber of Commerce.

GLADSTONE DUO opened an engagement at West View Park, Pittsburgh.

WILLIAMS GROVE PARK, in connection with the annual Pennsylvania Federation of Magicians' picnic, August 9, presented Walter Landis, Lancaster, Pa., escape artist, in a strait-jacket escape while suspended from the 90-foot level of the Roller Coaster.

BILLY SENIOR'S slide-for-life, done by Jammie Graves, closed at Meyers Lake Park, Canton, O., August 9, and layed off a week before inaugurating a season at State fairs, which will include engagements at the Illinois State Fair and the Ohio State Fair. According to Senior, the act is booked till November 11.

ROBERT ARCHIE, Oscar the Clown with the Red Brady and Joan act, will spend another month in the Braddock (Pa.) General Hospital. He suffered leg injuries while working at Kenneywood Park, Pittsburgh.

A TWO WEEKS' engagement in Olenatany Park, Columbus, O., was opened on August 3 by A. E. Seiden, "The Stratosphere Man."

AERIAL LEONS, high perch and double traps, closed an engagement on August 1 on terrace of Shoreham Hotel, Washington, D. C.

Coney Island, N. Y.

By LEONARD TRAUBE

Roaming Along the Funway. . . There goes Royal McGoey. Royal has worked various concession stands in this fair 'ole and is with the Scooter Speedway on Surf avenue. In the last 15 years he has participated in just as many Mardi Gras pageants. He'll be in the forthcoming one, of course. . . There goes Charlie Greenbaum doing his didoes at Luna Park's cat game. From the look on his charming pan one notes immediately that his financial and romantic affairs are in good order. . . There goes Liberal Bill, better known as the son of Pop the Ball Game Man, Bill had a strange type of customer the other Sunday. So strange, in fact, that junior would like to see more of them, but not on Sunday, thank you. The player insisted on monopolizing the throw from 10 p.m. to 1 a.m. Bill was forced to eliminate the electric to discourage trade during the three-hour session.

There goes the Loop-o-Plane in action at Sixth and Surf. There go Chief Operator Benny Burkhardt, Assistant Stanley Schwartz and Ticket Grinder Charlie Cohen. . . And right next door goes the Motor Chase with Chief Operator Frank Teller and Ticketress Mrs. Evelyn Cohen. . . There goes the juggling act which has played Steeplechase Park four seasons running. It's the act of Pelot and Wilson, of course. And that pony act there is superintended by Capt. Charles Carlos, he of Carlos Society Circus. . . There goes Managing Director David J. Martin hallowing diners in the smartly appointed restaurant of the Half Moon Hotel. Martin, a perfect Mine Host, is the modest gentleman who doesn't like to be called an ace. An ace, he says, is a birdman who brought down at least five enemy planes. He doesn't reveal his score, but friends of his say he took care of seven. That should make him an ace and a fraction. Oh, yes, and then there's Ken Casey's Band in the same room, with its soft, lilting tunes, a mental refreshment these warm evenings. . . There go Charlie Miller, Salvatore Merando, Cat Mount, Bob Kirshman, Bill Lombard, Harry Kaufman, Jimmy Victor and the rest of the fraternity at Luna Park. Miller, manager of the playground, helping to rib Salvatore about putting resin on the stage of the Streets of Paris floor show, with your reporter helping the rib along. Miss Mount making a tour of the peep shows with a party of friends, including the urbane and witty Charles Samuels, publicity director of the Brooklyn Boro Gas Company, and Mildred Danker, who can sing, but doesn't, even when she's coaxed. Lombard discussing his debut over the ether waves. Kirshman still talking about Brockton and Trenton fairs. Victor directing the concert chores out front and for his circus. Kaufman pulling a terrific tip and taking it all very calmly. . . Steeplechase preparing for the annual canoe tilting championships, spotted for August 26 in the big alfresco pool. . . The con-

(See CONEY ISLAND on opposite page)

Revere Beach, Mass.

By BEACHCOMBER

There are those who think that if something is not done to rebuild the Fred Church patterned Derby Racer, now idle, a condemned joyride in the very heart of the present hot zone, the property owners will wake up some morning, when it is too late, as usual, to find the hot zone has switched up to the north end, above the two-block red brick wall of the State public bath-houses. Right now the north end has the two major riding devices, the Cyclone and the Virginia Reel, and the terrific flash, Joe Mack's walkthru show, billed as Bluebeard's Castle, together with a fine lineup of concessions well lighted in the Cyclone frontage.

These things have happened suddenly in so many instances as to astound the afflicted. It seems that with the lower rentals available up on the north end (albeit their tax rate is the same as that garnered in the more lucrative hot zone) a real promoter or two or some enterprising property owner could do the trick by the establishment of one or two real shows, more rides and other attractions and stick it out for just one season, spending money for fireworks and other free attractions.

The dead center, which is fortunate in having "the heavy play" at present, would be left holding the well-known bag. Remember the attitude of the

business men of Niagara Falls when the Peace Bridge put them out of commission? "Hell, we got the Falls, they have to come" slogan went out like a light overnight. Remember the switches of business sections in Florida in the boom days by mere moving of a post-office site or the building of a better theater or two and the "push" of those who dared to do, and did? Significant, too, to beachfront owners is the new Ocean avenue widening, which we will say for the sake of comparison and to clarify the situation for the readers is the present equivalent of Surf avenue, Coney Island. Who remembers when the bizmen on the Boardwalk scoffed at the idea of big business ever leaving the Boardwalk for "a back street"? Today Surf avenue is Coney Island and the Boardwalk is passe. The crowds and the play wander no further, it seems, than the Bowery, which is the back street to Surf avenue. A very small percentage save the bathers ever promenade the fine Boardwalk, and if so it is just to do that—promenade.

Miller's Drug Store, headquarters for The Billboard and the sporting fraternity. . . Beans are dying at the beach as the war to the death on Beans in Boston opens, the law being called in and many "names" in high political circles and civic and fraternal life being scheduled for an airing. . . Boston cleanup and cleanout (See REVERE BEACH on opposite page)

Asbury Park, N. J.

By RICHARD T. HOPPER

Amazing how the crowds continue to come. A mosey around the town Monday night, usually a slow one for resorts and business in general, found night spots packed to capacity and the Boardwalk thronged as tho it were a Saturday or Sunday night. Business men in the city and amusement and concession operators wag their heads in surprise, but no one is complaining.

Dog track situation in Long Branch still worrying some as legal moves in the State Chancery Court appear to be going in favor of the track operators who want betting under a purse option system. At this writing Vice-Chancellor Buchannon has ruled it legal to sell the pastebards, but has not decided if it is a contravention of the betting laws for the operators to buy the options back. In other words, it is legal to buy a ticket but the payoff is still under question.

Joe Beck, head of the James Bell Company, Newark, summering in Avon and quite pleased with sale of frolic idea to local Elks. Event to be staged on Ocean avenue for 11 days. Abe Ruben set for another five years at his Walk race game spot. Lease approved at 10 per cent yearly increase over figures for the last five years. Biz is better.

Slight lull here—apparently the lull before the Labor Day storm. Speaking of storms, The Landing of the Pilgrims, a musical fantasy featuring The Storm, played by G. Howard Scott, municipal organist, returned to the Convention Hall by popular demand.

Picnics Building Biz at Edgewater, Detroit

DETROIT, Aug. 15.—Picnics have been building business at Edgewater Amusement Park, and promotion of the park is being concentrated entirely upon picnic work, Manager Paul Heinze stated.

Mary Jo Cassidy and her all-girl band have been playing in the ballroom last two weeks, and will be followed by Ray Flanagan and his Columbia Cavaliers. Business has been consistently good, according to Manager Patrick Patton.

Concessioners report exceptionally good business on the midway, according to Paul Barr, one of the principal operators. Refreshment concessions have been doing fair, according to E. M. Shepard.

NEW ORLEANS, Aug. 15.—Two husky young males, christened Sam and August, began life at the Audubon Park Zoo Tuesday. August was discovered by the zoo caretakers early in the morning and is a baby zebra, third born in the zoo to Jenny, who has been a resident since 1922. Sam, who arrived a few hours later, is a calf born to one of the sacred cows.

SAN DIEGO, Calif.—First hippopotamus in a Pacific Coast zoo will arrive here in September, said Dr. Harry Wegforth, president of San Diego Zoological Society. Acquisition was made thru a swap with Brookfield (Ill.) Zoo.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

MADISON GARDENS Roller Rink, Detroit, closed on August 5 for remodeling. The rink has been doing fair business all summer, but Manager Orville Godfrey has been spending most of his time at Walled Lake Park managing Fred W. Pearson's rink. Business has been very good at Walled Lake, he reports. Eddie Godfrey, his brother, usually associated with Madison Gardens, left to join the J. R. Edwards Shows as a concessioner. Madison rink will be remodeled with a 10-corner maple floor. Louis Steenburg's Band has been booked for the reopening, probably about Labor Day. Program will include two one-hour instruction courses weekly before opening hours for two-step skating and circle waiting.

FORDHAM Roller Skating Palace, Bronx, N. Y., operated by John and Charles Beckman and assisted by George Sellers, inaugurated its fall season August 15. Rink had been in operation three nights weekly during the summer. Egon Dougherty is again at the Wurliitzer.

THE SKATING MACKS, American roller-skating quartet, are at the UFA Palast in Hamburg, Germany.

ATTENDANCE has been good at Luna Park Rink, Coney Island, N. Y., this summer. Rink is open daily from 9 a. m. to 1 a. m. Exhibition skating is featured and special races are held for patrons. Winners of the various events are awarded season passes, merchandise and skates. Season will be brought to a close September 27. Staff: Dan (Slim) Mullins, general manager; Walter Delan, floor manager; Robert Nelson, assistant floor manager; Eddie O'Rourke, Charles Gluck, Joe Perschoe and Charles Graves, instructors; Guy (Red) Fox, skate room; Ben Riccardi, doorman; Lillian Kirschman, cashier; Murray Gorman, captain of skate boys; George Dolan, in charge of beginners' rink. Summer rink measures 15 laps to the mile. Among recent visitors were Steve Shipley, Art Launey, John Davidson, Doc Parker, Mr. and Mrs. Earl Van Horn, Alfred P. Flath, Jimmy Frampton, Molly Vernick, Betty Lyna, Arthur Edlington, J. Fitzgerald, Steve Donnegan and Eddie Baxter.

R. P. BAILEY recently opened a portable rink at Sterling, Ill.

LEE LARGENT, formerly a well-known Belmont (Wis.) rink operator, is now a city engineer in San Diego, Calif. Largent reports prospects for skating look bright in California.

OTTO FAUCH closed a successful engagement with his portable rink at Dwight, Ill., and moved to Morris August 17.

WORTHY KERSHNER recently moved his portable rink from Bedford, Ind., to

Bloomington and is doing good business. Kershner plans to close October 1 and with his wife winter in California.

LEWIS PAYNE, former Wisconsin rink owner, is now operating a dance pavilion at Crystal Lake Beach, Wis.

FRANK VERNON closed a successful week's engagement August 9 at Rock Falls, Ill., for Mr. and Mrs. George King. Assisted by the Bushnell Novelty Band, act played to a capacity crowd Sunday night.

ALEX A. MacLEAN, promoter of the Rollaway A. A. Rink at Revere Beach, Mass., quotes: "I am happy to report that I am enjoying the best season I have had since 1923 when the game was going very good. And I am looking forward to seeing roller skating going good for some time to come, because I find a new and different class of people interested in it now to what used to follow it."

FOREST AND RILDA, performers of the "jaw act" on skates, opened last week at the Colonial Club, Jackson, Miss. Good play in advance by dailies there helped to draw. Forest pulled well with an invitation to patrons to take a whirlwind ride around with him. Act came direct from Streets of Paris at Dallas Centennial and are en route east, where they sail soon for a six months' looking in Europe.

DUDLEY CURRY, member of the La Benton Trio of roller skaters, was a Chicago visitor last week and visited the Ware Brothers of Chicago Roller Skate Company. The trio recently finished an engagement in the Streets of Paris at the Texas Centennial, Dallas, and are to play the Frontier Exposition at Fort Worth. Curry stated.

ROCKAWAY ARENA, operated at Edgemere, L. I., N. Y., by the Seidman Brothers, plans to sponsor roller skating in the fall and winter. Arena is putting on boxing and wrestling shows at present. Whether skating proposition will be permanent is not known, but a trial to make it so will be made.

Roller Derby

By LEO A. SELTZER

(Continued from last week.)

The writer can read the thoughts in many old-timers' minds as they read this—"a wise guy, who is going to tell us what to do; someone trying to promote us for something, but just let him try it!" No, you are all wrong. I early foresaw this and do not want anyone to take offense, as there are many that are very progressive and who were very helpful to us in the early stages. To those I wish to offer grateful acknowledgment. However, the only thing that the writer is now trying to sell all of you is that it is to your own good that you should join the band wagon.

With a self-sustaining show in mind, a meet similar to the six-day bike races was planned, but still in many ways far different. Both boys and girls are used. This is positively not a marathon or anything like it. The sports editors were all at first very reticent, but after having actually viewed it they readily accepted it as a regular sport feature. So that goes for step one.

Skaters of the type who could make a representative showing were and are sadly lacking. So we learned very early in the game that it was necessary to train our own. Here again we ran into the unsporting attitude and suspicion that rinks seemed to reflect and cause. But in time skaters learned it was easier to work with than against each other. Our attitude has been and is one of strict impartiality. It is only in that manner that we have been able to get and hold the respect of all skaters and rink owners that we have met.

However, all thru this time we were not operating at a profit; our losses had been quite heavy. We were introducing a new sport with a great many handicaps in our path. Adults could not get enthused over roller skating, feeling it was a kids' game. However, after once viewing the Roller Derby, they invariably became enthusiasts. It also became apparent that roller skating became stimulated. More skates were sold and rinks found business better. We have no partners. We did not call on rinks or skate people to help. We knew that it was up to us to prove the game first. Damon Runyon viewed the show in

Miami. He was a skate enthusiast in the past. He became very excited over the future possibilities and advised the writer to go very carefully so as to use nothing that may mar the future of the game. Of course, we were doing that. He also took up the idea with New York promoters, and representatives were sent to check the show. As a result, the Roller Derby will open Mike Jacobs' new sports arena in New York, the Hippodrome. Without doubt, newspapers will carry considerable copy on this and much will go nationally. Immediately after this show, Chicago comes next. Our plan is a simple one for the future. We are not worried about anyone infringing upon the idea, as the rights are tied up in such a manner that no one could successfully try it. Therefore, we feel free now to take everyone in the game into our confidence.

(Continued next week.)

CONEY ISLAND

(Continued from opposite page)

stagnatory doing a cleanup on blood-pressure machines. . . . And now for Bill Jackson's Midget Village, Coney's latest rage. First of all, there's a marriage brewing. All midget shows have "news-paper" marriages, but this one is the McCoy, involving, from left to right, Alex Brady and Flo Rothchild. Brady, the new chief of police, went to work in the Jacksonian jamboree because he found it so much easier to gaze upon his darling. A Brooklyn magistrate is all set to do the knot-tie job. Jack Landrus, ex-police chief, left with the wife, Ruby, to join Charlie Ahearn in Atlantic City, then to fair dates on carnivals. Right now Jackson is readying a minnie unit for nearly nine weeks of vaudeville commencing around September 25, with first date scheduled for Auburn, N. Y. Talent will be drafted from the present layout, plus some of Mrs. Ike Rose's midget group, with music to be contributed by Nandor Singer's midget unit. There will be special lighting effects, costumes and production, with the small people to occupy featured position in a program which will also recruit the services of adult artists. There'll be 22 midgets in the troupe.

REVERE BEACH

(Continued from opposite page)

can't help eventuating in sure death to the game all over the State. The investigation will not be hushed—it's all "out of bounds" for the fixers and menders. . . . One major beano here died, closed tight. . . . Five others going along under the mayor's new price-raise edict, with three of the five needing the oxygen tanks. . . . Beautiful lavish frame-ups washed up, too bad. . . . The end of a cycle, it seems, but the boys never look for it and never foresee it. . . . Bob Clark's wife (he's the mechano man at European Museum) back from a visit to New Jersey.

A Loop-o-Plane arrived and installed alongside of Acroplane on south end of beach. . . . Fred LaReine's show reported doing okeh on north end. He has Sailor Slim and Pete (the Skeleton Dude) Robinson as attractions. . . . Phoebe Hyde to New York. . . . Jimmy Conti, billed as Anton Pinuchini, Human Pinacchion at European Museum, says it's home to him and is readying a comedy human bellows act for next season.

Beach concessioners getting fair-minded. Brockton is the goal of many, as it follows the official beach closing here, altho biz goes on if weather warrants. . . . The aquaplane that rides the air-minded from the pier across the ocean front of the beach is ever so busy. . . . Prolic dine and dancery featuring Barry Watkins, singing waiter, a radio name. . . . Cyclone set down on Sunday as penalty for misbehavin' by keeping open overtime, it seems, into the Lord's Day. Everybody's singing Ain't Misbehavin' and watching their step. . . . Showmen party here planning trip to Cleveland, Dallas and Fort Worth at close of season in quest of new attractions for next year.

POOL WHIRL

(Continued from opposite page)

In general, any discussion of net divers would seem a little foreign here. However, in view of the fact that his is not the only letter that has been received in the past few months concerning a proposed net divers' competition similar to the now famous world's high-diving tank championships held in New Jersey last May, I have taken the liberty to mention the subject this month. Should there be other net divers who read this column—and there must be from the letters received—I should like to hear their views in the matter and also would like to know if any pool owner would like to run such a contest as a sideline to his swimming activities. If there is no response I suggest that the net divers take the question up with the fair or carnival editor of this publication. But I would appreciate their continuing as readers of this column, for their patronage is certainly welcome.

The second letter is the brainchild of David N. Boggus, of Schenectady, N. Y., and should be right down the alley of professional aquatic divers. Boggus writes: "I ran across your 'Pool Whirl' column in The Billboard and came to the conclusion that your department was the logical one to settle a dispute concerning high diving. Briefly, here is the situation: X says all carnival high divers who go into a portable tank land feet first. Y says that, altho there are divers of this type, that is, feet-first ones, there are also those who dive from high points who land in standard form, that is, arm and head first. I hope I make myself clear on this subject. X says it is impossible to land head and arm first in a carnival tank and Y says it isn't. Who is right? Just another question and I'll be thru: Of the few persons who have gone off Brooklyn Bridge, in what fashion did they land?"

Okeh, boys and girls of the ringen swim fraternity—youse all can have the floor.

Visitor in Our Midst

Monte J. Wax, the big log-rolling king, blew into town last week and told of his plans—if the contracts go thru—of his staging a gala log-rolling tourney at the Canadian National Exhibition within a few weeks at Toronto in conjunction with the annual marathon swims there. Monte says that he hasn't been doing much with pools lately and has been concentrating on the various expos around the country. He says that he can't get the do-re-me at pools, and he's about the steenth attraction manager to mention that to me. It's funny, but most pool men, even the they operate million-dollar bathing establishments, wouldn't spend as much on acts or attractions as a little dinky carnival. Maybe if a few would loosen the strings around their purse more shakels would flow in the box office. It's just a parting hint, so take it for what it's worth.

Flashes and Splashes

National life-guard championships will be held at Atlantic City next week, with all the crack beach-patrol men along the Eastern seaboard competing from Miami Beach to those in New England and with the odds favoring the crack A. C. beach patrol.—Teaterboro swim pool in New Jersey getting a big play these days from the pilots and mechanics at the near-by airport.—Pare Vendome indoor tank, New York City, no longer operated by the hotel housing it, private people having come in.—Highmount swim pool in upper New York State, grabbed itself nice publicity last week, thanks to Dave Green, its prize agent.—And even tho it's pretty late in the season to issue such a request, if anyone knows a good sunburn remedy a swimming-pool columnist who just came back from Atlantic City with a terrific burn would greatly appreciate it.



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

ROLL-AWAY WHEELS
Made To Last
WOOD (Guaranteed) ALUMINUM
ROLL-AWAY SKATE CO.,
12435 Euclid Ave., Cleveland, O.
Be Up To Date

There Is Big Money in a ROLLER RINK

properly managed and equipped with the Best Rink Skates. Ask Us

Write us for Booklet No. 6 on Successful Rink Management.

Recent improvements in our Skates make them stronger and better than ever.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

Georgia Fair Situation Bad

Secretary Rich sees no hope unless governor sets aside prohibitive tax law

CINCINNATI, Aug. 15.—A gloomy picture of the fair situation in Georgia is painted in a letter from T. E. Rich as the result of a law passed last year placing a prohibitive tax on midway attractions and concessions.

"As secretary of the Decatur County Fair, held annually in Bainbridge," Rich writes, "I think it my duty to give you for publication the sad news pertaining to fairs and carnivals in Georgia."

"The legislative body during the 1935 session enacted a bill that means death and destruction to the agricultural fairs of this State, unless something is done, and they do not go into session until 1937. I will do all in my power to bring about relief and have been doing so since the law became effective, which was this year, but at this time I see no relief in sight.

"I am giving you a copy of the act as it reads in the 1936 tax books, as follows:

"Page 15, Paragraph 42—Street Carnivals: Upon every midway combination of small shows, or street fair, or street carnival, the sum of \$25 for each week or fractional part thereof, for each separate tent, inclosure, or place where an admission fee is charged or collected, directly or indirectly, to witness or hear any performance, or where anything may be exhibited for admission or ticket, and upon every Merry-Go-Round or fly—

(See GEORGIA FAIR on page 45)

Cracraft Pilots Charlotte

CHARLOTTE, N. C., Aug. 15.—In preparation for Carolinas Agricultural Fair, Inc. here, headquarters have been established downtown and C. W. Cracraft is installed as fair manager. Officers are H. W. Harkey, president; J. F. Boyd, vice-president; Ernest Grady, secretary-treasurer; officers: B. Arp Lowrance and C. O. Kuester, directors; Mrs. L. L. Scott, superintendent of women's and flower departments; M. J. Cottrell, superintendent of auto races. Exhibits will comprise live stock, poultry and farm products, and attractions will include auto races, free acts and Mighty Sheesley Midway.

Rededication for Bedford

BEDFORD, Pa., Aug. 15.—Annual Bedford Fair will be in the form of a rededication, as the plant has undergone considerable improvement. A new half-mile regulation track will be completed before the fair. All buildings have been painted and repaired, entrances improved, grounds graded and extensive parking area added. Work is now being centered on a new athletic field and band stand. B. Ward Benn's Congress of Dare-Devs will return this year.

Plans Off for Grant County

MARION, Ind., Aug. 15.—I. E. Carter, executive board chairman, announced that plans for the Grant County Fair have been abandoned. Adverse financial conditions would make the venture hazardous, he said. Carter said the 4-H Club phase of the fair will be carried out. It is to be held at Fairmount.

BERTRAM, Tex.—Burnet County Fair Association elected J. O. Wilson president and John L. Garner vice-president. Board of directors includes W. M. Cox, elected to succeed his father, resigned.

GOOD SHOWS FOR PUBLICITY AND CROWDS

By R. D. MOLESWORTH

Watch for This in
The Fall Special
Of The Billboard

Back to 1690

EGG HARBOR CITY, N. J., Aug. 15.—Going back about 250 years, A. G. Varrinot, managing director of Atlantic County Agricultural Fair here, has found that the first South Jersey Fair was held in Salem in 1690. Seven years later another was established in Cohansey, near the present seat of Cumberland County. Initial fair in Atlantic County was held in Egg Harbor in 1860. The present fair can trace its beginning to 1915, when the annual Atlantic County farmers' picnic was induced to change from Mays Landing to Egg Harbor City.

Many Improvements At Ohio State Fair

COLUMBUS, O., Aug. 15.—A comprehensive program of improvements at the State Fair grounds started last November is nearing completion, officials have announced. Construction of a new horse barn to stable 132 head of show horses will be completed within the next two weeks. A new concrete box seat level is under construction in front of the grand stand, supplanting an old wooden level which previously was used. A ramp has been installed atop the grand stand to accommodate electricians working the lights for the night grand-stand shows. The highway building is undergoing renovation.

All of the 50 fair buildings are being repainted. New utility lines, including gas, water and electric wiring, also have been laid thru WPA projects. Further beautification has been completed to the grounds.

New Building for Orlando

ORLANDO, Fla., Aug. 15.—Crawford T. Bleckford, secretary-manager of Central Florida Exposition, reported construction started on a new exhibit building, to be fireproof, with concrete floors, walls and roof. It is to have about 18,000 square feet of floor space and be finished in time for the annual exposition next February. It will be used mainly for citrus and general exhibits and will temporarily house the Flower Show pending construction of a building for that purpose. It is to be built in conjunction with the WPA and will cost about \$40,000.

New Attractions Added To Chattanooga Tri-State

CHATTANOOGA, Tenn., Aug. 15.—Expansion of last year's features and the addition of new attractions are being rounded into shape for the Chattanooga Tri-State Fair.

The Rubin-Cherry Shows will be the midway attractions.

Manager A. J. Darnaby reports that an aggressive advertising campaign has been conducted and the event is being well publicized. A grand-stand show, featuring La Continental Revue of 100 entertainers, has been booked by him.

HAMILTON, O.—John W. Cochran, Millville, was appointed secretary of Butler County Agricultural Society. Chosen by unanimous vote, will fill the vacancy caused by the death of Cary E. LeSourd, Hamilton, July 30.

Washington Office of Exhibits Is Preparing for Heavy Season

WASHINGTON, Aug. 15.—Plans for the 1936 season of fairs are being carried out by the Office of Exhibits, U. S. Department of Agriculture, with the belief that it possibly may top any for years past, as regards attendance and interest generally, altho drought will probably have an adverse effect in some sections.

An interesting fact in this connection is that, according to George H. Cook, chief of division of exhibits, officials of South Dakota Fair, Huron, advise they are looking toward a normal or at least near-normal fair, drought notwithstanding.

About the usual number of exhibits probably will go out from Washington to the different fairs, altho all applications are not yet in and definite estimates are therefore not possible.

Recent shipments were to Illinois

Heat Wave At Ft. Worth

Only place apparently helped at Centennial is Casa Manana

FORT WORTH, Tex., Aug. 15.—The longest and hottest heat wave in this section in 27 years has Fort Worth Frontier Centennial officials and concessioners in a stew. Temperature has been hovering between 105 degrees and 110 degrees for a week, with 100-degree weather the usual thing ever since the show opened. The only place apparently helped by the heat is the open-air Casa Manana, which continues to pack them in. As an indication that this show was designed foremost for out-of-town patrons, officials have decided to keep all shows with original casts for time being. It was first intended to change casts every month. All feature performers at Casa Manana have renewed contracts for four more weeks, while Paul Whiteman's and Joe Venuti's orchestras are in for six more weeks.

A notice has been posted backstage at Jumbo to the effect that this show is now on a week-to-week basis. Wyn Calhoun, featured singer with Jumbo here, left August 10 for Hollywood and a screen test. Dorothy Miller, a Jumbo dancer, succeeds her.

In another effort to increase crowds, Tuesdays as well as Fridays now will be Kids' Days, with nickel admissions.

Andrews and Others Attend

W. Earle Andrews, general manager of the New York Fair Board of Design; Robert D. Kohn, Richmond H. Shreve, John P. Hogan, John McInerney, Jr., Frank Monaghan, R. W. Greve, Lester B. Stone, Stephen P. Voorhees, Walter D. Teague, Frank W. Darling, William Wil—

(See HEAT WAVE on page 45)

New Secretaries in Minn.

MINNEAPOLIS, Aug. 15.—Seven county fairs in Minnesota have changed dates and four have changed secretaries since spring, said L. O. Jacob, secretary of Minnesota Federation of County Fairs. New officers are Mrs. T. C. Wyatt, Bethel, secretary of Anoka County Fair; Carl Engstrom, Montevideo, Chippewa County Fair; Mrs. John Averson, Park Rapids, Hubbard County Fair, and E. D. Eddy, Howard Lake, Wright County Fair.

Bridgeton, N. J., Shifts Date; Glick, Hamid Set

BRIDGETON, N. J., Aug. 15.—Frank D. Emerson, manager Garden State Fair, announced that dates have been set back a week.

Also disclosed that Glick's Exposition Shows have been booked for midway and contract signed with George A. Hamid, Inc., for the grand-stand acts.

ATHENS, Tenn.—McMinn County Fair Association, reviving the fair here after a lapse of several years, elected W. R. Cooke president and general manager and B. Mayfield secretary-treasurer.

Pay as You Enter At S. D. State Fair

HURON, S. D., Aug. 15.—Strict adherence to the "pay as you enter" rule will be the rule at the South Dakota State Fair this year, and everyone will put his 25 cents into the turnstiles. Even Governor Tom Berry will pay his quarter when he enters the grounds as the official guest on Governor's Day. It was announced by James G. Venables, secretary of the annual exhibition.

The headline feature will be the entertainment program, according to Venables, and no expense has been spared in obtaining talent.

The program will be headlined by Ernie Young's Passing Parade. An innovation will also be the presentation of a Sunday afternoon "curtain raiser" for the fair and C. W. Hinck's Thrill Days will be staged. This will feature all sorts of motor vehicle dare-deviltry.

Tuesday, Wednesday and Thursday will be devoted to horse racing, while Friday will bring dirt-track racers in the program.

Proposes Amalgamating Winter Fair and CNE

TORONTO, Aug. 15.—Executives of the Royal Winter Fair and the Canadian National Exhibition are being invited to sit in with the Board of Control of Toronto in a joint conference on the possibility of amalgamating the two shows, Acting Mayor W. D. Robins announced.

Board of Control at a meeting approved the motion of the acting mayor requesting the winter fair executives not to make a permanent appointment of a new general manager until a conference had been held. The position of general manager is now vacant because of the death of Alex. Westervelt. The board felt that one man could manage the fair and the CNE and such a proposition was advisable on the grounds of economy and service.

CNE directors held a meeting at which the proposal was mentioned but not discussed. Officials last night expressed a desire to avoid comment until after they had been given sufficient time to think it over. The idea appealed to T. W. Duggan, veteran CNE director, as being worth considering but he would not venture an opinion as to whether it would be advisable. Gordon F. Perry, Royal Winter Fair president, remarked that he did not think the plan was feasible as the two shows are so different.

Contracted Space Up At Toronto Exhibition

TORONTO, Aug. 15.—With the opening less than two weeks away, Mr. Stanford, in charge of sales of the Canadian National Exhibition, announces that contracted space will beat that of 1935. Overseas exhibits include Australia, India, New Zealand, Ceylon, Scotland, England, South Africa, Finland and France.

Work on the new \$50,000 band shell is being rushed to completion. The Kneller Hall Band from Twickenham, England, will present concerts twice daily. "Mystic Mars" will be presented by 1,500 performers on the thousand-foot stage in front of the grand stand. Thirty outstanding acts and "Teters Hell Drivers" will furnish the afternoon shows.

The Grand Ballroom has been thoroughly done over and will again present Rudy Vallee and company.

Rubin & Cherry Shows will again furnish the midway. Bill Beasley has enlarged his Casino, under the grand stand, and in addition will operate 11 concessions.

Business in Canada has shown a sharp increase in the last few months, due to the large export business in agricultural products and mine activities, which will reflect in a bigger and better C. N. E.

Marks Go Up at Thief River

THIEF RIVER FALLS, Minn., Aug. 15.—Records for attendance at Pennington County Fair here, which staged its 35th exposition on July 28-31, were broken. Records of Secretary Robert J. Lund showed. Officials estimated attendance at 45,000, compared with 44,000 last year, previously the high mark. Gate and grand-stand receipts were larger than last year.



Great Lakes Exposition

CLEVELAND

By BOB REED, 1679 East 82d Street, Cleveland

Huge Crowds Greet Vallee

Turnstiles show 72,263 during two-day stay, new high for early-week gate

CLEVELAND, Aug. 15.—Rudy Vallee, the Connecticut Yankees and the Vallee radio unit were greeted upon their arrival here on Monday by more than 8,000 persons. However, this was but the beginning of the record crowds which followed the official welcome ceremonies and presentation of the "keys" to the city by Harold H. Burton, mayor of Cleveland. On the reception committee were Lincoln G. Dickey, expo general manager; Peg Willin Humphrey, associate director in charge of space sales; Almon R. Shaffer, associate director in charge of amusements and concessions, and numerous other expo, State, county, city, theatrical and radio biggies.

The customary dinner party for the guest of honor was held at the swanky Admiralty Club headquarters aboard the S. S. Moses Cleveland, million-dollar showboat. Officials report that more than 40,000 people attended the four broadcasts from Radioland and seats were at a premium hours before broadcasting time.

Tuesday was known as Rudy Vallee Day, and a record crowd of 37,632 was on hand to celebrate and pay tribute to the youthful star of stage, screen and radio. Total attendance figures for the two days Vallee was here reached 72,263, a new high for early-week attendances.

Gleaning over the attendance figures of the past two weeks, it will be readily noted that the daily average has mounted consistently until at this writing the average is around the 40,000 mark. The latest daily average is in full keeping with an earlier prediction made by the management prior to opening on June 27. If this present daily attendance average is maintained thruout the remaining two months the total attendance figure of 4,000,000, as set by Lincoln G. Dickey, general manager, will become a reality.

Heat, Rain Hurt Pageant

Edward Hungerford's pageant, Parade of the Years, suffered greatly during the

Attendances	
Previously reported . . .	1,266,053
Wednesday, August 5 . . .	37,036
Thursday, August 6 . . .	36,443
Friday, August 7 . . .	34,149
Saturday, August 8 . . .	50,736
Sunday, August 9 . . .	61,349
Monday, August 10 . . .	34,631
Tuesday, August 11 . . .	37,632
Total for week	291,976
Total attendance June 27- August 11, inclusive . . .	1,558,029

recent heat wave and more recent heavy rainfall. The limited matinee attendance during the heat and wet spells prevented several performances. At this writing, however, expo officials report that the show has picked up nicely and capacity bus is being registered daily. The production is the subject of countless favorable comments from the thousands that have witnessed the show, and John Webber, publicity director, has obtained plenty of art and news space in the local dailies.

Frank Hines' breezy and colorful Marine Theater, featuring the May Company style show and PeeJay Ringens in a 125-foot dive, is another of the brilliant show spots located at the water front. More than a score of dancing, swimming and diving experts furnish plenty of thrills and an entertainment program lasting one and one-half hours. Merle Jacobs and his Neptune Kings play for the style show and the swimming and diving events. Hines was former manager of the RKO Palace and RKO East 105th theaters here.

The Admiral Byrd South Pole ship, under command of Captain R. B. von Suboff, is playing to good biz and the captain reports a steady daily pickup. There is a crew of 14 members in addition to two Eskimos and four dogs.

Low White and his giant one and one-half ton Electrovox organ are being featured four times daily at the entrance to the Horticultural Building. This is (See GREAT LAKES on page 58)

Sampson's Memory Honored By Directors for Carthage

CINCINNATI, Aug. 15.—Directors of Hamilton County Agricultural Society have honored Mrs. D. L. Sampson, widow of the secretary of the board, by electing her an honorary life member, D. E. Van Atta, Sampson's successor, announced. She will be guest of honor at the 81st annual Carthage Fair. A box in the grand stand will be at her disposal.

Miss M. A. Hartke, for 37 years assistant secretary of the board, who retired recently, also was elected an honorary life member. Mr. Van Atta announced the following other life members who will be guests of honor at the fair: H. Lee Early, Mrs. R. E. Simmonds, Mrs. Joseph T. Sater, Mrs. George E. Pfau, Dr. J. W. Kirgan, E. M. Armstrong, C. De Laney Martin and Mrs. W. L. Doty.

The premium book issued for the fair is a tribute to the memory of Sampson, who died early in April of injuries received when struck by an automobile. He had served as secretary of the fair board 40 years.

Increase at Boonville, N. Y.

BOONVILLE, N. Y., Aug. 15.—Boonville Fair, first expo in Northern New York, is a signpost to increased fair business in the State, judging from unofficial attendance figures given out here. The fair closed August 8 with an estimated 13,000 admissions, as compared with 11,000 in 1935 and 10,500 in 1934.

Ideal weather helped. Secretary of Agriculture Wallace appeared to start off the fair season in the State. Night shows featured musical revue, Listening In, and B. Ward Beam's Congress of Dare-Devils closed the show August 8.

Start for Golden Gate To Be Made This Week

SAN FRANCISCO, Calif., Aug. 15.—Elaborate ceremonies to mark the start of actual building construction on the site for the 1939 Golden Gate International Exposition was announced Monday by Leland W. Cutler, president of the exposition company.

Ground-breaking exercises, in which high federal, military, civic and State officials will join, will be staged at 10 a.m. August 21 on the Yerba Buena Shoals under joint auspices of the exposition company and the Junior Chamber of Commerce. Scene of the ceremonies will be the location of the \$715,000 administration building at the southwestern corner of the fair site. Administration building and the two airplane hangars which are to be used as exhibit palaces during the exposition, are the first structures to be erected. Contracts have already been let for the construction of the three buildings, as well as ferry slips, as part of the \$2,000,000 building program to be completed this year. Work will also be started shortly on five exhibit palaces.

Ceremonies will be broadcast over CBS and NBC.

Increased Budget for Tyler

TYLER, Tex., Aug. 15.—Texas Rose Festival Association has adopted marked increase in budget to \$7,500 for this year's event, with increase of \$2,500 for more elaborate entertainment this time. President W. S. Hunley announced this week. Entire business section promises to cooperate and decorate town, with M. Oliver in charge. Pageant appropriate to centennial event in charge of Mrs. C. J. Loudon, who is being aided by the John B. Rogers Production Company of Ohio.

THE STRATOSPHERE MAN



At the Top of the Highest Aerial Act in the World.

Finishing With a 500-Ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Address Care of The Billboard, Cincinnati, O.

WANTED

Contact at once, Good Carnival Attraction for week September 21-28, inclusive.

TRI-COUNTY FAIR ASS'N
IMBODEN, ARK.

AT LIBERTY FOR FAIRS, CELEBRATIONS, ETC. BURNS ATTRACTIONS

Comprising 3 Full and Complete Animal Acts; no billies; each act is entirely different. Monkeys, Dogs, Ponies, Backing Mule and Froppe of Trained Razor Back Hogs. Try to stand in entry respect. Prices reasonable. Write or wire F. W. BURNS, 1645 N. Center, Terre Haute, Ind.

WANTED RIDES, SHOWS AND CONCESSIONS

FOR WASHINGTON COUNTY FAIR, August 21, 22, 23, at Beypori, Minn. No grit, or money for money, will be allowed to operate. FRED H. KAHL, Assistant Secretary, Stillwater, Minn.

Now Available Choice Locations at The Supreme Event of Eastern Fairdom

NEW JERSEY STATE FAIR

★ 6 DAYS TRENTON 6 DAYS ★
7 NIGHTS 7 NIGHTS
SUNDAY, SEPT. 27th, to SATURDAY, OCT. 3rd
DIRECTION: GEORGE A. HAMID

Scales, Walking Privileges. Limited choice locations for Eating Stands, Jewelry, Glass Blowers and other Space for Demonstrators.

Address HARRY E. LaBREQUE, Resident Manager
NEW JERSEY STATE FAIR, TRENTON, N. J.

DUTCHESS COUNTY FAIR

RHINEBECK, N. Y., SEPTEMBER 1 TO 4, Inclusive. Day and Night. Only legitimate concessions. No grit tolerated.
FRANK L. ASHER, Supt., Rhinebeck, N. Y.

WANTED For CLARION COUNTY FAIR

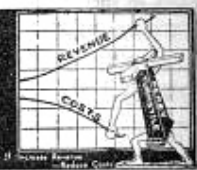
AUGUST 25-28, Inclusive
Good sized Carnival with at least Six Rides, Eight Shows, plenty of Concessions. Will sell exclusive. Address J. P. BAKER, Secy., Clarion, Pa.

Control Your Entrances and Exits Scientifically

Write PEREY TURNSTILES

101 PARK AVE.

NEW YORK



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

ANNOUNCING
WINNEBAGO COUNTY FAIR AND EXPOSITION
Day— OSHKOSH, WIS., —Night
September 1-2-3-4.
CALUMET COUNTY FAIR
At CHILTON, WIS., Follows on Sept. 5-6-7.
WANT Independent Rides and Shows for Calumet County Fair. Address
J. H. BROCKER, Chilton, Wis.

WANTED
RIDES AND CONCESSIONS FOR
GRANT COUNTY FAIR AND AMERICAN LEGION RODEO
SEPTEMBER 1-2-3.
Write Wire, Phone
N. C. JOHNSON, Hyannis, Neb.

RIDES AND CONCESSIONS WANTED
TO OPEN
COLORED COMMUNITY FAIR
OCTOBER 19-24.
With a Free Day Gate.
Write or Wire
LEE NATTER, Box 222, Haynesville, La.

WANTED CARNIVAL
Or Independent Rides and Concessions.
MERRICK COUNTY FAIR
CENTRAL CITY, N.E.S., SEPTEMBER 1-2-3-4.
Free Night Gate.
Two and one-half inches of rain last week.
VERN HENSLEY, Secretary.

82nd ANNIVERSARY STURBRIDGE FAIR STURBRIDGE, MASS.

Sept. 4-5-6-7-4 Days-4 Nights
Headline Attractions

Concession Space now being reserved.
Write H. E. HARWOOD, Southbridge,
Mass., immediately for space reser-
vations.

Wanted

Carnival and Concessions
FOR
San Diego County Fair
DEL MAR, CALIF.
OCTOBER 8 to 18
Address JAMES E. FRANKS, Pres.

HAVE WEEK AUGUST 31st OPEN

Merry-Go-Round, Ferris Wheel, Ohio Fair
Celebrations. Write
KENNEDY'S RIDES
Box 1332, Huntington, W. Va.

WANTED

LICKING COUNTY FAIR
RIDES, SHOWS, GAMES, ETC.
Dates, September 16-17-18-19.
KEITH W. LOWERY, Secretary,
Box 194, Buckeye Lake, O.

WANTED

PIATT COUNTY FAIR
AUGUST 31-SEPTEMBER 4.
Free Acts and Independent Rides.
R. C. SMITH, Secretary, Monticello, Ill.

The Oxford Country Fair

OXFORD, MASS.,
September 9-10-11-12.
Right after Sturbridge Fair.
LEMOINES ATTRACTIONS.
"Remember the Oxford Fair."

WESTFIELD FAIR and RACES

WESTFIELD, PA.
SEPTEMBER 2 TO 5
Day and Night
Midway \$2.00 per foot.
G. B. CLARK, Secretary.

STATE FAIR of RHODE ISLAND

SEPTEMBER 2-7.
6 Days & 6 Nights 6 Days & 6 Nights
Contact EDWARD O'BRYAN, Manager of Midway,
Kingston, R. I.

THE ORIGINAL WOLTERS TRIO

3 Distinct Acts, 2 Men-1 Lady.
Open time August 17th to 28th.
All times after September 8th.
Fairs, Celebrations and Indoor Circuses.
223 W. 115th St., Chicago. Phone, Pullman 1288.

Mammoth Open Midway

Shows, Rides and Concessions.
Good space available, September 7-12.
MAINE STATE FAIR
LEWISTON, ME.



Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Flags at Half Mast for Webb

Memory of 'Boss' honored
by workers thruout exposition
at hour of funeral

DALLAS, Aug. 16.—The exposition was in its 66th day last Monday with the six flags of Texas flying at half mast in respect for William A. Webb, general manager of the expo, who died August 9 of a heart attack. The "Boss," as he was affectionately referred to by the humblest and the noblest, was laid to rest Tuesday morning at 10 o'clock. At that time his memory was honored by workers thruout the expo grounds. At the hour of the funeral a sound bomb was released in the grounds and employees, concessioners and exhibitors stood with bared heads. From the steps in front of John Garner Hall (administration building) three buglers from the army, navy and marine corps within the grounds sounded taps. Three sisters tolled the bells at the Socorro Catholic Mission on the grounds, and two Centennial uniformed guides stood at attention as the stars and stripes were lowered. At 10:30 a.m. another bomb was released—and the show went on.

Street cars in Dallas were stopped for one minute, and the larger stores in town stopped all business for one minute while employees and customers paid tribute. Flags in Dallas, over the Capitol in Austin and in other Texas cities stood at half mast.

After Webb's death close friends revealed that because his work in Dallas had attracted so much admiration officials of the New York Fair, in Dallas last week, made him flattering offers to serve as consultant or executive for that corporation.

Heat Fails To Stop Throngs

The Texas all-time heat record failed to stop the throngs coming to the expo. On Monday, when the all-time heat record was established, the attendance climbed to 30,575, or several thousand better than average Mondays. Tuesday, Kids' Nickel Day, was slightly less than last week. The weekly figure of 264,724 was the largest in five weeks, and brought the total attendance to the 2,750,000 mark.

Last week-end attendance figures, running over 97,000, were approximately 20,000 better than the two previous week-ends. It was the final chapter of Queen's Night, a queen contest sponsored during July and August by *The Dallas News* and *Journal*, Radio Station WFAA and Chrysler Motors. The contest was promoted by Bob Snowden, of Memphis, Tex. LaGrange was producer for Snowden. For the finals Snowden brought Ginger Rogers to crown the queen, Geraldine Robertson, of Lamesa, Tex., who won the title after an elimination series of contests. Ina Ray Hutton and her Melodears played for the show, and Ligon Smith's Band played for the dancing following the show.

The Hollywood Electrical Floats Company and Metro-Goldwyn-Mayer co-operated in promoting the spectacle. The event was presented in the Cotton Bowl and drew around 40,000 on the two days. It was the first successful major event for the special events department. Its two previous shows, the National Folk Festival and the Rodeo, were flops. Vice-President Garner Day, August 5, drew 34,758 attendance, 70,000 short of predictions. Thursday, the sixth, was Illinois Day. Gov. Henry Horner of Illinois and other prominent Illinois personalities headed a group of about 500 citizens. With them was Robert Wardlow, of Alton, 18-year-old giant measuring eight feet five inches. Friday was below average. Saturday, August

Attendances	
Previously reported . . .	2,485,321
August 5, Wednesday . . .	34,758
August 6, Thursday . . .	31,532
August 7, Friday . . .	29,984
August 8, Saturday . . .	50,507
August 9, Sunday . . .	46,937
August 10, Monday . . .	30,575
August 11, Tuesday . . .	40,431
	264,724
Total	2,750,045

8, the attendance of 50,507 was the first day in August to reach the 50,000 mark. June had seven such days and July had three.

N. Y. Fair Men Visitors

The officials of the New York World's Fair to be held in 1939, spent the greater part of last week at the exposition, taking in every phase of the Dallas celebration. In the New York group were W. Earle Andrews, manager, and members of the board of design, including Alden Blodgett, Lester B. Stone, Walter Dorwin Teague, Robert D. Kohn, Frank W. Darling, Col. John P. Hogan, John McInerney, William Wilson, Dr. Frank Monaghan, Richard W. Greve, Harold W. Thorne, F. H. Woolfall Jr., M. Dodd and Stephen F. Voothees.

On Friday night a dinner was held at Black Forest, honoring Mr. Andrews. The New York delegation, Texas Centennial officials and Black Forest executives attended. The visitors later saw *Cavalcade of Texas*, before leaving for New York aboard a chartered plane.

Late in August Republic Pictures Corporation will have officials in Dallas to make the first motion picture with an actual operating World's Fair as background. Gene Autry, leading man, is the only actor to be brought into Texas for this film. The rest of the cast will be Texans. Dramatic training is not necessary. It marks the first time any picture corporation has moved into Texas to choose a cast for a film. The picture will be completed before the end of September. Armand Schaefer is here now representing the pix company.

The New York WPA Federal Theater's production of Shakespeare's *Macbeth*, with an all-Negro cast of 150, opened in the Amphitheater August 13 and will run thru August 23. *Macbeth* comes direct from a 15-week run in New York, where it played to more than 100,000. Prices at the Centennial are 40 and 65 cents.

The Cavalcade gave six shows last Saturday at 3, 5, 7, 8:25, 9:50 and 11:15. The extra shows were made necessary because of 15,000 tickets sold to Humble Oil Corporation for the day. Motion picture (See TEXAS CENTENNIAL on page 55)

Flourtown Fair Over Big

FLOURTOWN, Pa., Aug. 15.—The annual fair of the Flourtown Fire Company, which closed tonight after eight days, was the most successful and profitable ever held by the company. Weather for the eight days was perfect. Not much attendance during the day, but the spacious grounds were packed every night.

The fire company has its own grounds, located in the heart of the business section. One large building houses the merchants' and manufacturers' displays. Tents supply space for other exhibits. A number of permanent small and medium-size buildings are occupied by refreshment stands and concessions, which are mostly operated by the members of the company and the Ladies' Auxiliary. Only a limited number of concessions are sold for games, generally limited to one of a kind and all are legitimate.

Free attraction was the Four Albanis. Merry-Go-Round, Ferris Wheel and Chairplane were the rides. No shows this year, but they are booked when available. William J. Goss is general manager of the fair.

Frisco and Oakland To Join Forces for Event

SAN FRANCISCO, Aug. 15.—With the WPA contributing \$234,710 to handle the festivities, San Francisco and Oakland will join forces in a three-day celebration in November which will mark the opening of the \$77,000,000 San Francisco-Oakland bay bridge.

Frank E. Havenner, head of the committee in charge, announced that as soon as the WPA money is received construction of grand stands with a 50,000 capacity will be erected in the Civic Center. A replica of a stylized bridge from the Ferry Building to the Civic Center and replicas of eight of the greatest bridges in the world will be erected. San Francisco will contribute \$75,000 to the project, on which more than 500 men will be employed.

San Franciscans will go to Oakland the first day of the celebration to participate in the festivities, which are under direction of Harrison S. Robinson in that city. Day and night parades, a maritime parade on the San Francisco bay, street carnival, free acts in the Civic Center and a circus are among the events planned for both cities. The three-day celebration is planned as a forerunner to the 1939 Golden Gate International Exposition.

Grand-Stand Shows

HIGGINS' CIRCUS REVUE closed recently with the Tiger Bill Circus to play Lake Lansing Park, Haslett, Mich., and the Marlon (Mich.) Centennial, after which they will open their fair season, continuing until November 12. Rosella Sprig is no longer with the revue. Little Junior, contortionist, and Eileen Whipple, aerialist, are featured.

FIRST PAIR UNIT of the Detroit Gus Sun office opened at the Michigan Oil and Gas Men's Exposition, August 11-16, at Mt. Pleasant, Mich.

ALEX EMERLING, Otis Rixford, Willie Brust and Rosabel Rixford are rehearsing a new act in Chicago to be known as the Argonauts and Rosabel. The Ferdé Simon agency will handle the bookings in the East and Tommy Burchill in the West.

MERRILL BROS. AND SISTER are booked solid until October 24, when they will close their season at the pillow (S. C.) Fair.

DIOVOLO THE BAT MAN, booked thru Thompson Bros.' Company, recently appeared at the Great Falls and Billings (Mont.) fairs as one of the free acts.

WARD BEAM'S International Congress of Dare-Devis has been booked for the Dayton, Pa., Fair.

LOWE, HITE AND STANLEY, comedy act, completed a successful tour on the Western Canadian Fair Circuit with Ernie Young's Passing Parade. With has booked the act at the Minnesota State Fair.

WILFRED-MAE TRIO finished six weeks' vacation at Clayton, N. Y., and has started on its fair season. Booked for Cortland, Elmira, Brookfield, Tru-mansburg, N. Y., fairs, and Clearfield, Pa., fair. Will conclude fair dates October 4, then go to the Coast. Mrs. Gregory, who spent almost two years in the hospital, joined the act last October.

AFTER closing 16 weeks with West's World's Wonder Shows, booked by George Hamid, Larry Saunders and Jean will play fairs for the same office, closing the season in Spartanburg, S. C., in October.

UNDER the Barnes-Carruthers banner, Zobeide Sisters and Fred, equilibrist, have opened their season of fairs.

FREE ACTS WANTED

Outstanding Free Acts wanted for several weeks of Southern Fairs, beginning Labor Day. Can Use Cannon or Flying Act as feature. No Attraction Too Big.

Address
**John H. Marks, Gen. Mgr.,
MARKS SHOWS, Inc.**
Ligon, W. Va., This Week; Tazewell, Va., Week of August 24; then as per Route.

S. D. Total Is 1,660,382

Despite unseasonable weather, attendance for week of Aug. 2 was 80,000

By FELIX BLEY

SAN DIEGO, Aug. 15.—Despite unseasonable weather, last week's attendance was 80,000, swelling the season's total to 1,660,382, according to figures released by Elwood T. Bailey, executive vice-president. Had it not been for the freak rain of Saturday, which usually is the biggest day, undoubtedly it would have been a record week. Sunday attendance was more than 20,000.

Swinging into the last few weeks of the season, Kid's Day with kids' mumble-peg contest Monday brought out a big crowd. On Tuesday, Women's Civic Center Day, the civic body and their families celebrated with a dinner at the Cafe of the World. The Old-Fashioned Dance was held in the Palace of Entertainment.

On Wednesday James Larkin was guest-conductor of the U. S. Marine Corps Band. The Exposition Symphony Orchestra featured Jazz Night with personal appearance of Thomas Orselle. Rex, the Devil Horse, was free attraction in the House of Hospitality.

On Friday thousands of members of California's Moose lodges attended.

On Saturday the Latin-American nations of the House of Pacific Relations celebrated with a program at the Organ Amphitheater. The entertainment included Jose Arias and Troubadours, Miriam Bone, Walker and Elliott, Du Val and Benez, Rafael Villagrana, Gertrude Van Eizenaga and Hurtado's Marimba Band. Megyn Kiddies gave two performances, featuring La Verne Thompson, Betty Hill and Evelyn Riggs.

The Drums of Sacrifice, music-drama with a cast of more than 100, was presented as a free attraction under direction of Laura Moore and special music by Mildred Sanger House, director of musical activities, Los Angeles playground department. Major General George S. Simonds, commander of the Ninth Corps area, arrived for 30th Infantry Day.

On Sunday a special Children's Day was ordered by exposition executives and Director Nino Marcelli gave a matinee concert designed for children who completely filled the huge Ford Bowl. The Yuma Municipal Band of 30 pieces, under direction of Lawrence Wilson, gave a concert. A colorful Danish celebration with program of native songs and folk dances featured Danish Day.

In connection with the safe-driving campaign, a series of Visual Safety Tests for automobile drivers is staged free in the Palace of Electricity.

The winners of a State-wide essay contest, sponsored by President Frank G. Belcher, received cash awards. As a highlight of National Beauty Operators' Day, Kiva Hoffman, Hollywood make-up artist, demonstrated in the Palace of Entertainment with dancers from the Merlyn Kiddies as models. Entertainment was provided by Zella Smith, Audrey Neumeinter, Janice Wallace, Virginia Lee, Margaret Anderson, Shirley Johnson, Alma Thibodeau, Marilyn Bacon and Martha Vannatta.

Ernie Young Units

CHICAGO, Aug. 15.—Ernie Young's second unit, *Passing Parade*, playing fair dates in the Northwest, has the following cast: Clyde Snyder, emcee; Alvira Morton, prima donna; Roberts and Marie, dance team, and Dorothy Dawn, solo dancer. Mrs. Young is traveling with the show as company manager. Walter Pallit is musical director; John Miller, electrician; Elmer Morris, stage manager, and Mme. Ernestine, wardrobe mistress.

Another Young unit, *A Trip Around the World*, also playing fair dates in the West, has been out eight weeks and is reported to be having a successful season. This unit is said to have 20 weeks' bookings. The cast is comprised of Betty Thomson, prima donna; Don Tranger, emcee; Roy, Rita and Roule, dance trio; Four Midnight Sons, vocal and instrumental quartet; Duncan's Colliers; Large

and Morgner, hand-balancing act; International Pive; Four Robeys, German jugglers; Lowe, Hite and Stanley, comedy trio, and Libonati, xylophone artist. Ernie Young is traveling with the show as manager. Tony Nitti is musical director; Glenn Childers, stage manager, and Mike Chalkin, electrician.

Fair Grounds

PHILADELPHIA, Miss.—The 45th annual Neshoba County Fair closed yesterday. Features were a horse show and sweepstakes and address by Oscar Johnson, subbing for Henry Wallace, of agricultural department. The Lane & Bowen Shows were on the midway.

JACKSON, Miss.—With State administrator of WPA approving of plan, Jackson council is awaiting final approval from Washington for the immediate erection of a \$200,000 stadium. Jackson is ready to finance its part with \$50,000.

GREEN BAY, Wis.—All roads thruout the Brown County Fair grounds as well as the midway space have been improved with crushed stone and black top binder. All buildings are being painted and renovated.

TARBORO, N. C.—E. L. Clayton has succeeded J. P. Keech as secretary of Coastal Plain Fair Association here.

YORKTOWN, Tex.—Plans for Little World's Fair here in October have been dropped because of floods and adverse crop and economic conditions, said Secretary Paul A. Schmidt, Yorktown Fair Association.

SYRACUSE, Aug. 15.—Indicating the improvement likely in the New York State Fair, Dr. Albert Brown, director, announced that automobile exhibitors have flooded the fair with such orders for space that new sections must be opened. All space formerly used for auto display, even in the boom years, was sold two weeks ago, he said. Machinery exhibits are greatly increased, too.

ELMIRA, N. Y., Aug. 15.—Despite the switch in dates which moves Chemung County Fair ahead two weeks, exhibitors and concessioners have accepted the new date and both are ahead of the 1935 total already. Secretary J. Earl Williamson announces. Buildings at the grounds are being redecorated and re-lighted and a runway is being built under the race track to the infield. A new space is being graded for the World Exposition Shows.

JUNCTION, Tex. — Hill Country Fair Association, capitalized at \$7,500, has been chartered with incorporators given as L. R. Allen, J. S. Farmer and Jack Turner.

TURLOCK, Calif.—Stanislaus County Fair, sponsored by Thirty-Eighth District Agricultural Association and Turlock Post, American Legion, was most successful in its history, said Dr. A. J. Rouse, manager. Outdoor entertainment and fireworks were features nightly.

CHATTANOOGA, Tenn., Aug. 15.—Plans for the first fair to be held in Rhea County in many years are well under way and the catalog for the display, to be held at Dayton, famous "monkey town," will soon be off the press.

URBANA, O.—Several new buildings have been completed at the Champaign County Fair grounds here, John Yoder, secretary of the fair board, has announced. A new water and sewage system has been installed.

LISBON, O.—The annual report of the Columbiana County Agricultural Society issued recently by Secretary H. E. Marsden, shows receipts of the 1935 fair were \$12,247.80. The report was made in connection with announcement of division chairman for this year's fair.

BINGHAMTON, N. Y., Aug. 15.—When Broome County Fair opened August 11 it also opened the doors to the County Home and brought out the inmates for their one gala day of the year. An annual custom makes the old folks guests of the fair for the day, with Annie Oakeleys to everything on the grounds.

HEAT WAVE

(Continued from page 42)

son, H. W. Thorne and F. H. Woolfall visited here this week on their tour of shows and expositions.

Blake's Sensational Act

The most sensational free act at local show so far is that of Captain Kenneth Blake, high-fire diver, as part of the Hames midway attractions.

The cast of *Honky Tonk Revue* at Pioneer Palace has been reduced this week, cutting out acts of Jack Spoons and Noel Hytown. The show has no admission charge. Tom Patricola, dancer and comedian, headlines the show and will remain indefinitely. Frank Libuse is clown waiter between shows. Other oldtimers in show are Billy Hess, George and Lila Jones, Miller and Miller, Lulu Bates, Eddie Eddy, Miss Ready, Melva Sisters, McConnell and More, Bigelo and Fitzgerald, Clowning and a line of girls, including the Six Tiny Rosebuds. Earl Franks is stage manager.

Tiny Kline Falls

Tiny Kline, who has three acts in Jumbo, fell 20 feet without serious injury during her iron-jaw act on August 6. C. O. Lecher, who received a back injury in the bulldogging event in "The Last Frontier," is still in St. Joseph's Hospital here.

The animals from Forest Park Zoo here, which were housed in the Jumbo building as atmosphere for the circus spectacle, were returned to the zoo this week because of the hot weather.

With elimination of dialog from Jumbo, and other changes, an extra act, Captain Rudy's trained ponies, dogs, camel and elephant, has been added.

Changes at Nude Ranch

Several personnel changes have been made at Nude Ranch. Wilbur Davis is lecturing at extra show in ranch Norman Miller is in charge of box office, with Ruby Ross and Gladys Gilbert, cashiers. Billy Pitzer still in charge of added attraction, with Eddie Bruce at second opening. Nikki and Princess Zabada, dancers at extra show. Tom Moore, Joe Patterson and E. Donovan are guards. Jack Shapiro is physical culture instructor for nudies. Lineup at the front is still the same. Happy Myers, Jack Ross and Bob Williams. Nudies are as follows (this is exclusive to *The Billboard*): June Miller, Betty Burnett, Jane Taylor, Dorothy Bunn, Dale Moncrief, Ruby Reunneids, Amanda Henderson, Vera Barton, Joan Avon, Carmaleta Martin, Mickey Adams, and Ann Myers, who is inside lecturer. John Boggiano has replaced Joe Simon as part owner, with Ike Miller, of ranch. Jack Ross is back at ranch after being off two weeks with an injured knee.

Jack Singleton is now on front of Neptune's Harem. The Beauty and Beast Show is to reopen soon as Ziegfeld's Milk Bath. This will leave only three vacant concessions.

Miller, Salerno Pig Races

Tony Miller and Sam Salerno now have the pig races. H. J. Burke, San Antonio, has been visiting friends and associates on midway. Emil Van Horn, at Dallas show, visited Miller and Salerno Sunday and Monday. He originally planned the races here.

J. A. Watts, formerly with J. George Loos Show, has novelty concession at arcade. Mrs. Watts is ticket seller for one of the Hames rides.

Eddie Goldstein, Willie Strauss, Matt Graham and Meyer Sunshine, who operated novelty and drink stands for O'Reilly-Bercain, have returned to New York.

"Booby" Obadahl visited his concessions here August 5. Olin Thornton is managing Obadahl's attractions on the midway here, which include the Japanese Roll Down, Hank McAllister in charge; ham and bacon wheel, Buddy Thornton; cigaret shoot-till-win, Pat Davis; hat and scarf wheel, "Kokomo" Jimmy; Double Blower, Frank Hughes. The Blower, now here, is proving best

money-getter on midway. Thornton's five-year-old daughter, Claudette, does trick and fancy riding at Pony Express, children's ride concession.

According to Captain Blake, another high diver, Ben Mouton, hit the side of the tank several weeks ago while diving and is now in a Denver hospital.

Walter Sibley, who has snake show here, visited Dallas show this week to see about concession possibilities there.

GEORGIA FAIR

(Continued from page 42)

ing horse accompanying any midway combination, or street fair or street carnival, in each city or town in this State in which it does business, or in each county where they may operate outside of the limits of any city or town in this State, \$25.

"Page 23, Paragraph 47A—Devises, Game Tables, Shooting Galleries, Machine Games, Etc.: Upon each person, firm, or corporation operating for gain any shooting gallery, or target range, or both, where firearms are used for firing at a target or targets, and upon each person, firm, or corporation operating for gain any table, stand, machine, or place for mechanical games not prohibited by law, and, or any rack or booth or devices for pitching or throwing at canes, knives, articles or other things of value, with rings or balls or other methods, and upon each person, firm, or corporation operating for gain any machine, or mechanical device for play or for distribution of prizes or tokens, on each such device, machine, or other arrangement, independent of or in connection with any other place or business, the sum of \$50.

"The foregoing paragraphs are correct copies of the act of the Georgia Legislature as passed in 1935, to become effective in 1936."

It seems to Rich that unless the governor sets aside this act, it will be impossible for fairs or carnivals to operate this year in Georgia.

IN THE ABSENCE of a regulation fairgrounds, Buckeye Lake Park, Buckeye Lake, O., has been chosen as site for this year's Linking County Fair. Secretary Keith W. Lowery states that the park affords certain natural advantages for the fair and it is his prediction that it will prove a novel idea and a complete success.

OAK BRAND: HY-TEX BALLOONS



MICKEY
MOUSE
"SLIM JIM"

Mickey Mouse on the 40-inch-long "Slim Jim" balloon is brightening business remarkably for many balloon men.

This brand-new Mickey Mouse number is a marvelous seller.

No. 440 Slim Jim MICKEY MOUSE, per Gross\$3.25

Sold by Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only

GREENSBURG FREE FAIR

SEPTEMBER 14-19

Wanted good legitimate Shows and Concessions. Positive no Flat Street. A good spot. HAROLD M. WILLEFORD, Secy., Greensburg, Ind.

IT IS REALLY TRUE WHAT THEY SAY ABOUT DIXIE, CHATTANOOGA AND CORINTH. WANT CONCESSIONS

For two of the most outstanding fairs to be held in the most prosperous districts of the entire South. Finest crops in years. More money in circulation than any other particular location. Thousands of men working on dams in both cities. Everyone working who wants to work. Chattanooga, week of September 21. No exclusives. Corinth, Miss., week of October 12. All Concessions other than games. Address all communications to J. A. DARNABY, Patten Hotel, Chattanooga, Tenn.

Lewistown, Pa. Big for C. & W.

Midway gross 60% ahead of last year—best attendance at fair since 1925

LEWISTOWN, Pa., Aug. 15.—With rain preventing what would have been an all-time record, Mifflin County Fair broke all records for attendance and midway gross (Cetlin and Wilson Shows) since 1925. Opened on Monday night to a crowd of 4,000 that was driven home by a downpour of rain at 8 o'clock. Tuesday, Kiddies' Day, an estimated crowd of 30,000, but the night play was spoiled by rain at 7 o'clock. Rain again on Wednesday night, but the afternoon crowd, the largest ever on the grounds, came to see Lucky Teeter and his Hell Drivers. Thursday, which has always been the largest, was far beyond expectations. Friday was the only off-day of the fair, the night crowd was good. Saturday Ralph Hankinson's Auto Races drew over 30,000 in the afternoon, with as many on the grounds again at night, the largest Saturday attendance since the start of the fair. Midway gross was 60 per cent over last year, all shows, rides and concessions doing a very nice business. Sam B. Russell and his associates deserve much credit for their efforts and cooperation in making this year's fair the success that it was. Fair officials from practically every fair in the State were present at some time during the week. Director of Publicity Kern and the co-operation of 64 newspapers. Norman Y. Chambliss of Raleigh, N. C., also was a visitor.

Douglas Greater's Roster

CHILAN, Wash., Aug. 15.—Douglas Greater Shows, touring this territory, now consists of 5 rides, 6 shows and 20 concessions. Complete roster includes: Ferris Wheel, Buster Endicott, operator; Paul Haffner, tickets; Bud Sanford, clutch. Merry-Go-Round, Les Sanford, operator; Charles Bailey, tickets; John Solheim, snatcher; R. J. Balding, clutch. Loop-o-Plane, Bud Kennedy, operator; Bell Thayer, tickets. Pony Ride, Blackie Wilson, operator; Tex Toll, tickets. Drive Yourself Auto Ride, Kollek brothers, operators. Snake Show, Al Black, tickets; E. Bussell, charmer. Mickey Mouse, Mrs. Les Sanford, operator; Geneva Sanford, trainer. Athletic Show, Billy Newman, assisted by Tim Thompson and Red Hansen. Motordrome, Rudy Golick, opener; Speedy Jack and Lee Kelly, riders; Mrs. Speedy Jack, tickets. Prehistoric Exhibit, Jim Hall featuring the unnamed prehistoric monster found washed up on Copalis Beach June 1 last; Jim Hall, lecturer and opener; Irwin Baxington, inside lecturer; Mrs. Jim Hall, tickets. Ten-In-One Show, featuring the Armless Wonder known as "Major John" the Frog Boy; Lady Ada, sword lagger, mentalist and illusionist, featuring the Tiny-Mite Doll; Jack Jacobs, magic; Frank Jacobin, tickets; Jack Jacob, inside. Cookhouse and grab, Harry Meyers, assisted by Frank Smith. Cleo Parrish, John Davis, and Dinges as pantry man. Concessions: E. Waites, bottles; Mr. and Mrs. Red Anderson, cork guns; Bozo Amritage, strings; Ruth Frenz, hoop-la; Louis Pelligrini and Vernon Kussell, bingo; Mrs. Garey, candy floss; Jack Nask, lead gallery; Curtis Jackson and wife, photos; A. S. Hamilton, assisted by Tarzan Jones, bottles; Irene Rainey, slum spindle; Babe Hamilton, hit and miss; Goldie Greathouse, balloons; John Kleinart, fish pond; Jack Thorsen, sno-cream. Bozo's African Dip, Switzer and Kilander, operators; Art Johnson as Bozo. Executive staff: E. O. Douglas, owner and manager; Rose Douglas, treasurer; H. A. Frenz, secretary; Frank Kirsh, general agent; Indian Bill Wilson, lot manager, and Curley Jones, electrician.

Seeking John J. Bel-Mar

CINCINNATI, Aug. 15.—Anyone knowing the whereabouts of John J. Bel-Mar, formerly with the Seattle Whaling Company, is asked to notify him that his wife is at the point of death. Her address is the Metz Hotel in La Fayette, Ind.

Los Angeles

LOS ANGELES, Aug. 15.—Outdoor amusements still going big. All beaches are having enormous crowds and it is reported that visitors are spending freely. The State convention of the American Legion, which closed August 12, drew big crowds and as a result parks, beaches and stadiums all did heavy business.

Venice Mardi Gras at Venice-by-the-Sea was highly successful. Usual run of outdoor amusements were offered, and in the four days over 300,000 people were in attendance, it was stated. Diving, beach beauty and parade features drew over 100,000 Sunday. All the concessions are reported as having done well. Hap Young left for the North to start the list of fairs which he has contracted. Dan Meggs has parking yard here and doing okeh. Harry Fink has been contracted for several sponsored events in San Fernando Valley.

Los Angeles Chamber of Commerce will underwrite the birthday anniversary of city of Los Angeles. The four-day event will include a circus, carnival and other outdoor amusements. Bob Winslow, while working on United Artists' picture set, injured his foot and will be laid up for some time. Ross R. Davis says his recent trip to the North, aside from being profitable to him in sale of amusement devices, indicated that the outdoor field is staging a comeback. Says every park, resort and carnival visited reported best business in years. "Plain" Dave Morris is reported recovering at the Veterans' Hospital at Sawtelle, Calif. John D. Reilly and Frank Bennett are on the federal theatrical projects. Bob Pruitt has set aside concessioning for a job at the Schulberg Studios.

Scoop Conlon, aside from private publicity business, is heading the E. P. Schulberg publicity department.

Van Fleet Has Spider Exhibit

DETROIT, Aug. 15.—Educational Exhibit Company has been formed by James Van Fleet to put on exhibitions of Black Widow spiders at carnivals, fairs and amusement parks. They will be shown under canvas. He plans to tour Michigan, Ohio, Indiana and New York, opening in Michigan next week.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Exile, Albert Island, Can.
Week ended August 15, 1936.

Dear Charlie: Ballyhoo Bros.' Shows located at the Magnetic Pole, longitude 70, latitude 110, on the Icy Circle. Rumored that we may stay over another week. Extending this information to the show world in general, should anyone care to visit. Should we decide to move will wire in our route. Weather throughout the engagement cold. Those that were hot for the spot were chilled before the week was over.

Auspices a benefit for the ex-carnival owners and managers. Most unusual auspices, we must admit, but nevertheless the cause a good one. Over 150 on our committee all exiled by the depression. Every one of them had some equipment on hand and in signing contracts they made the show agree to furnish free space for same, also agreeing to let the committee lay out the lot. This caused quite a bit of difficulty, each insisting on placing his wife's frozen custard stand, pitch-bill-you-win, mitt camp and photo gallery first in on the right-hand side. Each ex-manager wanted his corn game first in the center of the midway. Then the penny arcades, 26 of them, insisted on being placed next to the cookhouse. On our arrival we found almost 300 tops and booths in the air. The remainder of the lot a bit small for the show, so the bosses decided to leave their wives' booths lay idle. This was squared with diamond rings and wrist watches.

Our auspices acted as ticket takers. For some reason they insisted on taking the starting and closing numbers of

Checking Tax Returns In the Keystone State

PITTSBURGH, Aug. 15.—The Stamp and Amusement Tax Bureau, Department of Revenue, Commonwealth of Pennsylvania, which maintains headquarters in the Plaza Building, reveals thru J. L. McCorry, divisional chief, that secret investigations are now being carried on in checking the tax returns of all amusement enterprises operating in the State. McCorry states that a number of outdoor shows have been known to resell tickets a number of times to dupe collection receipts which are being turned in to the Pennsylvania treasury.

Up until the present time only theaters have been known to transgress the amusement tax act, four of which have been found guilty. One theater which is reported to have posted a fraudulent report has been forced to make payment in the amount of \$1,100, which included a \$350 penalty. Other penalties imposed upon other theaters amounted to approximately \$100 and \$75. Mr. McCorry revealed. He is warning operators of all enterprises falling under the amusement tax to make careful and honest returns, as the department has an easy way of tracing all reports. Among amusements now being investigated, according to McCorry, are swimming pools, skating rinks and carnivals operating in the Keystone State.

Ray Wolf Frames Side Show For Philly Theater Project

PHILADELPHIA, Aug. 15.—Since a lack of dramatic actors made it impossible for the Philadelphia Federal Theater Project to produce any legitimate productions, Lorin J. Howard, State supervisor, has had Ray Wolf, who has a considerable background of experience in the outdoor field, whip together a big side-show unit, including many acts familiar to circus and carnival fans.

Unit includes Spike Howard, strong-man act; Harry Fields, juggler; Pedro Oneal, sword swallower and fire eater; Carl Stiel and Company, Hawaiian instrumental and vocal specialty; Elliott and West, old-time vaudevillians, in a dead-pan comedy act.

Shows play to both outdoor and indoor audiences and the carnival idea prevails in its presentation. No admission fee is charged and performances are given before various groups and institutions throughout the city.

Pittsburgh

PITTSBURGH, Aug. 15.—Leo Abernathy, president of the billposters' union, and Joe Hiller, theatrical booker, headed a long list of local showmen who took in the Great Lakes Exposition in Cleveland this week.

Free acts appeared twice daily with the Frank West Shows at the Western Pennsylvania Firemen's Convention in Monessen this week.

Keystone Shows opened to one of its largest crowds of the season in Wheatland, where the annual jubilee celebration was held.

A number of carnival men playing near-by territories caught Downie Bros. Circus while it played Indiana, Vandergrift, Butler and Washington, Pa.

Frank Cervone is spending two weeks in a near-by summer camp. He will visit the Cetlin & Wilson Shows in Butler next week.

Doc Braunstein is planning to work on carnival midway in Western Pennsylvania for the next four weeks.

Joe Cramer, of the Fearless Exposition, was in to check up on the operation of his Carr Hotel. He opens his fair season in Ford City next week.

Safari Club Outing

LOS ANGELES, Aug. 15.—Members of the Safari Club, being members of Pacific Coast Showmen's Association Ladies' Auxiliary, and other showfolk and families attended the second beach outing August 9. Members met at the Hotel Bristol, with Mr. and Mrs. Claude Barie heading the party. Drove to the Malibu district and held the outing at the Flores Club. Cards, music and stunts by members furnished fine diversification. Luncheon at 2 p.m. and night wienie roast.

Those attending were Mrs. Ruby Kirkendall, Mrs. Steve Henry, Mr. and Mrs. Ray Tetzlaff, Mr. and Mrs. Frank Downie, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Ross R. Davis, Joe Diehl Sr., Mr. and Mrs. Dave Morris, Buff Jones, Mrs. Harry Chipman and mother, Mrs. Joe Miller, Mrs. Mabel Chipman, Sam Avis, May Avis, Ada Mae Moore, Pearl Jones, Margaret Wells, Tullie Palmatier, Joe Metcalf, Anna Veldt and son, Jack and Virginia Schaller and children, Tony, June and Johnnie; Bob Avalon, Mr. and Mrs. Claude Barie, Mabel Northstein, Estella Brake, Margaret Woods, Cora Lydick, Bob Lydick, Olive Stewart, Hank Walker, Carl Heaston, Alfreda Avalon, Kay Rogers, Mabel Bernard, H. D. Ragsdale, Doc Cunningham, Lew Keller, Mr. and Mrs. Harry Phillips, Buck Moulton, Dave Aragon, Mr. and Mrs. Leo Haggerty, W. C. Rollins, Mr. and Mrs. Chet Bryant, Mother Minnie Fisher, Dan Meggs, Blossom Robinson, Theda Carroll, Bob Winslow, Harry Noblett, Mr. and Mrs. Jerry Kyle, Mr. and Mrs. Art Durr, Edith Flores.

Next affair scheduled for Labor Day at Brents Mountain Craigs.

Around New York

NEW YORK, Aug. 15.—Jack Daverin was forced to move from Northport, L. I., on Thursday when it developed that the fire department could not supply enough water for Lucile Anderson's diving act. He made a hurried booking of Patchogue, playing under the firemen there. Ross Manning is building a new grab joint for Daverin's Island Shows.

Bell Company's No. 1 unit is current in Atlantic City near the Boardwalk, with the No. 2 outfit showing in Riverhead, L. I.

Mike Prudent is showing for the police fund in Southampton, L. I. Charles Gerard is at Throggs Neck and Mike Morris at Rockaway Beach.

The 43d street concessioners have deserted the balcony of Politz-Fisher to wander off to play fair dates. . . . Dave Rose returned to the city after a day at the Altamont (N. Y.) Fair. . . . Dave Epstein is booking bazaars in and around Asbury Park, N. J., and doing okeh. '13 reported.

New York showmen are advised that they must register before September 10 if they expect to be on the road on election day. Absentee ballots are available at the City Hall during registration.

M. P.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 15.—President J. W. (Patty) Conklin sends in his second installment on the Cemetery Fund Drive. He writes that he has been busy on affairs of the League and will continue until the end of the year, as he is very anxious to make 1936 outstanding.

Rubin & Cherry Exposition has set Friday, August 21, as date for its big Cemetery Fund Show at Ionia (Mich.) Fair grounds, to be ably assisted by Brothers Fred A. Chapman, M. H. Barnes and Nate T. Eggle.

Just received news that United Shows of America, in conjunction with Past President Eric A. Young, staged a show during one of their North Dakota engagements. We know we will be hearing from them ere long and will report at that time. Brother Lou Leonard writes from Dodson's World's Fair Shows that they will follow suit, and Brother Nat Hirsch advises that Brother Max Linderman will also fall in line. Looks like real co-operation from all of the brothers. Those who have responded in the drive this week include Col. F. J. Owens, The Billboard, Ben Weiss, Miller Studio, Conklin's All-Canadian Shows, F. A. Bartness, Frank D. Pulier and E. H. Parker.

Applications received this week were from Frank J. Hauss, credited to Brother Charles T. Gees; William M. Stone, credited to Brother David J. Mulvie; Francis L. Leane, credited to Brother Richard Miller, and Jake H. Rosenthal, credited to Brother Rubin Gruberg. Brother Dave Mulvie writes that there are more to follow.

This week finds two of our youngsters celebrating their birthday anniversaries. Brother Harry Coddington reaches the 75th milestone August 21, and on August 27 Brother Col. F. J. Owens, but he did not say how old.

Brother Kent Hosmer, on his way to Springfield, Ill., in for a call. Brother Denny Howard, just going back to the show, ran in to say hello. Brothers Pety Pivor, George Terry and Charles Owens in from Beckmann & Gerey's Shows. Jack Pritchard and William Young among callers. Brother M. J. Doolan is planning to visit the Springfield Fair, as is Brother Morris I. Kaplan.

Welcome letters were received from Brothers Carl A. Mann, Lou Leonard, Nat Hirsch, Neil Webb and President Conklin.

Dues received during the week were from Brothers Al Kaufman, A. R. Cohn, J. J. Custock, George Pappas, Ben Weiss, Ray Oakes, Dave Picard, Theo Dukoff and H. J. Schulz.

Brothers William Rankin and William (Sheik) Claire are in the American Hospital here.

President Conklin writes that he visited the Royal American Shows in Fort William, Ont., and was accompanied by Maxie Herman and Harry Ross.

Well, brothers, remember September 1 is start of the fiscal year 1937, so if your dues have not been paid better attend to it at once. This is a duty that you owe both to yourself and to the League.

Secretary Streiblich, with Brothers Lew Keller and William Carsky, visited the Al G. Barnes Circus in Waukegan, Ill.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

There are several other fine outdoor show world organizations—but we are exceptionally proud of ours and also of our record. Become a member.

Late arrival of the train kept the circus folk busy, but a pleasant visit was had with Brother Theo Forstall, Chester Pelkey and Arthur Stahman. Usual courtesies were extended. Sam W. Gumpertz was a visitor on the same day, hence the boys did not take up much time of Brother S. L. Cronin.

Philadelphia

PHILADELPHIA, Aug. 15.—Bob Morton arrived in the city early last week and after attending to the large number of replies to his ads for performers—he receiving nearly 800—left for Toronto to install offices for the Shrine Circus, for which he has again been given the contract. One of the elephants of his elephant act broke its leg two weeks ago. After considering whether it should be destroyed, it was sold to the Chicago Zoo, where it is being treated to save the leg.

Eighth Street Museum has announced the opening of the season for August 29. Buck Nation is conducting a unique outdoor amusement enterprise at Elverston, Pa., Saturdays and Sundays. A big program of acts are given on a stage and several orchestras provide music at all times for dancing and sports. Drawings for prizes are held every hour of the day and evening. This is the second year and attendance has been very big. Opening day had 17,000 paid admissions with a 18-cent gate.

C. Barthel, one of the oldtimers who has the Ferris Wheel at the Flourtown Fair this week, is booked in this vicinity by Sam Tassell office.

Joe Sloan, who has his Pitch-Till-Win at the Flourtown Fair, is in his 35th year on the road. "Expect to retire soon and take it easy," says Joe.



Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, Aug. 15.—The meetings of PCRA are drawing unusually large attendances for this season of the year, and there is to be noted the real serious consideration given to the organization affairs. The membership drive has proved successful. Much beyond anticipations, in fact, with all the Western shows buckling down to hard, consistent and intelligent effort in obtaining new members. Idea is to make President Theo Forstall's set goal of 1,500 members by November 1 a reality.

First Vice-President Dr. Ralph E. Smith; Ross R. Davis, treasurer, and John T. Backman, secretary, presided at Monday night's meeting. Forty-one members were present. Night was dedicated to Milt Runkle, who provided the refreshments. A vote of thanks was accorded him and recorded in the minutes of the meeting.

Communications: Ross Ogilvie, after skipping a week, cuts in with news of the C. P. (Doc) Zeiger Shows and post-marked Colorado Springs, reminded of a flood disaster which caught the show there. Show is reported doing fine. Frank Ward writes concerning the death of our brother, Fred Wood, manager of the Intermountain Shows. Fred was a new member and his death was much regretted. Lights were extinguished and silent tribute paid.

From Johnnie Lamont comes a letter saying the Tom Mix Circus is determined to make a good showing in the membership drive. Joe Miller, of Clark's Greater Shows, comes across with a short note and reports show doing fine. A welcome letter from Jack Ekhardt included a request for membership blanks and PCRA buttons. Jack says the Intermountain Shows will be heard from in a big way. Johanna Klein writes about her visit at Yuba City, Calif., to the Will Wright Golden State Shows; remarks of "some heat." From Maxie Herman, of Conklin's All-Canadian Shows, incloses money for 1937 dues in his letter and says all going well. Will Wright, Golden State Shows, together with inclosure for new memberships, expresses thanks to club for attention given member of that show now ill in Los Angeles. President Theo Forstall sent a letter and check—covering six new members of the Al G. Barnes Circus. He says Kirkendall asked for 35 more application blanks, because he has just begun on the real work of the drive. New men are: John Lewis, John J. Wright, Charles Noecker,

Concession Tents

Give Measurements as Indicated BUY from Factory SAVE Money

POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

PRICED FROM \$1,035.00 Up

ALLAN HERSCHELL CO.

1936 DE LUXE KIDDIE AUTO RIDES
OUTSELL ALL OTHERS—100 Satisfied Customers.

"Made in three different sizes for 1936. Model 'A' The Luxe 10-Car, seating 14 children, sells for \$1,295.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,035.00 F. O. B. North Tonawanda. Special 20-Car Model for \$2,150.00 furnished on special order. All models equipped with smooth acting clutch, the only practical drive."
ALLAN HERSCHELL CO., Inc.
NORTH TONAWANDA, N. Y.

SOFT DRINK AND ICE-BALL SYRUPS

You can make your own Syrups cheaper and better by using GOLD MEDAL FRUIT CONCENTRATES. Unless you try them, you will never know how good your drinks can be made. They have the real fruit flavor, the right color and the right tang. Every concessionaire who has used them says they are the best they have ever used.

All Flavors, \$2.00 per quart, makes 48 gallons of drink. Use GOLD MEDAL CONCENTRATES this year and you will do more business and make more money.

Send for yours today. Further details upon request.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., CINCINNATI, OHIO

L. J. HETH SHOWS

WANT FOR THE FOLLOWING FOUR BIG FAIRS:

FAIRFIELD FREE FAIR, Fairfield, Ill.; WABASH VALLEY FAIR, Terre Haute, Ind.; LIMESTONE COUNTY FAIR, Athens, Ala.; NORTH MISSISSIPPI AND WEST TENNESSEE DISTRICT FAIR, Corinth, Miss.

WRESTLER to take charge of Athletic Show (Pete Zibcos or Joe Hollander wive). MOTOR DROME, with or without transportation. CHORUS GIRLS for Musical Revue. ALSO FOLLOWING CONCESSIONS: Fish Pond, Frozen Custard, Taffy Candy. CAN USE few more legitimate Concessions. OUR FAIRS END NOVEMBER 14, Vienna, Ill., now, then Fairfield, Ill.

LEONA LEE Wants Selling Act for Side Show. Will Buy Trained Monkeys or other small Animals.

Charles N. Flynn, Jack Elkins and Thomas Abern, of the Barnes Circus and credited to Mark Kirkendall, Henry Joseph Black, credited to John Backman and Steve Henry, Ray M. Smith, Golden State Shows, credited to Will Wright and William D. Corbett, Curtis Edward Little, credited to John D. Reilly. A suggestion made by Manager S. L. Cronin of Al G. Barnes Circus and Jack Grimes to have John Miller work out something unusual for the Annual Charity Banquet and Ball in December brought word from John that he has worked out, in his own way, what he chooses to call "Valuable prizes to be given for terpsichorean diversions." John will direct the grand march and, together with the missus, will lay out the list of prizes. John announced the capital prize would be for the almost forgotten "waltz."

Jack Grimes also announced another feature number, which is titled "Pegasus, the Winged Horse," with elaborate trappings and a retinue of Hollywood beauties. Plans were also discussed for the raising of cemetery funds. Under advisement is a proposition to stage a minstrel show at the United Arts Theater, with Floyd Rathbun, black-face comedian; Doc Cunningham and Claude Barie as the committee. Members present at this meeting were sufficient for five acts. For a starter Ray Johnson, former topnotcher of the minstrel stage, and Jack Bigelow, equally well known, will do the principal. Due to talks made by Doc Harris, Dan Meggs, Harry Fink and Capt. Billy Ament, there was no time for the usual evening's diversions. After adjournment refreshments were served by Will J. Casey and Chet Bryan, with the weekly award going to Harry B. Levine, fifth score. This organization is one of the real factors in the business and social life of this section. A membership costs nothing if you consider what you are sure to get without cost. The club is a mighty nice winter parking place. Better send that 10 spot in, as we have it repeated. It is a sure-shot dividend-paying investment.

"Going To Town"

This New TLT-A-WHIRL
With a Blast of Flash—Streamlined Cars—Chromium Plating—Durochroma Decoration—Animated Signs—All Tension Bearings—Masterful Engineering. 100% Portable.
SELLNER MFG. CO., Faribault, Minn.

CONCESSION TENTS

Our Specialty for Over 46 Years.
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

WANTED

Showmen Who Are Interested in
MOTORIZING
Write for Our Special Finance Plan.
CHARLES T. GOSS
With Standard Chevrolet Co., East St. Louis, Ill.

Make \$50.00 a Day on Candy Floss
More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.
ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., S., Nashville, Tenn.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Midway Confab

By THE MIXER

BLACKIE MOORE says there is plenty of grief for operators of games in Blair County, Pa., and especially at Altoona.

RUFUS R. JOHNSON is grateful to the showfolks for the many favors extended to him during the illness of his wife and following her death last Sunday.

BOB SICKLES and Louis-Louise Logsdon are recent additions to the J. R. Ward Shows, Bob is secretary, with Louie working a single pit to nice bit.

JOE RYAN and Homer Brannon have their cookhouse booked for the Tri-State Fair, Memphis, at the old cow-barn location.

BURT MINOR, who recently suffered a fractured rib in Youngstown, O., is reported as doing fine. The rib is healing nicely.

JACKIE MILLER, who has been playing a few spots in and around Mountain View, Mo., with his show and concession, reports business as poor. "Expect to join a side show soon," he infos.

JAMES COSTELLO, who is confined in Huron Road Hospital, East Cleveland,

top-money show thus far on the midway at the Fort Worth Frontier Centennial, Fort Worth, Tex.

E. (SLIM) JOHNSON and Hyman (Hymie) Schreiber of the Midwest Merchandise Company of Kansas City, Mo., returned to that city on Wednesday of this week after a trip visiting carnivals thru Kansas and Oklahoma.

FRANK A. JENNINGS has been in Muskogee Hospital, where he underwent a major operation. It will be from four to six weeks before he will be able to get back on the road. At present he is living at 1627 South Ewing in Dallas and would appreciate letters from friends.

LOU LOUKITH postcards that her copyrighted Mystery of Birth Show with Fan-American Shows is topping the midway these days. Doc Crosby is no longer with the show and Blackey Wise's Handley front has a new canvas, according to Lou.

GUY V. WILKINSON postcards that he is resting in U. S. Veterans' Hospital, Albuquerque, N. M., and says that news from the midways would cheer him up. He says this is the first time he has

Charlie Kilpatrick, Archie Phillon and others the present generation know little about, were mentioned in the reminiscing chat.

MRS. HATTIE HOWK, one of the officers of the Heart of America Showman's Club Ladies' Auxiliary and aid to the popular George Howk of Fairland Park, was able to leave the hospital in Kansas City, Mo., this week and is now convalescing at her home after a lengthy stay in the hospital.

RALPH R. MILLER postcards our St. Louis office from Mexico City, D. P. Mexico, to the effect that he is enjoying his trip immensely and that there are shows and rides aplenty there. He advises that three large carnivals are playing there. Miller owns several carnivals in this country and his shows are now playing thru the South.

Showfolk seen in Kansas City, Mo., during the past week were L. Clifton Kelley, general agent State Fair Shows; Denny Pugh of Dallas; A. (Booby) Obadal of San Antonio; Walter B. Fox, general agent Al C. Hansen Shows; Red Dural, agent of the Joe Webb Circus, and Russell Hall, concessioner, who joined the State Fair Shows this week.

JOSEPH E. DOBYNS, prominent outdoor showman, is at present in St. Louis, where he has been working on a Water Carnival for several weeks, which he presented night of August 11 at the mammoth pool of the Forest Park Highlands. Program included water polo, an 80-foot high dive, a thrilling flame dive, women's fancy diving exhibition and comedy water acts. The Water Carnival was staged for the American Retailers' Association, which is in convention in St. Louis from August 8 to 17.

ROBERT WADLOW, 18-year-old Alton, Ill., giant, who is 8 feet 5 inches tall and weighs 425 pounds, is scheduled to leave next week for Dallas, where he will make his appearance at the Texas Centennial. The youth, conspicuous in St. Louis at different times at conventions, has never been really exhibited at shows or events, and the Texas date will be his first real hitch in the show business. His father and manager, Harold Wadlow, will accompany him.

HENRY (FAT) DUNCAN, formerly in the carnival business and now operating the Coates House Bar, popular outdoor showmen's retreat in Kansas City, divulged to his many friends last week that he was married on May 14 to Mary Gilhouse, non-professional, of that city. "Tootsie," Fat's popular fox terrier dog, had a litter of five pups last week and Fat's showmen friends are all anxiously awaiting pups as gifts from the popular tavern owner.

J. D. MIDWAY CAPE, owned and operated by Joe Decker, continues to amaze visitors to the Bruce Shows, according to C. V. Sheaks. The bear garden, with its 48 200-watt bulbs incased in Japanese lanterns and with each in-

WHEELS
Park Special
80 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price, **\$12.00**

BINGO GAME
75-Player, complete, **\$5.25**, including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 136.
Heavy Convention Walking Cans, Each **\$24.00**.
Price Per Gross, **\$24.00**.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936.
Single Sheets, 2 1/2 x 4, Typewritten. Per M. \$5.00
Analysis, 3-p., with White Cover, Each.08
Analysis, 8-p., with White Cover, Each.15
Forecast and Analysis, 8-p., Fancy Cover, Ea. .05
Samples of the 4 Readings of our for 25c.
No. 1, 34-Pgs., Gold & Silver Covers, Each .30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Oilja Boards, Planochests, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clothing and Pellets, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Sample, 25c.
FORTUNE TELLING WITH CARDS, Same Binding, 24 Pages, Sample, 25c.
HOW TO BECOME A MEDIUM, Same Binding, 30 Pages, Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 36 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.

PENNY MACHINES
Specially built to engrave pennies with Lord's Prayer, or any cut you want.

Price \$160.00

Complete with L. P. Die. When a lighter and better **GUARANTEED** machine can be built, "Blue Dot" will build them. No apologies for the price it produces. Fastest feeding machine out. No breakdowns when minutes are dollars. For the we send samples and facts through the U. S. mails.

"BLUE DOT" STAMP CO.
124 E. LARNED ST., DETROIT, MICH.
(Established 1928)

1936-37 ASTRO FORECASTS
Buddha Papers, 1-4-7 and 85-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Gramophone Charts.

NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None Due.

NELSON ENTERPRISES
198 S. Third Street, Columbus, O.

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 & SCHAFFER.

Don't Break Your Back. Start Right With Our **PENNY ENGRAVING MACHINES** With Automatic Penny Feeder, Self-Aligner, Four Removable Dies, Chromium-Plated Case, Electric Power Operated, \$488.00
Hand Power, Automatic Field \$28.50
Hand Power, Hand Feed, \$10.00
"Lord's Prayer" Dies, . . . 15.00
"Ten Commandments" Dies, . . . 20.00
Others, . . . \$10.00 to 35.00

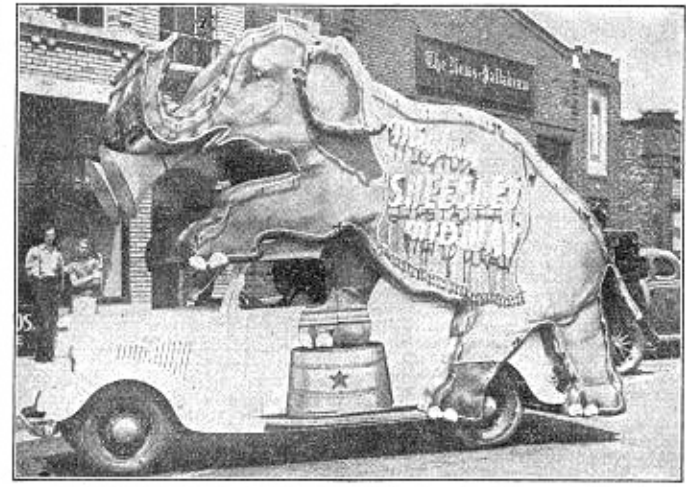
Our machines are the lightest, easiest to operate, finished, most compact, most beautiful machines in the world. Brackets and Levelers made from your souvenirs, 6c Ea. Beachhead Key Rings, 3c Ea.

Write for Illustrated Literature.
MIDWEST NOVELTY MFG. CO.
5511 Euclid Avenue, Cleveland, O.

JOHNNIE FOX
Get in touch with me immediately. Have good proposition.

BEN BLOCK Riverside Gardens, San Antonio, Tex.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



LOUD-SPEAKER "ELEPHANT" of Mighty Shesley Midway, which is attracting much attention as a street flash in cities played by this organization. It is 14 feet in height, neon-lighted thruout and equipped with three special generators to make current for lighting and sound apparatus. The idea of Capt. John M. Shesley, it was built with co-operation of Joe De Trappin, show's painter, and is on a specially-built truck. After street duty it is placed in front of the entrance at night.

O., with an infected hand, is anxious to hear from friends.

W. J. RICE, advance agent of Polle & Latto Shows, writes that the show has completed successful weeks at Hudson and Grand Rapids, Mich., under American Legion auspices.

CHARLES SEIP, of Zimdars Greater Shows, celebrated his 78th birthday anniversary August 10. He is feeling okeh and says he has enjoyed his 66 years of show life.

JACK TEMKIN is in Cook County Hospital, Chicago, recovering from an automobile accident in Pontiac, Mich., May 24. He asks that his friends write him.

CYCLONE HARRY BAKER and wife, who are now at the Nassau Kennel Track, Nassau, N. Y., info that they will probably be back on the road in the fall.

JOHN T. REA, with Side Show, Snake Show and Girl Show, infos that he has enjoyed a profitable season in Michigan. Show now has 35 people and is booked with Happyland Shows until last week of September.

FRANK HUGHES, youthful veteran of the midways, is in charge of the Blower, an outstanding concession and

been away from midways in 29 years except during the war.

MRS. S. B. WILLIAMS, who has been in poor health the last two years, has fully recovered. She returned to the show after spending a month in Mineral Wells, Tex., taking the baths under a doctor's care.

GLENN (TINY) WESTON postcards that he is the lad who did the ballet turn mentioned in the Beckmann & Gerety Shows' writeup in a recent issue of The Billboard. Weston was formerly a member of the Karn Bros' Fat Family and is now connected with the show's cookhouse.

From all appearances it seems that all of the larger carnivals will carry four Ferris Wheels next season as, according to all reports, four of the larger outfits are at present carrying four Ferris Wheels each, they being the Royal American Shows, Beckmann & Gerety's World's Best Shows, Rubin & Cherry and Johnny J. Jones Exposition.

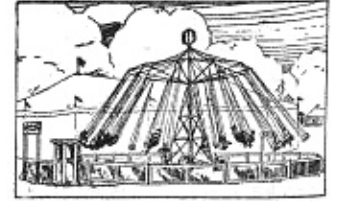
IF THE shades of former showfolk ever return there must have been a lot of them present at Warren, O., recently when Guy Dodson, of Dodson's World Fair Shows, and J. Frank Hatch got to talking over old times. Danny Robinson, Nat Reiss, George Johnson, Francis Fezari, Steve Woods, Warren Patrick, John Warren, Frank Alvorts, Harry Potter, Billy Williams, Clarence Wortham,

MONEY IN YOUR POCKET

That's what it means to move your equipment with Eli's Semi-Trailer. Let us show you why. Write for the facts.

ELI BRIDGE COMPANY
Builders of Dependable Products, Waukeet & Case, Jacksonville, Ill.

THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.
SMITH & SMITH, Springville, Erie Co., New York.

dividual table lighted with its own crescent lamp, is an added attraction since fairs. The rear is a half-moon raised stage, on which a colored orchestra plays each night at 8 and 9 o'clock. Six rotary fans aid in keeping the customers cool. A special feature is the kosher food which Joe always has on hand.

GREENLAND EXPOSITION SHOWS' new lineup includes the following: George A. Baldwin, manager; Frank E. Dickinson, treasurer; Tom Dickinson, secretary; Leo Pontier, lot superintendent; Sam Hayson, transportation superintendent; Pete Dickinson, electrician; William Hudson, special agent; H. O'Hara, general agent; William West, program and banners. Gray Barton and wife have Mikup and two concessions; Frank Dickinson, Merry-Go-Round and two concessions; Sam Hudson and wife, Achille, Blue Eye Show, Al Corbett, Will Rogers, Willy Post shows and match wheel; Dorothy Hanson, hoop-la; Paulina Hudson, ball game; Art Hennant, shooting gallery and pitch-till-you-win; Milton Jones, country store; Pete Dickinson, cigaret and tobacco hoop-la; Tom Dickinson, penny pitch; Mrs. H. O'Hara, cookhouse; Dan Chandler, pop corn and peanuts.

John R. Ward Shows

Kahoka, Mo. Week ended August 8. Clark County Fair. Business, good.
This is the first fair of the season. Rain on opening day caused fair officials to continue the event thru Saturday. Heavy attendance Thursday and Friday. The drought did not put the damper on the spenders in this spot. Saturday turned out to be worth the holdover. Mr. Ward was in St. Louis last week, where he purchased a new white panel body Chevrolet for sound equipment. Body, now lettered in brilliant gold leaf, is advertising the coming of the show. Mr. Ward also placed orders for new canvas with the Fulton Bag and Cotton Mills. Jeffie Jean Ward left for New York, where she will spend the remainder of the summer in dancing school. Joy and Julia Ward are the life of this show. From early morning to late night they lead the parade in the children's activities. The workshop, under the supervision of Ted Reed and Billy Wilson, is building new fronts for the shows to be placed under the new canvas. Rides have been painted and look like new. The writer arrived a couple of weeks ago bringing Louise-Louise, who is getting its share of the business. Dollette joined here. In addition to the sound truck in advance of the show, the new calliope parades town daily and is placed in line with the Minstrel Show banners at night, being a part of their bally. New office trailer is just about completed. Has two compartments and is modern in every respect. At closing time in Kahoka a bus was delivered from Keokuk, Iowa, for Minstrel Show transportation. Has seating capacity of 27 people. New banners were purchased from Baker-Lockwood in Kansas City, Mo., for Charlie Payne's Hawaiian Show and Bob Housell's California exhibition. Show consists of five rides, 12 shows and 30 concessions. Roster includes John R. Ward, owner and manager; Bob LeBurno, general agent in Mississippi and Louisiana; R. C. (Cotton) Ellis, general agent and special promoter with the show; H. D. Smith, advertising and banners; Bob Sickle, secretary; Ted Reed, lot; Dick Kennedy, electrician, and Billy Wilson, superintendent of construction.
BOB SICKLES.

LIBERTY STATE SHOWS WANT
Shows that don't conflict. Ride Hells must be better and reliable, sure pay. We have new canvas for three shows. Want Hula Dancers, must have Hula Wardrobe, Music and Singers. Have new and complete Minstrel outfit. Want complete Minstrel Show with music. Greenriver, Stella Boyd, Fish Lead wire in at once. Eugene Cook wire. Want Legitimate Concessions—Cockhouse, Snow, Hoops, Corn Game, Soccer, John Sikes, Shooting Gallery, May Joint, Fishpond, Balministry and two Ball Games. Mrs. Williams wants Man and Wife for Penny Pitch. P. C. Agents come on. Want Fan Tent and Over and Under. No gift tolerated. August 17-23. Grapevine, Tex. 1-25-29. Celina, Tex., Annual Picnic; September 3-5. Anna, Tex., Picnic; Plano, Tex., September 9-12. Secretariat Fairs and Celebrations. Save some open dates. Lock in over. Four good Rides and all new canvas. Pay your own wires and I pay mine.
S. B. WILLIAMS, Mgr.

Carnival Men & Fair Workers
Guaranteed Formulas for Barbicote Sausages and Hot & Cold Chili, Soups and Sandwiches. All C. O. D. for \$1.00, plus postage, or \$1.00, cost paid.
PITTMAN LABORATORIES, Parkville, Ky.
Send this ad with order, will include Formula Candy Apple Tree.

HOME COMING
GROVER HILL, O., ON STREETS
August 19-22, Inclusive
Want Concessions, including Stock Wheels, Reasonable rates, Also Shows. Come on.
STEPHEN DECKER.

The Great Lakes Exposition Midway

By BOB REED

CLEVELAND, Aug. 15.—Ray Moran, barkeep at the Slovak Tavern, and Mildred Wahl, Belgian wooden-shoe dancer, are that way and wedding bells are none too distant they say. . . Pearl Allen, "littie greenheart of the midway," is the featured attraction at the Creations Show. Pearl is one of the most popular girls on the show lot and her "fan dance" is something to behold. . . Helene Dale, palmist, is spotted next to Morske-Oko Cafe, the pop rendezvous of concessioners and showmen. . . Ulrich, magician, now playing local night spots, is also appearing as guest star at the Slovak Tavern in the Streets of the World. . . Rudy Vallee and his Connecticut Yankees made a tour of the midway and streets during their recent visit.

Pat O'Gynn and Abe Sachs, co-owners of the Irish Village, are adding a new kitchen to the gay moist spot. The waitresses have also been outfitted with swanky "shamrocky" uncles. . . Marty O'Brien, better known as Marty Brookston, the boy with a thousand tunes, and Steve Winger, the Irish tenor, are going over strong at the Streets of the World. . . Bob Rogers and Freddie Gee are now operating the new Chinese Girl Show and report biz as okeh. . . Hughie Mack, vet burly man, departed for Battle Creek, Mich., during the week. Hughie will later go to Kansas City, Mo., to head fall and winter burly show.

Max Linderman, of World of Mirth Shows, was a recent visitor, also Charley Kidder, chief builder for same organization. . . Sam Brin, admissions chief, is patiently awaiting the arrival of the 2,000,000th customer. Plenty of surprises in store for this one, pipes the jovial Sammy boy. . . Billy Collins arrived from Dallas and immediately took charge of the Midget Circus. . . Bill McCloskey, of peep-show fame, with his star, Zorima, the nudist queen, were here looking over the fair. . . Harry Calvert is now charge de affairs at the Sports Show nudist colony. . . Tex Madsen, the tall boy, is doing his stuff on front of the Black Forest Ice carnival show. . . Gilbert Noon returned from a tour of out-of-town shows. . . Frank Duffield, the fireworks boy from Chicago, was a recent guest of the management. . . George Larson is turning in a neat job of lecturing at the Creations Show.

Messrs. Ross and Henry, of Toronto Exhibition, were recent guests of Al Shaffer, director of amusements and concessions. . . Elie Miraschi, the imported jewelry king, recently appointed Ann Stinkins head saleslady at the novelty shop. . . Lew White, organist, has been spotted with his huge organ at the entrance to the Horticultural Building. . . Johnny Miskell, expo publicity chief, has returned to duty after several weeks of illness. . . Ed J. Murray, official guide book and program man, is hammering away in great style and his sales crew is building steadily. Ed also handles the Grotto Circus program book each year and is one of the best known sheet workers in this area. . . At Heidelberg Cafe, under direction of Art Temmesfeld, the "singing baker," was honored spot for the recent public wedding bridal dinner party. . . Ed Reicher's Skee-Roll and World War Exhibit have doubled their biz during the past week. . . Messrs. Sarmir, Shepherd and Allen, co-operators of the Slovak Tavern, have installed a new stage at their glittering palace in the Streets of the World. . . Murray Goldberg's new "guess weight" scales location in the streets is proving a winner. . . Al Hall, Beau Brummell barber on the front of the French Casino, recently returned from a trip to Washington, where he successfully persuaded U. S. Government execs to pay him his bonus money. Al, it appears, was officially listed in the government records as being killed in action and thus could not obtain settlement of his bonus claim.

Jack Smalley, acrobatic and novelty ice-skating star, is attracting much attention at the Black Forest ice carnival show. . . Walter Stoffel, of Hunter-Trader-Trapper sheet fame, infos that "Race Horse" Kelly is parlaying the squirrels who race around the cages at each end of the booth. . . Bob Miller, Loop-a-Plane boy, is honeymooning in Europe at the moment and will return latter part of September. . . John Branson now has three shows on the midway. . . Abe Whiteman and son, Ernest, visited with Abe Greenbaum during the week. . . Princess Noma is featured attraction at the Sports Show nudist colony. . . Tommy Wing, violin-

ist, and Ming Toy, dancer, are at the Chinese Show in the Streets of the World sector.

Strates' Shows

Oswego, N. Y. Week ended August 1. Weather, rainy. Business, fair. Albion, N. Y. Week ended August 8. Weather, good. Business, very poor.

At Oswego: This spot proved a big surprise to all members of the show and had not the elements interfered the week would have been a red one. Main topic of conversation on the midway was the start of the fair season and many preparations were in progress. Bill Jones framed a new corn game, with cushioned stools and all the accessories. At Albion: First fair date proved a real bloomer. Many patrons on the grounds but no money spent. So much for the first one. At the usual weekly midnight show Tuesday a wedding was staged to the strains of Lohengrin's Wedding March. Geraldine Williams, Baltimore, Md., and John Warner, New York City, marched onto the platform of the Carrioca Revue to become the bride and groom of the 1936 Orleans County Fair. Ceremony was performed by the Rev. Lewis H. Robinson, of this village, before 800 members of the Strates' Shows and a few invited guests. Couple will continue with the Strates' Shows during the summer months and will make their home in Baltimore in the fall. Groom serves as porter on the Strates' private car. Eddie Davis and Moe Schwartz joined Harry Duvall and report exceptional results with candy pitch. Florence Dickens returned here from a two-day visit home. Show played host to the executive staff of the Batavia Fair Association Thursday and Friday. A new stage and amplifier system was put in operation here. Mike Reed's lions have arrived. Joe Allen is breaking in a new three-lion act for the Drome.
CARL V. NOLD.

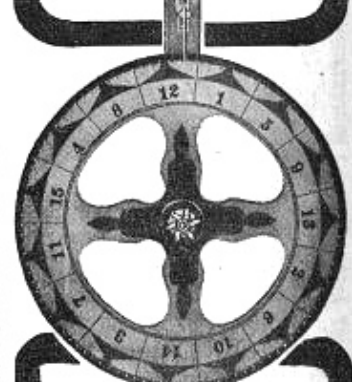
Dixie Belle Attractions

Poseyville, Ind. Week ended August 8. Weather, good. Business, good.
This was the first carnival to show in Poseyville in 11 years. Personnel now includes Al Van Valkenburg, dark gallery and pop corn; Jessie Basson and Van Valkenburg, corn game; Mally Crosby, shooting gallery; Henry Heyn, Tilt-a-Whirl and two kiddie rides; Mrs. Ruth Martone joined the last day with her Ferris Wheel. Mr. and Mrs. Frank Caney, cookhouse and the Mickey Mouse Circus; Mr. and Mrs. Carl Jarvis, snowball and candy floss. Mr. Jarvis, electrician; W. M. McDaniel, mug gallery; W. M. Kelly, two ball games. The wife of the owner has five stock concessions. Doc M. D. Triplets joined here. Bob and Helen Carl have novelties. The writer, Educational Snake Show.
JERRY GOODWIN.

Christ United Shows

Dover, O. Week ended August 8. Auspices, American Legion. Weather, good. Location, fairgrounds.
Show was on the fairgrounds, a wonderful location, and had great co-operation from the committees. Newspapers were lavish in their praise of shows and concessions and as a result the entire show had a great week. After closing Saturday night the auspices insisted on booking the show for next year.
HARRY CHANDLER.

EVANS ATTRACTIONS
Will help make your Concession THE Live Spot. Don't guess. Don't take chances. Depend on Evans for Real Winners.



PADDLE WHEELS \$7.50 up
of All Kinds. . . . The Sensation of the Midway.
GIRL IN BED
COUNTRY STORE WHEEL
42" to 10'. Also Safety Coin Boxes.
JITNEY ROLL-DOWN
The Rage in Europe. New in America
SHOOTING GALLERY SUPPLIES
for All Makes of Galleries.
CAMEL BACK SKILLO



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, Skee-rolls, Grind Stairs, P. C.'s and Casses, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.
Write for It Today!
H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

CANDY FLOSS & CORN POPPERS
Cheapest, best, genuine! many models: 10 patents Floss, \$45 up. Gasoline Popper, \$28. Elec., \$30. Also: Buns, Parts, etc. Guaranteed. Catalog Free NATIONAL FLOSS MACHINE CO. New York City.
310 East 35th St.,

POLLIE & LATTO SHOWS
MONROE, MICH., WEEK AUGUST 24,
Big Italian Fiesta Celebration. Fireworks in All Parts of the City During the Celebration. CAN PLACE Kiddie Auto Ride, one more Bally Show, also Ten-in-One. WANT Permanent Cook House and other legitimate Concessions. Have Fairs and Celebrations. Show going South. All address HENRY J. POLLIE, Adrian, Mich., week August 17.

ART LEWIS SHOWS, Inc.
WANT FOR 10 MORE REAL FAIRS IN NEW YORK AND NEW ENGLAND STATES SHOWS that are capable only. What have you?
CONCESSIONS—Legitimate only, Cookhouse, Photo Gallery, High Striker, etc. RIDE HELP, Acts, people of all kinds for Side Show.
Wire or write ART LEWIS, Gouverneur, N. Y., until August 22.

ATTENTION CARNIVAL MEN ATTENTION
BEFORE PURCHASING SEE
THE JOHN ROBBINS COMPANY
340-42 THIRD AVE. PITTSBURGH, PA.
LOWEST PRICES
Largest Line of Fair — Carnival — Bazaar — and Bingo Merchandise

1350 BINGO

Heavyweight cards, blank on white. Wood marks printed in two colors—no top and down. Light-weight cards. Per set of 100 cards with markers, \$5.00.
 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$7; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 70 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—no top and down. Light-weight 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, blank on white, size 5 x 7. Thin cards, such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$4.25, without markers. Set of 20 cards, 50c.
 Automatic Bingo Sinker, real class, \$12.50
 Bingo Sinkerboard, cloth, size 24x38 (Rolls up) \$2.00
 Bingo Record Sheets, 24x36, 20 for \$1.00
 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

J. C. WEER SHOWS WANTS

Ten-in-One, Monkey Circus and any other good shows, for Columbia City, Ind., Old Settlers' Day, August 20, and Fairs to follow. ALSO WANT Foreman for Merry-Go-Round and Ferris Wheel. Also Manager for No. 2 Unit. Wire Western Union, South Bend, Ind.

Want for Ripley, W. Va. FAIR

AUGUST 26 to 29
 Grah Joins, Scales, Palmistry, Etic Diagon. Luminous Concessions of any kind. Write HOWARD BROS. SHOWS
 August 18-20, Fair, Lucasville, O.; Portsmouth, O.; August 21 to 25; then Ripley, W. Va.

WANTED MUSICIANS

All instruments for balance of season. Wire CHAS. CLARK
 DODSON'S WORLD'S FAIR SHOWS, Wheeling, W. Va., This Week.
 SECOND-HAND SHOW PROPERTY FOR SALE. \$2.50 Great Flood Light, 10" with Reflector. 15c Each Pennants, Flags, Streamers. Beautiful Colors. Write List.
 \$90.00 Tent, 16x36, White. Fine Cond'n. Others. \$25.00 Great Water Gun. \$100.00 Merry-Go-Round. \$1.75 New White Buckskin Skate Shoes. Buy my Guss-Welch Scales, Penny Arcade Machines, Football Shooting Galleries. WEIL'S CURIOITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

FOR SALE "WALTZER"

Biggest money-getting Ride in Carnivals or Parks. Price \$2,500, cash or terms. Best of condition. HUGH McPHILLIPS, 415 Main St., Cincinnati, O.

GIRLS

Want 12 Experienced Chorus Girls. State age, height and weight. Also Hot Sax and Piano. Address BILLY WOODALL, Mgr.
 Streets of Paris, F. E. Gooding Greater Shows, Frankfurt, Ind.

LOOP-O-PLANE RIDE

at Liberty Aug. 21
 For Carnival or Fairs, etc., with own transportation. Can use Loop-O-Plane Platform.
 F. C. CLARK, Sidney (1a.) Rodeo, August 18-21.

WANTED

MIDGETS, with or without stage experience, to finish season with Johnny J. Jones Exposition, then long season theatres. Pleasant work. Write or wire, stating height, weight, and age, plus experience. Photos will be returned if not wanted. CHESTER CASS, Johnny J. Jones Exposition, La Porte, Ind., August 24 to 29; Indianapolis, Ind., August 31 to September 12.

FOR SALE

Fun House, 32' Barrel Roll, Trick Stage, Human Composites Wheel, 80' Slide, 40' Ocean Wave, Barrel Maze, Social Mixer. Now at San Diego Exposition. Address MIDWAY TRADING POST, San Diego, Calif. 6135 El Cajon Avenue.

Along the Expo Midway at Dallas

By GREGG WELLINGHOFF

DALLAS, Aug. 15.—A heat wave is now in session here, and Monday all new records were broken with a 109.6 reading. Charlie Jamison and Slim Havers arrived Tuesday from San Antonio for a two-day visit with friends on the midway. Kokomo Jimmy Burke was a recent arrival from Houston. Norman Vaughan, brother of Eddie, who is with Ringling-Barnum Circus, spent several days at the expo early this week, coming from his home in Oklahoma City.

Mary Bierschwale, now a school teacher in South Texas, spent the last two weeks in Dallas and at the expo. A tour of the Ft. Worth show, a rest at Glen Rose resort in West Texas, then back to the three Ra. Denny Pugh was gone a week, visiting a sister in Kansas City. Free Lee, in charge of the "streets" in Streets of Paris, was presented with a Hamilton watch by friends in the "streets," which was engraved with a friendly tribute.

Frank Duffield returned to the expo last week after a trip around the Northern States. W. A. (Snake) King is a recent arrival from Brownsville, Tex. Al Butler, of the Ringling advance, returned early this week for another visit to the expo.

Booby Ohadal and Frank Hughes were one-day visitors early this week, coming from the Fort Worth show, where they operate a string of concessions. Ben and Jack Austin are in charge of the billing for Streets of Paris.

Ted Lewis spent a three-day layoff at the expo. Opened in a Fort Worth theater the latter part of the week. Has a broken toe, which he received in a fall last week in Houston.

Albert Dishman, a ricksha boy, won the Plymouth sedan given away by Chrysler Motors in connection with Ina Ray Hutton's appearance in the band shell. Al Slonaker, Pacific Coast newspaper man, arrived early this week from San Diego to take over the publicity department of Streets of All Nations.

George McDonald, many years associated with Admiral Byrd in a managerial capacity, is at the expo visiting friends at the "Little America" Show, also Dufour and Rogers.

Al Dernberger, former of Brown & Dyer Shows, was seen on the midway but briefly then disappeared. Sidney Franklin, the Brooklyn matador, spent a day with centen exerts trying to arrange a bull fight. P. A. (Whitney) Woods, on the front of Midget City, crashed the local dailies several times with reference to his unique "spitting."

Roy Gray and Doc Waddell, of Big State Shows, were here for a day early this week, coming from East Texas, where the show is now playing.

Pat and Mildred Chrisman left last week for the fair at Okaloosa, Fla., after six weeks on the free-act stand here with their aristocratic goats and sharp-shooting acts.

Harry Dickson and wife are recent arrivals from Ada, Okla., where they sold their furniture store to take over Hickman's Pitch-Tilt-You-Win at the expo.

Mr. and Mrs. John Wilson, Maureen McMullin and Ruyle Hanf, all from Oklahoma City, were daily visitors on the midway during the past week. While here they were guests of Mr. and Mrs. T. Riley Hickman.

Jack Melton, wire your address. Have important message for you.

West Coast Amusement Co.

Centralia, Wash. Three days ended August 9. Auspices, Centralia Pioneer Days. Weather, excellent. Business, wonderful.

First time for show in this spot and everyone was delighted with the business done. Rides, shows and concessions did a land-office business from 10 o'clock in the morning till early the next morning. Frank Forest's three rides, Whip, Merry-Go-Round and Ferris Wheel, together with the Loop-O-Plane, were top-money getters for the three days. Pioneer association claimed this the largest attendance in its history. Barney Bros.' Circus, stationed six miles from here, visited show. Tom Atkinson left nothing undone in the way of courtesy. Butch Cohen made many friends with his kindness. Manager Mike Krekos and Charles Walpert vis-

ited Spike Huggins' West Coast show at Seattle and reported a packed midway. Business Manager Jessup is back with show for a time, as he has it booked for the remainder of the season. F. Albers visited here. Secretary Leo Loos, altho busy with the new taxes, managed to visit with his many friends of other years. Ad Herman, of the Athletic Show, left at Portland for his fall schedule of wrestling bouts. Louis Andrews and Al Schaffer look over the arena, which as an opening spot did the best business of the season. A Kocan added five concessions for this spot and did nice business. Tony Soares, late of the No. 2 unit, has joined for the remainder of the season as lot superintendent. Angelo Turello rejoined as ride foreman after a visit south with his relatives. No. 2 unit, managed by Joe Zodder, reports a good season and is booked until close of season. William Stenheart and wife were visitors on the midway. Mr. Stenheart stated that he was now in the executive department of the Smith Greater Shows. Many show members attended the funeral of Mr. Smith, owner of the Smith Shows, in Portland last week. Manager Mike Krekos will leave for Europe this fall after the show closes. Now for the fairs.
 W. T. JESSUP.

Glick Exposition Shows

Herkimer, N. Y. Week ended August 8. Auspices, St. Joseph's Church. Location, fairgrounds. Weather, good. Business, good, remarkable attendance.

Herkimer proved a surprise package, as business was much better than expected. Good attendance every night, with Friday night having an estimated 6,000 paid. Shows and rides did well. Show played host to newsmen, and the children's matinee was a humdinger. Everything is in readiness for the fair season. Mrs. Jessie Glick, wife of the owner, celebrated her birthday anniversary Thursday and was the recipient of gifts from Mr. Glick and other staff members. Manager Morris is always on hand looking over his many interests. Joseph Ferrari visited and talked over old times. Dave Stock painted his rides for the second time this season. Show front, train and rides have also been painted. Hector's Monkey Circus, Dr. Garfield's Hall of Science, Motordrome, Darkest Africa, Dealer's Streets of All Nations, Surren's Circus Side Show, Sex Show and Plantation Show continue as top-money getters. Bench Bentum, diving sensation, still brings and holds 'em in until midnight.
 HARRY BENTUM.

West Coast Amusement Co.

Portland, Ore. Week ended August 1. Auspices, WOW. Weather, fine. Business, wonderful.

Another so-called bad carnival town again turned into a winner for this show. Much credit was given to General Agent Jessup for his Carnival Days radio tieup and the excellent billing done by Special Agent O'Brien. Visitors included Mr. and Mrs. Art Suenam, Arthur Butler, Bert Lea and his secretary, Mrs. Jackson, and Tom Cruder, president of the Multanomah County Fair Association. Manager Mike Krekos entertained many personal friends, as did Louis Leos. Mrs. Charles Walpert entertained almost nightly here with theater parties, card parties and lubeons at the Kit Kat Club, of which she is an officer. W. T. Jessup, Charles Walpert and some of the other boys gave the dog track a slice of the winter bank roll. Bill and Bobby Grimm returned from San Francisco.
 W. T. JESSUP.

Los Angeles

LOS ANGELES, Aug. 15.—Jimmie Woods is breaking in a flying act using double rigging. Eight people in act. Others working out preparatory to coming engagements: M. Velarde, on wire; Miss Velarde, trapeze, doing both heel and toe catches; A. Velarde, juvenile on bounding rope; the Dietrichs, cross over ponies.

Horace Ragsdale (Red Jim Morgan) is back in town, associated with a Hollywood restaurant. Maxine Flath, daughter of Blossom Robinson, and son have returned to Wichita, Kan., after a visit. Blossom has been doing clubs and now doing a bit in an outdoor film.

Tom Plank is with Charley Cook at Paramount. Charley Farmer, who has been working in the films, is now taking a vacation. Dan Dix has closed contracts for two big events. Will supply program, seats and all equipment. Capt. Phillips, of California Zoo, is in the new wild animal picture Bengal Tiger.

Rube Delroy, at the Maynard Ranch recuperating from recent severe injury, will do bits in films and appear at several California fairs. John O. Talbot, veteran of the white tops, who has been in rather delicate health for some time, is greatly improved. He and his wife will take a trip to the East, visiting New York and looking after business interests in Chicago, Kansas City and Denver.

Dan De Woody, former long-string driver on the big ones and who has been in retirement for some years, is located on orange grove near Fontana, Calif. Robert Mitchell, formerly of the Barnes Circus, back in town working on a PWA project.

C. Y. Clifford, who has candy-floss concession on the Al G. Barnes Circus, in town, leaving for the North to work fairs. Starts at Vancouver, Wash. His candy floss on Barnes show is being handled by his agent, Mrs. J. Branson, mother of Dorothy Denny, widow of the late William Denny, is seriously ill with complications.

Charles (Spud) Redrick is conducting band and dance orchestras at the beaches. Arthur Winderker, former side-show manager, is in a new business that Art says is proving profitable. Ed F. King is to be manager-director of the circus and carnival that is to be sponsored by independent merchants at the California Zoo.

Endy Bros.' Shows

Morristown, N. J. Week ended August 1. Auspices, Callingsville Fire Department. Weather, perfect. Business, very good.

Show made a long, hard move in here. Showed in Roseto, Pa., Monday night and opened here Tuesday night for a five-day engagement. Everything was up and ready by 7 p.m. Fire department paraded thru the city on opening night. Town has not had a show of this kind for six years. Good crowds came out and everyone enjoyed a splendid week. Hot Harlem Minstrel Show topped the midway, with the Tilt-a-Whirl top ride. Loop-o-Plane second. Merrit Davis is hauling his kiddie gas cars in a new truck and has the Motordrome all painted and ready to start the fair season. Lee Erdman received three large pythons, all over 20 feet in length, for his reptile exhibit. General Lippman made a beautiful layout here on a fine new plot of ground. Edythe Siegrist Flying Act, now in its fourth season with the show, continues to draw and hold the crowds. Visitors here included Mr. and Mrs. Lowry, of Budd Lake, N. J.
 J. J. (IRISH) KELLY.

ROLL AND FOLDED TICKETS

As You Want 'Em When You Want 'Em DAY AND NIGHT SERVICE

Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICES—1x2 INCHES—NO C. O. D.		
10,000.....\$6.65	30,000.....\$ 8.95	100,000.....\$17.00 Duplicate Coupons
20,000..... 7.80	50,000..... 11.25	200,000..... 28.50 Double These Prices

Above prices for any wording desired. For each change of wording and color add \$2.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS

1 ROLL.....50c
 5 ROLLS.....@ .40c
 10 ROLLS.....@ .35c

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

\$50,000.00 Bond Guarantees Quality and Accuracy

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 15.—Our weekly visitation schedule took us on August 7 to Herkimer, N. Y., where we viewed Glick Exposition Shows thru the invitation and courtesy of Owner William Glick and Manager Milton Morris. The show presented the usual good appearance and we were delighted to hear that this organization had the somewhat unique record of not having lost any time this season from inclement weather.

We had a fine opportunity to visit with many of the folks in this organization whom we have known and especially with William Hartzman, secretary, and Charles Cohen, concessioner.

It was pleasing to learn that an earlier article in this column relative to weekly meetings of shows' personnel had registered favorably with the management of the Glick organization and that it was considering adopting the plan of holding weekly meetings.

Since the publication of last week's issue of *The Billboard* calling attention to the railroad transportation matter we have received an editorial which in part affirms our views that the carriers have been undoubtedly over-cautious as borne out by the action of the ICC in rejecting its request to make the emergency freight rates permanent, and is further borne out by the significant facts shown in the editorial which indicate a substantial improvement in the conditions affecting the carriers and their gross revenues.

For the information of those who have followed the transportation matter as affecting the carnival industry, we quote the editorial:

"Analysis of railroad earnings by various writers on finance, transportation and commerce seem to indicate that the long-expected revival in railroad business has arrived. Car loadings for the fourth week in July this year jumped to 731,000 as compared with 596,000 last year in the same period. In 1932, the year of low points in many activities, railroad car loadings for the fourth week of July were only 511,000.

"The upward movement of car loadings has been achieved mainly without the assistance of the so-called heavy industries. Construction is still lagging, except in governmental projects, but is showing encouraging gains. When the building movement becomes general the demand for lumber, stone, sand, cement and steel will add immensely to railroad tonnage. At the same time it will tend to produce a further upward movement in tonnages of goods such as automobiles and refrigerators, radios and general merchandise of which the railroads in competition with trucks, barges and aircraft are obtaining an increasing amount.

"Financial reviews point out that for the first time since 1930 the railroads appear to be approaching the possibility of profits. Predictions naturally are guardedly conservative, since disappointments have been numerous in the last few years. Yet it is obvious to even the casual observer that the economies and improvements made by the railroads and the new services they offer are beginning to show results of most promising character.

"Railroad business may not be booming just yet, but it is on the way, and when the full tide of traffic arrives every business in the United States will feel the stimulating effect of railroad activity."

American United Shows

Hamilton, Mont. Week ended August 8. Location, in town. Auspices, Veterans of Foreign Wars. Weather, fair. Business, good.

Show opened Tuesday with most of the concessions, but several rides and the athletic and girl shows were still en route. However, good attendance prevailed. As the train didn't arrive until Thursday, several members had a real vacation, during which time most of them visited Plunkett's Minstrel Show, which was also in town. The surprise party held on Dad Allin's birthday anniversary was attended by 100 members. Johnny Bowers acted as master of ceremonies and was assisted by Whitey Euplanty, of Al Meyer's cookhouse, who did a tap-dance number; Teasie Stone, of the Girl Show; a dance; Shorty Warren, of the Dodgem, waltz on skates;

Mrs. Tex (Babe) Gilman, a song; Eddie Lane's daughter, Ann, a dance; Mr. Baxter did a number of stunts; Mr. and Mrs. Frenchy Ryan a dance, and Bill Williams, of the Loop-o-Plane, a song. May Hyland, Opal Clarke and Mrs. Anderson served cake and ice cream, after which everyone danced. Blanche Griffen has taken Hazel Bevin's place and is helping Peggy Snow on the hoop-la. Hazel now operates a turtle-soup concession. Joe Garner added a sword box to his illusion show. Louise Coyle is assisting. "Dugout" Cowling was frequently seen posing on high dives. On Friday afternoon Midge Holding arranged with the local theater to hold a special matinee featuring W. C. Fields, in *Poppy*. Everyone attended and enjoyed a shady lot for a change. PAT HOGAN.

Crafts 20 Big Shows

Emeraldite, Calif. Week ended August 8. Auspices, San Pablo Underpass Celebration. Weather, good. Business, very good.

The first of the celebrations held near the gigantic bridge that will soon link Oakland with San Francisco across the bay was a decided success. The underpass and approach to the bridge were thrown open for the occasion and thousands passed thru to the show grounds. Midway had large crowds all day Sunday with free street dances at night adjacent to the lot. Karl Miller's Scandals of 1936, featuring Kathaleen Lee, Billy Neal, Yvonne Gayle and Margie Masson, did well. Speedy Babbs reports the Sildrome business fell off due to numerous motorcycle races being held weekly in Oakland and environs. Frank Lentini's big Circus Side Show is still a magnet for the early and late crowds. Ed Kanthe's Athletic Show is drawing good crowds. Ed once held the middleweight crown in this State before retiring to start a physical culture school and later taking to the road. W. H. McCormack reports everything okeh with the Giggle Alley and Josh's Red Barn. O. N. Crafts and Mrs. Crafts came on to the show here, flying in from San Diego. Lynwood L. Ball, ardent showman and automobile salesman of Berkeley, Calif., secured the following orders for new cars of a popular make: Sedan and coupe, for Mr. and Mrs. O. N. Crafts; sedan for Crafts' Hollywood office; business coupe for show's advance work; sedan for Mrs. Roy Ludington and Monte Morgan.

Visitors included Jim Chloupek, Mike Golden, Louis Mann, Jate Davis, Dutch Duckman, Jack Leary, Mrs. Charles Curran, Mrs. Frank Downey, T. J. Maloney and the queen of the carnival, Rochelle Hudson, with a party of city, county and State dignitaries; Harry Payne, Eddie Sibon and wife, Jim Fitzpatrick and H. Blair. Several business transactions took place on the midway when Mrs. Roy Ludington acquired the interests of Joe Krug in the bingo game. Joe Krug took over the lunch and cookhouse stands from Gene Blakeely. A. Smith and Martin Hurst purchased the Hoop La concession from K. Seiberling. Harry Bernard, the Penny King of the midway, enlarged his balloon game to 32 feet frontage. John (Spot) Ragland and Louis Korte had four stock wheels in operation to good business here. Concessions managed by Lady Coe and Monte Morgan also did well. Collin Enfield and Louis Drescher joined here with two concessions. Mr. and Mrs. Thomas J. Meyers attended their daughter's birthday anniversary dinner during the engagement here. ROY SCOTT.

Crescent Shows

Petersburg, Alaska. Week ended August 1. Location, ball park. Weather, four days rain. Business, poor.

The layout of the show could not have been depicted any better by an artist. It had a background of more than seven high glaciers and with the snow-capped mountains and long lines of ice made a beautiful picture. This was the first carnival to play Petersburg. Many of the natives who had never seen a Merry-Go-Round or Ferris Wheel took advantage of them when the sun appeared, which was seldom. That is the fault of the Alaska country. It rains almost every day and sometimes for 30 days without a stop. As the roads and walks of the city are constructed of wood, repairmen were kept busy fixing them up after show trucks passed over them. Altho not profitable, everyone on the show enjoyed the trip. Show will play no fairs this year. After the equipment is painted it will wind up the season with still dates, and always playing cold turkey, no auspices. HENRY MEYERHOFF.

AUCTION SALE

ENTIRE STOCK OF
CARNIVAL SUPPLIES AND EQUIPMENT

PROPERTY OF
F. L. FENWICK, at 933 Main St., STAMFORD, CONN.
AUGUST 27 and 28, at 10 A.M. Daily.

75 Tents, all sizes; 100 Wheels; 1,500 Feet of 8-Foot Canvas Side Wall; One Tangley Calliope, complete with Gas Engine, Blower and Generator, Reo Auto Trucks; in fact everything in the line of Carnival Supplies and Equipment.

DEALERS, ATTEND THIS SALE!

F. J. MOELLER, Auctioneer.

WANT TO BUY FOR THE LUCKNOW U. P. GOVERNMENT OF INDIA EXHIBITION

Loop-O-Plane
Captive Airplane
The Red Bug
Merry-Go-Round Bar
Fly-A-Plane
Custer Cars
Scooter Boats
Fordson Tractor
Converters
Electric Motors, 3 or 4
Horse Power
Midgut Racing Cars

Captive Balloons
Mechanical Shows
Panama Canal, etc.
Monkey Speedway
Ray-O-Light Shooting
Gallery
Recorder for Making Records
Electric Popcorn Popper
Coin Machines
Iron Claw (Digger)
Miniature Passenger Carrying Steam Train

Talking Portable Projector
Wurlitzer Organ and Rolls
Hurdy Gurdy
Used Banners
Side Show Tents
Devil's Bowling Alley
Novelty Shooting Galleries
Bucket Game
Base Ball Game
Silent Films and Portable Projector
Strip Photo Camera Machine

All kinds of shows not requiring performers, games of all kinds, miniature models of anything and everything—WHAT HAVE YOU? Give full details in first letter, everything must be Cheap for Cash and in first-class condition. Write

GEORGE EDWARDS, care Billboard, 1564 Broadway, N. Y. C.

IMPERIAL SHOWS, Inc.

Can place one or two more Shows with or without outfits.

WANT first-class Cookhouse and Grab Joint, also Lead Gallery, Penny Arcade, Taffy Apples, Cotton Candy and Merchandise Concessions for our Circuit of Fairs and Celebrations. Booked solid until November 1.

Address Monroe, Wis., Fair, Aug. 19-22; Beloit, Wis., Aug. 24-29.

DODSON'S WORLD'S FAIR SHOWS

OUR JUBILEE (25th) YEAR

ROUTE FOR BALANCE OF 1936

LOOK 'EM OVER

LOOK 'EM OVER

WHEELING, W. VA., August 17 to 22.
LOCKPORT, N. Y., Fair, August 24 to 29.
BRADFORD, PA., Celebration, August 31 to September 5.
ROCHESTER, N. Y., Rochester Exposition, September 7 to 12.
BINGHAMTON, N. Y., Celebration, September 14 to 19.

SCRANTON, PA., Celebration, Sept. 21 to 26.
BLOOMSBURG, PA., Fair, Sept. 28 to Oct. 3.
YORK, PA., Fair, October 5 to 10.
FLORENCE, S. C., Fair, October 12 to 17.
GREENWOOD, S. C., Fair, October 19 to 24.
ORANGEBURG, S. C., Fair, October 26 to 31.
ANDERSON, S. C., Fair, November 2 to 7.
Armistice Celebration Pending.

CAN USE SHOWS THAT DO NOT CONFLICT.

Address All Communications AS PER ROUTE.

Can Place Any Legitimate Concessions

C. GUY DODSON, General Manager.

MINER MODEL EXPOSITION SHOWS WANTS

For the following bona fide celebrations. Shows, Rides and Concessions. No exclusive. Week of August 24th, Carbondale, Pa. Big Italian Fireworks Celebration; week of August 31st to September 5th, Dickson City, in the heart of the city, benefit Elks' Cripple Kiddie Fund; week of September 7th to the 12th, the Biggest Firemen's Convention in Lackawanna County, Pa. You all know of this spot. Boys, if it isn't red, it won't be the committee's fault nor mine, as same is billed like a circus, and they are with it more so than Phillipsburg, N. J., Old Home Week, just played. Address all mail to R. H. MINER, Fawn Grove, Pa., Fair this week.

WALLACE BROS. SHOW WANT

For American Legion Home Coming and Fall Festival in City Park, Metropolis, Ill.

RIDES—Can place Tilt-a-Whirl, Whip, Kiddie Auto, with or without transportation. Percentage very low. Can place you at ten more bona-fide fairs. Can place Grind Shows. Want Musician, Shafer, Kid Stopper, Eight Rock White, wire me. Salary through office. Can place Freaks at all times. Concessions; no exclusive, except Cook House and Bingo; both sold. West Frankfort, Ill., August 17 to 21; Metropolis, 24 to 29.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Aug. 15.—Harold W. Thorne, financial director of the New York World's Fair, paid an official visit last week as representative of Grover Whalen, touring the grounds with President Frank G. Belcher and Executive Vice-President Elwood T. Bailey.

Virginia Morrison, mezzo-soprano, and Ewalt Formell, baritone, presented a concert in the Edna Kirby Glass House in the Federal Housing Building last Sunday.

Tanya, nudist queen in Zero Gardens, is more widely publicized than most movie stars. Chelito and Gabriel, South American dance team, is making its American debut at the exposition.

Highlighting the week-end social calendar was the dinner at the Cafe of the World in honor of Major-General George S. Simonds, U. S. A., commanding the ninth corps area. Guests included Mr. and Mrs. Frank Belcher, Mr. and Mrs. G. Aubrey Davidson and Mr. and Mrs. Elwood T. Bailey.

Happy Johnson has taken charge of the Monster Show for Major Tony Tremp. Arizona Joe, snake charmer, recovered from recent rattlesnake bites and is back on the job.

Ernie Miller has opened two new stands on the midway and plans to go to Dallas at the close of the exposition. Mrs. Daggett is visiting in Cleveland.

Asher Cohen, of the Television Show, will take it to the Pomona Fair.

Mike Golden, veteran showman, was a week-end visitor.

Julius Kaufman's "movie of you" concession is doing good business and several movie celebrities have been mugged by his machine recently.

Al Cunningham, amusement-machine operator, has constructed a device that will detect slugs and bad coins which have been a menace to his business.

Bob Dickerson is barker for the Barnyard Cafe. Nate Barnett is doing a rushing business with cushions at the Ford Bowl. Larry King went to Fort Worth to arrange location for his Dens of Enigmy Show. Jim Merritt's Sea Food Palace is meeting place for most of the midway folks. Staff includes Art Durant, chef; June O'Gillvie, waitress, and J. C. Merritt, cook.

Thelma Huff, Santa Fe cigar girl, is going to Dallas. Zack Jennings reports record crowds at the little theater in the Federal Housing Building, where he is presenting Twenty Million Years and The Fish From Hell.

Jean A. Rittenhouse, portrait artist in Spanish Village, has painted many outstanding characters and a local newspaper devoted a full page to the prints last week.

Jerry Carmen is a success as emcee at the Granada Cafe. . . . Tam Tam, the Leopard Man, goes to Mike Golden's Museum at San Francisco. . . . Charlie Dodson is in Los Angeles as a delegate to the American Legion convention. Jack Brooks took his place on the Paris Show. . . . Abe Rudy, owner of the fruit stand on the midway, is on vacation. Inez Ziegler, secretary to Eddie Wakelin,

concession manager, will visit the Texas Centennial after closing here.

George R. Murdock has installed a Ray-o-lite electric shooting range in the Foods and Beverage Building and reports good business. . . . Bobby (Shafte) Sandberg, executive manager for Scandinavia of 1936, is serving as chairman for the better ethics committee. . . . Howard Foote's Little Egypt Show is the only attraction in Tin Pan Alley, all other shows having closed.

Thelma Askereen is on the bally of the Paris Show. F. M. (Sandy) Sandusky, director of exhibits, is in charge of the "Farewell Fiesta" of the Breakfast Club, to be held in the Cafe of the World on September 1. He will be assisted by Al Hodgeman, Babe Allen and Bill Brezealite.

Majestic Exposition Shows

Kingsport, Tenn. Week ended August 8. Location, lot on Bristol highway. Weather, fair. Business, fair.

Despite competition from the local Farmers' Day celebration held uptown, business was fair thruout the week. Plans for the second annual dance sponsored by the ladies' auxiliary have been completed. President Vera Stebler has engaged the Charlotte Orchestra. Refreshment committee includes Mrs. McHendrix, Mrs. Cole, Ruth Soree and Mom Stebler. Mr. McHendrix, away for the past week, came on here. Sammy Hawkins and Mrs. Grace Dunkin joined here. Betty Owens has the Blue Eyes Show painted, and the personnel now includes Dolly Evans, Madge Williams, Marie Johnson, Carrie Jones and Harry Miller. Harry and Pearl Harris are working on their new Animal Show. Junius Young added several people to his Hot Harlem Revue and it now consists of 12 people on the stage and a 10-piece band. Sailor Martin took over the Athletic Show, and the present lineup is as follows: Sailor Martin and Young Sandow, wrestlers; Joe Mandot and Frankie Russell, boxers. Mrs. Martin is selling tickets. Prof. Birchman added a new inside lecturer in the person of Prof. Kyeal, who also does Punch and mentalist. Additions to the show are Jimmie O'Neil, Bill Pinkston, Jerry Williams, Harry Anderson and Barney Morris. John Stebler has framed a nail concession, with Micky Dessalini in charge.

De Luxe Shows of America

Port Richmond, S. I., N. Y. Week ended July 25. Auspices, Knights of Columbus. Location, Sisco ball park. Weather, hot. Business, fine.

Had a very hard move here, and due to no Sunday service had to unload at West 33d street, New York, and truck over the ferry to Port Richmond. Worked all night and everything was ready by opening time Monday night. Bank Night Plan used again to good advantage. Also gave away a radio every night. Show had the best business of the season Saturday night. Only one more week and then Atlantic City. Everybody bought bathing suits in preparation.

HARRY RAMISH.

Smith's Greater Atlantic

Elkton, W. Va. Week ended August 1. Auspices, Fire Department. Location, city playgrounds. Weather, good. Business, very good.

Elkton proved a surprise spot for everyone. Town is located at the foot of Skyline drive and very small. No one expected anything big, but it turned out to be one of the best spots of the season. All rides, shows and concessions did well. E. S. Ramsey with the Girl Show had a very good week, but left the show. The fine co-operation of Fire Chief Joe Black and Captain Miller was all that could be expected.

K. P. SMITH JR.

Cetlin & Wilson Shows

Lewistown, Pa. Week ended August 8. Auspices, Miffin County Fair. Weather, rain early in week, fair remainder. Business, good.

Opened on Monday night, the rain spoiled the evening; again on Tuesday and Wednesday nights. Midway gross was 60 per cent over 1935, with Art Parent's Paradise Revue top money. Speedy Merrill's Wall of Death was second, with Leo Carrell's Monkey Circus third. Scooter top money ride, Caterpillar second and Twin Ferris Wheels third. Three big days during the week—Tuesday, Kiddies' Day; Thursday, Lewistown Day, and Saturday, Auto Race Day. The Fair Association co-operated. This was the second fair date of the season and if the remaining ones hold up as well as the first two it will be a successful season. Word was received from G. A. Harry Dunkel that he has completed the circuit and will return to the show in Indiana, Pa. Max Cohen, of the American Carnival Association, wrote that he will visit the show in Butler, Pa. Show purchased a new 1936 Tilt-A-Whirl, which is to be delivered in time for the Butler Fair. A new front built and erected here for Alzaria, the Turtle Girl. Robert Brockway, assistant electrician, left to join George Hamid's Revelations of 1936. I. Firesides, who ended his season here in order to make some New York fairs independent, was replaced by George Welch.

GEORGE HIRSBERG.

United Shows of America

Butte, Mont. Week ended August 1. Auspices, VFW. Post 1448. Location, Harrison avenue showgrounds. Business, fair. Weather, good.

The citizens here seemed to enjoy the attractions and the showfolks certainly enjoyed Butte and its many points of interest. Daily automobile trips were made to the mines, as well as to Anaconda. Mayor Hausworth "chaperoned" several parties, as did Syde Cutter. Both were daily visitors to the lot. E. L. Lohmar and Max Goodman made a short trip to Regina. F. E. Kilgore, in advance of Cole Bros.-Clyde Beatty Circus, visited. Phil Lorber, New York law student and brother of Murray, is spending his vacation on the show. Robert Forritt, of Chicago, visited his parents, and June Dyer is with her mother for the summer. Several parties went to Yellowstone. The management, realizing the show was to cross the Great Divide just before entering Butte, arranged with C. O. Smithers to take photographs of the train. A stop order was issued for that purpose. One picture was taken just after the train emerged from the tunnel, showing the entire train along the side of the Rockies. Several others were taken on a curve showing the train in a "U" shape. These pictures were eagerly sought by each and every member of the organization. All of which is according to an executive of the show.

R. H. Work Shows

Evans City, Pa. Week ended August 1. Weather, two nights rain. Business, fair.

Manager R. H. Work celebrated his birthday anniversary here and received many gifts and well wishes. Mr. and Mrs. J. J. Dougherty visited here. Word from General Agent F. E. Kelly is that his bull-dog "Buddy" was killed by an auto. Hundreds of show people have known Kelly's pair of dogs, "Buddy" and "Babe." Lee Sullivan, of the EH Bridge Company, visited the show Thursday. Barney Harrison has taken over the management of the Owl Revue. Fern Costick is now working in the Bingo. A new motor was purchased for the Tilt-A-Whirl. Blacky Martin has taken over the management of the Snake Show. Mrs. C. J. Stuff left Evans City with her two daughters for their home in Somerset, Pa., to prepare for the school season.

HAZEL REDMOND.

Zimdars Greater Shows

Sheldon, Ia. Week ended August 8. Auspices, Locust Lodge No. 367, IOOF. Location, fairgrounds. Weather, hot. Business, fair.

Business was far above expectation as this spot was a fill-in on short notice. G. E. Pulton made a flying trip home during the week. Harold Long joined with a bowling-alley game. Gene and Barney Bricker joined with their hill-billy show. Bright Spots of Broadway got top money on shows and Tilt-A-Whirl with the rides. Everybody well pleased with the spot. Odd Fellows are another bunch of real boosters. Now for a string of fairs.

CHARLES SEIP.

Hilderbrand's United Shows

Yakima, Wash. Week ended August 1. Location, circus lot. Auspices, none. Business, good. Weather, hot. Spokane, Wash. Week ended August 8. Location, Division at Jackson. Auspices, none. Business, good. Weather, hot.

At Yakima: Altho sweating in extreme heat, show fared very well here. Swimming pools and near-by fishing streams collected the showfolks daily. First night's showing was lost due to one of the larger trucks breaking down en route. Mr. and Mrs. O. H. Hilderbrand entertained as their house guests Mr. and Mrs. E. Mooney, of Hood River, and Mae Mooney, of Vancouver. B. C. Mr. and Mrs. Edward Young were entertained by relatives. Jean and Douglas Morgan joined the Martin bull game. Lawrence La Londe left to join Monte Young Shows. James Dillon purchased a sedan. Mr. and Mrs. Harry (Polish) Fisher joined the West Coast Shows. Red Kirkpatrick was a nightly visitor. Fred Webster and his troupe of performers entertained at the Elks' Club. Charles Soderberg is constructing a new housecar. General Agent and Mrs. E. Pickard are vacationing on the banks of Snake River, near Boise, Ida. The one and two penny tax on all tickets sold on the show authorized by the State of Washington has thus far run into thousands of dollars. New bally cloths were purchased for the marquee.

At Spokane: Warm weather brought out thousands of people nightly to witness the free performance of the Four Jacks and Charles Soderberg. Lillian La France topped the midway. Broadcasts were made over KGA. Visitors included Governor Martin of Washington, Mr. and Mrs. Tex Cassidy, Mr. and Mrs. James Kidderman, Mr. and Mrs. William Kidderman, Red Kirkpatrick, Marvin Jamerson and John Hamilton. Those attending the birthday anniversary dinner tendered Mrs. Irene Gibson at a local cafe were Mr. and Mrs. Johnnie Miller, Lucille King, Charles Marshall, Johnnie Gibson, Hazel Fisher, Verma Seeborg, Kay Quivala, Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. Coe and the writer. Charles Collier departed for Boise, Ida. Mr. and Mrs. Ray Cronin left for Portland, Ore. Hazel Fisher and Verma Seeborg entertained relatives all week. Mr. and Mrs. Leon Whitney were the house guests of Mrs. Whitney's sister, Kenneth Truner returned from Boise. Mr. and Mrs. Herman Van Deo purchased a new semi-truck. Thomas Lee purchased a new sedan. Mrs. William Groff added another concession. Mr. and Mrs. Johnnie Miller entertained at a cocktail party at a highway cafe in Idaho. Mr. and Mrs. Fred Webster purchased loud-speaker systems for their two girl shows. Bessie Bessett celebrated her birthday anniversary. The "show within a show" for the benefit of the PCSA has been set for August 29 in Nampa, Ida. H. H. Wachtman's concessions did well. Mrs. Earl Kelly's concession was the last to close night. Jesse James Jordan returned from Bellingham, Wash., with his bride, Ellen Tinker, that city. Mr. and Mrs. Ben Doubbert arrived from Los Angeles and spent the week-end on the show. Earl Stolze joined the ranks of the beneficiaries when he married Julia Crane, of Yakima, Wash. Jerry Godfrey, Mrs. Fred Webster, Mrs. Lella Groff and Mrs. Johnnie Hicks celebrated their birthday anniversaries. Speedy Savage joined Lillian La France's Motordrome. Lyman Greenham also celebrated his birthday anniversary. Fred Webster added a minstrel show.

WALTON DE PELLATON.

T. J. Tidwell Shows

Yale, Okla. (fair). Week ended August 8. Auspices, American Legion. Location, Yale City Park.

Everything up and ready Monday night, with increased attendance nightly. Tom Berry's Freak Animal Show, which joined here, is doing fair business. Mr. and Mrs. T. J. Tidwell made a business trip to Oklahoma City Tuesday. The new Ace-a-Way concession doing good business. Edna George is still in good luck. Side Show and doing well. Pippy the Frog Boy joined Milo Anthony Side Show in Eureka, Kan. JOHN HALL.

Evelyn Frechette Mending

MUNCIE, Ind., Aug. 15.—Evelyn Frechette is recovering from a major operation performed at the Ball Memorial Hospital here. Behind a veil of secrecy she was admitted to the hospital under the name of Mrs. Anderson. She is traveling with a crime exhibit of the Johnny J. Jones Exposition.

Send 25c Today for this big 60-page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How to Build Tops, Beds, Cabinets, etc. All About Electric Light and Water Systems, Floor Plans, etc. Catalog of parts and equipment includes everything you want—Axles, Hitches, Pumps, Stoves, Lights, Windows, Sinks, Bunkies, Mattresses—Over 210 items exclusively for building and equipping a Trailer. Worth 25c (coins) today—Satisfaction positively guaranteed.

TRAILER SUPPLY CO., Box 438-H, Wausau, Wis.

New CONCESSION CAR

BE FIRST ON THE LOT AND THE LAST TO GO

Ready for business in five minutes. Get the crowd first. Make street law, easy, convenient, portable, compact in size. This complete concession car. Comfortable living quarters, large work space with refrigerator, sink and stove space. Detachable counter on three sides opens up aisle. Complete seating around on beyond counter. Sturdy construction throughout, all steel chassis, heavy flooring reinforced with angle iron. Lower section of body well sheathed, entry car well balanced and easily handled on road and lot.

Act quickly. Get into business now for the City, County and State Fair Season. Write for details and special low price.

DOLORETTA MANUFACTURING CO.
806 30 MAIN STREET
ELKHART, INDIANA

KUMFORT CONCESSION CAR

FREE LITERATURE

Big State Shows

Tyler, Tex. Week ended August 8. Location, West Erwin street. Auspices, City and County Authorities and Public. Weather, perfect. Business, good.

Move from Corsicans to Tyler was without "flat" or breakdown. Highway police were wonderful. Newsboys from The Daily Courier-Times and Telegram were midway guests. All orphans and the poor were taken to tent theaters and rides. Vlna Martin, his wife and daughter, Margie, expert fancy dancer, now Tyler residents, entertained Big State friends. Harry Dale joined here. Chief Sky Eagle and wife, Princess Loretta, Sioux Indians, also joined here. Edgar James and wife, Evelyn, and daughter, Lois, gave dinner to Big State show-people at their home, Athens, Tex. Ray Hamilton, old-time high diver helper, joined Captain Dan Cherry. Latter again injured left thigh and will be out for a week. Harry Kaplan landed contract for big hills, new three-sheets, and large dates for Dallas American Printing Company. T. A. Fowler, of the Fulton Bag & Cotton Mills, tent manufacturers, museum Bingo game, Curly Webster's and A. H. McClanahan's concessions, and Harry Dale's new Side Show, former Big State concessioners, are now located at Gilmer, Tex., doing photography. W. Lee O'Baniels and Hillbiller, chaperoned by their business manager, A. J. Wylie (former circus band musician) serenaded midway. Wallace (Red) Sheets and J. B. White, former concessioners, visited. Other visitors included Mrs. Minnie E. Wright, Frank Fisher, Tony and May Kotsch, J. Nick Koetner, William and Lillian Pierson, Georgia Thornton, Charley and Blanche Sticksels, W. E. Hudson and wife, Colonel Galloway Calhoun, J. B. Miller, "Kid" McCormick and wife, Madam Menova, Walter Harris, Bertha Elcis Hilton, Dr. Alfred C. McDaniel and wife, Congressman J. J. Mansfield and more than 25 showfolk working at Dallas Centennial, Craddock Gooding, editorial writer for Tyler "dailies," bestowed a half column editorial praising Roy Gray for clean and honest midway. "Brownie Brown" Kidder, Merry-Go-Round ticket seller, left here. Press roundabout, illustrating with pictures, told of show's ball team. Manager Jesse Wisley's wife captains the show girl nine. Lecturers in Crime Show are doing shifts. Latest lecturer is Leroy Beaman. Bessie, 7-year-old daughter of Mr. and Mrs. "Red" Rogers, was crowned youngest successful pond concessioner. A midnight party was held for Mrs. D. G. Turner and son and Mrs. J. A. Conner by Houston friends Saturday night. Herbert Goodman's Living Graveyard is doing well. Brother Frank is launching a new show called Jungland. Old Reliable Ben Dodd jotted here. "Bannerline Slim" Galveston expected next week. Luke Helton and wife, Goldie, sister of Joe Baker, entertained the writer and show party in their Tyler home. DOC WADDELL.

Al C. Hansen Shows

Dubuque, Ia. Week ended August 8. Auspices, Orioles. Location, circus lot. Weather, warm and clear. Business fair. Free gate.

Last still date in the State. Cooler weather and tieup with local broadcasting station were factors in producing heavy attendance all week. Fourth time since opening last February that show has not been first in. Local transit company ran special buses direct to show grounds. Good co-operation from local auspices. Visitors included William Solomon and party from Imperial Shows at Platteville, Wis.; Frank Graham, treasurer of Waukon, Ia., Fair, and Elery Reynolds, of Mayfield, Ky., who was en route to Denver. Pete and Dorothy Pullman joined here from L. J. Heth Shows with cookhouse and ball game. Mrs. Mabel Pierson, with two concessions, also joined. A. C. Hansen made a flying trip to Chicago to purchase equipment for new office wagon. Special mention for the week; Robert (Typewriter) Cunningham, loquacious Merry-Go-Round foreman, who always has his ride first in operation on opening night. Upon conclusion of its Iowa fair circuit show will make long jump South for a circuit of late Mississippi and Alabama fairs. WALTER B. FOX.

Volunteer State Exposition

St. Marys, O. Week ended August 8. Location, State Park. Auspices, Veterans of Foreign Wars. Weather, good. Business, spotty.

After going to considerable expense and trouble in order to get here for a Sunday opening this date turned out to be a disappointment, altho some individual attractions and concessions did well. Bob White with his Streets of Paris attraction enjoyed a favorable week's business despite the small crowds. Top money getter among the rides was the Caterpillar, with the Ferris Wheel a close second. Arrivals for this particular date were Mike Faust and Jack Stone with five concessions. Herman Welner reported with two. Nina Scott severed her connection with this organization here. Owners Blake and Beaty have been on the sick list, as have many others due to exposure from fishing and bad water conditions. As is always the case with a bad money spot, the whole show had one of the most enjoyable weeks of the season as far as social and other activities were concerned. Show lot was on the edge of a beautiful lake. Several picnics and fishing parties were organized and the jackpot club had a big week. Leo Claud is recovering rapidly from a recent operation and doing well with his string of concessions. Curtis Edwards, cookhouse impresario, has a new truck. Show is preparing for the big jump south. Minstrel show people are especially looking forward to the Southern move. C. C. PYLE.

Greenland Exposition Shows

Gordonsville, Va. Week ended August 7. Location, main street.

Opened Monday night in rain to a fair crowd. Each day's business was better, and Saturday night every show and ride played to big business. As a whole the date was a winner. George A. Baldwin, formerly with Smith's Greater Atlantic Shows, took charge of show July 27 and made a number of changes on midway. GEORGE A. BALDWIN.

L. J. Heth Shows

Marion, Ill. Week ended August 8. Williamson County Fair. Weather, warm, with two nights rain.

Week started slow here and was hampered by inclement weather up until and including Wednesday night. Thursday night Mr. Heth moved three of his rides to Ays, Ill., and played the 37th annual homecoming, this being the second consecutive year for the Heth rides in that village. With the receipts of both towns poured into one bag, better than the average week was chalked up. The writer was in charge of the Ava engagement with the following ride help: Bill Kegley, Lawrence Robinson, H. Curtis, Frank Murphy and Lee Mize. Mrs. Mize and Mrs. Curtis went along to enjoy the home-coming. The-a-Whirl got top ride money. Musical Revue led shows, while the corn game headed the concession department. Visitors the past week were Messrs. Hays and Strong of Midwest fame and operators of the Du Quoin State Fair. Mrs. Mary Heth, son Warner and (See L. J. HETH on page 65)

MARKS SHOWS, Inc.

America's Greatest Midway

Offers the Outstanding Fair Route in the South Commencing Week of August 24th

- Taxewell Co. Fair, Taxewell, Va.
- Bluefield Merchants' Fair, Bluefield, W. Va.
- Greater Mt. Airy Fair, Mt. Airy, N. C.
- Wilkes Co. Fair, N. Wilkesboro, N.C.
- Robeson Co. Fair, Lumberton, N. C.
- Cumberland Co. Fair, Fayetteville, N. C.
- York Co. Fair, Rock Hill, S. C.
- Coastal Ten-County Fair, Wilmington, N. C.
- Athens District Fair, Athens, Ga.
- Baldwin Co. Fair, Milledgeville, Ga.
- Greater Dublin Fair, Dublin, Ga.
- Tri-State Fair, Savannah, Ga.
- American Legion Fair, Brunswick, Ga.
- Albany New Deal Fair, Albany, Ga.

WANTED—Two Shows that are outstanding, with or without outfit. Good Freak Animal Show or Wild Animal Attraction would enjoy a prosperous season with our route of fairs. Am ready at all times to finance Attractions of merit. Outstanding Showman with new and original ideas can always be placed. CAN USE Pony Track with flashy frame-up. CAN ALSO USE legitimate Concessions of all kinds, no exclusives, at any of our fairs. Have need for two Front Lecturers or Talkers on Midway. Address JOHN H. MARKS, General Manager, Logan, W. Va., this week; Taxewell County Fair, Taxewell, Va., week of August 24. Then route as above.

Show Closes December 5 Early Spring Opening

GRUBERG'S WORLD'S EXPOSITION SHOWS

Week of August 22-29, Day and Night, Big Verdun Hospital Celebration, Montreal, Canada. Location, center of city. The biggest event in Canada. CAN PLACE for this big event and balance of our 12 big fairs in the United States. MOTOR DROME, Tilt-a-Whirl, Loop-the-Loop, Caterpillar, Pony Track, 12-Car Rideco and a few outstanding Grind Shows. CONCESSIONS of all kinds, Wheels and Grind Stores. We will arrange bonding in and out of Canada for all U. S. Concessions desiring to join at this Big Verdun Celebration. Concessions, this will be one of your biggest hits. Can place up-to-date Cook House, must be equipped for handling big business, to join Elmira, N. Y., Fair August 31. Wire MAX GRUBERG, Valleyfield Exhibition, Valleyfield, Que., Canada, this week; Big Verdun Hospital Celebration, Montreal, Canada, next week.

WINTERS EXPOSITION SHOWS

WANTS for WASHINGTON, PA., Week of August 17; Italian Celebration, CANTON, O., Under D. A. V., Week of August 24, for Jubilee Week; SEBRING, O., on the Streets, Firemen's Jubilee and Harvest Week, September 3, 4, 5 and 7, including Labor Day; CANTON, O., under Catholic auspices, for Galveston, Four Days, September 9, 10, 11 and 12. Many more good Celebrations and Fairs to follow. Going South.

Ten-in-One, Snake Show, Half-and-Half, Illusion Show, Mechanical City, Mickey Mouse, Midget Motorcrome, Monkey Speedway, Escalation Show, Hill Billy Show, Loop-the-Loop, Loop-the-Loop, Apple, Ice Cream, Candy Flow, Scales, Photo Galleries. Also want seasonal Free Act. Captain Ben Liza, come on. Also want Lead Gallery. If you are interested in a show that guarantees to stay out, and you are interested in making money, write or wire me at once.

HARRY H. WINTERS, Gen. Mgr., WINTERS EXPOSITION SHOWS Washington, Pa., This Week; Next Week, Canton, O.

HAPPY DAYS SHOWS, Inc., WANT

Now and for fourteen Fairs and Celebrations, Merchandise and Sales Concessions only. Shows—Motordrome, Animal, Crazy House, Miniature World, Wax, Illusion, Big Snake, Human Corkscrew and Living Freaks for our Side Show, any new Ride not conflicting with our twelve. Musicians—All winter's work; salary, percentage and accommodations; on Colored Minstrel Show, Tuba, Trombone, Clarinet, Trumpet and Young Chorus Girls. Get with a live winning show. All replies COL. T. L. DEDRICK, Mgr., Salem, Ind., Fair, this week; Greenfield, Ind., Free Fair, August 23-28; Rensselaer, Ind., Fair, September 1-4, with biggest Labor Day Week in America; then South until December.

Fairs — WEST BROS. AMUSEMENT — Fairs

WILL BOOK Concessions, Shows that won't conflict with what we have. Ride Help, Foreman for Tilt-a-Whirl, Merry-Go-Round and Loop-a-Plane. Carpenter come on. Slinky, painter, come on. We have 14 Fairs and Celebrations, starting: APPLETON, MINN., Fair, August 19 to 23. ST. JAMES, MINN., Fair, August 24 to 26. GARDEN CITY, MINN., Fair, August 26-29. NEW ULF, MINN., Fair, August 27 to 30. WABEGA, MINN., Fair, September 1 to 3. FORT DODGE, IA., Fair, September 7 to 10. Concessions—If you want a good season's work, come on. We will be out until Christmas.

Mighty Sheesley Midway

Grand Rapids, Mich. Week ended August 8. Auspices, V. F. W. Location, South Division Avenue at city limits. Weather, fair and hot. Business, fair.

After last-minute change in the lot, making the haul much longer, the show, with much effort, opened on time Monday night. George Embree Jr. has left to visit relatives in Missouri. Doc Carver's high-diving horse joined here. Mike Goodwin and Bob Myers got their first exercise of the season in helping dig the hole. Ser-Ro-Co Club tieup resulted in big Kids' Day Saturday. Eddie (See MIGHTY SHEESLEY on page 65)

HUGHEY BROS. SHOWS

Have complete outfit—top, front, side, stage and picnic for Vandeville, Hillbiller. Review or what have you. Also want one more Show with own outfit. W. H. White let us know your address at once. Address Kempton, Ill., this week.

WANT

Capable Wheel Agent to deal percentage. Must join on wire. JACK MELROSE Somerset, Pa.

Isler Greater Shows

Chester, Ill. Week ended August 8. Auspices, Fire Department. Business, good.

Show opened on time Saturday night after the undertaking of hauling 22 big wagons up the mile and a half Chester hill. Show is now carrying 6 rides, 6 shows, 14 concessions, Crawford's free act and a band. Everything is in readiness for the Southern fairs. Show will play fairs. BILL RAWLINS.

WANT FOR OHIO'S BEST STREET CELEBRATIONS AND FAIRS

Hopville, O., August 24 to 29, inclusive—25th Annual Home-Coming—Legitimate Concessions and Shows, Loop-a-Plane and Rides. Warrensville, O., August 27, 28, 29—Home-Coming in Streets. Can use set of Rides here; also for Wheels. All other Concessions open and Athletic and other Shows. Fast Recovery, O., September 7, 8, 9—Ohio's outstanding celebration on the streets—Concessions all open. Can use feature Ride and Show. All address STEPHEN DECKER, General Decker, Hopville, O. P.S.—Want to hear from one more Free Act. Act quick.

WANTED

for Colored Minstrel (Office Show)—Piano Player and Chorus Girls, one good Comedian and any good specialties. Bob Young not handling this show now. All people with me before write. All address DEE LANG, Manager Dee Lang's Famous Shows, Mankato, Minn., four days starting August 16; St. Charles, Minn., three days, starting August 21; Kasson, Minn., four days, starting August 24.

TILLEY SHOWS

WANT

Act for Side Show. Gene Davis wire me. Experienced Cookhouse Help, Concession Agents, General Help. Address Arfield, Ill.

*** TAIL B-HIND**

BARRELS OF FUN CATCHES EASILY

*** ORDER TODAY**



The hit of every Convention and sponsored on a level for tail with attractive "Don't Tail Me" card. Pins on coat or trouser seat easily. A fun rick! A profit seasonal! Order today. \$9.00 Gross. Sample, 10c.

Also AUTO TAILS with red, white and blue streamers. Quick turn-over. Quick Profits. \$9.00 Gross (Large Size).

CHARLES BRAND, 208 W. 26th St., N. Y. City.

ANNUAL OHIO RIVER FESTIVAL
RAVENSWOOD, W. VA.
Wants Rides and Concessions for Three Days and Three Nights, September 5-6-7.
Wire T. T. RHODES, Secretary.

WANTED
Concessions and Shows (must be clean) for **Electrical Progress Celebration**
Sturgis, Mich., September 11-12.
Write EARL M. BUTLER.

WANTED DOG and PONY ACT
For Free Exhibition—One Day. Quote price and details.
BOX D-35, The Billboard, Cincinnati, O.

WANTED
CONCESSIONS AND SHOWS ON THE SQUARE,
SEPTEMBER 17, 18, 19
CENTENNIAL CELEBRATION
CHAMBER OF COMMERCE
Clinton, Mo.

WANTED
SHOWS, RIDES AND CONCESSIONS For Our
38th Annual Labor Day Celebration
TERRE HAUTE, IND.
Write LEROY MUSGRAVE.

MURRAY CITY, O.
FIREMEN'S ANNUAL HOMECOMING
SEPTEMBER 25 TO OCTOBER 4.
Now Booking Rides, Shows and Concessions.
Address R. L. BELL, Murray City, O.

ANNUAL FALL FESTIVAL
LE ROY, ILL., SEPT. 10-11-12.
Want first-class Carnival Company, also will book Aerial, Platform and Vaudeville Acts. 20,000 in attendance last year. Write or wire
OSCAR M. PHARES, Le Roy, Ill.

Mahomet Fall Festival
SEPTEMBER 17-18-19
M. E. SMITH, Secy., Mahomet, Ill.

WANTED
Balloonist or Airplane Chute Jumper, Concessions, Free Act, for
FARMERS' FALL FESTIVAL
SEPTEMBER 24-25, SEAMAN, O.
Write T. F. SHORT, Secretary.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Fete So Successful, Three Set for 1937

CROWN POINT, Ind., Aug. 15.—At annual picnic of Lake County Restaurant and Beverage Association more than 40,000 flocked to Lake County Fair grounds on Sunday, August 2, making a record attendance for this one-day event. Midway was filled with concessions, shows and rides from Miller Bros. In addition 14 pay shows were furnished for the midway, coming from the Francis Shows, Barkoot Shows and Miller Bros. All shows and concessions did excellent business.

The association installed a bar with 100 bartenders dispensing beer from every brewery in Indiana, the bar being a blaze of glory, illuminated by neon signs. Among free acts in front of the grand stand was the cannon act, troupe of handsome menage horses from the Tom Mix circus, and a bevy of circus clowns. Auto, harness and running races were also in front of the grand stand.

The popularity ball at night, with all popularity contestants, 42 in number from all parts of the county, met for the grand march at 11:30 and, to the strains of a 60-piece orchestra led by Violet Joy, leader of the Barnyard Orchestra, Gary, Ind., they marched on the floor to receive handsome prizes awarded by the association. A sport automobile was awarded the winner, the rest of the contestants receiving diamond rings and diamond wrist watches. So satisfactory were receipts that immediately a contract was signed for 1937 with Clay M. Greene and arrangements made for a series of these to be held by North-east Indiana liquor men, with one in Crown Point, one in South Bend and one in Port Wayne.

Zanesville Pumpkin Show

ZANESVILLE, O., Aug. 15.—The 17th annual Putnam Pumpkin Show presented by the Putnam Amusement Association, Inc., held the week of July 27, was one of the most successful of the past 10 years.

Ten shows, topped by Mabel Mack and her dancing mules, and a line of 20 concessions, headed by Eddie Brennan and his bingo, together with rides furnished by F. E. Gooding, afforded plenty of action. Rita and Dunn, free act on the high wire, drew and held the crowds.

Opening night was marred by rain, but nevertheless over 100 merchants' floats and cars took part in the inaugural parade. Putnam Amusement Association is headed by President R. P. (Dewey) Robinson, chairman of entertainment.

Yale Profits Up 50%

YALE, Okla., Aug. 15.—This city's 33d annual anniversary Homecoming Celebration, August 5-8, inclusive, sponsored by the local American Legion Post, was the largest and most successful financially since 1929, according to E. F. Tolson, secretary. Estimated attendance for the four-day event was 30,000 and profits realized were approximately 50 per cent ahead of last year.

The T. J. Tidwell Shows furnished the midway attractions with 10 shows, 9 rides and 35 concessions. The committee booked 19 independent concessions in addition. The affair was advertised by window cards, posters, newspapers and radio within a radius of 60 miles of Yale.

The 44 posts of the Wayne County (Mich.) Council, Veterans of Foreign Wars, held a joint picnic and jamboree at Edgewater Amusement Park, Detroit, Sunday, August 9, attended by some 14,000 guests. Business in the park was good all day long, according to Manager Paul Heinze. The event was under the general charge of Otto A. Silver, council commander, who is, incidentally, an old showman, being property man for William A. Fox before the World War.

Annual Carthage, Ill., Event Again Successful

CARTHAGE, Ill., Aug. 15.—This city's fourth annual home-coming celebration, August 5 to 8, closed a successful four-day run, despite the fact that the first heavy rain in more than a month somewhat retarded the planned activities. The home-coming, held on the streets surrounding the Courthouse Square park, is financed by popular subscriptions, together with the profits remaining from the previous year's event. To insure against a deficit expenditures for the amusement program, which is partially local talent and partially professional, is obtained from the cash on hand before the celebration begins. Each year sees a larger bank balance, culminating this year in a \$2,000 fund. Over 700 Carthage citizens took part in the operation of this year's celebration.

The Dee Lang Famous Shows, carrying 7 rides, 6 shows and approximately 20 concessions, was the outside carnival for the occasion. Professional free attractions included the Harold Arias Troupe, the Flying Dutchman and the Aerial Sols, all booked independently. Cloud whiffs by the Solt troupe garnered plenty of applause at each showing.

The four-day program was divided into daily divisions, August 5 being dedicated to the oldtimers, followed by days set aside for the Democratic and Republican parties and farmers. Feature of the final evening was a band concert by the 100-piece Carthage High School band, State scholastic champions, under the direction of Lester Munneke.

Lee Acts Booked by Club

SAN FRANCISCO, Aug. 15. — A big outdoor show at the Italian Club's annual picnic in Lodi, Calif., on August 2 was booked by Thomas Lee Artists' Bureau and included Edna and Dino, accordion; Roy Russell, tenor; Dorothy Williams, contralto, and Johnny O'Brien, NBC harmonica ace. Val Valente's Orchestra was independently booked. Don Tonini was general chairman. Frank Cusamano is president of the club.

Greene Signs for Festival

CROWN POINT, Ind., Aug. 15.—Following Lake County Restaurant and Beverage Association picnic on Lake County Fair grounds, contracts were signed for a festival and society ball and Better Baby Health Movement under Associated Butchers and Grocers' Association of Lake County, to be held in Washington Park, Indiana Harbor. Clay M. Greene will have charge of all details. This picnic last year had attendance of 25,000.

Plan 1937 Centennial

MONROEVILLE, Ind., Aug. 15.—E. Leslie Marquart, chief of the Monroeville Fire Department, announced last week that because of change of city administration his organization will not hold its annual street fair this year. Mr. Marquart stated, however, that extensive plans are being laid for a large celebration next year in commemoration of Monroeville's 100th anniversary. Marquart, Lorrel Rhodes and Albert Leuenberger compose the committee in charge of the event.

FALL RIVER, Mass., Aug. 15. — Fall River Elks this week sponsored a charity circus with acts booked thru Al Martin, of the Boston Lou Walters office, with the promotion handled by J. C. Harlicher, of Providence. Acts were the Flying LaMars, Kurtzo and Kurtz, high pole; Captain Fenrick, the human bullet.

HELP This Department by Telling Committees About It.

Annual Elks Circus, Frolic at Asbury Park

ASBURY PARK, N. J., Aug. 15.—The annual circus and frolic of the Asbury Park Elks Lodge 128 will be held this year at Asbury and Ocean avenues. Joseph Beck, president of the James S. Bell Company, is in charge of the arrangements.

The circus and frolic is being staged for the Elks' social and community welfare fund. Last year over \$3,000 was realized from the show.

A committee of 100 men and 100 women are assisting with the arrangements. Frank Ten Broeck is chairman. The Elks recently staged "Covered Wagon Days" here and the success of that venture is aiding in plans for the circus and frolic.

York, Ill., Event a Success

YORK, Ill., Aug. 15.—This little Wabash River town of approximately 250 inhabitants again put on a successful street fair and carnival without outside financial support. Concessions made money, as did the four rides supplied by P. M. Rumble, Nash Electric Company, of Marshall, Ill., furnished the public-address system. Advertisements of the event were placed well in advance in surrounding county papers and Terre Haute dailies. S. R. Freeman was again chairman of the celebration.

Free acts included Houghton and Houghton, Cyclists; El Rey Sisters, roller skaters; Atwood Troupe, comedy acrobats; the Lloyd McElwain novelty orchestra; the Lonesome Cowboy from Station XER in Texas; the Moorheads singing turn; Anna Jones' dance revue; the Rhythm Ramblers cowboy band; Ruman Family, novelty song and dance troupe; Ruby and Gayol Tavern, acro duo; the Marshall, Ill., band for one day, and the Greenwood Band out of Terre Haute for one day.

Big Success at Salem, Ill.

SALEM, Ill., Aug. 15.—According to Earl W. Merritt, chairman, the 53d annual Marion County Soldiers and Sailors' Reunion, held here July 27 to August 1, enjoyed the largest attendance in the history of the event, approximately 200,000 visiting the grounds. The Johnny J. Jones Exposition furnished the midway for the second consecutive year, and a large Barnes-Carruthers musical revue gave nightly performances on the open-air stage.

The annual celebration, which boasts of being the only thing of its kind in the United States that has operated every year since its inauguration, is sponsored by the John H. Lakin Camp No. 95, United Spanish War Veterans, and the Luther B. Basley Post No. 128, American Legion. Civil War veterans are invited annually to attend as guests.

Best One at Franklin, Pa.

FRANKLIN, Pa., Aug. 15.—The fourth annual Rock Grove Firemen's Celebration which closed here last Saturday was the most successful one yet staged. From a financial standpoint, the committee's profits have been very encouraging. A. W. Gooding rides and shows did heavy business.

Royal Palm at Center, Ala.

CENTER, Ala., Aug. 15.—The Royal Palm Shows were the amusement attraction at the Cherokee Centennial held yesterday and today. The event had native Cherokee Indian dances, ball games, exhibition of Indian relics, handicrafts and minerals.

BLUFFTON, Ind.—Announcement has been made of the list of officers for the annual Bluffton Free Street Fair. Hoyt Hartman, president; Seth Snider and F. M. Woodward, vice-presidents; Cletus Geels, manager; Carl Helms, secretary, and F. J. Tangeman, treasurer.

CONTESTS AS BUSINESS STIMULANTS

By HARRY E. WILSON
Watch for This in The Fall Special Of The Billboard

Small Profit at Central Pa. Firemen's Convention

PUNXSUTAWNEY, Pa., Aug. 15.—According to official reports, there was not the money spent that should have been, despite large attendance at the 44th annual Central District Firemen's Convention here July 27 to August 1. Independent concessioners reported fair business, as did officials of Dodson's World's Fair Shows, carnival attraction located on the edge of town.

Expenditures totaling \$10,000 included cost of firemen's parade, industrial parade, drum and bugle corp competition, automobile and airplane giveaways, public-address system covering the entire town, six-day bike race, water circus, beauty contest, boxing bouts, wrestling matches, Indian village and a convention band. According to John E. Johnson, secretary, the celebration realized a net profit of approximately \$1,000. The George A. Trahan Company did the decorating; James Pearce supplied the p-a system, and Russell (Red) Parsons handled the airplane and automobile give-away promotion.

Among the concessioners present were Charlie Martin, with cats; C. V. Maxwell, mug stand; Mrs. Jacob, candy apples and caramel crisp; Tony Hayes, penny pitch; Jimmy George, roll-down, and Charlie Ross, novelties. Other concessions were handled by local operators.

Moose Carnival

BUFFALO, Aug. 15.—Jack Gribbin, psychic palmist and graphologist, known professionally as Prof. Cheira, announced last week that he has been engaged by the local Loyal Order of Moose to promote an indoor carnival this year for that organization. The event will be staged some time later in the year in the new Moose Lodge.

Gribbin has the exclusive contract for all acts, concessions, space, free acts and contests and states that exact dates and details will be advertised in The Billboard in a forthcoming issue.

Legion Gets License Cut

WHEELING, W. Va., Aug. 15.—City council has cut the license fee for dog races from \$100 a day and 1 per cent of money passing thru the pari-mutuel machines to \$50 a day. This action was taken upon request of Wheeling Post-American Legion, which will operate greyhound races at the State fair oval on Wheeling Island in connection with Wheeling Centennial Celebration.

Shorts

CONTRACTS have been signed with Clay M. Greene to produce an indoor circus for Loyal Order of Moose in Gary, Ind.

PLAYING for the B. P. O. Elks in Leona, N. H., were the Diving Gordons, Flying Flemings and Valencia, high pole.

ROCHELLE HUDSON was "queen" at a celebration opening San Pablo Avenue underpass in Oakland, Calif., on August 8, sponsored by San Pablo Avenue District Development Association, under direction of Harvey Blair. Underpass is first unit of the San Francisco-Oakland by bridge to be completed.

ABOUT 30,000 attended annual picnic sponsored by San Francisco and San Mateo County Councils, American Legion, in Oak Cove Park, San Mateo County, on August 2. The program, Allison Schofield, general chairman of the Joint committee of 200 persons, declared, was finest ever held at an outing in Northern California.

ALEXANDER BAY'S (N. Y.) Centennial Exposition opened to a fine start on August 9. Features of the seven-day celebration included a swimming carnival, A. A. U. track and field meet, boat races, midget auto races and the appearance of the Governor General's Foot-Guards Band. Walter L. Day is general chairman of the event, George J. Savage is secretary and Charles D. Ingram is manager of entertainment.

THE NEW WATERFORD, O., Volunteer Firemen closed a successful street fair August 7, with fire companies from three States taking part. Outstanding free attraction was Prince Nelson on the high wire. The committee again was headed by C. A. Klein, president of the Firemen's Association. Ralph Eyster re-

ported more than 25,000 persons attended the four-day event.

EXECUTIVE STAFF of 24th annual Sauerkraut Day, Forrester, Ill., includes Paul R. Beebe, concessioners; William Moss, publicity, and William Hiteman, entertainment.

AMERICAN LEGION officials of the East Palestine (O.) annual street fair announced recently that this year's event will be the largest in many years. Several midway attractions have already been contracted.

TEXAS CENTENNIAL

(Continued from page 44)
tures have been made of the highlights of the show and will be used for advertising. Centennial's present schedule is a matinee on Tuesdays and Thursdays; two matinees on Saturdays and Sundays; two shows nightly, with three on Saturday if warranted.

Flashes

Clinton Bolton is now in charge of the Professional Department in Special Events. . . . Isham Jones' Orchestra opened last Saturday, playing a free concert nightly in the Court of Honor and later at Streets of Paris. . . . Starting September 1, the Texas Queen Show Boat, a Stanley Graham attraction, will play four shows a night instead of two. . . . The dine and dance crowd is now dancing on the ice at Black Forest instead of on the rolling floor over the ice. . . . The Special Events Department renews its fireworks schedule, starting Wednesday night and running every Wednesday thereafter. The show is "shot" over the Lagoon. It's a Frank Duffield show. . . . Hollywood Nights, latest addition to the Midway, will shortly be equipped with an entrance separate from that of Hollywood Animal Stars. Hollywood Nights, a night club, and the animal stars section did not mix well. . . . Herbie Kaye followed Art Kasell's Band in the General Motors Auditorium. . . . The farewell party to Paul Massmann and W. S. McHenry, scheduled for last Sunday and postponed because of Manager Webb's death, was held on Thursday night of this week. A watch was presented to Massmann and a traveling bag to McHenry. The affair was held at the Centennial Club in streets of Paris. . . . In addition to Isham Jones, Streets of Paris is also offering its patrons Paul Bachelor's New French Revue, featuring Mona Leslie, Clymas Troupe, Alene and Evans, Ogden Smith and Kay English. The revue includes a cast of 70 singers, dancers and players. The finale is Lady Godiva and her white steed. . . . Johnny McMahon, manager of Streets of Paris, disappeared from his office last Sunday, leaving word that he would be in Mineral Wells, Tex., for a week's vacation. Came word Monday that McMahon and Christine Elizabeth Lamb, nonprofessional of Dallas, were married in Dallas Sunday afternoon. Dick Hood and other execs of "Paris," left immediately for the resort town to stage a big wedding party.

The outstanding commercial exhibits at the expo are those of Ford, General Motors and Chrysler Motors. Ford has the largest, a mammoth structure equipped with machinery used in making Fords. It shows Fords in the making. In Ford Gardens, Jose Manzanera and his South Americans furnish the entertainment on a continuous program. General Motors remodeled the State Fair Auditorium for its exhibit building, and presents a typical auto show. A name band is offered several times daily for entertainment. Herbie Kaye's orchestra is current. Chrysler Motors, occupying the eastern half of the Transportation Building, also offers an auto display. For entertainment, it has motion pictures, Merle Clark at the organ, and in its garden offers a variety of amusements, usually a tieup with the Special Events Department of the expo. All three buildings are air-cooled.

Nat D. Rodgers, managing director of Streets of All Nations, spent the past week in Houston visiting friends, returning for the Saturday and Sunday crowds in Nations. The Nations village offers a stage show that takes in primitive and modernistic routines. In Mile, Corinne's famed Apple Dance the modern trend is gracefully displayed, and in primitive dances the voodoo numbers of the Yaneygo tribe is interpreted by Alfredo and Dolores in their La Cubanola number.

New One in Langley, Va.

LANGLEY, Va., Aug. 15.—A new fair is under way here on Georgetown-Lee-

TALLCORN EXPOSITION

MARSHALLTOWN, IA. 6 BIG DAYS. OCTOBER 5-10.
WANTED—Carnival, Rides and Concessions on Main Street—Expect 20,000 Daily. Write R. L. SMITH, Marshalltown, Ia.

WANTED FOR

LABOR DAY Celebration (First Annual)
SEPTEMBER 7th, WINNER, S. D. CONCESSIONS AND RIDES.
Write R. C. METZGER, Chairman of Committee.

burg highway, Virginia side of Potomac in Fairfax County. Paul E. Rhinehart, who revived Shenandoah County Fair, Woodstock, after an 18-year lapse, is directing. First day, Sunday, and windup day on Saturday have been allotted to individuals and groups interested in religion, music and education.

Selinsgrove's \$2,000 Profit

SELINGROVE, Pa., Aug. 15.—Selinsgrove Night Fair and Carnival, sponsored by the local fire department and held July 20-25, netted approximately \$2,000 profit. Attendance at the event, having a free gate, was estimated at 80,000. Tentative plans are to hold the fair again next year, augmented by agricultural exhibits. All free acts, rides, shows and concessions were booked independently.

Free acts were Les Cattiers, Los Aros and Merrill Brothers and Sister. Shows included Jimmie Helman's Side Show and Monkey Motordrome, Cecil Pervis' Girl Show, A. Smith's Girl Show and a Wild West Show and educational museum. Concessioners were Charles Agnes, custard; Nat Williams, ball games; E. J. Evans, pitch-till-you-win; Fleming, root beer; Fetterolf, orange-ade and pop corn; Tobias, pop corn; Buckland, palmist; Goglia, scales and novelties. In addition there was a shooting gallery. Rathoffer's rides were booked. Bingo, wheels and lunch stands were run by the fire company.

Appropriation for Auburn

AUBURN, Ind., Aug. 15.—Responding to an appeal by members of the fair association here, the De Kalb County Commissioners have allotted an appropriation of \$1,000, double that of last year, to be used for premiums at the De Kalb County Free Fall Fair. The County Council must yet approve the appropriation, it is thought certain that a substantial increase in the appropriation from the \$500 allotted this year will be made.

The county fair, which for several years was financed largely by donations from Auburn merchants, was placed in the hands of a corporation this year. The aim is for the fair association to be supported thru nominal fees from members and from an appropriation. The maximum county appropriation which could be made would be a one-cent tax levy, which at the present estimated property valuation would equal \$2,700.

L. J. HETH

(Continued from page 53)
his wife and daughter, all former members of this show, but now of Milwaukee, spent a short vacation here. Jimmy Sparks and son, Aiden, brother and nephew of Mrs. L. J. Heth, visited from Birmingham, Ala., for a few days. Mr. Lashbrook of the Lashbrook Tent and Awning Company of Mt. Vernon, Ill., was a daily visitor. George Clark of Golconda, Ill., also visited. Fairground observations: How come the gympies all drive Lincoln Zephyrs? Charles (Bingo) Miller and his charming wife, Louise, entertained friends with a boiled chicken dinner at their living trailer.
AL KUNZ JR.

Bantly Greater Shows

Glassport, Pa. Week ended August 8. Auspices, Reliance Hose Company No. 2. Location, athletic field. Weather, variable. Business, above expectations. Prophesied a blank to fill in before the Hollidaysburg Centennial, this spot was a surprise to the most optimistic. Saturday almost made a "front gate" record. Shows were top-money getters, with rides doing a fair biz. The first

CENTRAL LABOR UNION INDUSTRIAL EXHIBITION

PRINCETON, W. VA.,
Week August 24,
BLUEFIELD, Week August 31.
WANTED—Free Acts, High Aerial Acts, Also Independent Shows. Wire by Western Union.
F. E. KELLY, Director, Princeton, W. Va.

BUTLER FALL FESTIVAL AND HOMECOMING

SEPTEMBER 3-4-5.
WANTED—Concessions, legitimate only. No Money Games.
Write L. F. BEVERIDGE, Butler, O.

JACKSON, MICH.
Big Home Coming and Celebration, Lake View Park, Jackson, Mich., September 5 to 15, 9 Days, 9 Nites, Big Labor Day, Monday, September 7. Sixty thousand tickets sold now. WANTED—Circus Shows, All kinds Rides, Concessions, Bands, Corn Games, Girl Shows, Free Acts. Address all wires and mail to GENERAL CONTRACTOR, care Executive Staff, 707 Homewild Ave., Jackson, Mich.

WANTED

Merry-Go-Round, Ferris Wheel and Concessions for our
LABOR DAY CELEBRATION
JACK MICHELETTI, Secy.,
R. V. F. C., Roanoke, Ill.

"truck move" since very early in the season was not at all satisfactory. Henry Gregory, ticket seller on the Crazy House, fell from a truck and broke his right leg. He is now in a McKeesport hospital and show hopes to have him back before going south. Attendance at the regular meeting of the Good Fellow Club almost 100 per cent. Pauline Knepp presided. "Initiations" were the gist of the program she arranged. Bandmaster Mettler gave his version of how the midway sounds to the Mettler Family Band. "Props" for the Drome, Mile-a-Minute, Sam McMaster's Ginny organ, Milliron's Eli engine and Betty Main's Side Show bally were near perfect. Baker showing out the lot and Herman Bantly moving it off were presented by members of the troupe. Sandwiches were served in conclusion. Fred L. Decker returned with his lead gallery and other concessions. Johnny Calburri was out of town making a picnic. Ray Filbert rejoined with candy apples. Bud Foreman added another concession to the lineup. Fred Bennett came on with his bird wheel. George Snyder and the missus added a new custard outfit. Sam Frank's ham and bacon clicked, while Bud Brewer's Scandals topped the shows. Chair-o-Planes and kiddie rides did well. Gate saved the week.
CHRIS M. SMITH.

Dee Lang Shows

Carthage, Ill. Week ended August 8. Auspices, Home-Coming Celebration Association. Location, around the square. Weather, ideal. Business, good.

With the assistance of a live-wire committee, the celebration went over in a big way. This was the fourth time the show played Carthage and reports from concessions, rides and shows indicate business better than ever before. Parades from the neighboring towns coming in decorated autos, and speeches by celebrities on Democratic and Republican days helped entertain the crowds. Drive-Em-Yourself autoc did well. Lew Finch's long-range gallery showed a nice increase, as did Riebs' pop corn and peanut stand. Mr. and Mrs. Forster have repainted and reconditioned their restaurant and cookhouse. Bill Baker is his old self again.
DAD HAHN.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
 3c WORD (First Line and Name Black Type)
 1c WORD (Small Type)
 Figure Total of Words at One Rate Only
 No Ad Less Than 25c.
 CASH WITH COPY.

ACTS, SONGS AND PARODIES

WANTED TO RENT OR BUY—1 HOUR VERSION of 1 scene, 3-act plays. JOSEPH J. FLICK, 1718 Pleasant St., Cincinnati, O.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—SELL OUR NEW DICE GAME. Cigar stores, bars, all public places. Sells for \$1.25. Store keepers make investment back in ten minutes. Send fifty cents for sample; \$5.00 per dozen. NATIONAL HANDBOOK, 110 East 31st, Erie, Pa. au29x

AGENTS AND DISTRIBUTORS—TRIPLE YOUR MONEY selling Roosevelt and London Auto License Plate Emblems. Exciting campaign insures sensational sales. Write quick for free plan. PEEGEE SALES, 445 Riverside Drive, New York. se26x

AGENTS—DE LUXE DIXIE DANCE WAX; cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. DIXIE WAX CO., Dept. B, Evansville, Ind. au29x

ATHLETE'S FOOT? INSTANT RELIEF! Use old reliable Cooper Powder, a real medicine. 60 cents postpaid. COOPER PRODUCTS, Flushing, N. Y.

BE YOUR OWN BOSS—OPERATE QUALITY Used, New Clothing Business from store, home or auto. 200%—300% profit; everything furnished. PORTNOY, 566-AZ, Roosevelt, Chicago.

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO," 1084 Washington, Boston, Mass. x

CHRISTMAS CARDS—CAN YOU SELL QUALITY? America's finest; big profits. Write quick for samples. ROBINSON CARDS, 212 Orange, Clinton, Mass. au22x

DEMONSTRATORS—RUG GUIDES, DARNERS, Hemstitchers, Embroidery Guides and Threaders. Samples, 15c each. COLBERT, Box 494, Santa Monica, Calif. au29x

DIRECT SALESMEN, DEMONSTRATORS— Here is your steady income with a dollar item. Planet Tablets, famous remedy for constipation, stomach trouble, boils and run-down condition of the health. Write for manufacturers prices to PLANET PRODUCTS CO., H. P., Detroit, Mich.

FAST SELLER—ROOSEVELT CLEVER NOVELTY sells everywhere, big profits. Sample ten cents. Act now. A. BAUM, 723 Seventh Ave., New York. x

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write GUNMETAL CO., Ave. C, Decatur, Ill. tfx

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter display; Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. PROCPAX, Dept. 131-C, 1958 S. Troy, Chicago. x

MONEY MAKERS—AGENTS, DEMONSTRATE DeLisle's Self Diagnostic Health, Diet Charts. Brings prosperity. Exclusive territory granted. Proved proposition. A winner. DE LISLE, 5112 Dorchester, Chicago. x

NEW GAME FASTER AND MORE FASCINATING than 26 or 14 games. Easy demonstrated, quick sale. Sample 25c; circular free. POTTER, 4259 Cottage Grove, Chicago. au29

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand, New York. au29x

PERFUME BUDS—SENSATIONAL STREET- men's seller. Cost 1c each; sell 5c. Particulars free. Samples 10c. MISSION, 2328 W. Pico, Los Angeles, Calif. x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp checks, plates, fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

RARE PHOTOS—100, \$5; CARTOON BOOKS, 100, \$3; Catalog Assorted Novelties, \$1 up. P. B., 468-B, New Haven, Conn. au29x

SALESBOARD MEN—NEW PUT AND TAKE game, twelve different payouts. A natural. Details, sample free. TOM THUMB, Dept. 58, Nauvoo, Ill. se5

TEXIDE, LATEX, SILVEREX BLADES, ELEC- tric Razors, Perfume, Sundries, Bananas, Novelties, etc. KEARNEY WHOLESAL DRUG CO., 456 Kearney St., San Francisco, Calif. se5x

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. se5x

101 PROFITABLE MAIL ORDER AND LOCAL Ideas for starting your own business. Free literature. FRUIT PRESS, Dept. D, Elburn, Ill. se5x

ANIMALS, BIRDS AND PETS

ARMADILLOS, TAME, \$1.50; GILA MONSTERS, \$3.25; Horn Toads, \$1.00 dozen; Odorless Skunks, \$5.00; Ringtail Cats, \$8.00; Lynx Cats, \$9.00; Snookum Bear, beautiful, \$15.00; Jabalines, large \$12.00; Wild Cats, \$10.00; Prairie Dogs, \$3.50 pair; Gray and Fox Squirrels, \$8.00 pair; Coyotes, \$6.00; Ocelots, \$25.00; Gray Foxes, \$10.00. Wire UNIVERSAL PRODUCTS COMPANY, Laredo, Tex.

SNOOKUM BEAR CUBS, TAME, FINE PETS FOR children, \$12.00. LAREDO ZOOLOGICAL, Laredo, Tex. au22

SNAKES—RATTLESNAKES, LARGE, \$5.00 Doz.; Harmless Snakes, large ones in \$10.00 Doz.; Chinese Dragons, large, \$7.00; Alligators, 3 to 4 feet, \$5.00. Wire UNIVERSAL PRODUCTS COMPANY, Laredo, Tex.

SOUTH AMERICAN BOAS, SEVEN TO TWELVE feet, fine selection. Rare White Spider Monkey, Ringtail Monkeys, Honey Bears, Ocelots, etc. Birds of all kinds. BIRD WONDERLAND, Van Nuys, Calif.

SPECIAL DONKEYS FOR BASEBALL TEAM— Have 12 selected at \$16.00 each. A team of 10 beautiful Shetland Ponies for \$50.00 each. Wire UNIVERSAL PRODUCTS COMPANY, Laredo, Tex.

SPECIAL OFFER—100 LBS. MIXED SNAKES, all kinds, \$25.00; also Demis, 15 Snakes, \$10.00. PALMETTO SNAKE FARM, St. Stephen, S. C.

READY FOR SHIPMENT—DWARF PARROTS for Bird Wheels, Chinese Dragons, Black Iguanas, Mixed Demis Snakes, everything for shows. SNAKE KING, Brownsville, Tex. au29

TAME DOUBLE YELLOW HEAD PARROTS, young, \$12.00 each, or \$92.00 dozen, Red Head Parrots, tame, young, \$8.00 each, or \$72.00 dozen. Wire UNIVERSAL PRODUCTS COMPANY, Laredo, Tex. x

TWELVE SMALL ASSORTED SNAKES, \$3.00; eight assorted large attractive Snakes, \$10.00. Price list on request. ROSS ALLEN, Silver Springs, Fla. au29

WALTZING DOG FOR SALE, REASONABLY priced, write FREDDY'S EDUCATED DOGS, Sta. L. R. No. 3, Cincinnati, O., or phone Montana 1918.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LECTURERS EARN BIG MONEY SELLING 1936 Drugless Road To Perfect Health, 250-page illustrated book. Large variety Health, Mystic, Crime, Joke, Recitation Books, 20 different samples, \$1.00 postpaid. STEIN PUBLISHING HOUSE, 521 So. State St., Chicago, Ill.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. au22

BUSINESS OPPORTUNITIES

MONEY TRAPS FOR FRUIT JARS—DOT and dash for signs plate and easel. Make offer. DIEFFENDORF, 826 South Wabash, Chicago.

MUSEUM FOR RENT—MONEY MAKER; BEST location; beginning September. HARRY'S STAND, 412 E. Baltimore Street, Baltimore, Md. SACRIFICE \$10.00 TO ADVERTISE—CLEVER different schemes. Big, flashy decorated Wood Wheel of Life, 4x4 feet. Code, Scope with Wheel, DELISLE, 5112 Dorchester, Chicago.

SELL BY MAIL! BOOKS, NOVELTIES! BAR- gain! Christmas sellers! Display Signs! Big Profits! Particulars Free. F. ELFCO, 525 South Dearborn, Chicago. tfx

WANTED AT ONCE—EITHER SEX, HELP finance money-making proposition. Established amusement health place in Ohio must enlarge. Will stand close investigation. Promoters of ability write. DOCTOR, 1486 N. High St., Columbus, 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.

AUTOMATICS WANTED—WRITE US WHAT you have in Payment Pin Games, WINNIPEG COIN MACHINE EXCHANGE, 265 Dufferin Ave., Winnipeg, Can. au29

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis.

BIG RICHARD JACKPOT, FLOOR SAMPLE, just one, \$94.50; Rapid Fire, \$7.50; Double Up, \$45.00; Gold Awards, \$25.00; Red Arrow, \$9.95; Steamroller, \$2.50; Traffic, A, \$9.50. Write for complete list of low priced, reconditioned machines. MARION CO., 564 W. Douglas Ave., Wichita, Kan. au22x

CANADIAN OPERATORS—400 USED PINS, Slots, Automatics and Counter Games at close-out prices. Condition guaranteed. ONTARIO COINMATIC, Box 362, Ft. Erie, Ontario, Canada. au22

CHOICE MILLS TYCOONS, TEN GRANDS, Bonus, Pinch Hitter, Alamo, \$50.00; Palooka, Sr., \$60.00. Write for list. ROCKPORT NOVELTY CO., Rockport, Tex. au29

COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged. Highest prices paid for Escalators. In business since '91. JARL, 1704 Leavensworth, Omaha, Neb.

CRANES—ELECTRO HOISTS, LATEST MODELS; 300 Pin Crane, Penny Arcade Equipment. Catalogue on request. MIKE MUNVES, 145 Park Row, New York.

DUETTES, MANUFACTURED BY AD-LEE, USED one week, \$5.00 each. JERRY VENDING CO., 350 Mulberry St., Newark, N. J.

ERIE DIGGERS, \$15.00; MODEL F CRANES, \$25.00; Yankee Hoists, \$25.00; Exhibits Junior Crane, \$20.00; Exhibits Moving Picture Machines, \$5.00; Exhibits Post Card Machines, \$1.50; Gyros, \$4.00; Mills Wizard Fortune, \$3.00; Pence Golf Machines, \$2.00; Steeplechases, \$3.00. 1/2 deposit. HARRIS, 537 Summit Ave., Schenectady, N. Y.

FIFTEEN BLUE BIRD SQUARE TYPE PENNY Venders, \$2.50 each, or \$30 for all; Four Punchettes, \$8 each; Two Here's How Beer Venders, \$4.95 each; Eight Tickettes, \$3 each. One-third deposit. COIN-O-MATIC SALES, 2041 Fifth Ave., Pittsburgh.

FLORIDA OPERATORS—HAVE 28 LATEST model Watling Rollertops, perfect condition, \$55.00 each. W. F. DUGGAN, Eustis, Fla. se19x

FOR SALE—\$95 AND \$145 WEEKLY ROUTES, also stock, fixtures, etc. Special: Big Game, 55, SILENT SELLING 548 Massachusetts, Indianapolis, Ind.

JUMBO, \$35; PROSPECTOR, \$25; BONANZA, \$25; 9 Rockets, \$5; Mills Quarter War Eagle Escalator Bell, \$32.50; Cattle Sc Mystery DJ Vender, serial over 87,000, like new, \$45. One-third cash. CENTRAL FLORIDA NOVELTY CO., 206 W. Union, Gainesville, Fla.

MILLS TYCOONS, FAMCO PALOOKAS, BALLY Derby's Peenries, Mills Dance Masters and De Luxe Phonographs; all are late models. Write LUXE NOVELTY CO., Elbow, Minn. au22x

MUTOSCOPE CRANES, \$55.00; MERCHANT- man, \$75.00; Columbus Peanut Venders, \$3.85; Cent-A-Smoke Cigarette Venders, \$4.50; Columbus Globes, 65c. NATIONAL, 4242 Market, Philadelphia, Pa.

PUNCHETTE, PERFECT CONDITION, \$15.00; Twins, \$6.00; Horseshoe, \$6.00; Sweet Fall, \$6.00; Ice Machine with Five Jackpot Payout, \$7.50; Mills Nickel Machine with Jackpot and Reserve Jackpot, \$25.00; Daval Gum Vender Cigarette Reels with Jackpot, \$7.50. O'BRIEN, 89 Thames, Newport, R. I. x

QUICK SALE—KENNY REPEATER, \$37.50; Galloping Plugs, \$65.00; Bally Bonus, \$55.00; Palooka Jr., \$75.00; Tycoons Electropak equipped, \$85.00, and various other one-ball Automatic Tables. SCHWARTZ, 401 Bidwell, Fremont, O. au29

REAL BARGAINS ON MILLS SLOTS AND PIN Games of all kinds. We buy, sell, swap. HANDBOOK COIN MACHINE EXCHANGE, 110 East 31st St., Erie, Pa. se12

SLIGHTLY USED AUTOMATIC PAY TABLES, good as new, for sale. One Ball Pamco Parlay Jr., \$25.00; Jennings Daily Limits, \$35.00; Genco Kingfish, \$25.00; Rock-Ola Gold Awards, \$25.00; Pacific's Red Sails, \$50.00; Bally Bonus, \$60.00; Bally Red Arrows, \$10.00; Bally's Jumbos, \$40.00; Ten Balls Rockets, \$7.50; Jennings Sports, \$10.00. All machines in A-1 condition. Terms cash or one-third cash with order, balance C. O. D. A. R. KISER & CO., 127 North Brevard Street, Charlotte, N. C.

WE WILL BUY LITE-A-LINES OF ALL TYPES— Write us types, quantity and best prices. AMUSEMENT NOVELTY SUPPLY CO., 312 Carroll St., Elmira, N. Y. se12

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GOODBODY, 1826 East Main St., Rochester, N. Y. au19

7 DE LUXE 46 5c ONE-SHOT TABLES, \$30.00 each; 7 Stamped 5c One-Shot Tables, \$20.00 each; 1 Ace 5c One-Shot Table, \$10.00; 1 Pearl Harbor One-Shot Table, \$10.00; 8 Gold Rush 5c One-Shot Tables, \$7.50 each; 5 Put and Takes 5c One-Shot Tables, \$7.50 each. ROBERT ENHARDT, 608 N. Market, Shreveport, La. au29x

1c SUPERIOR GOLDEN TWIN VENDER, \$24.50; 5c Superior Golden Twin Escalator Vender, \$27.50; Giant Pay Table, \$27.50. Wanted 1,000 Cigarette Venders. COLEMAN NOVELTY, Rockford, Ill.

30 LATEST MODEL STAR ELECTRIC HOISTS, 4 Buckley De Luxe Models, 6 Yankees. Will sacrifice. GEORGE CERBER & CO., INC., 116 Mathewson St., Providence, R. I. au29

\$50.00 CASH PAID FOR MILLS BLUE FRONTS; will also buy Regular Gold Awards, all types of color machines, Mills Deweys, Cattle or Watling, State serials. ROCKPORT NOVELTY CO., Rockport, Tex. au29

COSTUMES, UNIFORMS, WARDROBE

CLEARING SALE—STAGE COSTUMES, \$1.00 each; Gowns, Wraps, Dancing and Short Dresses. Big bargains. C. CONLEY, 310 W. 47th, New York, N. Y.

COSTUME FOOTWEAR—HIGH HEEL BOOTS, Evening Slippers, Rubber Slips, Wigs, Opera Hats, Evening Gloves, Gowns, etc. Stamp bring folder. YETTA, 307 West 43d St., New York. x

RED BAND CAPS, \$1.50; FLASHY COATS, Bargains, Orientals, Hulas, Scenery, Costumes, Trunks, Cellophane Hulas, Mess Jackets, \$2.00. WALLACE, 2416 North Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL development. Estimates furnished; newest guaranteed formulas; biggest catalog free. Special prices, leads. GIBSON, Chemist, B14-1142 Sunnyside, Chicago. x

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. H. BELFORD, 4042 N. Keeler, Chicago. au22

FREE INFORMATION—BEST SELLERS AND business formulas. Big income opportunities, mail order plans. SCIENTIFIC RESEARCH SERVICE, 302 Sixth Ave., Newark, N. J. au29

ICE! ICE! ICE! THREE COMMON, CHEAP chemicals produce it. Cleaner, colder, cheaper. Guaranteed formula, 25c. A. FRANKLIN, Hospital, Morgantown, N. C.

MAKE DUNCAN'S HAMBURGER SPREAD that jams midways. Beats competition. Breaking records at Texas Centennial. \$1.00. HAMBURGER DUNCAN, Lorenzo, Tex.

MAKES 50 GALLONS OF SOAP FOR TOTAL cost of \$2.50, suitable for linoleum, dish washing, etc. An old German recipe, tested and used for years. Formula guaranteed. Complete formula with simple instructions, \$1.00. LINCOLN SURPLUS CO., 123 So. Galena, Freeport, Ill.

MAKE FAST SELLING PRODUCTS AT HOME without machinery. Easy, interesting, profitable. Guaranteed formulas. Catalog free. KEMICO LABS., 50, Park Ridge, Ill. x

FOR SALE—SECOND-HAND GOODS

BARGAINS—GENERATORS, MOTOR GEN- erators, Exhaust Fans, etc. Ask for quotations on your needs. ELECTRICAL SURPLUS COMPANY, Dept. 50, 1885 Milwaukee Ave., Chicago.

CORN POPPERS, FEARLESS; GIANT ALUMIN- um Geared Popping Kettles; Rotary Electric Candy Kettles. Lowest prices. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. se18

EMPIRE HAND CANDY FLOSS MACHINE, \$35.00, in good condition; Monkey Ball Game and 8x8 Hood, \$25.00. EARL C. POWERS, Box 45, Salisbury Beach, Mass.

FOR SALE—NEW ACROPLANE, NEW 15 K. W. A. C., 600, 1200 R. P. M. Fairbanks Morse Generator and Excitor, installed in 800 Van Body Truck, complete cost \$4,200; sacrifice, \$975. A. M. O'HARA, 3546 James No., Minneapolis, Minn.

FROZEN CUSTARD AND ICE-CREAM MA- chines, \$150.00 and up. Write or wire FROZEN CUSTARD MACHINERY CO., 869 Thomas, Memphis, Tenn. au29

NEW "VELVO" FROZEN CUSTARD AND ICE- Cream Machines, complete Freezing and Storage Unit, \$159. Write FROZEN CUSTARD CO., Gastonia, N. C. au29

POPORN MACHINES, FACTORY REBUILT and warranted electric models. Unusually low priced. Low down payment, easy terms. Big values, act quickly. ADVANCE MFG. CO., 6326 St. Louis Ave., St. Louis, Mo. x

SACRIFICE—POWERFUL WEBSTER AUTOMOB- ile Amplifying System for 6 and 110 volts; same as newly rebuilt bargain. DONALD KENNEDY, Shelbyville, Ind. au29x

WAX FIGURE, CONVICT IN STRIPES, IN ELECTRIC Chair, Light Wood Cell, War Photos, Broken Aeroplane Parts, Relics. CHARLIE DIETZ, Seguin, Tex.

FOR SALE—SECOND-HAND SHOW PROPERTY

AMPLIFYING TRUCK, COMPLETE, GENERATOR, 4 trumpets and units, 4 mike mixer, \$300 cash. TOLEDO AMPLIFYING COMPANY, 1609 Shenandoah, Toledo, O.

CAROUSEL, PORTABLE, ALLAN HERSCHELL, 36 horses, all jumpers, electric motor, Wurlitzer Organ, good condition, \$350.00. FREDERICKS, Montrose, N. Y.

GRAB JOINT, COMPLETE, 550-10x12 CONCESSION Tent, \$20. Wall Tent, Candy Kettle, Ball Games, cheap. KELLER, 49-15 69th Street, Woodside, N. Y.

FOR SALE—SINGLE LOOP-O-PLANE AND Aeroplane, both in fine condition, terms. CHAS. STENSEN, Put-In-Bay, O. au29x

FOR SALE—SACRIFICE. PARKER SUPERIOR Model Ferris Wheel, first-class condition, cash, fifteen hundred dollars. WHITE CITY PARK, Boise, Ida.

MANGELS EIGHT-CAR WHIP, GOOD CONDITION, stored in Alabama. \$750.00. Real bargain. Write LaMANCE, 782 Marion Avenue, S. E., Atlanta, Ga.

UNIVERSAL ATTRACTIONS, 849 CORNELIA, Chicago. Too busy to advertise, Tents, Banners, Sidewalk, Doll House, Illusion, Octopus, Sword Box, Steer Horns.

VENETIAN SWINGS—SET OF 8, NOW IN operation at Cedar Point. Write or see K. BURLY, 201 Fulton, Sandusky, O.

HELP WANTED

DANCE MUSICIANS, ALL INSTRUMENTS, consider organized band, willing to work. Good proposition, plus salary. ROE ALLEN, 225 N. Grange Ave., Sioux Falls, S. D.

FEMALE IMPERSONATORS AT ONCE—MUST have appearance, state all particulars and salary expected. Pay own wires, I pay mine. JOE DELUCIE, Torch K 9 Club, Grand Prairie, Tex. (Seventeen miles from Dallas.)

FEMALE IMPERSONATORS—NO AMATEURS. Long engagements for high-class entertainers. Send details and photo first letter. BALLYHOO CLUB, Columbus, O. au29

FEMALE IMPERSONATORS, WHITE, NO AMATEURS. Long engagements for high-class entertainers. Send details and photo first letter. BALLYHOO CLUB, Columbus, O. au29

FOR WEEK STAND TENT VAUDEVILLE SHOW—Male Pianist or team, lady doing specialties. Others write. Salary? MILLER'S TENT SHOW, Scottsburg, Va.

HIGH-CLASS LECTURER, CAPABLE WORKING good feature and book pitch inside Crime Show. Write JOHNNY JONES SHOWS, Ottawa, Ill.

MERRY-GO-ROUND AND FERRIS WHEEL RIDE men for string Ohio fairs. KENNEDY'S RIDES, Box 1332, Huntington, W. Va.

MUSICIANS, ALL INSTRUMENTS, FOR STAGE band. Long season, sure salaries. Rehearsals September 2. HARRISON KIMBALL, Arcade Hotel, Springfield, O.

PARTY WITH MOVIE OUTFIT, EITHER Talkies or Silents, Percentage or salary. Week stands tent show. Telegraph RIPPEL SHOW, Fredericksburg, Va.

AT LIBERTY ACROBATS

LADY AERIAL PERFORMER in twin act, 4 ft. 100 lb., good wardrobe, do Simple Trapes, Loop, Loop, Hand Swing, Swinging Ladder, EVA KELLEY, Cooper Bros., Show, Lesterville, Mo.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—AGENT-MANAGER. EXPERIENCED and qualified, desires to manage any type act, revue or show that has possibilities. Know territory and agents. Can book anywhere. No car. BOX C-94, Billboard, Cincinnati.

ADVANCE AGENT—12 years' experience. Can route and book my attraction anywhere in the United States and Canada. Close contractor; salary only available. BOX 308, Billboard, Chicago.

MANAGER-PROJECTIONIST wants position small towns. Study efficiency, honest, reliable, young, married, sober, institute trained. Year's experience, references. JAMES, 4445 Clifton Ave., Chicago. au22

THEATRE MANAGER, Publicist, Bookers of Stage Troupes. Many years valuable professional knowledge. I do things different and better than anyone. GEORGE ENGLEBERTH, Billboard, Cincinnati, Ohio.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—THEATRE MANAGER OR ASSISTANT. Thoroughly capable front to back. Exploitation and publicity. Can put life in your house. Age 40, sober, reliable. Will go anywhere. BOX C-94, Billboard, Cincinnati.

HI HENRY AND HIS ARISTOCRATS, 10 MEN, at liberty after September 6. Now playing Intemann's Inn, swankiest spot in Catskill Mountains. Exceptional sound equipment, uniformed, specialists, etc. Only reliable offers considered. Contract \$250.00 week. Don't wire, write, stating all. HI HENRY, care Intemann's Inn, Palenville, N. Y.

WANT MAN AND WIFE OR FAMILY that do several Western acts. State what you do. Must have transportation. Make salary low. WESTERN, care Billboard, Chicago.

WANTED—MINSTREL COACH TO WORK all winter. State experience and salary. BOX 3, Arverne, N. Y. au25

WANTED—TENOR SAX DOUBLING CLARINET, good tone and reader; also good rhythm Drummer who can sing, must be young, clean and sober. ROGER GRAHAM, 1244 3d Ave., E., Cedar Rapids, Ia.

WANTED—SWING DANCE MUSICIANS, rhythm Piano, also Guitar. Others write. State qualifications and lowest salary. RAY KEYS, Albert Lea, Minn.

WANTED PIANO PLAYER—ONE WHO CAN transpose. All winter work. State salary. BOX 3, Arverne, N. Y. au25

WELL-KNOWN LEADER WANTS TEN-PIECE entertaining swing orchestra with transportation. ORCHESTRA LEADER, 737 Sunset, Dallas, Tex.

YOUNG MAN, EXPERIENCED UNDERSTANDING, 175 lbs., for three-highs. Also Girl Tumbler, 100 lbs. State all, send photo first letter. LEONARD CHRISTENSON, 11710 Lowe Ave., Chicago, Ill.

2 YOUNG LADIES TO DIRECT HOME TALENT plays. State age, experience, salary. Send photos; no wires. Write O. OLIVER, Hotel St. Paul, St. Paul, Minn.

6-PERSONAL ATTRACTIONS—GIRLS DOUBLING specialties preferred. Vicinity of New York City only. Large restaurant, 8 to 12 p.m. BOX 727, Billboard, 1564 Broadway, New York City.

MAGICAL APPARATUS

A NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement. Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936-'37 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. au25

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. au22

\$100.00 WORTH GOOD PROFESSIONAL Magic, \$25.00. KENTY COLLINS, Chester, W. Va.

MISCELLANEOUS

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. au29x

CORN POPPERS AND GASOLINE BURNERS. Steves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. au29x

FINEST 4-FOR-10c OUTFIT ON THE MARKET, the Quartermatic, Made of 1/16 in. gauge steel. Direct Positive Roll, 1 1/2"x250", \$4.75; Enlarging Paper, \$5.40 gross. Mounts, Mirrors, complete line. Send for catalogue, MARKS & FULLER, INC., Dept. 1, 44 East, Rochester, N. Y.

JUMPING BEANS, NEW CROP, FOR IMMEDIATE shipment, \$1.00 hundred; \$6.00 thousand. HILARIO CAVAZOS BROS., Laredo, Tex. au22x

PHOTO OUTFITS—4 FOR DIME STRIPS, OUR new Photostrip Machines, either 1 1/2x2, or 2 1/2x3 1/2 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. au22

POPCORN—YELLOW SOUTH AMERICAN variety, 100 pounds, \$7; 500 pounds, \$30. CHAS. MACK, Box 935, Springfield, O. au29x

5,000 GOLF CLUBS, BANKRUPT STOCK, REGISTRATION, 25-cent minimum placed, hickory shafts. Samples: 9-Club Set, \$2.50; New Golf Bags, \$1.65; or will trade on late models 5c and 1c slots. LINCOLN SURPLUS COMPANY, 123 So. Galena Ave., Freeport, Ill. au22

M. P. ACCESORIES & FILMS

BARGAINS—SEND FOR 90-PAGE FREE CATALOG on all 16 and 35 mm. Motion Picture Supplies, Ballyhoo Systems. S. O. S. CORP., 1600 Broadway, New York. x

"INGAGI," 8 REELS TALKING, WILD ANIMAL feature, bargain price, \$22.00; first \$5.00 deposit gets it, balance C. O. D.; examination allowed. OAK STORAGE CO., Armitage & Western Ave. Chicago. x

NEW AND USED PORTABLE SOUND PROJECTORS, Stationary Equipment, Amplifiers, Chairs, Screens, Supplies. Bargain list. MONARCH THEATRE SUPPLY CO., Memphis, Tenn.

OUTDOOR CIRCUIT EXHIBITORS—COMPLETE late 16 mm. Sound Programs (Features and Shorts), \$20.00 week. Perfect prints. EASTIN PICTURES, Davenport, Ia. au22

SEMI-PORTABLE SOUND EQUIPMENTS AT prices within your reach. Soundheads and Amplifiers. Power's, Simplex Projectors, C. E. Mazdas, \$300.00. Silent Projectors only \$15.00; while they last. ZENITH THEATRE SUPPLY, 208 W. 44th, New York. x

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoscopes, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. au22

WE WILL NOT BE UNDERSOLD—SOUND-ON-Film Features low as \$10.00; Shorts low as \$2.00. Over 500 Reels of Film in stock. R. E. BROMMER, P. O. Box 1227, Modesto, Calif.

PARTNERS WANTED

WANTED A MALE DANCE PARTNER—I DO Tango, Rumba, Acrobatic, Waltz, Modernistic, Tap, Apache, etc. DOLORES DREAMER, 271 Hendrie St., Detroit, Mich.

PERSONALS

DAVID CROSS—DAD, CAN ENTER PURDUE University. Need your assistance and advice regards my future. Love to see and talk over my problems with you. Lovingly, MEYER.

FRANK VERNON FROMM, PLEASE GET IN touch with me. Very important. FRANK FROMM, 406 West St., Union City, N. J.

TEX HUDSPETH, IMPORTANT—COMMUNICATE with me at once about job. Don't delay. JERRY MAHN, R. R. No. 4, Box 183-H, Cincinnati, O.

SCENERY AND BANNERS

A-1 CARNIVAL—CIRCUS BANNERS, SHOWMEN duplicating their orders proving the merit of our work. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. au25

ATTRACTIVE BANNERS THAT ATTRACT—New, used, positive crowd stoppers. Too busy to advertise; there's a reason. UNIVERSAL, 849 Cornelia, Chicago.

CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. au29

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O. x

SALESMEN WANTED

NEW PATENTED ITEM NEEDED BY EVERY woman; 10c seller; big field. Send 10c for sample with details. ADVANCE UTILITY CO., 9258 E. Ontario, Philadelphia, Pa.

TENTS—2D-HAND

A-1 BARGAINS—HEADQUARTERS FOR slightly Used Tent bargains, all sizes. Sidewalk Ballyhoo Cloth, Pits, Marquees, etc. UNIVERSAL, 849 Cornelia, Chicago.

THEATRICAL PRINTING

NEARGRAVURE—125 2-COLOR LETTERHEADS, 125 Envelopes, 50 Business Cards; Case, 11.50. Assorted Dodgers, 2,000 3x8, 11.75; 4x9, \$2.35, postpaid. SOLLDAYS, Knox, Ind.

TICKETS AS LOW AS 50c PER 1,000—GIVE-away Night Tickets and other special tickets. No rolls. Send us samples and quantity number. HOWELL-GOODWIN PRINTING CO., Crawfordville, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10, 50% deposit, balance C. O. D., plus shipping charges. BELL PRESS, Winton, Pa. x

100 (19x22) 4-PLY, COLORED POLE CARDS, \$3.50; 1,000 (4-ply) Tickets, any color, \$2.75. DOC ANGEL, Ex-Trouper, Leavittsburg, Ohio.

1,000 6x9 COLORED DODGERS, \$1.50; 6x12, \$1.75; 1,000 Letterheads or Envelopes, \$2.00; postpaid Zone 4. LAWDALE PRESS, 6 Franklin, N. H. au29

WANTED TO BUY, LEASE OR RENT

CHARTERED BUSES—THREE LARGE BUSES going New York by August 25th. Will charter; reasonable; via Chicago; leave any time. SIOUX LIMITED CHARTER SERVICE, 708 First Avenue, North, Minneapolis. Bridgeport 4221. x

WANT CIRCUS EQUIPMENT, SEATS, ANIMALS, etc.; Fifty-Foot Top for sale. FRED FAY, 3302 Woodland Avenue, Philadelphia, Pa.

WANT TO BUY—USED MOVING SHOOTING Gallery, motor driven. State full details first. S. YACADICH, Mullen, Neb.

WANT TO BUY—USED CHICAGO ROLLER Skates; must be in good condition. TIDRICK, 315 Center, Des Moines, Ia.

WANTED—10,000 PAIRS USED RINK SKATES; Chicago or Richardson. Pay cash. WEIL'S CURIOSITY SHOP, 20 S. 2d Street, Philadelphia, Pa.

WANTED—NEW OR USED CARPETS for Miniature Golf Course. State dimensions and price. F. HARDING, 41 Highland Ave., Keansburg, N. J. Phone, Keansburg 25.

WANTED—CANDY FLOSS MACHINE OR other good money maker. Full particulars, price first letter. BOX C-35, Billboard, Cincinnati, O.

SEVEN-PIECE Swing Band at liberty after September sixth. Band union, bare wardrobe, sound system, up-to-date library and good all-round band for night club or ballroom. Will accept if necessary. Only reliable club managers or bookers answer. Can furnish good reference. HARRY COLLINS, Glenwood Springs, Colo. au22

STRING TRIO—Violin, Piano, Cello, wants location hotel; dinner music. Can augment for dance if necessary. Go anywhere. BOX C-95, Billboard Office, Cincinnati, O. au22

AT LIBERTY MAGICIANS

HIGH-CLASS MAGICIAN—ONE AND ONE-half hour program. Suitable for schools, clubs, fraternity organizations, etc. Not the largest magic show, but one that always pleases. Will consider any reasonable proposition. If you haven't anything reliable to offer please save your stamps. Write KEYSTONE THE MAGICIAN, Springfield, O.

AT LIBERTY—Merleane the Magician, after September 1. Night spots only. He entertains you and your table, also does 15-minute floor show, featuring his Dancing Doll. Address Billboard, Cincinnati.

FEATURE MENTAL ACT—Mindreading, Crystal. Will get box-office results for any show. Oriental presentation. Salary, percentage on private readings. PRINCE YORK, Lake Ariel, Pa.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—HOTEL CLERK OR MANAGER, anything considered. LEE A. JOHNSON, Route No. 2, York, S. C. au22

FIRST-CLASS SCENIC ARTIST AT LIBERTY, exterior and interior. Wire B. G. DORSEY, 200 Commercial Exchange Bldg., Atlanta, Ga.

AT LIBERTY MUSICIANS

MODERN TROMBONE, VIOLIN, union, arrange. Experienced concert, modern, take off. Young, range. Salary only. MUSICIAN, 310 N. Church, Watertown, Wis.

At Liberty Advertisements

3c WORD, CASH (First Line Large Black Type), 1c WORD, CASH (Small Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

3c WORD, CASH (First Line and Name Black Type) (No Ad Less Than 25c). at One Rate Only.

AT LIBERTY SEPTEMBER 1st—FINE SEMI name band. Fast, swing and sweet. Fully equipped, including P. A. System. Desire location for winter. Reliable managers and bookers write. BOX C-97, Billboard, Cincinnati.

CAROLINA CLUB ORCHESTRA—NINE-PIECE swing outfit, union, strictly modern, sober and reliable, neat appearance. Prefer Southern location. Available September 10th. Write to EKY FITCH, Joyland Gardens, Colonial Beach, Va.

FAST BARN DANCE UNIT—DOUBLE DANCE, theatre, outdoor, radio. Sixteen people, well known in Midwest, carry 7-piece band, have sound system. Fagel bus for transportation, mats, cuts, paper and publicity. Interested in location or tour anywhere. Write or wire BARN DANCE, 3407 S. 16th St., Milwaukee, Wis.

SIX-PIECE BAND AUGUST 15th—WANT steady, reliable work as dance band or show unit. Union. Panics lay off. Write or wire P. O. BOX 231, Newtown, O.

7-PIECE UNION ORCHESTRA, 9 MONTHS ON present location. Produce our own floor show in band or cut shows. 3 Saxs, 1 Trumpet, Bass Fiddle, Drums, Vibas, Piano, double 3 Violins, Clee Club, featured vocalist. Guarantee to create sensation in your community or no notice. Only South and West considered. ORCHESTRA LEADER, 210 Amity St., Muskegon, Mich.

8-PIECE CIRCUS, CARNIVAL OR CONCERT Band, September 1. All trouper. BOX C-95, The Billboard, Cincinnati, O. au29

AT LIBERTY after Labor Day, September 8th—Ten-Piece Organized Orchestra featuring Vocalist of exceptional ability. Complete library of dance and concert music. Union, A-1 amplifier, complete wardrobe, reliable and sober. Completing summer engagement at exclusive Old Silver Beach Club of Cape Cod. Interested in a reliable location. Managers write. Can go anywhere at once reasonable. LOREN TOWNE, 720 N. 1st St., Aberdeen, S. D.

AT LIBERTY—Smooth 6-piece band ages 18 to 22, organized 3 years. Director-Vocalist, Singers, Doubles, Novelties, Public Address System. New 5-ton storage-bus. Union. Location preferred; road work ok; however, bookers, hotel and night club managers write. Write FRANKIE RAY, 1008 Scott Blvd., or Radio Station WCKY, Cincinnati, Ky.

FOUR-PIECE SWING BAND—Sax, Trumpet, Drums, Piano, Violin doubles Singers, Vibraphone, all essentials. ORCHESTRA, 118 Sixth St., Fond du Lac, Wis.

FRANKIE RAY and His Orchestra, September 1. Nine men, union; can augment. Have own stands and transportation. Consisting a 20-week engagement in one of Northern Kentucky's nice spots. Floor shows our specialties, novelties and feature numbers. Can go anywhere. Write FRANKIE RAY, 1008 Scott Blvd., or Radio Station WCKY, Cincinnati, Ky.

GEORGE NODZO and His New Yorkers—A seven-piece orchestra at liberty in September. Band swings, plays floor show, young, neat and uniformed. Can go anywhere. Write GEORGE NODZO, 1008 Scott Blvd., or Radio Station WCKY, Cincinnati, Ky.

PIKE BURRITT & His 11-Piece New York Orchestra, now at Trimble Springs Hotel, Durango, Colo. Booking fall and winter acts. Bookers South and West write for photos, etc. Hotel managers write. au22

AT LIBERTY—ARRANGER, 22 YEARS' EXPERIENCE, band, orchestra and piano copies. **RICHARD MANNING**, 1540 Milwaukee Ave., Chicago. **se19**

DRUMMER, AGE 22, SWING, NEAT APPEARANCE, single, union, name band experience. **BUDDY STEVENS**, Box 511, Durango, Colo. **se19**

FIRST TRUMPET—DANCE, NIGHT CLUB. Good tone, sight read, young. Can join on good terms. **BEN SLICER**, Russells Point, O. **se19**

FRENCH HORN AT LIBERTY AUGUST 30th—Many years experience in good bands. Go anywhere if you have good job. State fair leadership; tell all. **MARK C. LEACH**, Rushville, Ill. **se19**

LEAD TRUMPET, AGE 26, SINGLE, TONE RANGE. Read, fine join immediately. **JULIAN BABB**, 332 E. Fifth St., Cincinnati, O. **se19**

LEADER FOR BOYS BAND—YOUNG, SOBER, neat, experienced, go anywhere. Library essential. Municipal bands write. **DAN McCARTHY**, Wellboro, Pa. **se19**

MARIE'S MARVEL DOGS—TIGHT WIRE PERFORMERS. Marie's Animal Circus, Dogs, Coats, Monkeys and Bear, Swiggle and Swiggle, Comedy Balancing and Juggling; three standard acts. Now booking dates after Labor Day. Write for literature and price. **Edwardsburg, Mich.** **se19**

TROMBONE—MODERN, SWING AND SWEET, all essentials. Name band recordings, commercial radio. Tone and in tune. Symphony experience. **J. E. FRESHOUR**, General Delivery, Phoebus, Va. **se19**

TRUMPET WANTS RELIABLE JOB WITH JAM BAND having steady work somewhere on East Coast. Take off, jam anything, read. Double sax. You furnish sax. 25 appearances; no tax jobs. Like night club work. Present job closes September 12. Write full details. **DICK DEE**, care Don Dickerman's Pirates Den, Shore Island, Port Chester, N. Y. **se19**

YOUNG DRUMMER, NEAT, SOBER, RELIABLE, modern, prefer West. Twelve years' experience. Vaudeville or anything. Write **HOOPIE MOORE**, Mammoth Lodge, Yellowstone Park, Wyo. **se19**

A-1 DRUMMER OR LEADER—FIFTEEN YEARS South, Low, pit-tage bands. Absolutely high-class music, musical shows, units. Age 38, sober, congenial, strictly business, best references. Prefer theatre pit or travel if dependable season's management. Must have allow time. **MURCIAN**, 516 Heasent, Dixon, Ill. **se19**

ALTO SAX DOUBLING Clarinet, Violin, modern, young, arrange, sing. Join immediately. Write **HARVEY THORNTON**, 484 Thomas St., Fond du Lac, Wis. **se19**

AT LIBERTY—Trombone, experienced in circus, concert and band playing. Salary only. State specialty act, suitable for venue, etc. A real trouper that's been around. Travel or locate. **BOX 522**, Hallok, Minn. **se19**

AT LIBERTY—Tenor Sax and Drummer doubling Vibes for touring band. Salary only. State all in Best. **MUSICIAN**, 87 Harris St., N. W. Apt. 16, Atlanta, Ga. **se19**

DRUMMER—Modern swing style. Have elaborate electric Vibraphones and can play them with good taste. Call on. Have can join immediately. Write **"RED" HOLMES**, 105 E. Second St., Fond du Lac, Wis. **se19**

EXPERIENCED MUSICIAN—Bartitone, Trombone, Bass player. I am a showman by trade. 20 years desire permanent employment. **LOUIS COUGHEM**, 1816A Marcus Ave., Louis, Mo. **se19**

MODERN SWING TROMBONE—Doubles first and second. Good man phrasing. Double Trumpet and Sing. Salary only. Location preferred. **HARRY HITE**, 876 Grant St., Fond du Lac, Wis. **se19**

STRING BASE, Tuba—Young, fast and modern. Five years commercial radio, hotel and club. Don't misrepresent. State facts in first letter. **MURCIAN**, 1113 E. Third St., Salem, O. **se19**

TEACHER—Tenor Banjo, Guitar, Violin, Age 29, married, references, college education. Ex-School teacher, experienced teaching music, both class and individual instruction. Professional experience; just closed with name band. Also four years with modern dance band. Bandist principally play "Solo" without Backs. Must be able to teach. New York preferred. **H. B. SIMONDS**, Box 95, Wolfe City, Tex. **se19**

TENOR MAN—Doubles Trumpet and Clarinet. Have complete library of own arrangements. Fine first, second or third sax. Able, read anything. Join immediately if near. **GEORGE WINSLOW**, J.B. 11 Ellis Ave., Jamestown, N. Y. **se19**

AT LIBERTY
PARKS AND FAIRS

AERONAUTS, BALLOON
Ascensions and Parachute Drops. Lady or Gent. Trapeze Performance in Mid-Air. Established 1911. Write or wire. **JOHNSON BALLOON CO.**, Clayton, N. J. **se19**

AT LIBERTY FOR FAIRS,
parks and circuses. Seven Trick and Educated Mules. Also fine Six-Mule Liberty Act. For particulars, **DEWEY SCOTT**, Three Rivers, Mich. **se19**

BALLOONIST—PROF.
CHAS. SWARTZ. Committees write. Permanent address, Humboldt, Tenn. **se19**

BALLOON ASCENSIONS
furnished for parks, fairs, celebrations, anywhere. Illuminated night ascensions, freestyle performance. **CONTINENTAL BALLOON CO.**, care The Billboard, Cincinnati, O. **se19**

BALLOONISTS AND PARACHUTE jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. Cash bond if desired. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill. **se19**

AT LIBERTY FOR REST OF SEASON—MILLER'S Trained Dogs, Ponies and Monkey. Five acts. Have transportation. Give time for mail to be forwarded. **Billboard, Cincinnati.** **se19**

ATTENTION! THE GREAT MARLOW, FROG Contortionist, open for Fairs and Celebrations. 911 Payne Ct., N. E., Canton, O. **se19**

BALLOON ASCENSIONS—NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. **se19**

BINK, KING OF THE SLACK WIRE—THREE acts: Wire, Trapeze and Comedy Juggling; all real acts. Write or wire **GEORGE BINK**, R. 1, Box 112, Cudahy, Wis. **se19**

BURNS ATTRACTIONS—3 HIGH-CLASS ANIMAL Acts, comprising Ponies, Dogs, Bucking Mule, Monkeys and also the Original Farmer Burns Troupe of Trained Razor Back Pigs. This is an exceptional combination of acts with several features, all wardrobe and rigging the very best, prices very reasonable and satisfaction assured. Write or wire **F. W. BURNS**, 1645 N. Center, Terre Haute, Ind. **se19**

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address **P. O. BOX 21**, Williamston, Mich. **se19**

GREAT CRANTAY AND COMPANY—JUGGLING, Spinning and Object Balancing. Also elaborate outdoor Magic Act. Now booking fairs, picnics and celebrations in Northern Indiana, Southern Michigan and Western Ohio. Day time performances only. For open time write, wire or phone **GRANTAY**, 503 W. Cherry St., Bluffton, Ind. **se19**

TEN FOX TERRIERS, 5 SOMERSAULT DOGS, featuring Double Somersault Dogs, Handstand, Table Fall. Write **EARL WRIGHT**, Billboard, Chicago, Ill. **se19**

THE FIVE CARDOVAS ARE TOPS—SENSATIONAL Teeterboard artists and Barrel Jumpers. Whirlwind Ground Tumblers. 2 acts. We have a few dates open. Write for prices and literature. **THE FIVE CARDOVAS**, Montezuma, Ind. **se19**

4 HIGH-CLASS ANIMAL ACT—DOGS, PONY, MULE. Fairs, parks, celebrations, circus. **HAPPY DAY SHOW**, Blanchard, Mich. **se19**

A THREE-ACT COMBINATION, consisting of a High Trapeze and Swinging Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, with no net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act, doing Juggling, Baton Spinning, Plate Spinning, Juggling, Juggling and Disobedience on the Wire; the other a Hand Balancing Act, doing Handstands on Tables, Chairs, Blocks, Roller Skates, and many other feats of strength, beautiful wardrobe and fine equipment. Also in-kind bond to guarantee our appearance. Address **BOX C-81**, Billboard, Cincinnati, O. **se19**

AT LIBERTY—High Five Dive. This act has the drawing power and speed right. Address **CAPT. F. B. McDONALD**, 268 Highland Ave., Warren, Ohio. **se19**

AT LIBERTY—Bike's Comedy Pies and Dogs for parks, fairs, celebrations. This is a real novelty act. **1200 Linwood Ave.**, Jackson, Mich. **se19**

AT LIBERTY for Parks, Fairs and Celebrations—Comedy Slack Wire Climbing. Includes indoors or out. **CECIL WOODS**, P. O. Box 513, Poplar Bluff, Mo. **se19**

ATTENTION! Higgins Circus Revue. Five high-class acts. Contortion, Acrobatics, Balancing, Aerobics and other acts. Three complete, one baby concert and America's youngest boy contortionist, eight years old. Write for price and pictorial literature. **Webster, Mich.** **se19**

BESSIE HOLLIS & CO.—Three acts, Flying Star, High Dive, Comedy Acrobatics, Swinging Ladder, Wardrobe and rigging the best. Fairs, parks and celebrations. Write for price and literature. **3489 Collingswood Ave.**, Toledo, Ohio. **se19**

CHARLES LA CROIX—Original, outstanding high-class Novelty Trapeze Artist for your Platform Free Attraction. Available for Homemonies, Celebrations, Fairs, etc. Special Electrical Display. Large special poster, free for advertising. Price for act reasonable. Full particulars address **CHARLES LA CROIX**, 1804 S. Anthony Blvd., Port Wayne, Ind. **se19**

COMEDY ACTS—Clowning, Clown Motorcycle Cup, Road Comedy, Fastly Comedy, Juggling Act, Work stand, platform, track. Played the best. **ART ATTILA**, Billboard, Chicago. **se19**

DOG, PONY, MONKEY, BIRD CIRCUS—Completes unit. Gives performance an hour or longer. All clean, safe and good features. Presented by well-known **Fred Flanagan** and his troupe. A real attraction for summer resorts or indoor circus. **GEORGE ROBERTS**, Mr. Panahaska's Studio, 515 W. Erie Ave., Philadelphia, Pa. **se19**

DUAL'S ATTRACTIONS for parks, fairs and celebrations. Three Acts: Double Trapeze, Iron Jaw and Swinging Ladder. Rigging and wardrobe first class. Write, wire for price and literature. **ESTELLE DRYA**, R. 1, No. 3, Westfield, Mass. **se19**

LISTEN, FOLKS—Our All-Star Acts are booked solid from July Second to October Eleventh, with one double and two triple weeks, booked independent, there is a reason. You late events, let's get going. **THE HARRISONS**, Billboard, Cincinnati, O. **se19**

PANAHASKA'S DOG, PONY, MONKEY, BIRD CIRCUS. Can work anywhere. Four beautiful performing animals and birds. **GEORGE ROBERTS**, Mr. 515 W. Erie, Philadelphia, Pa. Telephone **610-6900** **se19**

THE CHRYSTYS—Wire Artists, tight and slack. Lady Rolling Globe. Best act as good as the best. Write for prices and literature. **Keeokay, Ia.** **se19**

VAUTELLE CIRCUS—Dogs, Cats, Monkeys. Act Very Acrobatic Clown. Real acts; reasonable price for Southern fairs and theatres. Sound system for street bulls. **Peoria, Ill.** **se19**

AT LIBERTY
PIANO PLAYERS

CAPABLE RHYTHM PIANIST—EXPERIENCED fourteen months with last band. **PIANIST**, Kilgore, Tex. **se19**

AT LIBERTY—Pianist, double Challenge, six or seven. Experience in med show, putting up and taking down. Mail list, write again. **HARRY McKENNEY**, General Delivery, Batavia, N. Y. **se19**

MALE PIANIST, feature Singer, congenial, tight repertoire, plenty experience. State salary, part timers, quieting down, days' justice at present night club. **PIANIST**, 22 West Kinsey, Newark, N. J. **se19**

PIANIST—Presentation, units, dance band. Formerly with Harry Clark, Burns Troupe, Billy Bennington and James Naughton. Young, sober, reliable, experienced. Legitimate offers will be appreciated. Write or wire **PAUL BERLIN**, 4258 Archer Ave., Chicago, Ill. **se19**

RHYTHM PIANIST, plenty take off, good accompaniment, plenty experience. **Clondike, Ill.** **se19**
immediately. Please be explicit. **PIANIST**, 803 Fifth Ave., Rome, Ga. **se19**

AT LIBERTY
VAUDEVILLE ARTISTS

ORIENTAL DANCER—beautiful form. **VERNA RAMER**, Route 4, Frankfort, Ind. **se19**

AT LIBERTY—WALTER, MOLLY AND PAT King, 3 versatile people. Comedians, Singers, Dancers, Magic, Contortion, Escapes, Cowboy, Hillbilly Songs. Change for 2 weeks. Give one hour show. Play own music. Have Pad Dog for acts. Black Face or Toby in acts. Best wardrobe, sober, reliable, have car. **WALTER KING**, care Show, Capron, Va. **se19**

ATTENTION! REVUE AND TAB MANAGERS, etc. Excellent act of Stage Magic and Illusions, also a unique Mental presentation. Will work reasonable. Have Buick Master sedan. No advance needed to join. **BOX C-96**, Billboard, Cincinnati, O. **se19**

YOUNG MAN WOULD LIKE TO JOIN AMBITIOUS organized band. Front, Sing, Blackface, M. C. I know the business. **CLARK**, Apt. 205, 5378 Wilshire Blvd., Los Angeles, Calif. **se19**

AT LIBERTY—GEO. (MUSICAL) SIMS. Change 3 weeks, medicine business, black and eccentric. **Lehigh Gap, Pa.** **se19**

JACQUES AND LA VERNE—Clever, young, versatile, trained brother and sister team. Singing, Playing and Dancing Act. Flaming Guitar, Piano, Accordion and Piano, featuring fast and fresh Tap Routines, also Spanish Tumbly Dances. This act is available now. **J. M. BARRETT**, 5926 North Parkway, Chicago, Ill. Phone, Englewood 7481. **se19**

GREAT LAKES—(Continued from page 43)

the same organ that Lew introduced at the Radio Show at Grand Central Palace, the idea being to synchronize color with music. Until recently the organ was of little value to radio due to certain electrical noises but this has now been overcome and Mr. White is doing several broadcasts weekly thru the three local radio stations. Originally booked here for four weeks, White has been held over indefinitely at the Horticultural Building spot.

With attendance figures climbing steadily concessionaires and showmen are reporting gains in revenues throughout the grounds. In the former listing the novelty booths are officially reported as leading. The "guess-weight" boys are giving the novelty boys a good run and may overtake them in the next 30 days or so. Pete McAuley has several scales spotted at new locations and the move has been a logical one in each case.

Midway Winners
Business reports down on the Midway give the following shows, in the order listed, as leading the money-winner parade to date: John Hix's Strange as It Seems, Stanley Graham's Midget Circus, Messmore & Damon's World a Million Years Ago, Cliff Wilson's Monster Show, John Branson's Motordrome, Walter Chilo and Jack Greenbaum's Creations (this one got a late start and has been reorganized since and may now be reported as picking up speedily), Warren B. Irons and George Young's 13 Spook Street, Captain Christensen's giant submarine, Mrs. John Castle's Rumba Show; Gulliverland, the Kempf Bros.' show; John Branson's Deep Sea Divers, Monkeyland, Bouquet of Life and World War Exhibit are climbing daily.

Streets of the World, under management of John Gourley, has jumped high in the last two weeks and at this writing is mounting to a point between 55 and 60 per cent of total attendance. Nationality Days, the International Circle Variety Revue presented several times daily and numerous variety and floor shows presented at the many gay moist spots have boosted big nicely for this area. Featured free acts are the Four Lorenzos, high ladder act, appearing twice daily; Belgian Wooden Shoe Dancers, five performances daily; Three Continentals, musical trio, and Prof. Bill "Schultz" Friedell, the roaming comedian and master magician. Johnnie Gower and his Clown Band are featured strolling musicians at the Streets of the World, also playing bally out front and at the Four Lorenzos free-act spot on the midway. Personnel of the band: Johnnie Gower, director; Charles Hruby, Ken Watson, Ray Vacha, Charles Kuncle, Ernie Emma, Joseph Horacek, James Hamley, Frank Seidel and Ken Dombey.

At the Gay Moist Spots
The French Casino head man is vociferous and seeking talent for the gay spot. Mr. Special is visiting Atlantic City with the missus and contemplates picking up some new talent at Newark. The stage at the French Casino has been elevated 26 inches and redecorated, making it one of the finest moist spot stages in America. New numbers recently added are a singing turn by GI GI Mack, a new

chorus routine and a "Gay Nineties" number by the Bernard Bros. and Duval Sisters. To date 79,000 people have paid to see this glittering space presentation at the Streets of the World. Bob Leverne, the swan dancer, who gave over the swan for a veil, may soon appear in Shakespeare if present deal goes thru. Gardner Wilson, who is handling publicity for the spot, has been turning out a daily exposition column for one the local sheets.

Other gay moist spots enjoying good biz and presenting variety or floor show programs are Alt Heidelberg Cafe, under management of Art "Singing" Baker; Temmesfeld; Slova's Tavern, the Sammie-Shepherd-Allen "bright" spot, featuring Lydia Smith and her Palm Beach Girls; Nellie Jay and Kay Karol, strolling musicians; Ulrich the magician, and Ray Walzer, emcee; Pat O'Gynn's remodeled Irish Village featuring Marty O'Brien, "the boy with a million tunes"; Steve Wininger, the Irish Tenor; Joan Freeman, the Hotcha Dancing Girl; Phil and his Pais ork. The sidewalk of the Institution has been roofed and "sun-shy" customers have increased biz quite a bit. Mr. O'Gynn contemplates adding new talent to the program weekly but will retain the variety angle rather than the floor show revue.

Jimmy Walsh, International Circus emcee and radio announcer, info that he is building a new act consisting of Professor Schultz, Don Baker, Olga the dog and Jimmy "himself." This one should prove a winner for the circus since all of the boys and the dog are popular with the crowds.

Bob Rogers and Frankie Gee opened their new girl show at the Chinese Temple and report that the new setup is working nicely. Other girl shows doing good biz in this sector are the Key-Hole Amourts, Nudist Colony and Olympia. The Syrian Temple of Dance is being reorganized and a report of this one will appear in a later issue.

Vishma Ranada, the Hindu palmit and crystal reader, is going strong, and the little Hindu Hut is more than doing fine with "Curry" dinners. Concessionaires and showfolk alike are taking to the famous Indian dish and the spot is now known as the Streets of the World rendezvous.

Charley Pool, owner of the Winery Celler, has been forced to close the spot on Sundays, due to the liquor board ruling forbidding the sale of more than 3.2 on the Sabbath. However, this spot is doing an exceptionally heavy biz thru-out the week and Sir Charles is a firm believer in law enforcement.

Old Globe Biz Up
Returning to the midway area, the Old Globe Theater presenting five shows daily is building fine and cooler weather is aiding considerably. Several members of the unit have been doing nice bally work in towns within 100 miles of Cleveland. The Scotch Bagpipers Band, recently added, is attracting much attention. Roy Harvey, general manager, has secured plenty of news copy in the local dailies, and the bally on the green outside is showing good results.

The Iroquois Indian Village moved up a notch since the revamping took place and now this spot is going along in good shape. Chief A. H. Poody, head man of the Indian group, info that this show is different from other Indian Village shows in that it is based entirely upon an educational theory. Bow and arrow shooting, war dances, songs and dances of the old style are presented by the group, which includes the following Seneca Indians from the Tonawanda Reservation in New York State: Chief A. H. Poody, Chief Jessie Cornplanter, Chief George Blue Skye, Chief Howard Pierce, Chief Freeman Johnson, Chief Ben Ground, Chief Charlie Penn, Mrs. Elsie Poody, Mrs. Maggie Poody, Mrs. Elsie Cornplanter, Shirley Poody, Chief Running Elk and family, Princess Beppie, Little Princess Brighteyes, Little Moot and mascot, Seal Skin. The last-named family is stopping the show at every performance, and it would be hard to find children more talented than these Indian youngsters. Friends and showfolk are stopping in from all over the country. Our old friend "Doc" Opler officiates at the front door.

Friday, the 14th, was Franklin Delano Roosevelt Day at the exposition. A story covering the visit of the President will appear in the next issue.

The local representative of *The Billboard* was recently informed by a visitor to the John Hix Strange as It Seems show that a copy of a recent issue of *The Billboard* was at every one of the numerous stages thru-out the building. Even the pygmies had a copy in their hands while doing a bally. With every apology to Bob Ripley, we candidly state that this is truly a Believe It or Not and Strange as It Seems combined.



Artists—Mostly Ladies

WHEN you think of sitting iron-jaw performers you immediately conjure up a picture of Tiny Kline doing her unrivaled dynamics on a thin cable descending from up-high down to Mother Earth. Tiny is the jitterless person who once offered to do her celebrated slide from the Empire State Building but, unfortunately or otherwise, city officials were very firm about it—Kline from the Klinesque point of view.

Mrs. Kline's aerial pyrotechnics reached their flower when she was contracted to appear in *Jumbo* at the New York Hippodrome. She followed the troupe into Fort Worth, where Billy Rose is in the process of showing the attraction off to Frontier Centennial customers. Everything went along very fine indeed until Tiny took a 20-foot fall which landed her in the hospital, but not for long. She was back in the lineup almost before the patrons could get home to dinner. Not quite as quickly as that, but plenty quick for a gal pulled down by old man gravity for a score of feet. Title: *Nerveless Nymph*.

GEORGE CORTELO, now on a tour of fairs with himself and the bread and butter, otherwise known as Cortello's Hollywood Canine Mimics, is quite excited. It seems (all expert yarns should always begin with "it seems") that good fortune visited him recently when the Countess Di Frasso presented him with a pedigree black French poodle valued at a grand and a half. Before sailing for Europe on the S. S. Rex the S. S. (selfsame) Countess gifted Mrs. Cortello with two gorgeous French gowns to be worn in the act when the Parisian poodle makes its debut. Cortello promises that he will not wear the gown himself.

New for something about the poodle itself. The fascinating creature was christened Becherchez and otherwise suitably honored at a dedicatory ceremony staged by Cortello which was significant for the free flow of champagne. Cortello must have selected Champagne because of the dog's ancestry. The ancestry cost him a pretty penny. He admits he couldn't get a jigger of gin for his own pedigree. Nevertheless the notwithstanding (two favorite words in use by expert tale-spinners) the soiree was attended by Margie and Francis Hughes, Ted and Ethel Walker, Goodrich and Schaffer; Max Arnold and Alma, his partner; Mrs. Dennison, mother of Lucetta Dennison and mother-in-law of Maurice Golden, and the sister team of Connie and Loma Ruth. After Cortello concludes his route of fairs he'll hop back to New York to make two film shorts. Then he's scheduled to go to London. Title: *Cortello's Champagne Canine*.

DOLLY KRAMER, member of Stanley Graham's Midget Circus at the Great Lakes expo in Cleveland, has been selected as one of a list of people who will appear twice weekly over an NBC tele in the lake town. According to her spokesman, Wallie Sackett, little Dolly was born in Brooklyn, organized the first midget jazz band with her normal-sized husband, toured the country with Fanchon & Marco musical units, appeared in pictures as a contralto singer and in Cleveland with Mae West's sister, Beverly, in an all-girl revue. Title: *Kilocyte Kid*.

ORA ERNST, aerialist, wants to say nice things about the celebration she played a week ago with her children, Minerva and "Jay Gee." She will say the nice things herself.

"This lovely celebration we are playing is sponsored by the volunteer firemen of Ghent, N. Y. The firemen have 10 booths and the men who run the booths are all dressed in white suits. The band of 15 is dressed in identical suits, making the entire appearance wholesome-looking and clean. The acts go on at 10:30. Minerva opens with swinging ladder and she, Jay Gee and myself go into our act later on. We are really amazed at the crowds. They come from all the towns near here and

it is a pleasure to work for them, with everyone trying his or her best to make our stay pleasant. One lady brought us a home-made chocolate cake and it was delicious. The man who takes care of the artists, a Mr. Gould, just turned the town hall over to us. We feel so at home that we hate to leave the place. The newspapers, too, have been splendid. I wanted to write about these people of Ghent making us so happy." Title: *Sweets to the Sweet*.

GEORGE BRINTON BEAL, writing in *The Boston Sunday Post*, devoted a full page to Benson's Wild Animal Farm, Nashua, N. H., including some swell action photos of Beas Castello instructing lasses in the art of bareback riding. "With Beas Castello in charge, these youthful aspirants for equestrienne honors in bareback riding are sure of one thing at least. They will learn about the circus from an expert. For few women today have the amount of circus background from which to teach circus lore than this same blithe, fast-moving, blond-haired Beas Castello." Most of the yarn is concerned with Beas's career. In short, that Castello person may be a little off the beaten path in terms of circusdom, but she is still crashing the newspapers like she did in the old days. The Bensonian Big-Big still continues as perhaps the best exploited animal show in the country. On one recent Sunday John Benson played host to 35,000 people. When I saw him a couple of weeks ago he told me that 5,000 people were turned away one day. Oh, yes, I forgot to mention that the Downie Circus played Nashua recently and who should go into the Hanneford act for the day but Beas Castello, the rider turned teacher. Title: *Colossal, Captivating and Castello*.

Wallace Bros. of Canada

Kirkland Lake, Ont. Week ended July 11. Auspices, Catholic Church. Location, High School grounds. Weather, perfect. Business, excellent.

Workmen must be congratulated, for after setting up on the hospital lot Monday they were forced to move the same evening, giving them little or no rest. Operated again Tuesday afternoon on High School grounds. Rides and shows enjoyed good business while concessions reported favorable returns. The Ten-in-One seemed to be the main attraction, with Wallace Goulet front and Frank Smith tickets. Fred Baldwin gave lectures on the inside and was complimented by the management for his clever work on 12 new banners. "Follies of 1936" enjoyed a splendid week. Caterpillar took top money among the rides. Mrs. Stone's arcade also did well. J. P. Sullivan, owner, returned here after a successful two weeks' business engagement in Buffalo. Mollie Lovelo, aided by Harry Prout, did excellent work during Mr. Sullivan's absence. Show received full co-operation of the committee. Mrs. J. P. Sullivan played host to a group of friends. Joseph Dion added three monkeys to his collection of animals. Mrs. Dion is selling tickets for the act. Press correspondents included Norman Tucker, reporter for *The Kirkland Lake Examiner*, and William Hayes, also of *The Examiner*. Other visitors included James Adams, concession manager of the Swastika Park, and Lesley Howard, publicity director. Title: *WALTER McCLOSKEY*.

Johnny J. Jones Expo.

Muncie, Ind. Week ended August 8. Muncie Fair. Weather, some rain. Business, satisfactory.

Shows at the 83d annual Muncie Fair, under the direction of Frank J. Claypool, who has been in command for the last 43 years. Business started off slow, but developed into a satisfactory volume. Children's Day, Tuesday, was partly marred due to rain that fell in the late afternoon but stopped in time to save the night play. Grand-stand attractions consisted of St. Julian Troupe, horse racing and WLS Barn Dance. William Knoll returned to the show after a successful operation for removal of a piece of neon tubing swallowed while playing Anderson, Ind., several weeks ago. Carl Lauther also announced the joining of Hi-Lo Edwards, frog boy, and Paul Sprague, as talker, to his staff of the World Fair Oddities. Mr. and Mrs. Walter A. White left for Quincy, Ill., on a brief vacation. Jack (Curly) Lovine busy all week teaching Curly Jr. how to handle his trap drum. Fred Maurice has his pet, the Merry-Go-Round, back

in tip-top shape after the wreck at Owensboro, Ky. Evelyn Frechette entered the city hospital for a minor operation that will only keep her away from Bob Dent's Crime Show a few days. Evald Erickson, pitch-till-you-win store operator and Florida real estate broker, is busy planning a big season at Chadwick Beach, Fla., for the winter months, having ordered several new cabins and other improvements made. Visitors for the week were numerous, among them Charlie and Mrs. Blue (with their daughter-in-law, Mrs. Albert Hayes) and Walter Evans, of *The Billboard*. Title: *WALTER DAVIS*.

Golden State Shows

Yuba City, Calif. Week ended August 8. Auspices, Scots Pyramid 23. Location, Bridge street and Cooper avenue. Weather, very hot. Business, good.

Trucks made good time from Grass Valley and show got away to a good start on Tuesday night despite a controversy between local auspices and mayor, who was very much opposed to show, although the city council granted the permit. Public sentiment prevailed, however, and show played all week without any interference. Incidentally, the mayor controls all picture houses, which accounted for the opposition. Shows, rides and concessions did nice business. Saturday night midway was jammed until midnight. Jimmie Fox's Athletic Arena and the Eldorado were top-money shows. J. Smith joined here with shooting gallery and a nicely framed hoop-la. Phil Williams, general agent, visited here to consult with the management on route of show. Visitors here included Mr. and Mrs. Ben Dobbert, of Downie Bros.' Tent and Awning Company, and Joe Soder. Mr. and Mrs. J. Kline spent a few days as guests of Mr. and Mrs. Will Wright and Maxine De-Mouchelle. Bill Irwin, former employee of Crafts Shows and now connected with the local paper here, gave show some nice publicity. Title: *R. M. SMITH*.

Intermountain Shows

Logan, Utah. Week ended August 1. Location, Woodruff School grounds. Business, fair. Weather, cold and rainy.

Due to the death of G. Fred Wood, who was taken suddenly ill here, the show will play out contracts for fairs and celebrations in Utah, Nevada and Wyoming under the management of Frank Ward. Thus far the company has had two public weddings on the season. Show at present consists of 20 concessions, 4 shows and 5 rides. Title: *FRANK WARD*.

Hennies Bros.' Shows

Rochester, Minn. Week ended August 9. Auspices, Elks' drum corps. Location, new showgrounds, Second street. Weather, good. Business, excellent.

After a good increase in business over that of last year at Thief River Falls, Minn., the show moved into Rochester in good time Sunday. Opened to more than 2,700 main gate Monday night. Business and attendance increased each night due to good billing of some 22 surrounding towns, radio hookup and great support and publicity thru *The Rochester Post-Bulletin*. More than a half-page advertising tieup bought and paid for by Chevrolet, Goodrich tires and Shell gas, as has been the custom in the majority of still dates thus far this season. Great co-operation was received from the committee. Many members of the show visited Mayo clinic—including Mrs. Opal Phillon, Orville and Harry Hennies and Billy Shulman, who also stayed over the following week for an operation on his nose. Little Elmer Spangler, dare-devil midget motordrome rider, returned to the show but still has a cast on his broken leg, received in a fall at Langdon, N. D. Two marriages on the show Tuesday, August 4, when mother and daughter, Mrs. Bessie Mae Barber and Lillian Barber, married Elmer Earl Welter and John Nichols, respectively. Mr. and Mrs. Mike Mandell and son, Eddie, rejoined with their photo machine at Thief River Falls, Minn. O. F. French has taken charge of the illusion show for the office. He replaces C. B. Scott. Eddie Phillon and Tommy Martin had a wonderful week with their cookhouse at Rochester, as did Eddie Berg and the missus, who operate the show grab stand. Jim Dunlavey put a new top on his Snake Show. "Slim" Johnson, of the Midwest Novelty Company, Kansas City, Mo.; Lottie Torti, of the Wisconsin De Luxe of Milwaukee, and Elery Reyn-



LACK of interest and activity on the part of committees many times is the cause of engagements of carnival organizations either proving failures or not being as big a success as they should have been.

Sponsoring groups should not lose sight of the fact that lukewarmness on their part is quickly discerned by the home-town people, whose interest likewise becomes lukewarm. Citizens must be put in the mood to look forward to a "joyful week of festivity." This activity should be evident both in advance of the show dates and during the showings. The greater the interest, the greater the crowds and the revenue will be.

One committee recently promised a carnival company a street pageant, fireworks, marathon races and "every day a big special." It even had stationery, cards, heralds and other matter printed to show these things were going to be done, but there was nothing in the carnival contract about them and the result was that the street pageant, fireworks, races, etc., were called off about 24 hours before the event was to start. If the carnival had not taken the situation in hand and billed and advertised otherwise the engagement would have been a complete flop.

To contrast a live-wire committee with a non-active one: In another city not long ago the local lodge of a fraternal order engaged a carnival for its Funds-Raising Week. The lodge had a live-wire committee and it received marvelous co-operation from the officials and other members for weeks in advance and while the showings were in progress—many of the individuals in uniform. Thru their hustling they secured a location in a city that for many years had not been available for any kind of show purpose. The event was heavily advertised—by posters, newspaper announcements and stories and unceasing plugging of the lodge members. During the event the show officials were merely directors of the committee-men and their co-workers, who were present in large numbers and put forth every possible aid toward success. The result was one of the most successful affairs of its kind, both artistically and financially, ever held in the city.

In the same city a few months later another fraternal body staged what was intended to be a Funds-Raising Week, and another show, which was equal in offerings to the one referred to above, was engaged to furnish the amusements. A few of the lodge members took an active interest in advance of the show dates, but the support they received from their brother members was almost nil, which, naturally, caused the public to take but little interest. During the showing not more than six or eight of the lodge members were active on the grounds, but their activity was in such small degree that they were veritably "icebergs" amid the small assemblages of visitors each evening. Thru the lack of co-operation in advance of the dates and the absence of smiling faces of the lodge members during the showings, the public was not imbued with the spirit of home-town-organization atmosphere and festivity. Instead to the citizens it was merely "a show in town." Naturally it all resulted in a non-profit event.

Both of the lodges referred to were units of fraternal orders prominent thru-out the United States. The membership of one was composed of hustlers. The other consisted of mostly "drones."

Both have many warm friends with the Hennies aggregation. Joe Bely is getting along fine and says he is out of pain for the first time in many moons after his two weeks of treatment at the Mayo clinic. Little Paul Bejano has developed into a wonderful mechanical man, and is topping them in front of his adopted father's (Johnny Bejano) big Circus Side Show. Title: *JOE SCHOLIBO*.

ROUTES

(Continued from page 31)

Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
Kay, Benjie (Tony's) NYC, h.
Kay, Sybil (Nassau) Long Beach, L. I., h.
Keaton, Len (Edison) NYC, h.
Kemper, Charles (Steamship Empire State) Kempton, Lettie (Hollywood) NYC, re.
Kendall, Billie (Howdy Club) New York, re.
Kennedy, Alice (Embassy Club) San Francisco, re.
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., re.
Kennedy, Bob (Beau Rivage) Sheepshead Bay, N. Y., re.
Kennedy, Pat (Marbro) Chi. t.
Kenny, Phyllis (Feltman's) Coney Island, c.
Kent, Carl (Le Mirage) NYC, re.
Kessler, Erwin (Claremont Inn) NYC, re.
Kimiris (Jumbo Show) Ft. Worth, Tex. t.
King, Kenneth (Hollywood) Youngstown, O., re.
King, Mary Lou (Broadway Room) NYC, re.
King & Sinclair Twins (Pal.) Cleveland 17-20, t.
King's Dancers (Bismarck) Chi. re.
Kink, Gene (Bar) Wheeling, Ill., re.
Kitchen Pirates (Pal.) Cleveland 17-20, t.
Knight, Eleanor (Pavillon Royal) Valley Stream, L. I., re.
Kolb, Harold (Claremont Inn) NYC, re.
Kortez, Nadia (St. Regis) NYC, re.
Kramer, Dolly (Edgerton Circus) Great Lakes Expo., Cleveland.
Kramer, Ida (Swanee) NYC, re.
Kroll, Lotie (Bon Air) Wheeling, Ill., ec.
Lehato, Puddy (Barton's Paradise Club) Youngstown, O., re.
LaBere, Earl & Co. (Lyric) Indianapolis, t.
LaFuer, Arthur (Jumbo) Ft. Worth, Tex., t.
LaViva, Mille (Log Cabin Inn) Wallingford, Conn., re.
Lambert, Helen (Man About Town) NYC, re.
Lambert, Nellie (Man About Town Club) NYC, re.
Lamberton, Charles & Charlotte (Hollywood) NYC, re.
Laine & Glover (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., re.
Lamonte, Jean (Jungle Inn) Youngstown, O., re.
Landa, Jeanne (Riley's on the Lake) Saratoga Springs, N. Y., re.
Lane, Leola (Number One Bar) NYC, re.
Lane, Lillian (Dixie Club) New York, re.
Lane, Mildred (500 Club) Atlantic City, N. J., re.
Lane, Ted (Hickory House) New York, re.
Lang, Edith (Club) New York, re.
Langdon, Virginia (Town Casino) NYC, re.
LaRoche, Cecile (Port Arthur) Providence, R. I., re.
Larson, Al (Top Hat) Union City, N. J., c.
Lathrop Ross, Palmer House) Chi. re.
LaViole, Ed-Helen (Jumbo) Port Worth, Tex., t.
LaViole, Don (Crockston, Minn.; Minot, N. D.)
Lawler, Marvin (Faramount) NYC 17-20, t.
Lawler, Terry (Yacht Club) NYC, re.
Lawrence, Louie (Swanee) NYC, re.
Lazaro, Leo (Place Elegante) NYC, re.
Lazier, Freda (Club Diamond) Wheeling, W. Va., re.
Lay Dan (Earle) Phila 17-20, t.
Lee, Ah San (Orange Acres) Orange, Conn., re.
Lee, Annabelle (Pavillon Royal) Valley Stream, L. I., re.
Lee, Bob (Wife's) NYC, re.
Lee, Georgia (College Inn) Chi. re.
Lee, Happy (Steamship Emp. State) NYC, re.
Lee, Joe & Betty (Biltmore) Providence, R. I., h.
Lee, Virginia (Palmer House) Chi. re.
Leed, William (Dixie Club) New York, re.
Lehr, Raymond (Colosimo's) Chi. re.
Lehti, Raynor (Place Elegante) New York, re.
Leonard Jr., Eddie (Show Bar) Forest Hills, L. I., re.
Leslie Sisters (Capitol) Atlanta, Ga.; (Mogul) Augusta 24-26; (Royal) Columbus 27-29, t.
Lester, Jerry (Greenwich Village) San Francisco, re.
Little, Marjorie (Hi-Hat) Chi. re.
Leonardos, The (Chez Panchar) Massapequa, L. I., re.
LeRoy & Carrol (French Casino) Atlantic City, re.
LeRoy & Regina (Devil's Rendezvous) Chi. re.
Leslie Sisters (Publix) Atlanta, Ga., t.
Lester, Ann (Nassau) Long Beach, L. I., h.
Lester, the Great (Powers Club) Detroit, re.
Lewis, Berna (Embassy Club) San Francisco, re.
Lewis, Betty (Will Oakland's) East Paterson, N. J., re.
Lewis & Dody (Mandalay) NYC, s.
Lewis, Henry (Flor D'India) Modesto, Calif., re.
Lesar & Feodor (Chez Panchar) Massapequa, L. I., re.
Lebling, Ted (Bismarck) Chi. h.
Lilly, Joe & Harold Woodall (Number One Bar) NYC, re.
Liptova, Schura (St. Regis) NYC, h.
Little, Jimmy (Nassau) Long Beach, L. I., h.
Logan, Marjory (Stork Club) NYC, re.
Lopes & Anita (Briar) New York, N. Y., re.
Lord, Velma (Paradise) NYC, re.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, re.
Lorraine & Manners (Cocoanut Grove) Boston, re.
Louie, Herr & the Weasel (Old Heidelberg) Chi. re.
Love, Ruth (Colosimo's) Chi. re.
Lowell, Alice (Town Casino) NYC, re.
Lowery, Fred (Pavillon Royal) Valley Stream, N. Y., re.
Lucy, Alice (Palumbo's) Phila. ch.
Lymann, Tommy (Babette's) Atlantic City, c.
Lyte, Ross & Ray (500 Club) Atlantic City, N. J., re.
Mack, Billy (Benny the Bum's) Phila. re.
Mack, Dorothy (Show-Bar) Forest Hills, L. I., re.
Mack, Louise (Entertainers) Atlantic City, ch.
Mac, Edna (Paradise) NYC, re.
Mail, Paul (Nassau) Long Beach, L. I., h.
Mandel, Kitty (New Town Bar) New York, re.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manners, Grace (1523) Phila. re.

Manning & Class (Kaiserhof) Cologne, re.
Marey Bros. & Beatrice (Lyric) Indianapolis, t.
Marguerite & Arthur (Riverview Riding Club) Reading, Pa., re.
Marianne (St. Moritz) NYC, h.
Marino & Fiora (Plaza) NYC, h.
Marion, Big (State-Lake) Chi. t.
Markoff, Mischa (Russian Year) Milton-on-Hudson, N. Y.
Marley & Hiss (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., re.
Marlowe, Queen (Loew) Montreal 17-20, t.
Marlowe, Jerry, & Irma Lyon (Congress) Chi. h.
Marr, Patsy (Embassy Club) San Francisco, re.
Marr, Howard (Mayfair Club) West Orange, N. J., re.
Marshall, Three (Number One Bar) NYC, re.
Marisa, Joan (Club Diamond) Wheeling, W. Va., re.
Martin, Marion (Hollywood) NYC, re.
Martin, Muriel (Pavillon Royal) Valley Stream, L. I., re.
Mason, Jack (Town Casino Club) NYC, re.
Massey, Tommy, & Joane Miller (Beachcomber Bar) NYC, re.
Mathews, Babe (Ubangi Club) NYC, re.
Matthews, Lucille (Show Bar) Forest Hills, L. I., re.
Maurice & Cordoba (Arrowhead Inn) Saratoga Springs, N. Y., re.
Mawsetts, Irene (Broadway Room) NYC, re.
Maxellos, The (Century) Baltimore 17-20, t.
Maxine & Bobby (Colonial) Dayton, O., t.
Maya, Edna (Paradise) NYC, re.
Mays, Ted (Club Villanova) Saratoga Springs, N. Y., re.
McCabe, Sara Ann (St. Moritz) NYC, h.
McConnell & Moore (Pioneer Palace) Ft. Worth, Tex., re.
McCormick, Frank, & Ruth Kidd (Cocoanut Grove) Washington, D. C., re.
McCoey, Frances (18 Club) NYC, re.
McDonald, Grace & Ray (Oriental) Chi. t.
McGill, Billie (Wonder Bar) Owasso, Mich., re.
McKay, Doreen (Paradise) NYC, re.
McLennan, Rodney (Arrowhead Inn) Saratoga Springs, N. Y., re.
McKim, May (Le Mirage) NYC, re.
McLean, Ross (Penton Farms) Deal, N. J., re.
McNaughton, Virginia (Silver Lake Inn) Glenmont, N. J., re.
McNeill, Don (Oriental) Chi. t.
Medardo, Legano (El Toreador) NYC, re.
Medison & Michael (French Casino) Atlantic City, re.
McNair, Stanley (500 Club) Atlantic City, N. J., re.
Meile, Vi (Riley's on the Lake) Saratoga Springs, N. Y., re.
Mells, Kirk & Howard (Yacht Club) Chi. re.
Mendoza, Loin, Dancers (Streets of Paris) Luna Park, Coney Island, N. Y.
Mercer, Mary (Nassau) Long Beach, L. I., h.
Merry Macs (Pal.) Cleveland 17-20, t.
Meyer, Helen Virginia (Chicago) Chi. t.
Middle & Maurice (Park Central) NYC, h.
Miller & Lamasar (Longton) NYC, re.
Miller, Mae (Show Bar) Forest Hills, L. I., re.
Milly, Marty (Turk Club) Pittsburgh, re.
Mitchell, Charlie (Man About Town Club) NYC, re.
Mitchell, Vivano (Cocoanut Palms) East Detroit, re.
Mix, Muriel (Wanly Pair) Chi. re.
Modie & Lemaux (Sixty Club) Omaha, re.
Mollison, Dot (Benny the Bum's) Phila. re.
Mohanan, Dave (Loew) Montreal 17-20, t.
Monroe, Tommy (Entertainers) Atlantic City, re.
Monroe, Vaughn (Arcadia) Phila. re.
Monte & Carmo (Great Lakes Expo.) Cleveland, re.
Montgomery, Anne (Brit's) Newark, N. Y., re.
Morty, Paul (Man About Town Club) NYC, re.
Moreno, Conchita (Chesapeake House) NYC, re.
Morris Sisters (Oriental) Chi. t.
Morris, Dwight (Gabriel's) NYC, re.
Morris, Johnny (Pavillon Royal) Valley Stream, L. I., re.
Mossman, Gloria (Casino) New York Beach, re.
Mousette, Irene (18 Club) NYC, re.
Munoz & Baian (Club Gault) NYC, re.
Mura, Corinna (Savoy-Plaza) NYC, h.
Muriel, Mimal (Maurice) NYC, re.
Murray, Arthur, Dancers (Beachcomber Bar) NYC, re.
Myra (Trills Chicken Grill) New York, re.
Myras (Hollywood) NYC, re.
Myrtis, Two (Leon & Midge's) NYC, re.
Nanette (Hi-Hat) Chi. re.
Nash & Romaine (Chez Panchar) Massapequa, L. I., re.
Natalie & Darnell (Club Nomad) Atlantic City, re.
Nazarenka, Tasha (St. Regis) NYC, h.
Nazzario Jr. Nat (Lido) Montreal, re.
Nelson Sisters (New Yorker) NYC, h.
Nelson, Walter (Playland Park) Rye, N. Y.
New Yorkers, Three (Stork Club) NYC, re.
Newdahl, Clifford (St. Regis) NYC, re.
Newman, Harry (Gabriel's) NYC, re.
Nico, Florio & Lubow (Arrowhead Inn) Cincinnati, re.
Niles, Noma (Swanee) NYC, re.
Nogal & Irene (Steamship Bear Mountain) NYC, re.
Nolan, Mary (Cocoanut Grove) Washington, D. C.
Nolan, Nancy (Bostert) Brooklyn, N. Y., h.
Nolan, Paul (Met.) Boston 17-20, t.
Norton & Kane (Balboa) San Diego, Calif., 17-22, t.
Novi Yvonne (Paradise) NYC, re.
N. T. G. Unit (State) NYC 17-20, t.
O'Neill, Cackles (Hollywood) NYC, re.
O'Neil, Cecile (Pavillon Royal) Valley Stream, L. I., re.
Ody, Mel (Curly's Bar) Minneapolis, Minn., re.
Ogden, Patsy (500 Club) Atlantic City, N. J., re.
O'Neil, Les (El Toreador) NYC, re.
Olivette, Nina (Chicago) Chi. t.
Olivetti, Eva (Stetline) Lake Tahoe, Calif., re.
Olmstead, "Minto" (Number One Bar) NYC, re.
Olson, George, & Orch. (Stanley) Pittsburgh 17-20, t.
O'Neill, Peggy (Club Nomad) Atlantic City, re.

O'Shea, Helen (Pavillon Royal) Valley Stream, N. Y., re.
Orlando & Yolanda (Mandalay) NYC, s.
Orlins, Teddy (Nus Club) NYC, re.
Ortega, Eva (Radio City Rainbow Grill) NYC, re.
Osborne, Will, & Orch. (Met.) Boston 17-20, t.
P
Pablo, Don (National Roof) Peoria, Ill., h.
Page, Gale (Oriental) Chi. t.
Page, Marion (Hollywood) NYC, re.
Palmer, George (La Casina) Jamaica, L. I., re.
Palmer, Dee (Town Casino) NYC, re.
Palmer & Durson (German Village) Columbus, O., re.
Palmer Trio (Hudson River Day Line) NYC, s.
Papa & Horst (Chicago) Chi. t.
Pape & Conchita (Elks Circus) Crookston, Minn.; Minot, N. D., 17-22.
Papp, Zeb, Ezra & Elton (Earle) Washington, D. C., 17-20, t.
Parker, LaRue (Grand Mackinac Island, Mich.) re.
Parker, Muriel (State-Lake) Chi. t.
Parks, Barbara (Blackhawk) Chi. re.
Parks, Bob (Glen Island Casino) New Rochelle, N. Y., re.
Parrish, Jimmy (Lyon's Muehshall) Seattle, re.
Pasquale & LaDorr (Port Arthur) Providence, R. I., re.
Patterson, Trent (Trocadero) Lindenhurst, Ill., re.
Patterson's Personettes (New Yorker) NYC, h.
Paul, Charles (Montclair) NYC, h.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., re.
Petro & Luis (Star) St. Johnsbury, Vt., t. 17-22.
Pedula, Hugo (Larue's) NYC, re.
Pegue, Paul (Gloria Palast) NYC, re.
Pendleton, Andy (Gabriel's) NYC, re.
Pepper & Mack (Lyric) Indianapolis, t.
Pepper, Mack (Sun & Surf Club) Atlantic Beach, L. I., re.
Pedro & Luis (Burns) Newport, Vt., t.
Perona, Anthony (Gabriel's) NYC, re.
Pete, the Page Boy (Oriental) Chi. t.
Peterson, Dorothy (Wanly Pair) Chi. re.
Peterson, Ivan (Alpine) NYC, h.
Phelps Twins (Yacht Club) Chi. re.
Philadelphia Troops (Hipp.) Toronto 17-20, t.
Pierce & Harris (Mayfair Casino) Kansas City, re.
Pitcock, French Casino) NYC, re.
Plant, Jerry (Dixie Club) NYC, re.
Ponce, Joe (Claremont Inn) NYC, re.
Pope & Thompson (American Music Hall) NYC, re.
Pope, Peanut (Harbor Inn) Rockaway Beach, N. Y., re.
Powers, Happy (Montclair) NYC, h.
Pratt, Doc (Oriental) Chi. t.
Pridge, Uncle Josh (Hudson River Day Line) NYC, re.
Pritchard & Lord (Green Gables) Hazelton, Pa., re.
Pryme, Alberta (Le Mirage) NYC, re.
Purdy, Lee (Riverdale) Milwaukee, t.
Purdy, Marie (Club Villanova) Saratoga Springs, N. Y., re.
R
Race, Eddie (Bear Mountain) NYC, s.
Racketcheers, Three (Murray's) Tuckahoe, N. Y., re.
Ramon & Celeste (El Toreador) NYC, re.
Ranch Boys, The (Oriental) Chi. t.
Randy, Three (Beau Rivage) Sheepshead Bay, Brooklyn, re.
Randolph, Amanda (Black Cat) NYC, re.
Raphael (Waldorf-Astoria) NYC, h.
Rash, Albertina, Ballet (St. Regis) NYC, h.
Ravel, Louis (Versailles) NYC, re.
Raye, Albert (Victoria) NYC, h.
Raye, Prince & Clarke (Park Central) NYC, h.
Raymond & Celeste (El Toreador) NYC, re.
Raymond & Ann (McVan's Patio Club) Buffalo, re.
Raymond, Marjory (Greenwich Village) San Francisco, re.
Raymond, Milt (Bonita's) NYC, re.
Rayns, The (Chez Panchar) Massapequa, L. I., re.
Readinger Twins (Chez Parer) Chi. re.
Reddingtons, Three (Hipp.) Toronto 17-20, t.
Reed, Billy (Dixie Club) NYC, re.
Reed & Blane (Wellington) NYC, h.
Reed, George (Palumbo's) Phila. ch.
Reed, Jessie (Coney Club) Chi. re.
Reed, Ruth (Sun & Surf Club) Atlantic Beach, L. I., re.
Reeve, Hale (Park Central) NYC, h.
Reynolds, Jimmy & Elena (Indian Village) Grand Rapids, Mich., re.
Reynold, Rita (Bonita's) NYC, re.
Reynold, Dell (Town Casino) NYC, re.
Reynolds, Lillian, & Co. (Edgewater Beach) Chi. h.
Rhythm Boys (Waylin Hotel) NYC, h.
Ricker, Abby Morrison (Gerutti's) NYC, re.
Rich, Gloria (Leon & Eddie's) NYC, re.
Richards, Mary (Club de Lisa) Chi. re.
Ringer, Jimmy (Vogue Club) NYC, re.
Roan, Mary Kay (Le Mirage) NYC, re.
Roberts & Gabby (French Casino) NYC, re.
Robins, Eddy (Ubangi) NYC, re.
Rocco, Three (El Kat Kat) NYC, re.
Rodrigo & Francine (Edgewater Beach) Chi. h.
Rogers, Jimmy (Le Mirage) NYC, re.
Rogers, Marie (Claret Moderne) NYC, re.
Rohman, Marianne (Club Normandie) NYC, re.
Roller, Nita (Town Casino) NYC, re.
Rollins, Mimi (Hollywood) NYC, re.
Rolph, Wynne (Wife's) NYC, re.
Rosen, Joe (Benny the Bum's) Phila. re.
Rondell, Gloria (Town Casino) NYC, re.
Rook, Isabelle (Showplace) Atlantic City, c.
Rosini, Paul (William Penn) Pittsburgh, h.
Rosita & Fontana (Palmer House) Chi. h.
Ross & Bennett (Colonial) Dayton, O., t.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, re.
Ross Twins (French Casino) Atlantic City, re.
Ross, Pat (Cafe Loyale) NYC, re.
Roth, Ray & Robins (Bonita's) NYC, re.
Rove, Doris (New Yorker) Brooklyn, h.
Roy, Lee & Dunn (Riverdale) Milwaukee, t.
Royal Hawaiians (Dixie Club) NYC, re.
Royalists, Roy Campbell (Astor) NYC, h.
Royce, Rostia (Embassy Club) San Francisco, re.
Roy & Maye (Century) Baltimore 17-20, t.
Rozelle, Mildred (Ye Olde Tap Room) NYC, re.

Russell, Frank (Gay Nineties) NYC, re.
Ryan, Sue (Loew) Montreal 17-20, t.
S
Sabile, Mickey (Man About Town) NYC, re.
Saksak, Carlos (El Chico) NYC, re.
Salvo & Gloria (Streets of Paris) Luna Park, Coney Island, N. Y.
Sancella, Andy (Delaware) NYC, s.
Sanford, Teddy, & Jack Twain (Villegique's) Sheepshead Bay, Brooklyn, re.
Santora & Loomis (Alameda) Mexico City, Mex., 15-29.
Santelli, George (Hotel St. Regis) NYC, h.
Santos & Elvira (Jimmy Kelly's) N. Y. C., re.
Santschi & Buckley (Pennsylvania) NYC, h.
Sartche, Bee (1523) Philadelphia, re.
Sargent, Kenny (Radio City Rainbow Room) NYC, re.
Snoobs, Toys (Loew) Montreal 17-20, t.
Savage, Jean (Southern) Baltimore, h.
Savoy, Jack (Villegique's) Sheepshead Bay, N. Y., re.
Sawyer, Bobby (Gabriel's) NYC, re.
Schell's Wonderettes (Lyric) Indianapolis, t.
Schultz, Frankie (Clement Inn) Cleveland, N. J., re.
Scott, Fred (Bal Tahrin) San Francisco, re.
Scott, Kay (Queen's Terrace) Woodside, L. I., re.
Seymour, Ann (Babette's) Atlantic City, c.
Shafer, Eddie (Bon Air) Atlantic City, re.
Shadita & Carlton (Bon Air) Chi. re.
Shaw, Jack (Club Royal) McAllen, Tex., re.
Shea, Madeline (Park Central) NYC, h.
Shelton, James (Club Normandie) NYC, re.
Sheridan, Eleanor (Stork Club) NYC, re.
Sherman, Hal (Club New York) Chi. re.
Sherman, Marjell (Arcadia) Phila. re.
Sherman, Shavo (Pavillon Royal) Valley Stream, L. I., re.
Shere, Willie (Cocoanut Grove) Chi. re.
Shimizu, Ethel (Stanley) Pittsburgh 17-20, t.
Silk, Vince (Embassy Club) San Francisco, re.
Simmons, Lee (Ubangi) NYC, re.
Simon, Arlette (French Casino) NYC, re.
Simpson, Carl (Weber's Casino) Camden, N. J., re.
Sims & Bailey (Chez Parer) Chi. re.
Sisson & Neal (Lyric) Indianapolis, t.
Skidmore, Red (Loew) Montreal 17-20, t.
Skidmore, Kay (Hotel Piccadilly) NYC, h.
Skinner, Freddie (El Kat Kat) NYC, re.
Slyker, Ken (Flora) NYC, h.
Small, Ed (Villegique's) Sheepshead Bay, N. Y., re.
Smith, Alma (Ubangi) NYC, re.
Smith, Clouby (Swanee Club) NYC, re.
Smith & Sully (Dixie Club) NYC, re.
Spyder, Marguerite (Hotel Shelton) NYC, h.
Sofar, Willie (Le Mirage) NYC, re.
Sonia, Gunsser, & Andre (French Casino) NYC, re.
Sparks, Harry (Yacht Club) NYC, re.
Stella, Mary Lou (French Casino) NYC, re.
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, re.
Spitalny, Phil, & Sand (Paramount) NYC 17-20, t.
Spitzer, Putnam (Ubangi) NYC, re.
Stam & LaRue (Mayfair Casino) Kansas City, re.
Standish, Helen (Yacht Club) NYC, re.
Stanley & Eaton (Bear Mountain) NYC, s.
Stavel, John (Paradise) NYC, re.
Steele, Bill (Chez Faren) Chi. re.
Steele, Don (Club Deauville) San Francisco, re.
Steinke, Jolly Bill (Hudson River Day Line) NYC, s.
Stephens, Three (Ubangi) NYC, re.
Stevens, Frances (Claremont Inn) NYC, re.
Stevens, Harry (500 Club) Atlantic City, N. J., re.
Stewart Sisters (Dixie Club) NYC, re.
Stiles, Bebe (Show Bar) Forest Hills, L. I., re.
Stone, Bentley (Palmer House) Chi. re.
Stone, Dick (Essex House) NYC, h.
Stone, Harold (Chateau Moderne) NYC, re.
Stone & Lee (Hipp.) Toronto 17-20, t.
Stooges, Three (Hipp.) Toronto 17-20, t.
Strange, Peaches (Colosimo's) Chi. re.
Sullivan, Bobby (Swanee Club) New York, re.
Suter, Ann (American Music Hall) NYC, re.
Swift, Joe, & Barbara Parks (Blackhawk) NYC, re.
Swoza, The (Broadway Room) NYC, re.
Sydell, Paul (Adelphia) Phila. h.
T
Table Toppers (Chateau Moderne) NYC, re.
Taggart & Palmer (Piping Rock Club) Saratoga Springs, N. Y., re.
Tania & Kirsoft (Sun & Surf Club) Atlantic Beach, L. I., re.
Tappen, Maxine (Essex House) NYC, h.
Taylor, Estelle (Cocoanut Grove) Chi. re.
Teague, Tommy (Marine Park) NYC, re.
Tennill, Frank (New Yorker) NYC, h.
Terry, Ruth (Hollywood Restaurant) NYC, re.
Terry & Walker (Chez Maurice) Dallas, re.
Thais (Hollywood) NYC, re.
Theodore & Denesha (Chez Maurice) Montreal, re.
Thomas, Eddie (Famous Door) Phila. re.
Thomas, Estelle (French Casino) Atlantic City, re.
Thompson, Bill (Oriental) Chi. t.
Thompson, Happy (Pavillon Royal) Valley Stream, N. Y., re.
Thompson, Kay (St. Regis) NYC, h.
Thurber, Herman (Pal.) Cleveland 17-20, t.
Timblin, Slim (Marbro) Chi. t.
Tomasso, Ori (Place Elegante) NYC, re.
Topatip, Jake (El Toreador) NYC, re.
Torres, Ralph (Edison) NYC, h.
Towns & Knott (Adelphia) Phila. h.
Travis, Billy (Number One Bar) NYC, re.
Travis, Jean (Mounts) St. Louis, re.
Trent, Tommy (Earle) Phila 17-20, t.
Trick William (Streets of Paris) Luna Park, Coney Island, N. Y.
Trucker, Sophie (Piping Rock Club) Saratoga Springs, N. Y., re.
Tully, Dorothy (Chateau Moderne) NYC, re.
Tuscher, Sid (LaRue's) NYC, re.
Tyner, Evelyn (Radio City Rainbow Room) NYC, re.
Valencia, Magda (Club Gault) New York, re.
Valera, Lou (Edison) NYC, h.
Valerie, Dorothy, May & DeLories (New Yorker) NYC, h.
Verley, Vivian (Club Normandie) NYC, re.
Vierber & Armstrong (Radio City Rainbow Grill) NYC, re.
Van Cello & Mary (Marbro) Chi. t.
Van, Gus (Bon Air) Chi. re.

Varley Boys (Harbor Inn) Rockaway Beach, N. Y., nc.
 Varzas, Leon (Biltmore) NYC, h.
 Varlen, Dolle (Erlingham, Ia., p.)
 Vasio & Yon (Grand) Pittsburgh, nc.
 Vaughn, Leo (Club Nomad) Atlantic City, nc.
 Vlas, Ester (Roosevelt) NYC, h.
 Venezia, Benay (Riviera) Fort Lee, N. J., nc.
 Venura, Michan (Riviera) Fort Lee, N. J., nc.
 Vesto, Florin (Grand) Pittsburgh, nc.
 Vickers, Jean (Broadway Room) NYC, nc.
 Viero, Tony (Chateau Moderne) NYC, nc.
 Viga, Victoria (Ubangi) NYC, nc.
 Villa, Celia (Chateau Moderne) NYC, nc.
 Vincent James & Robert Ludwig (Empire State Tower) NYC, nc.
 Virginia & Fanchon (Le Mirage) NYC, nc.
 Vito & Phil (Club Villanova) Saratoga Springs, N. Y., nc.

W

Wacker, Bob (Lexington) NYC, h.
 Waldron, Jack (Hollywood) NYC, re.
 Wallace Sisters (Number One Bar) NYC, nc.
 Wall, Clara Bell (Ambassador) NYC, nc.
 Waltons, The (Chateau St. Claire) Westbury, L. I., nc.
 Wapa, Princess (French Casino) Atlantic City, N. J., nc.
 Ward, Diana (Radio City Rainbow Room) NYC, nc.
 Warner, Kay (Town Casino) NYC, nc.
 Warwick Sisters (Embassy) Phila., nc.
 Watkins Twins (Flamingo) Cheyenne, Wyo., nc.
 Weaver, Jeanette (Paradise) NYC, re.
 Wecker, Florence (Ambassador) NYC, h.
 Weeks, Senior (Palmer House) Chi., h.
 West, Violet (Star Room) NYC, h.
 Wesley Knightlights (Wesley) New York, h.
 Wheelans, Jackie, Screaming Steppers (Penguins) Binghamton, N. Y., nc.
 White, Billy (Oriental) Chi., t.
 White, Jack (18 Club) NYC, nc.
 White, Jerry (Dixey) NYC, nc.
 White, Oliver (Trocadero) Lindenhurst, L. I., nc.
 White, Pierre (Club) San Diego, nc.
 White, Teddy (Normandie) New York, nc.
 Whiting, Dorothy (Bismarck) Chi., h.
 Whitney, Marcia (Westchester Embassy Club) Armonk, N. Y., nc.
 Wickes, Gus (Gay Nineties) NYC, nc.
 Williams, Jerry (Man About Town Club) New York, nc.
 Williams, Robert (London Casino) London, nc.
 Williams, Eileen (Sun & Surf Club) Atlantic Beach, L. I., nc.
 Williams, Francis (Yacht Club) Chi., nc.
 Willis, Claire (Radio City Rainbow Grill) NYC, nc.
 Wilson, Beth (McAlpin) NYC, h.
 Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
 Windhill, Cliff (Arrowhead Inn) Cincinnati, nc.

Winkler, Betty (Oriental) Chi., t.
 Winsted Trio (20th Century) Phila., nc.
 Wittner, Betty (Town Casino) NYC, nc.
 Wolf, Pearl (Benny the Bum's) Phila., nc.
 Wolman, Harold (Port Arthur) Providence, R. I., re.
 Wood, Britt (Pal.) Cleveland 17-20, t.
 Wood, Donna (Broadway Room) NYC, nc.
 Woods, Ann (Paradise) NYC, re.
 Woods & Bray (Jack-O-Lantern Lodge) Eagle River, Wis., nc.
 Westbrook, Stanley (Pavillon Royal) Valley Stream, L. I., nc.
 Wright, Charles (St. Moritz) NYC, h.
 Wynn, Natalie (Club Deauville) NYC, nc.
 Wyzion, Victoria (Dixey Club) NYC, nc.
 Wyse Jr., Ross (Riverdale) Milwaukee, t.

Y

Yelland, Mary (Hollywood) NYC, re.
 Yronomettes (Bear Mountain) NYC, re.
 Yonis, Ducky (Roosevelt) NYC, h.
 Young, Irwin (Valhalla) NYC, nc.
 Young, Lily (Kit Kat Club) NYC, nc.

Z

Zane & Gordon (Delancy Club) Phila., nc.
 Zazette, Guido, & Joyce Coles (St. Moritz) NYC, h.
 Zetta, Madame (New Howard) Baltimore, h.

GRANDSTAND ATTRACTIONS

(Routes are for current week when no dates are given.)

Arley, The: (Fair) Peterboro, Ont.; (Fair) Louisville, N. Y., 24-29.
 Alwoods, The: (Fair) Springfield, Ill.; (Fair) Avonlea, Six: (Fair) Kendallville, Ind.; (Fair) Martindale.
 Bain, Donald: (Fair) Celina, O.; (Fair) Cortland, N. Y., 24-28.
 Balabanows: (Fair) Skowhegan, Me.
 Bando's Joe Band: (Fair) Batavia, N. Y.; (Fair) Belmont Bros.: (Fair) Kalkaska, Mich., 17-19; (Fair) Central City 20-22.
 Beno, Ben: (Fair) Salem, Ind.
 Billitt Troupe: (Fair) Batavia, N. Y.; (Fair) Marshfield, Mass., 24-29.
 Campbells Casting: (Fair) Peterboro, Ont.
 Cardovax, Five: (Fair) Milwaukee, Wis., 20-22; (Fair) St. James 23-25; (Fair) Alexandria 26-28.
 Cooke & Cooke: (Fair) Jersey City, N. J.; (Fair) Egg Harbor City 26-30.
 Cortello's Dogs: (Fair) Peterboro, Ont.
 Dels, Three: (Cedar Point Park) Cedar Point, O.
 Downing's Coaches: (Fair) Peterboro, Ont.
 El Rey Sisters: (Fair) Springfield, Ill.
 Festivities of 1888: (Fair) Batavia, N. Y.
 Flamingos, Flying: (Fair) Skowhegan, Me.
 Gladstones, The: (Fair) Butler, Pa.; Damaris-Costa, Me., 24-29.
 Gordons, Diving: Peabody, Mass.
 Holland & Decker: (Fair) Maunton, Wis., 20-22; (Fair) Northwood, Ia., 31-Sep. & 2.
 Keys, Juggling: (Fair) Peterboro, Ont.
 Jordan Troupe: (Fair) Anoka, Minn., 18-20; (Fair) Arlington 21-22; (Fair) Little Falls 23-24; (Fair) Erie Prairie 25-26; (Fair) Detroit Lakes 27-29.
 Jorgen's Dances: (Fair) Batavia, N. Y.
 Keaton, Billy: (Fair) Skowhegan, Me.
 LaZella's Arrail: (Fair) Red Wing, Minn.
 Lamont, Paul: (Fair) Peterboro, Ont.
 LeDoux & Louise: (Fair) Butler, Pa.; Damaris-Costa, Me., 24-29.
 Lorenzen, Four Aerial: (Great Lakes Expo.) Cleveland.
 Love, Hite & Stanley: (Fair) Springfield, Ill.; (Fair) Casper, Wyo., 27-29.
 Martin & Martin: (Kennedy Park) Pittsburgh 23-30.

Melzaras, Six Flying: (Belmont Park) Montclair, N. Y., nc.
 Merrill Bros. & Sister: (Reunion) Odon, Ind., 21-22; (Fair) Delphos, O., 25-29.
 Morris, Will & Bobby: (Fair) Batavia, N. Y.; (Fair) Ottawa, Ont., 24-28.
 O'Donn, Mildred: (Fair) Skowhegan, Me.
 One Happy Family (Charlie Hart): (Fair) Batavia, N. Y.
 Pines, Lou & Co.: (Fair) Oskaloosa, Ia., 20-21; Rush City, Minn., 25-29.
 Queens of the Air: (Fair) Batavia, N. Y.
 Rexolas: (Fair) Skowhegan, Me.
 Rulison & Tamara: (Fair) Celina, O.; (Fair) Cortland, N. Y., 24-29.
 St. Claire & O'Day: (Fair) Bad Axe, Mich.; (Fair) Northville 24-29.
 Stetson Band: (Fair) Skowhegan, Me.
 Sykes, Harry: (Fair) Bemidji, Minn., 21-22; (Fair) Aitkin 24-26; (Fair) Grand Rapids 27-29.
 Teeter, Lucky, Drivers: (Fair) Batavia, N. Y.
 Tranger, Don: (Fair) Superior, Wis.; (Fair) Sedalia, Mo., 24-29.
 Waite, Kenneth, Froupe: (Fair) St. Charles, Minn., 21-23; (Fair) Albert Lea 24-27.
 Winter Garden Revue: (Fair) Skowhegan, Me.
 Zohedie Sisters & Fred: (Fair) Nashua, Ia., split with George; Worthington, Minn., split with Dee Matines 24-29.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A
 Aaron, Lou: (Eagles Nest) White Sulphur Springs, N. Y.
 Aaronsen, Irving: (Riviera) Fort Lee, N. J., ro.
 Adams, Johnnie: (Subway Gardens) Canton, O., nc.
 Adcock, Jack: (Famous Door Tavern) Phila., nc.
 Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
 Albin, Jack: (Bossert) Brooklyn, N. Y., h.
 Allen, Dick: (Oera) Oera, N. Y., nc.
 Alvin, Danny: (Vanity Fair) Chi., nc.
 Ames, Marty: (Meadowbrook) Little Falls, N. J., re.
 Andaloro, Russ: (French Casino) Atlantic City, nc.
 Anderson, Andy: (Joyland) Lexington, Ky., p.
 Apollon, Al: (Trocadero) West End, N. J.
 Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
 Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
 Arnheim, Gus: (Peabody) Memphis, h.

B

Baer, Billy: (Grand Mackinac Island, Mich., nc.
 Bannen, Al: (Club Arcadia) St. Charles, Ill., nc.
 Barnett, Charles: (Glen Island Casino) New Rochelle, N. Y., ro.
 BART, Alfred: (Oriental Gardens) Chi., c.
 Barst, Earl: (Arlington Hot Springs, Ark., h.
 Barrie, Jean: (Dubonnet) NYC, re.
 Barthia, Alex: (Steel Pier) Atlantic City, b.
 Bass, Paul: (Anna Held's) NYC, re.
 Basto, Bob: (Palais Royal) Dunkirk, N. Y., nc.
 Batkin, Alex: (St. Moritz) New York, h.
 Becker, Babette: (Club Forest) Dallas, nc.
 Beecher, Keith: (Stevens) Chi., h.
 Belasco, Leon: (Muehlebach) Kansas City, b.
 Bender, Val: (Lodge) Cloudercroft, N. M., re.
 Bennett, Bob: (Silver Lake Inn) Clewiston, Fla., nc.
 Bennett, Dixie: (Scott) Hancock, Mich., h.
 Bennett, Ralph: (Northwood Inn) Detroit, nc.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Berline, Ben: (Westwood Gardens) Detroit, b.
 Berigan, Bunny: (14 Club) NYC, nc.
 Bestor, Don: (Arrowhead) Saratoga Springs, N. Y., nc.
 Beyer, Bill: (Red Hill Inn) Pennsauken, N. J., nc.
 Bigler, Ozzie: (Pavilion) St. Marys, O., b.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Bonelli, Michael: (Ocean Forest) Myrtle Beach, S. C., h.
 Bono, Americo: (Mayfair) Williamsville, N. Y., re.
 Beroff, Michas: (Morocco) Mountaineers, N. J., nc.
 Bow, Blanche: (Famous Door) Los Angeles, c.
 Brandwynne, Nat: (Essex House) NYC, h.
 Breinholt, Verdi: (Lagoon) Salt Lake City, Utah.

C

Bring, Lou: (Rainbow Grill) Radio City, NYC, nc.
 Brookway, Howard: (Crestwood) Cresco, Pa., nc.
 Brooks, Bobby: (Weylin) NYC, h.
 Bruckmann, Maurice: (Club Forest) Jackson, Miss., nc.
 Bruscos, Jan: (Dempsey's) NYC, re.
 Bulowski, Count: (Centennial) Dallas, Tex.
 Burchok, Alex: (Russian Eagle) NYC, re.
 Burnside, Dave: (Cataract) Niagara Falls, N. Y., h.
 Busse, Henry: (Chez Paree) Chicago, nc.
 Byard, George: (Old Country Club) Phoenix, Ariz., cc.

C

Caecres, Emilio: (Club Villa "D") Detroit, nc.
 Calzaira, Rainiers: (Westchester Country Club) Westchester, N. Y., cc.
 Campus Jesters: (Cypress Arms) West Hartford, Conn.
 Cane, Eli: (St. Moritz) NYC, h.
 Carlson, Duke: (Kaiser's Fernwood) Minocqua, Wis., d.
 Carroll, Frank: (Maples Inn) Lakeside, Que., Can., nc.
 Casey, Ken: (Half-Moon) Coney Island, Brooklyn, N. Y., h.
 Chabrol, Ray: (Danzon) Oaklyn, N. J., b.
 Chaikin, Louis: (Hofbrau) Camden, N. J., re.
 Chassy, Lou: (Greenbrier) White Sulphur Springs, W. Va., b.
 Cherniavsky, Josef: (Medinah Club) Chi., c.
 Christie, Geo.: (Club Silhouette) Chicago, nc.
 Chianilo, Louie: (Venus) Vicksburg, Miss., c.
 Clegg, Allan: (Florence Inn) Cairo, N. Y., nc.
 Clemente: (Versailles) NYC, nc.
 Colura, Jolly: (Claremont) NYC, re.
 Collins, Cornelius: (St. Regis) New York, h.
 Cole, Richard: (Heldberg) Baton Rouge, h.
 Collings, Art: (Southern Mansion) Dallas, nc.
 Collins, Eddie: (Pretzel Vine) Columbus, nc.
 Collins, Harry: (Glenwood Springs) Glenwood Springs, Colo., h.
 Compaars, Paul: (Municipal Beach) Wildwood, N. J., p.
 Conn, Irving: (Arrowhead) NYC, ro.

Copeland, Eddie: (Beau Rivage) Sheepshead Bay, Brooklyn, N. Y., re.
 Craig, Mel: (Shore Road Bar) Brooklyn, nc.
 Crendall, Clair: (Wagner) Bath, N. Y., h.
 Crick, Gil: (Bertrand Island) Lake Hopatcong, N. J., p.
 Crickitt, Ernie: (Unique Grill) Delawanna, N. J., re.
 Cummings, Bernie: (Edgewater Beach) Chi., h.

D

D'Arcy, Phil: (Shelton Corner) NYC, nc.
 Daley, Frank: (Hunt's Plaza) Wildwood, N. J., nc.
 De Torres, Emilio: (El Chico) NYC, nc.
 Damar: (Madeline) New York, nc.
 Danzig, Ed: (St. George) Zanesville, O., nc.
 Darrell, Pat: (Wonder Bar) Brookville, O., nc.
 Davis, Billy: (Anzac Club) NYC.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 De Salvo, Emil: (L'Aiglon) Chi., c.
 DeSoyos Tango Band: (Palmer House) Chi., h.
 De Torres, Emilio: (El Chico) NYC, nc.
 Dibert, Sammy: (Webster Hall) Detroit, h.
 Dixon, Dick: (Oloria Palais) NYC, nc.
 Donahue, Al: (Rainbow Room) Radio City, NYC, nc.
 Drummond, Jack: (Glimax) Glimax, N. Y., h.
 Duerr, Eddie: (Ambassador) Los Angeles, h.
 Duerr, Dolph: (Green Derby) Cleveland, nc.

E

Ebert, Stanley: (Bollinger Pavilion) Mason City, Ill., nc.
 Eddy, Ted: (Feltman's) Coney Island, Brooklyn, N. Y., re.
 Edmundo: (Loyale) NYC, c.
 Elkins, Eddie: (Murray's) Tuckahoe, N. Y., ro.
 Elliott, Lee: (Seven Gables) Milford, Conn.
 Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc.
 Ernie, Val: (Riverfront) Fort Lee, N. J., ro.
 Evans, Ossie: (Peacock Gardens) King of Prussia, Pa., re.

F

Fallon, Bob: (Bluff House) Milford, Pa., h.
 Farley-Riley: (Hickory House) NYC, re.
 Farmer, Willie: (Leon and Eddie's) New York, N. Y., re.
 Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
 Ferdi, Don: (Ocean Echo) Salisbury Beach, Mass.
 Fiddler, Max: (Towne Club) Pittsburgh, nc.
 Fields, Shep: (Waldorf-Astoria) NYC, h.
 Fisher, Mark: (Vista del Lago) Chi., h.
 Flenniken, Jimmy: (Dayton) Wildwood, N. J., h.
 Francisco, Don: (Centennial) Dallas, Tex.
 Frag, Jacques: (St. Regis) NYC, h.
 Fredric, Marvin: (Eli's) Detroit, nc.
 Freeman, Jerry: (Paradise) NYC, cc.
 Freitas Hswaitan: (Pine Grove Inn) Klamath Falls, Ore., nc.
 Funk, Larry: (Arcadia) Phila., re.

G

Gabriel, Al: (Montgomery Park) Brooklyn, nc.
 Gabriel, Jan: (Casino) Catalina Island, Calif., nc.
 Gayford, Boyd: (Club 500) Virginia Beach, Va., nc.
 Gentry, Tom: (Walled Lake) Detroit, b.
 Gilbert, Irwin: (Coq Rouge) NYC, nc.
 Gilberto, Don: (Toreador) New York, nc.
 Gill, Emerson: (Lulus Gardens) Cleveland, nc.
 Goodman, Benny: (Palomar) Los Angeles, b.
 Gonyea, Leonard: (Lake Wissota Club) Chippewa Falls, Wis., nc.
 Gordon, Andy: (111) NYC, nc.
 Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y.
 Gotthelf, Manfred: (Jermyan) Scranton, Pa., h.
 Grant, Douglas: (Angle Pond) Sandown, N. S. W., nc.
 Green, Hy: (Villa Youngsville, N. Y., cc.
 Greene, Jimmie: (Casino Moderne) Chi., c.
 Gresh, Red: (Black Cat) Wilmington, Del., nc.
 Grunau, Harry: (Torch Club) Canton, O., nc.

H

Hall, Eben: (Plaza) San Antonio, h.
 Hall, George: (Taff) New York, h.
 Hall, Sleepy: (Lord Baltimore) Baltimore, h.
 Hallett, Mal: (Trianon) Chi., b.
 Hampton, Jack: (Biltmore Club) St. Louis, nc.
 Handelman, Phil: (Fifth Avenue) NYC, h.
 Harbo, Dick: (Club Procca) Albany, N. Y., nc.
 Hardy, Earl: (Morocco) Mountaineers, N. J., nc.
 Harger, Earle: (Eastwood Park) Detroit, b.
 Hargrave, Claude: (Kit Kat Club) NYC, nc.
 Harris, Claude: (Joy's Stables) Detroit, nc.
 Harris, Lou: (Centennial) Dallas, Tex.
 Hart, Jack: (Browning Lane Inn) Bellmawr, N. J., ro.
 Hart, Ruth: (Spanish Villa) Detroit, nc.
 Hart, Hal: (Meridian Club) Champlain, N. Y., re.
 Hays, Billy: (Willow Grove Park) Phila., p.
 Heidt, Horace: (Drake) Chi., h.
 Henderson, Fletcher: (Grand Terrace) Chi., nc.
 Hendrick, Warren: (Ball) NYC, c.
 Herbeck, Ray: (Muttomah) Portland, Ore., h.
 Herbert, Henry: (Toto's) Smith's Ferry, Mass., nc.

H

Hoy, Billy: (Morocco) Phila., nc.
 Hill, Teddy: (Ubangi) New York, nc.
 Hoagland, Claude: (Biltmore) Dayton, O., h.
 Hoellinger, Al: (Clementon Inn) Clementon, N. J., ro.
 Holt, Ernie: (Bath) Westchester, N. Y., cc.
 Holt, Hal: (Montclair) NYC, h.
 Huntley, Lloyd: (Mount Royal) Montreal, b.
 Hutchinson, Bob: (Eight Avenue Club) Ft. Worth, nc.
 Hutton, Ina Ray: (Centennial) Dallas, Tex.
 Hyman, Harry: (Bannock Brook) Youngstown, O., b.

I

Irwin, Lee: (Takenaste) Fleischmanns, N. Y., h.
 J
 Jolesnick, Eugene: (Tan Syck) Albany, N. Y., h.
 Joyce, Al: (New Kenndre) Albany, N. Y., h.
 Jenkins, Ted: (Robert E. Lee) Winston-Salem, N. C., h.
 Jolie, Frank: (Bellevue-Stratford) Phila., h.
 K
 Kassel, Art: (Centennial) Dallas, Tex.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kelem, Danny: (Robert E. Lee) Phila., nc.
 Kemp, Hal: (Astor) NYC, h.
 Kerr, Charlie: (Convention Hall) Cape May, N. J., a.

Ketchik, Ken: (Hollywood at the Beach) Madison, Wis., nc.
 King, Don: (Walkuthon) Clifton, N. J.
 King, Henry: (Mark Hopkins) San Francisco, h.
 Kirham, Don: (Blackland Inn) Denver, nc.
 Kline, Jules: (Stadel) Detroit, h.
 Knight, Harold: (Adephi) Phila., h.
 Korner, Peter, String Ensemble: (Blackstone) NYC, h.
 Krasin, Andya: (Avon Inn) Asbury Park, N. J.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenster, Robert: (Martin's Rathskeller) NYC, nc.

L

La Marr, Frank: (Arcadia) NYC, b.
 LaPorte, Joe: (Ball) NYC, re.
 La Salle, Frank: (Wivel) New York, nc.
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
 Landa, Jules: (St. Regis) NYC, h.
 Landa, Lou: (Bossett) Brooklyn, N. Y., h.
 Lang, Syd: (Hi-Hat Club) Chi., nc.
 Lee, Billy: (Yacht) NYC, nc.
 Lehman, Al: (Granada) Chi., h.
 Leonard, M.: (Tommer's) Brooklyn, c.
 Leroy, Howard: (Garden) Decatur, Ill., h.
 Lewis, Johnny: (Netherland Plaza) Cincinnati, h.
 Lewis, Victor: (Ontario Beach Pavilion) Rochester, N. Y., c.
 Light, Enoch: (Arcadia) New York, h.
 Lindeman, Udo: (Oloria Palais) New York, cc.
 Lisbon, Henri: (Bon Air) Chi., cc.
 Littlefield, Jimmy: (Arcadia) Philadelphia, nc.
 Livingston, Jimmie: (Club Chalfont) Pinehurst, N. C., nc.
 Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
 Lopez, Vincent: (Pavillon Royal) Valley Stream, L. I., N. Y., ro.
 Lord, Steve: (El Fund) Orange Beach, Mo., h.
 Lucas, Clyde: (New Yorker) NYC, h.
 Lyle, Lynn: (Chateau) Milwaukee, cc.

M

McCarn, Grace: (Chinese T Gardens) Detroit, re.
 McCoy, Clyde: (Troquais) Louisville, Ky.
 McEwell, Adrian: (Wagon Wheel) Nashville, Tenn.
 McGill, Billy: (Duffield Park) Detroit, nc.
 McGraw, Ed: (Long Point) Coney Island, N. Y., p.
 McKenzie, Red: (13 W. 52d St.) NYC, nc.
 Mack, Austin: (Harry's) N. Y. Cabaret) Chicago, c.
 Mack, Ted: (Brighton Beach) Brooklyn, nc.
 Mamma, Steve: (Riviera Club) Averbill Park, NYC, nc.
 Mann, Milton: (Village Barn) New York, nc.
 Mandel, Dick: (Garden) Clinton, N. Y., h.
 Manuti, Al: (Man About Town) New York, re.
 Manzanares, Jose: (Centennial) Dallas, Tex.
 Maple, Nelson: (Byerly Crest) Pittsburgh, nc.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Marjolin, Hugo: (Waldorf-Astoria) NYC, h.
 Margraff, Irving: (Old Heidelberg) Chi., re.
 Marsico, Al: (Club Mirador) Homestead, Pa., nc.
 Martel, Gus: (Stork) New York, nc.
 Martel, Paul: (Arcadia) New York, b.
 Martin, Freddy: (Rice) Houston, h.
 Martin Gordon: (Crescent Club) Boston, nc.
 Martin, Johnnie: (16 Club) Chi., nc.
 Martin, Ted: (Childs Paramount) NYC, re.
 Matthews, Frankie: (Cocoanut Grove) Phila., cc.
 Mayo, Al: (Herman's Pier Restaurant) Atlantic City, re.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Meadowcroft Boys: (Versailles) NYC, re.
 Meeker, Bobby: (Chez Maurice) Dallas, nc.
 Meeker, Paul: (Shawnee) Springfield, O., h.
 Melick, Bill: (Sterling) Mt. Pocono, Pa., nc.
 Messner, Dick: (Park Central) NYC, h.
 Myers, Jack: (Club New Yorker) New York, nc.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Russ: (Edgewood) Trenton, N. J.
 Miller, Jay: (Colony Earl) West End, N. J., cc.
 Minor, Frank: (Barre of Fun) NYC, nc.
 Moe, Jimmie: (Morgan's Inn) Lake Hopatcong, N. J., nc.
 Mohr, Bob: (Grand) Santa Monica, Calif., h.
 Mohr, Jack: (Black Cat) Wilmington, Del., nc.
 Monroe, Jerry: (May's) Staten Island, N. Y., h.
 Mooney, Art: (Cocoanut Palms) Detroit, nc.
 Moore, Carl: (New Blossom Heath) Tomawanda, N. Y.
 Moreno, Frank: (Sweeney's) Baltimore, c.
 Moreno, Freddy: (Milton-Dollar Pier) Atlantic City, h.
 Morgan, Russ: (Biltmore) New York, h.
 Morro, Bobby: (Palumbo's) Phila., cc.
 Munro, Hal: (Sherman) Chi., h.

N

Nagel, Harold: (Rainbow Room) New York, nc.
 Navarre, Leon: (Hollywood) NYC, cc.
 Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
 Navarro, Al: (Belvedere) Baltimore, h.
 Naylor, Oliver: (Anchorage) Philadelphia, nc.
 Nelder, N. Y., nc.
 Nelson, Ozzie: (Palmer House) Chi., h.
 Nickles, Billie: (Allah) Seal Beach, Calif.
 Nichols, Nick: (Saylor's Lake Pavilion) Saylorsburg, Pa.

O

O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
 Ohman, Phil: (Trocadero) Hollywood.
 Olsen, George: (Stanley) Pittsburgh, t.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Opineak, George: (Flint Park) Flint, Mich., b.
 Osborne, Will: (Met.) Boston, t.

P

Palm, Jack: (Miami Club) Newark, N. J., re.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Sketer: (Westchester Country Club) NYC, N. Y., cc.
 Pancho: (Pierre) NYC, h.
 Parker, Johnny: (Stables) Chi., c.
 Peary, Bob: (Graemeer) Chi., h.
 Pecoraro, Dick: (Monte Rosa) NYC, re.
 Penderis, Paul: (Adolphus) Dallas, Tex., h.
 Perry, Ron: (St. Moritz) New York, h.
 Peterson, Eric: (Woodlands) Ardley, N. Y., nc.
 Potts, Emil: (Savoy Plaza) NYC, h.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
 Pollock, Ben: (Meadowbrook Country Club) St. Louis, cc.

(See ROUTES on page 82)

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Increased Patronage at Fairs Boosts Merchandise Business

With a good portion of the harvest season out of the way in the rural communities of the nation, the fair season is coming into its own and already wholesale merchandise orders are reflecting the increased patronage at these events. As usual the novelty and gadget lines benefit most from the fair trade, but this year the volume of merchandise of many types promises to be the greatest since the days when the county fair was the one event in the year the whole family "took in."

Timed to come at the season of the year when the rural folks are likely to have the most money and time, the county fairs, street fairs and similar occasions this season got off to their most auspicious start in years. Attendance is not only very good, but what is more encouraging, the crowds are spending, reports say.

While among the novelty items there is still a strong demand for the old standbys, it is noted that these are constantly coming out in new designs and new colors, as evidenced by the pop-

ular novelty balloon designs, the new dress of carnival dolls, the novelty hats patterned after the styles of different countries, and so on. Canes, of course, are a heavy favorite again.

There is an increasing number of concessions at the fairs this year showing quality merchandise exclusively or nearly so. An important factor in bringing about this development has been the perfecting of better lighting facilities for displaying the merchandise at game concessions to better advantage. Operators point out that players at fairs especially want to know what merchandise they are playing for and express their preference for good merchandise in an unmistakable manner. They also like to see merchandise given out, and as a result the most liberal attitude in several years on the part of concession men is greeting the public this year.

Wholesalers, in commenting upon fair orders, state that lamps, smaller electric appliances, glassware items such as vases, (See PATRONAGE on page 65)

New Demonstrators' Item

A simple yet amazingly practical and efficient new item recently introduced by the Freely Corporation is a key for squeezing pastes and similar compounds from tubes.

E-Z Key is the name given the item by the manufacturer and it is a sturdy strip of metal, split in the center, with an attractively colored knob on one end and open on the other. The end of the tube is placed in the slit in the key and the key is turned, squeezing the desired amount of paste out of the tube. When the top of the tube is reached the key can be removed, and used with the next tube.

Obvious advantages of this key are: It does away with messy hand squeezing; it eliminates wasting the product in the tube by such squeezing; it is neat, convenient and handy.

The key is mounted on an attractive, self-explanatory display card and sells for a very low price.

Pitchmen and demonstrators will find this item a steady, fast mover.

Wholesale Biz Goes Up; Retail Sales About Even

PHILADELPHIA, Aug. 15.—Altho the margin of gain in retail distribution over the total volume a year ago for the country as a whole was narrow last week, the expansion of buying in the wholesale markets was extended, according to a report issued by Dun & Bradstreet.

Allowing for further recessions in some of the drought-affected districts, the agency says, retail sales continued about even with the total of the week preceding. The total volume was estimated at 12 to 16 per cent more than for the corresponding 1935 week.

Save Your Coupons!

WILDWOOD, N. J., Aug. 15.—Al Shenkman, concessioner in the Casino Arcade on the Boardwalk here, will be more explicit next time when he tells a customer at his bottle alleys to "save the coupons for a larger prize."

A Sunday excursioner returned the following week and couldn't understand why there was no difference in the price since she was saving the coupons all week to "get something bigger."

With the season closing Labor Day, counter boys told the naive woman to save the coupons until Christmas, when she could have the choice of the house.

Pedestal Electric Fans Are a New Feature Item

The electric fans have been one of the fastest moving items of the premium merchandise industry for some years past. There has been an increased interest with the introduction of the new pedestal electric fans.

These fans are most popular in the 10 and 12-inch blades, with a height of approximately 36 inches, and when fully raised come to about 45 inches in height.

The pedestal fans are more appropriate for flash merchandise as far as the amusement industry is concerned. They have a greater appeal and more display value than the average small table fan.

Not only are they modernistically designed in black and chrome but they are conveniently packed so that the purchaser can handle them easily.

The new pedestal fan is swinging into popularity as one of the new items of this summer which the industry instantly approved, and there is no doubt that as the season continues these fans will gain even greater sales volume and certainly the greater confidence of the purchasers.

The pedestal fan fits itself into many categories. Storekeepers and others can use them for commercial purposes as well as can the public for general home usage.

Therefore the fan is very flexible for sales volume and the wholesalers are making much of it as a promotional item for amusement industry premium purchasers.

Specialty Fair To Exhibit 1937 Lines

The 33d annual convention of the Advertising Specialty National Association will be held at the Stevens Hotel, Chicago, September 28, 29 and 30, in conjunction with which will be held the deservedly popular Specialty Fair.

The fair is expected to be, as usual, the mecca of the advertising specialty jobbers of the nation. The manufacturers, members as well as non-members, will exhibit their advance lines for 1937, and there at one time and place, under one roof, the advertising specialty jobbers can quickly and intelligently make their selections of the lines they wish to handle for the coming year.

Advices from J. W. Brennan, of Washington, in charge of arrangements for the convention and fair, state that both a larger number of exhibitors and a much larger jobber attendance than last year is expected.

1936 National Income Will Exceed 63 Billions

National income this year will exceed \$63,000,000,000, the highest since 1930 and approximately 60 per cent above the depression low, statistics indicate.

Farm income, too, experts estimated, will rise to a new six-year high, despite effects of the drought—worse than the 1934 disaster from a rain shortage standpoint—which is expected to seriously affect business and economic conditions in a limited area in the West Central States.

The national income produced in the United States in the first six months of the year aggregated \$28,134,000,000, according to the Alexander Hamilton Institute, or a gain of 14.6 per cent over the corresponding period of 1935.

Current business activity reveals no indication of the usual seasonal letdown, both retail and wholesale volume running well ahead of the same period for the last five years, and an average of 15 per cent ahead of 1935 results.

Bryan Fair Indorses Merchandise Prizes

The committee handling concession space for the annual horse show and corn festival to be held at Bryan, O., October 14 to 17, inclusive, has announced that only merchandise prizes will be given by concessioners on the midway.

The committee stated that objection had been raised by many to games awarding money prizes, as operated in former years, and that the idea of merchandise awards met with acceptance all around.

It was pointed out that not only does the merchandise plan assure the player receiving something for his money, but is in line with the trend thruout the country of featuring only merchandise of quality at midway concessions.

New York China and Glass Exhibit in January

The success of the recent china, glass and housewares show at the Hotel Pennsylvania, New York, has led to such insistent demand for a spring show that the New York Housewares Manufacturers' Association has decided to stage one January 24 to 30, 1937, both dates inclusive, at the Hotel Pennsylvania.

Inasmuch as large display space is required for the proper showing of china and glass, the entire third floor of the hotel will be reserved for exhibitors and the fourth floor will be devoted solely to the showing of housewares.

This arrangement is expected to facilitate the visits of those attending the show. Plans are being made to handle a record crowd of premium buyers from all over the country who will be in attendance to look over the many new items to be introduced for the first time.

Better Biz Reflected In Mint's Operations

PHILADELPHIA, Aug. 15.—Better business is reflected in increased coinage of small coins in the U. S. Mint in Philadelphia. Edwin H. Dressel, superintendent of the money-producing plant, predicted production of small coins this year will be the greatest in the history of the institution and will set an all-time record for the country.

"People are spending more than ever before or else we wouldn't have the demands for coins," his report said. "In 1928 we made 24,000,000 silver and 157,000,000 minor coins and in 1929 set the record with 37,000,000 silver and 222,000,000 minor coins. Then in 1930 production slumped to below one-third, with 12,500,000 silver and 180,000,000 minor coins."

"So far this year we have produced 44,000,000 silver and 151,800,000 minor

Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

Everyone who qualifies as a merchandise concessioner is invited to be occasionally represented in this column. All you have to do is to write us in care of The Billboard, 25-27 Opera place, Cincinnati, O., and tell what type of game you are operating, what kind of merchandise you are handing out, names of helpers, changes made in staffs of helpers, brief accounts of humorous or other interesting experiences, etc.

The column is yours—we want you to make the most of it.

The New York weather man is treating the concessioners to the best—seven straight sunshiny week-ends. Many of the boys feel this season has been the best yet. . . . The rather pitiful price war which has been going on at Wildwood, N. J., is at a standstill, with enough biz to go around for everyone. . . . Being interested in or operating more concessions than any other man makes Abe Greenbaum just about the busiest man at the Cleveland Expo; religious articles, jewelry and curiosities feature his concessions. . . . Bob Reed, The Billboard's Cleveland correspondent, checked Mack (Doc) Zeitlin guessing the weights. Reed reports the score was 19 out of 20. . . . Eli Mirachi, also up in Cleveland, is going strong with the jewelry and novelties. His head saleswoman, Ann Simpkins, is anything but a drawback to him. . . . H. L. Whitesell just joined the J. George Leos Shows out in Cherryville, Kan. . . . The bingo stand owned and operated by Sheik Rosen and Dick Shanks on the Bruce Shows has stock displayed on three rotary tables four shelves high with 38 200-watt globes pouring on the light.

Along the midway at Dallas—Elwood Lorman opened a Boly Poly in the Streets of Paris; Mr. and Mrs. Freddie Ferguson left the pitch-till-you-win concession down there in favor of the Minnesota fairs. . . . Gordon Baxter did well with his new ball game on American United Shows midway at Bozeman, Mont. . . . Mrs. T. J. Tidwell just put into operation a mighty flashy new bingo board; so far the investment has been worth it. . . . Mrs. Albert Heath's new bingo game on the Happy Days Shows is now under the management of Happy Bouldinghouse. . . . From the reports coming to The Billboard every day it looks like everyone is in for a real fair season. Attendance records at the early fairs have been fine. Special events also show a marked improvement over last year. It is up to the weather now.

coins. But with the busiest season of the year coming in the fall, when we do in two months almost three times as much as we do the rest of the year, I predict the greatest year in the history of the Philadelphia mint."

MAKING THE TEXAS CENTENNIAL CROWDS NOVELTY AND SOUVENIR-MINDED

By PHILIP KAPLAN

Watch for This in

The Fall Special

Of The Billboard

Big Premium Item!



Univex
MODEL AP

No. 8101. Each **69c**

Case is made of Metal, Crystal Finish; may be had in assorted colors. Very compactly constructed—size closed, 3 1/2 x 2 1/2 in. May be used for many of these pictures. Makes pictures very successful as a seller. Produces very excellent pictures that may be enlarged. **Send for \$6.50**

No. 8102 FILMS for Above. Put up 8 **85c**
Exposures in a Roll. Dozen Rolls...
SEND FOR CATALOG.

ROHDE-SPENCER CO.
(Wholesale House)
223-25 W. Madison St., Chicago

WHAT DO YOU NEED?

BORLAB PRODUCTS

LOW PRICE HIGH QUALITY ITEMS

DEMONSTRATION PITCHMEN, AGENTS, CANVASERS, SALESMEN

426 BROOME ST., NEW YORK, N.Y.

We manufacture a complete line of cosmetics, cleansers and polishes—all finest quality at extraordinarily low prices. Write today for FREE illustrated circular listing our complete line and prices.

PRIVATE LABELS A SPECIALTY
We specialize in making up any product in the above mentioned line with your own private label.

SAVE MONEY—MAKE MORE MONEY
—GET IN TOUCH WITH US TODAY!
BORLAB PRODUCTS
426 Broome St., New York, N. Y.

FASTEST SELLING CAMPAIGN NOVELTY

MY PARTY CHARMS—Spinning Hot Novelty. Going Like Wild Fire! **55c** Dozen

NEW "HOBBLE" POO' POO' CUSHION—Shaped Like a Donkey. Fast Selling Campaign Novelty. Dozen **75c**

MIRACLE CAN OPENER—Bread, Men's Sausages. Dozen **80c**

LEAF WATCHES. Each **80c**

QUINTUPLETS NOVELTY, works like Shell Flower. Great **80c**

SEND FOR FREE CATALOG.
3,500 Items. 25% Deposit With Orders.

BENGOR PRODUCTS CO.
18 E. 17th St., Dept. K, New York City

FREE SAMPLE CASE—Get Yours!
Write for Details Today!

BLADES D. E. 20 Probs. 6 in. For Shaving Guard **40c** (Include Postage)

SIDELINE GOODS SPECIAL. **75c**

Gross Full Line Fees

- House-to-House Canvasers, Agents, Wagon Salesmen.
- Pitchmen and Streetmen.

CHAMPION SPECIALTY CO.,
814-Y CENTRAL ST., Kansas City, Mo.

REX HONES 3c Each
Now Less Than **3c** Each

\$4.25 a Gross

Send \$1.00, S. O. O. D., Plus Postage

Each Hone in Shiny silver box, priced 50c. A real face erasing abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up ALL OFFICE REX-HONE MPFRS., 1800 West Madison, BR-8, Chicago, Ill.



NEW ITEMS

New Autopoint Pencils

Two novel and unusually attractive pencils in short length have just been produced by Autopoint Company, No. 71X without clip, No. 72X with ball clip. The handsome appearance of the new numbers is set off by an ornamental teardrop cap over the eraser.

These new models have barrels and black writing tips of genuine bakelite molded—barrel colors in solid maroon, green, red, blue, black, mottled orange, green, maroon. The teardrop cap can be supplied either in silverite finish or black with silverite beaded trim.

These distinctive new pencils will be featured by Autopoint Company for good-will advertising distribution, premium items and for economical efficiency in organization use. Their novel design, combined with the sturdy Autopoint mechanism and Bakelite construction, definitely assures a wide demand for them.

Simple Kitchen Device

Women by the thousands are turning to the use of the new pea huller, bean slicer and vegetable cutter made by the Vaughan Novelty Manufacturing Company and just introduced to the premium trade. It should also make a good item for agents and demonstrators, for women today are educated to the fact that it is a waste of valuable time to do by hand what can be done better by machine in a fraction of the time.

This simple device clamps on the kitchen table and shells a pound of lima beans or peas in two minutes and a few seconds is all that is required to change from shelling to slicing—slicing everything in the vegetable kingdom into thin, attractive slicing shapes. Designed to retail for \$1.99, it can be bought at prices that make it desirable for almost any premium or direct selling plan.

Hats With Secret Pockets

A secret pocket in hats and caps is a new and unique feature of the line of Taylor Hat & Cap Manufacturers. The secret pocket is so cleverly concealed it almost defies detection and is an ideal hiding place for money and valuables. The company reports the novel line is making a big hit in the direct selling field. The secret pocket is offered in an extensive line of personalized styles and exclusive designs planned to suit the customer, with caps made-to-measure and rainproof. The low prices make these good items for agents and premium users.

Complete Line of Specialties

A complete line of novelty and specialty products in onyx and marble is being manufactured by the Onyx and Marble Products Company. The company's products are distinguished by being genuine onyx or marble, as the case may be, rather than the synthetic or artificial substitutes more prevalent in modern novelty work.

A line of ornaments, lamp bases and standards come with silver and gold plated statuary work mounted upon them; book ends, cigaret boxes, pen and pencil sets and similar items are being produced.

The company is starting to specialize in a desk set consisting of a pure onyx pen holder equipped with a standard fountain pen. The set is characterized by a specially designed universal joint in the holder itself, which allows it to hold any size pen snugly by the use of a spring mechanism.

A wide variety of color appeal is secured thru the use of carefully selected pieces of onyx for the base and contrasting holder color.

New Auto Novelty

A new and unique item for all cars is being placed on the market for the first time by the Chicago Hardware and Fixture Company.

The new item for motorists is known as Autograms and consists of sets of initials or numerals in any combination modernly designed with red beveled edges and chromium plated. Autograms can be easily fastened by the motorist to any car radiator grille.

A special introductory offer of a set of three initials or numerals is being made by the manufacturer to distributors and agents.

The fast-selling item with a large margin of profit and almost unlimited market should not be overlooked by wide-awake distributors, agents and dealers.

Electric Traveling Sign

A rotary electric traveling sign is being introduced by Lee J. Ellis, of New York. It is called Adcolite and is a splendid advertising medium for business establishments in general. The advertising message, which can be easily changed because the letters are interchangeable, travels on a circular band and is operated on a heat-motor principle. The Adcolite sign is made up in different designs and sizes and should find a ready market.

Clipshave Electric Shaver

The Clipshave Electric Shaver has just been introduced by Bennett Bros., Inc., in response to the increasing demand for a dependable electric shaver at a lower price than that already established. The Clipshave is attractive in design and, of course, requires no blades, no lather and never gets dull and is guaranteed for one year. The wholesale price is \$7.50, which makes it an attractive premium item for use in many ways.

Write to The Billboard, Buyers' Service Department, 25 Opera place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Watch Them Go For These

"LEATHER TIES"
Genuine leather, plain and combination colors. Plenty of flash and appeal. Show something different—get the customers. **1 Dozen, \$21.60; 6 Dozen, per Doz., \$1.75; 12 Dozen, \$1.60 per Dozen.**

How Ties are \$1.00 per Doz.

LEATHER BELTS.
Variety of Shades and Colors. **1 Dozen, \$2.60; 6 Dozen, per Doz., \$1.75; 12 Dozen, \$1.60 per Dozen.**

High Grade, Genuine Leather Merchandise. None better. Money-Back Guarantee. Send for Sample Belt, Tie and Bow Tie, 80c.

Acme Leather Novelty Co.,
182 Washington Street, Salem, Mass.

We've Cut Our Own Low Prices on FOUNTAIN PENS

Get our new reduced prices on 54 varieties in every desired color, all equipped with improved Durium points. Two-tone points if desired. Every one a big seller.

Western Buyers Order From Us and Save Time.

STARR PEN CO., Dept. 8
300 West Adams Street, CHICAGO, ILL.

Hot Sellers Now!

PER GROSS 9.00

B40N75—Pecking Bird. Made of Metal, 2 1/2 in. over all, with long felt tail. Bright colors. Wind strong opening and Bird will hop around and Peck.



It's New!

6 1/2 in. Celluloid Carnival Doll

Per Gross 9.25
Per Dozen .80

B34N141—Has Gaily Colored Rosette Fan. Complete with Feather Dress. The Upward and Downward Movement of Doll on Spring Opens and Closes Fan, Making it an Outstanding Number.



THE HAT of the Season

Per Gross 8.00
PER DOZEN 70c

B45N013—Miniature Straw Hat, 6" Over-all. Has Two-Color Band. Here is the Hat That Will Go to Town This Year.



Here's The Greatest 25 Cent SUN GLASS VALUE Ever Offered

Per Gross 10.50
Per Dozen .90

B321J89—Heavy Shell Colored Celluloid Frames and Temple and Lense Glass Lenses, in Assorted Colors. Each in Glassine Envelope, 1 Dozen in Box.



FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery

N. SHURE CO.
200 W. Adams St. CHICAGO

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders in our best proof.

Send for New Catalog

Model 40W
\$5.95 each \$6.50 each

In lots of six samples F. O. B. N. Y. 25% Deposit Set and Tubes Guaranteed.

PLAYLAND SUPPLY CO.,
118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

For Instant Shipments
Send Your Orders to the
"New York" MILLS SALES CO.

Wholesalers of Popular Priced
Merchandise Since 1916.
We Are Never Undersold

Write for FREE CATALOG.
NO BRANCHES ANYWHERE.
Main Shipping Headquarters

MILLS SALES CO.
901 Broadway New York, N. Y.

QUICK SALES - BIG REPEATS

FOAM-O-SELTZER is a new fast selling effervescent tablet for excessive eating, drinking, smoking or for simple headache or sour stomach, etc.

HUGE PROFITS FOAM-O-SELTZER leads the field of counter and specialties. Sells like wildfire to Fountains, Taverns, Big Bars, Cafes, Hotels, Clubs, etc. Also smashing bottle deal for Drug Stores, Writin

TODAY for full details of our big money-making offer.

MILTON D. MYER CO.
433 4th Ave., PITTSBURGH, PA.

TIES

LOOK For Our
SENSATIONAL ANNOUNCEMENT
NEXT ISSUE

CONTINENTAL
MERCANTILE CO. 414 B'WAY
NEW YORK, N. Y.

You Bet We Have Them—And The Best Buys In The Country Too

LEVIN'S HELP YOU MAKE MONEY

HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG

N9432B—Whistling Flying Birds Gr. \$1.95	N 636B—Imported Jap. Cameras Dz. \$0.75
N9099B—54 In. Lash Whips Dz. .60 Gr. 6.50	X4569B—"Thriller" Give-Away Candy Pkg. Selected Grade Wrapped Kisses, 250 Pkgs. in Case. Per Case 2.75 Per 1000 Pkgs. 11.00
N9315B—8 In. Air Balloons Gr. 1.90	
W 536B—Pocket Watches Ea. .69	
F2967B—"Univex" Cameras Ea. .69	

This year marks our 50th Anniversary. We have prepared a host of VALUES for our customers in celebration of this event. Order the specials listed above, also ask for our new catalog.

NOW 50 YEARS IN BUSINESS **LEVIN BROTHERS** TERRE HAUTE, INDIANA

Your New **MONEY SAVING GUIDE**

IS NOW READY!

Send for it Today!

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

OUR PRICES DEFY COMPETITION!

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

NOTES
from
SUPPLY HOUSES

The Florn Clock is working on a number of new clock items among which are a leather traveling clock and a novelty wood clock in the modernistic trend. These should prove to be good premium and concession numbers.

The Pilgrim Electric Corporation, New York, reports that its Pilgrim RCA licensed A. C.-D. C. midgeet radios are moving nicely. Salesboard operators and concessioners have ordered many of these sets and are continuing to use them.

The set has the new illuminated wrist-watch dial, matched speaker, four RCA licensed tubes and built-in-aerial and is extremely small, measuring only 8½x8x3¼ inches. It has amazing tonal qualities, is powerful and selective. The cabinet is of unbreakable burled walnut finish steel and has a standard broadcast band.

One reason for the outstanding success of the set, according to Herman Kleppner, sales manager for Pilgrim, is the fact that it is sold on a 30-day trial basis.

Pilgrim Electric Corporation also offers an illustrated catalog of other outstanding numbers in its line.

There are some big things in the works at Super Engineering. In the very near future it may be ready to make some important announcements on some new coin-machine devices.

Crystal Luster Company is introducing a new all-purpose cleaner which cleans and brightens furniture, automobiles, windows, tiles and floors. The cleaner is made up in liquid form and is called Crystal Special. It is sold either by the bottle or in bulk. Crystal Luster Company also manufactures hand soaps, shampoos and special polishes.

Harry Gordon is making quite a success operating under the name of Royal Merchandise Company in New Orleans. The house carries a complete line of notions, novelties, razor blades and household items.

MIX EVENING

(Continued from page 35)

and Mrs. Charles Warrell met many old friends recently, among them Mr. and Mrs. Bob Alliano of the Warner Bros. theaters. Harry Baker entertained Matt Saunders of the Poli theaters, and Mr. Bowman, western writer, while in Bridgeport. At New London, Mr. and Mrs. Sam Prentiss and many other circus fans caught the show and visited with friends. Russell Harvey, contracting agent, and P. N. Branson, general agent, visited the show in Middletown. GRACE BAKER.

The Sawdust Ring

By FRANK (DOC) STUART

FORT WORTH, Aug. 15.—May the spirits of P. T. Barnum and Florenz Ziegfeld forgive me, but they have been outdone in the presentation of circus and massive productions, and if you have not visited the Fort Worth Centennial you have done yourself an injustice!

Now just a word to you circus men. Go to Fort Worth and see this gigantic double circus; its *Cess Manana* with its 150-foot revolving, shuffling and reciprocating stage, hundreds of chorus girls and boys, outstanding vaude acts, sensations and what not. Then pause to think—did Mr. Barnum or Mr. Ziegfeld ever do anything as elaborate, massive, beautiful and awe-inspiring as the man Billy Rose? To you circus men who have not seen this mammoth amusement affair I can hear you say that there is nothing new. Well, you are wrong. That is what I thought, but now I am a much wiser man.

This man Rose is a genius, but all the credit does not belong to him personally, and it must be shared with Murray Anderson, Vic Leighton (my old boss of Klaw-Erlanger days), Will Morrissy, Ned Alvord and others. He is a sort of Al C. Barnes and he elaborates (and how) on others' ideas. Just what he would do had he two or three other men of the caliber of those mentioned is beyond human conception. His gigantic production of *Jumbo* started the circus world about a year ago and this he transported to Fort Worth, but he did not stop there. He also produced for this centennial *Frontier Days* and this Wild West show completely "out buffaloes Buffalo

Bill" in size, manner of presentation and color and it leaves one drunk with pleasure and surprise.

How does he do it? Damned if I know. It is the same old acts but he has put both performances together differently and he has engaged a profusion of star performers and champions—not too many but just enough for you to thrill at, and when you see each act you are seeing the best. Sometimes he brings his acts in in droves and then he will especially feature some act (which you have seen before) with such splendor and color that it appears entirely new. This is especially true of both *Jumbo* and *Frontier Days*.

The *Cess Manana* is on the order of the old Ziegfeld productions only dozens of times larger and a dozen glorious chorus girls for every one of the former *Follies* beauties. Again the Rose touch is exemplified in a manner enough to stupefy any showman—no matter how great he is or has been. Gigantic two-story sets (if set in a straight line and not on a revolving stage would reach more than six blocks in length), gorgeous costuming or wardrobe, lavish electrical effects, a real water moat on which float gondolas, Paul Whiteman, Sally Rand, Ann Pennington and a host of other headline acts and vivid colors blended to such a degree that even little ol' New York cannot comprehend.

To Vic Leighton, my old boss and general manager of the old Klaw-Brieger days, I must apologize. You favored me with some of your best original productions and casts, but I fear they were likened to an old Western one-nighter in comparison to your present attractions. And to Billy Rose, whom I never met or wish to meet for fear of finding him just a mortal man, I thank you for assembling a colossal cast of old-time circus performers, including Poodles Hanneford Family, Josie DeMott Robinson (a 73-year-old equestrienne who is even better than some of our young riders), and I thank you for giving pleasant engagements to all those gray-haired stars of the sawdust ring of former days.

Billy Rose has proved the public wrong when they say, "See one circus and you see 'em all," and to the circus mad I say, "You are also wrong when you say that there is nothing new." Go to Fort Worth and see how badly you are fooled. And this Billy Rose is only a youngster compared with you and me.

The Next Issue of

The Billboard

will be the big annual

FALL SPECIAL

Special Enlarged Wholesale
Merchandise Section

Producing Quick-Action Results
for Advertisers

RUSH YOUR COPY TODAY

Last forms go to press in Cincinnati

SATURDAY, AUG. 22

PUBLICATION OFFICE — CINCINNATI, OHIO

PATRONAGE

(Continued from page 62)

matched drinking sets and cocktail sets; lapel watches, midget radios, pocket knives, cigaret cases and lighters and compacts are getting the heaviest play. Another type of event which is coming into prominence in certain sections and which is greatly increasing merchandise sales is the combined centennial and fair celebrations. Cities observing their 100th birthday, and there are many of them this year and next, sponsor festive occasions during which a vast amount of special merchandise is distributed as souvenirs in addition to the game concession awards. Hats, ash trays, ties, balloons and the like are frequently designed or imprinted in a manner symbolic of a community's growth and sold in quantities.

UNDER THE MARQUEE

(Continued from page 36)

The unsupported ladder act of the Canestrelli Family is unique and pleasing. Hal Silver, wire-walker, is very good. Remainder of the program packs plenty of entertainment. Duke Drunkenbrod, dapper as always, has a pleasing Side Show. Mel Smith does a swell announcing job. Manager S. L. Cronin has gathered a competent staff around him and everything moves with smoothness and precision. At Waukegan Sam Gumpertz, Mrs. Charles Ringling and Robert Ringling were visitors. Numerous Circus Fans from Chicago and near-by towns also visited the show at Waukegan.

BAKER SAYS

(Continued from page 38)

know that there were few which even grossed \$5,000 during the depression, in which case you were compelled to pay \$700 minimum, which would equal approximately 15 per cent of your gross revenue. This shows that you were penalized during the depression, but what is going to happen in normal times, when your Coasters gross around \$30,000 per year? With the present rate you will be compelled to pay \$1,950. So you can see how important it is to give consideration to the future of not only insurance but all other problems.

Invitation to Chicago

I honestly believe it is an essential part of your organization's success to have these summer meetings, as it brings you together at a time when it is opportune for the exchange of ideas, experience and suggestions and to become better acquainted with your fellow operators. It is at this time that you are most desirous of obtaining information and enlightenment concerning your problems.

The national association, up to a few years ago, had summer meetings, but due to the scattered locations of our many members it was found rather expensive and unnecessary, as all parts of the country have their own section organizations holding summer meetings such as this.

I want to commend Arch Clair and the committee for their efforts in making this gathering the success it is and extend to all of you an invitation to attend the Chicago meeting of the National Association of Amusement Parks, Pools and Beaches, which will be held the last week of November. Without a question it will be the largest, most interesting and thereby the most successful one ever held by our association.

SOCKING THEM

(Continued from page 38)

back to a dime. Soft drinks, however, seem to keep their nickel level to compare with 10-cent beers. Resort novelties last year 10 cents are now two bits. The majority of night spots have all kinds of trick charges with one charging \$1 extra for everyone who stays to see the show.

In this sudden spurt of get-rich-quickness it is encouraging to note that the piers and theaters are keeping to price schedules. The Steel Pier, with perhaps the greatest number of attractions under one roof of any structure, is keeping its 35 and 75-cent prices intact. All walk theaters are keeping a 55-cent price, with exception of Apollo which, showing Great Ziegfeld in full length, has hit 75 cents at night but will again return to 65 cents. Million-Dollar Pier with more attractions than last season has increased its prices but 10 cents.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Biz holding up well, with motorists coming in from Manhattan, Bronx and Brooklyn in droves. Seems like they all come in search of dancing places. Motoring entry seems to have a particular yen for dancing. . . . Too bad some indie promoter hadn't tackled that Jones Beach outdoor opera idea first. Impresario along the lines of a Billy Rose could have turned the novelty opera stunt into a mint with a little dashy exploitation. In all fairness, tho, to the Fortune Gallo presentation, we must confess it is one of the most imposing presentations in the field of music one could possibly conceive. This correspondent spotted a large party which made a special trip from Providence, R. I., to catch the show.

Wirth's Circus, playing for the benefit of the Long Beach Welfare Fund, bringing together many of the amusement clique from all parts of the Island for a look-in.—Harry Richman, Long Island taxpayer to the local crowd, is supposed to leave on a cross-Atlantic hop from Bennett Field. Bunch here insists it's all a publicity stunt, but there are some who hold that it may come off. —Attention Major Bowes: Pool Manager Dave (Nassau County) Carlin ran an amateur night swimming race for folks who never swam before! Most of 'em waded thru the distance.

Attempt to bring dog racing into New York City, via Cross Bay Track, Ozona Park, was brought to an abrupt halt when cops, acting on the request of Mayor La Guardia, arrested all those prominently identified with the track. First night opening was more or less of an experiment with the law. Unlikely that racing will continue.

ROCKAWAY BEACH: Fireworks shows going along nicely, with Chamber of Commerce underwriting 'em yet. Funny angle is that local crowd pays for the pyrotechnics, but neighbors view 'em. —Harbor Inn is ace hangout of the local crowd, with a fine floor show and Broadway atmosphere.—Billy Meyer's golf-driving range at Jarvis Lane, Far Rockaway, a money-maker.—Testimonial dinner to Bill Brunner, local pride, brought down the biggest political celebs in the book, including Jim Farley, who took a jaunt on the 'Walk before sitting in at a banquet in the Harbor Inn. —Ye correspondent and Doc McKenna recounting some of the great acts that played the now gone Morrison's Theater on the Boardwalk. There were Jolson, Cartor, Wynn, Jessel and scores of others back in the days when their salaries never ran near three figures. Charlie Chaplin even made personal appearances there.—Arverne Boulevard Theater may turn itself into a year around spot, instead of just seasonal.—Sloppy Jack, Edgemere drink stand maestro, one of the best natured guys on the 'Walk.

Glass, Edgemere 'Walk photog, goes to Miami after the season, as he has done for 10 years.—Does Berger's on the 'Walk sell more sandwiches than any two 'Walk spots combined?—Ukin, Chinese food king, will stay thru Indian summer.—Jimmy Johnson, the boxing promoter, down visiting son Bill, who is life-guarding hereabouts.—Mike Wolfe, the cop, out of the hosp.

LONG BEACH: Somehow the old spirit that prevailed here to remind one so much of Miami seems to have seeped away, or is it that we only imagine so? —"Live here all year" is the slogan civic leaders are dishing out to summer dwellers.—Walk fire ruins being removed.—Plenty of burlesque people vacationing hereabouts.—Dave Leonard, wiped out by the fire, off to Miami to ready things for an early fall start. Discouraged over losses, but a come-back-and-fight feller is Dave.

With the Zoos

PHILADELPHIA—Resignation of Dr. Roderick Macdonald, managing director of Philadelphia Zoological Society, as of January 1, 1937, was announced by Dr. William B. Cadwalader, president, who said: "Since coming here in March, 1935, from Harvard, where he was engaged in scientific research, Dr. Macdonald has performed many valuable services for Philadelphia and the Zoological Society, especially in development of scientific plans. It was with regret that directors considered it advisable to accept his resignation. The selection of Dr. Macdonald's successor is being carefully studied by the board in order that the

ABSOLUTELY NEW "FOOT COMFORT"
for Demonstrators, Agents, Salesmen, Canvassers, etc.



Fastest, Most Consistent Seller! Biggest Repeat Order! Laid "FOOT COMFORT" is the new resilient shoe fastener, hailed by demonstrators, salesmen and agents everywhere as the fastest-selling, big repeat item they have ever handled. "FOOT COMFORT" consists of two small resilient elastic loops held together at the center by an attractive metal staple. It can be fitted into ladies', men's and children's shoes easily and quickly. And once it is in, it need not be removed for from three to six months. "FOOT COMFORT" outlasts shoe laces, does away with the bother of untieing and tying and gives real slipper comfort. "FOOT COMFORT" comes in sets of twelve, mounted on an attractive self-sticking display card. Our special introductory price to you is \$14.00 gross (plus 20% sales tax). Send 25¢ for sample and convince yourself that this is the greatest item introduced in years.

U.S. PATENTS MFG. CO.
20 WEST 22ND ST. NEW YORK, N.Y.

bb22—NOVELTY DOG ASH TRAY, Dozen, \$1.20; Gross.....	\$12.00
bb23—HOSHLAFF Inflated Rubber Novelty, Dozen.....	8.00
bb24—RAYON SILK PARASOLS, Dozen.....	\$1.50; Extra Large Size, Dozen, 1.75
bb25—FLORAL COTTON PARASOLS, Dozen.....	75c; Gross, 8.50
bb26—HEAVY EUCRINE WHITE SHADE PARASOLS, Gross.....	17.00
bb27—SWAGGER CANES, Assorted Bright Colors, Gross.....	6.00
bb28—GENUINE REACH ROUND BASE BALLS, Dozen.....	1.50
bb29—BALLOONS, Special Carnival Prints, Gross.....	2.50
bb30—DICE ASH TRAYS, 4 in Box, Green Boxes.....	4.00
bb31—17-Piece Large Size CHINA TEA SET, Each.....	1.00
bb32—GIVE AWAY CANDY, Flashy Box, Per Hundred.....	1.00
bb33—LAMPS, Assorted Table Lamps, Large Sizes, Gross.....	7.25

We have on hand for immediate shipment: Bingo Cards, Hoop La Blocks and Hoops, Game Rack Nets and Rings, Knife Race Rings, Stock Whistles, Dart Boards, Snow Cone Machines and Sapples, Frisbees, Drink Fountains, Juice Jolt Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.



GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 4-D) New York, N. Y.

FREE 5 DAY TRIAL

5 TUBE GENERAL RADIO

SATISFACTION GUARANTEED
TRY THE OPENING GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)
FAST SALES! BIG PROFITS!
FREE! NEW 1936 CATALOG. Powerful dynamic speaker. Super tone. NEW 3-COLOR DIAL, 2 U. S. Licensed Tubes—your Metal. No aerial or ground needed. A. C. D. C. Packed in an explosion cartons.
Showing 8 new models. Sensational values.

\$6.95
LOTS OF SIX
\$7.45
SAMPLE SET

25% with order, balance C. O. D. Remember—Get Satisfaction or Money Refused.

zoo may continue to increase in usefulness to the community." In connection with acceptance of his resignation, Dr. Macdonald was granted an extended leave of absence.

NEW ORLEANS, Aug. 15. — Pete French, with two humming birds, two sugar birds, six monkeys and 28 snakes, captured during a six weeks' stay in the West Indies and Northern Coast of South America, landed here this week with his cargo for the St. Louis Zoo. A hushmaster snake, captured in Trinidad and the prize of French's catch, died before its arrival. All were carried by plane to St. Louis with exception of boa constrictor.

MIGHTY SHEESLEY
(Continued from page 53)

Gamble joined here with his concessions. King Bard, former carnival showman, is now advertising manager of Radio Station WOOD and making good in a big way. My thanks to him and Sandy Meeks for their fine co-operation all week. Mr. and Mrs. Frank D. McKay were nightly guests of William Zeitman. Dorothy Sheesley, ten-month-old daughter of Mr. and Mrs. J. D. Sheesley Jr., is recovering from a serious operation. E. C. Crowe has purchased a new car. Al Renton and the train crew have their own independent light plants. Circus Side Show, Nite in Paris, Royal Hawaiian Theater, Harlem on Parade and the Great Lester have purchased new sound equipment. Mr. and Mrs. J. M. Sheesley went fishing several times but had the usual fisherman's luck—no fish. John D. Sheesley Joe Hatfield and Mrs. Al Renton celebrated their birthday anniversaries here. Irene Myers joined the Royal Hawaiian Theater. Diane Rivers and Edna Riley were additions to Lester's show. Frank O'Donnell and H. R. Zimmer were guests of the writer. Harry Fitzgerald visited. Everybody is repainting and getting everything spick and span for the long fair season. FLOYD NEWELL.

World's Fair Shows

Warren, O. Week ended August 8. Weather, rain two nights. Business, good. Charles Kuhn and Mrs. Kuhn, of the Black Kuhns, who are now located in

Warren, were welcome visitors. The writer renewed an acquaintance of 35 years' standing when J. Frank Hatch spent Saturday afternoon and night on the show with Guy Dodson. Mrs. Guy Dodson came on here from Chicago, where she visited her mother. Ray Balzer is doing okeh in his new vocation as legal adjuster. The Heyday has been refurbished and renovated and is ready for the fairs. Gay Patee front has also been repainted, together with Paige's Show Beautiful—posing show. Minstrel front has been redecorated and performers equipped with new costumes. Danny La Rouch, off on a vacation, is reported bringing his wife and family back with him. Rex Howell is in charge of the commissary. Mrs. C. Sherman and Mrs. McGuire took a vacation last week, the only concessions out of the lineup. Denny Moore is improving rapidly at Washington Hospital after having his finger amputated. Charles Clark has added to his Zouaves Band. The "Johnston Sparrow" has recovered and will chirp with the band. Everybody looking forward to fairs. DICK COLLINS.

FREE YOURS FOR THE ASKING THE 1936 IMPERIAL

Wonder Catalog Listing 5,000 new fast-selling Novelty and Sundry Items. Write for your copy at once. We are swamped with requests.

IMPERIAL MERCHANDISE CO., Inc.
893 Broadway, Dept. M, New York.

3000 BIG BARGAINS

1936 SPORS
wholesale catalog, No. 42

AT WHOLESALE PRICES.
Hundreds of items from many parts of the world are shown in Spors Catalog. 106 pages, check full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today.

SPORS COMPANY
LESTER—MINNEAPOLIS

SPORS CO.
8-36 Erie St., Le Center, Minn.

**OAK BRAND: HY-TEX
BALLOONS
MICKEY MOUSE
TOSS-UPS**



Great money getters. Full figures, or heads, with inflatable ears. Stand erect on heavy cardboard feet. One item in colorful package, others in bulk.

Sold by Leading Jobbers

Licensed by Walt Disney Enterprises.



**The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only**

HEADQUARTERS FOR SPECTACLES AND GOGGLES

We carry a Complete Line of Goggles, Fall Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog #F48. Optical Specialties.
17 N. Wabash Ave., Chicago, Ill.

CAMPAIGN TIES 5¢

GET ON THE BAND WAGON NOW!

Roosevelt, London, Lembo Ties with picture of candidate imprinted on face. Fast sellers. Shoot in your order today and Cash in. Immediate Delivery.

25¢ with order, balance C. O. D.

50-1000 7-100 10-200. 2 SAMPLES FREE PREPAID

LEGION TIE Co.
701 BROADWAY, N.Y., N.Y.

ELGIN—WALTHAM WRIST WATCHES

Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

2.95

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

E. Z. WAY AUTOMATIC STROPPER

W. M. MFG. COMPANY,
Sandwich, Ill.

BANKER PENS—That's All

BANKER PLUNGER AND VACUUM PENS NOW GETTING THE MONEY

JAS. KELLEY, The Fountain Pen King,
487 Broadway, N. Y. C.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

CORN-GO THE CLOSELY GUARDED SECRET

of a famous Street Corn Doctor. Removes the corn at once with only one application. 3 1/2 size bottle costs about 3c to make. Write for details.

E. D. BEBOUT
BOX 62, MARION, KY.

PITCHMEN
by **BILL BAKER**
(Cincinnati Office)

Pitchdom, Five Years Ago

Shamrock Medicine Show had just closed for the season owing to the death of Dr. Thomas P. Kelley. . . Things were looking up for the fair season. Big crops were reported and the earlier grasshopper scare had not materialized. . . It was so tough in Western Ontario for W. N. Miller that he had given up the pitch in favor of house-to-house selling. . . And on the other side of the fence was the roving sign painter, Al Burdick, who, down in Decatur, Tex., hit five red ones straight and ended up buying a new car. . . Not so for S. J. Tucker down in Waycross, Ga.; he was barely getting by. . . De Cleo, the magician, had just left the Quillen Family Show to get ready for a big school season booked by Lee Larson. . . Doc Oklahoma Carl infoed from Sullivan, Ill., that his med opra was running into money for the first time in a year. . . Ben Olive, wife and Ben II had just opened up a show of their own. . . Gene Gollin was heading east after rather a slow time of it in Minnesota. . . Jack Scharding, ace health book pitcher, returned to Cincy after a two-year absence and was joined by E. R. Hume, astrologist, his former partner. . . The two teamed up again and hit out to haul in the long green at the Mineral Point, Wis. Fair. Among the old guards were Bill Danker and wife, pitching sharpeners and pens; Doc and Mrs. Jim Phillips, med; Harry Lambert and missus, on the leaf; Ben Brown and Grace Adams, perfumes and clips; Myrtle Hunt, advertising real estate; Harry Webber, gummy; Charley Holley, panning out ink sticks, and Ray Martz with a potato knife. . . Gummy Gab, better known as Denver Mac, was laid up in a Cleveland hospital. He had been working with Old Doc Ellis. . . Jack Meyers, the Wolverine paperman, was getting the dough with *Minute Golf News*. . . Cherry season was about on its last legs up in Michigan, so J. C. Hiller was heading south. . . Spieling auto polish was good enough to Stanley Anderson and Dave Guess to allow them a brand-new car. . . The lakes of Maine were affording a swell vacation to Charlie Meadows and family. . . Doc A. P. Cunningham had just opened a foot clinic in Eloise, Mich. . . Ricton at that time was sticking to his word—he was thru with the road. Operating hotels appealed to him more. You didn't last longer than anyone else tho, did you, Ricton? . . . The news of the week was Harry Corry's challenge to Harry Malers—straight auction or double up, winner to take all, bets go to charity.

SLIM RHODES . . .
after a long silence info that he recently jumped from St. Louis to Dayton, O., working several towns along the way. Stopped off in Indianapolis, where he saw several of the boys working. He also met several of the tripes and keister lads in Dayton and they all seem to be getting their share of the long green, Slim says. Rhodes suggests that the boys in the East get the cramps out of their fingers and shoot in some news about New England.

HAPPY BILL . . .
and family are anxious to have a pipe from the Hy-Lauster auto polish man and family, of Georgia, who played the Shelbyville, Ind., Fair last week

JACK ROACH . . .
pencils from New Granada, Pa., that he is still kicking along. He took Doc Fiting, of Sam Bias fame, and the kids; Bob Noell, his son-in-law, and wife, Anna Mae; Robert Noell Jr., his son, and the boss to his old Pennsylvania stamping grounds, but they played only two spots each and are now en route to New England. Jack is all yibbed up to make Jersey for the fall, as Virginia has a trick law that hits at medicine. "Don't try it," he says, "the first few examples will fall hard." He expects to make the Shade Gap picnic and meet Archie

Rosenberg. Roach has added a team to his medicine show, which now has seven people. Cactus Pete is leader of Roach's orchestra and going over well. "Under your auto law section," writes Jack, "I notice that Pennsylvania is hostile to out-of-State troupers. Will say I have been stopped three times on account of no license on my trailer. When I explained that South Carolina requires no tags for trailers pulled by pleasure cars and showed 'em letter to that effect, I was given all the courtesies of the road. I found Penn State troupers real friends." Roach wants to hear thru the column from Chick Quinlan, Dr. J. M. Leigh, P. A. Decario and a few more of the silent ones who never pipe.

JAMES LOCKWOOD . . .
of pun-lifter fame, is at the Soldiers' Hospital, Dayton, O.

ERNIE ATHONTON . . .
and the missus are repeating with the ink sticks at the same fairs they have been making for the last decade.

ALONG WITH HIS . . .
novelty hustling activities Gale Wheeler has opened a shoe-shine emporium in Oklahoma City. Gale is anxious to hear from his mother, who is on the road.

FRED PIKER . . .
of sheet fame, is holding down Toledo, O., taking the stubs and doing excellently.

CHARLIE WATSON . . .
and the missus are working Lima, O., with rad and X-rays to good results.

BLAINE A. DEVOR . . .
pen coupon worker, recently purchased the Inn Hotel at Greenville, O. Blaine has turned his hostelry over to a manager while he makes the fairs.

GEORGE CLARK . . .
working the needle threaders at Battle Creek and finds the town in better shape this year than it has been at any time since 1929.

BUFFALO CODY . . .
has joined up with Doc Weiner and the two are leaving Chicago probably to wind up in California. Cody has worked on Quincy and State streets in Chi all summer to a fair business.

CHIEF WHITE EAGLE . . .
is playing two-week stands thru Texas to good crowds and fair business. His company includes Chief White Eagle and family, Jackie and Minnie Price; Harry and Eva La Reane, dance team, and Joe (Toby) Purcell.

RAY HEIBERS . . .
finds Pittsburgh a pretty good town, while Indianapolis and Cincinnati are no good at all, he says. He reports that Thompson, the polish worker, has opened a beer parlor in Allegan, Mich.

JEFF FARMER . . .
writes from Richmond, Va., that he is just waiting for the tobacco markets to open in South Carolina. He would like to see a pipe from Doc Anderson, Blacky Carpenter, Blacky Kessler, Jack Flowers and Runt Powley.

J. ARTHUR (DOC) MCCOOL . . .
and Lottie Walsh were married in Angola, Ind., August 3, writes Bill Mender. Dick and Honey Jacobs were witnesses. Mender says McCool has been working with him and that they left August 13 for the Ionia, Mich., Fair.

SHARPSTEEN COMEDY COMPANY . . .
is currently in its fifth week of a six-week stand in Monroe, Mich., where it is playing three different lots for two weeks each. Doc Vernon Sharpsteen is now celebrating his 41st year on the road. Business has been good in Monroe, with

the 250 seats for which a 5-cen admission is charged being filled each night, while a large crowd gathers outside the reserved space to watch the show. Roster of the show includes Mrs. Sophie Sharpsteen, Verna Sharpsteen, Mr. and Mrs. Herb Grossman, concessions; Bob Roberts, pianist; Harry Hunsinger, magician; Joe and Bee Bennett, dance team; Jake and Ollie Rose, comedy and characters; Clare Collins, acrobatics, and Cecil Rawson, canvasman.

JESSE (FRENCHIE) DE VORE . . .
wonders why Jim Cain and Frenchie Del Mar never pipe in. Jesse has been working Texas department stores with gold wire and says Al Stofel has been working medicine near him. Jesse says to Hi Johnson and the rest of the West Coast clan: "Let's hear from you."

FRANK HAITHCOCX . . .
is enthusiastic about what he terms the "world's greatest championship event." "At last," he says, "we come into our own. At last we are recognized. At last the world shall know who is champion pitchman. At last some pitchmen shall feel, see and enjoy great wealth. Drop your gummy, leave the flukem, pack up your needle threader—win 20 bucks. All that is necessary is to become a world champion pitchman." Frank got his idea from the pitchmen's contest being staged by WMCA, New York. First program in the contest went on the air last Friday night, featuring Harold Berk, working static eliminators.

LOUIS D. SMITH . . .
shoots an item on the Cleveland demonstrators, Emily Bristow (Curly Lox), he says, has turned from curlers to Kant Run and is doing nicely. Jimmy Ryan, former foot worker, has turned to the forms and is doing a good job. Bill Newcomb and partner, Albert DuBach, have just finished a week in Toledo. Smitty has moved his wife and five daughters to Erie, Pa. He sends regards to Mr. and Mrs. Art Cox, Bill Westfall and family and Mr. and Mrs. Tony Trayer.

AL RICH . . .
writes that Al Weiner has a cigar pitch store on the Boardwalk at 20th street, Coney Island, N. Y., and that the spot is clicking handily. Says Weiner gets the bacon every time he makes a pitch.

HARRY CORRY . . .
writes from Rochester, Minn., that he is still with Hennies Bros. He says thousands of people are going thru the clinic there, but because he has never enjoyed better health in his life he will pass the clinic by. Harry reports that he enjoyed the pipe by that English marvel, Andy Stenson, and was glad to hear that Joe Silverberg, Lou Comas and Mitch

FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices.

IT SELLS PLUNGER FILLER VAC

ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.

JOHN F. SULLIVAN
118 Broadway, NEW YORK CITY.
Fast Service Sully.

WHITESTONE RINGS of DISTINCTION!!!

Exclusive—patrons from \$6.00 up. FOR LADIES and MEN. Also CAMD RINGS from \$12.00 up. Send \$2.00 for 20 set rings. We also carry a full line for men's wear. Free catalog. OLYMPIC BEAD Co., Dept. R, 327 5th Ave., New York City.

MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special List. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

VETERANS

Your beans out a kick in business. It has increased our sales. Get your share.

WILL ROGERS 1,000 LATEST JOKES.

10,000 Levities, Humorous Epigrams of Walter Pate, 3c. 444 15c. Samples, 10c. Veterans' Monthly Magazines, Veterans' Joke Books, Pins, Buttons, Posters, Patriotic Calendars, VETERANS' SERVICE MAG., 157 Leonard Street, New York.

BLADES \$2.75 Per 1000

First Quality, Guaranteed Uniform D. E. Blip

GEM TYPE, \$4.95 per 1,000.
Send 25¢ Deposit, Balance C. O. D.

NATIONAL BLADE COMPANY,
968 Rosedale Street, Rochester, N. Y.

★ DeLUXE SHOWS of AMERICA ★

Can Place for a
LONG STRING OF FAIRS

GIRL SHOW MANAGER—We have complete outfit for same, including panel front. MINSTREL SHOW—Panel front and complete outfit. MONKEY CIRCUS, UNBORN, ILLUSION, or any other money-getting shows. We can furnish outfits. FUN ON THE FARM. MOTORDROME. RIDES of all kind that don't conflict. What have you? GRIND STORES, CONCESSIONS, EATS and DRINKS. Will sell Diggers to right party.

Address SAM PRELL, Gen. Mgr. This week, care Camden County Fair, Camden, N. J.; next week, care Pitman Fair (Gloucester County), Pitman, N. J.

CONTESTANTS WANTED CHAMPIONSHIP RODEO

BUFFALO, N. Y., AUGUST 28 TO SEPTEMBER 2

Prize money guaranteed by Manufacturers' and Traders' Trust Company, Buffalo, N. Y. Arnold L. Eaton, Assistant Secretary.

PRIZES BullDogging \$500 Calf Roping \$500 Bronc Riding \$500
Girls' Bronc Riding \$300 Steer Riding \$200
No Entrance Fee — Entries Close August 27

Address BUFFALO RODEO ASSN., 631 Main St., Buffalo, N. Y.
Jim Eskew, of Texas, has been engaged to furnish the stock and act as director.

ATLANTIC COUNTY FAIR

EGG HARBOR, N. J., SEPT. 2-6,
Including Sunday.

Can Place Shows, Rides, Concessions, etc., Eats and Drinks. No exclusives.
Foreman Wanted for Merry-Go-Round and Swing, also other Ride Help.

DE LUXE SHOWS OF AMERICA

This week, address, care Camden County Fair, Camden, N. J.

FLEMINGTON FAIR

FLEMINGTON, N. J., SEPT. 1-7,
Including Labor Day.

Can Place Shows, Rides, Concessions, etc., Eats and Drinks. No exclusives.
Foreman Wanted for Merry-Go-Round and Swing, also other Ride Help.

DE LUXE SHOWS OF AMERICA

This week, address, care Camden County Fair, Camden, N. J.

WANTED-MARKS SHOWS, INC.-WANTED

For Circuit of Sixteen Weeks of Outstanding Southern FAIRS.

Art Cody wants Motor Drome Riders and Capable Talker. George Gregg, wire, Doc Anderson wants Cornet and Piano Player. Also Chorus Girls and Talker for Minstrel Show.

George Rody wants four Dancers strong enough to feature for Girl Revue and Hawaiian Shows. Salary no object.

Address as per route. This week, Logan, W. Va.; next week, Taxewell, Va., Fair

GRUBERG'S WORLD'S EXPOSITION SHOWS

WANT FOR NEW YORK STATE FAIR, SYRACUSE, OPENING SUNDAY, SEPTEMBER 6 TO 12, LABOR DAY WEEK.

Rides and Shows of every description. This is one of the biggest State Fairs in the United States. Shows and Rides do enormous business from 7 in the morning to 1 midnight, every day and night. All Eats, Drinks, Grab Jobs open. Center locations. NOTICE—Shows and Rides desiring to play this State Fair only, we can place you. Wire MAX GRUBERG, Valleyfield Exhibition, Valleyfield, Que., Canada, this week; Big Verdun Hospital Celebration, Montreal, Canada, next week.

LAST CALL SUFFOLK COUNTY FAIR

AUGUST 25 TO 29, INCLUSIVE, RIVERHEAD, LONG ISLAND

Wanted—Ten-in-One Show, Grind Stores, Stock Wheels, etc. This will be a red one; don't miss. Address all to MIKE PRUDENT, Manager of Concessions, 124 Cedar Ave., Patchogue, L. I.

WANTED WANTED WANTED FOR HOMECOMING ON THE STREETS

LEXINGTON, ILLINOIS.

Legitimate Merchandise Concessions, Shows. September 9, 10, 11 and 12.
Address M. J. DRESSEN, Chairman Homecoming Committee, Lexington, Illinois

C. W. NAILL'S SHOWS

OPENING AROUND SEPTEMBER 1st

WANT SHOWS. Have Topp for Minstrel, Athletic and Pit Shows. RIDES. Book Whip, Tilt-a-Whirl or Loop-a-Plane. Concessions all open. All our Old Concession People let us hear from you at once. RIDE HELP. Ferris Wheel Foreman and Second Man. Real salary to real Operator, as we have first-class equipment to work with. Second Man on Mix-Up. Men preferred who can drive trucks. Band People with Concessions get in touch at once. ADVANCE MAN QUICK. One that can contract closely. Cotton? Yes, plenty of it and good price. Show out till cold weather. Address all to C. W. NAILL, European Hotel, Monroe, La.

Stampede Big At Lethbridge

Second Weadick presentation is praised—rumors of deal pending for 1937

LETHBRIDGE, Alta., Aug. 15.—With Guy Weadick's Stampede as the feature, the 40th annual Lethbridge Exhibition closed successfully. It was Weadick's second presentation here.

Altho the thermometer registered 100, crowds really were larger than directors expected after the severe drought that has existed in Western Canada the past few weeks.

President Rowe of the exhibition, as well as other directors, was enthusiastic regarding the Stampede produced by Weadick, and President Rowe said that had this been an ordinary year the grounds would not have been able to accommodate the crowds. As it was, however, the exhibition will register one of the best successes in its history.

A. E. Russell, manager of the exhibition, was taken to the hospital on the last day with an infected foot.

The Indian camp and display was conceded to be one of the finest ever presented in Western Canada. Exhibits and live-stock displays were best in the history of the exhibition and Conklin's All-Canadian Shows on the midway had the best layout that has been at Lethbridge. Owner J. W. (Patty) Conklin was much in evidence, renewing old acquaintances and making new ones.

The rumor persists that Weadick and Conklin are getting together on something big for 1937. Several United States fair representatives were here and conferred with Weadick regarding his staging his stampede for them. Altho admitting he had had several propositions submitted by Canadian and Ameri can fair secretaries for 1937, he would say nothing further. That something is in the wind for next season in a big way is the consensus among contestants and others, said C. A. Taylor, the announcer.

Ladies' Auxiliary, PCSA

LOS ANGELES, Aug. 15.—Meeting of the Ladies' Auxiliary of the Pacific Coast Showmen's Association Monday night had Ruby Kirkendall and Minnie Fisher in the chairs. Secretary Vera Downey was on a trip north with Mr. Downey, their first trip since their accident in March.

Edith Miller came in from San Diego, took out a membership card and paid a short visit on her way to San Diego, where they have the Streets of Paris on the midway.

Plans are being made for larger quarters, as each week brings in new members.

Doc Cunningham dropped in with an invitation to all to attend a party at the men's clubrooms, date to be arranged later.

Mrs. Ruth Korte, of Crafts Shows, in town to place her daughter, Babette, in a boarding school.

Evelyn Hames back from the Santa Barbara Fiesta.

Pearl Jones won the door prize, a cactus pot. Alfreda Avalon won the cash award; also the bingo prize, a lovely ash tray.

Minnie Fisher served coffee, cake and sandwiches, assisted by Virginia Schaller and Stella Lynton.

Tillie Palmater back again after several weeks' absence.

Ruby Kirkendall drove to Santa Barbara to attend the Fiesta.

Ladies, send in your new members, as a lot of good times are planned for winter.

RALEIGH, N. C.—Neuse-Atlantic Fairs, Inc., Kinston, has been chartered by the secretary of state to operate under authorized capitalization of \$50,000, of which \$100 was subscribed by these incorporators: J. C. Jones, R. F. Grady and N. G. Bartlett, all of Kinston.

LYNCHBURG, Va.—City of Lynchburg's offer of \$30,000 for grounds of Interstate Fair Association, about 27 acres, was accepted at a called meeting of stockholders, vote to accept the offer being unanimous, it was said.

Available After Sept. 10th.

Spillman De Lux Kiddie Ride, 18 New Type Diggers, Evans Devil's Bowling Alley. Would like to book with outfit, playing where Diggers can work. Prefer stationary location.

WM. BURGHARDT

Sylvan Beach, N. Y.

MIGHTY HAAG SHOW WANTS

Performers for Big Show, Minstrel for Side Show, Candy Butchers, Ripley, Thursday; Nitro, Friday; Madison, Saturday; all West Virginia.

Red Bridge Free Fair

CHAMBERSBURG, Pa.
August 26-29, inclusive.

WANTED—Concessions, Hill Billy Show, Minstrel, Geek, Eats sold. WANT TO BUY No. 5 Eli Wheel for cash. Also Kiddie Chairplane. All mail to

GEO. MILLIKEN, Abbotstown, Pa.

Want! Want!! Want!!!

FOR V. F. W. FALL FESTIVAL AND CELEBRATION
Bateria, Ill., 8 Days, including Sunday, Starting SATURDAY, AUGUST 22
All Factories Working—15-Mile Drawing Prize—100,000.
Followed by Eagles' Convention Jubilee, Week of August 31, Waukegan, Ill.
Blankets, Radios, Ham, Bacon, Shilley Tumble and other Merchandise Wheels, Roll Dorns, Blower, Clotheshorn Pitch, etc. Wire OSOAR BLOW, Gold Medal Shows, Fond du Lac, Wis., Fair ill August 29, then Bateria, Ill.

PAGE COUNTY FAIR

LURAY, VA., AUG. 25th TO 29th,
INCLUSIVE

Wants Quality Shows and Legitimate Concessions, Rides that don't conflict. Miss Becca Bentum, diving sensation, featured. Two other Free Acts. Salary must be reasonable. Will consider sensation drawing attraction for cash day. Wire quick.

EDWARD A. OLIVER

Earle Theater Building, Washington, D. C.

STRONG FEATURE

For Side Show, Opener and Grinders, Tattooed Men or Women, other Acts.

W. H. SMITH

This Week After, N. Y.; Week 24, Elmira, N. Y.

WANT FOR MYERSDALE, PA., FAIR

AUGUST 24 TO 28.

All Concessions open. WANT good Shows. C. A. HARTZBERG, Somerset, Pa.

SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for circular.

G. W. TERPENING

116 Marine Street, Ocean Park, Cal.

WANTED

Small Circus Tent Show, Concessions adjacent FRANK BUCK'S ZOO, Jungle Camp, Burnside Highway, Manassas, Long Island. Local Permanent Location. Large crowds.

MASSAPEQUA GROVE

P. O. Box 527, Amityville, N. Y.

WANTED

Mitt Readers. Must be very capable. Also Good All-Day Grinder for State Fairs. JENNIE RIEGL, August 18-22, West Union, Ia.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

R. A. S. Canada Biz Is Up 15%

Shows top 1935 figures on Class A circuit—back to States for dates at fairs

FORT WILLIAM, Ont., Aug. 15.—Royal American Shows closed its seven weeks' sojourn in Western Canada here tonight, having had an increase of 15% per cent in business over a year ago, show officials said. Figures for the entire circuit were released tonight by Walter Devoyne, show secretary.

Canadian Lakehead Exhibition experienced phenomenal increase. Monday was nearly 100 per cent ahead of a year ago. Tuesday's paid admissions were above 12,000, which broke one-day records in the history of the event. Every day was ahead of last year and tonight, despite an overcast sky and smoke from forest fires, an all-time midway record was made.

Show's tour included Brandon, Calgary, Edmonton, Saskatoon and Regina on the Class A circuit; Winnipeg Exhibition and the Lakehead event. The show will clear customs and immigration at International Falls on Sunday, moving into Superior, Wis., for opening of Tri-State Fair. Second week in the States will be spent in Ironwood, Mich., prior to Minnesota State Fair, St. Paul.

Old-Time Showmen

By CHARLES BERNARD

Many readers of *The Billboard's* circus pages can no doubt recall and vision the wonderful display of posters in windows and on billboards, cuts in the newspapers, and the distribution of appealing booklets and other advertising used to announce the coming of Pawnee Bill's Wild West during the seasons after the beginning of the 20th century. The writer has in mind a special engraved plate made by the Strobridge Lithographing Company of Cincinnati for Major Lillie at the close of his 1902 season for announcing his past successful tours and his offerings for the 1903 season.

The engraved plate was one of the most elaborate and painstaking productions to tell in pictures and type display the details of an amusement institution that could possibly be condensed into a design 11 by 16 inches. In the center was an excellent past picture of Major Gordon W. Lillie—"Pawnee Bill." Surrounding it were the heads of 16 members of his staff, in addition to that of Manager O. J. Krause. The names that appeared under the respective pictures were Charles Mettus, treasurer; H. G. Wilson, manager of Side Show; B. G. Amsden; Dr. W. H. Moore, surgeon; Prince Luca, Jose Bararo; Charles Bolus, superintendent of canvas; J. Raferty, master of transportation; Prof. P. Gregory, leader of band; Charles Evans, superintendent of stock; F. E. Bennett; Mully Embark; Heck Quinn, equestrian director; A. J. Gilligham, special agent; L. P. Nicodemus, press agent; W. E. Ferguson, general agent.

Across the top of the design was the show title, in a space 11 by 3 inches; upper left under a title a pictorial layout of Pawnee Bill's Wild West, showing the canopy arena and tents; center, under title, herd of buffalo on the ranch at Pawnee, Okla. At right the two-story Arkansas Valley National Bank building with name of G. W. Lillie at right of door as president of the bank. To the left and right of the center circle of pictures of the staff was a single column of press notices from city newspapers where the show had exhibited in earlier years.

Across bottom of the advertising design was pictorial showing of central office, car shops, stables and other buildings at the winter quarters in Carnegie, Pa., where business was being transacted for the season of 1903.

To complete the forceful advertising value of this remarkable design there was reproduced at the lower left and right corners of the plate photographed copies of four different receipts for amounts paid by Major G. W. Lillie in September and October of the 1902 season. These receipts read respectively as follows: "Cincinnati, Sept. 25, 1902. Received of Gordon W. Lillie (Pawnee Bill) \$11,200.68, settlement in full to above date. The Strobridge Lithographing Co. J. M. Strobridge, Philadelphia, Oct. 5, 1902. Received from G. W. Lillie (Pawnee Bill) \$4,178.26. Settlement in full to date. The Penn. Pkg. & Pub'g Co. by J. T. Stiles, manager. The Donaldson Lithographing Co., Cincinnati, O., Sept. 1, 1902. Received of G. W. Lillie (Pawnee Bill) \$10,829.32. The Donaldson Lith'g Co. W. H. Donaldson, secretary. Hennegan & Co., Cincinnati, Sept. (See OLD-TIME SHOWMEN on page 78)

Greenville, S. C., Fair Is To Have New Buildings

GREENVILLE, S. C., Aug. 15.—The 1936 Greenville County Fair has the best outlook of any fair yet with completion of three new buildings on the grounds. One, 60 feet wide and 160 feet long, will be used by the Junior Chamber of Commerce, selling merchants booths this year. This organization has already distributed 50,000 tickets.

Johnny J. Jones Exposition will be on the midway, Ohio Display Fireworks Company will furnish displays and Gus Sun will furnish free attractions. A contract is being let for construction of another building, 100 feet wide and 250 feet long, construction to be rushed thru at once.

Advertising has started, using two billposters and two trucks; area covered will be in a 60-mile radius of Greenville. The association is getting cooperation from all merchants and Junior Chamber of Commerce, said Manager C. A. Herlong.

STRATES' SHOWS CORP.

WANT FOR BALANCE OF SEASON OF ELEVEN FAIRS FIVE IN NEW YORK STATE AND SIX SOUTHERN FAIRS

CAN PLACE Big Snake, Monkey Circus, Illusion Show, Freak Animal, or any other Show with earning capacity. CAN USE Dark Africa Show, Talkers, Grinders, Ticket Sellers, all around Show and Ride Help. Convasman. Lady to handle Snakes. Legitimate Concessions. Promoter and Publicity Agent wanted to handle Southern Fairs.

Wire or Write JAMES E. STRATES, as per Route.

NEW YORK STATE FAIRS:
BATAVIA FAIR, August 17-22.
CORTLAND FAIR, August 24-29.
HAMBURG FAIR, August 31-September 5.
DUNKIRK FAIR, September 7-12.
BATH FAIR, September 14-19.

SOUTHERN FAIRS:
SUFFOLK FAIR, Va., September 21-26.
MEBANE FAIR, N. C., Sept. 28-Oct. 3.
WASHINGTON FAIR, N. C., October 12-17.
EMPORIA FAIR, Va., October 19-24.
TARBORO FAIR, N. C., October 26-31.

WANTED—LONG SEASON—SHOW HAS 5 RIDES INTERMOUNTAIN SHOWS, INC.

(MARGIE KENNEDY WOOD, Manager.)

7 FAIRS AND CELEBRATIONS

Single Pit Shows, Five or Ten-in-One (Have Tops), Photos, Custard, Floss, Novelty Grab, American Palmist. Concessions come on. No exclusive. Fair Route starts August 17, Fountain Green, Lamb Days; Heber City, Moroni, Payson, Manti, Eureka, Labor Day; Fort Duchesne, Vernal; all Utah. Then Arizona and California. Jack Elhart will pay cash for Baby Rides. Girls Wanted. Write TED LEVITT. FRANK WARD, Agent, Room 508 Ida Bldg, Boise, Ida.

COREY GREATER SHOWS

CLYMER, PA., THIS WEEK; GALLITZIN, PA., NEXT WEEK; HASTINGS, PA. (Firemen's and Ex-Servicemen's Jubilee); WEEK AUGUST 31: AMERICAN LEGION LABOR DAY CELEBRATION (One Day Only); SEPTEMBER 7, AMERICAN LEGION PARK, NEAR NEW BETHLEHEM, PA.; DAYTON, PA., FAIR, SEPTEMBER 8-12; MADISON, N. C., FAIR, SEPTEMBER 15-19.

WANTED—Loop-o-Plane, Kiddie Auto Rides, Flat Rides, Flang, Oriental, Hawaiian, Geok Bill Rally, Fat Girl, Snake, Dog and Pony, or any Show of merit. Frozen Custard, American Palmist, Five-for-a-Dime Photos, Candy Apples, Candy Floss, Snowballs, Stork Wheels, Ball Games, Grand Shows. Address E. S. COREY, as per Route.

Additional Midway Confab

MA AND PA SHERMAN, of radio fame, are now with Campbell United Shows. They report they are topping the midway with their original Hillbilly Cowboy Act.

PATRICIA ROGERS, Hawaiian dancer, who has been working the blow-off and handling the front of Bill Lynch's Side Show, was forced to close her season due to the illness of her mother in Boston.

BOBBY CAHN, who gained national fame as the leading jockey of 1928 under the name of B. (Bobby) Cole, is now with John D. Sheesley's concessions on Mighty Sheesley Midway.

REX M. INGHAM, director of public relations at the Indian Stamp Grounds, River Bend, Va., and Bill Williams, superintendent of the Reservation, visited the Krause Shows at Winchester, Va., recently. They report that Children's Day, with everything working for a nickel, went over big.

JOHNNIE WILLIAMS is now managing and handling front of the Hot Harlem Revue with West's World's Wonder Shows.

D. G. COUDEN, who recently sold his interest in the Couden School, which he conducted in Los Angeles for several years, together with his wife and daughter, has left Craft's 20 Big Shows. They are slated to join a carnival company now in the East with an attraction of their own. According to Couden, show will embrace various types of novelties seldom seen on carnivals.

ALL AMERICAN SHOWS

CAN PLACE Loop-o-Plane, Shows and Concessions for four weeks of Fairs, commencing at Anadarko, Okla., Indian Fair. Address NIJO BUTTS, Seminole, Okla.

Wayland, Mich., Street Fair

AUGUST 31-SEPTEMBER 2
An annual event which always draws tremendous crowds; Free Acts of surpassing excellence; appetizing Business Men's Association. Can place Legitimate Concessions of all kinds, very reasonable rates (as we have been operating Rides only the past two weeks, all Concessions are new). All attractions furnished by Northwestern Shows. This week Corona, Mich.; week of August 24, Petoskey, Mich. N. S.—Plainwell's annual celebration comes September 3-5, so if you wish you can make two spots close together the same week.

WANT GIRLS

Fee Girl Review: 15 weeks' work guaranteed; salary. Come on, write or wire Arthur Barnes. Want Ride Help all departments. Shows and Rides that don't conflict. Can place good Truck and Motor Mechanics with tools. See our ad last week's *Billboard*. Crown Point, Ind., this week.

BLUE RIBBON SHOWS

Wanted CARNIVAL OR SHOWS Wanted RIDES—CONCESSIONS Wanted

Biggest event in years—on the street—Red River Valley Labor Day Home-Coming Jubilee at Barnesville, Minn., all day—all night. Get in touch immediately with ROY GOULDEN, Barnesville, Minnesota.

HARTFORD, KY., FAIR

AUGUST 24-29
Want Shows of all kinds with own outfits. Concessions of all kinds. No exclusives. Those playing this date will be given preference at Russellville, Kentucky's biggest 10-cent fair. J. HARRY SIX ATTRACTIONS, Brodhead, Ky., this week.

WANTED CAPABLE LECTURER

Take charge Wax Show. Wire JACK MURRAY, Mighty Sheesley Show, Toledo, Ohio.

FIREMEN'S FALL FESTIVAL

SEPTEMBER 17, 18, 19, 1936. LENA, ILL. Con Game, Shooting Gallery, Small Shows, Rides and Concessions wanted. Address G. O. WILKINSON LENA, ILL.

GIRL SHOW PEOPLE WANTED

Girls that can dance. Must be nice looking, not over 5 ft. 2 in. tall. Also Specialty Dancer. Also Musicians, Trumpets, Drums.

Address

RAYNELL

Care Royal American Shows, Superior, Wis., this week; then Ironwood, Mich.

Musicians Wanted For The Famous Robbins Circus.

Write for the big show band. Trombone, Clarinet, that doubles sax, other Musicians etc. Housecar sleeping quarters. Circus Acts that do two or more turns, novelty features Acts, useful Truck Drivers, Pioneers. Wire MANAGER FAMOUS ROBBINS CIRCUS. Haxton, 20; Yuma, 21; Bruno, 22; Longmont, 24, all Colorado. Long season.

"TENNIE" OR TOM KASLIN

Former "Guess-Your-Weight" man, or anyone familiar with his present whereabouts, please communicate BOX D-38, care The Billboard, Cincinnati, O.

Wanted Net High Diver

Join on wire. We have outfit. Wire. CAPT. DAN CHERY Big State Show, Mount Pleasant, Tex.

Tilt-A-Whirl Help Wanted

Must be A-1. Address WM. PINK General Delivery, Salem, Ind., week of August 17.

WANTED

To join on wire. Girl for Iron Jaw. Weight, 130 pounds. Good route of Fairs. Wire JAMMIE GRAVES, care Illinois State Fair, Springfield, Ill., week August 17.

CHARLEY WILSON

(DR. SAMOVA)
Had Burial Alive Show with Ralph Miller and was with Mitt Joint Thirdhand, Ia., 1930. Write BOX 214, Osceola, Ark. "Big time" proposition. Others knowing whereabouts write.

ELANE'S EXPOSITION SHOWS

Want Shows, Rides and Concessions of all kinds. Dawson, Pa., this week; Frostburg, Md., Midsummer Festival, next week.

Merchandise Concessioners and Helpers
A column all your own
"Over the Counter"

appears in the Wholesale Merchandise Section of each issue of *The Billboard*. Be sure to read it.

SUGAR'S DOMINO

(Continued from page 27) program between the hours of 8 and 10 in the evening the public would attend shows more—and they would probably like the idea of returning to their homes for free, sponsored entertainment. Regardless of what statisticians subsidized by advertising agencies and broadcasters tell us, there is still a powerful public that is not radio-minded. For this class of consumer regulation of radio entertainment periods wouldn't make a bit of difference. But the radio public is considerably more powerful and it is with this segment in mind that an agreement as to time would mean plenty of box office for theaters and a fair break for broadcasters and sponsors, too. With time agreements set it would then be conceivable that the theater and stage should enthusiastically tie up with radio on matters of talent interchange. The present situation calling for screen and legit stars appearing before the mike during the theater's best hours is as weird as a soldier throwing a cigaret over to his enemy in another trench and spearing him with a bayonet thrust after he finishes.

BURLESQUE REVIEWS

(Continued from page 24) good vaude act, being able to do musical, hooding and singing specialties besides pulling laughs. Amazing, this Schilling's rapid rise as a comic. The success of the comedy portion of the show is due in part also to the outstanding straight support contributed by Johnny Cook and Joe Lyons. Both feed with much skill and are unlike most straights in that they do their job to the letter and don't try to double as comedians. Several of the strippers help out very ably in the comedy bits. Strippers comprise Barbara Doane, Betty Rowland, Evelyn Whitney, Betty Duval, Gladys Fox and Lea Perrin. They're a lovely sight and grand workers, each differing in delivery but all alike in beauty and in wearing stunning clothes. Miss Perrin's the flashiest by virtue of her platinum hair and black and white outfit with fur trimmings. The other girls, tho not as flashy, are swell lookers and more expert at the art of disrobing. Furthering the production of the show is the cute Miss Rowland, who does several very nice dance routines. Then there's Jack Lyons, who sings the show okay enough. He's better off behind a mike for then he's really heard. The 15 chorines are earnest workers and quite efficient, doing many routines with a will to hoof and observing precision. SIDNEY HARRIS.

Bijou, Philadelphia

(Reviewed Tuesday Afternoon, Aug. 11) Top honors here go to Frank Bryan and the dozen jeune filles he drills for line duty. Chorus, first on and last off, are among the champ lookers ever to trot across the Bijou boards and easily overshadow any other department in the show. That's something to think about where pewholders usually settle down for a back-to-nature enlightenment. As for their pedal work, the good points comfortably exceed the weak, and a sharp manicure on the routines would find them stacking up against any tab choir. In rating the girls so highly, the costuming and effective staging must not be overlooked. For the elaborate production flashes, all tastefully done, the girls reveal very wide open spaces on the epidemics which tends to take the edge off the stripping continent. A goodly number step out of the line for the spots to register with specialties of their own. All merit encouragement and rate sincere nods. Vera Clark, plenty for the peepers, shines in the Parade of Neglige number with an epidermis flash in a choreographical dash that gives the affair a necessary dash of class. Sunny Day enhances the Jade Fantasy ballet with acro work of no small accomplishment. Carolyn Frieze and Doris King team for a welcome bit of tap taps. Run-of-mine, but neatly executed, Ruth Kaye is easy to listen to on the smooth songs. Voice carries her in good stead without the mike, and a little polish on the fronting should step her out of the tyro ranks. With a song that is quickly forgotten, Lorrie LaMont, Jean Carter, Honey Bee, Kellar and Vilma Joszy help to make life more bearable. All charmers for the strips and action sizzling. No tease and cooch for the buildup, duty done and the customers satisfied with a walk and disrobe in about three choruses flat. Gals all double in the bits, with

Bobby Taylor and Jess Mack handling the straight lines. Weakest link in the entire affair is the comedy. Harry Seymour and "Hello Jake" Fields carry the brunt of the assignment. Boys acquit themselves, but with the scant and time-worn material it registers about as zestful as cold soup. Show up best when working together. No little credit is due Harry Dobkin's pit crew. Musikers keep the pace moving and help considerably to build up the single performers and the line, in addition to giving out some forthright rhythmicizations. Dobkins also contributed some original tunes for the show, *Scam-Tees on Parade* and *A Jaded Fantasy*, latter having some commercial possibilities. Minus intermission, runs two and a quarter hours. Line remains intact, principals changed each fortnight. Biz only fair when caught. ORO.

Rialto, Chicago

(Reviewed Friday Evening, August 14) An air-cooled house and a continuous run of well-produced and nicely mounted shows have kept this theater well filled during the hot months. Charles Country, Kenny Brenna and Jack Buckley are back again after their annual vacation, and the expert trio of funsters are putting their usual good work into the comedy scenes and making them go over with a bang. It doesn't seem so long ago that some of the current show's comedy scenes were done, but all of them bear repeating by this triumvirate of grief assassins. After the opening number in which the chorus did a routine seated on chairs, the principals sang and Ethel DeVaux led a number; Jack Buckley, Charles Country and Kenny Brenna started gathering the laughs with *Go Ahead and Sing*, which was followed by another chorus number led by Dottie Wahl, who contributed some high kicks. *Subway Car*, one of the old reliables, furnished a complete quota of guffaws thru the efforts of Country, Brenna, DeVaux, Sally O'Day, George Kaye; Jack Buckley, who did one of his hair-rip characters; Ione O'Donnell and Jack Richards. Gloria Gayle, here for several weeks, was the first of the strip numbers and went over nicely. A posing number followed in which Dottie Wahl danced to *Smoke Gets in Your Eyes*. Other comedy numbers, all of which got over nicely, were the *Custom Inspector*, with Country, Buckley, DeVaux and Richards; *Nudist Colony*, with Brenna, Buckley, O'Day, Gayle and Country; *Nellie at the Pump*, with Buckley, Country, Brenna and DeVaux. Sally O'Day fared very well with her strip specialty, the audience liking her fast work and bringing her back for several encores. Dottie Wahl also did a tap routine in one to the tune of *Christopher Columbus* and drew a nice hand for her efforts. A Spanish shawl production number with a fan and castanet set piece, the girls dancing in Spanish costumes and Ione O'Donnell singing *Carmena* was a pleasant diversion, and the buildup number for Maxine DeShon was quite colorful. This had Ethel LeVaux leading the chorus in *Edie Was a Lady*, with a novelty formation by the ladies of the ensemble previous to DeShon's entrance. Maxine DeShon possesses the best singing voice of any of the strip artists that have played this theater and it really is a pleasure to hear one who can sing. She is graceful in body and movement and was called back several times. A hit. The finale was a colorful pirate number utilizing the chorus, the singing of George Kaye, another dance specialty by Dottie Wahl and closing with a nude posing picture. Jack Richards and George Kaye alternate in singing over the p-a system during the entire show with satisfactory results. F. LANGDON MORGAN.

(Continues from page 24) at the National, Detroit, August 16. . . . Phil Rosenberg was in Chicago lining up people at the Schuster office for new Independent Circuit shows. . . . Louise Kellar and Marne Latham closed at the Roxy, Cleveland, August 13. . . . The first Independent Circuit show to be produced in the Midwest is tentatively set to open at the Gayety, Minneapolis, with a cast consisting of Jack Diamond, Jack Richards, Ethel Deveaux, Mickey Dennis, Gloria Gayle, Dotty Wahl and others. . . . Bob Eugene is closing at the National, Detroit, August 23. . . . Billy Foster is opening at the Roxy, Toronto. . . . Elinor Cook opened with Dewey Michaels, August 20, placed by Milton Schuster.

ANNETTE will open at the Bijou, Philadelphia, August 24 instead of this Monday. . . . Jack Parshing, comic, has returned to the Gem, Chicago, a tab house. . . . Dottie Wahl and Jack Richards have been held over at the Rialto, Chicago. . . . George Kay, juve at that house, with 10 weeks to his credit, is scheduled to return to New York next month. . . . Ione O'Donnell and Gloria Gayle doubling between the 606 Club and the Rialto, Chicago. . . . Both, with Nora Ford, expect to stay all season in the Windy City. . . . Jack Shaw returned to Minsky's Gotham, New York, a week ago, relieving John Held, who went to the Casino, Toronto. . . . Florrie Joyce left New York to go to Toronto also.

BILLY FIELDS is going back on the Indie Circuit, opening around Labor Day, and still under contract to Nat Morton. . . . Artie Lloyd will open at the Eltinge, New York, this Friday. . . . Indie Circuit is doing its rehearsal under the supervision of Benny Bernard at Werba's, Brooklyn, and Jane Gray's studio in New York. . . . Ciel Von Dell didn't get to open with the French Casino show abroad and she went into the Gaiety, New York, Friday. . . . Barbara Doane left the Gaiety Thursday for a couple of weeks' vacation. . . . Lillian Murray and Russell Trent left the Republic, New York, Saturday to go on vacation. . . . Bert Carr is scheduled to go into the Star, Brooklyn, on its reopening and will work with Tiny Fuller.

JOAN CARROLL left the Gaiety, New York, August 6 to vacash in the family summer cottage in Clementon, N. J., for four weeks. Before leaving Joan signed a 40-week contract arranged by Nat Morton to remain with the Abe Minsky-I. H. Herk firm for both the Gaiety and Minsky's Gotham, New York, houses.

A guest at the Carroll cottage is Dawn Dee Lees. Sister June Carroll is to be elevated to a principal's berth by Morton for the coming season. ANN MITCHELL, on vacash at home in Nashville, is swimming, fishing and breeding toy pomeranians and canaries and reducing in avoirdupois. MABEL SLOAN and Gerry Mitchell are among other burlesquers summering at Long Beach, L. I. Katherine and Marie Hayden are also there. SHERRY BRITTON, recovered from severe injuries sustained in an auto accident that had her laid up in the Lincoln Hospital, New York, for many weeks, back in harness once more at Minsky's Gotham, New York. JERYL DEAN forced to leave the Eltinge, New York, August 7 because of a heavy cold. Under medical treatment now in her Williamsburg, Brooklyn, home. JEAN CARTER and Bert Morton, of the Bijou, Philadelphia, send word that they would like to hear from Joe Klich on a matter of importance. TAMARA, dancer, who took over the Leda and the Swan dance at the Apollo, New York, following the Janice Andre exit, satisfied the Wilners so much that she was re-engaged for a 14-week contract to start September 9, with two options of six and 14 weeks additional and each with a salary raise. I. B. HAMP and Gertie Beck, who closed recently at the Bijou, Philadelphia, due to open with the first Indie Circuit show with George Broadhurst. RALPH DULY, comedian, is vacationing in Jacksonville, Fla. He's making his headquarters at the Hotel George Washington there. BURLY BRIEFS (Continues from page 24) Mel Morris, who knows his Tin Pan Alley, plus plenty of the modern maestros and band leaders, has aligned himself with Jack Mills. Mel started work last week. He would like to hear from his vast number of friends. Bob (Hillbilly) Miller sails for England August 29. He is going abroad for the purpose of establishing headquarters for his firm in London. Miller has already selected his representative. He will not remain longer than three weeks at the most as his presence in New York is urgently required. Three European songs of popular appeal, namely, *Nectia's Dream*, *Meditation* and *Rambling Around*, have been acquired by the Alfred Music Company, of New York. Featured by Coleman Hawkins, noted saxophonist, the numbers also are on the list of recordings by a local firm. Several changes have been made in the personnel of the Warner Bros. music companies and subsidiaries. Larry Spier has been placed in charge of Harms, Inc., and T. B. Harms. He will have under him Joe Gold, Harold Wall, Donald McBeath and Ann Price. The original office of T. B. Harms at 1619 Broadway has been abandoned and the business of that concern will function hereafter from the main headquarters, RCA Building, Rockefeller Center. Rocco Vocco still heads Remicks and Witmarks and will be assisted by Nat Freeman, Larry Daniels, Leo Jacobs, George Schottler and Norman Foley. Arthur Schwartz, recently returned from the Western Coast, remains as assistant to E. H. Morris, general manager of the various groups. With the football season in the offing local music publishers at least have prepared several numbers apropos of the occasion. At any rate the Sam Fox Publishing Company will soon launch five songs from the musical picture *Pigskin on Parade*, authored and composed by Sidney Mitchell and Lew Pollock. Fred Dempsey, former Pacific Coast manager for Leo Peist, is in Chicago where he has made arrangements for the opening of a branch there for Words and Music, Inc., in the Woods Building. Office will get under way about September 1 and will be in charge of Dempsey. Jack Curry, young Chicago songwriter, announces that he has just received contracts from Words and Music, Inc., for two of his own songs. Numbers popular with the Lombardo-styled orks are *You're the Answer to My Dreams* and *Little Working Girl*.

played in Anderson, Ind. Lou Miller, an old trainer and floor judge, is at home in Binghamton, N. Y. He also is working at a steady job. There has been a great demand for continuance of this column in The Billboard, not only by men and women writing to the office, but thru letters reaching The Billboard. If you do want the column to continue try and make it possible for The Billboard to operate the column by patronizing its advertising columns. Give The Billboard the same break that it has given every member of the industry. Doris and Johnny Agrella (Doris being a well-known endurance contest nurse and Johnny being one of the best floor judges and heat men in the business) are back at home in Nebraska for the first time in many years and really enjoying life. Esther Snyder, recent winner of the Hugh Talbot contest in Springfield, Ill., is spending her time resting in the city of Springfield. Mr. and Mrs. Carl Bakke, who have danced in innumerable shows, are now with their baby in Fresno, Calif.

KANSAS CITY

(Continued from page 26) being made for a Southern route this fall. Mr. and Mrs. Joe Applegate and Jesse Sund have joined Myers & Oswald in Kansas.

MUSIC NEWS

(Continued from page 21) suit of an edict against the manipulators of these instruments in the streets of Greater New York. A sort of appeal to restore the so-called hurdy-gurdys to the favored position they once held in the hearts of the masses, especially among the children whose only recourse to hear popular melodies before the entrance of radio was thru this innocent medium. Mel Morris, who knows his Tin Pan Alley, plus plenty of the modern maestros and band leaders, has aligned himself with Jack Mills. Mel started work last week. He would like to hear from his vast number of friends. Bob (Hillbilly) Miller sails for England August 29. He is going abroad for the purpose of establishing headquarters for his firm in London. Miller has already selected his representative. He will not remain longer than three weeks at the most as his presence in New York is urgently required. Three European songs of popular appeal, namely, *Nectia's Dream*, *Meditation* and *Rambling Around*, have been acquired by the Alfred Music Company, of New York. Featured by Coleman Hawkins, noted saxophonist, the numbers also are on the list of recordings by a local firm. Several changes have been made in the personnel of the Warner Bros. music companies and subsidiaries. Larry Spier has been placed in charge of Harms, Inc., and T. B. Harms. He will have under him Joe Gold, Harold Wall, Donald McBeath and Ann Price. The original office of T. B. Harms at 1619 Broadway has been abandoned and the business of that concern will function hereafter from the main headquarters, RCA Building, Rockefeller Center. Rocco Vocco still heads Remicks and Witmarks and will be assisted by Nat Freeman, Larry Daniels, Leo Jacobs, George Schottler and Norman Foley. Arthur Schwartz, recently returned from the Western Coast, remains as assistant to E. H. Morris, general manager of the various groups. With the football season in the offing local music publishers at least have prepared several numbers apropos of the occasion. At any rate the Sam Fox Publishing Company will soon launch five songs from the musical picture *Pigskin on Parade*, authored and composed by Sidney Mitchell and Lew Pollock. Fred Dempsey, former Pacific Coast manager for Leo Peist, is in Chicago where he has made arrangements for the opening of a branch there for Words and Music, Inc., in the Woods Building. Office will get under way about September 1 and will be in charge of Dempsey. Jack Curry, young Chicago songwriter, announces that he has just received contracts from Words and Music, Inc., for two of his own songs. Numbers popular with the Lombardo-styled orks are *You're the Answer to My Dreams* and *Little Working Girl*.

TIDBITS

(Continued from page 25) waking up and a large number of them have returned to their natural fold. Beautiful Ginger Heath is gainfully em-

BANDS AND ORCHESTRAS

(Continued from page 21)

(N. J.) supper club, while the regular house band, under the baton of Gus Steck, is on a two weeks' vacation. Steck and his band have been a permanent fixture of the club since it changed hands more than four years ago. Chauncier was previously owned by Frank Crum, who is now running the newest supper club in North Jersey, the Jabberwock.

IN THE South Gus Arnheim and his recently organized orchestra are appearing indefinitely at the Hotel Peabody in Memphis, Tenn. . . Stan Stanley and band, featuring Von Elkins, tenor, are holding forth nightly at Colonial Club in Jackson, Miss. . . Louie Clancy, back in Dixie from a lengthy Eastern tour, is located for some time at the Venus Cafe in Vicksburg. . . Maurice Bruckman opened August 13, at the New Club Forest, Jackson, Miss., coming in from Chicago. The popular Jim Condon, W. Brad Butler and T. E. Adams are operating the new spot.

IINA RAY HUTTON and her Melodears replaced Ted Lewis' 30-piece unit at the Streets of Paris Show, Dallas Centennial. Lewis is playing Texas theater and park dates besides attempting to obtain bits of rest here and there. Count Bullock followed Henry Santrey into the Hollywood Nights on the Dallas Expo grounds. . . Paul Pendarvis succeeds Phil Harris at the Adolphus Hotel and Jack Winston is appearing at the El Tirol Club. . . Freddy Martin will remain indefinitely at the Hotel Rice, Houston. . . Slat's Randall opened a limited engagement at Sylvan Beach Park, Houston, on August 11.

BENNY MEROFF has been set for two weeks at the Peabody Hotel, Memphis, Tenn., by Bob Sanders of the Mills office, opening September 4. . . Frank Skultety and his orchestra, playing at the Odenbach Peacock Room, Rochester, N. Y., are broadcasting over WHAM, that city, replacing Art Taylor and his orchestra. . . Girls in Miss Ben John's Grenadettes are back in New York, having been transported there by the AFM. Act was booked into the State, Baltimore, and told that it was a union house went there. After their arrival the local union told them it was a non-union spot and so the Federation brought them back to New York.

LEGIT TREND

(Continued from page 13)

world premiere at the Mohawk Drama Festival at Schenectady, N. Y., on August 18. Donald Arbury will play the role of Smith, and Curtis Cocksley will portray the character of Brigham Young. Others included are Schuyler Ladd, Kay Strozz, Henry Buckler, Fairfax Burgher, Donna Earl, John Burke, Dorrit Kelton, Le Roi Opert, Douglas McMullen, Kirk Ames, William A. Norton, Kenn Randall, Mary Hutchinson and Neville Westman. Among the departures from Schenectady after the closing of *The County Chairman* were Jay Fassett, who went to Westport; James Todd, to Millbrook for *Fumbleweed*, the new play by Edward Faragoh; James Kirkwood, starring in *Malefic*, and Arthur Allen and Parker Fennelly, who, after a week on the air, go to Skowhegan for Fennelly's new opus, *All Through the Night*.

At Millbrook, N. Y., where Margot and Earl Brown play piano between the acts, *A Very Good Young Man* will be revived starting August 19. Playing in this piece by the late Martin Brown will be Donald Stevens and Ada Cavel. At Roslyn, L. I., the Theater of the Four Seasons opens August 17 with Rita Johnson and Byron McGrath in *Saturday's Children*. Next on the program at the County Theater, Suffern, N. Y., will be Ruth Gordon in *A Church Mouse*. And at Madison, Conn., the next offering will be Nance O'Neill in *Criminal at Large*.

The Keene, N. H., Summer Theater will offer Euripides' *Trojan Women* with Mary Morris in the lead the week of August 17. Phidelah Rice offers Valentin Katayev's *Squaring the Circle* at the Rice Playhouse, Oak Bluffs, Martha's Vineyard. At Westport, Dorothy Gish and Ben Smith are doing *Russet Mantle*. The Gladys Hurlbut play, *Loeber's Meeting*, was given another week, this time at Mataunck, R. I. Rosamund Pinchoff is slated for Somerset Maugham's *The Circle* at Cohasset. Playing in the Stone and Hoff production of the *Merry Wives of Windsor* at Warrensburg, N. Y., will be Ethel Korosy, Charles Thomas, Carrie Brauer, Lyn Charles and Rita Kerwin. The *Deal Conservatoire*, Deal, N. J., closed last week, but announced the

possibility of its reopening later in the season. The Grove Theater at Nuanetsia, Pa., remains open until some time in September. Hilda Speng at Cape May, N. J., will try out another new one on August 27, *Said the Spider*, by Elizabeth Hull Gould.

In view of the success of the Jones Beach venture, the new Randall's Island stadium will be the scene of similar operatic presentations directed by Fortune Gallo. Prices will be scaled from 50 cents to \$1, with parking free.

CHORUS EQUITY

(Continued from page 13)

hard luck, have been unable to do so, the following ruling has been passed by the Council: "All members who are two years or more in arrears for dues may place themselves in good standing to November, 1936, by paying \$10 and current dues; that is, \$3 or a total of \$13. This must be paid before November 1, 1936.

Our members are reminded that Chorus Equity in the legitimate theater protects only its written contract. The association cannot inject itself into disputes arising out of verbal agreements between the member and the management. Such disputes are difficult of proof and when witnesses are involved are apt to hurt the innocent bystander.

We feel that a member who has been so foolish as to make a verbal agreement has no right to jeopardize the position of a fellow member who has no interest in the agreement by asking that member to appear as a witness.

Recently one of our members claimed to have made a verbal agreement with a management to leave a company without notice for two weeks on a leave of absence. On her return she complained that the management refused to reinstate her in the company. There is nothing to prove such an arrangement; the only written proof is supplied by the Chorus Equity contract, which would indicate that the member had left the company without notice.

If this member wished to make such an arrangement with her management and if she expected her association to stand back of her she should have made the arrangement thru the association.

Generally when a person thinks he is getting something for nothing he finds that in the long run he has injured only himself. Recently a man came to us asking us to supply proof that he had worked in the profession for four years, three years of that time as a principal. A permanent job he was trying to get depended on that proof, and he was told that a statement from Chorus Equity would be sufficient.

Our records showed that he had had one engagement in the chorus lasting about three months, and that he had been a member in good standing for five months only. It developed that following his engagement in the chorus he had worked steadily in stock companies some distance from New York as a principal, but had managed in one way or another to avoid paying dues. Since he had so carefully hidden himself from his association during that period the only statement that could be made from the Chorus Equity based on our records and our actual knowledge was that he had been in the chorus for three months—and he couldn't get the job on that statement. In his efforts to cheat his association he found that he had cheated himself.

DOROTHY BRYANT,
Executive Secretary.

THEATER REVIEWS

(Continued from page 13)

settings by John Eoot, and sponsored by James R. Ullman, was the last production of the season for the Red Barn Theater.

On the other hand, it was the first production for the author, who has much to learn as a playwright. It is the story of a sensitive boy who is sent to military academy by his parents. His instincts rebel against regimentation, but false duty and pseudo-patriotism, but by a series of punishments that includes 30 days in the guard-house, several beatings, along with the destruction of his violin and phonograph records, James Thornton learns to become a model cadet. His best friend comes to school in an attempt to save him from becoming a product of militarism, but only succeeds in arousing antagonism, is beaten up severely and expelled. Our hero graduates as valedictorian, with a great future as a sadistic soldier.

The idea of writing a play lambasting the phony virtues of a military school is a noble one. But Mr. Viertel cuts the insides out of his drama by the third scene, with the result that the remainder of the play is repetitious and

duil, with the end a foregone conclusion. Altho the author is writing on a timely theme with an interesting background, his play collapses—more from inability than anything else. His dialog is rough and stilted; the motivation is weak and heavily handed, particularly that of the sensitive protagonist; and the structure of the play is amateurish and unwieldy. To show clearly how everyday young men can become imbued with a militant spirit is no easy assignment. Such a metamorphosis requires delicate, adroit handling that was sadly lacking in this play.

Richard Cromwell, of movie fame, played the young man who changes from sensitivity to sadism. As a persecuted individual he did well enough, but his is not the face or the voice to be brutal. Apparently he is more at home on the screen. Edwin Phillips, as his best friend, plays with understanding, but this reporter has seen him give better performances. John Gail, supplying the comedy relief, possesses a natural buoyancy on the stage that offered the only spontaneity of the evening. Gail is a good actor and demonstrated the fact clearly in a half-baked role. Edward Andrews, John Most, Vernon Crane, Stanley Hughes and Sandy Strouse played effectively in smaller parts.

Mr. Bundsman's direction was a bit phlegmatic and broad, but perhaps it was more the fault of the script than anything else. As usual, John Root's settings were admirable.

Your reporter always thought that boys preparing for West Point and Annapolis were between the ages of 16 to 18. Unfortunately, everyone seemed to be over-age. The play has to be rewritten, and the work must begin on page one of the script. In its present condition its New York future seems remote.

FRANK L. MOSS.

"The Man Who Married a Rich Wife"

(Pittsburgh)

A drama in four acts by Carroll Fitznugh. Directed by Chester M. Wallace and Elizabeth Schrader. Technical directors, George B. Kimberly and DeLisle Crawford. Presented by the Carnegie Teen Players at the Carnegie Institute of Technology in Pittsburgh for four performances beginning July 31.

The cast included John MacKercher, Mary Martha Briney, Mary Maxwell, Margot Dee, Jane Mitchell, Anne Landis, Aiden Smith, Helen Forrest, Charles Philhour, Joseph Peter Crocco, Sametta Seligson, Lucile O'Donnell and Jean Richie.

The story centers around a young girl, engaged to a poorly-salaried salesman, who suddenly becomes heiress to a vast fortune. The marriage is performed against the bridegroom's will, he feeling that while he is deeply in love with his wife her unexpected richness will stay in the way of their happiness. He feels himself enslaved to the new environment, being supported by his wife and dragged to affairs that hold no interest for him. Finally, after 11 years of married slavery he tells his wife that their union must end and leaves.

The subject matter makes interesting drama. Considerable re-writing will have to be done, however, to shape it into an evening's entertainment, particularly in the first act, in which the plot unwinds very slowly, and in parts where clever comedy relief is badly needed. The cast, particularly the leads, did passable work. Outstanding was Jane Mitchell as the heiress. In the early acts, while portraying a young girl, she displayed a vibrant personality. Miss Mitchell will be worth watching.

SAM HONIGBERG.

"Oh, Clarissa"

(Shrewsbury)

The New Mill Players' adaptation of *Oh, Clarissa*, a "sophisticated riot in three acts," at Shrewsbury, N. J., was sophisticated entertainment for two acts and ridiculous in the third. Produced and directed by Albert A. Ostrow, whose ability as a director is unquestionable, and staged by Jerry Murdock, this amateurish vehicle received the support of a capable and enthusiastic cast.

The idiosyncrasies of the Weatherbee family, with the added dismay of the family retinue, butler and cook, plus the love interest of the Cabot-Lodge offspring, provided enough laughs to satisfy the 50-odd patrons at 75 cents top.

The cast included Edward Cogan as Norry Weatherbee of Davis Cup aspirations, Evelyn Barrows as Clarissa Weatherbee, Edwin Herbert as Pa

Weatherbee, Sabine Newmark as Verona Weatherbee and Marjorie Joyce as Eleanor Cabot-Lodge. The minor roles received greatest applause. Windsor, the butler, played by Lester Smith, a local boy, stole the show. Mr. Cabot-Lodge, played by Daniel Ocko, was a masterpiece of comic characterization. Completing the cast were Ruth Howard, Harold Stone, Dorset Cline and Alma Acher, with a fair performance recorded for each.

MICHAEL ROTHMAN.

VAUDEVILLE REVIEWS

(Continued from page 17)

Earl and Fortune, a bright and unusual dance turn in which Virginia Pope, a personable toe dancer, reaches a new high level in her class of work.

The Three Dukes, colored tap dancers, formerly with Duke Ellington Band, are newcomers at Hackney Empire, where Arnaud, Peggy and Ready, who easily prove the best of countless adagio travesty trios, and Billy "Poppey" Costello, with his mimicry and scat singing, both stop the show.

George Beatty, American monologist, opens his repeat tour at the Chiswick Empire, where he proves a successful headliner, and Bobby Henshaw, comedienne, assisted by cute-looking June Arliss, hits solidly in the same show.

Dante, much-traveled illusionist, makes his English debut at the Alhambra, where he presents an entertaining two-and-a-half-hour show that proves a big hit.

Lola and Jean Sterner, graceful and neatly routined tap and rhythm dancers, and Powell and Nedra, presenting their clever "Mystic Mosaics" pictures in colored sands, are the highlights of a strong bill at the Palace, Blackpool, while Ciro Rimaac's Rumbalamb Muchachos, exotic rhythm band, at the Trocadero, and the Stanley, Toni and Mae aerial sensation at the Empire, Glasgow, are other especially successful attractions.

Berlin Bills

(Month of August)

Coinciding with the Olympic Games, the Scala is en fete with a strong show entitled *Herrliche Welt* (*Magnificent World*), produced by Eduard Duleberg, the director of the Scala, and Willi Kolo. Five American acts take part, with all of them scoring heavily. Back after an absence of nine months, almost a record here, Fred (Pansy) Sanborn, pantomime comic and xylophone expert, lays them in the aisles with his priceless comedy, to which he has added plenty of new and zany bits. Sanborn has capable assistance from Christopher, a stooge who does a couple of neat magic effects, and Irene Sanborn. Matha Merryfield, striking statuesque red-headed fan dancer, repeats her previous success here and the applause that greets her entry proves that she is remembered. The Four Trojans are an appropriate booking here and these American boys give an amazing and whirlwind acrobatic and tumbling performance that makes them look like Olympic entrants. Princess Chiro, Oriental dancer, making her debut here, clicks well with an appealing and exotic offering. George and Jack Drummond combine tricky high unicycle riding with a brand of comedy that hits the outfronters. One of the highlights of the bill is undoubtedly that of Karina, supple adagio dancer, and her partners, Vadio and Hertz. Act is unusual in that it carries a story with it, and Karina brings in a series of contortionistic feats that lift the offering far above the usual adagio stuff. George Alexander and Trude Hesterberg, native film and stage stars, work hard thruout the show and are highly successful, while Anita Spada and the 24 Scala Girls add to a corking bill. Business is colossal, with standees at every performance.

The Wintergarten makes an unusual experiment by holding over last month's major hits. Dukker, native musical clown, with a flick of belly laughs, and the Lai Poun Troupe of Chinese Sensationalists, with a well-dressed and neatly presented Oriental revue that is both versatile and exciting. Other notable acts are Bu-Bu the educated chimpanzee, Rassana, graceful trapezist, doing a Litzel with plenty of one-arm plunges that coax applause; the Ballet Grosky, with a dance revue that has plenty of color, and the Three Hartwells in a sterling aerial performance.

Leading attractions at Hamburg are Chetko, much-traveled illusionist, who headlines with a corking act at the Hansa, and the Sensational Macks, American thrilling roller skaters, at the UFA Palast.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

Let's Play Showdown!

No, "Showdown" is not a new and unannounced pinball game. Nevertheless, it is a game that the coin-machine industry should be playing.

"Rumor is an evil then which there is nothing swifter," Vergil once said, which would almost lead one to believe that they must have had coin machines back in the days of the ancient Aeneid.

Rumors concerning the coin-machine industry, launched into being by interests in direct opposition to the coin chute welfare, usually turn out to be without the slightest foundation aside from the passionate desire on the part of numerous Mrs. Grundys to put amusement-machine operators and location owners on the spot.

The word-of-mouth campaign against coin machines is particularly vicious because it is virtually impossible to track a rumor to its source. It is the type of warfare favored by the moron who writes venomous and slanderous letters under the cloak of anonymity. Manufacturers of a well and favorably-known cigaret discovered the elusiveness of the rumor when they tried to corner a tall tale to the effect that one or more lepers had been employed in the handling of their products.

The cigaret story varied. In some localities one leper had been discovered in the company's plant after he had handled a couple of hundred thousand cigarets. In other more progressive communities this tobacco company was described as practically a leper colony.

Always the story was given a tinge of authenticity. The narrator had usually heard it from a friend or relative who had a friend or relative working in the company's plant.

To keep the records clear the company had not employed anyone afflicted with leprosy and no leper could have touched the cigarets for the simple but forceful reason that no human hands ever touch the cigarets made by this manufacturer until the buyer opens the package. The story proved as elusive as the pot of gold at the end of the rainbow and representatives of the tobacco company wore out a good deal of shoe leather trying to find one "friend or relative" who was the one who had a "friend or relative" working in the cigaret factory. Their efforts were without success.

Certain interests who are opposed to prosperity for the coin-machine industry and the prosperity which the industry has brought to the small independent retailer are not at all backward about utilizing a number of mythical arguments in support of their contentions. It isn't true stories but these fantastic tales that have harmed the industry where they have gained circulation.

One of these is the schoolboy fable. It concerns the sad plight of the tender youth who must go hungry because he has spent his lunch money in a pinball game. It is a story designed to arouse passionate hatred in the hearts of all who hear it.

It gained enough circulation so that it actually broke into the radio field on a program sponsored by a shaving cream manufacturer. If memory serves correctly. It was a good story, only it happened to be untrue and its broadcast and subsequent retraction caused the program sponsor and his advertising agency to patronize the aspirin counter for several weeks.

Even now the story is good for a shaking of heads and much talk at women's club meetings, due in all probability to a scarcity of spicier gossip material for dull summer meetings.

Maybe school children have been permitted to patronize coin games, but I have never known of any such case. My interest in the industry has caused me to make numerous inquiries as to where this sad spectacle might be observed but nobody has ever been able to satisfy my curiosity. A minister of the gospel had to admit defeat when it came down to a matter of proof and I gained considerable satisfaction from pointing out to him that the children in his church could not possibly be frittering their time and money away on the games because they were too busy at the moment selling tickets for a church raffle.

My opinion of coin-machine operators is that they are shrewd business men and I cannot conceive of their endangering ownership of valuable machines by permitting location owners to appeal to juvenile trade. Neither can I believe that any intelligent retail business man would jeopardize his income by laying himself open to the censure which would certainly result if he were to make a practice of allowing children to play the games.

I could swear in court that I have seen dozens and dozens of location owners tell children to "scram" when the youngsters walked close to pinball tables, but I could not say that I had ever seen a child patronize one of the machines. What is more important, I have been unable to find a single narrator of the "schoolboy story" who can say that he has actually seen a child spend money on pinball.

Passion is amenable to reason and rumors can be killed. It is high time that the "hungry boy" story be put to death. It would be a splendid gesture, and a perfectly safe one from a financial standpoint, for the operators' association in every community to offer a \$100 reward for the arrest and conviction of any location owner who knowingly permitted a school child to engage in coin-machine play.

The coming month of September, with schools opening, would be a fine time for announcement of such an offer. The fall months are always best for wide circulation of the story and anyone telling the myth could be invited to authenticate his words for \$100 or retract. It is almost certain that the story would die a sudden death.

Many other stories are widely accepted and equally fictitious. Opponents of the coin-machine industry can almost never offer any actual substantiation to back up their statements.

Friends of the coin-operated games are in a different situation. They have an impressive array of solid, authenticated facts and figures which prove the merits of the coin-machine business.

There is nothing mythical about the number of factories that are working overtime to supply the demand for relaxing, entertaining games. Vast numbers of men employed by these factories are no fable. The impetus to prosperity furnished by coin-operated games to the lumber, glass, electric, foundry, railroad, trucking and other industries is no illusion. Distributors and jobbers with their large sales and service staffs are not the products of anyone's imagination. Operators with heavy investments and big pay rolls are not dreams. More than 500,000 location owners who rely on the profits of the machines to pay their rent or some other important part of store overhead are actual, substantial beings.

These hundreds of thousands of people, earning their living thru the success of an industry which sprang up during depression days, are not

Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Operator Oscar Wurde has been composing verses to the *Knock Knock* song, employing the names of people in the coin-machine industry. Some of Oscar's worst punning is submitted herewith:

"Knock, knock!"
"Who's there?"
"Evans."
"Evans who?"
"Evans My Destination."
"Knock, knock!"
"Who's there?"
"Watling."
"Watling who?"
"Watlinging Melody is This?"
"Knock, knock!"
"Who's there?"
"Bally."
"Bally who?"
"Ballyhoo."
"Knock, knock!"
"Who's there?"
"Daval."
"Daval who?"
"Daval and the Deep Blue Sea."
"Knock, knock!"
"Who's there?"
"Gottlieb."
"Gottlieb who?"
"Gottlieb of Absence."

Oscar says names like Mills and Stoner and Glass were too easy, but admits that Fitzgibbons has him stuck for a pun.

Operator Wilbur Wheeney at Lacy Corners has installed a large ball plunger on his new bowl-a-ball games to save his customers' energy.

The "Reel 21" game hasn't gone over back at Four Corners, Operator Cy Higgins reports, because very few of his customers have studied enough arithmetic to be able to figure whether or not they're won.

Lucius Null over at Gaff Junction read a sign on a Bell vender, "Tokens ejected from this machine are for amusement purposes only." He won the jackpot and has been trying ever since to figure out some way to have fun with the little brass studs.

Sheriff Art Sykes, of Hercules County, has gone into the pinball business, having purchased 20 "No Gaff" games. He's certainly lucky, because his brother, County Judge Will Sykes, has just declared the "No Gaff" game the only legal ones in the county.

Detroit Sportland Good Draw

DETROIT, Aug. 15.—The outdoor sportland at Walled Lake Amusement Park, 25 miles from Detroit, has been drawing good business this summer. The sportland consists of a typical concession stand, erected upon the main highway outside the park.

It is attractively fixed up with a large display of novelty premiums, and these premiums probably are the principal inducement to a carnival-minded park crowd to visit the place. Sportland is being managed by L. H. Rauffus, with machines placed by the Lemke Coin Machine Company.

mysterious characters known to vague, almost ephemeral "friends or relatives." They are flesh-and-blood men and women who have managed to stay clear of government relief rolls and earn an honest living by catering to the universal demand for wholesome, inexpensive, novel entertainment.

You can't argue against rumors, because there is nothing tangible to attack. Let's start arguing with rumors. The next time you hear one of the numerous mythical tales regarding the coin-machine industry ask the speaker for proof. Say to him: "I want you to prove your statements. Hearsay is unreliable and almost always false. Since I have absolute proof for my side of this argument, I'm right and fair in asking you to give me some proof that what you say is fact and not fiction. When you are ready to argue with facts backed by proof I'll be glad to admit that you have something to argue about. Until then I can't give your rumors any consideration."

And, incidentally, let's conduct the business so that they won't be able to get any facts which would bolster anti-coin machine propaganda.

SILVER SAM.

Parking Meters Prove Profitable

DALLAS, Aug. 15.—From last November 5, when the city of Dallas adopted the meter system of parking automobiles to August 5 the city's coffers has been enriched by \$100,000. The 2,000,000 nickels received during the nine-month period came thru 1,500 parking meters—1,000 meters installed last November and 500 added in late March of this year.

At present the meters are yielding about \$500 per day. During the fiscal year beginning October 1 the meters are due to bring in \$142,000 and the city's budget has been so arranged.

All parking meter money goes back into work designed to improve traffic conditions, mostly in the police department. Employment of 41 new officers and purchase of many new automobiles and motorcycles was made possible thru the meters.

The city of Dallas was the second city in the United States to adopt the curb meter system. Oklahoma City, where the style meter now in use at Dallas is manufactured, was the first.

The present meters are being replaced with a later automatic model. The original machines installed were the type which necessitated turning a knob after the nickel was inserted. Of the 1,500, about 500 have already been replaced with the later type and the other 1,000 will be exchanged as fast as the work can be done.

Kalamazoo Ops Organize

DETROIT, Aug. 15.—Kalamazoo coin-machine operators brought a long period of missionary work to a close last week when they finally organized a local association.

The new group is thoroughly representative of the trade in this important city. Pin game, vending-machine and music-machine operators are included in the setup.

Warren N. Zerby, secretary of the Detroit Skill Game Operators' Association, represented Frederick R. Turner, president of the Automatic Merchandisers' Association of Michigan, who was unable to be present at the meeting.

Large Crowd Attends Meeting of Calif. Ops

LOS ANGELES, Aug. 15.—A highly enjoyable affair was the monthly meeting of the California Amusement Machine Operators' Association Tuesday night at the Sunset Club in Hollywood, with 164 members present. A delectable banquet was served, the business met-

(See LARGE CROWD next page)

HOW PINBALL HAPPENED

By TED LEITZELL and LUCILLE HECHT

Watch for This in
The Fall Special
Of The Billboard

Legalized Slots Pending in Okla.

OKLAHOMA CITY, Aug. 15.—But one barrier remains in the way of Oklahoma slot-machine operators seeking legal recognition thru a law expected to mean the salvation of slot-machine operators. Whether it ever becomes effective or not, the present measure has won wide attention in the amusement craft for its definitions offered.

Pending in the State Supreme Court in the protest to referendum petitions filed by the opposition to the original bill—a protest filed by Harold W. Miller, of Oklahoma City, one of the sponsors of the measure passed by the State Legislature.

Obtained from the two houses of Legislature during the last session, the bill was held up on the very day it was to have become a law by the referendum demand offering 38,000 names, or more than 4,000 above the required for such a demand to become effective. Protestees to the referendum demand alleged 29 different propositions directed at alleged irregularities in the petitions.

The bill itself has been the subject of unusual interest from outside inquirers, its sponsors reported, and is regarded as one of the most effective measures in clarifying the situation available anywhere. Particularly important are its provisions in regard to operators' licenses:

Section 3. (a) Any person, firm, corporation or association that operates, sets up or leases any number of coin-operated vending machines shall be termed an operator. Such operator shall be required to pay a permit or occupation tax in the sum of \$250 for each calendar year for each county in which he operates machines, provided that no operator shall be permitted to operate more than 25 machines per permit in any one county. Operators operating in excess of 25 machines per county shall be required to procure an additional permit for each 25 machines or fraction thereof. Such tax shall be payable to the Oklahoma Tax Commission for each calendar year in advance. In addition to the permit or occupation license tax hereinbefore prescribed, such operator shall pay an annual tax of \$20 per year on each machine, payable quarterly in advance.

(b) Any person, firm, corporation or association that operates, sets up or leases any number of coin-operated machines known as pin or marble machines as hereinbefore defined shall be termed an operator. Such operator shall be required to pay as a permit or occupation license tax the sum of \$250 for each calendar year for each county in which he operates machines, provided that no operator shall be permitted to operate more than 25 machines per permit in any one county. Operators operating in excess of 25 machines per county shall be required to procure an additional permit for each 25 machines or fraction thereof. In addition to the permit or occupation license tax hereinbefore described, such operator shall pay an annual tax of \$12 per year for each machine, payable quarterly in advance.

Section 4. Any operator, as herein defined, who desires to operate not to exceed 25 machines in any one county may obtain from the Oklahoma Tax Commission a combination permit for the pin or marble machines for the sum of \$250, payable annually in advance, and the payment of the annual license fee per machine as hereinbefore provided. The Oklahoma Tax Commission shall have the authority to make any necessary rules and regulations for the computation and collection of the tax levied.

The effect of these provisions, sponsors of the bill pointed out, is to give full protection to operators and manufacturers alike in the heavy license fee, which naturally necessitates carrying a certain number of machines per county.

Municipal regulation is governed by the following proviso:

"No municipal corporation shall enact or pass any act or ordinance contrary to the provisions of this act, provided that any municipality, town or village may charge an annual tax not to exceed \$60 for each and every machine licensed to be operated and being operated within the corporate limits of such municipality, town or village."

Joseph Reich, operating a large number of pin games in downtown Detroit, has just returned from a visit in Bridgeport, Conn., where he formerly lived.

Sportland at Canadian National Exhibition

TORONTO, Aug. 15.—Sam Schneider, of the Toronto Coin Machine Company, has just received a shipment of pin tables to be used in his sportland on the midway at the Canadian National Exhibition. Tables are of one-ball type.

This will be the first year that amusement machines will be in operation on the grounds. Schneider is of the opinion that his new venture will not only be very profitable but will result in many orders from the Ontario operators.

The building has an attractive futuristic front, illuminated with neon tubes. The concession will house about 40 machines. Premiums have been selected almost entirely from the advertising columns of The Billboard.

New Target Rifle Bears Mix's Name

CHICAGO, Aug. 15.—A release just issued by the Rock-Ola Manufacturing Corporation carries news of a tieup made by Rock-Ola with that internationally famous personage Tom Mix. The new Rock-Ola photo electric cell target machine is to be named the Tom Mix Radio Rifle.

The name of Tom Mix will appear prominently on the top of each shooting target. As everybody knows, Mix is the idol of American youth and his recommendation and indorsement of this new Rock-Ola product are expected to largely increase the play.

Speaking of the new target rifle, Jack Nelson, general sales manager of Rock-Ola, says: "In the past operators have been forced to carry on by themselves, with little assistance given after their machines were placed on location, which is the time when they really need assistance most of all. The indorsement of a product by such a famous figure as Tom Mix with his marvelous reputation for good sportsmanship will do one thing more than anything else—and that is to increase the play and profits for the operator on location."

A statement from Rock-Ola officials also says that their new Tom Mix Radio Rifle will soon be ready to be put into mass production.

Mutoscope Has Ready Its New Bowl-a-Game

NEW YORK, Aug. 15.—In addition to Hurdle Hop, which is a skee game in pin-game cabinet, Mutoscope announces that it also has ready a regulation size 14-foot bowling game known as Bowl-a-Game.

The game ties right in with other Mutoscope products, such as Photomatic, coin-operated photographing machine that delivers a metal-framed picture for 10 cents and which is now an established success in 19 foreign countries as well as the United States.

Bowl-a-Game is said to be built with the usual Mutoscope thoroughness and quantity deliveries are already claimed to have been started.

Fitzgibbons Customers Wild Over Bally-Roll

NEW YORK, Aug. 15.—Not since the days of Jumbo has a machine created the enthusiasm and crowds seen at the Fitzgibbons showrooms since the deliveries of Bally-Roll started. All day long operators and jobbers stream in and watch the nine-ball bowling game being demonstrated.

The simplicity of the mechanical and electrical parts seems particularly appealing, for, as one operator stated: "The game is more than twice the size of a pin game and less than half as complicated."

Pitz declares himself most pleased over the fact that operators, who put trial Bally-Rolls out on location last week, are now back placing substantial orders. Just a single week's trial is showing them that the days of big-time earnings for coin machines are just beginning!

It's "Duck Soup" for Ops

WHEELING, W. Va., Aug. 15.—L. & S. Sales Company here reports tremendous success with its new "Duck Soup" game. Its first announcement of the feature brought heavy orders from all over this territory and a number of surrounding towns. Distributors, they say, found it to be an ideal game for locations which have been hard to please. "Duck Soup" has been attracting unusual attention and producing results.

Jack Levin, of the L. & S. Sales Company, who recently returned from an extensive business trip, reports that the game is receiving favorable comment wherever he stopped. The local office has been unusually busy for the last three weeks filling order demands from distributors.

LARGE CROWD

(Continued from preceding page)
ing following, and as per custom a high-class floor show was presented. It is noted that altho these are stag affairs, the acts presented are in marked contrast to many affairs in that every act is selected because of its merit, and there is always a program of select quality, no salacious or risque numbers permitted.

The business meeting was of great interest to members. The affairs of the organization are handled in a most businesslike manner, there is a fine air of friendliness manifested and the operating business has been made a dignified one. None of the former abuses are present. Counsel for the organization stated that there was every indication of the business going on as it has, that compliments were had from the law-enforcement forces on the manner in which business was being conducted, that the co-operation they were receiving from operators was noteworthy. Also it was stated that letters from prominent business men had been received commending all for the highly satisfactory manner in which this business is being conducted.

The floor show included Tommy Jones, emcee. The Delucia Trio, piano-acordionists, two girls and one man, high spot their own conception of *The St. Louis Blues*. Tommy Jones in a round of request numbers, with Chuck Edwards at the piano, especially fine rendition of *Wagon Wheels* and *Beau-*



HARRY HURVICH, OF THE GOLD DUST TWIN TEAM, Max and Harry, mentors of the Birmingham Vending Company, Birmingham, Ala., snapped by The Billboard's cameraman while parading along the Atlantic City Boardwalk with Mrs. Hurvich. Harry and the missus also spent some time visiting friends in New York, but it was strictly a vacation trip and the nearest they got to coin machines was when they put their nickels in the subway slots.

IT'S TRUE
what they say about
Exhibit's Sensational
"GUSHER"
It's true — it's
the world's
greatest novelty
game.

\$61.50
7.50 TOP PAY OFF. FIVE-BALL
PLAY WITH ONE-BALL SPEED. 5
COINS per GAME. All Coins
Played Visible. LARGE SIZE
CABINET. 44"x22".

Order From Your Jobber
or Write
EXHIBIT SUPPLY CO.
4222 W. Lake St., Chicago.

B HERB BESSER B
STRONGLY RECOMMENDS
REEL "21"
\$23.75
And he substantiates his recommenda-
tion with a guarantee that he will allow
you 50% trade-in allowance on any new
machines purchased from him in six
months.

B BESSER NOVELTY CO. B
3020 OLIVE ST., ST. LOUIS, MO.

INSIST ON-
STANCOR
UNIVERSAL
IN ALL YOUR GAMES!
Models Available for the New Type "Bowling
Games." Manufacturers—Send in your Spec-
ifications!
STANDARD TRANSFORMER CORP.
850 Blackhawk Street, CHICAGO.

They're BEST by TEST

LITTLE BANKO JAR
A 5c Game With \$10 Winner in Every Jar.
Taken in 55c. Pays Out \$33. Your Profit \$17.
Capital Prize Not Paid Until Jar is Empty.
Price, Cash With Order, \$2.50. Write for de-
tails 10c Big Banko and 12 Different Pat and
Take Jars. State whether Operator or Retailer.
TOM THUMB Dept. 22,
Nauvoo, Ill.

tiful Lady in Blue. Then the versatile Hal Haig, on Olympic team of 1930. Clever artist, doing trick roping, a knockout harmonica number, clever dancer and a novel whirlwind acrobatic finish. The Cotton Club Quartet from Sebastian's Cotton Club, Negroes, doing harmony numbers, imitations and comedy finish number. They responded to five encores. The Three St. John Brothers, a lot of really new stuff in hand balancing and acrobatics. Again Tommy Jones singing request numbers. Jim Sumner was the accompanist. Impromptu comedy by Glenn Hansen, Morgan Edick and Henry Grohe enlivened the occasion.

During the evening several well knowns were introduced, among them Lewis B. Rowland, presented as a gentleman who comes from the State of California board of equalization to the dignified calling of operator.

Anderson Joins Ponsler Company

NEWARK, N. J., Aug. 15.—George Ponsler, of the George Ponsler Company, Newark, announces the appointment of Leslie G. (Andy) Anderson as general sales manager of the firm. Anderson was formerly sales promotion manager of The Billboard. With the addition of Andy, Ponsler is also opening his New York office at 1140 Broadway and expects to go places with Genco's bowling game, Bank-Roll, and Genco's Rolla-Base.

"There is such a tremendous field in New York," Anderson states, "that it is absolutely essential to get closer to these operators and jobbers so that we can give them our best co-operation at all times and offer them real opportunities to make more money."

Ponsler recently returned from Chicago, where he inspected all the bowling games being made. He claims that Bank-Roll has all the features that make for greater play. The game is noiseless and, coupled in the quietness of the play, is a pleasant musical gong which chimes whenever a 50 pocket is made. The game is constructed of the finest five-ply walnut wood, together with a bird's-eye maple wood finish. Bank-Roll is electrically controlled, is portable, releases the balls instantly and gives a complete checkup on every coin

played, besides registering every winning game.

Anderson states he is out to better the amusement world and will shortly announce some radical moves.

Rolla-Base is a new Genco game (not a pin game) that has amazing possibilities. It is a five-foot table, an all-skill game, on which the player rolls down the balls for higher scores.

Both of the games are on display at the New York and Newark offices of the George Ponsler Company.

House Finds Business Good in Ky. Territory

LOUISVILLE, Aug. 15.—R. H. McCabe, Rock-Ola factory representative; Carl A. Hooper, Rock-Ola distributor here, and Charles House, owner and manager of the Kentucky Amusement Company, have just returned from a visit to the Rock-Ola plant in Chicago.

The trip to Chicago was made for the purpose of personally checking on deliveries of a large order placed with Hooper, together with McCabe, for a substantial quantity of Rock-Ola Multi-Selectors. House and his organization are understood to be the largest distributors of coin-operated machines in this section of the country.

Hooper reports an avalanche of business with Rock-Ola products in this territory. "They're a great bunch of products," says Carl, "and it sure is a pleasure recommending them and selling them to my operator friends all over this territory."

On his return from the Rock-Ola plant Hooper reported having placed substantial orders for the new Queen Mary, as well as for the firm's one-shot Credit. He reports having had a preview of the new bowling game Rock-O-Ball, which he said is the most beautiful piece of coin-operated equipment he has ever seen. He also got all the information on the new Tom Mix Radio Rifle now in production.

Wolcher Catches Whale

SEATTLE, Aug. 15.—Harry Wolcher, well-known local coxman and president of Western Distributors, Inc., has been presented with the O'Toole Fishing Derby Cup for having caught the largest whale ever landed in these parts.

According to Harry, the whale was an easy take in comparison to some of the other catches he has made. He claims that the arrival here of Al Douglas, of Daval Manufacturing Company, Chicago, was a big enough event in his life to catch any kind of a whale.

The whale is now being trimmed. It takes some 30 days to carefully trim the fat from the whale, which will be used by Harry for lighting purposes at his headquarters, for with the town now in the throes of demanding machines he can't get Harry claims he'll need to burn midnight oil.

The ops in town are collecting 10 pounds of whale meat with each game that they buy from the firm at this time. "The only trouble with the whale," Harry says, "is to get somebody that will eat the meat and therefore save him the trouble of sending it to his friends in Chicago as a signal measure of his prowess as a fisherman."

New N. Y. Corporations

ALBANY, N. Y., Aug. 15.—Interstate Checking Service, Inc., and the Jay-Bach Affiliated, Inc., new New York City corporations, have been chartered to engage in business. The former company plans to provide institutions for checking theater receipts. The promoters and backers are Samuel J. Schwartzman, Ben Kessler and Esther Lasher, 220 West 43d street, New York.

The latter concern proposes to operate games and promotional ideas to advertise theaters and other places of amusement. The shareholders are Harry Nardi, Sol D. Levy and Julie E. Nardi, 570 Seventh avenue, New York.



ADOLPH CARLSON, bowling champ, who, according to Duce Gensberg, has enthusiastically endorsed Genco's new bowling game, Bankroll.

New Orleans

NEW ORLEANS, Aug. 15.—For the third time in less than a year the coin phonograph operators of New Orleans have reorganized their association, this time with a 100 per cent backing of the city's ops. The newest president is Jules H. Peres, who was president of the initial try at a co-operative group. Mel Mallory is vice-president and P. P. (Buster) Cies, secretary. The first meeting of the new organization was held recently at the offices of the Dixie Novelty Company, on Poydras street, and all but three of the community's ops pledged their membership. Later these three came in to bring the roster up to around 35 pledges. Efforts of the club will be directed chiefly to stop "chiseling" on locations.

The first Keeney's Bowlette has appeared on location in New Orleans at the Sport Center, where it is attracting plenty of attention. The Sport Center management believes that Bowlette is the first of the bowling skill games to be placed in this section of the country. Jack Sheehan, manager of the playland, says: "It is a perfect competitive game and will prove itself to be a pippin for the cold weather season."

Another "first-nighter" in New Orleans is the Western Equipment race-horse game, Thoro-bred. The end of the first week on location at the biggest athletic club in town finds play as steady as seen at the club in many moons. Several of the new machines were purchased by the Boasbergs and Ray Boeworth, owner of the New Orleans Novelty Company, on their recent visit to Chicago. All agreed that Thoro-bred was the most attractive coin machine game they saw on a tour of the factories in the Windy City.

Found in New Orleans—one of the world's rottenest fishermen, according to the opinion of several of his best friends, Joseph (Joe I.) Isaacson, try attest, has gone fishing exactly 107 times to their knowledge and has returned home with one fish and plenty of tales about the big ones that got away. "And to think," one of them said, "when he did hook one, it was only so big and had been hooked thru the midriff."

Buster Cies, owner of the Great Southern Novelty Company, one of the larger music machine operating firms of the city, never lets any of the latest records get by him without a tryout. And to be sure that he will find the time to hear them all, Buster carries a portable phonograph with him from his office to his home, into his automobile and out into the highways and byways.

Melvin Mallory, New Orleans branch manager for Stelle & Horton, returned this week from a two-week vacation, visiting his father and mother over at Alexander City, Ala. "Boy, the best thing I did on my stay at home was to eat once again some of that grand fried chicken my mother hasn't forgotten how to make," he said.

Martin Tortorich and his friend, Price, were in town this week, coming in from their ole stamping grounds, Baton Rouge, long enough to buy five new machines and several more old ones. The boys report that Baton Rouge went back on coin machine time last Monday after several weeks of law-hounding. "And location owners never seemed so happy before," they explain.

About 20 operators of the city know now that Vincent Casertano, of the New Orleans Novelty Company force, really can cook. Last Wednesday night Vincent invited all of the skeptics around to his house and treated them to a spaghetti dinner that wowed them. Did they enjoy the food? Well, Vincent says that he is beginning to get tired of the repetition: "When are you going to invite me around again?"

After a three-week stay in New Orleans and surrounding territory in the interest of the selling and distribution of the Symphonola, Ed Stern, Seeburg's territory seller, has departed for other fields. Ed expects to take a northern course this time and by now should be selling more phonographs to Tennesseans.

Shy Brothers Order 300 Flicker Tables

CHICAGO, Aug. 15.—One of the largest coin-machine orders to come out of Milwaukee in recent years is the one for 300 Flickers placed by Shy Brothers with O. D. Jennings & Company.

"I've always had a feeling," said Cass Shy, "that some day somebody would build a pay table on the Bell machine principle. And I knew that when one came along I'd jump in with both feet. Flicker is everything I've hoped for—and more! It has the Bell appeal and can be operated as a Bell machine. But what goes over big with my customers is that it may also be operated as a skill game, a ticket game and a pay table with almost any number of balls.

"In Flicker we have noticed several new mechanical developments we've never seen before. One is the 'tuning device' or variable resistor. Our experience with pay tables of the light-up type and odds-changing units is that not all three of the units always operate with full efficiency. This is due to the fact that different units require different volumes of electrical power. The 'tuning device' on Flicker allows each unit its full measure of power and no more, resulting in a smooth-operating game. The fact that we are receiving many repeat orders convinces us that Flicker is a well-performing game as well as a money-making one."

Night Shifts Boost Bally-Roll Output

CHICAGO, Aug. 15.—In a special statement to the trade, Ray Mooney, president of Bally Manufacturing Company, reveals that double shifts have been busy for the last two weeks in an effort to keep abreast of the steady stream of orders coming in for Bally-Roll, Bally's bowl-a-ball game.

"Some of our friends," Ray says, "doubted our ability to get into quick production on a game like Bally-Roll. But others with longer memories knew we could do it. They remembered how, when the industry needed a moderate-priced one-shot, we got into production on Ace almost overnight. Again when operators were clamoring for a giant one-shot Bally jumped in and made first volume shipments on Jumbo. We've done it again with Bally-Roll. By marshaling all our facilities we were able as early as July 20 to start sample shipments, and two days later we were making volume deliveries, thus enabling our trade to get first crack at the bowl-a-ball profits."

Bally-Roll is claimed by its maker to be one of the most popular machines of its type on the market. The manufacturer claims that it is particularly easy to install due to its three-piece construction, and special acoustic material is used for soundproofing so that the machine is virtually noiseless. This feature, according to the maker, is placing Bally-Roll in many high-type locations where quiet operation is demanded.

WE ARE DISTRIBUTORS FOR

PACIFIC RACES BALLY ROLL WURLITZER'S SKEE BALL PAMCO FASCINATION KEENEY'S BOWLETTE ROCK-OLA'S ROCK-O-BALL

and products of other leading manufacturers. We have brand new and slightly used machines of all standard makes. Operators and Jobbers—We guarantee to meet any clean competition. FLOOR SAMPLES AND SLIGHTLY USED MACHINES—1 Paces Races B play, high speed, floor sample, \$360; 1 Tycoon plug in, F. S., \$80; 1 Tycoon latest model battery type, \$75; 3 Hioteals, F. S., \$52.50; 5 Daily Races cash payout, \$47.50; 3 Galloping Plugs, cash payout, F. S., \$67.50; 1 Daily Limit, \$42.50; 2 Bally Derbys like new, \$45; 2 Double Headers, F. S., perfect, \$50.00; 2 Bally Bonus cash payout, \$42.50; 1 Patcoola Sr., 8 slots, \$50; 4 Tycoons, but, model, perfect, \$40; 1 Rockola Night Club Multi-selector, F. S., \$180; 1 Rockola Regular Model, F. S., \$200; 1 Patco Red Balls, \$40; 1 Trolley Golf, \$10; 3 Big Five, \$30; 2 Projectors, like new, \$32.50; 1 Eclipse, \$5.00; 1 Reporter, \$36.50; 4 Mills 1c play J. P. Vender, \$12.50; 1 Duchess to play J. P. Vender, \$17.50; 1 Paces Races 25c play, mechanically perfect, \$275; 1 Pari-Mutuel, perfect, \$60; 1 Multiple, perfect, \$75; 2 Redoes, like new, \$17.50 each; 3 Nickel dial vendors, some remote, \$20 each; 4 Sky High tickets models, slightly used, \$50 each; 2 Sky High, cash payout, floor samples, \$50 each; 5 Penny Packs, \$7.50 each; 1 Daily Limit, \$40.

All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list. Also have about 250 other items. Write for list.

MOSELEY VENDING MACHINE EX., Inc.
80 BROAD ST. RICHMOND, VA.
Day Phone 3-4511. Night 5-5828.

GET ON A WINNER!

R H H

E R S

L E S

READY SOON!

What Do You Think?

99 operators out of a hundred think it is foolish to spend money on constant battery replacements when ELECTROPAK eliminates all that expense forever! What do you think? Are you content to waste money foolishly on batteries?

ELECTRICAL PRODUCTS CO., Inc. DETROIT, MICH.

New York Office: 152 W. 42nd St.

Chicago Office: 628 W. Jackson Blvd.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Los Angeles

LOS ANGELES, Aug. 15.—From information gathered in making the rounds stopping in at the distributors, jobbers and manufacturers, everything is going along very nicely here. Several of the newer marble games reported as having a good sale.

At the Wurlitzer phonograph division W. E. Simmons, manager of sales, stated the Wurlitzer Simplex was enjoying fine sales and that operators were sending in repeat orders.

Mack Mohr, at Mohr Bros., very well satisfied with what he states is nice business on Gaylord fans and Wurlitzer phonographs.

Irving Bromberg reports business both here and in San Francisco as very good.

At the National Amusement Company Jack McClelland and the force announce satisfactory business. Henry Stewart, of the Sydney, Australia, branch, writes of encouraging conditions prevailing. Rock-Ola multi-selector going big. George Schwartz states that they sold a solid carload the past week and that the retailers were drawing good attendance. Billy's Challenger going well, as are Rock-Ola Totalite, Flashlight and the new Queen Mary. California Exhibit's Crack Shot, it was stated, is having a good sale. Paul Gerber, of Gerber & Glass, Chicago, was a visitor, and Milton Swanson, of Rock-Ola forces, due this week. J. Keeney, of J. H. Keeney & Company, Chicago, is a business visitor here.

Sol Gottlieb says he has no complaint, business holding to a nice level.

Will P. Canaan increasing his force to take care of a very much increased business with merchandise vendors.

Paul Laymon and the missus report having good business and are commuting week-ends between San Pedro and Catalina Island, becoming somewhat air minded, too, they "aerate" to and from the islands.

At California Exhibit much activity on Crack Shot. The game is having a big sale, according to Johnnie Rau and distributors. Several new games will be announced shortly and a possible addition to their line may be in the offing. Harry Stearns, president of California Exhibit, has returned from a fishing trip to the Rogue River country around Medford, Ore. Brought back the limit take in steel-head trout. Harry states that a new automatic payout game which will be ready soon is the most innovative game they have thus far produced.

Joe Orewitt, of California Games, back from vacation in the northern lake country and Tom Wall, of the same company, left to vacation along Rogue River and the lakes.

Seems that vacationing is much in order with the ops and jobbers. Mr. and Mrs. Edward Warrig and Mr. and Mrs. Russell Hooker are up at Big Bear. Phil Baust also taking an outing at that place. M. C. Saunders, of the Advance Automatic Sales Company, is sojourning at Lake Tahoe. Mr. and Mrs. George Cooley at the colony at Catalina Island. Mr. and Mrs. Glen Catlin are week-ending at Catalina. Mr. and Mrs. Tom Daley in from Philadelphia, interested in amusement games at Eastern resorts, looking over the jobbers and getting the ocean breezes at the beach resorts.

Newell H. Stearns, one of the pioneer operators in this sector, reports business is very satisfactory and adds that thru the workings of CAMOA the business is being conducted in a manner profitable to the operator and location owners.

New candidates for stellar honors as comedians, Glenn Hansen and Morgan Edick, and they do a real original comedy routine. Are partners in large operating route. The other aspirant for honors, Henry Grobe, operator in a big way. He asserts he does a much better act than the other two and an easier act to handle, as he requires no props and opens and closes in one.

Guardian Day Big Event in Coindom

CHICAGO, Aug. 15.—One hundred and fifty guests, including presidents, salesmen, engineers, designers and superintendents of many coin-machine manufacturing companies, were present at the Guardian Electric Manufacturing Company's big all-day and all-night celebration August 5 at Bunker Hill Country Club.

They were there in force from lunch at noon until the "wee" hours. And to say the Guardian company did itself proud as host to the boys is a mild assertion. Golf played the leading role after noonday nourishment. As each group came up to see off A. B. Cherston, Electrical Products president, was there with approximately \$20,000 worth of motion picture and sound equipment to "shoot" each and every player. These were shown at night. "To see ourselves as others see us" came into expression after dinner had been served in the main dining room at 8 o'clock in the evening.

Prizes of the finest kind were distributed to winners at golf, as well as door prizes for lucky ones making their entrance. The pictures took down the house, many scenes of which will live long in the hearts of coin men present. Then a complete floor show, featuring two colored comedians, the Gold Dust Twins, with their comedy boxing bout and other giggle-getting contortions. The Ohman Twins were there with their incomparable dancing, supported by several ladies with curves molded to order for the audience.

Frank Rowell Sr., president of Guardian, and Frank Jr. deserve high commendation for knowing how to do things up in proper shape. They gave a party that offered enough recreation in one day to equal the benefits one might derive from a week of average entertainment. John Rowell, advertising manager, had charge of planning and promotion. He got 'em out, and when Guardian Day comes round the next time they will all be there at first call to gather round Guardian's festive board once more.

Keeney Adds New Bowlette Features

CHICAGO, Aug. 15.—While Bowlette was one of the first bowling-type skill games to be perfected and is considered by its makers to be impeccable, J. H. Keeney & Company has added several new features to the game.

Specially designed silencers have been introduced at several points in Bowlette. These keep to an absolute minimum the noises that were heretofore unavoidable. Inasmuch as objectionable noises are fully deleted Bowlette is desirable in locations where loud sounds are taboo, especially in night clubs, theater and hotel lobbies and similar spots.

Another idea devised by J. H. Keeney & Company experts is a new type scoring mechanism which accurately registers all balls, whether bowled one at a time, two at a time or even all nine at once.

The makers of Bowlette say it has been so popular that the three Keeney factories have stepped up production to 100 a day, seven days a week. In order to turn out this number of games without sacrificing quality the Keeney firm has three shifts going night and day.

Bill Woollen Offers Liberal Finance Plan

CHICAGO, Aug. 15.—Bill Woollen, sales manager of the Buckley Manufacturing Company, announces a liberal financing on Diamond Mine, a new one-ball de luxe-size automatic payout table.

The plan is this: The only investment the operator makes is on the basis of Diamond Mine's earnings. In other words, a part of the machine's receipts are paid to the Buckley Manufacturing Company and applied against the purchase price of the machine. The operator absolutely takes no chances.

Diamond Mine is housed in a beautiful modernistic cabinet that is 22 inches wide and 45 inches long. Its makers say it is a real thriller for the player. The player shoots that big diamond crystal ball. If it drops into any of the "shoot again" holes his coin is returned and he gets a free play for one of the big awards. The center concave saucer pocket at the top pays three coins and also allows the player a free play. Awards of 15 cents to \$2 at the base of the board invite the player to play and play again.



AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.

Payout Pete says Operator Oscar Wurfle was sorta skeptical of those "location-tested" games until he found that a competitor who was using Oscar is using 'em now, and 'em was getting most of the gravy. . . . It you'd like to know singing "Oh, How the Money Rolls In." . . . WRITE US TODAY!

ASK US FOR CREDIT!

Lee D. Jones

P. S.—You get yours every week—rain or shine. No blanks!

BOWLING GAME OPERATORS ATTENTION

JERSEY TRADING CO. FIRST AGAIN

Famous BELL. 16 mm Motion Picture Camera.
Will Use any 16 mm Film.

SPECIAL \$5.25
in Lots of 8

SAMPLE \$5.50

Motor Driven Projector . . . \$7.75
50 Feet of 16 mm Film . . . \$1.50
1/3 Deposit, Balance C. O. D.

JERSEY TRADING CO.
900 N. Franklin St., Philadelphia, Pa. 11-15 E. Runyon St., Newark, N. J.



The Next Issue of

The Billboard

will be the big annual

FALL SPECIAL

Special Enlarged Coin Machine Section

Producing Quick-Action Results for Advertisers

RUSH YOUR COPY TODAY

Last forms go to press in Cincinnati

SATURDAY, AUG. 22

PUBLICATION OFFICE — CINCINNATI, OHIO

Weekly MUSIC Notes

Boosting the Phonograph Take

By JOHN B. WINTHROP

Go-getter route managers can boost coin-operated phonograph earnings by showing their locations how to promote phonograph popularity.

The operator could not understand why the Alpine Restaurant in a Western mining town persistently yielded a phonograph gross double that of any other restaurant in the county, despite the fact that the Alpine was a comparatively small cafe. He asked Pete Johnson for the reason.

"It's our music club, I reckon," the proprietor grinned. "It was all a plan of Louise, Grace and Anne. The girls all like music and among our regular customers they have worked out a little scheme.

"The girls got the boys to agree to patronize the phonograph once each meal, three times a week, on the understanding that the other regulars would go in on the plan to the same extent.

"Everybody likes music with their meals. It wasn't hard for the girls to work up the club.

"Now, one of the girls will casually mention to a customer 'It's your turn now, Mr. Simms' and Mr. Simms does the rest.

"It has worked out in a funny way. The club members are required to contribute less and less from one month to another, because somehow a phonograph in action a good deal educates a lot of people to its use. And dropping a coin in a phonograph becomes a habit

when eating, like reading the newspaper."

Good waiters and waitresses make suggestions to their patrons as a matter of course. The combination salad is "fit for a king"; the broiled weakfish is a dainty morsel indeed; the cantaloupe is an epicure's delight. Every restaurant owner with a coin-operated phonograph should instruct his waitresses to suggest music frequently.

"Would you like some music with your dinner? We have a beautiful phonograph and the very latest songs."

Waitresses are keen observers and understand human nature. Here is a party arriving at 10:30 p.m. The atmosphere of gaiety is extremely marked. Youth is bubbling over with joy. Good food, yes—but music is needed, too, for the most thrilling late dinner. So the waitress smilingly calls attention to music facilities. The idea instantly is adopted.

Some restaurants call attention on menus to their music machines—but most do not. And the really effective appeal is made very rarely. That appeal is closely associated with food items, sure to be encountered as the diner makes his selections.

Suppose the menu is on a duplicate sheet attached to a printed menu—a common practice. Suppose there is a series of special meals—at 75 cents, 50 cents, 35 cents. With the menu for



CHARLES HOUSE, owner and manager of the Kentucky Amusement Company, Louisville, Ind. business very good in his territory. He recently visited the Rock-Ola factory in Chicago to personally check deliveries on a large order of Multi-Selectors.

each the restaurant owner includes a suggestion—

"She will enjoy music. Our phonograph is at your disposal."

"Music adds to the pleasure of this meal. The latest in music from our coin-operated phonograph."

"Music hath charms, drives away care. Music assists digestion. Make this meal perfect with selections from our coin-operated phonograph."

You see the idea! Simple as anything—costs nothing to apply. An increase in phonograph take is certain.

These plans not only increase profit to location and operator, but they improve restaurant service and increase percentage of repeat customers. The restaurant man should be interested in them especially for the latter reason. Customers are attracted to cafes from which emerge the tuneful strains of music. Operators and route managers should understand these facts and persuasively present them to locations.

Everybody who has "been around" knows that the most expensive restaurants, hotels and night clubs always provide music with meals. Any restaurant man can provide music and make money on it.

Another idea to increase phonograph patronage is to display sheet music of latest song hits about the phonograph with the statement that the machine plays them.

And here's another tip. Restaurant men should encourage dancing during the "night club" hours. For this purpose a coin-operated phonograph can become mighty popular in the community.

Business Must Be Good!

CHICAGO, Aug. 15.—Amidst "ahs" and "ohs" Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, drove up in front of the home plant in a beautiful new Packard car. With an air of dignity and nonchalance, the Earl of Holland, Mich., completely ignored the surrounding proletariat and in regal style walked to his desk.

Well, folks, if you know Earl Holland you will readily recognize the above description as being "am't."

Prying into the deep, dark secret, we asked Earl about his sudden transition from a Ford coupe to a Packard sedan.

"My dear man," said Earl, "when you are selling something that everybody wants there's no trick to it. Operators all over the country recognize the Seeburg High Fidelity line of Symphonolas as among the finest in the field. In every territory I cover the operators give me glowing reports as to how much money their Symphonolas are making. Frankly, I have been in business for many, many years. Never in my long experience has anything ever approached the acceptance and demand that our

Sheet-Music Leaders

(Week Ending August 15)

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

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

1. These Foolish Things Remind Me of You (2)
2. It's a Sin to Tell a Lie (1)
3. On the Beach at Ball Ball (3)
4. When I'm With You (8)
5. Rendezvous With a Dream (6)
6. Did I Remember? (7)
7. Would You? (9)
8. Glory of Love (15)
9. No Regrets (10)
10. Empty Saddles
11. Take My Heart (4)
12. You Can't Pull the Wool Over My Eyes (11)
13. Crosspatch (15)
14. Until the Real Thing Comes Along (14)
15. Shoe Shine Boy

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, August 7, to Thursday, August 13, both dates inclusive.

When I'm With You (37)	40
These Foolish Things (31)	29
Knock, Knock, Who's There?	27
Bye, Bye, Baby	26
On the Beach at Ball-Ball (22)	26
You're Not the Kind (21)	25
Until the Real Thing Comes Along (22)	23
Me and the Moon (22)	23
Take My Heart (26)	22
No Regrets (25)	22
Stompin' at the Savoy (21)	21
Until Today (17)	21
If We Never Meet Again (16)	18
But Definitely	16
Afterglow (18)	16
Let's Sing Again (19)	14
Would You? (19)	14
The Season Changes	13
Hidden Valley	11
Sing, Sing, Sing (23)	11
Christopher Columbus (11)	10

new line of High Fidelity Symphonolas now enjoys."

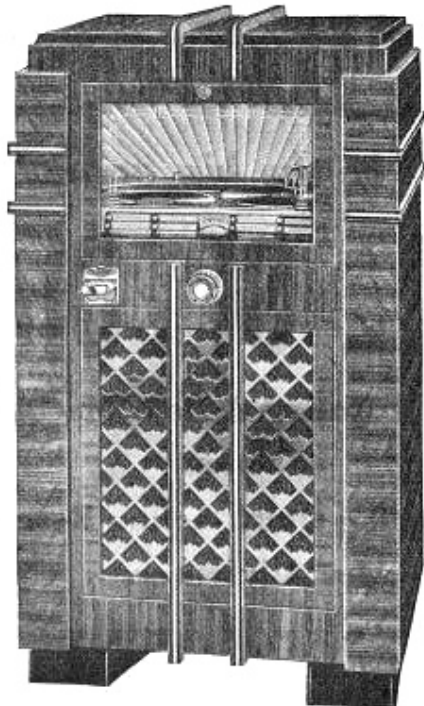
"Seeburg leadership," says Earl, "is not just an advertising slogan, it is a reputation built by an outstanding organization."

New Gable Jr. Going East

NEW YORK, Aug. 15.—Bob Grenner, New York sales representative of John Gable Manufacturing Company, Chicago, expects a stampede of buyers to flock to the New York showrooms upon

Demand
PERMO-POINT
PHONO NEEDLES
FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS

THE SEEBURG FRANCHISE IS MORE VALUABLE!



MODEL "B"

The Instrument without Service Headaches

J. P. SEEBURG CORPORATION
1502 DAYTON STREET · CHICAGO ILLINOIS



the arrival of the new Push Button Pre-selector machines due next week.

The new Gable Junior, 12-record machine, surpasses any model heretofore produced at the Gable factory, he says. The cabinet embodies many new features, including an attractively illuminated new designed selector device. A new zebra veneer wood is being used in the cabinet itself which makes the machine very striking in appearance.

Orders Swamp Kresberg

NEW YORK, Aug. 15.—Sam Kresberg, of the Capitol Automatic Music Company, is doing quite a job with Rock-Ola's Multi-Selector. Even the two cars are delivered to New York each week, the orders are running far in advance of the deliveries. Operators, notified when a car arrives, ride down to the freight yard and take the machines in their own trucks.

Sam is getting his display floor ready to show the new Rock-Ola alley, Rock-o-Ball, which he expects the early part of the week.

Detroit Ditties

DETROIT, Aug. 15.—A. C. Wagner, head of the Automatic Distributing Company, has just returned from a visit to his old home in Pennsylvania. His company is planning to place a new vending machine upon the market to distribute flashlight batteries. Negotiations for manufacturing are now under way.

Stock issue of the new Scherneck Products Corporation was placed upon the market this past week. The company is to be a new manufacturer in the coin-machine field, under the management of Joseph J. Scherneck. Incorporated structure called for 200,000 shares, no par value. Plans will be disclosed in detail later.

Herman and Elmer Krause, father and son team, who operate the only arcade on Woodward avenue, are planning an expansion of their business. Herman Krause disclosed this week. A new arcade probably will be opened, but no location has been selected. Elmer Krause, junior member of the firm, may leave Detroit and open in another city.

Henry C. Lemke, Detroit operator and jobber, has withdrawn entirely from partnership with Horace E. Graseck in the Graseck-Lemke Corporation, which was announced a few weeks ago. An interest in the business has been taken over instead by Max Moore, owner of the M. & N. Company, who is now in partnership with Mrs. Graseck.

E. C. Bourden, head of the S. B. Novelty Company and president of the Skill Game Operators' Association, left this week with his family for an extended trip to his old home in Massachusetts.

O. D. Griffith, Detroit coin-machine operator, believes in comparative selling. When he has a customer come in, after showing the qualities of the machines he sells he advises the prospective customer to visit other salesrooms and compare any machines he sells there, and he says the customer always comes back.

He has set something of a record with the new Bowlette machine, made by J. H. Keeney & Company. Fifty of these were sold the first three days of the week.

DETROIT, Aug. 15.—J. C. Hanney is one of the newer operators in the amusement game field in Detroit. Hanney is specializing in the bowling game field. Business in the bowling game part of the industry is consistently reported good by local operators.

London

LONDON, Aug. 12.—New British machine is Auto Pool, table game based on real bagatelle. Ball is shot up a track which carries it around to base of field, where player deflects it by means of a curved metal guide onto billiard-cloth covered field. Play is with nine balls and there are a like number of cups laid out as in bagatelle. Sides are cushioned like billiard table and cannon and cushion shots are possible. Balls shot too hard or too soft may be deflected by player back into the delivery. In like manner he can put on one side white balls if needing the red for next shot. Machine is approx-

mately same size as usual pin game. Monte Williams, sponsor of Auto Pool, feels that it will meet with approval of authorities, as players have control over balls as well as every scope for skill.

Mutoscope Photo-Matic has at last arrived in London. It has not yet been placed on location here, but several experienced machine men are impressed with the action of the developing mechanism and the handsome appearance of the cabinet.

Provision has been made for 85 booth units at the next London coin-operated machine exhibition, as against 55 last February. Taking of additional space has made this possible.

Big lawsuit concerning Machine-Made Sales, Ltd., finished in Chancery Division on 19th day of hearing. Action against Hon. Ivor Guest was dismissed and remaining defendants, altho denying fraud or conspiracy, admitted legal liability for some transactions. They agreed to pay a substantial sum in damages and costs.

New law imposing heavier penalties than hitherto on makers and users of counterfeit coins came into force August 1. It was welcomed by coin-machine men, particularly those who operate vendors.

Buckley's Hopscootch Hodgson still going places. With Percy Goddard, Buck Taylor and Harry Myers (Public Caterer No. 1) saw program of boxing at famous Holborn Stadium.

St. Louis

ST. LOUIS, Aug. 15.—Finley Mason, part owner of the Central Distributing Company, Kansas City, Mo., is at present vacationing with Mrs. Mason and their young daughter in Yellowstone National Park. Upon his return to K. C., Tim Crummit, other half of the firm, plans on taking a vacation for several weeks in Minnesota.

Herbert Besser, owner of the Besser

Novelty Company, advises that his offer of allowing operators 50 per cent of their original purchase price on "Reel 21" within a six-month period on the purchase of any new machines at that time is keeping him "cleaned out" of this popular new counter game. His new Weekly Report Sheet for the operators is also making a hit thruout the country and many operators are using Besser's new report sheets in their business.

Carl F. Trippe, owner of the Ideal Novelty Company, returned here today after a week's business trip thru Southern Missouri in the interest of his firm.

Al Miller, of the Miller Sales Company, returned to St. Louis Tuesday after spending a three-week vacation in Big Arbor, Wis.

Missouri Amusement Machine Association held its regular monthly meeting August 10, with John H. Beckmann and Walter P. Koch presiding. About 30 of the most prominent operators in the city were in attendance.

B. D. Lazar Opens Philadelphia Office

PITTSBURGH, Aug. 15.—The continued progress of the B. D. Lazar Company is extended further with the announcement of the opening of a new office at 620 Spring Garden street, Philadelphia, August 17.

The concern, with offices in Pittsburgh, Scranton, Reading and Philadelphia, will be able to supply the demand with a full and complete stock of Rock-Ola Multi-Selector phonographs, also Master vendors and the newest amusement games of all styles.

Lazar will also handle the new coin-machine bowling game Rock-o-Ball and the Rock-Ola Tom Mix Radio Rifle.

Philadelphia office will be managed by J. D. Lazar and big results are expected. Immediate delivery and excellent service will be the slogan of the new Philadelphia office, as well as all the other offices.

SHEP FIELDS and his rhythm



Newest idol of the dance fans — plays exclusively for

BLUE BIRD RECORDS

Once again Blue Birds beat the gun in the race to win nickels for coin machines—this time by corraling the newest idol—Shep Fields and His Rhythm. Blue Birds save service costs on jammed machines because they warp less—give longer play per record because they wear better.

Be sure to get these records:

- B6476 "Did I Remember" "Sittin' in the Sand A-Sunnin'"
- B6475 "I Can't Escape From You" "House Jack Built for Jill"

VICTOR and BLUE BIRD RECORDS
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Ten Best Records for Week Ended Aug. 17

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR
1	B6476—"Did I Remember" and "Sittin' in the Sand A-Sunnin'." Shep Fields and orchestra.	7699—"These Foolish Things" and "Why Do I Lie to Myself?" Teddy Wilson and orchestra.	809—"Until the Real Thing Comes Along" and "Walkin' and Swagin'." Andy Kirk and 12 Clouds of Joy.	25359—"Black Raspberry Jam" and "Paswonky." Fats Waller and Rhythm Orchestra.
2	B6353—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tampa Red and Chicago Five with orchestra.	7681—"When I'm With You" and "But Definitely." Hal Kemp and orchestra.	860—"I'm Grateful to You" and "Why Do I Lie to Myself About You?" Jan Garber and orchestra.	25351—"In a Sentimental Mood" and "These Foolish Things Remind Me of You." Benny Goodman and orchestra.
3	B6475—"I Can't Escape From You" and "The House Jack Built for Jill." Shep Fields and Rippling Rhythm Orchestra.	7676—"These Foolish Things" and "Take My Heart." Nat Brandwynne and Stork Club Orchestra.	851—"Take My Heart" and "Afterglow." Jan Garber and orchestra.	25342—"It's a Sin To Tell a Lie" and "Big Chief De Sota." Fats Waller and Rhythm Orchestra.
4	B6472—"You're Not the Kind" and "I Just Made Up With That Old Girl of Mine." Wingy Mannone and orchestra.	7696—"On the Beach at Ball-Ball" and "Afterglow." Leo Reisman and orchestra.	763—"It's Got To Be Love" and "There's a Small Hotel." Henry King and orchestra.	25357—"When Did You Leave Heaven?" and "Sweet Misery of Love." Guy Lombardo and Royal Canadians.
5	B6473—"No Regrets" and "Summer Holiday." Wingy Mannone and orchestra.	7698—"No Regrets" and "I Used To Be Above Love." Art Shaw and orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and 12 Clouds of Joy.	25358—"Sittin' in the Sand A-Sunnin'" and "On a Coconut Island." Guy Lombardo and Royal Canadians.
6	B6471—"Swamp Fire" and "Let's Get Hot and Truck." Bob Pope and orchestra.	7669—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Music in the Russ Morgan manner.	798—"Let's Sing Again" and "It's a Sin To Tell a Lie." Bobby Broen.	25355—"I've Found a New Baby" and "Swingtime in the Rockies." Benny Goodman and orchestra.
7	B6443—"When You Were a Gal of Seven" and "River Blues." Tampa Red and Chicago Five.	7707—"A Star Fell Out of Heaven" and "Me and the Moon." Hal Kemp and orchestra.	829—"On the Beach at Ball-Ball" and "I Met My Waterloo." Connie Boswell with Bob Crosby Orchestra.	25361—"A Star Fell Out of Heaven" and "Dream Awake." Eddy Duchin and orchestra.
8	B6463—"And Still No Luck With You" and "All is Quiet on the Old Front Porch Tonight." Washboard wonders—Singing by Harry.	7660—"The Glory of Love" and "Lazy Weather." Nat Brandwynne and Stork Club Orchestra.	810—"The Martins and the Coys" and "Jelly Bean." Ted Weems and orchestra.	25349—"On the Beach at Ball-Ball" and "No Regrets." Tommy Dorsey and orchestra.
9	B6452—"These Foolish Things Remind Me of You" and "Big Chief DeSota." Bob Pope and orchestra.	7711—"When Did You Leave Heaven?" and "Sweet Misery of Love." Hal Kemp and orchestra.	850—"I'm One Step Ahead of My Shadow" and "I'll Never Let You Go." Joe Sanders and orchestra.	25343—"Guess Who" and "Take My Heart." Eddy Duchin and orchestra.
10	B6433—"When I'm With You" and "But Definitely." Charlie Barnet and Glen Island Casino Orchestra.	7712—"Until Today" and "Without a Shadow of a Doubt." Nat Brandwynne and orchestra.	822—"Lazy Weather" and "Colobatin." Ted Weems and orchestra.	25315—"Crosspatch" and "Cabin in the Sky." Fats Waller and Rhythm Orchestra.

SEE WHAT YOU GET FOR ONLY \$89.50
Net FOB Chicago-Tax Paid Fully Equipped No Extras to Buy

PARAGON

1-BALL DE LUXE MULTIPLE ODDS PAY TABLE \$40.00
 WITH EARNING CAPACITY UP TO \$40.00 A DAY

CHECK THESE QUALITY FEATURES

POWER AND LIGHTS: Paragon is equipped with a Stancor Inverter-special two 20-amp junction rectifier unit, maintaining uniform power flow under all operating conditions. Light bulbs are genuine American Mazdas giving brilliant lasting lights.

COIN HANDLING EQUIPMENT: A. B. T. latest, single action, multiple play, slug and test-plug proof, check-separator coin chute. Western Equipment solenoid payout unit, giving fast, positive payouts.

CABINET AND FINISH: Genuine kiln dried lumber, properly cut to give a sturdy cabinet. Natural wood finish, easy to keep clean. Beautifully designed aluminum castings for light panels and selector unit. The beauty of these high-polish castings on panel and decorative scheme sets a new standard of appearance for games.

SELECTOR CONTROL: A new idea in dial type selector control right down in front of player—the ideal arrangement for color or number selections. The dependable A. B. T. chute and this selector control avoids any possibility of coin head assembly trouble. It just can't happen.

PRODUCTION: Now in production. Simplicity of construction provides for quick assembly and immediate delivery in whatever quantities you may require. All parts interchangeable—this feature alone eliminates any possibility of repair troubles and delays.

PLAY FEATURES: The most popular playing idea, now being widely copied, recognized as the greatest money making appeal yet used in a game. Lights are in front of player at the point of play. Gives fast alluring play—no guessing, no confusion.

THE MOST POPULAR TYPE OF PLAY THE GREATEST VALUE EVER OFFERED OPERATORS

Examine this picture of PARAGON, you'll recognize its theory of play as the most popular ever devised—Here you have it in the finest constructed, the most beautiful job you

ever saw and at a price never before possible. PARAGON offers you the greatest value in any game at this new low price of only \$89.50. No extras to buy.

YOU CAN'T MISS ON PARAGON—SO DON'T MISS

ALL AMERICAN GAMES CORP. 867 N. Sangamon CHICAGO, ILL.



OPERATORS JOBBERS

Come in and see it for Yourself.

PARAGON

is the big answer to your problem

Roll-o-Matic Changes Distribution Policy

NEWARK, Aug. 15.—Roll-o-Matic, Inc., manufacturer of Roll-a-Ball, one of the pioneer bowling alley games, announces that exclusive national distribution on the game has been withdrawn. Instead

regional distributors are being appointed thruout the country. In this manner the company feels jobbers and operators will be better served.

The principals of Roll-o-Matic, who have heretofore remained in the background, are Archie and Howard Knag, well known to the coin machine industry for the last six years. Archie believes the major advantages that will make Roll-a-Ball a continued success are the fact that they have been manufacturing and delivering this game for well over a year and therefore have several thousand on location where other operators can see for themselves how perfectly they work and how much money they make.

Archie also believes that several features of Roll-a-Ball cannot be duplicated; for example, the running side-lights. Also, the fact that the firm offers a 12-foot model in addition to the regular 14-foot model has enabled operators to obtain many locations that would not have room for a larger model.

Wild West of Missoula, Mont.; Kemp Sisters' Wild West of El Paso, Ill. This list of "Wild West" competition did not, however, concern Major Lillie as did the circus competition that loomed from the winter quarters of Forepaugh-Sells Bros. at Columbus, O.; Walter L. Main at Geneva, O.; Ringling Bros. at Baraboo, Wis.; John Robinson Circus at Terrace Park, Cincinnati; the Great Wallace Show at Peru, Ind., in addition to Barnum & Bailey's Greatest Show on Earth, just returned from its five years' tour of Europe and ready to flash that wonderful Allegorical Parade display on the streets of America's cities.

FOREIGN EXHIBITS

(Continued from page 3)

Golden Gate International Exposition, to be held here in 1939.

The Orient will be well represented at the fair here, according to George Mosser, commissioner to the Far East for the exposition, who is home after a six months' good-will tour of the Orient. Japan, Hawaii, the Straits Settlement, Philippines and Bali already are definitely committed to send exhibits, he said. In November representatives of countries belonging to the International Bureau of Expositions will hold a semi-annual meeting in Paris and will consider application of the Golden Gate International Exposition. It is reported that approval will be granted all members to participate, since 1939 is one of the two free-year periods.

Another factor likely to influence the council is the theme of the local fair which will stress aviation, present and future, in addition to things Pacific. Besides making a specific application, Golden Gate International Exposition will build some of the buildings for the participating countries. This, according to directors, does not put it in the category of "second class," since the matter will be taken up with the individual nations. With the exposition being officially approved, the next step will be the sending of invitations to various nations by Secretary of State Cordell Hull.

International Bureau of Expositions has invited the United States to join several times. Other nations which do not belong include most South American republics, Japan and China. Because

of the friendly overtures of the bureau it is thought certain approval will be given.

FIGURES UP

(Continued from page 3)

and night show over 500 per cent in cash receipts.

Wednesday outside gates only showed a slight increase over 1935, but grand stand, afternoon and evening, doubled in receipts over last year. On Thursday, with Lucky Peter and his Hell Drivers, crowd was capacity. Every seat in the grand stand was gone before 1 o'clock and thousands bought standing room.

Grand-stand increases are credited to George Hamid's revue, Revelations of 1936, a smash hit. Ullis and Clark, comedy team, former being emcee, proved a decided hit. Henry Cogert, of the Hamid staff, personally supervised the show. Gene Arley, of the Four Arleys, was stricken with appendicitis early on Thursday and rushed to an Albany hospital for an immediate operation. Will Arley, his father, stepped into the breach and after 15 years away from the tricks carried on without a hitch.

Track records went by the boards during the three days of horse racing. Exhibit departments far surpassed previous years, with the live-stock show outstanding. Farm bureaus of Capital District counties and 4-H Clubs presented elaborate displays. Ralph A. Hankinson was managing director of the fair for the fourth consecutive year. At Harrington (Del.) Fair auto race day drew 22,830 paid admissions and in Lewistown, Pa., 20,890 clicked thru the turnstiles, both new attendance records, Hankinson reports.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

GUARANTEED O.K. USED PAY TABLES

PAY TABLES

PANCO RED SAILS	\$55.00
PANCO PARLAYS, SR.	47.00
DE LUXES 46	29.75
MAMMOTHS	29.75
REPEATERS	37.25
GOTTLIEB ELECTRIC BANGLES	31.75
ROCKOLA'S MYSTERY "3"	34.75

MORE PAY TABLES

ACES	\$21.75
RAPID FIRES	10.00
PUT 'N' TAKES	10.00
RED ARROWS	10.00
GOLD RUSHES	\$12.50 and 15.00
GOTTLIEB LIBERTY BELLS	4.75
JENNINGS SPORTSMEN	8.75

SLOT MACHINES

MILLS FOX ESCALATORS, with Double Jackpots	\$32.50
MILLS FOX DOUBLE JACKPOTS	25.00
MILLS BULL'S-EYE, 3c Jackpot	20.00
JENNINGS 1c DUKES	15.00
JENNINGS TODAY VENDORS	7.50
JENNINGS TODAY VENDORS, with Jackpots	12.00
GAILE 2c JACKPOTS	25.00
GAILE 25c JACKPOTS	15.00

ALL MACHINES 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

Twin City Novelty Co.
 246 W. Broadway MINNEAPOLIS, MINN.

OLD-TIME SHOWMEN

(Continued from page 69)

20, 1902. Received of G. W. Lillie \$6,069.05 on account of printing—season 1902, No. 8281. Hennegan & Company, per J. F. H."

This particular advertisement appeared as a full back page display in the issue of *The New York Clipper* dated October 25, 1902. In the same issue of *The Clipper* under Miscellaneous news it was stated that notwithstanding bad weather the 1902 tour was a prosperous one; that in Maine with almost incessant rain the show drew capacity almost every day. With this end-of-season publicity for Major Lillie's organization the way was blazed for an opening of the 1903 season as the outstanding Wild West show operating in the United States. The Buffalo Bill show four-year itinerary in Europe was under way. The publication of a list of tent shows preparing for the 1903 season, made about March 1, revealed the names of several troupes to bid for patronage under Wild West titles: Buckskin Bill's Wild West of Paducah, Ky.; Colorado Grant of Oswego, Kan.; Carlisle's Wild West of Kansas City, Mo.; Great Buffalo and



Uneda Corp. Has New Cigaret Vender

NEW YORK, Aug. 15.—The new U-Need-a-Pak cigaret vending machine has made its appearance and the Uneda people report a spontaneous demand from distributors throught the country.

While the company maintains three large floors in its Brooklyn factory, it reports that its facilities are overtaxed. They feel that they greatly underestimated the initial sales, but within a few days additional machinery will be installed to speed up production.

The officials of the company feel that their machine is absolutely foolproof and simple to operate and has fewer moving parts. It contains a slugproof nickel and dime or three-nickel combination. If the wrong combination of coins is inserted the coins are automatically returned. The machine is the eight-column type, with a capacity of 200 packs of cigarets.

"Bull for Operators" is slogan they have applied to this machine and the company feels that it fills the needs of cigaret operators in every detail.

The U-Need-a-Pak Products Corporation, established for some years, manufactures cigaret vending machines as well as operates and is in an excellent position to know the wants of cigaret machine operators. It is for this reason it first puts out its new machines in its own units, for tried and proven results, so as to be sure to benefit all purchasers of the U-Need-a-Pak machines.

New Detroit Jobbing Firm

DETROIT, Aug. 15.—Formation of a new corporation known as the DeHart Automatic Sales, Inc., to job coin machines in this territory was symptomatic of the improvement in business, particularly in the vending-machine field, here recently. Incorporators are Ernest Banghart and Keith and Dela Dressel. Size of plans for the company are indicated by its capitalization for \$50,000.

The company is taking over the business of the former Ross Vending Company, which was owned by Dressel, as well as a small independent business operated by Banghart under his own name. The new company will continue to operate some routes of machines, as well as service and job a number of lines of vending machines. They will confine attention solely to the vending field, specializing in ball gum, candy and bulk vending and candy-bar machines.

Getting Extra Protection

BROOKLYN, Aug. 15.—It is a well-known fact that outside locations near newspaper stands or near an open window are the best and most profitable places for bulk merchandisers. However, outside machines are subject to theft and tampering. D. Robbins & Company are now inserting labels in all of their 2-in-1 venders reading as follows:

"Warning! \$25 reward will be paid by the manufacturer of this machine for information leading to the arrest and conviction of any person caught tampering with, inserting slugs or trying to steal this machine."

This label, says Dave Robbins, will interest local police so that they will keep an eye on the machines and arrest anyone who tries to steal or tamper with them. Dave says that the appreciation of this service by operators is evidenced by their many repeat orders.

New Pack-It Distribbs

DETROIT, Aug. 15.—New appointments of local distributors for the Pack-It shops were announced this week for the Pack-It Company of America by M. L. Joslin, head of the firm. They include R. F. Tolzien, Jesse Parsh and I. J. Chapp, all of Chicago, where J. A. McCormick, formerly of Detroit, is district manager. The new shops are reported going over very well in the Chicago territory.

arranged that the player does not have to bend down or stoop over. The target is wide and each pocket is colored differently. Rock-o-Ball's brilliant light box shows the score of the game being played, the previous high score and the number of balls played. Other features are a visible coin chute and two venders, one which registers the number of games played and one the number of high scores made.

The Rock-Ola sales department reports that it is flooded with advance orders for Rock-o-Ball. Photographs have been mailed to operators as well as jobbers and distributors. The distinctive beauty of the machine, as well as its many profit features, so impressed the trade, Rock-Ola officials state, that they are clamoring for quick, immediate deliveries and operators are being assured that prompt quantity shipments can be made.

Buckley Carries Stock In Many Southern Cities

CHICAGO, Aug. 15.—Continually seeking new methods to better serve the operator, the Buckley Manufacturing Company announces a new extensive plan that will meet with the approval of all operators.

Often when an operator orders games from a manufacturer direct these sources of supply are unable to ship the order immediately. The operator has to wait many days before his order is ultimately delivered, losing much time in which he could have been profitably operating the machines.

To overcome delayed deliveries the Buckley Manufacturing Company has stocked a complete line in the following Southern cities: Jacksonville, New Orleans, Fort Worth, Dallas and Houston.

Al Christman Scores With Clever Publicity

MINNEAPOLIS, Aug. 15.—This part of the country is singing the praises of Al Christman, field manager in this territory for the Decca Distributing Corporation, manufacturer of Decca records.

Thru the co-operation of the Harold Kaplan, manager of the Minnesota Theater here and the Paramount Theater, St. Paul, Christman scored one of the smartest merchandising helps ever staged here. During the week of August 7 the Minneapolis Theater was running *Rhythm on the Range*, the new Bing Crosby picture. Inasmuch as Decca discs of two of the popular numbers are featured in this show, Christman went to Kaplan and succeeded in having him furnish 11x14 cards with the following inscription: "Hear Bing Crosby sing *Empty Saddles*, *Roundup Lullaby* (Record No. 1), and see Bing in his new picture, *Rhythm on the Range*, week starting August 7 Minnesota Theater."

Christman saw that every music operator in the city of Minneapolis received these cards free of charge. The result was that music operators in Minneapolis received a successful play on these hit tunes during the week and the Minnesota Theater got a real plug for its show.

Operators have so enthusiastically responded to the idea that Christman is working out a plan with Kaplan to see that future shows featuring singers of whom Decca has records will receive the same type of mutual advertising.

Gottlieb Entertains Visiting Jobbers

CHICAGO, Aug. 15.—Among the many visitors to the Gottlieb plant during the past week were a number of men well known in the jobbing and distributing field. Representatives from all parts of the country could be found at the plant inspecting the current popular favorites.

The East was well represented by George Ponsler, head of the George Ponsler Company, Newark; the Midwest sent A. S. Levy, of the A. S. Sales Company, Dayton, O., and Sam London, Milwaukee Coin Machine Company, Milwaukee. From out of the South came Louis Boasberg and Ray Boesworth, of the New Orleans Novelty Company, New Orleans. Praising good old Texas and talking about the Texas Centennial at Dallas and the Frontier Exposition at Fort Worth was S. H. Lynch, of Electro Ball Company, Dallas.

Each of the above had something to say about coin-machine conditions in their territories and also praised the showings made by the Gottlieb games. Daily Races, Sunshine Baseball, Fence Buster and Brokers Tip are still going strong, they said, and the Mystery Single Coin Slot is causing a sensation wherever it is placed. All four games were well represented in the orders placed by the visitors at the Gottlieb offices.

Dave Robbins Will Distrib Roll-a-Ball

NEW YORK, Aug. 15.—"I think so highly of the perfect construction of the Roll-a-Ball bowling game that I intend operating a large number in addition to acting as exclusive factory distributor for this game in Greater New York," says Dave Robbins.

Dave was highly enthusiastic about the game and said he had tested several on locations and found them to be not only mechanically perfect but marvelous money makers. He says that even where no prizes are given some of the games grossed as high as \$130 a week.

"I have never yet seen a legal skill game with no prize awards earn as much money as Roll-a-Ball," Dave said. "The secret is that the players get a real kick out of playing. Just imagine what this game will earn when prizes are given for the highest daily or weekly scores."

Jerry Kertman Visits Chi

ROCHESTER, N. Y., Aug. 15.—Jerry Kertman, president of the American Coin Machine Company, of Rochester and Buffalo, visited Chicago this week contacting the coin-machine manufacturers for the purpose of making arrangements for speedy deliveries on all the latest games on the market.

Get your PROFITS EVERY WEEK with

SUNKEN TREASURE



Any infringements will be prosecuted according to law.

The Original Coin Operated Glass Jar Counter Game!

1c-5c-10c-25c: Play through same slot. Coins played easily determined.

Only one to have the automatic coin release mechanism within glass container. Target for skill play is adjustable for large or small awards and is in plain view. Water rises after each coin is played, decreasing the percentage of target hits. Flicker illumination attracts players and creates a unique and fascinating counter display. It is NEW—DIFFERENT—AND IRRESISTIBLE.

OPERATORS' SAMPLE PRICE \$6.95 Tax Paid

1/3 with order. Balance C. O. D. Test locations showed \$50 to \$100 per week NET PROFITS. WRITE OR WIRE FOR DETAILS OF EXCLUSIVE FRANCHISE AND JOBBERS' PRICES. See your local jobber or Order Direct from

STANDARD NOVELTY CO.
N. W. Cor. Elm and Second Sts. Cincinnati, O.

KAY-SEE PEANUT VENDER



for BOOTH or BAR The Ideal Machine for Locations where space is limited. \$3.00 Each 1 or 100. Complete With Wall Hanger.

CENTRAL DISTRIBUTING CO.
105 W. LINWOOD BLVD., KANSAS CITY, MO.

READY FOR DELIVERY!

ROBBINS' 2-IN-1 VENDOR

America's Most Practical Bulk Merchandiser

SEE NEAREST DISTRIBUTOR

D. ROBBINS & CO., MFRS.
1141 DEKALB AVE. BROOKLYN, N. Y.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



BY JENNINGS

Imagine a pay-table that operates like a three-reel bell machine! A table whose dancing lights have the appeal of fruit symbols on a jackpot bell. A table that may be operated nine different ways—making it suitable for any territory!

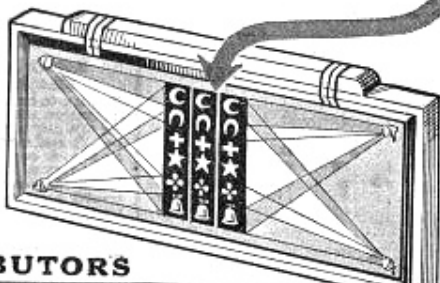
It's "Flicker"! Send at once for your sample on our generous 10-day free trial plan.

Terms: One-third deposit, balance C. O. D. Money cheerfully refunded if sample not satisfactory.

\$159⁵⁰

Liberal allowances on used games.

Write for full details.



DISTRIBUTORS

SHY BROS. 1201 MITCHELL ST. MILWAUKEE, WIS.

Now Making Delivery Nine Ball Skee GAMES

Wire your order with deposit. Instant shipment. World's largest assortment reconditioned Slots, Payout Pin Games, Amusement Games. Wire us for anything needed, or write for complete list.

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. FAYETTEVILLE, N. C.

DOUBLE OPPORTUNITY!

PROTECT YOURSELF AGAINST PRICE INCREASE AND TRADE IN OLD MILLS MACHINES.

OFFER NO. 1—AUGUST SPECIAL

BULL'S EYES (Mills), Nos. 140,000-175,000 \$12.50
BULL'S EYES (Mills), Nos. 175,000-215,000 15.00
BULL'S EYES (Mills), Nos. 215,000 Up 17.50
GOOSENECK DOUBLE VISIBLE JACKPOT (Mills), P. O. B., Minneapolis or Chicago..... 22.00

OFFER NO. 2—SPECIAL TILL SEPT. 1st

ALL EXTRAORDINARY Reduced \$5.00 FUTURE Reduced \$6.50
 All machines purchased during August accompanied with \$5.00 deposit will protect you against price raise on all types Mills machines purchased till October 1st. Due to 30% to 40% increase on raw materials substantial increase in price will take effect August 17. Factory price plus immediate delivery. Shipping points Chicago and Minneapolis.
 Live operators get on our mailing list for factory classcuts and proven winners in used Automatic Games.

SILENT SALES CO.,

SILENT SALES BLDG. MINNEAPOLIS, MINN.
 P. S.—Yes, We Have No Lemons.

Lightning	\$2.95	I. O. U.	\$4.95	Beamite	\$ 4.95
Trapez. Jc.	2.95	Angella	4.95	East River	10.00
American Beauty ..	2.95	Rebound	4.95	Quick Slice	10.00
Subway	2.95	Grid, Iron	4.95	Exhibit Ticket Games ..	25.00
Drop Kick	4.95	Touch Down	4.95	All machines in perfect	
Domino	4.95	Justice	4.95	condition and of good	
Spotlight	4.95	Beacon	4.95	appears.	

Write for prices on Kieny's BOWLETTE—The Owing Game.

B. M. Y. NOVELTY SALES CO., 3008 PAYNE AVE., CLEVELAND, OHIO

When Writing to Advertisers Mention The Billboard.

Western Hi-Lite Makes Its Debut

CHICAGO, Aug. 15.—In these days of bowling games and automatic payout tables an old friend that has been good to practically everybody in the amusement-machine business has been entirely overlooked, and that is the straight pin table.

Repeated demands by the patrons of the Western Equipment and Supply Company for a good straight pin table resulted in Jimmy Johnson, owner of the firm, making the following statement: "When I get a good straight pin table, one that is a guaranteed success for the operator, I will make it."

Well, it seems that Johnson did exactly as he promised to do.

This week the Western Equipment and Supply Company announced the production of a de luxe straight light-up pin table called New Hi-Lite.

According to the makers, the game is packed with thrills and has proved tremendously popular with the player. New Hi-Lite incorporates many new features and all of the outstanding features of coin-operated equipment. New Hi-Lite depends almost entirely upon the players' skill. The playing field is alive with fast action. There's real excitement to each of the nine balls the player shoots. New Hi-Lite is a beautiful game. It is incased in a sturdy colored cabinet, 20 inches wide by 40 inches long. The playing field is unusually attractive with bright shining chrome fittings. The backboard is modernistic in design to coincide with the design of the cabinet.

Hi-Lite is available with a payout register at only a slight additional charge. Johnson states that the nine-ball game is ready for immediate delivery.

South Coast Co. Opens Dallas Branch

CHICAGO, Aug. 15.—South Coast Amusement Company, M. & M. Building, Houston, is firmly entrenched in its new offices and display rooms at 211 South Pearl street, Dallas. The progressive concern, headed by Harold W. Daily, now offers greater facilities for meeting Texas operators' and jobbers' needs than heretofore. With the acquisition of Dallas, South Coast now is able to make immediate deliveries on machines fresh from the plant of Pacific Amusement Manufacturing Company just as quickly if not faster than shipments made from the factory direct.

Texas coin-machine men in the Dallas area and elsewhere have welcomed the coming of South Coast's new distributing point. Naturally they recognize the closer tieup it affords for quicker and more personalized business dealings. The Dallas office is being managed by Robert W. Hunter. However, Daily himself will spend considerable time in and around the Dallas territory, where he is widely and favorably known. The Dallas office operates motorized delivery of games and other devices with the same care and dispatch service received in the region around Houston.

Being exclusive State distributor for Pacific Amusement Manufacturing Company, maker of the famous line of Pamco payout tables, South Coast, of Dallas and Houston, will henceforth figure even more prominently in coin-machine affairs throught the State.

Refreshing Libation Named After "Swanee"

CHICAGO, Aug. 15.—New honors are continually being bestowed upon members of the coin-machine industry. Last week, for instance, The Billboard learned of a signal honor which was bestowed upon Milton Swanstrom, advertising manager of Rock-Ola Manufacturing Corporation.

With justifiable pride Swanstrom (or Swanee as he is known to all his friends) is announcing the fact that a brand-new cocktail has been given the name Swanee in his honor. It seems to have come about in this way: Swanstrom and Rock-Ola's art director, Howard A. Guernsey, had just finished a solid six-hour advertising session. This led them to believe that a bit of recreation was in order. So they dropped into Magidson's Grill, where they were greeted by the genial master of the bar, Herman S. Lee, who was just ready to pour out the first edition of a brand-new cocktail just invented and concocted by himself. Lee, it must be mentioned, is well known for the refreshing originality of the fancy cocktails he creates.

According to Swanstrom and Guernsey, this particular mixture was so smooth and went down so nicely that several of them were consumed with gusto. As a matter of fact, it was Swanstrom's enthusiasm for the drink that inspired the name "The Swanee Cocktail." It is only natural that after receiving this honor Swanstrom is now insistent with everyone he knows that they hurry over to Magidson's and let Herman mix them one of these delightful Swanee cocktails.

Chereton Demonstrates New Electropak Devices

NEW YORK, Aug. 15.—A. B. Chereton, president of Electrical Products Company, Detroit, recently spent a week in New York visiting with the manufacturers, jobbers and operators in this area and demonstrating some of the new electrical devices his company is making exclusively for the coin-machine industry.

Chief among the items that Chereton demonstrated and explained were a special Electropak for skee games, three models of the Adaptapak which changes direct current to alternating current and an exceptionally clever "self-repairing" fuse known as Epofuse.

The skee-game Electropak is much the same as the pin-game Electropak in principle, but is made to carry the larger loads that are required. The Adaptapak was particularly welcomed in New York because of the large number of D. C. locations in this city. Naturally, therefore, the operators welcome this opportunity to settle their electrical problems with these new devices.

Chereton stated: "I can only compare the status of the coin-machine industry at the present time with the radio industry in 1928 when the first all-electric radios were introduced on a large scale. The same thing is happening in the coin-machine industry. Electropaks and now Adaptopaks have become one of the most popular methods of operating games.

Chereton was accompanied in his visits to the various factories and jobbers by the manager of his New York office, Leon Berman, who is widely known throught the metropolitan area as "the Electropak man."

McClellan Sees Bright Business Outlook for Amusement Industry

CHICAGO, Aug. 15.—Gross income of Pacific Amusement Manufacturing Company took a decided turn upward the latter part of last year, according to advices from Fred C. McClellan, president of the company. Throught 1935 the company reports heavy carloadings leaving its Chicago plants for country-wide destinations, rounding out the first seven months with the biggest profit record in Pacific Amusement history.

McClellan attributes the extraordinary success of his company to the better business trend which has become so evident in other lines of business during a like period of time. However, he points to the fact that the new Pamco line of products has established an enviable reputation in the field of new game inventions, with the great majority of operators reporting favorably on their investments in Pamco amusement games.

The amusement games industry has contributed heavily to the recovery pro-

gram, says McClellan. During the leanest years of the depression it provided employment for many thousands of men and women. Raw materials, fabricated metals, cabinets, paints, glass and other materials used in the construction of pin table games all played an important part in their contribution toward the reawakening of commerce. Labor benefited to a considerable degree. Carloadings of games meant much to the mills during those now-gone depression years.

Today the business of building and distributing amusement games is steadily increasing. More materials, more employment, is the immediate outlook. With Pacific pointing toward greater undertakings, and with most comprehensive expansion program now under way to accommodate increased demands for its products, there's every evidence that merchants and operators are now enjoying good returns with lively expectancies for a busy season directly ahead.

ATTENTION MICHIGAN AMUSEMENT MEN

Order Sensational

Wurlitzer Skee Ball Machine NOW ON DISPLAY

Thru

Michigan Jobber

K. & K. AMUSEMENT CO.

527 East Larned Street,

DETROIT, MICH.

Phone Cadillac 8454

M. KUTZEN

(Prompt Delivery Guaranteed)

Groetchen Reports Success With Its New High Stakes

CHICAGO, Aug. 15.—Karl Klein, of the Groetchen Tool Company, reports that the firm is exceptionally optimistic about its new High Stakes because of the tremendous ovations the machine has already received. Three hundred High Stakes counter machines were placed on test locations recently in a Middle West city. While only one machine was allotted to each location, practically all spots demanded that the operators place two or more of these machines alongside of the original ones so as to accommodate the tremendous play.

Groetchen's new High Stakes counter machine is said to be one of the most beautiful counter devices ever placed on a counter. The sweeping lines of its streamline cabinet convey the feeling of speed. The cabinet itself is smartly colored so as to attract players, yet it has none of the gaudiness that so-called flashy machines have.

Groetchen match-a-color horses take High Stakes out of the ordinary class. The three varicolored sections of horses revolve swiftly and silently into place with a surprising smoothness. A moment's suspense and then the fourth reel announces the position such as win, place or show. Then just a moment later, while the player is all keyed up, the fifth reel slips into place. This odds reel gives the win-place-show odds for the race. The horses go thru win, place or show position. The odds run from 2 to 1 to 50 to 1. Large, liberal odds predominate in High Stakes. A daily double brings the player's enthusiasm to a fever pitch, according to Klein, because the double odds may run as high as 100 to 1. If the player has inserted a quarter and hits a double the reward is \$25.

Entirely new mechanism has been de-

veloped for High Stakes by the Groetchen Tool firm. It is positively unlike the Puritan type of machines, including the Groetchen firm models. The silent release comes to a positive stop on a slide machine. The reels of the game cannot be shaken or manipulated.

Leading distributors and jobbers throughout the country have High Stakes ready for delivery.

Keeney Men Spread Over Country Boosting Bowlette

CHICAGO, Aug. 15.—Jack Keeney, of the J. H. Keeney & Company, recently flew to the Pacific Coast to arrange for the distribution of Bowlette in the West. According to news received from Jack by "Keeney's man Becker" in Chicago, Bowlette is rapidly becoming the operating sensation from the Mexican to the Canadian borders. The first models set up in the West proved so successful that operators have been eagerly awaiting more.

The Keeney representative in the South and Southwest, Alvin Decker, reports that Bowlette has taken on quickly and firmly in his territory from St. Louis southward. Henry W. Rosenthal, another Keeney factory representative, is now covering Iowa and Upper Mississippi Valley points. A. W. Hempel is covering Illinois and Indiana. The Keeney firm has these special representatives in these territories to assist the jobbers and distributors as well as to acquaint the operators with Bowlette.

Paragon Newest Pay Table

CHICAGO, Aug. 15.—All American Games Corporation announces its new fully tested one-ball de luxe multiple-odds pay table.

The game is named Paragon. Walter Wating, well known in this field, has had this game in development for many months and stated he would not release it until he was positive of its merit and workmanship.

The price of \$89.50 (no extras) meets a long-needed want. Paragon uses a Johnson payout and an A. B. T. check separator coin chute. Players make their

Eastern Chatter

NEW YORK, Aug. 15.—Max Levine, of Scientific Machine Corporation, Brooklyn, informs that his company is working on a new type of amusement machine which may revolutionize the coin-machine business.

Alley games are creating a sensation in this territory, both among the distributors and operators. The players also are fascinated by the new games and it looks like the coin-machine industry will do a heavy business during the coming season.

Dave Robbins finds very little time on his hands, due to the continuous sales of Roll-a-Ball, which he has for the New York territory, and Stoner's Short Sox.

Babe Kaufman, situated in her new beautiful offices, is becoming America's best woman bowler demonstrating Keeney's Bowlette. She claims she is also getting writer's cramp from taking orders.

Jack Fitzgibbons, Eastern distributor for the Bally Manufacturing Company, is creating a sales record on Bally Roll. The machines are being delivered to New York in large quantities and Jack hands them out in rotation to those who have orders on file.

Bill Rabkin, of International Mutoscope, claims to be the best baseball player in the coin-machine business. In the game played at North Bergen at a park men's convention Bill sent in six runs and completed an unassisted triple play. Earl Winters, Bill's favorite salesman, claims there were two out when this play was made.

Two well-known coin-machine men from the South were seen around New York this week—H. B. (Roy) Collard, Eastern representative of the Gable Manufacturing Company, whose offices are in Washington, and McCormick from Greenville, N. C. McCormick is known as one of the largest music-machine operators who recently marketed the metal record carrying case.

Irving Sommers, Modern Vending Company, spent the early part of the week in North Tonawanda, N. Y., making arrangements for another thousand phonographs. On his way back to New York Irving stopped off at many of his customers' offices. Nat Cohn hasn't been around the place now for three weeks. He's resting up for the heavy fall business.

George Fonser, who just returned from Chicago after completing a deal to handle Genco's Bankroll, praises the game to the skies. "I've seen them all," says George, "but this game is the real McCoy."

Pin Game Inspires Fair Play Editorial

CHICAGO, Aug. 15.—Roy Hazelon, head of the Monarch Coin Machine Company, submits the following excerpts from an editorial in *The Voice*, South Milwaukee, Wis., weekly:

"Have you ever had the occasion to be in a restaurant or tavern and watching someone play a pinball machine? If you have, how many persons . . . really played the game fairly and how many were attempting to tilt the machine, shake it or use some other means contrary to the rules of the game?"

"It seems that it just is not in some humans to play the game fairly. It may not be accurate to judge an individual's character by his actions when he is playing a pingame, but you certainly cannot go far wrong when you say that this same person would do the same thing when playing cards, ball or any other game. This tendency to play the game unfairly is apt to crop up again and again in the game of life.

"Whether it be on the football field, diamond . . . or at a pin-ball machine, every individual should try to play the game fairly. . . ."

own odds by skill. Altho a player can play one or six numbers, there can be no clogging of coin chute itself.

W. H. Hamilton, formerly of Mills Novelty Company, who has made several winners, has built this machine and gives it his complete indorsement,



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: GOlumbus 2770.
Cable address "WATLINGITE" Chicago

A POT-O-GOLD

for Every Operator

EARN \$2.00 to \$5.00
Per Day



A GAME OF SKILL

Operators everywhere are opening their closed territory with POT-O-GOLD.

Cadmium Plated.
Winning coin tripping device.
Cheat proof slot.
Perfect payout percentage.

POT-O-GOLD has no equal as a cigarette machine. Payout cards furnished.

Plays Pennies, Nickels and Dimes.

Order Yours Today

Prices { Sample . . . \$3.25 Ea.
Lots of 6 . . . 2.00 Ea.
Lots of 12 . . . 1.50 Ea.
1/3 Deposit, Balance C. O. D.

HAWKEYE NOVELTY COMPANY

2147 High St., Des Moines, Iowa.

It Helps You, the Paper and
Advertisers To Mention
THE BILLBOARD

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

\$10.00 TYCOONS **\$10.00**
 Deposit on Each Game Ordered
DOUBLE HEADERS
HIALEAHS
 Deposit on Each Game Ordered

ONE BALL AUTOMATICS

Any of the above games \$49.50 each, F. O. B. Fayetteville.
 \$10 deposit, balance C. O. D. \$39.50 per game.

Write, Wire or Phone for Any Games You Need.

A THOUSAND GAMES TO SELL. GET OUR COMPLETE LIST.

ELECTROPAKS—ALL MODELS IN STOCK

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. FAYETTEVILLE, N. C.

A SQUARE DEAL TO ALL

Alamo	\$62.00	Galloping Plugs	\$62.00	Cher Leader	\$ 8.00
Red Sails	50.00	Hollywood	35.00	Electric Eye	77.50
Rainbow	47.50	Western Races	65.00	Daily Races	57.50
Coconut	20.00	Repeater	33.00	Grand Slam	55.00
Big Shot	25.00	Big Richard	49.00	Mystery Three	25.00
50 Grand	43.50	Bonus	55.00	Prospector	33.00
Jumbo	25.00	Harmoney Bell, Floor	55.00	Roly Poly	18.50
Rambler, Ticket	40.00	Sample	40.00	Ditto	19.00
Champion	9.00	Torpedo	10.00	Tackle	14.00
Five & Ten	10.00	Base Hit	13.00	Gold Medal	12.50
Big Five, Jr.	22.50	Hi Lo	10.00	Wing Life	7.50

Bowlette, Bank Roll and Famoso Fascination. We have all the latest Machines. Write for Prices. One-Fourth Deposit.

VEECH SCALE CO. Phone 9828 Decatur, Ill.

1000 PIN GAMES AT \$5.00 EACH
 IN LOTS OF FIVE. Full Cash With Order.

Cross Country, All-American, Screams, T.V.E., Man Moon, Big Game, Fire Chief, Wingline, Rapid Transit, Frisky, Trilite, Tit for Tat, Spottles, Manhattan, Kluge, Pippin, or any kind you want.

SLOT MACHINES \$10.00 EACH

NOW IN STOCK NEW COUNTER GAME, HIGH STAKES.

LEHIGH SPEC. CO., N. W. Cor. 2nd & Green, PHILADELPHIA, PA.

Location Tests Reveal Players' Preferences

CHICAGO, Aug. 15.—A story was published in *The Billboard* last week mentioning the fact that before placing Queen Mary on the market Rock-Ola conducted extensive location tests to prove conclusively that its new one-shot pay table had real appeal and mechanical perfection. In the tests the research men interviewed actual players of the Queen Mary game. As a result Rock-Ola officials report that these players were just about equally divided in their preference for the following features:

The mystery coin chute, which holds players by the excitement and suspense of not knowing until the lights have flashed up and down the row of pockets at the bottom of the field just which pockets will light up.

All players were frank in admitting the strong attraction of the game's big \$8 blue ribbon award and the grand top award of \$10.

Queen Mary's magic score increasing switches came in for a great deal of enthusiastic comments from the players.

Among the features that interest players greatly, according to their own comments, is the game's clever ship bell sound effects, which have a very pleasing sound.

Every player interviewed said that he was much impressed by the huge 50-inch cabinet and that the expensive appearance and striking beauty of the game immediately drew him to it.

Players were equally as impressed and enthusiastic about the beautiful, colorful playing field of the game.

This resume of the actual players' reaction to the features of Queen Mary should prove interesting to pay-table operators.

Harry Wolcher Claims There's Happiness Now

SEATTLE, Aug. 15.—Harry Wolcher, fisherman de luxe and president of Western Distributors, Inc., claims that

"there is happiness now since Reel '21' came to town." Harry has been selling so many of these small counter game money makers, he says, that everywhere one looks in and around Seattle Reel "21" stands right out and "hits you in the eye."

Harry claims the little game is making more money for the operators than any other machine in this city at this time.

Western Distributors, Inc., is making the fastest sales of its career, Harry says, since Reel "21" was first introduced here. He believes that the game is certain to bring back happiness to the operators.

Gottlieb Claims Record Run on Payout Tables

CHICAGO, Aug. 15.—Today marks the fifth consecutive month of steady production of Daily Races at the Gottlieb plant. Introduced March 15, Daily Races started out to be one of the outstanding payouts on the market and is still reported to be keeping up its successful pace.

"We are receiving orders every day from all over the country," said Dave Gottlieb, "and reports from operators in the field are that Daily Races have tremendous earning power. We have been told that it holds locations for an exceptionally long time."

Daily Races not only has all the intrigue and excitement necessary to attract and stimulate play, it is claimed, but its simple and perfect mechanism has made servicing exceptionally easy for the operator.

The Gottlieb office is preparing a special Daily Races scrapbook which will consist of an accumulation of unsolicited complimentary letters from operators, jobbers and distributors all over the country. These letters give the praises of Daily Races as a game that gives the playing public the ultimate in game satisfaction. The operators commend its mechanical perfection and profit-pulling power.

Ponzer Takes Stand For Genco Bank-Roll

NEWARK, Aug. 15.—George Ponzer, veteran distributor with headquarters here, is more than an enthusiast when it comes to games. His unbounded acclaim for Genco's new Bank-Roll is more than just enthusiasm. In all his experience, he says, he has never seen any game take, particularly in the East, as has the new Genco bowling game.

More than a year's experience with this type of game is bound to make any man "feature-conscious." That's why George is all "het up" about Bank-Roll. The projected scoreboard is a vast improvement over any game of its type, since it makes the scoring easy to read. The lights that indicate the number of balls played is another asset. This permits the player to concentrate on the game without the aggravation of checking the remaining balls. It also tends to speed the play.

Bank-Roll is the least bulky of all bowling-type games, says George. "To give you some idea of the popularity of the game in the East," Ponzer says, "let me tell you about what influence profits can have to overcome obstacles. The first machines, as you know, were heavy, cumbersome, one-piece contrivances. One could hardly put them in the 'fine furniture' class. Yet they sold like hot cakes and there was considerable delay in supplying demand. When the machine arrived in one huge bulky piece there was the problem of not where to put it as much as how to get it in the store. Doorways were torn out in many cases to permit entry. In one Detroit hotel glaziers were called to remove a large pane in the window, the machine was hoisted in and the glass replaced."

"Charley Wlenert, owner of the Paradise Cafe, Newark, insisted upon having a machine. The cafe is below street level and when we looked at the entry way we refused to sell him the game. There was no way that we could get it down there without tearing out a couple of doorways. He came back with this proposition: 'I'll pay all expenses if you'll just try to get the machine in. If you can't I'll pay expenses anyway.' The doorways were torn down, the machine went in and we left a happy cafe owner who has never regretted his stubbornness."

"When people will go to all this bother for a game, then you've got something. Imagine what Genco's Bank-Roll, a beautiful machine sectioned in three parts and easier to assemble than the average pin game, will mean to the industry. I'm the last guy in the world to plug a game that I'm in doubt about and when I do I recommend it unconditionally."

Ponzer further asserts that the Gensuboy boys are filling orders on time and that's a tremendous help to any operator.

Groetchen Gets Order From Soviet Republic

CHICAGO, Aug. 15.—The Groetchen Tool Company receives in the course of its daily business orders from nationally known firms here in the United States and abroad. But one order recently received from the government of the United States of Soviet Russia was extremely gratifying.

Altho the order was of quite a sizable amount, the mere fact that the reputation of Groetchen quality tools had spread to the Soviet Republic was most pleasing.

ROUTES

- (Continued from page 81)
- Pollack, Ben: (Meadowbrook) St. Louis, Mo.
 Prina, Louis: (Lookout House) Covington, Ky., Mo.
- Rabucced, Paul: (Post Lodge) Larchmont, N. Y.
 Raginsky, Misha: (Commadore) NYC, N. Y.
 Rainbow Hamburgs: (Club Moose) Haverhill, Mass.
- Ramos, Ramon: (Ambassador) NYC, N. Y.
 Randall, Slat: (Sylvan Beach Park) Houston, Tex.
- Rankin, Bud: (Edgewater Park) Celina, O.
 Rapp, Barney: (Gibson) Cincinnati, O.
- Rasza, Carl: (St. Francis) San Francisco, N. Y.
 Read, Kemp: (Tivoli) Oak Bluffs, Mass.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., N. Y.
- Redell, Herbie: (Casino) Chicago, Ill.
 Regal, Tommy: (Syracuse) Syracuse, N. Y., N. Y.
 Reichman, Joe: (Pennsylvania) NYC, N. Y.
- Resh, Benny: (Times Square) Rochester, N. Y., N. Y.
- Reynolds, Buddy: (Rose Garden) Hannibal, Mo., N. Y.
- Reynolds, Maurice: (Tommy's Place) Oneonta, N. Y., N. Y.
- Ricardo, Joe: (Jimmy Kelly's) Greenwich Village, NYC, N. Y.
- Ricardo, Don: (Moonlight Garden) Springfield, Ill., N. Y.

- Rikkas, Jules: (Victor Vienna) Chi., Ill.
 Rinaldo's, The: (Forest Park) Toledo, O.
 Rines, Joe: (Mayfair) Boston, Mass.
- Ringer, Johnny: (Café Venezia) NYC, N. Y.
 Roberts, Jos: (Penn-Stroud) Stroudsburg, Pa., N. Y.
- Robinson, Gordon: (Hollywood) Tonawanda, N. Y., N. Y.
- Rodriguez, Wano: (Rainbow Room) Roskettie Center, N. Y., N. Y.
- Rogers, Charles: (Westwood Symphony Gardens) Detroit, Mich.
- Romano, Paul: (Roseland) NYC, N. Y.
 Ruby: (Biltmore) Dayton, O., N. Y.
- Sanders, Joe: (Blackhawk) Chi., Ill.
 Sands, Carl: (Melody Mill) Chi., Ill.
- Sausky, Bob: (Luzack) Lubbock, Tex., N. Y.
 Scullinger, Willard: (Tennis Club) Buck Hill Falls, Pa.
- Schneider, Sol: (Old Rumanian) New York, N. Y.
 Schreiber, Carl: (Ivanhoe Gardens) Chi., Ill.
 Schulman, Julius: (Venez Park) St. Petersburg, Fla., N. Y.
- Schuster, Mitchell: (Stadler) Cleveland, N. Y.
 Scoggin, Chick: (Ringside) Ft. Worth, Tex.
- Scotty Missourians: (University Grill) Albany, N. Y., N. Y.
- Shelley, Lee: (Marblehead) Marblehead, Mass., N. Y.
- Sherman, Maurie: (Grand De Vista) Benton Harbor, Mich., N. Y.
- Shelvin, Pat: (Rock Pierre) Phila., Pa.
- Sizak, Nuhel: (Ritz Carlton) Boston, N. Y.
- Smith, Joe: (Copley Plaza) Boston, N. Y.
- Smith, Little Jack: (Pococo Manor Inn) Pococo Manor, Pa., N. Y.
- Smith, Scott: (Onyx) NYC, N. Y.
- Snyder, Red: (Club Sterling) Mt. Pocono, Pa., N. Y.
- Spaeth, Karl: (Marco's Grill) Detroit, Mich.
- Spitalny, Phil: (Paramount) NYC, N. Y.
- Stabile, Dick: (Lincoln) New York, N. Y.
- Stanley, Stan: (Colonial Club) Jackson, Miss., N. Y.
- Steele, Blue: (Centennial) Dallas, Tex.
- Steiner, Herbie: (Parillon Royal) Valley Stream, N. Y., N. Y.
- Stern, George: (Plaza) New York, N. Y.
- Stewart, Jack: (Chickasaw Gardens) Albany, N. Y., N. Y.
- Stodler, Wally: (Capitol Beach) Lincoln, Neb., N. Y.
- Stone, Al: (Laghorn Farms) Trenton, N. J., N. Y.
- Stobel, Allan: (Bedford Springs) Bedford Springs, Pa., N. Y.
- Sudbury, Harold: (Bradley's) Biloxi, Miss., N. Y.
- Sweeney, Bud: (Winter Casino) Buffalo, N. Y., N. Y.
- Sylvester, Bob: (Cavaller) Virginia Beach, Va., N. Y.
- Texas Co-Eds: (La Fontaine) Huntington, Ind., N. Y.
- Thompson, Hal: (Belhaven) Rehoboth Beach, Del., N. Y.
- Thurn, Otto: (Alpine Village Hofbrau) Cleveland, N. Y., N. Y.
- Tinaley, Bob: (Columbia's) Chi., Ill.
- Topp, Al: (Nut House) Chicago, Ill.
- Tosmer, Bob: (Cesa Loma) South Bend, Ind., N. Y.
- Trace, Al: (College Inn) Chi., Ill.
- Travers, Vincent: (French Casino) NYC, N. Y.
- Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., N. Y.
- Van Duser, Roger: (Larchmont Casino) Larchmont, N. Y., N. Y.
- Vell, Tubby: (Brun's Palm Garden) Chi., Ill.
- Veon, Bob: (Marine Gardens) Lakeside, O., N. Y.
- Warren, Frank: (Golden Slipper) West Cullingswood Heights, N. J., N. Y.
- Wagner, Billy: (Twilight Inn) East Paterson, N. J., N. Y.
- Warren, Arthur: (Hollywood) NYC, N. Y.
- Watts, Kenny: (Dicky Wells) Harlem, New York, N. Y.
- Weber, Rex: (Arrowhead Inn) Cincinnati, N. Y.
- Weeks, Ranny: (Cocoanut Grove) Boston, N. Y.
- Weems, Ted: (Trianon) Chi., Ill.
- Welky, Wee Willie: (Vogt's Mountainhouse) Pa., N. Y.
- Weiser, Leo: (Michigan Tavern) Niles, Mich., N. Y.
- White, Dave: (Oasis Grill) New York City, N. Y.
- White, Ed: (Club Gourmet) Cleveland, N. Y.
- Whiteman, Paul: (Casa Manana) Ft. Worth, Tex., N. Y.
- Wiley, Al: (Graham) Speculator, N. Y., N. Y.
- Wiley, Rod: (Breakers) Cedar Point, O., N. Y.
- Williams, Joe: (Mark Train) Hannibal, Mo., N. Y.
- Wilson, LeRoy: (Edgewood Inn) Albany, N. Y., N. Y.
- Winstor, Jack: (El Tivoli) Dallas, N. Y.
- Wintz, Julie: (Top Hat) Union City, N. J., N. Y.
- Woods, Howard: (Robert Treat) Newark, N. Y.
- Woodward, Eddie: (Chateau) Chi., Ill.
- Wylie, Austin: (Willows) Pittsburgh, Pa., N. Y.
- Yates, Billy: (Grotto) Pittsburgh, Pa., N. Y.
- Young, Freddie: (Silver Cloud) Chi., Ill.
- Zarin, Michael: (Waldorf-Astoria) New York, N. Y.
- Zatour, Joseph: (Biltmore) New York, N. Y.
- Zeeman, Barney: (20th Century) Phila., Pa.
- Zeeman, Rubin: (Caravan) NYC, N. Y.
- Zwilling, Sid: (Bellevue) Belleaire, Fla., N. Y.
- Zwolin, Ted: (Moulin Rouge) Detroit, Mich., N. Y.

DRAMATIC AND MUSICAL

- White's, George, Scandale: (Grand) Chi.
- MISCELLANEOUS**
- Acc-Hi Show: Marietta, Ga., 17-22; Olive Hill 24-26.
- Almond, Jethro, Show: Misenheimer, N. C. 17-22.
- Anderson & Ryan Minstrels: Smithville, N. J. 18-19; Hightown 20; Fort Republic 21-22; Unionville 24; Clarkburg 25; New Grant 26-27.
- Daniel, Magician: Strawn, Ill. 17-22.
- DeCleo, Magician: Marysville, O., 17-22.
- Delmar, Hypnotist, Escape: (El Campesino) Antioch, Calif. 21-23.
- (See ROUTES on page 84)

PLAY SKEEL BALL IN payout PIN GAME SIZE Mutoscope's HURDLE HOP



ENABLES YOU TO TAKE
ADVANTAGE OF THE
**SKEEL BALL
CRAZE**
for ALL LOCATIONS

OPERATORS
PRICE
ONLY
\$59.50
F. O. B. N. Y.

Also available with Ticket Unit.
(Write for Price)
FULLY TESTED ON LOCATION
An Extraordinary Money Maker!
QUANTITY SHIPMENTS NOW BEING MADE
See Your Jobber or Order Direct. Wire or Phone
Your Order Today.

EXACT DUPLICATE OF THE SKEEL BALL GAME.
Size: 42" x 20".
Fast Action—10 Balls for 5c

WORLD FAMOUS SINCE 1893
MUTOSCOPE

MANUFACTURED BY
INTERNATIONAL MUTOSCOPE REEL CO. 516 W. 34th St. N. C. NEW YORK CITY
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

THE George Ponsler Company

Are Pleased To Announce
The Opening of a
NEW YORK OFFICE
1140 Broadway
AND
The Appointment of
Mr. L. G. (Andy) Anderson
AS
General Sales Manager
Formerly Sales Promotion Manager The Billboard

Immediate Delivery on
Genco's Bowling Alley BANK-ROLL
And Our New Game, **ROLLA-BASE**
(This Is Not a Pin Game)

Visit Our **NEWARK, N. J.**, or
NEW YORK, N. Y., Showrooms

The George Ponsler Company

11 East Runyon Street, Suite 502, 1140 Broadway,
NEWARK, N. J. NEW YORK, N. Y.
Phone, Bigelow 3-6272 Phone, Cal. 5-8187

Joe Huber in Training For Coin Machine Show

CHICAGO, Aug. 15.—"Little" Joe Huber has left Chicago with his wife and two kiddies for a motor trip thru Michigan, Wisconsin and finally winding up in the Lake of the Woods in Ontario. Joe has recently purchased a new trailer, equipped with every modern convenience that a trailer can possibly have. His great weakness is fishing, so it is only natural that a special compartment is built in it to house fishing tackle, gadgets, trick worms and what not that he uses to lure the fish. Immediately after the trip Joe is going to buckle down and get the 1937 coin-machine show on its way. As usual, he promises a bigger and better show. Asked why he thought the show would be bigger and better than ever, he said: "Why it's a cinch—look at my committee this year—which is again headed by 'Good Time Charlie' Marshall Seeburg." Marshall said: "Joe, spare no expense, shoot the works, put it over; the committee is 100 per cent for a bigger and better 1937 coin-machine show. . . ." The dates, January 11 to 14, inclusive.

N. Y. THEATER

(Continued from page 15)
Plays, No-count Boy, by Paul Green; Golden Slippers, by Rudolf Fisher, and Fari, by the late Rose McClendon, will be given by the Portable unit of the Theater Project, the first stand being at Owl's Head Park, Brooklyn, to be followed by performances in the following Brooklyn parks: Gravesend Park, Prospect Park and Thomas Jefferson Field. The WPA All-American Minstrels, recently on the Bucconeer following their inception at the Majestic, will play the Knights of Columbus Auditorium, Brooklyn, August 18. Thomas Mosley, who plays a white character in Turpentine, now current at the Lafayette Theater, and Fritz Waller, star of *Confess Man Dies*, will have leading roles in *Noah*, which has been chosen as the fifth production of the Negro Theater. Pertinent statistics: The various WPA Theater shows during the past week were

seen by 132,602 people, the majority of them being attracted by the Portable Theater, whose 16 free performances in public parks thruout the metropolitan area drew 88,000 persons. The Federal Circus came next with an attendance of 8,131 for its six performances. The Living Newspaper's *Injunction Granted!* led the WPA Broadway shows, accounting for 2,890 at the Biltmore in six nights. The Variety Theater show was attended by more than 50,000 school children during the week.

WHITE PLAINS, N. Y., August 15.—Jay Velle, with the original production of *Little Jessie James* at the Longacre Theater on Broadway some years back, will play his same part in the Federal Theater revival now being readied for Yonkers and other Westchester spots. Other principals listed are Marie Pittman and Virginia Bolten.

Other theater activity in this area concerns *Personal Appearance*, which, with Blanche Collins in the leading role, opened very well at the Warburton Theater, Yonkers, last week, the indications being that it would top all previous Federal presentations in the neighborhood. *Old Maid*, which completed its run August 15, reported banner business. *Her Majesty the Widow* also did nicely for itself, having chalked up a gross of \$1,100 at Mamaroneck recently when it played one performance under the auspices of the town firemen.

PHILADELPHIA, Aug. 15.—The marionette unit of the local Federal Theater Project upset the superficial complacency of the home office by casting aside stringed puppets and picketing headquarters in protest over a delay in pay. The 10 girls and 12 men employed on the project said they were not on strike, merely registering their protest on their own time. James L. McDevitt, WPA labor relations director, promised to cut some of the red tape and hurry the checks along for the off-stage actors.

SAN FRANCISCO, Aug. 15.—Federal Theater Project production of *The Farmer's Wife*, at the Columbia Theater, enters its third week Monday night, playing to capacity houses. All Pacific Coast records for attendance at a Federal

Theater Project production were shattered its first week, when 12,000 persons saw the play, which had never before been staged in San Francisco. From indications the show will continue thru the balance of August.

DETROIT, Aug. 15.—The WPA Federal Theater, operating in the Shubert-Lafayette Theater, is scoring an outstanding success with *The Road to Rome*, its third production. No other play is yet in rehearsal, it was stated this week.

The Federal Theater is planning to continue at least to the end of this year, with a new six months' free theater license granted this week by the Detroit City Council.

BOSTON, Aug. 15.—Leonard L. Gallagher, director of the Federal Theater in Massachusetts, recently announced that the Repertory Theater will open under WPA auspices on August 24. The first bill will be chosen from among the best of the 26 traveling groups of the Project here.

TAMPA, Fla., Aug. 15.—Establishment here of State headquarters for vaudeville units of the Federal Theater Project has been completed, according to Gene Brandon, district director. Complete units will assemble in Tampa for tours thruout the State. Several hundred actors will be trained under Brandon's direction. Assisting him is Fred Chapin Jr.

BOSTON, Aug. 15.—Local Federal Theater Project has acquired Repertory Theater on Huntington avenue for presentation of plays and vaudeville production of its 26th traveling professional companies. Leasing of uptown playhouse marks fourth house Federal Theater has taken under sponsorship within last two months. Other stands include Mountain Park Casino, Holyoke;

Worcester Theater, Worcester; Mayflower Grove Theater, Bryantston. *Chalk Dust* opens the Federal season at the Repertory here.

THE WORLD'S FASTEST SELLING DEAL TODAY

3 LAPEL WATCHES



5280—500 Hole Lapel Watch Salesboard Deal. Lapel Watches are American made and fully guaranteed. Have real leather cords and art. colored enamel fronts. Takes in \$30.00. Pays out 40 pcs. cigarettes.

Per Deal\$3.95
In Lots of 5 3.75
In Lots of 10 3.45

25% deposit required on O. O. D. orders.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. 88,
217-225 W. Madison St., CHICAGO, ILL.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

I'M SHOWING YOU TH' WAY TO REAL DOUGH



It's easy enough to tell the next "fella" how to spend money—the world is full of so-called "good advice"—but I haven't given you a bum steer yet—and I won't—here's a straight new live-up table that is the biggest value sensation you've ever seen—

THE NEW HI-LITE

\$49⁵⁰

PAYOUT REGISTER
\$2.50 Additional



20" x 40"

A NEW FAST 9-BALL STRAIGHT TABLE

GUARANTEED 100%

Locations are clamoring for good straight pin tables! Cash in on this big demand by ordering NEW HI-LITE now! All skill play—fully automatic—lite-up back-board. It's the biggest profit making straight game ever made!

POLICY

A new 1 BALL AUTOMATIC PAYOUT TABLE. As a coin is inserted in the MYSTERY COIN CHUTE, 2 to 8 groups of numbers light on the backboard. Each group lighted has three individual numbers. If the big bronze ball drops into any of these pockets, starting with the lowest number (for example 1, 1-2, or 1-2-3) POLICY automatically pays the lighted odds (from 2 to 40)!

WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT.

\$125 Sinterco Universal Batteries Optional

\$135 TICKET MODEL

No Charge for Check Separator.

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE
CHICAGO, ILL.

ROUTES

(Continued from page 82)

Hunsinger, Harry, Magician: Monroe, Mich., 17-22.

Harlan Med Show: Brownsville, Pa., 17-22.

Lewis, H. Kay, Hollywood Varieties: Salmon, Ida., 17-22.

Marine-Prestons Co.: Sherman, Tex., 17-22.

Gainesville 24-29.

Original Floating Theater: Solomons, Md., 17-22.

Galesville 24-29.

Silver's Fun Show: Hampton, Ia., 17-22.

REPERTOIRE

Billroy Comedians, Billy Wehler's: Jackson, O., 18; Washington C. H. 19; Hamilton 20; Richmond, Ind., 21; Greensburg 22.

Brownie's Comedians: Monterey, Va., 17-22.

Colley's Comedians: Collins, Tenn., 17-19.

Fox Popular Players: Vernon, Tex., 17-22.

Ginnivan, Norma, Dramatic Co.: Sturgis, Mich., 17-22.

Scottie's Comedians: Callender, Ia., 17-22.

Sweet Players: Mapleton, Ia., 17-22.

Toblers, Milt, Players: Adel, Ga., 19; Thomasville 20; Cairo 21; Blakely 22.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American: Seminole, Okla.

American United: Dillon, Mont.

Anderson-Brader: Oxford, Neb.; Kearney 24-29.

B. & M. Am. Co. (Fair) Thomas, Okla.; Lawton 27-Sept. 2.

Bach, O. J.: Port Henry, N. Y.; (Fair) Westport 24-29.

Bantly Greater: Johnstown, Pa.; Windber 24-29.

Barfield's Cosmopolitan: Newport, Tenn.

Barker: Passa, Ill.; Staunton 24-29.

Barkool Bros.: Eton Rapids, Mich.; (Fair) Mason 25-28.

Beckmann & Gerety (Fair) Springfield, Ill.

Bee, V. H.: (Fair) Ewing, Ky.; (Fair) Germantown 24-29.

Big State: Mt. Pleasant, Tex.

Blue Ribbon: (Fair) Crown Point, Ind.

Bremer Midway Attrs.: Lancaster, Wis., 10-21; Rice Lake 25-29.

Brown Family Rides: Milan, Ga.

Brown Novelty: Crossville, Tenn.

Bruce: (Fair) Lawrenceburg, Ky.; (Fair) Lexington 24-29.

Buck, G. C.: Poughkeepsie, N. Y.

Byers Bros.: State Center, Ia.

Campbell United: Haxleton, Pa.

Cetlin & Wilson: (Fair) Butler, Pa.

Christ United: Titonsville, O.

Colman Bros.: (Fair) Middletown, N. Y.

Conklin's All-Carnagian: (Exhn.) Peterboro, Ont., Can.; (Exhn.) Montreal, Que., 24-29.

Covey Greater: Clymer, Pa.

Crafts 29 Big: Fresno, Calif.; Dinuba 24-30.

Crowley United: Vinton, Ia.

Crystal Expo.: (Fair) Wytheville, Va.

Cumberland Valley: Shelbyville, Tenn.

Curly Greater: Peenies, O.; Lebanon 24-29.

Dalley Bros.: Ash Grove, Mo.

De Luxe Shows of Amer.: (Fair) Camden, N. J.; (Fair) Hiram 24-29.

Dennett & Knepp: (Fair) Berryville, Va.; (Fair) Marlinton, W. Va., 24-29.

Dixie Expo.: Mayfield, Ky.; Dyersburg, Tenn., 24-29.

Dixie Model: Pulaski, Va.; (Fair) Wise 24-29.

Dodson's World's Fair: Wheeling, W. Va.; (Fair) Lockport, N. Y., 24-29.

Edwards, J. R.: (Fair) Hicksville, O.; (Fair) Painesville 24-29.

Elsner's Expo.: Dawson, Pa.; Prosborg, Md., 24-29.

Elman: Tomah, Wis.

Endy Bros.: (Fair) Kutztown, Pa.; (Fair) Red Lion 24-29.

(See ROUTES on page 86)

WANTED CONCESSION AGENTS

Legitimate Stock Agents only. Grind Stores and Wheels.

JOE ROGERS
Texas Centennial Exposition, Dallas, Tex.

WANTED FOR WATERMELON FESTIVAL

ON STREETS, CHARLESTON MO., AUGUST 25 TO 29.

Side Show, Girl Show, Grind Show with own outfit. Rides not conflicting. Cook House and Crab Concessions of all kinds. This is a railroad show. Fairs to follow. Long season South.

BILL RAWLINGS, Dexter, Mo., This Week.

CONCESSIONS WANTED PANA, ILL.

HOME-GOING CELEBRATION SEPTEMBER 6 AND 7

Picnic Shows on Midway

Write or wire **WALTER E. DOWNS**, Pana, Ill.

WANTED

Rides, Shows and Concessions for JASPER COUNTY FREE FAIR (No hay backs). Write or wire **H. H. STRINGER**, Socy-Trents, Bay Springs, Miss.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

NEW FRONT DOOR TYCOON \$64.50

RELIANCE 5c \$62.50
DAILY RACES 55.00	
HIALEAH .. 55.00	
PAMCO PARLAY . 55.00	
BALLY DERBY 55.00	
BALLY BONUS 55.00	
DERBY TICKET . 59.50	
PEERLESS . . 55.00	
MULTIPLE . . 84.50	

DAILY LIMIT \$39.50
JUMBO . . . 39.50
DOUBLE UP . 39.50
DOUBLE SCORE . . 39.50
DE LUXE 46 34.50
BROKERS TIP. 52.50
GOLDEN HARVEST . 42.50
BAFFLE BALL . . 34.50
FORTUNE . . 22.50
TROJAN . . . 27.50

7 DAY FREE TRIAL REEL "21"

YOUR FULL Amount Refunded if you are not fully satisfied. IT'S NOT A SALE UNLESS YOU ARE SATISFIED!

\$2375 Tax Paid
1/3 Deposit With Order.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

NOW! FOR YOUR FAIRS and CELEBRATIONS

Featuring the Largest Line of Latest Flash of EXCLUSIVE CONCESSION GOODS NOVELTIES

FOLLOW THE LEADERS—TIME MEANS MONEY

BEACON BLANKETS—CHROMEWARE—CHINAWARE—CORN GAME LEADERS—DE LUXE PLASTER—CANES—NOVELTIES

ONE DAY SERVICE — WRITE FOR CATALOG TODAY

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

NOBBY ALL BALLY PRIZE PACKAGES

SOMETHING NEW THIS SEASON!

A LARGE 25c BOX FOR A 10c SELLER

This Package Contains Chocolate Crushed Cherries. A Sensation in Prize Packages.

(100 Ballys to 100 Pkgs.) 10 Pkgs. FREE with every carton Packed 110 TO GARTON.

Carton, \$4.50—5 Cartons, \$22.50—40 Cartons, \$45.00

Send for Prize Package Catalog of All Numbers. 20¢ Deposit with Order, Balance C. O. D.

DELIGHT SWEETS, Inc., 50 East 11th St., NEW YORK CITY

ATTENTION CONCESSIONAIRES, PARKMEN, STREETMEN

Fairs now starting. Line up with our new glasier position at low prices. Merchandise for Corn Game, Country Store, Fishpond, Pitch-TUB-You-Win Ball Game, Soap Men—Games, Blankets, Tea Sets, Water Sets, Inspected Slugs, Vases, Penny Items. Only Carnival Supply House in Louisville. Address all correspondence to

G. C. J. MATTEL and CO. No. 65
27 East Madison, LOUISVILLE, KY.

3 RIDES FOR LEASE

LITTLE BEAUTY MERRY-GO-ROUND ELI No. 5 FERRIS WHEEL and MIX-UP

To organized Carnival Company with string of Fairs. Rides recently steel at Clinton, Mo., ready for immediate use. Terms 70% to you, 20% to us. \$5.00 for minor repairs. Expense \$300.00 cash deposit, returnable end of season. No Parks. Wire for fast action.

GEO. S. KOGMAN, 210 West 8th Street, Kansas City, Mo.

MAJESTIC SHOWS WANT

Corn Game, Mitt Camp, Diggers and Concessions of all kinds. No exclusives. Have complete outfit for Cuck Show. WANT organized Minstrel with Band, salary and percentage. Cook House for Sale, with or without Chevrolet Truck. The following people get in touch with this show: Roy Lollar, Spot Bassinger, Leo Claud, Bob Martin, Art Frazier. Our Fairs start next week at Mountain City, Tenn.; Dunganon, Va.; Honaker, Va.; Clintwood, Va.; Claiborne County Fair, Tazewell, Tenn.; then Georgia, Alabama and Florida. All Fairs until second week December. Rogersville, Tenn., this week. All wires R. C. McHENDRIX or FRANK BURNS.

GREATER EXPOSITION SHOWS

Have Complete Show Outfit for capable Show. Want Ride Help. Can place Colored Performers and Musicians. Can place White Musicians and Chorus Girls for Musical Revue, also can place capable Concession Agents.

Address **J. CRAWFORD FRANCIS**, Joliet, Ill., this week; Gary, Ind., next week.

GET INTO THE BIG MONEY CLASS



with HIGH STAKES

Groetchen's new realistic horse race counter game. Teasing, changing odds with win, place or show. Takes pennies, nickels, dimes and quarters. Easy to understand; simply match horse's color. Positive, silent slot machine action. Precision built. Cannot be cheated **SEND ORDER TODAY!**

Only \$24.75

AUTOMATIC-MARKEPP, INC. 2340 Belmont Ave., CHICAGO
THE MARKEPP CO. Inc., AUTOMATIC AMUSEMENT CO.,
 3325 Carnegie Avenue, CLEVELAND, O. .628 Madison Avenue, MEMPHIS, TENN.
 1410 Central Parkway, CINCINNATI, O. 1304 Throckmorton St., FT. WORTH, TEX.

YOU CAN MAKE A KILLING WITH GROETCHEN'S STARTLING NEW -

High Stakes



The newly developed mechanism of HIGH STAKES is positively different from that of the usual Puritan type machines INCLUDING OUR OWN. Completely silent reels come to a positive stop. We guarantee that the reels cannot be manipulated in any way to change position.

The sweeping line of its streamline cabinet conveys the feeling of speed at a racetrack. It is, without a doubt, the most beautiful machine ever placed on a counter.

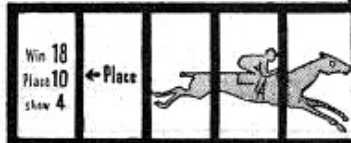
HIGH STAKES isn't choosy—it takes humble pennies just as well as shining quarters, nickels as well as dimes. Capacity \$150 to \$175 in mixed coins.

THE 5 REEL CLICK In Place With A Surprising Alertness

The "Match-a-Color" horses revolve swiftly and click into place. A moment's suspense and the 4th reel announces position and a second later the odds reel quotes the win-place-show odds for the race. Horses can finish in either position. Odds range from 2 to 1-50 to 1.

4 High Stakes machines cost you about \$100.00 delivered!

Within a Week You Should Have Doubled Your Investments! Within a Month You Should Have Bought 30 Machines Paid Out of Earnings.

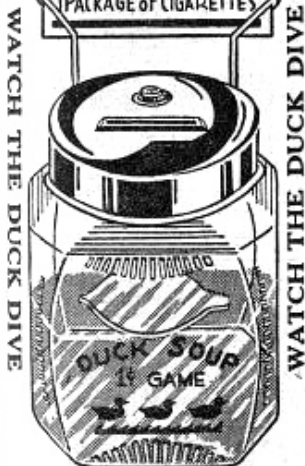


Immediate Deliveries **\$24.75** TAX PAID F.O.B. CHI.

GROETCHEN TOOL Company
 126 N. UNION ST. CHICAGO ILL.

ONE HUNDRED THOUSAND LOCATIONS OPEN FOR THIS INEXPENSIVE **LEGAL AND SKILL 1c GAME**

5 PENNIES ON DUCK PACKAGE OF CIGARETTES



EARN \$2.00 TO \$10.00 EVERY DAY

Every Player Will "Duck" from 5c to \$5.00. The cleverest, most novel, original, amusing, interesting and profitable Counter Decoration in any game.

PRICES Sample —\$3.25
 Lots of 6 —\$3.00
 Lots of 12 —\$2.75

STAR SALES CO.
 3901-09 Wayne Kansas City, Mo.

Jack Grabisch Celebrates 21st Year in Business

NEW YORK, Aug. 15.—Jack Grabisch this week celebrated his 21st anniversary as a coin-machine operator and he and his friend Mike Munne had quite a time confabbing over the old days.

The two boys are among the oldest coin-machine men in the business, and Jack is acknowledged the oldest amongst those now working.

Grabisch still boasts about the arcades he once operated at Dreamland, Rockaway and Coney Island.

EXTENSION

(Continued from page 3)

schedule of fairs in several years. "This extension of the county fair movement is highly significant," declared Secretary French. "It portends a more successful season and is a tangible manifestation of greater public interest."

"While weather conditions have not been conducive to more perfect products for exhibition purposes, I am hopeful that the revival of interest and larger number of fairs will produce more and better examples of excellence in agriculture from which the Pennsylvania Farm Show may draw next January to make it displays more attractive and more inspirational.

"The farmers of our State are to be commended on the many splendid opportunities the year 1936 offers them for exhibiting their finest and most noteworthy achievements to an interested and admiring public."—WEEKLY NEWS BULLETIN, Pennsylvania Department of Agriculture.

DIVORCES

(Continued from page 30)
 from Samuel Goldberg, nonprofessional, at San Francisco August 6.

Betty An Logan, actress, from Raymond M. Logan, nonprofessional, in Los Angeles August 6.

MTA Roundup and Rodeo

BAXTER SPRINGS, Kan., Aug. 15.—Annual National Roundup and Rodeo sponsored by the Mounted Troops of America will be held here. More than 300 of the organization's members, from 8 to 16 years, will participate. Regular rodeo rules are followed. Such events as steer and calf riding, steer and calf roping, trick riding and steepling, Roman riding and jumping and chariot races will be presented. The Indian patrol from the Bacone Indian College in Oklahoma will present an Indian Stomp dance. A street parade will be held each afternoon.

The MTA organization was founded here by Raymond Cook in 1927 and the Roundup is being held in this city this year in his honor. Tom Mix Patrol here will play host to all associated patrols from other towns and cities in Kansas, Oklahoma, Missouri and Arkansas.

Major Gordon W. Lillie (Pawnee Bill), of Pawnee, Okla., is national supervisor of the organization. Tom Mix, Colonel Tim McCoy, Ken Maynard, Buck Jones, Reb Bussell, Jack Hoxie, John Wayne and the late Will Rogers have endorsed the roundup and have loaned their names to be used by various patrols.

MOTORDROME RIDERS WANTED

Straight Rides. All Fair Dates booked till November. Address **MOTORDROME**, Gooding Shows, Connersville, Ind., this week; Caro, Mich., follows.

WILLIAM GLICK EXPOSITION SHOWS, INC.

AMERICA'S BEST

Can place for Malone, N. Y., Fair, week August 24: Concessions of every description, including Games, Soft Drinks and Eating Stands. No exclusives except Corn Game.

Can place for Champlain Valley Exposition and Fair, Essex Junction, Vt., week August 31: Concessions of every description, including Wheels, Palmistry, Games, Diggers, Scales, Soft Drinks and Eating Stands. No exclusives except Corn Game. Write or wire **WILLIAM GLICK**, Manager, this week, Massena, N. Y. P. S.—Can place Minstrel People or complete Minstrel Troupe for balance season; top salaries.

WANTED

Concessions, Shows, Sensational Free Acts for Two Big Gala Events. August 27 to September 7, inclusive, Heart of East Stroudsburg, Pa., 250,000 to draw from daily, auspices East Stroudsburg Central Labor Union Old Home Week Celebration, September 9 to 19, inclusive, Heart of Hazleton, Pa.; auspices Fraternal Order of Eagles No. 193.

JERE SHAW COMPANY

Real Estate Trust Bldg., Broad and Chestnut Sts., Philadelphia, Pa.
 Phones—Pennyacker 2177-2178.

Full Line **HARLICH, GLOBE** and **GARDNER BOARDS** Send For Prices

SALES BOARD OPERATORS

SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES
LEE MOORE & CO. 180-182 West Adams Street Chicago, Illinois

ROLL-A-BALL

A SENSATIONAL MONEY MAKER

FLASH-ACTION

IF YOU WANT SHIPMENT TODAY *not tomorrow* **ORDER NOW**

BETTER MADE—LOWER PRICED

THERE ARE MORE ROLL-A-BALLS ON LOCATION Making Money for Operators than all other Bowling Games Put Together.

ATTENTION
DISTRIBUTORS
OPERATORS
JOBBER

Actual Photograph of Machine.

NO IMITATORS HAVE YET SUCCEEDED IN REPRODUCING THE THRILLING ACTION OF THE LIGHT-UP SCORE ZOOMING UP THE SIDES OF ROLL-A-BALL

NEW LOW PRICES—WRITE FOR DETAILS

ROLL-O-MATIC, INC.

MANUFACTURERS
209-219 PARKHURST STREET
NEWARK, N. J.

A. B. T. visits coin chute.

Given a complete check-up on every winning score, the number of coins played and the earnings.

MADE IN 2 SIZES YOUR CHOICE of 12 or 14-foot model.

STRONGLY BUILT TO STAND UP FOR YEARS

IMMEDIATE DELIVERY GUARANTEED!

ROLL-A-BALL

"AMERICA'S NEW BOWLING GAME SENSATION"

TESTED ON LOCATION FOR OVER ONE YEAR! GUARANTEED PERFECT! ABSOLUTELY LEGAL! A MARVELOUS MONEY MAKER!

WANTED: Good Locations for ROLL-A-BALL. Our operators will install ROLL-A-BALL promptly within 100 miles from Brooklyn.

● Exclusive Distributors for Greater New York ●

D. ROBBINS & COMPANY - 1141-B De Kalb Ave., Brooklyn, N.Y.

- ROUTES**
- (Continued from page 84)
- Exhibit Producing Co.; Long Branch, N. J.; W. Conshohocken, Pa., 24-29.
 - Evangelists: Alton, Okla.; Stroud 24-29.
 - J. & M. Am. Co.; Millburg, Pa.
 - Prisk Greater: Fergus Falls, Minn., 20-22; (Fair) Hopkins 27-29.
 - Frederick Am. Co.; North Platte, Neb.
 - Georgia Attrs.; Timmonsville, S. C.
 - Gibbs, W. A.; Split, Hanover and Waverly, Kan.
 - Glick, Wm.; Expo.; Massena, N. Y.
 - Gold Medal; Fond du Lac, Wis., 17-20; Batavia, Ill., 22-29.
 - Golden State; Lodi, Calif.; Placerville 25-30.
 - Golden West; (Fair) Elkader, Ia.; (Fair) Worthington, Minn., 24-25.
 - Golden Valley; Gordo, Ala.; Vernon 24-29.
 - Gooding Greater No. 1; Frankfort, Ind.
 - Great Coney Island; Alexandria, La.
 - Great Olympic; (Fair) Knoxville, Ill.
 - Great Sultan; (Fair) Carmel, Ill.; (Fair) Anna 24-29.
 - Greater Expo.; Joliet, Ill.; Gary, Ind., 24-29.
 - Greenland; Gretna, Va.
 - Gruberg's World's Expo.; (Exhn.) Valleyfield, Que., Can.; Montreal 24-29.
 - Hamm, Bill; Sherman, Tex.
 - Hansen, Al C.; (Fair) Harlan, Ia.; (Fair) What Cheer 24-29.
 - Happy Attrs.; Warsaw, O.
 - Happy Days; (Fair) Salem, Ind.; (Fair) Greenfield 24-29.
 - Happyland; (Fair) Bad Axe, Mich.
 - Henke's Attrs.; Escanaba, Mich.; Marquette 24-29.
 - Hennies Bros.; (Fair) Davenport, Ia.; (Fair) Albert Lea, Minn., 24-27; (Fair) Plainview 24-29.
 - Heth, L. J.; (Fair) Vienna, Ill.; (Fair) Fairfield 24-29.
 - Hilderbrand United; Nampa, Ida.; (Fair) Boise 24-29.
 - Hodge, Al G.; Colfax, Ill.; (Fair) El Paso 24-29.
 - Hoffner Am. Co.; Alledo, Ill.
 - Howard Bros.; Lucasville, O., 18-20; Portsmouth 21-23.
 - Hughes Bros.; Kempton, Ill.
 - Hurst, Bob; Covington, Tex.; Nocona 25-29.
 - Imperial; (Fair) Monroe, Wis.; Beloit 24-29.
 - Intermountain; Fountain Green, Utah.
 - Joe's Playland; (Fair) Culbertson, Neb.; (Fair) Stockville 24-29.
 - Jones Johnny J.; Expo.; (Fair) Ottawa, Ill.; (Fair) La Porte, Ind., 24-29.
 - Joyland; Central Lake, Mich., 20-22; Cadillac 25-28.
 - Kass; (Fair) Ithaca, N. Y.
 - Keystone; Somerset, Pa.
 - King's United; Broadland, Ill.
 - Krause Greater; (Fair) Marion, Va.
 - Landes, J. L.; (Fair) Colby, Kan.
 - Lang's, Dee; Famous; (Fair) Mankato, Minn., 17-19; (Fair) St. Charles 21-23; Kasson 24-27; Preston 28-30.
 - Lewis, Art; (Fair) Gouverneur, N. Y.

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 16 Size, White or Yellow Cases.
JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.25.
FLASH CARNIVAL WATCHES, 50¢ Each.
Send for Price List.
Your Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners,
118 N. Broadway, St. Louis, Mo.

Concessionaires...

NOVELTY SUPPLY FOR

FAIRS, CARNIVALS, CIRCUSES, GRAND STORES,
WHEELS, PARKS, CORN GRINDERS, ETC.

Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

CAN PLACE

LOOP-O-PLANE and Shows with or without one outfit.

ANDERSON - SRADER SHOWS
OXFORD, NEB., THIS WEEK; KEARNEY FOLLOWS

TED MERCHANT WILD WEST

consisting of 4 head of horses and 7 people. All specialists. Horse roping, trick roping, trick riding, trick shooting, whip cracking and the World's greatest high-school horse, BLACK SPOT. Address: care BILLBOARD, 1584 Broadway, New York City.

SEAL BROS. CIRCUS

WANTS

Double Drummer for Big Show Band. Wire G. S. BROOKS, Wednesday, August 10, Payette; Thursday, 20, Emmets; Friday, 21, Meridian; Saturday, 22, Glenns Ferry; all Idaho.

WANTED

FOR DAVIS & SONS FRONTIER DAYS AND REAL WILD WEST

Wild West Performers and Musicians. Openings in Houston, Ia., Saturday, August 22. Long season in Florida. Wire or write JAY DAVIS, 5719 Venice St., Houston, Tex.

HUTCHEN'S MODERN MUSEUM

WANTS

One good Freak and one Side-Show Act. Also Tattoo Artist to join immediately. Wire JOHN T. HUTCHENS, Fair Grounds, Kutztown, Pa., this week.

Concessionaires

CARNIVAL-PARKMEN!

LINE UP WITH THE LEADERS
FOR THOUSANDS OF NEW ITEMS—AT
AMAZINGLY LOW PRICES

Blankets—Lamps—Clocks—Chromes—China—Aluminum
—Radios—Plaster—Games—Gum—Balloons and Novelties.

CONTINENTAL PREMIUM MART

3RD & WELLS STS., MILWAUKEE, WIS.

CATALOG IS NOW READY

Send for Your Copy Today

GARDEN OF EDEN SUGAR ROLLED DATES

Flashy Colored Box (Reel 1/2). A Strong Intermediate Give-Away. Guaranteed to stand up in all weather. Packed 100 to Carton.

25% Deposit With All Orders. Balance C. O. D.

Send for Free Illustrated Catalog.

MARVEL CANDY CO., Inc. 101-103 Wooster St., NEW YORK CITY

\$4.00
Per
Date

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OUT-SELLING ALL OTHERS

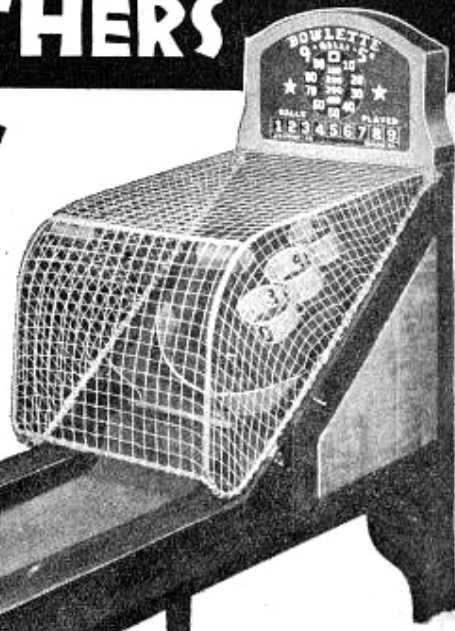
KEENEY'S BOWLETTE

acknowledged "the best game of all"

Not a single breakdown reported out of hundreds now on locations

Noise "silencers" at various points make BOWLETTE the quietest game of all

Three KEENEY FACTORIES now producing 100 Bowlettes each day



Every ball scored regardless of whether thrown one at a time or all 9 at once

Keeney-developed, electrical scoring mechanism totalizing score with each ball played and indicating number of balls as bowled.

Powerpak Equipped — 12-coin lightup escalator — 3-section portable construction. 14' test overall, about 450 lbs.

Twin meters in cash box drawer record total "play" as well as total awards made by location for high scores.

Positive and instantaneous ball release without possibility of some of the balls being "hung up" in return runway with insertion of coin slot.

Game goes on "fill" with playing of tenth or extra balls, also with pulling of current plug.

IMMEDIATE DELIVERIES

J. H. KEENEY & CO.

New York City Office: 250 W. 54th St.

through your Keeney Distributor or by wiring or phoning orders to

2900 S. MICHIGAN AVE. CHICAGO, ILLINOIS

Babe Kaufman, Mgr.

Actual unretouched photograph — not a "dressed up" drawing

FOR SALE—One 80x130 Dramatic End Tent, Poles and Stakes, fair condition; three Semi-Trailers, two special built to make Stages 34 feet wide by 18 feet deep; Half-Ton Panel Truck, two Universal 5 Wheel Light Plants mounted in tow and one-half truck, one Cage Truck, two Dens on tractor truck, one 3 months' old male African Lion, Dog and Poocher Act, four Dogs, Rhinoceros Hunt and Drill Bahoco, Canvas Ring Car, 30-foot Ring, back door Curtains, Seat Masking, 14 lengths 4 high Seats, nine lengths 6 high Seats. Write **BUD HAWKINS**, General Delivery, Campbellville, Ky.

WANTED

FOR THE WALTER L. MAIN CIRQUE
Bass and Bass Drums, Cornets, Trombones and other Musicians. Can use complete 10-piece Band. Can also use A-No. 1 8 or 10-piece Orchestra. All must be able to cut it. Address all communications to **Port Huron, Mich.** There August 21.

WANTED FREAKS

One to feature, good working Acts suitable for 10x11, good Glider who can make openings. Write **CLARA CONVERSE**, CONNERSVILLE, IND., FAIR

BARKER SHOWS

Can place Cookhouse at once, good proposition. Stock Concessions, Mitz Camp, Merry-Go-Round Foreman. Man to take charge of Cook Show. Have complete outfit. Snakes, Geck, etc. Place. Can more Grand Show. Dollie wire, **MRS. STILLA BARKER**, Pana, Ill., this week; Staunton, Ill., next week.

Schell Bros. Circus Wants

Best Promoter that can sell merchants. R. M. Harter wire. Canvas Boxes and Men, George Duvall, Billposters, Side-Show Acts, Colonel Weaver, Andy Kelly and others wire. Telluride, Wednesday; Rico, Thursday; Dolores, Friday; Coctus, Saturday, all Colorado.

FREAK CALF FOR SALE

Not a two-headed Calf. Strangest freak ever born to live; 2 months old. Perfect health. Address **MIKE ABEGG**, R. 3, Box 895, Modesto, Calif.

- Liberty National: (Fair) Lebanon, Ky.; (Fair) Smiths Grove 24-29.
- Liberty State: Grapevine, Tex.; Celina 24-29.
- M. B. Am. Co.: (Fair) Eldon, Mo.
- McMahon: (Fair) Wahoo, Neb., 17-21.
- Majestic Expo.: Rogersville, Tenn.; Mountain City 24-29.
- Mozarky, W. S. Attrs.: Great Bend, Pa., 20-22; (Fair) Owego 24-29.
- Marker: Logan, W. Va.; (Fair) Tazewell, Va., 24-29.
- Metropolitan: Habira, Ga.
- Mid-West: (Fair) Mentone, Ind.
- Miller Bros.: (Fair) Jasonville, Ind.; (Fair) Mt. Carmel, Ill., 24-29.
- Mimic World: Nashville, Ark.
- Miner Model: (Fair) Columbia, Pa.
- Mohawk Valley: (Fair) Cape Charles, Va.
- Northwestern: (Fair) Tama, Ia.
- Page, J. J.: Franklin, Tenn.; (Fair) Carthage 24-29.
- Pan-American: Mexico, Mo.
- Parker: Geary, Okla.
- Pearson: Cayuga, Ind.
- Follie & Lallo: Adrian, Mich.; Monroe 24-29.
- Poole & Brewer: Houston, Tex.
- Ray Am. Co.: Brooks, Minn., 20-22.
- Reading's United: Gallatin, Tenn.
- Legal United Am. Co.: Mammoth Spring, Ark.
- Reid Greater: Jacksonville Beach, Fla.
- Rogers Greater: Woodbury, Tenn.
- Rogers & Powell: Rector, Ark.
- Royal American: Superior, Wis.
- Royal Fair: Scottsboro, Ala.
- Rubin & Cherry Expo.: (Fair) Ionia, Mich.
- Santa Fe Expo.: Hanna, Wyo.
- Shesley Midway: Toledo, O.
- Stigart & Walker: Tuxico, Tex.
- Stebrand Bros.: Townsend, Mont., 21-22.
- Silver State: (Fair) Akron, Colo.; (Fair) Goodland, Kan., 24-29.
- Six, J. Harry, Attrs.: Brodhead, Ky.; (Fair) Hartford 24-29.
- Smith's Greater Atlantic: South Hill, Va.
- So's Liberty: (Fair) Wausau, Wis., 17-20; (Fair) Menomonee 23-27.
- Spencer, C. L.: (Fair) Marshall, Ill.; Westfield 24-29.
- Speroni, F. J.: (Fair) Okaloosa, Ia.; (Fair) Roseville 24-29.
- State Fair: Hamilton, Mo., 17-20; (Fair) Sedalia 22-29.
- Strates Shows Corp.: (Fair) Batavia, N. Y.; (Fair) Cortland 24-29.
- Sunset Am. Co.: (Fair) Bloomfield, Ia.; (Fair) Eldon 24-27; (Fair) Salem 28-29.
- Tinwell, T. J.: Girard, Kan.
- Tinley: (Fair) Sheffield, Ill., 19-21; (Fair) Princeton 24-29.
- United Shows of America: Owatonna, Minn.; Kalamazoo, Mich., 24-29.

JOYLAND SHOWS WANT

For a Circuit of Cream of Michigan Fairs—Any neatly framed Show, 25 per cent of gross. Can place legitimate Concessions of all kinds, two dollars per front foot. Will sell exclusive on Corn Game. Central Lake August 20 to 22; Cadillac, 25 to 28; Big Rapids, September 1 to 5; Newaygo, Labor Day; East Jordan, September 8 to 12; Hudsonville, 14 to 18; all Michigan. Five Street Celebrations to follow. Mabel Mack, get in touch with us. Address **ROSCOE T. WADE**, Joyland Shows, as per route.

GREATER CLARION FAIR

CLARION, PA., WEEK AUGUST 24

Want legitimate Concessions all kinds. All Eats and Drinks open. Address, this week, Butler, Pa. We have all fairs until middle of November.

CETLIN & WILSON SHOWS

WEST'S WORLD'S WONDER SHOWS WANT

Merry-Go-Round, Caterpillar and Ferris Wheel Foreman. Concessions all open. Can place Dual Loop-O-Plane, Rideoo and any Novelty Shows. Wanted—Colored Performers for Hot Harlem Revue. Fair season starts next week at Cumberland, Md. All address **FRANK WEST**, Gen. Mgr., Uniontown, Pa., this week; Cumberland, Md., week August 24.

NO GUESSWORK! PAMCO PAYOUTS ARE ALWAYS -



SIZE
50"
x
24"
•
1-Nickel
1-Chute
1-Ball
GAME

ELECTROPAK AND CHECK
SEPARATOR EQUIPPED

**PAMCO
BALLOT!**

**NEW 1-BALL PAYOUT WINS
OVER ALL COMPETITION!**

Originality — Clever Action — Better Design — Pamco "BALLOT" is the LEADER in ALL locations! That BIG S-P-I-N-N-I-N-G "odds-Commutator" makes Payout values romp all over the board. Has every APPEAL of conventional-type games PLUS a DIFFERENT system of "LITES-IN-MOTION" tied in with 8 different payouts. Operate Pamco "BALLOT"—a sample in any location and you'll order MANY MORE!!!

**PAYOUT MODEL \$129
TICKET MODEL \$139**

**PAMCO
LEATHERNECKS**

Forced into DOUBLE PRODUCTION! Pamco "LEATHERNECKS" brand new 1-ball payout "hits" with a "BANG" wherever it appears! Buy it—Try it—You'll never deny—it's YOURS!
\$99 Straight Payout Battery Equipped
\$104 Straight Payout Electropak Equipped.
\$112 Ticket Game With Electropak.

First

PALOOKA "JUNIOR"

A "stand-by" that STANDS UP beside anything! Overcomes bell-ringing competition of once Palooka "Junior" takes UNLIMITED coins thru single chute—it's the Bowl-Type Game with the BIG Cash Box!
PAYOUT \$159 TICKET \$169



PAMCO "CHASE"

is the "CATCH" of the season! Just dip into the batch of nickels you'll find in Pamco "CHASE". You'll be convinced!
PAYOUT \$139 TICKET \$149

WRITE! WIRE!

WRITE! WIRE!

PACIFIC

AMUSEMENT MFG. CO.
4223 WEST LAKE ST. • CHICAGO • ILL.
1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

A FITZGIBBONS CLOSEOUT

Autobank \$ 3.90	Drop Kick \$ 3.90	Quick Silver \$ 5.90
Auto Winner 3.90	Flying Trapeze Sr. 5.90	Ranger with Register 60.00
Balance Line 3.90	Flying Colors Sr. 7.90	Schemo 5.90
Beacon 3.90	Golden Gate 3.90	Signal Sr. 5.90
Beemille 3.90	Hop Scotch 7.90	Starlike 4.90
Big Game 5.90	High Hand 13.90	Til for Til 4.90
Big League 9.90	Washington 8.90	Travel 4.90
Bomber 12.90	Match the Dial 13.90	Tango 11.90
Builder Upper 3.90	One, Two, Three 4.90	Twenty-One 4.90
Carte Blanche 3.90	Men in the Moon 8.90	Traffic C 6.90
Cross Cross 3.90	Night League 3.90	Teaser (7 Ball Count- ter) Used 10.00
Cheer Leader 8.90	Pyramids 5.90	Under & Over 11.90

EXCEPTIONAL BUYS IN USED BALLY

Golden Harvest Cash . \$45.00	Multiple \$94.00	Sky High Cash \$55.00
Golden Harvest Ticket . 50.00	New Yorker 15.00	Sky High Ticket 60.00
Hilash Cash 94.90	Ranger 50.00	Tenace 12.50
Hilash Ticket 98.90	Silver Streak 8.00	Silver Cup (2 Ball used Autom. & Tick- et) 44.90
Jumbo Cash 40.00	Traffic A 19.90	
Jumbo Ticket 45.00	Rambler Cash 50.00	
	Rambler Ticket 55.00	

CLOSEOUTS IN BRAND NEW BALLY GAMES

Silver Streak \$12.50	Traffic A \$50.00	Rambler Ticket \$88.00
Six Sixty-Six 15.00	Rambler Cash 75.00	

(USED INSERTS)
TEN BALL GOLDEN HARVEST INSERT \$17.50
EXHIBIT GATEWAY (TEN BALL) 2.50

ELECTROPARKS—All Models in Stock. 1/3 Cash With Order, Bal. C. O. D., P. O. B. New York

JOHN A. FITZGIBBONS, 453 W. 47th St., New York City Tel.: LACKAWANNA 4-9472.

Valley; (Fair) Johnson City, Tex.; (Fair) Fredericksburg 24-28.
Volunteer State Expo.; Madison, Ind.
Wade, W. G.; Detroit, Mich.; (Fair) Gros- Mich., 25-28.
Wallace Bros.; W. Frankfort, Ill.; Metropolis 24-29.
Ward, John R.; Hannibal, Mo.; (Fair) Troy 24-28.
Weer, Mabel R.; Kendallville, Ind.; Marshall, Mich., 24-29.
West Eros' Am. Co.; Litchfield, Minn., 17-19;
Appleton 20-22; St. James 24-28; New Ulm 27-29.
West Coast; Bellingham, Wash.
West Coast Am. Co.; Medinnville, Ore.; (Fair) Graham 24-29.
Western State; Lamar, Colo.
West's World's Wonder; Uniontown, Pa.; (Fair) Cumberland, Md., 24-29.
Wilson Am. Co.; Brimfield, Ill.
Winters Expo.; Washington, Pa.; Canton, O., 24-29.
Work, R. H.; Oak Hill, W. Va.; Princeton 24-29.
World Am. Co.; Baton Rouge, La.; Bank 24-29.
World of Mirth; Ogdensburg, N. Y., 17-19.
Zeiger, C. F.; United; La Junta, Colo.; (Fair) Pueblo 24-29.
Zimdars Greater, No. 1; (Fair) Oaage, In.

CIRCUS AND WILD WEST

Atterbury Bros.; Sandora, Ill., 20.
Barnes, Al G.; Centralia, Ill., 18; Belleville 19; Alton 20; Litchfield 21; Jacksonville 22; Macomb 23; Keokuk, Ia., 24; Burlington 25; Ottumwa 26; Oskaloosa 27; Centerville 28; Creston 29.
Barney Bros.; The Dalles, Ore., 18; Canby 19; Newberg 20; Junction City 21; Oakland 22.
Cole Bros.-Clyde Beatty; Wenatchee, Wash., 18; Everett 19; Seattle 20-21; Tacoma 22; Aberdeen 23; Longview 24; Portland, Ore., 25-28; Salem 27; Eugene 28; Klamath Falls 29.
Cooper Bros.; Theodora, Sask., Can., 18; Yorkton 19; Canora 20; Buchanan 21; Wadena 22; Quill Lake 24; Watson 25; Humboldt 26; Bruno 27; Young 29; Wabou 29.
Gainesville Community; Denison, Tex., 20-21; (Fair) Gainesville 24-26.
Hoag, Mighty; Ripley, W. Va., 20; Nitro 21; Madison 22.
Lewis Bros.; Bucyrus, O., 19; Mt. Vernon 20; Marysville 21; London 22.
Main, Walter L.; Midland, Mich., 18; Saginaw 19; Alma 20; Lansing 21; Owosso 22; Inlay City 23; Port Huron 24; Mt. Clemens 25; Royal Oak 26; Ypsilanti 27; Coldwater 28; Auburn, Ind., 29.
Mix, Tom; Waltham, Mass., 18; Lynn 19; Salem 20; Gloucester 21; Newburyport 22; Lowell 24.
(See ROUTES on page 91)

DO YOU FOLLOW THE HORSES LIKE THIS?

THEN BUY REEL HORSES AND BE LIKE THIS READY SOON!

NATIONAL OPERATORS PRICES
On New Patent Venders with Lechs
SUPREME SAMPLE . . . \$4.00
Lots of 12 3.50
25 or More 3.15
Bracket for All Machines60
25% Deposit With Order.
National Vending Machine Co.
4242-44-46 Market Street,
Philadelphia, Pa.

**W. E. WEST
MOTORIZED SHOW**

GAN PLACE capable Show People and Concession Agents. All Concessions open except Cuck House and Corn Game. Have Motkey Family of four for sale, all healthy. Clifton, Kans., Celebrates, this week; Deshler, Neb., Fair to follow.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

KAUS SHOWS, INC.
NOW OPEN FOR LONG SEASON SOUTH. OUR FAIR SEASON HAS BEGUN. WE CLOSE MIDDLE OF NOVEMBER.
WANTS TH-a-Whirl, Rideos, Loop-the-Loop and U-Turn-It Cars. Shows that don't conflict. Eating and Drinking Stands of all kind. Arcade and legitimate Concessions except Bingo. No exclusives.
Colored Musicians and Performers. Bill Biefo wants Motordrome Riders.
NOTE—Mrs. Leslie Weaver, Rockbridge County Fair, Lexington, Va., wants inexpensive Clown or Comedy Act. Address MRS. WEAVER, Lexington, Va.
All other address KAUS SHOWS, INC., Ithaca (Fair), N. Y., this week; Hughsville (Fair), Pa., next week.

BARFIELD'S COSMOPOLITAN SHOWS
OUR FAIR SEASON STARTS AUGUST 31, AT SOMERSET, KY. WE HAVE A CONTINUOUS ROUTE OF FAIRS THROUGH WEEK OF NOVEMBER 23, AND STILL BOOKING ROUTE TO THOSE INTERESTED. OUR FAIRS ARE ACTUALLY CONTRACTED. ROUTE WANT any Shows not conflicting, especially small Wild West or Dog and Pony, Monkey Circus, Motordrome, Monkey Automdroms. Also any Novelty or Fast Ride, Loop-o-Plane and Kid Rides. WANT legitimate Grand, Stock Concessions. Also Colored Musicians and Performers. Salary must be work. WANT one or two Free Acts, preference given Team that can furnish two acts. Salary must be reasonable, as offer long enjoyment. Address Newport, Tenn., this week; Maryville, Tenn., next week. F. S.—WANT reliable Special Agents experienced in handling Fairs. Unless we know you, require satisfactory references.

W. S. MALARKEY
Can Place Shows and Games for
OWEGO, N. Y., FAIR, AUGUST 24-29
TROY, PA., FAIR, AUGUST 25-29
Shows 25 per cent; games \$20.00 each.
W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

DANCING GIRLS
Can place Oriental and Fan Dancing. Also Chorus and Postng Girls. Long season. Top salary. Wire or come on. Will place you. Address WALTER DECKER, Gink Show, Massena, N. Y., this week, then Maloca, N. Y.

Orders and Praise for REEL "21" POUR IN!

We're literally "swamped" with orders for this great counter game, and the operators are loud in their praise of its sensational profit-making ability. Prompt delivery from our office nearest you. Electro-Ball serves you better!



\$23.75 TAX PAID

ELECTRO-BALL CO., Inc.

—DISTRIBUTORS—

Dallas Fort Worth Waco San Antonio
Houston New Orleans, La. Wichita Falls Oklahoma City
Memphis, Tenn.

WANTED WANTED WANTED

For String of Bona-Fide Established Fairs, Starting Northville, Mich., August 26-29, Inclusive.

SHOWS—5 or 10-in-1, Wax, Monkey, Animal, Fat People or any other shows with own outfits. Reasonable percentage.

RIDES—Want Loop-O-Plane or any other rides not conflicting.

CONCESSIONS—Photos, Pitch-Till-You-Win, Ball Games, Candy Floss, Fish Pond, etc. Reasonable rates. Positively no grift.

Wire or Write

COTE'S WOLVERINE SHOWS

11728 Broad Street, Detroit, Mich.

DIXIE EXPOSITION SHOWS WANT

For twelve fairs, eight in Alabama, where crops are big and not showed to death. Want Flat Ride, Kiddie Ride, Legitimate Concessions, Shows of all kinds not conflicting, Foreman and Help on Merry-Go-Round, Ferris Wheel Foreman, Colored Musicians for Minstrel, Dancing Girls, Dyersburg, Tenn., next week. Memphis Scout Celebration follows. Tipton County Fair, Covington, Tenn., follows. Mayfield, Ky., this week. Address C. D. SCOTT.

DENNERT & KNEPP COMBINED EXPOSITION, INC.

WANT Half-and-Half, also Freaks and Acts for Side Show. George Spears write or wire. Want to hear from Trombone Player. CAN PLACE two Grind Shows that do not conflict. CAN PLACE Concessions of all kinds. Rates reasonable. Experienced Ball Game Workers wanted, also Promoters who can handle New Deal Fairs. Berryville, Va., Fair, August 18 to 22; Marlinton, W. Va., week August 24. Then all Fairs until Armistice Day. FAIR SECRETARIES IN VIRGINIA AND NORTH CAROLINA, WE HAVE ONE OPEN DATE. All mail and wires as per route.

J. F. DENNERT, Mgr.

VOLUNTEER STATE EXPOSITION WANTS

For Owensboro, Ky., Junior Order Industrial Fair, week August 24; Paducah, Ky., Red Men's Industrial Fair, week August 31. These towns well advertised and promoted properly by Hal Bailey and his crew of 10 people. Over 50,000 tickets sold for these dates, with Fairs and Promotions to follow in Kentucky, Tennessee, Mississippi and Alabama until Thanksgiving. WANT any Side that don't conflict, shows with or without their own outfits. WILL BOOK Side Show at owner's terms. Concessions all open except Cook House. Special proposition to Bingo with nice cash. Need some General Help, also Musicians and Performers for best treated Minstrel Show on road. All winter's work for Minstrel people. Hal Bailey wants Hammer Man and Phone People. All people who have been with us before, write or wire. May have something to offer. Address Madison, Ind., this week. JOE BEATTY or ROY BLAKE.

CONCESSIONS AND SHOWS WANTED

For Wise, Va., Fair, next week, with ten more weeks of Fairs in Tobacco Belt of North and South Carolinas. Want Talkers, Real Freaks and Tattoo Artists for Ten-in-One. Shows with or without outfits not conflicting. Will book Loop-O-Plane, Penny Arcade and Concessions. All address

J. P. BOLT, Mgr., Dixie Model Shows

This week, Pulaski, Va.; then as per route.

J. J. PAGE SHOWS WANT

Legitimate Concessions and Shows that don't conflict. Peanuts Richardson wants Girls for Girl Show. Dotty Devoo, Mickey and Gene Jones and Betty White, answer. Carthage, Tenn., Fair next week. Alexandria Fair, Tri-County Fair, Lafollette and Onaida, Tenn. Fairs to follow; then Rome, Ga.; Marietta, Thomaston, Covington, Newman, Griffin and Eastman, Ga., Fairs to follow. All address J. J. PAGE SHOWS, Franklin, Tenn., this week.

AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANG- ING ODDS, LIGHT-UP, LIFE- TIME SALESBOARD MACHINE



EARN'S MORE MONEY Than a BELL
and SALESBOARD COMBINED

Odds as high as \$7.00 for 50! It's sensational! Numbers ending in 8 in 0 and in 50 are Winners! Number 250 or 3 Red Light enables player to punch in Jackpot compartment. Jackpots are 50c and \$1.00. \$2.00 Jackpot plus GOLD AWARD of \$5.00! The greatest payout come-on in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bell and Salesboard COMBINED!



GET BUSY—RUSH YOUR ORDER NOW!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

REEL "21"

BIGGER AND BIGGER
AND BIGGER AND
BIGGER AND BIGGER
AND BIGGER AND
BIGGER AND BIGGER
AND BIGGER AND



\$23.75
Tax Paid

BIGGER
IN PROFIT EARNINGS
EVERY MINUTE OF THE DAY!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

GENCO
INCORPORATED

MANUFACTURERS COIN CONTROLLED MACHINES
2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS

BUCKINGHAM
1236 - 1237

Aug. 14th, 1936.

George Fenser & Co.,
11 Runyon St.,
Newark, N.J.

Dear George:

We are pleased to agree with your request to make this statement to appear in the Billboard, in order that your Eastern operators may be assured of deliveries. Commencing Wednesday, August 19th, we will ship you from Chicago, twenty-five Bankroll bowling alleys daily until we have notice from you to stop.

Our friends and your friends in the East may be assured of immediate delivery out of your Newark and New York offices.

We want to take this opportunity of congratulating you on the wonderful location you have obtained, 1140 Broadway, and also in getting the services of our good friend L. G. (Audy) Anderson, former Sales Promotion Manager of the Billboard, as your General Sales Manager.

With kindest personal regards,

Sincerely yours,

GENCO INCORPORATED
[Signature]

DG:AO

*An
Open Invitation*

GENCO URGES ALL DISTRIBUTORS AND OPERATORS TO COMPARE ALL THE BOWLING GAMES ON THE MARKET BEFORE MAKING A CHOICE.

GENCO INC.

2621 N. Ashland Ave., Chicago

Manufacturers of

BANK-ROLL

THE BOWLING GAME WITH ALL THE FEATURES THAT COUNT

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

THIS WEEK'S SPECIAL
ALAMO
\$82.50
BRAND NEW

EVERY MACHINE Listed Is
BRAND NEW
IN ORIGINAL CARTONS
50 GRAND... \$37.50

Personal Service

AUTOMATIC PAYOUTS NOVELTY GAMES

HOLLYWOOD .. \$49.50	SOCKER \$23.50
HIALEAH \$98.50	ROTATION . . . \$27.50
GRAND SLAM . \$68.50	CLIPPER \$25.00 (Evans)
SOCKIT \$40.00	LITE-A-BASKET \$25.00
COCOANUTS . . \$32.50	CRACKERJACK . \$25.00
SNOOKER \$60.00	DITTO \$25.00
BLACK MAGIC . \$37.50 (Counter Dice Game)	HEADLITE . . . \$35.00
	WORLD SERIES . \$12.50

DON'T MISS OUR SPECIAL PRICE LIST ON USED 1-SHOT GAMES

Write Us for Quotations on Automatic Bowling-Type Games and Phonographs. All Prices F. O. B. Chicago.

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL.

1905 1/2 FIFTH AVE. PITTSBURGH, PA.

Lippert Firm Has Tie Deal

DEARBORN, Mich., Aug. 15.—Lippert Manufacturing Company is featuring a new salesboard deal, using tailor-made ties as the sales item. Each board carries 10 quality ties as prizes, with the 5-cent board having a 85 take. Firm is making a good price on quantity orders. Sample board, with ties, goes for \$2.

PATRONS WANT

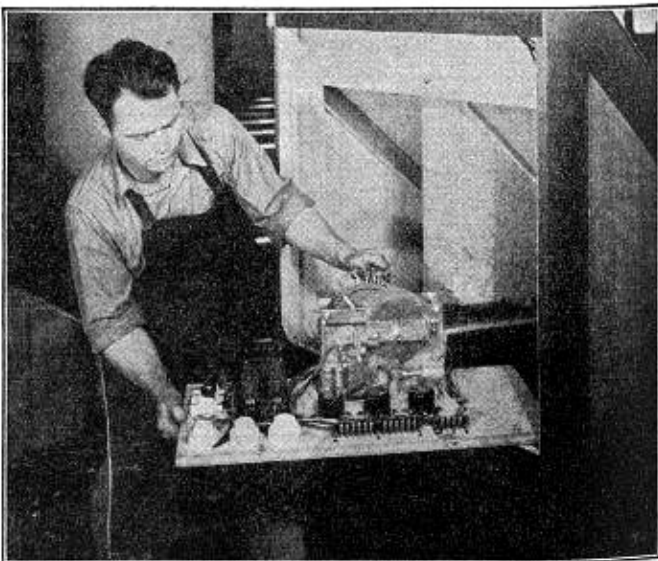
(Continued from page 3)

the double-feature pattern resulted in a loss of entertainment value, that double features lower the general excellence

of the picture product, etc.

The small minority opposed to single features included among the advantages of doubles the fact one of the two pictures presented would probably prove entertaining anyway, thus giving the patron something for his money, and the consequent abolition of an excess of short subjects. Also listed was the statement, "We have learned to expect a lot for our money."

Poll was taken in view of the Warner release schedule, which consists of four longer-than-usual pictures: *A Midsummer Night's Dream*, *Anthony Adverse*, *The Green Pastures* and *Charge of the Light Brigade*.



ABOVE ILLUSTRATION SHOWS a factory expert installing compact mechanism panel in Bowlette, J. H. Keeney & Company's automatic bowling-type game. A Stancor Inverter, as shown, furnishes the electrical power.

Miss a Game!
Any Day!
just to play
SHORT SOX
Only \$49.50

STONER CORPORATION

Aurora, Illinois

RECONDITIONED GAMES

Rotor Table	\$45.00	Budget	\$19.50
Balance	6.75	Big Shot	20.00
Ditto	17.50	Bomber	14.50
Spotlight	6.75	Chicago Expr.	6.75
Scream	9.50	ABT Big Game	5.75
Large Action	6.75	Hunter	8.50
Spotlight	5.75	Clearing House	9.50
50 Grand	39.50	Criss Cross	7.50
Ball Fan	12.00	Sensation	5.75
1/3 Deposit		1/3 Deposit	

NATIONAL NOVELTY CO.
MERRICK, L. I., N. Y.
Send for Our Weekly Mailing List. No Charge.

ROUTES

(Continued from page 88)

Polack Bros.: Minot, N. D., 17-22; Elsmarek 24-29.
Ringling Bros. and Barnum & Bailey: Galesburg, Ill., 18; Peoria 19; Decatur 20; St. Louis, Mo., 21-23; Springfield 24; Tulsa, Okla., 25; Okmulgee 26; Oklahoma City 27; Coffeyville, Kan., 28; Pittsburg 29.
Robbins Bros.: Haxham, Colo., 20; Yuma 21; Brush 22; Longmont 24; Boulder 25.
Schell Bros.: Telluride, Colo., 19; Rico 20; Dolores 21; Cortez 22.
Seal Bros.: Payette, Ida., 19; Emmett 20; Meridian 21; Glenns Ferry 22.

Take a TIP-JACK — For Extra Profits

FAST PROFITS

No. 1280
1200 Holes
10c Play
Takes in \$120.00
Pays out 56.50

GROSS PROFIT ... \$63.50

Also available with last 5 punches in each section free.

No. 1280FF
Takes in \$100.00
Pays out \$56.50
Gross Profit \$43.50

DEFINITE PAYOUT

No. 1285
1200 Holes
5c Play
Takes in \$60.00
Pays out 25.15

GROSS PROFIT ... \$34.85

Also available with last 5 punches in each section free.

No. 1285FF
Takes in \$50.00
Pays out \$25.15
Gross Profit \$24.85

Price (Any Number Listed) \$4.28, Each. Plus 10% Tax.

ALAMO SHOWS WANTS

FOR MACON, GA., AUGUST 20 TO 29. Shows, Rides, Concessions and Concession Agents for Stock Stores, Ball Games, Man to handle Crime Show, Snakes and Small Animals. We have downtown locations in best tobacco towns in Georgia to follow. Mail, wires address

ALAMO SHOWS
J. L. JOHNS, Manager, Macon, Ga.

JOHN R. WARD SHOWS WANT

Chairplane and Merry-Go-Round Foreman, Ride Help, GAN PLACE Shows. WANT People for Ten-in-One. ALSO GAN PLACE all Concessions except Corn Game, Cook House, Photos and Custard. WANT capable Man and Wife, manage Cook House. WANT sober, reliable Banner Man, drive new Sound Truck. Pairs ending in Mississippi November 15. Hannibal, Mo., this week; Troy, Mo., Fair, next week.

WANT SOLICITORS

Phone—Experienced. Special Edition and Programs. Year's work in Central States. Write

L. F. HAAS
248 Field Avenue, Toledo, O.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

A 4-for-10c Photo Machine that Pays Operators Up to \$200.00 Weekly!

QUARTERMATIC

Shoot a stamp for complete descriptive circular on this most profitable of direct-positive machines! It's fireproof, waterproof and weatherproof, made completely of steel to stand roughest usage. Automatic cutter and counter on camera just one of QUARTERMATIC efficiency features. Get the facts . . . write today!

MARKS & FULLER, Inc.
44 EAST AVE. • ROCHESTER, N. Y.

HARLICH MFG. CO.

1411 W. JACKSON BLVD. CHICAGO - ILLINOIS

PROFITS BEGIN WITH MONARCH SPECIALS

Baffle Ball	\$35.00	Angelito	9.45
Champion	10.00	Beamite	6.45
Put 'n' Take, Side D'r	12.00	Criss Cross Lite	7.45
Put 'n' Take, Front D'r	14.50	Kings	7.45
Whoo	12.50	Scream	10.45
7-11, 2 h.	14.50	Big Game	9.45
Ivory Golf, 2 Balls	17.50	Five & Ten	13.45
Traffic A, Tick & P. O.	17.50	Rockola 21	6.45
Bambler, 10 Balls	37.50	3 in Line	10.45
Mystery 3	25.00	Kings of Turf	8.45
Rosco, 10 Ball, P. O.	22.50	Globe Trotter	7.45
F*ball, 10 Ball, P. O.	22.50	Trialite	8.45
White's, 10 Ball, P. O.	22.50	Par Golf	10.45
Carloca	14.50	Action, Jr.	4.45

Repartman, Vis. Latest \$12.50
Hit or Miss, 1 h. \$1.50 top - 15.00
Rocket 8.00

All Games Reconditioned by Factory Trained Experts. Terms: 1/3 Deposit, Balance C. O. D. Complete Line of New Machines and Salesboards. Write for List.

MONARCH COIN MACHINE CO., 2304-08 Armitage Ave., Chicago, Ill.

FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we endorse "only the best" coin-operated machines of every description. Immediate Delivery!

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.
"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

Thank You for Mentioning The Billboard.

OPERATORS ALL ORDER THE WINNER...

PAMCO TANGO FASCINATION

BEST LOOKING... BEST PRINCIPLE OF ALL!!

It's "EYE-APPEAL" that gets attention! Pamco Tango "FASCINATION"—with its Beautiful Two-Tone Finish—its Massive De Luxe Appearance—gives operators easy entrance into better locations. Takes Pamco Tango "FASCINATION" to do it!

GUARANTEED MECHANICALLY PERFECT

Number of balls played and their relative position in pockets is instantly posted on Life-Up Board. 9 tosses for a nickel. Five balls Up and Down—Across—or Slantwise—are good for dime to dollar awards. Has MORE APPEAL than "Screeno."



YOU CAN DEPEND ON PAMCO GAMES

PRICE \$275

PACIFIC AMUSEMENT MFG. CO.

14 feet long—29 inches wide—4 feet, 2 inches high—weight 425 pounds. FAST BALL RETURN—POSITIVE ACTION—NO WAITING!!!

Demountable in 3 Sections for Quick Assembly—Light Handling. New Replacement Boards Guarantee Perpetual Installation. Meter Totalizes Games Played for True Accountings.

4223 WEST LAKE ST. • CHICAGO • ILL
1920 SOUTH HOPE ST. • LOS ANGELES • CAL

REEL '21' 10-DAY TRIAL

Is BLACK JACK or the Old Popular Army Game "Strictly According to Hoyle?" In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! 4-way Play—3c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS.



\$23.75

DOUBLE DOOR AND REGISTER \$2.00 EXTRA

Rush Your Order Now

SICKING MFG. CO., Inc.,

ALL TYPES OF Mills Bells & Venders

AT FACTORY PRICES

Write for Complete Catalog

BALL GUM

15c a Box (100 Pieces)
Case Lots
100 Boxes \$12.00
1/3 Deposit With Order.



MILLS BLUE FRONT MYSTERY

Still the most popular Ball and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c and 25c Pkgs.

1922 Freeman Ave., Cincinnati, Ohio

BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075

Takes In \$144.00
Pays Out 112.00

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board & Card House in the World

6320-32 Harvard Avenue, Chicago, U. S. A.



BOWLETTE

9 Balls, 12 Coin Escalator, Light-Up Score Board, Perfect Mechanism.

Write for Territorial Arrangements of Following States—NEW YORK, NEW JERSEY and CONNECTICUT.

BABE KAUFMAN, INC.

KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME

VELVET--1 Ball Payout, proven winner

All Other New Games in Stock.
250 W. 54th St., New York, N. Y.
Telephone, Circle 6-1642.



FIVE ON ONE GAME

WATCH THE TURTLE DIVE

FIVE ON ONE

For Every Counter—In Cafes—Lunch Rooms—Cigar Stores—Drug Stores—News Stands—Clubs.

IT'S NEW—IT'S DIFFERENT—IT'S FASCINATING—100% SKILL—LEGAL EVERYWHERE.

BUILT TO LAST—EQUIPPED WITH 7 TUMBLER LOCK

Thousands of Locations Waiting for This Sensational and Fascinating Game.

OPERATORS PRICE - Single Lot \$3.25 each

Lots of 6, \$3.00 Each. Lots of 12, \$2.50 Each.
TERMS, 1/3 Cash, Balance C. O. D.
WRITE, PHONE, WIRE

ATLAS MFG. CO.

3682 BROADWAY, NEW YORK CITY
(ED-4-3545.)

CAN YOU PLACE 5 PENNIES ON TURTLE

PRICES REDUCED

Hinah \$40.00	Electric Baffle Ball . . . \$17.50	Mills Tickette \$ 5.00
Daily Races 40.00	Whirlpool (Ticket) . . . 17.50	Punchette 5.00
Bally Derby 40.00	Stampede 15.00	Sally Bally 6.00
Bally Bonus 30.00	Gold Rush 10.00	Hold & Draw 6.00
Bally Perilous 30.00	A. B. T. Triple Bank . . . 10.00	Mills Black Jack Ball
Bally Jumbo 27.50	A. B. T. Big Shot 10.00	Gum Vender—Orig.
Double Score 27.50	Superior Penny Pack . . . 5.00	Inst. Package 5.00
Pay Day 30.00		

Mills—Jennings—Watling—Pace to Ball Gum Slot Machines.
One-Third Certified Deposit Required With Order.

CAROLINA'S AUTOMATIC SALES

44 VALLEY ST., ASHEVILLE, N. C.

The Last "Word" in Your Letter to Advertisers, "Billboard".

ROCK-O-BALL

IMMEDIATE DELIVERY

COMPLETE STOCK ON HAND

Wire—Phone—Write

for

ROCK-OLA'S SENSATIONAL ALLEY GAME



★ ★ ★

COMPLETE ROCK-OLA LINE

MULTI-SELECTOR PHONOGRAPHS

**NOVELTY PIN TABLES
AUTOMATIC PAYOUT TABLES**

EASTERN DISTRIBUTORS FOR ROCK-OLA MFG. CORP.

CAPITOL AUTOMATIC MUSIC CO., Inc.

460 WEST 34th ST.

NEW YORK CITY

Phones—MEdallion 3-5089-5090-5091-5093-5063

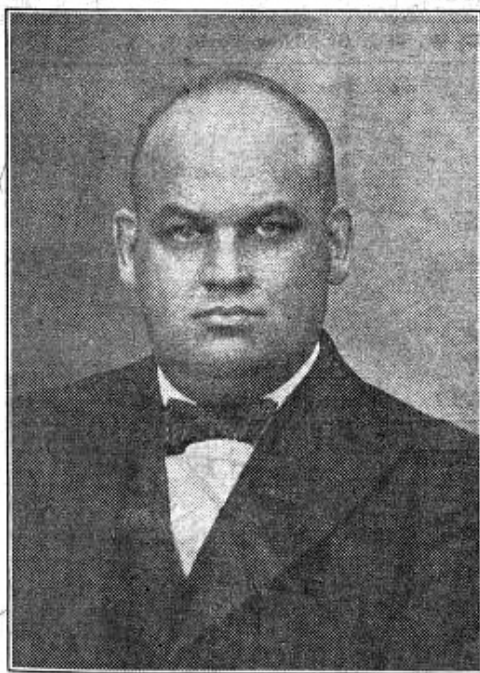
Herman Weiller Joins Hamilton as Philly Mgr.

MINNEAPOLIS, Aug. 15. — Herman Weiller, long identified with the sales-board industry in the Middle West and East, has been appointed Philadelphia branch manager for the Hamilton Manufacturing Company, of Minneapolis. Weiller brings to his new position a wealth of knowledge and experience.

For a period of more than two years Weiller has been associated with his brothers in France and Germany, managing one of several family-owned manufacturing plants located in the Saar. Schooled and trained in American methods of business, Weiller sold his in-

terests abroad and returned to New York. Speaking of his new association with the Hamilton Manufacturing Company, Weiller said:

"Upon my return to New York I found many changes had taken place during the last two years in the sales-board industry. Not only have the products of the industry been materially improved, but many new markets have been developed. Inasmuch as Hamilton has been one of the outstanding leaders in the industry for years, rapidly expanding its business from the Middle West to the East, it is gratifying to me to be in a position to serve my many friends in the East with immediate deliveries out of Philadelphia."

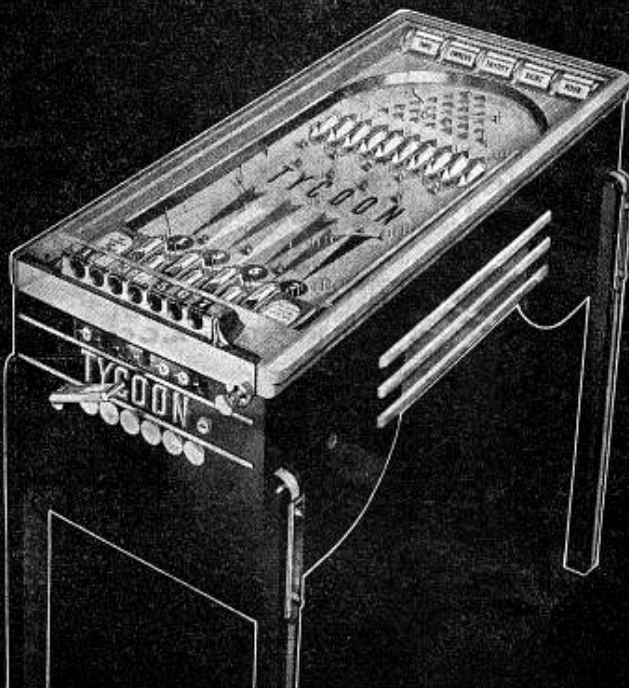


HERMAN WEILLER, until recently associated with his brothers in the manufacturing business in France and Germany and now the new Philadelphia branch manager for the Hamilton Manufacturing Company of Minneapolis.

Tycoon

REBORN! REFORMED!

Now equipped with \$1.50 top reward. Simplified seven slot mechanism drops all seven coins with single push of the bar. Coin track cloggings can be instantly eliminated by storekeeper with scavenger key. Operator also has complete access to coin mechanism with new front door.



IT'S AN ENTIRELY NEW TYCOON!

The first model Tycoon is still czar of all moneymakers; this new model has even greater appeal and greatly perfected operation.

NEW Tycoon

Seven Slot Automatic Payout with \$40 an Hour Chute

MILLS NOVELTY COMPANY

4100 Fullerton Ave., Chicago, Ill.

LIGHTS-OUT

Bally's FASCINATING NEW
8 BALL NON-PAYOUT GAME

**CHANGING
ODDS**

- LIGHT-UP TOTALIZER • LIGHT-UP BALL COUNT
- LIGHT-UP ODDS • LIGHT-UP ANTI-TILT

AT LAST a really new pin game idea—yet an idea that has already proven its magnetic play appeal in thousands of locations. LIGHTS-OUT is played like the "shut-out" dice game now sweeping the country like wild-fire—with the added thrill of SKILL! Due to the fact that ONLY 4 TO 8 BALLS are shot each game, LIGHTS-OUT is the FASTEST non-payout game on the market. On test locations it is competing with payout games—and in many cases actually EARNING MORE MONEY than many 10-ball payouts! In fact, LIGHTS-OUT DOES EVERYTHING A PAYOUT GAME DOES—except pay out. Merchant checks the score, award and anti-tilt without going near the machine.

Now is the time to start pepping up those non-payout spots with LIGHTS-OUT. Try at least a sample with privilege of returning within 7 days if it doesn't bring in the biggest non-payout profits you've earned in years! RUSH YOUR ORDER TODAY.



JUMBO SIZE
44 in. by 22 in.

*Easy TO
UNDERSTAND*

They get the idea at a glance • SHOOT balls in pockets to put as many LIGHTS OUT as possible with each ball • STOP shooting when all nine top-row lights are out • RECEIVE number of Skill Points indicated directly under number of balls played • ALL nine lights must be out to win, and the fewer the balls the higher the award!

PLUG-IN
To Any A. C. Outlet

\$54.50

1-3 with order, balance
C. O. D., F. O. B. Chicago

Licensed by Consolidated Pat. Corp.
(Pat. No. 1,802,521)



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

The "GOLDEN" Bargain Board

Takes in \$80.00, Pays Out \$41.00, PROFIT \$39.00.

Thick Board—Complete Sell-Out—Counterfeit-Proof Numbers.

Sample Prepaid \$2.50. Remittance in Full With Order.

Quantity Discount to Jobbers and Operators.

C. CHARLE & CO., South Side, Springfield, Mo.

ARE YOU CASHING IN ON TRADING POST?

If not you are passing up some mighty sweet profits. TRADING POST GETS THE PLAY BECAUSE EVERYBODY WINS EVERY TIME—THE CUSTOMER — THE OPERATOR — THE DEALER — NOBODY LOSES.

On the front of the carton there are 120 tickets or tabs, each numbered on the back. The customer pulls a ticket and, presenting it to the dealer with 10c, receives the package of valuable merchandise which bears the number corresponding with the number on the ticket. He has no idea what he is going to get until he opens the sealed package, but he is sure he will get something every time.

We can give such sensational values because we are a clearing house for job lots of all kinds of merchandise.

TRADING POST COSTS YOU ONLY \$6.60 F.O.B. CHICAGO.

DEALER PAYS YOU \$9.75—TAKES IN \$13.00.

25% Deposit Required With All Orders—Balance C. O. D.



Display Carton attractively printed in 4 beautiful Colors

TRADING POST SYNDICATE

321 W. Huron Street,

CHICAGO, ILL.



HIGH STAKES

"Groethen's Great Counter Game"

The thrilling New Streamline Wood Cabinet Game, with beautifully engraved and painted front, the new "match-a-color" horses, the teasing high odds on the Reels make HIGH STAKES so alluring that no player can resist.

\$24.75 EACH 1/3 Deposit
(Tax Included) Bal. C. O. D.

BALLY ROLL, \$259.50
"The Choice Bowling Game of the Coin Machine Industry"

IDEAL NOVELTY CO., 1518 MARKET ST., ST. LOUIS, MO.



JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00, Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY

312-314 BROADWAY NASHVILLE, TENN.

Is Your Subscription to The Billboard About To Expire?

THE FINEST AUTOMATIC PAYOUT TABLES

DAILY RACES • FENCE BUSTER • BROKERS TIP • SUNSHINE BASEBALL
MOTOR DRIVEN PAYOUT UNIT! PLAYER CONTROLLED CHANGING ODDS!



DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutuals! Odds up to 40-1 pay off on Win, Place and Show, Multiple Coin Slot accepts as much as \$1.00 or more on each play. Mystery Coin Slot optional. Get in on this "sure-thing" — place Daily Races today . . . the game that accomplishes more than products selling for as high as \$500.

\$125

Check Separator, no extra cost; 2-ball play, \$2.50 extra; Ticket Game, \$10 extra; Electro-pak equipped (Batteries optional), D. C. Adaptor, \$5 extra.

MYSTERY SINGLE COIN SLOT

Available at no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.

Awards Mechanically Adjustable



SUNSHINE BASEBALL

SUNSHINE BASEBALL is a one-ball automatic payout at a price far below its true value! Player can leave odds stand or has one opportunity to change them by successfully hitting "Change Odds" pocket. Leading Major and Minor League teams are represented. Pays 2-1 for Cellar position and up to 40-1 for League Championship. Pennant Winner and Series Winner. Mystery Payout Hole provides additional thrills. Order Now!

LOW PRICED \$99.50

Check Separator, no extra cost; 2-ball play, \$2.50 extra; 5-ball play, \$10 extra; Ticket Game, \$10 extra; battery equipped; Electro-pak, \$5 extra; D. C. Adaptor, \$10 extra.

Get behind a real game . . . pitch your location right into big money with Sunshine Baseball!

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST. CHICAGO, ILL.

LEADING BRANDS

1000 HOLE 1c CIGARETTE BOARD
Takes in \$10.00. Sells 34, 36 or 40 Packs of Cigarettes. The Front of the Board is a Masterpiece of Art, and is a decoration for the counter, besides a wonderful silent salesman.

Plus 10% Tax.

PRICE 96c

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.
418 South Wells Street, CHICAGO, ILL.
1352 N. E. First Avenue, MIAMI, FLA.
3502 1/2 McKinley Street, TACOMA, WASH.

227 S. Presa Street, SAN ANTONIO, TEX.
22 West 23d Street, NEW YORK, N. Y.
248 Marietta Street, ATLANTA, GA.



SALESBOARD OPERATORS WAKE UP

YOU TOO CAN EARN UP TO \$1,000.00 A MONTH—WITH THE LINE OF LIVE CASH SALESBOARD DEALS CREATED BY "UNIQUE" FOR THE OPERATOR ONLY

Write now for FREE Illustrated Catalogue showing latest line of non-competitive cash salesboard deals.

UNIQUE DISTRIBUTING COMPANY • 239-40 LOEB ARCADE BUILDING MINNEAPOLIS MINNESOTA

(The Best Friend the Operator Ever Had)

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. Pacific Am. Mfg. Co. Groetchen Mfg. Co.

J. H. Keeney & Co. D. Gottlieb Co. A. B. T. Co.

Exhibit Supply Co. Daval Mfg. Co. Western Equip. Co.

26th and Huntingdon Sts. PHILADELPHIA, PA.

KEYSTONE NOV. & MFG. CO.



OPERATORS—Make year 'round Profits with BAR-BOY

It's a brand-new fast action four reel game for Taverns and Bars. Gets the Best Spots. Make barrels of money all year round.

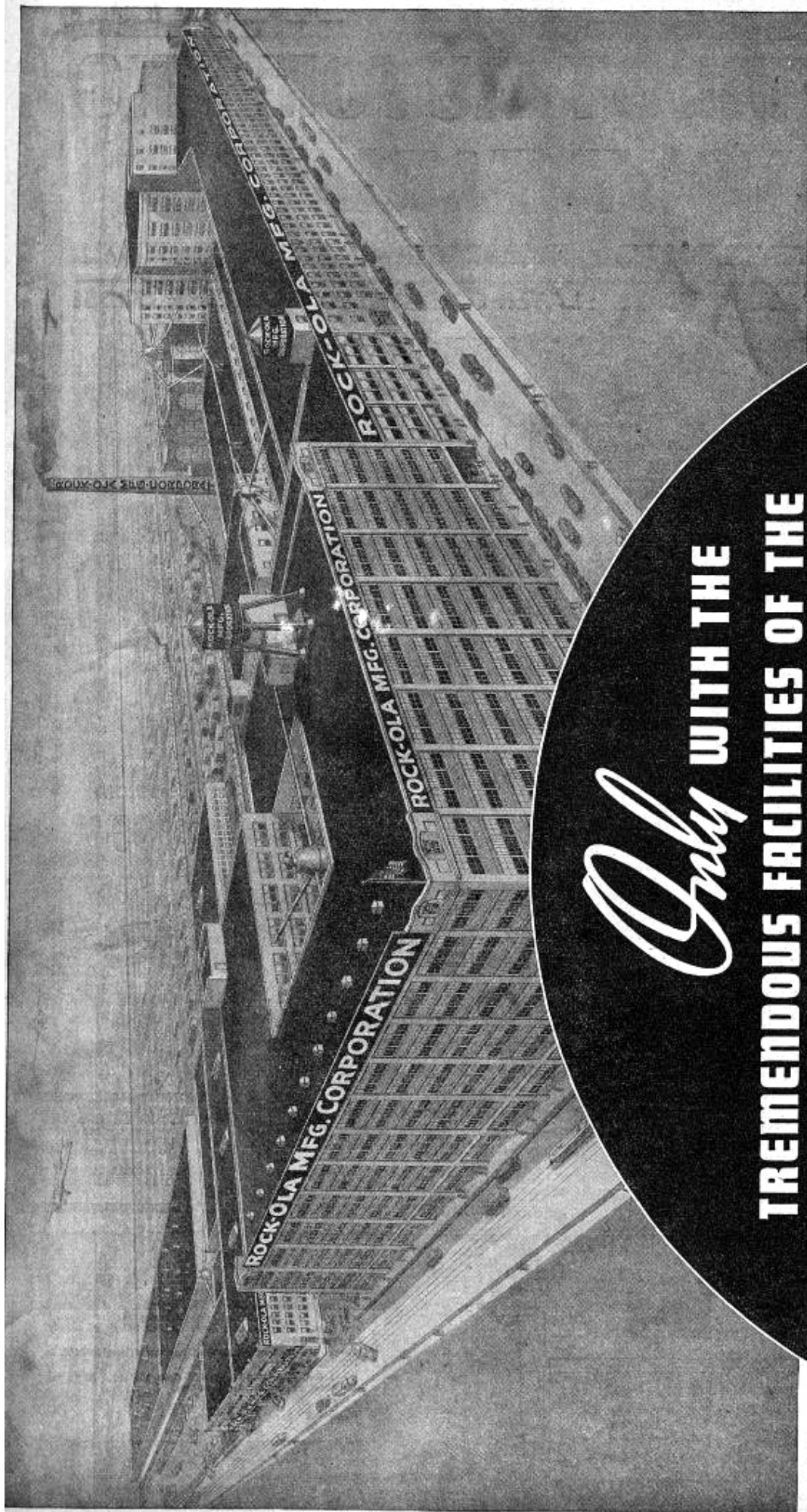
Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.

Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY **\$14.95** F. O. B. CHICAGO

7-Day Trial Offer

GARDEN CITY NOVELTY MFG. CO. 4347 E. RAVENSWOOD AVE. CHICAGO, ILL.



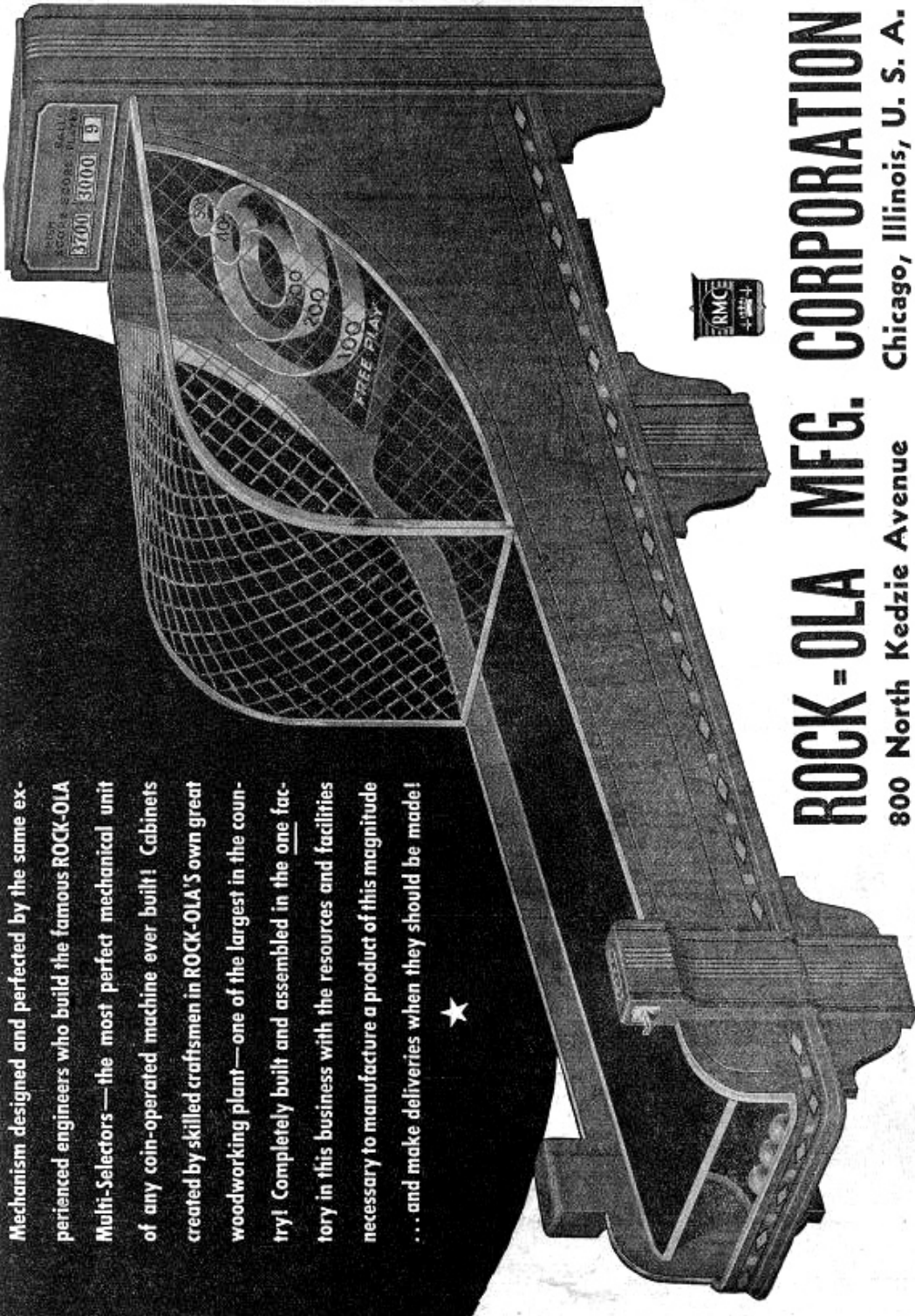
With 800,000 square feet of production area, the huge ROCK-OLA plant is equipped, like no other, to produce the perfect . . . the beautiful . . . the one real bowling game . . . ROCK-O-BALL!

Only WITH THE
 TREMENDOUS FACILITIES OF THE
 LARGEST FACTORY IN THE INDUSTRY
 CAN THE ONE REAL BOWLING GAME BE BUILT
 and deliveries made when you want them!

★ FEATURES

- ★ ROCK-O-BALL'S automatic scoring shows—the score of the game being played—the previous high score—the number of balls played at all times!
- ★ All scores are attractively displayed on ROCK-O-BALL'S big, brilliant light-up panel!
- ★ Everything about ROCK-O-BALL is designed to add to the enjoyment of playing. The playing surface is made as wide as possible.
- ★ The length is 14 feet, 6 inches—ideal for enjoyable play.
- ★ The coin chute is at the most comfortable height.
- ★ The playing surface is at a perfect height so that player does not have to reach down or stoop over!
- ★ Cabinet is designed so that nothing will interfere with the player's stance when bowling!
- ★ Wide target—adding greatly to the comeliness on appeal to the player.
- ★ Free play feature—no lost balls!
- ★ Underneath ball return—eliminating all noise!
- ★ Visible coin chutes!
- ★ Entirely portable. Separates at middle of post, so as not to be visible when erected. ROCK-O-BALL is as easily moved as a pay table or phonograph.
- ★ Equipped with 2 Vender Registers—one registers total number of high scores made—the other, total number of plays!
- ★ Operates both mechanically and electrically, making use of the best functions of each.
- ★ Equipped with a power pak, assuring smooth, continuous operation.
- ★ Scoring pockets all differently colored.

Mechanism designed and perfected by the same experienced engineers who build the famous ROCK-OLA Multi-Selectors—the most perfect mechanical unit of any coin-operated machine ever built! Cabinets created by skilled craftsmen in ROCK-OLA'S own great woodworking plant—one of the largest in the country! Completely built and assembled in the one factory in this business with the resources and facilities necessary to manufacture a product of this magnitude ... and make deliveries when they should be made!



ROCK-OLA MFG. CORPORATION
 800 North Kedzie Avenue Chicago, Illinois, U. S. A.

\$259.50

F. O. B. CHICAGO
 1-3 DEPOSIT
 BALANCE C. O. D.

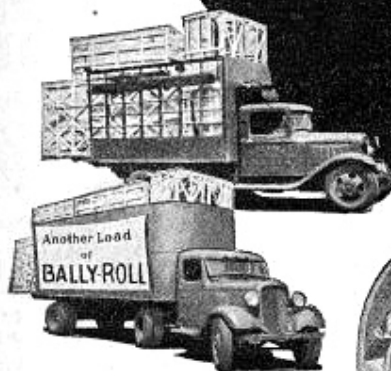
ROCK-O-BALL
THE ONE REAL BOWLING GAME ... by ROCK-OLA

CARLOADS *Shipped* EVERY DAY

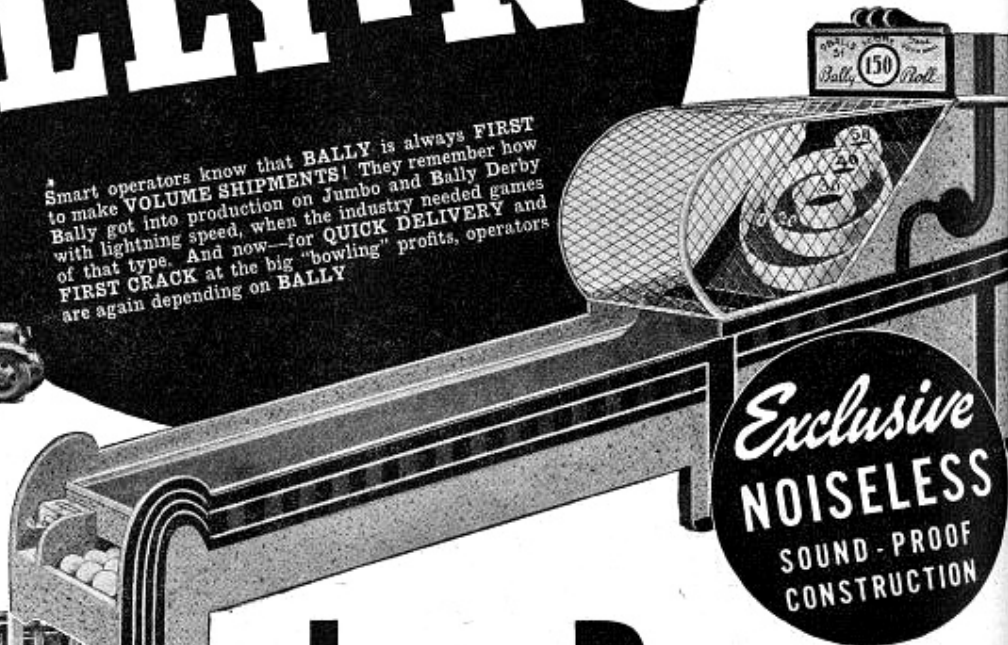
HUGE PRODUCTION GUARANTEES QUICK DELIVERY AND IMMEDIATE PROFITS ON

BALLY-ROLL

Smart operators know that BALLY is always FIRST to make VOLUME SHIPMENTS! They remember how Bally got into production on Jumbo and Bally Derby with lightning speed, when the industry needed games of that type. And now—for QUICK DELIVERY and FIRST CRACK at the big "bowling" profits, operators are again depending on BALLY



BALLY-ROLL is in FULL PRODUCTION—and has been for the past three weeks. Due to BALLY'S well known ability to swing into high-speed production, operators and jobbers are getting daily volume shipments of BALLY-ROLL! If you want QUICKEST DELIVERY and FIRST CRACK at the big bowling profits, ORDER BALLY-ROLL TODAY!



I NCREASED **P** ROFITS INSURED
BY MANY EXCLUSIVE FEATURES

BALLY-ROLL gives the player MORE ACTUAL PLAY for his money. Exclusive narrow side-rail design provides WIDEST ALLEY SURFACE and FULL-WIDTH TARGET—without increasing floor-space required! EXCLUSIVE SAFETY FIRST FEATURES—such as HIGH SIDE-RAILS and SMALL-MESH NET—wins welcome in locations now cold to ordinary games! These are only a few of the reasons why BALLY-ROLL is the choice of America's biggest and keenest buyers—why BALLY-ROLL earns UP TO \$50.00 DAILY PROFIT! Get your share!

WRITE OR WIRE FOR FULL-COLOR CIRCULAR

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

John A. Fitzgibbons, Inc. Eastern Distributor, 453 W. 47th St. New York, N. Y.

**NO DELAY ON RAY'S TRACK . ROUND UP . LIGHTS OUT
BALLY BABY . RELIANCE . ALL IN FULL PRODUCTION**

There's no stopping them.

**THESE TWO GIANT PAYOUT HITS
ARE KNOCKING OUT BIGGER AND
BETTER PROFITS THAN EVER!**



QUEEN MARY

With these super-features, QUEEN MARY can't help but pull into port loaded with rich profits for you!

- ★ Huge, impressive 50-inch cabinet.
- ★ Beautiful, colorful playing field.
- ★ Mystery coin chute.
- ★ Changing odds—score-increasing switches.
- ★ Equipped with Rock-O-Pac Battery Eliminator and batteries—automatically changes over from one to the other.
- ★ Flashing lights.
- ★ QUEEN MARY ship bell sound effects.
- ★ Mint Vendor and Ticket Unit optional.
- ★ ROCK-OLA Universal Pay Unit.
- ★ In-a-drawer mechanism.
- ★ Sensational appeal and earning power.

\$145.50
Including Rock-O-Pac
 Battery Eliminator,
 Mint Vendor \$10
 Ticket Unit \$10

CREDIT

By far the biggest and best pay table value on the market today. Give yourself CREDIT. Give your locations CREDIT. Take CREDIT and pile up some real pay table profits all summer and far into the fall and winter!

\$99.50
Mint Vendor \$10
 Ticket Unit \$10

ROCK-OLA MFG. CORPORATION

800 N. Kedzie Ave., Chicago, Ill.

HAMILTON OPENS PHILADELPHIA BRANCH

WITH COMPLETE STOCKS GUARANTEEING IMMEDIATE DELIVERY

Mr. Herman Weiller,
Manager,

is in charge of our new Philadelphia Branch. A complete stock of Hamilton Salesboards is now ready for immediate delivery to all Hamilton customers in the East.

We illustrate two new novelty assortments that have proved a summer sales sensation.

We sell only to the wholesale trade. Retailers are requested to buy direct from their local jobbers.

1c Lapel Watch Assortment
3,000 HOLE
Takes in **\$30**
Pays Out 4 New Lapel Watches and 40 packages of Cigarettes.
NET PRICE, complete with 4 Lapel Watches, including 10% Government Excise Tax, each **\$5.90.**

5c Falcon Camera Assortment
700 HOLE
Takes in **\$35**
Pays Out 3 Falcon Cameras (Size of Films, 1 1/4" x 2 1/2"), 50 packages of Cigarettes.
NET PRICE, with 3 Falcon Cameras, including 10% Government Excise Tax, **\$5.95.**

HAMILTON MANUFACTURING COMPANY
32 North Fifth St., PHILADELPHIA

413 South Fifth, MINNEAPOLIS