

AUGUST 29 1936

15 CENTS

AUG 26 1936

# The Billboard



**FALL SPECIAL**

norman  
sylvia

# HARRIS and SHORE



proudly present

## CRITICAL RAVES FROM TWO CONTINENTS NORTH AMERICA

**News**—Lyric Theatre, Indianapolis, Ind., 9/28/35.  
Harris and Shore burlesque adage dancers unmercifully and hilariously.

**Times**—Lyric Theatre, Indianapolis, Ind., 9/28/35.  
The brightest spot on the bill is held by Harris and Shore.

**Independent**—Mayfair Supper Club, Kansas City, Mo., 10/10/35.  
Harris and Shore are bringing down the house with their burlesque ballroom dances.—FLORENCE GARDNER.

**Star**—Mayfair Supper Club, Kansas City, Mo., 10/30/35.  
The new revue at the Mayfair drew more applause than has any production to appear at the Booth, State supper club. Harris and Shore continue to score with their popular burlesque on ballroom dancing.—LONDON LAIRD.

**Time**—Mayfair Supper Club, Kansas City, Mo., 10/14/35.  
Smart supper club entertainment of the highest type yet offered in Kansas City—A show nearly equalled in the renowned shows of New York, Chicago or West Coast cities. Harris and Shore, eccentric dancing team, burlesque ballroom dancing to consistent and well-deserved applause.—LIVELY LAWRENCE.

**Daily Times**—Orpheum Theatre, Des Moines, Ia., 10/5/35.  
Harris and Shore completely walked away with the honors. They had a hard time making an exit from the stage last night, as the applause nearly rocked the building.

**Showland**—State-Lake Theatre, Chicago, Ill., 9/28/35.  
Harris and Shore first very plainly demonstrated finished ballroom dancing.—CONKEY.

**Standard**—Teatro Casino, Buenos Aires, B. A., 4/2/36.

The funniest sketch of the evening was one concerning the antics of "William Clark, Cinema Actor." Mine performs took part in this, but Miss Shore was the star player. She kept the audience roaring with laughter.

Harris and Shore delighted the crowd with "King Bokero" and the popular turn was given to great success.—R. K. K.

**The Standard**—Teatro Casino, Buenos Aires, B. A., 5/18/36.

Just show this evening. The audience gave Harris and Shore a tremendous reception and were inspired in their demands for encore.—R. K. K.

**La Nacion**—Teatro Casino, Buenos Aires, B. A., 5/18/36.

The comical dancers, Harris and Shore, occupy first place amongst the artists.

**L'Estrella del Povo**—Teatro Casino, Buenos Aires, B. A., 4/10/36.

(Italian Paper.)  
Harris and Shore, humoristic dancers, were the great success. The public enjoyed their performance as much they had to do many encores.—O. B.

**Cleveland News**—Mayfair Casino, Cleveland, O., 12/10/35.

The best show the Casino has offered so far. There's plenty of good dancing in the new revue. Harris and Shore burlesque adage to the queen's taste.—ARTHUR SPAETH.

**Cleveland Weekly Review**—Mayfair Casino, Cleveland, O., 12/30/35.

Harris and Shore, comely dancers, are really funny, along with some very good dancing.—HARRIETTE COLEMAN.

**Denver Post**—Yabor Grand Theatre, Denver, Colo., 8/15/36.

The standout bit of the program is provided by a young couple who has combined the ancient arts of comedy and dancing to create something refreshingly new—an act worth a lot of laughter and several curtain calls.—FRED BISHOP.

**Inside Facts**—Orpheum Theatre, Los Angeles, Calif., 8/8/35.

Harris and Shore presented a comedy act that was a honey. They make a straight entrance in evening clothes and go into a serious dance. The comedy comes as a complete surprise and their continuous bumping in the house is a gas of laughter. This is one of the best dance acts in the business.—JACK JOSEPH.

**Daily News**—Orpheum Theatre, Los Angeles, Calif., 8/8/35.

Burlesque on ballroom dancing is well done by Harris and Shore. Continued laughter kept them on they fun provoking routine.—IRVING CAVANAGH.

**Colonial Theatre**, Dayton, O., 5/26/35.

The Colonial Theatre comes thru again this week with a show that rings the bell. Comedy is furnished in generous portions by Harris and Shore, who offer burlesque on adage dancing that are really clever.—VIRGINIA D. STRUM.

**Crítica**—Teatro Casino, Buenos Aires, B. A., 4/10/36.

Harris and Shore, a couple who dominate the stage in an admirable manner, showing a humorism difficult to imitate. We can say that they were a sensation and at the special request of the audience, they had to add several encores.

**Argentinesches Theater**—Teatro Casino, Buenos Aires, B. A., 5/4/36.

(German Paper in Argentina.)  
During the excellent scenes of the revue we are able to enjoy the performances of Harris and Shore. Two artists who deserve special mention because of their outstanding quality and fine performances in the scene "Montmartre" and afterwards in an eccentric "Rumba."—W. K.

**La Nacion**—Teatro Casino, Buenos Aires, B. A., 4/10/36.

The comical dancers, Harris and Shore, greeted several times not only greeted, but also with a fine humor as we seldom are given to enjoy.

**La Nacion**—Teatro Casino, Buenos Aires, B. A., 5/2/36.

We certainly do justice in praising especially the comical dances of Harris and Shore.

**Showland**—State-Lake Theatre, Chicago, Ill., 11/15/34.

Harris and Shore an off-the-socket team building over with unmerciful criticism.—CONKEY.

**Daily News**—Orpheum Theatre, Los Angeles, Calif., 8/8/35.

Comedy burlesque of ballroom dancing is done in hilarious style by Harris and Shore.

**Chronicle**—Golden Gate Theatre, San Francisco, Calif., 7/18/35.

Harris and Shore are really the stars of the show with their burlesquing of the current arabesque dancing craze. We've thought such dancing was funny for a long time, but before the advent of Harris and Shore it wasn't funny to laugh.—GEO. G. WARREN.

**Call Bulletin**—Golden Gate Theatre, San Francisco, Calif., 7/18/35.

Harris and Shore had the audience in a state of delirious hysteria that kept calling the pair back until they had to bow a dozen or more times.—THE CINEMAID.

**Variety**—Oriental Theatre, Chicago, Ill., 9/24/35.

Harris and Shore—Good performers who don't miss an opportunity for a laugh.—GOLD.

**Kansas City Star**—Yavor Theatre, Kansas City, Mo., 8/19/34.

It remains, however, for Harris and Shore to really bring down the house. This number could last thirty minutes instead of the ten minutes of time it covers. It has much to recommend it and nothing on the debit side of the picture.—LONDON LAIRD.

**Sun Telegraph**—Alvin Theatre, Pittsburgh, Pa., 5/22/35.

Things are just and snappy on the Alvin stage, what with Harris and Shore, the funny ballroom dancing team, going thru a Show Section Adage that had the audience in stitches.—KARL KREU.

## SOUTH AMERICA

**Standard**—Teatro Casino, Buenos Aires, B. A., 4/2/36.

The really clever and notable dancers, Harris and Shore, immediately caught the favor of the public with the wholehearted joy and grace of their dancing. They received unanimous applause for their classical, modern and eccentric dances.—GABRIEL PAGNILLI.

**La Prensa**—Teatro Casino, Buenos Aires, B. A., 8/16/36.

We were given to enjoy the performance of the eccentric dancers, Harris and Shore, who with their very comical dances, immediately gained the applause and favor of the whole public.

**Crítica**—Teatro Casino, Buenos Aires, B. A., 5/3/36.

Harris and Shore gained the favor of the whole public with their striking humorous performance in the "Montmartre" scene. "Alvin Theatre"—very much applauded—special mention to Norman Harris, who really did outstanding work.

Interpreting a "Rumba Escocesa," the humorous dancers, Harris and Shore, show once more their sense of rhythm, their ability and artistic grace. Their refined sense of humor which is retained in still full measure in "Adagio Dancers' Nightmare." A grand success.

**Variety**—Alvin Theatre, Pittsburgh, Pa., 5/28/35.

Harris and Shore start out to be a class ballroom routine, but turn out to be a burlesque and a good one of that type form. Five-act comedy makes it a cinch for the team.—COHEN.

**Post Gazette**—Alvin Theatre, Pittsburgh, Pa., 5/22/35.

There's a sparkling comedienne on hand to illuminate the presentation—an energetic one who looks dignify to the four winds, making life miserable for her partner but enjoyable for the audience.

**Merid Post**—Alvin Theatre, Louisville, Ky., 4/30/35.

Harris and Shore, comely dancers, enlivened the fast moving show.—A. A. D.

**Billboard**—Shubert Theatre, Cincinnati, O., 4/13/35.

Harris and Shore mixed team begin what looks like a legitimate act but shift suddenly to the ridiculous, much to the delight of the audience. Their antics had the customers howling.—LILL. SACCHIS.

**Times-Six**—Shubert Theatre, Cincinnati, O., 4/13/35.

For comedy act Harris and Shore, Miss Shore has a delightful sense of the absurd and smiles it where it does most damage to the stability of the audience.—MAX STEIN.

**Post**—Shubert Theatre, Cincinnati, O., 4/13/35.

Harris and Shore, comedy adage team, offer eccentric dancing, which is a scream.—G. P.

**Minneapolis Journal**—State Theatre, Minneapolis, Minn., 5/5/35.

Harris and Shore offered a different kind of fun work. The Adagio pair's showings of adage dancing is really different.

**Omaha Bee News**—Paramount Theatre, Omaha, Neb., 3/19/35.

Harris and Shore, comedy dancers, are the class of the new bill. Their twenty steps, with a fine and original style, had the audience in a continual laughter and applause mood.—JACK HEEL.

**Globe**—Casino de Urca, Rio de Janeiro, B. A., 3/6/36.

A tremendous reception for the wonderful comic artists, Harris and Shore. They are irresistible! Their "Solero" had the entire audience laughing until tears streamed from their eyes. Each of their movements is a movement to humor. When they disappeared behind the curtain, tremendous applause echoed thru the whole casino.—M. A.

**Prais**—Casino de Urca, Rio de Janeiro, B. A., 3/18/36.

The audience applauded and applauded the comedy dancing of Harris and Shore. Extraordinary—irresistible humor—Comedy intelligence—Exceptional—Success of the evening.—MARCUS ANDER.

**Prais**—Casino de Urca, Rio de Janeiro, B. A.

Harris and Shore suddenly made everybody laugh with a comedy walk. The public applauded wholeheartedly, insisting for encores. They respond in a humble spirit dance, laughter and applause. Buenos Aires, the Argentine Marine Minister of War, laughed spontaneously. The humor of these two good artists took hold of everybody—nobody could keep a serious face.—ARIEL.

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## LEGITIMATE HAS HIT SEASON

### Ill. on Way To High Mark

Springfield State Fair expected to draw 100,000 in excess of gates in 1935

SPRINGFIELD, Ill., Aug. 22.—Destined to shatter all previous attendance records, 1936 Illinois State Fair will wind up its nine-day program, longest in the 84 years it has been presented, here on Sunday with a special concert day, featuring a beauty pageant. Eugene K. Irwin, general manager of the fair, said estimated attendance for the first seven days, including yesterday, was 679,000, and he estimated at least 150,000 more will attend today and tomorrow to bring the mark up to 829,000, almost 100,000 above last year.

Despite two rain and wind squalls which swept grounds on opening night, August 15, and again Wednesday night, Beckmann & Gearty's Shows probably will gross more than their 1935 record of \$49,000. It was said by officials of the shows. Storms did not bother the shows except for loss of about \$2,000 each night in patronage. About 25 fair concession tents were damaged by the blows which sent everybody home early. Business on rides on the midway has been best. Extreme heat, marked by such readings at 103 and 106 degrees, has held down patronage at shows.

Illinois Fireworks Company is putting on displays the full nine nights, along with Sidney Belmont acts, presented in front of the grand stand. Opening day featured G. W. Hines' stunt group in a thrill-day program.

Receipts of gates and grand stand have  
(See ILL. ON WAY on page 19)

### D'Oyly Carte and Pix "Romeo" Week's Top Events on the Stem

NEW YORK, Aug. 22.—Two outstanding events of the week were in legit and motion picture categories, the former being the presentation of the *Arkade*, the opening number of the D'Oyly Carte Gilbert and Sullivan repertory company at the Martin Beck Theater, and the latter the opening of *Romeo and Juliet* at the Astor, both on Thursday. Each of the attractions was presented by copious advance exploitation and both openings were tremendous. The advance sale in the case of *Romeo and Juliet* amounted to \$4,000 the night before the initial performance, this record for the house being made thru the

### New Records Set By Skowhegan Fair

SKOWHEGAN, Me., Aug. 22.—New attendance records were established at Skowhegan Fair this week. Gate and grand-stand attendance soared to a new high every afternoon and night, making this the largest week's business in the 68-year history of Skowhegan Fair.

Grand stand was completely sold out yesterday in a pouring rain. Par-mutuals gross will be about \$100,000. Vaudeville and night show, featuring Water Garden Revue, staged by George A. Hamid, with Joe Hughes in charge, turned away people nightly. Ben Williams' midway did big business.

### Ala. Lifts Paralysis Ban

DEMOPOLIS, Ala., Aug. 22.—Bans against motion picture shows and other public gatherings for children under 16 have been lifted in this city and several other North Alabama communities as three weeks have passed without another case of infantile paralysis in the immediate section. There are still a number of shows closed due to the epidemic, but the ban is confined to the smaller communities of North Alabama, South Tennessee, Georgia and Mississippi.

### McSwigan Host To Pa. Parkmen

PITTSBURGH, Aug. 22.—At annual summer meeting and election of officers of Pennsylvania Amusement Parks Association in Kenneywood Park here on Thursday, executives from about 12 parks in the Keystone State attended. A business meeting was held in the afternoon, followed by a dinner at night.

All officers and directors were re-elected. Executive officers are Robert L. Flarr, Dorney Park, Allentown, president; John B. Sollenberger, Hershey Park, Hershey, first vice-president; C. L. Beares Jr., West Park, Pittsburgh, second vice-president; Margaret Lehr, Dorney Park, secretary, and L. S. Barr, Sun Soud Park, Wilkes-Barre, treasurer. Association also lists 12 directors.

Current problems which are facing parks were discussed. An officer said no plans are under way to introduce any park legislation into the next legislative session in Harrisburg.

A Brady McSwigan, president of Kenneywood Park, was host to visiting members and entertained them in the afternoon with the various amusements in operation.

aid of an advertising campaign in the daily papers whereby coupons for reserving seats were offered.

The big event as far as night spots are concerned is scheduled for August 26, the date of the opening of the new French Casino show. The last one closed last week and the coming opus, also preceded by plenty of ballyhoo, promises to be a gala affair.

With the exception of *Romeo and Juliet*, movie houses present no outstanding offerings. Paramount is getting by with a weak picture, *Yours for the Asking*, and a good stage show featuring Jack Denny's band, Josephine Huston, Hal LeRoy and Bob Dupont. Capitol holds over *His Brother's Wife*, a weak one; Strand continues nicely on its second week with *China Clipper*; Music Hall opened fair yesterday with *My American Wife*, and Roxy ditto with *Seven Sinners* and a stage show featuring 12 Aristocrats and Pappy, Zeb, Ezra and Elton, which follows *Charlie Chan at the Racetrack*. On August 28 Warners presents its much-heralded *Anthony Adverse* at the Strand.

Other amusements are holding up.  
(See D'OYLY CARTE on page 6)

### Percentages Better Than at Any Time Since Boom; Totals Go Down

Record low in number of shows produced, but number of hits increases—average length of run way up—figures to be released in "The Billboard Index of Legit"

NEW YORK, Aug. 22.—The legit season of 1935-36 was the most significant since the depression, according to statistics to be published in *The Billboard Index of the New York Legitimate Stage*, which will appear next month. The season showed legit definitely assuming the form which, since the start of the depression, it was predicted that it would take: a much smaller field, but one in which quality was stressed over quantity, and one which would be successful despite its decreased size. Beating out the omens, the 1935-36 season was better than any in the past ten years from the standpoint of percentages, but it went down in the number of shows produced. Probably the most startling figure to be revealed in the Index is the number of commercial musical premieres; there were only 11 during the entire season. There had been 17 the season before, which itself had set a new low.

Other statistics bear out the trend. The total number of productions went down from 189 to 138, with dramas dropping from 158 to 114, and musicals going from 31 to 24. The total number of commercial premieres brooded from 131 (a new low last year) to 103. Dramas in this division dropped from 114 to 92.

On the other hand, the percentage of failure dropped remarkably, the percentage of shows closing within five weeks also went down, and, despite the decrease in the total number of shows, the number of hits went up.

There were 34 hits, no less, during the season, judged by the usual 100-performance standard. Nine of the 11 musicals produced went into the hit category, giving the largest percentage of musical hits since the start of the Index. It was a rise of four over the previous season. Dramatic shows also gained four hits, moving up from 21 to 25.

The percentage of failure (all productions) went down from 81 per cent the previous season to 58 per cent, which is the lowest failure percentage since the boom season of 1926-27. Seventy-four per cent of the dramas were failures, as against 93 per cent the previous season, with the musical percentage dropping from 69 to 18.

Length of run also took a tidy increase, probably one of the most encouraging signs of all. Previous season all productions had averaged 60 performances;

(See LEGITIMATE on page 19)

### Bank Night a Headache for The Harried Cops of Norwich

NORWICH, N. Y., Aug. 22.—The bank night fever, which is an epidemic in up-State New York, hit a new high here when Police Chief Lelan Brookins summoned Seymour Morris, manager of the Colonia Theater, and asked him to discontinue the feature because it was placing too heavy a burden upon the local police force. Saturday night crowds, congregating in front of the theater to listen to the loud-speaker announcement of the winning number, had so completely blocked up the streets that merchants were kicking and traffic was at a standstill each week.

Gus Lampe, district Schine manager, was hastily summoned from Syracuse, and a compromise was agreed upon. First, the police agreed to rape off Colonia Place, a small side street south of the theater, and reserve it for bank

(See BANK NIGHT on page 19)

### Ground Is Broken For Frisco's Expo

SAN FRANCISCO, Aug. 22.—Elaborate ceremonies attended ground breaking yesterday for the \$800,000 administration and airport terminal building at site of the 1939 Golden Gate International Exposition on Yerba Buena Shoals.

More than 1,000 high dignitaries, representing Federal and State governments,  
(See GROUND IS BROKEN on page 14d)

### The Index

and additional late GENERAL INDOOR NEWS will be found on page 35.

# DANCE REVIEWS OF MONTH

## Big Crowds Patronize Concerts In N. Y., Philly and Bennington

Littlefield Ballet dominated N. Y. scene—two shows drew 18,000—concert stars at Bennington Festival—1,200 at Mohawk Festival—male stars show in Philly

NEW YORK, Aug. 23.—First local appearance of the Philadelphia Ballet Company here July 30 and 31 was the outstanding dance event of the past four weeks. Ballet played to 10,000 persons the first night at Lewisohn Stadium and 8,000 the second. Catherine Littlefield, founder and choreographer of the group, was also its premiere danseuse. It presented a three-act version of *Daphnis et Chloe* and a one-act *Dolero*, both to music by Maurice Ravel played by the New York Philharmonic Symphony Orchestra, conducted by Alexander Smallens. *Daphnis et Chloe*, altho a dated work and perhaps not the best vehicle for the company, was a thoroughly enjoyable and engrossing affair. What it lost in being somewhat archaic it made up with its excellent choreography, the mounting movement and the superb climax, the fine lighting and the impressive performances of Miss Littlefield; her sister, Dorothea; Alexis Dolinoff, Thomas Cannon and Edward Eaton. The duet by Miss Littlefield and Cannon, in which they danced exquisitely as the lovers who finally embrace, is the highlight. The *Dolero*, naturally, had more snap and color than *Daphnis et Chloe*. Even tho it is not authentically Spanish—it included impressionistic hoop skirts and exhibition lifts and whirls—it is nevertheless a vigorous, showy and thoroughly effective piece. PAUL DENNIS.

BENNINGTON, Vt., Aug. 22.—The Bennington School of the Dance Festival, having already become a major dance event of the summer, is concluding a successful third season here. Doris Humphrey and Charles Weidman and their concert group, supplemented by 33 dancers from the Bennington School, presented two productions for the first time. They were *With My Red Fires*, composed by Miss Humphrey, with music by Wallingford Riegler, and the third section of a trilogy, and *Quest*, composed by Weidman, with music by Norman Lloyd.

At later performances they offered *New Dance and Theater Piece*, which are the previous pieces of Miss Humphrey's trilogy.

Martha Graham offered two solo recitals and was greeted by enthusiastic applause. The numbers were not new, being taken out of her repertoire.

Hanya Holm, a disciple of Mary Wigman, and her group made their formal American debut last week. She offered in *A Quiet Space*, *Serabande* and *Four Chromatic Eccentricities*. The group numbers were *City Nocturne*, *Primitive Rhythm*, *Dance in Two Parts: A Cry Rises in the Land*, *New Destinies*, and *Salutation*. Her group comprises Dora Brown, Louise Klopper, Carolyn Durand, Margaret Dudley, Melvina Ipcar, Nancy McNight and Elizabeth Waters.

SCHENECTADY, Aug. 22.—More than 1,200 persons crowded the Mohawk Drama Festival under the Sunday night to see Phyllis Marmain and Mary Hutchinson in character dances and a formal ballet called *Brahmsiana*. Miss Hutchinson offered *Renunciation*, *Andra's Dance* and *The Swan*, while Miss Marmain contributed *Bug Suite*, *Suite of Dance Forms*, *Russian Peasant*, *Dance of the Adolescents* and *The Rookie*.

PHILADELPHIA, Aug. 23.—Past month proved a festive dish for local dance lovers. Men of the Philadelphia Orchestra, operating the outdoor Robin Hood Dell, recognized the popularity of the ballet and dance group is definitely on the upswing, and the concert course offered such notable groups as the Philadelphia Ballet Company, Ted Shawn and his male dancers and a

dance group headed by Edwin Strawbridge and Lisa Parnova.

The Shawn troupe was by far the outstanding attraction offered. Program opened with *Primitive Rhythms*, the composition of Jess Meeker, composer-pianist for the company, which is comprised of the Ponca Indian Dance, the Hopi Indian Eagle Dance, the Singhatesh Devil Dance, the Dayak Spear Dance and the Maori War Haka. While Shawn does not seek to present authentic native dances, they do represent his own free conception of the native themes. Striving to achieve a subtle symbolism built on rugged masculine movements seems to be the keynote in the group's posturing.

Danced as a solo, Shawn next presented *The Hound of Heaven*, the work of Meeker, inspired by the music poem of Francis Thompson. Shorter pieces included *Polonaise* of Edward McDowell, in which an ensemble of six appeared; the *Gnosienne* of Erik Satie, danced by Shawn; Mabel Daniels' *Pirate Island*, danced by the entire company; Linck's *Frehsinn*, danced by Shawn; Erik Kronborg's *Tanzlied des Pierret*, with Barton Numaw soloing; another Shawn solo in the *Allegrias* of Valverde, and, finally, the entire company in *Gaude's Dance of the Redeemed*. The last movement of Dvorak's *New World Symphony* closed the program.

In addition to Shawn and Numaw, the company included Frank Overloos, Wilbur MacCormack, Dennis Landers, Fred Hearn, Foster Fitz-Simons, Horace Jones and Fred Howard.

The action, agility and grace of Edwin Strawbridge stamped the young soloist as a dancer of distinctive accomplishments. With Lisa Parnova, prima ballerina, and a mixed dance group of eight (including Pieter Dominick, Anne Greenfield, Suzanne Remon, Florence Lessing, Mischa Pompliano, John Connelly, Morris Hong and Billie Elliott), almost all of the numbers scheduled were new to local audiences.

The first part included choreographic settings of three famous pieces of French music, Debussy's *Afternoon of a Faun*, Saint-Saens' *Dance Macabre* and Dukas'

*The Sorcerer's Apprentice*. Effective in all cases, the literary base of the music, however, was followed most accurately in the Debussy tone-poem only. The smaller dances included Strawbridge's performance of a humorous dance to the music of Ljadoff's *I Danced With a Mosquito* from his *Eight Russian Folk Songs*. Miss Parnova followed with a solo dance to Schumann's *Melodie*, played by solo violin and harp; and the ensemble had their turn in the Polka from Smetana's *Bartered Bride*. Duets by the two principals, to the music of Strauss' waltzes, made appropriate closing numbers.

After being acclaimed by New York audiences at the Lewisohn Stadium, Catherine Littlefield made a return visit to the Dell with her Philadelphia Ballet Company. The performance included the lovely *Sofree Galante* of Chopin, a display piece for the members of the company; the lulling Viennese Waltz of Strauss' music, pantomime and straight dancing telling the narrative amid the color and gaiety of a Viennese scene; and the haunting *Dolero* of Ravel, a purely impressionistic piece in which the groups dance counter-rhythmically. The choreography for each of the offerings was by Miss Littlefield, with Alexis Dolinoff, premiere danseur and ballet master, and Dorothea Littlefield, all dancing the leading roles.

Ballet groups also found expression in various operatic performances presented during the past month. The American Opera and Ballet Review, a new organization, offered Pouchell's *La Gioconda* at the Irvine Auditorium, under the auspices of the University of Pennsylvania Summer School July 29. Two ballets during the opera and the famous *Dance of the Hours* included the dance offerings.

Mary Binney Montgomery, assisted by six members of her dance group, appeared with the Steel Pier Opera Company at the Steel Pier in Atlantic City August 8 and 9. Bach's *Phoebus and Pan* employs the ballet in contest dance thruout and is an integral part of the opera, and Miss Montgomery and her group were adequate in their respective roles.

A charity affair, presented at Lindencroft, near New Hope, Pa., provided one of the most unusual dance novelties seen this year. An annual outdoor production written and directed by C. Basil Clunk, who this year presented *The Boy From the Sea*, an undersea fantasy in lyric and dance pantomime. Mrs. Edward Paxton arranged the musical score and Ruth Hart Williams was in charge of the ballets.

The Philadelphia Forum's fall program will include four evenings devoted to the Ballet Russe, Trudi Schoop and her Comic Ballet, Jooss Ballet and the Catherine Littlefield's Philadelphia Ballet, *Tchaikovsky's The Sleeping Beauty*.

The untimely death of La Argentina, who was scheduled to appear here at the Academy of Music on January 7, 1937, will undoubtedly find another nationally famous troupe coming in to fill that date for the Concert Series offered by her in a premier American performance Emma Goldman. ORO.

## Summer Theater Crop Simmers Down as Stem Season Starts

NEW YORK, Aug. 23.—Five troupes were on the boards of the summer theaters last week, a number which is not surprising either way you look at it, for it shows some people are still interested in what goes on out yonder while also indicating the increasing trek back to Times Square. Of the six, *Spring Dance* has been seen already this summer, clinching its position as one of the more hopeful items of the imminent Broadway season. Of the others, *Edgar Lee Masters' Mormon*, given at the Mohawk Drama Festival, Schenectady, N. Y., lends in interest a list including

*First Love*, by Guy Andros and Norma Mitchell, at the Boulevard Theater, Jackson Heights, with Ernest Truex and Ann Andrews; *Nor All Your Tears*, by Kate Horton, at the Barter Theater, Abingdon, Va.; and *The Anchor's Weighed*, adapted from the French of Simon Gantillon, at the Hedgerow Theater, Moylan-Rose, Pa.

*Mormon*, as you may have gathered, is the Spoon River anthology's dramatization of the life of Joseph Smith, founder of the Mormon faith. Smith is presented both as a prophet and politician, his personality being a compound of the stuff dreams are made of and materialism. Important roles are those of Emma, his first wife; Sylvia Law, his second, with whom he was passionately in love; and Brigham Young, who leads the faithful to Utah after Smith's assassination by a mob.

Edgar Lee Masters made an appropriate curtain speech, thanking those responsible for the production, which was well directed by Charles Coburn and

## 36 Weeks Set For "Waltz"

Tour of big production will cover 70 cities—starts in Richmond in October

NEW YORK, Aug. 22.—Arrangements were completed last week by Max Gordon for a Coast-to-Coast tour of *The Great Waltz*, the New York musical success which ran for two seasons at the Center Theater, Radio City. Terming it the "most heroic theatrical venture of recent years, if not all times," Gordon has laid out a route that includes 70 cities in 36 States between the East and West Coasts, the Gulf of Mexico and Canada. Richmond, Va., is to be the opening stand, early in October, and the last will be 36 weeks later in Boston, Mass. Present figures estimate that 37,000 miles will be covered at a cost of nearly \$100,000 for transportation alone. A special train, "The Great Waltz Special," to be made up of six 70-foot halloon-top baggage cars, six 16-section Pullman cars, a dining car and a club car will be pressed into service.

At the conclusion of its New York run *The Great Waltz* established attendance records in various key cities east of St. Louis where it was booked. Owing to its success, and to the fact that requests for presentation came to the Gordon office from numerous sections of the country, the producers have determined to send the lavish spectacle on this transcontinental tour.

Scouts have been inspecting auditoriums and theaters along the road for months, and, where necessary, contracting for the installation of additional electrical equipment and other paraphernalia so as to insure proper scenic production and effects.

## Novel "Dog" Exploitation

NEW YORK, Aug. 22.—MGM's publicity department worked out a clever exploitation for its Pete Smith specialty, *Killer Dog*, by tying it up with the famous Brockport, N. Y., dog murder trial. On the cover of the press sheet is a cut showing a lot of Associated Press clippings crediting the film with being instrumental in saving the life of Idaho, the dog charged with drowning a boy. The why and wherefore is that Smith, quick to take advantage of the public interest in the case, telegraphed an appeal to Justice of the Peace Homer Benedict that he view *Killer Dog*, whose story closely parallels that of Idaho, before he decided Idaho's fate. Arrangements were made so that the judge saw a screening in his own courtroom. Among other angles suggested for exhibitors is a trailer explaining the part the film played in the Brockport decision.

## Capitol, Wheeling, Ordered

WHEELING, W. Va., Aug. 23.—Capitol Theater, Wheeling's largest and newest playhouse, has been ordered to be sold for cash by October 1 to satisfy claims of bondholders. Judge J. Harold Brennan issued the order. Independent interests and Warner Brothers have engaged in a long court battle over control of the theater, which seats 3,000.

played by Donald Arbury, Curtis Cocksey, Kay Struzzi, Donna Earl, Dorris Kelton, John Burke, Fairfax Burgher, Mary Hutchinson, Neville Westman, Vivian Wilcox and others. *Mormon's* value, however, as a commercial piece suitable for Broadway production is doubtful.

The Mohawk Festival closes with its next offering, Muller's *Imaginary Island*, beginning the week of August 23. The title role will be portrayed by Charles Coburn; Mrs. Coburn will play the maid-servant, Toilette, and others 12 (See SUMMER THEATER on page 29)

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# Federal Theater Project Active in Many Sections

### Auditions for dance project in New York—long tour set for "Macbeth"—"Cellini" scheduled for Bridgeport—other producing units continue activities

NEW YORK, Aug. 22.—A further announcement of activities planned for the Federal Theater Project's new Jewish Theater, together with the setting up of two audition boards to examine more than 300 dancers for the Federal Dance Theater, are the week's outstanding WPA developments. The new Jewish Theater, which aims at playing before a potential audience of 2,000,000, is attempting to secure a theater to produce plays dealing with modern Jewish life, according to Philip Gross, director. Unknown playwrights will be given every advantage when the selection of plays is made. Bearing the indorsement of virtually every Jewish communal, religious and educational organization in the city, the new project has arranged for a Metropolitan circuit of 120 one-night stands, and, according to the present setup, there will be one play in each of the five boroughs every night. Organizations sponsoring the productions will share grosses with the Federal Theater.

There are 250 actors on the staff at present, officials are reading some 20 plays, and a questionnaire will shortly be sent out to community house directors requesting their play preferences.

Regarding the Dance Theater, two audition boards began to examine applicants August 18 to select the first 100 of the quota of 300 necessary. Enrico Zanfrotta, Constantine Kobleff and Hilda Butsora comprise the group testing ballet applicants, while non-ballet dancers are being tried out by Esther Junger, Bene Martel and Edward Strawbridge. The former board meets at the Artel Theater and the latter at the Experimental Theater. Auditions will continue thru next week.

Negro Theater items: The complete itinerary for *Macbeth*, now at the Texas Centennial Exposition, calls for engagements in five key cities in addition to Dallas, and will bring the 4,000-mile tour to a close on September 23 with a three-day stop at the Civic Theater, Syracuse. Concluding its Dallas stand

tomorrow, the production opens August 25 for a five-day run in Keith's Theater, Indianapolis, whence it goes to the Great Northern Theater, Chicago, August 31 to September 12; from there to the Lafayette Theater in Detroit, August 31 to September 14. From September 21 to 28 the company will play at the Federal Theater in Cleveland, this stop preceding its final Syracuse engagement.

George Zorn, who last week gave a lecture on playwrighting and theater technique at the Lafayette Theater, Harlem, has been engaged by the Negro Theater to direct its fifth production, *Noah*, Carlton Moss' adaptation from the French of Andre Obey.

Of mixed moment: The newly organized Manhattan-Bronx division of the Theater Project under Alfred Kreymborg, has appointed Emile Bellveru, John E. Donn, Guy Brogdon, George Ermoloff, Momodu Johnson, J. Augustin Krogh, Madame Eva Palmer Sikelianos and Dan Arthur as directors for its eight producing units. Manuel Esman, who did the settings for *Turpentine*, has been appointed art director, and Edward Downes will serve as technical director. A theater has not, as yet, been obtained.

*Injunction Granted* is surpassing the attendance record set by *Triple A Flower Under*, previous production of the Living Newspaper, the figures being 10,310 for the current play in its first 20 performances as compared to 12,032 for *Triple A* in its first 37 showings. The piece is expected to run thru October.

Federal Theater employees here are worried lest there be any New York repercussions regarding the recent wage cut made in Philadelphia following a reclassification. It is claimed, affecting workers on music, painting, theater and writing projects. Thus far, the writers on the Philadelphia WPA Writers Guild are affected, their wages being reduced from \$94 to \$65 per month. A protest has been registered, claiming the reduction was a result of interpretation by Edward Jones, WPA administrator, of a Federal reclassification order.

The second week of the WPA Gilbert and Sullivan season began August 18 when *Pineapple* and *Trial by Jury* opened at the Majestic Brooklyn. On Top, recently at the Majestic, is now aboard the *Succaneer*, Hoboken. Paul Green's *No-Count Boy*, Rudolf Fisher's *Golden Shippers* and the late Rose McClendon's *Taxi* all will be given August 25 at Owl's Head Park, Brooklyn.

WHITE PLAINS, N. Y., Aug. 22.—Little Jessie James, with Jay Velle playing the role he created some years ago on Broadway, opens at the Warburton Theater, Yonkers, August 24 for a week's stay, the occasion being the first time a Federal Theater musical play will have been produced in Westchester. Following *Personal Appearance*, which closed last week after a successful engagement, the cast will include Marie Pittman and Virginia Bolen. Frank Harrington has staged the dance numbers.

Personal Appearance goes to Peekskill for August 24 and 25, and Middletown August 26 and 27. *Tamed and How*, which has been playing CCG camps in the Hudson River area since July 27, is now in the Albany sector preparatory to playing several Westchester dates next month.

PREEPORT, L. I., Aug. 23.—The Federal Theater Project of Long Island has moved its headquarters from Hempstead to the former Elks and Moose home here. For the week beginning August 24, Nan Eliperin will play the leading role in the Long Island Federal Theater Production of *Personal Appearance*. Following this, the comedy goes to Atlantic Beach for

three days, whence it goes on a tour of spots in Nassau and Suffolk counties.

BOSTON, Aug. 22.—Last week's Federal Theater Project activity in Massachusetts included presentation of 13 plays and other types of entertainment by English, Negro, Italian, Yiddish, marionette, Shakespeare and other types of units. Shows now in preparation include *Chalk Dust*, *Glass of '29*, *L'Abbandono*, *Kismet*, *Manie*, *Musical Rescue*, *Conjur Man Dies*, *Mississippi Rainbow*, *The Isolated Corner* and *Taming of the Shrew*.

PITTSBURGH, Aug. 22.—The local WPA Theater chiefs feel that the production of musical comedies, as demanded by State Director Loutin Howard, will not only prove too expensive but may be impossible to produce here because of the scarcity of suitable talent. Howard, during a recent visit, stated that only the musical-comedy type of project will be given WPA approval in Pennsylvania. He added that should such projects be unavailable in Western Pennsylvania they will be produced in Philadelphia and routed thruout the State.

At present two vaude units are touring Allegheny County. They will continue until Howard rules otherwise. Both shows have been booked to play the Allegheny County Fair in South Park for a week beginning September 1.

BRIDGEPORT, Aug. 22.—The Park Theater in Bridgeport, site of WPA Theater Project, closed today and will reopen a week later after preparations have been made for a gala fall season. When the reopening of the Park Theater takes place Walter Bradley Klavud and his staff of repertory artists will present (for the first time on any stage) the Joseph Lee Walsh vehicle, *Cellini*, a chronicle play in verse. As a production Walsh's play is the most ambitious attempt made by the repertory players. There are 12 scenes requiring 11 sets, most of them of a lavish and spectacular nature. In addition, the cast calls for more than 20 principal characters. *Cellini* is the story of the life, loves and escapades of the famous Florentine sculptor, goldsmith and soldier of fortune.

CHICAGO, Aug. 22.—Including Tuesday evening's performances, 1,025,562 people had witnessed the professional vaudeville productions as given by the Federal Theater Project of the Works Progress Administration in the community parks. From December 4, 1935, to July 1, 1936, the seven vaudeville units and the one all-colored minstrel unit showed indoors from the stages of field houses to a total attendance of 604,462 at 1,088 performances. With the advent of summer the personnel of the eight units were recast into six vaudeville revue-type productions, under the direction of Earl Bronson, Charles LeRoy and Billy Broad.

BOSTON, Aug. 22.—Repertory Theater here will not open its doors Monday (24) with the Federal Theater Project play *Chalk Dust* as announced. Because of the noncompletion of scenic work Leonard L. Gallagher, director of the Federal Theater in Massachusetts, has postponed the opening to August 27.

## Old Newsreels In the Outdoors

NEW YORK, Aug. 22.—Dorothy T. Stone is running an open-air movie combined with a melodrama entitled *The Wife of Two Husbands*, or *The Sole Survivor*. The theater is at Tudor City, and for a 40-cent admission one can see a newsreel of 1911 which contains Anna Held, Wilson, Taft, Roosevelt, the Kaiser and the late King George V. Not to mention Charles Chaplin in *The New Porter*, made in 1911, and a lulu entitled *The Taking of Luke McVane*, with that two-armed desperado of Chuckawalla Valley, William S. Hart.

The melodrama is amateurish but funny, and amidst a continual bombardment of peanuts and paper bags the villain and the hero fight for four hair-raising and sometimes laughable acts.

Miss Stone is the owner of the Stone Film Library, which contains over 2,000,000 feet of historic shots dating back to the earliest days.

The atmosphere is friendly, the admission nominal and, being outdoors, this place makes for a comfortable and enjoyable evening. Incidentally, the newsreels are subject to change.



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# WPA Saving Music Talent

**Says Dr. Sokoloff, project head—keeps young talent alive—rebuilds patronage**

BOSTON, Aug. 22.—"If the Federal Music Project has sincerity, understanding and humanitarianism, then our work will meet the soul of the middle-class people and enrich their lives in the artistic and music fields, and will not limit the appreciation of grand opera or other branches of music to the former two or three per cent of the public," said Dr. Nikolai Sokoloff, national director of the Federal Music Project, in an exclusive interview here after a flying trip from Washington to attend the local debut of WPA Grand Opera.

"Three institutions such as the Boston Conservatory of Music and the Curtis Institute at Philadelphia, much progress has been made within the past 25 years. These schools have turned out a great many technically near-perfect graduates. The time has come when the United States does not have to depend on European talent. Germany substitutes German speech to foreign operas. Why shouldn't the United States have its own tongue for operas?"

"The young musical talent of this country has been saved from destruction by the Federal Music Project. It has done much more than furnish work for unemployed musicians. People no longer want to get their music over the air all of the time. They want the human touch in the music that only a visible group of musicians can give."

"Music is needed to enrich the lives of the American public. Without it, the country loses its artistic and spiritual qualities. Our work is designed to meet the requirements of the middle class."

"With the continuance of the Federal Music Project, musicians will have a reason for existence in this country. Their talents are crying for outlet."

"Presently, there are 11 major music companies. We should have at least 250. Through WPA experimentation we hope to make this a fact."

"Not counting the hundreds of outdoor concerts and musical programs, more than 22 million people have entered buildings to attend operas, concerts and other forms of musical endeavor sponsored by the Federal Music Project. This growing interest in music among the average men and women is resulting in the demand for more local orchestras and musical groups, especially in the South and West, where the smaller communities have had none of these."

"The reason for charging admission to these operas and concerts is to help defray such expenses as rental, printing, cost of production, etc."

"The cost would be double if private enterprise were running it. Our purpose in having the public pay admission is to educate them in so doing."

"If the government, assumedly, did subsidize music it would be similar to a State college administration."

## Mistake

ALEXANDRIA BAY, Aug. 22.—A sweater salesman who posed as Edward G. Robinson had a grand time here last week-end and left this summer resort well-stocked with phony Robinson autographs. But it was largely the fruit of the summer colony, which wished the role of movie star on the salesman.

He had hardly finished registering at the Monticello when someone in the lobby, struck with his resemblance to "Little Caesar," spread the word that the newcomer was Robinson. When he tried to deny it a clamoring circle insisted he was just being modest. So, finally, he gave in and quit arguing.

The result was a gala evening at a showing of "Bullets or Ballots," during which "Robinson" talked over the microphone and explained inside dope on the picture. He went into the Monticello spa room, was promptly surrounded, and spent the evening giving autographs. His room at the hotel was crowded the whole week-end.

After he had gone and the mistake was discovered the idol worshippers tried to find out who he was, but his signature on the register was undecipherable.

## D'OYLY CARTE

(Continued from page 3)

with burlesque doing more than average business. Most consistent among the interest-getters at present, however, is legit, there being an increasing flood of announcements concerning rehearsal schedules and the like, all of which is coincident with the decline of the cow-barn season.

# "Dorian" Still Trying, But It's Non-Equity This Time

NEW YORK, Aug. 22.—Those persistent people at the Comedy who refuse to stop nagging Oscar Wilde are presenting their most recent version of *Dorian Gray*, with a non-Equity cast and non-union stagehands. A few weeks ago the first attempt folded when Equity, apprised that non-union stagehands were responsible for what went on behind the scenes, withdrew its cast. The piece blossoms forth now with a new title; a new producer, Annette Schein; and a new adaptor, Cecil Clarke. Jeron Criswell, who adapted the first script, is understood to have had a hand in the second, but does not appear on the playbill in that capacity. It seems that he intended to eschew the written word for the spoken, and was to have played the title role, but here again he was premature and the role was taken over on 24 hours' notice by Thomas Kennedy, who has nice blond hair.

## Communists To Spend \$35,000 on NBC Networks

NEW YORK, Aug. 22.—The Communist Party, both national and local, will spend approximately \$35,000 for its series of broadcasts scheduled for the National Broadcasting Company networks. Additional time has been bought in various spots throughout the country. The NBC series includes eight broadcasts Coast to Coast, the first one on August 29, following with September 21, October 23 and October 30. All of these are quarter-hour periods about 10:15 at night on the basic Red network plus additional groups, totalizing 35 stations. Four broadcasts will be heard on the same number of outlets to the Coast on the NBC Blue web beginning September 7 and following with October 3 and 9 and November 2. This will stand the National Campaign Committee of the Communist Party of the United States about \$32,000. Four broadcasts on WEAP and four more New York State outlets on NBC are to be sponsored by the Communist Party of New York, which is also paying for the shows to be heard also on WEAF, WGY, WBBN, WSYR and WHAM.

## ILL. ON WAY

(Continued from page 3)

not been checked as yet due to a profusion of free passes distributed by State officials. It is estimated that upwards of 500,000 ground passes were distributed, principally to stimulate Governor's Day on Thursday, when an estimated 200,000 attended. The 220 concessioners, including beer taverns, refreshment and novelty stands and rating establishments, report sales well ahead of last year.

# Connecticut's Cowbarns OK

**Five groups in New Haven area out of red this season—some making money**

NEW HAVEN, Conn., Aug. 22.—The five summer playhouses in this area are finishing up their production programs after having a good season. Although many have operated at a loss other seasons, this summer has seen an improvement and clear profit for some.

The Chapel Playhouse in Guilford, one of the veteran summer groups, should show a profit if the last two productions hold their own. The regular season will conclude on Saturday, August 29, with *Three Men on a Horse*. A tryout of a New York show will be presented the first week in September as a finale. *Sailor, Beware!*, pulled playhouse out of red and into profit position. Carl Goodman has been the backer of the New York Guilford Players and H. B. Morton has been the business manager.

Stony Creek Playhouse, another veteran group, finishes the current season September 5 with *In Gold We Trust*, a new play. Although not operating at a profit this year, the group has done very well. Their presentations, due to fine casts, good direction and excellent lighting and costuming, have won many enthusiastic friends. Francis Y. Joanes is responsible for much of the success of the group.

According to Ranney Compton, business manager of the Post Road Players in Madison, this group should break even providing the fine current business holds thru the finish. The final production will be Philip Barry's *Holiday*, with Elizabeth Love, and the playdates ends with the September 5 performance. In the fifth week, with *Dangerous Corner*, the group rose out of the red. Since then it has been an even break proposition. In its first season, the group is very enthusiastic and hopes to do well next year.

The Connecticut Players, who had their first taste of summer acting at the Plymouth Playhouse in Milford, will conclude their initial season with *Personal Appearance*, ending on August 29. Dorothy Mackall, screen star, who has been at Bar Harbor, Me., most of the summer, will bring part of her theater group to Milford for this last production. Charles Munroe, business manager, has been greatly heartened by the fine support given his group in Milford. The theater will break even in its first season, and much of the success can be attributed to the capable cast and productions which were staged nicely.

Down Saybrook way, not far from New London, the Ivoryton Playhouse has also been doing quite well. Although the final production has not been decided upon, it was announced that the season would conclude about the middle of September.

## IONIA TOPS

(Continued from page 3) ever here. Afternoon grand-stand attendance was 20 per cent better and evening 5 per cent, with complete sell-out for both performances. Refunds were made to 600 would-be customers.

Totals for four days including Thursday were 164,498 paid admissions, compared to 155,363 for the entire week in 1935. Grand-stand totals were 38,279 for four days including Thursday, compared to 31,609 for the same time last year. Barnes-Charrutiers' *Rise and Cheer America*, night revue under personal direction of M. H. Barnes, was received as the greatest hit of all Ionia fair revues. Cast includes 100 performers and several high-class acts.

In theaters. Recently the Bobby Duncan school here gave its annual show in a cafe, pointing out that it is important for budding professionals to know how to handle themselves before a dining audience and on the floor. An increasing number of dance and vocal studios are supplying girl lines and small revues to night clubs, fairs and private entertainments.

Another angle is radio promotion. Vocal schools now buy radio time in order to put their students on the air, figuring this has even greater appeal than promising to put them in stage-show revues.

# Schools Change Appeal as Radio, Films, Cafes Gain

NEW YORK, Aug. 22.—Changing conditions in show business are compelling teachers of dancing, music, acting and singing to change their emphasis and

appeal. Whereas formerly the big appeal to students was to prepare for the stage, the important thing now is radio and pictures. And this despite the fact that the night club field is really the easiest one for newcomers to crack.

The tremendous popularity of radio and the rise of radio as a big salary proposition is forcing many established drama and vocal schools to install mikes and announce "vocal technique" or "radio voice" courses. In addition, there is an increasing number of new radio technique studios, especially in the larger cities.

The demand for better and more versatile actors by the film studios has also helped the drama studios, which had been dying, along with the steady decline of the legitimate stage. The terrific popularity of dancers in musical films has, of course, helped dancing schools, especially in tap and ballroom courses.

Not only must progressive schools play up certain courses and change their advertising appeal, but they must now keep the night club field in mind. Since the vast majority of students trying to break into show business will probably land in the night club field, teachers now must instruct their pupils in the technique of appearing on a night club floor, as well as on the stage.

Already schools are giving student shows on night club floors rather than

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# ARTISTS' BUREAU DOLDRUMS

## July Ups CBS 42% NBC Gross Up 10%

NEW YORK, Aug. 22.—Columbia Broadcasting System time sales for the month of July, 1936, totaled \$1,292,775, which represents an increase of July, 1935, of 42 per cent. This marks the seventh consecutive month that CBS has increased its monthly billing over the same month in 1935. The cumulative total for CBS for the first seven months of the year is \$12,478,550, an increase of 23.1 per cent over the same period in 1935.

National Broadcasting Company gross revenue for July, 1936, is \$2,429,983, which is reported as 10 per cent over the same month in 1935. Red Network accounted for \$1,613,118 and the Blue, \$816,865. Thus the NBC-WEAF chain is again in the lead as the largest earning chain.

## Gov. Earle's Radio Expenses Queried

PHILADELPHIA, Aug. 22.—Chalking up Governor Earle's radio broadcasts to the State's account found the opposition politicians on the run. The Democratic exec upheld the Republican auditor who refused to approve a voucher for air-time on a speech made by the governor during the special session of Legislature.

Earle explained that it was all a mistake since broadcasts of a partisan nature are financed by himself or the Democratic State committee, and that this procedure had been carried out many times. Governor frequently airs over WFIL and a State net for political purposes. Tax money goes for radio time for non-political broadcasts, such as those relating to flood conditions. Earle said he would pay the \$1,133.73.

## Wonders to Coast; May Open Bureau

NEW YORK, Aug. 24.—Ralph Wonders, head of the CBS Artists' Bureau, is scheduled to leave for the Coast early this week. Wonders will remain there four weeks, during which time he will make his headquarters at Station KXK. It is understood that Wonders will establish a Hollywood branch for the CBS bureau for the handling of talent, etc. The current arrangement with the Don Lee chain will be concluded on December 29.

Local offices of the CBS bureau has taken on two new men in Larry White, formerly with the Louis Shure office, and Mack Davis. They will sell talent for commercial programs, covering the advertising agencies as well.

## Ken Fry Promoted

CHICAGO, Aug. 22.—Kenneth D. Fry, for the last three years a member of Al Williamson's NBC press department here, moves into the program division September 1 as manager of special events and news broadcasts, a newly created department. Fry was on the sports staff of the old Chicago Evening Post for 10 years and was sports editor of the paper for four years. He was Middle Western sports editor of the United Press for six months before joining the NBC press department in July, 1932.

## Deny N. J. License

BRIDGEFORD, N. J., Aug. 22.—Application by the Eastern States Broadcasting Corporation to operate a radio station here was denied by the Federal Communications Commission, Examiner John P. Bramhall, reporting that it would interfere with the programs of WHAT in Philadelphia. As a result, South Jersey remains with only one broadcasting station, WJG, in Atlantic City. There has been continual attempts to secure license for the many island and resort towns, but the FCC has stymied the applications in all instances.

## Worth a "Box"

NEW YORK, Aug. 22.—Gianna Strickland, who conducts "Kitchen Kapers," a cooking school program on WNEW, decided to send radio editors et al. a luncheon and first ascertained if they would be "in for lunch" on Wednesday. A terrific menu was promised.

Promptly at noon a boy arrived with a regulation lunch box, containing an elongated salami sandwich, cake, fruit, candy and a bottle of burgundy. Apologetic note from Miss Strickland said, "Sorry, I bet on Shorkey."

## Peterson Joins Ad Agency

SAN FRANCISCO, Aug. 22.—Austin Peterson, who has been associated with KFRC as writer-producer for the last two years, resigned August 15 to join the staff of Young & Rubicam, Inc., in Los Angeles. He'll be on the production staff of the transcontinental 30-minute Fred Astaire show which starts September 8, under sponsorship of Packard Motor Company, on NBC's Red network and will originate from the Hollywood studios. Harold Bratsburg, former NBC announcer here, succeeds Peterson at KFRC. Bratsburg was with KOL, Seattle, Wash., before coming to San Francisco.

## Change Being Made In KYW Sales Staff

PHILADELPHIA, Aug. 22.—KYW, NBC Red outlet, leaving the Levy fold on September 1, station is ironing out staff. Making few changes as possible; most of the cuts in the sales department. Ralph A. Sayres, sales director, remains as sales manager, with Bert McHugh Jr. moving to WCAU sales staff and Leon H. Greenhouse looking for an outside sales contact. Additions will be made by NBC with three men coming in from New York to fill newly created posts in merchandising and sales promotion.

While numerous changes will be made in office personnel, exec staff stands pat with Leslie Jay as station manager; Jim Begley, program; Jim Harvey, production and continuity; James Aull, publicity, and E. H. Oger, plant manager. Additions to technical staff will be made by Westinghouse Electric, station owner.

In turning back station operation to NBC, Levis asked that a new site be found for their studios. Nothing definite on moving and probably not be set until the first of the year. NBC maintains a commercial office in the Lincoln Liberty Building, but spot is impractical for broadcasting.

## Chi NBC Studios To Play Big Part in Furthering Blue Web

CHICAGO, Aug. 22.—With the National Broadcasting Company's Blue network undergoing a revitalization it looks as tho the local studios, which are presently the greatest originators of Blue network offerings, will play a very important part in the build-up of this NBC web. At present the Chicago NBC studios are originating 83 broadcasts a week on the Blue network with such commercials as *Vice and Sade*, *Little Orphan Annie*, *Lum 'n' Abner*, *Frigidaire Frolic* and *National Barn Dance* leading the way. Set for fall business are the *Real Slik* program starting October 4; *General Shoe Company*, September 15 and *Radio Guide*, October 2.

Broadcasters are said to see a significant and interesting trend in the apparent strong come-back plans for the Blue network. It is generally admitted that the depression caused many advertisers to go daytime because of the half-rates who otherwise would be reaching for a night audience. As a result of better programs, better copy and better merchandising these daytime programs

## Past Six Weeks One of Slowest Known in Eastern Radio Annals

*Break expected after Labor Day altho prospects are none too bright—majority of programs retained same talent and most of the big money is already spent*

NEW YORK, Aug. 24.—Talent sales are just beginning to show signs of life again after one of the deadest six-week periods in local history, complaints being heard not only from indie agents but the leading artists' bureaus of the networks as well. Until now most of the programs, having bought time in advance, set their talent early in the summer or last spring. Majority of the programs, however, are retaining the artists used last season. This is especially true of the big name acts such as the comedians and leading orchestras. After Labor Day it will be known

who among the name acts and orchestras have been left at the post. As to the rank and file of artists, those not already set seem to have an almost hopeless proposition confronting them and their representatives. While it is true that an act of note was sold here and there, particularly noticeable was the lack of any consistent calls from advertising agencies. Most of their talent was bought direct.

From this city, it almost appears the astuteness point has been reached for the general run of talent with agencies and sponsors alike looking toward Hollywood when any real money is being spent. It is uncommon for the average agent or artist bureau official to admit that they haven't sold a worth-while act in several weeks. Unsold artists here whether on sustaining or otherwise, under contract to the networks or not, are on tenterhooks hoping to hear word from day to day.

Strengthening of the West Coast bureau is well on the way, especially by Columbia Broadcasting System, which will probably announce a new Hollywood branch within the next month.

## Coast Oil Show's 10th NBC Season

SAN FRANCISCO, Aug. 22.—Standard Oil Company of California, which has been sponsoring the Standard Symphony Hour for the past nine years over the NBC Pacific Coast network, renews for 10th year, effective October 1. During its nine years on the air, Standard Oil has sponsored the Pacific Coast's outstanding symphonic organizations, including the Los Angeles Philharmonic, San Francisco, Portland, and Seattle symphonies, with such internationally known directors as Otto Klemperer, Arthur Hodegnak, Sir Hamilton Harty, Issai Dobrowen, Bernardino Molinari, Willem Van Hoogstraten, Gaetano Merola, Alfred Hertz and Basil Cameron. Current concert series, heard Thursdays at 8:15 (PST) over the NBC-Pacific Coast Red network from KFO is conducted by Misel Piatro.

Thursday morning Standard School Broadcast, weekly elementary and advanced music appreciation series, also under sponsorship of Standard Oil, returns to NBC's Pacific Coast Red network in October, and for its ninth year. Series has a listening audience of 350,000 children. It's heard in more than 3,000 Pacific Coast schools. Arthur S. Garbett, NBO Western division educational director, assisted by Adrian P. Michaels, of the Standard Oil Company, prepares the weekly lessons.

Incidentally, Standard Oil eliminates all plugs for its products during both network programs, and is the only organization on the Pacific Coast to follow such a procedure.

WLMA, at Pennsylvania State College, was approved to serve for two more years as alternate net control for the U. S. Army amateur radio system.

## N. Y. Radio Theater Must Have License

NEW YORK, Aug. 22.—Supreme Court Justice Lloyd Church, denied the application of the Dry Dock Savings Institution to restrain Police Commissioner Valentine and License Commissioner Moss from interfering with broadcasts on the New Amsterdam Theater roof studios. The bank brought the suit as owners of the theater, after License Commissioner Moss had allegedly threatened to evict the audiences if the bank did not obtain a regular theater license as issued by the city.

The theater, situated atop another legit house, has been leased by both the Mutual Broadcasting System and the Columbia Broadcasting System for broadcasting before an audience. NBC had the house before moving into its present Radio City quarters.

Bank held that the broadcasts were private and the patrons invited free of charge. Commissioner Moss stated that all other theaters used as broadcast studios held licenses and that they are necessary for fire and other precautions. CBS has three theaters other than the New Amsterdam under lease, one of which is giving up shortly.

In order to obtain a license the studio-theater will have to be OKed and regularly inspected by fire and building departments, etc., of the city, considered safety factors.

## Red Heart Renews on KFRC

SAN FRANCISCO, Aug. 22.—John Morrell & Company, Otumwa, Ia., makers of Red Heart dog food, has renewed its thrice-weekly talks on pets by Edna Letta Brackett over KFRC. Renewal, which starts August 31, is for 26 weeks, with Radio Sales as the go-between for KFRC and Henri, Hurst & McDonald, Inc., agency. Five-minute programs are aired Mondays, Wednesdays and Fridays at 11:55 a. m.

# Radio: A Vital Force for Truth and Betterment

"Know the Truth and the Truth shall make you Free."

MARCH 4, 1933, is a memorable date. On that fateful day, as all of us too well remember, the United States was in chaos, prostrated by one of the most devastating depressions ever known in this land of overproduction. Business was moribund, enterprise had gone tree-sitting, credit was frozen, an army of depositors was raiding the banks and a mob of bonus seekers was laying siege to the national capital. Millions of men were tramping the streets, jobless, hungry, hopeless. Many were ready to turn to crime or revolution.



JAMES T. WATTS

Two men occupied the center of the stage at the Capitol in Washington. One was Herbert Hoover, retiring President, helpee to halt the debacle; the other, Franklin D. Roosevelt, incoming President, eager and confident. A vast crowd filled every seat and every bit of available space around the Capitol. More than 100,000 people were on the grounds and millions waited over the country, straining to hear a word of hope and encouragement.

Suddenly there was a calm. Then a strong, vibrant and reassuring voice, the voice of President Roosevelt, rang out, carrying his long-awaited message to the assembled multitude and to every city, town and hamlet in the land.

"So first of all let me assert," he declared in measured and burning words, "that I firmly believe that there is only one thing we have to fear and that is fear itself—nameless, unreasonable, unjustifiable terror which paralyzes needed effort to convert retreat into advance. I shall ask the Congress for the one remaining instrument to meet the crisis. Broad executive power to wage a war against the emergency as great as the power that would be given me if we were in fact invaded by a foreign enemy."

This challenge to a covert foe electrified the nation as if a general had ridden to the head of his army and sounded the call to battle. It converted "retreat" into "advance." The army of the depression was halted and the forces of recovery put into action. All in the twinkling of an eye! No address ever made carried such wide and commanding appeal or brought such an overwhelming response in so short a time.

It was one of the decisive moments in history. It conquered fear.

It was a bloodless and moral victory and it made the world radio-conscious. From that moment radio became a vital force for truth and betterment. Since then this force has widened and gained momentum, and the President, whenever a crisis has been reached and the people confused, has chosen the radio as the best medium for giving an account of his stewardship and making his purposes clear to the country. Selecting the psychological time and using the radio as his medium, he has been able to overthrow the hosts of error. No leader has made such extensive use of the radio as President Roosevelt and nobody has more completely proved its power for effective and far-reaching service.

If you would study history aright read the original documents, historians tell us. If there is one thing radio is doing better than anything else it is the establishing of this fundamental principle. The voice strikes home over the air-lines. Infection, intonation, force: in

fact, the very spirit and character of the speaker are conveyed to every listener. No error of dictation; no slip of transmission, no coloring of sentiment, no elimination of detail! It strikes down propaganda, falsehood, misstatement and digressing comment, whether malicious or of erring judgment. It has lightning speed and directness. It tells the truth and its capacity for betterment extends virtually to every field of human endeavor.

## Many Problems Created

Thus the radio, with all these merits to commend it for varied service, and the ever-approaching reinforcement of television with its untold possibilities, has created many problems, almost a crisis—at least in the minds of thousands of workers. Hardest hit of all, it seems to me, are the press and the theater, including their kindred branches and involving millions of people directly or indirectly. Many of these fear this rising menace to their jobs—this robot, this Frankenstein. Will its scope for service, ruthless efficiency and unlimited power for expansion impair or destroy these two leading industries? It is causing an unrest and worry that can no longer be ignored.

Unsettled conditions and shifts in the structure and personnel of the press and

the gain. A recent survey shows the average daily listening period of families to 4.8 hours. In homes of the wealthier classes, where incomes are \$10,000 per year or more, the average daily listening is only 4.2 hours, but a larger percentage possess radios—99.4 per cent.

## Radio Still in Infancy

Despite the present wide scope of standard wave length radio and its effect on the daily life of the nation, the industry is still in its infancy. Its development has been made upon an extremely narrow strip of the ether. Oswald Schuette, president of the Short Wave Institute of America, reveals that only about 90 of some 3,000 radio channels, or 3 per cent, are used in standard broadcasting. What will happen when these other innumerable channels are utilized?

The extent to which radio is making inroads upon the press and the theater cannot be determined in exact figures. But consider that the recent Republican and Democratic national conventions cost the NBC, CBS, Mutual and Intercity networks about \$450,000 during a total ninety-day period of free time. The gross revenues of the industry for 1935 are officially placed at \$87,000,000. Virtually all of these revenues might have gone to the newspapers in advertising, sub-

MR. WATTS has packed under his belt 20-odd years' experience as a news writer and a contributor to national amusement publications. During most of this time he has been writing news and reviews of the stage and screen. He is an old member of the contributing corps of *The Billboard*. At present Mr. Watts is radio editor and drama critic of *The Duluth Herald*. His purpose has always been to express his views with sincerity and directness, keeping his mind open and responsive to the best interests of the mass of persons both in front and behind the footlights.

It should be explained that Mr. Watts' passing references to President Roosevelt in the article on this page reflect in no sense an attempt to blend his comment with political partisanship. Mr. Watts made this clear in a memorandum submitted with his manuscript. To Mr. Watts President Roosevelt is merely an interesting phenomenon about whom comment is pertinent to the theme of the article.

theater seem inevitable. But how about that bit of philosophy so wisely conceived by Ralph Waldo Emerson and expanded by one of his admirers: "If you can write a better book, preach a better sermon or make a better mousetrap than your neighbor, the you build your house in the wood, the world will make a beaten path to your door?" This thought of the Sage of Concord has a very direct and practical application to our triple headache of radio, press and theater. Again it looks as if the one thing we have to fear is fear itself. Truth is that radio, even with the development of television to a commercial status, can neither replace nor impart the service of the press or the theater—provided they read the signs of the times, eliminate error and put their houses in order to welcome suggestions and needed changes. It is just a case of a better book, sermon or mousetrap. With radio in the background as a vital force for truth and betterment the press and the theater may be raised to a loftier standard than ever before.

No hasty estimate should be made as to the probable effect of radio upon these other industries. Careful inventory indicates there is a threat, and inroads already have been made. Nearly everybody in America is a radio fan, and when short-wave broadcasting is more fully developed the entire civilized world will become a community center. There are now about 22,999,000 home receiving sets and about 3,000,000 motor vehicle sets. Due to the distribution of the soldiers' bonus and advancing prosperity, these numbers should be increased by several millions by the end of the year. Reception schedules also are ever on

clarity, but due to concentrating upon small television images I have decided that 20 to 30 minutes of this would prove extremely tiring, dooming the art as popular entertainment."

Thus the limitations of radio and television will give the press and the theater a wide margin in the struggle for supremacy. Will they accept the challenge? Will the press put out a better news and advertising medium and will the theater present more wholesome and attractive entertainment than the radio? There will be a beaten path to the door of the one that offers the best service.

## Needs of the Theater

Two things are necessary for the welfare and progress of the theater. The theater must be opened and kept open to both stage and screen attractions, and entertainment must be made clean and kept clean. Unless this is done the theater faces censorship and regimentation. Regulation already exists in a tentative form and is gradually being threatened with technical control.

In a former article titled *A New Deal in Dramatic Criticism*, which was published in *The Billboard* four years ago, I urged the theater to correct its ills and back a policy of intelligent, honest criticism thru the press. I am glad to report some progress has been made, but it has come largely from influences outside the profession. Producers have not taken to the idea warmly nor has the public as a whole exerted its best efforts. The character of the theater rears with the public as much as with the producers and managers.

If the theater, especially the screen, had read the handwriting on the wall four years ago there would have been no need for the League of Decency or for the world-wide system of boycott and censorship decreed by Pope Pius in his recent encyclical entitled *Vigilanti Cura*, which provides for a drastic censorship, boycott of indecent films and establishment of a system of film review offices encircling the globe. Growing strength of the movement is shown by its approval by other religious faiths.

The League of Decency was formed about two years ago. When it announced its program producers were thrown into a dither. Some said it was hysteria, while others, far-seeing and conscientious, took heed. All at least made a gesture of response. New writers were employed. Scouts sought new stories and old that would pass the censorship. At first, in the rush, a few namby-pamby pictures were put out. But libraries were searched and every possible source of material was looked into. Results began to show. Classics, mind you, began to appear on the screen. Behold these film masterpieces: *David Copperfield*, *Little Women*, *The Tels of Two Cities*, *The Crusades*, *A Midsummer Night's Dream*, *The Count of Monte Cristo* and dozens of others, some taken from the moth balls and others from new, fresh sources. Strange as it seems, most of these stories have proved box office and some have jumped into the million-dollar class. Disappointed absentees from the theater began to flock back and others, long dissenters from screen standards, came to be convinced and then got the movie habit.

If the movie producers continue to present clean, wholesome and artistic pictures they will ward off censorship and regimentation and quickly regain their prestige. Intelligent, honest criticism thru the press and a gradual education of theatergoers to patronize the better things will go far to bring about this condition.

If the theaters fail radio will step in and take the film patronage, show up indifferent critics and make its own art supreme.

Jimmy Fidler, Hollywood film columnist and radio reviewer, has shown what honest criticism can do. His frank reviews and previews have been followed (See *RADIO* on page 12)

scription and street sales had it not been for the comprehensive and circuitous coverage of the two conclaves by the networks during June and the big commercial programs during the year.

When it comes to estimating the inroads of radio upon the theater it is still more difficult. However, during the recent Schmeling-Louis fight broadcast the theaters were well-nigh deserted. The same situation prevailed during the June political conventions and is true at all times during such popular air programs as Major Bowes' Amateur Hour, Rudy Vallee's Variety Hour, Fred Allen's Town Hall, Bing Crosby's Music Hall, Jack Benny's program and many others. This detracting influence, however, is partially offset thru the mutual publicity given each profession by the other. Radio stars when in the theater prove a big box-office draw and when stage and screen stars go before the "mike" they greatly enlarge the circle of air fans.

That fear of fear is the most paralyzing obstacle to progress of press and theater has ample proof. Cecil B. DeMille, who helped produce *The Squaw Man* in 1918, and is now producer and director of the Radio Theater, says that radio as entertainment is on a par with the screen, and yet he does not believe this medium can hope to surpass the films even when television is perfected.

As for television, another high authority, A. G. Hull, technical editor of *Wireless Weekly*, leading Australian radio journal, after a 40,000-mile tour of Germany, France, Holland and Great Britain, says:

"The art can be nothing but an interesting novelty for some time. Pictures are being transmitted with unusual



## Engineers' Union Hits Phila. Snag

PHILADELPHIA, Aug. 22.—Unionization of operators and technical engineers at the radio stations by the American Radio Telegraphists' Association, Inc., of New York, hit a snag when the International Brotherhood of Electrical Workers, affiliated with the American Federation of Labor, claimed jurisdiction in this territory.

While the ARTA has closed shop agreements with WPEN, WRAX and WDAR, and has a complaint pending against WCAU before the National Labor Relations Board, the IBEW entered the WCAU impasse with a plea to act as the sole bargaining agency at that station. A company union exists at WCAU, and a meeting with R. Bennett, national organizer for the IBEW, failed to bring the question of unionization to a head.

Most Borow, local representative for the ARTA, disclosed that his organization has applied for an AFL charter and expect to be taken into the fold momentarily. When and if charter arrives, matter of jurisdiction will be AFL's headache.

Meanwhile Borow has proceeded to renew the trade agreement with WDAS which marked a turn-about-face on part of A. W. Dannenbaum Sr., station prez. Attempt to outlaw the existing company union last fall found Dannenbaum antagonistic, with the result that the technicians took the walkout powder, the station being forced off the air for more than seven hours, and pickets parading the beat causing no end of embarrassment to the execs. After weeks of dickering, Dannenbaum reversed his attitude and signed with ARTA on August 13, agreement retaining the firing clause, which leaves that question solely to the union. Contract was made to coincide day and date with the musician's union, terminating on August 31. Although no mutual relationship exists between the two labor parties, Borow indicated that the ARTA would sympathize with the musicians should a just complaint arise in their labor relations with the station.

Trade agreements with WPEN and WRAX were renewed on March 1, ARTA securing an increase for the technicians from \$40 to \$42.50 weekly. Prevailing rate of pay at WDAS is \$33 weekly, union scale fluctuating on basis of station's wage rate.

## KFOR for Buildup; Personnel Changes

LINCOLN, Neb., Aug. 24.—Staff changes are still the vogue around the KFAB-KFOR studios here. This week saw Al Poeka, former program director, scam to the West Coast and a chance with Columbia. Jerry Lee Pecht, former announcer and continuity man, gone previously to the continuity department of KLZ, Denver, paved the way for Bob Jensen, former chief engineer, who also left this week for KLZ. Cliff Conway, former announcer, is now program director at KOPW, Kearney, Neb. New announcers hired to fill holes last week were Jim Eels, lately with KSO, Des Moines, and Jim McCulla, up until last week with KRMT, Des Moines.

Stations are stepping out under guidance of Reginald B. Martin, station manager recently recruited from the Iowa Broadcasting Company net in the sister State across the river. Strong buildup for KFOR, the 250-watt, is on the plan books, and a number of stunts will be planned to boom it after September 1, when the staff has all returned from vacations. One of the best plugs arranged so far has been Martin's plaining of every bit of the station's talent on the State Fair grounds during the fair (Sept. 6-11) and all the programs will be remoted giving the visiting farmers a chance to see the performers in person. Several artists have been spotted in the grand-stand show, too.

## Two More Outlets Join Buckeye Web

CLEVELAND, Aug. 22.—Station WSPD, Toledo, and WPAY, Portsmouth, O., have been added to the outlets comprising the Buckeye Network. The chain is already comprised of WHK, Cleveland, the originating station; WHKO, Columbus, and WRKN, Youngstown.

General offices of the Buckeye Network are in the Terminal Tower Building, this city.

## Nothing To Lose

NEWPORT NEWS, Va., Aug. 22.—A school of correct speech is being conducted for the announcers of WGH here. Announcers from the local, Norfolk and Portsmouth studios spend a short time daily at the audition system listening to a transcribed program dealing with problems of speech.

## New Biz, Renewals

### Chicago

THE ARMAND COMPANY, thru H. W. Kantor & Sons, continuation order for 136 one-minute electrical transcriptions, WLS.

E. A. MYER & SON, thru Himer V. Swenson Co., one minute announcements, WLS.

ACME MFG. CO., thru K. E. Shepard Adv. Co., continuation order for 312 two-minute announcements, WLS.

RELIANCE MFG. CO., thru Mitchell-Fuust Adv. Agency, continuation order for three quarter-hour programs, WLS.

DRUMS, INC., thru C. C. Winghamam, Inc., two-minute announcements twice weekly.

ST. PAUL UNION STOCKYARDS CO., (See NEW BIZ on page 12)

## Mutual Recognized Officially by BBC

NEW YORK, Aug. 22.—The British Broadcasting Corporation has given the official ok to the Mutual Broadcasting System as a network and will cut the web in when anything hot is on top, including the forthcoming coronation of King Edward. Arrangements are also being made by the BBC with the Canadian Radio Commission to facilitate relaying of programs picked up by Canadian short-wave stations to the Mutual network.

John Steele, representing Mutual in London, is credited with having made the arrangements. Steele was formerly London and European correspondent for The Chicago Tribune.

## Philly Stations Set Stage for Annual Battle With Musicians

PHILADELPHIA, Aug. 22.—The annual tea party between the musicians' union, Local 77, and the radio stations promises to turn into the customary dog-fight. Contracts for the studio combes are up on August 31, and the negotiating committees are approximating the point where the boys start calling each other names. Stations are satisfied to let existing conditions be for another year or forever, but Anthony A. Tomel, union gulder, is not so easily appeasable and holds out for more men and more money, plus this and plus that all leading to the time-tattered next-to-shut set where radio row threatens to can all live music—but never does.

Battling order never changes. Doc Levy's WCAU was always the biggest headache and doesn't disappoint. Old order called for 11 men working three hours daily between a 5 a.m.-8 p.m. stretch. Half that time could be used for commercial shows and boys clocked a \$55 check for the effort. However, Tomel found that WCAU was selling the sustainers to the CBS web and in the long run had the studio crew paying for itself. Worse yet, Tomel claims that Levy was able to sell his band for commercial shows as low as \$1.25 per man while the other musicians went begging for the work at \$7 per man. In order to curb this indirect competition between musician and musician, Tomel is demanding, not asking, that WCAU hire 15 men working only two hours on the same stretch, but only to be used for sustaining shows at a \$40 figure. Certainly no go as far as Levy is concerned, and the usual biz of trying to outwit each other is in the offing.

Same situation exists at KYW, NBC outlet. However, Levy has turned that station back to the net. While he was always able to work a deal between the two stations, the battle is now on his own. Union figured that Levy would try to ring in KYW on the deal again, but management change found Tomel

# Over \$300,000 in Accounts Ready for New Yankee Net.

Local and national advertisers buy their time within three weeks of reorganized Shepard New England chain announcement—official inauguration a month away

BOSTON, Aug. 22.—With a month to go before the official inauguration of The New Yankee Network, and less than three weeks after the announcement of the formation of the new network, contracts with regional and national advertisers have been completed representing an amount well over a third of a million dollars. Contracts already completed include the Penn Tobacco Company, Wilkes-Barre, Penna., (Kentucky Club Tobacco and Kentucky Winners Cigarettes), calling for 144 15-minute programs, daily except Sunday p.m., starting April 19, 1937, and ending October 2, 1937. Agency: Rutland & Ryan, Inc., New York. Program: Baseball Scores and Highlights. WNAC, WFAN, WCBH, WNBH, WLLH, WICC, WTIO, WLBZ.

## CBS Outside Bookings; Building a Loew Unit

NEW YORK, Aug. 22.—Columbia Broadcasting System's Artist Bureau has made the following bookings for theaters and other spots:

Lud Gluskin and his orchestra with Oogo De Lys and Buddy Clark, Paramount Theater, New York, the week of August 26; Tito Guitaz, Paramount, Los Angeles, week of August 27; Alexander Gray, Michigan Theater, Detroit, opened yesterday; the Buenness, Great Lakes Exposition, Cleveland, opening today.

Gertrude Nieser has been signed by Universal Pictures, and Freddie Rich with Benay Venuta, make a short for Paramount next week. Night spot bookings include Benay Venuta at the Riviera; Irene Beasley, at the Arrowhead Inn, Saratoga, and Lee Wiley at the Versaille, this city. Gypsy Nina opened at the Paladium, London.

Paul Ross, of the CBS Artists' Bureau, is building a radio show for Loew's which is being planned for Washington and Baltimore dates. Although not definite, tentative acts being lined up include Emery Deutch and orchestra; Alexander Gray, the Buccaners, Virginia Verrill and Montana Sim.

Penn Tobacco Company will also sponsor a series of participations in The Yankee Network News Service, starting October 1, 1936, and ending August 10, 1937, six times weekly, same agency, and over WNAC, WCBH, WFAN, WSAR, WNBH, WLLH, WICC, WTIO, WLBZ, WFEA.

Tide Water Oil Sales Corporation, New York, (Tydol and Veodol), thru Lennen & Mitchell, Inc., New York, 30 15-minute programs, three times weekly, featuring Eddie Casey, Football Commentator, from October 1 thru December 5, WNAC, WFAN, WSAR, WNBH, WLLH, WICC, WLBZ, WFEA.

Durkee-Mower Company of Lynn, Mass., (Marshmallow Fluff), has contracted for a series of 26 15-minute programs, featuring the Durkee-Mower Fluffettes, weekly on Sunday, starting September 7, 1936, and ending March 21, 1937. Agency: Harry M. Frost Company, Inc., Boston. WNAC, WFAN, WTAC, WTIC, WCBH.

Fels and Company, Philadelphia, Penna., (Fels-Naphtha), Tom, Deak and Harry Vocal Trio series, thrice weekly, 15-minute programs, from September 28, 1936, to February 12, 1937. Agency: Young & Rubicam, Inc., New York. WNAC, WFAN, WTIO, WICC.

John Morrell and Company, Inc., Ottumwa, Ohio, (Red Heart Dog Food), series of participations in The Yankee Network News Service, Two weekly, from September 29, 1936, to April 8, 1937. Agency: Henri Hurst & McDonald, Inc., Chicago. WNAC, WFAN, WICC, WTIO, WCBH, WLBZ, WFEA, WLLH, WNBH, WSAR.

Other contracts include Dawson Brewery, Inc., New Bedford, Mass., series of Yankee Network News Service participations, thru Dowd & Oestreicher, Inc., Boston. WNAC, WFAN, WORC, WMAS, WNBH, WLLH, WICC, WLBZ, WFEA; the Gretchen McMillen Household Economics series, participating program, thrice weekly, whole network including WNAC, WFAN, WCBH, WTAC, WTIO, WCBH, WLBZ, WFEA, WSAR, WNBH, WLLH, and the E. R. Parker Dental System, Inc., Boston, program, featuring Knox Manning, commentator.

All contracts have been based upon the new Yankee Network rates, to become effective on September 27. The rate cards were issued August 15, 1936.

Besides offering more extensive coverage of the Portland, Maine, market thru WCBH, 2,500 watts daytime, and 1,000 watts night, to date four Yankee Network stations have installed, or are in the process of installing, new high fidelity transmitters that promise for the client greater reception and clarity of their program and greater range than ever before. WNAC's new 5 kw Western Electric High Fidelity Transmitter went into service July 27, giving that station 5,000 watts daytime power, and 1,000 watts night.

WFAN, Providence; WSAR, Fall River; WTAC, Worcester, are now in the process of installing new high fidelity transmitters that will be in service between October 1 and 30, that will give each station 1,000-watt power day and night.

John Shepard III is president of The Yankee Network, which is represented by Edward Petry & Company.

have until October 4 to think it over for the rest of their houses.

Nothing short of a miracle will keep it all from a dog-eat-dog. And experience in past years has proved that divine providence never enters into negotiations which concern the employment of musicians.

# Alexander GRAY

## Baritone

Pers. Mgt. CBS Artists Bureau

# WINGY MANNONE

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

# Russ MORGAN

RINSO-LIFEBUOY  
CBS TUES. 9:30-9 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

Care Billboard, Cincinnati.  
ERNIE BRODERICK, Personal Representative.

# COAST to COAST

## ★ WALTER ★ TETLEY

Radio's Outstanding Boy Actor  
FRED ALLEN 9:00 p.m. Wed. NBC  
BUDY BOAY 9:00 p.m. Thur. NBC  
PAUL WHITEMAN 9:30 p.m. Sun. NBC  
BOBBY DENSON 6:15 p.m. Mon. Wed. CBS  
DUCK ROGERS 6:00 p.m. Wed. CBS  
Fri.



# The Dynamic "ARNO"

Conductor ..... Violinist

20th WEEK  
SHEA'S BUFFALO THEATRE  
WBEN, Saturday, 7:30 P.M.

Exclusive Direction Jack Lavin, Paul Whiteman-Artists' Management, Inc.  
17 E. 45th Street, New York City.

# "LOUISIANA" ★ REVIVAL HIT!

Featured By  
**ANDRE' KOSTELANETZ AND HIS ORCHESTRA**  
on the Chesterfield Program, August 28, 1936, 10 p.m., EAST, WABC—COAST to COAST  
ALFRED MUSIC CO., INC. 145 W. 45th St., New York

# TOMMY AND HIS ORCHESTRA

MANAGEMENT M. G. A.  
AND HIS  
★ ORCHESTRA  
**DORSEY**

Currently BAKER HOTEL, Dallas, Tex.

# Station Notes

Address All Communications to the New York Office

WIP, Philadelphia, makes the third stopping post for word spieler **BLAKE RITTER**, having been heard locally over WFIL and WPEN. . . . **RUTH PARSONS**, fresh from dramatic school, doing comic character bits over WFIL, Philadelphia. . . . Rumored that **Tasty Yeast** wasn't satisfied with Philadelphia coverage and now has its Blue net show adding WFIL for local outlet. . . . Battle among the advertising agencies for political air handling in Philadelphia promises to outshine the election tussle itself. . . . **RAY POWERS**, warbler, and the *Melody Blenders*, male vocal trio, forsake vaude for air spots on WFIL, Philadelphia.

THE CANADIAN Radio Commission and the National Broadcasting Company have the National Barn Dance hour program of the NBC from New York City in the works as exchange material. The negotiations are reported as progressing favorably to that end. **HENRY BURR**, vocalist on this Saturday night program, is a native of St. John, N. B., and began his singing there as a church choirist under his real name of **HARRY MCCLASKEY**. . . . While visiting his summer home on Campobello Island, N. B., near Eastport, Me., President Roosevelt made a survey of the Passamaquoddy Bay tidal power project, recently abandoned by the federal government, and included was the possibility of establishing a powerful broadcasting station, to be the most easterly in the U. S. . . . The case of Rev. **HENRY LANCTIN**, of Grand Ligne, N. B., barred by the Canadian Radio Commission from the air for six months because of objectionable radio sermons from CKCW, Moncton, N. B., will be taken to the Canadian House of Commons at the next session. It is stated by spokesmen for the Loyal Orange Lodge, leading the protest against the suspension. The CRC has declined to reconsider its action. The suspension followed complaints by Catholics that the broadcaster was using statements very offensive to their religion.

**MARJORIE ANN KNAPP**, who has a daily song program on WGBF, Evansville, Ind., sponsored by Sear, Roebuck, is in New York the current week on a short vacation. Margie, who is 11 years old, is accompanied by her mother, **LUCILLE KNAPP**, also a professional singer and dancer. . . . **KFOR**, Lincoln, Neb., was on the job all day when a blast wrecked a wholesale fruit building. **E. B. MARTIN**, manager of KFAB and KFOR, ordered a complete remote control crew and equipment to remain at the scene until the dead and injured were recovered from the ruins. . . . Bulletins and descriptions were carried thruout the day, with several of the programs being fed to the sister station KOIL, Council Bluffs and Omaha. . . . Central States Broadcasting System, comprising the three stations, WFAB, KOIL and

**KFOR**, has issued a 24-page booklet entitled *100 Stars of Action*, which has been mailed to ad agencies, clients and stations thruout the country. . . . The booklet features special events, programs and personnel of the stations as well as pictures of celebrities being interviewed at the airport and depot. . . . **WPTF**, Raleigh, N. C., is set to bring its mike and usual remote facilities to Wilson, N. C., known as the world's largest tobacco market handling bright leaf product. . . . Musical entertainment will be included. . . . Incidentally, **WPTF** expects one great big season, what with 10 new network programs being added to its schedule from both the NBC Red and Blue chains.

**CHADWICK BAKER**, technician of Station **WBRC**, was married last week to **MARY CATHERINE FARLAND**, of Birmingham, and they have headed for Miami Beach. . . . Little Rock is proud of the quick rise of its native son, **BILL BIRDZELL**, who after a successful try-out on CBS as winner of a contest, has won a sustaining spot on that network singing as **LAPE LINN**. . . . As a Sunday afternoon feature **WQBC**, Vicksburg indie, has a series of stories on the lives of renowned of the church. Hour is called the *Ave Maria Hour*. . . . **BEATHICE TATE WRIGHT**, program directors **WAPI**, Birmingham, has returned from a two weeks' stay in New York, where she visited and studied at Radio City. . . . **WSGN**, Birmingham, recently dedicated a new electric organ. . . . **KRMD**, Shreveport indie, is airing twice daily remote from Fountain Room of the Washington-Youree Hotel. . . . **WWL**, New Orleans, has contracted for remoting eight days for several spots daily, the forthcoming South Louisiana State Fair to be held at Donaldsonville, La. . . . Two New Orleans stations, **WDSU** and **WWL**, are broadcasting 15 minutes each night, remote from the St. Bernard dog race track. . . . Four radio networks of short-wave transmitters have been set up thru WPA project for broadcasting of hurricane warnings over land and sea in an effort to reduce loss of life in the Gulf area from tropical hurricanes. Key stations are situated at Tampa, Pensacola, Fort Myers, Orlando, West Palm Beach and Tallahassee.

STATION **WFPB**, Hattiesburg, Miss., indie, has been changed to call of **WFOR**. Station of 100 watts, operating on 1370 wave and owned by the Forrest Broadcasting Co. . . . **HILMY GORDON**, chief announcer for **WDSU** for several years, has left to join the announcing staff of the Nation's Station.

**WWJ**, The Detroit News radio station, is putting on a new program entitled *Kitty Ken, Inc.*, for the Procter & Gamble Distributing Company.

**JIM McPADDEN**, who covers the waterfront for *The San Francisco Examiner*, is subbing as radio editor during Darrell Donnell's vacation. . . . **JACK BURRELL**, for the past four years chief engineer at **KJBS**, San Francisco, has resigned, effective September 1, to take over the job of installing the transmitter and other broadcast equipment of **KYOS**, new Merced, Calif., radio station. . . . **GENE CLARK**, KQW, San Jose, Calif., producer, has been appointed radio committee chairman of the San Jose Junior Chamber of Commerce.

The F. C. C. is considering a request of Wilbur Glenn Voliva and associates of Zion, Ill., to transfer control of **WCBD**, Zion, to Gene T. Dyer and four associates and that they be permitted to designate the Chicago studio as the main studio henceforth. The transmitter would be kept at Zion. Dyer controls **WGES** and **W5BC** in Chicago at present.

**LOU WEISS**, known as "The Ivory Tickler" on **WICC**, Bridgeport, Conn., for many years, resigned this week to play at the Pine Room, that city. . . . **WELL**, New Haven, inaugurated a *Hungarian Hour* this week on Sundays, under the direction of Dr. De Babochay. . . . **Zanetta Braun**, featured soprano with the Rochester Civic Light Opera Guild, is broadcasting twice weekly over **WELL**. . . . John Lloyd, announcer at **WNBC**, New Britain, Conn., has resigned, and joined the staff of **WHTT**, Hartford. . . . Harold Miller is back again on **WEIL**, New Haven, Conn., in his piano mono-

log. . . . **Clean Patterson** is the new announcer on **WNBC**, New Britain, succeeding John Lloyd, who resigned. . . . **WIXBS**, Waterbury, has filed an application with the FCC to establish 100-watt booster stations at New Haven and Bridgeport. . . . **Guy Emerson**, operatic bass baritone, has signed for 10 broadcasts over **WIXBS**, Waterbury.

**WFAB**, White Plains, N. Y., is airing the Sunday night shows from Playland, Rye Beach. . . . programs are in the nature of talent hunts, and the first show brought a raft of mail voicing approval of the entertainment. . . . **Earl Lawrence**, Yankee Network artists has been signed to appear for another year on **WNAC** and **WAAB** (TN) programs. . . . **WBT**, Charlotte, N. C., has started its season of tobacco market broadcasts. **Arthur Whiteside**, of the WBT program department went to Dillon, S. C., to get the first broadcast set. . . . **Lloyd Egner**, manager of the NBC Thesaurus is informing station subscribers that it is his intention to continue to accumulate and enlarge the basic library, there are numerous selections that have outlived their usefulness and should be eliminated. . . . **WHAM**, Rochester, N. Y., will originate two series by the Rochester Civic Orchestra under the baton of Guy Fraser Harrison. . . . There will be 43 concerts in all. . . . **WHN**, New York, has brought back its "ghost" broadcaster, otherwise known as **Gene Moore**, the sound effects man. . . .

**W. R. ARCHER**, formerly with **Houston Post** and **KPRC**, Houston, has joined the Steele Advertising Agency as account executive. . . . **WJBO**, Baton Rouge indie, is airing a summer series of programs by the Louisiana State University school of music under direction of Dr. Beckman Gibbs, authority on liturgical music. Dr. Gibbs is summer guest director of a Gregorian choir of 20 voices, featured on the program. . . . About six or seven stations of Arkansas that had been hooked up recently for political addresses are contemplating continuing as a permanent statewide network. With **LARK**, Little Rock, as key station, the state hook-up includes **KELD**, El Dorado, **WFPW**, Fort Smith, **KBTM**, Jonesboro, **KOTW**, Pine Bluff, and **KCMC**, Texarkana. **WVC**, Memphis, was also included in the network during the political campaign and may continue its affiliation.

**FATHER ABELL**, founder of **WVL**, New Orleans, and at present its director, has returned from a two-weeks' stay in New Mexico, having fully recovered from illness. . . . **Beverly Brown**, production manager for **WVL**, made one of the quickest round trips to Chi this week when he shoved off on a business call and was back at his desk all in slightly over 40 hours. . . . **KTHS**, Hot Springs, has been given a renewal of its license with full time sharing of 1060 k. c. with **WBAL**, Baltimore. . . . The Hunt Broadcasting Company, which sought permission for a new transmitter at Greenville, Tex., with 100 watts daytime on 1200, has been denied the privilege in an examiner's report this week.

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# GOBEY

# Program Reviews

EDST Unless Otherwise Indicated

## Rolfe-Bonelli

Reviewed Friday 9-9:30 p. m. Style—Orchestra and baritone soloist. Sponsor—Ford Motor Co. Dealers. Station—WJZ (NBC network).

B. A. Rolfe and his orchestra, plus the Men About Town vocal trio and Richard Bonelli. Metropolitan Opera Company star have been nilling in during the vacation period of Fred Waring's Pennsylvanians. Half hour is a bright one, with Rolfe revealing all of his usual pep and volume, altho he is noticeably holding down the fast tempos. On the concluding end he is reminding of one holding the reins behind a spirited team of horses who prance forward, but held in check as they go thru their paces. Orchestra appears to be in the same spot, taria) to go. However, the orchestra sounds excellent and Rolfe offered plenty of variety as to the selections. Vocal trio filled in here and there, while Bonelli offers two solos, one of operatic or classical nature and the other a pop ballad of the cowboy type. Needless to state the songs in English and type used fits into the program better than a heavy operatic piece.

Most of the song titles were announced by Rolfe who also handled a little continually on occasion. Rolfe's voice is good and he talks in a dignified, if not somewhat cynical manner. Entertainment on the whole is smoothly blended.

Ford credits are short as usual, stressing the "more miles per dollar" angle, durability of the car as well as the low cost of operation. M. H. S.

## "Your Opinion"

Reviewed Tuesday, 12:30-12:45 p. m. Style—Impromptu interviews. Sponsor—S. H. DeRoy Jewelry Store. Station—KQV (Pittsburgh).

Show of the vox pop order, the feature has been building in popularity and attracting attention for its sponsor, a jewelry store. It is broadcast daily except Sunday in front of the sponsor's store and features passers-by who are queried on everyday topics by George Heid and Pat Haley, trained KQV staff members.

The program is a result of a competitive amateur show sponsored by another jewelry firm which has been using full-page newspaper ads plugging the show. From the present outlook it appears as if the "Your Opinion" sponsor will succeed in sidetracking some business for himself.

As an added inducement, 31 cash prizes are offered to listeners who submit interesting questions. A \$37.50 watch is given to the writer of the best question used each week. Heid and Haley have been doing good work in producing a smooth and interesting 15-minute feature. S. H.

## Fox Fur Trappers

Reviewed Tuesday, 7:30-8p. m. Style—Orchestra, vocalists and comedians. Sponsor—L. J. Fox. Station—WEEI, (Boston).

This weekly 30-minute variety show is the 1936 edition of an L. J. Fox radio production and the ninth year the fur people have used WEEI as a trading post. *Fox Moon* by Rakov and the Fox Fur Trappers ork themes in the stint with Ken Ovendun announcing and the ork and male chorus swelling to conclusion of a nice opening. Ken comes back to cile that Fox, in expressing its appreciation, good will, and kind patronage of New England women, is presenting *Big Show Nite* at Fox Fur Trappers' Camp at Purville in the North Woods.

This year, Dave Lilienthal, exec v. p. of Fox, is using the fur salon on the third floor of the main building in downtown Boston as the Camp, with the stage set in real theatrical fashion.

Josh Cree (Norman Arnold, robust WEEI staff vocalist) is emcee and does a Cap'n Henry style. Likewise, he uses stock line of "and remember" . . . "The BEST is yet to come." Rakov and ork let out nice music from San Francisco. Next comes Elaine Hanson, possessor of beautiful soprano pipes that sell *The Bubbis Song* from the operetta, *High Jinks*.

A commercial, and Rakov goes *Spanish* with the syncopating rumba—Then

*It Isn't Love*. Silver-voiced tenor Frank Sherry vocals *Am I Asking Too Much?* Henry & Weasel, happy-go-lucky black-face duo on the Pic and Pat formula are good for some nice gags and patter that get the laughs and palm slaps. Male chorus takes the mike for a grand work-out of *Morning*, followed by another plug, and a peppy, distance version of *Mama Won't Allow It* by the Four Rhythm Boys.

Henry interrupts for dialogue bit with Josh on serialized build-up gag that a big man, with a big nose, with a big badge, is outside to see Josh. Hanson & Henry are miked to duo the romantic song *Sweetheart* from the operetta *Mafine*, which travels the waves in excellent blending of voices for fine rendition. Henry pops in again with man stuff, and the ork and Rhythm Boys combine for *Did I Remember?*, with Rakov weaving into *Pale Moon*, and Josh closing with characteristic lines of "thanks for listenin', good night, God bless you, and remember . . . the BEST is yet to come."

A plug and info that the show is copyrighted by L. J. Fox, with an invitation to write for tickets, winds up a neat show eligible for a coast-to-coast hook-up.

After the broadcast, a 45-minute fashion show and music is staged by Priscilla Porteusce, WEEI Fashion Commentator.

minute program filled with an informal chat on the forecast for Boston and vicinity and concurrent topics of interest to the average listener who wouldn't ordinarily fathom meteorological nomenclature. Fuses the mike confidently and in understandable and easy fashion dresses up his weather reports entertainingly. Gives a positive report, says its and buts, and supplements them with positive reasons, free of all non-descript.

Doesn't follow the usual style of indecisiveness by using evasive terms as may, possibly, and it will be this and that if this is so and so. It is his plan to make, and he does, definite statements on what the weather will be, except in extreme cases when weather is purely local. That is, when it pertains to a single area or few square miles, and not as a sectional whole. He also discusses some interesting auxiliary phase of weather, such as gradient, abnormal cold and heat, cloud formation, unusual rainfall, and other weather phenomena as they may occur, and tend to be of local interest to the radio audience.

This knowledge of conditions over the country is made possible by United States Weather Bureau daily maps, which he obtains each morning at 11. From those he acquires his forecast. He does not copy the weather bureau forecasts. Technical expressions like modified polar air, convectional showers and occluding storms are broken down into everyday language. His youthful manner of presenting his programs and the extreme intelligence of his almost spot script is commendable. He takes time out to explain technicalities. He possesses no expensive instruments, but observations given on his shows are taken

## Court Rules WATL Free To Expand

ATLANTA, Aug. 22—A temporary restraining order halting the projected expansion of WATL and its removal from the Shrine Mosque to the Henry Grady Hotel has been dissolved by Judge John D. Humphries, of the Fulton Superior Court. The injunction was obtained three weeks ago by Steve Cisler, former manager of WATL and now program director of WSGN, Birmingham, claiming to be a part owner, against J. W. Woodruff, who previously had petitioned the court to declare him (Woodruff) sole owner of the station.

Dissolution of the injunction followed a two-day hearing when counsel for the principals announced they had reached a basis on which a compromise settlement out of court could be perfected. What the basis of settlement was could not be learned from local sources.

WATL is now at liberty to proceed with its application to FCC to install new equipment and step up daytime power to 250 watts from 100 and to remove the transmitter from the mosque to the hotel.

Cisler contended that under his agreement with Woodruff he was to own 30 per cent of the stock of the Atlanta Broadcasting Company and Woodruff 70 per cent, but that after the station was purchased from Oglethorpe University the latter refused to go thru with the plan and sought to have himself declared sole owner.

station last March 23 and has steadily built the show into one of the station's best features, and one which the public likes because of its youthful informality and understanding. S. P.

## Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via 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. Figures in parentheses indicate number of times song was played according to last week's listing. Period covered is from Friday, August 14, to Thursday, August 20, both dates inclusive.

Did I Remember?	36	Dancing Till Dawn	18
When I'm With You (40)	33	If We Never Meet Again (18)	18
No Regrets (22)	29	When Did You Leave Heaven?	18
Bye, Bye, Baby (26)	27	Empty Saddles	16
Unh! the Real Thing Comes Along (23)	27	Let's Sing Again (14)	16
Them Foolish Things (29)	25	Without a Shadow of a Doubt	16
Me and the Moon (21)	24	You Can't Pull the Wool Over My Eyes	16
A Star Fell Out of Heaven	24	Unh! Today (21)	15
Sing, Baby, Sing	23	There's a Small Town	11
Rendezvous With a Dream	22	It's a Sin To Tell a Lie	11
On the Beach at Ball Ball (26)	21	I Take to You	10
Take My Heart (22)	20	Stompin' at the Savoy (21)	10
I Can't Escape From You	19		

SHEET MUSIC best sellers will be found on page 19.

Store is kept open extra 90 minutes on radio nights.

## "Mr. Weather Man"

Reviewed Tuesday, 12:55-1 p. m. Style—Weather forecaster and collateral subjects. Sustaining on WMEK (Boston).

This 18-year-old lad, Donald Kent, holds the highest average of correct weather prognostications among Boston weather men, and is recognized by the United States Weather Bureau here as one of the youngest and most accurate weather reporters. His youth does not stunt his ability to put on a daily five-

from the official instruments of the Boston Weather Bureau. At his home he has six thermometers, a weather vane, a rain gauge and an inexpensive barometer. He has a small structure in his back yard with one thermometer about five feet above the ground surface, and others strategically located around his home, so that temperature readings may be obtained for a mean average, and slight irregularities corrected.

He is endeavoring to start a syndicate of newspaper weather items similar to his radiocasts. John E. Reilly, WMEK program director, spotted Kent on the

## Disk Artist Society Files Test Suit Against KFVB

LOS ANGELES, Aug. 22—The first legal effort by the American Society of Recording Artists seeking to control and license the playing of phonograph records for commercial radio broadcasts and other commercial fields was filed here Wednesday (19) against KPWB, Warner Bros. station in Hollywood. Also made defendant is Smiling Frankie Gordon, who handles a phonograph record program on the station.

The complaint is signed by Al Jolson, as president of the ASRA, and asks for a permanent injunction restraining the defendants from using records made by the ASRA members, comprising both singers and orchestra leaders. Leonard Myberg, of the law firm of Hazard and Reine, representing the organization, filed the papers.

ASRA has been planning to collect a license fee for the use of phonograph

records commercially and two local stations have already been licensed in KMPC, Beverly Hills, and KGFJ. The society is active now in 14 States, but has never tested its legal status with a lawsuit. Present action is expected to stand as a precedent if won, altho it will eventually go to a higher court. If the ASRA is upheld by the courts every radio station in the country will be subject to a license fee. This will also apply possibly to coin-operated hearings in magistrate's courts here the

The ASRA is a distinct organization from the one headed by Fred Waring, which wants to abolish all records from the air. This, of course, does not apply to electrical transcriptions. The ASRA action is somewhat of a friendly test case, since Jolson is a Warner-signed artist and KFVB is a wholly owned Warner outlet.

## "Clarence Fuhrman Presents"

Reviewed Saturday, 2:30-2:45 p. m. Style—Vocalist and orchestra. Sustaining on WTP (Philadelphia).

For a sustaining stint, Clarence Fuhrman, station's pianist-conductor, presents a weekly quarter-hour musical dish worthy of grade A caves. It's a smooth brand of quiet and sugary numbers from the musical comedy realm with vocal leings of standard songs by J. Harry Tipping's agreeable baritone range. Much superior to the usual stop-gap propositions this station pans out.

Studio combo of eight, strings and winds, offered selection from *The Bandwagon*, *Cat and the Fiddle*, *Wildflower* and a salon version of *The Very Thought of You*. Standout instrumentalist is Maurice Braun, who came to radio from the de luxe pix houses. His pash scratching on the achmaltry stuff tops the entire presentation. And a nod is due in the direction of Morris Spector for some excellent sibe embellishments. Tipping is on top with *Sky Blue Waters* and a pop ballad, showing a voice with good timbre and training. For dial attention, its charm lies chiefly in the utter lack of pretention. General effect is soothing, okeh for summer listening. ORO.

## "Hollywood Chatterbox"

Reviewed Monday, 3:30-3:45 p. m. Style—Hollywood gossip. Sustaining on WFIL (Philadelphia).

A quarter-hour of pix prattle, punctuated only by a musical platter, is enough to try any listener's patience. Barbara Young does a commendable job in editing and spelling, but the time element weakens the punch and the total effect is a sudorific dose for the dieters.

After rehabbing Hollywood's dirty lins, Actor's amour and such, current film showings get a comment, the houses getting a free plug, and finally a canned version of the canned stuff picture, press agents peddle. Lest the giveaway be forgotten, three cents to cover cost of mailing, will get you a photo of Robert Taylor for your dresser, pronto.

Slicing the time would make it easier to slip this one over on the listener, and Miss Young would find no trouble holding on to them that long. But with the five-and-dimes peddling the fan maga for a pittance, the heavy administering of cinema chatter is hardly worth 15 minutes of anybody's time. ORO.

# West Coast Notes

**SAN FRANCISCO, Aug. 23.**—Albers Bros. Milling Company is having difficulty in deciding upon talent and program wanted for its new NBC series. Although time and network facilities have been signed for, client hasn't made up its mind on what the new fall program will be. Anyhow, it is scheduled to start Tuesday, September 20, at 9:30 p. m. (PST) for 30 minutes over the NBC-Pacific Red network and for 13 weeks. Erwin Wasoy & Company, Seattle, is handling the deal.

Meredith Willson's Orchestra; Tommy Harris, tenor, and the Williams Sisters, harmony trio, were tentatively scheduled for the series. Now rumor has it that Willson is out and the vocalists will remain. Price for Willson's services is said to be the hiteh. Who will have the hand isn't known. Rumor also has it that the show will be postponed after the Carnation Contented program, networked from Chicago. Meantime NBC waits.

Plano team of Virginia Johnson and Alma Shwegreen, with Howard Harding, tenor, as guest vocalist, will air their weekly CBS-Den Los network program. On *Wings of Song*, from KILZ, Los Angeles, tomorrow at 1:30 p. m. Two are functioning in Southern California and are due back at KFRC here for next week's broadcast. Harding, new to KFRC, is also heard on the network with Claude Sweeten's Ork in *Feminine*

*Fancies and Salon Moderna*. Ben Murphy, tenor, who won a Buddha amateur contest at KFRC, is singing at the Canterbury Hotel with Betty Marino's Orchestra. Buddha's hour, which started in November, 1934, on KYA, observed its first year under sponsorship of Marin Dell Milk on KFRC last Saturday night.

*It's Love Again*, a new KYA program, conducted by Beth Love, is devoted to lovers and other with problems seeking advice. It's heard Tuesday and Fridays at 1:30 p. m. KYA swears Beth Love is her name. . . . Pablo Ricardo, NBC's young violin ace, has taken over direction of the *Woman's Magazine of the Air* ork during Josef Hornik's vacation, which started Monday. . . . Claude Sweeten, KFRC's musical director, makes violins as well as plays 'em. Instrument he now uses he made himself. . . . Cyrus Trobba, KYA musical director and violinist, is studio visiting in Hollywood and will be away from the mike two weeks or more. It's his first vacation in years. . . . The Pet Milky Way, sponsored by Pet Milk Sains Corporation, Thursdays over NBC's Pacific Red network, gets a half hour earlier spot, starting October 1. Program, which originates in NBC's studios in Hale Bros. department store, San Francisco, will be heard at 10 a. m. for 15 minutes, with Benmie Walker, emcee; Johnnie Toffoli, accordionist, and Ann Holden, home economist.

# Chi Air Notes

By F. LANGDON MORGAN

Freeman Gosden and Charles Correll, who celebrated the beginning of their eighth year on the air as Amos 'n' Andy this week, get their radio start here 10 years ago. They came to Chicago in 1925 and played theaters as a song team, their first important date around here being in a Paul Ash show at McVicker's Theater. They joined the old WEEH studios, located in the Educator Beach Hotel, as singers and in January, 1926, they originated the black-face team of Sam 'n' Henry on WGN. After two years they asked for a raise in salary and were refused, so quit the station. In March, 1928 they joined WMAQ and continued their sketch but changed the name to Amos 'n' Andy. At the same time *The Chicago Daily News*, which owned the station at the time, syndicated a cartoon strip based on adventures of Amos 'n' Andy and they were heard on additional stations by means of electrical transcriptions. Seven years ago, August 19, the boys really hit the big time when they went over a network of stations for their present sponsor. In these many years on the air the boys have written all their own scripts, 2,396 of them, and not one of them hasn't been clean and wholesome. Congratulations, boys.

Henry Busee's Orchestra, heard from the Chez Paree here, was signed this week for a 39-week radio series for Muro-Oil beginning September 9 on NBC.

Ted Weems is dickering for a third commercial series, already having two. . . . While Ralph Gimburch, Fulton House ensemble director, is fishing in the north woods, Oscar Chausow is handling his WGN broadcasts. . . . Lee Hassel, of the WLS Barn Dance trio, Verne, Lee and Mary, is wearing Jean Donovan's diamond. . . . He is pianist on the WENR Chicago Amateur Hour.

WIND officials have decided that, since no one can take the place of "Uncle Bob" Wilson in the hearts of his listeners, they will not attempt to replace his "Curb Is the Limit Club" by any similar one. . . . Dick Reed, formerly on the WAAP announcing staff, was a visitor last week. . . . He is now program director of WHIQ, Dayton.

With Mary Merritt moving to NBC, Joan Blaine will be heard only on the NBC network instead of on both networks as she was all last year. . . . The Hoosier Hot Shots, heard on the National Barn Dance, have been offered a personal appearance tour thru England at their convenience. . . . Lloyd Griffin is now announcer on Horace Heidt's Alemis programs. . . . Ted Pio-Rito threw a barbecue at his farm last week and his musical troupe consumed 45 steaks, three-quarters of a large ham and eight dozen roasting ears.

Dr. Lee DeForest, radio pioneer, is to come from California to help WWJ, Detroit, celebrate its 16th birthday, August 27. The station took the air on August 20, 1920, and claims to be radio's oldest station—older than KDKA, Pittsburgh, which is usually regarded as the first broadcasting point. . . . Max Terhune, known to WLS listeners as the Hoosier mimic, has left his native Indiana haunts for Hollywood, where he will make a picture at the Republic Studios.

Merritt R. Schoenfeld, Chicago advertising man, has been added to the NBC sales force here. . . . Quin Ryan, manager of Station WGN, left for three weeks in the Canadian Rockies at Banff and Lake Louise. . . . Harold Stokes, director of the WGN dance orchestra, is automobiling thru Wyoming and the Yellowstone Park region. . . . Edward Davies, NBC baritone, is off for a north woods vacation. . . . CHZ Souhier, NBC actor and endman in the Sinclair Minstrels troupe, has left for California to try his luck in pictures and work with Don Ameche on the *Pitt Nighter* program. . . . He is succeeded in the Minstrel troupe by Marlin Hurt of Tom, Dick and Harry, who will be known as Ray Marlin. . . . Cigars are being passed out by Ken Robinson, author of *Don Harding's Wife*, and Frank C. Dahm, author of *Little Orphan Annie*, who became fathers last week of brand-new babies. . . . A local radio columnist cracked that now that the Communists are going on the air it would be appropriate to sign off their broadcasts with: "This is the red network."

**NEW BIZ**  
(Continued from page 9)  
direct, three one-minute announcements. WLS.  
FORT ATKINSON CENTENNIAL ASSOCIATION, direct, three 50-word announcements. WLS.  
SILBERMAN-BECKER CORP., thru Nelsner-Meyerhoff, Inc., 22 two-minute announcements. WLS.  
THE UNION PARTY, thru Commercial Broadcasters, one quarter-hour program.  
WILLIARD STORAGE BATTERY CO., thru Meldrum & Freywaldt, 63 40-word announcements. WLS.

**Denver**  
LINCOLN CREAMERY CO., INC., half-hour program weekly, called *The Lincoln Children's Community Sing*, and broadcast from the Paramount Theater for 27 weeks. KLZ.  
THE PUBLIC SERVICE CO. OF COLORADO, 15-minute program three times weekly, broadcast from the Public Service Co., for 13 weeks. KLZ.  
KORTZ JEWELRY CO., 15-minute pro-

gram weekly, entitled *What Would You Do?*, for 16 weeks. KLZ.

BALDWIN PIANO CO., 15-minute program weekly for one year. KOA.

CHAMBERLAIN LABORATORIES, one-minute announcement daily for one year. KOA.

FORD MOTOR CO., nine 30-minute programs. KOA.

JOE ALPERT'S CLOTHING, 400 announcements. KFEL.

THE NATIONAL ARMY STORES, three announcements daily for one week. KFEL.

GOLD COIN SERVICE STATION, one announcement daily for six days. KFEL.

FRUMESS JEWELRY CO., seven announcements daily for three months; also 585 extra announcements. KFEL.

O. OTTO MOORE, one 15-minute political talk. KFEL.

COMMUNIST PARTY, one political announcement. KFEL.

M. W. CLARK, two announcements. KFEL.

OLD-TIME DEMOCRATS, two political announcements. KFEL.

DR. J. A. WOLF, four announcements. KFEL.

THE BRASS RAIL, three announcements daily for two months. KFEL.

ZERBST PHARMACAL CO., one announcement daily except Sunday for four months. KFEL.

MCCLANAHAN CLOTHING CO., three announcements daily for three and one-half months. KFEL.

COMMUNIST PARTY OF THE UNITED STATES, one 90-minute political broadcast. KFEL.

THE BOOKERY, 26 announcements. KFEL.

U-DRIVE IT SYSTEM, three announcements daily except Sunday for six weeks. KFEL.

H. W. NISBET, one political announcement. KFEL.

DUPLER'S ART FURRIERS, three announcements daily for four months. KFEL.

PEPSO CO., three announcements daily for one month. KFEL.

FAMOUS RESTAURANT, three announcements daily for one year. KFEL.

COLE BROS.' CIRCUS, one 15-minute program. KFEL.

MEKLE D. VINCENT, one 30-minute political broadcast. KFEL.

MR. PELXIT, INC., 14 announcements. KFEL.

MOSES E. SMITH, campaign headquarters, one 15-minute political talk. KFEL.

## Boston

EDUCATOR BISCUIT CO. (Crax); 364 hundred word announcements, daily including Sundays, starting August 23 and ending August 21, 1937, through John W. Quinn, Boston, WNAO.

DODGE BROTHERS CORP., Detroit; 11 one-minute E. T., daily except Sundays, from August 17 and ending August 31, through Ruthrauff and Ryan, N. Y., WNAO.

STARCK PIANO CO., Boston; 200 15-minute programs, five times weekly, Mondays thru Fridays, p. m., Program listing: "Donald Van WART, Pianist" thru J. L. Sugden Advertising Co., Chicago, WNAO.

W. S. QIMBY CO., Boston (La Touaine Coffee); 162 30-word announcements, four times weekly, p. m., thru September 23; daily including Sundays, thru March 1, thru Ingalls Advertising, Boston, WNAO.

PENN TOBACCO CO., Wilkes-Barre, Pa., (Kentucky Winners & Kentucky Club); 144 15-minute programs, daily except Sundays, p. m., starting April 19 and ending October 2, 1937. Program listings to be announced. Thru Ruthrauff & Ryan, N. Y., WNAO (also WEA, WICC, WCBH, WNBH, WVIC, WLBZ).

PAINE FURNITURE CO., Boston; seven programs of participation in Dorothy Melvin's *Charm Mirror*, three times weekly, p. m., starting August 17 and ending August 31, direct, WAAB.

## South

NUCOA, Best Foods, Inc., New York; thru Benton and Bowles, New York, 26 100-word announcements, one daily Monday thru Saturday, August 11 to September 9. WWL New Orleans, and WAPL Birmingham.

PROCTOR & GAMBLE (White Naphtha Soap), New York; one-minute spot announcements daily began August 14. WWL New Orleans.

## RADIO

(Continued from page 8)

weekly by millions of theatregoers, many of whom take his word as law when they make up their theater schedule. Likewise, his candid and often unpleasant

tips to Hollywood folk who have lost their footing are just as eagerly awaited as his film criticisms. Notes from his *Little Black Book* have caused many a misguided star to turn to the right, and many who were slipping a year ago are now winning new successes and are at the top.

## Press-Radio Rivalry

Rivalry between the press and radio is clearly defined, but seems destined to disappear largely as the two merge into a common medium. Each, however, has its individual function. The radio is young and still somewhat uncertain in its policies regulating news and advertising, while the press is old and well established. Virtually all news published in accredited dailies is protected by franchise or copyright, while the radio is a free-lance and handles news and advertising as if they were a new toy. Some air stations pick up local gossip and broadcast it as news. The flashes are of little real worth to the public but often kill extras that would be put out by the dailies and provide full authentic coverage.

Agreements between radio and press governing the broadcasting of news are helping to settle the problem, and similar agreements affecting advertising will undoubtedly settle this proposition. Interests of the two mediums are becoming mutual. Already 173 air stations in the United States are owned completely or partially by newspapers and 18 in Canada are so operated. The purposes of the two industries are similar but not parallel. But even if the radio is giving the press some competition it is proving a vital force for truth and betterment. With the radio holding up an original pattern writers cannot take much license in their comment on public documents. It provides a natural censorship upon the editor, the columnist, the critic and the reporter.

Demand for truth in advertising as well as news has taken hold of the Advertising Federation of America and at its recent meeting in Boston it adopted a comprehensive code binding all its members to maintain the truth in their publicity.

Radio can never replace the press. The newspaper is a household necessity that every member of the family must have. Radio broadcasts are temporary, recording data on the air; press publication is permanent, recording its data on paper.

If the daily newspaper has character and a soul and provides an unbiased news service better than any other medium it will find virtually every reader in its territory making a beater path to its door and paying for a subscription, too.

While it is possible to catch a glimpse of radio in its present status, its past and its future lie beyond two horizons. Before the day of Marconi there were dreamers who saw something like its attainable and strove hopefully toward its realization. Its mystery and its magic had their beginning ages before they were revealed thru the miracle of wired sound.

Network broadcasting began only 19 years ago. Yet radio is sometimes given first rank among the countless wonders of the world. Soon a television station will be opened in New York, and while difficulties obstruct its general use it is believed that the time is not far distant when high-speed facsimile communication will be so developed that pictures, sketches, handwriting, type-writing and all other forms of communication by visual means will be transmitted by radio with facility. Beyond measured wave lengths lie the ultra-high frequencies where experimentation promises to open up a radio spectrum of well-nigh limitless extent.

*"If radio's slim fingers  
Can pluck a melody  
From night and loss it over  
A continent or sea;  
If the petaled white roses  
Of a violin  
Are blown across a mountain  
Or a city's din;  
If songs, like crimson roses,  
Are culled from the blue air,  
Why should mortals wonder  
If God hears prayer?"*

## 802 Candidates Set for Fight

**Fusion ticket grooms Liese**  
—Italian for v. p. — all factions expect hot voting

NEW YORK, Aug. 22.—Latest angle in the local 802 musicians' union factional situation is the petition movement to have Selig Liese run for president on the Fusion ticket in the December elections.

Liese is music contractor for the Roxy Theater here, president of the Square Deal Club and also an organizer of the Fusion movement aimed at the coming elections. Liese is understood holding out formal announcement of his candidacy until his men bring in at least 2,500 names on petitions. Understood more than 2,500 names have already been garnered.

Fusion ticket has already picked Harold Basch to oppose Bill Feinberg for the secretaryship. Feinberg is now vice-president and will run for secretary on the Blue ticket, which was swept into office last year, overthrowing the Oshana-Weber regime.

The Fusion group is reported planning to choose an Italian to run for vice-president, the Italians constituting the largest single language group in the local.

## New Toto Laverne A Hit at Cleveland

CLEVELAND, Aug. 22.—Madeline Gardiner, sister of Muriel Page, famous dancer, has succeeded Trudy Davidson as nude dancer at the French Casino at the Great Lakes Exposition, Cleveland. Using only her long hair as a dress, she is said to be making a tremendous hit.

Miss Gardiner was rushed in to take the place of Trudy Davidson when the latter "walked" according to the French Casino publicity man. The dance of the new Toto was so sensational that attendance at the Casino jumped 10 percent. Mike Special has signed Miss Gardiner to a long-term contract and she is to be featured in the *Folies de Nuit* revue.

Miss Davidson has returned to the show and is doing her usual routine instead of the nude dance. These additions, plus three new numbers, make the show runs 50 minutes and, according to reports, the house is packed at all five shows nightly.

## New Chicago Night Spot

CHICAGO, Aug. 22.—The old Blue Fountain Room in the LaSalle Hotel here, which has been closed for some time, is being remodeled and rebuilt and will open on Labor Day or shortly thereafter as the latest addition to the city's list of dinner-show rooms. The walls are being removed to enlarge the capacity, the ceiling is being raised, a new cocktail lounge is being installed and accommodations for floor show and orchestra accommodations is being provided for. The room will be air-conditioned. The new name for the room has not yet been decided upon.

## Managers' Group Set for Early Action

PITTSBURGH, Aug. 22.—The Entertainment Managers' Association of Pittsburgh, in a series of weekly meetings, intends to get its by-laws in order and put them in effect as soon as possible. Among the earliest problems to be ironed out will be a minimum nightly and weekly rate for entertainers. It is reported that a minimum of \$4 to \$5 a night for singles will be voted on. This action is now being considered by the by-law committee, which includes Jack Bowman, Jack Daley and Peg Lancaster.

At the same time word comes from the American Federation of Actors revealing that it is in perfect accord with the managers' association. While the AFA minimum prices are higher than those the committee intends to set at first, Joe Jeffries, local AFA representative, feels that it is on the right track and working for the good of the performers.

## Lucky It's Not An Elephant Swing

NEW YORK, Aug. 22.—As a publicity gag, Irving Mills has signed an organ grinder (and his monkey) to an exclusive contract, idea being a plug for a tune Mills' music published, titled "Organ Grinder Swing." Currently the act is playing at the Onyx Club, New York, with Stuff Smith and his orchestra. Routine is for the handle turner to play a number and for the band to go into the tune. Then, altho Mills pays the grinder, whose name is Frank Cannon, the monk passes the hat. So far the takes are reported better than on the street.

The monk is now being taught a Buffalo shuffle to the number. A fan routine may be next.

## Greben Joins Borde

CHICAGO, Aug. 22.—Harry Greben, formerly connected with the Harry Rogers interests here, has become associated with the Al Borde agency to handle night club, hotel and theater bookings. Borde will confine himself at present to unit production.

## New Houston Club

HOUSTON, Aug. 22.—Gay Paree, newest spot, opened last week with a battery of seasoned entertainers drafted from the Dallas Centennial Expo. Al Green is manager of the club, which is located only a few moments from downtown Houston. Joe Bell and his orchestra deal out the dance numbers.

## Peggy Calvert Hurt

NEW YORK, Aug. 22.—Peggy Calvert, vaude and night spot singer, was rushed to the Jewish Hospital, Brooklyn, Saturday after a taxi cab crash during a storm at Broadway and 34th Street. Suffering with a dislocated vertebrae.

TODD ROLLINS AND ORCHESTRA, recently at the Cabin Club in Cleveland, are now at Donahue's Restaurant, Mountainview, N. J., and broadcasting nightly over WNEW. Managed by Tommy Mellon, of Century Orchestra Corporation.

# Night Club Reviews

## Club Mayfair, Boston

Club Mayfair's Ben Ginsburg brought George Harris, "The Voice of Romance," from the Breakers at Palm Beach, Fla., to this theater district nightclub, where he has clicked for the past 10 weeks.

A 30-minute well-balanced and entertaining floor show comes on twice nightly at 7:30 and 11:30. Downtown spot within past two years has invested close to 100 grand to hearken elite clientele. Beautiful ultra-lavish motif of the rendezvous. Even summer coverings can't conceal its gorgeousness.

Harris' 12-piece orchestra has a stable following among all sets. It's indelible as a musical org that can issue forth smooth melodies, soothing to ears of all ages. Rita Cort, WNEW grad, orchestra regular warbler, has nice vocal apparatus.

Floor show is solid unit of entertainment and fits well into atmosphere of club. As show caught hard footed out theme *Romance*. Ben Mirkin, recently from NBC and West Coast stage work, is emcee. He's also "the Voice" of the Metropolitan Theater, announcing the flesh shows, and has traveled with Jimmie Lunceford units, produced by Harry Gurfain, of the Met.

First to take the spot are Nora and Jimmy Bell, tap dancers of blue ribbon position, who do a sleekly conceived number to *You're O. K.* Then comes attractive June Carroll, daughter of songwriter Harry Carroll, who sells *Mechanical Man* and encores with *Freddie Harlow on My Mind* a la Josephine Baker; Elaine and Barry, Broadway musical comedy waltz team, whose work has been applauded at the Central Park Casino, New York; in *Fine and Dandy* and *Face the Music*, contribute straight waltz with nice lifts to a medley of tunes. Duo have grace and precision.

Mirkin, a personable lad with deep baritone and good musical diction, does *I Can't Escape From You*... and before he finally escapes he encores *There's a Small Hotel*. Nora and Jimmy return for another tap specialty routine good

## Cafe Waiters' Co-Op Policy; Nix Singing, Musical Members

CINCINNATI, Aug. 22.—Hotel and Restaurant Employees' Union, representing a great portion of night club waiters and cooks, is not planning to expand its jurisdiction, but, instead, prefers to work with union musicians and union performers thru a joint council. Representing 85,000 foodworkers in this country and Canada, the union is avoiding being entangled in the current industrial versus craft unionism factional

fight within the American Federation of Labor.

At its annual convention in Rochester last week the union voted to remain within the A. F. of L. but to ensure William Green, A. F. of L. president, for suspending the 10 international unions that had joined the Committee for Industrial Organization.

Robert B. Heskeith, general secretary-treasurer, tells *The Billboard* that "the industrial union matter wouldn't affect our business at all." The musicians and the performers have their own unions, he points out.

"We don't admit singing waiters, waitresses or bartenders. We tell them they belong to the actors' jurisdiction. The same goes for musicians who attempt to work cheap and do a double job. We urge them to join the musicians' union. You can't work two crafts at one time."

Industrial unionism is all right for the mass production industries, says Heskeith, but it doesn't fit into the night spot field.

The union, which takes in bartenders as well as all foodworkers in restaurants and hotels, has a half million dollar surplus and is now engaged in a big membership drive.

## Study Cafe Operating

NEW YORK, Aug. 22.—Jerry Brooks, manager of the Yacht Club here, is playing host to a "guest manager" Friday nights. "Guest managers" are students in business and efficiency methods who want to learn the why and wherefore of night club operating. They are sent by local colleges and business schools.

## New Crescent City Spot

NEW ORLEANS, Aug. 22.—The French Casino, a new night spot in the Vieux Carre section of town, threw open its doors last Sunday. George Cooper, manager, announced nightly floor shows and music by the Dixie Ramblers orchestra.

## Jimmy Daley Bookings

SYRACUSE, Aug. 22.—Latest bookings of the local Jimmy Daley office include: Eddie O'Shea, Lottie Lee and the Dole Sisters into the Town Club here; Nixon and Andre, and Jack Herbert and company for the Gaudes Club, Syracuse; Alice Worth and Betty Lee, Thompson's Grill, Waverly, N. Y.

Daley office in Albany has set Jack Peck, Boots McIntyre, Bordine and Oarole with six girls for Rudd's Beach, Albany; Willie Smith and the Kaydette Rarue for the Rendezvous in Gloverville; Blake Sisters and Evelyn Lewis for the Elms, Gloverville, and Jimmy Walker and Dorothy Lewis into the Cinderella Ballroom, Pattersonville, N. Y.

for several bows; Elaine and Barry again for a romantic tango, and a catching routine for the finale.

Relief batonist during show is Violinist Dave Lesberg, former Loew's Orpheum (Boston) vaude band leader. Harris combo has 3 fiddles, 3 sax, trumpet, guitar, bass, drum, piano, and Harris also at keyboard.

Features of Club Mayfair are the unique and sliding roof and dazzling bar, the work of Nat Eastman, New York architect.

## Famous Door, Philadelphia

August Caputo's watering place is the newest satellite to sink its spurs in this not-so-Sleepytown's midnight sun. On the beaten stem, situated in the heart of an uptown biz sector, this drink-and-be-merry tavern promises to live up to its christened moniker. Caputo is a familiar figure in the nabe and a greeter of ranking order. Opening in the midst of a sweltering heat wave, spot caught on from the start. And present patronage will warrant an outlay for decors to make the street-floor room easy on the eyes.

What this spot lacks in physical attributes, the entertainment on tap more than balances the bargain. Show is paced by Eddie Thomas, a personable chap, whose vocalizing is more than adequate. Is smooth on the spicels and his rich bary range makes his offerings a must-listen-to. Laura Manning opens with a conventional tap and returns for a high-kicking aero turn. Irene Kaye adds some pop warbling, but strictly nasal. Kippy Velez, easy on the eyes, is mostly motion with pedal work to get her around the floor. Anne Blair bows with a ballad, but the male contingent on the hill overshadow the others in song selling. Jimmie Nedlan tensors the pops in voice that bears cultivation and King Young gets away

(See NIGHT CLUB on page 14)

## MPPA Execs Mull Over FTC Meeting

NEW YORK, Aug. 22.—A meeting of the board of directors of the Music Publishers' Protective Association will be held Tuesday (25) in the Hotel Astor to consider whether the music men will petition the Federal Trade Commission for a "trade conference." Purpose of the petition is to forestall any move on the part of the government in investigating the complaint of bribery and unfair practices on the part of the music publishers who are alleged to have paid radio artists and orchestra leaders in various resorts to play their respective tunes.

This move urged by John G. Paine, chairman of the board of the MPPA, comes as a result of a meeting of the music men held last Monday night, when they were addressed by Joseph Klein, of the FTC. Klein later spoke to the publishers in unofficial capacity and explained the difficulties and ramifications that might result should the FTC investigation go thru and the findings forwarded to other branches of the federal government. This, it was pointed out, might have far-reaching effects, even on the pending U. S. anti-trust action against ASCAP.

Klein indicated that a trade conference which would result in the unfair practices being cleaned up would be satisfactory to the FTC provided, of course, the music men did as they agreed and had a definite understanding to do so among themselves. Otherwise the petition for the trade conference might not be granted.

## Frisco Safety Law Again Deferred by City Officials

SAN FRANCISCO, Aug. 22.—Enactment of the proposed ordinance to safeguard lives in night spots and restaurants was delayed again for another three weeks by the Fire, Safety and Police Committee of the Board of Supervisors a week ago Thursday.

After first stating "very plausible reasons" would have to be given to excuse further delay, Supervisor Mead, chairman of the committee, permitted the proposed fire prevention measure to go back to the Fire Department for revision. Measure has been passed back and forth to various authorities for several weeks, causing much peevishness and criticism on the part of the general public.

As drawn, the ordinance specifies adequate exits and other fire and panic prevention provisions as prerequisites for obtaining restaurant, dance and building permits. It is the result of public demand for such a measure and grew out of the Shamrock Club fire of May 13, in which four persons lost their lives. Several suits have been filed against the city since, alleging official negligence.

# Public Enemies of the Night Clubs

By George A. Libby

NIGHT club's public enemy number one—the chiselling agent, or grafting, dishonest booker who thru some subterfuge or misrepresentation gains the so-called "in" from some night club owner who knows nothing about show business but who has listened to the big talk of the phony and believes he must be a big shot.

The booker proceeds to book in acts at one-third or more above their real market value. He pockets the difference, besides getting a percentage from the act and a "kick-back" from the act's agent. The



George Libby

result is that the club gets a poor show; if the club is having a hard time trying to build a business then the padding of the act's salaries is sometimes the margin between a profit and a loss for the owner, who finally comes to the point where he cannot pay off and closes up. If there happens to be any production to the show the booker engages a second-rate producer who

is willing to "kick back" part of the production money to the booker and the same poor show and foldup is the ultimate result.

A recent instance is where an agent, the proverbial "bag of wind," sold a bill of goods to a new lessee of a night club. He engaged his "favorite producer" and, instead of giving the owner a square deal and putting in a show at the minimum cost, he defeated his own ends and the owner by charging him about \$500 more

than he should have. The result was he lost the place and the owner never got out of the red. The owner has not a chance now, as a "fake producer," another public enemy, has muscled his way in thru politics. The ultimate result will be another foldup and a prospective night club owner with money to invest will be discouraged and will move to other fields.

Public enemy number two—the illegitimate and fake producer. This fellow who has no standing or rating in the theatrical world, no background other than at some time having been the producer of cheap "tabs" or "turkeys," goes around the country visiting night clubs that are apparently satisfied with their producers or bookers. He pokes the office door open and proceeds to "pun" the current producer to the owner, offering to do the show at one-half the present cost or for some impossible figure that is bound to be a "come-on" to unwary owners, where ignorance as to show business and production prevails. He succeeds in ousting the legitimate producer who is making a fair profit and he himself only lasts a short time when his incompetency and illegitimate methods are renounced.

Another racket of the third-rate producer of night club shows is going into

producers from the real makes it hard for the real producers asking a fair profit for their services to compete with the fakes. First-line producers with years of experience and creative ability, like Seymour Felix, Bobby Connolly, Bob Alton and a few others, have not as yet been lured to night club producing, but have turned to more lucrative fields such as Hollywood and the few Broadway shows. A few of this type injected into the night club field would soon drive out the fake producer who knows nothing about lighting, costuming or dance staging, but who generally engages a former line girl, who has had a brief education at the Roxy or Radio City, and who takes everything out of the book and never creates. That is, he keeps repeating routines done before, just changing the costumes to make them look different.

Routines as performed on theater stages are worthless on night club floors unless reconstructed. In theaters the audience looks upon the dance formations from one angle, the front, but in night clubs there are generally at least three sides that the audience views from; therefore the routines must be staged almost like those in a Hollywood musical picture, so that even an overhead shot

artists for success. It takes more than the raising of the artist's eyebrows and broad lyrics to make the customers drop that chicken leg to applaud. Vaudeville performers trying to adapt their acts to night clubs had better put away their hokey comedy clothes and dress up. People who are eating don't relish looking at buggy, soiled trousers or dirty makeup. The good-looking, singing emcee with a flair for comedy is always in demand, as is the ballroom dance team. With the exception of a few high-class ballroom teams, comedy acts and novelties, salaries in night clubs are much lower than vaudeville, but, of course, the work is easier.

Public enemy number three is the unscrupulous night club operator who selects line girls for their drinking capacity, aided and abetted by the fake producer who gives him a sales talk along those lines, stressing the drinking angle rather than the talent or beauty of his girls.

There are many well conducted night clubs that ask their girls to "sit in" and have dinner with male friends of the owner and there is no attempt to make the girls drink or swell the liquor sales and no continued acquaintance is pressed upon the girls. There is no harm in that. The places I refer to are vice dens that operate under the guise of night clubs. These are the places that don't pay off when things get bad and dare the artists and employees to sue for their salaries, salaries in these places are very low, especially people receiving \$30 to \$35 and line girls about \$17.50 top. The reputable producer cannot afford to be connected with this type of place. Needless to say the only remedy is to appeal to authorities to deny them cabaret licenses.

**GEORGE LIBBY** is a product of Boston. He started in amateur theatricals with Tom Rooney and Eddio Foley in the Mission Band of Roxbury. He wrote, staged, acted and even directed the orchestra for part of the show. George became a vaudevillian when vaudeville was in its heyday. The team of Libby and Sparrow became standard and the Shubert Vaudeville era skyrocketed them into the "Passing Show of 1923." Comedy dancing and originality of construction were his forte. Libby started producing vaudeville acts at that time and restaged the numbers in that show for the road. He appeared in many Shubert shows and later replaced Bobby Connolly in handling the Opportunity Contests and revues for RKO. Later he was production manager of the Keith, Boston, and Albee, Providence. When vaudeville collapsed George turned his talents to producing night club shows. He has been staging and booking the shows at Coconut Grove in the Park Central Hotel for the last two years. Murray's on the Bronx River Parkway since April, the Ho Ho Casino at Brighton Beach and is preparing to open a new place in Canada in October. He is at present busy on his second South American production. He says his only hobby is show business, studying and observing the mistakes and successes of other and profiting thereby.

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the costume business. There is no way for him to compete with the legitimate night club producer with ability and reputation, so he makes it a matter of price by either buying up a lot of second-hand costumes or having some made up and then hiring an underpaid seamstress to work on them and change them over for each show that he produces, thereby reducing his costume expense to practically nothing. He can bid on a show and ask nothing for his services and still collect more on the makeshift costumes than another producer would get for his services. Of course, the production suffers immeasurably and the old line theatrical costumers who have had hard sledding since show business took its dip, who engage high-priced designers and have extensive stocks are deprived of another account which is rightfully theirs.

This type of producer is hard on line girls. His method is to have a rehearsal hall attached to his office in which he tries to keep a certain number of girls rehearsing daily for some night club that he is supposed to have, but in reality has not. If he is lucky enough to get a spot he tells these girls who are rehearsing for another mythical spot that he will put them in the one just acquired temporarily. If he fails to acquire a spot, then the girls rehearse for weeks and, discouraged, drop out—and new ones are duped into rehearsing.

Another method of this "low bid" producer is to cut the line girls' salaries to make up his loss of revenue due to his low bid.

The lack of discernment of many night club operators in ferreting out the fake

would show a pretty formation or picture.

Night club routines contain too much tap dancing, which can only be seen or appreciated by those at the ringside. Ted Shawn writes that tap dancing is not dancing at all. He must be referring to tap dancing as done by chorus lines. Tap dancing by Robinson, Powell, Draper and other first-line tappers is dancing. Of course, the greatest glorifier of tap dancing is Fred Astaire, who has many imitators but no equals at present. Carl Randall was a pioneer in that type of work in Broadway musicals, but never seemed to get the break that Astaire did. Randall is creative and would make a fine producer.

Night club production is surfeited with the so-called "hot dancing," with no originality of construction or idea back of it. "Hot dancing" speeds up a show and can be used to advantage, if staged in an original manner, to take away the curse of sameness. The German and Moderne dance craze seems to have had its run and classic dancing is unpopular in night clubs, altho the Blue Danube Scarf Dance, introduced at the Coconut Grove, New York, was a show-stopping sensation. The reason was the pictorial feature of the scarf, the lighting, the beautiful lilting melody sung by a mixed choir and the perennial popularity of the composition itself, combined with imaginative movements.

Speed is necessary to the success of any act playing night clubs. Comedy must be of the light variety or comedy lyrics to music, accompanied by a boisterous manner of delivery. Rique singing acts depend greatly on the personality of the

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# Performers Accuse Casper Of Holding Out Salaries

ATLANTIC CITY, Aug. 22.—Several hearings in magistrate's courts here the past few weeks, in which several local night spot performers accused a dance director of holding out their salaries, have climaxed in another postponement set for next month.

Theodore Peters and Madeline Denesha, ballroom combo, had filed a claim against Joseph Casper, New York line producer, claiming he collected a week's salary for them and held on to it. Owner of the Beaux Arts club, Frank LaRosa, told the act he had paid Casper, and in court here at the July 24 hearing Casper, according to Magistrate Bernard Gillespie, admitted that LaRosa had paid him money to be transferred to the act.

Three chorus girls (Beth Beronha, Rose Marie Weaver and Evelyn Markly), who had previously filed complaints against Casper, appeared in magistrate's court as witnesses for Theodore and

Denesha. The girls testified that Casper had collected \$30 salary for each one and failed to pay them.

The hearings began the middle of July, Casper being held in \$300 bail on charges of the chorus girls at the second hearing.

At the July 24 hearing Casper offered to settle for \$5 for each of the chorus girls and \$15 for the team. The performers refused and the magistrate postponed the hearing again. Magistrate Gillespie had Casper held under \$1,000 bail for the July 24 hearing before Recorder Thomas D. Taggart.

## Ziggy Chorus in N. Y.

NEW YORK, Aug. 22.—Sixteen girls, recruited from the MGM film studios and being billed as *The Great Ziegfeld* chorus, arrived here Thursday by plane from the Coast. Going into the Hollywood Restaurant fall show, which Harry Richman is booked to head.

## Dell-Lee Bookings

NEW YORK, Aug. 22.—The Harry Dell-Dorothy Lee office has booked Joey Dean, Peggy Alexander and Jack Brown into the Club Lincoln; Iris Ray, Lucille Wray into Jimmy Kelly's village club; Romanoff and Nana and Rolande into the Monte Carlo Club, and Ken Weeks into the Barrel of Fun, all local spots. Also booked Quinr. Sisters and Harrison into the Mitchell House, Elmhurst, N. Y., and Ellrodt Dancers into the Embassy Club, Leeds, N. Y.

## Duncan Produces Units

NEW YORK, Aug. 22.—Bobby Duncan Productions, also operating a dance and vocal school here, is sending out a series of girl revues for night spot bookings. Already touring are the Six Flapperettes, the Six Rhythm Girls and the Six Personality Girls. Each unit can do 12 group numbers and each girl, in addition, can do four specialties. Units are equipped with enough material to work the same spot for several weeks.

# Club Chatter

MAURINE AND NORVA and Helen Honan opened in the Continental Room of the Hotel Stevens, Chicago, on August 21. . . . Maxine Lee, of the Chez Paree, Chicago, chorus, is in the Michael Reese Hospital with a sprained back incurred in a fall backstage. . . . Bobby Danders, singer, is in his 20th year at Colosimo's, Chi. . . . Bernyce Clemmons and Nick Cimaglia, accordion duo, are appearing with Billy Bryant's Showboat troupe at the Cincinnati Food Shop, holding forth at the Zoo this week. . . . Billy Sloan, comedy dancer and emcee, who has been working Ohio and head-sueky night clubs recently, announced this week that he plans to work up a dance team with Esther Pine, a non-pro, and his future wife. . . . Because of an appendicitis attack Tod Liebling is canceling all dates until September 15, when he embarks on a vaude tour for Great States. His Bismark Hotel, Chicago date, will come later in the fall. . . . Bobbie LaRue, fern impersonator, has closed a six weeks' engagement at the Jungle Inn, Youngstown, O., to open at the Ballyhoo Club in Columbus, O., on August 28. . . . Olive White is emceeing the show at the Nixon Cafe, Pittsburgh, for two weeks.

A Panama night club owner, importing talent from New York, offers a contract guaranteeing three weeks' work and round trip transportation, with salary covered by a bond. When an act is undesirable the owner pulls the old stunt of secretly getting an outsider to lure away the act with offers of a bigger salary at another spot. Since the contract provides that accepting another job voids the agreement, the club owner is thus able to wangle out of practically any contracts. Just an old Spanish custom!

EDDIE GARR, Miriam Grahame and Miles and Eover, adagio duo, are offering the headline entertainment at Detroit's exclusive Blossom Heath. Del Delbridge and band supply the music. . . . Ruth Carson and Jimmy Richards, clever tap dancers, are appearing currently at Saks, Detroit. . . . Maurice Reynolds' Band Box Boys revue, composed of a five-piece swing band and line of girls, are working indefinitely at Tommy's Place in Oneonta, N. Y., having closed a three-month stay at the Silver Grill early in August. . . . Goldie May Devine, mistress of ceremonies, and the Six Ladies of the Ensemble, sophisticated dancers, are furnishing the entertainment at The Lantern, Detroit spot.

MARVIN LAWLER, tap dancer, who enjoyed a meteoric rise the past few weeks, has just signed to go into the

coming *Follies* and will also work in a Paramount picture this fall. . . . Homer Nelson is now head writer at the Ho Ho Casino, Brighton Beach, N. Y. . . . Richard and Gollorb, New York agency, has just signed Richard C. Lara, operatic tenor, who sings in seven languages. Lara in New York for first time, coming from Mexico.

Everywhere there is a tremendous demand for mixers. The smaller cafes don't give a darn for real talent. They want pretty girls who can converse with the customers and drink plenty, at the customers' expense. In some spots the girls have to work on a percentage basis. But if they begin to make some real dough—and the boss finds it out—leave it to the proprietor to put them on a salary basis!

RAUL and RENEE, dance team, have closed a six weeks' engagement at Indian Village in Grand Rapids, Mich., and are now appearing nightly at Red Gables, Indianapolis. . . . Francis Henault's *Show of Fashions*, temporarily off the road for refitting, opens five weeks of theater dates October 10 at the State-Lake Theater in Chicago. Late in November the unit begins on the Wilbur-Cushman time. . . . Late bookings from the Rochester, N. Y., office of Harry Stone include Ethel Rae and Frankie Harrigan, comedy dance team, at Golden Grill, Rochester; Fred Kelly and band at Roman Gardens, Pottsdam, N. Y.; Dolores Case and Ginger Ford at the Brass Rail, Ogdensburg, N. Y.; Anita Zama and Lita Bellamy, dancers, at the Crossman House, Alexandria Bay, N. Y., and Clark and Cahill, comedy duo, at the Collegiate Tavern, Elmira, N. Y. . . . Felicia and Delroy are featuring their "Stums of Paris" and "Death Takes a Bride" dance routines for the third straight week at the Crossman House, Alexander Bay.

There's no such thing any more as an act having set routines, as in the days when it toured vaude. When playing night clubs each new date means revamping routines to fit the shape of the floor, the position of the band, the prejudices of the proprietor, the type of patronage and the height of the ceiling. What a life!

DOTTIE DEE, charming dancer, who has been presenting her "Nudity in Silver" routine in Northwestern night clubs recently, is now spending a month of rest in Seattle, prior to a very extensive series of fall engagements in Oregon and California. . . . The Mayfields and Virginia, adagio trio, are booked to appear indefinitely at the Marine (See CLUB CHATTER on page 19)

dick Conway and Parks clyde

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—DON HUGHIE MARVIN—

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# Bands and Orchestras

**F**RANKIE MASTERS replaces Freddy Martin at the Rice Hotel in Houston, Tex., this week, Martin going to the Aragon Ballroom, Chicago, for an indefinite engagement. . . . Don Ricardo, now playing an engagement at Moonlight Gardens, Springfield, Ill., has a WEBS wire nightly. . . . Ernie Palmquist and his 'Round and 'Round Band followed Glen Gray into Riverview Park Ballroom, Des Moines, Ia., and is set until Labor Day, when he begins an extensive tour thru Iowa and Southern Minnesota. Combo is handled by Ed Strong, Waukegan, Ill., artists' representative.

**T**ED WEEMS, Horace Heidt, George Olvot and the King's Jesters will compete for honors in a golf match to be staged at the Bon Air Country Club, Chicago, on September 2. . . . Louie Clancy's 12-piece combo opened a two-week engagement at the El Tivoli Club in Dallas, Tex., August 21. Tony Venturini is arranging and Austin Little and Marjorie Mintek sing the songs. . . . Bob Mohr will continue indefinitely at the Grand Hotel in Santa Monica, Calif. MCA handles the band. . . . Jack Drummond is well into his second month at the Hotel Climax, Climax, N. Y. . . . Eddie Collins' Band is set for the season at the Pretzel Vine Club in Columbus, O. Carrie Watkin, Edith Clark, Eddie Welton and Collins are being featured. . . . Tommy Orasso, vocalist, and Tom Monday, drummer, are being featured with Jerry Monroe's aggregation, playing an extended engagement at Mar's Hotel, Staten Island, New York. . . . Allan Clegg and his Bermudians, after a successful one-night tour, are on location at Frank Wynne's Florence Inn, Cairo, N. Y. Personnel of the band includes Clegg, Buddy Taborel, Bobby Martzel, Jimmy Sheridan, Charlie Oliver, Bob Warren, Charles Roemer, Eddie Falvic, Vic Bovine and Frank Nelson. . . . Charlie Hart and band, now in their sixth consecutive month at the Maple Restaurant in Hartford, Conn., will remain at that spot indefinitely.

**P**HIL LEVANT and his band are set to open in the Wanut Room of the Bismarck Hotel, Chicago, September 25. . . . Herbie Kay opens at the Edgewater Beach Hotel, Chicago, on September 18. Al Kavelin is scheduled to return to the Blackstone in October and Jack Hylton may go back to the Drake in the fall. . . . Boyd Barburn will close a lengthy engagement at the South Shore Country Club, Chicago, on September 7 and move to the Hotel Jefferson, St. Louis, September 11 for another long stay. . . . Wesley Kay and band are back in Richmond, Va., after a successful three-week tour of one-nighters thru the South. Kay, whose band is a distinctive Lombardo-type outfit, states that from observations on his recent tour swing music is definitely on its way out. Charles Shribman's Richmond outfit handles the combo. . . . Jimmie Turner and his Esquires last week moved from the Circle Ballroom in Dayton, O., to the Willowick Country Club, Cleveland, for a stay of several weeks. . . . Ernie Stemm's Bavarian combo have an NBC wire once a week from Wegman's Pittsford Inn, Pittsford, N. Y. Time is Tuesday, 4 p.m. EST.

**C**HARLES E. GREEN, president of Consolidated Radio Artists, announced this week that Paul Whitman and Joe Venuti will remain at the Fort Worth Centennial Exposition until October 2. Ben Pollack, currently at the Meadowbrook, St. Louis, opens for CRA at Atlantic City's Million-Dollar Pier on September 4. Harry Besser and the Cicoquet Club, Rockton, another CRA attraction, is slated to begin an Atlantic City engagement shortly. The King's Jesters, scoring a hit at the Bismarck Hotel, Chi., are auditioning for radio commercials. . . . Henri Lishon, featuring "duo tempo" at the Bon Air Club in Chi., is slated for an NBC wire in the near future. . . . Lang Thompson's unit, starring June Fisher and Paul Ray, are being held over indefinitely at the Showboat Ballroom, St. Louis. Thompson is under management of Associated Orchestra Service, St. Louis.

**B**UDDY ROGERS opened at Westwood Gardens, Detroit, last week with a new combo featuring Magne Doyle, screen star. . . . George Kavanaugh is furnishing the melodies at the Chalet, popular East Side Detroit spot. . . . Lillian Meyers, vocalist, has been added to the roster of Ace Brigade's Virginians, playing thru Northern Ohio. . . . Chauncey Cromwell and band, recently

signed by Consolidated Radio Artists, will remain for the balance of the season at the Saganora Hotel on Lake George, N. Y. . . . Shively-Yates Orchestra spent last month rehearsing a new vocalist, Jerry Baker, who will also direct. Combo opens August 29 at Yankee Lake, Youngstown, O., for Lew Platt's Artists' Service, Salem.

**L**OYD HUNTLEY and ork (MCA) are now at the Mount Royal Hotel, Montreal, and broadcasting over the Mutual chain twice a week and the Transcontinental Canadian three times weekly. . . . George Sterne's Orchestra (also MCA) moves out of the Plaza Hotel, New York, October 14, making way for the Eddy Duchin Orchestra. Sterne may do a string of vaude dates, with Mario and Floria, dancers. Onyx Club, New York, where Stuff Smith is swinging away, reports biggest business of all time, including the period when Riley and Farley combo were there. Joe Heibok, owner of the club, has taken up the band's option for six more months.

**M**MURRAY GREENE and band, formerly known as Empire Ballroom Orchestra, is now at the Hillside Farms, Scarsdale, N. Y. Viola Day and My Benson doing the vocalizing. . . . Arthur Arturos and band have followed the Harold Stern Band into the Ho Ho Casino, Brighton Beach, N. Y. His 10-piece band includes Will Sebastian, guitar; Joe LeRoy, sax, and Chick Bell and Jerry Brooks, trumpets. Arturos recently returned from South American engagements.

**L**EE ELLIOTT and 10-girl band now in third month at the Seven Gables, Milford, Conn., and doing heavy business. Jayce Gayle, present Camel Cigarette ad girl, is featured vocalist. . . . Irving Aaronson and band, now at Marden's Riviera, Fort Lee, N. J., doubled last week for afternoon sessions at Brighton Beach, N. Y. . . . Nano Rodrigo Band, at Radio City now, has added George Lee as vocalist.

**P**ETE LARKIN, who is ahead of the Rita Rio Band, playing brief engagements thru Ohio and Kentucky, paid a visit to the Cincinnati offices of The Billboard last week. The 14-piece girl band, which is, incidentally, under the Consolidated Radio Artists' banner, played Castle Farm, Cincinnati, for three nights last week, and moved into Kentucky for a string of one, two and three nighters.

## Local 77 Protests WPA Wage Cuts

**P**HILADELPHIA, Aug. 22—A reclassification of employees on white-collar WPA projects, whereby a distinction is made between professionals of higher and lower rank, found the Musicians' Union, Local 77, filing protest against the wage cuts. Dividing the musicians into "professionals" at the existing \$34 monthly pay and "skilled workers" cut to \$25 and \$21.50 per month, union spokesmen claim the classification has worked an injustice with the result that musicians doing the same type of work receive varying pay.

Demarcation in wage-scale classification is made between a musician with only a jazz-band background being considered as a skilled worker, with only those who have had symphonic training getting the professional's pay. Complaints, including those made by other trade unions, will be heard before Elmer R. Stoll, WPA labor relations chief.

## Castronova New Weber Aid

**N**EW YORK, Aug. 22—Vincent Castronova has been appointed third assistant by Joseph N. Weber, president of the American Federation of Musicians. He takes over the spot vacated by Fred W. Birnback when the latter was elected secretary of the AFM. Castronova comes from Providence.

## Oriole Terrace Auctioned

**D**ETROIT, Aug. 22—Oriole Terrace has closed its doors, and its elaborate equipment was sold Wednesday (19) under the auctioneer's hammer. The expensive spot failed several times in its strange and hectic history, but heretofore its physical assets had always remained intact and could be put into service on short notice. Thousands of dollars must be invested if it is ever open as an entertainment spot again.

The last lessee, a company headed by Joseph Becker, went into bankruptcy, bringing about last week's auction.

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# Swing Music and Its Effects on the Trade

By Glen Gray

AS A word "swing" was practically unheard of until last winter. As a style of playing it has been in the books for years, called various names but always played the same—or almost the same. This article will discuss both swing as it was and as it is today and its effects on the trade.

I suppose this should start with a definition and then a discussion of what I call swing. Most articles on the subject begin that way. But if I do that I know I'll run into contradictions and arguments and probably wind up discussing



Glen Gray

the Spanish Revolution or some such matter in no way connected with the article. I have yet to see two identical definitions of swing, although every orchestra leader means the same when he refers to it. They all certainly know what they mean when they play it, but since this article is being written for professional people I take it for granted we all know what swing

is without any intricate explanations. Almost everyone lays claims to starting the fad, yet we all know where we stand. We know the Dixieland band was right down there at the bottom of it all, along with a few other New Orleans aggregations, probably all colored groups of five or six members. It was known as jazz then. Paul Whiteman certainly falls in line for plenty of credit for bringing it up to a new high standard. When he first became "The King of Jazz" he gave America dance tempo in a more polished fashion than the five and six-piece outfits had, although basically it was the same kind of music. He continued polishing it up, adding symphonic touches to the wild calls of the New Orleans gangs and even today continues to bring jazz and the classics closer together. Because of this symphonic touch many do not call Whiteman's a swing band. Yet Paul knows as much about swing and can swing as well as any. Contained in his large band is a small swing section, headed by the three Ts—Charlie and Jack Teagarden and Frank Trumbauer—to specialize in that.

Louis Prima, the New Orleans chap who blows trumpet and sings in a loud voice, has been given much credit for the swing craze around New York because of his sensational success at the late Famous Door.

## "Round" Gets Publicity

The Music Goes "Round and Around" definitely is responsible for the current newspaper and magazine publicity on the style. Newspaper men, I am told by the publicity man who worked on the job, would get stories on the song and Riley and Farley, and because they were told it was played by a swing band at the Onyx they called it swing music and thus started what folks believed to be a new craze. "Round and Around" was written up as being "swing music," yet I, for one, have yet to hear more than a few bands swing the song that swept the country. Most bands played it straight.

As far as I know, Louis Armstrong was first to use the word "swing" in its current sense when he called, "Swing it, boy!" Paul Whiteman backs me up on this in one of his recent articles.

The colored orchestras have always been swing specialists—or jazz or whatever it was called in the different years. As far back as colored boys have been playing instruments they've been playing hot. Look back at the old programs of King Oliver or, more recently, Duke Ellington, who can also play as sweet a

tune as you'd care to hear; Cab Calloway, Claude Hopkins, Louis Armstrong, Jimmy Lunceford, Lucky Millinder and countless others of that race.

There are many others who get credit. We of Casa Loma also receive letters and writeups acclaiming us as revivers of this style. That's putting it strong, but we did work on the fast rhythms and did our darnedest to establish them as music for white bands over the slow fox-trots.

Don't misunderstand me, I do not claim we started swing. I do not claim we revived it—for it was never dead, I just say we worked on that style. It's ridiculous for any one bandleader to claim to be the originator or restorer of swing, for, as I've already pointed out, there are too many who have legitimate claim to working on it.

According to the ballyhoo all over the country, swing is a great thing. There's nothing like it for an orchestra. It's supposed to be sure-fire. Well, we've all known that right along. There's nothing like a red-hot jazz tune to leave a ballroom crowd cheering for you. The old blaze of the brass and rapid beat of the rhythm gets them grouped around the band stand every time.

## They Dance to Sweet

But sometimes people like to dance and when they do they like the sweet

than anyone else. How receptive Benny finds the grillroom customers when he plays for an evening's dancing I don't know. I've only heard him on records and over the air a few times. I do know he makes a big hit in ballrooms with his swing.

Or take the case of Guy Lombardo. We had to battle his sweet style of music before we made our way into the "name" class. Guy was a mighty big man in the music business then and he's a mighty big man in the music business now. He himself said that musicians find fault with his music and denounce his style, yet he continues to ride right along on top of the wave of success and bring in enough money to operate his cruiser and bank a nice roll every week. It seems that, come swing or anything else, people still like to dance to slow music.

## Not All Hot

Even the colored bands don't confine themselves to hot tunes. Duke Ellington is noted for his sophisticated numbers, many of which he composed himself. When they play hot there's no stopping them, but they know as well as anybody else that it's the customers and not the critics and brother musicians who pay the bills and it is to them they must cater.

GLEN GRAY'S real name is Glen Gray Knoblauch, but he is better known among his friends as "Spike," a nickname given him as a boy. He was born in Metamora, Ill., in June, 1907. His musical career began at 11, when he took up the sax. At 17 he organized his own orchestra, Spike's Jazz Band. He was attending Illinois Wesleyan at the time, studying engineering. Music won out and he deserted the campus for the band stand. It wasn't so easy, however. Music became a sideline as he worked as a clerk for the Santa Fe Railroad. When the opportunity came he gave up the clerical job to devote his time to music exclusively, working with several small bands and eventually playing in the Orange Blossom Band. It was this outfit that went to the Casa Loma Hotel in Toronto and grew into the present Casa Loma Orchestra. When the band reorganized and went co-op Gray was elected president, a post he has held since 1929. He dropped the Knoblauch when it was decided to use his name in front of the band. He is married to Marion Douglass, of Plymouth, Massachusetts.

numbers. We found that out as soon as we opened at the Glen Island Casino in 1933. In ballrooms you can swing all night long because if the crowd is good there isn't room to dance and they just stand and watch. And there's no fun watching a band play a sweet tune. The grillroom, unlike the one-nighter ballroom, caters to dancers, many of the romantic type, and they're the ones who want slow music. You have to give it to them to hold your job, and as soon as you do everybody says you are "going commercial," which means playing for the paying customers, the public. But you have to play as the customers want it, not as the fellows in the band like to "ride"; so we go commercial in four tunes out of six.

There's the prescription as we found it. The country loves swing music. It always has, whether it has been called swing, hot, jazz, gut-bucket or anything else. They love to listen to it. But when the folks want to dance you have to give them sweet tunes. I think most bandleaders have already found this to be true. In ballrooms the patrons like to stand around and vibrate with the rhythms of the fastest tunes in the book. In grillrooms they want to close their eyes and take it easy. Of course, a good swing number to shake 'em up every now and then doesn't do any harm and helps break up the evening.

This isn't an iron-clad rule. I've heard my illustration on our own case. There are others, Benny Goodman for example. Benny is probably the most widely publicized of the current swingers and specializes in this style more

will wear off and the torrid style will again be commonly known as "hot music." That's my prediction.

I do not refer to the small clubs of West 52d street in New York and other similar spots around the country. Swing is the bread and butter of the bands that play in spots like the Onyx, the Hickory House and the old Famous Door, for here the people don't dance; they merely sit and watch, listen and get themselves worked into frenzy with hot music. Swing will always live in these clubs, live supreme.

## Musicians Like It

The appeal of swing to the average musician is natural. All day or night he is sitting on a band stand reading notes from a sheet of paper. He works like a machine and doesn't get the chance to express his feelings the way he'd like to. This is especially true of studio work. Swing, therefore, is their relaxation. They enjoy a jam session, in which a group will get together without any sheet music and play as they feel. And they like to hear other musicians "get off" and "ride" a tune because they sympathize with their feelings.

This year's swing craze has had plenty of fine points. It has brought bands from obscurity. It made a top-notch band out of Benny Goodman's. I wonder how many folks, even musicians, remember Benny when he was playing at Billy Rose's Music Hall two years ago, getting hardly any of the attention he deserved. The boys and myself used to catch him there whenever we had the chance and nobody made any fuss over him then. Came the swing era and look at Benny now.

There are any number of other cases. Mal Hallett's can't be put in the same class because Mal has been a big ballroom draw for years. Casa Loma and Mal grew up together around the ballrooms and we were both fighting for the same thing—hot music by white bands. The swing age of '36 did help bring Mal up to the position he deserves.

Swing was responsible for invaluable free advertising in papers and with that a boom in the music industry. Today there are more people interested in dance music, particularly hot music, than there have been since the days of the Dixieland Band and Whiteman's ascension to the throne. Orchestras, as a whole, are making more money. Sheet music business has improved, largely due, I believe, to the ballyhoo given "Round and Around" in conjunction with articles on swing. The record business is better than it has been in years.

The ballyhoo on swing also brought to light many musicians and arrangers deserving of credit but previously left in the background, nameless as far as the public was concerned. All the ace swing men, whether they play in studio bands or dance bands, are generally known to the public. Outstanding swing arrangers have been given a part of the spotlight. This not only has made these boys more valuable as performers but has given all bandsmen who take hot solos a chance to show off their abilities to an audience that now understands and appreciates their work. Newspaper and magazine articles and special radio programs on swing have given the music fan a much better knowledge of hot music.

## Many New Bands

This era of swing has brought to light many new orchestras, all of which show great promise. Bunney Berigan is gaining a wide following on the Columbia network; before the swing craze he was just another trumpet player as far as the public was concerned. Artie Shaw, who organized a novelty string swing outfit for New York's swing concert, has been signed up for a New York hotel engagement, which is a good start. Wingy Manzone, who used to play in the

(See SWING MUSIC on page 18)

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## SWING MUSIC

(Continued from page 17)

hideaway spots with a four-piece jam band, is now blowing trumpet in front of his own large band again and doing well. We know of Louis Prima's success. Red Norvo, who plays some mighty fine sweet music when he isn't swinging out, is another graduate of this period, less than six months ago working with a small swing unit in the Famous Door, and Dempsey's.

Many orchestras have changed their styles to conform with the fad. Most of them have had much success in doing this. Then there's the opposite, the bands that have revolted against swing and introduced their own new styles, notably Will Osborne with his "slide music" and Shep Fields and his "rippling rhythm."

Maybe one of these styles will be the new sensation. Maybe Artie Shaw's swinging strings will hit the bull's-eye. Or maybe we'll just go along playing half and half. Then, in another few years something will happen and jazz will again come into the limelight as it has this year. Some song, band or heroic deed will make it the thing and people will hail this "new departure in dance music" (it will be the same old jazz) and immediately there will be much newspaper discussion as to what it is; several bands will change their setups to claim they originated the style and the majority of people interested in music will forecast the downfall, once and for all, of bands playing sweet music.

Yet, thru it all the Guy Lombardo, Paul Whiteman, Meyer Davias, Rudy Vallee, Ray Nobles, Wayne Kings, George Olsen, Mededith Willsons and, I hope, the Casa Lomas will continue to play for the people who want to dance and while the limelight may be taken off them a bit for a little while they'll be right there as strong as ever when the fad fades out.

Swing isn't new and it never will be under that name or any other. Was it new when it was the Charleston? Why condemn sweet music because of swing and why condemn swing because of sweet? They both belong in the same libraries to be mixed together, shaken well and sprinkled very evenly over the course of an evening's dance music.

## NIGHT CLUB

(Continued from page 13)

nically with a semi-classic. Show runs half-hour and goes at 11 and 1.

Nightly hordes are inspired to hoof by Jack Adcock's sweet, soft-tempered syn-copation. Band's musical chores are sturdy stuff for the customers, efficiently ear-filling and toe-tapping, keep them all stepping lively and humming along.

Oro.

## Powers Hotel, Rochester

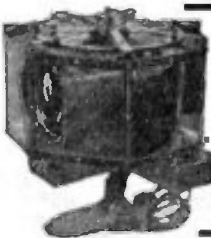
Only talent used by this hotel is in the taproom, and even then it's only a girl team. This situation is true of most other local hotels. For some reason or other, the hotels here are avoiding bands and shows, leaving the field to the night clubs.

Current talent is Maria Karson, brunet piano-accomodionist, and Ina Thomas, blond violinist, who do a strolling act, playing request numbers for the customers. Sing in pleasant voices and accompany themselves instrumentally. Good lookers and pleasing personalities.

Dents.

## Brightview Club, Rochester

Managed by Frank Morse, this road-house, with a capacity of at least 400,



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Cleveland, O.

is doing pretty good business. Draws quite a bit of transient trade.

Current show is above average and is backed by Pat Cleff and his orchestra of six men. Cleff himself leads and solos on the fiddle, the band offering sweet stuff and getting a large portion of the patronage out on the floor. Albert Walters, the band's accordionist, does well comedy numbers, incidentally.

George Goodrich, from vaude, does emcee capably enough. Handles the announcements nicely and then reveals a good clear tenor voice in pop numbers. Maxim and Odette, novelty dance team, are easy standouts. They offer a waltz embellished with too work by the girl, and then return for a gypsy apache. Both numbers out of the ordinary.

Brunet and pretty Connie Gange stops the show with her rhythm singing, while another comely brunet, Helen Joyce, offers pleasant singing and snappy tap dancing. Marlene Marsh, stately brunet, does blues numbers close to the mike. Okeh, but needs more expression.

Dents.

## Bartlett Club, Rochester

One of the established nighteries here, corner Bartlett and Reynolds streets, this one gets steady patronage from the stay-up-lates.

Show current is a good variety lay-out, including a tap team, an acrobatic novelty, vocalist and ballroom team. Band is a four-piece led by Mac McOmber, pianist, who also doubles as comedian-emcee and baritone soloist. He's a tall and rather engaging fellow who should develop into a full-fledged emcee. Rest of the band is okeh, with the bass fiddle deserving special mention.

Walter and Jean Brown, brother-sister combo, are a nice-looking Latin pair offering a graceful waltz sprinkled with ballet posturing and also a snappy rumba. Floor here is too narrow for ballroom teams. Campbell and Lloyd, boy and girl, snapped off some hot and hard tapping, getting appreciative applause.

Russ Bauer, youthful acrobat, did some hand balancing on bricks and other precarious objects atop a table. Good novelty, especially for night clubs, where almost everything is dancing and musical. Rose Marie Treman, a plumpish and pretty brunet, revealed a fair contralto voice, but clutched the mike too much, hiding her face all the time.

Club, operated by Louie Piccaretti and Steve Midlis, has a 50-cent cover Sundays and holidays. Service, food and liquor are good.

Dents.

## Times Square, Rochester

Located in the Times Square Hotel, this supper club is one of the steady money makers in town. Owned by George Rookus and seating about 200, this spot offers three shows a night, with the Vic Lewis trio accompanying and dishing out the dance music. Band (piano, bass and sax) is okeh despite its size.

Show caught comprised Jimmy Harper, Ed Jardon and Tom and Mickey Harris. The Harris combo is outstanding, with the girl shaping up as a swell little comedienne. They go in for eccentric and hoked-up dancing, the girl carrying most of the comedy. Jardon, a burly fellow who looks like a wrestler, reveals an interesting tenor voice in pop numbers. Doubling from WHAM, where he is on a commercial program, he displays skill in delivery, drawing many encore calls.

Harper is a fair emcee. Has an awkward habit of throwing up his hands, but otherwise does okeh with a few gags, some singing and a couple of specialties.

Food and drinks, at moderate prices, are okeh. Service is fair. And, incidentally, not enough girls in the show. Only one to six men.

Dents.



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# Music News

Alex Hyde, former orchestra leader, who is now devoting his time to composing, will be well represented with songs the coming season. He has completed, in collaboration with Busz Adlam, *I Just Signed a Little Treaty With My Sweetie*, published by Stansby-Lang Company; *The Girl I Met in a Merry-Go-Round*, taken over by Milton Weil of Chicago, and a catchy waltz ballad on different lines bearing the title of *I Wrote My Name on Your Glove*.

In line with the policy of publishing outstanding numbers in the field of Latin-American music E. B. Marks announces the addition of the appended numbers to the firm's already increasing list: *Say, Si, Si*, American version of Cuba's greatest success, *Para Vigo Me Voy*; Cugat's *My Sombrero*, Lecuona's *Por Eso Te Quiero*; Nabor Rodrigo's theme dirty, *In Your Embrace*; *Poinciana*, *Last of the Rumbas*, *Piedra* and as yet an unnamed rumba by Elvino Grenet, creator of *Nana Ines*. Incidentally, Francis Luban, in charge of the department in New York, has returned from a trip to Mexico City, Mexico, where she has been for the past three weeks.

The Sam Fox Publishing Company has made arrangements to sponsor the various songs used in the talkies produced by the Fox 20th Century Corporation. Thereby setting at ease rumors that another publishing house would hereafter bring out the compositions. The Fox contract will not expire until October, 1937. The firm will soon start a spirited campaign involving four songs by Sidney Mitchell and Sam Seft, namely, *Sitting On the Moon*, *Lost in My Dreams*, *Who Am I?* and *How'm I Doin'*.

Bob Crawford, of the Crawford Music Company, will leave for California the latter part of next month. An annual trip for the purpose of looking over the field on the Pacific Coast and at the same time complete some new tie-ups.

E. P. La Premiere, of the Roy Music Company, is to the fore with a new song which is already showing signs of getting into the hit division. It is called *Pleas*, and was written in collaboration with the authors of *Blue Hustons*. Nat Masro and Ben Barton, the firm's twin of bustling content men, report that *Dancing Till Dawn* is going as fine as ever and making new converts right along.

Chafie Lang, now business manager of the Broadway Music Company, contends that unless he misses his guess *Without the Shadow of a Doubt* will be up among the leaders before many weeks have gone into the discard. At any rate the number is in for some consistent and energetic "plugging."

It is not without exaggeration, according to Sam Herwer, of the Music Publishers Holding Company, that the scenic

investiture, costuming and other essential used in a particular scene exploiting *I'll Sing You a Thousand Songs*, from the musical cinema *Coyn* and *Mabel*, cost in the neighborhood of 150 grand. A fortune alone was invested in some of the plumes used. These had to be imported from various parts of the world.

Edgar Leslie is due back in New York following a trip to Russia in company with Mrs. Leslie. Edgar made the journey originally one of recreation. However, during his leisure time he composed several new songs which he and his colleague, Joe Burke, will place with local publishers upon his return.

Edwin H. Morris, general manager of the Music Publishers' Holding Corporation, and Art Schwartz, assistant manager, were in Chicago last week in connection with Warner Brothers' music interests.

Bobby Mellins, manager of *Harms, Inc.*, Chicago, is seriously ill.

## CLUB CHATTER

(Continued from page 15)  
Theater of the Great Lakes Exposition in Cleveland. In all probability act will remain at the spot for the duration of the exposition, which closes October 4. . . . Jack Ballard, formerly of the skat-

Dallas Centennial Exposition. Don Carlos and Dolores, dance team, and Rose Christopher, singer, head the bill. Handle and Mills, comedy team; Roberta Crane, "The Queen of Swing"; Ralph Donohus, emcee, and Shaw and Mead, ballroomists, act appearing on the floor of the Gloria Night Club in Columbus, O. Pete Iodice, Detroit, handled the booking. . . . Rex Weber, ventriloquist singer, has been held over for another two weeks at Atrorhead Inn, Cincinnati. Cliff Winehill also remains at the spot as emcee. . . . Peggy Moore, Don Lansing, Roberta Sherwood and Eileen Morton are in the new Hi-Hat Show, Chicago. . . . Shayne and Armstrong, Jean Travers and Roberta Claire have been booked into the Bon Air Country Club, Chicago, by Al Borde. . . . Gene Clayton, Marman Sisters, Alfred Freed and Clark Myer were placed by Tommy Sacco, Chicago, in Brun's Palm Garden, Chicago.

## LEGITIMATE

(Continued from page 3)  
during 1935-'36 that figure went up to 40. In other words, the average show ran ten weeks on Broadway, an excellent average run in any year, and just two and a half weeks better than the previous season's average. Musicals, which had dropped badly the season before, went up to a better run average than they have held since 1925-'26, going from 102 performances to 164, an average gain of almost eight weeks.

Altho production has definitely been curtailed, and may even drop away further during the coming season, the theater has definitely found its feet

# Sheet-Music Leaders

(Week Ending August 22)

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 "bracket" 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 Meyer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fisher, Inc.; Cambie Hinged Music Company and Western Book and Stationery Company, of Chicago.

- |  |                             |
|--|-----------------------------|
| 1. When I'm With You (4)                     | 8. Take My Heart (11)       |
| 2. Did I Remember? (6)                       | 9. Knock, Knock             |
| 3. Rendezvous With a Dream (5)               | 10. No Regrets (9)          |
| 4. A Star Fell Out of Heaven                 | 11. Glory of Love (8)       |
| 5. Those Foolish Things Remind Me of You (1) | 12. Empty Saddles (10)      |
| 6. On the Beach at Ball Ball (3)             | 13. You're Not the Kind     |
| 7. It's a Sin To Tell a Lie (2)              | 14. Crospatch (13)          |
|  | 15. I Can't Escape From You |

PHONOGRAPH RECORD best sellers will be found on page 113.

ing team of Jack and Jerry Ballard, is now associated with Billie Rae, doing the old acro dancing act on roller skates. . . . Jacqueline James, danseuse, has been resting in a Syracuse, N. Y., hospital since the close of the show at the Meadowbrook Club in Saratoga Springs. On September 1 Miss James opens at the Hotel Kenmore in Albany.

As terrific as performers think the average night club booker is, they must not forget that the booker usually sweats for every cent he makes. Just think: the booker has to humor, cajole, threaten, plead with and be insulted by night club owners who think they know show business and who insist on upsetting every show the booker brings in. Most night club owners are essentially either restaurant men or former bootleggers. And what they don't know about talent could fill the public library!

PAUL ROBINSON, "the ultra-modern harmonist," is in his fourth week at the Club Rio, Allentown, Pa., where he is doubling as emcee. . . . Maxine Tappan, vocalist with the Nat Brandwynne Band, is doing a short with Vincent Lopez for Paramount. . . . Mac Kaufman, novelty pianist, is doing okeh up at the Highmont Country Club, Highmont, N. Y. . . . Mario and Floria, dancers, close at the Plaza Hotel, New York, October 14, with the DeMarcos following for a repeat engagement. The DeMarcos now at the Coconut Grove, Los Angeles.

THE REMODELED Club Plantation, New Orleans, opened Thursday (20) featuring Bert Wenzel's Ork and a five-act floor show obtained direct from the

again. Fewer plays, but more hits and longer runs. Above figures and many others are elaborated in the forthcoming *Index*.

## BANK NIGHT

(Continued from page 3)  
night hopefuls who do not buy tickets to the theater. Second, the theater agreed to pay off no one outside the theater unless they were standing in the restricted street at the time of the drawing. Standing in front of the theater or in the lobby automatically eliminates any ticket holder. The chief isn't sure this will work out, but said: "If the people want this 'bank night' I have no objection, as long as the police can handle the situation. We will give the new plan a trial and I hope it works out. Up to now the crowds have taxed our force beyond the limits of reason."

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MEDLEYS (Orch. 75c)  
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# New Season Hopeful But To Be Late in Starting

**Bookers anticipate October as start of season—indies more optimistic than circuits—all, except Loew, agree on units predominating—withhold house prospects**

NEW YORK, Aug. 22.—A checkup with local bookers revealed that there will be a sizable amount of vaude playing time this season, but it will be late in coming. They figure that vaude openings this season will be the latest ever in the field, anticipating that they will not actually start coming in until the month of October. The independent bookers are optimistic, most of them revealing that they have many houses on tap, but the circuit bookers are noncommittal (in fact, they do all the bookers agree on the point that units will predominate, and that they will be the cheaper units.

Indie bookers such as Arthur Fisher, Lawrence Gold, Eddie Sherman and the Dows report that they are practically set on a number of houses. However, they are unwilling to name them until they start their bookings. Between them, according to their figures, it is estimated that they will have about 15 new weeks to offer. All of them report that they will not be ready to announce their new houses until about the middle of next month.

The Interstate Circuit, which at this time last year was playing shows on the average of once a month, is not expected to get started with flesh until November. This is the result of the Port Worth and Dallas expositions. Charles J. Freeman, booker of these houses, revealed that the last year policy of a show a month will most likely go thru for the new season.

RKO still has made no policy plans for its former flesh houses, and, according to reports, the circuit will have the smallest playing time it ever had when the season was in full swing. Chicago, Boston, Cleveland and Cincinnati will definitely play vaude this season, but it is very unlikely that there will be others. The operating department, however, continues to maintain that if and when a combo policy is felt to be necessary it will be done. Loew is not making any vaude plans either, although it is expected that the circuit will do more spot-booking of attractions this season. As it stands now, the booking office will continue on with the State here, Baltimore, Washington and Detroit. Warner is of like mind, scheduled to run vaude only in Washington and its two Philadelphia houses.

Loew's booking office is the only one that is anti-unit minded, revealing that it is not interested in these shows for they do not contain the attractions desired. All others are pro-unit, encouraging the few active unit producers and making jumps around the country to catch them.

## Para Books Holm and Jarrett

NEW YORK, Aug. 22.—Eleanor Holm, recently front-paged Olympic swimmer, and Art Jarrett, her crooner husband, have been booked by Paramount for two weeks at \$1,500 per. They open this Friday at the Michigan, Detroit, and the following week go into the Chicago, Chicago. Options are held on the pair for dates at the local Paramount and the Metropolitan, Boston.

## New Agency in Newark

NEWARK, N. J., Aug. 22.—Heavy demand by patrons for entertainment service has led to the establishment of a branch of the Cosmo Amusement Enterprises at the Essex House, under management of Joseph Zweig. Aside from servicing the hotel, Cosmo will also service Newark and environs. Outfit has similar service established at the Astor Hotel, New York City.

## Clark Producing Units

CHICAGO, Aug. 22.—The first two of a series of units to be produced for the Cushman Time are in rehearsal here under the direction of Harry Clark. The Hit Parade, which opens at the Capitol Theater, Atlanta, tomorrow, has a cast composed of Lane and Harper, Lester Harding, Waiman and Mack, Milton Henkin's orchestra of seven, Peggy Arch and a line of six girls. *Scarfies of 1936*, opening August 30 at the State Theater, Sandusky, O., has Shannon's Syncoptors (7), Mack and Ray, Linda Ray, Jackson and Clifford, Jack Drayton, Drayton Sisters and Cleo Darlene.

## Units Invade South Africa

LONDON, Aug. 17.—A nine-act vaude unit, booked by the International Variety and Theatrical Agency, left here August 15 for South Africa, where it opens a vaude tour September 7 at the Empire, Johannesburg.

Unit is headed by Forsythe, Seamon and Farrell, American, who have already scored hits in Australia and New Zealand. Four other American acts are in the unit, Monroe Brothers, Nora Williams, Wright and Marion and Myron Pearl Company. Other four acts are Gretl Vernon, Laura and Marie Carson, Lalla Dood and Rolf Holbein. Acts are booked for a minimum of six weeks with a possible four to six further weeks.

Four comedies with the Empire Exhibition, Johannesburg, for which another vaude show, headed by Fred Roper's International Midgets and Hibbert, Bird and LaRue, has been booked.

I. V. T. A. Ltd., plans to send Anglo-American vaude units to South Africa at 10 and 12-week intervals.

## Signs Acts for Australia

LOS ANGELES, Aug. 22.—Frank Neil, managing director of Tivoli vaude circuit of Australia, planned out of here to New York this week after a 10-day stay lining up American vaude acts for the fall. Acts include Walter Nilsson, Hadja All, Ross and Stone, Will Aubrey, Claude DeCar and Moore and Revell. Neil plans to take passage on the Hindenburg for a brief stay in Europe and London before returning to Australia.

## State Keeps Vandé With 'Zig'

NEW YORK, Aug. 22.—When Loew puts *The Great Ziegfeld* film on the circuit it will only affect vaude in one town. The Century, Baltimore, will drop its vaude when it gets the film. The State here, however, will run vaude with the picture, even tho it is of three-hour length, the house figuring its success is due to a consistent combo policy. The Fox, Washington, D. C., will not get the picture.

## Specialty People Afforded Season's Work in Burlesque

NEW YORK, Aug. 22.—With the vaude field at low ebb, throwing a lot of specialty people on the open market, the field of burlesque has stepped in to ease the situation by calling for the services of vaude specialty people. A once dying field, burlesque has perked up to the extent that it is one of the most active branches of the entertainment industry. Theaters from Coast to Coast are using vaude performers in burlesque shows, with a specialty artist able to corral upwards of 80 weeks on the season.

Biggest user of specialty people in burlesque is the Independent Burlesque Circuit, which at present has a 19-week tour between here and Chicago. Each show, and there are 19 of them, uses at least two specialty acts. Another circuit outlet for specialty people is that of the rotary stock group, embracing theaters in Detroit, Toronto and Buffalo, which guarantees performers nine weeks.

In addition, practically all the burlesque stock houses between here and Chicago use vaude specialty acts to

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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.

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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.

## English 5 Million Yearly Flesh Budget

LONDON, Aug. 17.—Union Cinemas, Ltd., fast growing English vaudeville film concern, has appointed Harold Ramsay as entertainment director and Montague Lyon as booking manager in a plan that is calculated to be the biggest vaude movement this side.

Company controls over 250 cinemas in the major towns of Great Britain. All of them will feature one-hour stage shows, either vaude, miniature operas, cabaret shows or circuses, and the anticipated budget for salaries for this gigantic venture will reach the sum of \$5,000,000 yearly.

## Met., Boston, May Keep Combo Policy

BOSTON, Aug. 22.—Latest developments indicate that the Metropolitan Theater here will continue in a combo policy and not go straight pictures September 4. An NBC radio show will open there this Friday, the cast including Ward Wilson, Midge Williams, Honeyboy and Sasasafra. Three X Sisters and Prof. Piggabottle.

It was practically set last week for the house to go into a straight picture policy, but there has been considerable agitation against it. RKO's Boston Theater resumes with flesh September 3 and this is one of Paramount's sore spots against going all-round.

## Nixon-Grand's Sepia 'Names'

PHILADELPHIA, Aug. 22.—Harry Stanko, manager of the Nixon-Grand Theater, has lined up an imposing array of sepia "names" for this house. Ethel Waters and a revue will do the opening honors September 4, to be followed by Willie Bryant, Duke Ellington, Cab Calloway, the Mills Blue Rhythm Band, Bill Robinson and Fletcher Henderson.

## Plan New England Units

BOSTON, Aug. 22.—Van Sheldon, manager of the Yankee Network Artists' Bureau, has plans to book radio units into New England theaters during the fall as similar bookings last year were successful. Sheldon said that last year was primarily an experiment.

## See Boom for Amateur Nites

**More theaters to come in—look for illegality of cash giveaways as an aid**

NEW YORK, Aug. 22.—Take it from David Stern, the amateur night impresario, the new season will see amateur shows and auction nights in the greatest demand. Even tho the interest in amateur shows has tapered off slightly, exhibitors will be forced to try more of the special promotion nights due to increasingly strict laws against cash giveaways and lotteries.

Stern claims that if the so-called "money nights" were declared illegal in theaters there would be at least 10 weeks of vaude right in this city, in addition to more amateur and new talent nights. The State Liquor Board recently stopped a couple of cafes from running cash giveaways, claiming it was a form of lottery. These cafes then had to turn to such old stand-bys as amateur, bathing beauty, Harlem, plantation, Spanish, Hawaiian, Apollo and other "special shows" used to perk up business. All of these shows use live talent, as against the money nights which use none.

Usually very popular in summer, bathing beauty contests in theaters took a brodie this summer. Reason was in the scarcity of girls willing to work the dates. It seems that most pretty girls with any talent at all went to resorts for jobs or as working night clubs. This forced bookers to substitute Apollo contests, which are made bathing beauty competitions. The new parade in bathing suits and then do specialties. These contests draw the women patronage.

The Auction Nights, which Stern says will be very popular next season, are handled by former vaude emcees. Ten emcees are now working Detroit, where 22 houses are using auction nights.

Elimination of double features, which is now being discussed by the major circuits, will also help live talent, it is pointed out. A double-feature bill can only spare 15 to 30 minutes for a special talent show or a money night. A single feature can, of course, fit in with a complete vaude show.

## F&M Sets Combo Policies For Two St. Louis Houses

ST. LOUIS, Aug. 22.—Fanchon & Marco has definitely decided on putting stage shows into the St. Louis Theater here September 4. De luxe shows will be staged, with Eve Ross handling the production.

The Ambassador here will go into a combo policy also, F & M deciding on a pit band policy, similar to the New York Paramount, for the first week in October.

## Para's Advance Bookings

NEW YORK, Aug. 22.—Paramount booking office is buying its attractions way in advance. Ken Maynard, film cowboy, has been booked for the Michigan, Detroit, week of September 25. Leo Carrillo will play the Chicago, Chicago, week of October 2, and Horace Heidt and band go into the Chicago Theater October 16.

## Dropping Sunday Shows

NEW YORK, Aug. 24.—The Sunday vaude shows at the Alden, Jamaica, L. I., sponsored by the Dows, will go out after this Sunday. The discontinuance of the shows is the result of RKO going back into the house September 4 with a straight picture policy. The Dows run Sunday shows there for 12 weeks without going into the red.

## F&M Signs Joe Di Maggio

NEW YORK, Aug. 22.—Joe Di Maggio, outfielder with the Yankees, signed a long-term contract with Fanchon & Marco Agency yesterday. Latter will represent him in all theatrical and motion picture engagements, radio broadcasts and commercial endorsements.

## NVMA Revived; Gus Sun Is Host

SPRINGFIELD, O., Aug. 22.—National Vaudeville Managers' Association, dormant for several years, resumed activity Tuesday when more than 40 theater managers and circuit heads gathered at the Van Dyke Country Club, Mechanicsburg, near here, for a brief business session and a gala party, of which Gus Sun, head of the booking agency here bearing his name, was official host.

William James, veteran theater man of Columbus, O., was re-elected president of the revived organization; Caldwell Brown

was selected as vice-president, and Ray Andrews, Muncie, Ind., was renamed secretary-treasurer. John Schwalm, Hamilton, O., and Bob Shaw and Gus Sun, Springfield, comprise the board of directors. The managers present pledged their support to vaudeville, agreeing to use flesh in their theaters whenever possible.

Session was officially opened at 1:30 p.m. with a luncheon prepared by Gus Sun himself. Rest of the afternoon was given over to funmaking, cards and fishing on the country club lake. At 6:30 p.m. a sumptuous dinner was served, with Sun again serving as chef. A brief business session after dinner was followed by speeches from most of the oldtimers present. Billy James served as toastmaster, pulling bundles of guffaws with his gags and running chatter. George Hiddle, accordionist, and Dewey Martin, tenor, furnished the entertainment. Evening session was interrupted by a phone call, announcing that Gus Sun had just become grandpa again, a daughter having been born to Mr. and Mrs. Gus Sun Jr. Affair broke up at midnight.

Those present at the Sun party and NVMA meeting were Ted Prober, of the Schine house, Bellefontaine, O.; Gene Cuater, Schine district manager, Bellefontaine; Ed Paul, Logan Theater, Logan, O.; Reinis Hehle, Hehle Theater, Parkersburg, W. Va.; Charles Hehle, Ed Hehle, manager of the Shea house, Zanesville, O.; Ray Hickman, district manager of the Shea theater interests of New York; Mr. and Mrs. Mott, Wooster, O.; Caldwell Brown, Liberty Theater, Zanesville, O.; Frank King, Newark, O.; Jake Shapiro, Triangle Poster Company, Philadelphia; Babe Hebeck, Holland Theater, Bellefontaine, O.; Tracy Barham, Paramount district manager, Hamilton, O.; John Schwalm, Hamilton; Joe Wheeler, Cliftona Theater, Circleville, O.; Herb Knoffler, Palace Theater,

Lancaster, O.; Kroger Babb, general advertising director for Chakeres Theater, Inc., Springfield; Billy James and John Connors, Columbus, O.; George Clauser, Springfield; Bert Teeters, Springfield; Ernie Creech, George Biddle and Dewey Martin, Columbus; Mrs. Arthur Baulk and Mr. and Mrs. Art Longbrake, Mechanicsburg; H. J. Hadley, Bob Shaw and Gus Sun, Springfield, and Roger S. Littleford Jr. and Bill Sucha, of The Billboard, Cincinnati.

## Denver's Hospital Benefit

DENVER, Aug. 22.—A huge musical revue staged for the benefit of several local hospitals will be presented this fall in the City Auditorium, according to present plans. Sponsored by the United Hospital Association, the revue will feature 1,000 performers. In charge of the affair is K. O. Huffman, local real estate man.

## Marcus Show Works Coast

NEW YORK, Aug. 22.—A. H. Marcus Show has been booked for some Coast dates by Sam Weisbord, of the Morris Agency. The show played the Plaza, El Paso, Tex., yesterday and the day before, and will go into the Golden Gate, San Francisco, Wednesday for a week and then into the Orpheum, Los Angeles, week of September 2. Nel Alford has rejoined the show after doing work for Bjly Rose in Texas.

## Arren-Broderick Sail Sept. 2

PHILADELPHIA, Aug. 22.—Arren and Broderick, current this week at the Fox Theater here, will sail on the Normandie September 3 for London, where they open with Kurt Robichek's new show at the Victoria Palace September 18.

## Loew's Grand Delayed Week

NEW YORK, Aug. 22.—Grand Theater, Bronx, Loew house, did not open yesterday with its four-day vaude policy, the house not being able to get ready in time. The vaude will open this Friday, the opening bill to comprise Arthur Boran, Stuart and Martin, Carr Brothers and Betty, Don Francesco and Jack Seymour's Revue.

## Kuchuk Leaves Bowes

NEW YORK, Aug. 22.—Benny Kuchuk, agent, left the Major Bowes office this week, where he was assisting Lou Goldberg in selling the Bowes amateur units to theater. He resigned to devote all his time to consummating a new venture, which he will announce next week.

## Eddie Paul for Roxy

NEW YORK, Aug. 22.—Eddie Paul will go into the Roxy Theater here this Friday as musical director. He succeeds Freddy Mack, who has been at the house for two years. Paul formerly worked the local Paramount.

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# Vaudeville Notes

MORTON DOWNEY returned Thursday to New York from Europe on the Washington. He sang the praises of vaude's success in England and Scotland and revealed that he'll return there next year for a repeat engagement. . . . Nayan Pearce and Rocky Twins are rehearsing a new act, which will be repped by Bert Wickham. Miss Pearce formerly worked with Jay Velle, while the twins did an act recently with Nitzza Vernille. . . . Dave Apollon returned Thursday from Europe and plans to take out his unit again the end of next month. . . . Among those set so far for the Alex Gerber-Perde Simon unit, Centennial Follies, are the Four Ortons, Joe and Jane McKenna, Pappy, Zeke and Ezra and Joe Cook Jr. . . . The Jack M. Lewises will celebrate their second wedding anniversary this Friday with a hotel party in New York. Lewis formerly was associated with Billy Rose in the production of *Small Time* Caudicide and also originated the unit known as *The Three Generations*.

FRANK WILSON, of the team of Wilson Brothers, now settled in Maywood, Ill., got a big buildup in a recent *Chicago Sunday Tribune* house ad. Told all about how he came to buy the "Wilson Tryolean Cabin" thru looking over the *Tribune's* ads. . . . Frances Willer was

the acrobatic dancer with the NTG unit at Loew's, Montreal, and has six more She's new to New York, coming from Chicago. . . . Sam Howard in New York from the Coast on a visit and telling about setting Boris Petroff as producer with Grand National pix. . . . Red Skelton is on his second week as emcee at Loew's, Montreal, and has six more weeks to go. . . . Sol Turek is now doubling between vaude producing and building houses in New York City with his brother. . . . Bill Howard was away from his RKO books last week, making a trip home to attend his uncle's funeral. . . . Dnie Rhodes, imitator, who has been with Paul Whiteman and has done several acts in vaude, has signed with the Shuberts, making his debut in legit. He opens September 3 in Boston, following into New York at the Booth Theater, with *Days of Grace*.

ASSOCIATED AMUSEMENT Offices, Cleveland, formerly the Joe Mall and Mike Shea office, are now booking acts at the Great Lakes Exposition, Roxy Theater, Broadway Club and 400 Bridge Club, Cleveland; the Silver Grill, Lorain, O.; the Boulevard Cafe, Sandusky, O.; the Roundhouse, Put-in-Bar, O.; the Martin Hotel, Gowanda, N. Y.; The Pines, Mansfield, O., and Hoffman's Bucyrus, O.

# New Acts

## Goff and Kerr

Reviewed at State, New York. Style—Singing and comedy. Setting—in one. Time—Thirteen minutes.

A class night club singing duo that is good in vaude, too.

Jerry Goff, baritone, does most of the comedy and singing, while Jack Kerr is at the piano thruout and frequently joins in with his sweet tenor voice to give that added effect.

Opened here with *Songs For Sale*, running thru some pop numbers, and then do a comedy singing and mimicking number about a couple of ham amateurs trying to get a radio audition. This is hoked up for laughs, the boys cloaking with a straight rendition of current favorites, *Those Foolish Things* Remind Me of You.

Nice looking chaps, both of them, they work smoothly, knowing how to achieve vocal effects and how to relieve the monotony with talk bits. The com-

edy is not as strong as the straight singing, but there's not enough of it to seriously damage the act. P. D.

## Josephine Huston

Reviewed at Paramount, New York. Style—Singing. Setting—Full stage. Time—Eight minutes.

Josephine Huston, black-haired night club songstress, lacks nothing as a vocalist unless it be an inclination to oblige with an encore. This may be good policy, however, for it left the Paramount audience hungry for more.

Opened with *Take My Heart*, arranged beautifully and delivered in a husky-throated voice that has tone, technique and sex-appeal. Followed with a novelty number composed of various tunes, ranging from sweet to hot, and ending with an operatic aria. Included were *I Couldn't Believe My Eyes* and *She Shall Have Music*. A distinct hit. P. A.

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N. T. G. has never had a theatrical failure. He started his theatrical career as press agent for Marcus Loew, started the vast press department of it now exists, and started and operated Radio Station WEN, where he acquired his initials N. T. G., used to keep his real identity concealed.

He discovered and helped many of the great comic stars of today, started Texas Guinan in the night club business, and at one time owned the cabaret shows on Broadway at once. He re-introduced the Cabaret field by opening the Hollywood Restaurant at popular prices, then started the successful Paradise.

N. T. G. had all charge of the opening night's extravaganza of the State Theatre 18 years ago and in spite of the fact that he is now an actor, has played the theatre 16 times, more than any performer. It is a remarkable tribute to his popularity that HIS LAST WEEK AT THE STATE WAS THE BIGGEST BUSINESS IN HIS HISTORY.

In all my years of experience in show business I have never met a showman as remarkable as N. T. G. He has an uncanny ability to pick funny stars. He always has the latest girls in show business. HE HAS NEVER FAILED TO PRODUCE A GOOD SHOW, in England, Buenos Aires, Rio de Janeiro and elsewhere. When he retired as a publicity director he was considered tops in America. The ensemble girl numbers he produces for cabarets and stage are years ahead of any other producer. His treatment of comedy is unique. His recent show, starting the Ritz Brothers, is the FUNNIEST ONE EVER IN THE AMERICAN THEATRE, BAR NONE, and funnier than the greatest comedy picture of the last five years, with one exception.

N. T. G. was the first great radio star, and IT sold records, a diamond medal and a silver cup won in contests proves it. His 30 weeks on the Broome Street House made him nationally known.

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The four major theatre operators of America today, Loew, Warner Brothers, RKO and Paramount, have played N. T. G. to their great profit financially. These same companies would find he would add even more to their cinema activities.

I have made a great deal of money, and more than that, won the thanks of America's greatest bootlegger as a result of leading N. T. G.'s team. He never failed to make good. Now I would like to see him make good in a wider and a bolder field.

For all information regarding his personal business and future activities, as well as dates for his show, see me.

# HARRY ROMM

RKO BUILDING  
Rockefeller Centre, New York

### Loew's State, New York

(Reviewed Friday Afternoon, Aug. 21)

Bolstering the weak picture, Devil Doll (MGM), is a good vaude show this week. George Olsen and band, along with Ethel Shutts, are the headliners and get good support from Jerry Goff and Jack Kerr. Al Norman and Three DeLong Sisters. The show is a bit overboard on men, however, and certainly could have used a few more girls and some more dancing and flash.

The Olsen unit is on for 39 minutes and there's hardly a dull moment. The band is certainly among the most versatile around. Not only can it play a number in distinctive style, as it did with *It's a Sin To Tell a Lie*, but it can also take an old one like *The Music Goes 'Round and Around* and present it in a brand-new fashion.

The band gets off with a swell novelty number called *On With the Show* and giving it a chance to show off almost every man. Spotted in the middle is a colored boy team who made a sock impression with their washboard-drum novelty music, their eccentric hoofing and comedy slow-motion bit. Although working a bit too deliberately and slowing up the show somewhat, they nevertheless drew a big hand. Miss Shutts, in a lovely white gown, is on for the last 14 minutes and elammed over four swell numbers: *Toppy Turvy Town*, *The Martins and the Cops*, *She Was a Chorus Girl* and *I Want a Hillbilly Band*. She has a soft but very expressive voice and knows how to deliver. Olsen himself leads and engages in some tomfoolery, keeping himself out of the way most of the time and letting the customers admire his versatile and well-trained outfit.

Opening turn was the DeLong Sisters, three comely brunets who perform unusual acrobatics on the floor and on a staircase and platform. A three-high stand provides a strong climax. Always a good act.

Goff, singer, and Kerr, pianist-singer, come to vaude from night clubs, where they have been favorites for quite some time. Goff has a pleasing baritone and Kerr is a capable pianist as well as joining in the singing with his own engaging tenor voice. Voices blend nicely and arrangements are above the ordinary. The boys do better at straight singing than at comedy—albeit that doesn't mean the comedy was no good, by any means.

Al Norman is the surprise hit here. On third, he got off to liberal applause with his bed comedy, following it up with gagging and interruptions by two plants. The stooges join him on the stage for more comedy and unusual eccentric dancing. Norman is a good performer and his material is refreshing. Rang up a clean show-stop, having to come out twice for bows.

Ruby Zwerling still in the pit. And business still almost capacity.

PAUL DENIS.

### Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Aug. 20)

Following a three-week run of *Mary of Scotland*, the Music Hall opened today with *My American Wife* (Paramount) plus a stage show depicting Mexico. At this last show today business was capacity, the inner lobby catering to standees. Pix stars Francis Lederer, and he'll probably do business here.

The stage show is the usual in colorfulness. Proceeds along for 28 minutes without anything unusually exciting happening. Just unveils lots of beauty, via settings and costumes, and parades a lot of singers and dancers.

Overture this week is overboard on time. Bruno Raape and his symphony taking 14 minutes to render Rimsky-Korsakov's *Capriccio Espagnol*. Good music and all that, but tiresome in view of the lengthy running time. Other side dishes in the program are Dick Leibert at the console, the newswreel and *The March of Time* short.

Mexico is the title of the stage production, staged by Russell Markert. It's in four scenes, the first being *The Plaza Del Gallos*. The glee club is up first and gets things started peppily with a clever bit of singing. Swings over to a cock-fight specialty between Nicholas Dakr and Carlos Peterson, which is amusing. In the Patio is next, a beautiful set as atmosphere for the coloratura of Roarrio Orellana and the graceful movements of the ballet corps. Miss Orellana has a soprano voice of beautiful quality, avoiding lyrics in place of grand grilling. The ballet group's routine is lovely and well done.

*Jealousy* entails a Mexican cafe set, the place crowded while two fellows get into a battle over a girl. Arthur Mahoney, a Spanish dancer, no less, is typical in delivery. Others getting specialty credit are Nicholas Dakr, Daphne Vane and John Miraglia. A guitarist is in this number and his work is swell.

*Fiesta* is the closer, a crowded and colorful stage. Miss Orellana is in this also, as is the glee club. A specialty turn is that of the Stanley Brothers, who as drunken peons, do a corking array of floor acrobatics which won them nice applause returns. Then there are the Rockettes, in lovely costumes, who spell off their routine in their faultless style and wind up with that sure-fire applause getter of kicking in unison while the lamps are focused on them full blast.

SIDNEY HARRIS.

### Roxy, New York

(Reviewed Friday Evening, August 21)

There's plenty of dancing at the Roxy this week, with two of the four regular acts featuring it. For the rest there's James Evans' standard foot juggling, a hillbilly turn and the usual amateur. It makes a pleasant enough show but hardly anything to raise riots along 50th street.

Headlining are the 12 Aristocrats, six boys and six girls, with their outstanding dance turn. They appear in the opening, backed by the Gas Foster Girls, house troupe, to do an excellent toe and tap routine and then come back in the center spot production, again backed by the Foster kids, to do their lovely ballroom routine and their outstanding stumpy adagio. They make a smooth and immensely effective combination.

More dancing is turned in by Hodney and Gould, who also furnish the only comedy on the bill. Their eccentric stuff is amusing all the way.

The individual applause hit of the show was scored by Evans, and since he's a foot juggler, a type usually relegated to opening, that shows how good he is. He rated every bit of what he received, doing his usual topnotch work.

The week's amateur winner is Stuart

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## R K O THEATRES

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# The Value of Personal Appearances to Film Player

By John A. Schultz

THE vaudeville or presentation theater has always been acknowledged as a lively source for the unearthing of talent for other fields, particularly for the legitimate stage and films. This season brought out another service which this field renders, that of developing embryonic talent thru that most reliable method—playing before an audience. The movie field has acted upon this plan most extensively, farming out its promising youngsters and established supporting players to vaudeville producing firms so that they can acquire experience and popularity. And this has proved successful, many of these players thru their personal appearances gaining a stronger foothold in their respective studios.

Concrete examples are available. Henry Armetta has been an established supporting player for a long time; audiences knew him when they saw him on the screen but his name did not have the same meaning as that of a Garbo, Gable et al. In making personal appearances he was surrounded by expert publicity that built up his name as well as his face. He was also surrounded with careful production that showed him off in the right light to the audiences. His personal appearances were so successful that his studio was forced to take cognizance of his value, with the result that he was given bigger assignments in pictures and received a better contract deal. He proved his value by the acclaim with which in-the-flesh audiences received him.

Gene Raymond is another good example. His personal appearances brought out that he definitely had box-office value, as attested to by the grosses in the several key cities in which he appeared. In his case, too, his studio realized his importance and acknowledged it by a new and better contract. Blond Betty Grable, farmed out by Radio Pictures, was another film player to benefit by personal appearances. Thru clever publicity, and a wealth of it, and expert production she gained widespread popularity by appearing in a unit with Jackie Coogan. From just small parts she is springing to featured roles in forthcoming films.

Among other film players who made personal appearances this past season were John Boles, Edward Arnold, Edgar Kennedy, Ralph Bellamy, Arthur and Florence Lake, Wallace Beery, Louise Beavers and Pinky Tomlin. Boles, while a star in films, surprised all on his personal by establishing grosses that proved he was even a bigger "name" than thought. Tomlin came along fast to popularity, staying four weeks at the Roxy, New York, and catching on handily in the public's favor. He went out on the road, too, appearing in a unit along with June Knight and Al Pearce. The public favor which he gained on his personals increased his value also in the film fields.

Thru these very successful examples it has become evident to the film player and the studio alike that the vaudeville and presentation field affords an opportunity to help them more than any other method. If they seek development or if they seek greater film recognition, personal appearances can bring that about. It must be remembered, however, that in farming these players out to the vaudeville field they must be turned over to expert producing organizations, firms which can direct their publicity most wisely, see that they are presented properly and in general be sure that they are seen to the best advantage possible. Improper direction of personal appearances of these players can be just as harmful as beneficial.

An individual producer without organization can seldom give that kind of service to a film player. It requires a perfect co-ordination of production and proper exploitation. A publicity campaign is most important and Fanchon & Marco, realizing this, has a staff to see that the players are given every pos-

sible newspaper buildup. This is in addition to the care in producing acts for these performers.

The studios are now very willing to allow their young players to make personal appearances. A suggestion might be opportune regarding the many players dropped by studios at the end of a six-month period. These players are brought out to the studios with all sorts of ballyhoo and then, because of studio activity and other reasons, the hopefuls cannot get the attention needed; thus when the six-month period is over they are dropped. The studios can still hold

fact in his report to the home office. This happened in the cases of Armetta and Raymond. When they play theaters there are countless eyes watching these players, whereas in the studios there is a possibility of their being overlooked.

No matter how much dramatic and general theoretical training promising talent might be given, with studios intrusting them to various teachers young players can never acquire the most important requirement unless they appear before audiences. That requirement is confidence, and getting an audience's favorable reaction is certain to instill it

JOHN A. SCHULTZ has been identified with the show business for 27 years. His first contact with amusements was as a member of the publicity staff of the Sells-Floto Circus. Soon after he joined J. J. Murdock in managerial and publicity assignments. While with Murdock and the B. F. Keith organization he organized the Keith Boys' Band. He gradually worked his way into the Keith Vaudeville Booking Office and wound up as assistant to Lule Delmar on the books of the Southern Time. When E. F. Albee took over the Hippodrome, New York, Schultz acted in the capacity of booking manager and also booked other Keith houses in New York. He organized and supervised for four years the production department of the Keith organization. He resigned when the Radio Corporation of America stepped into the Keith picture and with George Weeden took over the Pat Casey Agency. When Weeden died Schultz joined Fanchon & Marco and has been associated with the firm for the last two years as head of the F. & M. Agency, a subsidiary of F. & M. Stageshows, Inc.

on to these players by farming them out to vaudeville producing firms, which would probably be able to bring out of them the very things which the studios are seeking. By farming them out to vaudeville the studios are not burdened with salaries, for the performers are earning their own keep.

In making personal appearances the film player usually catches the eyes of the distribution managers for the various film companies. And when a player is successful at the box office the exchange manager usually includes that

in the young hopeful, Radio Pictures has approached Fanchon & Marco to take over Ann Shirley for personal appearances, to do with her as was done with Miss Grable. Paramount is turning over Yoln Galli for a similar buildup, with Miss Galli being placed in Fanchon & Marco's Hollywood Folies of 1937, starring Leon Errol.

The doors to the vaudeville field are open to film players. Youngsters whose merit still has to be proved, established bit and supporting players and featured players who seek stardom can avail

themselves of this opportunity to gain popularity. After all, your vaudeville audience is also your picture-going public and when seeing a player in person there is a tendency to warm up to them in their screen efforts.

While the vaudeville booking of the general run of film players has been successful and easily accomplished, it is quite difficult in the booking of film stars. Unfortunately, they often contract for a number of weeks of personal appearances, but last-minute studio decisions make it necessary that they return to the Coast and thus cancel their theater engagements. However, quite a few of them have been able to play some weeks and more would like to appear in theaters altho studio activity makes it next to impossible. At least, it always makes the booking uncertain.

Of course, it must be understood that the vaudeville field is not doing these film players a favor in permitting them to make personal appearances. The field really needs them, considering the dearth of new material available today. Quite often a supposedly average film player, earning a comparatively small salary, will repay the theater several times the salary by showing great box-office value. It is a situation which works both ways; the player benefits by personal appearances and the theater benefits by acquiring new talent of possible box-office value.

Not only is vaudeville a splendid field for developing and increasing the popularity of film players, but its value to the film field is again shown by the practice of trying out film sequences before any shooting is done. The Marx Brothers are now on tour with material they will use in an early picture; other pictures which did this with material were *A Night at the Opera*, *Strike Me Pink* and *College*.

The exhibitor who plays film players and finds them satisfactory is another booster for them and a very important booster. Naturally, a buyer of film product, any recommendations he may make to the studios are given attention. And the artist can be sure, if he made a personal appearance at a theater, that his next picture, no matter how small his part may be, when it reaches that house will find a big theater buildup for the artist even tho the film credit may be small. The exhibitor will take advantage of playing up someone his audiences saw in person.

Considering all these advantages accruing to the film player thru the medium of personal appearances, the studios should start pouring their up-and-coming talent out into the vaudeville field, remembering, however, that they should be placed into capable hands. If that is brought about it will be of considerable advantage to both fields. Vaudeville, which needs blood transfusions from other fields, will have a worth-while supply of new and likely talent and the film industry will be placing its future stars right into the laps of picture-going fans and in that way will have the advantage of giving them popularity at the early stages.

## Vaude for Burly House

CHICAGO, Aug. 22.—When the Garrick Theater, St. Louis, opens its season September 11 the burlesque shows will be augmented by a vaudeville bill of four standard acts furnished thru the Tommy Sacco office here. The Garrick is operated by M. W. Pickens and is part of the Independent Burlesque Circuit.

## Boston Gayety's 2 Pix Weeks

BOSTON, Aug. 22.—Grover C. Burkhardt, manager of the Gayety Theater here, has dropped vaude for a temporary all-picture policy to cover a two-week period. House will resume flesh shows August 30, continuing on the twice-weekly change schedule of six shows on Thursdays and Sundays.



AMONG THE SATELLITES of the Hollywood armament who found personal appearance tours to be of great help both in raising their standing as picture-house acts and in creating a greater demand for their services in films. In the upper row are the front-paged sweethearts of Hollywood's younger set, Betty Grable and Jackie Coogan. Kasily recognizable below are Henry Armetta (left) and Edgar Kennedy in characteristic poses.



# THE RKO THEATRES

## ● THE RKO

*THEATRES begin the 1936-37 season with confidence and committed to the usual policy of offering the finest entertainment on screen and stage.*

# Thru Sugar's Domino

# The Broadway Beat

By SIDNEY HARRIS

This pillar being about as un-Broadway as the filling station of "Petrified Forest," it impressed its conductor as a distinct novelty that a guest column should be written by a Broadway columnist about his ken. This week, while the conductor rests from his labors, Hy Gardner in his usual racy style unveils a chapter of his "Confessions" to the part of our readers. Gardner has achieved the rare distinction of being successful and universally liked on a street that gauges the success of its denizens by the number of enemies they have corralled. He writes Broadway columns of all styles, shapes and sizes for publications strewn all over the world. He knows the professional washerwoman of Broadway's Fourth Estate as well as you can anticipate the taste of your morning ration of orange juice. How better to introduce Gardner than with his own words, sent along with the copy for this column:

"What makes a columnist tick" is, I think, an interesting subject, particularly for a trade paper that has to bear the brunt of columnists' attacks and punchy pats. I call it "Not For Publication." After you read it you may take it literally. But we don't and give you

## NOT FOR PUBLICATION

By HY GARDNER

WHENEVER a person of either or neither sex sidles up to a columnist, screws up his, her or its lips into a Georgie Jessel about to sing My Mother's Eyes grimace you can bet your boots the first crack out of the bird's box will be, "Hey, this is off the record—BUT"—And with that BUT he hands you a pencil. Which epitomizes how columnists garner all the news unfit to print, how columnists gather gossip, how columnists get that gift of gab—it's a gift from somebody else!

Because most normal humans are gossip-mongers and prattle-tale carriers inherently they derive a fenshish delight out of peering into the fortunes and misfortunes of their neighbors and passing that information along to their favorite acknowledged tattle-tailor with the hope of future favors or perhaps an occasional name-break all their own. Thus your pillar-pounders have a natural, a constant, an ever-fresh staff of leg-men sans the overhead of maintaining such a staff. Wherever they are read they not only have readers but writers.

The next step, of course, is to be certain—via devious checking methods of their own, how authentic is the information or news leaks reported to them purported as fact. It's amazing, incidentally, how columns can be made out of mole-hills, how friction can produce fiction in lieu of fact. No wonder they say truth is stranger than fiction on Broadway. When a column-reader gets a mad on with a quotable name he invariably turns to a columnist for left-handed vengeance, attempting to use the scrivener as a tool in attaining his own end, in fighting what should be a strictly personal battle.

Of all the stuff submitted by such sources only 5 per cent of the material is usable. I mean the scandal or gossip trivia. How much of it can be taken at its face value remains a subject of judgment on the part of the columnist. Wherein lies the difference between a major leaguer and what I choose to term as a guess-columnist.

As an example, several months before King George died a reader in England forwarded a note to me definitely stating that the Prince of Wales and Kay Francis were lixthils. The source has always been a conservative one and I doubted whether anybody would take the time and the trouble to forward misinformation without foundation, so I ran the paragraph merely saying that the two were pulling it around Lunnon-town, which fact was later corroborated in the British press. Meanwhile one of our famous guess-columnists rewrote the item with scandalous inference. It read well, looked like a scoop but had no more foundation than Joe Louis' legs once Schmeling got the Brown Bomber's range.

Another method of scooping the dirt is the old-fashioned but ever-workable one of putting two and two together and getting two as an answer. As an instance of one of these passe-in-the-dark, directly after Tony Casoneri recaptured his lightweight crown a News columnist reported that Tony and Rita Roy would marry. Tony denied it vehemently, wall mildly vehemently, for two minutes before we went on the air with one of those planned "extemporaneous" interviews part of the script called for the great little champ to deny that statement via the mike. Suddenly he rushed up to me, "For God's sake, Hy," he whispered, "don't ask me to deny that item. I'm not getting married, it's all wrong, but, gosh—gee—well—here's Rita Roy, I'd like you to say hello!" The columnist was a bit premature but he knew the two were on a romantic bender and adhering to the gossipers' slogan "now why eventually" he scooped even the couple involved. A year later, right before the McLarnin scrap, I bumped into Tony. "Tony," I said, "all the boys marry you off after each fight, this time I'm going to write the item myself, how about it?" "One of you guys will be right yet," he replied, with a wink, "what can you lose?" So I ran it the next day—and two weeks later the other columns and headlines confirmed the scoop.

Those passe-in-the-dark may be few and far between, and when they're made the writer isn't as much in the dark as you might think. Still they're predictions, and when they're wrong silence prevails—a loud silence, but not half so loud as the about when they hit the male on the head!

Probably the most ambitious of the columnists is Leonard Lyons, of The Post. Lenny doesn't deal in babies, marriages, divorces or reputable rape. He sticks to the less personal side of the personalities in the news. He digs up unique happenings that really happened, humorous incidents that are really humorous and interesting situations that make for interesting reading. He probably covers more of the night spots in one evening than most of the other boys do in a week. Mark Hellinger is in a class by himself. He's the writingest of the pillar-pounders with a fund of situations, both tragic and humorous alike, but human always. He can go on forever. For what happens is of little consequence. What has already happened will probably happen again and when it does you can wager Mark's got the story already recorded in his files.

John Chapman has a wide and loyal following with his Mainly About Manhattan feature because, like O. O. McIntyre, he has caught the flavor of our overgrown village, adroitly mixing the ingredients of news, humor, small-town notes and theatricals into a delicious instead of a vicious concoction. Bill Farnsworth's Sidewalks of New York patter is further evidence that a column can be candid and respected simultaneously. Dan Parker, Jimmy Powers and Bill Corum also write Broadway between the lines of their sports columns with a zing that brings a new and modern sparkle to sports pages, so much so I hear the influence has hit Clem McCarthy, who just started a combination indoor-outdoor sports syndicated stink.

You'll notice I haven't talked about the Big Three, one of whom is a genius in his own right, the other a grand little human being and intelligent writer and the third so completely miscast and over-rated he really belongs in the Believe-it-or-not Ripley class. I haven't discussed them because they've been discussed enough, and besides nobody could do full justice or injustices to them in one column. Their columnar-battles, all fought from the tempestuous keys of help-less Royals and Remingtons (what, no notes for Underwood?) are infantile and peculiarly a columnist's disease from which the entire clan, and the public, suffers, present company not excepted. But it's fun—it sharpens the wit, humors the half-wits, entertains the nit-wits and consumes the very same white space that (See SUGAR'S DOMINO on page 44)

THE street looks the same after a long vacation (Spelvin's vacation, not the street's). . . . Things seem to be getting under way for the coming season earlier this year than they have of late, particularly in legit. . . . There's an air of activity for a change. . . . Al Kaufman, self-styled King of the Hoboes, is now on the Living Newspaper WPA project, which also has on its pay roll a nephew of Edwin Booth. . . . No particular connection. . . . Ken Murray is remaining here, abandoning plans to return to the Coast. . . . Recently submitted by a six-foot member for The Billboard's Possibilities department (and why hasn't anybody thought of it before?): Gertrude Stein, for double talk. . . . Giuseppe Bentonelli, of the Metop, who recently appeared under an assumed name in a small part in summer stock, may have been working off one of those complex opera stars are supposed to have: Are they or are they not actors? . . . Beuy Venuta played host (or hostess) to songwriters Fred A. Ahlert and Joe Young at the Riviera Tuesday. . . . According to the Dancing Masters of America, a swing dancer can ad lib steps, just as a swing musician can ad lib notes. . . . It seems to be the season for ad libbing. . . . Jack Lavin is back in town after an extended trip to Port Worth via St. Louis, where he visited his folks. . . . His says business is good at the Frontier show, with Paul Whiteman being held over for an additional six weeks. . . . Local fishermen, whose biggest catches heretofore have been battling weakfish or fluke, have caught the fever to hook sharks off Massachusetts. . . . The Palace beach isn't a bad spot for it either. . . . Doc Shifrin is heading the latest Broadway party to Provincetown, having already brought back some tall tales of the maneaters. . . . Gerson's is really going in for the night spot biz, with alterations under way to make room for a floor show. . . . But they say the guests won't have to work—just buy the drinks.

A story coming up from Fort Worth concerns Billy Rose's query to the powers that be about the gimmick on the jern. . . . Rose wanted to know if they had any bouncers who mishandled people, etc., or what method there was of policing the place. . . . "Oh, policemen," said the Port Worther, "We're all policemen down here." . . . Shep Fields has signed again with Victor Recording. . . . The murder of an official of the restaurant workers' union, Local 18, in Rochester last week, where he went to attend a convention, will undoubtedly have its repercussions in the night club field, where most of the local's members are employed. . . . *Bury the Dead* may go on the road next season, even tho it didn't do too well commercially on the Stern. . . . Val Irving, at the Yacht Club, sags on hot nights: "Open that door and let the cooling system in." . . . *Beat On the Summer Circuit* (courtesy of Frank Moss, the rustic actor-teaser): Sam Lyons always 10 minutes late and always leaving before the end of each act. . . . James Ullman, hiding behind trees and smoking furiously, as he listens to customers pan one of his summer efforts. . . . Sidney Harmon, his former partner, watching every Ullman show with great interest. . . . Richard Aldrich, scouting for Columbia pix, towering above the crowds. . . . The beautifully clad debutante ushers at some of the spots attracting more attention than the plays. . . . Nervous authors, always spotted by the surrounding pile of chewed-off finger nails. . . . Millions of unabled fireflies and moths—and mosquitoes. . . . Actor: in costume mixing with the customers as they drink their beer at Sufferin'. . . . Innumerable talent scouts, always noticeable because of their loud snores. . . . Al Woods always in the last row and always chewing a cigar. . . . Fashionably late audiences who miss the first two acts and then complain that the author failed to motivate his characters properly.

# Chicago Chat

By NAT GREEN

DOWN at Evansville, Ind., a townier asked a member of the Al G. Barnes Circus staff: "Where do you go from here?" The circus man might truthfully have answered: "Over the death trail," for it looks as if that is what the powers that be have picked out for the show. . . . Apparently the Big One is the only one that counts any more, and lovers of the circus are wondering what is going to become of the circus as an institution. . . . They recall the time a couple of decades ago when there was a score of circuses on the rails and all making money. . . . It seems strange that with only two on the road they have to get in each other's way, to the sorrow of the smaller show. . . . Wonder if someone with sufficient vision to modernize the circus to the extent of giving some consideration to the comfort of the public will arise to redeem this greatest of American amusement institutions from the doldrums!

Rumors are current that the Barnes show will winter at Peru, Ind., but that does not seem likely, as the show has a number of movie contracts to fulfill next winter on the West Coast.

Johnny McMahon, who with Dick Hood has the Streets of Paris at the Texas Centennial Exposition, Dallas, slipped away quietly a couple of weeks ago—August 9, to be exact—and married Christine Lamb, a Tennessee girl who is heard frequently on the radio. . . . The ceremony took place at Arlington, Tex., and after a wedding dinner the couple departed on a honeymoon trip. . . . George Anderson, writer on an Aurora, Ill., daily, used to be a repertory actor and he's capitalizing on his experiences in a novel of show biz he is writing. . . . Helen Honsa, attractive young impersonator appearing at the Continental Room of the Stevens Hotel, comes by her talents naturally. . . . Her mother was one of the foremost impersonators of her day and her father was a well-known comedian. . . . Helen probably is the only girl impersonating Charlie Chaplin and doing it well. . . . Dick Hood, of Streets of Paris, Dallas, took time off to run up to Cleveland to look over the Great Lakes Exposition. . . . He's back in Chi for a brief spell, then returns to Dallas. . . . Speaking of impersonators, as we were a moment ago, one of the best we've seen or heard in a long time is Frank Payne, 21-year-old lad at the College Inn of the Hotel Sherman. . . . He entered the profession via the amateur contest route and has made good in a big way. . . . He's proving one of the laugh hits of George Civot's show.

Bert Doss, one of the finest aerial artists of the big tops, says he is out of the circus world "for good." . . . Bert and his wife, Agnes Doss, another talented aerialist, have taken a lease of several years on Shalain Park at Bloomington, Ill., and they find it more profitable and less fraught with "grief" than trouping. . . . With conditions what they are in the circus world today we can't blame 'em! . . . When Ted Pio-Rito and his orchestra open in the Terrace Room of the Morrison September 17 John and Edna Torrence will be the dancers with the show. . . . Another feature of the show will be Edith Mann, sensational tap toe dancer, who was at the Rainbow Room, Rockefeller Center, for 16 weeks.

## 'Yes, Madame,' Waits For Security Posting

NEW YORK, Aug. 22.—Doubt continues to surround the contemplated American production of *Yes, Madame*, English musical. Jack Curtis and Carleton Hoagland are reticent about divulging plans, if any, made for the presentation here. Actors' Equity Association, when last queried, stated that Curtis and Hoagland were to go ahead with production plans pending the posting of security at the conclusion of this week.

The delay occurred when English interests, originally stated to have agreed to "Americanization" of the script, about-faced and stipulated the play would have to be presented in its original form. The hitch caused the cancellation of steamship reservations held by three members of the cast. Should the difficulties be ironed out, Equity here will cable British Equity as to when the cast may leave.

## Honolulu's Pix-Legit Spot

HONOLULU, Aug. 15.—Dick Wilbur, manager of the Hollywood Players, has announced a guest star plan for J. J. Franklin's Queen Theater. Negotiations have been opened to procure George Bancroft, May Robson, Joel McCrea, Lois Wilson, Elissa Landi, Marjorie Rameau, Phillips Holmes and Jackie Cooper for engagements, says Wilbur.

The Queen has switched from a movie and condensed legit policy to straight full-length plays, with a picture program going on early for those who want it.

## Building Code, Bars Are Due Up Again

NEW YORK, Aug. 22.—In line with Equity's plans for the coming season is a renewal of last year's campaign for a more equitable building code affecting legit theaters and the passage of a bill permitting bars in theaters. The first item has long been sought by Equity and the League of New York Theaters in order to make possible a more continuous source of revenue from legit properties which, under present conditions, are fruitful only during the theatrical season.

The second, passage of a bill permitting bars, is advisable on the ground that, among other things, such a measure would remove what amounts to gross discrimination against the theater. The matter will be taken up when the Legislature convenes, and among the arguments which will probably be advanced for the bill will be the fact that management of the various types of floor-show entertainment are not prohibited from serving liquor.

## Boston Legit Schedule

BOSTON, Aug. 22.—A. G. Munro, general manager of the Shubert, Plymouth and the Boston Opera House, today announced the tentatively assured start of the Boston legit season, with *Yes, Madame* opening the Shubert September 14, followed by Sam Harte's *First Lady* with Jane Cowl, scheduled for a three-week stay beginning September 28.

Lee Shubert brings *Days of Grace*, authored by Edwin Gilbert and staged by Harry Wagstaff Gribble, to the Plymouth September 3. *Love on the Dot* on September 14 comes to the Plymouth. George Abbott's *Boy Meets Girl* opens at the Plymouth for a healthy stay of 12 weeks, with the premiere October 8. From present indications this production will grip Boston during the winter months and hold sway with good box office.

Uncertainty hovers around the Boston Opera House, but Munro asserted that it will open its doors to patrons October 1 with something yet to be determined.

## Saperstein WPA Supervisor

SYRACUSE, Aug. 22.—The general shakeup in the Federal Theater Project here has brought Joseph Saperstein, of Ithaca, from the post of agent-cashier of the vaudeville unit to supervisor. The project will be expanded, with units touring five other States and new companies hitting public institutions and camps.

Saperstein was formerly manager of Cornell Theaters, Inc., in Ithaca and lectured on theater management at Ithaca College.

## Savo-Rivers Arbitration

NEW YORK, Aug. 22.—Equity on Monday will arbitrate the dispute concerning Jimmy Savo, who was given a run-of-the-play contract to appear as Leopold in *White Horse Inn*, the Continental success scheduled this fall for the Center Theater. Erik Charrell, English producer, feels that Savo is not properly cast for the piece. Concurring in Charrell's opinion are Lawrence Rivers, Inc. (Rowland Stebbins), the Rockefeller interests and Warner Brothers, all of whom have a hand in the piece, one way or another, on this side of the Atlantic. In the event the run-of-the-play contract is k.o.d. William Claxton will probably be given the lead.

## Equity Suspends Four

NEW YORK, Aug. 22.—For playing without salaries with an alleged little theater in Hollywood, four Equity members have been suspended. They are Frances Sayles, Willis Wilson, Gertrude Waller and Hugh MacArthur. Charles Miller, Equity contact for that district, previously told the players to leave the company, but his advice was not taken and they rehearsed nine weeks. Suspensions are indefinite.

## Equity Discussion Meet

NEW YORK, Aug. 22.—Actors' Equity Association will hold an informal discussion meeting at the Astor Hotel September 4.

# Equity Again Urges Federal Subsidized Theater for U. S.

**Not linked with WPA project—prefers new subsidy—to cooperate with universities in encouraging "fine" plays—Senator Davis pledges support**

NEW YORK, Aug. 22.—Explaining that a comparatively small sum set aside by the Federal government, with perhaps a seat in the cabinet for a ministry of fine arts, as proposed by Dr. Sirovich in a bill introduced last year, would be the greatest cultural step that could be taken, Equity Magazine in its latest issue again sets forth the advisability of such a measure. Particularly apropos in view of the Continental tour of Alfred Harding, Equity editor, who will spend some months doing research work regarding the theater in various Balkan countries at the behest (not know) as to how many houses they will have for the new season. Practically of the ministries of those nations, the editorial goes on to say that not until the inception of the WPA Federal Theater Project has this country ever tendered an official recognition to art.

## Boston Pretties Houses

BOSTON, Aug. 22.—Approximately \$9,000 has been expended within the past few weeks in prettifying up Boston's legit houses. A. G. Munro, general manager of Boston's leading theaters, and this amount covered complete and thorough renovation of the Plymouth Theater and the painting of the Plymouth marquee.

The extent of the work at the Shubert was painting and renovating the smoke room and inter-lobby area.

# From Out Front

By EUGENE BURR

Recently three outstanding stage plays appeared in celluloid versions—and with varying effects. They probably constitute a good object lesson in the differing needs and treatment of stage and screen, but this reporter, riding wearily over the deadlines of a special issue, intends to teach no lessons. A discussion of the three, without any moral-pointing at all, should make some things clear. The plays in question, of course, *The Green Pastures*, *Mary of Scotland* and *Romeo and Juliet*.

The last named Shakespearean production, obviously, is—or should be—the most important, since it is the first real attempt of the talkies to present a serious Shakespearean play. It should therefore tend to show what we may expect in the future if films take up the bard. It should show us—but this corner sincerely hopes that it doesn't.

The production, undoubtedly, is excellent. Visually the film is a delight, a photographic symphony of great beauty. The screen, of course, gives greater scope to the action, and allows the duel and brawl scenes a sweeping drama impossible on the tinsel platform of the stage. These points, it is certain, will be shouted from the house-tops.

But there are those of us who will still cherish the quaint idea that the beauty of Shakespeare is not in the settings, nor even in the melodramatic plots, but in the lines—in the poetry. And so much time, evidently, was given to creating the visual beauty of the piece that very little, judging from the results, was left for the oral. Some of the veterans in the cast, whether Shakespearians or not, give excellent accounts of themselves—Conway Tearle as the Prince, Henry Kolker as Friar Laurence, Robert Warwick as Montague and Guy Bates Post (who, incidentally, is entirely unbillied) speaking the prolog. But many of the other interpretations and readings are disappointing in the extreme, hardly making the grade as passable third-rate Shakespeare. Edna May Oliver, for instance, who enthusiastically plays Edna May Oliver as the Nurse, mugging all over the place and giving a rather sick feeling to those of us who remember Edith Evans in the part. Or John Barrymore's fatuous tomfoolery in his early scenes as Mercutio, wherein he seemed like an aged Pan laboriously trying to be a wood-nymph, turning in a job that was very nearly as bad as Brian Aherne's in the Katharine Cornell version.

Barrymore, it is true, came back excellently in his death scene, to which he lent dignity and fine effect. And certainly the breezy and entirely right playing of Reginald Denny as Benvolio should not go without mention, nor the sympathetic treatment given by Ralph Forbes to Paris. Nor, for that matter, the best performance of the lot, Basil Rathbone's as Tybalt. It must have been strange for Rathbone, who played Romeo to Cornell's Juliet, to stand around and watch some of the rest of the acting.

For Leslie Howard's Romeo is, to put it gently, not entirely successful. Chiefly, he suffers from the same thing as did Rathbone's characterization—lack of the flaming, surging impetuous youth that was so integral a part of Romeo. Howard is gentle and gentlemanly—and the effect of all his early scenes is thus lost. He improves, just as Rathbone did, in the later sections, doing a good, workmanlike job of the tomb scene.

But the chief thing that militates against the picture—the thing that makes the thought of it as America's guide to Shakespeare an appalling one—is Miss Norma Shearer's Juliet. There has been, my friends, no Juliet like this one—and there will be, one trusts, none ever after. She even beats, I believe, the record for incompetence set by Baal Sydney in the modern-dress version of *Hamlet* years and years ago. Mr. Sydney, by a count taken at the time, misinterpreted or wrongly accented all but an even dozen of the lines. It is hard to think of a single line that escaped Miss Shearer.

The film version of *Romeo and Juliet* is opulent, of course—but its opulence sometimes get in the way of the story, inexcusably slowing it as in the ball scene. The film, without doubt, has tasteful and beautiful settings—but this reporter has never yet heard a setting speak a line. And in Shakespeare, he wrongfully persists in thinking, the lines are the thing.

It is quite possible that now Paramount will decide to produce *Hamlet*, with castle that towers as high as the Empire State, with a graveyard that would cover Boyle's 30 Acres, and with the players' scene acted out on a 100-yard stage, with ballets interspersed in its action—and with Bing Crosby in the title role.

There had been some intention, as you may have gathered at the start, of speaking of *Mary of Scotland* (which, like *Romeo*, don't think that the lines are the thing) and of *The Green Pastures* (which does). Space, however (feverishly used up in the heat of Shakespearean argument), forbids. They'll have to hold over until next week.

Frank Gilmore, Equity president, has favored a Federal subsidized theater since 1904, when, during an obituary service for the late noted actor, Sir Henry Irving, he announced to a Boston audience that he was in line with the wishes of the deceased on that score. Now, according to Gilmore, the time is more favorable for such a measure than it has been for years.

Gilmore's proposal favors a set up fashioned after that of various European countries, notably France, Germany, Russia, etc., where the theater is under the wing of the national administration. In his opinion, the present Federal Theater Project in the United States will not develop, in its present form, into the type of national theater desired, one of the reasons being its competing with commercial productions.

Listed among the points to be gained by a theater subsidized by Federal funds are (1) The average citizen will be given a chance to enjoy our dramatic literature. (2) In co-operation with universities, the government could offer awards which would prove an incentive for playwrights to write truly fine plays, for which there is an inadequate market in the commercial theater of today. (3) Such an institution would provide opportunity for the proper expression of the great dramatic works of Shakespeare and others.

Senator James J. Davis of Pennsylvania, in a letter addressed to Gilmore, says, in part:

"I feel that the time may now be opportune to consider with you what the Federal government might reasonably be expected to do for the American Theater during the years that lie ahead."

## Outdoor Theater Planned for Philly

PHILADELPHIA, Aug. 22.—With theaters going the way of parking lots, the Works Progress Administration comes along to convert an empty lot into a theater. However, the project will be no boon for the coming legit season, since it will be an open-air theater and the summer spell is drawing to a fast close. Coming under the jurisdiction of the Fairmount Park Commission, a theater to accommodate 3,500 people is being constructed in Pastorsus Park. Fan-shaped and laid out in four terraces joined by stone steps, the open-air house promises to be a botanical and landscaped beauty. Definite plans by the Park Commission for its use have not been made, but it will undoubtedly be the scene of spectacles in coming summer seasons.

The stage of the theater is 50 feet long by 40 deep. The wings are of hemlock hedge, so arranged with appropriate openings to permit the players to enter and retire without exposing the dressing rooms. A hedge of prostrate yew in front of the stage forms a screen for the footlights. Outlets will be installed to provide proper lighting for night performances. Stage is separated from the audience by a moat 12 feet wide, and a reflecting pool, fed by natural spring, separates the orchestra pit, which is five feet beneath the stage.

The 2,800 seats denote a standing capacity, altho portable seats will be provided for performances. Project will afford the second open-air theater for Philadelphia, Robin Hood Dell, in Fairmount Park, seating over 5,000, has been used for symphony, opera and ballet concerts.

# Keeping the Road Alive:

## A History of the Theater Guild's Touring Productions

Joseph L. Heidt

THE DATE: April 4, 1927.  
THE PLACE: Philadelphia.  
THE THEATER: The Adelphi.  
THE PLAY: *Pygmalion*.

AND there is the brief but complete statistical record of the humble beginning of a courageous venture by an organization that, until the spring of 1927, knew very little about that "stepchild" of the theater—the road. The organization, of course, was the Theater Guild. In its own modest way



JOSEPH HEIDT

it had gained for itself a high niche in theater annals. But that was in New York. Its board of managers was unfamiliar with the strange routines that went with a show beyond the confines of Broadway. The board members were jealous, too, and rightfully so, of their record in New York and were fully aware that one of the principal criticisms leveled at New York successes on

tour was the disposition at that time of many producers to fill their casts with cheap substitutes and to permit their productions to go ragged with use and age. The advisability of sending a company on tour was indefinite in the minds of the Guild directors.

However, a fortunate incident early in 1927 helped no little in forcing the issue. The Philadelphia Art Alliance, thru its various officers, had been in long and earnest contact with the Guild concerning a Philadelphia presentation of one of its plays. This correspondence was carried thru three seasons until finally, in February, the Rochester Opera Company, an offshoot of the Eastman Institution of Rochester, stepped in to make it a three-cornered affair. The Rochester officials wished to present a one-week engagement of opera in New York. The one house considered perfect for their productions was the Guild Theater. Would the Theater Guild be good enough to rent them its theater for one week?

The Theater Guild answered that it would, but how about the repertoire of plays that was current at the Guild? Wires huzzed from Rochester to New York and from New York to Philadelphia. When negotiations were finally completed Philadelphia was promised its long-awaited play, and the Rochester Opera Company was to have the Guild Theater for the week of April 4. Rochester was pleased, Philadelphia's hopes had been realized after three years and the Guild had made its first important step in helping to bring "the road" back to its rightful place in the theater.

That *Pygmalion* went to Philadelphia is history. But the success of the engagement there is inspiring news even today. It seems that the fates, or whoever rules things theatrical, decreed that the week should be just two weeks before Easter, and besides, an all-star company of *Trelowny of the Wells*, with a magnificent array of great theatrical personages, was the opposition. Of course, *Trelowny of the Wells* did terrific business, but most amazing of all was the fact that *Pygmalion* had sold every seat for the week by 3 o'clock on the afternoon of the opening.

### Good Play; Clean Racks

This remarkable turn of events proved many things to the board of managers of the Theater Guild, two of which stood out above the rest. The first was simply that a good play with a reputable cast was enough to wipe that Philadelphia ticket rack clean and break a 10-year house record by something like \$2,500. Second, that the road, contrary to the

claims of many New York managers, was not dead by a long shot. It was all very encouraging and exciting and impressed the Guild officials tremendously.

There still existed, however, a disinclination to try the road. The difficult schedule of six plays every season for its thousands of New York subscribers forced the board of managers to conserve its energy. But the demands from the road became insistent. Philadelphia asked for a full subscription season and requests were pouring in from Chicago, Boston, Baltimore, Cleveland, St. Louis and Washington. It became more evident with each passing week that something had to be done.

Finally in the summer of 1927 the Theater Guild Repertory Company was formed. The Daniel Mayer Booking Company was consulted and a full year's tour was laid out. Four plays—*The Guardsman*, *Arms and the Man*, *The Silver Cord* and *Mr. Pitt Passes By*—were selected as the repertoire. A cast was assembled that included Fredric March, George Gail, Florence Eldridge, Hortense Alden, Erskine Sanford and Dorothy Fletcher. When everything was set the plans were announced. Almost immediately demands started to pour in for engagements. The Penn Athletic Club in Philadelphia wanted the repertory company for one solid week for its members; Yale Uni-

versity asked for a four-performance engagement and other requests came in, including bids from the University of Wisconsin and the University of Southern California.

We prefer to use Joe Heidt's own words in meeting the requirement of supplying readers with a thumbnail sketch of guest contributors to the Fall Special.

"There's absolutely nothing exciting about me. The inevitable—I began by sciling newspapers. Only I was different; I sold magazines, too. Then to *The Morning Telegraph* to fulfill a lifelong ambition (I was 13 at the time!) to go into the newspaper field. I went on as office boy, then was graduated to the sports department and finally was made night sports editor in the Gene Fowler-Ring Lardner regime. I was 18 when I took over this job. Then Mark Barron and Willard Keefe, two old *Morning Telegraphers*, persuaded me to come to the Guild under Bob Sisk. Later I was made assistant, and here I am today under Russel Crouse writing Guild's Road History!"

versity asked for a four-performance engagement and other requests came in, including bids from the University of Wisconsin and the University of Southern California.

The itinerary took in every hamlet in the country it seemed, with a few choice depots thrown in for good measure. Some of the towns included were Montclair, N. J.; Wingfield, Kan.; Chukasha, Okla.; Denton, Tex.; Hollis, Va.; Fairmont, W. Va., and Macon, Ga. The Theater Guild was playing no favorites with its repertory company!

In the meantime the Guild was preparing for another subscription season—its 10th—in New York. It had at that time an acting company with a roster that would have done a Hollywood producer proud. The list included Alfred Lunt, Lynn Fontanne, Balliol Holloway, Edward G. Robinson, Claire Eames, Dudley Digges, Helen Westley, Earle Larimore, Henry Travers, Ernest Cossart and Morris Carnovsky.

It had been the Guild's intention to cover as much of the neglected road as possible with its repertory company, but in looking over its New York season the Guild discovered that plans were practically completed for 1927-28. The opening play of that season was to be Dorothy and Dubose Heyward's *Porgy*. They also had two plays by Eugene O'Neill, *Marco Millions* and *Strange Interlude*; a play by Bernard Shaw, *The Doctor's Dilemma*, and Ben Jonson's *Volpone*.

### Acting Company on Tour

It was a very promising schedule and the Guild, with the worry and burden of a New York season off its shoulders, went into another huddle about those requests from out of town. The reper-

tory company, they knew, while scheduled for a few large cities, would mainly tour the hinterlands and would not reach many big stops before the following spring. Why not send the acting company on a short tour and at the same time give the road a chance to see *The Doctor's Dilemma* before its New York premiere? It turned out to be a grand gesture and, as later developments proved, duly appreciated.

The Theater Guild acting company left New York with a repertoire of four plays, *Pygmalion*, *The Guardsman*, *The Second Man* and *The Doctor's Dilemma*, which was to be presented as an American premiere in Chicago. The troupe opened at the Hanna Theater, Cleveland, September 11, 1927, with *Pygmalion*. After a slow start the last five performances were played to standing room and *Pygmalion* left Cleveland, headed toward Chicago, with a surprising intake of more than \$20,000. Thus began the first real touring venture of the Theater Guild.

From Cleveland they went directly to the Studebaker Theater in Chicago, where they opened a seven weeks' engagement with *Pygmalion*, starting it off with a two weeks' run. This was followed by *The Second Man* for two weeks, *The Guardsman* for two weeks and then one week for *The Doctor's Dilemma*. The

Guild took the Windy City by storm. Critics and playgoers were as one in taking up the cry for a regular subscription season in Chicago. It was an engagement never to be forgotten by all those concerned and proved beyond a doubt that the road was more than willing to support fine plays and reputable casts.

From Chicago the acting company went to the Auditorium in Baltimore, where, after hearing of the successful engagements in Cleveland and Chicago, they looked forward with great expectations to the single-week engagement of *The Doctor's Dilemma*. The same thing that happened in the previous two cities occurred in Baltimore. The large Auditorium was sold out before the curtain rose on the first performance. A typical example of what a reliable organization with first-rate plays and fine actors meant to the road may be found in a letter written to *The Baltimore Sun* by one of those who saw *The Doctor's Dilemma*. It follows:

"As one of the thousands who are interested in Baltimore's theatrical situation, I think it would be a splendid thing if the Theater Guild would come here each season. I noticed in *The Sun* last week, quoting one of the executives, saying that if their forthcoming production of *The Doctor's Dilemma* did well here there would be no doubt about an annual return.

The Guild has an extensive repertoire. It has been touted all over the country as the foremost of American theaters, so if we possibly can insure its return to Baltimore let's do so. The things they produce seldom get outside of New York, but I think that in a city like Baltimore there are enough people who would appreciate the finer things, of

the theater and support the Guild at least twice a season."

This letter was typical of thousands that poured into the New York offices of the Guild every week. The fact that the repertory and main acting companies took to the road only served to add fuel to the fire of enthusiasm of the playgoers outside of New York. The repertory company did excellent business wherever it went, staying out until late the following spring. The Guild, with plenty of work ahead in New York because of the arduous schedule it had lined up, could not send another company on the road during the season, but the board of managers did begin during the summer of 1928 to plan ahead for the road for the coming fall. There was no doubt now about the healthy status of the road.

### Road Subscription Season

And then it happened. The Guild announced late in the summer of 1928 that it would have a road subscription season for 1928-29. The chosen cities were Baltimore, Boston, Chicago, Cleveland, Philadelphia and Pittsburgh. The result of that announcement bordered on the phenomenal. By the first of September the subscribers outside of New York numbered 17,000, and the following month, with all the returns in the ledger showed a grand total of more than 25,000!

The Guild was ready, too, with a repertoire of plays. They were *Porgy*, *Strange Interlude*, *Marco Millions*, *Volpone*, *Arms and the Man* and *The Guardsman*. Among the players sent out with these productions were Alfred Lunt, Lynn Fontanne, Dudley Digges, Helen Westley, Pauline Lord, Earle Larimore, Margalo Ollimore and Sidney Greenstreet. A second repertory company was formed with Elizabeth Ridon, Robert Keith, Alan Mowbray, Peg Entwistle and Warburton Gambia. Their plays were *John Ferguson*, *The Second Man*, *The Doctor's Dilemma* and *Ned McCobb's Daughter*. The second company duplicated some of the previous stops, but most of the route opened up new territory and further expanded hinterland tours to any manager wishing to send out plays. Late in the year the Guild sent *Sil-Vara's Caprice* to Boston for a two-week engagement, which completed the season on the road.

The season of 1929-30 will go down in Guild history as probably the most ambitious undertaking ever launched by that organization insofar as the road is concerned. No less than nine major productions toured the country from early September until the following June.

Lunt and Fontanne started it off with *Caprice* at the Hanna Theater in Cleveland and *Strange Interlude* ended it in Toronto on June 2. Intermingled with these two productions were *Marco Millions*, *Volpone*, *Major Barbara*, *Pygmalion*, *Porgy*, *Wings Over Europe* and a second company of *Strange Interlude*.

The Guild's status on the road after 1929-30 was unchallenged. Theatergoers everywhere were sincerely appreciative, for it led to other managers sending out first-class plays and actors. And they knew that when they did this they were eliminating practically all financial chances of failure, an added inducement all concerned.

The Guild at the close of the season announced that four new cities had been added to the subscription list. They were Cincinnati, Detroit, Washington and St. Louis, making a total of 10 subscription cities.

### The Road Is Alive

Because the Guild has always lived up to its promises its road subscribers today still total 25,000 despite the depression and the dropping of five subscription cities for reasons over which the Guild had no control. The Guild has never sent a second-rate production on the road. During the intervening years that is, from 1930 to 1936, the road has seen (See *Keeping the Road on opposite page*)



## Exhibitors' Organizations

ITOA, at its meeting at the Hotel Astor, slated for August 28, will continue its deliberations regarding the abolition of dual features in the New York Metropolitan area.

When Charles L. O'Reilly, chief of TOCC, returns to New York from the Coast, there will be a further consideration of plans for the long-awaited merger between his organization and ITOA.

MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware last week elected as president Lew Pizar, formerly chief of MPTO of Eastern Pennsylvania. The organization now headed by Pizar is comprised of his old group and ITO. Other officers are: Abe Sablosky, first vice-president; Mike Lassy, second vice-president; Ben Amsterdam, treasurer; George P. Aarons, secretary; Ben Fertel, financial secretary, and Charles Segall, chairman of the board. Included in the managerial board are Ed Jeffries, Herman Coane, Ted Behlanger, Norman Lewis, Harry Waxman, Harry Fried, William Heener, Mike Egnal, Dave Shapiro, David Barist, Leo Posel, Morris Wax, Dave Millgram, Ben Shindler, and others including Pizar and Sablosky.

The remaining details of the combine will be settled by a committee. Included in the setup are virtually all the Indies and affiliated circuits in the area.

When Allied of New Jersey meets for its annual convention at the Hotel Traymore, Atlantic City, September 9-11, it is expected that Lee Newbury will be re-elected president for a second term. In the event he shows signs of refusing to run the organization will insist that he do so, as his record in legislative matters is very highly regarded.

According to MPTOA president, Ed Kuykendall, business throughout the country's theaters has increased about 35 per cent during the last year. Kuykendall, who has recently visited all sections of the country and has spoken with representative exhibitors all over, says the cause lies in the fact that better pictures are being made, and that distributors are not so wary any more about giving out good product during the summer months. Also, general business throughout the nation seems to be picking up, and this, combined with the soldiers' bogus distribution, has helped.

Other MPTOA news concerns the organization's decision not to have a hand in setting up of local conciliation boards, one of the points in Kuykendall's 10-point program for the abatement of trade strikes, unless major distributors acquiesce to various other points considered significant. Some time next month the trade practice sessions of the MPTOA committee will be called again.

Theater Owners and Managers of the Rocky Mountain Region, a recently formed organization, will hold its first convention at the Cosmopolitan Hotel, Denver, August 31 to September 2. This change has resulted in another, namely, the meeting of the Fox Intermountain Division Theater Managers, slated for the same spot September 2-5. Confab of the Theater Owners is scheduled to begin under the chairmanship of President A. P. Archer. Talks will be made on doubles versus shorts, product, preferred time, percentages, sales policies, screen stars on the air, advertising, competition, and various other pertinent topics. Among those who will speak are President Archer, Treasurer E. P. Briggs, Secretary Emmett Thurmon, and Rick Ricketson, Dave Copkhill, T. B. Nohle, Charles Gilmour, Joe Dekker, B. P. McCormick, Ed Schulte, Forest Davis, Dale Kline, Harry Golub and Harold Rice.

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## "ROMEO AND JULIET"

TIME—124 minutes. (MGM) — RELEASE DATE not given.

PLOT—Grab the nearest Shakespeare. About a quarter of the lines are cut, most of them either bawdy or giving stuff which can be shown in the picture. Some of the lines still in, tho, make one wonder about the Hays office. Or maybe it's Shakespeare it's art.

CAST—Norma Shearer, Leslie Howard, John Barrymore, Basil Rathbone, Edna May Oliver, Reginald Denny, Henry Kolker, C. Aubrey Smith, Andy Devine, Ralph Forbes, Violet Kemble Cooper, Conway Tearle, Robert Warwick, Virginia Hammond, Maurice Murphy and Guy Bates Post. There are some distinguished performances, but they're all from the minor players. Howard, tho giving an intelligent enough reading, lacks the dash necessary for Romeo, really coming thru only in the final subdued passages. Rathbone, who played Romeo to Cornell's Juliet on the stage, is a splendid Tybalt, his performance—along with those of Henry Kolker, as Friar Laurence, and Conway Tearle, as the Prince—easily standing out. Barrymore is painfully overprecious in his early scenes as Mercutio, ruining the Queen Mab speech, but he brings dignity and effect to the important death scene. Denny gives a pleasant reading as Benvolio, and Forbes is an acceptable Paris. Smith an effective Capulet, while Warwick, in the small role of Montague, shows them how Shakespearean lines should be read. Cooper excellent as Lady Capulet; Oliver painfully overburlesques the nurse; Devine is an effective clown, and Post (unbilled) gives a magnificent reading of his few lines as Prolog. As for Shearer's Juliet, the less said the better. Atrocious reading and interpretation of all the important scenes rank it with the least effective of the amateur Juliets.

DIRECTOR—George Cukor. At his best in production, tho the emphasis on large production scenes inexcessably slows the movement. Outstanding are his duel and brawl scenes, the best yet seen on the screen.

AUTHORS—A guy named Shakespeare is said to have written it, but Talbot Jennings did a good job of cutting and editing for the screen.

COMMENT—The production is both opulent and tasteful—but there are some people who hold to the quaint idea that scenery can't speak lines, and that lines are the important thing in Shakespeare. Better a black curtain and good readings.

APPEAL—Remains to be seen. EXPLOITATION—Obvious.

## "SEVEN SINNERS"

(GB)

TIME—70 minutes. RELEASE DATE—August 18.

PLOT—A detective, thrown in with the usual unwanted gal aid, discovers a body in the midst of a festival at Nice. Later it disappears and then appears again in the middle of a train wreck. Small clues lead the sleuths on to London, and in the English provinces there's another train wreck which kills the man whom, they think, can solve the case for them. They continue, however, following the suspects onto still another train and then discovering that the real criminal is somebody else. So the third train, as expected, is wrecked too. But the dauntless sleuths escape and the villain is properly nabbed just before the climax fadeout.

CAST—Edmund Lowe, Constance Cummings, Thomy Bourdelle, Henry Oscar, Felix Aylmer, Joyce Kennedy and others. Pleasant all the way, with the work of Bourdelle standing out.

DIRECTOR—Albert De Courville. A nice job.

AUTHORS—Screen play by Sidney Gilliat and Frank Launder, based on a story by Arnold Ridley and Bernard Merivale. Better than the average would-be mystifier.

COMMENT—It holds attention all the way.

APPEAL—Mystery and meller fans.

EXPLOITATION—Train wrecks for one thing.

# 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*, *Nexa*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* among New York dailies, and *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Film Curb*, *Showmen's Trade Review*, *Variety* and *The Billboard* among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favor- able	Unfa- vorable	No Opinion	Comment
China Clipper ..... (Warner)	11	3	2	"Superior film fare."— <i>Film Curb</i> . "Powerful, gripping."— <i>Journal</i> .
His Brother's Wife..... (MGM)	5	3	7	"City romantic comedy."— <i>Showmen's Trade Review</i> . "Highly commercial."— <i>Variety</i> .
Second Wife ..... (Radio)	0	3	4	"Flat story telling."— <i>Variety</i> . "For the ladies."— <i>The Billboard</i> .
Charlie Chan at the Race Track 14 (20-Fox)	14	1	4	"Rated high."— <i>M. P. Daily</i> . "Typical Chan picture."— <i>Film Curb</i> .
I'd Give My Life..... (Paramount)	5	2	6	"Will pull at the heartstring."— <i>Box Office</i> . "Fairly interesting."— <i>Mirror</i> .
36 Hours To Kill..... (20-Fox)	7	3	7	"Of no particular moment."— <i>Film Curb</i> . "For nabes."— <i>N. Y. Exhibitor</i> .
Pepper ..... (20-Fox)	8	1	3	"All fun."— <i>M. P. Herald</i> . "Just fair."— <i>Variety</i> .
Accs and Eights..... (Puritan)	3	0	1	"Makes the grade."— <i>The Billboard</i> .
Crash Donovan..... (Universal)	6	2	7	"Punch-laden action picture."— <i>M. P. Daily</i> . "Routine."— <i>Variety</i> .
Down Under the Sea..... (Republic)	10	2	4	"Novel entertainment."— <i>M. P. Herald</i> . "Fairly entertaining."— <i>Showmen's Trade Review</i> .

## News of the Week

According to Will H. Hayes, president of MPPDA, the coming season will see a great increase in artistic motion picture product. If his estimate is correct, about 50 of the new releases will rank with the class known up to now as the first 10 pictures of the year. Hayes' statement was made last week before a gathering of the Association of Motion Picture Producers and Distributors, Hollywood, and affiliate of Hays' group. His announcement is based upon a recent survey, completed by him, of the new product. Listed among the pictures are *The Good Earth*, *Charge of the Light Brigade*, *Mary of Scotland*, *Romeo and Juliet*, *Winternet*, *Garden of Allah*, *Anthony Adverse*, *Lloyds of London*, *Joan of Arc*, *Madame Curie*, *Camille*, *Rumors*, *Maid of Salem*, *Road to Glory*, *Last of the Mohicans*, *The Green Pastures*, *The Plainsmen*, *Marie Antoinette*, *The Gorgeous Hussy*, *The General*, *Died at Dawn*, *Bowery Princess* and others.

Alexander Korda's activities for London Films are under way already. Nine productions are scheduled, three of which are almost finished. Two more are well along in production and four are yet to be started. Some of the London Films which are to be released thru United Artists are *Triangle*, with Miriam Hopkins and Sebastian Shaw; *Five O'Clock England*, with Flora Robson, Leslie Banks, Laurence Olivier; *The Man Who Could Work Miracles*, with Roland Young; *Rembrandt*, with Charles Laughton; *Elephant Boy*, *Bicycle for Two* and *Knight Without Armor*. The last will star Marlene Dietrich and Robert Donat.

Edwin M. Hartley, Photophone sales manager, announced last week that Warner Brothers' Management Corporation had contracted with RCA for High Fidelity sound equipment for 13 of its theaters. This follows the recent sound trials with the new equipment conducted at the Strand Theater, New York, and other theaters in Philadelphia and Pittsburgh.

On August 25 managements of Broadway houses are scheduled to meet concerning abolition of early-bird matinee prices and inception of a 5 p.m. admission scale. It is believed that practically all are in favor of the idea. Howard S. Cullman, of the Roxy, has already stated his intention of raising the admission 5 cents, beginning August 28, for the hours from 1 p.m. to 6 p.m. on week days. This announcement has been superseded, however, by that made by Harry C. Arthur, who has promised to go along with the other theaters if the new scheme is taken up.

According to Carl Leserman, vice-president in charge of distribution for Grand National, all financial arrangements have been made for the new season's release schedule.

A new production company, Producers National Distributors, with offices in the Paramount Building, New York, has announced its program for the season. Eight features are planned, including four musical versions of Broadway hits and four Louis Joseph Vance detective yarns.

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**"MY AMERICAN WIFE"**

TIME—73 minutes.

(PARAMOUNT)

RELEASE DATE—August 7.

PRODUCER—Albert Lewis.

**PLOT**—Granddaughter of an American patriot marries a Hungarian count, which burns up grandpa but pleases his social-seeking family. The count's anything but phony royalty marrying for money. He likes the simpler things, detests receptions and wants to have his own ranch. His mother-in-law has other plans, as has his wife, but he has his own mind and goes after what he wants. He carries on with grandpa in rough-and-ready fashion, and for a time it looks as tho he and his wife will break up. She awakens, tho, to see things his way.

**CAST**—Francis Lederer, Ann Sothern, Fred Stone, Billie Burke, Ernest Coe, Grant Mitchell, Hal K. Dawson, Adrian Morris and Dora Clement. Stone steals the pix, the industry's successor to the late Will Rogers. Lederer, Sothern and Burke glove-fit in their roles also.

**DIRECTOR**—Harold Young. Perfect in that he built up the comedy value and laid no stress on any heavy romance.

**AUTHORS**—Screen play by Virginia Van Upp and Edith Fitzgerald from story by Elmer Davis. A good writing job, successful in achieving full comedy value.

**COMMENT**—A light and thoroughly amusing film, moving along at a fast clip to produce many laughs and providing enjoyment in a likeable story.

**APPEAL**—Most everybody will like it. Nothing to take seriously, but it's swell entertainment.

**EXPLOITATION**—Angles of social climbers, royalty, horsemanship and patriotism. Street ballyhoo possible with guys dressed as nobility, also newspaper contests on public's viewpoint on whether Americans should marry foreigners.

**"YOURS FOR THE ASKING"**

TIME—75 minutes.

(PARAMOUNT)

RELEASE DATE—July 24.

**PLOT**—Johnny Lamb, owner of a gambling joint, escorts to her home Lucille Sutton, an impoverished heiress, who has just lost her last few dollars at his place. Learning that Lucille is faced with a dispossession and impressed by the swank layout, Johnny convinces her to let him use the home as a casino. Lucille agrees, becomes a partner and soon falls in love with the impetuous proprietor. Johnny's aids, however, feeling that their boss is making a fool of himself by mingling in society, instruct a gold digger to make a play for him, the idea being that he will break with Lucille. Said gold digger, together with a phony uncle, take Johnny for plenty of dough, but he finally gets wise, returns to his true love and pardons his pals who meant no harm.

**CAST**—George Raft, Dolores Costello Barrymore, Ida Lupino, Reginald Owen, James Gleason, Lynne Overman and Richard (Skeets) Gallagher. Raft and Costello don't display much here, most of the honors going to the support, particularly Lupino and Owen.

**DIRECTOR**—Alexander Hall. Fair.

**AUTHORS**—Story by William R. Lipman and William H. Wright; screen play by Eva Green, Harlan Ware and Philip MacDonald.

**COMMENT**—Ordinary.

**APPEAL**—General nonclass.

**EXPLOITATION**—Raft-Costello.

**"SHAKEDOWN"**

(COLUMBIA)

TIME—56 minutes.

RELEASE DATE—July 17.

**PLOT**—Bob, a young engineer in love with Edith, accepts a job as messenger boy with her father's telegraph company. Old man secretly likes him but wants to see whether he can take it. Edith, in an attempt to make her father cognizant of Bob's worth, listens to the overtures of Gurney, who suggests a fake kidnapping in which Bob is to appear as the hero. But Gurney and his pals are villains and try to do a real job, whereupon Edith grabs a gun from the pocket of one of the gang and, without her pulling the trigger, a bullet is fired which kills one of them. Edith's family are very touchy about the scandal which might result, and are about to be shaken down for a lot of money, but Bob solves the mystery of the trick gun, which fires when tilted at a certain angle, and justice is done. Marriage.

**CAST**—Lew Ayres, Joan Perry, Victor Killian and others. Routine.

**DIRECTOR**—David Selman. Mediocre yarn, but fast with few dull spots.

**AUTHORS**—Screen play by Grace Neville; story by Barry Shipman.

**COMMENT**—Nabe stuff for the duals.

**APPEAL**—Fair non-class draw.

**EXPLOITATION**—Shakedown racket.

**"GYPSIES"**

(AMKINO)

TIME—90 minutes.

RELEASE DATE—July 28.

**PLOT**—A gypsy band is persuaded by the president of a collective farm in Russia to settle down and the wanderers find happiness in the paternalistic content of Soviet farm work. Also included is plenty on gypsy tribal customs, etc.

**CAST**—Alexander Granach, N. Mordvinov, M. Simelnikova, Lada Chernaya, M. Yanshin, F. Blazevich, E. Rogulina and P. Sanin. Nice enough emoting in the art and foreign manner.

**DIRECTORS**—Pygmal Schneider and M. Goldblatt. Considering that it's primarily a Film With a Purpose, they do excellently in injecting entertainment value by dint of gypsy ceremonies, gypsy music and the like.

**AUTHORS**—Story by Z. Markina and M. Vituknovsky. The usual propaganda stuff that comes out of Russia, with its background in this case taking a large part of the curse off it.

**COMMENT**—From the gypsy angle it's highly interesting. Also the treatment of some of the scenes. But that's all.

**APPEAL**—The "art" addicts.

**EXPLOITATION**—Gypsies and the Soviet.

**"THE CROUCHING BEAST"**

(OLYMPIC)

TIME—68 minutes.

RELEASE DATE not given.

**PLOT**—Gail Dunbar, American newspaper woman in Constantinople during the Great War, gives refuge to an escaped spy who is caught and executed, but not before giving Gail instructions for carrying out his mission, namely, revealing to the British authorities Turkish defense secrets concerning the Dardanelles. Every peddler, musician and other ilk of human being is seemingly a spy under the supervision of Ahmed Bey, a hulking, club-footed man, who finally catches up with Gail. She is imprisoned but escapes thru the aid of another spy, and named now discredited, commits suicide by walking directly into the line of fire of the English bombardment.

**CAST**—Fritz Kortner, Wynne Gibson, Richard Bird, Andrew Engelman, Isabel Jeans, Fred Conyngham, Peter Gawthorne and others, most of them phony. Rather punk all around.

**DIRECTOR**—W. Victor Hanbury. Excessively spotty.

**AUTHOR**—From the novel by Valentine Williams.

**COMMENT**—Regulation Balkan spy nonsense, with scenes of Viennese hilarity and a couple of strains of the *Blue Danube Waltz*.

**APPEAL**—Weak. Under spot on duals.

**EXPLOITATION**—Routine.

**"MURDER IN THE OLD RED BARN"**

(OLYMPIC)

TIME—57 minutes.

RELEASE DATE not given.

**PLOT**—A tabash of the famous old mallet of the little lass who was deceived by the deep-dyed villain, of the evil squire and the avenging gypsy, of how the little maiden met her death in the old red barn, and of how the villain was eventually brought to justice.

**CAST**—Tod Slaughter, Sophie Stewart, D. J. Williams, Clare Greet, Eric Portman, Gerrard Tyrell, Ann Trevor and others. Some of them hoke it and some of them don't.

**DIRECTOR**—Milton Rosmer. He didn't seem to know whether to play it straight or tongue-in cheek, which spoils whatever effect he may have been trying to achieve.

**AUTHOR**—Adapted by Randal Faye from the old mallet.

**COMMENT**—This sort of thing is not as successful on the screen as it is on the stage. The piece is a quota film, never intended for showing on this side, but it could have been funny if the cast had given it straight melodramatics all the way.

**APPEAL**—Novelty only.

**EXPLOITATION**—Kid it.

**"HEROES OF THE RANGE"**

(COLUMBIA)

TIME—56 minutes.

RELEASE DATE not given.

**PLOT**—Ken Smith, undercover G-man, poses as Lightning Smith, a notorious desperado, in order to gain the confidence of Bull Johnson, leader of a band of outlaws. At the latter's hideaway are Joan and her wounded brother, Johnny, a clerk in the employ of an express company. Both are kept under guard by the gang in order to learn the date of a gold shipment to be made soon. Ken barges in on this state of affairs, becomes one of the gang, and outwardly aids in committing the robbery. He gets his man.

**CAST**—Ken Maynard, June Gale, Harry Woods, Harry Ernest, Robert Kortner and others. Stock.

**DIRECTOR**—Spencer Gordon Bennett. Ditto.

**AUTHOR**—Original story and screen play by Waco Gatzert.

**COMMENT**—Guns, galloping and fist-fighting in glutinous quantities.

**APPEAL**—Cut and dried for Western audiences.

**EXPLOITATION**—Maynard routine.

**"THE UNKNOWN RANGER"**

(COLUMBIA)

TIME—61 minutes.

RELEASE DATE—September 18.

**PLOT**—The same one. The ranger, incognito, sets out to break up the cattle rustling ring. He saves a youngster and earns the gratitude of the pretty girl, who is always the daughter of the rancher whose cattle are being rustled. Only claim to fame that this one has is the fact that the rustling is done in a novel manner: by a trained horse of the rustlers, who lures the dumb gee-gee of the rancher away from home—a sort of equine white slaver. Needless to say, the naughties are duly corralled and the pretty gal snuggles into the manly arms of the ranger.

**CAST**—Bob Allen, Martha Tibbetta, Harry Woods, Eddie Hearn, Bob Kortner, Hal Tolliver and Buzzy Henry. Allen, a new Western star, impresses nicely. Tibbetta pretty and capable. Rest routine.

**DIRECTOR**—Spencer Gordon Bennett. Routine. Inclusion of musical sequences helps some.

**COMMENT**—Some day somebody's going to get a brainstorm and put out a Western with a new plot.

**APPEAL**—All-fans.

**EXPLOITATION**—Build up Allen.

# Rotary Wheel Gives 9 Wks.

**Buffalo, Toronto and Detroit set casts — each house guarantees 3 weeks**

NEW YORK, Aug. 22.—Dewey Michaels, of the Palace, Buffalo, and Lou Appleby, of the Roxy, Toronto, who are in with Dave King, of the National, Detroit, on a rotary circuit, were here this week to line up casts. The shows will open this Thursday, and performers are being given nine-week contracts, each house absorbing three weeks. Other houses are being contacted to join the circuit, and there is a possibility of Pittsburgh and Toledo joining.

The Detroit cast is to include Tommy Miller, Holly Leslie, Bert Saunders, Dorothy DeHaven, Madeline Winters, Louise Phelps, Walter (Bozo) St. Claire and Joy St. Claire. Toronto lineup consists of Marjorie Lee, Billy Foster, Danny (See ROTARY WHEEL on opposite page)

# U-Notes

By UNO

JOHNNY KANE, last season manager of Minsky's Brooklyn, and who just returned from the National, Detroit, where he was assistant pro to Ken Rogers, was appointed manager of the Republic, New York, August 12.

JOHNNY COOK, at the Gayety, New York, played attentive host to Mr. John J. Dondero, wife of the city solicitor of Haverhill, Mass., and John Sullivan, head of the bureau of photography, Department (See U-NOTES on opposite page)

# Indie Shows Get Started

**3 start on tour—3 more go out next week—casting in full swing**

NEW YORK, Aug. 22.—The Independent Circuit's first show, which opened at the Rialto, Chicago, yesterday, includes Jack Diamond and Ethel DeVoe.

# Burlesque Reviews

## Apollo, New York

(Reviewed Tuesday Afternoon, Aug. 18)

The 42nd Street Apollo still rates high as a de luxe burlesque house, but an off week is bound to crop up once in a

while. And this was one of those weeks. Off as far as the show is concerned, for business was tops. The comedy was lacking—only two comics and weak material. Girl numbers and general production even missed fire, which is unusual for an Allen Gilbert staging. Show got by, tho, with this capacity house in its hour and 20-minute running time.

To Rags Ragland and Claude Mathis, the latter fresh from the Coast, falls the comedy burden. Both adept funmakers, but the stuff they serve cracks with age or else falls flat on the punch line. Rags, tops in comics, luckily can get a laugh for every bit of pantomime, and that Mathis had is different in that he works more *je ne sais* and without any rednose or baggy pants.

Straightening them are the experts, Jack Coyle and Joe Wilton. They're great line handlers and make excellent appearances. Swell help from femmes in bits is given by Connie Ponslatu, Kurley Kelley and Tamara. The first two do especially well, with Connie always one of this reviewer's favorite bit women.

Strip numbers are split up among straight disrobers and lassies who work nude in dance routines. The straight (See Burlesque Reviews opposite page)

# Burly Briefs

ANN CORIO will open September 24 at the Old Howard, Boston, when she starts her season. . . . Shorty McAllister's son, Dick, got married last week. . . . Clyde Bates jumped into the Globe, Atlantic City, last week to fill in Nap Hyatt's spot for four days. . . . Arthur Cernage, of Detroit, visited New York last week, arriving Tuesday night and leaving Thursday night. . . . Max Wilner is understood to have been a Detroit visitor last week. . . . Bljou, Philadelphia, brought in new principals Monday, including Bates and Hunt, Tom Fairclough, Lou Fotel and Ina Thomas, Bobby Taylor, Bee Keller, Jean Lee and Jess Black exited.

DAVE HAMILL, who managed the Variety Theater, Pittsburgh, last season for Izzey Hirst, will manage the first Independent Burlesque Circuit show which opens at the Gayety, Minneapolis, August 28. . . . Leo Stevens left Chicago last week for New York where he expects to make a connection. . . . The Empire, Toledo, formerly the Roxy, will be added to the Midwest circuit taking independent shows. . . . It is managed by Vic Travers, formerly of the National, Detroit. . . . Dorothy Dee is closing at the Palace, Buffalo, August 26 and opens at the Gayety, New York, August 28 for a four-week engagement. . . . Morrie Zaiden, formerly manager of the Gayety, Milwaukee, is in charge of credentials at the Great Lakes Exposition, Cleveland. . . . June St. Clair, Peaches Strange, Charles Country, Kenny Brenna, a line of eight girls; Fred Clark, producer, and Chuck Gregory, dance director, will constitute the Rialto, Chicago, stock company. . . . Buster Lorenzo will join the company later. . . . Phil Rosenberg was in Chicago for four days last week making his headquarters in the Milton Schuster office. While there they booked the following people for IBO (See BURLY BRIEFS on opposite page)

Charlie Schultz, Jean Collette, Jack Richards, Dorothy Wahl, Sally O'Day and Gates and Clair, Freddie Clark producer it, while Dave Hammill is company manager.

The show opening at the Howard, Boston, today includes Charles McNally, Lou Devine, Frank Penny, Boots Hurra, Dawn DeLess, Earl Root, Billie Lamont, Corniah and Dean, Art Nealey, Joyce (See INDIE SHOWS on opposite page)

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# Tab Tattles

**PAIGE & CRIDER's Capers of Merib** has started out like a house afire on its fair dates, according to word received from Hal Crider, who with Otto Paige owns and operates the company. At its first fair date, Osgood, Ind., the unit set a new grand-stand attendance record. Hal Infos, and at Albion, Ill., recently the show packed the grand stand to capacity on Saturday night, the first time this has been accomplished in seven years. In the *Capers of Merib*, personnel are the Four Amazons, bicycle act; the Jeannette Twins and Danny Cook, tap and acro dancers; Osa, "King of the Yo-Yo"; Tammy Peggy, cowgirl yodeler; Grace Neal, singer; Hal and Ruby Crider, comedy tap-turvy act; Paige and Jewett, comedy unicycle act; Johnny Potter, stage manager, and eight-piece ork and eight girls in line.

"Blatz" Emanuel, ork leader well known in tiddon, now has his swing-copators with Bob Brasfield's Comedians, playing the last half of each week at Rome, Ga., and the first half at Lagrange, Ga. In the band roster are Jimmie Moore, Van Dyke Meadows, Eddie Williams, "Snooks" Cowart, Sam Williams and Lem Logan. Band plays three hour shows weekly, featuring Bonnie Brasfield, blues singer, and Tootsie Drummond, tap dancer. "Blatz" and his crew also have two commercials a week over WROA, Rome. Don Phillips likes in to let us all know that he's still manipulating the stories on Lou and Kay Wales' girl show with the Greater Shesday Midway. "Biz okeh and getting paid regularly." Don scribbles. . . . Hal Rathburn and wife, tab and burly folk, have just closed with the Wales attraction to join Jack Kane, burly impresario. . . . Kewpie Chandler, catwile black-face comedian, is now successfully operating a saloon in Springfield, O.

**AMY LACLEDE**, one of the tab old-timers and now with the Billy Blythe Players in New England, writes in from Prospect Harbor, Me., to give us a bit of info on some of the well-known tabsters of a few seasons back. James Arnold, who had out the *Northland Beauty Company* on the Spiegelberg time for many years, is now operating a photograph gallery in several New York towns. Amy says. . . . Edmon Loop is the owner of a men's shop in Elmira, N. Y. . . . Alice Woodruff is married to a druggist in Charlotte, N. C. . . . Grace Armbriter is in a nursing home in San Diego. . . . Marjorie Springer has quit the beauty operating business in Elmira, N. Y., to devote her time to writing. . . . Myrtle Lee is on a vaudeville show in Vermont. . . . Dorothea Lee is in California with her husband. . . . Billy Blythe has had his own rep show in Maryland, Pennsylvania, New York and New England for the last five years and Lou Laclede and Amy Lee have been with him almost that long.

**JOSEPH S. FRANKLIN** reports that his *Fantasy Folies* is set on a long string of fair dates, with an occasional theater date thrown in during the summer. Company features a 16-girl line and a seven-piece ork. Berk Motley has the band. Charley Carlisle is now emceeing, with Ted Sparks taking his place on the drums. Show is transported in three Cadillac, one Buick, two Chevrolet trucks and two trailers. . . . Mack D. Ferguson, with John S. Van Arnam's *Barn Dance Frolics* in New England, pipes in to ask: "Do you ever hear from Frankie King, Jack (Bass Singer) Kelly, Chuck Morrison, Tommy Pickler or any of that gang?" . . . Susan Brown pencils from Connerville, Ind., that her revue is set for an extended swing thru Indiana, Ohio, West Virginia and Virginia. . . . Max Wiley's *Sensations of 1936*, with Ed (Irish) Lucas as producer and manager, opened the season at the Rockwell City, Ia., Fair August 12 with a three-day run. Two feature acts are Harriet Natures and Company, roller-skating turns, and Phil and Doty, acrobatic novelty. Principals include "Holly," tube comic; Al Clayton, ventriloquist and

straight man; Irene Hayes, Maxine, Leo and Dorothy Bond. Chorines are Bunny Lucas, producer; Margie Lally, Vale Peterson, Mabelle Beattie, Betty Howard and Jerry Loudon. Merritt Cooke leads the Yellow Jackets Orchestra.

### BURLESQUE REVIEWS—

(Continued from opposite page)  
stripers are the Misses Ponslau and Kelley and Margie Hart. Laster is the applause winner, the audience going for this lovely redhead most enthusiastically. They went for Coanie and Kurly also, both of them being expert stripers. Georgia Sothem, supposed to be on this show, didn't appear at this catching.

More nudly, and very cleverly done, is turned in by Tamara, whose ace in the hole is the *Leda* and the *Swan* dance routine. She handles it very well, and came off with a big hand. Valerie Parks is lovely to look at and even more so in beautiful and clever dance routines. Her first is labeled *Valse Caprice*, feature of which is her stunning gown. Then she does a very graceful bubble dance.

The 11 chorines and six showgirls do many dance routines and picture numbers, altho they were lacking in precision and vigor. They are a grand looking troupe, tho. Good production value is Mitch Todd, who does very capable warbling on stage and offstage over a mike. He's got a very nice voice and even does a fair enough bit of tap dancing, with Betty Lowell working alongside of him. **SIDNEY HARRIS**.

### BURLY BRIEFS—

(Continued from opposite page)  
shows: Madelon Mackenzie, Elinor Johnson, Billy Ferber, Conchita, Bernice Armstrong, Marne Latham, Billy (Bumps) Mack, Charles Schultz and Collette, Sally O'Day, Rufus Bridey, Jeane Williams, Gretlyn Gest, William DeShon, Gene Darby, Charles Arthur, Amber Dean, Tommy Seymour, Dottie Wahl, Jack Richards, Mickey Dennis and Pearl Mylie. . . . Mr. and Mrs. Vic Travers and Mr. and Mrs. Phil Rosenberg were visitors at Mill Schuster's Long Lake home last week. While there they dropped over to Fox Lake to give Ptomaine Pete's the once over.

**PEOPLES THEATER** on the Bowery, New York, is reported as opening this Friday. . . . Freddie Sears has been designated by the Wilners to manage the Shubert, Philadelphia, when it reopens late in September. . . . Dave Cohn has set a lot of long-term contracts. Among those he signed with the Wilners, to start September: It are Evelyn Myers, Mary Joyce, Joan Dale, Peggy Reynolds, Mary Woods, Virginia Woods, Connie Ponslau, Babe Abbott, Tamara, Joan Lee, Maxine DeShon, Georgia Sothem, Bobby Morris, Joey Faye, Rags Ragland, Shorby McAllister and Stinky Fields, Lou Costello, Jack Coyle, Bert Grant, Russell Trent, Buddy Abbott, Mitch Todd and Milton Proma. Among those set by Cohn for the Gaiety and Gotham, New York, contracts to start September 11 and 13, are Herb Faye, Art Gardner, Tommy Raft, Bert Marks, Joe Lyons, Leon DeVoe, Gladys Fox, Betty Rowland, Georgie Kaye, Lee Perrin and Allen Forth.

**ROSE LA ROSE** went into Leon and Eddie's night spot, New York, Monday for a four-week stay. . . . Murray Leonard, dubbed Atlantic City's social director at the beach, browned to an Indian color. . . . Jack Rosen and Sally Van went into the Eltinge, New York, Friday, while Billy Fields, Jay Letz and Bobby Leonard exited. . . . Jack Paster, straight, plans re-entering burly after a seven-year absence. Did straight last two summers for Sammy Weston in the Catskills. . . . Bert Morton rejoined Jean Carter Saturday at the Bijou, Philadelphia. . . . Jean Delmar booked by Lew Rigler into the Fenmar Casino, Atlantic City, last week. . . . Kay Lopez closed last week at the National, Detroit, after a 13-week stay. She'll vacation in Canada for two weeks and then go to Chicago. . . . Harry Evanson left Minsky's Gotham, New York, last week and opens at the Halito, Chicago, September 4. . . . Evelyn Whitney left the Gaiety, New York, to open at the Chit house the same time.

### U-NOTES—

(Continued from opposite page)  
ment of Justice first time burlesque show visitors, August 18. Cook and his new comedian teammate Peanut Bohn, left the Gaiety August 20 for Boston to

open on the Indie circ. Replaced by Jimmie Walters.

**WILMA HORNER**, the Avalon, Pa., dancer who put up a brave fight and fooled the doctors by walking again after receiving a serious fall at a Boston theater, crashed the front page of *The Pittsburgh Press* Sunday of last week with the announcement of her engagement to Max Davis, New York music leader. The wedding will take place in the East late this month. The couple first met in New York in 1932, when Max was the orchestra leader at the Eltinge Theater and Wilma was in the chorus at the same house.

**KURLEY KELLEY**, first time in New York since 1930 when she principalized at the Central and since then played almost every house in the West, arrived from Los Angeles where she had been the last six months, to open at the Apollo, Replaced Jo Ann Darr.

**MOLLY GORMAN**, who joined the Eltinge, New York, stock August 21, found a pay envelope during rehearsal containing \$8 belong to an usherer and promptly turned it over to Max Rudnick.

**LILLIAN BALCOM**, now Mrs. Stanley G. Balcom, of 564 Newbury street, Boston, seeks the address of Lena Daley, wife of the late Ed E. Daley, to send her a lot of music and lyrics she has in her possession and belonging to the former Columbus wheel show owner.

**MAEEL FRANCIS**, before opening at the Republic, New York, August 16, together with Morris (Red) Leig, lured and hailed as "comrades" by friends in a Communist camp, the Unity, in Wingvale, N. Y., of which Comrade Belle Kaudix is the head.

**NADINE MARSHALL**, new stripping principal, left the Eltinge, New York, August 20 to open at the Nomad Club, Atlantic City, for two weeks under Stanley Woolf's booking. She will return later to Manhattan and other stock burlesque.

**SAMMY WESTON**, comic, and Cynthia Michel, stripping-straight woman, left New York August 16 for San Francisco, where they open August 22 at the Capital for Pupkin & Ringer via a 16-week, 10-option contract.

**BOBBY FAYE**, comic, and Erma Vogueles, petite straight-stripper, have formed a team for burlesque shows. Opened at the Palace, Buffalo, August 26 on the new Empire circuit.

**IDA ROSE** and her Eight (formerly six) Broadway Rosebuds, now including Kitty Mack and Clara Gray, have moved from Sam Reynor's Tavern, Coney Island, to the Lotus Club, Washington, August 17 for an indefinite stay.

**GLADYS DOUGLAS**, costumer for the Eltinge, New York, is mourning the loss of an uncle who died August 14 and was buried August 17.

**EMMETT CALLAHAN**, general manager for the Wilner Enterprises, wearing smoked glasses these days to protect an eye that recently underwent an operation.

### INDIE SHOWS—

(Continued from opposite page)  
Brezeale, Billy Harris and Mae Brown. Frank Bryan was number producer, and Joe Levitt is company manager.

Show at the Gayety, Baltimore, today is headed by Hinda Wassau and includes George Broadhurst, Hamp and Beck, Franklin Hopkins, Jack Lamont, Carment and Everett, Bower Sisters and Lorrie Lamont. Benny Bernard put this show on, and Dave Kane is company manager.

Chicago's second show, opening this

Friday, includes Red Marshall and Murray Leonard, Happy Hyatt, Tom Bundy, Edna Dee, Lolores Dawn, Millie Conway, Madeline McKenzie and Rufus Sam. Friedline has been designated as company manager for that show.

A show opening in Baltimore, August 30, produced by Frank Bryan and company managed by Ira Miller, will include Peanut Bohn, Johnny Cook, Billy Arlington, Diane Johnson, Al Darr, Jack Koffler, Ruth Donald, June Morgan, Jean Williams and Renny Brothers.

The show opening in Boston August 31, with Saul Stein as company manager, will include Frank Silk, Fred Binder, Mill Bronson, Gretlyn Gest, Al Golden, Jr., Eleanor Johnson, Beatrice Armstrong, Letaipg and Morgan, Anna Smith and Phil Farrell.

### ROTARY WHEEL—

(Continued from opposite page)  
Jacobs, Helen Green, Billy Ainley, Dolores Green, Frank Beansell and Phyllis Vaughn. The Buffalo cast will comprise George Lewis, Bobby Faye, Leona Lewis, Winnie Smith, Frank Smith, Johnny Kane, Erma Vogueles and Jerry Dean.

The shows will rehearse in Buffalo and open in Toronto, go to Detroit and then back in Buffalo. Casting is being done by Nat Moran, Dave Cohn and Milton Schuster, the latter a Chicago agent.

### Boston Season Commences

**BOSTON, Aug. 22**—Boston Burlesque got under way this morning when the Old Howard Theater opened its doors after a dark summer. Independent Burlesque Circuit shows are playing the house. Scan-Tees is the current attraction. Principals included Mae Brown, Dawn DeLeon, Boots Burns, Joyce Breasells, Billy Lamont, Earl Root, Lew Davine, Billy Harris, Art Neesley, Frank Penny, the Two Lightning Bugs and Cornish and Dean. *Bally-Hoo* comes to town the week of August 31, with Fred Binder and Frank Silk.

### Detroit Doubtful for Indie

**DETROIT, Aug. 22**—Altho it was previously announced that the town would be a part of the Independent Burlesque Circuit, in conjunction with five other Midwestern spots, recent developments make it appear that this will not eventuate. Certain difficulties are understood to have arisen so as to prevent the town from joining the circuit.

### Brooklyn Star Opens Sept. 4

**NEW YORK, Aug. 22**—The Star Theater, Brooklyn, will resume September 4 with its burlesque policy. Paul Kane will produce the numbers, while the opening cast will include Bert Carr, Jack Tiny Fuller, Jack Rosen, Jimmie Walters, Gladys Clark, Mimi Lynn, Marie Cord, Dorothy Lawrence and Viola Spaeth.

### A. C. To Play 2 Road Shows

**ATLANTIC CITY, Aug. 22**—For the last two weeks of its season the Globe Theater here will play the road shows of the Independent Circuit.

### Hirst and Brock Take Over America Hotel

**NEW YORK, Aug. 22**—Lissy Hirst, head of the Independent Burlesque Circuit, and Harry Brock have become partners in the operation of the America Hotel here, signing papers for the deal this week. They are making extensive alterations at the hotel, the job to be completed in time for the fall season. Brock also operates the Manhattan Hotel, which adjoins the America on West 47th street. He is also a co-partner with Hirst in several theaters on the Independent Circuit.

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# Labor's Newest Headache: How the Industrial Union Fight Affects the Show Business

By Paul Denis

WHEN American labor unions are not fighting employers they are usually disagreeing among themselves, and even when busy fighting outside forces they usually find time to tell each other what to do and what not to do.

At present advocacy of the industrial union idea is agitating the American Federation of Labor, which is the so-called "bona fide labor movement" of this country. The executive council of the AFL is for continuance of the present setup, in which the craft unions dominate, and opposes rushing pell-mell into organizing industrially, which would mean putting every worker of a given industry into "one big union." On the other hand, the large bloc led by the Committee of Industrial Organization (the CIO) advocates putting unorganized workers in the so-called mass production fields into vertical (industrial) unions even if this means occasionally stepping on the jurisdictional toes of established AFL craft unions.

This question of the vertical versus the horizontal (or the industrial versus the craft) union affects show business, as all the powerful theatrical unions are in the AFL, and any upheaval within the AFL will certainly have its repercussions in the theatrical field.

Practically every leader of a theatrical union willing to talk on this delicate subject has upheld the existing organization forms, also admitting that perhaps the various theatrical unions should get together more often. In other words, theatrical unions are almost unanimously agreed that the craft form is the best thing for them.

There are reasons for this attitude. Leaders of the theatrical unions want their jobs, and an industrial union might do away with a lot of minor officials by merging the present unions. In addition, most of the theatrical workers are craft-conscious and may not follow their leaders into a merger movement if and when the leaders ever made such a move. Furthermore, the industrial union idea appears to be perfect in handling mass production industries which include great numbers of unskilled workers, but in show business it is the skilled worker who predominates and who has the strongest unions.

Not only that, but the industrial union movement represents the Left, ideologically speaking, of the AFL, and the theatrical unions are known to be conservative. As a matter of fact, the theatrical unions are rarely articulate outside of their own little circle of strictly theatrical and union activity.

## Weber's Position

Probably the most powerful figure in the theatrical union field is Joseph N. Weber, president of the American Federation of Musicians, an organization of 110,000 members. Weber is a vice-president of the AFL and a member of its executive board. He is a conservative and has consistently upheld the craft union idea as the best for his own musicians' federation.

Refusing to be quoted on the factional fight within the AFL, Weber nevertheless does not disguise his distrust of industrial unionism applied to the show business.

The next most important union is the International Alliance of Theatrical Stage Employees, headed by George E. Browne, a militant and shrewd leader. The IA delegation at the last AFL convention voted with the craft union crowd on the vital question of endorsing industrial unionism. However, when Browne called a spectacular strike of projection booth operators in Midwest Paramount houses last winter in an audacious coup to get his men back into the Hollywood studio closed-shop past the IA spread rumors that it had the backing of John L. Lewis and the CIO, and that it had been guaranteed a large

fund to organize the unorganized workers of the theater.

Apparently the IA finds it convenient to pay lip service to the AFL administration but feels it more expedient to build itself up as a semi-industrial union. Operating without much publicity, the IA hopes to extend its power over theater ushers, cashiers, front-of-house electricians and all other unorganized employees of theaters except janitors. It was granted this jurisdiction extension by the AFL executive committee last year despite protests by the Building Service Employees' International Union.

At present the IA is a sort of industrial union, as it takes in carpenters, electricians and property men backstage and both projectionists in theaters and practically all skilled technicians in film studios.

Despite invitations by *The Billboard* to comment on the industrial union idea, Browne preferred not to answer.

The next key man is Frank Gillmore, president of the Associated Actors and Artists of America in addition to being president of Actors' Equity. Gillmore is delegate of the AAAA to the coming AFL convention and says he has "an open mind" on the industrial union idea, which will probably again come up for a vote. As for the idea applied to the show business and, more specifically, to actors, Gillmore says the whole situation is too complicated for a definite stand now.

## Time Not Ripe

Gillmore feels the time is not ripe for thinking seriously of "one big actors' union." Perhaps when the Screen Actors' Guild and the American Federation of Actors achieve closed shops and when radio is organized, then it might be logical to consider merging all actor groups into a big union or centralizing control in the AAAA. But not now, says Gillmore.

The Screen Actors' Guild with its 5,000 members believes the industrial union idea will not work in the picture studios but is not as conservative as Gillmore. William Bledsoe, the Guild's research secretary, suggests "closer co-operation of all the various craft unions" and claims that "some kind of working mechanism should be established, possibly a federation of motion picture unions.

Bledsoe's statement in behalf of the Screen Guild is illuminating: "The chief argument for industrial unionism is that it is the only practical way under conditions of large-scale machine production to organize the masses of unskilled and semi-skilled workers. Textiles, rubber, steel and automobiles are examples of such industries. It seems to me there is no place in the traditional craft unions of skilled employees for the millions of workers whose tasks do not fall into particular job categories.

"Industrial unionism is the only way these workers can be organized. John L. Lewis estimates there are 30,000,000 of them.

"Inasmuch as the motion picture industry employs virtually no unskilled workers and cannot be called a mass production industry (in the line-production sense), it would seem that the current fight between industrial and craft unionism does not concern that branch of the show business. Labor in the motion picture industry is a composite of more than a hundred different skilled crafts—there is no large body of unskilled workmen. I am speaking, of course, only of the production division of the industry.

"The motion picture industry is still more dependent upon skilled artists and technicians than machines. For that reason pure industrial unionism at the present time would be premature. How-

ever, I strongly favor a close co-operation of all the various craft unions involved and believe that some kind of a working mechanism should be established—possibly a federation of motion picture unions similar to those in the printing industry and building trades.

"In this way the united-front advantages of industrial unionism would be secured without destroying the workability of our craft unions.

"I agree with John L. Lewis that there is room in the AFL for both types of unions. Both are definitely needed because they meet the organizing requirements of two different sets of circumstances. However, as industry becomes more and more mechanized and the importance of the skilled craftsman diminishes it is only logical that vertical unionism will tend to replace craft unionism."

## AFA Attitude

The American Federation of Actors echoes the Screen Guild's attitude. During the last two years the AFA has been advocating reform within the weak actors' association, the AAAA, and has also been urging an active "theatrical union council." The council finally came into existence last winter, but Equity's withdrawal did much to kill it, at least temporarily.

The AFA is now using different tactics and is negotiating direct agreements with locals of the American Federation of Musicians, of the IATSE and the Hotel and Restaurant Workers' Union.

The Burlesque Artists' Association, fourth largest actors' union, is cautious concerning the vertical union idea. Tom Phillips, president of the BAA, says he personally thinks the industrial union idea usually leads to a Labor Party, and this usually means trouble. However, he adds, a theatrical union council which is not dominated by any single union would be quite all right. He expresses fear that such a council, on the other hand, might make too severe demands on theaters, perhaps forcing them to use unnecessary workers.

Of all the actor union leaders Elizabeth Hoepfel, head of the Grand Opera Artists' Association, takes the clearest stand in favor of industrial unionism. Speaking personally, she asserts: "The various unions should combine into one big union which would, if necessary, paralyze show business." She suggests that a theatrical union council would be an important move and might lead to formation of an all-embracing union some day.

Another smaller union advocating the theatrical council idea is the Association of Theatrical Agents and Managers. Its president, Theodore Mitchell, points out that the ATAM "in conjunction with the majority of the other unions in the theatrical field started a movement to put all these unions on an industrial basis and to establish a theatrical clearing house in New York for all union men employed in theaters over three years ago."

Mitchell continues, "I am inclined to think that an appreciable majority of the union men and women in stageland favor the industrial plan. It seems the one sure way to build up labor's share of the rehabilitated theater—to wipe out the petty jealousies and small-time bickerings that have worked to our disadvantage in the past.

"I think that a solid labor organization conducted on clean, collective adjustments would stabilize the industry and bring back capital and experienced producers to look after that part of the work. The theater must be built up from the inside, and labor, properly coordinated, is going to be a mighty force in attaining that result."

Now that night clubs are a vital part of show business, the attitude of the Hotel and Restaurant Workers' International Alliance is important. A powerful union, it is on record in favor of industrial unionism. Like the IA in the theater, it takes in practically all workers in the restaurant. Its left-wing tendencies mean it will be willing to enter into reciprocal agreements with the musician and actor unions. In fact, in many cities the restaurant and hotel workers already work in with the musicians.

## Consensus Is "No"

Weighing the sentiments expressed by the various theatrical union leaders, it appears that the industrial union idea is generally considered impractical when applied to the show business. One powerful theatrical leader, who asked that his name be omitted, sums up the situation in this way:

"The industrial union idea won't work in our business. The interests of the various workers are different. So many of the workers are migratory. They shift from legit to radio to vaudeville to pictures to night clubs to private entertainments to circuses and fairs.

"You can't make one big union out of professionals. The musicians, the actors and the technicians instinctively move in their own particular way.

"A theatrical council is impossible," he insists. "The unions are not all interested in the same fields. All we can hope for is voluntary assistance among the theatrical unions. And we have that now. There are, for example, the various agreements among the musicians, the IA and the AFA.

"Why if we had a vertical union in show business it would not be long when half of the country's workers would be forced into it. For example, when union musicians and actors played a private entertainment they would have to insist the domestic servants, the elevator men, the cooks and waiters also be in their union!"

The backbone of the AFL is the craft union, composed usually of skilled workers who, once they get their high wages and good working conditions, don't worry much about the unorganized, underpaid, unskilled fellow workers. This situation applies to the show business.

Therefore it appears that at the moment the theatrical unions can look suspiciously at the industrial union idea. Only when and if the theater, the film studios and the radio stations become mechanized sufficiently to do away with large numbers of skilled workmen will show business workers begin to take the vertical union plan seriously.

## Mass. Manager Changes

BOSTON, Aug. 22—M. & P. Theaters Corporation (Mullin & Pinansky) will reopen the Bellevue Theater in West Roxbury, Mass., at an approximate cost of \$17,000, expended for remodeling, redecorating and a new front. The house, which has been dark for a number of years, will have an all-picture program with a 36-cent top—daily matinee and two evening screenings, and continuous performances on Saturdays, Sundays and holidays. George Priary goes in as manager.

Another house, the Franklin Park Theater, Dorchester, where Jewish stock has been playing the boards for two seasons, will open shortly after \$15,000 worth of renovations have been finished. Manager of the Franklin Park will be Albert Lourie, formerly of the Morton Theater, Dorchester. Sam Feinstein, of the Liberty (Dorchester) flicker house shifts to the Morton management, while Hy Pastman, assistant manager of the Wolfson Theater (Wollington, Mass.), becomes manager of the Liberty. The Franklin Park Theater will also have a 35-cent top admission.

Harry Wasserman is district manager.

# WPA Will Do Sinclair Novel

### "Can't Happen" to be produced in 15 cities Oct. 20, pending gov't approval

NEW YORK, Aug. 22.—Sinclair Lewis' novel *It Can't Happen Here*, which, according to the author, had been banned last winter from screen production, presumably on the ground that it anticipates a Fascist government in America, will be produced by the WPA Federal Theater Project simultaneously in 15 key cities by 28 theatrical companies October 20, pending government approval.

An announcement yesterday by Harry L. Hopkins, WPA administrator, stated that Hattie Flanagan, national director, had already completed arrangements with Lewis, who will collaborate on the stage adaptation with J. C. Moffitt, playwright. In line with Lewis' plans for a non-biased presentation of the play, arrangements are being made to produce the piece in various languages, including English, Yiddish, Italian, German, etc. There will also be Cuban and Negro companies. The locale of the story is to be changed, in keeping with the particular geographical areas of the different races.

Moffitt is understood to be ready to join Lewis immediately at the latter's Vermont home in order to prepare the script for presentation to the Project by September 7, by which date the WPA organization hopes to begin casting. According to present plans, the various companies playing in New York, Boston, Newark, Los Angeles, San Francisco, Denver, Chicago, New Orleans, Cleveland, Dallas, Tacoma, Indianapolis, Syracuse, Detroit and either Jacksonville or Miami will design their own sets and costumes. The entire undertaking to be under the supervision of Francis Roosevelt, chief of the reading department of the New York Play Bureau.

Lewis, in commenting upon the development, said in effect that he preferred a WPA Coast-to-Coast production rather than a commercial one because the Federal Theater assured a non-partisan point of view. Also, "the theater has become just a formalized thing, with stage productions in only a few cities and, indeed, almost only in New York, which is absurd. Plays, like pictures, should be seen everywhere. The theater under the WPA can be brought back to the people."

## Farnum, Booker, Dies

LOS ANGELES, Aug. 24.—Ralph G. Farnum, 48, who conducted a booking agency in Los Angeles the last six years, died here Saturday following an operation for sinus trouble. He is survived by his mother and one daughter.

NEW YORK, Aug. 22.—Ted Lewis and his band show have been given two Southern weeks by Loew. The unit will go into Atlanta this Friday for a week and then follow into Memphis September 5.

Turn to Pages 38 to 41

For Our Monthly Augmented

## THEATRICAL SCHOOLS DEPARTMENT

All the news you want on new fall courses, teacher normal schools, dance teacher conventions, schools offering scholarships, dance, radio and music studio recitals, etc.

### WANTED

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## Test Case on Pay Of Speaking Extras

HOLLYWOOD, Aug. 22.—Taking legal steps to test the \$25 per day pay rule for film extras who speak lines, the Screen Actors' Guild filed suit in Municipal Court on behalf of Victor DeCamp against Columbia Pictures demanding the balance over a \$7.50 extra check. Scores of other suits are being held in abeyance by the Guild's attorneys, Bellenon & Iverson, pending legal test of the issue.

Producers' Association resolution passed early this year, according to Guild leaders, made it necessary for producers to live up to NRA rules for extras, which included the provision that

any extra speaking lines other than crowd sounds must be paid \$25 per day. The resolution, guilders declare, has the legal effect of being a contractual obligation.

It is expected that Columbia will put up a defense within the next 10 days. When the company is required to file an answer.

## Customers Want Comedy

SYRACUSE, Aug. 22.—A slip for producers may be found in a poll taken among patrons of the WPA theater here last week by John J. Stein, State publicity director, who was checking the likes and dislikes of theater fans. Ninety per cent of the audience declared for comedy-drama. Second choice was farce, and far in the ruck was revival of classics.

# Endurance Shows

Conducted by ROGER LITTLEFORD JR.

## Rocks Win Clifton Show; Dunlap To Open Two More

CLIFTON, N. J., Aug. 22.—Ray "Pop" Dunlap's show closed here last week after exactly eight weeks of successful operation. Joe and Mary Rock, nationally known contestants, beat out their arch-rivals, Hughie Henderson and Babe Path, for premier honors. Altho the best of friends of a walkathon floor, these two teams have anticipated a meeting for a long time and the final spirit they put on will long be remembered by walkathon fans in this city.

R. M. Edwards announced for Mr. Dunlap this week that the Dunlap organization is opening a virgin spot the first week in September and another location about September 13.

BOB DOUGLAS, who danced in the Washington, D. C., show, is now confined to the Minneapolis General Hospital and would appreciate hearing from his walkathon friends.

TO SATISFY several readers who have been asking for the names of the winners of the recent Asbury Park show, the list of prize holders follows: First, Frankie Donato and Alice Krug; second, Doc Collier and Madeline Biletz; third, Joe Carlo and Margie Bricker. The show closed on August 4, playing to good business the last week. Until then business could only be considered fair. Eddie Befley and Frankie Donato worked the

stand. Joe Garry and Frank Ford were judges, Doc Collier and Bill McConall handled the training and Alice Krug and Mrs. Rice were nurses.

FLORENCE AND LUMAN J. BEEDE, who still have the wanderlust, were among the many thousands of Americans in Berlin for the Olympic Games. They will continue to travel sans definite plans for the future. Tough life!

"IT WAS JUST A YEAR ago that I won the show here," writes Carolina Webster from Norfolk, Va. For the past six months Webster and a new firm partner have been dancing together in Eastern night clubs and, according to Carolina, by next March they should be hitting the big time.

NOW THAT THREE SHOWS have flopped in succession in a certain Eastern city, it's about time operators in that section of the country realized that one of the most important phases of walkathon promotion is maintaining an organized publicity staff. You can't expect individuals in the local newspaper game to do it gratis and do it right.

ERNE YOUNG, emcee, capably assisted by Wiggles and Squirrelly Bradley, are staging fast floor shows at the Wildwood, N. J., show as it makes its closing run. Event should close around Labor Day.

# WALKATHON VIRGIN SPOT

\$2,000 IN PRIZES

Contestants wanted for fast one-fall show. Good sponsors, opening September 9. Twenty-four-hour show. Emcee wanted, Top Man. Contestants taken care of now. Bob Cole and Red Long, contact. Communicate with BARNEY WILLIAMS, Pine Point Casino, Newburgh, N. Y. Phone 1368.

YES, IT'S TRUE WHAT THEY SAY ABOUT HAL JEAN

# ABBOTT AND TANNER

NOW PLAYING STATE-LAKE, CHICAGO

# WALKATHON!

## OPENS SEPT. 9th KNOXVILLE, TENN. Best Spot in the Country

Town begging for this show. Prize money guaranteed. A square show. Walk a real show. Plenty sponsors. No collects on phono or wire.

Contact MOON MULLINS (Emcee).

Care Park Hotel.

All my old couples welcome. King Brady, Jack Kelly, Maxie Capp, Boss Canvas Man, all contact.

## Another Promise Fulfilled

### "A VIRGIN SPOT" Opening September 3

Rock Avenue Showgrounds, Seventh St. & Rock Ave., Between Plainfield & Dunnellen, N. J. Population 225,000 to draw from. Want Good Teams of "Pop" Dunlap standard. \$2,000.00 prize money.

Address "POP" DUNLAP or DICK EDWARDS, Gen. Mgr. PARK HOTEL, PLAINFIELD, N. J.

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# WANTED

People in all lines for Circle Stock except Casino and Leading Woman. Preference Specialties or Instrumental Dancers. Tell it all by letter only. O. F. WILLIAMS, Chicago Stock Co., Oystertown, Tenn.

WANTED ADVANCE MAN with small car that can sell banners and make announcements. If married, can use wife as Ticket. I know territory. Three-Day-Week Picture Show. Best Chatterbox, to sell complete charge of small outfit, also experienced Working Men. Make salary low, as you get it, and tell all. Positively no useless Open till KMAA. Job at once. No tickets no honorarium. REGAL SHOW, Gibsland, La.

## WANTED FOR STOCK

5 young attractive chorus girls who can do specialties. Salary \$20. Send photos. Opening September 2, rehearsal September 4. Pony from preceding circus. Write or wire. No collect wires. G. A. MATTHEWS, State Theater, Ocala, Fla.

## THE PRINCESS STOCK CO. WANTS

Useful People in all lines for Tent Rec. Two Ingobos, two Juvenile Men, Musicians that double. Long man. Address E. C. WARD, care Princess Stock Co., Vicksburg, Mo.

## WANTED AT ONCE

Young General Southern Man that can play some G. M. music. Comedy, also hot Tempest to enlarge our orchestra for our Southern tour and streak this winter, and other Musicians. Those doubling stage and doing specialities given preference. First equipped and best tent show in America. State salaries. They must be low for long season. J. DOUG MORGAN-NEALE HELVEY, Abingdon, Ill. This week; Birmingham next.

## ROE NERO

WANTS quick experienced, sober working Boss Chorus Men, used to good truck Driver. Wash stands, beautiful outfit. Also want hot star and other Musicians, preference if doubling stage. Leo Long and Brother Deas communicate. Make salary low. It's yours. ROE NERO, Phila., Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

## Billroy Show To Play Texas

HAMILTON, O., Aug. 22.—Billroy's Comedians, who since they first took to the road 12 years ago have confined their activities to the South, Middle West and East, will shortly swing toward the Southwest, according to information given to The Billboard's reporter editor here this week by Billy Wehle, Billroy manager. According to Wehle, his mammoth tent theater company will make an extensive tour of Texas, playing many of the major spots played by the Harley Sadler show in the past.

The Billroy organization, which began its present tour at Valdosta, Ga., 22 weeks ago, has just finished a swing thru the New England States, where it found business conditions much to its liking. Company plays one-nighters only. After leaving New England, show headed thru New York, Pennsylvania, West Virginia and Ohio. It is routed thru Indiana and Illinois until August 31, after which it jumps into Missouri, then Arkansas, Oklahoma and into Texas. On its season, to date, the Billroy organization has covered 5,244 miles.

Billroy's Comedians pitched their mammoth and attractive tent on the fair grounds here Thursday, the first canvas dramatic show to play this city in many years. Aided by good advertising, a smart street bally and attractiveness of the outfit itself, the troupe succeeded in pulling a near-capacity house. The crowd was estimated at nearly 2,600 people.

The Billroy show, one of the largest if not the largest and best equipped tent dramatic company ever to take to the road, made a highly favorable impression with local theater-goers, not only with the entertainment offered, which compares favorably with anything the localities see in Hamilton theaters during the year, but with the neatness and cleanliness of the outfit, show equipment and motor equipment included, and the method in which the attraction is sold to the public.

While the great majority of those who crowded the big Billroy tent Thursday night had never witnessed a tent-show performance before, they went away entirely satisfied with what they had seen and with the hope that their next opportunity to see a tent show will not be too far off.

Billroy personnel comprises 75 people, including 22 workmen. Fourteen mammoth trucks, all of late vintage, are used to haul the show equipment. All told there are 34 pieces of rolling stock on the show, including the performers' own cars.

For the main show a four-act tab version of a musical comedy is offered, interspersed by a fine assortment of vaude specialties. Prices are scaled at 15c and 25c, with 15c extra for reserves. For the concert Manager Billy Wehle asks 25 cents and, what's more, he gets it. The aptel offered by Manager Wehle to entice the natives into the concert is worth two-bits in itself. More than half of the main-show customers remained over for the concert here.

## A BRAND NEW PLAY NIGHT CLUB NELLIE

Capture Thomas and Star Toby Full cast 16 men and 3 women, but can be played 4-5 or 4-2 or 3-2. One act. Plenty of other superb Comedy Dramas. DON MELROSE, 827 Penn St., Kansas City, Mo.

## WANTED AT ONCE

Med. Show People, all lines. Tram, Black Face, Lady Flanitz, that doubles stage. Make salary 107. Dooney ads. Ad-free.

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MANY OF OUR CUSTOMERS HAVE BEEN WITH US—THERE MUST BE A REASON.

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## TENT OUTFIT FOR SALE

60', with 3 30' middles, rising poles, etc.; 60' square 8-high blue; 50' two-piece brackets, 1,622 ft. straps with jacks, manques, revolvers, ladders, wiring, 2 small tents; all usable. \$350 cash for quick sale. H. J. V., 149 Doughty Ave., Somerville, N. J.

## Rep Ripples

MONROE HOPKINS PLAYERS, still in Houston on what is generally conceded to be the longest stock run ever played by a tent theater group, last week presented *Hard-Boiled*, with Red Ford holding the ace spot. Hopkins troupe is slated to do *Death Takes a Holiday* in the near future.

DOLLY CRAWFORD SAULINE is in a critical condition at Mercy Hospital, Charlotte, N. C., following an emergency operation for appendicitis August 3. Friends are urged to drop her a cheery note.

WILLARD JENSEN and Kirk Decker, formerly with the Forrest Taylor Players and now located in Salt Lake City, recently enjoyed a visit from Frank Ward, erstwhile rep agent and now manager of the Intermountain Shows, Inc., carnival company.

MAL MURRAY has returned to his headquarters in Olathe, Kan., after closing in Northern Michigan. He is planning a new show for the fall and winter. In the meantime Mal says he has placed several musical units on fair dates.

GLYDE JEWELL, contortionist, and Charles (Amos) Feagin, concessioner, both with Billroy's Comedians, were visitors at the rep desk Thursday of last week during the show's engagement at Hamilton, O., 23 miles from Cincy. Both lads are spending their first season on the Billroy show and both were loud in their praise of the treatment being accorded them on that optry.

AL GRANT, road man for Sidney Ansell's General Concession Company, Cleveland, was in Cincinnati for a few days last week putting the stress on his firm's new prize novelty package, Chest o' Gold. He was a visitor on the Bryant Showboat Wednesday night, and the following morning dropped in at the Billyboy office. Al is now working thru Indiana and will follow that State with Illinois, Iowa, Kansas, Oklahoma and Texas.

## Ward Managing Carnival

PARK CITY, Utah, Aug. 22.—Frank Ward, rep and carnival agent and formerly a partner of Toby Nord in the tent show field for several years, has been made manager of the Intermountain Shows, Inc., a carnival organization, succeeding Fred Wood, who died August 5 at Budge Hospital, Logan, Utah. Ward has contracts for a string of fairs, rodeos and celebrations in Utah, Wyoming, Nevada and California. Ward reports that there are very few tent rep shows in this section.

## Kansas City Jottings

KANSAS CITY, Mo., Aug. 22.—Terry O'Sullivan left here recently to join the McOwen Stock Company in Topeka. Mr. and Mrs. J. Richmond Roy, who have been with the Princess Stock Company for the last 150 weeks, have rejoined the show after a week's layoff for reorganization purposes. Company is now rehearsing at Tipton, Mo., and is slated to open August 29.

Harry Hugo Players are now in their third week at North Platte, Neb. Preparations are being made to play an indefinite engagement at Cheyenne, Wyo.

Emile Olesen has closed with the Harvey Brandon Players in Colorado and joined the Schell Bros.' Circus to handle the advance.

Don Null was seen on the local radio this week. He came from Iowa, where he is organizing a show to open this week.

Toby Shelton Show, after playing several weeks in Kansas, is back in Missouri playing its regular territory.

Boyd Trousdate, erstwhile rep manager, is now lecturing in one of the shows at the Dallas Centennial.

Nixon and Norris are recent arrivals here after closing with the Princess Stock Company.

Sillman and Miller are making tentative arrangements to open a circle early in September to play Minnesota.

Jack Ripley Players begin on their fair dates next week.

## Fidler Loses Top In Severe Storm

MT. PELOSKI, Ill., Aug. 22.—Sam Fidler's *Hi-Way Varieties*, motorized tent show, was hit by a severe windstorm and cloudburst here last Saturday night. The big top was completely destroyed, the wind carrying parts of the tent several thousand feet from the lot. Most of the show's scenic equipment, all flat staid, was ruined by the heavy rain.

Sunday night's show here was canceled and the company moved on to Blue Mound, Ill., the next stand, where the show played in airdome. Manager Fidler jumped immediately into St. Louis to arrange for a new top.

In the *Hi-Way Varieties* roster are Rube Ferns, Avis Ferns, Charles P. Welbon, Virginia Van Arden, Al Ritchey, Kay Brennan, Larry Lee, Mary Eleanor Welbon and George B. Fluhrer, director. Show totes a five-piece ork. Troupe makes the jumps on 1936 Chevrolet trucks and semi-trailers.

## McOwen Players Begin Fair Trek

TOPEKA, Kan., Aug. 24.—McOwen Players, after completing 10 weeks in a tent theater on the Kansas Free Fair grounds here, today started its annual tour of the fairs of North Kansas and Nebraska. First stop is at Onaga, Kan. Auburn, Neb., is next on the itinerary. McOwens drew unusually good crowds during their fifth summer season here. Despite the hottest weather in half a century of official weather readings here, the McOwen tent was comfortably filled nightly.

Company is headed by Nina Jane and Edna Louise McOwen, with Elton Hackett as leading man. Others in company include William Trout, Jolie Martin, Jerry O'Sullivan, Earl Gregg and Roy Carlson. Cliff Beard and his Pled Pipers Orchestra supplies music before show and during vaudeville intermissions.

## Van Arnam's Barn Dance

ST. ALBANS, Vt., Aug. 22.—We played a theater date in St. Johnsbury Monday. The crew took advantage of the off day to repaint all poles and stakes. Outfit looks as neat and clean as if it had just left winter quarters.

The writer had a letter from our Boston friend, Joe Thayer, who infos that quite a few of the oldtimers are still in harness with the several WPA units around Boston. Among them are John Fagan, still hoofing at 78; Bill Reed, high kicking at 70; Harry Lamarr, presenting his female impersonations, while Charlie Waldron and Jeff Davis are holding executive positions. Thayer is with the unit currently playing *Chalk Dust* in the Boston area. Joe's memory is long, for he writes that he knew our own Billy Hall when Bill was in short pants. And that is going way back.

Charming little Theresa Driecoll, of Boston, is on to visit her proud pappy and mammy, Mr. and Mrs. Bob.

Yes, "SeeSee" Hayworth, it's true what they say about Dome Williams. He has really lost 27 pounds. And speaking of Dome, he recently had a very embarrassing moment. In the finale he slips off his pants for the curtain, revealing a pair of comedy bloomers. The other night he forgot to put on the bloomers and, lo and behold, there he stood for the climax attired only in his RVDs. He's still offering a shiny half dollar if we'll forget it.

Harry Berry's Sunkist Vanities are playing theaters in this territory.

Relief in sight. Leonard (Two-Gun) Coughlin will soon be returning to his native Nashua, N. H., to re-enter school.

Bill Stone closed with the show last Saturday. Entire company loathed to say good-bye to Bill. He leaves with our best wishes and highest regards.

MACK D. FERROUSON.

## Roy Hogan Dies in Crash

OALENA, Mo., Aug. 20.—Roy E. Hogan, former business manager of the Paul English Players and of late manager of the Orpheum Players, with headquarters in Springfield, Mo., was fatally injured in an automobile accident one and one-half miles southeast of this city late Tuesday night. His home was in Branson, Mo.

## Stock Notes

MORRIS FIRKST, former manager of the Pittsburgh Playhouse and now an associate with a WPA theater project in that city, has gone to New York on business. He reports that he intends to make a theatrical connection on the Coast within a month.

SANFORD BICKART, Pittsburgh stock actor who recently landed an important role in the New York production of *Boy Meets Girl*, was featured in a two-column story in *The Pittsburgh Press* August 17 in which his theatrical career was reviewed. Sanford is leaving for the Coast and screen tests at the end of his current Broadway engagement.

FRANCES TIECKEL and Martin Fallon are back in the cast of *Murder in the Old Red Barn*, now in its fourth week at the Schenley Hotel, Pittsburgh.

## Fontinelles Lose In \$10,000 Fire

BELLE, Mo., Aug. 22.—Fire swept the tent of the Fontinelle Stock Company here at 10:30 o'clock last Saturday morning, doing damage estimated at more than \$10,000. There was no insurance.

The blaze originated in the front end of the tent, supposedly from a lighted cigaret tossed carelessly aside by a local boy. Fanned by a stiff breeze the flames quickly enveloped the whole top. The crew, led by Robert C. (Pop) Fontinelle, fought the fire until forced into the open by the terrific heat. Stead center poles and ball rings are all that remained of the top.

Company lost all of its musical instruments and most of the wardrobe. One wardrobe trunk, a script trunk, ten paper trunks and the pop-corn trunk were saved from the flames.

Robert O. Mom, Toby and Maxine Fontinelle were in Kansas City, Mo., Monday trying to negotiate for a new outfit to complete the season. They failed, however, to secure an entire outfit.

Plans are to rebuild the whole show from front to back as soon as possible. In the meantime the Fontinelle troupe will play a circle in these parts.

Mr. and Mrs. Robert C. Fontinelle (Mom and Pop) and the children will rest for several weeks at their home in St. Louis while awaiting the new equipment.

## Lewis Show Opens Spot That Had Been Closed for Years

ARLINGTON, Va., Aug. 22.—Dick Lewis Show opened here Monday night for a three-day stand under the auspices of the Volunteer Fire Department. Arlington County has been closed to all tent shows for a number of years and it took some hard work on the part of Bill Williams to open it up for the Lewis Show.

Opening bill here was *His Unholy Wife*, featuring Dick Lewis and his Toby comedy. Hot jazz orchestra plays before show and during intermissions. Specialties are presented between the acts.

Visitors at the opening show included Rex M. Ingham and wife from the Indian reservation at River Bend, Va., and John Landes, circus boss played by Bill for second night was Turn to the Right.

## WANTED AT ONCE

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# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**OTIS MANNING**, magician, invaded the Pittsburgh territory last week and opened at the Roosevelt Hotel, that city, on his first engagement. He expects to remain in the Pittsburgh area for several weeks.

**HARRY BLACKSTONE**, who appeared last week at the Fox Theater, Detroit, won the co-operation of all Detroit newspapers thru personal interviews and special stories featuring the human-interest side of his profession. Blackstone has a large following in Detroit among local magi as well as among the public. He appeared in a special performance during the week at the Children's Fresh-Air Camp at Sylvan Lake under auspices of *The Detroit Free Press*.

**MAX TERHUNE** is on the West Coast, where he is completing work on his first picture. Besides doing bits and playing one of the leading character roles, Max is featured in a bit of card work. Name of the talking flicker is *Pink Ranger Ride*, starring Gene Aubry and Smiley Burnette, who trouped with Terhune on the WLS Roundup Show. Max and Smiley recently attended a party held by Los Magicos at the home of William Larson in Pasadena, Calif., August 10.

**TRNKAI AND OKINU** are back in this country after a year's visit in their homeland—Japan.

**ROYAL L. VILAS ASSEMBLY NO. 20**, Society of American Magicians, Bridgeport, Conn., is sponsoring the 1936 New England convention of magicians to be held at the Stratfield Hotel, Bridgeport, September 19 and 20. The assembly has its headquarters in Bridgeport, also its membership includes all of Southwestern Connecticut. A magic show will be given at the Central High School September 19, to which the public will be admitted. A galaxy of amateur and professional magicians will perform. Among those expected are Dr. I. R. Collins, national president of the Society of American Magicians, Al Baker, John Mulholland and Julian J. Prokauer. Robert Sherman, of Bridgeport, is chairman of the show committee and Harry Brock is general chairman of the convention, while Dr. Harold G. Schwartz is in charge of reservations.

**WILLARD THE WIZARD'S** mystery and illusion show continues its swing thru the South Mississippi Valley with its tent theater and company of a dozen artists. Admissions are 20 cents for adults, 10 cents for children and 10 cents for reserved seats.

**AL SAAL**, Toledo, O., sleight-of-hand wizard, has been kept busy recently filling a string of return engagements. One of his recent repeaters was the Chevrolet Soap Box Derby shows in Akron, O., where he did a routine of sleights, winding up with his interesting shadowgraph act. Al says the two-day engagement in Akron cost him a good week's booking elsewhere but that Chevrolet made up for it nicely. During the last few months Saal has worked numerous times at the Statler Hotel, Cleveland; the Book-Cadillac Hotel, Detroit; the Oakland Hills Country Club, Detroit, and the Franklin Hills Country Club in the Motor City. Al has an interesting letter in *The Forum* page, this issue.

**GERALD M. P. FITZGIBBON**, psychologist and hypnotist, of Camden, N. J., is booked for seven weeks with his hypnotic act, opening August 24 at the Moose Hall, Norristown, Pa., and closing with a two-day engagement at Puyhan Hall, Baltimore, October 7 and 8. The engagements are in Pennsylvania, New Jersey, District of Columbia and Maryland.

**AMENDRO** is back in New York after dates up New England way.

**PAUL DUKE** is busy with vaude dates but is seriously considering accepting an offer for a second European tour.

**MAX HOLDEN**, New York magic dealer, has just supplied paraphernalia for a big production number in the coming musical *White Horse Inn* at the New

York Center Theater. Tess Holden did the sewing and Herman Hansen painted flags for the scene in which 53 waiters flick their napkins and turn them into 53 different flags.

**MYETIC CRAIG**, now on the road in Pennsylvania with an outdoor attraction, will work clubs this fall and winter. He has just purchased a bus to carry his props. Equipped with an amplifier, it will also be used for bally purposes.

**LESTER LAKE** (Marvelo) scored in fine fashion at the Collins, O. Fair last week, where he was a feature midway attraction with his fire and guillotine acts. Governor Davey of Ohio was guest of honor at the fair on Tuesday. After watching Marvelo perform the guillotine stunt he approached Lester to inquire how it's done. "Magicians are like politicians," Lester explained, "they never tell their real secrets."

**LAWRENCE LA LORD**, after a most disastrous last season of magic, is making preparations to build a combined magic and spook attraction for the coming fall and winter. LaLord is at present handling the press for the Monty Young Shows, carnival company touring the West. Writing from Idaho Falls, Ida., LaLord says: "Caught Virgil's spook show here last night. He presents a dandy performance." LaLord says the past year has taught him to stay clear of Arizona and New Mexico, as the territory doesn't seem capable of supporting a large magic show.

**FRANKLINT** is doing his cigaret and card tricks at the Cigale in Paris.

**PROF. ROBERTSON** and Mme. Lucile, mentalists, are with the Cirque Dutrieu at Tourcoing, France.

**WILLARDY** is at the National Scala in Copenhagen, Denmark.

**PRINCE BUDDHA**, who does magic in the Museum of Oddities in the Sidis Show of the United Shows of America, has been amusing his audiences with a new wrinkle in a Punch and Judy demonstration, using a miniature electric chair. In the act a convicted kidnaper is placed in the electric chair, which is operated by an electric battery. The switch is turned and an electric spark sets off a small portion of powder which makes a flash and lots of smoke. The figure is automatically thrown against the straps and the scene is so realistic that one would readily imagine he were actually witnessing an electrocution.

**OAKLAND MAGIC CIRCLE**, Oakland, Calif., held its regular monthly meeting August 4. As President Caro Miller was playing a several-weeks engagement at the El Prado Night Club, San Francisco, Bert Hansen, vice-president, presided. After the business meeting there was a short but amusing program followed by the regular auction of magical apparatus. On the program were Ken Allen, John Buck, Clarence Cain, Robert Jacques, Lloyd Jones and a new member, B. S. Glover. Annual Oakland Circle Show will be given September 12 at the Oakland Women's City Club Auditorium.

**ALBERT KAZL**, "Radio Wizard" and magician, pencils from Akron, O., under date of August 18: "Turned away more than 300 a day at May's Department Store Auditorium last week with the General Electric House of Magic, featuring Alice Richey, astrologer, Roy and Bab Butler and myself. O'Neil's here this week."

**THE BIRCH SHOW**, spick and span thruout and with a number of new features, opened the season August 9 at the Ramon Theater, Grand Rapids, Mich., with a six-day engagement. Birch is set on Michigan theater dates until September 10, after which he will proceed to Bristol, Va., for his regular fall opening date September 14. According to E. L. Sperry, Birch's advance generalissimo, the show is booked solid until November 14. He left Chicago August 16 to resume bookings in Ohio.



**POSSIBILITIES**

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.

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**For VAUDE**

**EMILY CLARK AND BABE CAHILL**—comedy team now at the Golden Grill Inn, Rochester. Have been held over for the past year and a half. Very versatile comedienesses who ought to go over with a bang in vaude. Material is far too blue now and would have to be cleaned up plenty for vaude customers, but the girls have the talent.

**MAXIM AND ODETTÉ**—dancers formerly with the Horlick Trio, now playing the Brightview Club, Rochester. A swell dance team, far superior to most dance combos seen in night spots. Do straight ballroom, gypsy, toe and other novelty routines, putting each one over with a bang. Should be plenty effective on the stage heading a flash act.

**GEORGE WATKINS**—recent winner of an air amateur contest, caught on the stage at the Roxy Theater, New York. A good-looking and personable lad, he has a pleasing voice

which he handles nicely. With proper grooming he's a comer. Could be used to advantage to handle singing assignments in a flash or a unit.

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**For FILMS**

**FAY CARROLL**—beautiful and talented blonde now appearing with NTG in vaude. Should screen excellently—and she has talent in addition to her looks. Handles lines adeptly and since a song very well thru a mike. Torch voice with lots of tone and expression. Rates a pix try.

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**For RADIO**

**LOYD PANTAUERS**—newspaper columnist specializing in movie gossip from Hollywood. Did a guest appearance for Amos 'n' Andy and revealed all sorts of possibilities as a fast, first-rate gossip for a program desiring the Hollywood lowdown.

## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**AL BERNARD**, the "gentleman from the South," for the last three months on Station WWL, New Orleans, has originated a new idea for the air listeners. In his new broadcast feature Al tells how the various cities, villages and towns received their names. Radio listeners send in the names and Bernard tells, with a comedy twist, how they originated. He and his company also act out the idea and it has made for many laughs and much favorable comment among radio audiences. Bernard says he has the idea copyrighted and registered with *The Billboard's* material protection department.

**DOC RAMSON**, on one of his trips out of his home village, Richmond, Ind., recently, had the pleasure of meeting up with Eddie Shore on the latter's farm near Indianapolis. He also stopped off in Noblesville, Ind., to visit Hank Whitman, but missed him as Hank is presently trouping in Michigan. Jack Sweetman, Doc says, is located in Peoria, Ill., where he expects to remain for a short time. "I see where the Springfield, O., newspaper gave Frank L. Minch, basso, formerly with the Fields, Coburn and other minstrels, a two-column story recently, which proves that the minstrel boys can still make the front page. My old friend Nick Hufford is still trouping the Past with the WPA minstrel unit. Minstrelsy is not dead; it's just getting started again. Where are you fellows? Let's hear something."

**AL TINT** is working another string of night spots in Ohio territory.

**WENDELL GOODWIN**, who writes "The New York Beat" column for 20 Sunday papers and who once in a while reviews a WPA show for them, shoots us a clipping of his recent review of the WPA All-American Minstrels, who are meeting with splendid success in the East, with the following note: "Why don't the old-time minstrel men get after the WPA for more minstrel troupes? It's a great chance to bring it back. The people seemed to thoroughly enjoy the show the

night I caught it." In his review of the All-American Minstrels Goodwin says, in part: "Minstrelsy has not died out, but, on the contrary, is stronger than ever before. The impression has slowly but surely become entrenched in the mind of the average person that minstrelsy is now on its last legs, ready to take the final count. That idea is dead wrong. I can describe the impression of nobility to only one thing—the fact that blackface troupers no longer play Broadway. Philip Barber (bleat his little Irish heart) and Hallie Fatagan (bleat hers too) are in a position to place minstrelsy back on the Big Street—by sustaining a loss for a year or so—but in sustaining that loss they will be building up a clientele who want and who will patronize minstrelsy."

**WPA OLD-TIME MINSTRELS**, New Orleans, consisting of 19 men, practically all professionals, are due to leave New Orleans this week for a two-month tour of Louisiana and Arkansas, headed by Jimmie Cooper, director and interlocutor. The unit will travel in CCC buses, visit most of the CCC camps en route, with stops at Thibodaux, Jenerette, Abbeville, Lafayette, Woodworth, Alexandria, Winnfield and Ruston, La., and Jonesboro, Ark. Twenty-nine CCC camps are included in the itinerary.

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E. L. GAMBLE, Playwright, East Liverpool, O.

# THEATRICAL SCHOOLS

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## REVIEW OF DMA CONVENTION

### 1,000 Attend; 390 in Classes; Washington Next Year's City

**Mrs. Montie Beach beats A. J. Weber for presidency—swing dance wins organization's indorsement—record attendance and enthusiasm—follows successful normal**

NEW YORK, Aug. 22.—More than 1,000 dance teachers and guests crowded the 53rd annual convention of the Dancing Masters of America, Inc., week of August 2 at the Hotel Roosevelt here. Probably the greatest gathering of dance teachers ever held, the convention selected Washington for next year's meeting and elected Mrs. Montie Beach (Houston) as president for the fourth time. New dances were introduced, old styles were dusted off, everybody met everybody else, and many new members signed up. Joshua T. Cockey (Baltimore) was elected first vice-president; Leroy H. Thayer (Washington) second vice-president; Mrs. Christine MacAnanny (Melrose Highlands, Mass.) third vice-president; Jack Bowman (Pittsburgh) fourth vice-president, and Walter U. Soby (Hartford) secretary-treasurer. Daniel C. Gully, Fenlon T. Bott, Ross D. Ackerman and Ernest E. Ryan were re-elected directors, while Jack Frost succeeded James F. Downey as director. A. J. Weber opposed Mrs. Beach for the presidency.

The convention voted to urge a minimum price of 50 cents an hour for studio dance instruction and also indorsed "swing dance" as this year's premier dance, succeeding the Piccolino, which had been recognized last year as the most popular dance.

Convention faculty comprised Jack Manning, Mme. Sonia Serova, Ella Dagnanova, Miriam Marmel, Sara Mildred Strauss and Bill Powers (all of New York), with the ballroom group comprising Tom Riley and Oscar Duryea of New York and Edna R. Passapae (Glen Ridge, N. J.), A. J. Weber (Brooklyn), and Mrs. Christine J. MacAnanny (Melrose Highlands, Mass.).

The normal school preceding the convention had a faculty comprising the Tarasofs (New York), Mrs. Virginia Bott Sheer (Springfield, Ill.), Ray Leslie, John Lonergan, Johnny Mattison, Karl Peters, Edward Sinclair, all of New York; Mrs. Gretchen B. Schmaal, Milwaukee; and Miss Judith Sproule (Beaumont, Tex.). Fred W. Kehl (Madison) was principal of the school.

Faculty committee in charge of the entire affair comprised Mrs. Beach, Soby, Kehl, Mrs. Passapae, and Miss Vida Godwin, Ross D. Ackerman and Miss Leona Turner.

Roderick C. Grant was emcee of the convention.

Noel Meadow handled the publicity. About 90 teachers registered for the first week of the normal school, with the number doubling for the second week. About 390 registered for the convention, which is an exceptional percentage, considering the entire membership of the DMA and its 16 affiliated clubs is 1,200.

### Margot Koche Producing Lines for Schooley Fairs

MILES CENTER, Ill., Aug. 22.—Margot Koche is staging numbers for Edgar I. Schooley's Midwest fair shows, which will soon go into rehearsal for an Eastern Canadian tour. Miss Koche, who operates a dance school here, has a line of 24 in each production. Her big Ballet Moderne played fairs last year.

### New Capezio Store

LOS ANGELES, Aug. 22.—Capezio stage shoe concern has appointed W. E. (Bill) Morgan to open its new retail branch store in the Downtown Theater Building here. New store carries complete stock of Capezio models.

### Soldiers Like Hoofing

EL PASO, Aug. 22.—Soldiers of Fort Bliss have traded their brogans for "dancing shoes" as the Army YMCA there began a tap dancing class. Ballroom dancing, recruiting officers announce, will be given "those who deserve it."

The officers report that tap dancing has already proved a great experiment in keeping the soldiers agile in maneuvers.

### Explain DMA Swing Dance

**Official dance described—swing music basis—Mrs. Cropper offers two routines**

NEW YORK, Aug. 22.—The "swing dance" which the DMA convention adopted officially, is less a routine than a style of dancing, the DMA committee reports. The style is pliable enough to encompass almost any kind of step from a tango to a fox-trot, it says.

Mrs. Dorothy Norman Cropper, of Belfast, Ireland, ventures the opinion that swing music is dance music in which the drum gives the beat on the accented note rather than the off-beat as in the fox-trot. And since swing dance depends on swing music, a clear understanding of swing music is necessary.

Virginia Gollatz, Pasadena, Calif., said: "Swing music is any music in 4/4 time, preferably popular music, but in which the drums are accentuated rather than syncopated."

Defining swing dancing, she said, "The style is smart rather than collegiate. You might characterize it by saying that the leg is swung like a pendulum from the hips, while the rest of the body swings thru. It's also characterized by what we call the contrary body movement; that is, when you step forward with your left foot, you turn from the waist to face the foot."

Miss Gollatz, speaking for the committee, commented that the swing dancer, like the swing band, is left to his own devices to improvise his individual variations. Mrs. Cropper offered two "swing dances." Directions are as follows (with L meaning left foot and R the right):

1.—Step forward L (1) R (2). Swing L forward (3). Step forward L (4) R (5) Swing L forward (6). Step forward L (7) R (8).

2.—Step forward L (1) R (2). Cross L over R transferring weight (3). Step back R (4). Cross L over R transfer weight (5). Swing R forward between self and partner (6). Step forward R between self and partner (7). Cross L over R, as above, taking four small steps.

### Kansas City Music Items

KANSAS CITY, Mo., Aug. 22.—The Conservatory of Music is now installed in its new building at the corner of Walnut street and Armour boulevard.

Mary Betty Peltis is to study this summer in Bennington, Vt., where Carlos Huhler, her piano instructor, is teaching a few of his pupils.

Sema Mednikow is at Cummings, Mass., studying with Lonny Epstein of the Institute of Musical Art of New York. Miss Mednikow won a thousand-dollar scholarship with Mr. Epstein.

Lela Mae Fynn, dramatic soprano and pupil of Estelle Liebling, New York, is in Europe on a pleasure trip she won as a prize.

Leta Wallace presented Frances Grace Holland recently at 3913 Alhambra road. Kathryn Von Kneesebeck, mezzo-soprano, is now studying with Estelle Liebling, New York.

### 280 at Hubbell-Serova; Teachers' Course at Hit

NEW YORK, Aug. 22.—The Hubbell-Serova teachers training school just concluded a very successful six-week course. Registrations: 133 for Jack Dayton, tap; 84 for Karl Peters, acrobatics; 349 for Mme. Serova, ballet and children's work; 286 for Evelyn Hubbell, ballroom. Registrations were made by 280 teachers.

Mrs. Hubbell will sail for Europe soon to study new ballroom work, while Mme. Serova will take a short vacation in Massachusetts.

### Performers Open School

EL PASO, Aug. 22.—Lou Lockett, emcee at the Troll Club, Jaurez, Mexico, and Lucille Love, his wife and dancing partner, will start a dancing school here Tuesday. Tap, ballroom and acrobatic dancing and singing, piano and theater will be taught.

### Tsoulakas To Europe

NEW YORK, Aug. 22.—Nicholas Tsoulakas, Chicago dance school operator, sailed this month for a European trip. His first trip to his native Greece in 50 years, he will offer a solo concert in Athens next month and then visit South and Central Europe. Spent a few days here before sailing. Returning in October.

### New Tap School Opens

NEW YORK, Aug. 22.—School of Professional Tap Dancing opened August 1 at 224 West 4th street here. Faculty is being lined up for the fall season.

### DMA Sidelights and Personalities

NEW YORK, August 22.—In opening the convention, Mrs. Montie Beach said she considered dancing an art, one so simple today that it has become as much a part of a young person's life as "football, baseball and other sports." She denied that swing music had made any definite inroads on dancing the past year, saying that it was "more talk than anything else." She also urged the establishment of a national academy for "the instruction of all dancing and allied arts."

Nicholas Tsoulakas, in town for a few days, ran up to Lewisohn Stadium to see Catherine Littlefield's ballet, accompanied by three charming young teachers: Margaret Robinson, Fresno, Calif.; Eleanor Moore, Montreal, and Louise Frisch, Dayton, O. And, oh yes, Paul Denis, of The Billboard, was in the party, too.

Thomas Parson, president of the Dancing Teachers Business Association, has joined the DMA. (And there are strong rumors the DTBA may become the New York association of the DMA.)

Phil Osterhouse (Grand Rapids) and Louise Frisch (Dayton) exhibited the new Sophisticated Tango for the photographers atop the Hotel Roosevelt roof.

Fred LeQuorne, well-known ballroom teacher, joined up during the convention. He attended, accompanied by Mrs. LeQuorne and several of his staff teachers.

Tom Riley, who teaches tap in the LeQuorne studio, was among the most popular young fellows with the ladies. Ask Fred for details.

There was a slight rumpus when the news photographers asked some of the girl dancers posing for publicity pictures to lift their dresses "just a little higher." The DMA committee said not very firmly. And the poor photographers had to be satisfied with very demure photos.

The South Texas Association received the silver plaque for having the largest percentage of its membership at the convention.

Mr. and Mrs. A. W. Gibson came all the way from Wellington, New Zealand, and were, naturally, the center of much attention. They said the American rhythm was the best in the world and that dancing in New Zealand was patterned after the English style, which they regard as stereotyped and formal.

English dancing, Mrs. Gibson said, "consisted of rhythm, deportment and technique." Americans forgot everything but rhythm, she said. Gibson remarked "Here your rhythm is miles ahead of everything else in the world."

The official program reminded participants that "Bathing suits not permitted except for modern work." However, quite a few bathing suit wearers sneaked into the classes and no one made a fuss. By calling their suits leotards or practice costumes, everybody was satisfied.

Len Beauchamp came in from Melbourne, Australia. Bert Bertram, Atlanta, was all excited, explaining he was an Australian and once danced all thru New Zealand.

Jack Bowman, Pittsburgh, tried awfully hard to swing the next convention to his city, but just couldn't make it. He promises to put up an even stiffer fight next year.

The prescribed costume for Bill Powers' Robins and Roscs number was described as "white organdy, long full skirt, tight short-waisted bodice, short puff sleeves, red one-inch ribbon tied around waist with small bow in front, long ends nearly to bottom of skirt. Red short gloves and shoes, white picture hat and red ribbon band."

## News Items About Louisiana Dance Teachers and Students

NEW ORLEANS, Aug. 22.—Both Peter Gilere and Ida Raggio, among the first local teachers to return from the DMA were high in their praise of the new young dance, as demonstrated by Virginia Gollasz of Pasadena. Marilyn Kruse announced before her departure for the CHI convention, that she is booked for two weeks at the Club Coliseum before returning home. A pupil, Doris McCoy, is also set for a stay at the club.

Jane and Cherry Preisser, former pupils of the De Villros Academy and Corbera school here, had a great vacation in the old home town and are leaving this week to rejoin the *Follies* after studying new routines in the DeVillros Academy.

Ruth Voss, director of the Speech-Arts Studio here, opens her season Tuesday. Classes limited, with special courses in diction and dramatic interpretation.

Jane Phelps and Ruth Estes, of Shreveport, have returned from a summer course in New York and have set September 7 as date for reopening of their studios. Nite club and ballroom dance courses will feature their routines for the coming season.

Mitch Iron, of Shreveport, left last week for a 30-day trip through the West, visiting a number of dance studios in California to take special course. Expected back the middle of September.

Era Lueich, Roberta Gross, Marietta Swanson, Atlas Mitchell and Josie Corbera were other dance school operators who attended the DMA.

Ruth Overcash, Shreveport instructor, accompanied by her mother, is visiting

### Tap by Movie Method

TYRONE, Pa., Aug. 22.—The Artists' School here has devised a slow motion movie photo method for teaching tap.

CHI for several weeks, and in addition to attending the convention there, is playing several nite spots.

Rene LeMar, former local student, has applied to the De Villros Academy for two new dances for her act, *Three American Babies*.

Enelda Troxler School has opened a new studio in the pavilion of Hotel Miramar, Pass Christian. Also operates branches at a half dozen other Mississippi and Louisiana spots, in addition to its main studios here.

## Chicago Dance Studio Items

### Mentions of Gordoni, Robinsons, Tsoukalas, Bruce, Scanlan, Kandler

CHICAGO, Aug. 22.—Lillian Gordoni, who is starting her fifth year in local radio circles and from whose studios many radio performers have come, has taken over the studios of WIBC in the Carlton Hotel, where she will conduct teaching and production activities after September 1.

Morrene and Bob Robinson, professional dancers, have opened a studio of dancing and acrobatics in the Capitol building and are giving special attention to beginners of eight years and over, besides teaching professional routines. They are also fulfilling an engagement at the Bon Air Country Club, Wheeling, Ill.

Nicholas Tsoukalas will play several concert dates in and around his native Athens, Greece, before returning in October. Lurlene Griffith is conducting his classes here during his absence.

Bruce R. Bruce has moved to new spacious quarters in the Lyon and Healy building. The space comprises three rooms: a large studio, dressing room and the outer office attractively furnished in black leather chrome tube furniture. Now stretching and limbering apparatus is part of the studio's equipment.

Fran Scanlan has found it necessary to seek larger quarters also and will move about September 1. He reports that during the past month his business has been bigger than it has ever been and that his teacher's classes averaged 20 pupils a day from all parts of the country. His studio will be closed two weeks, during which he will depart for a vacation in Buffalo and Marjorie Marston, his efficient secretary, will motor East.

Rita Roper, Bruce R. Bruce's official demonstrator, is travelling with the Tom Mix Circus.

John Goldsworthy, NBC actor, is now in charge of the Chicago Conservatory's radio department succeeding Carl Van Buskirk.

Richard O. Kandler, veteran 70-year-old dancing teacher here, surprised his many friends attending the CADI normal school this month when he announced that he had married Elaine O. Pura, one of his 20-year-old pupils at Crown Point, Indiana.

## Official List of Teachers Registered at DMA Convention

NEW YORK, Aug. 22.—Official list of dance teachers registered at the DMA convention here week of August 2 and listed alphabetically:

- Lorraine Albert, Rochester, N. Y.; Ross D. Ackerman, New York; Mildred Adams, Birmingham, Ala.; Bob Alexander, Charlotte, N. C.; Norma Allowitt, Syracuse, N. Y.; Helen Alton, Greenwood, S. C.; Madama Annetta, W. Haven, Conn.; Lenore Armstrong, Lansing, Mich.; Elaine Arndt, Crook, Mich.; Dorothy Atkinson, Coral Gables, Fla.; Helen Atkinson, Cleveland; Camille Austin, E. Orange, N. J.; Annis Baldwin, Burlington, Vt.; Jean Ballance, Portsmouth, Va.; Mrs. Joy O. Barnack, Stuttgart, Ark.; Harriet Barnes, Chattanooga, Ruth Barnes, Altoona, Pa.; Estelle R. Bass, Norfolk, Conn.; Mrs. Monita Beach, Houston; Joan Taylor Beard, Buffalo; Ethel Beasley, Petersburg, Va.; Stella J. Becker, Columbus, O.; Viola Belasco, Coral Gables, Fla.; Louise M. Bellinghausen, Massillon, Pa.; Marguerite Benson, Pensacola, Fla.; Eura Berlingo, Montgomery, Ala.; Helen Berkebile, Anderson, Ind.; Joseph Berlin, Saginaw, Mich.; Mr. Ira Berry, Newark; Bert Barber, Augusta, Ga.; Catherine Blackman, Syracuse, N. Y.; Gertrude Blanck, Schenectady, N. Y.; Frances Burgess Blecker, Port Worth; Mrs. Beulah Belle Blevis, Cleveland; Mrs. Monnie Bolte, Greenwich, Conn.; Dorothy Bonner, San Antonio; Frank Bonner, San Antonio; Penton T. Eoff, Dayton, O.; Bessie Burton, Chicago, N. C.; Louise Burns, Toronto, Ont.; Jack Bowman, Williamsburg, Pa.; Allan Boyd, W. New Brighton, S. I.; Lea Brandin, New Orleans; Mrs. B. E. Brown, Pontiac, Mich.; Best Newton Brown, Warren, O.; Loy Buchanan, Gainesville, Fla.; Bernice Buchanan, Gainesville, Fla.; Joseph Buchler, Schuylkill, Pa.

- M. Piacent, Mich.; R. C. Grant, Yonkers, N. Y.; Anna M. Greene, Hyde Park, Mass.; Mrs. Zilpha Groesbeck, Rensselaer, N. Y.; Roberts Gross, New Orleans; Rose Grosbart, Newark.

- Eleanor Hickworth, Nederland, Tex.; Mae Price Haines, New Orleans; Dolores Halter, Ocala, Fla.; Sylvia Hamer, Ann Arbor, Mich.; Helene Hamsted, Lakewood, O.; Jack Harmon, Cleveland; Julia Mildred Harper, Richmond, Va.; Marian Hasslett, Bartlesville, Okla.; William E. Heck, Newark; Charles Henkel, Newport News, Va.; Fred Herbert, Schenectady, N. Y.; Margaret Heale, Beaumont, Tex.; Mary Hessler, Cincinnati, O.; Jack Heyle, Dunkirk, N. Y.; Mrs. Y. Barry Hill, Manhasset, L. I.; Gertrude Hinger, Cleveland; Geraldine Hoffman, Buffalo; Reese Holloway, Johnson City, Tenn.; Mrs. Sarah Mann Holtzman, Tulsa, Okla.; LaRue C. Hope, Cleveland Heights, O.; Mrs. Isabel McNair Hovey, Annapolis, Md.; James P. Hurley, Denver; Jack Huston, Pittsburg; Roma Huston, Pittsburg; Mrs. Clifton Hyde, Mattsburg, Miss.; Inez Myser, Chattanooga.

- Clayce Ingersoll, Rocklimer, N. Y.; Elizabeth Ingram, Jackson, Tenn.; Mary Alice Ingram, Oranoe, Tex.

- Helens Jackson, Portland, Me.; Harriet A. James, Salem, Mass.; Bernice Jaynes, Kenmore, N. Y.; Elaine Jarvis, Kenmore, N. Y.; Grace Bowman Jenkins, Decatur, Ill.; Minnie F. Johns, Syracuse, N. Y.; Frank Jones, Anniston, Ala.; Mrs. Ned Joyce, Sparta, N. J.; Juanette Judic, South Bend, Ind.

- John Gregory Keane, Hammond, Ind.; F. W. Kohl, Madison, Wis.; Mary Ann Keir, Overland Park, Kan.; Elizabeth Keller, Detroit; Mrs. Harriette Ross Kevlington, Waterloo, Ia.; Gertrude Kendall, Rochester, N. Y.; Clara O. Kettoring, Maplewood, N. J.; Zenobia King, Annapolis, Md.; James P. Kissella, Cincinnati; Bid Kirtley, Iopolis, Mo.; Arielle Ritter, Houston; Agnes King, New York; Gladys C. Kochemperger, Merchantsville, N. J.; Miriam Kreimon, Bradford, Pa.

- Dorise LaMont, Little Rock, Ark.; Arthur Lane, Louisville; Shirley Lange, Batavia, N. Y.; Marie Lauren, New Orleans; Gertrude LaBlanc, Lafayette, La.; Mildred Lee, Pittsburg; Edith M. Lewis, Kansas, Mich.; Robert Lewis Jr., Kansas City, Mo.; Lib Libby, Charleston, S. C.; Helen Lindbergh, Warren, O.; Evelyn Lockman, Newville; Rose Lorenz, Des Moines; Ruth Lovell, Lakewood, O.; Maurine Lucas, Winchester, Ind.; Eugene Luginbuhl, Beaumont, Tex.; Mrs. W. J. Lutton, Allentown, Pa.; W. D. Lynch, Akron, O.; Esther Lyons, Rochester, Mass.

- Christine MacAnany, Melrose Highlands, Mass.; Clara MacDonnell, Uniontown, Pa.; Winona MacDonnell, Uniontown, Pa.; Kathryn MacGarry, Philadelphia; Irma Blake MacNaughton, Troy, N. Y.; Dolores Magwood, Westport, Mass.; Mary Maguire, Syracuse, N. Y.; Betty Mason, Clearwater, Fla.; Patricia E. Mastrolia, Jersey City; Adelle Maxza, Toronto, Ont.; Mrs. Anna B. McCabe, New York; Augusta Van McClenden, Anniston, Ala.; Cecelia McGee, Tampa, Fla.; Miss Kent McCord, Tampa, Fla.; Florence McPadden, Oil City, Pa.; Annie McGehe, Knoxville, Tenn.; Dorothy McGuffee, Galveston, Tex.; William McCulligan, Detroit; Willette McKee, Lynn, Mass.; Elsie McKown, Sumter, S. C.; Eloise McKerrill, Montgomery, Ala.; Luana Lucille Melton, Galveston, Tex.; Annette Meyers, Cleveland; Bertha S. Miller, Dayton, O.; Mrs. Marie E. Miller, Cleveland; Ruth Miller, Albuquerque, N. M.; Myrtle Minton, Albany, N. Y.; Margaret Mitchell, London, Ont.; Anita Jean Mitchell, Charlotte, N. C.; Rose Jenkins Montgomery, Charlotte, N. C.; Eleanor Moore, Montreal; Nancy Morford, St. Louis; Zona Merrill, Tampa, Fla.; Jane Caryl Muffet, Detroit; Mary Muller, Birmingham, Ala.; Alice V. Mulner, Buffalo; William T. Murphy, Chelsea, Mass.

- Bertha Nait, Concord, N. Y.; Anna K. Neale, Parkersburg, W. Va.; Mrs. Teresa B. Norman, Winnipeg, Man.; Ellen Douglas Norwood, Salisbury, N. C.; Hazel Nuss, New Orleans.

- Mrs. Dennis O'Brien, Lynn, Mass.; Joseph A. O'Brien, Lynn, Mass.; Sylvia Olson, Kansas City, Mo.; Mrs. Elsie T. O'Leary, Eden Park, R. I.; Emilie O'Mara, Richmond Hill, L. I.; John Hayes O'Neill, Rome, N. Y.; Phil Osterhaus, Grand Rapids, Mich.; Martha Outlaw, Elizabeth, N. C.

- Dorothy Paffendorf, Newburgh, N. Y.; Edna R. Parnaby, West Ridge, N. J.; Thomas E. Parson, New York; Mae Rose Pecker, Miami; (SEE OFFICIAL LIST on page 41)

## Dance Teacher News From K. C.

### About Dale McMurray, Gillespie-Sullivan, Covanaugh, Lewis, Lyons, Ellfeldt

KANSAS CITY, Aug. 22.—Dominant Dance School will henceforth be known as Rhea Dale-McMurray School of Dance and Drama. Miss Dale and her mother, Mrs. Viola Dale McMurray, are co-owners. Martha Laird is teacher of expression.

Marcella Gillespie and Helen Sullivan, directors of the Gillespie-Sullivan School of Dance, left here late in July for Colorado, then to Chicago, where they will spend the summer in study. They will take special work under direction of Angel Canzino, Veronine Vestoff, Jack Manning, Kotchetovskiy, Edna Midgal and Berenice Holmes.

Ann Cavanaugh is in New York getting new routines. She is working with Ivan Turosoff, Bill Powers and others. Miss Cavanaugh attended the recent convention of the DMA.

Martha Plaugh Lewis, of the Plaugh-Lewis Dancing School, left recently for New York to resume work with Michel Poikine. She was accompanied by her husband, Robert Lewis, acrobatic and anglo instructor at the school; Hobbette Lewis, a daughter, and a studio assistant, Nell Jane Rogers.

Mildred Lyons, director dance at the Kelley-Mack School of Dance and Drama, is now in New York for her regular summer study. Leah Siegal has charge of classes during Miss Lyons's absence.

Helen Ellfeldt, of the faculty of the Conservatory of Music, left here the latter part of July for New York to study ballet with Albertina Rasch and tap and acrobatic with Edward Sinclair. She was accompanied by one of her pupils, Marilyn Pearson.

### Serova Graduates Teachers

NEW YORK, Aug. 22.—Bonis Serova school of dancing here recently graduated Peggy Semmens, who will become assistant teacher for the Betty Spiers School of Montreal; Isabella Schwartz, who opens her own school in Jersey City October 1, and Barbara Thomas, who will conduct a school in Mt. Vernon, N. Y.

Two Serova students are going into the new *White Horse Inn* show. They are Judith Sammons, now a Gai Fretter chorus girl, and Frances North, of Bermuda.

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## School Recitals

### Betty Adelman, Massillon

MASSILLON, O., Aug. 22.—One of the most outstanding and elaborately staged revues ever attempted by the Betty Adelman Dancers was presented recently at Washington High School auditorium to a capacity house. Betty Adelman, costumed in a flashy tuxedo, high hat and cane, led.

Bobbing by the little tots scored heavily. Slavery, by the two assisting teachers, Marian Rose and Eileen Zember, was well received.

Helen Gray and Adrian Fox, assisted by 10 young ladies, were excellent in their Pecos dance. Tiny Alene Claire was outstanding in *Modernistic*. Music by Mrs. Ruber Gray and Mrs. J. J. South, pianists, and Mrs. O. D. Frishaw, violinist. Show was repeated a second night. K. M.

### Ruth Fairgrieve, Pittsburgh

PITTSBURGH, Aug. 22.—Annual frolic offered by the Fairgrieve Private School of Dancing at the Nixon Theater, recently, had the benefit of many new talented students. Well-trained and spotted in clever scenes, most of the pupils were really entertaining. As last year, show was once again headlined by Ruth Weisner, who is both clever and versatile. Other outstanding contributors were Jimmie Heriot, Rita Lindenfelder, Vera Mahoney, Anna Betty Blume, Virginia Anne Oonwell, Nancy Jane Adams, Nancy Jayne Heriot, Peggy O'Callahan and Sally Wilson.

Miss Fairgrieve's accomplishments were well received by a large audience.

Hontigberg.

### Bobby Duncan, New York

NEW YORK, Aug. 22.—Advertised as "the fourth public appearance of the training division of Duncan Productions," this show stands out for its showmanship. Presented July 26 in Chin's Restaurant, a night club, it proves Miss Duncan is way ahead of most theatrical schools in that she is training talent with an eye toward the night club door. And the night spot field affords more work for young professional entertainers than any other single field.

Presented in two parts and 20 numbers, the little show was thoroughly entertaining, the beginners making just

as good an impression as the students turned professional. Outstanding were Walter Sedalitz, comedian; Rose Deila, singer; Ann Cafufo, singer; and Joe Tsibi, doubling from the show, *Dead End*. Others worth mentioning were Billie Entenmann, Roy Sedorff, Okloria and Louis Ramirez, Vincent Cannella, Jack Brown, club emcee, emceed the show, which moved along nicely right into a strong climax. School faculty includes Arthur Goutor, music; Charles Duncan, beginners tap; Arnold Brown, advanced tap; Genevieve Pearson, ballet and toe, and Miss Duncan, dramatics. DENIS.

### Murphy, Du Bois, Pa.

DU BOIS, Pa., Aug. 22.—Annual revue offered by Onetta Murphy's dancing classes was staged for two days at the Avenue Theater here recently. Assisting Miss Murphy were Rita Senior and Helen Bloom.

Among the outstanding pupils were Mary Anne Brown, Peggy Hea, Jane McGinnis, Mona Levinson, Doris Malool, Dona McDonald, Callahan Sisters, Madge Phillips, Meriam Blankfeld, Harry Allen, Barbara Weil, Carolyn Smith, Tevis Reynolds, Janet Weaver, Sandra Griggs, Judy Rischell, Dolly Fransokol, Janet Watson and Ruth Boyle. S. H.

### Kotheimer's, Youngstown, O.

YOUNGSTOWN, O., Aug. 22.—Singing in the Rain, a gay and colorful spectacle in which 70 talented song and dance artists appeared, was one of the outstanding hits of Fred Kotheimer's *Varieties of 1936* at Stambaugh Auditorium here recently.

Recital was offered in revue type by Kotheimer, assisted by his wife (Bebe Brennan). Specialty numbers were presented by 18 dancing debutantes. Other hit numbers were *Toy Town*, *School Days*, *Butterfly Ballet*, *Where the West Begins* and *Night in Spain*. Joe Kilch was stage manager. Musical score was arranged by Margaret Jones, studio pianist, accompanied by Joe Martinko and his Palace Theater orchestra. Jack Hall played organ selections.

### Dale, Pittsburgh

PITTSBURGH, Aug. 22.—Martha R. Sauerburger, supervisor of the Dale School of the Dance, presented an entertaining if lengthy revue at the Nixon Theater recently. Miss Sauerburger herself was featured in a couple of offerings, first with Frank Dolinar, acrobatic instructor, and next in her version of the *Poor and Peasant Overture*. Charlotte Timmins, associate teacher, scored with her fast tap work.

Good work among the students was contributed by Beatrice Agnew, Doris Nepereny, Garnette Tschelief, Dorothy Clinton, Henrietta Wehler, Doris Timmins, Lucille Zylak, Lois Mae Slattery, Rose Marie Sieger (a personable kid), Dorothy Cook, graduate pupil, contributed several intricate numbers. Hontigberg.

### Vera Liebau, Pittsburgh

PITTSBURGH, Aug. 22.—Headed by pupils now working as professionals, Vera Liebau's annual revue at the Nixon Theater, recently, carried more entertainment than an average school dance recital. The production itself was one of the most original of all local revues. It portrayed the history of American dancing, beginning with American Indian and climaxing with Truett's.

Among advanced pupils who participated were Lenka Toldi, the Rhythm Sisters, Sally Blue, Kitty Karr, Eleanor Tropp, Eleanor Jimerson, Barbara Charles. Outstanding acrobatic work by Kathryn Morrison. Other swell acrobats, trained by Jimmy Loater, were Pauline Carcone, Dorothy Pellone, Barbara Thiele and Eleanor Tropp. A high spot was the Rogers-Astaire dance strutted by Miss Liebau and Bob Bailey. Hontigberg.

### Reynolds-Mellvain, Canton

CANTON, O., Aug. 22.—Reynolds-Mellvain School of Dancing presented its pupils in the Palace Theater here recently in a beautifully staged recital. Production was offered in a professional manner. Staging was complete, and provided a variety of interesting and attractive backgrounds for the dancers.

## News of Dance Schools and Recitals in Eastern Ohio

CANTON, O., Aug. 22.—There is more dance interest at present than at any time and, from all indications, registrations will top all previous years.

Mary Isabella and Buddy Dalley, of nearby Alliance, were invited to appear before the DMA convention in New York. They claim to be the world's smallest adagio dancers.

Dorothy Bloom, head of the Beaux Arts School of Dance at Columbus, is conducting a summer course, which includes combination classes for children in ballet and tap.

Pupils from the stage dancing department of the Jorg Pasting studios, Co-

lumbus, under Jack Sherrick recently offered an annual recital of tap at the Hartman Theater there. Emily Lehnert at the piano, Adam Olinger and orchestra in the pit. Lighting by Pratt and settings by Gus Scheil, Sherrick himself appeared and presented a half hundred pupils.

Pupils of Miss Jean Blair presented a dance recital recently in Columbiana, O. The variety program presented most every type taught by Miss Blair. It was her most ambitious effort. Much credit also is due Mrs. Nellie Young, accompanist.

Almost 100 pupils, in several stages of instruction contributed to the success of dance revue presented by the Esburn School of Dancing at Hayes Junior High School, Youngstown, recently. Novelty dances featured the annual revue, the most successful in the history of the school.

John Winteringer presented his first annual tap revue in the Hilliards high school, near Columbus, recently. A varied program of singing and dancing was offered. Specialty dances included *After Blue Gown*, *Hard Boiled Rose*, *The Military Cone Dance*, and *The Military*, all supervised by Winteringer.

Katherine Goodhue of Akron offered her third annual dance revue in Central High auditorium, Akron, recently. More than 50 pupils, most of them advanced, took part in a highly entertaining and elaborately staged variety dance program.

## Pittsburgh Dance News

### Items about Kelly, Myers, Olive and Amdur, Brooks, Sillman, Barth, Bolton

PITTSBURGH, Aug. 22.—Gene Kelly has been on the Coast several weeks preparing for screen tests at the RKO studios. Lela Moore, former dance teacher here, has been screen tested the last two weeks.

Glen Myers, operator of the University of Dancing, is in charge of the Saturday night shows at the Melody Manor in Fairmont, W. Va.

Olive and Amdur are filling professional dates in the East.

Virginia Brooks back from a six-week stay in Hollywood.

O. Webber Knight was emcee of the Val Jean Sillman dance recital staged in Tarentum recently. Featured in the line-up were Dolores and Mary Mauro, Lois Robinson, Mary Orvitz, Dobbie Arar, Lawrence and Ives, Glenn Smith and Sam Henry.

Jane Keith, Mammie Barth pupil, is appearing at the County Playhouse in Westport, Conn. for the second consecutive season. A former Barth teacher, by the way, is now making good in pedagogy. He is Leon DePron whose last assignment was in Paramount's *Three Cheers for Love*.

Lou Bolton has been in New York with a number of his star pupils, who have been trying out for Alex Yokel's forthcoming juvenile-cast show.

Carmelita Jacques, Squirrel Hill dance school operator, has been featured this month in Red Rowland's production of *Murder in the Red Barn* on the lawn of the Hotel Schenley. She also staged dance numbers.

Audrey Ann Dance Studios in New Kensington are now on the air over Station WHJB Tuesdays. Participants include Bob Shaffer, Jack Romig, Irene and Steve Oken, Harold Ferguson, Betty May Wiant and Peggy Taylor.

while the lighting and music by an experienced theater orchestra under Charles Lotz, with Miss Grace Fisher as pianist, added much to the occasion. Costuming was elaborate and imaginative.

Bill Reynolds' creative ideas in interpretive work were illustrated in several striking numbers, notably *Rhythm in Flame*, *Chinese Fantasy* and *The Vampires*, all executed by the more advanced pupils, while Rex McInvain not only showed what his pupils can do in fast taps but also appeared personally in a solo number. R. M.

### Nalda Nardi, New York

NEW YORK, Aug. 22.—Nalda Nardi, well-known radio singer, presented her proteges in a show at the McDowell Club here recently. Outstanding talent included Han Harlow, Henry Lange, June Tempest, Virginia Sanso and Tommy Sullivan.

### Marie Nutt, Vicksburg

VICKSBURG, Miss., Aug. 11.—A two-day program Winchell's Nite Club, was presented early in the month at the Strand Theater by the Marie Nutt's School of Singing and Expression. Sophie Haebbe, WQBC announcer, was emcee.

## Record Meet For Chi ADM

### 23d convention opens big —normal school a record breaker—75% out of town

CHICAGO, Aug. 22.—The closing of the annual two-week normal school of the Chicago Association of Dancing Masters tonight at the Sherman Hotel marks the largest attendance this annual affair has had in several years, a definite sign that conditions in the dancing business are on the upgrade. According to William J. Ashton, secretary of the organization, there was a registration of 82 teachers for the first week and 120 the second week, 75 per cent of whom were from out of town.

The 23rd annual convention opens at the Congress Hotel Monday.

Advanced work will be given by Veronique Vestoff, Dorothy Bonner, J. Allan MacKenzie, Alexander Kothetoraky, Jack Manning, Senor Angel Constan, Bernice Holmes, Elliott Vincent, Myrtle Beris Pettigale, Louis Stockman, Elizabeth and Frances Henderson, Lydia Arlora and Lucien Pridesau, Grace Bornsma Jenkins, Arthur L. Kretlow, Larry Orwood, Bobby Rivers, Edna Luella Baum, Virginia O'Brien and Clement O. Brown.

One of the highlights of the normal school the second week was the novelty number taught by Dorothy Donelson, of Little Rock, in which she used the new Ingo-Bikes. This was done to a specially written song called *Ridin' With Rhythm*.

A week of social activities is planned for the evenings of next week, opening with the usual president's and officers' ball tomorrow night. Monday night will be Regional Director's night and on Tuesday the members will enjoy a moonlight cruise on Lake Michigan. On Wednesday night the annual Kiddies show and dance will be presented and on Thursday will be the annual banquet and grand ball at which time there will be a program of professional talent. New members affiliating with the CDMA at this year's convention will be initiated and receive their certificates of membership on this night. On Friday night officers elected for the new term will be installed.

### New Orleans Graduates

NEW ORLEANS, Aug. 22.—New Orleans School of Speech and Dramatic Art, Inc. recently handed out diplomas to 19 students who completed the full course, operated as dramatic department of Loyola University of the South.

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# Jersey Dance, Drama Items

### News of So. N. J. studios—Camden, Atlantic City, Wildwood, Cape May

CAMDEN, N. J., Aug. 22.—Residents and vacationers are most enthusiastic over the dramatic fare offered by the Hilda Sponz Summer Theater School in Cape May, the first school of its kind at the resort town. Group has been presenting favorite Broadway successes at their Playhouse and climaxed the season Thursday with *Tomorrow's Murder*, a new play by Hiram J. Motherwell and Carl Freybo. Larry Johns is staging the drama.

Walter Glims, local dancing teacher, was director of the annual baby carnival in Cape May.

Wildwood's Summer Institute of Music and Dramatic Art completes the eight-week course September 4. Mrs. Louise E. Weir, director of the school, the faculty and student body, have been instrumental in the success of the beach musicals presented Sundays.

Kathryn Miller, who conducts dancing classes at Hunt's Ocean Pier in Wildwood, will direct dance numbers for the resort's 27th annual baby carnival.

Ursula Naughton, dancing instructor at the Fuhrman School here, conducted the Cape May Merry Go Round yesterday at the Admiral Hotel, and will re-

## Interest in Male Dancers

PHILADELPHIA, Aug. 22.—Success that attended the performances of Ted Shawn's all-male dance group and the single honors won by Edwin Strawbridge, as premier dancer of his own group, and Alexis Dolinoff, ballet master of the Philadelphia Ballet, at the Robin Hood Oell dance recitals will go far to smooth the way for local masters to interest men in dancing.

Revival of interest is manifest already in several studios, and the coming year may find a restoration of male dancing to the position which it formerly held.

pent September 4. Dance specialties were the keynote of the presentation, sponsored by the socialite vacationers, and featured Lee King's taps; and Betty Fields and Jim Perkins, dance duo. Gladys Kochersperger had no trouble keeping her summer students happy at her dancing studios in Merchantville. Ardent morning workouts are followed by refreshing swimming at nearby Sunshine Lake. She reports that her summer season has been the best in several years.

Fifty Kochersperger offered solo dances at the opening of the Merchantville Community Park August 12. Clarence Fuhrman, director of the Fuhrman School here, is supervising the music at the Admiral Hotel in Cape May. Following the summer season, Mr. Fuhrman will conduct a series of concerts in Bedford Springs, beginning September 9.

W. James Bedell and Karl Myers, South Jersey dramatic teachers, presented *The Two Thieves*, a dramatic reading, August 16 at the Crest Pier in Wildwood.

Florence Cowanora, Philadelphia dancing instructor who maintains a summer studio in Atlantic City, keeps in trim by rising early each morning for at least two hours of bicycling on the Boardwalk before breakfast. Walter P. Keenan, of Philadelphia, was appointed dance instructor for the Steel Pier in Atlantic City.

## New Dance Magazine

NEW YORK, Aug. 22.—A new dance magazine makes its debut September 10. It is *Dance*, a monthly, published by Harold Hartogensis and edited by Paul H. Milton, who recently resigned as editor of *The American Dancer*.

## Libby To Run School

NEW YORK, Aug. 23.—George Libby, local dance producer, is taking over the school formerly operated by Earl Lindsay in Yonkers, N. Y. Faculty will include Carlos Peterson, acrobat; Margaret Winger, children and ballroom, and others teaching voice culture. Juanita Marshall, costume designer for Mayhew's here, will be business manager for the school.

## Hildegard Perry Revue

FLINT, Mich., Aug. 22.—Hildegard Perry presented her Perry Sunshine Kiddies' Revue at the Palace Theater here July 17. Featured Art Turnbull, winner of the recent General Motors Amateur Contest, who just returned from an eight-week tour for GM. Miss Lucienne Aselin at the piano. Four-year-old Dorothy Young was a hit with her singing and dancing.

## OFFICIAL LIST

(Continued from page 39)

Dorothy Perkins, Kansas City, Mo.; Hans Percore, Jersey City; Myrtle Pettigrove, Cleveland; Katherine Platt, Lakewood, O.; F. Y. Pfeiffer, Winona, Minn.; Ruth Phillips, Orange, Tex.; Lois Pond, New York; Mildred A. Pond, Rochester, N. Y.; Helen Powell Poole, Charlotte, N. C.; Martha Post, Des Moines; Sarah Price, Raleigh, N. C.

D. C. Quilty, Bridgeport, Conn. Leta Rae, Dayton, O.; Ida Raggio, New Orleans; Harriet Ramsey, Valdesa, N. C.; Mary Ellen Rathbun, Salina, Kan.; Margaret A. Read, Syracuse, N. Y.; Mrs. Marie Reece, New York; R. A. Reichelderfer, St. Petersburg, Fla.; Violet Reinwald, Fort Wayne, Ind.; Armandine Renaud, Monroe, La.; Wanda Reynolds, Okins Falls, N. Y.; Esther Richardson, Athol, Mass.; Thomas A. Riley, New York; Joaquin Ross, Duinon, N. C.; Anne H. Roberts, Lynn, Mass.; Betty Rogers, Buffalo; Nell Jane Rogers, Kansas City, Mo.; Leah Samuels Rosa, Jackson, Mich.; Madelon Royce, Greenville, S. C.; Theresa Rubenstein, Miami; Helen Russell, Cleveland; George E. Rutherford, Poughkeepsie, N. Y.

Bernie Sager, Woodside, L. I.; Anna Samet, Greensboro, N. C.; Helen Sheller Samuels, Donora, Pa.; Martha R. Sauerburger, Pittsburg; Ilonka Scheer, Coconut Grove, Fla.; Mrs. Gretchen Schmaal, Milwaukee; Viola Schoulin, Cleveland; Clara Schroepel, Syracuse, N. Y.

# DTBA Stages a Successful 1st Convention in New York City

### 200 attend—dinner-dance-show follows—Parson urges teachers unit to fight unethical advertising and get-rich-quick schemes—elections October 4

NEW YORK, Aug. 22.—Dancing Teachers Business Association, Inc., was host to more than 200 dance teacher members and their guests at the Park Central Hotel Sunday, August 9. The association's first annual convention was considered a distinct success by all who attended. The day was given over to a presentation of working material by a faculty consisting of Jack Manning, Billy Oudie, Pe Alf, Nadia Gierasl, Bernie Sager, Thomas Parson and Norma Allewitt. In his report of the year's activities, Parson, president of the DTBA, told those assembled of the fight against "unethical and misleading advertising" and called upon the profession to lend its aid in driving out the get-rich-quick schemers.

## DANCE, DRAMA, MUSIC, VOCAL AND RADIO STUDIOS:

Mail to Theatrical Schools Editor, *The Billboard*, 1564 Broadway, New York, folders, pamphlets and other material describing your courses, instructors, studio locations, booking affiliations, etc.

This material will be consulted when making recommendations to those inquiring about schools and courses.

Virginia Lihette Sexton, Boston, Pa.; Orma Belle Shattuck, Rochester, N. Y.; Florence Shapiro, Cleveland Heights, O.; Teresa Sheldon, Lawrence, Mass.; Dorothy Eisberg Shipero, Kansas City, Mo.; Eleanor Shupe, Warren, O.; Jeanne Silvernail, Buffalo, N. Y.; Virginia Simmons, Lansing, Mich.; Yvonne Simoneau, Andover, Mass.; Frank Small, Bayside, L. I.; Mrs. Della Oston Smith, Upper Montclair, N. J.; Mrs. George D. Smith, Houston; Mildred E. Smith, Taunton, Mass.; Mme. Stanley Smith, Hamilton, Bermuda; Gertrude Sneed, Birmingham, Ala.; Walter U. Soby, Marlford, Conn.; Charlotte MacSolinas, Welch, W. Va.; Ann F. Sproule, Beaumont, Tex.; Adithi Scruple, Beaumont, Tex.; Mrs. E. J. Steck, Buffalo; Betty Steffler, Johnstown, Pa.; Mrs. Ethel Hood Stingley, New Bern, N. C.; Louis Stockman, Indianapolis; Cathryn B. Sullivan, Detroit; Marietta Swanson, New Orleans; Junivere Swartzell, Dayton, O.; Marguerite Weitzer, Kitchener, Ont.; Mabel St. Clair Swift, Norfolk, Va.

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## Reviews of the Nation's More Important Recitals

A review of the more important dance recitals presented the past month in New York City, Bennington, Philadelphia will be found in the feature News section of this issue.

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# The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be dated with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

**Other Side Of Musicians' Doubling Law**  
In the August 15 issue of The Billboard your Philadelphia correspondent, in writing of the doubling law passed by the musicians' union there, presented the side only of the opposition to the measure. In fairness to both sides we wish you to print an answer to the charges set forth in that article.

The charge that the doubling law would split the ranks of the musicians was made in New York as well as in Philadelphia. It has been proved that the ranks are solidly for the law, while those few who have been opposed to its adoption (being in the same position as the railroads which resisted the lowering of the fare rates and now find that the increased business makes it embarrassing to sue for restoring the original rates) are willing to abide by the wishes of the majority in the knowledge that employment will be increased, no one will lose by it and the chances to gain for the majority predominate. The only splitting done by the question has been to split the political alignments of those holding and seeking office.

The very fact that the radio stations will protest and resist the enforcement of the law and threaten to eliminate woodwinds from the studio orchestras proves the urgent need of such protection for musicians who have lost work on account of the conditions induced by allowing doubling. It is also doubtful if such a charge was made by the radio stations, because it is known that certain recording interests in New York have expressed the opinion that the doubling law was a good measure and would improve the quality of the playing.

As for playing with only string orchestras, the stations know that such combinations have their place, but they also know that their exclusive use would never be tolerated by the public, who could not be satisfied with such monotony in view of the modern trend, which demands as much tonal color and variation as possible, due to the lack of the human element in radio reception. Therefore such a charge is both fantastic and groundless.

If the stations thought for one moment that they could exist and at the same time drop studio hands they would have done it long ago, but they know it is impossible. Such threats have been made before, but no fear is felt by the musicians of such intimidation.

The overwhelming support of the New York musicians given to the measure in the face of like threats, charges and claims proves that it will be a beneficial measure and will relieve a very bad condition.

JAMES COLLIS,  
MAURICE M. SACKETT.

**Detroit.**  
In The Forum recently I read and enjoyed the letter by John B. Estelle Sr. regarding old-time circus hands and their music, and in my opinion Mr. Estelle expresses the sentiments and wishes of thousands of other former troupers and circusmen when he makes his plea for the return of old-time circus music.

### Public Taste Gauges Circus Bands' Music

In mentioning names of some of the outstanding soloists of old-time circus bands by Mr. Estelle, it is generally conceded that these men were artists on their respective instruments, and so it is today with the musicians of the modern circus bands, as many of these bands have symphony ratings and have formerly appeared with Sousa, Fryor, Kroy and other leading concert bands. There seems to be little doubt that if some of the musicians of circus bands of today were given a solo spot they could easily equal or even surpass the performances of their brothers of bygone days. Perhaps the reason we do not have as many solos as were played in former years is that there is not enough interest or demand on the part of the general public. We must not lose sight of the fact that the circus is a public institution and the program that is selected to be played by the band

leader must meet with the general approval of the customers. This, we have cause to believe, accounts for the omission of much of the old-time circus music, as the average circusgoer seems more content to listen to the more modern music, such as fox trots, carols, rumbas, etc. Just for example, not long ago it was my pleasure to attend a performance of one of our larger circuses in company of a former trouping musician of the old days and as we entered the big top the band swung into that grand old rip-roarer of other days, *Barnum and Bailey's Favorite*. I can truthfully say we were thrilled on hearing such an old-time circus march played by a real circus band and at the conclusion of the rendition of this piece the response of the audience was practically negative, while the following number played by the band was of a current popular nature and was given a big reception by the audience. The leader of this band has trouped for the last 32 years and has been the leader of this fine circus band for 19 consecutive seasons and is considered an authority on the circus band and its music. If this circus band leader, as well as other circus band leaders, were asked to express their opinions regarding the return of old-time circus music, no doubt they would be heartily in favor of its return provided, however, that by doing so they would have the co-operation and enthusiastic support of their audiences. If some means can be devised to make circus audiences more appreciative of old-time circus music, then we can look forward to the return of oldtimers in greater numbers; otherwise we will have to be content on hearing some of the old pieces played now and then alternately with the more popular tunes of the day.

VERNON WOOD.

**Toledo, O.**  
There are too many young magicians trying to do the difficult cigar act. Of course, they simplify it by using dummy cigars, but they do not spend much time routineing the act. This

### Suggests That Magi Try To Be Original

guy I had one night club manager tell me that he liked my cigar act but that he had booked such type of an act before much to his disappointment. The result was that I was booked in with my shadow-graph act, did some magic and cut the cigar out entirely. This was sad inasmuch as I have been doing the cigar act since 1924. For the good of magic and magicians, why don't the boys wake up and each try to have a different type of magic act. If things aren't changed soon they will hurt magic. There is still chance to keep up the good work in the night clubs for various types of magic and I think there are hundreds of effects that could be put in shape. Just as soon as one fellow does something that gets him a good booking quite a few hurry to set up a duplicate act instead of scratching their own heads. It is so easy to copy tricks, but that is not showmanship.

AL SAAL.

**Wheeler, Mich.**  
Spending a month on my daughter's farm, 25 miles west of Saginaw, it is quite an experience for a veteran theatrical press representative and my first visit in 14 years. My last having been to play a date in Saginaw with Irene, the musical hit. Evidently the little theatrical blood in the veins of the family came to the surface in their anxiety to offer me a fitting reception in which their success was marvelous. I knew we'd have chicken for dinner when I perceived "Bing Crosby," the police dog, quietly devouring eight chicken legs and Plymouth Rocks at that. Drove over to Breckenridge and saw Skippy LaMore's tent show; they gave a very satisfying performance and played to capacity all week. I saw San Francisco in Alma, Mich., with a presentation equal to Broadway's best. *Showboat* and *Susy* were shown as soon as they were offered in New York City. This is the life! But you can have it. I'll continue to frequent the Orient White Way, even

the familiar faces are few and far between, the Grim Reaper having been relentless to my old associates. I am ready for the grand finale and the last curtain and proud to have been a member of the great theatrical profession the greater number of my years, having been with Wagenhals & Kemper 25 years, managed 16 different legitimate theaters from New York to Kansas City, Mo., and managed or press agented 100 shows. I love the profession even tho the parade has passed on and left me standing on the sidewalk. Take it from one who can discern the signs of the times—the great hinterlands, as well as the seaboard, want flesh shows. I am 72 now and I solemnly aver that when I grow up I will not be a farmer.

MILTON T. MIDDLETON.

**El Paso, Tex.**  
A gilly show is one that can be loaded in box cars. Surely the name would then apply to show equipment designed to be loaded in trucks or other means of transportation. Show advertisements appear.

### More on Usage Of Word 'Gilly' Applied to Show

"Wanted: ANY thing That Will Gilly," meaning that each piece of paraphernalia must be of a size that could be loaded in a box car or truck.

JOHN ALLEN.

**Lancaster, Tenn.**  
I have been noticing the references to Major Bowes in *The Billboard*, and, regarding him, I will say that I have had amateur nights on my show for 35 years and they have been winners always.

### Feels Bowes Inflocence in Amateur Nights

But since the advent of beloved Major Bowes I want to say that the entire world has become amateur-conscious. And my amateur night is now always a turnaway and an increase in prices, too. So I say, hurrah for Major Bowes!

RICTON.

**Cleveland.**  
In the August 22 issue of *The Billboard* I notice J. L. (Tip) Stone asks for a solution of the problem presented when a show train arrives in town with poles in the wrong direction.

### What To Do If Poles Not Headed Right

In the first place such a thing would never happen if the 24-hour man or second man were on the job. I had it happen twice while I was trainmaster at a carnival. My solution was to back the wagons off, one flat at a time. Fortunately all the flats were equipped with sockets to hold snubbing posts or I would have been up against a difficult job. As it was, with the aid of the railroad yardmaster, who kept a crew there until we were unloaded, I made good time. If a train runs into a "Y" and you are notified in time it can be turned in/transit, but if there is only a transfer siding you're simply out of luck.

CAPT. CURLEY WILSON.

**Yakima, Wash.**  
I noticed letters in the Forum about a definition of the word "gilly." I am not a showman, but being a member of the Circus Fans Association, I have been around enough to find out the meaning of this word. It does not necessarily apply to a small show. For instance, when the Al G. Barnes Circus played Aberdeen, Wash., this year it was necessary to gilly the whole show because of a soft lot. That is, seats, poles and canvas were carried on the lot from the wagons. Of course, cages and ticket wagons had to be pulled on but everything else was gillyed. The original meaning of a gilly show was a small circus or carnival moving on baggage or freight cars and taken on the lot on hired trucks or wagons. THRU long use of this expression, a carnival referred to as a gilly show is one that is assembled with independent rides and shows and moving the best way it can. To sum the whole thing up, the word gilly means to carry a show by brute strength on and off a lot by means of some one else's transportation.

HAROLD KYTT.

### He Points Out That Big Shows Can Be Gillyed

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Vol. XLVIII. AUGUST 29, 1936 No. 35

## Saranac Lake

By BETTY HUNTINGTON

Saranac Lake Municipal Band resumed its weekly series of outdoor concerts at Prescott Park last Friday with an hour-long program. It marked the start of a series which will be continued thru the season.

Patients showing recent improvement and who have been put on more exercise and up for meals are: Camille Carpenter, Doris (Blonde) Gascolgne, Eleanor Pryne, Peggy McCarthy, Sal Ragnone, Artie Burke and Bill Janney.

Marya (Spunky) Blake is enjoying the company of her sister, Jerry Blake, who is up here for a two weeks' vacation. Jess Rosenberg left the Lodge last week to continue the cure at J. C. R. S. Sanatorium in Denver, Colo. He requests that all his friends who read *The Billboard* please write him there. "Good luck, Jess," from your NVA buddies.

Mr. and Mrs. Ed Bolton, owners of the Gibbs Comedy and Vaudeville shows under canvas and now showing in Gabriels, were recent visitors at the Lodge.

Harry Livingston, of the Capitol Theater, New York, spent a grand few weeks' vacation in Saranac Lake and visited all his friends here at the Lodge. Harry is one of those big-hearted little fellows who is always spreading cheer and happiness wherever he goes. Before leaving Saranac, he gave the gang here cigars, candy and other useful gifts for which we were indeed grateful to him.

Jack Dempsey, of the Fenway Theater, Boston, and Tommy Vicks, of the same city, are both curing in town and seem to be doing very well. The boys intend to leave shortly for their homes in Boston.

Alma Montaque and her friend, Jane Christy, who were here for a checkup, have returned to their homes in Syracuse to continue their former positions.

Duke Huntington (no relation), the Coin Machine King of Saranac Lake, reports great business in his line. With machines in almost every spot in Saranac, he intends to clean up this fall.

The Boston Symphony ensemble, now filling an engagement at the Lake Placid Club, gave a concert last Saturday at the Hotel Saranac. The program was opened to members of the Study and Craft Guild and their friends. The ensemble is considered one of the finest in America and has played at Trudeau Sanatorium on many occasions.

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

# The Final Curtain

**ARMSTRONG**—Harry, 86, veteran theatrical man and the only survivor of the 60 charter members of the Chicago Elks' Lodge, at Cook County Hospital, Chicago, August 19. Burial at Mount Greenwood Cemetery, Chicago.

**BARNETT**—Byron H., 69, for many years a theater operator, in Los Angeles August 13, following an illness of several weeks. For many years he was associated in the theater business with Frank E. Stouder and the two formed the Lyric Theater Company, Los Angeles.

**BRETSON**—Fred W., Sr., 84, father of the executive secretary of the Motion Picture Producers and Distributors of America, at his home in Hollywood August 12.

**BLUMENFELD**—Max, 62, head of the Blumenfeld Theaters Circuit, after a lingering illness at his home in San Rafael, Calif., August 17. He was a widely known California theater owner. Survived by his widow, Mrs. Rebecca Blumenfeld; four sons and two daughters. Funeral services in San Francisco August 18, with interment at Salem Cemetery, San Mateo County, Calif.

**BRENNAN**—William, 62, father of Walter Brennan, Goldwyn contract actor, in Los Angeles August 19.

**BROWN**—Thomas, 87, father of William L. Brown, prominent exhibitor in Trenton, Pa., at his home in Pittsburgh after a short illness.

**CADOGAN**—Tom, 43, manager of first motion picture theater in St. Marys, O., August 6 at his home in Toronto, O. Survived by his widow and two daughters.

**CROCKETT**—Clarence, 30, radio entertainer, in Santa Monica Hospital, Santa Monica, Calif., August 19.

**DELANEY**—Walter L., for many years stage manager in various Providence theaters, August 15 at the Rhode Island Hospital, Providence, following a short illness. He was a member of the IATSE, Theatrical Mutual Association and Providence Lodge BPOE. Survived by two sons, four daughters and three grandchildren. Services and requiem mass at St. Peter and Paul Cathedral, with interment at St. Francis Cemetery, Pawtucket, R. I.

**DOBBS**—Curtis W., associated with the RCA Manufacturing Company, at the West Jersey Homeopathic Hospital, Haddonfield, N. J.

**FLIKINS**—James Delaney, 66, vice-president of the Warren County Fair Association, August 16 at McMinnville, Tenn., following a heart attack. Surviving are his widow, two sons and a daughter.

**FLYNN**—Nugent J., 55, former theater operator, August 6 at his sister's home in Los Angeles. He and his brother, William Flynn, operated theaters in Kansas City, Mo., until seven years ago. Survived by two brothers and a sister.

**GRAY**—Sammie, tractor driver with Johnny J. Jones Exposition, drowned at Owensboro, Ky., July 29. Burial in Owensboro.

**HIBER**—James E., 74, father of Charles W. Hiber, well known in dramatic stock and repertoire circles, at his home in Columbus, O., July 21.

**HOGAN**—Roy E., manager of the Orpheum Players, with headquarters in Springfield, Mo., and former business manager of the Paul English Players, was fatally injured in an automobile accident

near Galena, Mo., Tuesday night, August 18. Hogan was widely known in the tent repertoire field. His home was in Branson, Mo. Funeral services at the Klinger Funeral Home, Springfield, Mo.

**HOLMES**—Gilbert, 42, cowboy film actor, in Hollywood August 17. Known as "Pee Wee" Holmes, he played in Western pictures for 20 years.

## Thomas Hamlin

Thomas Hamlin, for the last 13 years editor and publisher of Film Curb, died August 20 at Post Graduate Hospital, New York, after an illness of a few months' duration. He was 55.

Hamlin was formerly a Minneapolis newspaper man, later switching to become an active figure in the theatrical trade paper field. He was a charter member of the Associated Motion Picture Advertisers.

His widow, Mrs. Stella Baker Hamlin, and a sister, Mrs. Ida Mae Merritt, survive.

**HOPP**—Harry A., 58, for many years manager of Berke Theater, Reading, Pa., and for the last nine years with Warner Brothers in Reading, August 4 in that city. He was president of the District Alliance of Film Operatives and for 13 years was stage manager for Howard Thurston. He also trouped for a year with Keller.

## Joseph P. Bickerton Jr.

Joseph P. Bickerton Jr., theatrical lawyer, producer and recently appointed arbiter by Managers and Dramatists to negotiate the sale of plays to the screen, died at Mount Kisco Hospital, Mount Kisco, N. Y., August 20 as a result of a heart attack. He was 58.

Bickerton, who formulated the minimum basic agreement in 1926, thus avoiding a contemplated strike by playwrights against managers, was re-elected each of the succeeding 10 years to settle any difficulties that might arise between playwrights and producing managers. He had handled for the last 10 years the sale to screen interests of all plays written by members of the Dramatists' Guild.

He represented noted theatrical figures during his career, including Florenz Ziegfeld, William Marsh Sr., Abraham L. Erlanger, David Belasco, Elmer Rice, George Abbott, Charles Frohman and others.

He is also credited with introducing Noel Coward to the American stage by bringing "The Vortex" over here. Others of his productions include "Adèle" and "The Rule of Three."

Bickerton, who was born in Newark, N. J., is survived by his widow, Mrs. Lois T. Bickerton; his father and two sisters. Services were held August 22 at the Church of the Transfiguration, New York. Interment private.

**KINOSLEY**—Charles R., 77, former circus performer who appeared with Landon Middlekoff as the Middlekoff Brothers, August 12 at the Odd Fellows Home, Green Bay, Wis. He at one time traveled with the Barnum & Bailey Circus.

**LEWIS**—Albert B., 54, son of Mr. and Mrs. P. T. Lewis, at a hospital in Freeport, Ill., August 20. Surviving are his widow, two sons, Franklin and Albert, and one daughter, Mrs. James Ball.

**LICHTY**—Louis E., promoter identified with outdoor shows, in Atlanta August 7. Survived by his widow, Hazel Lichty; his mother, P. E. Lichty; a brother, William Lichty, and two sisters, Mrs. Saddle Goldblatt and Mrs. Cass.

**LOAN**—Looneard, 40, stage manager and director of the New York Theater Guild, of pneumonia August 15 in Hollywood Hospital, Hollywood. Loan directed many noted stage stars, including Richard Bennett, Fredric March, Florence Eldridge, Alfred Lunt and Lynn Fontanne. He appeared in Shaw's Caesar and Cleopatra, Noel Coward's This Was a Man and Caprice.

**MILLER**—Caroline J., 76, mother of Madame Salindl (Salt Ross) and Nora Bull, of Happyland Shows, at her home in Howard City, Mich., recently. Survived by three daughters and four sons. Interment at Reynolds Cemetery, Howard City, Mich.

**MILLER**—William Olathe, 50, legitimate and vaudeville actor, in University Hospital, Syracuse, N. Y., August 13 of heart disease. On the stage since 8, he played with John Barrymore and Reginald Denny. Married Marguerite Johnson, of Syracuse, while playing there in stock. He wrote *Hardboiled Hampton*. Survived by daughter, Dalay Jean Miller, and brother, Robert L. Miller. Services at McKinley Funeral Chapel, Syracuse, August 16. Burial in Hillcrest Park Cemetery, Syracuse.

**MURRAY**—Mary Ellen, 73, mother of Hugh, Herbert and Cecil Murray, former

theater operators in Western Pennsylvania, at Cambridge, Pa. Funeral services August 14.

**NASSER**—Melhem, 30, eldest son of the late A. M. Nasser, former owner of Metropolitan Shows, August 8 in Plymouth, N. H., of a heart attack. He was a columnist on *The Monitor-Patriot*, Concord, N. H.

**O'BRIEN**—John B., 51, outstanding director in silent movie days and a one-time stage actor, in Hollywood August 15 after long illness. He is credited with having directed the first five-reel feature in America, *The Life of Buffalo Bill*. He wrote and directed *Destiny's Toy* and was an assistant to David Wark Griffith in *The Birth of a Nation*. Screen notables whom he directed were Mary Pickford, Mae Murray, Blanche Sweet, Doris Kenyon, Lon Chaney and Wallace Reid. He was leading man for the late Thomas H. Ince and appeared in *The Belle of New York*. Later he toured Europe in *Arizona* and *The Virginian*, returning to United States to become a director of the Essanay Film Company.

**PARKE**—Lorraine, 27, Detroit harpist, August 10 at Twin Cedars Home, Detroit, after a brief illness following an attack of influenza. She was the daughter of Mrs. Mary Parke, also widely known in musical circles. At 13 Miss Parke played a harp with the Ann Arbor Symphony Orchestra. Later she was first harpist in the University of Michigan Orchestra. She also had appeared as extra harpist with Detroit Symphony

was a charter member and officer of the Variety Club. Survived by his widow, a son, his mother and a brother, Earl W. Penrod.

**RODENBERRY**—Emmett (Slats), 23, blackface comedian and musician, August 12 at his home in Bowling Green, Fla. His latest engagements were with Conlie and Dolly, W. T. Miller, Doc Hale and Al H. Miller Shows. Survived by his father, stepmother, two sisters and two brothers.

**SMITH**—Anna E., 34, well known in musical circles and a member of the Detroit Symphony Orchestra, August 16 in Herman Klefer Hospital, Detroit. Survived by her husband, Austin Smith. Burial at Ludington, Mich.

**STERNEMANN**—Theodore, 69, many years one of the leading harness horse racers in Wisconsin, August 20 at his home in Milwaukee. He was a member and past president of Washington Park Driving Club and held the park track record for years. Survived by his widow, two daughters and a son and a sister.

**WALL**—Norman, 29, better known as Georgia Bay and brother of Ruth Reno, formerly of Christy and Haag circuses, August 14. Burial at Rocky Ford, Ga.

**YAHARUS**—Henry Emil, 50, moving picture operator, August 6 at his home in Boston. For the last 22 years he was identified with the Middlesex Amusement Association. Survived by his widow and a sister, Mrs. Louise Blaser. Services at A. E. Long chapel, Boston.

## Correction

Barney Gallagher, whose death was recorded in the last issue of *The Billboard*, was not a booking agent, as reported, but a performer. He played with the team of Gallagher and Merritt on the Proctor and Keith circuits; did a single act with Ricardo Boyles Circus, trouped with his wife in team of Gallagher and Hill and also trouped in Africa with the Arnold Circus. He had appeared on the stage in Canada, Europe and this country.

## Marriages

**BAKER-FARLAND**—Chadwick Baker, technician at Radio Station WBRC, Birmingham, Ala., and Mary Catherine Farland, non-professional, also of Birmingham, in that city last week.

**BATES-KING**—Robert Bates, non-professional, and Betsy King, of the WIP radio continuity department, in Philadelphia August 17.

**BELL-BRENNAN**—Jack O. Bell and Grace L. Brennan, both members of Silver's Fun Show, at Hampton, La., August 19.

**BORTZ-SCHMITZ**—Raymond O. Bortz, Sheboygan, Wis., musician, and Viola Schmitz, blues singer, in Sheboygan August 16.

**BROWN-STEFANIDES**—Arthur L. Brown, night club entertainer, and Mrs. Marion Salomon Stefanides, non-professional, August 19 in New York.

**BUCK-SCHWAB**—Ronald Buck and Gertrude Schwab, both members of the Art D. Thomas Shows, at Canton, S. D., August 19.

**CLARKE-WHEATON**—Charles (Tiger Morgan) Clarke, electrician, on Joe's Playland Shows, and Virginia Morgan Wheaton, daughter of Gloria Bailey and dancer in the Bailey Revue on the Playland Shows, August 11.

**CLIMENT-MILLEN**—Harold Heywood Climent, musician, to Mrs. Norma B. Milten, non-professional, August 16 in Armonk, N. Y.

**DALLALIO-CAMERON**—Marino Dallalio, saxophone player with Ted Lewis' band, and Margie Cameron, dancer in Casa Morana Revue at Fort Worth Frontier Centennial, at Fort Worth, August 11.

**DOUGLAS-THATCHER**—Jack (Brickard) Douglas, stage and radio performer, now appearing with the Buddy Rogers Orchestra in Detroit, and Eleanor Thatcher, singer and dancer, of Oklahoma City in Detroit August 14.

**QUEDEL-PINORKE**—John Quedel, staff writer for Hal Roach studios, to Beth Pinore, non-professional, in Los Angeles August 14.

**KANDLER-PURA**—Richard O. Kandler, head of Kandler's dance school, Chicago, and Elaine O. Pura, Chicago, at Crown Point, Ind., August 17.

**LUNSFORD-MCCOY**—E. (Pee Wee) Lunsford and Madeline McCoy, both of C. L. (Jack) Raun's Circus Acts, at New Harmony, Ind., July 17.

**O'MALLEY-DAHL**—Neil O'Malley, radio artist who played one of the leads

## Raymond F. Woodhull

Raymond F. Woodhull, from 1925 to 1934 president of Motion Picture Theater Owners' Association, a post now held by Ed Kuykendall, died of a heart attack at his home in Dover, N. J., August 19. He was 56.

In 1912 Woodhull became manager of the theater built by the late William H. Baker in Dover, now known as the Warner Brothers Theater. His interest in the property continued until 1926, when it was purchased by the Fabian interests. In 1923 Woodhull was elected president of the New Jersey Theater Owners' Association and continued in that capacity until elected, in 1925 president of Motion Picture Theater Owners' Association. A year after his retirement from the latter organization Woodhull founded a movie weekly which has since suspended publication.

Woodhull's wife, whom he married in 1905, was Mae Brown. He is survived by his mother, a brother and sister. He was a Past Exalted Ruler of Dover Lodge 192 of Elks, a past president of the Rotary Club and a Mason. A funeral service sponsored by the Elks was held at Dover August 21, followed by a public ceremony one day later.

In *Bury the Dead* last season, and Jean Duhl, Pittsburgh, stock actress and member of the KDKA Players in that city, recently in New York.

**PARMELEE-PRICE**—Jack Parmelee, assistant manager of the Kenyon Theater, Pittsburgh, and Helen Price, cashier at the Manor Theater, that city, recently in Pittsburgh.

**PURNELL-MCKIM**—Curt Purnell, singer, and May McKim, soloist with Al Donahue's orchestra, August 10 in Boston.

**ROTHENBURG-EFFINGER**—Grover V. Rothenburg, nonprofessional, and Frances Effinger, NBC hostess, in San Francisco August 22.

**RYAN-PENNAR**—Sailor Ed Ryan and Florence Penmar, wrestlers in the athletic show of the Art B. Thomas Shows, at a public wedding at the Corn Celebration, Canton, S. D., August 19.

**STRAUF-McGUIRE**—Delos Strauf, Richmond Center, Wis., film exhibitor, to Veronica McGuire August 17 in Lena, Wis.

**TRAMP-RYCHMAN**—Edmund Tramp and Dorothy Rychman, of the Side Show with Hennies Bros.' Shows, at Rochester, Minn., August 6.

**WILLIAMS-MAPE**—Charles J. Williams, former blackface comedian with Lasee White's Minstrels, and Venita Mape, former stage and radio singer, August 1 in the Southwest at a public wedding on the stage of Doc Houston's mad show, of which both are members.

**Births**

A daughter to Mr. and Mrs. Gus Sun Jr. at Sandusky, O., August 18. Father is a member of the Gus Sun Booking Exchange, Spruingsfield, O.

To Mr. and Mrs. Danny Osborne a 7½-pound daughter August 14. Father is RKO-Radio cutter in Hollywood.

Eight-pound eight-ounce son to Mr. and Mrs. David Hempstead in Hollywood. Father is assistant to Rannally Johnson, 20th Century-Fox producer.

Son to Mr. and Mrs. Lee Chadwick in Los Angeles August 14. Father is associate of the Leo Morrison artist agency.

Six-and-one-half-pound boy to Mr. and Mrs. Puzzy Furman in Hollywood August 17. Father is technician at Warners-First National studio.

To Mr. and Mrs. Al Aldrich, with Miller Bros.' Shows, an eight-pound girl August 12 at Pittsburgh.

A 7½-pound son, George William, to Mr. and Mrs. Frank C. Dahm at St. Joseph Hospital, Chicago, August 13. Father is with Station WGN and is the creator of the *Little Orphan Annie* serial.

A daughter, Sharon Winifred, to Mr. and Mrs. Ken Robinson at Roseland Community Hospital, Chicago, August 17. Father is author of NBC's radio serial *Don Harding's Wife*. Mother is the former Virginia Tidd, of the Chicago Mixed Quartet.

A seven-pound son to Mr. and Mrs. J. C. Sheffield at Canton, S. D., August 19. Father is a concessioner and mother a palmist on the Art B. Thomas Shows.

A son at Evansville, Ind., August 16 to Mr. and Mrs. Harold F. Van Orman. Mrs. Van Orman is the former Harriett Hodgkin, noted circus equestrienne.

**SUGAR'S DOMINO**

(Continued from page 26)  
might be filled with live news if there is any live news around this season of the year, which there isn't.

I hear that Frank Buck has a stunt wherein he has a lion and a tiger ride atop an elephant's back—three natural enemies of the jungle forgetting instinct, forgetting enmity, performing an amazing feat. Now if you can find somebody who can perform a similar trick with three Broadway columnists, mister, you're in for a barrel of sugar!

Probably the best friend a columnist has, and when I say "friend" you'll note, please, I stay away from plurals, is the press agent. The average press agent (with apologies, no press agent is average) has more legs than an octopus, more eyes than a potato, more ears than a cornfield. And if he likes you, or if he's a good enough actor to mask his dislike for you, he'll feed you with more hot news, leads, tips, gags and reincarnated chapters of history, geography and allegedly humorous tales than you can digest at a column-sitting. And all he asks in return is a fair break now and then. Many of the great and lagrate columnists complain that press agents make their lives miserable. Actually they make their lives lots easier, their lot softer.

The recent Mary Astor court case, from which all Hollywood suffered from *Diary-a*, justifies the existence of gossip

**Hartmann's Broadcast**

A TOWN that hasn't something special in the way of professional amusement at least once or twice a year is analogous to a sick person who needs the aid of a doctor yet refuses to call one in. That's just about the way J. C. Scott looks upon Shelbyville, Tenn., where he is manager of the Shelbyville Credit Bureau. It is Scott's intention to "push things" in his town, but so far the proper co-operation has not been forthcoming.

We bring this situation to light in the hope that there might be a good opportunity here for some reputable promoter to step in and stage a celebration, festival or some other event that will make Shelbyville a better town in which to live.

"This town needs something to wake it up," says Scott, "because we do have a fine lot of folks in this territory. I cannot for the life of me understand why someone doesn't do something out of the ordinary and get people out. We have large factories and exceptionally large pay rolls here. As I look out of my office window right now (this is Saturday noon) I can see no less than 1,500 people milling about on the sidewalks. All they can do is shop or go to the town's only picture show."

"I have had a number of comments from various merchants to the effect that some big celebration should be put on, but that's as far as it ever gets. I might state that this is a big farming community and known all over the State. Shelbyville is known as the Penell City. U. S. Rubber mills are here, pay roll of about \$8,000 a week; knitting mills, about five; two harness factories; two big collar factories; two big flour mills; pants factory; overalls factory; two furniture plants; lumber yards; three printing shops; two newspapers, and a world of industry—and still looking for more."

Agricultural and live-stock exhibits seem to be getting weaker and weaker at the Western Canada fairs. As a prom-

columnist. For it proved again, if further proof was necessary, that Jimmy Walker's immortal (please keep the "i" in) statement can be applied to almost all of us: "I'll match my private life with any man's." Miss Astor can derive a great deal of consolation from that remark—for don't forget that when you point the finger at somebody else all you have to do is look in a mirror and you see the finger pointed at yourself. It's that simple. I once coined a hangulal description of a columnist. I think it still holds true: "A rewrite man with stoooges." . . . Pardon me, please, I've got to do some rewriting.

**VAUDEVILLE REVIEWS**

(Continued from page 23)  
with his freakish vocalistics and comedy; Three Swiffs, show-stopping with their novel club juggling humor, and the Three Blitmorettes, doubling through the Palladium, sharing applause honors. Gypsy Nina sings and plays the accordion and Peg-Leg Bates amazes as a monopod dancer.

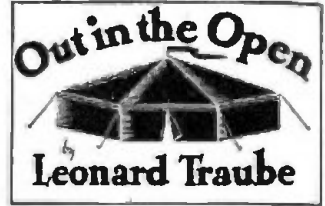
A strong bill, with Gracie Fields as the headliner, spells capacity business at the Empire, Glasgow, where Barr and Bates, American comedy dancers, chalk up a show-stop with as funny and novel an entry as has ever been seen here, and the Three Whirlwinds amaze with their speedy and daring roller-skating routine.

The Stanley, Toni and Mae Four, American aerial turn, both versatile and thrilling, and Paul and Nino Ghezzi, phenomenal equilibristas with their "back-bottom upside-down novelty," share chief honors at Finsbury Park Empire.

Other American acts scoring heavily this week include York and King and Company, Harris Trains and Loretta, Harris and Howell, Dave Seed and Company, Tommy Martin, Joe Brownline, Mag and His Gang, Chilton and Thomas, Arnaud Peggy and Reddy, Lois and Jean Sturter, Carroll and Howe, Wilbur Hall, Don Galvan, Powell and Nedra, and Wilson, Keppel and Betty.

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**Day-Dreams**

WILL the day ever come when show will boost the merits of the opposition? When billing wars will cease? When carnivals will stop pyramiding the bidding for contracts at fairs? When all advertised red ones will really prove to be red ones? When competitive booking agents will consider it normal to talk to each other out in the open rather than on the sly? When fairs will stop kidding each other by acting in concert on date schedules and actually going thru with their promised dates? When circuses will stop kidding themselves that they can make money on 10-cent "merchani" tickets? When "Our Big After-Show" will really run more than 10 minutes and will really present "the Sports and Pastimes of the Western Plains"? When "show-letter" writers will stop scribbling grotesqueries and whimsies? When legal adjusters will stop to think long enough to try to adjust the concessions before they patch the law? When show owners will become generous enough to admit that the good dates were booked by their general agents and not by themselves, and won't credit only the bad ones to their front men? When amusement park managers will look over the attractions at other parks and at expositions, to give them an idea what's going on in the world? When these same managers will stop high-pressuring themselves into the belief that bargain days help future business? When fair secretaries will practice what they preach regarding cleaning up midways? When show moguls get wise to themselves and give a break to the independent showman with something on the ball, instead of trying to squeeze him to the point where he has to job out elsewhere, where the conditions may be more favorable and more worthy of his talents? When outdoor press agents will offer more to editors and reporters than a flock of ducats, hackneyed stories and saloon syrup in the press or office wagon? When managers will not get apoplexy when they are told that press agents, if they really know something, cannot do justice to the job when they are asked to make openings, sell tickets, run the Ferris Wheel and suction as stoooges? When performers will stop squawking about being paid off short and hire attorneys to do their legal work? When performers will kick themselves in the pants because they hired themselves out to managers and promoters they know in advance are chislers and phonies on the chance of them coming thru "with a week's pay"? When these selfsame promoters will ever pay out the dough in full without getting into a sob act or asking their employees for "loans"? When carnivals will cease booting themselves to the extent that they forget all about what should be behind the fronts? When show managers will take an evening off to examine the products behind the fronts instead of spending the entire season ogling the stores? When talkers will forget about reducing the price of admission "for three minutes, and for three minutes only"? When talkers will rehearse their orations just for a few minutes, making sure of their grammar, pronunciation

ment showman puts it: "A fair up here today means a carnival and horse races. Take the carnival away and there would be just a lot of empty grounds and buildings."

IN LEBANON, Ore., this pillar has a reader in Dr. David E. Reid, osteopathic physician and surgeon. Dr. Reid is a dyed-in-the-wool circus fan, says he has seen most of such shows—some of them several times—and is a strong believer in clean circuses.

"I read your column, *Hartmann's Broadcast*, every week in *The Billboard*," Dr. Reid writes. "I note that you are usually crusading for clean outdoor amusements and print quite a few instances of crooked shows and attempt to help show business by having them see the foils of their methods. This letter may add a little fodder to your campaign—more power to you for trying to get showmen to clean up their business."

Dr. Reid then goes on to voice a complaint against a circus which he saw recently, and while he gives the name, we do not care to mention it as we feel that just as much good can be accomplished without doing this; furthermore, while we know shady practices and blow-off girl shows reeking with filth can be stopped by owners and managers of circuses, we do not lose sight of the fact that none of these things would be tolerated around circuses if local officials ruled against them. Local officials therefore are more to blame for such conditions than circus owners and managers. These officials are the men who should be attacked by local newspapers when there is any public squealing about shady business practices and dirty girl shows after a circus leaves town.

But, to go on with Dr. Reid's letter: "The show had a merchant-ticket kiosk and played to good crowds. The concessions, annex and pit shows were well patronized. The program itself was good and the only complaint about that was the soiled costumes the performers appeared in."

"My chief complaint was the crowd of bunco artists, short-changers and the girl show they carried. Every concession and ticket booth specialized in short-changing citizens from five cents up to several dollars. Complaint of the management did no good—only called for a few loud horse laughs. To add insult to injury the show had a three-card monte artist; with them that really took the town. I have no sympathy with the boys who lost their money to this man because they were all old enough to know what they were getting into. I do blame the circus for carrying such a man with them, because they don't need such a parasite—he is far from an attraction to entertain the populace."

"Because of this crookedness running rampant many of the townspeople made statements which in substance were: 'Why go to any more circuses? They're all crooked. Darned if I'll patronize such crooked outfits.' Many similar remarks also were made."

"I hate to see such thievery run rampant in my favorite amusement. I am no neophyte circus fan, as I have seen most of the circuses, and have seen each one several times. This season I have been out of my office several days and traveled approximately 700 miles: to see the Tom Mix show in Bend, Ore.; Al G. Barnes in Eugene and Salem, Ore.; Seal Bros. at Waldport, Ore., and will travel another 200 miles to see Cole Bros. (the only major show I have not seen yet) in Portland the end of this month."

\_\_\_\_\_ was not the first gyp outfit I have seen, but I must say it was the worst. Their girl show was positively disgusting and worse than any one I ever saw before. It was just downright filthy and disgusting.

"Fortunately I was not among those (See BROADCAST on page 38)

(See OUT IN THE OPEN on page 34)



- Boyd, A. R.
Boyer, John
Hobland, Ray J.

- Lalouche, Larry
Laloue, R. E.
Laloue, R. E.
Latour, Harry

- McCall, Frank J.
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- McClintock, Ed
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MAIL ON HAND AT
NEW YORK OFFICE

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New York Office

Ladies' List

Men's List

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MAIL ON HAND AT
NEW YORK OFFICE

Mail on Hand at
New York Office

Ladies' List

Ladies' List

SEE LIST ON PAGE 102

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
AARON, Ruth, and Sanford Olmstead (Radio City Rainbow Room) NYC, etc.

ADOLPH QUARTET (Edgewater Beach) Chi, h.
ADOLPH QUARTET (Edgewater Beach) Chi, h.
ADOLPH QUARTET (Edgewater Beach) Chi, h.

B
Baird and Roe (Ray-Ovi) Niagara Falls, N. Y., etc.
Baird and Roe (Ray-Ovi) Niagara Falls, N. Y., etc.

C
Caldwell, Edith (Waldorf-Astoria) NYC, h.
Caldwell, Edith (Waldorf-Astoria) NYC, h.

D
Dad, Eimer, Girls (Montgomery Royal) Brooklyn, N. Y., etc.
Dad, Eimer, Girls (Montgomery Royal) Brooklyn, N. Y., etc.

E
Eaton, Susaye (Kit Kat Club) NYC, etc.
Eaton, Susaye (Kit Kat Club) NYC, etc.

F
Farmer, Jack (Sportland) Wildwood, N. J., etc.
Farmer, Jack (Sportland) Wildwood, N. J., etc.

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-caabaret; cc-country club; h-hotel; mh-music hall; ne-night club; pa-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

Carroll, June (Club Mayfair) Boston, etc.
Carroll, June (Club Mayfair) Boston, etc.

Down, Dixie (Jungle Inn) Youngstown, O., etc.
Down, Dixie (Jungle Inn) Youngstown, O., etc.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Country, Ann (Montclair) NYC, h.
Country, Ann (Montclair) NYC, h.

Evans, James (Roxy) NYC 24-27, t.
Evans, James (Roxy) NYC 24-27, t.

G
Gall, Neil (Paradise) NYC, etc.
Gall, Neil (Paradise) NYC, etc.

G
Gambie, Richard (Starlight) NYC, etc.
Gambie, Richard (Starlight) NYC, etc.

H
Harmon, Irving (Man About Town Club) NYC, etc.
Harmon, Irving (Man About Town Club) NYC, etc.

H
Harmon, Irving (Man About Town Club) NYC, etc.
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Williams, Jerry (Man About Town Club) New York, N. C.  
 Williams, Robert (London Casino) London, N. C.  
 Williams, Charlotte (Bohemian Gardens) Newport, R. I., N. C.  
 Williams, Corky (Cafeteria) NYC, N. C.  
 Williams, Eileen (Sun & Surf Club) Atlantic Beach, L. I., N. C.  
 Williams, Herb (Seville) Phila 24-27, L.  
 Williams, Janice (Yacht Club) Chi, N. C.  
 Willis, Claire (Radio City Rainbow Grill) NYC, N. C.  
 Wilson, Beth (McAlpin) NYC, N. C.  
 Wilson, Browning & Mitchell (Leon & Eddie's) NYC, N. C.  
 Winchell, Cliff (Arrowhead Inn) Cincinnati, N. C.  
 Winsted Tele (20th Century) Phila, N. C.  
 Winthrop, Dale (Harle) Washington, D. C. 24-27, L.  
 Witter, Betty (Town Casino) NYC, N. C.  
 Wolf, Pearl (Benny the Bum's) Phila, N. C.  
 Wolman, Harold (Fort Arthur) Providence, R. I., N. C.  
 Wood, Donna (Broadway Room) NYC, N. C.  
 Woods, Ann (Paradise) NYC, N. C.  
 Woods & Gray (Jesse-O-Lantern Lodge) Engle River, W. Va.  
 Worth, Stanley (Pavillon Royal) VaDee  
 Wright, L. J. N. C.  
 Wright, Charlie (St. Moritz) NYC, N. C.  
 Wynne, Natalie (Club Deauville) NYC, N. C.  
 Wynion, Victoria (Dixie Club) NYC, N. C.

**Y**  
 Yablont, Mary (Hollywoods) NYC, N. C.  
 Yamanetics (Bear Mountain) NYC, N. C.  
 Yantz, Ducky (Roosevelt) NYC, N. C.  
 Young, Irwin (Valhalla) NYC, N. C.  
 Yuen, Lily (Kik Kai Club) NYC, N. C.

**Z**  
 Zane & Gordon (Driancy Club) Phila, N. C.  
 Zappala, Guido, & Joyce Coles (St. Moritz) NYC, N. C.  
 Zetta, Madama (New Howard) Baltimore, N. C.  
 Zuckala & Company (Gospy Village) Chi, N. C.

**FAIR GRAND-STAND ATTRACTIONS**

(Routes are for current week when no dates are given.)

Allyn, L.: Louisville, N. Y.; Norwich 31-Sept. 5.  
 Avelone, Bix: Montdale, Va.; Staunton 31-Sept. 5.  
 Balz, Donald: Cortland, N. Y.; Elmira, 31-Sept. 5.  
 Balabanows: Ottawa, Can.  
 Beck, Ben: Napokon, O.  
 Biliotti Troupe: Fairfield, Mass.  
 Breuk's Golden Horse: Lockport, N. Y.  
 Caravaca, S.: Alexandria, Minn.; Bridgeport, Ill., 31-Sept. 5.  
 Ceyron's Band: Cumberland Md.  
 Christiansen's Dances: Ottawa, Can.  
 Cogert, Henry: Lockport, N. Y.  
 Colonna White: Cumberland, Md.  
 Cooke & Cooke: Egg Harbor City, N. J.  
 D'Arcy Girls: Riverhead, L. I., N. Y.  
 Della S.: (Cedar Point Park) Cedar Point, O.  
 Emmett Arab: Lockport, N. Y.  
 Dowling's Coetles: Ottawa, Can.  
 El Rey Sixers: Carlyle, Ill.  
 Fascinations of 1936: Ottawa, Can.  
 Fisher, Harry: Lockport, N. Y.  
 Franklin Fantasy Polite: Napoleon, O.; Norwalk, Sept. 1-4.  
 Gladstones: Damariscotta, Me.; Angelle, N. Y., 31-Sept. 5.  
 Goldman's Band: Ottawa, Can.  
 McHard & Dockert: Northwood, Ia. 31-Sept. 5.  
 Jordan Troupe: Detroit Lakes, Minn.; Jackson, Sept. 4-7.  
 Katzenjammer Kids: Ottawa, Can.  
 Kozak, Alkins, Minn., 24-26; Grand Rapids, 27-29.  
 Laddes Four: Lockport, N. Y.  
 Large & Morgan: Casper, Wyo.; Cresco, Ia., 31-Sept. 5.  
 LeZell, Aerial: Murdo, S. D.  
 Leona Troupe: Onaga, Kan.; Dodge City, Sept. 7-12.  
 LeDor & Louise: Damariscotta, Me.; Angelle, N. Y., 31-Sept. 5.  
 LeZ Troupe: Cumberland, Md.  
 Low, Rita & Stanley: Casper, Wyo.; Cresco, Ia., Sept. 1-4.  
 Martin & Martin: (Kennedy Park) Pittsburgh; (Fort) Lewisburg, W. Va., Sept. 1-3.  
 Merrill Bros. & Sister: Delphos, O.; Okolona, Ind., Sept. 1-4.  
 Morris, Will & Sams: Ottawa, Ont.; Hamburg, N. Y., 31-Sept. 5.  
 Nilsson, Walter: Cumberland, Md.  
 Palmer's Circus: Cumberland, Md.  
 Price, LaFoy & Co.: Rush City, Minn.  
 Prodder & Nodder: Cumberland, Md.  
 Race: Ottawa, Can.  
 Revelations of 1936: Lockport, N. Y.  
 Rubin & Tamara: Cortland, N. Y.; Elmira, 31-Sept. 5.  
 St. Claire & O'Day: Northville, Mich.; Marine, 31-Sept. 5.  
 St. Onse Telo: (Olympic Park) Newark, N. J.  
 Stetler, Lloyd & Webb's Circus Revue: Corydon, Ind.  
 Silver, Wonder Horse: Lockport, N. Y.  
 Smith's Band: Keller, Ca.; Staunton, 31-Sept. 5.  
 Sykes, Harry: Grand Rapids, Minn.  
 Tice, Lucky, Drivers: Cumberland, Md.  
 Tordella Circus: Lockport, N. Y.  
 Truener, Don: Sallisla, Mo.; Cresco, Ia., 31-Sept. 5.  
 White Kenneth Troupe: Albert Lea, Minn., 24-27; Toronto, Can., 31-Sept. 12.  
 Wood, Ed, R. G. & Y.  
 Zebodia Sisters & Fred Split: Worthington, Minn., with Doc Moines Ia.

**BANDS AND ORCHESTRAS**

(Routes are for current week when no dates are given.)

Adcock, Jack: (Famous Door Tavern) Phila, N. C.  
 Ailin, Jimmy: (Gino's Cedar Gardens) NYC, N. C.  
 Albin, Jack: (Harvey) Brooklyn, N. Y., N. C.  
 Alvin, Danny: (Vanity Fair) Chi, N. C.  
 Andaloro, Russ: (French Casino) Atlantic City, N. C.  
 Anderson, Andy: (Joyland) Lexington, Ky., N. C.  
 Aschell, Al: (Troadero) West End, N. J.  
 Aiden, Harold: (Rustic Cabin) Englewood City, N. J.  
 Armstrong, Mrs. Louis: (Silver Grill) Buffalo, N. C.  
 Arnheim, Gus: (Peabody) Memphis, N. C.

**B**  
 Baer, Billy: (Grand Mackinac Island, Mich., N. C.)  
 Banner, Al: (Club Arcade) St. Charles, Ill., N. C.  
 Barnett, Charles: (Glen Island Casino) New Rochelle, N. Y., N. C.  
 Barr, Alfred: (Oriental Gardens) Chi, N. C.  
 Barr, Earl: (Lighthouse) Hot Springs, Ark., N. C.  
 Barzel, Jean: (Dubonnet) NYC, N. C.  
 Bartha, Alex: (Steel Pier) Atlantic City, N. C.  
 Bask, Paul: (Anna Held's) NYC, N. C.  
 Baskin, Bob: (Palms Royal) Dunkirk, N. Y., N. C.  
 Batkin, Alex: (St. Moritz) New York, N. C.  
 Battles' Orch.: Sara Jane (Oriental) Chi, N. C.  
 Becker, Bubbles: (Club Forest) Dallas, N. C.  
 Beecher, Krith: (Stevens) Chi, N. C.  
 Belson, Leon: (Steinbach) Kansas City, N. C.  
 Bender, Val: (Lodge) Clontarf, N. Y., N. C.  
 Bennett, Bob: (Silver Lake Inn) Clementon, N. J., N. C.  
 Bennett, Dixie: (Soot) Hancock, Mich., N. C.  
 Bennett, Ralph: (Northwood Inn) Detroit, N. C.  
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., N. C.  
 Bernie, Ben: (Westwood Gardens) Detroit, N. C.  
 Berrigan, Bunny: (49 Club) NYC, N. C.  
 Bestor, Don: (Arrowhead) Saratoga Springs, N. Y., N. C.  
 Blier, Bill: (Red Hill Inn) Pennsauken, N. J., N. C.  
 Bliger, Orzie: (Pavillon St. Marys) O., N. C.  
 Black, Bob: (Pete Marquette) Peoria, Ill., N. C.  
 Bono, Amos: (Majesty) Williamsville, N. Y., N. C.  
 Boroff, Mischa: (Morocco) Mountainside, N. J., N. C.  
 Bow, Blanche: (Famous Door) Los Angeles, N. C.  
 Brandwynne, Nat: (Essex House) NYC, N. C.  
 Breinholt, Verdi: (Lagoon) Salt Lake City, Utah, N. C.  
 Brink, Lou: (Rainbow Grill) Radio City, NYC, N. C.  
 Britton, Frank & Mill: (Century) Baltimore, N. C.  
 Brockway, Howard: (Crescent) Cresco, Pa., N. C.  
 Brooks, Bobby: (Weylin) NYC, N. C.  
 Brown Ensemble Joe: (Congress) h.  
 Bruckmann, Maurice: (Club Forest) Jackson, Miss., N. C.  
 Brunasco, Jan: (Dempsey's) NYC, N. C.  
 Bulowski, Count: (Centennial) Dallas, Tex.  
 Burchous, Alex: (Russian Eagle) NYC, N. C.  
 Burroughs, Dave: (Cateract) Niagara Falls, N. Y., N. C.  
 Busse, Henry: (Chas. Parrot) Chicago, N. C.  
 Byard, George: (Old Country Club) Phoenix, Ariz., N. C.

**C**  
 Caecere, Emilio: (Club Villa "D") Detroit, La. California Rambler: (Westchester Country Club) Westchester, N. Y., N. C.  
 Callaway, Cabb: (Hilpi) Toronto, N. C.  
 Campbell, Jan: (Clayton Casino) Thousand Islands, N. Y., N. C.  
 Campus Jesters: (Cypress Arms) West Hartford, Conn., N. C.  
 Caney, Eli: (St. Moritz) NYC, N. C.  
 Carlin, Duke: (Kaiser's Pierway) Menomonee, Wis., N. C.  
 Carroll, Frank: (Maple Inn) Lakeside, Que., Can., N. C.  
 Carey, Ben: (Half-Moon) Coney Island, Brooklyn, N. Y., N. C.  
 Cathall, Ray: (Danorium) Oaklyn, N. J., N. C.  
 Chalkin, Louis: (Rohrau) Camden, N. J., N. C.  
 Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., N. C.  
 Cherniavsky, Josef: (Medinah Club) Chi, N. C.  
 Christie, Geo.: (Club Silhouette) Chicago, N. C.  
 Clancy, Louis: (El Tivoli) Dallas, N. C.  
 Clegg, Allen: (Florence Inn) Cairo, N. Y., N. C.  
 Clements: (Versailles) NYC, N. C.  
 Coburn, Jolly: (Claremont) NYC, N. C.  
 Codelban, Cornelius: (St. Regis) New York, N. C.  
 Cole, Richard: (Heidelberg) Baton Rouge, La.  
 Collins, Art: (Southern Mansion) Dallas, N. C.  
 Collins, Eddie: (Fiesta Vine) Columbus, Mo.  
 Collins, Harry: (Glenwood Springs) Glenwood Springs, Colo., N. C.  
 Compare, Paul: (Municipal Beach) Wildwood, N. J., N. C.  
 Con, Irving: (Arrowheads) NYC, N. C.  
 Copeland, Eddie: (Beau Rivage) Sheepshead Bay, Brooklyn, N. Y., N. C.  
 Courtney, Del: (Saltair) Salt Lake City, N. C.  
 Craig, Neil: (Shore Road Barn) Brooklyn, N. C.  
 Crandall, Clair: (Wagner) Bath, N. Y., N. C.  
 Crickets, Rene: (Unique Grill) Delawanna, N. J., N. C.  
 Cromwell, Chauncy: (Sagamore) Gamden, S. C., N. C.  
 Cummings, Bernier: (Edgewater Beach) Chi, N. C.

**D**  
 D'Arcy, Phil: (Shelton Corner) NYC, N. C.  
 Dalbey, Frank: (Hunt's Plaza) Wildwood, N. J., N. C.  
 Damar: (Madolette) New York, N. C.  
 Dantzig, Ed: (St. George) Brooklyn, N. C.  
 Darrill, Pat: (Wonder Bar) Zanesville, O., N. C.  
 Davis, Billy: (Arcade Club) NYC, N. C.  
 Davis, Eddie: (L'Arc) NYC, N. C.  
 Davis, Peas: (House of Jacques) Oklahoma City, Okla., N. C.  
 De Salvo, Emilio: (L'Arc) Chi, N. C.  
 De Soto, Tony: (Palmer House) Chi, N. C.  
 De Torre, Emil: (El Chico) NYC, N. C.  
 Denny, Jack: (Paramount) NYC, N. C.  
 Diberl, Sammy: (Webster Hall) Detroit, N. C.  
 Dixon, Dick: (Gloria Palace) NYC, N. C.  
 Donahue, Al: (Rainbow Room) Radio City, NYC, N. C.  
 Drummond, Jack: (Climax) Climax, N. Y., N. C.  
 Duchin, Eddie: (Ambassador) Los Angeles, N. C.  
 Duert, Dolph: (Green Derby) Cleveland, N. C.

**E**  
 Eddy, Ted: (Feltman's) Coney Island, Brooklyn, N. Y., N. C.  
 Edmund, George: (Loyals) NYC, N. C.  
 Ekins, Eddie: (Murray's) Tuckahoe, N. Y., N. C.  
 Elliot, Barron: (Kennedy Park) Pittsburgh, N. C.  
 Elliott, Lee: (Seven Gables) Millford, Conn., N. C.

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Fallin, Bob: (Bluff House) Milford, Pa. h.
Fancy-Biley: (History House) NYC, re.
Fischer, Willie: (Leon and Eddie) New York, N. Y.

Hendrick, Warren: (Ball) NYC, re.
Herbeck, Ray: (Multimah) Portland, Ore. h.
Herber, Henry: (Toto's Smith's Ferry, Mass. h.
Hij, Billy: (Morocco) Phila. re.
Hiji, Teddy: (Ubangi) New York, re.
Hoagland, Claude: (Billmore) Dayton, O. h.
Hoelinger, Al: (Clementine Inn) Cincinnati, N. J. re.
Hohst, Ernie: (Bath) Westchester, N. Y. re.
Hone, H.: (Montclair) NYC, h.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hutchinson, Bob: (Eighth Avenue Club) Pt. Worth, re.
Hutton, Ina Ray: (Centennial) Dallas, Tex.
Hyland, Harry: (Shannon Brook) Youngstown, O. h. j

Love, Steve: (El Fondas Osage Beach, Mo. h.
Lucas, Clyde: (New Yorker) NYC, h.
Lucas, Nick: (Lalonde) Denver, p.
Lyle, Lynn: (Obstony Hill) Waukegan, Ill.
McCarr, Grace: (Chinise T Garden) Detroit, re.
McGoy, Clyde: (Crocquis) Louisville, Ky. re.
McGill Billy: (Duffield Bar) Detroit, h.
McGraw, Ed: (Long Point) Conesus, N. Y. p.
McKenzie, Red: (18 W. 52d St) NYC, re.
Mick, Analln: (Harry's N. Y. Cabaret) Chicago, re.
Mick, Ted: (Brighton Beach) Brooklyn.
Mannham, Steve: (Riviera Club) Averbill Park, NYC, re.
Maun, Milton: (Village Barn) New York, re.
Marfield, Dick: (Governor Clinton) NYC, h.
Marini, Al: (Man About Town) New York, re.
Masters, Nelson: (Bryer Crest) Pittsburgh, Pa.
Mazeno, Frank: (Sweetest) Baltimore, h.
Marianna, Hugo: (Waldorf-Astoria) NYC, h.
Margraf, Irving: (Club Budapest) Chicago, re.
Matisce, Al: (Club Mirador) Homestead, Pa. re.
Marte, Gus: (Rook) New York, re.
Martel, Paul: (Arcadia) New York, h.
Martin, Freddy: (Rice) Boston, h.
Martins, Gordon: (Crescent Club) Boston, re.
Martin, Ted: (Childs Paramount) NYC, re.
Matthews, Frankie: (Cocanut Grove) Phila. re.
Mayo, Al: (Merrimab's Pier Restaurant) Atlantic City, re.
Mayer, Sam: (Falmot Grill) Bridgeport, Conn., re.
Meachum, Bob: (Versailles) NYC, re.
Nekar, Bobby: (Ochs Maurice) Dallas, re.
Necker, Paul: (Lawrence) Springfield, O. h.
Metch, Bill: (Sterling Mt. Pocono, Pa. re.
Messer, Fred: (Park Central) NYC, h.
Meyer, Dick: (Club New Yorker) NYC, re.
Middleman, Herman: (Nison) Pittsburgh, re.
Mooney, Art: (Edgewood) Trenton, N. J.
Mills, Jay: (Colony Surf) West End, N. J. re.
Minor, Frank: (Barrel of Fun) NYC, re.
Moe, Jimmie: (Morgan's Inn) Lake Hopatcong, N. J. re.
Moht, Bob: (Grand Santa Monica, Calif. h.
Moore, Art: (Cocanut Palms) Detroit, re.
Moers, Carl: (New Bessum Heath) Tonawanda, N. Y.
Morgan, Edy: (Million-Dollar Pier) Atlantic City, re.
Morgan, Russ: (Biltmore) New York, h.
Morro, Bobby: (Palumbo's) Phila. re.

Olan, Walter: (New Juliet) Gardenville, N. Y. re.
Opinar, George: (Flint Park) Flint, Mich. h. p.
Palm, Jack: (Atlanti Club) Newark, re.
Palmer, Freddy: (Colonial Inn) Bangor, N. J. re.
Palmer, Skeeter: (Westchester Country Club) NYC, N. Y. re.
Palquist, Eric: (Riverview Park) Des Moines, re.
Paschen, (Pierre) NYC, h.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Pendavlis, Paul: (Adolphus) Dallas, Tex. h.
Perry, Red: (St. Morris) New York, h.
Peterson, Eric: (Woodlands) Ardley, N. Y. re.
Pettit, Jim: (Savoy Plaza) NYC, h.
Pittman, Jack: (Fort Arthur) Providence, R. I. re.
Pitt, Earl: (Broad Street Grill) Harrisburg, Pa. re.
Pollack, Ben: (Meadowbrook) St. Louis, re.
Prima, Louis: (Lookout House) Corvinton, Ky. re.
Raburel, Paul: (Fort Lodge) Larchmont, N. Y.
Raburn, Bob: (South Shore) Chi. re.
Raginski, Al: (Commodore) NYC, h.
Rainbow Ramblers: (Club Moose) Haverhill, Mass. re.
Rama, Ramon: (Ambassador) NYC, h.
Randell, Blatz: (Baylan Beach Park) Houston, Tex.
Rapp, Barney: (Gibson) Cincinnati, h.
Rayna, Carl: (St. Francis) San Francisco, h.
Reed, Kemp: (Tivoli) Oak Bluffs, Mass. h.
Reider, Charles: (Port Montaupe) Nassau, N. Y. re.
Reed, Herbie: (Osino) Chicago, re.
Regal, Tommy: (Sycamore) Boston, N. Y. h.
Reid, Gene: (Poshland Lovet) Detroit.
Reichman, Joe: (Pennsylvania) NYC, h.
Reiser, Harry: (Million Dollar Pier) Atlantic City, re.
Reis, Benny: (Times Square) Rochester, N. Y. h.
Reynolds, Duddy: (Rose Garden) Haverhill, Mass. re.
Reynolds, Maurice: (Tommy's Place) Onenuta, N. Y. re.
Ricard, Joe: (Jimmy Kelly's) Greenwich Village, NYC, re.
Ricardo, Don: (Moonlight Garden) Spring-Field, Ill. h.
Ricks, Jules: (Victor Vienna) Chi. re.
Riley, G. Parley: (Hickory Blossom) NYC, re.
Rinaldo, The: (Forest Park) Toledo, p.
Rinea, Joe: (Mayfair) Boston, re.
Ringer, Johnny: (Casino Venezia) NYC, re.
Roberts, Joe: (Penn-Stroud) Stroudsburg, Pa. h.
Robinson, Gordon: (Hollywood) Tonawanda, N. Y. re.
Rodrigo, Nino: (Rainbow Room) Rockefeller Center, N. Y. re.
Rogers, Charles: (Westwood Symphony Orchestra) Detroit.
Rollins, Todd: (Donohue) Mountaierview, N. J. re.
Romano, Phil: (Riveland) NYC, h.
Rosen, Tommy: (Wisteria Garden) Atlanta, h.
RUBY: (Biltmore) Dayton, O. h.

Gabriel, Al: (Montgomery Royal) Brooklyn, re.
Garber, Jan: (Casino) Catalina Island, Calif. re.
Gara, Ooty & Roberta (Pla.) W. Palm Beach, Fla. 28-27; (Miami Miami, 28-31; (Ever-glade) Orlando, Sept. 2-8, h.
Grater, Tom: (Walled Lake) Detroit, h.
Gilbert, Irwin: (Coc Rouge) NYC, re.
Gilberto, Don: (Thorator) New York, re.
Gill, Emerson: (Lotus Gardens) Cleveland, re.
Goodman, Benny: (Palmar) Los Angeles, re.
Gordon-Andrews: (18) NYC, re.
Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y.
Guthrie, Manfred: (Jimmie) Beranton, Pa. h.
Grant, Bob: (Hollywood) Galveston, Tex. re.
Grant, Douglas: (Angie Pond) Sandown, N. H. h.
Green, Ray: (Villa Youngville, N. Y. re.
Greene, Jimmie: (Casino Moderna) Chi. re.
Gresh, Ned: (Black Cat) Wilmington, Del. re.
Grosdu, Harry: (Torch Club) Canton, O. re.
Guy, Howy: (Harbarby Coast) Canarsie Shore, L. I. N. Y. re.

Hall, Ewen: (Piazza) San Antonio, h.
Hall, George: (Toll) New York, h.
Hall, Sleepy: (Lord Baltimore) Baltimore, h.
Hampton, Jack: (Biltmore Club) St. Louis, re.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hards, Dick: (Club Frolite) Albany, N. Y. re.
Hardy, Earl: (Morocco) Mountainside, N. J. re.
Harger, Ernie: (Eastwood) Detroit, h.
Hargrave, Bobby: (Kit Kat Club) NYC, re.
Harris, Gladis: (Joe's Babbin) Detroit, re.
Harris, George: (Club Mayfair) Boston, re.
Harris, Joe: (Edgewater) Lafayette, La. re.
Harris, Lou: (Centennial) Dallas, Tex.
Hart, Charlie: (Maple) Hartford, Conn. re.
Hart, Ruth: (Boulevard) Detroit, re.
Hartley, Hal: (Meridian Club) Champlain, N. Y. re.
Hays, Billy: (Willow Grove Park) Phila. p.
Held, Horace: (Drake) Chi. h.
Henderson, Fletcher: (Grand Terrace) Chi. re.

Harold, Lee: (Takemasa) Philadelphia, N. Y. h.
Jelesnick, Eugene: (Ten Back) Albany, N. Y. h.
Jinks, Al: (New Kenmore) Albany, N. Y. h.
Jennings, Ted: (Robert E. Lee) Winston-Salem, N. C. h.
Juels, Frank: (Bellevue-Stratford) Phila. h.
Kastel, Art: (Centennial) Dallas, Tex.
Keener, Ler: (Madison) Jefferson City, Mo. h.
Kellam, Manny: (Hatters) Phila. re.
Kemp, Hal: (Astor) NYC, h.
Kerr, Charlie: (Convention Hall) Cape May, N. J. h.
Kitchin, Ken: (Hollywood at the Beach) Madison, Wis. re.
King, Henry: (Cocanut Grove) Los Angeles.
Klafman, Don: (Hankeland Inn) Denver, re.
Klein, Jules: (Blaker) Detroit, h.
Knight, Harold: (Adelphi) Phila. h.
Korner, Peter: (String Ensemble) (Blackstone) Chi. h.
Kraus, Andy: (Avon Inn) Atbury Park, N. J.
Krueger Benny: (Essex House) Newark, N. J.
Kranlin, Goody: (Rustian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, re.
La Marr, Frank: (Arcadia) NYC, h.
La Mothe, Olive: (The Spot) Hartford, Conn. re.
LaPorte, Joe: (Ball) NYC, re.
La Salle, Frank: (Wick) New York, re.
LaVola, Don: (Regina, Sark. Conn. 24-29.
Legard, Bill: (Club Triannon) Mobile, Ala. re.
Lande, Jules: (St. Regis) NYC, h.
Larg, Lou: (Boswell) Brooklyn, N. Y. h.
Larg, Syd: (H-I-Rat Club) Chi. re.
Leifer, Allen: (Taverna On the Green) NYC.
Lee, Billy: (Yacht) NYC, re.
Leonard, M.: (Trimmer's) Brooklyn, re.
Loy, Howard: (Grieland) Decatur, Ill. h.
Lusk, S.: (Pal) Jacksonville, Fla. 4-5, t.
Lewin, Johnny: (Netherlands Plaza) Cincinnati, h.
Lewis, Victor: (Ontario Beach Pavilion) Rochester, N. Y. re.
Light, Enzo: (Madison) New York, h.
Lindeman, Ude: (Gloria Palati) New York, re.
Lishon, Herbie: (Bon Air) Chi. re.
Livingston, Jimmie: (Club Chalcante) Pine-hurat, N. C. re.
Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, re.
Lopez, Vincent: (Parillon Royal) Valley Green, L. I. N. Y. re.

Lynch, Harold: (Hollywood) New York, re.
Nagel, Harold: (Rainbow Room) New York, re.
Nassarra, Leon: (Hollywood) NYC, re.
Navarra, Ted: (Roland) Brooklyn, N. Y. re.
Navarro, Al: (Delores) Baltimore, h.
Naylor, Oliver: (Anchorage) Philadelphia, Pa. re.
Nelson, Oscar: (Palmer House) Chi. h.
Nickles, Billie: (Alhambra) Seal Beach, Calif.
Nichols, Nick: (Sayler's Lake Pavilion) Say-lorsburg, Pa.
O'Connell, Mac: (Larchmont Casino) Larch-mont, N. Y. re.
Olan, Phil: (Trocadero) Hollywood.
Olman, Val: (Hollywood) Galveston, Tex. re.
Olson, George (State) NYC, re.

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# FANS HAVE GREAT MEETING

## Barnes Show at 11th Convention

**F. H. Harless re-elected president, W. M. Buckingham secretary-treasurer**

EVANSVILLE, Ind., Aug. 22.—The 11th annual convention of the Circus Fans of America is now history and will go down in the records as perhaps the greatest convention the association has ever held. Never have the Fans been more royally entertained than they were by the management of the Al G. Barnes Circus and the hospitable people of Evansville. Manager S. L. Cronin of the circus and members of his staff went to great lengths to see that the Fans were given every courtesy and virtually turned the circus over to them during the Evansville engagement. The Fans, in turn, put forth every effort to entertain the personnel of the circus between shows and at the banquet on the closing night. The result was a better understanding between the circus and the Fans and the creation of good will that will react to the benefit of both.

The outstanding success of this convention is the more remarkable when it is considered that the Evansville folks had very short notice that they were to be hosts, as it was not certain until about three weeks before the date just when the circus would play Evansville. But the city has in Karl K. Knecht, probably the greatest circus fan living, and Karl in the face of what seemed insurmountable difficulties set to work to insure a convention that would long be remembered. With the hearty co-operation of other Evansville Fans he arranged a program of surpassing excellence and carried it thru without a hitch.

Everything was perfect except the weather, which was beautifully hot. The show had a splendid house Monday night, the big top being almost filled. Matinee was light, which was expected, as the heat was terrific.

### Ring One—Opening Day

Saturday, the opening day of the convention, was devoted mainly to business. Registration and routine business occupied the morning hours. After luncheon the Fans took a few hours' relaxation, many going to the races at Dade Park, across the river in Kentucky. There was a brief evening business session, followed by various forms of informal entertainment, fanning bees and special stunts on the McCurdy Hotel portico fronting on the Ohio River. The McCurdy Hotel, which was headquarters for the convention, is operated by F. Harold Van Orman, whose wife is the former Harriett Hodgini, noted circus equestrienne, and Van Orman saw to it that everything possible was done for the comfort and convenience of the guests. To make things perfect, his wife early Sunday morning presented him with a bouncing boy weighing seven pounds, and from then on it was "Papa" Van Orman—and a very proud papa.

### Ring Two—Sunday

The Fans were up bright and early Sunday morning and at 9 o'clock left the hotel for an extended tour. First they were shown the sights of Evansville, including a visit to the famed Mesker Zoo, then thru Southern Indiana and over the bridge into Kentucky, visiting Henderson and Owensboro; lunch at Cannelton, Ind., and visits to Santa Claus, Lincoln City and Boonville.

High spot of the Sunday entertainment—(See FANS' MEETING on page 58)

### Anna Butler in Hospital

ROCHESTER, Ind., Aug. 22.—Anna Butler, equestrienne of Cole Bros' Circus, was brought to a hospital here with a double fracture of the right leg and internal injuries suffered several days ago in Salt Lake City, Utah, when her mount, King Cole, slipped and fell on the rider.



C. W. WEBB, manager of the Russell Bros' Circus, one of the larger motorized shows.

## Long Beach Okeh For Frank Wirth

LONG BEACH, N. Y., Aug. 22.—Frank Wirth's Circus for the benefit of the Mayor's Welfare Fund, chief of police co-operating, was held here August 11-16, playing to satisfactory business. It was Wirth's final outdoor stand of the season, indoor dates to commence in October.

Performance had plenty of class. Program follows: Tournament; Randows, comedy acrobats; Minerva Loretta, cloud swing; Will Hill's Ponies; Randows in tray gag; Four Dobas and Six Roses, balancing and acrobats; Bish's High-School Horse; Randows, comedy boxing; Baytons, contortion; Hill's Baby Elephant; Randows, prop elephant burlesque; Three Londons, casting; LaFavours, ladder; All Loyal's Dogs; Ora Loretta, high bar; Miscahus, wire; Dobas, perch; DeCardos, barrel jumping; Randows, Jay Gee and DeKoe, clowns; Jack Henderson's Band supplied the music. Two rings.

Concert, directed by Ted Merchant, had unusual variety and plenty pep, lasting a full 30 minutes. Merchant led troupe with trick shooting, whipcracking, roping and riding, and surrounding him were Betty Case, Chip Morris and wife, Mickey Hunter, Eddie Out West (clown) and a pair of Indians, Chief White Oak and Chief Red Eagle. One of the best money's-worth units playing fraternal circuses. Black Fox, high-school horse, a feature.

On Wirth's staff for the date were Pauline Miller, Freda Clark, Al Ryan, Al Ryan, Al Johnson, Sam Golden, Mrs. Golden, Al Koch (billie), Srdge Melkie (ticket wagon), Eddie Dunn, Frank Cronswell and Don Bisch. Will Hill ringmastered. Latter and most of the other acts left to fill engagements at fairs. Mack Kazow furnished the Side Show.

Minerva Loretta organized a swell clam Dutch Treat Saturday night and there was a fine turnout.

## Downie Stringers Delayed At Hagerstown, Md.

HAGERSTOWN, Md., Aug. 22.—Downie Bros' Circus was here August 14. Due to a bad haul over mountains, coming in from Cumberland, stringers did not arrive in time for matinee. With quite a crowd on the lot, Charles Sparks had chairs placed on the ground in space usually taken up by grand stand and blue sections and seated everyone there. Altho receipts from reserves were lost, it was thought that this was better than blowing the afternoon show.

An apology over the mike by Harry Mack for Mr. Sparks, telling patrons why they were seated in this way, was well received by the audience and a large percentage of them stayed for the concert. Rex M. Ingham and Bill Williams, from the Indian Stamp Grounds, near Washington, D. C. Mrs. Ingham and John Lueders were guests of Mr. and Mrs. Sparks at the matinee.

## Bud Hawkins Show Closes

**Campbellville, Ky., Aug. 13 final stand—storm damages tent at Leitchfield**

CINCINNATI, Aug. 22.—Roy Myers states that the Bud Hawkins Circus closed at Campbellville, Ky., night of August 13.

Show opened at Murray, Ky., April 25 and had been in Kentucky, Tennessee, Indiana, Illinois, Wisconsin and then back into Kentucky. Business was fair with the exception of four weeks during the extremely hot weather the latter part of June and early part of July. The last three weeks in the Blue Grass State were good.

Two days were lost. At Leitchfield, Ky., a storm damaged the tent at 5 o'clock August 5. The following day was spent in repairing it and it was ready for a night show August 7 at Glasgow, Ky., where there was a fair house. At the night house at Campbellville tent was packed.

## Virginia County Off Show Map, But Not Much Lost

RICHMOND, Va., Aug. 22.—Henrico county, which adjoins Richmond, on the very day Downie Bros' Circus made this city, August 17, approved a \$600 license for circuses and carnivals, which does not include an additional \$80 State fee. Increasing the license on this particular date was merely a coincidence, as several other ordinances were approved at the same time.

The county license, of course, is prohibitive. Nothing bigger than a Merry-Go-Round ever really wanted to get on a lot in the county, unless it was for the purpose of going a few blocks beyond the city limits and thus escaping the high license of Richmond, which is not a flat sum, but is based upon the number of railroad cars or motor trucks and trailers.

When the Downie show, on a lot which was a sea of mud, found itself confronted with a combined city and State license of \$300, an unsuccessful effort was made at city hall to have this fee lowered, an appeal having been made to the Mayor. The show then told the city authorities that it would move to a lot in the county. Judge Julian Gunn, even while this discussion was taking place, was signing the new circus license ordinance.

Despite unfavorable conditions, the show did good business on the city lot, the name of Charles Sparks having been a sufficient guarantee to his thousands of admirers in Richmond.

## R-B for Gainesville; First Time Since 1930

GAINESVILLE, Tex., Aug. 22.—The Ringling-Barnum Circus will exhibit here the last week in September. G. J. Thomason, local agent for the M. K. & T. railroad, has been advised. It will be the show's first visit here since 1930.

C. H. and Joe Leonard, Lenn Gilmore, George J. Carroll and A. Morton Smith, local CFA, are making plans to entertain a number of circus friends following the night performance.

Gainesville is enjoying an oil boom as the result of opening of a new field, two and a half miles southeast of town. Twelve producers have been brought in, averaging 500 barrels daily, and three refineries are under construction here.

## Showfolk in the Films

LOS ANGELES, Aug. 22.—Metro-Goldwyn-Mayer studios sent out a call for showfolk, acrobats, aerialists, singers and comedians to come to studios last Monday morning. Those who will have character parts, bits or atmosphere are Belva Lyons, Edith Redrick, Goldie Dennis, Mrs. John T. Backman, Blossom Robinson, "Truly" Shattuck, Eva Lewis, Bimbo, Bernie Griggs, Tom Updegrave, "Lumber Legs" Edwards, Doc Cunningham, Capt. W. D. Annet, Bob Winslow, Floyd Rathburn and Steve Henry given auditions for character parts.

## Mix Performers On Hospital Lawn

PROVIDENCE, Aug. 22.—For the first time in the history of the institution, a "circus" was staged on the lawn of the Rhode Island Hospital August 14. The occasion was a visit to the hospital by the circus band and most of the star performers of the Tom Mix Circus. Other circus and theater artists have given entertainments at the hospital in the past, but rarely if ever before have the patients of the children's ward been wheeled outdoors, many of them in their beds, as was done August 14, so that acrobats, lariat throwers and other performers might better do their work. Many adult patients also watched the performance.

## Chevrolet Truck Sales Beat 1929

DETROIT, Aug. 22.—Further evidence that purchasing power is rising, in spite of adverse conditions in some sections, is seen in the announcement that Chevrolet truck sales are nearly 20,000 units higher for 1936 to date than they were in the same period of 1929, the previous truck record year.

The announcement was made by W. E. Fish, Chevrolet commercial car and truck manager, in a report to W. E. Holler, vice-president and general sales manager. It showed that Chevrolet had delivered 140,271 trucks this year up to the end of July as against 120,355 in the same period in 1929. The improvement parallels gains made in passenger car sales, which are the highest level in Chevrolet's entire history.

"Every month this year," said Mr. Fish, "Chevrolet truck sales have shown a substantial increase over the best corresponding month in the past. January truck volume was 3,288 units above that for January, 1934, our previous record January. The lowest gain was in February, which picked up 614 units over our previous February high in 1929."

"The number of Chevrolet trucks in service has nearly doubled since 1929, increasing from 438,278 units to 839,483 units."

## New Auto Law in New York

BUFFALO, Aug. 22.—Owners of autos manufactured since January 1 of this year probably will not be affected by the new State law which requires that all cars be equipped with reflectors after October 1, Harry Seilheimer, district tax supervisor of the bureau of motor vehicles, stated recently. It is presumed all cars manufactured during and after 1935 have reflectors as a part of the rear tail light or lights, said Mr. Seilheimer.

## Webb Gives His Version Of Harvey's Resignation

FAIRBURY, Neb., Aug. 22.—R. M. Harvey's recent resignation from the position of general agent of Russell Bros' Circus, according to C. W. Webb, manager of the show, was decidedly under pressure from the management.

"During the month of June," says Webb, "I came into possession of a number of letters and telegrams sent by Harvey to Ray Marsh Brydon, manager of Rice Bros' Circus. These communi-

CINCINNATI, Aug. 22.—In commenting on the story about his resignation in the August 15 issue, R. M. Harvey told The Billboard from Fort Worth, Tex., last night as follows:

"Our story regarding myself was unoffensive, impersonal and truthful and no basis for any scandalous or angry protest from Webb. He is angry because I left, also account of boss mechanic, boss canvasser, boss electrician, legal adjuster, local contractor, elephant man and many others leaving within 30 days; also account my preferring to invest many thousands dollars remodeling my theater rather than going in with him as he suggested."

cations contained information which I considered unbecoming to a general agent, also the statement that by the (See WEBB GIVES on page 54d)

**RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS**

August  
 26—Osmolga, Ohio  
 27—Oshkosh, Wis.  
 28—Coryville, Mo.  
 29—St. Louis, Mo.  
 30—St. Louis, Mo.

31—Kansas City, Mo.  
 September  
 1—St. Joseph, Mo.  
 2—Shannon, Mo.  
 3—St. Louis, Mo.  
 4—St. Louis, Mo.  
 5—St. Louis, Mo.  
 6—Omaha, Neb.

**THE GREATEST SHOW ON EARTH**

**With the Circus Fans**

By THE RINGMASTER

CFA.

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 2030 Wood Lake Street, Chicago, Ill.  
 (Candied) by WALTER HOHENADL, Editor  
 "The White Top," care Hohenadl Printing Company, Rochelle, Ill.)

**Cole Has Large Crowds at Spokane**

CINCINNATI, Aug. 22.—Harper Joy, of Spokane, Wash., states that the Cole Bros.-Clyde Beatty tour of the Pacific Coast States had an auspicious beginning in that city August 17, with a big mailbox and tremendous straw houses at night. Attendance was estimated at 18,000. Show came in on Sunday and there were big crowds at the runs and on the lot. The parade drew one of the largest crowds Spokane has seen in years. Now spec costumes arrived in that city and were used in both performances, dressing up the show considerably. Management also took advantage of Sunday to paint up.

Joy was with the show at Butte, Mont. Clyde and Harriet Beatty, John and Mary Elnko, Mr. and Mrs. Otto Griebing and Emmett Kelly spent Sunday night with the joys at their summer home at Liberty Lake, 17 miles east of Spokane.

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Spokane CFA entertained performers from Cole Bros.-Clyde Beatty Circus at a Circus Night party in the Dutch Mill of the Coeur d'Alene Hotel. All CFA attended the evening performance of the circus and sat together in a special section. Spokane is probably the only large city in America where Cole Bros. paraded over streets without street car tracks, as that city has completely motorized its old street railway system.

Harold Kyle, Yakima, Wash., CFA, and Leonard Gross of Tacoma caught Cole Bros. at several stands in Western Washington.

Harper Joy caught the Cole show at Butte, Mont., August 14, before it played Spokane.

Harry Atwell, of Atwell Studios, Chicago, and E. W. Kelly, of Century in New York, played day and date at the CFA convention, Evansville, Ind., August 17, with plenty of opposition from the locals.

Harry Herberg and Pasco Scaperlanda are on a business trip in the West after making the CFA convention. They were on the C. & E. I. train north on Tuesday as far as Terre Haute. On return trip to Chicago were Mr. and Mrs. Frank H. Hartles, Harry Atwell; Mr. and Mrs. W. H. Hohenadl, Rochelle, Ill.; Florence Kinney, Des Moines, Ia.

Miss Hagen, of Uniontown, Pa., changed at Terre Haute for the East. Bill Montague left the party at Vincennes on his way home in the East. Mrs. Alfred Hollander, wife of an Evansville Pan, left there August 18 on a trip to New York. Mr. Hollander is advertising manager of The Courier-Journal and took an active part in arranging the CFA convention.

Burt L. Wilson, who spent most of the week previous to the convention with the Barnes show, continued with the show for two stands after Evansville. He then returned to Chicago and with his wife left for a two-week trip in the East.

**Graham's Midget Circus**

CLEVELAND, Aug. 22.—No attraction on the midway at the Great Lakes Exposition is getting a better play than the Midget Circus. Even on rainy days the crowds congregate under the new big top, with three center poles. Midget Grace Williams has been added to the Great Lakes Exposition radioland's weekly program. Grace is Mrs. Harvey Williams in private life.

Ben Parks and his midget wife gave an electrical demonstration last week at the Automotive Building, where 15,000 volts of electricity passed thru the body of Electra, as Mrs. Parks is known outside of the circus world, and she started the ignition of a Plymouth car. Midget Buddy Thompson has just finished writing a book on midgets as to what he knows about them on and off the stage and in the sawdust ring.

General Manager William J. Collins planned for Dallas early in the week. Stanley Graham arrived Wednesday to look after his interests here. Walter Driver, of Chicago, was a guest at the Midget Circus Tuesday.

President Franklin D. Roosevelt passed the Midget Circus in his tour of the exposition last Friday at noon and received a hearty reception. The press department of the circus capitalized on this and crashed the headlines of the news section of the Plain Dealer.

Old Man Leslie, gateman for the circus, is very strict on the gate. Early morning crowds gather each day to see Captain George Thompson's assistants wash the Robinson elephants with the circus.

The writer, Wallie Sackett, is leaving in a few days for Wichita, Kan.

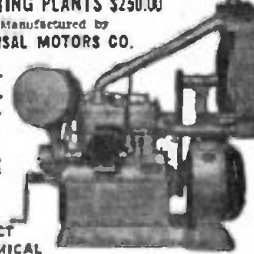
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**Hot Weather Affects Matinees of Barnes**

BURLINGTON, Ia., Aug. 22.—Egin and Aurora, Ill., were the last of the towns to be exhibited by the Al G. Barnes Circus close to Chicago. A new heat wave has affected afternoon business.

Egin is the home of C. A. ("Dud") Lawrence, circus agent, and he was around the lot most of the day. Aurora is the home of C. W. Finney. First time that he had seen the Barnes show in many years. At Champaign, fair trade, Vincennes, on Sunday, under auspices of the American Legion, two splendid houses.

Barney Kerns, former circus and whaling agent, lives in Vincennes, A. B. Bennett has made his home there for many years. Burt was around early and late. Ralph Woodward, formerly with H-W Circus, and family visited in Vincennes. F. J. Frink was on the lot at Vincennes. He is with the Walter L. Malin show.

With only 50 miles to cover between Vincennes and Evansville, the show train was in the "convention city" by 4 a.m. to be greeted by a large gathering of fans. At 9:30 a.m. breakfast was served to over 100 members of the CFA. Manager Cronin was introduced, as was George Tipton, in charge of cookhouse. The heat was terrific all day Monday in Evansville, but about 3:30 p.m. a hard rain came up that cooled things off some for night show. Night house good. Over 200 CFA's, their wives and friends attended night show in a body. Frank Hartles, CFA president, had been presented a silver whistle by General Agent Arthur Hopper which he used to start the performance. All were loud in their praise of the excellence of the performance.

Immediately after the night performance a banquet was given at the Hotel McCurdy, which had been transformed into a thing of beauty with plenty of circus atmosphere. Circus folks were present. There was little time for speechmaking with a long run and a double move in prospect for the next stand. There were, however, some good talkers.

**French Lion Tamer Mauled**

PARIS, Aug. 17.—While performing at a street fair managerie at Sabie d'Olonne last week Jakso, animal trainer, was attacked by one of his lions and badly injured before assistants dragged him from the cage.

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Two Elephants, one male, one female; broken to perform. Just completed fourteen weeks' vaudeville for Fanchon & Marco. Handled by Midget Trainer. Act now working. Can be seen this week, Olympic Park, Newark, N. J., week September 7, Pottsville, Pa., Fair. \$2,500 cash. Marvelous buy. Write or wire **BOB MORTON, 1327 Spruce St., Philadelphia, Pa.**

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# Under the Marquee

By CIRCUS SOLLY

**GEORGE GREGORY'S** Parisian Four recently left the Mulliken Bros.' Circus.

**CHARLIE PERKINS** is doing fine with his new night club, Standard Inn, at Nashville, Tenn.

**HARIO AND MARIO**, recently with Famous Robbins Circus, are now with Johnny Bejano on Henries Bros.' Shows.

**JIM KEATING** is in his fifth week with Kenneth Waite troupe, booked by Barnes & Carruthers.

**RALPH BLISS**, last four seasons with Hells-Sterling advance, is now with Motte's Cafe on Dixie Expo Show.

**L. E. PAINTLAND** joined for the advance of Fred's Kiddie Circus, but had a car accident, had to close and went to Omaha for treatment.

**WILLIAM J. OILMAN**, former car manager and local contracting agent, is now located at Downey, Calif. He recently finished building a home.

**M. C. HARDEMAN**, of The Gazette-Telegraph, Colorado Springs, Colo., advises that he never misses a circus in that locality.

**TOM MIX CIRCUS**, at Bridgeport, Conn., drew capacity crowds at both performances. Side Show also had big crowds.

**TOM MIX CIRCUS**, at Hartford, Conn., August 27, is third circus there this season. Downie Bros. and Ringling-Barnum were there in July.

**J. G. WOODARDS**, piano-accompanist, in Side Show of Ringling-Barnum, has become a member of Songwriters of America; Chicago. He also is a songwriter.

**THE TREASURY** has issued a commemorative half dollar bearing on one side the likeness of P. T. Barnum in honor of the Bridgeport, Conn., Centennial.

**KOZAK** (the Man from Moscow), was guest of Hal Silvers when the Barnes show was at Racine, Wis. They were both on same show a couple of years ago. Kozak is playing fair.

**W. L. WARREN**, general agent for Mighty Haag Show, visited the Ricton Show at Difficult, Tenn. Ricton says that business is heavy in Tennessee at all stands.

**E. PEEWEB LUNSFORD** and wife are with C. L. (Jack) Raun's circus acts now playing fair in Ohio and then will go into Kentucky. Twenty people are in the troupe.

**KING BAILE**, with Hells-Sterling, reports turnaway at night at Sturgeon Bay, Wis., packed matinee; Kewaunee, two packed houses; Waupun, fair matinee and packed at night.

**JACK O'BRIEN** and P. C. Fisher visited with Johnny T. Tea, who had Side Show at Mt. Pleasant, Mich. Oil Expo. Fisher recently saw E. G. Fokers' Side Show in Michigan.

**ED E. WOOD**, ticket seller, and who also had candy floss and popcorn machines on a circus, is now in New York State, making fairs. He also will be at several fairs in the South this Fall.

**HOUSTON PICKUPS**—Word has reached Houston circus fans that Ringling-Barnum Circus will be here early in October and that Cole-Beatty will also be here this season, with a probable show-

ing of the Tom Mix Circus later, . . . Adger Dell and wife will join the Tommy Clark Show, Dell, of late, has been with Federal Theaters Project, this district.

**C. C. OLENN**, who had been at the Veterans Facility, Tuscaloosa, Ala., is now at 1543 N. Hayes street, Pocatello, Idaho, and would like to hear from friends.

**AUSTIN F. MAGER**, formerly with the big tops, caught Tom Mix Circus at New Haven, Conn. Says program is well balanced and the personnel very polite. It was the fourth circus there this season.

**THE CONCESSIONS**, including beautiful equipment, which R. M. Harvey had on Russell Bros.' Circus, have been placed on the Harley Sadler Circus. Harry Doran is again in charge of them.

**FRANK KINDLER**, CPA; Edward Brick and Frank Welch visited Vandenberg Circus at Albany and St. Joseph, Miss. Mr. and Mrs. Keene showing them every courtesy. Frank Hall, owner of show, is in Hutchinson hospital.

**DAN RICE CIRCUS** had two full houses at Romney, W. Va., G. R. Park reporting that public was well pleased with program. Boys and girls from the Burlington Orphanage were guests of management.

**LOUIS BARLOW** recently visited Hells-Sterling Circus in Wisconsin. He was home for a few days. Will play Minnesota fairs. He does comedy bar and acrobatics, and has comedy Ford act. Shorty Mens and Ray King are with him.

**CRAWFORD DROEGE**, former circus billposter, visited the Barnes show at Vincennes, Ind., reporting a very pleasing show with plenty of animal acts. Visited with Fred Ledgett, Eddie Woockener and Arthur Hopper.

**WHEN SELLS-STERLING** played Mariette, Wis., Eddie Henrichs appeared as guest rider for the day in the riding act. He entertained Texas and Jimmy Baker at his home. Henrichs saw the Barnes show at Aurora, Ill. He has recovered from recent illness.

**FRANK B. HUBIN**, of Atlantic City, was notified to start his tour of South Jersey boosting President Franklin D. Roosevelt for re-election. He will have a loud-speaker, band and vaude talent and will make 5 to 10 towns a day.

**JOSEPH DUBAY**, formerly with Leon W. Washburn and Howe's Great London shows, and Bert Varney, with Sells-Floto Circus, are living at Waterville, Me. Harry Fendergast, with Sells-Floto, is now in Ellsworth, Me., and Joe Bolvin, formerly with Ringling show, is at Freeport, Me.

**LEO L. MCKENZIE** visited the Joe B. Webb Circus at Augusta, Kan., August 13 with a party of show folks from Wichita, including Charles Serf, Mr. and Mrs. Bernard and their son, who is a juggler, and Mr. Bowers, brother of the late Bert Bowers. They were guests of the circus.

**CLARENCE AUSKINS** closed at Onaga, Kan., August 15 with Jack Wislarde Circus as general agent. Show returned to quarters at Westmoreland, Kan., for a lay-off of a week, following which Wislarde will start on his fairs and other outdoor dates in Kansas. Auskins will join Eddie Kuhn Circus in Southern Kansas as general agent.

**ED CHRISTIAN** spent the day with the Barnes show at Elgin, Ill., and saw many of his friends who were formerly with Hagenbeck-Wallace. Christensen is a ventriloquist and gives his act only as a side line, performing for clubs in Chicago and Ed took up the study of X-ray and is now at a hospital in Hinsdale, Ill. His wife, a registered nurse, is also on the staff.

**ACCORDING TO CLIFF McDougall**, publicist, who arrived at Hollywood night of August 13 one week after he left New York, it's exactly 2,146 miles from 42d street and Broadway to Hollywood boulevard and Vine street. He drove to Hollywood via Pittsburgh, Chicago,

Omaha and Salt Lake City, but declared that this was his last trip across the country by automobile. Cliff recently closed with the Tom Mix Circus. He will continue his work in film publicity.

**RICHARD (DICK) P. DONOVAN**, of Newport, N. H., has visited several shows in New England this season and renewed old acquaintances. While on vacation in June he visited Downie Bros. at Quincy, Mass., and ate his first meal in a circus cookhouse. Attended Goiman Bros.' Circus at Concord and Claremont, N. H., and Downie Bros. at Newport. On August 8 he drove to Ludlow, Vt., in the train to visit Kay Bros.' Circus and regardless of a heavy downpour show did good business.

**BILL LUCIFER** (Will Lea), formerly with circuses and in vaudeville, located at 1140 Cornell Avenue, Albany, Calif., was recently released from the hospital. Some months ago he had an affliction, causing the loss of his right leg. He was known as Cho-Cho, Health Clown, when he was on the chaletausqua circuits. He has turned to writing and is working on short stories and preparing a book-length account of his career. Eddie and Jennie Silbon are living at Piedmont, Calif. Eddie is Lucifer's brother-in-law. Sam Bennett, old-time clown, lives at San Diego.

**CHARLES BERNARD** writes that the Walter L. Main stay in Michigan from July 17 to August 29 reminds him of the annual throo covering of that State by SUB Bros. during the years they operated. He adds: "I think we will have the Downie Circus in Savannah earlier in September than usual. The tobacco crop in South Georgia is the best in several years. Markets now open in their second week and sales heavy at better prices than 1935, so I think Mr. Sparks is hurrying thru Virginia and North Carolina to get into that tobacco money ahead of competition. The Knights of Columbus are to handle the auspices again this year and have mentioned in a local news story that agents are expected soon. On August 20 I expect to eat my annual birthday cake and for lack of space on the top of it for 75 candles guess Mrs. Bernard will label it 75th Annual Tour."

## Mix in 24th Week

**LYNN, MASS.**, Aug. 29.—The Tom Mix Circus is now in its 24th week and business continues up to expectations. Sunday in Quincy and Mr. Mix, Dail Turney and several others attended the hall game; some drove to Boston for the day. Mrs. Robert Brown and brother, from New York City left for California, where Mrs. Brown will make arrangements to enter her small son in school. Mrs. Jack Burslem returned to the show after a tonal operation. Dan Fyne and Harry Chipman, press agents, are doing a splendid job in advance.

The New England States are proving most friendly to the Mix show and many newspaper people are renewing old acquaintances with Mr. Mix. Harry Baker this week attended to some special work for the show. The circus folks' friend, George Brinton Deal, writer, spent several days on the show gathering photos, assisted by James C. Ward, photographer, from The Boston Sunday Post; also Mr. Deal interviewed Mr. Mix.

L. J. (Les) Stout, publicity director of Boston Madison Square Garden, and Walter A. Brown were guests of Mr. Mix in Lynn. Mr. and Mrs. Alfredo Codona are meeting many old friends in this vicinity. Mrs. Charles Warrell, time-keeper, is kept busy with her own work and checking the dining tent. Mr. and Mrs. Clifford and son, Jack, are receiving many fine compliments on the cleanliness of their cafe on the midway and the quality of food.

At Providence the big show band, cowboys, cowgirls, acrobate and clowns gave a show on the lawn of the R. I. Hospital for Crippled Children. Photographers and reporters were on hand both at the hospital and on the lot. Mr. Brunner, editor of The Providence Daily, spent the evening while there and the following evening when the show was in Pawtucket. Grace Baker was presented with three season passes to the Narraganset races for self and friends by Assistant Publicity Director Kelly while in that city.

Much activity in big top between shows, mostly menage practices. Abie Goldstein has added a trick pigeon to his collection of antics. Ted Metz's Side Show is doing excellent business. Mrs. Carl Robinson and son are spending a short vacation with Carl Robinson, band director. **GRACE BAKER.**

## Dressing Room Gossip

**COLE BROTHERS-CLYDE BEATTY**—Nice scenery and weather thru the West. Into Spokane, Wash., where Harper Joy and family reside. This circus has a lovely home. Out Sunday for swimming. Fishing, fine eats and sleeping under blankets were Clyde and Harriett Beatty, Kinko and wife, Otto Orsibling and wife and the writer. Who got the most fish? Mary Kinko. Otto didn't get a bite.

Ernie Sylvester, the paint alinker, was busy in Spokane dishing out paint for it was paint-up day. Bill Hatridge has almost taken charge of Kinko's trunk. Reason? Giants passing the Cubs in the pennant race. Chester Barnett created quite a stir trying to put pants on his monkey. Notice Horace Laird's goose has lost his tail light. Riding boots and pants seem to be a fad around here. Roy Dean was first to blossom out in them, followed by the Wells boys, Harold Voice, Bill Ward and Harold Barnes. Think I'll get an outfit later. See Harold Nicholson has corn on the cob at the stand today; one of the Zevattis galloping across the yard with a watermelon.

Harold Barnes has a pocket radio now and really gets the stations (almost as good as Kinko's). Joe Lewis, the master of the mule, is still savoring at the natives in parade. Most everyone got another spot in the new tournament. Never saw the girls look better.

Harper Joy's after-the-show party at the Dutch Mill for the performers was enjoyed by all. The boys here have the jumping fever. Bill Ward claims the championship and challenges all comers for standing broad jump—Art Conello please note. The kids have a football bouncing around in the backyard. Young Gretchen is the owner. Katy Luckey assists Mrs. McFarlane with the wardrobe. Both deserve much credit for the new tournament costumes and Rex Russell for arranging continuity, etc.

Notice Mrs. Fairfax answers all questions in dressing room—what shall we do? Details later in another guessting contest. **EMMETT KELLY.**

**AL G. BARNES**—Seldom that trouping with the Al G. Barnes Circus one is able to get a Taylor Truck factory man to do any repairs, but at Elgin a man from the factory was on the lot all day. Looked like a trunk work in the men's dressing room.

Some prankster is still at it, when he dexterously changed "Harry Ross, Clown" to "Harry Ross, Boss Clown"—but then who believes in signs? Henry F. Wright, Milwaukee CPA, spent several days around the lots when near Chicago. This was great for Duke Drukenbrod, as he "rode over" nightly. Chet Cain, tattooed man, wishes there were more like "Fat" Sanders, inkkeeper of Evansville. Sanders was covered with tattooing done by Chet in 1930, and visited with Chet when the show played Evansville.

Irrepressible Peggy Marshall celebrated a birthday anniversary in Vincennes. Somebody whispered her 39th—looks more like her 29th. Peggy had as guest for two weeks little Clara Repenski, of the Loyal Repenski Troupe. Mrs. Ida Drukenbrod motored to Vincennes to visit her son, Luke. Mrs. Drukenbrod lives in Canton, O., and was accompanied by her sister. Liked the show so well stayed over for the CFA banquet in Evansville.

Bill Leonard had a birthday anniversary at Vincennes. Funny how one hears of these birthdays, but seldom what year they are celebrating. Guess it is left to extreme youth to boast of one's age, or real old age. This heat is about to get many of the trouper down. Sure is tough to get any sleep after the coaches bake in the sun all day. Wonder who will have the first air-conditioned circus.

## Indian Stomp Grounds

**RIVER BEND, Va.**, Aug. 22.—Last Sunday was a big day at River Bend, Memorial services for three of the Indians' most beloved friends, Ex-Vice-President Curtis, Mrs. Ickes and Mr. Merritt brought to the Reservation a host of high Government officials and well-known clergymen from Washington and near-by cities.

Having lined up a number of Superintendents of Education in Virginia's Rex M. Ingham, general agent, on the winty tour of schools was in Maryland last week getting counties lined up there. It is quite possible that Mrs. Acker will have out three or more groups of Indians instead of two like last season.

### NOTICE

**E. K. FERNANDEZ**

of Honolulu,

will be at the Hitchcock Hotel, Chicago, and my riding located at

701 Woods Theatre Building, Chicago,

from about August 25 to September 8.

Sorry I have not been able to answer all letters, but will try to do so within the next week. Thanks.

**E. K. FERNANDEZ.**



## Dexter Fellows (CSCCA) Tent Tattles

By FRED PITZER

NEW YORK, Aug. 22.—It is with regret that we learn of the accident to Col. J. Fred Mergerum, an ardent Tent Tattle booster. Fred is ill in St. Francis Hospital, Trenton, N. J., and would like to hear from fellow members. It seems that Colonel, while occupying an upper berth, attempted to tear himself in half, perpendicularly, by stepping from his berth to the floor, in one step, hurting his leg.

Just to let you all know we have signed you with "Colonel" Linard Jones' Colossal Circus O'Lux, whose general offices are with the Harry-Anna Crippled Children's Home in Umatilla, Fla. In case you don't know, he is a bed-ridden patient in the home. He is in his teens, and most of his young life has been spent on his back, and because the youngster is "just crazy about the Circus" a bunch of good fellows like Tracy Hager, George Lux, Frank Baldwin, Jr., and others are doing those things which bring the Circus—or the spirit of the Circus at least—to the little cripple's bedside. As soon as "Colonel" Jones gets on his feet—and we know that some day he will—those little feet that have worked much so far will carry him post-haste to a real circus, and then all of those things he has dreamed about clowns, 'n' animals 'n' acrobats, will suddenly become real.

A very pleasant letter comes from Chris (Pompadoro) Dalton, whose watches have timed many Olympic and other records. Chris is a dyed-in-the-wool circus lover and will travel any distance from here to Jericho to witness a circus and converse with friends on the show. Tom Mix will play on the reservoir grounds in Jersey City on September 3 and already Chris is getting all hot and bothered about it.

The first one to visit us after our long vacation was G. A. Severance of Troy, N. Y., who was welcomed for three years with the Old John Robinson Show. He loves the circus and chats about it willingly, reciting stories about Old John and Old John—all dead Robinsons now, but very much alive as G. A.'s conversation and recollections are concerned.

We received a reminder from Oles Goldston, national secretary of the CSCCA, of a meeting of the board of directors on August 18 at the Virginia State Fair office. It was written on a cracker-jack circus letterhead done in yellow, red and black. A circus parade marches across the bottom of the sheet, an elephant at the top left and a clown at the top right and a reproduction of the club pin in the center of a red line which runs across the page, over which also swings across the page, is a trapezist. We congratulate whoever was responsible for its makeup.

Whenever I meet Judge Scheelger he's got stinking out of his pockets an amendment to our Constitution and By-Laws. And Prey Orson Kilborn always carries a brief case loaded with things that must and will be done for the Tent and its members. He has just become the papa of a nearly three-acre farm in Connecticut. It contains trees four feet in diameter. One cannot see much of the property from an airplane, it being so completely covered by a mortgage. Occasionally, the river running alongside of the property rises mighty high, and when the water subsides Orson will be able to pick fish out of his kitchen screens.

### Elephant Born on French Show

PARIS, Aug. 17.—The Amar Bros. are celebrating the birth of an elephant in the menagerie tent of their circus while the show was playing at Douai recently. Event brought the show much publicity and business.

### Notes From France

PARIS, Aug. 17.—The Orlando-Waldemar troupe of teeterboard tumblers and the Three Bonos, acrobatic clowns, will be featured on the opening bill of the Amar Bros' circus at the Empire Music-Hall, opening September 4.

The Cirque Dutrieu is offering a new bill at Tourcoing with the Four Kentons, Roberto de Vasconcelos, Athens, Four Georges, Ernest and Tully Carré's horses with Tony, clown, Lepomme, Nello and Partner, Miss Macckers, Manetti and Rhum, Three Zaccarins, Marc and Mary, Four Keaths, Ma, Thang Yun, troupe, Three Olympic Girls, Professor Robertson and Mme. Lucile, and the agar Youngs. The Cirque Amar is playing a long stand at Donai. The Three Fratellinis, clowns, are at the Casino at Trouville.

## Cole Has Big Crowds at Butte

SPOKANE, Wash., Aug. 22.—The 19th week of the season of Cole Bros.-Clyde Beatty Circus started August 17 and the next six weeks will be spent in North-western States and along the Pacific Coast.

Folks in the Northwest are taking the show right into their inside circles. Salt Lake City, Ogden, Butte, Missoula and other towns gave the show remarkable business. In Butte *The Standard* and *The Post* said the crowds that attended the show were the largest to see a circus since 1929. Thousands were on hand for the parade, the first to be staged in Butte in 12 years.

Although circuses in the past have had some trouble in Butte, the Cole-Beatty executives found the natives pleasant and eager to make their stay enjoyable.

Tom Walker entertained a party of 50 orphans from the Clark Home at the afternoon show. Joseph Markham and Law Risken, of *The Standard*, and Glen Moon and Lamar Doull, of *The Post*, were in attendance at both shows. Two excellent after-notice appeared in the papers: Harper Joy, of Spokane, came to Butte to get his first look at Cole Bros. and returned home 24 hours in advance to sing the praises of the show.

The show has had some excellent runs over the Union Pacific. At Pocatello Will Steege, general manager for the Fox-West Coast theaters in Montana and Idaho, was a visitor. Steege and Bob Hickey are great friends. A. D. Eichenlaub, Nat Blank and Paul Scates, theater managers in Pocatello and Butte, co-operated with the advance forces of the show.

On account of the American Legion Rodeo and Convention in Idaho Falls it was necessary to cancel that town and instead Dillon was played for two performances. Dillon came thru with a bang-up matinee and a good house at night.

Claude Eider, well-known fan of Missoula, was very much in evidence Saturday. He arranged a special box-office in his store for the circus and rendered assistance to John Corey, 24-hour man, and the other agents. The Milwaukee made a very quick run from Butte, 119 miles. Late Saturday night the Milwaukee pulled the trains to Spokane and arrived—a distance of 237 miles—was at 11 a.m. Thousands were on the "lot" Sunday in Spokane.

The Circus Fans Top in Spokane is named after W. W. Cole. It was organized in November, 1929. Harper Joy, Harry Goetz, Louis M. Davenport, Dr. John C. Cunningham, William D. Vincent, Eugene M. Ehrhardt, James M. Doyle, Roy Gill, Joseph W. Rupley, James Smyth and Sam Whittemore took an active part in making the circus welcome to Spokane. The Davenport Hotel and also the Circus Fans room were crowded Sunday with Cole-Beatty performers and executives.

Mike Lyons and Arthur Welch are doing excellent work on the No. 2 advertising car. J. Stanley Beale has six assistants to aid in the distribution of 10,000 newspapers daily. Sunday stands in the West will be billed by Clyde Willard and his crew, consisting of Bobby Hatt, Carl Carter, Sam Laughlin, Jimmy Reeves, Pat Patterson and Larry Long. Willard and his men billed Dillon in two days and went 150 miles in the country, far up in the mountains.

### Circus Bits From Denmark

COPENHAGEN, Aug. 17.—The Codonas continue to head the bill at the Circus Schumann. Others on the program are the Schumann horses; Aqua, sea lion; Three Kleopatras, acrobats; Italo, juggler; Three Olanders, acrobats; Carlo Medini Company, musical clowns; Bill and Bill, acrobats; the Silvas, acrobats. Joe Walter, ex-Joe, is ringmaster.

Barbara La May, American contortionist, and the Herzogs, aerial, are at the National Scala, and Frank Lind and Bayd, aerial, and the Juvelys, acrobats, are at the Valencia. Circus acts at Tivoli Gardens are the Florida Sisters, trapeze; six Yuk Chings, acrobats; Silywest troupe, comedy unicyclists; Girdi Orin, aerial, is on tour with the Circus R. Daniels.

### Cole Dates in Frisco

SAN FRANCISCO, Calif., Aug. 22.—Cole Bros.-Clyde Beatty Circus, now to San Francisco, pitches canvas at Mission street and Mt. Vernon avenue September 4 for four days.

## Old-Time Showmen

By CHARLES BERNARD

The publication of official programs for the circuses of the horse and buggy period was not on as an elaborate scale as those produced by the 20th century circus organizations, but they contained, in more condensed form, the information that was of general interest to the circus patron, and had the authentic information that newspaper publishers were anxious for, to give their readers as news items after the show was gone.

It has always been a trait of human nature for the circus visitor to discuss the merits of a show and its featured performances by giving the impression of being acquainted or having reliable information from official sources; possession of an official program was therefore a valuable aid in any circus discussion.

Forty-five years ago Wallace & Company's Circus published an official program on sheet of pink tinted paper which folded to make a four-page combination program and songster; the program was in a tall single column on one side, in center of the sheet; on opposite side, printed in two columns, was a number of the popular songs sung by Charles Sweeney, the featured clown. The Wallace & Company's big show performance was preceded by a Grand Overture by the band, of which William Goetze was director. A Grand Tournament by the company started the performance. It was followed by a comic burlesque riding act by a large trained monkey named Sullivan, Mile. Neteoline, the East India snake charmer, gave an exhibition of her control over serpents as second on the program, and was followed by Charles Sweeney with a comic song. Mr. Joe Sanders was next with his act, "The Flying Sailor." The leaps was the next number, with Hi Walton as champion leaper. The Human Serpent contortion act by Frank Sweeney was followed by the principal bareback equestrian act of Charles Ewers. For this number J. B. Sanders was ringmaster and Charles Sweeney, clown.

Dunbar, Vernon and Pirrung were featured in their triple horizontal bar act with Ed Neary clowning. Mile. Minnette presented her specialties as "The Female Sampson." Cleo Hernandez, in an equestrian act, had Ed Neary clowning. The Four Walters, Efram, Dave, Reno and Master John, appeared in their featured acrobatic act; Charles Ewers in a bounding jockey equestrian act, was followed by Frank Pirrung with his dancing barrel and table act. Dunbar and Vernon obtained featured space on the published program as "The World's Champion Aerial Artists." A ride and drive exhibit with four horses gave Charles Ewers another appearance in the ring. He was followed by the company in ground and lefty tumbling, with Dave Walton as principal tumbler. A troupe of five performing mules, directed by Ewers, went thru a very pleasing routine, after which the star trick mule, "Waxey," completed the big-show program.

Year 1887 was one of the early years in the history of the Wallace & Company's Circus. It developed rapidly into a strong contender for popularity among the circus patrons of the country. R. E. Wallace soon acquired sole ownership and his fondness for fine horses was demonstrated by the excellence of his equine display in the street parade. In the stables on the circus lot,

and in the ring performance, editors in almost every town where the Wallace show gave exhibitions were emphatic in their praise of the horses seen with the show. That particular feature was perhaps largely responsible for the Wallace show gaining so rapidly in size and popularity from 1887 up to the time of the consolidation with the Hagenbeck Wild Animal Show. That combination resulted in adoption of the new title, Hagenbeck-Wallace Circus, which has continued as a favorite with the circus patrons of the United States and Canada thru three decades.

### Around Ringling-Barnum Lot

DUBUQUE, Iowa, August 22.—If attendance means anything, people are becoming circus-minded. For the last several weeks the Ringling-Barnum Circus has been playing to capacity and near capacity houses. The heaviest matinee attendance of the season was at Mason City, Iowa, August 15. There were several straw houses during the last week.

All the cowboys in Tim McCoy's Wild West riders and ropers are growing mustaches following the example set by "Boger" McCarthy. Babe Feaster had had her daughter, Miss Avis, visiting her since the Des Moines engagement.

The current issue of *Esquire* carried a well-written article on the skill displayed by Steve Clemente as a knife thrower. He was with McCoy's troupe last season on this show. George Blood spent the day with his folks when the show played Waterloo. Visitors at LaCrosse, Wis., included Mrs. John Williamson, sister of Mrs. Charles Ringling, John M. Kelly, attorney for the R. B. Circus, and Mrs. John P. Scully.

Joseph Wallenda is out of act for a few days because of a broken blood vessel. High Eagle, of Tim McCoy's Indian troupe, returned home in the Pine Ridge Reservation because of sickness in his family. Mrs. Mike Zimmaster of Des Moines, entertained the following show people at a barbecue dinner in the woods when the show played that city: Colonel Tim McCoy, Mr. and Mrs. Fred Bradna, Mr. and Mrs. Hitley and Mr. and Mrs. "Dooger" McCarthy.

Joe Yacopi has been out of act for several days because of illness. Ralph Clawson has been spending some time in the South in the interest of the show. The Concellos, Art and Antonette, continue to thrill the crowds with their featured aerial act.

The show had capacity houses both days in Milwaukee. Rockford, Ill., also was a big day.

There was much visiting going on between the personnel of the Ringling-Barnum show and that of the Al G. Barnes Circus recently. Among those going to the Barnes Circus when it was playing Waukegan were Mrs. Charles Ringling, Mr. and Mrs. Robert Ringling, Mr. and Mrs. Sam Gumpertz and Pat Veldo. Ralph Clawson was visiting the Barnes Circus in Watertown. Among those visiting from the Barnes show were Jack Grimes, press agent, and James Peterson, 24-hour man.

Harry Hertzberg, of San Antonio, founder of the Circus Fans' Club, together with Dr. T. W. Torney, S. O. Braathen, Ralph Hoge and W. L. Jackman, all members of the Circus Fans' Club from Madison, Wis., were visitors on the Ringling-Barnum lot in Milwaukee.

During the Chicago engagement the midget clowns of the show renewed their friendship with Captain Kidcan of the Chicago Yacht Club. They went for a (See RINGLING-BARNUM on page 54d)

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# The Corral

By ROWDY WADDY

"BUCK" STEELE is again back in Cleveland with 23 head of stock and reports business good. He has his cattle at the Exposition and ponies at two different parks, while the remainder of his horses are at Dover. O. Buck plans to locate in Florida this winter.

O. T. BRILL, who has conducted a series of week-end rodeos in South and East Texas recently, gave his latest two-day event at Center, Tex., August 15-16. A free barbecue and \$300 in prizes aided in drawing a well-filled grand stand. Brill will continue to put on rodeos in that section.

TEXAS JAY DAVIS' Wild West Show "is one of the neatest ever seen in these parts," according to S. M. Thompson, Houston, Tex. Besides some fine stock, show is carrying a portable arena. Immediately after present engagement is concluded show will take to the road, which is to be early in September, Thompson infers.

THIRTEENTH annual rodeo opened at Sidney, Ia., Tuesday of last week, for prize money totaling \$4,000. Entries included 157 cowboys and cowgirls, many from the Cheyenne (Wyo.) Roundup and the Calgary (Canada) Stampede. Bets this year were placed on a new event. For the first time a girls' calf-roping contest was staged. Among early entries were Lora Deracy and Jewell Duncan. Others at Sidney were Smoky Snyder, Richard Merchant, Bob Crosby, Shorty Ricker, Dick Trullit and Earl Thode.

SHREVEPORT—Mail and telegraphic acceptance from big stars in the rodeo world continue to pour in at the headquarters of the Shreveport Rodeo and Pioneer Days set for September. Officials are withholding names of performers until contracts are signed but say that cowboys and girls of Cheyenne, Pendleton and Madison Square fame are ready to appear at the fairgrounds event here. Exhibition is to be sponsored jointly by the Shreveport Veterans of Foreign Wars and Trades and Labor Council. City and parish officials are also behind the show. Leon Lamar is directly in charge. A flying circus and a rodeo queen are to be added features.

WHEAT AND BEET FESTIVAL Rodeo held at Caldwell, Ida., recently was well patronized, according to Pete Kerscher, secretary and announcer. Everett E. Colborn was arena director. Features of the event included Rose Davis, who presented a bronk-riding exhibition and a trick roping exhibition by Louis, Clarence and Gloria Ann Tindall. Tindall also exhibited his trained horse, "Mad." Results: Bronk riding—Burrell Mulkey, Bill Seviere, Floyd Stallings, Buck Petersen and Alvin Gordon split third. Bareback bronk riding—Fox O'Callahan, Jonas DeArman; Buck Petersen and Ferris Garrett split third. Calf roping—Jonas DeArman, Harry Hart, Carl Spearad.

RESULTS OF SKI-HI STAMPEDE at Monte Vista, Colo., July 29-31: Bronc Riding—July 29, Turk Greenough (38 RAA points), Bill McMacken (23), Bill Siewers (15), July 30, Charlie Duckett (38), Bob Askins and Bill Siewers (19 each), Finals, Bill Siewers (270), Bob Askins (180), Turk Greenough (105), Bill McMacken (45). Calf Roping—July 29, Clyde Burk (25), Jake McClure (15), James Kenney and Amye Gamblin (5 each), July 30, Tom Taylor (25), Jake McClure (15), Richard Merchant (10), Consolation, Ted Powers (13), Pete Taylor (8), Clay Carr (5), Finals, Jake McClure (180), Clyde Burk (120), Tom Taylor (70), Richard Merchant (30), Steer Wrestling—July 29, Bill Wright (25), Frank Van Meter (15), John Craig (10), July 30, Steve Hecaock (25), Lyle Cottrell (15), Perek Porter (10), Consolation, Earl Blevins (13), Bill McMacken (8), Chick Hamon (5), Finals, Frank Van Meter (180), Lyle Cottrell (120), John Bowman (70), Steve Hecaock (30).

COWBOY STANDINGS for the 1936 Grand Champion Cowboy title, as announced August 10 by the Rodeo Association of America, were as follows: John Bowman, 4,394; Clay Carr, 3,182; Doff Abern, 3,090; Eddie Woods, 2,906; Harry Knight, 2,623; Richard Merchant, 2,080; Pete Knight, 2,033; Earl Thode, 1,983; Breezy Cox, 1,948; Canada Kid, 1,937;

Smoky Snyder, 1,905; Bob Crosby, 1,690; Johnnie Schneider, 1,661; Pat Woods, 1,628; Asbury Schell, 1,620; Everett Bowman, 1,404; Hugh Strickland, 1,284; Turk Greenough, 1,235; Jake McClure, 1,311; Leonard Ward, 1,206; John Rhodes, 1,200; Lawrence Conley, 1,143; Jack Heller, 1,068; Herman Linder, 1,064; Buck Barrels, 1,077; Ike Ruda, 1,072; Carl Shepard, 1,067; Fritz Truman, 1,053; Brono riding, Doff Abern, Harry Knight, Earl Thode, Pete Knight, Bareback riding, Smoky Snyder, Canada Kid, Fox O'Callahan, Al Hayes, Bull riding, Smoky Snyder, Canada Kid, Eddie Woods, Pat Woods, Team roping, John Rhodes, Breezy Cox, Buck Sorrelle, Hugh Strickland, Steer wrestling, Everett Bowman, Dave Campbell, Dick Trullit, Earvin Collins, Single roping, John Bowman, Bob Crosby, Ike Ruda, Hugh Strickland, Steer decorating, Johnnie Schneider, Warner Linder, Leonard Ward, John Mendes, Calf roping, Richard Merchant, John Bowman, Clyde Burke, Carl Shepard.

## Iowa Great State For Ringling-Barnum

DAVENPORT, Ia., Aug. 22.—Iowa is one of the greatest business spots in the nation, declared officials of Ringling-Barnum Circus following record crowds at Davenport, Cedar Rapids, Mason City and Des Moines on a swing thru the State.

All attendance records for circuses were broken in Davenport when approximately 30,000 people attended the afternoon and evening performances, while the gate in the other two cities approached that figure.

## Pickups From Europe

PARIS, Aug. 17.—The Circus Carl Harenbeck is installed at Schereningen, Holland, with Otto Schumann's horses, Bronzettis, perch, Two Pierrotis, comedy acrobats: Three Pintos, bar act, and the Alvarez Bros., comedy trapeze. The Hamiltons, American roller skaters, ate at the Empire in Antwerp.

Laermann, juggler, and the Two Blonde Hopes, equilibrist, are with the Cirque Fanyes in Budapest. Miss Ninon, trapezist, is at the Tepe Bassi Garden in Istanbul.

## Martin Bros. Again on Road

QUAKER LAKE, Pa., Aug. 22.—The Martin Bros. Circus, from Castle Creek, N. Y., which closed recently after a seven weeks' tour of New York State, played under auspices of the Quaker Lake Cottagers' Association matinee and evening, August 15. The show was presented pretty much intact as on the road tour. Music was furnished by the Quaker Lake Boys' Band. A Wild West concert, consisting of local talent, was presented at conclusion of each performance. This circus unit is now playing fairs and celebrations in this section of the country.

## WEBB GIVES

(Continued from page 54)

end of the season Harvey would be in control of the show, Harvey suggested in these communications that Brydon combine with him to form the largest motorized show on the road.

"I called Harvey back to the show for an explanation and Harvey denied having written the letters until confronted with the evidence. He then confessed to the letters. A heated argument followed and Harvey resigned shortly thereafter."

Herman Q. Smith, contracting agent, and Harry W. Seymour, legal adjuster, have also left the employ of Russell Circus recently.

## RINGLING-BARNUM

(Continued from page 54c)

short cruise on Lake Michigan, each taking turns at the wheel.

Ernest Clark and daughters were visitors on the lot in Madison, Wis. The girls in the dressing room have organized a skating club and are now skating to and from the lot each day.

Everyone was sorry to hear of the recent illness of Myrtle Compton.

Mrs. Walter Guice is suffering from a very painful bruise.

Mamie Ward, of the Barnes Circus, was visiting on the lot Sunday in Milwaukee.

HUGH HART, SMILEY CARLTON

## GROUND IS BROKEN

(Continued from page 3)

bay region cities and civic organizations, participated. Principal speakers were

Mayor Angelo J. Rossi, San Francisco; Mayor William J. McCracken, Oakland; Leland W. Cutler, president of the exposition company, and Governor Frank P. Merriam, who turned the first shovel of earth. Ceremonies, which started at 10 a.m. (PST), and were broadcast over NBC, also marked beginning of work on two permanent airplane hangars which will be used as exhibit palaces during the exposition.

International aspect of ceremonies was participation of foreign nations. All consulates in San Francisco, with representatives from various countries in native costume, joined in the ceremonies which inaugurated the construction program of the \$40,000,000 World's Fair. On hand to provide additional color were army, navy and marine corps, military bands and California Grays.

Military planes soaring overhead "bombed" the site with sacks of earth from the five continents, symbolizing participation of North and South America, Asia, Africa and Europe. Baptismal earth was gathered from the International Gardens of Golden Gate Park here by John McLaren, who will direct creation of the 1938 Exposition gardens. The 430-acre site will be used as San Francisco's municipal airport when the exposition ends. It is in San Francisco Bay, between San Francisco and Oakland, on shoals of Yerba Buena Island.

## Western States Shows

Cripple Creek, Colo. *Auspices, Donkey Derby. Business good.*

This town is what we have heard about, plenty high—9,717 feet above sea level. All are complaining, including Manager Jack Ruback, because they cannot walk or talk much without getting tired on account of high altitude. One thing, you can sleep up here, as nights are cool. The show is located on the streets and lots and have been enjoying a very nice business. Word of credit is due Lot Superintendent Ben Hyman for laying the show out. Manager Jack Ruback, when he came in town, said, "I don't see how he did it but it is up in the air." Billy Williams, who is the general announcer and takes the Dixie Minstrel Band to surrounding towns every day, has a lot to do with the good nightly attendances and deserves a lot of credit for our good business. This week Nick Delio's Circus Sides Show has been taking down top money. Shorty Norton had the misfortune of losing all of his snakes here. The reason was that the high altitude kills snakes. That did not stop Shorty, as he immediately changed his show to an illusion and got his share of the business. The Monkey Speedway has made a big hit with the kiddies in these Western towns. Mrs. Billy Williams, Speedway manager, says this is one of her best seasons. George Puryear, who manages the Motordrome, has been favored with good business. This is the first Motordrome to show here since Bill Rice's Carnival played here a long time ago. New arrivals on the show are Edic Lynch, wife and daughter. Lynch is vacationing in cool Colorado, also. Trusty McCullough and wife spending their honeymoon. Johnny Hollers,

show electrician, has certainly earned his salary in this town. All of the rides had to change motors, as 60-cycle motors could not be used here. They use 30-cycle motors here, so Johnny sure kept busy changing motors. Nevertheless we never lost one minute on account of the change. Word from General Agent Jim Schneek that he will join the show next week as he has the show booked until closing week and is eager to get back. Mrs. Tony Kitterman received word that her father passed away. She left immediately via plane for Tacoma, Wash., to attend the funeral of her uncle with the show wishes to extend their heartfelt sympathy to Mrs. Kitterman. Hubert Hall's Midway cafe has been enjoying a very good business. SOPHIE MULLINS.

## Greater Exposition Shows

Gary, Ind. *Week ending August 15. Auspices, Gary Police Department. Location, Broadway and 12th streets. Weather, good. Business, very good.*

With an ideal location right in the center of the city, and with the entire city behind the Police Department, Gary turned out to be a knock over. Every city official co-operated and the stand was one of the best ever played by this organization. Three big fire acts, presented twice daily, packed the midway. Nile, Florence, on the swaying pole; Capt. Lee Vitt, high dive; and Ethel Garland's Loop-the-Loop thrilled the natives. Seven-day attendance was estimated at 84,000. Jackie Reagan's Girl Revue and Harlem Night Club Revue tied for top money. Each show was forced to give two extra performances nightly. Walter Jappa's Gangster Exhibition received publicity in local and Chicago papers. The Herald Examiner of Chicago carried stories daily and boosted the doo'ins. A police car, donated by the show to the Gary Safety Club, was placed on exhibition nightly in front of the main entrance. Police officers, in uniform at all attractions and the main gate, made a magnificent part of the engagement. J. Crawford Francis and John Francis were kept busy entertaining the city dads nightly. Date was contracted by Dick O'Brien and the show will play a return engagement there under the Democratic Club with another main street location. Every show and ride had a banner week, and all are looking forward to the return engagement. Co-operation of the city, merchants, press, radio and even the picture houses running advance trailers went a long way in making this stand a success. Everyone is looking forward to the Mississippi fair dates booked by Dick O'Brien.

HAROLD SMITH.

HENRY SORDELET pens from Brodhead, Ky.: "Mrs. Irene Taylor, recently of Dentist & Knepp Shows, is now back on the Falls City Shows operating a concession and appears to be doing good."

## FOR SALE

Best 7-foot Cream Menagerie Cases of Animals on wheels, very flash. Two Male Lions, 1 Leopard, 1 Bear, 1 Lutra, 1 Dog, 1 Monkey, 1 Hedgehog, 1 Fox, 1 Otter, etc. All the above cash. Will trade for Hots or what have you. Animals in perfect health and fat. FLETCHER FOWLER, R. 2, Montague, Mich.

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## DAN RICE CIRCUS

WANTS to join now for the Advance two more Hitters. Must be all around men, combination hitters and fielders, and able to drive truck. W. J. Eberhart no longer in charge of advance—Glenn Yancy is bridge agent. Look to hear from Cleveland, Ga. contact to Walter Clark. DAN RICE couple were used Chicago, Ga. Junior, let me hear from you quick. Would like to hear from Fazaly Act. Going two or three numbers. This show has got cut salaries, so do not make our performers feel people, and we will ourselves on having the best cook house in the show, and the showmen's attention. W. J. Eberhart, all of the Band Men who left during the season will like to hear from you. Dan Rice and Herman Miller, John Dutch no longer band leader—Bill Foster is in charge of band. WANT local help. Must have these two qualifications: You can't be a time waster and must be able to get a man out. Notice to Privilege People: E. B. (One Bush's) Barrels no longer here. CASH PLATE. Contact Sam Riewiller. Wire address. WANT Hit-or-Miss Ball Game, also Photo Machine and any other lot equipment. A long, rare season, worth with the show our friends said would never get out of quarters. All reply. DAN RICE CIRCUS, Cumberland, Md.

**Golden Wedding Night**

CINCINNATI, Aug. 22.—Charles M. Duffield and Ray Anderson, of Theoric-Duffield Fireworks Company, will be in charge of the production of "Indis or A Night in the Orient," spectacle to be presented by President Edward L. Schott at Coney Island here on August 23-September 6 during the 50th anniversary celebration of the big amusement spot. All couples who were married in 1886, the year Coney opened, and are this year celebrating their golden wedding anniversary, are invited to be guests of the management. Judge Otis R. Hess, Cincinnati, is chairman of the committee in charge of Golden Wedding Night.

**PICKUP COMES IN PA.**

**\$20,000 Blaze Hits Lake View, Ia., Spot**

LAKE VIEW, Ia., Aug. 22.—Fire, believed to have been started by an oil stove in a cottage, destroyed Lakewood Park dance pavilion, band stand, five cottages and other buildings and caused total damage estimated at \$20,000 on August 14. Buildings were owned by A. L. Weil. Combined fire departments of four surrounding towns were pressed into service to bring the blaze under control. Many well-known dance orchestras have appeared in the pavilion.

**Crowd Dons Swim Suits To See Watery Wedding**

NEW ORLEANS, Aug. 22.—About 40,000 people, half of whom donned bathing suits for a closeup, witnessed the Wedding in the Waves at Pontchartrain Beach on August 13. Bridal couple stood knee-deep in water, but the minister refused to shed his ecclesiastical garb and stood on a platform. Merlin Andrews, groom, life guard at the beach several years ago, rescued the bride, Marie Hagner, from a watery grave. Largest daily newspaper and big stores of the city cooperated in the event.

**Pittsburgh Area Sees Big Season**

**Spots cashing in from expenditures for improvements and free acts**

PITTSBURGH, Aug. 22.—Pittsburgh and neighboring-territory amusement parks have been having their greatest season since 1929. The large increase in the number of outings and the splendid co-operation of merchants and organization committees given park operators brought the largest turnouts in the last seven years.

Kennymod Park here entertained many picnics with attendances ranging from 5,000 to 45,000. Amusement devices and concessions have been turning in steady profits, doing unusually heavy business when favorable weather prevailed.

Charles Beares Jr., manager of West View Park, reveals that the park improvements and name bands helped swell the grosses throughout the season.

In Conneaut Lake Park the \$75,000 poured into new features and renovation work was amply repaid by the large crowds that have been summering at the resort. Current plans call for additional remodeling work in the park for next year.

Olympia Park, McKeesport, and Oakford Park, Jeannette, are among other Western Pennsylvania spots reporting record-breaking business. The latter park returned to free outdoor acts for the first time in years.

**Seek Public Funds To Develop Beaches**

OCEAN CITY, N. J., Aug. 22.—First step in organization of South Jersey Beach and Waterways Association got under way last week when mayors, city engineers and representatives of Boardwalk concessions from resorts in three counties met in city hall here.

Objectives of the association, called together by Mayor Joseph G. Champion, Ocean City, will be principally for development of public interest in improvement of beaches, boardwalks and waterways in this area and in getting Federal, State, county and municipal assistance in development, construction and maintenance of beach and recreational projects.

It was pointed out that property owners in these lower counties had to bear the greater part of taxation burden to develop, protect and maintain recreational facilities. Counties include Atlantic, Cape May and Cumberland. Principal resort towns being Atlantic City, Ocean City, Sea Isle City, Avalon, Wildwood and Cape May.

**Pool Manager in Hospital**

LINCOLN, Neb., August 22.—Fears of physicians that Ralph Beecher, pool manager of Capitol Beach here, will lose the sight of one eye seemed possible this week when the recently infected orb had to be re-lanced twice in a day. Beecher is in a bad spot, since he only recently inherited the athletic coaching job for Lincoln High School, see prep school of the State, and is being hospitalized when he should be getting ready for football practice. Capitol Beach pool is being managed by Burton Amzwert, senior life guard, during his absence. It is unlikely the park will remain open after Labor Day.

BRIDGEPORT, Conn.—Plans for complete development of Duffy Field and Cliff Pasture Beach, near Norwalk, Conn., into individual recreational centers and erection of a 10,000 capacity municipal stadium at the latter point are the idea of Norwalk Planning Board. Stadium, to house events, such as outdoor band concerts and large gatherings, would be erected at cost of about \$25,000. Beach is expected to be enlarged.

**Vallee Scores For Eastwood**

**30,000 is daily draw in Detroit—big construction in fall planned by Wagner**

DETROIT, Aug. 22.—Rudy Vallee drew some 30,000 people daily to Eastwood Amusement Park when he played a special engagement in the ballroom on August 8 and 9. Cars were parked for a mile away and daily attendance at the ballroom itself was about 3,500 or full capacity, including the afternoon event.

Earle Harger and his orchestra continue in the ballroom and have been engaged for four weeks, with possibility of continuing for the fall season as well. Fats Waller has been booked in, playing this past week-end, with extensive publicity throughout the Detroit territory.

Major construction for this fall has been definitely confirmed by Manager Henry Wagner. An open-air ballroom, to accommodate more than 12,000, will be erected and several present buildings will be moved or altered to make room for the new structure. Skating rink, ballroom and cabaret will be entirely rebuilt because of the new layout. Plans call for the biggest local park construction project in years as soon as the park closes on September 20.

At the Coconut Palms, night club in the park, Manager Ted Lipitz reports the engagement this week of Paul Gray as producer, coming from Akron to succeed Scott Lambert. Jack Russell is continuing his sensational run as master of ceremonies and Art Mooney's band is staying for remainder of the season. Margaret Andrews, featured vocalist, opened this week with a very good reception. Coconut Palms will stay open until cold weather, probably early in November.

**Dog Racing Definitely Off For A. C. Convention Hall**

ATLANTIC CITY, Aug. 22.—Dog racing is definitely out in Atlantic City this summer. Hope of having at least three weeks' racing was shattered yesterday, when Vice-Chancellor Malcolm Buchanan denied in Trenton an application of Long Beach dog track operators for an injunction to restrain Monmouth County officials from interfering with operation of the track.

Philip E. M. Thompson, manager of Convention Hall, said the situation here as a result of the decision looked quite hopeless.

Asked as to what use Convention Hall would be put the next three weeks, he said it would be used for wrestling and boxing bouts and that in less than three weeks conventions would be coming in.

**Best Season in Five Years Reported by Navy Pier, Chi**

CHICAGO, Aug. 22.—Navy Pier, having the most prosperous season in five years, handled almost 150,000 people during the first two weeks of August.

Intensely warm weather has been responsible for this record attendance, and with band concerts, opera, dances, excursion boats and large lake steamers loading and unloading, the pier is one of Chicago's most interesting spots.

According to Sam Lederer, in charge of publicity, plans are under way for next season. According to plans, regular dancing will be resumed, outstanding acts will be featured and there is talk of a dramatic stock company for the auditorium.

**Showmen Adopt Showmanship**

ATLANTIC CITY, Aug. 22.—Mannequins under water. This unusual sight will be a feature of the National Fashion Show to be held in conjunction with Showmen's Variety Jubilee in the Auditorium on September 11, showing that this year genuine showman style and tactics are being used to dress up everything in the latest wrinkles of public attention-getting.



LIVING TOP of A. E. Selden, "The Stratosphere Man," purchased this season for use in parks and at fairs and celebrations where the high-pole attraction is presented. Tent has three bedrooms, a living room and a kitchen. An extra canvas ceiling keeps rooms cool and comfortable and rugs are used throughout the quarters. Lounging chairs, hammock and glider-seat under the front fly lend ease to life on the road. Company of four travels in a specially-built Ford combination truck and bus.

**Ocean Pier and California Strand Get Tremendous Spending Crowds**

SANTA MONICA, Cal., Aug. 22.—Ocean Pier is in one of the biggest seasons in its history. The holding company has made many improvements and every available foot of space is occupied. Jefferson W. Asher is general manager and the company now has a suite of offices on the pier, which, as well as all resorts between Del Rey and Malibu, has been having tremendous crowds. Week-end attendance in this sector, according to Chamber of Commerce and police department survey, for past few weeks has averaged 300,000 and there is in evidence the fact that sight-seers are also spending-minded.

Consensus of many well-known concessioners and operators of shows is that all are getting a lot more money than for several years. Casino ballroom, with the many improvements, larger floor space and beautiful new decorations, is a real show spot. Jesse C. Kramer is manager and there are being featured name orchestras; at present Hal Grayson and his orchestra and entertainers, to be followed by Eddie Duchin and his band and Al Lyons and his orchestra. Jerry Harvey is the floor manager; A. J. Allison, assistant, with Mrs. Anna Brinn, treasurer. According to the management, the ballroom is having a most prosperous season.

Johnny Ward has four shows and reports doing very well. C. L. Langley has three shows and is doing nicely. Of the concessioners Charles Leininger has two salt-water taffy stores, Charles Leininger,

manager; Don Davis, Evelyn Harris, Ann Honsowetz, Lucille Honsowetz, agents; photos; O. Leigler, manager; A. Goodman, Mary Hicks, Mrs. Belle Shepard, Vincent Nusco, agents; gold wire and novelties; George K. McMullen, owner; Beatie McMullen, Katherine Wolfe, ballroom dart; Joe Conel, V. Maszini, agent; dolls and dogs, Dave Gross, owner; Bob Bowers, Tom Akers, agents; cats; George Saxon, owner; Gilbert Porter, Bruce Daugherty, agents; novelties, D. Grox, owner; Milton Nicholas, William Schlesinger, agents; bottles, M. F. Gushman, Don King, Tommy Keener, agents; Peter Penny Amusement, Pete Boucher, owner; Aline Devers, Bud Sorenson, agents; Movie Screen Tent and Movie Picture-of-You, Mr. and Mrs. L. Cheidin.

Loop-O-Plane, Mrs. A. Branson, owner; Dorothy Denny, agent; pitch-till-win, S. J. Rinehart, owner; Lou Evans, L. Lardee; lead gallery, H. W. Whitbeck, Raymond Calkett; dart store, Herbert Howard, Rose Howard; Beate Stiles, agent; dog race, Myron Howell, H. Howard, Verno Cassell, agents; goldfish, A. Matsumoto, Kinjaro Yoshihara; minute sketches, Tony Brabant; grunt derby, W. Wallace, Orley Stein, Bill Haley, agents; lead gallery, J. C. Cunningham; Penny Arcade, Thomas Reed, owner; Andy Andrews, mechanic; Jimmy Piersin, assistant; Evelyn Bracken, cashier; ball game, John Darutig, Khalil Barouty; gold wire store, S. J. Brestwar, artist; Ruth Dixon, cashier; ham and bacon, Mrs. Bertha (See OCEAN PIER on page 59)

# American Recreational Equipment Association

By R. S. UZZELL

Leonard Traube a few issues ago pointed out some ingrained troubles of Coney Island, N. Y., due to short-sighted and most imprudent price-cutting. Good rides and attractions can not be built and safely operated on a nickel basis. I would say a real sentence in that article, Leonard, and it should be heeded.

It is common to most beaches in America today. Everyone for himself and no co-operation or thought of the other fellow or of the industry as a whole, is all wrong. A beach co-ordinator or " czar " is a crying need at our beaches throughout America. One who has the future of our industry at heart could do much to better seaside resort conditions. At Revere Beach it would be a fine piece of work to round up the land-owners and renters with a plan to sink petty prejudices and differences for an entire beach drive for better results than now obtain. Instead of everybody trying to run a Beano game and stifle each other, work a variety. Coney Island has gone batty on Fascination game or its outgrowth. What a waste of time and effort.

## Lesson of Columbus

Revere Beach could, if they would, put on an Irish Day that would equal if not better Bunker Hill Day. Don't say, "It can not be done." One might as well say there are no Irish in Greater Boston. If only someone who knows the way could be induced to spend a summer up there and show those men what a pull-together can do!

Coney Island has learned that each must do his part to produce a Madri Oraz. Why not broaden this effort thru the year instead of letting the organization lie dormant a greater part of the year and be aroused from its slumber for a brief time each year for this one event? If the season can be closed profitably with a celebration, why not have a Spring Festival to mark the opening of the season? Have old Neptune come ashore and welcome the visitors for a season of fun and recreation. It can be done. We need to give some of our original thinkers encouragement and backing. Suppose Columbus had only remained ashore and talked of his notion that the world is round. Many weary years of discouragement were put in by that fearless thinker before anyone would back the enterprise.

Then why did he "sail on" when all would turn back? First, he had convinced himself and, second, there was a substantial reward. He was promised a first admiralty and vice regency of all of the land he should discover and a substantial part of all future income derived therefrom. A man with fertile ideas should be encouraged and rewarded.

## Men of Foresight

We have always thought the love of accomplishment encourages John T. Benson and the substantial reward derived from the response of the people keeps him going. He just would not evolve his crowd-drawing stunts on a modest salary basis. A man like John would make a new Revere Beach in two years. A fearless man, the late George F. Schott, made a new and glorious Coney Island in Cincinnati in an incredibly short time where only about a third-rate place existed before his taking the helm. Denver had drunken brawls on Sunday at public places of amusement until a restaurant man, John Elitch, and his good wife showed a better way. Now it is the pride of the nation. Leonard Schloss found only a dump at Glen Echo when he went there as a youth. It has been a life's work, but it pays.

Who is going to see the many opportunities now with equal potentialities? It requires three essentials, courage, work and money. A man with either essential can find associates with the other two.

## Palisades, N. J.

By MARION CAHN

Peppin Arts catching on big at park. . . . All the concessioners playing it. . . . The Four Queens, who were in last week, are the tops for my money in

daredevilry and flash, with a special brand of Hoesanna to Peggy O'Neill, who's a real showwoman. . . . And this week we've got the Audacious Satenellos. . . . Edna Brant of the Beach Bar is forsaking the procaise life for a shack in Honolulu. . . . And thanks are due to Eleanor Boren on the midway for smuggling me some of the better brands food from the boss' table. . . . Adolph Schwartz changed his randy wheel in mid-stream and claims with big grins that he's breaking records. . . . David Graybar is working at the Vampire, helping Harry Shepard and Al McKee see it over. . . . He claims improved business on those sudden showers 'cause it's dry inside.

Jap, the elephant, who was supposed to be kidnaped as a Republican campaign publicity tieup, refused to go into the truck which was brought for him to be kidnaped in. . . . The Repubs had to use Nellie, a more coaxable elephant. Instead. . . . Newcomers in the Zoo include a mother and baby team of monkeys.

The muchly advertised and publicized appearance of NTG at the ballroom was another quickie, with Granny seeming just too bored with it all. . . . However, the audience seemed to like it and that's that, I guess. . . . Sylvia Smith, of The Newark Ledger, was one of the lookers-on. . . . Largest moving sign in the world being built at Palisades. . . . It should be ready any day now. . . . United Palestine Appel holding series of benefits week of August 31, with stage, screen and radio biggies pledging their appearance at the park to help put it over.

Romance isn't dead, what with a final count with 23 offers to get married on our Scenic Railway. . . . Stunt will probably be pulled off this week if the very necessary justice of the peace can be found. . . . Concessioners are going nuts over new Saakatchewan game. . . . Thanks to Dave Welsh, of the AAU, for putting on a swell handball tournament.

Final announcements that he will leave for Bermuda immediately at park's closing. . . . Blanche Schrimpton, Palisades' voice on the phone, out with intestinal grippe.

## Coney Island, N. Y.

By LEONARD TRAUBE

Rounding up the boys and girls who compose the glittering array known as the World Circus Side Show, a distinct credit to America's melting-pot resort. . . . And a production-plotter based on the showmanship, ideals and resourcefulness of Sam Wagner and Louis Newman. . . . From left to right around the Surf avenue to Bowery show shop are the following. . . . Al Flossio, King of Kolns, whose assistant is any ragamuffin who happens to be close to the platform. . . . PUNCH and Judy, presented by Ajax. . . . Seal, the Seal Boy, the good-natured performer with the delivery terrific. . . . Koo-Koo, the Bird Girl, presented by Marie Woolsey, whose husband, the incomparable Floyd, is at the Dallas Centennial. . . . Prof. Frank Graf, tattooed and tattooer, filling his 11th season and a skin puncturer's skin puncturer. . . . Ajax, doubling with sword swallowing, an art he has engaged in for more years than the average man can remember. . . . Tuagami, Jap foot juggler. . . . Zippo and Pippo, the Pinhead Peaches from Georgia, managed by Cliff Snow. . . . Nicholas Sahja, "The American Psychic" and an old smoothie, marking up his third season and assisted by the suave and scabiarly Tommy McNeill. . . . Naked Sex Truth, featuring Albert-Alberta, who in turn features Steve Karo. . . . Hymie Wagner's California Nudist Camp, directed by Archibald R. Murray, member of the team of Murray and Mack, a combo which threw them into the astles during the period known as the Gaslight Era. . . . In the annex Serpentina, the Original Serpent Girl, managed by Bill Gregory, described by Helen Metz and cashed by Anna Leroy. . . . Doc Willard Foster, one of the more able side-show orators, sells Serpentina and the other platform artists, assisted by Jack (Sherlock) Crosby. . . . Mrs. Anna is operating the air-capacity tester. . . . On the front are Raymond Wagner, Charles Leroy, Cyclone Jack Brady and Dewise Purdy, and a better quartet of front men you'll find nowhere in side showdom. . . . Ticket sellers are Leo Amns, Ike Wagner and Sam Yaki. . . . Doorman, Julius Silverman and Clyde Snow. . . . Billy Revere, Margie White, Olga, Jessie Mills, Carrie Adams, Tessie Green, Louise Karo, Marie Demarest and Pat. . . . A contingent of quantity and quality. . . . Pearl Watkins is the wardrobe mistress and Jimmy Hines the house electrician. . . . Recent visitors were Joe Cook, Har-

deen and the radio Goldbergs. . . . Doc Foster introduced them to the spectators and Sahja contributed the horoscopes. . . . Incidentally, Sahja has signed up with the new museum on East 14th street, Manhattan, for the fall-winter season, with Doc Foster as lecturer. . . . Incidentally again, Doc Foster's wife, Eleanor, underwent an operation for gallitis in the Booth Memorial Hospital, 314 East 15th street, week before last and wants to thank the good people, thru this column, who sent flowers. . . . A pleasure.

Circus bill at Steeplechase last week had Desval's Doga, Goodrich and Schaffer, Pelot and Wilson, Donahue and La-Salle and Frank (La La) Prevost. . . . Jean Hallen's cat game on Surf avenue played to such distinguished customers as Leo Durocher, Joe Medwick and Jess Haines, of the St. Louis Cardinals ball team, when it was in Brooklyn tackling the Dodgers. And did those boys demolish the felines without muffling! . . . Mr. and Mrs. Silverman, of the Boardwalk Five Star Pinal games, are celebrating their 23d year in the business, a mark for others to shoot at. . . . Harry Kaplan is doing nicely, thank you, with his baseball target in Luna, and after the season will make a few fairs "down yonder." His daughter, little Doris, continues to pay him frequent visits, providing him with the proper inspiration. Mrs. Cecil Kaplan, the mother, pilots her around the park, taking in the rides and shows. . . . Nat Hahn is operating the cig shooting gallery in Luna, this being his first season here. He conducted a penny pitch at Rockaway Beach last season. Assisting Hahn is his wife, and between them they are enjoying a satisfactory summer swing. . . . Plenty of unofficial votes are being cast for Libby Fay as the prettiest girl in the Streets of Paris stage show. If this corner were to announce the names of the voters the other 11 girls in the line would start a riot.

A farewell dinner was tendered George Bernert, physical director of the Irving Daths, by his friends and associates last Friday evening. Bernert left for Springfield, Mass., to assume charge of the concessions at the Eastern States expo, where he has had the post for 16 years. In addition to program and catalog sales, close to 100 turned out for the affair, which was held in the Three Star Restaurant, Bowery and 16th street. This was Bernert's second season at the Irving bathatorium and he'll be back next year.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Hope among amusement folks around Long Island now, is that there may be a satisfactory Indian summer this year to help offset the jolts taken as the result of unfavorable weather during the spring. Announcement from Chairman Robert Moses, of Long Island State Park Commission, states that Stanley Poles, assistant superintendent of the commission, will replace Kenneth Morgan who is resigning to devote himself to private work. Inside talk is that Morgan, one of the most expert engineers in the country, will advise on engineering projects along the order of Jones Beach, of which he has had charge since 1932. His services may also be called into play for the '39 World's Fair.

World's Fair work is going along slowly but surely. Every once in a while an impediment looms up to balk work at its regular speed, but in spite of this it has been going along pretty closely to schedule. From now on one may expect "official tours of inspection to note the progress of work."

Delegations of life guards from Rockaway, Jones Beach, Long Beach and Rias Park will go to Atlantic City this month to compete in the national championships.—Jim (Tobacco Road) Barton has serious intentions of becoming a promoter at his Barton Stadium, Babylon.—Lido Club—ultra-swanky beach resort, witnessed New Faces, musical, with its entire Broadway cast, at the club. A novelty these days.—Vaude at Alden, Jamaica, flopped, and it was hoped that the beach crowds would help.—Boxing and wrestling at Jamaica Arena this fall.—Oscar Buck around for a pep-in.—Central bus terminal to be located in Jamaica.

ROCKAWAY BEACH: Captain Pete Walsh around.—Al Almbinder, night-club impresario, is guiding genius behind Harbor Inn.—Night fireworks shows go right thru to Labor Day.—Unkin, Chinese food king, stays until late in October.—Osten Bath om-

ployees holding their annual shindig.—With all his wide amusement interests locally, Phil Auer finds enough time to handle his auto-parking spots at nights, just for "the sake of relaxation."

Willie Fishman easily the tannest of the local mob.—Taffett Brothers never seem to drop around any more.—Kraus' Motor Speedway doing well.—Playland Park's big holding up, with bathing pavilion and pool best yet.—Ed Boggiano, ex-Beaside bartender, now a copper at the Far Rockaway precinct.—Seems like there isn't enough promotion splash given to the boat operating between the Rockaways and New York City via Jamaica Bay.

Ye correspondent made four lifeguard social affairs, in the nature of farewells, in the course of a night.—Irv Schocks, bathing house king in the Arverne section, may go South in the fall.—On the six-mile Walk there are, among other things, seven barber shops, 30 restaurants and an even dozen varied types of dancing places.

LONG BEACH: Tho Jack Dempsey resides here, he made himself very much in evidence of late.—Long Beach Chamber of Commerce will function strongly within the next few months, to build up the resort for what might come from the World Fair.—No definite word yet as to what will rise on the site of the big fire.—Tom Carron, burlesquer, a great hand at playing wheel games of all sorts.—Some talk around that there'll be rickshaws on the new Boardwalk when it's finished, but nothing definite.—Leo Aleyner around for a brief visit with the concession gang.

## Wildwood, N. J.

By ORO

Annual carnival of West Wildwood fire department is attracting large crowds daily. . . . Fire acts are presented nightly and group will continue to event until Labor Day. . . . Only a few weeks remain before schools will start in Philadelphia and vicinity and visitors begin to go home. . . . But this season won't end when night comes on Labor Day. Business men are improving properties and making necessary repairs in anticipation of a banner September biz.

Resort has also joined forces with the newly organized South Jersey Beach and Waterways Association to secure federal funds for beach and recreation improvements. . . . The 27th annual Wildwood Baby Carnival got under way on August 19 and proved to be biggest in history of the event. . . . Interest in the carnival was so keen that for the first time in three years it was again made a three-day event with special attractions each day. . . . Charles W. Burn was director of the festival and Kathryn Miller directed dances. . . . Jimmy Littlefield supplied music for the queen's ball in Hunt's Plaza Ballroom. . . . Headed by the annual Artisans' outing, resort also hosted Union of Polish Women of America, Great Association of Polish Women in America, Allied Lithuanians and Columbus Italian-American Citizens' Club. . . . Beach musicals on Sundays are increasing in popularity, and Henrie Scott, Metropolitan Opera baritone, was brought down to guestar. . . . W. James Bedell and Karl Myers, well-known dramatic players, enhanced the Community Sing on Crest Pier with dramatic readings. . . . Lew Lehr, newswear comic, dedicated the 300-foot extension of Crest Pier. . . . Nighterlies are co-operating with The Leader in sponsoring a Wildwood-on-Parade radio hour over WPG in Atlantic City. . . . S. B. Ramagosa's Mysteries of India Show is rounding out the season with Karzan, Chief Nugo, Gilbert Fay O'Day, Jean Russell, Jim Harrison, Dot La Vern, George Lee and Bob Levellette.

ATLANTIC CITY.—First national Huckleberry Finn Contest will be held here on August 28 under sponsorship of Mark Twain Memorial Foundation, and a large-sized bronze replica of the memorial to be constructed in Hannibal, Mo., has been installed at Collier's Exhibit on Young's Million-Dollar Pier. Contest will be on beach at Illinois avenue and prizes will be for best impersonation in dress and manner of Huck Finn.

ST. LOUIS.—Mrs. C. L. (Jack) Raum (Edythe Cooper) is spending the season with her pony ride in Sylvan Beach Park, having come from Mobile, Ala., where she operated the slide last winter. Her husband is playing fairs with his horse acts and circus unit.

# Playland, Rye, N. Y.

By J. WILSON CLIFFE

As we have quite a surplus of bleats this week, we'll not rhapsodize on biz and weather but will plunge into the news. . . . Here's a lineup of Kiddyland: Tommy Coughlin, manager; J. Kelley, Coaster; W. Byrnes, Aeroplanes; W. Baker, Auto Ride; O. Bailey, Carousel; Ed Van Buren, Boat Ride; F. Bates, Whip; G. Rappocci, Hand Cars; Al Langford, Ferris Wheel; Smokey Doresky, Merry-Go-Round; Jimmy Oulvery, Reel-Man.

Ed Holburton is now manager of Old Mill and Bill (Tiny) Sloat is relief on all rides. . . . Alec Walters at lake is very busy man these hot days. He's added one more launch. . . . Namy Salth is looking very happy as his one-ring European Circus wows patrons. . . . Current free attraction, Wilno, the Human Cannonball. . . . Hank Carrett, of the Carpet, is fast rivaling Tiny Sloat in increased weight. . . . Muriel Hunt, scenic artist, did a fine job on scenery for Talent Night. . . . Bill Otto, of the shuffleboard, reports he has entertained many shuffle champs this year. . . . Don (Doc) Davis, of Miguel Wallace's forces, keeping busy.

Arthur Johnson, assistant to Publicity Manager Paul Morris, is more than making good in this, his first season at Playland. . . . Games in Playland's Baseball League: Auto Park, 5; Refreshment Stands, 3; Auto Park, 10; Kiddyland, 4. Auto Park team, under management of Dave Asta, is still leading the league and bids fair to win the pennant. . . . Mrs. Lee Brown is driving a classy new Studebaker. . . . Jenn De Caprell, of Gus Rosasco's crew, is sighing for his La Belle France.

Ye scribe has unearthed a wealth of latent talent among members of Playland personnel. George Jensen, of Tiff Lord's crew, is an artist and his paintings really show much merit. Johnnie Vito, of Arthur Marras' Spa, is a cartoonist of no mean ability. His drawing of Mayor Fiorello H. LaGuardia drew a letter of commendation from New York's genial chief exec. Steve (Yogi) Jordan is a scenic artist who recently painted a set for his son, who is on the road with a production. Ye scribe had a preview of the work and found it very good indeed.

Talent Nite is eliciting nicely. Winners are broadcast every Sunday evening over Station WFAS and picked up and rebroadcast from the Music Tower. Frank Jaeger, of the supply station, told an interesting story of his former life at sea. Paul Morris directed the program last Sunday evening. . . . Everything is moving smoothly with Sergeant Trewer's Secret Service. Jim Walters is back at his desk after an appendectomy and is his usual cheery self. . . . August 10 was the big Kids' Day of the Westchester County newspapers. It was also held the next day, as it is too big an affair to be held on one day.

Committee for the annual outing of employees is now working on the event. It has not as yet been decided whether we will hold a clam bake or take the usual boat ride on the S. S. Americana. News anon. . . . We were about to call the first-aid department one day last week to ask for an ambulance, as there were sounds emanating from the dart game as tho' someone was in bodily anguish. Upon investigation it turned out to be Jack Fraser exercising his vocal chords a la Caruso. . . . Francis Fitzpatrick, of Middletown, Conn., a nephew of Margaret Cliffe, was a visitor.

True-Photo Studio has following crew: Three Dukes and the Misses Goldfarb, Seavey, Siker, Mello, Reilly and Gull-lotti. Reports 200 per cent increase in biz over 1935. . . . George (Judy) Sennetti and Vincent Tref are the latest to fall under the knock-knock spell. Imagine Judy and Vince giving each other the works! . . . Ye scribe is thinking of purchasing a typewriter, for which a certain editor of *The Billboard* would be thankful. The congregation will now please rise and sing Haeta Manana.

# Revere Beach, Mass.

By BEACHCOMBER

Those two 'stews' who ran the gauntlet for a solid hour making monkeys out of the 'Volga Boatmen' (pool attendants) at the Nautical Gardens Scoota Boat pool that Saturday night (each had a boat, that is, the drunks, and did they

out capers), gathered the biggest tip the pool has ever known. . . . Finally winding up doing a diving act from their respective boats, clothes and all, into two feet of water. . . . Copper fished them out. . . . Gracie Gambell, Illusion gal, gamboling thru a second season with Leo the Lionhearted Devoe. . . . It might lead to the altar. . . . Both are that young and foolish. . . . Benn war in Boston lead by merchants and Better Biz Bureau and aimed at several business section setups, has assumed serious proportions. Lynn, Worcester and other cities following the Beantown lead. . . . New regulations so drastic promoters can't squeeze in. In fact, it seems sure death for the game, since the new regulations include a clause that all help and prizes must be donated, the coupon is strictly out. . . . And Revere fears the spreading of the anti's will reach out to the beachfront.

Dog and horse races finished their first meet after a session beginning in mid-June, and the watchful waiters are waiting to see if it will help the beachfront dentizens. . . . It is your correspondent's opinion that it won't, the "naks" has dented all purses too much. . . . All New England, still gambling mad, went beyond their fervor for the game of chance on dogs and horses last year. . . . A lot of Relief and PWA dough found its way into the tracks. . . . Folks up here never saw a dog or horse race until last year, hence the rage.

Fun House has a new barrel walkthru and open front this season and biz has zoomed as result. . . . Richard Rotherham is the manager and Mrs. A. Hargreaves, tickets. . . . There are 10 other employees. . . . Red Brady and Joan, of diving fame, have the dual Looploplane here and a single Lopper at White City, Worcester. . . . Carry the ride on a Chevrolet truck and set up in three hours. . . . Jack Shea, Jr., doing nice job on tickets and grind, mechanic is Vincent Pallin. . . . Red and John also do their diving act at Sam-Sam, Salem, Mass., featuring a 100-foot back dive. . . . Diving Gordons set up their tank on the common at Salisbury Beach and remain until their string of fairs start.

Bill Wilkes sloughed his show at Salisbury and now has a nice setup Jungle Show, featuring Combo, a large ape. . . . Concessions and shows not doing so (See REVERE BEACH on page 74)

# Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Aug. 22.—Threatening weather considerably dampened ardor of week-end crowds, which hit slightly below previous weeks. . . . WPA employed a crew to check crowd numbers, but when newspaper men asked for information, they were told to "jump in the lake," which adds to troubles, since the railroads issued sudden orders not to reveal any travel figures. . . . It seems there is a ban on figures from these two sources. . . . However, amusement interests all reported good crowds and will make further bids this week-end with additional name bookings.

Steel Pier has booked Rudy Vallee, Mary Small, Three X Sisters, with Eddie White, encee, in conjunction with other features; Million-Dollar Pier names are Al Katz and Kittens and N. T. O. and his show, including Three Slate Brothers. Garden Pier is bringing in a road company, *Three Men on a Horse*; Eton Boys, at Ambassador; Phil Regan, in addition to Pomeroy's Revue at Ritz.

That the old postcard biz, omen of good times, is again flourishing is seen in report of post office that August 6 was heaviest day since 1929—140,000 pieces of mail being handled. All postcard stores, including old-timer, Frank B. Hubin, report good biz. . . . Plugging hard locally on Jubilee, altho merchants are reluctant to part with good dough for big floats. . . . Atlantic Repertory Theater repeating early season plays.

# With the Zoos

PORT WORTH, Tex.—Queen Tut, elephant in Forest Park Zoo, bought by local children, celebrated her 16th birthday on August 12 with a party. Huge throngs attended. Extra attractions were Sally Rand and Ann Pennington from Frontier Centennial, who cut the 500-pound birthday cake. Newsreel camera-

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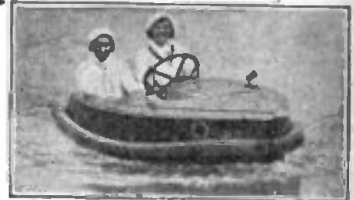
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men took pictures. Queen Tut has been at the zoo 13 years.

HARRISBURG, Pa.—About 75 per cent of roadside zoos in Pennsylvania will go out of business as a result of the law which became effective on August 15, requiring all such establishments to be licensed, according to Thomas S. Carlisle, chairman of the legislative committee of Federated Humane Societies of Pennsylvania. He declared few of the remaining 25 per cent will be able to continue in business because of stringency of the new regulations and expected strict enforcement by the State game commission.

CANTON, O.—Carl O. Wels, superintendent, adopted a novel idea to exploit the zoo in Nimisilla Park. He arranged a traveling miniature zoo which exhibited about 25 species of small animals and birds at the city's several playgrounds. He announced itineraries in newspapers and hundreds turned out at every stop of a caravan. Small circus wagons and cages, gift of Meyers Lake Park here, made it possible to convey the animals.

LITTLE ROCK, Ark.—Final construction and beautifying of Fair Park Zoo's new monkey house completed and formal opening was attended by thousands. New building completes renovation of the zoo, where over 1,000 specimens are now housed. Newest addition is a hamadryas baboon. Superintendent W. R. Sprott said a mate is being sought.

## Park Stands Paying Again

BRIDGEPORT, Conn., Aug. 22.—Operation of refreshment stands in Seaside Park by the city has resulted in profit of \$2,249.70 so far this summer, according to the city comptroller, under whose management stands are now being conducted. Total income to August 11 was \$15,114.08. Last year, when operation of concessions, was taken over by the city, equipment was purchased and resulted in a net loss of over \$2,000.

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**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

## False Observation

Now that the summer season is nearly over, swimming-pool matters turn indoors and the column welcomes the horde of operators of inclosed natatoriums from Maine to California who are marking time these days in anticipation of opening of their fall season.

Most indoor tanks were open all summer, of course, and many, from reports received, did very good biz, despite terrific competition from out of doors. But now that open-air plunges are calling it a day for another year, the indoor-pools (to coin a word) begin their season. And a big season it will be if consensus among some 50 indoor pool operators means anything.

All of the pool men among the indoor fraternity interviewed on the subject were very enthusiastic about the 1936-'37 season. They look for big crowds on week days as well as week-ends, and while I agree with them and definitely feel that a smattering of the good old days will be back this fall and winter, I can't but feel that most of their figuring about biz in general or about advisability of certain sideline attractions, etc., is all wet.

That last statement was not meant to be a cute "knock-knock" pun, but on the contrary a definite observation of a false notion that seems to be prevalent among indoor pool men this season. That is to say, the majority of operators of inclosed natatoriums are making decisions this year based upon experiences they observed among outdoor pools. New sideline games, machines and devices are being thrown aside and turned down for operation in indoor tanks just because they didn't pay in a big outdoor pool. All of which, to my mind, is cock-eyed mathematics.

Perhaps a certain device didn't prove successful at a big open-air tank; that doesn't necessarily mean that it wouldn't be profitable at a small indoor plunge. Conditions surrounding operation of certain games and attractions are as different in outdoor and indoor pools as day and night. And just because one can't sleep in the daytime when the sun is shining doesn't mean that one wouldn't be able to sleep at night.

In other words, it is my contention that indoor pool men should base their observations on experiences exclusively in the indoor field. Sometimes the same thing will hold true for both outdoor and indoor tanks, but in the majority of cases it's best to stay in your own backyard for a true report.

## Fair Deal's

Many swim-pool engineers, architects and operators are out to get the bid on the mammoth swim pool for New York World's Fair in 1939. Plenty of talk on the fair plans is making the rounds but nothing definite. Only thing that scares local pool men about the fair is possibility of Park Commissioner Moses taking over the reins of the show. Moses is the city official who had some 15 new outdoor pools built last summer in New York City and they feel that if he gets the fair there is no end as to what he'll do on city money to build pools and recreation centers which will be run by the city or the fair corporation. But so far everything one hears on the forthcoming World's Fair is just hearsay.

## Men on the Lakes

While it seems a bit late in the season to discuss outdoor aquatic enterprises, I've always wanted to make special mention of a certain group in the aquatic fraternity. And so if this particular item seems to lack that timeliness, please excuse. At any rate, I've been wondering exactly how many operators there are thruout the country of artificial lakes. This group sells swimming, to be sure, but their problems are altogether different than the average pool or beach man's. For example, I had a long talk early this summer with the owners of Mirror Lake in upper New York State. It's a beautiful spot, situated in the shadows of a series of mountainous ranges. And because there are no beaches or pools in the vicinity this privately owned lake does a good swimming business. But I was surprised to

learn that bulk of this lake patronage is to be found in canoe and rowboat rentals. I had always been of the opinion that boating is a sideline attraction to those amusement men, but in reality it is the swimming that's a sideline to the sailing business. While a great many commercial lakes offer swimming in cribs or off floats, some, especially in the East, have gone modern and now one may find up-to-date swim pools at the edges of privately owned lakes.

## Dots and Dashes

Canoe tilting is coming back to its own as a swim-pool attraction, with Steeplechase pool, Coney Island, N. Y., packing 'em in to witness a series of such matches. . . . Frank Foster, providing clown, made a new-reef last week of some of his latest aquatic laughs. —Harry Jacoby, Starlight Park pool, Bronx, New York, has a mania for sailing and spent most of this past summer sailing up the Hudson at night. . . . Very few swim tanks tied up with Atlantic City beauty pageant this year, and it wasn't so long ago when all the State eliminations were held in pools. —Crystal Plunge, Nebraska, will have its face lifted this winter, according to a letter received from its managers. . . . And knock-knock! Who's there? Saul Saul who?—Saul there is!

## Arnolds Park, Ia., Passes To Control of New Company

DES MOINES, Ia., Aug. 22.—Control of the Peck amusement park on the waterfront at Arnolds Park is now vested in Arnolds Park Amusement Company by articles of incorporation filed in Spirit Lake, Ia., last week. Don M. Sterns, Okoboji, is president; Walter S. Phillips, Arnolds Park, vice-president, and Fred E. Barlow, Spirit Lake, secretary-treasurer. They are listed as stockholders and directors.

The park was started by the late W. B. Arnold and passed on to his daughter, the late Mrs. A. L. Peck. When business went into receivership some years ago, Mr. Sterns was appointed receiver by the court. Property was sold later to Northwest Iowa Mortgage and Investment Company, of which Mr. Sterns is head.

The property is one of the oldest homesteads in the Okoboji Lake region, having been claimed by Harvey Luce, killed by the Indians during massacre in 1857. It was purchased by R. J. Prescott, a Methodist preacher, in May, 1857, and sold to W. B. Arnold in 1864. Mr. Arnold opened the land to early-day campers and gradually developed it into a resort and amusement area.

## Park Free Acts

LORRAINE WALLACE and Her Lions are playing a three weeks' engagement in Gwynn Oak Park, Baltimore, working twice daily.

FLYING WHEELS, roller skating duo, filled an engagement in West View Park, Pittsburgh, with two performances daily.

JERRY THE MONK, aerial clown, opened an engagement in Kenneywood Park, Pittsburgh.

## To Crown Champ Ricksha Puller at Asbury Parley

ASBURY PARK, N. J., Aug. 22.—Ricksha race will be staged here September 2 under auspices of Asbury Park Post, American Legion, joint to be over the 55-mile course from New York to this resort. Two-wheel rick competition is being held as forerunner to the New Jersey Legion convention, scheduled for September 9-12, and will be run in alternate five-mile relays, each rick being manned by a team of two pullers.

Just to keep the boys stepping along the route sans lonesomeness, each rickie will have a midget in a bathing suit for a passenger. Legion officials figure the coolies will make the journey in about 10 hours.

A group of college athletes will be the ones to pull the dolls. The rah-rah fellows found ricksha drawing on the "Walk a means of livelihood during the summer here, not to mention a means of keeping physically fit. The young stalwarts proceeded to put in their bids for supremacy causing the Legion to step into the picture to decide once and

for all just who is the champ rick puller in the U. S. Legion was shrewd enough to provide the proper inspiration—gala in nothing but swim armor. Too bad the boys will be facing the other way, however. Or will they eh?!

## FANS' MEETING

(Continued from page 54)

ment was a lawn party, Southern Barbecue and meeting of the Kuku Klub at the beautiful country home of Mr. and Mrs. Manson Reichert. The Reicherts had made elaborate preparations to entertain the Fans and their friends. The spacious lawn was brilliantly lighted with strings of varicolored lights. In the center of the lawn was placed a 40-foot circus ring and around it centered the evening's fun. Huge tables were spotted here and there, loaded down with delicious barbecued sandwiches and all the trimmings, and a plentiful supply of cold beer reposed in iced tubs—reposed, that is, until the hundred and more guests got busy, and then it did a marvelous disappearing act, but as if by magic more continued to appear ad infinitum. Many of the younger folks took the opportunity to enjoy a swim in the pond on the Belcher estate. To lend more of a circus atmosphere to the occasion there was a calliope at hand and from time to time it pealed forth circus tunes.

About 9 o'clock the session of the Kuku Klub was called to order, with A. G. Hollander, business manager of *The Evansville Courier and Journal*, and Karl K. Knecht, cartoonist on the paper, as masters of ceremonies. As a preliminary Max Ritter, superintendent of parks, introduced a "trained elephant" whose "innards" were composed of R. C. Blades and Robert Gabel. The cavortings of the elephant in the ring provoked prolonged merriment. Features of the Kuku session were short addresses by Harry Hertzberg, F. Harold Van Orman, Mayor William H. Dress, Mrs. Delilah Hagen, of Uniontown, Pa.; Arthur Hopper, general agent of the Al O. Barnes Circus; Nat Green, of *The Billboard*; Bernie Head, publicity man of the Barnes show, and Harry A. Atwell, circus photographer. The annual raffle of the club to raise money for a hospital fund maintained by the Fans for ill and crippled circus performers resulted in the grand prize, a wrist watch, being won by Florence Kinney, of Des Moines. Other prizes were won by Mary Guenther, of *The Courier and Journal* staff, and Maybelle Reichert, daughter of the host.

## Ring Three—Monday

Most of the Fans were up and at the runs to see the circus come in on Monday morning. At 9 o'clock all gathered on the lot and enjoyed breakfast in the cookhouse as guests of Manager S. L. Cronin. Returning to the hotel, the Fans held their final business session, concluding with the election of officers. Frank H. Hartless, of Chicago, was unanimously re-elected. This will be his third term. Walter M. Buckingham was re-elected secretary-treasurer, a post he has admirably filled for a number of years. The following were elected regional vice-presidents: Eastern, George Duffy, Fort Plain, N. Y.; Central, Karl K. Knecht, Evansville; Southern, Col. C. O. Sturtevant, San Antonio; Western, James A. Westmoreland, Los Angeles. Directors elected were: Harper Joy, chairman; Marshall King, J. A. Wagner, Harry Hertzberg, Andrew H. Dykes, Melvin D. Hildreth, Don Howland, George Barlow III, Dr. Tom Torney, Schuyler Van Cleave, F. W. Schlitzhauer, Col. William S. Sneed and Pasco J. Scaperlanda. Colonel Sturtevant was named national historian and W. H. Hohenadel re-elected editor of *The White Tops*. It was announced that in the new roster to be published next spring the constitution and by-laws would be included. Selection of next convention city was held in abeyance.

The following resolutions were adopted: We, the members of the Circus Fans' Association of America assembled in our 11th annual convention at Evansville, Ind., August 15 to 17, 1936, do express our deep and sincere appreciation of the hospitality and many courtesies extended to us during our stay in Evansville by the following:

To Mr. and Mrs. Armand Emrich, Mr. and Mrs. Frank Porrest, Mr. and Mrs. Karl Kae Knecht, Mr. and Mrs. Manson Reichert, Margaret Emrich, Mr. and Mrs. Harold Van Orman, Mr. and Mrs. C. B. Enlow, Mr. and Mrs. Albert Hollander, Mr. and Mrs. Walter Lang, Mr. and Mrs. John R. Stanley, Mr. and Mrs. Carl W.

Selle and Maybelle Reichert, our splendid hosts and hostesses, who comprise the local members of our association and their families:

To Mr. and Mrs. Manson Reichert and Maybelle Reichert and all who assisted them in the splendid lawn party given us on the evening of Sunday, August 16.

We do express by resolution our sincere appreciation and thanks to The Billboard Publishing Company, of Cincinnati, O.; to A. C. Hartmann, outdoor editor of *The Billboard*; Charles Wirth, circus editor of *The Billboard*; Nat Green, manager of the Chicago office, and all other members of the staff of that publication concerned for the many courtesies to and support of our organization in its columns during the past year.

We do express by resolution our sincere thanks and appreciation to Manager Sylvester L. Cronin; Arthur Hopper, general agent; Harry Bert, superintendent of tickets; George Tipton, commissary; Bernie Head, press agent, and all other officials, performers and staffs of the Al O. Barnes Circus for the splendid treatment and entertainment accorded us on Monday, August 17, 1936, when their show played Evansville, and at all other times and places when our members had the pleasure of visiting them.

We extend greetings and best wishes to our cousins, the members of the Circus Fans' Association of Great Britain. May your organization continue to grow and prosper and afford you much pleasure in your patronage and understanding of the greatest of all amusements, the Circus.

Also included in the resolutions were thanks to William H. Dress, mayor of Evansville; Rev. J. E. Moore, of St. Paul's Episcopal Church; Walter DeWitt, manager Loew's Victory Theater; Rachel Barnum, secretary at the registration desk; F. Harold Van Orman, president of the Van Orman hotels; Edward Hunt, manager of the McCurdy, and various other persons and organizations who helped to make the CFA convention a grand success.

The business session was concluded shortly before noon. At noon there was a ladies' luncheon at the Evansville Country Club. At Dede Park race track one race of the day was named for the Circus Fans, and a number of the fans attended the races. At 4 p.m. a swimming party for the Al O. Barnes folks and Circus Fans was given at the country home of Manson Reichert.

At 7 p.m. the Fans proceeded to the circus lot and attended the performance in a body as guests of the management. A feature of the evening was the blowing of the whistle for the grand entry by Frank Hartless, president of the Fans. For this occasion Manager S. L. Cronin had prepared a special silver whistle engraved with the name of Frank Hartless, president of CFA, on one side, and the Al O. Barnes Circus, S. L. Cronin, manager, on the other. A special announcement was made by Mel Smith, announcer, calling attention to the presence of the Circus Fans here in convention. The performers fairly outdid themselves in putting on an outstanding performance and, needless to say, they worked to a highly appreciative audience.

## Annual Banquet

Following the close of the performance more than 100 of the circus staff and performers proceeded to the McCurdy Hotel, where the 11th annual banquet was held in the Rose Room. It was a colorful affair, replete with interest and entertainment. Entrance to the Rose Room had been strangled as a marquee. Inside there was a cookhouse entrance and between the marquee and cookhouse entrance a full-sized replica of a band wagon bearing caricatures of Gumpertz, Atkins, Terrill, Sparks and Cronin. Along the side of the wagon the title "Ellisvate Circus" and atop it a circus band with Frank Monroe as director. Thruout the evening the band furnished stirring circus tunes.

The menu, prepared by "Chef" Van Orman, was gotten up in picturesque style, reading like this: Fresh shrimp canape cardinal, a la Thoratons-Ledgotts; Hearts of Celery, a la Stark; Cream of Fresh Asparagus, a la Hopper; Broiled Tenderloin Steak Bordelaise, a la Cronin; Au Gratin Potatoes O'Brien, a la Jacobs; Fresh String Beans, a la Nelson; Cream Pan Salad, a la Christiani; Assorted Animal Glace, a la Curtis; Drinks, a la elephants. The meal was all that could be desired, and when it was over the usual feast of oratory began. Karl K. Knecht introduced Harry Hertzberg, toastmaster, who carried on in magnificence.

(See FANS' MEETING on page 53)

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

IN a breezily-written article, entitled *Round and Round*, Quentin Reynolds in *Colliers* of August 22 discusses and describes Leo A. Seltzer's Transcontinental Roller Derby, quoting Colonel Seltzer and Damon Runyon, famed sports writer, and interviewing some of the speedy contestants among the boys and girls.

HOWARD G. PORCE, manager of Colonial Skating Rink, Put-in-Bay, O., was invited by Manager Harold H. Keeble, Coliseum Rink, Cedar Point-on-Lake Erie, O., to be an official judge of finals in a graceful skating contest at Cedar Point on August 28. Manager Keeble reports satisfactory interest in the events and excellent business.

SKATING HAMILTONS, American duo, are featured in a revue at the Empire Theater, Antwerp, Belgium. Mart and May, acrobatic roller-skaters, are with the Cirque Dutilleu, Tourcoing.

A DELEGATION of 200 from Detroit Skating Club spent an enjoyable afternoon in Colonial Rink, Put-in-Bay, O., on August 16. Bobby Irwin, 6 years old, New Castle, Pa., who is teacuching at Put-in-Bay and Cedar Point, presented an exhibition of versatile trick and fancy skating. Among the visitors were Fred Martin, manager of Arena Gardens Rink, Detroit, and William Kirkpatrick, Cleveland, who operates rinks in Ambridge, Bradford, Coraopolis and Glenwillard, Pa. Manager Howard G. Porce, Colonial Rink, reported business during the week of August 9 best of the season.

CHICAGO roller rink operators are looking forward to a busy fall and winter season. Riverview rink, owned by Ed Fox and operated by Don Levy, has been running all year on an hourly basis of 15 cents to excellent business. Levy was former manager of Guyons' Paradise and also Trianon ballroom, Chicago. Hollywood Rink, Jules Mahl, manager, opens on September 9. Music will be furnished by Don Pedro, organist. Arcadia Gardens will operate nightly, starting on September 10. Planet Rink, opened on August 18, is charging 35 cents. White City Rink, under management of Harry Palmer, has had one of its best seasons. Madison Gardens Rink, Charles McCornack, manager, will not open until September 16.

WRITING from Chicago, where he has been vacationing, Billy Kurten advises that he will reopen Pine Grove Rink, Oconto Falls, Wis., early in September and also a couple of other spots nearby. He reports White City Rink and Planet Rink, Halstead street, Chicago, are open, former having been operated all summer and latter reopening on August 15. "Keeping an eye on other forms of amusement enables the wise rink manager to gain new ideas and profit accordingly," writes Billy. "Colonel Leo A. Seltzer recently mentioned 'lack of inspiration and stimulation' in the rink game as one of the chief drawbacks to its advancement. And rightfully so! Take that game called III-Ld as an example. In case any reader never heard of this game, it consists of a paddle to

which is attached a rubber ball by means of a long rubber cord, the idea being to try to bat the ball out indefinitely without missing. Well, about five years ago this device made its appearance in Chicago. It aroused little interest up until this year. Now not only every child, but many grownups as well are playing the game. And why the sudden change? Incentive, inspiration and stimulation combined to work this near-miracle. The manufacturers made a tieup with a newspaper, which in turn made a tieup with a theater chain and an ice cream concern. Valuable prizes offered helped make the game a winner. Roller skating also needs incentive, stimulation and inspiration to offer its devotees. Skate manufacturers, by offering prizes, can work with rink promoters in creating this stimulus. Kindly note also that the promotional scheme was put over successfully thru showmanship."

AFTER SPENDING several weeks in Ben Morey's Riverview Beach Rink, Pennsville, N. J., E. M. Moorar was transferred to Morey's Pleasure Beach Rink, Bridgeport, Conn. He is in charge of skates and reports both rinks have had a successful summer season. Bridgeport rink is under direction of Mrs. Al Parker, assisted by Earl O'Brien. Attractions are staged nightly except Saturdays and Sundays.

FLYING DEMONS, Ken Lowry and Joe Katz, Pittsburgh roller-skating act, is finding favor with fans in that territory. Act, with attractive costumes and clever routines, intends to remain in Western Pennsylvania for fall and winter seasons.

SILVER CYCLONES, Pittsburgh roller skating trio, joined Jack Dalley's new unit being organized in Pittsburgh, show to open at Rialto Theater, Beaver Falls, Pa., on August 27.

ROLLER RINK in Raven-Wood Auditorium, Centop, O., is under management of Cyril Janach. Downtown spot inaugurated its fall and winter season on August 17. There will be sessions on Mondays, Wednesdays and Fridays from 8 to 11 p.m. New equipment has been installed and management is planning competitive events.

FRANK KUTZEN, manager of Eastwood Park Roller Rink, Detroit, is installing a new electric organ for the fall opening. Present public-address system has proved popular and crowds are showing a distinct preference for old-fashioned records. Business has been only fair during the past few weeks because of hot weather, and management took advantage of the lull to resand the floor. The rink-skate idea has been introduced here. A long arm is projected from the stage and skaters going by seize a ring from a group suspended on the arm, much as on the old-fashioned Merry-Go-Round. Anyone securing the gold ring is entitled to special free admission tickets or other courtesies and prizes, as determined each night. Innovation has proved popular. Another new policy is some three or four special numbers every night for girls only.

## Roller Derby

By LEO A. SELTZER

(Continued from last week.)

We have formed a national association. We want everyone to join. This organization is a non-profit one. All monies collected will be spent for propaganda that will be beneficial to the general good; also, to establish definite records for all manner of races, with one main idea in mind of putting skating in the niche where it belongs—among the rest of the jaro sports.

Dues of this organization are \$10 for rinks and \$2 for skaters, \$1 of the two collected from members to remain with the rink. But, in return, each member will be entitled to a reduced rate for skating; also a reduction in viewing the Roller Derby, wherever it may show. Members may use their cards with the same privileges, no matter where they may travel, at association rinks. The board of control has members representing rinks, skate companies and the Roller Derby. This board will be changed yearly until matters have taken a definite position. The association is not competing with any present association, but will frankly work in any friendly manner possible.

Now here is where rinks will profit at

once on the idea. We will send, at cost, a large three-sheet calling attention to the Roller Derby. It mentions the fact that skaters should ask their rink managers for further information. Application blanks will be furnished. They will explain all the requirements. One of these is that the skater, to qualify, must train in a rink and get the approval of the manager as to his or her time. We wish to start local meets with the winners, provided their time is good enough to be given the privilege to compete in the next Roller Derby close to their city, with all expenses paid by the Roller Derby company. If they make good they may remain permanently.

Rinks, at no cost except for a little local advertising, can start the ball rolling. Cities in which the Roller Derby will appear, will, of course, receive a greater break than the rest, but eventually the company intends six units that will blanket the entire country, the shows to repeat in each city twice a year. Headquarters is Arcadia Gardens, 444 Broadway, Chicago.

Skate companies should readily cooperate with the entire idea. So let's say that by just using common sense and a lot of things that are now available for us we can all pull together and make this idea a real one. Undoubtedly many have other ideas and plans. Well, this Roller Derby need not be the end of it, but thru it the others may be made possible. There is no reason why eventually our association can not be an international one, with recognition in the Olympics.

So lay your hammers away. Let us hear from you. If there are any suggestions or questions, we are glad to answer them. I believe you will all find that *The Billboard* will give us all the co-operation possible. This is entirely unsolicited, but I feel that we should make *The Billboard* our instrument of progress and contact.

## OCEAN PIER

(Continued from page 55)

Ramsden, Ollie Childers, assistant; Guess-you-weight, Edward Brendt; candy wheel, Louis Merino; Emma Phillips, Doris Debus, agents; graphologist, Florence Brands; general store, George Yamato, O. Osajimi, A. Osawa, agents.

Mme. Ray, seeress; bird message, G. Yoshino; photos, Patty Timothy, manager; Vivian Cunningham, Vera Melton, Wanda West, Elizabeth Baumgarten, agents; lead gallery, W. F. King, pitch-till-win, A. Yama; K. Osaki, agent; baseball, Rose Figg, owner; Frank Lush, Grace Daugherty, Bill Heuster, B. B. Dale, agents; shoot-till-win, Mr. and Mrs. A. Dragomar; bottle game, J. M. Clarke, owner; Mrs. J. M. Clarke, Romeo Labouchere, Bernie Smith, George Younger, agents; shoot-till-win, A. Yama, A. Tamashika, T. Osbima, agents; Dr. Howard and Miss Ramona, new idea in mentalist setup.

Rides—Fun-in-the-Dark, Mr. and Mrs. Charles O. Loughlin; Bob Gensen, agent; Whip, A. Goofey, foreman; E. S. Sayre, cashier; Skooter, H. M. Nixon, foreman; R. C. Heiner, mechanic; Mrs. E. Warr, cashier; Merry-Go-Round, William Fredrickson, owner; Dave Corron, cashier; Bill Osborne, platform; Toonerville Trolley, Paul Busie, fireman; Ray Spengeman, cashier; Earl McConnell, conductor; Van Miller, flagman; Miniature Railway, B. W. Lauterman; Speedway, Ivo Weir, owner; Harlan and Frank Weir, agents; Waltzer, Gordon Case, foreman; Jack Talbot, tickets; Whoopee, E. M. Schultz, owner; Nelson Adams, Acroplane, H. R. Relehard, owner and demonstrator; Chute-the-Chutes, C. L. Langley, owner; Hal Carlton, foreman; Pat Mallon, Bob Carlton, Robert White, Jo Dolan, Stewart Watts, gondoliere; Lois David, cashier; Melting Pot, C. L. Langley, owner; Ginger Connolly, Don Levan, king of dolls; Fred Pearl, Wendell Coombs,

agents; High Boy, L. H. Hendricks, owner; Ray Hendricks, Harold Kettering, Harvey Schill, J. M. Neol, agents; Mrs. Ella Morr, cashier.

Shows Naked Truth, Johnny Ward, owner; Ed Baldwin, Shirley L. Rue, Ruth Smith, Ray Denlys, Vera Chpron, Edith Goldsworthy, tickets; Streets of Paris, Louis Stutz, owner; Louis Merino, manager; Hal Entler, cashier; musicians, Dick Davis, Ernest Windisch, Art Hawkins, Aia Bana Lagore, bally, Peggy Stanford, Maxine Marsh, Evelyn Lemm, Corinne Sellers, Mary Garner, Helen Kenton; Lourine, midjet electrician; Desert Baby, May Taaxton, in charge; Octopus, Ray Perryman, manager; Fred (Red) Marmon, lecturer; Doomed-to-Die, Babe Goldsworthy, manager; Baby Theima, wander girl; Stone Boy, Jack Archer; E. C. Grandall, lecturer; Desert Reptile Garden, Jack Allman, owner; Mrs. Jack Allman, inside; Ruth Flossis, cashier; Night in Shoal, Jack F. Lewis, manager; John M. Buck, inside lecturer; Sadie Gryver, cashier; Mongo, Zulu savage, E. Yudin, Ben Hanson.

## FANS' MEETING

(Continued from page 58)

cent style all evening. Among the speakers of the evening were Mayor William H. Drees, P. Harold Van Orman, whose flow of words is, to say the least, astonishing; Howard Barry; Mark Kirkendall, who recited an interesting poem, *Where Do You Go From Here?*; Carl Emmerick, who called on Bert Nelson and Terrell Jacobs to assist him in a bit of foolery; Mabel Stark; E. L. Cronin, manager of the Al O. Barnes Circus; Walter L. Main, Mel Smith, Arthur Hopper, Frank Hartless and a number of others. He introduced the Cristiani family, the Conestrelly family, Harry Bert, Bernie Head, Fred and Irene Ledgett and a number of other Barnes performers, also Mrs. Walter Buckingham, Florence Kinney, Miss Hagen, Mrs. S. L. Cronin, Mrs. Karl Knecht and Karl's mother; Edward Hunt, manager of the McCurdy Hotel; Mrs. Frank Hartless, Mr. and Mrs. Heichert and their daughter, Maybelle, and others, in addition to the various officers and directors of the CFA. Because of the short time available not everyone could be introduced, but Toastmaster Hertzberg did a conscientious job and, all in all, it was a "large" evening for all who attended.

It was nearly 2 o'clock when good nights were said and the circus performers and staff hurried away to the train.

## Notes of the Convention

Karl Knecht did a marvelous job of entertaining the Fans and deserves the highest praise for his untiring efforts. He very modestly gives much of the credit to the rest of the Evansville fans, all of whom co-operated splendidly, but it was the directing genius of Karl that put the affair over so big.

Manager S. L. Cronin of the Barnes show proved himself a real friend of the CFA by the manner in which he handled the details in connection with entertaining the visitors. There was nothing too good for the Fans, and Manager Cronin not only gave orders to his staff that the fans were to have the freedom of the lot but in order to insure that there would be no hitch he furnished canvas badges personally signed by him admitting the fans to any part of the lot. A big assisting Mr. Cronin were Arthur Hopper and Harry Bert, both of whom put much time and thought into looking out for the welfare of the fans.

Karl Knecht got up a big eight-page program illustrated with pictures of the association's past presidents and scenes from previous conventions. This

(See FANS' MEETING on page 68).



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It Pays to Interest Your Skaters in the Pleasures of Walking on the Rollers.  
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# GREAT FALLS SOARS

## All-Time High Gate and Revenue Take Made by North Mont. State

**Paid admissions go to 207,000 and total receipts are \$21,000 over 1935—United Shows of America increase midway business by 35 per cent—Hereford Show again**

GREAT FALLS, Mont., Aug. 22.—Surmounting handicap of drought which had wiped out crops in about half of the agricultural counties of the State, sixth annual North Montana State Fair here upset gloomy predictions and broke all Northwestern records on August 3-8, despite a rainy next day. Paid admissions totaled 207,000, an all-time high. Revenue was \$21,000 greater than in 1935. Grand stand was completely sold out on five of the six nights, with standing room at a premium. Pari-mutuel play was 90 per cent greater than in 1935. United Shows of America, on the midway for the second successive year, reported business up 35 per cent over last year. Business increase of slightly more than 50 per cent was reported by the Max Goodman concessions, at the fair for the fourth successive year.

Certified attendance record is considered astounding by those who know that Great Falls is in the center of a sparsely settled area, with less than 90,000 people living within a 150-mile radius of the city and with a bare half-million population in the entire State.

### Big Attractions Program

Accounting for tremendous attendance was an impressive list of exhibits, including an outstanding live-stock show, topped by the National Hereford Show for the second successive year, and a

(See GREAT FALLS on page 73)

### Gates and Stand Increase At La Crosse Inter-State

LACROSSE, Wis., Aug. 22.—Improving conditions were reflected in attendance at Inter-State Fair which drew best crowds since 1929 here last week. An attendance mark for a single day was set on August 12 with 12,000 on the grounds, and 4,000-capacity grand-stand crowded.

Hennies Brothers' Shows were on the midway. Grand stand acts included *Dino Race Track Follies*, *Petties and Sappy Romanoffs*, "The Living Comet," Jack Mason, *Pettie Brothers*, *Firing Ventons* and *Barre Mills* band. This represented a considerable increase in grand stand acts over last year and addition met with a hearty approval of grand-stand crowds.

Exhibits in livestock and 4-H departments were up to standard, despite drought.

### Mrs. Geo. Edwards in N. Y. For India Expo Equipment

NEW YORK, Aug. 22.—Mrs. George Edwards is here from Bombay to buy equipment for the Lucknow U. P. Government of India Exposition, which will be staged during December and January. Her husband, Capt. George Edwards, has the American Variety Show and Society Circus in India. In addition to equipment, Mrs. Edwards is taking rattlesnakes back with her, rattlers being a novelty in Hinduland, she states.

Captain Edwards is booking the acts at the expo, as well as the Nazim Hyderabad Deccan show, scheduled for February and March. Mrs. Edwards will remain in New York for about three weeks and will then depart for India with her findings.

### Kuhn Ends Advertising Tour

WAPAKONETA, O., Aug. 22.—Secretary Harry Kuhn, Auglaize County Fair, has completed supervision of an advertising tour thru eight counties for his fair, which is claimed to be the only county fair in the United States which will have a complete change of grand-stand program nightly. He traveled 1,000 miles in eight days and is using 26 signboards and 18 newspapers. More exhibit space could be sold if it were available and more concession space has been taken than in the past three years. Mabel R. Weer Shows will be on the midway.

### Earlier Dates for Oshkosh

OSHKOSH, Wis., Aug. 22.—Dates for Winnebago County Fair here are three weeks earlier than they have been for 20 years, said Taylor G. Brown, fair secretary and president of Wisconsin Association of Fairs. He reports exposition building and Auto Show sold out and a brisk demand for concession space. A large live-stock pavilion was erected this summer under the PWA and live-stock judging will be a special feature.



AT TEXAS CENTENNIAL EXPOSITION, Dallas, the Black Forest management has assembled a company of 10 well-known professional skaters for the ice carnival on the large artificial outdoor pond. Left to right: Everett McGowan and Ruth Mack, apache dancers; Maude Reynolds and Frans Le Maire, in Dorian costumes; Manager William Rowley of the Forest; Evelyn Chandler, champion figure-skater, and her partner, Bruce Mopes; Vids and Charles Uksila; Le Verne Busher and Douglas Duffy. Summer ice skating in the open pond has caused widespread comment from wide-eyed Texans.

## Jordan Stirs Officials in Georgia For Repeal of 'Discriminating' Tax

ATLANTA, Aug. 22.—Fair officials in Georgia may take some action soon to insure repeal of the State tax law, as referred to by Secretary Thomas E. Rich, Decatur County Fair, Bainbridge, in the last issue of *The Billboard*.

In a letter to all fair associations in the State E. Ross Jordan, Mason, secretary-manager of Georgia State Exposition and secretary of Georgia Association of Agricultural Fairs, wrote, in part:

"We are advised from the governor's office in Atlanta that there is no relief from the State tax burden imposed on midway attractions at our Georgia agricultural fairs. According to paragraph 42 of the Georgia central tax act now in force, this means that on such and every tent inclosure or place where admission fee is collected or charged or where anything may be exhibited for admission or ticket on your fair-grounds, the same is subject to a tax from the State of \$25.

"The law is effective this year for the first time. Since all contracts between

### Mercedes Is Praised For Conduct of Expo

RHINELANDER, Wis., Aug. 22.—Those who attended the outdoor exposition conducted here by Joseph Mercedes and the Heart of the Lakes Association are agreed that they got full value for their money. The show reflected credit on Mr. Mercedes, his association and the community.

The exposition was characterized by cleanliness, wholesomeness and high entertainment values. There was a carnival atmosphere, but no objectionable features. Personnel thruout from (See MERCEDES on page 73)

### For Turner Day in Corinth

CORINTH, Miss., Aug. 22.—Officials of North Mississippi and West Tennessee Fair and Dairy Show announce thru General Manager J. A. Darnaby, a change of dates to week of October 12. Rocco Turner Day, to be a feature day, due to inability of contractors to complete the air port and inability to arrange other aerial exhibitions, made the change advisable. The 103-year celebration of the founding of Tishamego County, originally one county and now three, including county of Alcorn, will be celebrated by a pageant.

### Red to Green

YORK, Pa., Aug. 22.—The celebrated "Little Red Book," issued annually by Manager of Amusements Herbert D. Smyser for York Fair, which has featured its grand-stand show of stellar acts for years, is green in color this year. Among acts announced by Manager Smyser are Lucille Leers, Sylvia and Maurice, The Danville Francis Trio, Duncan's Colliers; Ernie Young's Revue, "A Trip Around the World"; Large and Morgner, Helen Reynolds' Roller Skating Wonders and Stetson Radio Band. There will be a public wedding Thursday night and fireworks displays nightly. Midway will have Dodson's World's Fair Shows.

## Gate Disliked At Ft. Worth

**Ride and show operators squawk at 50-cent tip—big part of crowds outsiders**

FORT WORTH, Tex., Aug. 22.—Some operators of rides and smaller midway shows at Frontier Centennial are dissatisfied with the 50-cent gate admission to grounds. They say this price is keeping them from getting a share of money being spent and that it will continue to hurt their business as long as it is in effect. Aside from monkey mountain, Indian Village, WTCC building, antique exhibits and outside of Casa Manana and Jumbo, there is nothing else to be seen for this initial 50 cents, they point out.

Casa Manana, Jumbo and Last Frontier have \$1 general admission charge and Casa Manana has other charges for food and drinks. Midway shows and game concessions' highest price is usually 25 cents, with many at 10 cents, but these concessioners contend that people come here only to see the three big shows at a 50-cent gate is too much for those who (See GATE DISLIKED on page 65)

### Raum Unit Starts on Dates Following Series of Rodeos

CINCINNATI, Aug. 22.—C. L. (Jack) Raum, visiting *The Billboard* offices with Billy Hammond on Monday, reported a successful start on his season of fairs with horse acts and circus unit and that earlier dates with his rodeo were good.

Opening with 30 people and 40 head of stock in Flora, Ill., on May 4, he said he had worked continuously since. He promoted and managed Tri-State Rodeo, New Harmony, Ind., on July 16-19, scoring a success. Rodeo stock was then put in pasture and his free-net season started the following week in Atwood Stadium, Flint, Mich. Week of August 24 at Princesville (O.) Fair, to be followed by fairs in Youngstown, Canton, Berea and Paulding, O., and Carrollton, Ky. Rodeo dates will follow fairs.

Unit comprises General Manager Raum, emcee; Mr. and Mrs. Pee Wee Lunsford, Ralph Duke, Joe and Dorothy Bird, Billy Hammond, Bee Bristow, Jim Bird, Ben Scott, Robert and Edith Hold, Hilliard Brothers, Chief Jim Hawk, Mr. and Mrs. Ralph Delno and Mr. and Mrs. Leo L. Curtis.

FOREST CITY, N. C.—Colfax Free Fair, to be held in Ellenboro, re-elected A. B. Bushong, president; Claude Blanton, vice-president; Curtis Price, secretary; Betty Greene, treasurer; G. Fred Hartill, business manager.

BUNKIE, La.—Aroyeles Parish Fair, organization here has been perfected with Prof. C. G. Snoddy, president; Burnette St. Germaine, secretary-manager, and Eugene Lowrey, treasurer.

ATHENS, Ala.—Limestone County Fair here will have L. J. Heth Shows on the midway, reports Secretary I. V. Legg.

every one of them to fight discriminating measures that would destroy them. A meeting may be called in Atlanta for the purpose of arriving at some concerted action by fair officials of the State."



... an old **NORTH AMERICAN CUSTOM**  
(or figures don't lie)

**GEORGE A. HAMID**

is pleased to introduce a new type of game which tells a story of achievement more eloquently than the superlatives of the combined dictionaries of mankind. It goes like this:

- QUESTION:** How old is the Canadian National Exhibition?  
**ANSWER:** Fifty-eight years.  
**QUESTION:** How old is the booking company with which George A. Hamid is identified?  
**ANSWER:** Fifteen years.  
**QUESTION:** How long has the company with which George A. Hamid is identified been booking the grand-stand program at the Canadian National Exhibition?  
**ANSWER:** Fifteen years.  
**QUESTION:** Can you compute the percentage between the number of years the company has been in business and the number of years it has booked the program?  
**ANSWER:** Yes—100 Per Cent.

★ Look over the batting average and form your own conclusions — It's North America's foremost booking office adding up more points as it goes to bat at North America's foremost exposition

**CANADIAN NATIONAL EXHIBITION**  
*fairdom's encyclopedia* ★ **TORONTO, CANADA.** ★ *Canada's recovery year*  
**AUGUST 28 to SEPTEMBER 12**

"The Millin County Fair at Lewistown, Pa., has just closed an engagement with George A. Hamid's REVELATIONS OF 1936. The public and the Fair Association have been delightfully surprised, and from all angles we consider it the best entertainment unit we have ever had. We heartily endorse this unit and recommend it to any Fair Secretaries who are looking for something of this type."—S. B. RUSSELL, President.

**1936 BATTING  
 AVERAGE IN  
 HAMID'S  
 "FAIR LEAGUE"**

"Just in case you should like to know how the directors and myself feel in regard to THE WINTER GARDEN REVUE, which played at the Kent & Sussex Fair at Harrington, Del., the week of July 27—Frankly, regardless of what I say, I do not feel that I can do justice to this Revue by giving my expression on it. However, I will say that it drew from 8,000 to 10,000 people a night for five consecutive nights. The people of Delaware are extremely critical and are hard to please with a show. From the thousands who witnessed it we did not hear a single complaint, but received more favorable comment than from any other Revue we ever booked. This Revue was very impressive, the costumes beautiful, the cast full of talent and it had a great appeal to the public. Our whole Fair was a complete success and we all feel grateful to you for the interest you showed in helping us to arrange our program."—ERNEST RAUGHLEY, Secretary.

(Up to and including the week of August 17th. Home runs assured from that date to end of season.)

"Opening crowd for REVELATIONS OF 1936 was much better than last year's. It is the best show I have yet seen on any fair grounds. Our people and directors are loud in its praise."—B. A. DODDS, Secretary, Gouverneur (N. Y.) Fair.

"It would be an injustice not to convey to you my sincerest appreciation for advising me to include REVELATIONS OF 1936 as a night feature of the Altamont (N. Y.) Fair this year. It is a pleasure to recommend this magnificent production to my many friends. The beauty, refinement, costuming, scenic effects, etc., are truly almost beyond description. The entire community was most emphatic in its praise of REVELATIONS. I am sure this production will meet the success to which it is justly entitled."—ROY PEUGH, Secretary.

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 BRANCH OFFICES :—BOSTON, PITTSBURGH AND LEADING CITIES IN UNITED STATES AND EUROPE

# Good Shows for Publicity and Crowds

By R. D. (Duke) Molesworth

DIRECTOR OF PUBLICITY, MISSOURI STATE FAIR, SEDALIA

TO BE true, "The Play's the Thing," as they say in the theater. In my opinion the same is true of successful fairs. I have included "publicity" in the title only because the best show in the world will not draw its rightful patronage unless proper publicity has been given the event. Granted, a fair is primarily an agricultural institution.



R. D. Molesworth

But a farmer or stock breeder is able to see swine, cattle and sheep at home every day in the year. Why should he spend time and money to come to the State Fair—or any fair, for that matter—to see only a big display of stock? Many of them will come, of course, but their families for the most part will stay at home if you have nothing else to offer.

Give that farmer or breeder a big grand-stand show, something he has not seen before and cannot see in his neighboring cities. He will come to the fair and bring his family and friends with him. Once on the grounds all of them will visit stock and industrial exhibits, but they will NOT come to the fair simply to see stock exhibits alone.

Our experience in 1934 proved that to me, as it has doubtless proved true with many fair officials. We had probably the largest stock exhibits in the history of Missouri State Fair, but our grand-stand show was weak, and we had almost no crowds. We got a good play from the newspapers, with the result that I was later introduced at a press meeting as the "biggest liar in the State of Missouri."

## Records Despite Drought

This season, even before the first of January, we began careful consideration of grand-stand shows for 1936. As previously announced, we finally bought Ernie Young's revue, *A Trip Around the World*. There are other good revues, such as those offered by Barnes-Carruthers, George Hamid and others,

Ernie Young himself has three or four Unit shows playing leading fairs with favorable reception. Our grand-stand show long had been hampered considerably by politics and by the fact that our management felt it could not well afford to buy the type of show needed. Another factor was that we could not handle a full-time show in the grand stand as long as we presented the Horse Show, for which Missouri State Fair has been famous many years, in conjunction with our acts.

Let me say here that politics has no connection whatever with a real grand-stand presentation, except the hooker may happen to be of the same political faith as your management. A show, any show, should be selected purely and solely upon its merits as an entertainment unit. Believe me, the political affiliations of your hooker will have absolutely no bearing upon the attendance at your fair.

I have seen a good grand-stand show break records of many years' standing in the midst of the worst drought in that fair's history. In 1934 we flopped

suggested that the fair should be canceled. Any showman could have told the critics it would take at least three years to rebuild our fair to its then-current doubtful status after such a procedure. The fair was not canceled, largely thru the personal efforts of Secretary Charles W. Green. We held that fair, but the damage already had been done. Our contemporaries had failed to discuss the matter quietly, but had broadcast the story that the fair was being canceled only 10 days before opening.

Last year, almost solely thru free publicity and a new gate policy, we had surprisingly large crowds. We had a good stock show and a fair agricultural show. Our attractions were really pitiful. Nevertheless, people came and saw many other people. They went home saying we had the greatest fair in years. In planning 1936 attractions our officials realized that since thousands of people had spread news of the growing Missouri State Fair and since we had promised in return for proper support of the "Everybody Pays" policy and the 25-cent gate,

R. D. (DUKE) MOLESWORTH, in his third season as director of publicity of Missouri State Fair, where attendance in 1935 was six times that in 1934, has a background particularly fitting him for his duties in Sedalia. A British-American, 38, he was educated in the States and in Canada, has been editor, magazine writer and news correspondent on numerous publications national in scope and has handled copy and advertising for large publishing houses. He has traveled widely, working in South American countries and was lieutenant and captain in three years' service in the Royal Flying Corps of Great Britain. He also was director of public relations for a large hotel company. In show business at one time, he owned and operated a theater while attending school and also worked as a professional exhibition dancer in Murvay's and Rector's clubs, London, and was featured in "Honeymoon Express" Company, touring principal English province towns.

fair which failed to break records lost money on a similar show. In that case it was entirely due to lack of proper publicity. The fair in question spent something better than \$15,000 for its show and something less than \$5,000 in publicizing it. The public in that State consequently was not sold on the State fair show. Conditions were almost identical at those two fairs. The shows were almost on a par with each other, as was the weather before and during the fairs. One fair spent more than \$9,000 for publicity and realized much more than that amount in net profit; the other allotted only \$4,000 for publicity and sustained a loss of \$7,000.

Reports from 17 or 18 major fairs in North America have shown beyond doubt that the old-time program of several "stirrous" acts or acts providing a thrill that is over and done in two seconds cannot produce the desired results at a big fair. Particularly in Missouri, which boasts one of the finest networks of concrete highways on the continent, the public has too much opportunity to see the finest talent in the land, almost any time of year, simply by driving comfortably for an hour or two. The State fair which gains its maximum potential support must compete very favorably with attractions offered by big-time circuses and metropolitan theaters. If they offer that type of program and advertise widely and properly they need not worry about their attendance of their annual income.

## For Professional Talent

Grand-stand shows should be as highly professional as it is possible to buy. Every act, every unit should be selected solely upon its individual, professional merits. If the booker with whom you are dealing cannot furnish the act or unit desired buy from another. The ultimate results necessarily will protect you against possible political backfire, because a good show really publicized will bring you crowds and profits sufficient to forestall any political censure. Nothing about a modern fair is quite so important as first-class attractions.

## Decision for a Revue

Hampered by precedents budgets as we were, we investigated nearly every recognized available revue producer and his product. Our management decided arbitrarily to present a revue in the grand stand. The decision was discounted considerably by the agents representing individual circus acts (who had no revue to offer and are incapable of producing one of equitable quality for the price). The ultimate result was that we virtually tripled our attractions budget for 1936. Mind you, I have never advocated the purchase of attractions which could not be paid for, but I did advocate giving the crowds which we felt were sure to come to us this season their money's worth. And altho we did not buy the most expensive show on the market, we do feel we are keeping the faith in giving Missourians a real show for the money.

One of the things which brought our officials around to favorable consideration in the matter of grand-stand shows was the fact that in 1934, perhaps our poorest year, a neighboring fair (not even a State fair, by the way) broke all grand-stand records in a season when it was much worse off than we were as far as drought was concerned. The fair in question made several thousands of profit, while we lost our proverbial shirts. They had a free gate; we charged 50 cents. But our neighbors had the foresight or temerity to engage a show far better than many a stage production I have paid \$6.40 more than once to see. Their stands were packed for every performance.

It is most important, too, that the show presented be properly produced and staged. A revue or unit show cannot be scraped together in a week and made to function as a unit. For every act every number must be perfectly timed and rehearsed to the nth degree if the spectators are to be pleased. From experience I know that no show can do justice to its audience or its billing with less than three or four weeks of intensive rehearsal. Your audience may not know what is wrong, but a haphazard show cannot click.

Let us consider publicity. The fair's publicity man cannot possibly buy all the "publicity" he obtains for the fair or any of its various departments. I believe it is generally agreed that the publicity budget at any fair, especially any major fair, should be at least one-seventh of the total annual budget. In the case of smaller district fairs the percentage should be materially increased. Our budget in Missouri is considerably smaller than that but, altho growing each year, is still too small for the size of our exposition. A fair such as Missouri State, with a total budget of something more than \$100,000, should have a publicity expenditure of \$9,000 or more, whereas we spend around \$7,650.

But whatever the amount of publicity obtained for your fair, about 80 per cent of it may be obtained at small expense with moderate effort. Altho this is a recognized fact, I still advocate paying for everything you get if it be humanly possible.

## Three Publicity Projects

To mention concrete examples, we have three projects which are very suc-

## NORTH CAROLINA STATE FAIR

RALEIGH, N. C., October 12-17, 1936

### LAST CALL!

Following Privileges for Sale—Grab Joint Locations, one Frozen Custard (must conform to local regulations), Permanent Eating Stands, Popcorn, Peanut and other Locations in Main Buildings (minimum charge \$50.00) and other legitimate Concessions not in conflict with carnival. No pitches or palmists need apply.

NORMAN Y. CHAMBLISS, Mgr., Raleigh, N. C.

ALSO SELLING SPACE FOR

- WILLIAMSTON FAIR ..... Week of September 28
- GREENSBORO FAIR ..... Week of October 19
- SALISBURY FAIR ..... Week of October 26
- CLINTON FAIR ..... Week of October 26
- ROCKY MOUNT FAIR ..... Week of November 2

## INDEPENDENT MIDWAY

No exclusives  
WANTED SHOWS, RIDES, GAMES AND CONCESSIONS  
6 Days—6 Nights

### CLEARFIELD FAIR

SEPTEMBER 14-19, INCLUSIVE

Address all communications to ROY F. PEUGH, Mgr., Clearfield, Pa.

cessful and productive of enormous free publicity. The first is an official State-wide beauty pageant, which we have estimated is good for about \$10,000 worth of free newspaper space annually. We inaugurated this project last year in affiliation with the Miss America National Beauty Pageant in Atlantic City. We have repeated this season with increased results.

A second is parish dairy cattle shows. Last year, in co-operation with the animal husbandry department of the State university, we inaugurated a parish Jersey show. Preliminary shows are held in each of 10 State districts. Winning animals in each district are brought to the State fair, where they compete, on a herd basis, for special awards. This year, because we had the largest Jersey show in history last year, two other breeds were added to the parish classes for 1936.

A third project, which likewise promotes State-wide interest, is our State baking contest. Preliminary contests are jointly sponsored, ostensibly in each of our 114 counties, by a leading newspaper and a representative flour miller. The miller furnishes the special local prizes and the newspaper publisher the publicity. The event furnishes the miller with publicity he could not otherwise buy at any price and the newspapers find it a good promotion stunt for their own businesses. Many publishers work up a special baking edition and make an effort, very successfully in some instances, to obtain special advertising from stove manufacturers, yeast companies, public utilities and others.

Wherever these contests have been staged publisher, miller and public are mutually satisfied with results. From the standpoint of the fair I think the secret of success of all these stunts lies in their local interest and the resultant word-of-mouth advertising. The beauty pageants, for instance, cannot be men-

tioned without the state fair having been mentioned almost in the same breath, because the grand prize in each local beauty show is a free trip to the State pageant at the State fair. Likewise only winners of county baking contests and parish dairy shows are eligible to compete in certain special classes at the State fair.

**Attending Press Meetings**

Missouri State Fair last year made what I consider a record in any State; we had 92 per cent of all newspapers in Missouri "playing ball" with the State fair, even before our advertising contracts were sent out. I am convinced that at least 50 per cent of that publicity was obtained thru personal contact without having asked for it. Obviously it is next to impossible for the secretary to attend every one of the six or eight State and sectional press meetings each year. So ever since I came to Missouri State Fair I have made it a practice never to miss a press meeting in any section of the State. Often I have neglected other duties temporarily in order to attend these meetings. And it has paid surprising dividends.

Publishers who for one reason or another (or for no reason) are "on the outs" with the fair management or one of its individual members often have run free publicity on the State fair after merely labeling its "director of publicity." I have made it a rule never to ask any publisher to run our news stories or free publicity. I do not have to ask them. If they are made to see that you are a human being "trying to get along" they will go home and begin running your stuff; at least that has been our experience.

Another rule is that all our advertising contracts, however small they may be, are awarded each year solely on the basis of their individual rate per thousand of circulation. I do not even know the politics of many of my most favored publishers. We followed that system last year. In the first two weeks of August we paid for 4,794 clippings from 492 of the possible 526 Missouri newspapers. This year we have had numerous requests from editors and news articles for special or exclusive stories on the State fair; in other words, they have asked us to send them publicity to be run free.

Our fair thru a period of several years had gradually grown into a district fair, covering Central Missouri principally. Our intensive publicity and our investigation of State-wide projects during the past two years is changing all that. For the first time in many years Missouri State Fair will be well represented by exhibitors and visitors from virtually every section of this State, altho our exhibits commonly come from 20 or more States. Two or three months before opening date we had received perhaps three times as many inquiries on the daily programs as in previous years and they're still coming.

Our main reason for adding a revue to the attractions this year was by way of providing the variety of entertainment necessary to attract every class of citizen. The special show on opening day was inaugurated because it has long been an axiom of show business that "people go where other people go," and given a good crowd on opening day the rest of the week will take care of itself. An opening-day show gives us a head start.

**Catering to All Classes**

At Missouri there was also a specific reason for the addition of a grand-stand show on closing night. That is our annual Auto Race Day. Crowds are obviously different from those of foregoing days. In fact, they are very largely people who have not attended the fair on any previous day. Last year we had thousands of people milling around the grounds after the auto races—and no night show. Most of those people had come especially to see the auto races, but they were willing to stay and see a good grand-stand show, because scores of them asked members of the staff, "What is going on in the grand stand tonight?" This year we shall be in

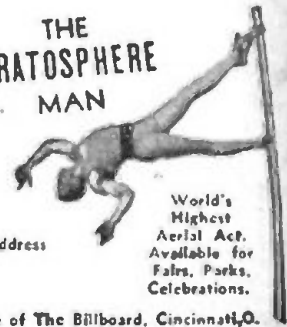
position to gather in their half dollars and give them a \$2 show in return.

Generally speaking, to get the most from publicity and the resultant attendance a fair must have something different, something of interest as much as possible each class of people every day of fair week. Given a good grand-stand show, a real horse show and racing program and a well-rounded program of special days and events, few of which need be costly, the publicity job becomes almost a routine matter of news reporting. Publicity will accrue from the most unexpected sources, with little or no attendant cost, yet you will get people. They will come to your fair for the first time in many years perhaps and bring their friends and families, because there is something at your fair to attract every member of their party.

To obtain the right kind of publicity good attractions and exhibits are prerequisites, especially if that publicity is expected to repeat annually. Good, believable publicity alone can bring the crowds. Crowds, satisfied by attractions and events, will return another year with a good percentage of increase. The severest handicap any fair organization will have, I think, in presenting a big grand-stand show for the first time is the handicap produced by previous overselling of mediocre attractions. A single season will surmount that handicap; then a still bigger show may be bought with confidence each succeeding year.

Widespread, optimistic publicity alone cannot attain maximum crowds. The greatest show on earth alone cannot bring the crowds. But a policy of giving spectators their money's worth, a good variety of the best attractions obtainable, plus intensive publicity, will bring crowds, such crowds as you've never seen on your grounds!

**THE STRATOSPHERE MAN**



World's Highest Aerial Act. Available for Fairs, Parks, Celebrations.

Address

Care of The Billboard, Cincinnati, O.

**ORIGINAL UNIQUE SIGHT COMEDY**

Available for Fairs, Shows, Exhibitions, Race, Feed and Auto Shows.

Also Theater and Pension Entertainments. Address, care Billboard, Chicago.

**OLIVE MILES and CO**  
in  
**COW CAPERS**

**EVERYTHING OPEN**

FOOD CONCESSIONS, SHOWS, BLANKETS, Etc.  
Three Nights—Two Days.  
SEPTEMBER 24-25-26.

**NORTH BROOKFIELD, MASS.**

With  
NORTH BROOKFIELD COUNTY FAIR ASSN.

**63rd GRANGERS PICNIC**

August 31 to September 7, Inclusive  
**6 Big Days and Nights**

**WILLIAMS GROVE**  
Mechanicsburg, Pa.

No better spot in Pennsylvania for SHOWS and CONCESSIONS

**We Operate Our Own Rides**

**PARKING AND ADMISSION FREE**  
R. E. RICHWINE, Secy.

**DARE DEVIL OLIVER**

WORLD'S PREMIER HIGH DIVER,  
Has Some Open Time in 1936.  
Permanent Address, Tonawanda, N. Y.

**WANTED CARNIVAL**  
for  
**JACKSON COUNTY FAIR**  
CARBONDALE, ILL., SEPT. 22-25, 1936  
Address JACK STUMPE, Pinckneyville, Ill.

**Mammoth Open Midway**

Shows, Rides and Concessions  
Good space available, September 7-12.

**MAINE STATE FAIR**  
LEWISTON, ME.

**UNION COUNTY FAIR**  
LEWISBURG, PA.  
Day and Night, October 6, 7, 8, 9.  
**WANTED—Attractions, Shows, Rides and Concessions.**  
M. M. MUSSER, Secy., Lewisburg, Pa.

**Act Now!** If You Want To Cash in on NON-GAMING

**CONCESSIONS**  
at the  
**TRI-STATE FAIR**

**AMARILLO, TEXAS — SEPTEMBER 21-26**

Free Gate — 350,000 Attendance — Horse Racing, Legal Wagering.  
Your Opportunity — Write or Wire Today!

**TRI-STATE FAIR ASS'N** Gene Howo, Pres.  
O. L. Taylor, Secy. Mgr.

**BLOOMSBURG FAIR**  
**SEPT. 28 to OCT. 3 (Day and Night)**  
**AUTO RACES SATURDAY**

Tuesday—Children's Day—40,000 Free Tickets. Friday—"Lucky Testers"  
—Attendance 100,000—Premiums \$18,000—Free Attractions \$12,000.  
Featuring George Hamid's "Fascinations of 1936," Shows and Rides by Dodson's World's Fair Shows. Desire space for Legitimate Concessionist no diggers or nail drivers.

**WARNING—Stay away from Bloomsburg unless you have straight merchandise Concession.**

Bloomsburg, Pa. **CARL FLECKENSTINE, Supt. Concessions.**

**Control Your Entrances and Exits Scientifically**

Write **PEREY TURNSTILES**

**101 PARK AVE. NEW YORK**

**DUTCHESS COUNTY FAIR**  
RHINEBECK, N. Y., SEPTEMBER 1 TO 4, Inclusive. Day and Night.  
Only legitimate concessions. No gift tolerated.  
**FRANK L. ASHER, Supt., Rhinebeck, N. Y.**



# Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

## Pupils' Influx Starts in Sept.

School children of Texas and 46,000 teachers to be taken to expo in relays

DALLAS, Aug. 22.—Thru Gov. James V. Alfred and State Superintendent of Schools L. A. Woods, expo officials made arrangements for most of the 1,800,000 school children of Texas to see the Dallas fair. In addition, about 46,000 teachers will attend. Miss Nell Parmley, co-director of rural education, arrived from Austin to establish headquarters in Dallas.

Between 10,000 and 20,000 school children a day will be brought. This large-scale movement will begin on September 15, opening of new school years. Visiting youngsters will make an average stay of about three days. The auditorium and first floor quarters of the State of Texas Building to be opened in about two weeks, will serve as educational headquarters for children and teachers.

Director General Harry Olmsted announced several rearrangements of departments to consolidate expo management, following death of General Manager W. A. Webb and departure of Paul Massman and W. H. McHenry.

### Record for Cavalcade

Ray Foley, assistant general manager, was named assistant director general in charge of operations, concessions, exhibits, purchasing and technical staff. J. Ed Brown, special events department, was named assistant to the director general.

Frank N. Watson, who remains as director of promotion and publicity, was given jurisdiction over special events, formerly handled by Mr. Massman. Radio was also assigned to Mr. Watson's general supervision. William H. Kittrell Jr., in charge of special campaigns, will co-operate with Mr. Watson's department in the new lineup for special events.

A. E. Moyle was designated director of finance and comptroller. Cavalcade of Texas remains a separate department, with A. L. Vollman in charge.

The seven-day period ending last Tuesday was below average, excepting Tuesday, Kids' Nickel Day, which was the best Tuesday since early June. Last week-end attendance was far below average, but midway grosses held up and in several instances were better than average week-ends. There were no special events scheduled those days. Chief factor noted in the last seven days has been the percentage increases of out-of-State visitors from one-sixth to one-fifth of daily attendance. The 3,000,000th visitor entered the grounds early Wednesday, second Colored Day.

Cavalcade of Texas, pride and surprise of the expo, played to 291,702 admissions in 136 paid performances, setting a record for stage productions in the Southwest. Favorable audience reaction is virtually unanimous, which accounts for crowds of 7,000 to 10,000 nightly. Seating capacity, originally 3,600, has been increased to 5,200. Although admission price is only 40 cents, with lower prices for children, the Cavalcade has been earning gross revenue of \$60,000 a month. It has enormously heavy operating costs which reduce net earnings sharply, but indications are that profits will go a long way toward redeeming initial investment of \$250,000. Author of the pageant Jan Fortune, Dallas, was paid only \$800 for the script. A. L. Vollman is producer for the Centennial.

### Black Forest Pepped

A special event that attracted thousands to the Hall of Foods Building was Souvenir Day on Friday. More than \$10,000 worth of products were given

Attendances	
Previously reported . . . . .	2,750,045
Wednesday, August 12 . . . . .	29,851
Thursday, August 13 . . . . .	29,642
Friday, August 14 . . . . .	29,376
Saturday, August 15 . . . . .	39,660
Sunday, August 16 . . . . .	37,527
Monday, August 17 . . . . .	31,795
Tuesday, August 18 . . . . .	41,981
Total . . . . .	2,989,897

away by exhibitors, ranging from copies of the Texas ranger song, theme tune of the Texas Rangers, which had its premiere here that night, to every kind of food, candy and sweets.

There appears to be new life in Black Forest, ice skating and dining spot. Business is beginning to build and things are humming. Dining has been getting a big play the last week. Management staged a blowout for mayors and visitors of Dallas County on their official day on Monday, and about 45 turned out. On the same evening 300 members of the Powers Around-the-World Tours had an early dinner. Tuesday the big Republican rally with John D. M. Hamilton, who nominated Landon, as principal speaker over the Centennial Gulf Oil pickup brought about 15,000 to the grounds. A Republican dinner at Max Rife's Black Forest Inn followed. New stunt of public ice skating is meeting with a big response from young and old.

### Dancers Are Held Over

Yanyego Troupe, voodoo dancers from Cuba, has been held over for at least an additional week, popularity of the unit has been so great. If attendance holds up this week it is indicated the dancers will remain longer. They appear several times a day in the artists' auditorium or the Foods Building.

Frog Farm, owned by Hamilton Owens and managed by Howard Hollingsworth, is an educational exhibit in which the art of frog raising is plainly outlined. Settings are nearly perfect to natural habitat as is possible to build. It is well stocked with various species.

In Streets of Paris, Mid Peek Show was changed to Parlor, Bedroom and Bath, a version of Earl Carroll scene. Allico Reichel is manager with Dick Stewart on front and Doug Pipes inside. Posing girls are Helen Rowland, Cleo Andrus, Muriel McMurray and Daisy Neederman.

Stanley Graham's Show Boat, going into a four-day schedule next month, is staging a contest for the girl roles in *The Drunkard*, to understudy the present femme cast. Finals were set for August 31. Winners will be awarded a contract for remainder of the season. Contest, under way one week, averages a dozen applicants a day. Judges are Frank Ferguson, director of *The Drunkard*; Centennial publicity men and local dramatic critics.

Miniature autos from Tom Morris' midget race track were used in a free-for-all auto race tonight between stars playing in the expo villages. Wild Bill Hickox was official starter. Participants were Evelyn Chandler, Black Forest; Mona Leslie, Streets of Paris; Mile Corrine, Streets of All Nations; Yvette, Hollywood Nights and others. Joe Rogers, "Mayor of the midway" and Mayor Sargeant, Dallas, were judges. Publicity department arranged for a Southwestern radio tie-up and newsreels.

### Orchestra Men Injured

Glyde Vandeberg, in charge of radio for the exposition since January, will leave for San Francisco, where he will head similar work for the 1937 World's Fair there. General supervision of the radio department will remain under Frank N. Watson, director of promotion and publicity.

Jimmie McClain filled Martin Provensen's place, resigning from station WFAC staff. Provensen, chief announcer, returned to California to resume radio work. First of a series of weekly community singing festivals was broadcast from the exposition from 9:45-10 p.m. on

Tuesday with Isham Jones' Orchestra furnishing accompaniment. Visitors will be given an opportunity to exercise their vocal chords each week at the same time under direction of V. O. Stamps. Gulf Centennial Network likewise carried the crowd croonings.

Three members of Tommy Dorsey's Orchestra are still in a San Antonio hospital, after a woman driver crashed into their cab as they rode to a railroad station to catch a train for Dallas where they were scheduled to play the weekly Ford program on an NBC hookup. Those in the hospital are Ben Pickering, trombone; Joe Dixon, saxophone, and Paul Weinstein, arranger. Freddie Stulce, also in the cab, was able to continue to Dallas.

### Fountain Act Is New

Hadjl Ali, human fountain, is a new act in Ripley's Odditorium. He drinks from 30 to 50 glasses of water, then becomes a human fountain, spraying what seemingly is more water than he consumed. He also swallows several dozen hard-shelled nuts and returns as many as called for (up to 30) to the audience. The act replaced Roy Bard, ossified man. Ripley show, under Frank Zembrano's management, on Tuesday, Kids' Nickel Day, had its best Tuesday attendance by a large margin. . . . Days of Real Sport's opening was again postponed. . . . Clinton Bolton, who has been publicizing the midway and special events, resigned to take over publicity department of the Old Globe Theater. . . . La Cubania, novel dance at Streets of All Nations, reopened Tuesday night, after a three-day shutdown. . . . Sidney Franklin, American bullfighter, is still negotiating with officials for a bullfight here—a "hickory limb" bullfight if necessary. In this type of fight the bull is not harmed. . . . Duke Art, ice sculptor in front of Little America, has a bull that jams the midway in front of the exhibit. . . . A television wedding last Saturday in television concession in the Hall of Electricity drew large crowds and generous publicity. The wedding party stood in front of a screen in Chrysler Hall on which appeared a speaking likeness of the minister, who spoke from the television exhibit.

## Fair Grounds

HUNTSVILLE, Ala.—D. C. Finney, president of Madison County Fair, said indications are the 16th annual this year will exceed records of the last seven years. The fair continued without interruption thru depression. Crews have started repairs and several new departments and a more extensive entertainment program are scheduled.

SALMON, Idaho.—Lloyd Shaw Post, American Legion, desires to sponsor Lemhi County Fair in September. A committee has contacted business men to underwrite expense, but actual work would be done by the Legion. With good weather, gate receipts should more than refund the amount advanced by business concerns. Should receipts not meet expense, a refund in proportion to receipts would be made.

SOMERSET, Ky.—Pulaski County Fair Association has leased Somerset fair grounds to the Cosmopolitan Shows for presentation of a fair, reported Fair Secretary Brecher Smith Jr.

ROSEAU, Minn.—A large debt, contracted when Roseau County Fair Association launched a building program last year, was practically wiped out by profits of the 1936 fair. Secretary Charles Christianson and Treasurer Olaf Holdahl said. Improvements included two barns, an addition to main exhibit building, remodeling of main entrance and painting all structures. Total attendance was placed at 18,000.

URBANA, O.—Champaign County Fair board is in receipt of \$8 from a conscience-stricken patron, who confessed in an accompanying letter that his family attended the fair without paying admission. Family tickets were \$1. He asked that the money be used to pay premiums.

LEWISBURG, Pa.—Plans for Lewisburg's Sesquicentennial Celebration, formerly scheduled in connection with Union County Fair, have been canceled thru disagreement with a company hired to present an historical pageant which would have been principal feature. (See FAIR GROUNDS on page 73)

## S. D. Offering Variety of Fare

Ice skating carnival is drawing record throngs—memorial held for Rogers

By FELIX BLEY

### New Record Set

SAN DIEGO, Aug. 22.—All 1936 attendance records were shattered when 109,644 persons passed thru the turnstiles in the seven-day period ending Sunday, August 16, Edward T. Bailey, executive vice-president, announced. The record week, exceeding the previous high by more than 27,000, brought the year's total to 1,770,026. Highest week until the record-breaker was 103,443 for the seven days ending on July 26.

SAN DIEGO, Aug. 22.—Variety continues to mark daily programs at California Pacific International Exposition. On Monday, Kids' Day, dart-throwing contests in Court of Honor, with 500 participating, was supervised by Ernest O. Husick, special events director. Maglin Kiddiers presented a revue in House of Hospitality. The 30th Infantry held a retreat concert in Plaza del Pacifico and Ecuador Day program in House of Hospitality featured Alexander Knosoff, pianist; Jay Egges and Quimo Reclat, tango dancers, and Jose Arias and his troubadours. At night a capacity crowd filled Ford Bowl for final concert by San Diego Symphony Orchestra under direction of Nino Marcelli. On Tuesday more than 8,000 welcomed Dr. Alfred Hertz and his San Francisco Symphony orchestra for its opening Concert in Ford Bowl. William Vandenberg is assistant conductor. Orchestra will play fourteen concerts under sponsorship of Ford Motor Company, ending on August 23.

### Winter Scenic Setting

On Wednesday more than 15,000 crammed into the organ amphitheater for the premiere of the ice skating carnival. It marked the first time that many San Diegans ever had seen ice skating. Stage has been transformed into a frozen lake, backgrounded by hundreds of pine trees, decorated to give them winter dress of snow and icicles. Featured are Ann Taylor, Charlie Hadlett and Danny Huyenstruyt, barrel-jumpers; Dick and Irene Meister, rhythmic waltz and fox-trot; Frenchy Herbert, comedian; La Velle Haines, Vera Larsen, Margaret Schlinker, Vera Laube and a burlesque bullfight. Jeffrie Gill registered in his West Coast debut and gained laurels not only by his tenor solos but his manner as emcee. This as a free attraction is being presented twice daily for one week.

On Thursday the Zino Klinker picture, *The History of Aviation and Orichlids and Ermita*, starring Colleen Moore, Jack Mulhall and Sam Hardy, was shown in the House of Hospitality Auditorium as a free attraction. Tom Sawyer Day was observed with youngsters between ages of 10 and 14 admitted to the grounds by presenting coupons clipped from *The Sun*.

### Veterans Visit Midway

On Saturday United Spanish War Veterans celebrated a parade from the west gate to the organ amphitheater, where drill teams and bugle corps contest was held. Later a rally was held in the Days of '49 on the midway.

Sunday, Special Kids' Day, German Day, Minnesota Day and Czechoslovak Day, drew record crowds. An impressive service dedicated to the memory of World War veterans was held as a highlight of weekly vesper service. Bailey Warren, tenor, rendered several songs. Edward T. Bailey, executive vice-president, said that in view of the educational features on the Sunday program, including a matinee concert by the San Francisco Symphony orchestra, the management voted to admit youngsters of 10 years or under into the grounds for 5 cents. William Vandenberg was guest-conductor during the concert. Mabel Thorns, Pacific Coast champion solo skater, appeared for the first time in the ice skating carnival, which has attracted record crowds since it opened.

PORTLAND, Ind.—Jay County Fair had the largest closing night attendance since the night fair was started several years ago. Climax was a fireworks spectacle. Heavy rain caused cancellation of racing for Friday.



# Great Lakes Exposition

CLEVELAND

By BOB REED, 1679 East 82d Street, Cleveland

## Visit Draws Okeh of F. R.

President, touring midway, praises management—Indians confer tribal titles

\*CLEVELAND, Aug. 22.—When President Roosevelt visited Great Lakes Exposition on August 14 he was greeted by more than 25,000 persons when he entered the grounds at noon. More than 200,000 lined sidewalks along the 20-mile tour of the city. The President was greeted with the Presidential salute and passing in review of Company I, 11th Infantry, encamped on the grounds. Following a luncheon in the DeWitt Show Boat aboard the S. S. Moses Cleveland, which was attended by some 400 distinguished guests, he toured the exhibition area and midway but was prevented from taking in Streets of the World sector due to lack of time. He congratulated the management upon its achievement and extended best wishes for complete success of the show.

G. C. Dickens, assistant United States commissioner of the expo, and W. B. McCown, superintendent of Kiowa Indian Agency, were hosts during the week to 35 Indians from the Riverside Indian School at Anadarko, Okla. Lincoln O. Dickey, expo general manager, and Peg Willin Humphrey, associate director, were inducted into the tribe following ceremonies and smoking of the pipe of peace. Mr. Dickey was named Tonokait-Key or Big Water Chief, and Peg Humphrey was appropriately named Tab-Own-Mah, meaning helpful woman.

### Dance Winners Working

Miss Patricia Winelow, member of the Marine Theater swimming and dancing unit was adjudged to have the "most perfect" back in a contest sponsored by Ohio State Chiropractors' Association and attracting a large number of entrants. She is 18 and a resident of Cleveland. This was the first of a number of contests to be held during the expo.

Farm and Agriculture Week saw the management admitting folks for certain quantities of farm and food products in lieu of usual admission price. The stunt attracted unusual interest and a large quantity of food products was secured and given to charitable institutions throughout city and county. The 4-H Clubs were active in Agricultural Week program. Walter Lloyd, editor of *The Ohio Farmer*; Walter Kirk, master of Ohio Orange; Perry Green, president of Ohio Farm Bureau; Ralph Howard, vocational agricultural representative, and Dean J. P. Cunningham, College of Agriculture, Ohio State University, participated.

Winners of the recent dance contests were Ted Kramer, Ann Olivar, waitresses, Cleveland; Bob Murphy, tap dancer, Columbus; Henry and Cardy Heinz, fox trotters, Detroit; Mr. and Mrs. Joseph Van Patten, eccentric dancers, Philadelphia; tango winners, Douglas Gregory, Marie Sawyer, Detroit; latter team are now playing at Herman Pirchner's Alpine Village on the midway, while others are being featured at the International Circle in Streets of the World. Three Continentals, singing and musical trio, completed a six weeks' engagement at strolling entertainers.

### Acts Being Held Over

Free acts held over indefinitely are Four Lorenzos, high ladder; Frejag Ringens, high dive at the Marine Theater; Marie Borris and Belgian Wooden Shoe Dancers; Johnny Cowers and his clown band and Professor (Schultz) Freidell, comedian. Don Baker and his trained dog, Olga, are working Streets of the World with boomerangs. Many nationality groups are appearing daily

### Attendances

Previously reported....	1,558,029
Wednesday, August 12	38,033
Thursday, August 13...	36,624
Friday, August 14....	35,014
Saturday, August 15...	50,001
Sunday, August 16....	62,285
Monday, August 17....	40,063
Tuesday, August 18....	32,380
Total .....	294,000
	1,852,429

at the International Circle and this has swelled attendance there. John Gourley, director of the Streets, is confident that 70 per cent of total exposition attendance will have been registered when the curtain is rung down on October 4.

Bert Todd, veteran hurly man, and Leo Preisler, gate supervisors at Streets of the World, say they have a swell crew but that there are plenty of headaches at gates and box office. Gate personnel: Tickets, Jack Nantell, Leonard Gross, Byron Smith, Ray Gallagher, Paul Volk, Frank Engel, Larry Golden, Carl Peters, Joe Stegleman, Jerry Hauser, Joe Palmer, Walter Lusku, Joe Hason, Sanford Black and Bob McKee; Jessie Martin, Olga Timko, Peggy Duffy, Evelyn Lane, Fay Diamond, Grace Harris, Adels Bergin and Beverly Myers, cashiers.

Edward Hungerford has painted the front of his Parade of the Years show so that it portrays a complete panorama of transportation since early periods. Business is way up at this spot, which features eight scenes, seven interludes and grand finale. Organization: Edward Hungerford, general director; John Ross Reed, general manager; Frank L. Smith, house manager; William S. Gordon, treasurer; P. W. Keller, comptroller; John E. Webber, publicity director; Veronica Kelly, secretary; technical staff, Perrin G. Somers, stage director; Art Marberry, stage manager; Donald Crockett, Stewart Allen, Robert J. Kinghorn, John Rowland Woodruff, assistant stage managers; John B. Fitzgerald, chief carpenter; John Frey, property manager; William McCoy, chief electrician; Tom Fuson, superintendent of lot; Mildred M. Barlow, wardrobe mistress; Roy Mosen, master mechanic; M. R. McGregor, chief of stables; Noel Leslie, Marguerite Chaffee Kent, narrators; Sally and Francis Spencer, alternate narrators.

### Preparing for Legionnaires

The entire pageant, devised, written and produced by Edward Hungerford, is staged by John Russ Reed, Associate directors are Charles Alsn and Adele Gutsman Nathan. Music is by R. Nathaniel Dett, Norman Spring Wright and Julian Webster; stage designed by Waslav Richard Rychtarik; costumes, Harry Horner. Lous Rich is musical conductor. Coming of the American Legion convention next month has caused great preparations to handle huge crowds. Many spots are being enlarged and a most elaborate decoration program is planned. Possible attendance has been set at between 275,000 and 400,000. Olen Glauser, assistant manager of Cleveland Convention and Visitors' Bureau, said never before has demand for rooms been so great.

Expo executives were hosts to New York World's Fair officials during their recent tour, which also included a visit to Dallas and San Diego. Delegation included W. Earl Andrews and several members of the board of design. S. S. New York south pole ship under command of Captain E. B. von Suboff, has become a regular rendezvous for Federal Theater players. Captain von Suboff has returned from a lecture tour of Northern Ohio.

### GATE DISLIKED

(Continued from page 60)  
just want to play games, see cheaper shows and go on the rides.  
Alexander Oumansky, Russian ballet dancer, who created and directed the 200-people square dance as finale of *The Last Frontier*, is carrying out plans for his Lone Star Ballet, to be made up of Tex-

# TICKETS

OF ALL KINDS  
SPECIAL PRINTED ROLL OR FOLDED MACHINE  
(SIZE 1x2 INCHES)  
10,000 - - \$8.65 - - 50,000 - - \$11.25  
100,000 TICKETS - - - \$17.00  
RESERVED SEAT COUPON TICKETS AND BOOK TICKETS  
STOCK TICKETS FOR IMMEDIATE SHIPMENT

**NATIONAL TICKET CO.**  
SHAMOKIN, PA.

## AMHERST COUNTY DISTRICT FAIR

### LYNCHBURG, VA.

DAY — SEPTEMBER 21-22-23-24-25-26, 1936 — NIGHT

Shows, Rides and Free Acts. All Concessions will work. Stock Wheel Men, this is your spot. Concession Space very limited. An old fair on our new grounds. Everybody working. Tobacco highest in years.

All Mail and Wires to  
**AMHERST COUNTY FAIR ASSN.**  
213 1/2 9th Street, Lynchburg, Va. Phone 2516.

## YORK FAIR

### PENNSYLVANIA'S BIGGEST FAIR

OCTOBER 6 to 10, 1936

ATTENDANCE LAST YEAR, 234,661.

Desirable Building and Ground Space for Demonstration and Concessions still available. Agricultural, Industrial, Races and Grand-Stand Attractions the Best Money Can Buy.  
JOHN H. RUTTER, Secretary, York, Pa.

ans only, if possible. He opened a studio downtown.

### Provide for Negroes

John B. Davis announced that every Tuesday night sections of seats for Negroes will be provided at *The Last Frontier* and at Jumbo. Both shows have plenty of extra space.

Will Rogers exhibit in WTCC building was closed for two hours on the August 15 anniversary of Rogers' death. A special memorial program from this room was broadcast over WDAP.

Biggest part of attendance to the local show is from out of town and out of the State. On one night registrations in WTCC building represented 27 States, largest number of States to be registered in one night so far; 139 special days for cities, towns, clubs, groups and States have been designated for remainder of the show.

Frank Libuse, clown waiter in Pioneer Palace, left for Chicago.

Jack Lansky and Jack Shapiro, of the Nude Ranch, left for a two weeks' vacation trip to New York. Jack Ross, on front at Nude Ranch, who injured his knee about a month ago, is away from the Ranch again, after working a week, because of complications in the knee, which may have to be operated on.

Kent Watson, formerly in publicity department of Dallas expo, is now Sally Rand's press representative, handling not only her publicity, but all her numerous luncheon and other speaking and appearance engagements.

### Simmons' Band Busy

Nude Ranch had 113,000 admissions thru August 19, according to Happy Myers who says that over half of these admissions were for women. Myers doubled front of Nude Ranch and Ziegfeld's Beauty Bath on opening day of bath show. Laurene NeVoll, who formerly danced in lion's cage in this building is the beauty, Sally girls are Emily Turner, Doris Thompson, Boots Brewen and Billy Jean Barton.

Sam Salerno and Tony Miller, who operate the pig races, have opened another stand next door to the race, featuring a Brazilian Board, a new game here. Eddie Parslee is in charge. Captain Kenneth Blake, free-act high diver, and his company were interviewed on August 13 over KFJZ on program which features interviews of Centennial personalities by a member of the announcing staff.

Eddie Goldstein, who formerly operated a drink stand here, returned to New York to re-enter hotel business.  
Blackie Simmons' Blue Jackets is of-

### 96th ANNUAL WATERLOO, N. Y. FAIR

SEPTEMBER 13-19  
WANTED—Independent Shows, Concessions of meat, Corn Game and Pate. Owners must be legitimate.  
GEO. C. STARKLEY, Secy, Johnnie Bros., Concession Manager, Waterloo, N. Y.

### WANTED FOR BEN HILL COUNTY FAIR

FITZGERALD, GA.  
Week of October 18, or of October 25, or of November 1.  
Eight good Rides, eight good Shows, Corn Game and other Concessions. No Wheels. No shows in here this year until after the Fair.  
HOWARD WATERS, Secy.

ficial band for midway attractions and plays for square dances at pavilion, in front of Jumbo building just before performances, at Chuck Wagon and at Pioneer buildings on Sunset Trail. Members besides Simmons, leader, are Albert Brank, Knokey Parker, Jesse Ashlock, Sam Graves and Bruce Pierce.

### Big Steer Is Draw

Thomas F. Murray, efficiency expert of Schwartz Theater Circuit, New York, now in control of all concessions here, did nice job of remodeling the Chuck Wagon and increased business almost 100 per cent, partly thru addition of kosher-style food. All boys operating concessions in Jumbo and *The Last Frontier* report increased business this week over previous weeks, especially with prize packages, becoming very popular with audiences. Managers for Jumbo concessions are, besides Leo Stern, Henry Lindenbaum and Arthur Von Wegand, and for *The Last Frontier*, Harry Sherman, Solly Masloff and Edward Gelberg. Maurice Stein, formerly concession operator of Skouras, Reid and RKO houses in Trenton and New Brunswick, is representing O'Reilly-Bereish interests at the show as manager for Frontier Exhibitors Concessions, Inc.

Mr. and Mrs. Verne Newcomb came from Pocatello, Ida., to spend several months. Newcomb, promoter of special events, just completed a successful rodeo in Pocatello. The Newcombs have taken a camp at Lake World, where many of the show personnel have taken camps, including Happy Myers, of the Nude Ranch. Joe Peanuts and his Monkeyland Jamband opened on August 11, after being delayed a month by back connections from South America. Jack Mayo is in charge. Graham Young, who features the largest steer, publicized by Ripley, is having good crowds, steer being housed in a red barn. Fred Chaventone, maitre d'hotel at Casa Manata, returned to New York. Ned Alvord left to rejoin Misreus Rovue, *Gay Parade*.



1936 FAIR DATES

ALABAMA
Alexander City—East Alabama Fair Assn. Oct. 13-17. Lewis B. Dean, mgr.

Newington—Newington Grange Fair. Sept. 10-19. Mrs. Clara Houchell, R. D. 2, New Brittain.

El Paso—El Paso Fall Festival of Woodford Co. Aug. 25-28. Harold Wright.

Illinois—Butler Co. Fair. Sept. 8-11. A. H. Werner.

ARIZONA
Douglas—Cochise Co. Fair Assn. Oct. 1-3. James H. Barrett.

FLORIDA
Ferry—Taylor Co. Fair Assn. Oct. 27-31. K. S. McMillan.

MISSISSIPPI
Biloxi—Biloxi County Fair Assn. Oct. 1-3. J. H. Beck.

MISSOURI
Cass—Cass County Fair Assn. Oct. 1-3. J. H. Beck.

ARKANSAS
Bentonville—Benton Co. Free Fair Assn. Oct. 1-8. H. J. Beck.

GEORGIA
Adel—Cook Co. Fair. Sept. 31-26. J. T. Dampier.

INDIANA
Akron—Akron Agr. Fair Assn. Sept. 23-26. P. M. Peltz.

KANSAS
Abilene—Central Kan. Free Fair Assn. Sept. 26-Oct. 2. Ivan Robinson.

COLORADO
Castle Rock—Douglas Co. Fair. Sept. 19-20. C. R. Reynolds.

HAWAII
Kahului, Maui—Maui Co. Fair. Oct. 8-10. E. L. Dainkowski, dir.

IDAHO
Blackfoot—Eastern Idaho District Fair. Sept. 21-24. J. C. Sorenson.

ILLINOIS
Alado—Mercer Co. Agr. Soc. Sept. 15-19. W. W. Warnack.

CONNECTICUT
Berlin—Berlin Grange Fair. Sept. 11-13. Mrs. Edith L. Griffin, Box 24, Kensington.

MISSISSIPPI
Biloxi—Biloxi County Fair Assn. Oct. 1-3. J. H. Beck.

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Seak Center—Sears Co. Agr. Soc. Aug. 29-31. J. A. Schoenhoff.
Stanton—Murray Co. Agr. Soc. Sept. 2-6. W. M. Leebens, Fulda, Minn.
Tyler—Lincoln Co. Fair Assn. Aug. 27-30. Jens S. Helstad.

Arlington—Washington Co. Agr. Soc. Sept. 1-4. Howard Rhea.
Arthur—Arthur Co. Agr. Soc. Sept. 3-5. Ira H. Sage.
Auburn—Nemaha Co. Fair Assn. Aug. 31-Sept. 1. E. C. Codington.

Conestock—Hopkinton Fair. Sept. 22-24. L. A. Nelson.
Deerfield—Deerfield Fair Assn. Probably Oct. 7-8. E. B. Hersey, R. P. D., Gossville, N. H.
Litcher—Cook & Ester Agr. Soc. Sept. 5-8. Carroll Staughton.

Carthage—Moore Co. Agr. Fair. Week of Oct. 12. Paul H. Wadkill.
Charlotte—Carolina's Agr. Fair. Oct. 18-24. C. W. Cravens.
Cherokee—Cherokee Indian Fair Assn. Oct. 4-8. J. W. Myers.

MISSISSIPPI

Charleston—Tallahatchie Co. Free Fair Assn. Oct. 5-10. L. Burnett.
Clarksdale—Delta State Cotton Festival. Sept. 9-11. Mrg. T. A. Baucum.
Collins—Covington Co. Fair. Sept. 28-Oct. 3. O. W. Speed.
Columbus—Columbus Radium Fair. Oct. 12-17. R. J. Johnson.

Bloomfield—Knox Co. Live Stock & Fair Assn. Sept. 13-18. Henry F. Kuhl, Plinville, Neb.
Broken Bow—Custer Co. Agr. Soc. Sept. 2-4. F. C. Richardson.
Central City—Meritex Co. Fair. Sept. 1-4. Verne Hensley.

Bridgeport—Gardner State Fair. Sept. 15-19. P. D. Emerson.
Egg Harbor City—Atlantic Co. Agr. Fair. Sept. 9-9. O. G. Gnatrout.
Fair Hills—Fair Hills Fair. Sept. 10-12. Miss A. A. Beck, care of Mrs. F. O. Lloyd, Bernardsville.

Clinton—Clayton Co. Fair. Sept. 24-28. Mrs. E. H. Plimco.
Los Lunas—Valencia Co. Fair. Sept. 25-28. Lovington—Lee Co. Fair. Sept. 2-4.
Mora—Mora Co. Fair. Sept. 11-13 (tentative).

MISSOURI

Albany—Gentry Co. Agr. Soc. Sept. 1-3. T. C. Hasebrink.
Appleton City—Appleton City Fair Assn. Aug. 28-29. Miss Estella Ritchie.
Burch Tree—Burch Tree F. & F. Fair. Oct. 18-17. W. L. Keller.
California—Monteau Co. Fair Assn. Sept. 1-4. John E. Dahler.

Franklin—Franklin Co. Agr. Soc. Sept. 1-3. Frank Die.
Holdsop—Phelps Co. Agr. Soc. Aug. 25-28. J. M. Moore, R. 1, Loomis, Neb.
Humboldt—Humboldt Co. Agr. Soc. Sept. 15-18. F. J. Pital.
Hooper—Doage Co. Fair. Sept. 8-11. N. E. Shaffer.

Lawrence—Lawrence Co. Agr. Soc. Sept. 21-23. George T. Hart.
Hartington—Cedar Co. Fair Assn. Sept. 8-11. Alphonse Lammers.
Hemington—Box Butte Co. Agr. Soc. Sept. 1-3. Frank Die.
Holdsop—Phelps Co. Agr. Soc. Aug. 25-28. J. M. Moore, R. 1, Loomis, Neb.

Rocky Mount—Rocky Mount Fair. Week of Nov. 2. Norman Y. Chambliss, mgr.
Shelby—Cleveland Co. Negro Fair. Oct. 14-17. Ker. A. W. Foster.
Spring Pine—Spring Pine River Fair Assn. Sept. 15-19. W. M. Wiseman.
Tabor—Coastal Plain Fair. Oct. 28-31. E. L. Clayton.

MONTANA

Baker—Pallou Co. Fair Assn. Sept. 17-18. Keith Sims.
Chinook—Blaine Co. Fair. Sept. 5-7. James Griffin.
Culbertson—Rosevelt Co. Fair Assn. Sept. 3-5. A. W. Warden.
Dodson—Phillips Co. Fair. Aug. 28-30. B. E. Kodaleo.

Stapleton—Logan Co. Agr. Soc. Sept. 17-19. Robert Moore.
Stoville—Frontier Co. Fair. Aug. 24-27. Ralph E. Edgards.
Synclair—Olea Co. Agr. Assn. Sept. 2-4. J. P. Sorell.
Teunseh—Johnson Co. Fair. Sept. 14-16. T. J. Current.

Winnemucca—Humboldt Co. Fair Assn. Sept. 3-7. H. C. Coakley, pres.
NEW HAMPSHIRE
Center Sandwich—Sandwich, Town & Orange Fair Assn. Oct. 12. Chas. D. Hoyt, mgr.

Winnemucca—Humboldt Co. Fair Assn. Sept. 3-7. H. C. Coakley, pres.
NEW HAMPSHIRE
Center Sandwich—Sandwich, Town & Orange Fair Assn. Oct. 12. Chas. D. Hoyt, mgr.

NEBRASKA

Albia—Boone Co. Agr. Assn. Sept. 15-18. E. J. Millie, Loreto, Neb.

Winnemucca—Humboldt Co. Fair Assn. Sept. 3-7. H. C. Coakley, pres.
NEW HAMPSHIRE
Center Sandwich—Sandwich, Town & Orange Fair Assn. Oct. 12. Chas. D. Hoyt, mgr.

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Table with columns for location, date, and exhibitor. Includes entries for various agricultural societies and fairs across Canada, such as 'Madoc-Madoc Agrl. Soc. Oct. 5-9', 'New Brunswick - New Brunswick Agrl. Soc. Sept. 1-4', and 'Quebec - Quebec Agrl. Soc. Sept. 23-24'.

Coming Events

These dates are for a five-week period.

CALIFORNIA

Lafayette-Lafayette Fiesta, Aug. 29-30. Lakeport-Water Sport & Rodeo, Sept. 5-7. Los Angeles-Coin Machine Show, Sept. 15.

ILLINOIS

Assumption-Homcoming, Week of Sept. 14. Avon-Horse Show, Sept. 11-12. Danvers-Bath-Homcoming, Aug. 24-29. Chicago-Lake View Civic Assn. Home-Coming Festival, Sept. 1-2.

INDIANA

Albion-Mobile Co. Centennial Celebration, Sept. 24-28. Atadaha-Amer. Legion & Lions' Club Celebration, Sept. 1-8. Cambridge City-Centennial Celebration West of West, Oct. 9.

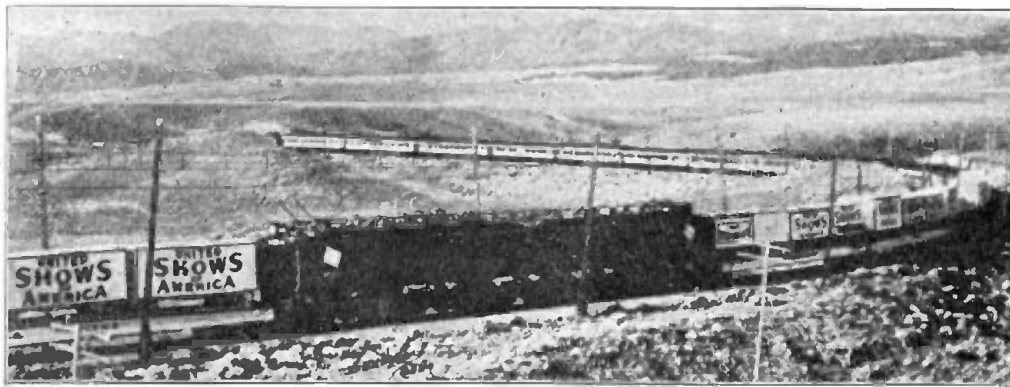
IOWA

Albia-Fall Festival, Sept. 21-28. Ansonia-Celebration, Chamber of Commerce, Sept. 7-8. Cherokee-Pilot Rock Plowing Match, Sept. 9-10.





# MANY CARNIVALS OUT OF RED



THIS STRIKING PHOTOGRAPH depicts the train of the United Shows of America crossing the Continental Bridge of the Rockies. The unusual view shows the electric locomotives pulling the train in one section. There were two motors ahead, one in the middle of the train and two motors behind.

## Mid-Season On Upgrade

General optimism prevails looking toward fall fairs and celebrations

CINCINNATI, Aug. 22.—Reports reaching *The Billboard* from all sections of the continent indicate that a majority of the carnivals have recorded in their ledgers that gross business for the first half of the current season rests on the black side. In the vernacular of the trade they have played enough "red ones" to show a profit.

The Western Canadian exhibitions in the majority have all shown an increase in midway receipts, while in the eastern part of the Dominion many of the larger events are planned on the general perception that they too will equal if not exceed past gross takings from their amusement sections.

As for the fairs in the States so far played, almost identical reports trickle in as to the general upgrade in carnival grosses.

Encouraged by the immediate past, many of the carnivals have invested heavily in new riding devices, tents and general show paraphernalia and have gone in extensively in repainting, illumination and decorations, not, however, to overlook the heavy investments that several have made in new shows and pay attractions.

In several years past the carnival owner has been reticent in making investments in show property or drawing on his treasury until after Labor Day. This year, despite some setbacks, the general trend has been forward in the line of march for the major organizations at least. Yet some are holding back their plans and desires until after the turn of the season, which has been generally accepted as being after the big industrial holiday.

That the carnival business in general has shown marked progress is not denied even by some of its opponents and has had the moral effect on fair and celebration secretaries and managers to the point where they plan in the immediate future to give better and larger midway space to the "tented world" of popular amusements for the masses.

small was the \$40,000 in gold jackpot that nobody wanted to claim it.

Thursday was the big night, the midway being sold out to the exclusive millionaires. Our gate prices soared as high as the boom-time stock market. Buying a ticket was like buying a seat on the Board of Trade; half a million paid admissions. Our 2,000 passes were printed on treasury bonds. So large was the four-day gross and so much gold was on hand that the bosses ordered the show closed for the rest of the week.

### MAJOR PRIVILEGE

P. S.—Twenty supposed-to-be dead bankers arrived late. Bringing ten trunks full of IOUs and notes, they attached the week's gross. Ballyhoo Bros., now busy passing the hat to move out of town. M. P.

### Seeking Bettie Lee

CINCINNATI, Aug. 22.—Anyone knowing the whereabouts of Bettie or Ruby Lee is asked to write her sister, Anna Mae Lee, at Princeton, N. C., who says their mother is seriously ill.

### Hewitt on Blue's Desk

William Judkins Hewitt has assumed the duties of carnival editor of *The Billboard*, substituting for Charles C. Blue (Folts), who has been ordered by his physicians to take a rest of two or three months, during which he will undergo medical and X-ray treatments.

## 34 New SLA Memberships

All from Royal American Shows—Elmer Velare also has 20 others to join soon

CINCINNATI, Aug. 22.—Acting officially for the Showmen's League of America, of which he is president, J. W. Conklin paid a two-day visit to the Royal American Shows last week and left with 34 new applications for membership in the league, turned over to him by Elmer Velare. Velare also assured Conklin that he has 20 more people of the Royal American lined up to join within the next few weeks. Elmer's brother, Curtis, and Carl Beckmay are also deserving of praise for their aid in making this wonderful membership showing.

The names of the new applicants are B. O. Best, Wilfred Claim, Robert B. Hapcock, Harold Jinnie, Pete Burkhardt, Louis S. Soxerby, Henry Dennis, Maurice Garber, Frank C. Little, Tom Tankine, Jr., Walter Kemp, Samuel Leyer, Robert Stregel, Dillon Hurt, George A. Golden, Al Carsky, Jock L. Fuller, Nat (Skeeter) Larow, William

(See 34 NEW SLA on page 77)

## Urges Support of SLA's Two Drives

FORT FRANCES, Ont., Aug. 22.—A letter has just been sent to those appointed to serve on the Cemetery Fund Drive Committee of the Showmen's League of America by J. W. Conklin, president of the league, appealing to them to make a contribution in the way of work toward the drive for this year. "May I urge you to do everything possible to see that this year's drive meets with the results even greater than we anticipate," says Conklin. Continuing the letter reads:

"I have today (August 15) mailed out a circular letter to every reputable carnival and circus soliciting their support in the way of putting on a benefit show such as was recently put on by the Beckmann & Gerety Shows, and during the year of 1935 by the Johnny J. Jones Shows and the Hagenbeck-Wallace Circus.

"Last year every objective of the Showmen's League was attained. This year we are making greater endeavors to reach our objective in the Cemetery Fund Drive and the Membership Drives. May I have your wholehearted co-operation in putting both of these drives over?"

"The Showmen's League of America is the easiest thing in show business to sell today. Your efforts will be much appreciated by the officers and entire membership of the league."

### Line o' Tico of News

ELIZABETH CITY, N. C., Aug. 22.—William Dawson, secretary fair and exposition to be held here in October, announces booking of Endy Brothers' Shows to furnish all midway and freak attractions.

STUBENVILLE, O., Aug. 22.—Following a successful week here, the American Legion committee invited the Dodson Shows to play a return date in 1937. Mel Dodson announces that six similar invitations from other cities have been extended so far this season and that they are contracted.

DES MOINES, Aug. 22.—Paul Herold, German giant with Pete Kortjes' side show on the Beckmann & Gerety Shows, will celebrate his birthday here on August 29. Herold came to this country nearly 16 years ago and joined Samuel W. Gumpert's Coney Island side show under the management of Nancy Salih. Mrs. Herold is still in Leipzig, Germany.

REVERE BEACH, Mass., Aug. 22.—Earl Bally Walsh, talker on the European Museum here, has returned from his home in Maine to which he was called by the illness of his father.

EVANSVILLE, Ind., Aug. 22.—The American Legion Post has contracted with the Johnny J. Jones Exposition to play a return date next year. The recent success here when the Jones organization broke all local Legion records for gross business prompted the decision of the post committee.

## Patrons Get Thrill as 'Gator Nabs Wrestler

OGDENSBURG, N. Y., Aug. 22.—Spectators at World of Mirth Shows here last week got a thrill when Travis Cotton, 18, alligator wrestler, had his head caught in the jaws of a big gator. Cotton was holding the gator's jaws apart and putting his head in its mouth when the hand holding the upper jaw slipped and the huge mouth snapped shut on the young trainer's head. When the jaws were pried open Cotton was found to be painfully hurt, with lacerations over both ears. Bandaged, he insisted upon doing the rest of his shows that day and later in the evening he was a fraction of a second late in jerking back his hand and sustained a gashed finger.

## U. S. Tent Reports Big Biz

ST. LOUIS, Aug. 19.—During a visit to the local office of *The Billboard*, S. T. Jesop, president, and Jimmy A. Morrissey, manager of the big top department of the United States Tent and Awning Company, advised that their firm had enjoyed the biggest business in years. Especially, according to them, their concession top business took a tremendous jump. Jesop left Morrissey in St. Louis, going on an extended trip thru the East, during which he will also visit the Canadian National Exhibition. Morrissey, accompanied by George W. Johnson, vice-president of the firm, will make a tour of the Midwest in the interest of the firm at the same time.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Heard, Man., Canada, Week ended August 22, 1936.

Dear Charlie:

First short jump of the season; 450-mile run made in ten hours flat. So short and fast was the move that Trainmaster Smokey Torch ordered the train sidetracked to give the privilege car time to gross the move.

The city of Hoard in the money; its best citizens all millionaires. They use the ordinary millionaires of the town as servants and hold themselves aloof from these poorer fellowmen.

Auspices here the World-Wide Bankers and Financiers' Convention. In all our lives we never saw so many bankers, brokers and money in one spot. Even the Ballyhoo Bros. bought high silk hats, striped pants and spats for flash and then started cutting up jackpots and scores for prestige. But after listening in on "the science of management of

monetary affairs," they decided to come back to earth.

The office was honored by the company of 50 bankers, who at one time or another were stockholders in the show; that is, before we incorporated.

Monday night's opening very slow. Just a handful of patrons on the lot. Not over 10,000 paid admissions, at the most. These all short-money people from neighboring towns. Not a one of them had more than \$150.00 to their names. Naturally, with these small-moneyed bankers on the lot, spending was light, gate and midway grossing a measly '75 grand.

Tuesday was Servants' Night, the Millionaire Frolic. Some fair money showed up on this day. All banks stayed open to accommodate those on the send. So large was the show's patronage that at 8 p.m. the office ordered a half-million in gold placed on each ticket box for change. Wednesday was Bank Night and so

**Concession Tents**  
Give Measurements as Indicated **BUY** from Factory **SAVE Money**

**POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.**

**THE SHOW PACKAGE THAT HAS EVERYTHING**  
SIZE — FLASH — QUALITY — VALUE  
THE BIG RED BOX  
With the Million-Dollar Name  
**OH HENRY! CARAMELS**  
Individually Wrapped—Guaranteed Fresh

Pound Size: 24 to Carton <b>\$3.50</b> 1 Gross—144 Boxes <b>\$18.50</b>	<b>ALL PRICES F. O. B. CHICAGO</b>	Half Pound Size: 48 to Carton <b>\$4.50</b> 1 Gross—144 Boxes <b>\$12.96</b>
---	------------------------------------	--

ALSO THE SWELL NEW GIVEAWAY PACKAGE  
For Shooting Galleries—Fish Ponds—Ball Games, etc.  
\$10.00 per 1,000 Packages.

**UNIVERSAL THEATRES CONCESSION CO.**  
4701 ARMITAGE AVE., CHICAGO, ILL.

**ATTENTION---SHOWMEN!!!**  
NEWSPAPERS BALLYHOING FAMOUS BLACK WIDOW!  
CASH IN ON IT

Our Dens come ready to show. Include weird exhibit in Special Case. Artistic 8x10 Show Banner, enlarged news articles and photos and 8 guaranteed live Black Widows.

EVERYONE has read about them—EVERYONE wants to see them ALIVE!  
Cash in on \$250,000 Free Publicity.  
Complete outfit only \$95.00 F. O. B. Detroit. 1/2 cash, balance C. O. D.  
WIRE ORDER NOW!

**EDUCATIONAL EXHIBIT CO.**  
805 FORD BLDG., DETROIT, MICH.

**4-FOR-A-DIME Developing Rack**

For developing strip photos, develops one or up to five strips at a time. Speeds up developing during rush days. Does away with the use of rubber gloves, as with this rack and trays you do not have to get your hands into the developers, as all you have to do is to load the gently heated reels with one or more strips and use the handles on the rack to put the strips through the different developers and rinse out along without tiring. Best for descriptive circular and prices.

"OLSON" 4 for a Dime Photo Machine ..... \$100.00  
Camera, Without Lens, Together With Plans for Building Cabinet ... 10.00  
ENLARGER, Complete With Lens, Makes 3 1/4 x 4 1/4 and 5x7 Size  
Enlargements From Strip Photos ..... 10.00

**OLSON SALES CO., 815 W. Walnut St., Des Moines, Iowa**

**LORD'S PRAYER ENGRAVED ON PIN HEAD!**  
ORIGINAL, WORLD-FAMOUS NOVELTY WITH EXHIBITION STAND OUTFIT **\$10**

EXHIBITORS AND CONCESSIONERS—You can now exhibit and sell genuine "Lord's Prayer Pins" at a large profit. These internationally famous pins have ENTIRE LORD'S PRAYER, 66 words, 254 letters, stamped on lined form original steel die engraved by the renowned late artist G. E. Lundberg. Preserved by authorities to be the finest handwork in existence.

**\$10 BUYS COMPLETE EXHIBITION STAND AND OUTFIT**, including Double Magnifying Lenses, Electrical Lighting Equipment, Large Photostatic Copy of 80 selected Press Write-ups from leading cities attesting its amazing craftsmanship, and ONE DOZEN Gold-Plated Lord's Prayer Pins on Explanatory Cards—ALL FOR \$10. FOUR PINS, \$1. PER HUNDRED, \$12. Postpaid. Immediate Shipment. Cash with order or C. O. D.

LUNDBERG BROS., 520 N. 45th St., Seattle, Wash.

**ATTENTION, Carnival Men**  
Before Buying GET OUR LOW-CUT PRICES on NOVELTIES, CANES, PLASTER AND TOSS UPS.

**MILTON D. MYER CO., 433 4th Ave., PITTSBURGH, PA.**  
THE UNDERSELLING SUPPLY HOUSE

**Showmen's League of America**

165 W. Madison St., Chicago, Ill.  
CHICAGO, Aug. 22.—Brother Elmer Velaz, of Royal American Shows, broke into the run column with 24 new applications and says he is going after one of those gold life membership cards. Those on his list are Albert Carsky, Armando Jauret, Jack Neal, R. C. Best, Wilfred Cain, George W. Paige, CHIEF Jewell, James H. DeBow, Ralph J. Annin, Peter Giammona, George K. Ringlin, William H. Cain, Cortez Lorow, Nat Lorow, Jack L. Fuller, Bert Lorow Jr., George A. Golden, Dillon Hurt, Robert Striegel, Samuel L. Lover, Walter B. Kemp, Tom Rankine Jr., L. S. Bowerby, Harold Yennies, Maurice Garber, Robert B. Hancock, Frank E. Little, Peter Burkhardt, Sam Knickerbocker, Charles C. Carson, Sam Dunovitch, Edward A. Brems, Samuel Zimmerman and Harry Dennis. Other applications passed upon were J. H. Rosenthal, William M. Stone, Frank J. Haub, Lew Marcuse, Joseph DeKreko, Allen H. Pine, James O. Ellison, Jack Swibel, Isadors Reuser, M. D. Westmorland, Busto Raucci, Chris Cornalla, Rodney Krall and Francis L. Deane. Last issue gave an incorrect spelling of the name of Francis Deane, who is with Pulton Bay and Cotton Mills.

Our good brothers on the United Shows of America sent in a check for \$187.50 toward the Cemetery Fund Drive. This is the result of the show which was given at Great Falls, Mont. Net profits were equally divided between the S. L. of A. and Heart of America Showman's Club. Mighty fine work and highly appreciated. Brother Castle advises that there will be further results at a later date. The writer visited with the boys on the Blue Ribbon Shows at Crown Point, Ind., and was assured of their co-operation on the Cemetery Drive. Brothers L. E. Roth, Mike Nathan and J. W. Galligan entertained royally.

President Patty Conklin writes that he has finished all of the mailing for the Canadian department of the Cemetery Drive and is now awaiting results, some of which have shown already. He also advises that he has sent letters to a number of shows in hopes of having their co-operation in helping make this one of the outstanding years of the League. Brother M. J. Doolan advises

THERE ARE "SCORES" OF REASONS  
Why YOU SHOULD BE A MEMBER OF  
**Showmen's League of America**  
165 W. Madison St., Chicago

An organization built on the fine principles of The Showmen's League of America—Must Endure! Become a member.

that he will make a trip to Ionia, Mich., to be present at the big Rubin & Cherry Show for benefit of the Cemetery Fund. Larry J. Lewis, of the Al G. Barnes Circus, called at the rooms, as did Brother Charles R. Hall.

Dues were received during the week from Brothers J. N. Kenyon, Mike Roehn, Jean DeKreko and Frank P. Duffield. Brother William Rankin has improved and left the hospital. Brother William Claire still confined and will be for a short time longer.

Brothers seen on the Crown Point (Ind.) Fair grounds during the week were Julius Wagner, Eddie Davis, William H. Davis, L. E. Roth, Mike Roehn, J. W. Galligan, Irving Malitz, Izzy Steter and Francis L. Deane.

Visitors at the rooms during the week were Brothers Lew Keller, Harry Coddington, E. Courtemanche, Jack Benjamin, H. A. Lehrter, Charles H. Hall, M. J. Doolan, Julius Wagner, Irving Malitz and William Young.

**Freehette To Rejoin Crime Show**  
MUNCIE, Ind., Aug. 22.—Evelyn Freehette, sweetheart of the slain John Dillinger, plans to rejoin a "crime show" at Ottawa, Ill., after recovering from injuries sustained in an auto accident at Hall Memorial Hospital here. The French-Indian girl says she will lecture on "the futility of crime to youth."

**Editorial**

WE HAVE seen a good many examples of real showmanship between individuals in this business but the real fraternal spirit was brought home to us several weeks ago. While a well-known amusement company was operating in our city a showman was accidentally killed. Robert Roberts, a member of the 10-in-1 Show, was seriously injured while performing his act on June 1. He died at a local hospital on the night of June 3.

With the season's beginning only a few weeks away, money was not plentiful, his wife did not have sufficient funds to pay hospital bills and give him the proper burial. Was the community or the county called upon? NO! Showmen friends around the midway willingly contributed necessary funds to pay all expenses including a very fine memorial service and his body was laid to rest in the Jacksonville (Ill.) Cemetery. In Peter's field? Ah, no. Showmen do not do things in that way.

Here was a man who had made many friends during his 40 years in the show business. He probably had helped many others and now others were helping to do the last possible act they could do for him.

Appropriate final services were conducted on Saturday morning, June 6, at the funeral home. These were in charge of my minister friend who so well knows how to conduct these services. No man is a stranger to him, and especially one in sorrow. He certainly knows how to fittingly express sympathy. This minister told me later and also publicly stated from his pulpit on the following Sunday morning that he never conducted a funeral service where he saw more real sincerity and sympathetic sorrow than at the funeral of Robert Roberts. He was very much impressed with the reverence of those attending. During and following the services their interest and sincerity was most unusual.

These acts have been repeated hundreds of times in past years on carnival midways and circus lots thruout the country. Unquestionably "Showmen do care for their own."

A similar occurrence to the one just related happened on the Hennies Bros.' Shows April 2, 1936, when Charles Brott, White fireman in the employ of Hennies Bros. for seven years, died suddenly of heart trouble. Brott was an ex-service man and a member of the American Legion, but his showmen friends took care of the final service and burial. A wonderful tribute written by a friend on the show was read at his funeral. This tribute closed with the following very impressive statement: "Yes, we will miss you more than will ever be known. You are playing your 'last stand,' so we want you to locate the 'lot' for us because some day we will come back and join you. While the bells toll the midnight hour, we, your pits, will put our stakes, fold up our tents, load the rides, and as day breaks will pull out for the next stand. Your place will be vacant and we will miss you, but, Tex, old boy, you understand. The show must go on."

What could be more impressive than the action of these folks one to another? Their reputation among the average citizenry is only what is seen on the surface, but character, the best that's in them is shown on occasions like this. As time goes on and I become more experienced in this business I am deeply impressed with the fine qualities and the genuine worth-while characters of those who make up the outdoor amusement business.—Big Ell News.



# American Carnivals Association, Inc.

By MAX COHEN

BUTLER, Pa., Aug. 22.—What would have been one of the most pleasant visitations on our 1936 schedule was partly spoiled by rain which came in mid-evening. However, we still were able to enjoy fully our visit to Cettlin & Wilson's World on Parade Show playing the Butler County Fair this week.

We came with considerable anticipation, and not only were we not disappointed, but we were entirely pleased and to some extent surprised to learn what can be carried on the so-called "gilly" show. The rides are all full-sized and of the same variety as carried by railroad shows; too, this show has been able, without any obstacles of any sort, to carry large panel fronts for its shows, which are becoming more popular each season.

This visitation, arranged through the joint invitation and courtesy of Owners Jack Wilson and Jess Cettlin, General Agent Harry Dunkel and Secretary George Hirschberg, has given us a different slant on the notions we previously carried in our mind as to the practical problems which would seem to confront shows depending upon baggage cars for their transportation. It is indeed pleasing to note the high artistic quality displayed in the selection of show fronts, and the general color scheme of the attractions is a detail which has not been overlooked.

Our visitation next week is tentatively scheduled for Malona, N. Y., where the William Glick Exposition Shows will be playing the annual Malona Fair. The Association has always advocated closer co-operation between carnivals and fair associations. That this need is a real one and not merely one of convenience has been forcibly demonstrated by the situation in the State of Georgia mentioned in detail in the last issue of *The Billboard*.

It is now obvious that fairs in Georgia cannot well operate without carnivals. One organization is dependent for its success upon the other. With the situation in that State as it now exists it is well nigh impossible for a legitimate carnival to earn sufficiently to pay the costs of the variety of high license fees imposed by the authorities of that State and its subordinate counties and cities.

What can be done to remedy this situation will, of course, largely depend upon how much effort the fair associations in Georgia are willing to exert in co-operation with the carnival industry. It is not too late to do something, and all concerned are hopeful that the fair-minded people of Georgia will right this obvious license-inequality situation.

From time to time we have discussed various decisions of interest to the carnival industry, particularly those decisions which have passed upon the validity of local ordinances curtailing or limiting business activities. The Superior Court of California passed upon such an ordinance recently, and the effect of such decision will operate in favor of outdoor show business. The City of Oakland had adopted an ordi-

nance which forbade the delivery of baked goods on certain specified days between the hours of 4 p.m. and 5:30 a.m. Certain local dealers affected by the ordinance brought action for injunction to restrain the operation of the ordinance. The city attempted to justify the ordinance as a health regulation, but the court in upholding the dealers' views held that this was not a valid exercise of the city's so-called "police power" and that it was an unreasonable interference with the carrying on of a lawful business based upon an arbitrary classification and violative of both the State and Federal constitutions.

The application to the carnival industry is quite obvious. If a community should adopt an ordinance prohibiting the transportation of show property during certain hours of the day, for example, or the unloading or setting up of a show, it is our opinion that this decision would be exactly in point, and the court would have to rule it invalid. Any ACA member particularly interested in the further details of this decision is invited to communicate with the ACA office.

## Hall and Porter Combine To Move in Semi-Trailers

NEW HAMPTON, Ia., Aug. 22.—North-west United Shows, which is a combine of the Hall United Shows and Porter Shows, touring this territory, now consists of seven rides, five shows and 20 concessions. New trucks and trailers have been purchased from Diamond Tree Company, which will enable the show to move in fast semi-trailers, as its season does not close until fall, owing to fairs and picnics which have been contracted in the South.

Roster includes Vernon Archer, 10 concessions; Helen James, three concessions and sound truck; Mamie Hulley, Swinghall, Blondie Neighbors, fan dancer; George Hell, Wild Animal Show; Curley Adams, Street of New York; Ten-in-One and Athletic Show; Jesse Hedges, cookhouse. Rides were returned to the show here from their winter quarters where they had been stored.

Executive staff: Pat Porter and George Hall, owners and managers; Dick Williams, general agent; W. A. Porter, secretary; Whitley Swain, banners; Buck Rogers, electrician; Johnnie John, superintendent of trucks.

## Zimdars Greater Shows

Fonda, Ia. Week ended August 15. *Auspices, Pochontas Fair Association. Location, fairgrounds. Weather, hot. Business, fair.*

A rodeo with free grand stand, which held the people for two hours each afternoon and night, helped to reduce receipts for the show. Art Thomas, of the advance brigade, visited here. Saturday was an off night. Ringling-Barnum Circus played Mason City, 11 miles distant, and quite a few on the show took in the big top's performance. Harry Zimdars purchased another International truck. The writer celebrated his 73rd birthday anniversary Thursday and was the recipient of numerous good wishes. Jack Smith joined with two concessions, as did Ted Rosenbaum. Tiger Mack is doing well with his corn game. CHARLES SEIP.

# Along the Expo Midway at Dallas

By GREGG WELLINGHOFF

DALLAS, Tex., Aug. 22.—Billy Collins, general manager for Graham Enterprises, is back after several weeks at the Cleveland Great Lakes Exposition. Following his return Stanley Graham left for the San Diego Expo to check his interests there.

Roland Smith and wife were recent arrivals from Galveston. They are building five concessions to operate in Streets of All Nations.

Jack Stanley promoted a Texas Rangers' Ball, to be held tonight.

Mrs. C. A. Wortham arrived on Tuesday from San Antonio for a week's visit. She was escorted thru the grounds by J. Ed Brown, assistant to Director General Olmsted.

Shipwreck Kelly, veteran flagpole sitter, started early this week for an extended flagpole sitting at Cheyenne Joe's Nights on the Yukon.

Ned Alvord, who resigned from Billy Rose's staff to rejoin Marcus, was a visitor at the Dallas show late last week.

Luke Tombarone's title at Black Forest is Ice Bomber. He prepares the ice for the skaters by shaving the "humps."

J. W. Simpson joined the "front" crew at the Monster Show.

Johnny Fox was seen on the midway several times during the past week.

George Haley, manager of Dufour & Rogers' Garden Cafe, received word Monday that his father passed away Sunday night in South Carolina.

Showfolks from Streets of Paris and the midway staged a surprise party Monday night for the newlyweds Mr. and Mrs. Johnny McMahon. Gifts were presented and then a show (what a show), a burlesque of the current revue. The burlesque by the performers was such a hit the management selected several of the numbers for presentation to the public in the current show.

Bert Thompson, spieler at the Rocket ride, does imitation of motors and sirens by placing his "mike" at the side of his neck.

E. M. Harvey, who recently resigned from the advance of the Russell Bros.' Circus, spent several days in the city and at the Centennial during the early days of this week.

O. M. Bowman, who arrived here recently from the North, was seen several times on the midway during the past week. Bowman left late this week with the Harley Sadler Circus.

According to the Texas highway department, 90,000 out-of-State automobiles came to Dallas during the first two months of the exposition.

Col. and Mrs. Joe Murphy, early this season with the Hennies Bros.' Shows and now located in Dallas, have been daily visitors at the expo since the opening last June 6.

The concession row, heretofore containing about six concessions, was increased when Joe Rogers set up 15 merchandise stores, including two corn games, several fishponds and similar games. The concessions are framed uniformly, using black and orange canvas tops. The location is on the side midway street leading to Carnival and the live-stock area. Ralph Ray is manager for Rogers.

Dick Hood, of Streets of Paris, left last Monday for Chicago, where he will remain for a few days before departing for Europe on a business and pleasure trip.

## 34 NEW SLA—

(Continued from page 75)

Holland Cain, George E. Ringlin, Bert (Snooky) Larow Jr., Jack Neal, Peter Gammoma, Ralph (Skooter) Arlin, James H. DeBow, Cliff Jewel, George W. Paige, Armando Houget, Sam Kniekerbocker, Charles Carson, Sam Dunovitch, Edward A. Breus, Sam Zimmerman and Cortes Larow.

In commenting on the Royal American Shows, Conklin said: "It is by far the most gigantic piece of show equipment that I have ever seen in my entire show career. The lighting effects are so beautiful that they are really astounding, and their attractions are superior to most anything that I have had the pleasure of seeing heretofore."

"I feel overly confident at this time that Elmer Velare will get at least 100 members this year and win the Gold



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FAIR—PARKS—CARNIVALS.  
Was in Big 31-cent Class at Century of Progress.  
Portable—Easy to Put Up and Take Down.  
Only \$125.00. Concessions, P. O. B. Chicago.  
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**THIS ELABORATE TRAILER** was built by the Land-Cruiser Trailer Company for Captain John M. Sheesley, Mighty Sheesley Midway. Inside is finished in African mahogany and there are two compartments separated by a sliding door. Equipped with brakes, it is one of the most spacious trailers for all-year living accommodations to be found anywhere. It is equipped with gas range, electric refrigeration and studio couch.



West Coast Amusement Co.

Kelso, Wash. Week ended Aug. 16. Auspices, American Legion. Weather, fair. Business, satisfactory.

This is the first time this show has played here. Owing to an incoming circus covering most of the paper the day before opening the business for the first ten or twelve days was light, gradually picking up and the end of the week. The rides and shows doing fair business and the concessions not doing so "hot."

This town had a good, hard-working committee who came down nightly and helped on the grounds in its policing. Joe Zotter, of the No. 3 unit, was a visitor. Reports business good down south.

Manager Krekos on a trip to Portland for the latter part of the week.

Business Manager Jessup switched the dates from McMinnville, Ore., for the week of August 17 into Portland at 52 Powell road the last minute so as to be able to open at the Multnomah Fair at Gresham on time next Monday.

Ted Flurey, well-known biller who teamed with the writer in 1928 on the Campbell Bros. Circus when Ab Scott was the general agent and Bill Piper had the car No. 1. Many old scores were cut up and plenty of paper was hung during the enjoyable visit.

Ben and Millie Dohert visited with the show at Kelso. They were on their way to the South in interest of the Downie Bros. Tent Company, of which Mr. Dohert is traveling representative.

Special Agent O'Brien and Business Manager Jessup sold the Meyers Store, a Portland chain store, 24 banners for their Portland showing and also for their Gresham Multnomah Fair date. The banners go on the Ferris Wheel at both places.

Much praise was given Mr. O'Brien for the excellent showing he gave the Lewis County Fair at Chehalis, Wash., using 500 half-sheet cards and nearly 2,000 sheets of special paper for the event.

Manager Krekos will pilot his No. 2 unit, with Joe Zotter, manager, to Lakeview Rodeo again this year, and will send part of the No. 1 unit to the Anderson Fair. To augment this unit the show is playing the Susanville Fair at Susanville, Calif., next week.

Secretary Leo Leos busy with his fishing trips. Tony Soares getting it loaded on time each move. Frank Forest still holds the midway record for attendance with his three mighty midway shows. Dick Morris and wife, Penny, busy visiting friends in their new car. A Knean building new concessions for fairs.

Charles Walpert added a new concession, making him six now. Monty Stefans doing big with his ham wheel. Jackie Moore has big flash with his pillow wheel and blankets. Sam Albright cleaning up with his two big 20-foot ball games. Jack Christensen, of popcorn fame, placed new balloon store for fair dates. The Blair family and the well-liked Art Murray handle the sport joint in good shape. Bert Olafson, with his string of concessions and his big thrill ride, the Whip, is sacking it up for the winter. Larry Ferriss and the missus doing nicely with their new double Look-A-Plane, breaking all midway records for this ride in Centralia last week. W. T. JESSUP.

Big State Shows

Quitman, Tex. Week ended August 15. Location, Reunion grounds. Auspices, Quitman Old Settlers' Reunion Association. Pay gate. Weather, hot. Business, excellent.

Show arrived in Quitman early Sunday morning. Put up midway on Monday. Dark Tuesday but Wednesday opened to splendid patronage. Capt. Dan Cherry returned here from Dallas, where football trainers treated his injured leg high. Dan accomplished a thrilling dive Thursday night but again re-injured the leg and will be out of action for several weeks. Crowds stayed on grounds until after midnight, which resulted in concession row doing a wonderful business. Harry Dale's Circus Side Show foamed in modern flash. Alva Evans, midgeet comedian, and Amos Webb, Ballyhoo orator, joined here. Frank Goodman's Oddities of 1937 and Jungleland did well. Ruth Rogers celebrated her seventh birthday anniversary. Rev. Russell Gray, Rev. Ralph Gray and his daughter, Jennie May, were guests of honor at a party tendered them by Director General Roy Gray and family. Honored guests of the midway included United States Senator Morris Shepperd, Congressman Morgan O. Sanders, State Senator Will Pace, State Attorney-General William M. McCray, Judge W. M. Pierson, State Railroad Commissioner Ernest Robinson, W. M. Lloyd, C. P. Parker and A. J. Barton. Oldest Old Settlers who were

Philadelphia

PHILADELPHIA, Aug. 22—Reports from fairs are that weather has been good and attendance very good. Most of them are ahead of last year.

De Luxe Shows are showing in Camden this week in an excellent location downtown. Season so far has been good with exception of couple of spots.

Bobby Hanson, who has the Circus Side Show with De Luxe Shows, with 12 attractions, says that the season has been one of the best he ever played.

Jack Fields, for a number of years booking outdoor attractions, has opened an office to produce units for floor shows and vaudeville.

Louis Gerber, concessioner in various lines, is at present making photos at the local zoo. Snapshots of the patrons with various animals.

Dodson Shows

Steubenville, O. Week ended August 15. Auspices, American Legion. Business, good.

This was the banner one of the season so far. Packed midway every night, everyone did business and all concessions operated. A couple of showers somewhat mitigated against a big children's matinee Saturday afternoon, but there was a good crowd of youngsters in spite of that. Gate went over the 35,000 mark.

Plenty of visitors and among them Abner Kline and wife, who spent an evening with us. "Smiling" Jack Ross, wearing the smile that just won't come off. Louis Leonard full of S. L. of A. activities, and incidentally there will be a show for the cemetery fund next week.

We are glad to report that Denny Moore has recovered and is expected back next week. He has had a close call.

Mrs. Dannie La Roche returned with her husband and is a visitor with the kids for a few weeks. Eddie Hackel and wife joined us. Bennie Kaplan and wife are here with their brother, Sam Kaplan. Harry Berger and wife running new concessions and Benate Herman is again with us.

Moore Eberstein has invested in a new front for the Secrets of Life show and it is a beauty. Jack Paige and his wife, Frances, are building a novelty show, "Through Frances Winchell's Keyhole." It looks like a winner and is really up-to-date.

Mel Dodson went for a visit to his Dad at Columbus, Ind., together with Mrs. Mel Dodson. Charles Clark has added two new men to the Zouaves and it is now going full blast.

The entire train has been repainted through a beautiful silver aluminum with most attractive lettering and the coaches and private car a brilliant red with white trimmings. It is most attractive and reflects the greatest credit upon Wallace Cobb, who is making record-breaking speed with his crew every week, landing in time to get things well on their way on the Sunday. He has never missed yet.

Nearly all the shows are in new coloring schemes and the show in readiness for the fairs. DICK COLLINS.

American United Shows

Drummond, Mont. Week ended August 15. Auspices, Montana Mountaineers. Weather, good. Business, fair.

Owing to the efforts of Al Miller, spot was booked on the fly. Nine trucks lost from caravan by going through town before seeing it. This was first town on show's route and was a dead one. "Dug-out" Cowling has left show for a short vacation and "Baiting Bill" Moscow replaced him on Baby Ride. Tessie Stone and Midge Holding are considering opening an "Ac" show. The numbers Jack Burnett of the House has been mulling to himself for several months found to be his liquor permit numbers. Show is considering purchasing escalator to replace stile now being used in front of midway. Local power company refused to allow Dodgem to set up on account of power shortage. "EMIC" WAHL.

guests of Roy Gray; W. J. Searight, J. S. White, Dr. J. B. Goldsmith, Dr. C. D. Lipscomb and N. J. Kirkland. Lee Payne, grandson of the author of Home, Sweet Home, joined here as did "Billie" Davidson, spider girl. Mrs. Farnsworth is now Madame Melba in Circus Side Show. Mrs. Wanda Wrigley is now chief ticket seller at the main entrance. Movie camera clicked on crowds and street scenes Thursday. Prints revealed autos parked solid on almost every street in town. DOG WADEL.

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 taste. Every confectioner who has used them says they are the best they have ever used.

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Beckmann & Gerety Shows

Springfield, Ill. First two days (August 15 and 16) at Illinois State Fair. Weather, very warm. Business, very satisfactory.

Show train arrived Tuesday afternoon from Chippewa Falls, Wis., and equipment immediately transferred to fairgrounds with the exception of five rides which went to the 15th Annual Knights of Columbus Barbecue, where they were operated Wednesday. This annual one-day affair entertains guests from all over the State. An estimated crowd of 30,000 was in attendance. Twelve thousand people were fed in the mammoth, cafeteria and five automobiles and \$4,000 in cash prizes were given away. The five rides did an excellent business. Although weather exceptionally warm here Saturday and Sunday, the first two days, midway business has been very satisfactory. A new No. 16 Ell Wheel was delivered here, making three of these giant rides now on the show. Another added attraction is a mammoth 80-ton whale which is carried on a 75-foot auto trailer. Pete Korcz has added a number of new attractions to his immense side show, making 26 live human oddities on the program. An interested spectator while the show was unloading here was J. B. Cronheim, general manager of the St. Louis Division of the Pullton Bag & Cotton Mills. This was Mr. Cronheim's first visit to this show. He was accompanied by his hustling canvas salesman, M. H. Smith. William Judkins Hewitt, famous as the writer of the "Red Onion" column in The Billboard for a number of years, has been renewing old friendships on the show. That irresistible salesman Eddie Harper has returned to again take the front of the Circus Side Show. Their ninth visit on the show this season, S. T. Jessop and Jimmy Morrison of the U. S. Tent & Awning Company were with the show for a few hours Saturday. Many of the folks on the Johnny J. Jones Shows playing Beardstown motored over for a chat and looksee. Those known to the writer included Lillian Murray Shepherd, of girl show fame, and her equally well-known husband, Henry, who is trainmaster on the Jones show; Walter White, manager of the show, and Mrs. White; Jimmy Simpson, general agent; Mrs. Gyp McDaniels, who owns and operates the Rocky Road attraction, and last but not least that prolific and interesting writer, the well-known originator of those mythical old scoundrels Ballyhoo Brothers. Starr DeBelle in person. Other visitors were W. J. Bullock, former ride operator from Canton, Ill.; Charlie Goss with his pockets filled with matches and talking Chevrolets, and the well-known side show impresario Carl Lautner. KENT HOEBER.

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WANTED BREAK-NOVELTY ACTS—CURIOS FEATURES -DANCING GIRLS- Real Performers with Suitable Costumes. Talkers for the Front. LONG REASON OPENS SEPTEMBER 4. All Performers send photos, which will be returned. EIGHTH STREET MUSEUM 283 N. Eighth Street, Philadelphia, Pa.

Al C. Hansen Shows

Manchester, Ia. Four days ended August 14. Delaware County Fair. Weather, some rain. Business, far below expectations.

Coupled with heavy rains on the "big day," Thursday, and light attendance as a result of drought conditions in the State, the first fair of the season was a distinct disappointment to all concerned. Hard work on the part of Secretary E. W. (Deak) Williams and his staff, a heavy advertising campaign and a well advanced program of races and free acts proved of no avail in drawing crowds. Secretary A. M. Monserud of the Waukon,

Ia., Fair visited the show here as did delegations from Monticello and Vinton fairs. Fred Harper, of dog and pony fame, also visited. New vivatent tent for Illusion Show was received from Baker-Lockwood here and placed in service immediately. WALTER B. FOX.

# Midway Confab

By THE MIXER

A NEW auspices! Donkey Derby.

"GYPSY" seems more of a disease than a nationality.

J. L. LANDES is given credit for inventing the Cocktail Shaker, a new riding device.

WHO KNOWS but that Irv J. Polack may return to the fold with another World at Home?

PAINT UP and repair week is every week with all those who have the "March of Progress" in mind.

MORE MERCHANDISE is being put out over concession counters this season than for many years past.

OBVIOUSLY essential: Moral shows, legitimate merchandise concessions and good English-speaking talkers.

REPORTS, authoritative: Miller Bros. had a good week at Granite City, Ill. Front gate and inside both doing good.

SAVINGS of a talker: "She is out of the tank now." But not a drop of water

SAM HAYSON writes: "Sam and Bobby, formerly of Smith Atlantic Shows, have boxed athletic and girl shows with Greenland Shows, featuring 'Baby Mickey' on girl show."

J. CRAWFORD FRANCOIS, who recently took over management of the Greater Exposition Shows, has put together a pretty layout and is doing well with it, according to Dick O'Brien.

IT IS a safe bet to state that the larger and better carnivals have booked more return dates so far this season than ever before. The answer is, they must have pleased somebody.

LOU-LOUETTE, of Pan-American Shows, visited Great Olympic Shows in Canton, Ill., meeting Pearl Harvey and troupe. She was accompanied by her "bodyguards," Wise and Johnson.

LEO M. BISTANY is now playing that section where the big yams come from in Virginia and with the present high prices he should come out with what it takes to move a carnival from here to there and back.

BUCKSKIN BILL and wife have joined Col. M. L. Baker's side show to present impalement, shooting and musical acts. Buckskin will assist Baker on the front. A new canopy top has been added to the outfit.

THE ELKS of Marlboro, Mass., staged a carnival recently on the streets. Merry-

**WHEELS**  
Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-18-20-24 and 30 numbers. Special Price.

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**BINGO GAME**  
15-Player. Complete \$6.25. Including Tax.

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Send for Catalogue No. 136. Heavy Convention Winding Games. Dark Mahogany Finish. Price For Game, \$2.00.

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**THE "OLD RELIABLE"**



The No. 12 BIG ELLI, 45 feet 3 inches high, a first-class money-maker for fairs or the Midway. Built to extra money for a lifetime and has been the foundation of many great seasonal enterprises. The "Old Reliable" is the original BIG ELLI. We have used a time-tested, dependable attraction. Write for additional information.

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Builders of Dependable Products  
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Attention Carnival Owners and Park Managers



Plan an additional one of these rides to your present equipment. Saves doubled last season, proving the popularity of the swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

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**NEW MODELS**  
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Before you buy any Corn Popper, get the facts about the New Champion Corn Popper. It is the popper you have been looking for. Has every feature you need—greater convenience and economy. Write for information today. Literature also describes complete line of concession supplies.

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**SECOND-HAND SHOW PROPERTY FOR SALE**

3 1/2 Men's New White Buckskin State Shoes. \$35.00 per 100. Gent. Used Card Flags. All Glass. \$2.50 Men's Black High Hats. All Sizes. \$25.00 Khaki Concession Tent. 10'x20' Awning. Side Wall and Bally Cloth.

\$12.00 37 Cans for Gas Rock.

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Has Lot Specialist, South American Yellow, Jay Hillless, Pearl and Rice. Closest, grade, high volume. Quick service via truck or railway. Also seasonal, Salt, Cocoa, Boston, Seattle Popcorn with 40 Pop Cans, net out \$28.50.

**INDIANA POP CORN CO.** Muncie, Ind.  
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**BOTH FAIRS, WEEK AUGUST 31**

Want Legitimate Concessions of all kinds. Rates reasonable. Checkbook and Grad. Acts and Paper for Kids. Show. Place that don't scuff. Capable party to handle Raffle Shows. Also 7:30 Help. We have fairs until November. Address **ART LEWIS SHOWS**, this week Cambridge N. Y.

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The very best money rail buy. Prices way below others. Blimp type circulars.

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Slightly used "Blue Dot" Lord's Prayer Party Engraving Machine with Catholic and Protestant Lord's Prayer and 10 Commandments all in one die. Will sell reasonably.

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Horoscope Reports, 1-67 and 35-page Readings, Zodiac Charts, Clarity, Composites, 11 Signs, Aspects for Mind, Body, Mental Magic, Spirit Effects, Milt. Campaign, Banks, Graphology Charts.

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South American, Jap. Mullers, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

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145 Marine Street, Ocean Park, Calif.

**BUDDHA PRICES CUT**  
Send Stamp to

**S. BOWER**  
430 W. 18th St., N. Y. City.



**PAUL A. FAIRLY**, son of Mr. and Mrs. Noble C. Fairly, of Hennies Bros.' Shows, who after spending three weeks on the show with his parents sailed from New York on August 17 on the U.S.S. Black Gull for Munich, Germany. Having won a scholarship in Munich University-Conservatory, he will be there two years and his parents are naturally very proud over their son's achievements.

is in sight. It is true that a tank can be dry.

**F. M. SUTTON** has a very attractive advance truck for the Great Sutton Shows and a real alive advance man in it.

**CHARLES M. RULEY** writes from St. Clairsville, O.: "On my 43rd milestone. After several years out, am going back with the Dodson Shows."

**LOUIS ISLER** recently reorganized the Majestic Shows at Chester, Ill., changed the title to Isler Shows and put Bill Rawlings ahead as general agent.

**STARR DE BELLE** watched Max Kimerer feeding his big snakes cream, eggs and chickens and remarked: "And we must be content with java and hamburger."

**MARIE K. SMUCKLER** is a real carnival executive. Fully granted by all who have had the good fortune to indulge in a mental sparring bout with the lady.

**M. J. (JACK) HARRIS**, closed with Anderson-Shader Shows last week to open Japanese Roly Poly game on midway at Fort Worth (Tex.) Frontier Centennial.

**ROBERT SMITH** states that he has joined Rosina Raymond on the Dixie Model Shows and will now learn the "ins" and "outs" of carnival life. So far so good.



**ELMER VELARE**, of the Royal American Shows, who is doing wonderful work, assisted by his brother, Curtis and Carl J. Sedlmayr, in obtaining new members for the Showmen's League.

**Go-Round, Ferris Wheel, free acts** and many concessions comprised the entertainment features. It is reported a grand success.

**C. L. SPENCER** has a smooth-running carnival now playing fairs in Illinois. He does not boss his employees. He coaches them in their work and consoles them when things do not go just right.

**FRED BECKMANN** reminds us that the old 101 Ranch Wild West had a section of one of its sleepers set apart as the hospital department. Beckmann & Gersty have similar accommodations on their train.

**MRS. WAVY TRAINER**, talker on the front of Frances Leslie's Sex Show on the Dodson Carnival, gave a birthday party to herself when the shows played Warren, O. She claimed to be 10 years and a barrel of beer for each year.

**TOPS WERE BLOWN DOWN** and several concessions overturned by a windstorm which hit Majestic Exposition Shows in Rogersville, Tenn. Sunday of last week. Show, however, opened on time Monday night.

**L. J. HETH** has staged a wonderful comeback. He is now the owner of five or more amusement rides, many show tents and equipment and several conces-

alone. He glories in the fact that he has no trucks to keep up.

**A. H. BARKLEY**, former star carnival agent, was seen busy around the "Old Mill" at Illinois State Fair, Springfield, last week. Looked the picture of good health and prides himself in the loss of 45 pounds since his return from England.

**MENTA**, the big elephant on the Johnny J. Jones Exposition, is a personal friend of E. Lawrence Phillips, the director-general. He and Menta are seen quite frequently talking over matters pertaining to Charles Siegrist's circus on that organization.

**MINERVAE WATER CIRCUS** with George W. Traver's Shows is reported doing well as a free act. Minerva is daughter of Mr. and Mrs. George Traver and, altho still in "high school age," she is fast following in the footsteps of her mother.

**LINKUP** of Danny LaRouche's cookhouse on the Dodson's World Fair Shows: Eric Carlson, chef; K. O. Lance, fry cook; J. O. West, head waiter; Frank Renfrew, Henry Morris, Dick Austin, Carter Blivens and Danny LaRouche Jr., waiters, and Arthur Smith, yard man.

**BLUE RIBBON SHOWS**, now playing Indiana fairs, are doing a nice business, according to K. E. Simmons, Crawfordville, Ind., who spent several evenings with Manager Roth when the show played the Montgomery County Fair there recently.

**IN SPEAKING** of playing return dates, the record scored by Ben Williams in New England and Eastern Canada should not be overlooked. This year he has a number of new rides and shows across the border for the first time with his outdoor amusements.

**LABOR DAY** high spots: Canadian National Exhibition, Detroit, Des Moines, Minneapolis, Indianapolis; St. John, N. B., and every other spot for that week at which carnivals will appear. That all records for gross business will be broken is certain, weather permitting.

**FROM** the Dallas Exposition will come some shows that will be seen on carnivals in 1937. Well, why not? Look at all those advertised now as having come direct from the late Chicago World's Fair. Yet on at least one big carnival such announcements are taboo.

**BOB SICKLES** advises that the report that he was injured in an auto accident while playing Beaver, Mo., with the John R. Ward Shows is without foundation. However, his car was wrecked by another driver and some injuries were sustained by the occupants.

**EDDIE HARPER**, talker on "World's Largest Side Show" with Beckmann & Gerety, possesses the artful faculty of embellishing the truth without offending the most exacting patrons. He is a master of exaggeration. Many are of the opinion he could talk for a week on a can of tomatoes.

**SINCE** the "Spirit of Neon" has gripped the illumination scheme on so many of the big carnivals it is only fair that the one who brought the Neon lights to the show fronts and rides should be given due credit. Now what is his name? Kick in with when, where and on what piece of show property.

**FLO ROCKWOOD** (Florart) gives the following personal contact impressions of the Great Lakes Exposition, Cleveland: "Even at a 50-cent gate there is plenty to see and well worth it. Big snake pit, 10 cents, and World a Million Years Ago, 15 cents—surely cannot be called a gyp. Good meals, 40 cents. Business not so good."

**BOBBY HASSON**, manager of the Circus Side Show with DeLuxe Shows of America, was the guest of honor at a surprise birthday anniversary party tendered him by Madame (Hazel Hason) Camille. Festivities included dancing and a buffet luncheon. Other members of the Side Show in attendance were Adam and Eve, Doc and Sally King, Halley Rogers, Milo (sword swallower) and Neal Johnson.

**ROBERTS SISTERS** Shows, playing three-day stands in Texas, have made several additions to their roster, chief among which is Mabel Wyatt's kiddie ride and four concessions. The three Roberts Sisters continue to draw 'em with their singing, dancing and contortion acts, according to Diane Roberts.

## Along the California Pacific Expo Midway

By FELIX BLEY

**SAN DIEGO, Aug. 22.**—Breakfast club minstrel show was a great success. Frank Belcher, president of the exposition, was interlocutor; Happy Johnson and Ted (Rube) Allen, principal end men; George Thompson, director of works; Harry Lipman, clown in front of Darto game; Jerry Carmen, emcee at Oranada Cafe, and Bobby Rocha of Barnyard Cafe, were end men. Show went over with a bang and attendance reached its highest mark since the club started. J. Ward Hutton and his exposition orchestra furnished music.

Honest John Silvera, owner of the auction store and linen shoppe, has gone to Dallas to look after his concessions. Billy McMahon is getting top money with his new show, *Scandals of 1936*. Faith Rhodes, Jackie McCarty and Harold Davis are featured dancers; Slim Sauter, tickets; Happy Johnson, front, assisted by Frenchie Durrantle and

Mr. and Mrs. Gene Luigi and daughter Wilma Jean, were among visitors to the show when it played Dodge, Tex., recently.

**WALTER (TEX) METZ** reports from the Jimmy Straits Shows: "At North Tonawanda, N. Y., good weather, big crowds and concessions get nice business. Main part of show played Batavia. Athletic and girl show, Chairplane, Merry-Go-Round and Big Eli and 15 concessions here. Pop Murphy is still cashier at cookhouse. The girl show has added Dixie Hey, Sania Lee and Queenie Kelly, Mrs. Frank Murphy, wife of the former burlesque comic, was a visitor, accompanied by son Harvey. I will retire from show business and will be employed with a local firm."

**PICKUPS** Illinois State Fair, Springfield: Mrs. J. C. McCaffery busy with her concessions, ditto for Mrs. Walter A. White. Ray Turner on his eighth season with frozen custard. E. Lawrence Phillips, J. C. Simpson, Walter A. White, William Murray Shepard and Evelyn Carson, of Jones Exposition, visitors. J. C. McCaffery in for a day. George W. Christy with acts in front of grand stand. Lee A. Sullivan inspecting the third Big Eli unit bought by Beckmann & Gerety, which now makes three No. 16 models. Barney S. Gerety personally installing Neon erections around Heyday. H. M. Goodhue with "Fountain of Youth" transformations giving the public a thrill. Kent Hoemer got plenty newspaper space. Larry Hogan busy smiling and greeting visitors from far and near.

**SAN FRANCISCO.**—Referring to the killing of Keeper Ed Brown by a male elephant in Fleischhacker Zoo here, Zoo Director Edmund Heller was recently quoted, in part, as follows: "Ed Brown knew his elephants and loved them as well as feared them, but he never had a chance with a crafty killer like 'Charlie Ed.' As the elephant had never threatened any keeper previously, all of our zoo staff had absolutely confidence in his friendship and gentleness. We have received quite a number of letters protesting the killing of the elephant for his murder of Ed Brown, but most of these writers know little of the history of killer elephants. Their friendship and love for animals is very laudable indeed, and it is one of the important endears of zoos in general to stimulate and encourage such love of animals. Unfortunately, in the case of this elephant, we are dealing with a murderer who would in all probability repeat his crime of murder on some other person. We must protect the elephants against himself. The good elephants deserve a good reputation and our protection and friendship. The murderers among elephants can only be detected by their deeds, and they must pay the penalty of their crimes. The elephant was killed because he was a killer, and his destruction by the zoo authorities follows the established precedent of circus menageries and zoos for killers. If he were donated to any other institution or association, Fleischhacker Zoo would still be held responsible by the public generally if the elephant killed any of his new keepers or other persons. One elephant, being known as a killer, would forever after be feared by keepers, and would be closely chained, which would be a fate more cruel than death."

George Billings, Earl Krats, manager of Hollywood Doubles show, spent the week-end in Hollywood with Mrs. Krats, who is recovering from a recent operation.

Lester Baranov is operating the cigar stand in Buxarian Beer Gardens. Patricia Hines, Mardon's assistant, is suffering from a nervous breakdown and has been replaced by Vivian Covington. Major Tony Tremps Scooter ride burned out a motor on Kid's Day and lost four days while it was being repaired.

Murad Kerem, magician and ballyhoo artist, was a week-end visitor. Signor Gazvial has reopened Palace of International Art. Mrs. Ozvini is visiting in Lovelock, Colo. J. Callahan, penny preerer, has engaged Jack La Chapelle and Frank Cobin as assistants.

Jack Briel, ham and bacon wheel operator, is cashing scrip for the Darto concession and reports it has doubled his business. Christine Crawford has been appointed manager of Four-for-Dime, photo concession.

Harry Brown was singled out at the Exposition Breakfast Club as being the most popular man on the midway with the ladies.

Muriel Reed is dishing out pineapple juice in the Del Monte booth. Kate Barnett says, "Business is fine." Fred Wolfe, manager of Boulder Dam, reports business on steady increase and that he grossed more than \$1,000 last week. Bob Sandberg and John Otem are lecturers; Lillian Wolfe, cashier; Elliott Curtis and Jack Riley, front.

Manager Burgess instituted Carnival Night on Friday at the Darto concession and says it increased business 100 per cent. W. Jivaraj de Alwis is dispenser of perfumes in Spanish Village. Arizona Joe, who handles snakes in the Monaster show, was bitten by a diamond rattler for the fifth time this season. In San Diego County Hospital, his condition is serious. Johnnie Fern, "Miniature Mae West" and former star of the Midget Circus, visited friends on the midway.

Annette Loomis left for Tacoma, Wash. Bob Barbary has his seven-piece band in Days of '49, replacing Ellis Walsh, who left for Seattle to play a night club. Mrs. Happy Johnson, who has been taking flying lessons, made a solo flight over the grounds and thrilled her friends by doing stunts. Theima Askern is doing a dance number in the Paris show.

Ray Holmes, of the shooting gallery, has put in 12 new automatic rifles. Larry Belger is directing polo games on Athletic Field. Margaret Capps, pianist; Betty Jean Capps, violinist, and Volla Capps, ocellist, gave a concert last Sunday in Edna Kirby's Glass House.

Franklyn Heller, who plays King Henry VIII at the Globe Theater, addressed Mission Beach Kiwanis Club at its luncheon on Future of the Theater as a Business.

### Majestic Expo Shows

Greenville, Tenn. Week ended August 15. Location, Richard's showgrounds. Weather, fair, two days rain. No auspices. Show had a nice vacation here as many of the folks didn't come out until Saturday. Parking facilities were poor. Attendance was also curtailed due to the fact that the natives found State highway patrolmen dishing out tickets for parking-law infractions. Everything has been put in readiness for the fair. Visitors here included Pat Crowe and Jerald Harris, of the Southern Distributing Company. Dick Harrison and Mr. and Mrs. Berge left the show here. Barry Wilson joined with an elaborate bingo stand and sound car. A. B. Mansfield joined with four concessions and three shows. EDWARD A. SABATH.

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THE Live Spot. Don't guess. Don't  
take chances. Depend on Evans for  
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**GIRL IN BED**  
42" to 10'. Also Safety Coin Boxes.

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JITNEY ROLL-DOWN  
The Rage in Europe. Now in America

**SHOOTING GALLERY SUPPLIES**  
for All Makes of Galleries.

**CAMEL BACK SKILL**



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CORN POPPERS**

NEW LOW PRICES  
Four Models, \$27.50 Up.

Also Electric, Caramel Corn Equipment, Paris Souffles. Lowest Prices.

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FOR FAIRS AND CELEBRATIONS USE

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and ALL SUMMER CANDIES in assortments

**FANCY PACKAGES ALL DESIRABLE SIZES LOWEST PRICES**  
Prompt Shipments.

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**PLASTER PLASTER PLASTER**  
**DOLLS, NOVELTIES AND LAMPS**

PROMPT SERVICE. CARTON PACKING. A LARGE STOCK AT ALL TIMES.

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MAC MILANI, Manager

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# YOU CAN MAKE MORE MONEY WITH THIS MODERN UP-TO-DATE POPCORN MACHINE

Flash, Color and Big Capacity Will Get the Extra Profits.

May what you will, think what you will—this modern, new, up-to-date machine will sell more popcorn—and pay you greater profits—than old-fashioned, out-of-date machines.

## WORLD'S FAIR SPECIAL

The Original and Genuine World's Fair Popping Out Box with "Automatic Eye" and Automatic Temperature Control.

Here is a modern big-capacity machine with the very latest improvements, placing it head and shoulders above any other equipment. It gets the business—it's a better salesman.

Automatic Popping Control Assures You of Perfect Results—Better Volume—Bigger Profits—Always.

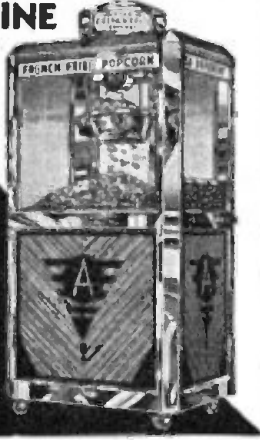
The "Automatic Eye" in the "World's Fair Special" is the secret of extra profits. You get maximum popping volume—you get maximum popping efficiency—and you get the maximum profits.

**SPECIFICATIONS** Size in size—78" high, 26 1/2" wide, 26 1/2" deep. Capacity better than \$15.00 worth of corn per hour. Produces \$1.00 worth of corn for less than 1c in electricity at average rate. Revolving illuminated sign, modern indirect lighting; every modern feature and improvement. Effice cabinet or counter model. Buy no equipment until you have investigated this famous machine.

Now—today—get this new modern machine and keep in step with the times. Unusually low priced, low down payment, easy terms.

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### ALSO OTHER POPULAR MODELS

"PROGRESS" Model, new full cabinet size, all-weather machine with large capacity—better than \$2.00 per hour. Only \$58.00 down. Get the facts on the profits in selling America's most popular confection.

## Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, Aug. 22.—There were 43 regulars that came Monday night, dedicated to Harry B. Levine, donor of refreshments and who was accorded a vote of thanks. Roll call of officers showed but First Vice-President Dr. Ralph K. Smith and Secretary John T. Backman present. Financial report showed new high. Communications: From J. Ed Brown a card, first in many months. From Roy Bard a letter of interest and check for two memberships. From George (Whitey) Gore a long letter from New Orleans and had completed the trip to Florida and return, leaving for Oklahoma and Texas and then California for the winter. From Will Wright, of the Golden State Shows, a check for membership. Ross Ollvie cards usual weekly report from the C. F. Zeiger Shows, business good. Joe Diel writes from a spot in High Sierras that he wishes the privilege to have the night of August 24. Letter from President Theo Forstall, sends check for four new members and tells of the numerous visitors in vicinity of Chicago and when near the R. B. and B. & B. Circus. Business good and weather conditions more livable. New members: Buddy Cohen, credit John T. Backman and Doc Cunningham. Fred E. Campbell, Arlie Whitaker, Charles Current, credited to Mark Kirkenhall, all of Barnes Circus, and Harry August Ross, credit to Kirkenhall and Milt Taylor. Norman Burns, credit to Will Wright and William D. Corbett.



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Choosing to the better class. There is plenty of business here. Earn most get results or else. Proposition 50-50. No 67-68-69.

TALKER Also wanted for Girl Show in Streets of Paris. Must be capable and reliable. Address

**E. RUSSELL**

Stonleigh Hotel, Dallas, Texas.

## KELLIE GRADY SHOWS WANT FOR

Nine Alabama Fair—Shows with own transportation and outfit. Will give good proposition to use unit Minstrel Show. Have two small Toms. Want Concessions, no 2, Milt Camp, Hopkins Alley, Pittsburgh, New York, Coast Bay, Ball Game, Snow Cones, Candy Apples. Crops are the best in five years. Outfit good price. Would consider Nit High Dive at reasonable price. Must be built until November 10, then we close. You should have your winter's bank roll. **KELLIE GRADY, Ocala, Fla., next week.**

## CONCESSIONS WANTED

Princeton, Ind. Fair, August 31 to September 6. Will sell exclusive on Concord and other North East Stands on the midway. Games Concessions, nothing near 10c. Bingo and Novelties sold. This is one of the best in Indiana. **SUPERINTENDENT CONCESSIONS, Fairgrounds, Princeton, Ind.**

## M. B. Amusement Wants

Shows with own outfit. Concessions that work for stock. Have complete outfit for Athletic Ponds. Ride Trip that drive tracks. Visit this week: California, September 1 to 5; West River, 7 to 12; under K. P. All Missouri.

## READING'S UNITED SHOWS

WANTS Corn Game, Cigarette Shooting Gallery, Dumper and Rock Concessions. WANTS Ship by Montgomery and all kinds of United Shows. Scottsville, Ky. Free Fair this week.

## TILLEY SHOWS WANT

Athletic Show Manager, Beans, Wrestlers, Shows with or without own outfit. Address Princeton, Ill. or write; Knoxville, Ill., week September 1.

## FLEA CIRCUS

WANTED FOR 100% LOCATION AT TEXAS CENTENNIAL. Class act, reliable Operator that knows how to sell. State all in first letter. **BOX 9-32, The Billboard, Dallas, Texas.**

Jack Bigelow and Will J. Casey. And six fellow trouper, better get that 10 spot in. That is initiation and dues until September, 1937.

## St. Louis

ST. LOUIS, Aug. 22.—Quite a few of the local fraternity journeyed to Springfield, Ill. this week to visit the Illinois State Fair there and the Beckman & Corey showfolk. All visitors were made at home at the "entertainment tent" of the B. & G. Shows, where Messrs. Fred Beckmann, B. S. (Barney) Corey, L. S. (Larry) Hogan, Macon E. (Buddy) Williams, Sam Gordon, Kent Hosmer and others of the executive staff of the show were (See ST. LOUIS on page 85)

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## WESTERN EXTRACT & MFG. CO.

111 N. E. 10th Street, Oklahoma City, Okla.

## Los Angeles

LOS ANGELES, Aug. 22.—Outdoor amusements still going at high level. Benches, parks and sponsored events report big attendance and much free spending. According to statements of police departments and chambers of commerce surveys, crowds at the amusement resorts are the largest in many years. Ed P. King, of the Independence Association, states that space and tickets sold for the 10-day affair they will stage at California Zoo has exceeded expectations. The Beverly Hills County Fair, which will be held at Hal Roush Studios, has on its committee notables of stage, screen and outdoor show world. Cliff Henderson says he is having difficulty securing seats (blues) for the big crowds that the advance ticket sales indicate for the air derby. The Hawthorne (Calif.) Pow-Wow gives promise of exceeding in attendance previous efforts. United Amusement Company has the rides, shows and concessions contracted.

The celebration of the 155th birthday anniversary of Los Angeles, which was planned for presentation at the Plaza in old Los Angeles and sponsored by Chamber of Commerce, with Dan Dix in charge, has been postponed. The Glendale (Calif.) Grand Central Air Circus and Industrial Exposition will be held at Grand Central Airport. Charley Teerlin (See LOS ANGELES on page 85)

# BINGO

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Different Combination of 15 Different Special Games. Complete Regardless of the Size of Your Audience.			
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### Trailer Plans and Parts

Utility Trailers, 4' x 6'. Complete less tires, \$22.50. Utility Trailer Plans, 50c. Glass Trailer Plans, \$1. Trailer sets at bargain prices. Write for free catalog of parts.

**SHAMROCK TRAILERS**  
11758 Grand River, Detroit, Mich.

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BARRELS OF FUN CATCHES EASILY

ORDER TODAY

BEND FOR FREE ILLUSTRATED CIRCULAR "Everything in Paris"



The hit of every conversation... Also AUTO TAILS with red, white and blue streamers...

CHARLES BRAND, 208 W. 20th St., N. Y. City.

### GALENA'S GREATER FALL FESTIVAL

MAIN STREET—SEPTEMBER 6-7—GALENA, ILL.

Want Rides, Concessions and Shows. Must be legitimate. Spending \$3,000 on Attractions. Well advertised. Come on. W. O. O'Neill.

### 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

SHOWS, RIDES AND CONCESSIONS For Our 38th Annual Labor Day Celebration TERRE HAUTE, IND. Write LEROY MUSGRAVE.

### WANT

Shows, Rides, Acts and Concessions for STREET FAIR FESTIVAL SEPTEMBER 28-OCTOBER 3, PEKIN, ILL. An Annual Event, sponsored by American Legion and Association of Commerce. Address J. S. PATTERSON, Manager, Legion A. of C. Festival Committee.

### WANTED RIDES and FREE ACTS

Street Fair and Water Carnival SEPTEMBER 17, 18, 19 ACHTABULA, OHIO Sponsored by the North End Club. Will attract more than 15,000 attendees. Write ROBERT H. FULLER, General Chairman, Marine Bank Bldg., Ahtabula, O.

### CONCESSIONS WANTED

September 23-26, Somerset, Ohio Somerset Pumpkin Show and Agricultural Association. Under State Supervision. Address: J. L. LOVE, Mgr., Somerset, O.

### WANTED Good, Clean Carnival

FOR HOME-COMING, FIVE DAYS AND NIGHTS, SEPTEMBER 15 TO 19 INCLUSIVE. In heart of city. Prizes and Concessions. Well advertised. Communicate with HOME-COMING COMMITTEE, Assumption, Ill.

### AMERICAN LEGION FALL FESTIVAL

SEPTEMBER 30-OCTOBER 1-2-3 WANT CONCESSIONS, RIDES AND SHOWS Write PAUL MILLER, Commander, Canal Winchester, O.

### WANTED

SHOWS AND CONCESSIONS SEPTEMBER 30-31 American Legion Home-Coming, Washington, Ill. ROY SUTTON, Comm.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Cincinnati, O.)

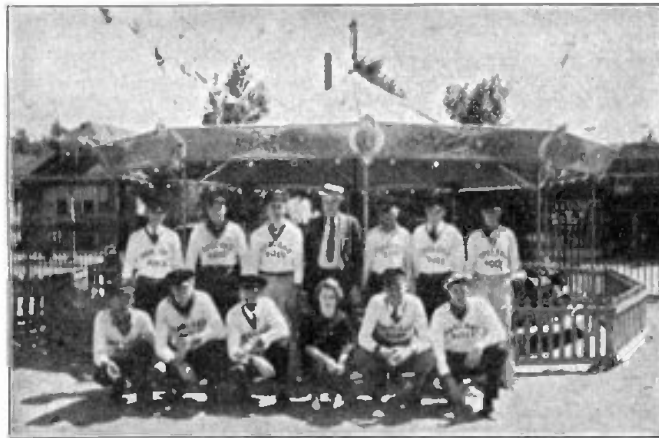
## Cassville Reunion Draws Big Crowds

CASSVILLE, Mo., Aug. 22.—The 56th Annual 'Old Soldiers and Settlers' Reunion here on August 10-15 was a big success, declared Secretary Ben E. Stump. Even in a drought year grounds were packed every night. It is estimated that between 40,000 and 50,000 attended, there being between 14,000 and 15,000 Saturday night. C. R. Leggett Shows on the midway did nice business. A feature was music of Chan Chandler and his orchestra from Half-a-Hill Tea House near Springfield, Mo. Band played on a large dance platform out in the open. Thursday was Republican Day and Friday was Democratic Day. "I received at least 500 letters from the ad I put in The Billboard from all parts of the United States. The Sponsored Events Department of The Billboard is one of the highlights of that amusement weekly," said Secretary Stump.

## Only Edwardsburg

EDWARDSBURG, Mich., Aug. 22.—This town, only one in the United States by the same name, is preparing for a two-day Centennial Celebration with business interests 100 per cent behind the event and adjacent cities co-operating, reports Harry Bingles, of the committee. Shows and rides are booked independently. Free acts will include Marie's Marvel Dogs and Animal Circus; Florence La Belle, acrobat, and Swiggle and Swiggle, comedy balancing and juggling. Mrs. O. E. Ruth will make triple parachute drops from balloon and Milton Matfield's aviators with three planes will do stunt flying and 'chute dropping.

A TWO-DAY Carnival-Trade Day Celebration sponsored by Stephen (Minn.) business men drew exceptional crowds, as there was a let-up in harvest operations. Thomas Shows did good business on the midway. Merchants reported brisk business.



AT ST. BARTHOLOMEW Church Festival in Chicago M. J. Doolan's rides were presented. In the photo of the crew are, rear row: F. Jackson, Leo Oldham, Otto Sharp, M. J. Doolan, M. Silverman, J. Walsh, A. Thomas; front row: W. Halsey, Peter Smith, Charles and Mrs. Watson, Bob Stromberg and Urban Critzman.

## Wheeling Centen Draws 200,000; Profit Is Estimated at \$10,000

WHEELING, W. Va., Aug. 22.—While Wheeling Centennial Committee was busy compiling figures today, last day of the Centennial Celebration, it was estimated that 200,000 persons visited the events. Cecelia Freeland, business manager of John B. Rogers Company, that produced the pageant, On the Wings of Time, estimates 35,000 paid a half dollar at the gate on Monday, Tuesday and Wednesday. Queen's Ball in Wheeling Park pavilion, with Frank Dailey and his Meadowbrook Orchestra, was the only flop. Less than 1,000 attended. Baltimore & Ohio, Pennsylvania and Wheeling & Lake Erie railroad officials brought oldest and latest equipment here for free exhibition. Industrial exhibit occupied second floor of the Market Auditorium.

Dick Collins, publicity director Dodson's World's Fair Shows, said it was his guess that nearly 100,000 visited the big midway. Business was good. Mills and Mills' high-wire elephant stunt, and two other free acts. Zachin's human cannon-ball fight from the mouth of a big gun and a ball-walking spiral act, were draws. A \$1,200 purse brought 52 drivers with nearly 100 boats from 17 states to the national outboard regatta. A river parade with 96 craft was staged Thursday night, with a fireworks climax. Street decorations were by Hardester, of Pittsburgh. All store windows carried historic displays.

City's birthday had its inception in a group of the Chamber of Commerce, 100 of the younger members. It named Tom Block, Mail Pouch tobacco manufacturer, chairman of Centennial Commission, Inc.; Rawley Holcombe, manager of the Chamber of Commerce, was secretary, and a general committee was appointed, other members of which were R. N. McOran, Albert Snedeker, George Smith, Gordon Pought and Henry Volght. Committee organized a group of business men who underwrote the celebration for \$20,000, cash being advanced. It is estimated that will be returned and a profit of half as much will be on hand when books are balanced.

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## Street Carnival Nets \$250

STOCKTON, Ill., Aug. 22.—Stockton's annual Carnival on August 6-8 netted \$250 and was marked by an enormous crowd the second night, as this section was not so hard hit by drought. Two 40-minute shows daily were given by the Windlach Family, who furnished free aerial and platform acts. Concession rights were taken by Toffel Bros.

## De Pue Celebration Has Added Program

DE PUE, Ill., Aug. 22.—Dr. W. C. Steele is again chairman of the annual three-day celebration here, which is sponsored by De Pue Boat Club and will have Midwest Power Boat Association-sanctioned outboard races. This year boxing and fireworks displays have been included in the program. The celebration better than broke even last year with three days of rain.

Greater Exposition Shows have been contracted and there will be concessions, two aerial acts and one high-diving act. This annual celebration was started five years ago by Dr. Steele.

"I might say that had it not been for The Billboard we probably would not have had this annual affair," he declared. "I mean by that that the advertisements we have had in The Billboard have always brought us carnivals and concessions which have helped us finance our programs."

## KGIW To Sponsor Festival

ALAMOSA, Colo., Aug. 22.—Something new in the way of a fall festival is to be staged by Radio Station KGIW here. The non-profit event, calculated to boost radio business, will be held five days in a large tent and is to be financed thru sale of display space to local merchants. Each merchant will also receive a 15-minute daily radio program free. Free acts on the streets and in front of the tent are counted on to draw people from surrounding territory to the display. Space will be available for concessions in a tent. It is planned to hold nightly park plan dancing, featuring a name band.

## St. Julians in Cicero, Ind.

CICERO, Ind., Aug. 22.—Annual Cicero Fall Festival and Homecoming on August 20-22 was sponsored by Cicero Commercial Club and merchants, who pay for it with voluntary subscriptions each year. It is an event that has grown popular and all surrounding counties look forward to it. Committees are appointed by the president of the Commercial Club and entire community aids in every way possible. Many outside concessions came in and there were rides and a few shows. Cash premiums were paid for prizes in Flower Show, fine art and home economic exhibits. There were a goat race, bicycle race and free acts by the Jack St. Julian Troupe and Stephen Foster Quartet.

## Club Raises Festival Funds

LODI, Calif., Aug. 22.—Annual carnival to raise funds for Lodi Grape Festival was staged by Mustang Club here on August 19, with 15 acts of varietyville booked thru Thomas Lee Artists Bureau, according to Chief of Police Jackson, general chairman. Acts included Bennie Walker, of NBC, emcee; Val Stutz, comedy juggler; Pin D'Aubray, specialty dancer; McFarlin and Brown, comedy team; Dorothy Gray, comedienne; Dorothy Bennett, modernistic and Spanish dancer, and the Three Vagabonds, instrumental novelty trio. Charles Nichols was chairman of entertainment, assisted by Elmer Kinkle.

## Biggest Crowds at Cullom

CULLOM, Ill., Aug. 22.—The 48th Annual Home Coming here on August 14 and 15 attracted best crowds in history of the celebration. Free attractions were booked thru Metropolitan Fair Booking Association, F. A. Gladden, manager, including Dare-Devil Dault, Hubert Dyer and Company, Morgan Juveniles and Ben All Arabians. Street sports, ball games, water fight, dances and political program were other features. There were two small airplanes and a 14-passenger tri-motor carrying passengers, besides four rides by Miller Amusement Company and lots of concessions. Used 600 large bills, 2,500 dollars, besides plenty of newspaper publicity locally and in surrounding towns and two ads in The Billboard well ahead of dates. Leo Weber was committee chairman, Ray Keck, secretary, Doris Coash, treasurer, Guy Leonard, concession manager.

HELP This Department by Telling Committees About It.

# Contests as Business Stimulants

By Harry E. Wilson

CONTESTS as revenue producers should not be overlooked by any live-wire committee contemplating presentation of a special or sponsored event. For many years baby shows, popularity elections, industrious child contests, pony contests and others of that nature have proved real revenue producers and committees are beginning to realize the necessity of these events to make their fairs, celebrations, homecomings or what have you successful. Not only do these events produce added revenue but they serve to increase publicity and attendance.



Harry E. Wilson

Take for example a baby show. The promoter starts a publicity not only for his baby show but for your event as well four, five and sometimes six weeks in advance of the event. He establishes headquarters, in most cases an empty storeroom, in the heart of town, displays photographs of local children in the windows, has flashy signs over the doorway; displays his many prizes, consisting mostly of loving cups, in the windows; builds a clinic in the rear of the storeroom, makes contact with several local physicians to conduct the children's health examinations and starts registrations.

Each child entered is given a free medical examination, and prizes are offered for the healthiest children, who in most cases are arranged in divisions according to age and sex. Upon registering a child the mother is given a book of admission tickets to the event, which she is asked to dispose of, and special inducements are given so as to make the mother, father and relatives of the child interested in the sale of the commission or given free tickets after they have sold a specified number.

## Creating Ticket Sellers

Let us tear the last paragraph apart for just a moment. First, the mother registers her child. Why did she register that child? Because she was interested, and being interested in the welfare of her child and entering it in the baby show she should be interested in your event. Being interested means that she will tell all of her friends and neighbors about the baby show, and when telling them about the baby show

she naturally must tell them about your event.

Regarding the tickets, the inducements given are usually in the form of votes, a certain number of which are given for each ticket sold, and the votes are applied towards special titles and prizes which serve to make entire families and relatives work hard to dispose of tickets. Next the number of persons you have working for you and advertising your event. We will take a small town, say of 15,000 population. In a town that size the number of baby entries should run about 150. Each child has many relatives, father, mother, sisters, brothers, aunts, uncles, grandfathers and grandmothers, but in this instance we will say only three are interested in a child's welfare and are going to work with their tickets to secure votes for that child. Do you realize that there alone you have 450 people in a town of only 15,000 working for you and giving your event publicity that you in no way could buy? Let that settle in your mind and see if you won't decide that contests are necessary.

Popularity contests, industrious child and pony contests are handled in about the same manner, except naturally with

an indoor show sponsored by a live organization. We registered children and young women for five weeks, and when the books were closed we had 1,031 babies in the baby show and 87 young women in the popularity contest. As it happened there were seven other promotions going on in this town at the same time. One was a police circus, which is very seldom a failure, and this case proved no exception. It went over very big and was a real success.

We started our work two weeks after the others had started and we were warned that we were making a foolish attempt and that, in face of all the opposition, it would be impossible for us to make a success of our event. We looked the situation over and found that none of the other organizations were conducting a baby show or popularity contest and we decided to go ahead with ours. Not counting the committee, we had more than 3,000 mothers, fathers, relatives and friends of the babies in the baby show and young women in the popularity contest selling tickets for us and our event proved to be a big success while the others, except the police circus, failed. In that one particular case the largest newspaper in

as he had promised and left town owing a lot of bills, etc. Yes, it's a fact; it has been done, but not by reputable promoters, especially if committees have co-operated with them. Often committees can keep a promoter honest or make him otherwise. You will ask, "How can we tell whether a promoter is reputable or not?"

That is easily answered. When a promoter calls on a committee or organization and offers his proposition he will always show publicity and letters of recommendation. Look over the publicity but stress on the letters of recommendation. Letters can easily be forged, and a promoter who is not reputable will carry plenty of these letters. The square promoter always will be glad to have a wire sent at his expense to any committee whose letter of recommendation may be selected, and by doing so an auspices will be getting first-hand information regarding said promoter's reliability.

## Co-Operation Essential

When an okeh on the promoter has been received and contracts have been signed committees should be formed to assist him, for a promoter, regardless of how good he may be, must have committees to aid him. Appoint a general chairman, publicity committee, auditing committee and general committee. Make each member of the organization a committee of one to assist in any and every way possible. Remember, local workers and committees know their town; the promoter may not, and if he doesn't he will have to ask opinions on different matters. He should be given every assistance to make an event a real success. A good promoter is always willing to help in every way, so in planning an event the services of a professional promoter should be secured. He will handle the entire event, book the ads, arrange for fireworks, shows, rides, concessions or anything else that may be thought necessary or appropriate.

Many committees have tried to save cost of promoters by handling events themselves and have found to their sorrow that it couldn't be done successfully and have called in promoters at the last moment to pull them out of the hole. Committees that decide to conduct events without the aid of professional promoters sometimes do not know where and how to secure professional acts and in some cases wind up by using local amateur talent. Amateur talent may be okeh in amateur shows, but where an organization is advertising a big event and wants it to be successful professional talent is necessary, and the promoter is the man who can get it.

I have often heard of organizations that wished to raise funds for some purpose and decided to do so by conducting block parties. These block parties are fine, but considering the revenue derived from them they are hardly worth while unless handled by reputable promoters, who will find legitimate ways of making them moral and financial successes.

There are many ways in which organizations can raise funds thru carnivals, indoor circuses, celebrations, fairs, balls, block parties and many others, but in all cases I counsel the use of capable, reputable promoters who can conduct contests in advance of the events.

## Free-Acter Hurt in Illinois

HIGHLAND, Ill., Aug. 22.—Vogel Crawford sustained a broken arm, leg and other minor injuries when web of rigging gave away during act at a Homecoming Celebration here on August 16, under auspices of the American Legion. Crawford, assisted by his wife and rigging man, Herberg Warron, was removed to St. Joseph Hospital here.

**HARRY E. WILSON**, while not old in years, will come near to ranking with deans in the promotion field, having put in 16 years in that line of work, and is widely known among outdoor amusement organizations that have played under auspices of his creation or association. He has been active in many parts of the United States and in Eastern Canada for various bodies that have sponsored large events. He has had wide experience in connection with boards conducting fairs and has specialized largely in baby shows and popularity contests.

no examinations. Young women and boys and girls are registered and given tickets to sell. They are also given votes and special inducements. These events consist of strictly ticket sale, and titles, diamond rings, automobiles and loving cups are awarded in popularity contests, while bicycles, roller skates, ponies and saddles and other such gifts are awarded in the other contests. These young women, boys and girls all have friends who are interested in them and who will help them dispose of tickets, which means more revenue and added publicity to your event.

## Value of Contests

As an example of the value of contests, I want to cite one promotion that I worked on this year. It was a large town and I conducted a baby show and popularity contest in connection with

the town co-operated with us and we were given double-page spreads of baby photographs and stories.

Now you ask, "Why did the others fail? They all had live committees." The answer is that if you are a baker you can't build a house. They failed because a committee cannot put over an event of that nature by itself. It must have professional help of some kind. If one is a clothing salesman his business is selling clothing not promoting. A professional promoter's business is to figure ways and means of making events successful. That's all he thinks of, for to earn money for himself he must earn some for committees. I don't care how large or how small an event is going to be, a reputable professional promoter is needed to handle it. He will know how to conduct it to the best mutual advantage.

## Regarding Credentials

A promoter doesn't work only while in his office or on the celebration grounds or wherever an event is taking place. At night in his hotel room he is figuring something new for the next day, relieving others of much worry. He does the worrying and planning for you—if you will let him. The reason I say "if you will let him" is that I have seen and worked for committees that have a man or two in their organization carrying chips on their shoulders, trying to find something wrong with the promoter and wanting things done their way instead of letting the promoter handle it as he thinks it should be handled. As I said before, a clothing salesman should sell clothing.

Always remember the promoter is in your town for revenue, not for glory, and to earn this revenue for both organization and himself and to do it honestly he must have co-operation, for without co-operation nothing can be a success. I have often met with committees and submitted a proposition, only to have someone step up and tell about the promoter he heard about that didn't do

**7 DAYS** Sept. 5-12, Incl. **7 NIGHTS**  
**AMERICAN STATE CONVENTIONS FIRE-  
LEGION SAND CELEBRATION MEN**  
**VAN'S MEADOW NEWPORT, N. H.**

The Great Siegfried  
Ski Jump Without Snow

Featuring

Dare-Devil Oliver  
Thrilling High Diver

WANTED—Concessions, Kiddie Rides, Shows of Merit, Good Banner Man.  
Notice: Two Conventions one week. Biggest Celebration in State.  
BOX 383, Newport, N. H.

**CARNIVAL WANTED—Stuttgart, Arkansas  
WEEK OCT. 19th**

ON THE STREETS—FIRST RICE CARNIVAL IN NINE YEARS  
CROPS BEST SINCE 1925

Legitimate Concessions Only—Make Best Offer  
ARKANSAS RICE CARNIVAL ASSN., INC., BOX 531



**Country Fair in Phoenix Will Have Many Contests**

PHOENIX, Ariz., August 22.—Phoenix Pyramid, A. E. O. Scouts, 876 members, and Arizona White Shrine, 289 members, have taken over the exposition sponsored last year by the White Shrine and Junior Chamber of Commerce and will sponsor a Country Fair, with Auto Show, Fidelity Shows, merchants' exhibits, Stock Show, farm machinery, 4-H Clubs, Food Show, Baby Show, Cotton Carnival and circus exhibits. Last year the exposition was held in the middle of November, weather being cold and rainy, and profit was small. There was no advance sale of tickets and admissions at 10 cents totaled only about \$600. So far this year advance sale at three for 25 cents has reached more than \$4,210.

Dismissary of Good Will popularity contest, industrious boys' and baby monarch ticket-selling contests start soon. Special events will include cellophane wedding, auto and horse pulling, milking and churning contests and railroad head-on collision. Mary Wagins, stunt girl, will drive one of the engines and do daredevil thrills.

Jerry Doyle, who handled concessions at Arizona State Fair many years, will supervise amusements and concessions. The Country Fair will be on the Scouts' property on North Central avenue, 14 acres, assuring ample parking space. There will be free acts, bands and parades.

**Legion Advance Sale Big**

COLORADO SPRINGS, Colo., August 22.—In addition to the American Legion Post's first Circus and Wild West here, there will be the Western States Shows on the midway. There will be ten acts, four circuses and six Wild West numbers and numerous exhibits and concessions. Advance sale of tickets, sold at three for 25 cents, is well over \$3,000. Industrious boys', baby show and Miss Pike's Peak contests are on. Sponsors are 100 per cent over ticket sales of Shrine Country Circus held a year ago under practically the same committee.

**Proceeds for Legion Home**

EAST PALESTINE, O., Aug. 22.—Annual American Legion Street Fair here will again be held on the main street, with full support of city authorities. Wade rides have been booked and merchants will produce a style show. There will be shows, concessions and band concerts. Expenses generally are met by advertising arches. Advertising is done thru *The Billboard*, auto bumper signs, newspapers and auto loudspeaker. Attendance averages about 10,000 annually and proceeds are applied to cost of new Legion Post home, said Henry S. Ashbridge, of the committee.

**Curl Booked for Ohio Spot**

NEW CARLISLE, O., Aug. 22.—Curl Greater Shows have been booked to furnish rides, shows, free acts and concessions at the new Carlisle Fall Festival, sponsored by the Commercial Club. Cost of the event is to be taken care of thru sale of concession privileges to local people and church organizations and rental of space in streets for merchandise displays. Cash premiums will be awarded to winners of a produce exhibit of farm, garden, bakery and canned goods.

**Ister Booked at Melon Fete**

CHARLESTON, Mo., Aug. 22.—In preparation for its first Annual Watermelon Festival, Junior Chamber of Commerce, six months old, and sponsoring the event, has booked the Ister Greater Shows. Rides, shows and concessions will be on the streets. Festival will include one big day, with a week's engagement for the shows, and next year the event may be extended to three days, said Gordon D. Barka, of the concessions committee.

OAKLAND, Calif.—Native Sons and Native Daughters of the Golden West throughout the state are preparing for the largest participation in the traditional California Admission Day Celebration which the two organizations will sponsor jointly here. Charles A. Roberts, San Francisco, is chairman of the joint committee and Edward T. Schnarr, Oakland, general chairman of the four-day celebration.

**Shorts**

POLACK BROS.' CIRCUS has been booked for indoor circus of Regina (Sask.) branch, Canadian Legion. Among the acts will be Franklin Brothers, Gaska Family, Felix Morales Troupe and Black Brothers.

PLANS are on for annual Beach City (O.) Home-Coming and program will be announced shortly.

ANNUAL Jefferson (O.) Fall Festival will be sponsored as usual by merchants of the village. There will be a midway, rides and free attractions.

ABOUT 6,000 persons crowded a 40-cent gate at Penn-Llarnis Airport, Harrisburg, Pa., on August 18 to see the Flying Aces Air Circus, sponsored by Drum and Bugle Corps of Harrisburg Post, American Legion. Proceeds went to the general fund of the organization.

SPONSORED by Charles H. Carey Post, American Legion, and aided by merchants, Salem (O.) Annual Fall Festival will have Fred Smith as general chairman. Prizes will go for best canned goods, flowers, antiques, home handwork and produce. There will be free acts, concessions and rides.

DESPITE drought conditions which cut crops, Sharon (N. D.) Boosters' Club decided to sponsor a Fall festival. M. E. Ellingson was named chairman of carnival and concessions committee.

PRESIDENT W. L. Carlisle, Civic and Commerce Association, Thief River Falls, Minn., named as a committee A. W. Mickelson, chairman; O. C. Paulson and A. M. Magnuson to consider staging another Fall celebration.

CIVIC Club of Aneta, N. D., is planning the city's third annual Mardi Gras. Secretary Phyllis Greenland is receiving nominations in a queen contest.

COMMITTEE in charge of Iroquois (Ill.) Homecoming Celebration is contracting shows and rides independently.

ONLY carnival on Atlantic City Boardwalk in recent years was staged by the American Legion week before last at Connecticut avenue and the walk. A whole block was given over to the affair, which proved good from financial and entertainment standpoint. E. Solitaire was responsible for most of arrangements. Mayor White and city officials gave it a full bill of health and attendance went over what was expected. There were five rides, two shows and stores of concessions.

FEATURING Fordon-Brown Air Circus, Syracuse (N. Y.) Airport will be scene of a huge benefit air show, staged by Syracuse Aeronautic Association and Exchange Club for Syracuse Community Chest. All roads will be closed two miles away and boxes and grandstands seating 6,000 will be erected. In the circus will be Milo Burcham, holder of world's record for upside-down flying; Joe Jacobson, who stunts a few feet off the ground; C. W. Whittenbeck, sky writer; Capt. Dick Graner, who stunts an old-style pusher; Buddy Batzel, delayed chute jump champ, and Harold Johnson, who stunts a six-ton trimotor.

**Crosby Staff in Action For Rodeo in Shreveport**

SHREVEPORT, La., Aug. 22.—Big preparations are on for Shreveport Rodeo and Pioneer Days, for production of which Billy Crosby has been contracted. Rodeo stock is expected from Oklahoma and oldtimers in the Ark-La-Tex country are being sought for Pioneer Days.

Hookup with a motor company has secured use of all 24-sheet boards in the territory, and ten radio stations and 56 newspapers are to be used. Headquarters on Texas street is known as the "Covered Wagon" and is ballyhooed by a covered wagon standing out front.

Crosby staff includes Burch Lee, *Shreveport Times*, publicity, assisted by Duke Wellington; Robert Payne, special publicity and booster trips; W. W. Worley, in charge of three sound cars; S. R. Vance, radio programs; Leon Lamar, parade chairman; C. H. Townsend, live stock; Bruce Cartwright, grounds and arena; Sam Bowdoin, concessions. Celebration will be on the State Fair grounds.

**Indiana Spot Is Ready**

SELLERSBURG, Ind., Aug. 23.—Gordon's rides have been booked for Sellersburg Annual Celebration, said George Bauer, director of the event. Twenty ponies will be brought from Seymour, Ind., for kiddie rides. There will be a balloon ascension and parachute drops furnished by M. E. Ruth. Dance music will be by Stemie's Orchestra, New Albany, Ind., and Lookwood Lewis and his Chocolate Dandies, Louisville. Prizes will be awarded in a program of games. Concessions have been taken by A. & A. Novelty Company, Indianapolis. F. W. Miller will have dancing and freak shows. There will be many game concessions, and eat and drink stands have been booked locally. Attendance of more than 20,000 is expected.

**ST. LOUIS**

(Continued from page 82)

hosts. Among those who made the journey to Springfield were among others Mr. and Mrs. Morris (Boots) Feldmann, Art H. Dally, George Jacobson, Mr. and Mrs. Charles Coas, Larry Rohrer and Frank E. Joerling.

E. K. Fernandez, prominent Honolulu and Orient showman, spent several days in the city early this week. He went from here to visit the Illinois State Fair and from there to Chicago, where he will be for some days.

Tom W. Allen and Al Rauer, outdoor showmen, were among other *Billboard* visitors on Thursday, reporting that they brought their walkathon in Belleville, Ill., to a close on Wednesday night, August 19. They reported same was very successful.

J. C. Cundiff, who is at present operating the Kohaua Hawaiian Show on the John R. Ward carnival, was in the city this week with Marguerite Sackett, one of the featured dancers in his show, purchasing new wardrobe.

James (Springate) Sherwood, for many years in the carnival concession business and for the past two years in the walkathon game, was in the city for several days this week renewing acquaintances.

B. W. Christophel, owner of the Christopher Wax Figure Studios of this city, was among other *Billboard* visitors this week after returning from a trip thru Illinois, on which he visited various carnivals, including the Johnny J. Jones and the Beckmann & Gerety Shows. He reports splendid business for his studios.

Doc W. J. Allman, outdoor showman, of Kansas City, was in the city for two days this week en route to points east.

**LOS ANGELES**

(Continued from page 82)

and Pat McInerney are handling the exploitation, while J. W. Charleville has the concessions. Doc Hall, with George Moffat, of United Shows, will handle equipment. Charley (Cookie) Cook, back from the North, will make California fairs and sponsored events. Gerald N. Maloney, back from the East, will locate in Southern California in the outdoor amusement field. Reports from carnivals on the Coast are that everyone is enjoying fine business. Mike Krekos is having a big season. Foley & Butk are doing better than for some years. Hilderbrand United Shows, according to reports from visitors to the show, are doing well and anticipate a long season. Crafts 20 Big Shows will return to this vicinity soon to make spots in Southern California. Will Wright pens that the show is going over in a very satisfactory manner and mentions that Johnny Kleine visited for a short period. Will also remarks that interested friends of Johnny should not permit his leaving home without a guide. Will says that on his recent visit to Golden State Shows Johnny parked his car and was a half day trying to locate it. He did so with the aid of showfolk and police department.

Carl Sontz is taking up residence in Beverly Hills, Calif. Dan Kelly and Art Gruber were up from San Pedro to look around. Bob Winslow, who has recovered from a recent injury, will be associated with Doc Cunningham in the

handling of several promotions. Pete Despard has returned from an extended tour of the Northwest. All amusements, he says, are getting money. President Bowman, Boh Noblett and Bernie McDonald are working at the Schulberg studios. Company has been put together to present rodeos and outdoor acts on the Jim Jeffries ranch. Dan Dix, aside from booking, is doing a bit in a Metro-Goldwyn-Mayer film. Bill Kaiser is around town, being chaperoned by Leo Hacker. Will J. Casey is working at United Artists studio in the property department. Mr. and Mrs. Ed Walsh, of the Hotel Bristol, returned from a trip to High Sierras, where they had some wonderful fishing. Phil Williams, of Crafts 20 Big and Golden State shows, is back in town for a short visit. Buddy Cohee is back from the Midwest and will again become a Coast defender. Harry Lyons, located at Ocean Park, has a fine cafe close to the pier. Frank Henion, up from Long Beach, reports Silver Spray Pier as doing a nice business. Plans to add to his rides there, Hugh Wier, up from Long Beach, says he is doing well, as are all concessioners. "Plain" Dave Morris is on the road to recovery at Government Hospital, Sawtelle, Calif. Lloyd Taylor, ex-trouper, is the patentee of new device for technical photography. Jack Bigelow has concessions at several spots. George Cunningham is assistant director and ballet master on a film being screened at Metro-Goldwyn-Mayer studios. Bill Corliss left via auto for Great Lakes Exposition at Cleveland.

**Detroit**

DETROIT, Aug. 22.—The Polite & Latta Shows, which have been playing almost exclusively in Michigan this past week, go to Adrian this week under sponsorship of the American Legion Post. Business has been fair thruout the season.

A. C. Slesho, who formerly had the Monkey Speedway on the old Polite & Berger Shows, is buying a new show of the same type, to open with this carnival next week.

Henry J. Pollie, senior partner of the shows, left this past week for home to visit his mother on her 80th birthday. The show was being operated in the interim by his son, Henry J. Pollie.

A new bingo game was being created this past week. This will be operated directly by the show management.

**Dixie Exposition Shows**

Mounds, Ill., Week ended August 18, auspices, American Legion.

Show had wonderful co-operation from the committee. Mrs. Martiono, who left here with her wheel, was replaced by Eli Wheel and Merry-Goround. Toby McFarland joined with eight concessions to round out the midway. Mrs. Babe Scott has her own game looking okeh since the arrival of the new top. Hughie Waters, our painter, received his bonus here. Jack Dugan's Photo Machine is clicking since the arrival of Don Leslie, who recently left the Strayer show. Manager Scott just received contracts for six fairs making the booking complete until Thanksgiving. BOB MACKERIAL.

A NEW NEON illuminated front is being built for Madame Stephano's novelty animal and bird circus with the Beckmann & Gerety Shows.

**WANTED**  
 Grad. show Carnival Company with at least two good Free Acts for  
**FALL FESTIVAL AND STREET FAIR**  
**EAGLES BENEFIT AT BRASIL, IND.**  
**WEEK OCTOBER 8, 1936**  
 No Gift. Write W. LONG, General Delivery, Brasil, Ind.

**WANTED**  
 CONCESSIONS AND CARNIVAL FOR  
**FREE FAIR**  
 SEPTEMBER 8 TO 11,  
 R. A. BARCOCK, Concessions, Sidney, Nev.

**WANTED**  
 ACTS, CONCESSIONS, SHOWS, RIDES, FIREWORKS, AND WHAT HAVE YOU  
**AMERICAN LEGION, FREEHOLD, N. J.**  
 (430 Members)  
 WEEK OF SEPTEMBER 21-26.  
 Farmers all making money. Soldiers have their bonus.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## New Merchandise Plentiful For Record Fall Business

**Wholesalers' fall catalogs cover wide variety of new items and styles**

With the industry turning into the home stretch of the 1936 outdoor season, New York and Chicago wholesalers report there is little doubt that total business in the amusement field will exceed all years since 1920. Further statements from wholesalers indicate that their new fall catalogs will include scores of new items which will greatly benefit concessioners' fair business.

The trend toward better merchandise, so evident everywhere all spring and summer, is becoming more and more marked as the season progresses, but the argument as to the exact cause of this trend remains unsettled. Some say it is entirely due to increased solvency in business and are willing to let it go at that, but others feel the cause is more indirect in the form of better education of the public thru advertising both in publications and over the radio. The latter feel American manufacturers are successfully combating foreign competition by constantly reminding buyers it is cheaper in the long run to pay just a little more in the beginning for the better grade stuff. A lot is also being said about the rapid style changes and flashy designs which

American manufacturers are constantly throwing before the public eye.

All indications point to a most successful fair season. Even the drought areas are looking toward a normal or near-normal year. Also special events are reporting unusual activity. Whereas in previous years many organizations attempting their first sponsored event have failed dismally, reports coming to this office daily indicate the largest percentage by far have been meeting with success.

### Return of Hot Weather Stimulates Fan Biz

The current spell of hot weather, after a several weeks' period of moderate temperatures, has revived a considerable demand for electric fans, wholesalers are reporting. Altho the weather recently has not been so extremely torrid as was the case in July when practically every distributor and wholesaler's supply was exhausted, it was sufficiently warm to create quite a demand, especially for the smaller models. The eight-inch sizes, both stationary and oscillating, are getting the greatest play for the reason that it is late in the season, and also because of the low operating cost.

It is stated that the several weeks' (See **HOT WEATHER** on page 83)

### Business Activity Continues Unabated

Stimulated by the arrival of definite relief for practically all areas affected by the drought, the nation's business activity was running at a new peak for the year, a broad survey of business generally reveals. Retail activity is reported as being fully 10 per cent ahead of the same period last year.

Industrial activity throught the nation, while fighting labor difficulties, is making deep inroads on unemployment figures. Demand for home furnishings, building material and hardware is revealed to be the heavier for this season in six years and electrical equipment is moving at a remarkable pace.

While activity on all fronts is at its peak at present, some topping off, altho it doubtless will be slight, is expected around Labor Day.

## Pickup in Fall Radio Biz Seen

While the radio division of the merchandise industry is enjoying its best summer season in several years, it is confidently expected that the early fall season will see a decided pickup in demand for receiving sets. Several factors have contributed to enhance radio's suitability for almost every type of premium need, with the result that the fall business is expected to set a rapid pace.

The broadcasting of a record number (See **PICKUP IN FALL** on page 83)

## Over the Counter

1A 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.

Elmer Pitman has his "fill" of the Columbia Fair at Columbia, Ky. Na he didn't play it, but he had all intentions of doing so. He said he had the "ser" on novelties, but after traveling 107 miles by motor to Columbia he found four novelty men there under the same agreement as his. . . . Max Goodman, big shot in the merchandise game field, has found this season wonderful so far. Here's hopin' it's that way thruout. Max Fair at Great Falls, Mont., opened up very nicely, he reports. . . . Edward V. Anthony is now making fair, including some in Tennessee, with novelties. . . . Hottle's two Diggers, Guilmont's A Photo for You and John Sweeney's corn game, all with the Dee Lang Shows, registered a nice business when the show appeared for the American Legion at Oelwein, Ia., week of August 10. . . . Benny Wolf: Tell us how your corn game is doing on Miller Bros.' Shows. . . . Plenty of merchandise going out is the ticket. . . . Controlled devices are poison to the business, nothing else.

Booby Obadahi has quite a string of concessions at the Fort Worth Frontier Celebration. Among these are Japanese Roll Down, with Hank McAlister 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 is new to Fort Worth and is one of the best money-getters on the midway. J. A. Watts is in the arcade at the Fort Worth Celebration with a novelty stand. He was formerly with the J. George Loos Shows. His better half is selling tickets for one of Bill Hames' rides at the celebration. Eddie Goldstein, Willie Strauss, Matt Graham and Meyer Sunshine, who handled novelty and drink stands for O'Reilly-Berens at Fort Worth, have gone back to New York.

Here's the concession lineup of the Douglas Greater Shows: E. Walter, bottles; Mr. and Mrs. Red Anderson, cork guns; Bozo Armitage, strings; Ruth Prentz, hoop-la; Louis Pelligrini and Vernon Kiesel, bingo; Mrs. Garey, candy floss; Jack Nash, lead gallery; Curtis Jackson and wife, photos; A. S. Hamilton, bottles, assisted by Tharzan Jones; Irene Rainey, alum; Babe Hamilton, hot and mias; Goldie Greathouse, balloons; John Kleinart, fish pond; Jack Thorenson, sno-cream.

### Philly Wholesale Trade Up

PHILADELPHIA, Aug. 23.—Buying at wholesale proceeded unmindful for the smaller gains recorded temporarily for retail distribution, according to local commercial reports. The waning of the summer season revealed enlivened interests in final promotional events with the volume augmented by a more noticeable trend to fall merchandise, showing a pronounced margin of gain over a comparable 1935 period. Eager buyers, reflecting optimism and confidence, crowded the wholesale markets, and wholesale trade and production continued to approach 1929 averages.

## Plans Set for Big N. Y. Show

More than 400 of the nation's leading producers and wholesale distributors of gift, art and home decorative merchandise are on hand on three entire floors of the Hotel Pennsylvania, New York, for the regular summer New York Gift Show, August 24 to September 2, which has come to take its place as a national market event of interest to every buyer in the industry.

The Gift Show period this year has been extended to nine full business days in order to take care of an increasing number of buyers, the great majority of whom will find the new arrangement gives them more opportunity for a close survey of the new items featured.

Participants in this big event are keenly alive to the fact that the coming fall and winter promise to be the best that the industry has witnessed since prior to the depression. The plans they have made therefore are concentrated on bringing into the market a wide variety of items to meet the needs of buyers for appealing, unusual items. Advance information states that plenty of such merchandise will be featured, including attention-getting numbers in salt and peppers in glass, plastics and metal; salted nut service creation, crystal and colored glassware, a complete range of decorative home accessories in chromium, brass and copper, new designs in salad bowl, beverage set and cocktail shaker in aluminum, handbags, a vast assortment of new novelty ceramic and pottery items and some truly novel creations in book ends.

Careful thought has been given to effective presentation of the various lines by individual exhibitors. Not only is the merchandise so arranged as to be inspected quickly and conveniently but in a great many cases the display arrangement will hold valuable suggestions for the effective featuring of the merchandise by the buyer in his own promotions.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

"SAVING points" for end-of-season use has become quite a fad with summer residents of the beach towns in this neighborhood. You play whenever you feel like it at your favorite game and the prop keeps record of your winnings or gives you your ticket. When you go home in fall you cash in. Competing households make side bets on their daily showing and take their week-end guests to help boost the score. Booth owners also suggest the idea to the more permanent residents and have found it works. It helps clearing quite a lot of high-priced merchandise at the end of the season. . . . Business is fair to good in seaside resorts and parks around New York. The large resident trade helps. Am told that smaller inland towns are putting forth quite an effort to make things lively Saturday nights, with the local high-school bands supplying the music and dancing, the collection following. There is a nucleus there for a few enterprising young men if they can fix up matters with the local authorities. The idea might appeal to town boards in many parts of the country to bring business to town Saturday evening. . . . Broadway above 42d keeps active evenings but is quieter a.m. and afternoon. Out-of-town visitors are missing in numbers. There is always a little slowing up in the first two weeks of August.

The agricultural fair business makes itself noticed in the New York wholesale markets. Electric lamps, lamp shades and lighting novelties are in demand with buyers favoring better grades. Southern and Far Western orders come in in greater numbers for early delivery. Information is that agricultural fairs will not suffer thru drought; as there is more real cash in hands of farmers this year than normally. Government-aid checks mean cash and no waiting for crop sales. Farmers are willing to have a little fun, even if crop results are not so good. Eastern agricultural fair business is expected to be above normal and certainly will exceed previous years. Watch out for delivery dates and place your orders early. . . . Notice general improvement of merchandising methods along Broadway and in amusement parks. Seems to me operators have learned that game is not all that does the selling. Merchandise is more effectively placed, signs and show cards are used in great numbers. They help to attract the timid and tempt the women folks.

They had quite a rush in last-minute orders for resort merchandise, remembrances to take home. This makes me think that business will be good this winter in the winter resorts. Winter sport business is not yet fully developed in this country. It will be booming soon. Am advised that several operators are looking over the situation and that big developments are expected this coming season. Railroads may be willing to give information about their winter sport trains. Information is, but not confirmed, that New England town groups are interested in attracting this business and will receive suggestions from responsible parties. Look around and keep your eyes open. . . . Not many novelties this fall end of the season. However, things will live up in a couple of weeks or so. Operators remark upon improved appearance of the fair and amusement park visitors. There is doubtless more loose cash around, especially in the East and Far West. This type of customer must be catered to. When planning for the fall and winter you won't be speculating if you have a few high-grade items.

WHAT DO YOU NEED?

# BORLAB PRODUCTS

PR. DEMONSTRATORS. PICKERS, AGENTS, CANVASERS, SALESMEN

426 BROOMST. NEW YORK, N.Y.

we manufacture a complete line of canvas, netting, and prizes—all of finest quality at extraordinarily low prices. Write today for FREE illustrated circular listing our complete line and prices. PRIVATE LABELS & 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 Broom St., New York, N. Y.

## New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

### Fan Tells Fortunes

Edward J. Cadigan is offering to the trade the gift packages of the well-known Derrmay products, dusting powder, perfumes, etc. featured in novelty containers and offered at popular prices. These products will be shown at the gift shows at New York, Toronto, Boston and Philadelphia.

The firm also announces that it has been appointed sole distributor of the new and popular "Fan-Tel" the fan that tells your fortune. Since fortune telling has always had a lure and fascination for practically everyone and because of the popularity of the various forms now used at fairs, carnivals and amusement parks, the firm feels that this new, amusing method will capture the interest of a great portion of this trade. Illustrated circulars are available on request.

Inside flap in line with the shirt buttons. He then fastens one end of the anchor to this button and the other to one of his shirt buttons. The result is his shirt is held in, his collar down, and his trousers up. The item is made entirely of rubber, cannot slip, and there is nothing to bind or tear the clothing. Comes mounted on card bearing a 25c price mark and cellophane wrapped.

### New Breakfast Set

Rand & Company are introducing a new pattern in breakfast sets on a salesboard deal. The pattern is the Tricornie (U. S. Patented) shape and is available in three different designs—Mandarin, Dutch Pettit and Sailing. Tricornie pattern is very unique and appeals to women.

No matter how much dinnerware a lady may have or receive she will always welcome the pleasing variation the pattern offers. It's very appropriate for breakfast or bridge sets and the dinnerware is first quality in every respect. Mandarin, a brilliant decoration in Chinese red, is most striking and is particularly in tune with the Tricornie shape. The Dutch Pettit design is very attractive and appears as if woven into the china. The Sailing decoration is an interpretation of sailing boats on the Black Sea. Rand & Company's catalog describing these sets any many other fast-moving items is now ready.

### Ash Receiver-Cocktail Tray

Those looking for premium items of maximum utility will be interested in the handsome new 2-in-1 coaster tray. It is a combination ash receiver and cocktail tray, produced in fire-resisting, mahogany-finish Bakelite. Space for advertising message is provided at the bottom. Designed by Reliance Advertising Company and molded by Northern Industrial Chemical Company.

### Soap Pulverizer

A twist of a small crank on a new soap pulverizer converts a cake of soap within a molded Textolite housing into pulverized form and feeds it into the hands of the user. A fresh cake of soap can be easily inserted since the entire front of the dispenser may be removed for reloading. The plastic housing eliminates any possibility of corrosion and provides a permanent finish easy to maintain. Its clever design gives it plenty of appeal. Manufactured by Voorhis-Tiebout Company, Inc.

### Campaign Raincoat

What should be one of the hit items of the fair season is the new product being manufactured by the Ponch-O Manufacturing Company. It is a rain-coat bearing a picture of either Roosevelt or Landon. Item has plenty of flash and already has enjoyed great popularity in some of the political clubs. It is ideal for parades and party rallies. Comes in various colors and wholesales at a very low price.

### Tricky New Clothing Cadget

The new Buddy shirt anchor is a clever little item which should go over both as a straight seller and as a premium. The user simply sews one small button to his trousers, under the



No. 89221—The Sensation of the Premium World. Give a realistic two-minute demonstration at each window. Sleep the crowds and bring in the cash because everyone wants one of these beautiful real Fur Dogs. Weight, 18 lbs. Weight, 4 lbs. Black or White Fur. \$4.95. Body is strong metal construction. Each in Lots of 2 or More, Each, \$4.75.

### PACKARD LECTRO-SHAVERS AN IDEAL PREMIUM

Millets want the Packard Lectro-shaver. Millets shaving a pleasant and efficient irritation. Big possibilities for line work with this item. Retail at \$15.00, now discount \$3.13 in cash lots; smaller lots 25%. Order No. 8198.

### FEATHER DOLLS

Three big selling feather dolls with decorated faces and feather ornamentation.

- 80123—11 in. size with hat and comb. Per Doz. \$2.75
- 80122—7 in. size as above. \$1.85
- Per Doz. \$1.75
- No hat or comb. \$1.75
- Per Doz. \$1.65

Colorful Hawaiian Dress, No. 8 in. \$2.40

851302—Baby June "March Hopper" Doll, 30 in. tall and 30 in. diam. Dress of orange in red, dated colors. \$2.00 \$1.40

### STUFFED DOGS

- 80168—Standing and Sitting 7" Dog. Has voice and bright eyes. Per Doz. \$9.50
- 812103—7" Pile Plush Dog. As sorted, per Doz. \$1.95
- 8518125—14-inch Sitting Robots. Per Doz. 85c
- 81648—14" Pile Plush Standing, sitting, black, white or tan. Doz. \$1.50

### TRADING POST

EXCEPTIONAL MERCHANDISING

### SENSATIONAL EXTRA PROFITS WITH NEW MERCHANDISING IDEA

Sell and operate TRADING POST, the 100% Legal Salesboard Deal that is a great money-maker. Amusing, fascinating and a host of fun. Sells out fast in Taverns, Clubs, Camp Streets, Drug Stores, Restaurants, etc. 130 pulls and every pull is a winner. Consists of 130 packages, and each contains something worth-while in Novelties, Tricks, Jewelry, Cutlery, Novelties, Linens, etc. Weight, 24 1/2 lbs. 17 1/2" Approximate Weight, 18 lbs. Yards in \$13.00. Retail to dealers for \$8.75. Packed two to the carton. Order No. 838. Each 25c deposit on C. O. D. Orders. Ask for Our Big New Catalog 363, containing 164 pages of Novelties and Jewelry.

## JOSEPH HAGN COMPANY

"The World's Bargain House"  
217-225 W. MADISON ST., CHICAGO

### THE NEW BROADWAY WATCH

Guaranteed for one year. It is good looking and will keep accurate time.

7 Jewels \$3.75

Have you tried the New Lapid Watch, the fastest selling watch for the summer, a wonderful salesboard or premium item.

7 Jewels \$3.95

25% deposit, balance C. O. D. \$6.00. Balance \$2.50 Extra. Write for New 1936 Catalog.

### CONSOLIDATED WATCH CO.

65 Nassau St., N. Y. CITY

# PLASTER

DON'T FORGET RALEIGH

Large assortment ready for Southern Fairs. Wire, write or visit our factory. Always open—Nights and Sundays.

### COSIMINI MFG. CO.

106 N. West St., Raleigh, N. C.

### WAXED FLOWERS

Best Quality Imported. All Colors.

- No. 77—GEORGINE, \$27.50 per 1,000; \$3.00 per 100.
- No. 80—DAHLIA, \$25.00 per 1,000; \$2.75 per 100.
- No. 85—ROSE, \$22.50 per 1,000; \$2.25 per 100.

Sample Box of 100 Georgines, Dahlias and Roses sent postpaid for \$8.25.

### FRESH MOUNTAIN LAUREL

18 in. or 12 in. Any Quantity. \$18 per 100. Large Branch, \$1.

Pressing Foliage for all Flowers. Large Branch, \$1.

Our Complete Sample Line of all Flowers Sent Postpaid for \$1.00. 25c deposit with all orders. Outside C. O. D. Order for Free Catalog.

### FRANK GALLO

Importer and Manufacturer, St. Louis, Mo.  
1429 Locust Street.

## NEW CATALOG

FALL EDITION NOW READY

### Send For Your Copy

RED HOT ITEMS FOR HINGO.

- Bassett Hingos or Magnet Blankets, Each \$1.50
- Bassett Todd Blankets, Each 1.35
- Beautiful Corona Plated Lamp, the hit of the season, Per Doz. 7.00
- Waterproof Coats, Each .75
- 7 1/2 Tea Sets, Each .40
- Large Chrome Plated Tray, Per Doz. 1.50
- 5 1/2 Dinner Sets, Each .40
- 3 1/2 Ceramic Sets, Each .50
- Full Size Card Table, Each 9.50

Order from this advertisement. Goods shipped promptly. 25c deposit required with order. Balance C. O. D.

### M. K. BRODY

1180 So. Market St., Chicago.  
In Business 26 Years.

### Have Your Own Times Sq Address

Use our address and phone number for business or personal purposes for only \$2 per month. Mail and phone messages forwarded to you. No need of a permanent address. Write for information. ABBOTT SERVICE, Longacre Bldg., 1474 Broadway, New York City.

## THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 1/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Slide Method Tuning
- LHs Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials. Our Sets Really Work. Continuous repeat orders is 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

### PLAYLAND SUPPLY CO.

118 East 29th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

QUICK SALES - BIG REPEATS



FOAM-O-SELTZER is a sure fast selling effervescent tablet for carbonating coffee, drinking, smoking or for simple soda water.

MUCE PROFITS FOAM-O-SELTZER leads the field of counter and retail specialties. Sold like wildfire to Physicians, Jars, Bars, Hotels, Clubs, etc. Also available in bulk deal for Drug Stores.

TODAY for full details of our big offer. MILTON D. MYER CO. 433 14th Ave., PITTSBURGH, PA.

ELGIN OF WALTHAM \$1.65 Ea.

7-Jewel, 18 Size Watches in White Case. 7-Jewel, 18 Size Elton and Waltham, \$2.35. Flash Crystal Watches that do not run. 50¢ each. Band for Price List. Your Money Back if Not Satisfied. ORDERS TO: GELLMAN BROS. CO., Old Gold and Silver Buyers and Refiners, 128 N. Broadway, St. Louis, Mo.

a firm grip without marring or scratching. Their new adjustable stainless steel strainer is made from stainless spring steel. Fits all beaded pots and pans from 6 to 10 inches in diameter. Now painful burns and lost foods are positively eliminated with the kitchen's newest utility invention. The operation of the new strainer is delightfully simple and easy. A pot of steaming, cooking food on the stove is held by handle of pot with the left hand; strainer held in right hand is quickly clipped over the outer bead rim of pot.

Marvel's new stream-lined combination sandwich toaster and grill is entirely chrom plated. Can be used to toast sandwiches, make toast, fry eggs or grill meat. It is built on legs so as to prevent scorching when being used upon highly polished table tops. An added feature is how it is ventilated between the base and the grill proper. Has latest heating unit design so that the entire service of both top and bottom grill is heated equally at all times. Has beautiful black handles each side and top. Carries a year guarantee direct from manufacturer.

You will have to see the new modernistic waffle iron to really believe that as beautiful and well-constructed waffle

iron can be sold at so low a price. It is entirely chrom plated with cast aluminum grids and heat indicator. With the latest heating unit design, the entire service of both top and bottom grill is heated equally at all times. Contains beautiful black handles each side and top and carries a year guarantee direct from manufacturers. It is built on legs to prevent scorching of table top.

Marvel Shine, the new lipstick shoe dressing, finds ready sales wherever it is presented. Everyone likes to have neat appearing shoes, but keeping them shined has always been a messy job—one that has usually resulted in soiled hands, soiled clothing and ruined tempers.

Dressing shoes with Marvel Shine is the clean, quick way. It is faster, gives a longer lasting polish, has a higher luster, covers scuffs, and is waterproof.

Only the finest leather-preserving oils and waxes and non-injurious colors are used in the manufacture of Marvel Shine. When used regularly it prevents shoes from becoming dry or cracked. It will neither dry out, deteriorate nor rub off on clothing. It is for all leather, including patent leather, reptiles, pigskins, sealskins and tree bark shoes. Marvel Shine comes in four colors: black, brown, blue, neutral.



NEW Satin-Glo Aluminum PRIZES

Cocktail Shaker

The famous "Tippie Tumbler"—with even greater eye-appeal. Beautiful glowing finish—black bakelite top and bottom which protect hands from chill when shaking—and a smart, red cap. Non-clogging strainer in top. Screw-on feature eliminates leakage.

Humidor (below)

Smart—useful—a prize that men appreciate. Rich Satin-Glo Aluminum with ornamental brass knob. Blends with the finest furniture. Unique humidifier in cover keeps cigars or tobacco fresh. Holds 20 to 25 average size cigars.

Write for details on our complete line of giftware prizes—also aluminum utensils.

WEST BEND ALUMINUM COMPANY Dept. 638, West Bend, Wis.



CELLULOID BUTTONS RIBBON BADGES MEDALS LOVING CUPS

For every kind of event. Special attention to the police, fire and firemen. Write for Catalog. State your wants. We give fast service. RESKREM SILVER MFG. CO. 1123 BROADWAY NEW YORK CITY.



KOHLER BLUE SIGNS

Free Sample Case GET YOURS—Write for Details Today. BLADES—D. E. ZOPKAS, 5 in. Per Display Card, 40¢ (includes Postage). SIDE LINE GOODIES—Special. Gross 75¢. Full Line For: House-to-House Campaigns, Agents, Wagon Salesmen. Pitchman and Streetman. CHAMPION SPECIALTY CO. 6142 CENTRAL ST., Kansas City, Mo.

FREE 5 DAY TRIAL

5 TUBE GENERAL RADIO

Try this GENUINE 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.) FABY SALES AND PROFITS: Modern Walnut Cabinet. Powerful dynamic speaker. Super tone. NEW 3-COLOR DIAL. U. S. Licensed Tubes—One Metal. No aerial or ground needed. A. C. D. C. Packed in air-conditioned cartons. FREE NEW INFO CATALOG Showing 6 new models. Sensational values.

\$6.95 LOTS OF SIX \$7.45 SAMPLE SET

25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.



GENERAL WIRELESS LABORATORIES, Inc. 240 W. 23rd St. (Dist. 2-4) New York, N. Y.

Package Feature for Blades

The new quality blade being placed on the market by Nalpak has a selling feature which should make this item ideal for both pitchmen and agents booking stores. Every package of 10 Nalpak blades contains a separate compartment for used blades. This unique arrangement termed Safe-T-Pak is not only a real convenience but it is a safety item appealing to many housewives because it keeps used blades away from children and prevents accidents in house-keeping.



Because of the Safe-T-Pak feature many agents have already placed Nalpak blades in stores which have turned down most ordinary lines. As a further asset to store bookers, attractive counter-display boxes, each holding 10 Safe-T-Paks, have been made up.

New Scissors Sharpener

The introduction of Shearsharp by the Colony Manufacturing Company brings forth the latest scissors sharpener on the market that scientifically sharpens and bevels both blades of straight or curved scissors alike. The novel sharpener sharpens both blades at a time, all sizes and shapes, with utmost efficiency. This clever device is proving successful with demonstrators in department stores and novelty stores throughout the country. Shearsharp is manufactured and distributed by the Colony Manufacturing Company, Inc.

Great Sale - While They Last

MEN'S STRAP WATCHES—10% 1-Line Swiss Chronometer Case, C.W. Date, \$22.00 Price Yes! See in Lots of 6, 6-Jewel, \$20.00; 15-Jewel, \$40.00. AMERICAN MADE WRIST WATCHES—With Strap or Metal Band and Gift Box and Tag. DUBBER HAMPDEN—7-J. \$2.00; 15-J. \$2.75. ELGIN & WALTHAM—18 Size, Railroad Model. Case, 7-Jewel, Hunting Movement, Each, \$2.00. SPECIAL PRICES FOR QUANTITY USERS. Sample 50¢ E.V.A. 25% Deposit, Balance C. O. D. Send for Catalog. N. SEIDMAN, NEW YORK, N. Y. 173 Canal Street.

SELL NAP-TA-KING CLEANING CRYSTALS

Makes Cleaning Fluid, 2 1/2 Gallon. Now Starting Discovery. NAP-TA-KING COMPOUND, Cleans Silk, Woollens and other fabrics by cleaning same as with Naptha. Obsolete and unprofitable. 25¢ Package makes 10 Gallon Fluid. First 50¢. Wonderful response. Attractive Trial Order, \$1.00 per Dozen, postpaid, with 2 Demonstrators from Sample, 10¢. 24-B, NAP-TA-KING, 1500 W. Madison, Chicago.

Your New MONEY SAVING GUIDE



IS NOW READY! Everything that's new in fast-selling Novelty, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 4126 Catalog. This book presents the finest and most extensive lines of imported and Domestic Merchandise we have ever offered.

Send for it Today.

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.

ABSOLUTELY NEW "FOOT COMFORT"

Fastest, Most Consistent Seller! Biggest Repeat Order Item! "FOOT COMFORT" is the new resilient shoe fastener, mailed by demonstrators, saloonmen and agents everywhere on the fastest selling, big repeat item they have ever handled. "FOOT COMFORT" consists of 100 small resilient elastic loops held together at the center by an extra piece, mounted on an attractive self-selling display card. One special introductory price to you is \$14.00 gross cards 100 million. Send \$20 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.

- 6022—NOVELTY DOG ASH TRAY, Dozen, \$1.20; Gross, \$12.00
6023—"MOBLAPP" Inflated Rubber Novelty, Dozen, .80
6024—RAYOR SILK PARASOLS, Dozen, \$1.50; Extra Large Silk, Dozen, 1.75
6025—FLOREAL COTTON PARASOLS, Dozen, .75; Gross, \$7.50
6026—HEAVY SUPREME WHITE MAPLE PARADE GAMES, Gross, \$7.00
6027—SWAGGER GAMES, Assorted Bright Colors, Gross, \$6.00
6028—GENUINE BEACH BOUNDER G&S BALLS, Dozen, 2.15
6029—BALLOONS, Special Carnival Prints, Gross, 2.50
6030—DICE ASH TRAYS, 4 in Box, Gross Boxes, 4.00
6031—17-Piece Large Size CHINA TEA SET, Each, 1.00
6032—GIVE AWAY GAINBY Party Box, Per Hundred, 1.00
6033—LAMPS, Assorted Table Lamps, Large Sizes, Dozen, 7.20
CAMPAIGN NOVELTIES, 7 Samples sent for 40¢ in Stamp.

We have on hand for immediate shipment: Rings Cars, Neck La Blinks and Hoops, Dance Rock Sets and Rings, Movie Race Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint 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

## HOT CAMPAIGN NOVELTY

**MY PARTY CHARMS**—Spinning Donkey or Elephant Sensation. Send for **FREE SAMPLE** and Price. **JOBBER'S: Write for Special Quantity Price.**

MIRACLE CAN OPENER—Bismarck men's Sensation. Dozen ..... **75c**

ASPIRIN TABLETS, Gr. .... **\$1.60**

---

ASPIRIN A DREAM PELLETS. Packed 20 to 25 each in a Dosing Card. 25 Card Lots Assorted. Per Card. .... **7 1/2c**

SEND FOR FREE CATALOG. 8,500 Items. 25% Discount With Orders.

**BENGOR PRODUCTS CO.**  
10 E. 17th St., Dept. K. New York City

**RADIOS... DIRECT FACTORY PRICES**  
**30 DAY TRIAL YOU SAVE 50%**

1937 MODEL "PILGRIM"  
**R. C. A. MIDGET**  
Licensed L.O.S.B.

Now Illuminated Write Watch Tuning Dial. Matched Speaker. 4 RCA Tubes. Extremely Small. 8 1/2" x 8 1/2" x 8 1/2". Amazing Tone. Powerful & Selective. Unbreakable Buried Walnut Finish Steel Cabinet. Standard Broadcast Band. 175-200 Meters. 30-Day Trial. Save \$2.00 upon first immediate shipment. Def. O. O. D. 7. O. B. Factory. One year parts guarantee. PILGRIM ELECTRIC CORPORATION, 7-53 West 17th St., New York City (Agents Wanted)

Comes with \$6.75 ready to package

FREE FACTORY CATALOG

## LUCKY CHARMS

Imitation Ivory Elephants, Dogs, Beavers, Donkeys, etc. Glass and Porcelain Elephant, \$1.00 per Gross.

**CAMPAIGN SUNFLOWERS, Gr. \$1.25**  
**CAMPAIGN SUNFLOWERS, with Elephant Pins, Gross ..... 2.25**

WRITE FOR NEW CATALOG.

**KARL GUGGENHEIM, INC.**  
671 Broadway NEW YORK

## ENGRAVERS

Buy your engravable jewelry from us and save. Identification Bracelets, \$6.50 gr.; Tie Holders, \$5.00 gr.; Brooch Pins, \$5.00 gr. Why pay more? Send 25c for samples.

**American Jewelry Mfg. Co.**  
Established 1920  
PLAINVILLE, MASS.

**WANT A FREE SUIT AND LAPEL WATCH ?**  
NOVELTY AND SPORT STYLES

Your own suit or overcoat made-to-measure Free and a big income selling our reasonably priced Quality Clothing. No charge for Novelty Sport Styles. No experience necessary. Get our Free Sample Outfit and Special Offer.

**JAY ROSE & CO.**  
Dept. 68, 830 S. Wells St., Chicago, Ill.

### Radio Industry Geared To Reach a New High

PHILADELPHIA, Aug. 22.—A special survey just completed by Dun & Bradstreet, Inc., shows that for the second half of the fourth year of uninterrupted expansion all branches of the radio industry have been geared to reach a new high. During the first six months this year the peaks of 1935 were passed, with production running 15 to 25 per cent ahead and distribution 15 to 20 per cent.

"Much of the bonus money went into radios," the survey declares, "and wider industrial employment contributed to the gain, while the increasing construction of new homes, with the consequent need of modern reception, is counted among the indicators for more extended improvement."

"Automobile radios were outstanding in the sales volume for the period, exceeding the 1935 figures by 30 to 150 per cent. As only about 17 per cent of 3,900,000 of the passenger automobiles registered at the close of 1935 were equipped with radios, the total at the end of 1936 is expected to be 5,000,000, according to an estimate by Radio Today.

"Battery sets for unwired homes in farm districts have been selling faster than production, although there are around 170 types on the market, some deriving power from windmills and some from gas motors.

"Nearly every radio owner tuned in on programs which last year brought \$84,492,635 net revenue to the 625 broadcast stations in the United States. More money is being spent by sponsors for entertainment this year, as national advertising broadcast for the first half of 1936 rose 7.6 per cent from the 1935 peak, and was larger by 25.4 per cent than in 1934, and 80.5 per cent than in 1935."

### Novelty Suit Styles At No Extra Cost

Jay Rose Tailoring Company, Chicago, announces its new fall and winter line of suits and overcoats. Fine wools made to the individual's measure in the latest novelty and sport styles at no extra cost. These new fea-

### Are You Keeping Your Displays Up to Date?

Successful premium and prize users find that the latest merchandise attracts the biggest crowds. They read The Billboard each week in order to be first with the new items.

turns incorporate broad-shouldered effects, high-peaked lapels, close-fitting waistlines, pleated and belted backs, pleated pockets, high-waisted pleated trousers, with wide bottoms and many other unusual features not found in ready-mades and seldom offered at popular prices.

If you are interested in taking on a fine line of clothing to sell or are now ready to place your order for your fall and winter clothing it will pay you to investigate. The firm is making an unusual free suit and lapel-watch offer.

### HOT WEATHER

(Continued from page 36)

Respite from the extremely hot weather gave the industry just the opportunity it needed to get caught up on its supply and distribution of electric fans.

### PICKUP IN FALL

(Continued from page 88)

of spectacular sporting events this fall offers the industry one of the greatest opportunities of the year to benefit. In addition to broadcasts of all World Series baseball games, the all-star football game and the cream of the college football games each Saturday, the return to the air lanes after a summer's leave of a number of outstanding entertainment programs and the launching of many new ones are being counted upon to send radio interest to a new high.

The manufacturers are co-operating splendidly to take full advantage of the fall potentialities by introducing many new eye-catching features as well as mechanical improvements. New designs in cabinets, perfection of long-wave bands and several new rapid methods of dialing are the developments looked upon to increase the demand for units in the higher price brackets to which the present trend is gradually leading.

### Here's The Greatest 25 Cent SUN GLASS VALUE

Ever Offered

Per Gross ..... **10.50**  
Per Dozen ..... **.90**

B20J08—Heavy Shell Colored Celluloid Frames and Temple and Lens Glass Lenses. In Assorted Colors. Each in Glassine Envelope. 1 Dozen in Box.

### COMBINATION GLASS CUTTER KNIFE

8 Blades, Clip and Pen, Glass Cutter and Corkscrew. Nickel Finish Metal Handle, Celluloid Inlay Center, Also Ground, 3 1/2 Inches.

B10C178 Per Gross ..... **12.00**  
Per Dozen ..... **1.05**

### PECKING BIRDS

Good For Demonstrators

PER GROSS **9.00**

B40N76—Pecking Bird, Made of Metal, 4 1/2 in. over all, with long Volt Tail, Bright Colors. Wind Strong Spring 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 Ribbon Fan. Complete with Feather Dress. The Upward and Downward Movement of Doll on Spring Coils and Glass Fan, Making it an Outstanding Number.

### THE HAT of the Season

PER GROSS **8.00**  
PER DOZEN **70c**

B45N013—Miniature Straw Hat, 5" Over all. Has Two-Color Band. Here is the Hat That Will Go to Town This Year.

### FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery

## N. SHURE CO.

200 W. Adams St. CHICAGO

## WE HAVE "IT"

### A Full Line of Soaps for Your Sales Plans

### HAPPY HOME MAKER SHAMPOO

Assorted Medicated and Perfumed Toilet Soaps; Shaving Creams—Lathering—Brushless! Tooth Paste and Tooth Soap; Shaving Soaps and Liquid Shampoos.

Everything You Need for Store or Demonstration Sales

Private formula and special compounding also.

Write for full details on these profitable items.

**GEO. A. SCHMIDT CO.** 236 W. North Ave., Chicago, Illinois

## PHOTOMATON OPERATORS

### 4 FOR DIME STRIP

Write for important announcement of new invention which will bring great profits to your business. Don't delay!

Give permanent or route address to insure prompt delivery.

## EDWARD FELDMAN

1825 Chestnut St. Philadelphia, Pa.

## "GET GOING" THEY'RE NEW

### PITCHMEN! AGENTS! SALESMEN!

Here's a **HOT ONE** for the capitalists, on the streets, anywhere there's motorists and cars. **PHOTOMATONS** make new and old cars look like "a million dollars." Carry, easily new chromium and lacquer "raised letter" initials for radiators and hoods. Appeal to every one and can be installed on any car in few minutes time.

The **PHOTOMATON CHLORIDE** is sweeping the country like wild fire. Everywhere they're shown it's the same story . . . an avalanche of orders for installation.

The "Outlets" novelty for motorists since radiator cap ornaments were introduced. One stand man sold 2,000 first month without half trying. Put a set on your car **NOW**. Watch the motorists look around. You'll clean up at 100c profit.

**SEND YOUR \$ INITIALS** and only \$1.00. Get **PHOTOMATONS** quick while new and seasonal. Or **WRITE** for full details **FREE!**

**CHICAGO HARDWARE & FIXTURE CO.**  
Dept. 25 2056 Walnut Street CHICAGO, ILL.

### SCOTTY LAMP

New, Flashy, 15" High. Art Composition Base. Antique Ivory Finish with Gold Trim. Purchased Shade. Trimmed with Gold. Silk Tassel Cord. Wrapped in Celluloid. Price, \$8.50 PER DOZ.

1/3 Dozen, Balance O. O. D. Samples, \$1.10, Prepaid.

Send for Complete Circular New Merchandise. Low Factory Prices.

**RAND & CO.**  
6336 West 12th St. Chicago, Ill.

Send your correspondence to advertisers by mentioning The Billboard.

# Souvenirs and Novelties at the Texas Centennial Expo.

**FOREWORD:**  
The Texas Centennial Exposition at Dallas, in my opinion, is one of the most outstanding exhibitions ever held in this country. The beauty of design, the modernistic architecture, the hidden play of the lights and the general effect as one walks down the Esplanade of States provides an unforgettable sight.

To the visitor entering its gates it offers a variety in pleasure and education that constitutes about the biggest 50 cents' worth I have ever seen. The numerous free attractions and the popular prices that prevail offer special inducements that are hard to resist.

Now reminiscing back along the trail after almost 30 years in the toy, novelty and souvenir field, one outstanding feature has vividly impressed itself on me, namely that there are more children over 80 years of age than under who are interested in and can be sold toys, souvenirs and novelties.

Respective of the nature, training or vocation of the individual, when it comes to souvenirs or novelties the writer's experience has taught that people are fundamentally the same. The child, the parent, the schoolteacher, the student, the business executive or the politician when they attend an exposition or a fair they are on a holiday, and as holiday makers there is no more appealing item than a souvenir or novelty, particularly commemorative of the event, that can be taken home as a memento.

Souvenirs and novelties are as important to an exposition as any other single factor, for what would an exposition be without some souvenir or memento to

By Philip Kaplan

Of Kaplan & Bloom, Exclusive Souvenir and Novelty Concessioners.

take home. Just as a drink will tend to quench the thirst, a hamburger to tempt the palate, so does a souvenir tend to satisfy the visitor or guest upon his return home.

### Merchandising Problems

The problems involved in merchandising for an exposition are in effect somewhat similar to those of the average business with certain important exceptions.

1. The greatest demand comes from a transient patronage—those visitors who come from other sections of the country and whose ideas of souvenirs are replicas of items commemorating the particular section of the country wherein the exposition is held. This is one of the largest sources of revenue to the souvenir and novelty concessioner and plans must be laid accordingly.

2. The items that have to be carried must, to a great extent, be special dated merchandise. Inasmuch as the concessioner is working against a definite time limit he must be careful of quantities ordered. Items of this nature have to be made up in advance, especially for the exposition, and so the problem is how much to order and when. Underbuying is equally as detrimental as overbuying because a concessioner operates under a high overhead and must obtain the maximum results from fast-moving numbers.

Experience has taught that on those numbers which we can consider fairly staple souvenir items, a moderate

quantity ordered out on a stagger-amount basis until about two months before the exposition closes will take care of the requirements. Later quantities can be increased accordingly if needed, and should the item not move as anticipated the last two months wherein no additional shipments are received can be utilized to dispose of any excess.

In this manner quantity orders can be placed, assuring the concessioner of the low price and yet enabling him to keep away from the strain of having too heavy a burden thrown upon himself at any particular time.

On ordinary staple numbers that do not have to be made especially for the exposition—the usual procedure can be followed.

3. For special events the writer has found it advisable to play safe and order in limited quantities any special numbers that are planned. The same pitfalls as are set forth above are apparent here also, but because of the usual extreme shortness of the event—conservativeness is the most important factor.

4. In addition to price and quality appeal a colorful attractive display on an exposition ground will help immeasurably in attracting customers and making sales.

5. A large selection and variety display will not only encourage shopping but will greatly increase the gross. This is not only advisable but practically indispensable. On exposition grounds one caters to all classes of people—city folk, farm folk, the professional man, the artist, the worker and the employer—and essentially tastes differ even among the same classes. That is why the proper assortment is bound to appeal and reduce to a minimum the number of customers who do not buy.

6. Cleanliness of merchandise at all times and neat appearances of both operators and booths are not only important factors but a vital necessity to the proper operation of the concession.

The writer has also found a marked variance in the type of merchandise that moves at different hours of the day. In Dallas we find that in the early morning hours jewelry items, rings, guard pins, bracelets and small kaleidoscopes receive a strong play.

At midday and during the afternoon

cane, parasols and sun-glasses are purchased in the main.

In the evening, when people are ready to return home, we find that the heavier items which they would not carry around with them during the day, numbers suitable for gifts or for use in the home, receive predominance.

Located as we are near the Mexican border we find a great demand in evidence for Mexican-made items and souvenirs. But this is purely a local matter because of the close proximity of Mexico and our supply on these numbers is based solely upon the demand.

All in all we find that demands placed upon us are easily met. Demand can to a great extent be stimulated by the display. Where an item is properly displayed and pushed a ready market can be found for it.

Further, we have found that certain items because of their nature are not suitable for selling from the average booth. We have particular reference to those numbers which have to be demonstrated to be sold. In our own case in Dallas we have found it advisable to obtain separate locations to handle and demonstrate these specialty numbers.

### Follow Public's Demand

I have often been asked: "What makes certain numbers so popular at an exposition?" The answer is the public demand. Public demand must be stimulated. We know from past experience the numbers which already have had a popular sales appeal and we add to these additional items which we anticipate will attract and sell well. Our instructions to each of our operators are to prominently display and push certain numbers. Once a number becomes visible out in the open among the crowds, the demand becomes evident and the item is established.

Human nature is peculiar in that respect—what one person has another wants and so the trend toward popularity of a number. Naturally the item must have merit; it must have price appeal, and it must be able to attract a majority of the people. Given these factors with the added stimulation above mentioned a number should be able to make the grade.

People must be made souvenir-conscious and in that respect locations play an important factor. We find that those locations situated on the main arteries are the best medium for establishing the popularity of a number and producing results.


For the manufacturer who is desirous of placing his product in such a market, if the number has a reasonable amount of sales appeal, if it has the price, and if the concessioner is willing to get behind the number, then a profitable and ready market is available.

For the concessioner it is like any other line of business—something from which he can make his living.


J'a ever see a lot of oil a-shootin' in the air?  
J'a ever see white downy cotton a-bobbin' without a care?  
J'a ever see six stalwart flags paradin' in the breeze?  
Yo ain't! Come on, get a goin'!  
You're a-headin' for the Lone Star State!

**CHINA HEAD CANES**  
and  
**Swagger Sticks**  
for  
**WHOLESALE and JOBBERS**  
Inquiries solicited  
**HARRY E. WANNER**  
535 E. Mifflin St., Lancaster, Pa.  
Established 1918


**FRENCH FLAPPER DOLLS**



**No. 85—MISS HOLLYWOOD**  
**\$24. dozen**  
32 inches high, dressed in fine Satin and Lace. It outclass anything at this price.  
Rush your order today. Display these most outstanding and extraordinary array of **BOUDOIR DOLLS** on market today. Individually boxed. 25% Deposit With Orders.



**No. 110—MISS MOVIE STAR.**  
**\$36. dozen**  
3 1/2 Feet Diameter. A Very Elaborate Doll.  
★ ★ ★ ★ ★



**No. 78.**  
**MISS BROADWAY**  
**\$18. dozen**  
30 inches high, dressed in fine Satin, Ribbons and Lace. A "Knockout" value.  
**JOBBERS AND DISTRIBUTORS WANTED.**

**STANDARD DOLL CO., INC.** 30 East 23d St. NEW YORK CITY

**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 IA, 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
W 536B—Pocket Watches ..... Ea. .69	Per 1000 Pkgs. 11.00
F2967B—"Unites" 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**

**SLUM---NOVELTIES---PLASTER**  
1-HOUR SERVICE — PHONE WA. 4473, OR WIRE  
**K. S. CAUFIELD, Inc.** 308 S. THIRD, LOUISVILLE, KY.  
Louisville's Largest Novelty and Carnival House

**SELL BLADES — 5 For 5c**  
**STOCK UP!**  
**BLADES ARE GOING UP!**  
**DOMINO**  
BLUE STEEL BLADES COST ONLY 1 1/8c Per Pk. of 5 Blades, All Etched and Oil-Wrapped.  
100 BLADES IN BOX 30c  
Put up in attractive Display Cards for only 5c a 12x per 100.  
**YOUNG NOVELTY CO., Inc.**  
Send for FREE List of Latest Specials. 100 Manover Street, Boston, Mass. Free Sample. 50% Deposit With Order. No Order Shipped for Less Than \$1.00.

**JEWELLED LADIES BAQUETTE WATCH**  
With 50 Sparkling Fac-Simile Diamonds  
SPECIAL  
No. 111—Modelled from a \$300 Artistic in its design. \$5.50 Lots, Ea.  
No. 100—Fine Ladies' Jeweled Watch, Complete with Box, Chromium Bracelet. In Ocean \$2.25 Lots, Ea.  
Bureau, 800 East 22nd Street, Dept. H, G. O. D. Also Full Line of Watches and Elgin Pocket-Watch and Watches of All Types at Very Lowest Prices. Send for Latest List.  
88 Bowery, NEW YORK CITY  
**FRANK POLLAK**

## SCOTTY BANK

Unbreakable Cast Metal  
 Made in England and France. Perfectly Finished and Guaranteed Item. Also Knockout Pair and Cardinal Nuisance.



The Scotty sits 5" high and weighs 1 lb. in Black, Green, Red and Ivory. The leather collar around its neck can be imprinted with any name you desire at no charge. There is a slot behind his head for the insertion of coins and each Scotty has a separate key for the bank door at the bottom. Each packed in individual box.

**NEW LOW PRICE**  
 \$2.25 in 6 doz. lots  
 \$2.50 in dozen lots

Sample 25c  
 Balance C. O. D.  
 WE SPECIALIZE IN SOUVENIRS FOR ALL LOCALITIES.

**ARROW NOVELTY CO., INC.**  
 Manufacturers-Importers  
 62 West 14th St., NEW YORK CITY.

# NOTES FROM SUPPLY HOUSES

In addition to featuring quick-selling specialties for pitchmen, canvassers and specialty sales people, the firm of Charles Ufert, New York, also handles a complete line of quality greeting cards.

The line of greetings handled by the well-known house includes everyday greetings, Christmas and New Year greetings (in bulk or boxed assortments), gift wrappings and kindred numbers. This year's cards offer greater variety, many novel features and provide for the growing demand for a better grade of cards. A complete list of assortments handled is available and will be sent promptly on request.

The popularity of the new kind of bingo is not only proving successful at amusement resorts, but many bingo parties are being conducted in fraternal, religious, recreational and political organizations throughout the country.

E. S. Lowe Company, New York, has been manufacturing bingo cards and supplies for quite some time and informs us that sales are constantly increasing. They state that more people are playing bingo in organizations every week. An important part in the promotion of bingo is the giving of merchandise prizes and the premium industry should find a big market in this field.

E. S. Lowe, head of the E. S. Lowe Company, informs us that his firm acts as a clearing house for any questions pertaining to the operation of bingo or the merchandising of bingo supplies and prizes. Any firm, organization, or person may avail themselves of this service.

The Hood-o-Graph is a simple device that makes every automobile pleasure car or truck a traveling motorized billboard. Solidly built of strong steel wire, with 24 spot welds, the Hood-o-Graph carries signs and messages securely along the top of the hood. The messages cannot flap or flutter and are easily read from both sides of the street or highway and can be instantly changed. The device is 28 inches long by 5 1/2 inches high, providing 294 square inches of advertising space—large enough for a full message, not merely one or two words. The Eastman Company, maker, reports that the low price of the item appeals not only to every line of business for advertising purposes, but to a great many motorists in advancing the interests of their political party. Either commercial or political signs or both are available with the Hood-o-Graph. The firm offers descriptive literature and confidential wholesale price list to direct sales people, demonstrators and pitchmen upon request.

Eric Wedemeyer, pioneer in digger merchandise of New York and Los Angeles, has just announced some late summer specials in quality merchandise which are specially priced for only 30

days. Included in the merchandise available are items ranging in price up to \$3.50, such as combination cigar case and lighter, cowboy hat ash tray, Eastman cameras, pocket knives and kit brushes in various finishes. An illustrated broadside of the merchandise featured in the summer sale is available upon request.

Ideas, Inc., Hollywood, manufacturer of bamboo and wooden gift novelties, has moved to 8323 Santa Monica boulevard, where additional space has been provided for the firm's growing business. Arrangements have also just been completed whereby W. C. Owen, Merchandise Mart, Chicago, will distribute the firm's output in the Middle West. Dillon-Wells, Inc., with display rooms at 780 West Seventh street, Los Angeles, cover the 11 Western States.

Otis O. Rodgers, familiarly known to pitchmen, streetmen and mail-order dealers as the Boomer Foot, announces that he is putting out newer and larger editions of his ever-popular line of books that have had a steady sale for years. They are cheap standard mail-order books that dealers will find profitable to add to their line.

Well earned is Continental Premium Mart's reputation. From a small 15x45-foot shop at Sixth and Walnut streets 17 years ago to their new home, a modern, up-to-the-minute plant, six stories high, in the heart of downtown Milwaukee. From a small 18-page catalog with a few numbers in 1924 to their latest catalog of 164 pages, listing over 3,000 items. From a one-man business to a highly efficient organization of more than 25 employees. From a few scattered customers to a clientele in almost every State, and even in several foreign countries! Such has been Continental's growth and progress.

Continental's new place is as fine a one as can be found in the country. Huge windows display hundreds of items to passers-by. Over 80,000 square feet of display space—an expansion involving one of the largest real estate lease deals in Milwaukee in five years.

The phenomenal success of Continental has been based on two things: a tremendous assortment of "hot numbers" and quick service. Three hundred and sixty-five days in the year they have, ready to ship, more than 3,000 numbers. Many carnival and pitchmen send in blank orders, depending on Continental to send them the best and latest in premium merchandise. Quick service has always been Continental's first consideration.

A microphone ordering system, a rapid delivery conveyor connecting all floors with the shipping room, and an alert shipping force make it possible for Continental to fill and ship an order within one-half hour after the order is received.

Among the many innovations originated by Continental is their "Good-Will Ship," an automobile trailer stocked with hundreds of samples of stock. So far as can be learned Continental is "the first" premium merchandise house to take their merchandise displays to the back door of the carnival by this method.

**\$15.00 IMPERIAL \$15.00**  
**MERCHANDISE ASSORTMENT**

**STARTS YOU IN BUSINESS**

- 18 IMPORTED WIND LIGHTERS. \$3.00
- 12 MAGIFYING DOUBLE SHAVING MIRRORS. Retail Value. 3.00
- 12 PRESSED BRIAR SMOKING PIPES. Retail Value. 4.20
- 12 CELL FLASHLIGHTS. Complete with Batteries. Retail Value. 3.60
- 24 SPOOLS 5-1/4-35 ADHESIVE TAPE. Retail Value. 2.40
- 24 POCKET COMBS IN CASES. Retail Value. 2.40
- 12 MAIL FILES IN CASES. Retail Value. 1.20
- 12 TOOTH BRUSHES. American make. Retail Value. 1.80
- 78 PAIR 27" SHOE LACES. Retail Value. 3.60
- 24 BOXED HANDKERCHIEFS. Retail Value. 2.40
- 12 PAIR SCHOOL ERASERS. Retail Value. 1.20
- 12 BAKELITE GIOIA RETTE HOLDERS. Retail Value. 1.20
- 12 PAIR QUALITY SUN GLASSES. Retail Value. 1.80
- 20 PACKAGES OF 8 FIRST-AID BANDAGES. Retail Value. 3.60
- 12 BOTTLES 1/2 OZ. MEGALON-OMERONE. Retail Value. 1.20
- 12 FIRST-AID KITS. Retail Value. 1.80
- 12 LEATHER MOOK KEY CASES. Retail Value. 1.20
- 12 FINE QUALITY FOUNTAIN PENS. Retail Value. 3.00

**RETAIL VALUE \$43.60**  
**YOUR COST 15.00**

**YOUR PROFIT \$28.60**

A Real Legitimate Imperial Deal. Price List of Wholesale Cost of each item will be mailed with order. Send Full Amount of Money With Order for Prompt Shipment. Write for Free Catalog.

**IMPERIAL MERCHANDISE CO.**  
 893 Broadway NEW YORK CITY

## REAL VALUES

on  
 Carnival Merchandise  
 New Corn Game Items  
 Pitchmen's Specialties  
 Premium Goods  
 Latest in Novelty!

WRITE FOR CATALOG.  
 STATE YOUR LINE.

## WESTERN NOVELTY CO.

1739-31 LAWRENCE ST.  
 DENVER, COLO.

Light weight, durable, water proof.



Best reproduction in design, size, color and texture of felt hat.

See list 10-cent Hat for Roden, Circus, etc. Hosiery, Paper Masks, any imprint. Also rubber Hats, Frank Buck Derby, Fawcett, Policemen, etc. See your dealer.

**UNITED PRESSED PRODUCTS CO.**  
 611 So. Aberdeen St., Chicago.

## RUGS

ORIENTAL and Chinese Reproductions of Character and Quality Guaranteed Imported. A new, very profitable item. Large variety of sizes, patterns and colors always in stock.

**24 x 42" — 85c** F. O. B. Phila., Pa.

Larger Sizes in Proportion

JOBBERS and Dealers Write for Further Details.

**AMERICAN RUG CO.**  
 245 Market St., Philadelphia, Pa.



**BIGGEST VALUE IN THE COUNTRY!**

Replat Elgin or Waltham Watch, Chain and Knife Combination **\$3.70**

Jewelry Novelties, \$4.50 Gross  
 Values \$1 to \$1.50 Dozen  
 Sample Assortment 25 for \$1.00

**TUCKER-LOWENTHAL, Inc.**  
 WHOLESALE JEWELERS  
 Five South Wabash Ave., Chicago, Ill.

The Counter Glass Jar Sensation

## SUNKEN TREASURE

Electrically Lighted—and it locks!  
 ADVERTISED IN THIS ISSUE  
 New Low Prices

## GENUINE RABBIT'S FOOT

FOR FAIR WORKERS - PITCHMEN, etc.

here is the FASTEST SELLING NOVELTY TODAY NEVER BEFORE at this

**LOW PRICE**  
 \$2.75 Per 100  
 In Lots of 500 (Bulk).

**WITH ATTRACTIVE SELF-SELLING CARD**

**\$3.50** Per 100  
 In Lots of 500.

**with KEY CHAIN**  
 on attractive SELF-SELLING Card.

**\$5.00** Per 100  
 In Lots of 500.

**CAP STAMPED**  
 Vote for ROOSEVELT OR Vote for LANDON

Also Plain Nickeled or Enamelled Caps in All Colors.

**\$2.75 PER 100**  
 In Lots of 1,000.

**with KEY CHAIN**  
 on attractive SELF-SELLING Card.

**\$5.00 PER 100**  
 In Lots of 500.

You can Order Your OWN ADVERTISEMENT name of FAVORITE CANDIDATE in Lots of 5,000.

For Sample Send 10c.  
 1/8 Cent, Balance C. O. D.

**J. E. BREWER, 230 West 26th St., New York City**




**THE BEST BUY IN RADIO TODAY!**

"THE FIRESIDE" (Model 40, A-C-D) — Smart, modern, walnut finish cabinet 11 1/2" x 12 1/2" x 10". New improved white marble dial. Full vision calibrated dial. 850 to 1,600 K. C. Delight and interest. Night. Pure crystal tubes. Built-in serial. Amazing tone with new chromatic speaker. Powerful — Selective — Accurate! Complete with others. A better set for less money. Order today. 25c. Dept. C.O.D. Write for free illustrated circular.

**FREE! CORP., 2 W. 20 St., New York, N. Y.**

LOTS OF SIX OR MORE \$5.75  
 1 YOB \$10.00  
 F. O. B. N. Y.



**ELGIN & WALTHAM**

Small size Pocket Watch new YELLOW Round Case. Fitted with M. G. J. Movement. In Lots of 3. Each.

**\$2.85**

25c Deposit. Balance C. O. D. 50c Extra for Samples.

SEND FOR CATALOG. PILGRIM WATCH COMPANY, 151 Canal St., New York City.

## SENSATIONAL VALUES

**GENUINE PARKER PEN AND PENCIL SET.**

Paraffin Model. Fully Guaranteed.

**FREE Bottle of \$1.15**  
 Quink. Per Set.

**INGRAM WRIST WATCH.**  
 Complete with Link or Leather Band. Guaranteed. Special Each

**\$1.68**

Genius Automatic Pocket Lighter. An artistic beautiful enamelled color. Locks and guaranteed to operate like a automatic lighter. A HARRIS EXCLUSIVE SENSATIONAL VALUE!

**25c**

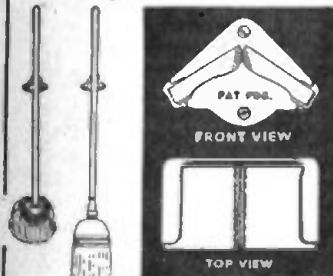
Write For Our New Catalog

**THE HARRIS COMPANY**  
 815 WEST MADISON ST. CHICAGO

H. Maida, Inc. the Paper and Advertiser to Mention The Billboard.

# MARVEL WINNERS

New Admiration Stainless Steel Kitchen Strainers. No more hurried cleanup or soiled food. Fits all standard pots and pans. \$1.00 Retail—Sample 10—Box \$4.99 Dozen.  
Marvel Silver, the Lipstick King. Lustrous. Rub it on and shine. Clean, colorless, waterproof. Will not soil clothes. Popular color. Two dozen in a box. Marble with special label for advertising. 25 Retail—Sample 4 Assorted 50c—Box \$2.00.



The Marvel Holder will hold anything, the more weight the more grip. Needed in every home. Two dozen in a box. Advertiser's sample can be obtained on the front. 10c Retail—Sample 10—Box \$1.50.



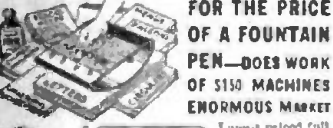
New streamlined Combination Electric Sand-wich Toaster and Grill. Chrome plated—rear pivoting. Flat sole. \$3.00 Retail—Sample \$1.75—Dozen Lots \$9.25 Each.



New modernistic Electric Waffle Iron. Chrome-plated metal aluminum grids and heat indicator. 1007 dough—year guarantee. Big silver. Retail \$5.00—Sample \$2.00—Dozen Lots \$2.00 Each.

**MARVEL LABORATORIES**  
5619 BROADWAY CHICAGO, ILL.

## THE NATION'S SELLING SENSATION / 3 1/2 LETTER DUPLICATOR



FOR THE PRICE OF A FOUNTAIN PEN—DOES WORK OF 510 MACHINES ENORMOUS MARKET

Just Say "PRINT" Your Own!

FREE SAMPLES  
Of work done and indices of 1,001 uses—If you write quick.

START YOUR OWN PRINT SHOP.  
Do printing at home for business letters, organizations, individuals. Build big business printing letters, advertising, etc., for others. Extra money in spare hours. Ask for details.

**PERFECT STAR PRINTER COMPANY**  
DEPT. 176, 2017 MAHON ROAD, CINCINNATI, OHIO



ELGIN-WALTHAM  
7 JEWEL \$2.50  
15 JEWEL \$3.25  
17 JEWEL \$5.50  
DEPOSIT REQUIRED BALANCE COD  
SAMPLES OBTAINABLE QUANTITY DISCOUNTS  
**BERMUDA 1657-2-15-36**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# New Items Review

As a service to concessioners and premium users we are republishing a number of the writings which have appeared under New Items in the Wholesale Merchandise Department during the past several months. Your inquiry regarding any one of these items will receive our prompt attention.

## New-Type Razor

A safety razor which has been successfully marketed in limited territories will now be introduced on a national scale by the Erect-Shave Razor Company. The model is distinguished from other razors by the spiral twist of the blade holder, which in turn causes a diagonal stroke down the face at the correct shaving angle. Any double-edge blade can be used. Should make a fine premium item for blade workers.

## Auto Campaign Emblems

Nation-Wide Distributors have introduced a beautiful and distinctive automobile emblem. It is embossed, bronzed-like sculpture, picturing Uncle Sam and Roosevelt in the national colors, and with the inscription "Drive Ahead With Roosevelt." At the Democratic convention in Philadelphia the emblem received nation-wide publicity when The Daily News of New York City took a picture of Governor Lehman and U. S. Senator Wagner holding a photo of



President Roosevelt with the "Drive Ahead With Roosevelt" emblem attached. Nation-Wide Distributors have sold so many of these emblems. A. Sauer, of that company, informs us, that increased production has made it possible to announce a reduction of price. This emblem also can be used as a plaque for offices, homes and stores. Nation-Wide Distributors are also introducing a 25-cent seller, "Re-Elect Roosevelt" and "Vote for London." These are made up with the official shield, are in the national colors and are really an outstanding job. The company issues a circular which is free for the asking.

## Clever Political Novelty

New political novelties, in the form of namegrams, are being distributed by the Dearborn Namegrams Company, subsidiary of the Allan Manufacturing Company. They consist of a small animal, representing the two major political parties. The elephant has the name of London neatly cut out of the trunk, body and tail, making a very creditable job. The longer name of Roosevelt on the leaner proportioned Democrat donkey caused more difficulty, but the name has been placed on the body of the animal, crowding from the head to the

tail, which becomes the final "T." These little novelties are made in the form of pins, which may be worn as brooches or lapel ornaments. They are being made of pure copper, in a nickel-steel combination, as well as in nickel enameled in black, which makes a very effective finish.

## Tricky Milk Cover

A new gadget which should prove profitable to agents has just been introduced by the Sav-It Bottle Stopper Company. This device is a patented form-fitting cap which seals all bottles air tight, thus protecting milk from germs and dust-laden air. Made of pure resilient rubber in white and colors, 24 to a display box in individual cellophane wrappers. Enables milk bottles to be laid on ice and allows shaking without fear of spilling. Goes on and off in a jiffy. Made to retail for 10 cents.

## New Uniform Shirts

A new advertising assist is being introduced by the Acme Overall & Uniform Company. It is a quality uniform shirt on the back of which any company's name and slogan are embroidered, the shirt to be worn by that company's help. This uniform should find favor with business houses in general and with parks, carnivals, fairs, etc. The shirts are smartly tailored and come in various colors in the following materials: Barfortized covert cloth, herringbone cloth, broadcloth, novelty cloths. Acme Overall & Uniform Company also manufactures a complete line of overalls and uniforms and issues a catalog free for the asking.

## Ciggie Treasure Chest

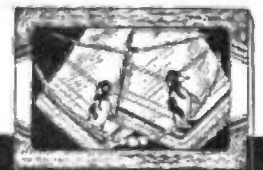
A new cigar container to be known as the Treasure Chest is being placed on the market chiefly for premium distribution by the Harwoods Products Company. The new product is finished in a variety of modern lacquer colors, including red, green, ivory and black, with a high finish that proves especially attractive to the novelty market. It is trimmed with brass "hardware" or ornaments to resemble the popular conception of a pirate's chest. The container holds 24 cigars.

## Howdy-Doo Stool

And here is one for the boys following the fads. A new collapsible stool has just been introduced by the Kippy Kit Company. It comes in attractive colors and folds to the size of an ordinary foot pump. They will go like hot cakes to a public weary from a day's pleasure around the midways.

## Electric Razors on Salecards

Paramount Enterprises, New York salecard manufacturers, state that they are introducing an innovation in salecard operations. They report that they have secured the exclusive rights to distribute the Packard Lektro Shaver, an electric razor, thru salecard plans. They offer a very novel idea to operators which they claim requires practically no in-



# HERE'S THE HIT OF THE FAIR SEASON

The perfect Flash Item for FAIR WORKERS, CONCESSIONERS, AGENTS, GAN-VASERS, etc. Two attractively colored, novelty designed Handkerchiefs with sparkling Imitation Pearl Neckties. All packed in bright, colored packages with large reflecting windows. Everybody wants this novelty. Stock up now. Clean up while this is new and hot. Order today. Or send for a sample and convince yourself that this is the season's hottest winner. Write for FREE Illustrated Circular Showing Complete Line of "Fair" Novelties and Smash-Low Prices.

Special Low Introductory Price, **78c** DOZEN. Sample, 30c. Postpaid.

**STEINBERG MERCHANDISE CO.**  
38 West 19th Street, New York, N. Y.

# NEW FALCON CAMERA



Here is the Lowest Priced Folding Camera Ever Introduced. Vest Pocket Size. Best Standard Film. Picture Size 1 3/8 x 2 1/4".

**PREMIUM USERS: BOWLING ALLEY MACHINES, ROLLING ALLEY OPERATORS.**

**SPECIAL INTRODUCTORY OFFER:**  
With Every Dozen Cameras Purchased Opening the Month of September, 12 Buds, 800c Each Carrying Cases—FREE.

(25% with Order, Balance C. O. D.)  
**INTERNATIONAL MDSE. CO.**  
305 W. ADAMS STREET CHICAGO

# Trindl ELECTRIC ARC WELDER



**TRINDL PRODUCTS**  
8225-L Calumet Ave. Chicago

## ATTENTION

### JOBBERS—DISTRIBUTORS—WHOLESALE

- ASPIRIN
- BREATH PELLETS
- SODA MINTS
- CHEWING LAXATIVES

We are direct manufacturers of above products, putting them up on display cards in glassine envelopes; aspirin in tins of 6's—50 to a metal display card; also aspirin 12's in tins, one and three dozens to a display carton; also in bottles of 100.

On Quantity Orders Name Imprinted Free  
**WRITE AT ONCE FOR PRICES**

## NATIONAL CERTIFIED ASPIRIN COMPANY

118 W. 22d St., New York, N. Y.

# 5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases.

18 Size, Case in 1000 or Engraved: \$2.75  
15 Jewel \$3.75  
12 Size, Case in Round, Octagon or Engraved: \$2.75  
7 Jewel \$3.75  
New 5 Size Waltham or Elgin Wrist Watch with Chromium Bracelet, 7 Jewels, Bowed, \$4.75

Deposits required. Send for Free Catalog, New Plan.  
**THE NEW YORK JOBBER,**  
74 BOWERY, New York, N. Y.



**BEN HOFF'S**  
**SENSATIONAL STUFFED TOYS**  
**ROOSEVELT**  
(Democrat) **DONKEY**

Roosevelt's Picture Painted on Cloth on Animal's Back.

**LANDON**  
(Republican) **ELEPHANT**

Landon's Picture Painted on Cloth on Animal's Back.

**KNOCKOUT NUMBERS FOR FAIRS**  
**ATTRACTIVE**  
Marabou Doll  
Originated by Ben Hoff. Two Sizes: 12" and 18" and Menagerie Bears—Cats—Dogs—Elephant on Cane—Scotty. Etc. Price Range from 10c each and up. 5¢ Deposits with Orders. Balance C. O. D. Send \$5.00 for Complete Sample Line of All 1936 New Models.



Follow the Biggest and Successful Concessionaire, Stationery Fair Workers, Game, Wholes and Novelty Stores who are selling loads of our Toys.

**NEW ART TOY & FEATHER CO.**  
28 East 10th St. (Stuy. 5-0888).  
NEW YORK CITY.

vestment. They feel that a nationally advertised product worked on the sales-card plan will meet the demand for better type merchandise in this field. Mr. Green, of Paramount, says that the use of electric razors is fast becoming established in the country and that they are the first to use this type razor for a premium plan.

**Clever Can Spout**

Meets-a-Need Manufacturing Company lives up to its name with a tricky device which they have named the Four-Well. This little gadget carries its own can opener and can be instantly attached to any can. Once attached it provides a perfect spout which prevents waste and soiled cans. It is made of stainless steel, can be removed and washed as easily as it can be attached. A superior specialty item for pitchmen, agents and canvassers.

**Tricky Scotty Bank**

This little novelty ought to go over great at the fairs, especially since it is reasonably priced and comes in various colors which will enable ops to make a very nice display. Each Scotty comes with a leather collar, upon which can be stamped the name of a fair, celebration, etc. This service is offered free of charge. Bank is made of cast iron and has an unusually strong lock for its size. All patents and manufacturing rights are held by the Arrow Novelty Company.



**Fountain Paint Brush**

Simplicity Sales Company is a new company formed by Otto E. Iyonen and William J. Martin to act as distributor for Simplicity Writing Brushes.

The Simplicity Writing Brush is a fountain brush that carries its own supply of paint like a fountain pen. It is claimed the brush can be used satisfactorily by any average person. The company uses the slogan, "Let Simplicity Brushes SELL the Story."

It is used for lettering windows, etc., in stores, for home decorative painting, poster work, etc. The fluid comes in various colors. Sells for \$1.00 in a box containing one bottle of fluid, one brush, one felt head and one refill.

**Campaign Auto Emblems**

With the political campaign in full sway the Wisdom Products Company is marketing a most timely automobile emblem plate that should prove a big seller to Roosevelt enthusiasts. The emblem is made up of a picture of President Roosevelt embossed in metal and lithographed in four colors with the words "F. D. R. is good enough for me." The space below carries the message "Follow thru with Roosevelt" or can be replaced with the initials of the auto owner.

This campaign plate should find rapid sales at resorts, fairgrounds, parking spaces and Democratic political clubs.

**Campaign Ties**

Legion Tie Company is now featuring a series of campaign ties with pictures of Roosevelt and Landon imprinted on the face. They are priced low, make a good flash and should prove a profitable item with a hot election campaign in view. Ben Gold, the man behind the guns at Legion, is a live wire who knows how to get up ties that sell.

**Sensational Novelty**

Drum Ball, a new sensational novelty, is being manufactured and marketed by Goertz Bros., Inc. This clever item affords fun and exercise for old and young and works like punching the bag. It is an unusual novelty and should have an especial appeal to fair workers and demonstrators.

**Tricky Line Tightener**

No-Sag, a new clothes line tightener, is being introduced by the Home Necessities Company. No-Sag keeps the clothes line as tight as you want it and works on single or double lines or ceels. Any woman can attach it in a jiffy. A turn or two and the line is tightened to the desired tension. And the problem of soiled laundry due to a sagging line is done away with. H. J. Newman of Home (See ITEMS REVIEW on page 98)

**PREMIUM USERS!!!**  
**CONCESSIONERS!!!**

**OPERATORS!!!**  
**HERE ARE**  
**REAL VALUES**

**AMERICAN-MADE**  
**LAPEL WATCH, 14 S.**  
Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.  
No. 8100. Each \$ .95  
TEN for . . . . 9.25



SEND FOR CATALOG  
**ROHDE-SPENCER CO.,**  
223-25 W. Madison St.,



No. 8103—LADIES' DIAMOND RING. Solid Sterling Silver mounting, furnished in up-to-date models; beautifully chased white gold finish. Set with GENUINE BLUE WHITE DIAMOND about 10 Points. This is one of our LEADING VALUES. EACH. **9.50**

No. 8104—LADIES' DIAMOND RING—As above, set with GENUINE BLUE WHITE DIAMOND about 5 Points. EACH. **3.25**

No. 8105—LADIES' DIAMOND RING. High finish. Sterling Silver. Fancy engraved top, pierced, set with GENUINE BLUE WHITE DIAMOND. A very pretty ring in design. **1.50**

A REAL VALUE. EACH. **WHITE DIAMOND**  
No. 8106—LADIES' DIAMOND RING. A pretentious value. SOLID WHITE GOLD, beautiful model at a very special low price. Set with GENUINE BLUE WHITE DIAMOND. EACH. **3.95**

**UNIVEX FOLDING CAMERA**  
Case is made of Metal. Crystal Finish; may be had in Black, Blue, Green, Grey or Brown. Very compactly constructed—size closed, 3 1/2x2 1/2 in. May be used for snap or frame pictures. Makes pictures size 1 1/2 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged. No. 8101—UNIVEX CAMERA. In Lots of Ten. **6.50**

No. 8103—UNIVEX CAMERA with Carrying Case, attractively boxed. Complete Set. **82c**

No. 8102 FILMS, for above, Put up 6 exposures in a roll. Per Doz. Wholesale House. **85c**

**CANDY DEALS**  
**50%**

"HERSHEY'S"—"BABY RUTH BARS"—"PEANUT MAIDS"—AND OTHER FAMOUS CANDIES FREE GIFTS! ANOTHER GREAT OFFER! AND PROFIT DASH! We have had in the past and they were the best of the times. You make double profits now, a attractive free gifts. Self-selling counter display candies. Punch Cakes, Brix and Deal Candies. Fast Quick repeat. Dealer can't refuse from anyone but you. Come "on the spot" to make money faster than ever before! The deal known candies—Hershey's and Baby Ruth Bars, Cashewes, Kisses, O Henry, Carmels, Peanut Mail, others. Some deals per 100 c profit, amount of commission in this business. Send for FREE details. New Plans—old same for salesmen and distributors. **CATERLINE BROTHERS, Dept. PA, 1918 Sunnyside Ave., Chicago, Ill.**

**FALL BARGAINS**

For Premium Users and Punch Board Operators  
**PRICES EACH IN DOZEN LOTS,**  
BELL TABLE LAMP, ORN & Chrome, New Novelty, Very Attractive, (18.50 Value) **\$.85**  
Fruit Glasses in Plastic-Lined Case **\$.85**  
2-Pc. Chrome Military Set, Display Box **.75**  
Lapel Watch, Assorted Enamel Cases, **\$.85**  
10-Pc. Tourist Set (\$1.50 Value) **\$.85**  
5-Pc. Toilet Set (Chrome & Enamel, 75c Value) **\$.80**  
10-Pc. Chrome Toilet Set, Per Set **1.95**  
20-Pc. Silver Set (New Pattern) Grand Value **1.45**  
12-Pc. Knife & Fork Set, Stainless, Display Box **.68**  
2-Pc. Leather Wallet Set **.25**  
Pen & Pencil Set, Chrome & Gift Display Box **.25**  
4-Pc. Perfume Set **.14**  
2-Pc. Perfume Set **.08**  
Ass. Leather Wallets with Shield & Gift, Lotion Lubrifiers **.02**  
Automatic Lighter Combination, Lotion & Gift Set, Enamelled Display Box **.15c and .25**  
Large Variety of Other Low-Priced Premiums From \$50 per Doz. and Up. Will send Samples on Approval. 25% Deposit with Order.

**J. C. MARGOLIS**  
912-920 Broadway New York City

**NEW 1936-37**  
**WHOLESALE CATALOG**  
Thousands of Items  
**WRITE US**  
Wholesalers  
Gifts  
Premium Items  
Toys  
Party Boxes  
**GORDON NOVELTY CO.**  
933 Broadway, Dept. 88, New York City

**YOU** CAN DOUBLE YOUR WATCH PROFITS WITH OUR **GUARANTEED "RESULTS"**  
Get new Catalogs now ready—New Models, Lower Prices—Send for It.  
**CENTRAL WATCH MATERIALS & SUPPLY CO., INC.**  
136 South Eighth Street, PHILADELPHIA, PA.

**TINY TURTLES-GOING BIG!**

**BEAUTIFULLY DECORATED—WATERPROOF PAINT**

Names of Town or Fair Hand-Lettered No Extra Charge  
The biggest economy sale sensation today! Fishlove's LITTLE WONDER TURTLES command greatest attention and HURT SALES because they are attractive and tiny. Measure about 2 inches long. Beautifully painted and decorated with multi-colored flower design. Waterproof. Name of Town, Fair, Resort or people's name (John, Mary, etc.) hand-lettered so extra charge. Fishes can't resist these little life pets at 25c each. Special—Unacid turtles reprinted, reentered, 2c each. **WONDER TURTLES** Painted and Lettered \$10.00 per 100. Sample Dozen, \$1.50. Individual, self-mailing, waxed, Postal Approved Boxes, 1c each. Weight approx. 4 lbs. Wonder-Turtle Food (1lb. salt) in cellulose capsules, \$3.00 per 100. All prices P. O. U. Chicago. Rush order bow!

**H. FISHLOVE & CO., (Est. 1915) 1129 BUSH ST., CHICAGO, ILL.**

**New Enlarged Editions of America's Fastest Selling Books**



**CONFIDENTIAL WHOLESALE PRICES ON ABOVE BOOKS THAT SELL LIKE WILDFIRE WHEN EVER DISPLAYED.**  
No. 1—LUCKY NUMBER HOROSCOPE DREAM BOOK **\$.10 \$ .75 \$5.00**  
No. 2—POPULAR COWBOY SONGS (Heard on Radio Daily) **.10 .50 8.00**  
No. 3—WORLD FAMOUS WORD POEMS (First Copies) **.10 .50 2.50**  
No. 4—SONG HITS (Forever Popular on Brown, Size and Radio) **.10 .50 2.50**  
No. 5—POPULAR RECITATIONS (Classic Gems Everybody Wants) **.25 1.50 8.00**  
All Books are 3 1/2 x 5 1/2. All Books in 1,000 Lots 20% Off. Samples of Above Books, Postpaid, for 50c. Import Outlines can be furnished upon request at low cost. One-Half Dollars Required on All Orders. WE PAY THE POSTAGE ON ALL ORDERS. All orders filled same day as received.  
**OTIS RODGERS, 44 W. 17th St., New York, N. Y.**

**UNITED BLADES WARNING! UNITED BLADES**  
Only Genuine United Blades have "Reg. U. S. Pat. Off. Trade Mark No. 271,238" appearing on side of outside carton. If your jobbers cannot supply you with Genuine United Blades bearing No. 271,238 on outside carton, write direct to  
**UNITED RAZOR BLADE CORPORATION**  
222 W. Adams Street Chicago, Illinois  
Do not accept United Blades without this number on outside carton; any blades without this number are counterfeit blades. Return them where you bought them and get your money back!

# OAK Brand HY-TEX BALLOONS

## MICKEY MOUSE MONEY MAKERS

### PRINTS

WALT DISNEY'S popular characters from Mickey Mouse Comedies in two colors on two sides. Seven prints—on either round or airship balloons.

### HEADS

THE ORIGINAL and only Mickey Mouse head balloons with inflatable ears. They have the authentic Mickey Mouse face and full-length picture of Mickey on back. Supreme in sales appeal among all "head" balloons.

### TOSS-UPS

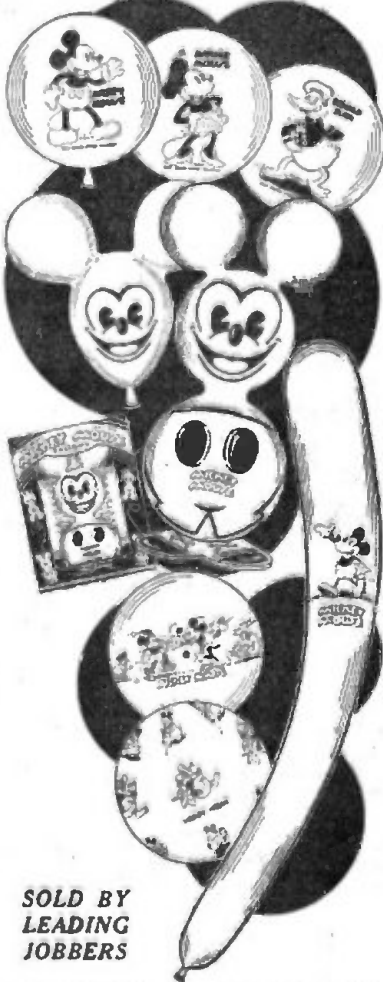
FOUR-PART seamless balloons. Body, head and ears all inflate. Name, MICKEY MOUSE, printed on each balloon. Heavy cardboard feet included. Supplied in bulk, and in colorful envelope.

### SLIM JIMS

40-INCH-LONG balloons with two-color picture of Mickey Mouse. A fast seller everywhere.

### STRIPES

CARTOON series that fascinates the kids and gets you big business. Mickey and the gang cavorting down the sides of the balloons in three designs and around the balloon in another.



SOLD BY LEADING JOBBERS

Be sure you get OAK-HYTEX in the Blue Box with the Yellow Diamond Label



ONLY OAK OFFERS GENUINE MICKEY MOUSE BALLOONS MADE UNDER EXCLUSIVE LICENSE FROM MY BOSS, WALT DISNEY. DON'T ACCEPT IMITATIONS.

The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only

# ITCHMEN

by BILL BAKER

(Cincinnati Office)

### Pitchdom Five Years Ago

Rain spoiled the pitch store biz for the third week in succession at Coney. . . . W. S. Ruffing found the going a little tougher than the previous year up in New England. . . . Lots of the boys were down in Virginia for the State Fireman's Convention, among them Harry Davis, Charles Barnett, Zarnan and Glick, Yanks and Red Roberts. . . . A. T. Thomas and wife were sporting a new car. . . . It was vacation time for Kid Stover and his wife in Ocean City, Md. . . . Doc George M. Reed reported that J. L. McClosky had definitely given up the road. In order to prove it he gave George his pitch case and tripod. . . . Three pitch stores were still going over at Rockaway. . . . Doc Newman, one of Natural Health's best bets, was passing out seeds at Atlantic City. . . . Those famous mentalists, Chick and Dorthes, had just left Revere Beach, Mass. . . . It was just a case of watching and no betting for Charlie (Pencilman) Meadows up at Saratoga Springs, N. Y. . . . It took Kid Carrigan to crack open the Courthouse Plaza up in Zanesville, O. . . . The spot had long been a red one for all pitchers, but had been closed for quite a long time. . . . Things looked so bad at St. Cloud, Minn., that Gene Golin didn't even bother to open up. . . . Another one at Saratoga Springs was Charles (Yiddle) Gamelsner with his hat joint. He reported that all he did was buy, buy, buy, but no sales. . . . It was tough luck for Pat Lindsay, who was in the Deaconess Hospital, Grand Forks, N. D. . . . Earl V. Johnson's free platform show was playing to capacity crowds down in Missouri. . . . Among the road boys who had been in Salt Lake City were Frank Libby, Jerry Russell, Frank Markham, Bob Brown, Jimmy Kane, Frenchy De La Marr and Freddy Jackson. . . . Princess Helena, astrologist, made such a hit on the Coney Island Boardwalk that she was offered vaude bookings on the West Coast. . . . Four days in a store was enough for Mary Ragan before she left New York for the fair. . . . And a few notes from the big city: Calculator Howie was chased off of a lot on Nassau Street because they started a big building. . . . Doc Berry closed his store on Sixth avenue. . . . Charles (Doc) Miller was doing fair, just knocking around. . . . And Sam Newman was running a real store on 43rd street and Sixth avenue. . . . Among the fraternity up at the Darlington, Wis., fair were Doc Jim Phillips and wife, Miss Lison, Robertson, Frommeyer, Lambert and Santual, Myrtle Hunt and Charlie Holly. . . . It was tough going for Harry Levit out in Provo, Utah. . . . Curley (Doc) Anderson, who was tramping thru the cotton mill district in Dixie, claimed the depression was a baby compared to the one in 1907. . . . A bumper crop of cotton in Arkansas didn't seem to be doing "Bubbles" Mansfield any good. Jim Kelly was out in St. Louis and visited Joe Glynn's ranch. Jim started Joe in the pitch biz way back in the days of the St. Louis Expo. . . . A third party entered the heated argument between the Harry Miers and Gerry as to who was the "King of High-Pitch Artists." The newcomer rated Shiltabar Joe as number one, Al Morris second and Sam Goldman third. . . . Grasshoppers were playing havoc with the farms' out in South Dakota, so there was no long green for Fred Humphrey. . . . That's all.

ASTROLOGY . . . and human-a-tona whistles are reputed to be getting top money at the big event in Cleveland.

JOHNNIE GRAY former partner with Milton (Curley) Bartok of Bardex fame, wishes to congratulate his old partner and the missus on the arrival of a daughter recently. Gray has been working Minnesota, Iowa and Illinois and Missouri. He is at the Davenport, Ia., fair this week and from

there goes back to Princeton, Ill. Business, he says, has been fair. "Saw Doc Ford Johnstone and Marg in Blue Earth, Minn., and both are doing well." Johnnie pens. Gray expects to hit out for California after a few more fair dates.

EARL WILSON . . . who has been working polish for the last 10 years, passed thru Cincinnati last week with his wife and three kiddies, en route from the Southland to New York State, where he expects to work several fairs. In a visit to the pipes desk Earl says that the deep south is badly burned

### FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices. SELL PLUNGER FILLER VAC ZIPI ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & BETA JOHN F. SULLIVAN 415 Broadway NEW YORK CITY. Fast Service Sully.

HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Optical Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Optical Specialties. 17 N. Wabash Ave., Chicago, Ill.

DEMONSTRATORS EVERYWHERE Cleaning 50-60% Profit With "Specialty" Pen. Absolutely the greatest gift item at fairs all over the country. Removes stains, ink, grease, etc., from clothes like magic! Highest salary to the finest fabric. Demonstration Workings Outfit Free with first order. 249 Labels One dollar, add for 25c. Labels \$2.00 per gross. Great you \$4.00 per gross—\$30.00 profit! Hats sell from two to six gross daily. Samples and Workings Outfit for 50c. 50 per cent cash with order. Halsey C. D. D. GOLDBERG & CO., 425 East 173rd St., New York City.

### BANKER PENS—That's All

BANKER PLUNGER AND VACUUM PENS NOW GETTING THE MONEY

JAR KELLEY, The Fountain Pen King, 487 5th Ave., V. D., CHICAGO, 180 W. Adams St. 744 Mission St., San Francisco, Calif.

FAIR WORKERS'!! RAINBOW and CRYSTAL JEWELRY All quantities at LOWEST PRICES!! CONVINCE YOURSELF!!! Send \$2.00 for complete line of very latest styles in Diamonds, Rainbows, Drop Earrings, Necklaces, Bracelets, Rings, Pins and many other fast-selling items. Free Catalog showing hundreds of best selling CRYSTAL and CRYSTAL. 607 5th Avenue, New York City.

### DEPARTMENT STORE WORKERS!

AN EASY \$5 A DAY Possible Selling the New 20-in-1 KITCHEN NECESSITY Does the work of 20 necessary Kitchen Utensils. You're guaranteed seller at \$35. Extensive territory. Costs you 75c a doz. or 55.00 a gross. Write for prospectus and Sales Plan Form, NEW METHOD MFG. CO., Box 285-D, Bradford, Pa.

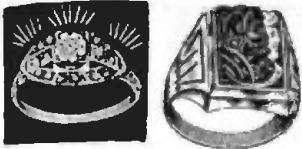
### MEDICINE MEN

Write for Price List on Soap, Toilet, Liniment, Nerve Tonic, Tablets and Salves. Under your own label if you wish.

Also Finest Selling Herb Package on the Market. Formula attached. Prices right. Plenty margin for you.

BECKER CHEMICAL CO. (Established 1890). 235 Main Street. CINCINNATI, O.

SHOE LACE SPECIAL! For Salesmen who call on SHOEMAKERS, SHINING PARLORS, GROCERIES, SHOE STORES and DRY GOODS STORES. 12 Boxes of 500 Pairs Laces, each box containing an assortment of 100 different Laces in sizes 12 to 15. Assorted Colors to the Box. Special Price, \$7.50. Cost you 50c. You sell at \$2.00; being merchant \$3.00. Please Cash with Order, P. O. Box 2488, 100 1/2 Street, Falls City Merc. Co., Box 206, New Albany, Ind.



FINEST ASSORTMENT OF WHITESTONE AND GAMED RINGS FOR LADIES AND MEN. Also complete line of BONEY RINGS and Bracelets for carrying. MOST BEAUTIFUL, LIME GREEN DIAMONDS. Good \$2.00 for complete line. FINE JEWELRY. OLYMPIC HEAD CO., Dept. R. 307 504 Ave. New York City.

**MAKES ITS OWN INK!**

Fill With Water and Write. NEW TYPE—ONE-STROKE PLUNGER WITH INK GAUGE.



Carries with 2 Months' Supply of Concentrated Ink. SAMPLE ASSORTMENT ..... 50c. **JACKWIN PEN COMPANY,** 50 West 28th Street, New York City.



**HAND STOPPERS** \$5.00 per Gross. **HAZARD STOPPER** \$4.00 to \$72.00 per Gro. **WALLEBECK HOLLAND MFG. CO.,** Sandwich, Ill.

**Save 80%**

Buy your Sundries, Specialties, Supplies, Stationery, 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. M-1, Box 353, Hamilton, Ontario.

**SHOE LACES FINDINGS**

Best staple, best selling items. Best priced from manufacturers. Buy 100 for sample assortment and return. **CAPITOL SHOE LACE AND FINDINGS CO.,** 129 Pitt St., New York, N. Y.

We carry shoe laces and findings only and are therefore in a better position to give you lowest prices on perfect merchandise and prompt delivery.

**ELGIN—WALTHAM WRIST WATCHES**

Brand-New Cases. Metal Bands. Best for Unusual. Finest Movement in Gold, Watches and Diamonds in the Country. **H. SPARNER & CO.,** 108 North 7th Street, St. Louis, Mo.

**2.95**



**EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE** Write us your orders. **ARGO PEN-PENCIL CO., Inc.,** 211 Broadway, NEW YORK CITY.

**MEDICINE HEADQUARTERS**

A Complete Medicine Store and Office Special. Ideal SUPERIOR SERVICE. Wholesale Catalogue and Price Special Price List upon request. **GENERAL PRODUCTS LABORATORIES, MFG. Pharmacists,** 137 E. Spring Street, Columbus, O.

**SUBSCRIPTION MEN**

America's Leading Poultry Magazine needs experienced Sub. Men in Eastern and Northern States. Big line of call lists. Every farmer a prospect. **POULTRY TRIBUNE, Mount Morris, Ill.**

**ONE MINUTE and 4-FOR-10 PHOTOGRAPHERS**

MAKE GOOD MONEY AT THE FAIRS with our New Designed Mounts and Folders. These who have already bought them are cleaning up. Fresh Stock of Improved **BLACK BACK CARDS**. 5" x 7" direct printing paper, and all supplies always on hand ready for immediate shipment. Send for Samples and Full Information.

**BENSON CAMERA CO.,** 150 Bowery, NEW YORK, N. Y. Getting to Quick Finishing Photographers for Over 30 Years.

**RUN MENDERS**

Men Laces Rubber Handle, gross, \$2.75; 500, \$8.25; 1,000, \$18.00. Wood Handle, gross, \$4.00; 1,000, \$23.00. Clifton Special Rubber Handle, gross, \$7.20. Wood Handle, gross, \$8.50. (Illustrations furnished, deposit required. 25 samples free.) **RUN MENDER WORKS, Dept. 2A, Waukegan, Wis.**

and no good for polish or anything else. The Carolinas, however, are very good. Wilson reports. Cleveland, Athens and Leonore City, all in Tennessee, will permit one to work unobscured on any product made by the pitchman himself. Earl is anxious to contact the Hy-Lustre polish man from Georgia who made the fair at Shelbyville, Ind., recently.

**JOE SMITH** with sharpeners, left St. Louis to make the fall fairs.

**AL WEST** who is again working his clown advertising wrinkle, was a visitor at the pipes desk early last week, having come into Cincy from the Shelbyville, Ind., fair, where, he says, the boys with novelties did okeh, while a lot of the others departed before the big day. From Cincinnati West jumped to the fair at Owensville, O. Accompanying Al on his visit to The Billboard office was Phil Hart, who has been working the factories in and around the Queen City to fair success for some time. Upon Al's return to Cincinnati this week the two expect to work together on an idea they have mapped out.

**"JUST RETURNED** from a successful trip up and around the Olympic Peninsula and the San Juan Islands with R. Ould Stewart, links J. D. (Senator) Rockwell, from Seattle. "We worked an Indian Reservation at Neah Bay and the Indians were certainly good buyers. One demonstration and they threw it in. It was really virgin territory, as we were the first to demonstrate there in five years. We are planning to go down the Coast soon to play a few fairs. Met 'Whitey' Fielding in Coupeville with a carnival. Hear Doc Farley is in Portland. All the lads and med workers left Seattle, but there seems to be a few in Tacoma."

**"STILL ON** earth and writing the sheet and doing well," scribbles H. Tenny from Bingen, Wash. "Give all the sheeties my regards. Will soon be back in the land of the Mexicans."

**EARL SALSBURY** with knife sharpeners, reports good business with the tool. He is working a doorway in Fremont, O.

**HAROLD BROOKS** with astrology and health books, is working Indian Lake at Russell's Point, O.

**PITCH LADS** are reported to have enjoyed good biz.

**ART MUNZ** shoots from Indianapolis: "Have been working fairs in Indiana for the last few weeks and haven't seen many of the trips lads around. Certainly sorry to hear of the death of N. C. Holley in a hotel here during the recent hot wave. He was a friend of all pitchmen and was well known to many of the boys."

**STANLEY ANDERSON** from Boston that he is still settled down there, supervising and merchandising for 75 doughnut departments and shops in the New England area under the direction of Doughnut Corporation of America. "Shall be here for another year or more," Stanley infers. "Last evening I had a long chat with Clyde Hager, of stage fame, over a late supper. Would like to hear from Chief Blackhawk, Dot Warner, George Sheen and the missus. Here's hoping the regulars are still getting their share of the folding money."

**MORRIS KAHNTROFF** reports that he is well and doing okeh. "Made a long jump from Minocha, Wis., to Chicago and Huntinburg, Ind.," Kahntroff writes. "Saw Silem Bedonie and Mr. Ramer. Also saw the famous peeler-worker, Fido Kerr, and the missus with her beautiful jewelry lay-out at Rhinelander, Wis. Their business is okeh. Saw Madelaine Ragan at Maxwell street, Chicago; also the Mayor of Maxwell Street, Herb Casper, getting beer money. Hate worked on street in Green Bay, Manitowish, Pon du Lac, Oconto and Minocha, all in Wisconsin. Am going to make some Pennsylvania and New

**A complete line of Kitchen-ware and household specialties for DEMONSTRATORS FAIR WORKERS PEELER WORKERS**

**SAFETY GRATERS**

**ACME GARNISHING SET**

**GARNISHING SETS**

**ROTARY MINCERS**

Other items in our complete line include:

- ORANGE JUICER
- SPIRAL SLICERS
- ROSSETTE CUTTERS
- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS
- and many others.

The three fast-selling household specialties illustrated are only a part of our complete line of kitchenware.

These and the other items listed in this announcement have an appeal for every housewife. Demonstrators have been making big money with them consistently.

All Goods Approved by **GOOD HOUSEKEEPING INSTITUTE**

**ACME METAL GOODS MFG. CO.,** 2-24 Orange St., Newark, N. J.

**WIRE ARTISTS**

**ROLLED GOLD PLATED WIRE**

Samples and Price List on Request

*Artistic Wire*

227 EDDY ST., PROVIDENCE, R. I.

**Get Set for Life!**

**COUNTER CARD BUSINESS**

MAKE up to \$65 Weekly

In new kind of wholesale business. Fine famous line 5c-10c goods with stores. Merchants grab our FREE COUNTER CARDS. World's largest, best selling line. Almost 200 daily necessities. All mounted on new style, self-cleaning, eye-catching counter displays. Up to 1415 profit for you and merchant. No investment to start. Facts and big Catalog sent free.

**World's Products Co.,** Dist. 888-A, Spencer, Ind.

**Have a BIG-PAY STORE ROUTE**

**Engravers**

A SCOOP FOR THE FAIRS.

Bracelets in Gold Finish at Lowest Prices Ever Sold.

The Fast Selling Pin and Guards, all cased. Free Displays.

SPECIAL—Sweetheart Brooch. Hundreds of Items that Can Make Money for You.

Complete Electric Engraving Equipment. White Metal Line for Bright Cutters. All in the Catalogue.

Samples for a Five-Day Inspection, on One Money-Back Guarantee. Always Something New at

**EDW. H. MORSE & COMPANY** Attleboro, Mass.

**"WE LEAD, OTHERS FOLLOW"**

**STARTS YOU IN BUSINESS TIES**

**NEW FALL LINE** Priced From \$1.00 to \$9.50 Doz.

- French Shape Ties \$1.00 Doz.
- Blue Line 1.20 Doz.
- Blue 1.20 Doz.
- Ties of Woven Materials 1.40 Doz.
- Custom Made Ties 2.50 Doz.
- Exclusive Hand Made Ties 3.50 Doz.

Patented **SLYDE-ON** Ready Tied TIES. Blue Line, Exclusive Materials, \$2.50 Doz.

Complete Line of Tie and Handkerchief Sets and many other Great Novelties.

**WE PAY POSTAGE.** Send remittance with order. **FREE!** Send for Free Catalog and Free Sample Swatches. See for yourself why OUR MEN are BIGGEST MONEY-MAKERS!

Satisfaction Guaranteed or Money Refunded.

**BOULEVARD CRAVATS,** 22 W. 21st Street, Dept. B-8, New York.

**JAR WRENCHES**

**KNIFE SHARPENERS**

MASON JAR

MOUSE TRAPS

STATIC ELIMINATORS

**BLACKHAWK MFG. CO.,** 458 N. Arletan Avenue, CHICAGO.

**MAKE MONEY**

Get into the Street Camera Business—We will start you in the Big Paying, all year Business.

Street Camera and Supplies. Write for List.

**FREEDMAN CAMERA CO.,** 227 B E. 119th St., NEW YORK.

**MEDICINE MEN**

PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE FOR WIRE.

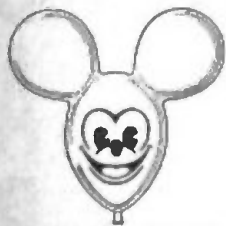
**NUTRO MEDICINE CO.,** 18 South Peoria Street, CHICAGO.

**ALL YOU \$10 A DAY MEN**

will want our Special Campaign Special Wall Atlases with pictures of Presidential candidates.

**GEOGRAPHICAL PUBLISHING CO.,** 621 S. Plymouth Court, CHICAGO

### NOVELTY MEN and CARNIVAL WORKERS GET TOP MONEY WITH OUR NEW LOW PRICE NOVELTIES



- Mickey Mouse and Pop Eye Slim Jim Balloons, Printed in 3 Colors, Each .25
- No. 8 Club's Mickey Mouse Balloons, 1/2" Band Extra, Gross 3.00
- Straw Hats with Feathers, Gross 4.00
- 24" Silk Parasols, Dozen 1.20
- Ride 'Em Cowboy Hat, Gross 7.20
- May West Dolls, with Beaded Necklaces and Feathers, Gross 6.00
- 30" Straight Circuit Whips, Gross 3.75
- Cowboy Lash Whips, the Guaranteed Genuine, Gross 6.00
- Large Inside Whistling Piping Birds and Decorated Sticks, Gross 2.50
- Maple Parade Cams, Heavy, Gross 12.50
- Smuggler Cams with Silk Tassels, Gross 5.00
- One 723 Mickey Mouse with Heavy Feet Gait, Gross 4.25



GET OUR NEW PRICE LIST WITH THE LOWEST PRICES AND SAVE YOURSELF MONEY  
25 Cent Club With Drive, Balance G. O.  
**MILTON D. MYER CO., 433-4th Ave., Pittsburgh, Pa.**



### FAIR WORKERS

We Carry the Most Complete Stock of White Stone Rings in the Country.

OLD CUSTOMERS—NEW CUSTOMERS  
All indications point to a larger Fair Season just ahead. Be prepared. You can always get what you want from us. Send for our sample line No. 10, consisting of 18 New White Stone Rings for \$2.00.  
**HARRY PAKULA & CO., CHICAGO**  
6 North Wabash Ave.

## SEE OUR SENSATIONAL ANNOUNCEMENT PAGE 117

### CONTINENTAL MERCANTILE CO. 414 B'WAY NEW YORK, N. Y.

### DRASTIC REDUCTION!

Our Regular Stock Pearl Set, 2-Tone Points, in Reversible Gold or Boxes. For Gross . . . . . \$36

Positively unequalled value. You can make real money with this merchandise. Write for new reduced price list and watch our ads for astounding bargains in Fountain Pens.

**STARR PEN CO.**  
Dept. 5, 300 W. Adams St., Chicago, Ill.

### CHewing GUM 20¢ BOX

RETAILS FOR \$1.00.  
Each box holds 20 Full Size 3/8" Pieces of Factory Fresh Gum. Snappy Dipping Pieces help you to get quick 100% to 200% profits. Be our distributor—get started! Retail 40¢ for cases (grossed). 50¢ each.

of Miss GREAT FIELD FOR AGENTS Write  
**AMERICAN CHEWING PRODUCTS, NEWARK, N. J.**  
4th and Mt. Pleasant.

### MEDICINE MEN, AGENTS, STREET MEN

"ALL SET AND SATISFIED!"

If not, get our prices on Merchandise of Quality, Tablets (Liquids or Tablets), Oil, Pains Relief, Ointment, Corn Remover, Soap, Any thing, everything you need to start you on the road to greater success.

Ask any Medical Man About Our Service.  
**Cel-Ton-Sa Medicine Co., Cincinnati, O.**

The Largest Manufacturing Plant in the World.

### SILKI SOCK! SPECIAL!

18,000 DOZEN MISPLATED MEN'S RAYON SILK AND COTTON SOCKS.

Second and Third Quality. Assorted Colors to the dozen. Parke's 30 Dozen Pairs to the Shipping Case. SPECIAL PRICE FOR QUICK SALE, \$1.00 PER CASE, F. O. B. NEW ALBANY, IND. CASH WITH ORDER. A Sample Dozen for first inspection will be sent to you prepaid upon receipt of One Dollar. The Only Sock That You Can Retail For 5¢ a Pair and Still Make Money. WASH IT! ACT NOW! PALLS CITY MERO. CO., Box 306, New Albany, Ind.

### 3000 FORMULAS

Facts, processes, trade secrets in Dr. Bern's Book of Formulas—360 pages. Price, postpaid \$1.00.

**OILVILLE PUBLISHING CO.,**  
57 Rose Street, Dept. 27, New York City.

### CORN-GO THE CLOSELY GUARDED SECRET

of a famous Street Corn Vendor. Removes the corn at once with only one application. 30c steel bottle costs about 3c to make. Write for details.

**E. D. BEBOUT**  
BOX 62, MARION, N.Y.

### SOAP WORKERS

Write for FREE SELLING PLAN and PRICES on our new **DR. RAY'S MEDICATED FACIAL SOAP** and **WASH-WELL SOAP POWDER** Deal. Also over 50 other Soaps in attractive packages.

**L. C. CHERRY COMPANY, CHICAGO, ILL.**  
12 Court Arcade.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

### LA SALLE BLADES

Keep Your Customers Satisfied

Long ago we decided that the only way to keep our customers satisfied was to give them the kind of blades that kept their customers happy. LA SALLE BLADE SALESMEN are making money right now because they haven't raised their trade and their own profits with cheap merchandise.

Write for prices, if full line of samples is desired enclose 25c.

**LA SALLE BLADE CO.**  
LOUIS O. BLACK CO.  
1916 Vermont Ave., Toledo, O.

### A SENSATIONAL MONEY MAKER

#### POLITICAL EMBLEMS

For Auto License Tags

Biggest Demand in Years—Everybody Wants Them—New Best! Donkeys—"Good Old Democracy" (G. O. P.) Elephants—One Endless Supply Sold 2,500 in a few days preceding a county rally. Dealers report landslide sales.

Size—2 1/4" x 3 1/2" Gold Enamel.

**ROOSEVELT GARNER**

SELL for 25c Each—100% PROFIT

Size—2 1/4" x 3 1/2" Silver Enamel.

Made of heavy steel, embossed, bronzed. Fits any license plate. Ready to attach. Can also be furnished with "On With Prosperity" or Donkeys—"Save Our Constitution" on Elephants. High name and 25c (plus or minus) for SET OF TWO NAME PLATE and complete start-up instructions.

**EMBLEMS, INC., Dept. B-10, KOKOMO, IND.**

### Make Your Spare Time Profitable!

#### DAYDARK CAMERAS are MONEY-MAKERS

They offer unlimited Travel Opportunities for Seeing the World, and Equal Money-Making Opportunities at Home.

#### AT PICNICS, FAIRS, CARNIVALS, CCC CAMPS, HOMEcomings, ETC.

Pictures made with a Daydark are finished in one minute on the spot when taken. No previous experience necessary.

**CAMERAS ARE PRICED FROM \$7.50 UP**  
SEND FOR LITERATURE ON THIS INEXPENSIVE MODEL.

**DAYDARK SPECIALTY CO., 2828 Benton St., St. Louis, Mo.**

### YOU MAKE TOP PROFITS

With These Good Specialties

Best Knife Sharpener—Glass Cutter Combination, Including Cardons, Gr. . . . . \$7.00

Tie Clip & Collar Pin Combination on Card, Gr. . . . . \$2.10

Army & Navy Record Book, Special, Gr. . . . . \$1.25

Steno Menus for Blinds, Board, Gr. . . . . 3.50

Xmas Cards, 50 each, in Box, Des. Box, . . . . . \$1.00

Prices F. O. B. N. Y. Samples at wholesale price postage. Prompt Shipments. Deposit required on C. O. D. orders.

**CHAS. UFBERT,**  
19 East 17th Street, NEW YORK.

Values and Service Since 1913

### RADIO PLUG WORKERS

Bring me your ALL WAVE FILTERS. Write us for the true facts concerning **FILTYER PLUGS.**

Send 10c for Sample of "ALL WAVE FILTER"

It will pay you to investigate

"Here's a complaint when you own ALL WAVE FILTERS."

**MASTER RADIO LABORATORIES**  
208 Broadway, NEW YORK, N. Y.

Pat. No. 2,010,847, 1,979,958, 1,922,226.

### CAMPAIGN TIES

GET ON THE BAND WAGON NOW!

Roosevelt, Landon, Latta Ties with picture of candidate imprinted on face. Best sellers. Stock in your order. Today and Cash in Immediate Delivery.

25% with order, balance C. O. D.

10-1000 7-1400 15c Doz. 1 Sample for 1/2c Postpaid

**LEGION TIE CO.**  
701 Broadway, N.Y., N.Y.

### FAIRWORKERS-PITCHMEN DEMONSTRATORS

PREPARE FOR **BIG BUSINESS** THIS FALL.

Everlast gives you the largest assortment of Pens, Automatic Pencils, Sets and Leadors, Novelties at AMAZINGLY LOW PRICES. They have Flash, Color and the work.

SEND FOR ILLUSTRATED FOLDER AND PRICE LIST. It Costs You Nothing.

**EVERLAST PEN & PENCIL CO.**  
303-4th Ave. Dept. B, New York N. Y.

York fair soon and am keeping plenty of stock on hand. Will work two spots in Kentucky, then for Pennsylvania. Would like to hear from Sam Jones, Bill Sherwick and all the boys that drink beer."

**MRS. FRANK R. CRAWFORD** . . . pipes in to let her friends in on her own "believe-it-or-not." The former Mrs. Jack Dunn had three names in less than 24 hours. She was divorced from Jack Dunn at Danbridge, Tenn., July 20, and had her maiden name, Lena May Powell, restored. She was married July 21 at Knoxville to Frank R. Crawford, concessioner of the Crystal Exposition Show, White Thompson, of the Southern Distributing Company, was the only witness. "Some one beat this and take the prize," says Mrs. Crawford.

**MICKEY WALKER** . . . who suffered burns to his hands and face in a gasoline explosion at the recent Osmond, Ind., Fair, was a visitor at the pipes desk last week. Mickey left Cincy to join the Curly's Greater Show at Hillsboro, O., on which he will remain for two or three weeks. He suggests that Al Decker, Walt Dennis, Jake Flowers and Burnay, the jam man, send in some pipes.

**FRENCHY THIBAUT** . . . with radio coils, Infos that Frank Leger with radio coils, Charlie Nye with a penny machine and Myer Jacobson with snifters, have left fairs in Eastern Wisconsin. Piping from La Crosse, Wis., Frenchy says: "This spot can well be compared to Billyhoo Bros.' Polar Bear spot. The fair closes here Friday night and the big day will be Sunday when the big top shows here. Knights here include Mayo, with corn medicine; Swanson, knife sharpener; P. J. Stark, blades, and a few more who were too busy trying to get off the nut. Jimmy Miller, of humps, knobs and buckles fame, was in Milwaukee just before I left and doing right well. While driving thru Fond du Lac, August 5, I saw Morris Kahnsdorf and Bills working the big show's blow-off. Al Mettler was working scales at the Ribstander Exposition. The boys at Plymouth Fair last week included Chief Ma Vogt, med.; Hawk Vogt, watches; Sam Coe and Bob Wilson, coils; Earl Godfrey, reels; Harry Weber and Mickey Romitilli.

Pitchdom came into its own in the radio world when Leo Cronican, announcer on New York Station WMCA, made the following laudatory remarks Friday night, August 14, opening the King of the Pitchmen contest:

"Ladies and Gentlemen: The Special Features Department of WMCA in this time presents the first in a series of a program contest in an effort to crown the King of Pitchmen.

"Pitchmen is a name used to define the world's greatest salesmen—barkers, auctioneers, street salesmen and high-pressure promoters of all classifications come under this title.

"It's our sincere thought that these individuals, long an object of abuse by newspaper and magazine articles, shunted and terrorized by the police, are far and away the world's foremost sellers. Given any commodity, their interest, humor and incomparable appeal sustains an audience and, more important, makes the pitchman his bread and butter in an honest, hard-working manner.

"Our contest will present three pitchmen on each program—a committee of three prominent radio magazine and advertising executives and the mail vote of the listening audience will decide the winner of the entire series.

"We express our gratitude to those gentlemen who have volunteered to act as judges—they are Nathan Sachs, of Sachs Furniture Company; Charles A. Lomas, of The Billboard, and Sidney Flamm, vice-president of WMCA.

"The basis of judging will be on humor, interest, salesmanship and fast talking.

"We're ready to go and if you will please visualize a street corner and yourself as a member of a crowd. The first pitchman is Harold Berk and his topic "Radio Static Eliminators." Mr. Berk . . . . .

The broadcast is each Friday, 8:30 to 8:45 EDST.

### SELL HANDKERCHIEFS

Simple, Profitable, Specialty Men, Suffers, Agents, Write HANCOCK & CO., Dept. B, 3 West 28th, New York City.

**Epstein's Fair Specials**

- JAPANESE COOLIE HATS—Large Size. Special Number at Dallas, Cal. Terminal. Dozen **\$1.25**
- LARGE CONJO EYEGLASSES—With Nose and Mounts. 6 Pairs. Sold out earlier in New York. Gro. **3.60**
- SPANISH MATS—Bright Colored. Pair with Metal Frame. Doz. **1.75**
- LUCKY CHARMS—Donkey, Elephant, and Many Other Varieties. 75c to 1.20
- (Send 25c for Sample Packets.)
- LUCKY RABBIT FOOT CHARMS. Dozen **.40**
- HIGH HAT BODIES—With Beads and Earrings. Dozen **.70**
- FEATHER BODIES—Cathedral. 12". With Beads and Earrings. Dozen **1.75**
- STRAW MATS—With Feathers. Dozen **3.75**
- JUMPING FUR MONKEYS. Dozen **4.00**

**CAMPAIGN NOVELTIES**

Send 10c for Sample of Past Sellers. ORDER FROM EPSTEIN FOR SPECIAL SERVICE AND ROCK-BOTTOM PRICES. Send for Our Price List for Other Good Items. 25% Deposit With All Orders.

**EPSTEIN NOVELTY CO., INC.**  
130 Park Row, New York City.

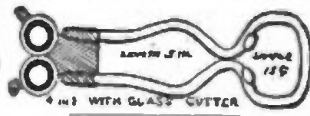
**PLUNGER FILLER VAC**



QUICK SALES FOR FAIR WORKERS. The Griddle Line is "Toss." Don't buy anything in Fairs or Fountains until you get our high quality, low price line of bargains. Write today.

GRIDDIN PEN CO., 388 B'way, New York, N. Y.

**MAKE MORE MONEY SELLING THIS TOOL FOR 25c**



We also have a low-priced Glass Cutter Tool.



Send 25c for Sample and Prices  
GELMAN BROS., Minneapolis, Minn.  
LEVIN BROS., Terre Haute, Ind.  
**E. P. FITZPATRICK**  
501 North Van Buren Street,  
Wilmington, Del.

**SLIP-NOT TIES**  
NEW FALL LINE, 814-12—Jacquard Figures—Stripes, Plaids, Solid Colors. Past 50c Seller. \$2.25 per Doz. Postpaid. Send for Sample Book. \$2.50 Postpaid. Money refunded if not satisfied.

**LEADER TIES**  
Heavy Made Knives. Hold its shape forever. NEW FALL LINE—Silk Knives. Past 50c Seller. \$2.25 per Doz. Postpaid. Send for Sample Book. \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line—Pecan-Hand Ties. 814 Lines. \$15.00 gross. Sample Card. \$1.50 Postpaid.

**M. LEVINE, INC.**  
19 N. 23th St., Phila., Pa.



**COMBINATION GLASS CUTTER KNIFE SHARPENER**  
These sharpeners will again get top money at the Fairs this year. Top Miller, top-notch Glass Cutter Worker, has tripped his sales over last year. Ask for APEX, any large jobber or direct to factory. Manufactured by:

**APEX NOVELTY COMPANY,** Chicago, Ill.  
1524 West Adams Street.

**DEMONSTRATORS ATTENTION!**  
New galvanized buttons to shirt and trousers in a jiffy. 10c/15c shirt, 10c collar, and trousers up. Perfect form to either sell or give away as a premium. 25c price marked on shipping card — your price 95c per gross. Send for sample.

**G. D. SAPERSTON,** 35 S. Dearborn, Dept. B, Chicago

**BATINIZE WITH BEUTY-TEX**  
Two minutes to "WAX-UP" and MAKE UP with BEUTY-TEX. Does away with creams, lotions, heavy soaps, etc. An inch of BEUTY-TEX sufficient to cleanse face and hands and make-up. Absolutely New—Absolutely Good. Agents earn \$1.00 on lotter and up. Sample package. 25c/10 packages. \$1.00. Dozen, \$3.00. JOHN DONOLLY, 393 W. 87th Street, New York.

knife sharpness; Herb Johnson, gummy; De Grau Family, soap; Pat O'Day, mouse traps, and Happa Maiden, strops, with everyone getting a little. I am still working watches and blades. Met the Oeliman here last week. Says watches are his fastest-moving item. Would like to see a line from Frank Wall and Bob Miller.

**THE CHANGE**  
of the secretary at the Kentucky State Fair is making the fads speculate a little heavier on spots on the grounds.

**BERT DUNLAP**  
Ernie Atherton and Claude Oliver have contracted for their same spaces at the Indiana State Fair this week.

**RICTON**  
postcards from Temperance Hall, Tenn., that he is in his 174th week and still going strong. "Business is great," he infers.

**"CONDITIONS IN**  
these parts are positively the worst in years," pencils "Hot Shoe" Austin from Puxico, Mo. "Crops dried up and town has folded. Pete and Pat Wynfinger, Joe Kelsey and Joe Turner were in attendance here. Visited with old friends Jim Rogers and Mrs. Powell. Am leaving for South Georgia."

**TOWNS OPEN**  
in Michigan, to lots or doorways or either, according to reports, are Muskegon, Lansing, Flint, Battle Creek, Jackson, Kalamazoo and Saginaw, Pontiac is hostile.

**JAMES SHROPSHIRE**  
and the misdeeds are with the Lewis Bros. Circus, making pitches on the side.

**DOC MANN**  
is holding down Hamilton, O., with the med.

**AL-JO NIFTY KNOT TIES**  
(Just Snap It On—Snap It Off)  
New Sensational Tie Form. Patented. Imported in regular Four-in-Hand Ties. No sewing. Produced Natural good-looking knots.  
AL-Jo Ties. 50c Sellers. Form Imported. \$2.50 Doz. AL-Jo Tie Form on Self-Instructional At. \$2.25 Per 3 Doz. Packed in Display Box.  
Quality Ties—At Half Price  
New Fall Line. 90c Doz.  
\$1.50 Doz., \$1.80 Doz. Hand Tailored. \$2.50 Doz. Packed 12 Selected Patterns in Doz. CAMPAIGN TIES.  
Roosevelt, Landon and Lemke Ties. \$1.00 Doz. Order Today. 1-8 Detroit, Cal. C. O. D.

**AL-JO CO.,** 710-6th Ave., New York, N.Y.

Don't Break Your Back. Start Right With Our **PENNY ENGRAVING MACHINES** With Automatic Penny Feed. 4-1/2" Oiler, Four Removable Dies, Chromium-Plated Case.  
Electric Power Operated \$189.00  
Hand Power, Autum. Feed \$39.00  
Hand Power, Hand Feed. \$100.00  
"Lord's Prayer" Dies. 15.00  
"Van Commendation" 20.00  
Others. . . . \$18.00 to 35.00  
Our machines are the lightest, easiest to operate, finished, most compact, most beautiful machines in the world. Brochures and Literature made from your souvenirs. 5c Ea. Searchlight Key Rings. 3c Ea.  
Write for Illustrated Catalogue to **MIDWEST NOVELTY MFG. CO.,** 5519 Euclid Avenue, Cleveland, O.

Less Than 1c Each. Also Better Quality  
**HANDKERCHIEFS**  
Over 100 Styles  
AGENTS: Make big profits. Easy sales to stores, customers, etc. Steady returns. Permanent business. Ready cash income. Write for particulars.  
**GLOBE HANDKFS CO.,** Dept. B-9, 22 E. 72th St., N. Y. C.

**CASH IN WITH THIS NEW FAIR AGENTS WANTED EVERYWHERE**  
**4 WAY OPENER AND COMBINATION CORK SCREW**  
Sample 15c Postpaid. Special Price to Jobbers and Distributors.  
Send deposit \$1.00. Balance C. O. D.  
Write or wire **WALTER E. SUTPHER,** 4024 Tiresman, Detroit, Mich., Detroit Street Novelty Co.

**SIGNS EASILY PAINTED WITH LETTER PATTERNS ANYONE CAN DO IT**  
WRITE FOR FREE SAMPLES  
**JOHN F. BANN,** 37120 NEVA AVE., CHICAGO

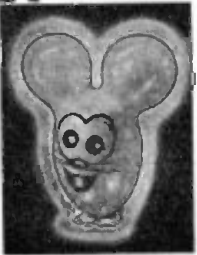
**HEADQUARTERS FOR BIG, FLASHY BALLOON NUMBERS!**

- NEW IDEAS
- FLASHIER COLORS
- BROADER CHOICE
- GREATER INFLATION
- SUPERIOR QUALITY
- LOWER PRICES



**BARR**

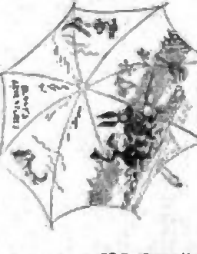
Always ask for BARTEX balloons—your assurance of a bigger, more profitable season.



**REMEMBER—BARR offers the Biggest, Flashiest Mouse Toss-ups in America at the Lowest Cost—LONG PROFIT NUMBERS!**

See your jobber or write direct.

**THE BARR RUBBER PRODUCTS CO.,** SANOUSKY, OHIO



- CAMPAIGN NOVELTIES**
- No. 4—LONDON SUNFLOWER BUTTON BADGE, Comp. with Emblem. \$2.00
  - No. 5—ROOSEVELT PHOTO R. W. G. BORDER BUTTON BADGE, Comp. with Denkey Charm. \$3.00
  - In 1,000 Lots, Each Above Per 1,000 \$25.00
  - No. 6—CLOTH SUNFLOWER BADGE, Comp. with Button & Charm. \$3.50
  - No. 7—LARGE ROOSEVELT BADGE, 70-L. Button with Printed R. W. G. Ribbon. Per 100. \$5.00
  - SILK PARASOL SPECIALS**
  - No. 100—14" All-Silk Floral Design. Dozen \$1.25
  - No. 472—15" All Comic Design Silk Parasols. A Knockout Value. Dozen \$1.60



**GOLDFARB NOVELTY CO.**  
★ 116 PARK ROW, NEW YORK N.Y. ★  
THE HOUSE OF SERVICE

**PICTURE MEN**  
ONE DOLLAR MAKES YOU TEN! It's much easier to get better prices for your pictures when they're developed up in our novel Tu-Tu-to or Aristocrat mounts. Your customers want bright colors and snappy captions—and we have them—on waterproof, cellulose paper. You can also be supplied, at a moment's notice, with anything in the photographic line. Blackboards, Bulletin Boards, Posters, New Folders. Special Fall Developer to bring out that glossy finish. Don't wait! For every ten you want to make, get a dollar's worth of our supplies now, or send for our catalog.  
**KEYSTONE FERROTYPE, INC., Dept. No. 2**  
734 SOUTH STREET, PHILADELPHIA, PA.

**SELL CHRISTMAS CARDS**  
If you are interested in the fastest selling and biggest value \$1.00 Assortments on the Market, write at once for samples. Line includes two amazing 21-Folder Boxes, unbeatable Religious Box, Birthday, Everyday, Sympathy, Gift Wrapping Boxes. Now is the time to get started. Clean up with Robinson quality.  
**ROBINSON CARDS, 219 Orange, Clinton, Mass.**

**PAINTED FELT ★ Roosevelt ★ Landon ★ PENNANTS \$3.00 PER 100, SIZE 4x9"**  
25% DEPOSIT, BALANCE C.O.D.  
All Colleges in Stock—Specials Made for Fairs, Parks, Carnivals, Resorts, Etc.  
**PAINTED PRODUCTS CO. ★ 872 Broadway, New York**

GREATER VALUES

Table with columns: Quantity, Description, Amount. Lists various goods like Razors, Soap, and Stationery with prices.

ITEMS REVIEW

(Continued from page 93) Necessities, informs us that No-Bag is made of cold rolled steel, finished in black enamel, and does not rust.

OUT IN THE OPEN

(Continued from page 44) and choice of words? When show managers will really be convinced that there may be one or more people around them who are as intelligent and gifted with showmanship as they are?

THE "Colossal Circus O'Lux" book, inspired by "Colonel" Linard Jones, circus-loving youngster of the Harry-Anna Home in Umatilla, Fla., will be sent to Governor Sholtz of Florida any minute now.

Green Pastures, the stage original of which he heralded during its road trek. —O. J. Devany, after starting the season at Dreamland Park, Newark, N. J., drifted over to Palisades and is now readying for a few days with one or two concessions.

BROADCAST

(Continued from page 44) who were 'taken' by this show, as I counted my change and did not bet on the monte game, but I did see several 'taken' and heard many complain about being short-changed.

HARRY A. ILLIONS is loud in his praise of the ride held on the Royal American Shows. On their toes at all times, well satisfied and well paid—and for each other.

Campaign KEY CHAINS. Noyes Mfg Co. 63 Fulton St. New York, N.Y.

ONE-HALF DEPOSIT ON ALL ORDERS. HARRY KELNER & SON, Inc. 60 Bowery, New York City.

THE SEASON'S SENSATION POLITICAL EMBLEMS OF MERIT. ANDERSON NOVELTY CO. 1533 Merchandise Mart CHICAGO, ILLINOIS.

RADIO PLUG DEMONSTRATORS. FAIR WORKERS—GAP DEMONSTRATORS. GET THE MONEY WITH THE SUPER LINE "ANY WAVE FILTER" SPECIAL RADIO DEMONSTRATING OUTFIT.

SILK NECKWEAR EXTRA SPECIAL. J. LEINKRAM. 915 Broadway, New York City.

We carry a Complete Line of Sales Brackets, Sales Cards and Turkey Cards at Lowest Prices on Earth.

MILLS SALES CO. 901 BROADWAY, NEW YORK, N. Y.

AUTOMATIC GAS LIGHTER. FREE SPECIAL. \$37.00.

SUPER ENGINEERING CO., 400 W. 125th St. (cor. Bway) N. Y.

SUN NOVELTY CO., NEW YORK, N. Y. Roosevelt or Landon Label Pins.

DON'T MISS THIS CHANCE GET YOUR SHARE OF MONEY BEING SPENT ON THE ELECTION. A. McKenna 264 Canal St. NEW YORK.

RINGS. DAZZLE! APPEAL! SELL! POWELL BROS., 2800-A Blimenc, Chicago.

### PROFITS GALORE \$5 to \$50 Daily Earnings With This



**New ELECTRIC CORN POPPER**

**30 DAY Free Offer**

If your order reaches us within 30 days—will ship down payment, balance, \$19.50, O. O. D., we will send subject to examination at express of free. FREE cash! Popcorn and Raisins to pop \$29.50 worth of corn. Your customers pay for your popcorn. GET STARTED NOW!

**The LOWEST PRICED Electric Corn Popper on the Market!**

Price a batch (100) in 10 minutes. Popcorn size and a \$300 machine. Mahogany finished, wire trimmed, polished aluminum. Electric lighted. 17x7x9 1/2 high.

**Fully Guaranteed—Automatic Dumping**

Whichever itself. No work mechanism whatever. Complete with 3000. Measure Cup, Salt Shaker, Card and Plug. **SALESMEN WANTED.** Write for complete information.

**EXCEL MFG. CORP.** Dept. B80, MUNDIE, ILL.

### MANCHESTER, Vt. FAIR SEPTEMBER 1-2-3-4

The largest small fair in New England. Horse Racing, Auto Races, motorcycle, Night Shows, Art Lewis Shows, Horse Show and 25-cent Gate Day and Night.

WANT Legitimate Concessions only. Grifters are not wanted. You will not operate here. Address KING REID, Manchester Center, Vt.

### WANTED IMMEDIATELY GIRLS FOR GIRL REVUE

Colored Musicians for Minstrel Show. Will book on. Write this office for details. For South Illinois State Fair, Du Quoin, Ill. Can place a few more Legitimate Concessions. Address C. A. VERNON, Greater American Shows, Canton, Ia. This week; Carrollton, Ill., next week; then the Big One, Du Quoin, Ill.

### WANTED SALESMEN CONTACTING CONCESSIONAIRES AT FAIRS, DARNIVALS, PARKS, etc., to handle fast-selling line of LUCKY AUTO TAILS

in sole line. Large commissions. Write for full particulars.

**CHARLES BRAND**  
208 W. 26th St., NEW YORK, N. Y.

### BARKER SHOWS

Five Cashings. Join on wire. Party Tickets. Motor Shows, Picnics, Mitt Camp, Stock Concessions. Den West wire me. Al Alfredo wants small girl for Minstrel. Ride Hells, Stammers, Ill. This week; Lone Oaks' Annual, Flat River, Ill. August 31 to September 8, then south into cotton country. **MRS. STELLA BARKER.**

### WANTED PHONE MEN AT ONCE

Must be capable and energetic. You will take plenty of money here—25%. National Blue Book, Zetzel's Airport, September 27, sponsored by State Radio. Men with show experience preferred. Must own car. Program, Benavon, Benavon, tickets. Other propositions follow. Wire quick. J. R. FREMONT, Madouros Hotel, Akron, Ohio.

### SELS-STERLING CIRCUS WANTS

Side-Show People, Inside Lecturer, Girls for Minstrel; Dancing Girls, must be young and have good saddle; Working Men, Candy Butchers and other useful people all departments. All serious SELS-STERLING CIRCUS. Mauston, Wisconsin; Oshawa, Friday; Millville, Saturday; Monticello, Monday; all Wisconsin.

### Hastings, Pa., Jubilee

ENTIRE WEEK, AUGUST 31-SEPTEMBER 6. 75,000 attendance last year. Parade and fireworks. Carnival wanted. Ferris Wheel, Loop-o-Plane, Kiddie Auto Rides, Shows and legitimate Concessions. Address E. B. COREY, Gettysburg, Pa.

### TENTS FOR SALE

6x12 1/2 Hall Ring, made of white 4-in. Army Dook material with poles, stakes and backing. Use for fair tents. \$500 cash. One 10x10, made of 1/2-in. Army Knack Dook made with 1/2-in. stakes, complete with poles, stakes and backing. Wonderful condition. \$250 cash. Don't write, wire JAMES BELL, care Carnival, Radomacher and South St., Detroit, Mich.

### Two Benefit Shows Staged for SLA

CHICAGO, Aug. 22.—From Great Falls, Mont., comes word that a benefit show held on the United Shows of America netted \$375 for the Showmen's League of America and the Heart of America Showman's Club. The \$375 has been divided between the two organizations, giving each \$187.50.

The production was staged shortly after midnight in the High Hat Revue tent on the midway. Individuals and principals who co-operated in making the production possible included the Ernie Young Production Company, the United Shows of America; F. H. Kresmann, Barnes-Carruthers representative; Max Goodman, Elsie Calvert, Ray Porritt, Bobby Chandler; Art Bresse, of The-Ile-Dufield Fireworks Company, and Harold P. DePue, fair manager.

IONIA, Mich., Aug. 22.—Benefit performance Showmen's League Cemetery Fund staged by Rubin & Cherry Exposition in front of grand stand Ionia fairgrounds Friday night attended by over 1,000 showfolks and public. Program given by Rubin & Cherry talent and grand stand acts including Rite and Cheer America Unit, Joe Streibich, secretary Showmen's League attended.

Performance staged at midnight after close of midway and grand stand show and was big success. Twenty-two acts on program with music by Izzy Cervone's band, Rubin & Cherry talent included entire Rhumba Spanish Revue, Gordino Siamese Twins, Royal Russian Midgets, other midway talent. Committee of arrangements were Rubin Oruberg, Fred A. Chapman, Mike Barnes, J. G. McCaffery, Joe Redding, Joe Streibich, and Nate T. Eagle. Fred Kresmann and Nate T. Eagle were masters of ceremonies.

### Motordrome Rider Hurt

SUPERIOR, Wis., Aug. 22.—Walter Kemp while performing in the motordrome with the Royal American shows at Tri-State fair last night fell from top wall. He is in Saint Mary's Hospital, attended by Dr. O'Leary for broken collar bone, bruised chest and ribs. Condition reported favorable. Marjorie Kemp, who was injured in Regina, Can., has recovered and resumed work here.

BUCYRUS, O., Aug. 22.—A heavy wind and rain storm blew down the big top of Lewis Bros. Circus here Wednesday, Aug. 19, causing damage estimated by Paul M. Lewis, owner-manager, at several thousand dollars.

### MIGHTY SHEESLEY MIDWAY

WANTED—Motordrome Riders, with or without machines. Top salaries. Also Talker for Al Capone Car. George Gregg wire. Huntington, W. Va., this week; Ronceverte, W. Va., fair, week of August 31-September 5

### DIXIE EXPOSITION SHOWS WANT

Musicians and Performers for Colored Minstrel. Salary from office. Side Show, legitimate Concessions. Have outfit for Grand Show, Flat Ride, Pony Track. Eleven more fairs. West Memphis, Ark., Scout Celebration, next week; Telf County Fair, Covington, Tenn., follows. Dyersburg, Tenn., this week. C. D. SCOTT.

### THE BANTLY GREATER SHOWS

WANTED—ONE FREE ACT—WANTED Long season South. Have Side Show complete for capable man. Some Grind Stores and Wheels open. FOR SALE—Three Drive-Yourself Kiddie Cars. Windefar, Pa., this week; Morganfarm, W. Va., next week.

### WANTED GREATER EXPOSITION SHOWS

Cookhouse, Wheel Foreman (Mary, Ind.), week August 31; Aurora, Ill., week August 31.

### EXTRA SPECIAL ATTENTION FAIR MEN!

We are introducing these three new size numbers. Sailor Doll and Toys Doll are 11" high; New Pony is 8" high. Flashy and attractive finish. You be the Judge. Try one case of 50 assorted for only \$7.50. Terms: Positively HALF deposit with order, balance C. O. D. Send for catalog.

**CLEVELAND STATUARY MFRS.**  
3921-27-33 PAYNE AVE. CLEVELAND, OHIO

### LOUISA, KY., FREE FAIR

Week August 31. Around Court House on Paved Streets. Followed by Hodgenville, Ky., Fair; 3 Tennessee Fairs and 5 Mississippi Bona-Fide Fairs. Then Winter Show. Can place Stock Concessions, Shows with own outfits and Kiddie Ride.

Address  
**F. H. BEE SHOWS, Inc.**  
Cermantown, Ky., Fair this week, or come on to Louisa, Ky.

### GET YOUR SEASON'S BANK ROLL NOW!! WANTED

All Merchandise Wheels, Cookhouse, Popcorn and all Grind Stores, also Free Acts and Shows with tops for MOUNT VERNON, NEW YORK, STARTING AUGUST 28, and YONKERS, NEW YORK, TO FOLLOW. Apply E. EDWARDS, Chairman American Legion, Room 1405, 67 West 44th St., New York. Phone, Murray Hill 2-8377.

### C. W. NAILL SHOWS

Opening Rayville, La., September 7, in town. Plenty of cotton moving. Want any worth-while Shows; all Concessions open except Platform. Want small Cook House; Fay and AI, wits. Will book Flat Ride. Address C. W. NAILL, European Hotel, Monroe, La.

### WANT FOR TECUMSEH, MICH., HOMECOMING

August 26 to 29; Cortland, Mich., Bridge Opening, September 1 and 2; Jonesville Homecoming and Labor Day Celebration, September 4 to 7. Legal Concessions, Cook House and Double Loop-O-Plane. Write or wire C. D. MURRAY, Secy.

### KAUS SHOWS, Inc.

WANT TO BOOK OR BUY a 7-car Tilt-a-Whirl. WILL BOOK Ride-o-C, Scooter and Loop-the-Loop. Shows that don't need it. Eating and Drinking Stands. Arcade and legitimate Concessions of all kind except liquor. No exclusives. Colored Musicians and Performers. Motordrome Riders. Kirby wants Dancing Girls. Address this week, Hughesville (Fair), Pa.; next week, Huntington, Pa., Fair.

### GREENLAND SHOWS WANTS

For 14 Southern Fairs, starting week August 31. Cookhouse, Stock Concessions of all kind. Shows that don't conflict. Will furnish outfit. Can place eight-car Whim, Tilt-a-Whirl, Loop-o-Plane and Kiddie Ride. What have you? Write, wire or come on. Halifax, Va., this week; South Boston, Va., next.

### WANT MOTORDROME RIDERS

For straight wall. Must have experience on straight riders and make repairs. Orlin-Cross and ride double. State all particulars and information in reply. All Fair dates, out till November 28. Care, Mich., this week; Jackson, Mich., follows. Address

### FREE ACTS WANTED

For week September 7. La Pellette, Tenn., Fair and balance of season. Flying Mounts answer, Address

### MOTORDROME CARE GOODING SHOWS

### J. J. PAGE SHOWS

Carthage, Tenn., this week; Alexandria, Tenn., next week.

### WANTED MOTORDROME RIDERS

### WANTED BARNEY TASSELL UNIT

August 25. Patview Lecture, Camden, N. J.; August 31. V. F. W., Clarendon, Va.

### WANTED MOTORDROME RIDERS

Trick and Fancy. To finish season in Parks and Fairs following Labor Day. Communicate with

**JOE DOBISH**  
Cedar Point Park, Sandusky, O.

# DE WALDO'S ATTRACTIONS

PRESENT

## "RHYTHM REVUE"

WITH  
**CHRIS CORNALLA, EMCE AND GRANDSTAND CLOWN**  
**SIX VARIED HEADLINERS**

Toshidas Japanese, Vilma Griffin Gypsy Accordion Troupe, Nita & Bernelle, Hartmann Sisters, Prince Echo, Gale Sisters. Eight Edgewater Beach Girls—Kay Bowlin, Marion Wright, Joanne Ludwig, Gerry Bruns, Ethel Logan, Evelyn Allen, Lucille Kester, Mary Russell. Special Stage Settings and Electrical Effects. Staged and Produced by Chris Cornalla. Just finished 14 Western Canadian Fairs and Exhibitions. Thanks to all secretaries and Paddy and Frank Conklin's All-Canadian Shows for pleasant engagement and co-operation. Now playing Fairs in South Dakota, North Dakota and Minnesota. De Waldo's Circus Units No. 1 and 2 now in Wisconsin, Michigan and Illinois.

# DE WALDO'S ATTRACTIONS

Main Office: 417 First St., S. W., Crosby, Minn.  
 Chicago Office: 47D1 Sheridan Road, Chris Cornalla in charge.  
**WANTED—Sensational Acts for Next Season.**

# CHAMPLAIN VALLEY EXPOSITION

(BURLINGTON FAIR)

## ESSEX JUNCTION, VERMONT

August 31-September 5

WILL BOOK CONCESSIONS OF EVERY DESCRIPTION, WHEELS, GRIND STORES, BALL GAMES, PALMISTRY, EATING STANDS, SOFT DRINKS, DIGGERS, SCALES, ETC. No exclusives except Corn Game. Best Concession Fair in Vermont.

## MARYLAND STATE FAIR

TIMONIUM, MARYLAND

September 7-September 12

**BEST CONCESSION FAIR IN AMERICA**

Can place Concessions of every description, Wheels, Grind Stores, Ball Games, Palmistry, Eating Stands, Soft Drinks, Diggers, Scales, etc. One Corn Game still open. There will only be two Corn Games on the grounds. John Moran will have charge of concessions.

WRITE OR WIRE FOR ABOVE DATES:

**WILLIAM GLICK, Malone, N. Y., Week August 24;**  
 Then Above Fairs.

# GRUBERG'S WORLD'S EXPOSITION SHOWS

Can place for Elmira, N. Y. Fair, Week August 31 and balance of our fair season, CONCESSIONS of every description including Wheels and Grind Stores. No exclusives except Corn Game, Soft Drinks and Eating Stands are all open, no exclusives.

SHOW Owners and RIDE Owners, we can place you for the New York State Fair, Syracuse, Labor Day Week.

Wire MAX GRUBERG, this week Verdun Hospital Celebration, Montreal, Can.; next week, Elmira, N. Y. Fair.

# WEST BROS. AMUSEMENT WANTS

Ride Help for Merry-Go-Round, Tilt-a-Whirl Foreman; Happy Cunningham, come on. Concessions of all kind; no exclusive. Shows that won't conflict with what we have. New Ulm Fair, August 27 to 30; Wasca Fair, September 1 to 3; both Minnesota; Ft. Dodge, Iowa, September 7 to 10.

# BULLOCK'S AMUSEMENT ENTERPRISES

Wants a few more strictly legitimate Concessions. Have opening for Photos, Pop Corn, American Palmistry (no Gypsies). Route—Man, W. Va., week Aug. 24; Amherstdale, W. Va., week August 30; Labor Day Celebration, September 7, Princeton, W. Va.; Fincastle, Va., Fair, September 9 to 12; Bland, Va., Fair, week September 14.

# BRUCE GREATER SHOWS WANTS

For Fairs, Bowling Green, next week. Foreman for new Loop-O-Plane and Tilt-a-Whirl. Want Shows of merit; have new outfits. Also Motordrome. Charley Fay wants Dancers for Girl Show, Joe Eula wants Coupon Agents, Concessions. Fairs till Thanksgiving. Wire

W. R. HARRIS, Lexington, Ky., Fair, this week.

# SCHULT CONCESSION WAGON



PROFIT is easy when you are using a SCHULT Sandwich and Drink Wagon. It's the newest, smartest, most practical trailer ever offered to the professional trader.

A complete Lunch and Drink Counter behind with comfortable living quarters forward. Two

trailers in one. Write for complete details on this wonderful new SCHULT creation.

The SCHULT Concession Wagon can also be used for many other purposes, such as games, amusements, etc.

# SCHULT TRAILERS, Inc. ELKHART INDIANA

Largest Manufacturers of Modern Priced House Trailers in the United States

# L. J. HETH SHOWS

WANT FOR THE FOLLOWING FAIRS

Wabash Valley Fair, Terre Haute, Ind.; Limestone County Fair, Athens, Ala.; North Mississippi and West Tennessee District Fair, Corinth, Miss.

Organized Side Show, Have Complete Outfit up in air. Illusion Show, Cash Show, Unborn Show or any other money-getting Shows of merit. Piano Player and Chorus Girls that can do Specialties for Musical Revue. Want First Class Ferris Wheel Foreman. Top salary. Drunkards save your time. Join on wire. All Legitimate concessions open. Exclusive on Frozen Custard and Taffy Candy. Our Fairs end November 14. Fairfield Free Fair this week, then Terre Haute, Ind.

# K. F. "Brownie" SMITH, Gen. Mgr. HARRY L. SMALL, Bus. Mgr. SMITH'S GREATER ATLANTIC SHOWS

Wants for the following Fairs: Martinsville, Va.; East Remelle, W. Va.; Zebulon, N. C.; Orangeburg, S. C.; York, S. C.; Columbia, S. C.; Dillon, S. C.; Kingstree, S. C.

SHOWS and RIDES that don't conflict. Legitimate Stock Concessions. Excellent opportunity for Real String Show, Penny Arcade, Talker-Manager with talent for Hawaiian Show. Want Wheel and Chairperson Foreman. Capable Electrician. O'Mara wants fast-stepping Griddle Man. Want Real Cook for Snake Show, Colored Performers that double band for Minstrel Show. Address all communications

K. F. "BROWNIE" SMITH, Lawrenceville, Va., Week August 24.

# EVANGELINE SHOWS WANTS

Colored Performers and Musicians for Minstrel Mechanical City, Dog, Pony and Monkey Circus, Illusion. Must have own equipment. Girl Show or Posing Show, will furnish tent. Concessions Open: Grab Joint, Frozen Custard, Ice Cream, Novelties, Floss Candy, Nail Joint, Cassa Weight Scales, Fish Pond, Bowling Alley, Blower, Grind Stores that will grind. Watch La, Palmist. All Stock Wheels open. Can use Agents on Grind Stores and Stock Wheel. Route: Stroud, Okla., Picnic, Week August 24; Cushing, Okla., District Fair Week August 31; Vinola, Okla., Wall Rogers Rodeo, Week September 7; Bristol, Okla., Fair, Week September 14. Address EVANGELINE SHOWS.

# BLUE RIBBON SHOWS WANTS

Shows and Rides that don't conflict. Custard, Novelties, all Concessions open to Goshen, Ind., Fair and eleven fairs to follow.

# BARFIELD'S COSMOPOLITAN SHOWS

STARTING AT SOMERSET, KY., FAIR WEEK AUGUST 31.

And With a Long String of Fairs to Follow. Want any Shows Not Conflicting; also any Novelty Ride and Kiddie Rides. Opening for Legitimate Grind Stock Concessions. Want Free Acts to join at Somerset; offer long engagement. Preference given team furnishing two acts. Can use Promoter capable of handling all details of fairs. Address Jellico, Tenn., this week; Somerset, Ky., Fair next week.—C. E. BARFIELD.

# DEE LANG'S FAMOUS SHOWS

Wants for the balance of the season; out until Christmas. Outstanding Freaks for Side Show. Will furnish Show Outfit for people that have something worthwhile putting in them. Concessions: Can always place Legitimate Concessions. Want Agents for Ball Games and 10 Cent Grind Stores. Want for Colored Minstrel; Musicians, Chorus Girls, Comedians and Outstanding Novelty Acts. This is an office show. Bob (Bull) Young not connected with this show any more. All people that were with us before, write at once. All address DEE LANG, Gen. Mgr., as per route: Kasson, Minn., until Aug. 27; Preston, Minn., Aug. 28 to 30; Cruce, Ia., week of Aug. 31; Jackson, Mo., week of Sept. 7; all fairs





\$29.75 Complete

GENUINE TALCO POPPER

A genuine Talco Mottle Popper of Lowest Price ever made for a quality machine. Its capacity, best materials and construction. Features Gasoline, Gas or Electric heat. Write for descriptive circular. Order direct from this ad. TALCO MFG. CO., 4227 Lexington St., Chicago.

The most lovable, up-to-the-minute

TRAILER

On The Market—At A Lower Price. Write or come in and make us prove this statement.

EASTERN TRAILER MART, DEP. 8, 1113 BOSTON ROAD, BROOKLYN, NEW YORK, N. Y.

CONCESSIONS WANTED

SAVANNA, ILL. ON THE STREETS, SEPTEMBER 2-3-4-5.

Known Korm, Taffy Apples, Pop Corn, Novelties, Grind Stores, Merchandise Wheels. No gift. Johnny Toffel Shows on the Midway. Write or wire

JOHNNY TOFFEL

SWING INTO ACTION WITH AN OUTSTANDING ATTRACTION

4 Sensational WISHARDS

SOMEHAULTING ACTUALISTS IN A MOST SENSATIONAL AND HILKY PERFORMANCE—ALSO COMEDY, BLENDS WITH SUSPENSE

Address—SUITE 701, WOODS THEATER BLDG., CHICAGO, ILL.

GREAT SUTTON SHOWS

Want Manager for Best Framed Minstrel Show on Road. Want Musicians to Strengthen Colored Band, or will use E-Piece Colored Band. Come on or wire.

Anna, Ill., Fair, August 24-29. Buffer Mack wire.

WANTED SHOWS CONCESSIONS

FRAZEYSBURG, O., HOME COMING, August 27, 28, 29. COSMOGON, O., Labor Day. Free Cate, \$500.00 in Prizes. HAPPY ATTRACTIONS. At Per Route.

WANTED

LARGE CARNIVAL CONCESSIONS AND FREE ACTS. For Maryland's Feature Event—Merchants—Farmers—Manufacturers Exposition September 22 to 26, Frederick, Md. Wire at once. G. R. MINTER, Director, 177 West Patrick St. FREDERICK, MD.

WANTED

A good Carnival for Keweenaw County Fair, Cambridge, S. D., October 12 thru 17. This fair has been run successfully for the past 22 years, and to assure the best County Fair in this State. Organized and operated for the last six years by the American Legion and Red Ice Club. Collaborate with W. F. NETTLES, General Chairman.

FRISK GREATER SHOWS

WANT first class Ed Wheel Operator, good salary. Also Ride Help. Want Shows, Midway, Concessions. Dealers, Grind Store, Light Concessions. Dealers, Candy Store, Lead Gallery. For excellent cases of fair and exhibitions. Want Labor Day Sport Hopkins Free Fair, August 27 to 29, Hopkins, Minn.

BELDING, MICHIGAN'S BIGGEST ANNUAL LABOR DAY CELEBRATION

On the Main Street. Four Bands, Free Acts. Can place Kiddie Rides, Loop-the-Loop. Also all kinds of Litterature Concessions. Address FRANK B. WILCOX, Chairman Concessions, Belding, Mich.

DELUXE SHOWS of AMERICA

WANTS AT ONCE

No Time to Write! WIRE!

FLEMINGTON FAIR

Flemington, N. J., Sept. 1-7, Incl. Labor Day

ATLANTIC COUNTY FAIR

Egg Harbor, N. J., Sept. 2-6, Incl. Sunday

CAMBRIDGE FAIR — Cambridge, Md., Sept. 2-5.

The Only Fair on the Eastern Shore.

THIS SHOW IS BOOKED SOLID FOR SOUTHERN FAIRS TILL NOV. 14. SIDE SHOW, MOTORDROME, FUN HOUSE, Monkey Speedway, Girl Show, Minstrel Show or any other money-getting Show. We will furnish outfits for same. RIDES—Caterpillar, Loop-the-Loop, Loop-O-Plane, Kiddie Rides, 12-Car Ride-o, BINGO Game, Eats and Drinks, Cigarette Shooting Gallery, Hoop-La, String Game, Candy Floss or any other Grind Store. COME ON! WE'LL TAKE CARE OF YOU!

Address SAM PRELL, General Manager, Care GLOUCESTER COUNTY FAIR, PITMAN, N. J.

MINER'S MODEL EXPOSITION SHOWS

Wants Shows, Rides and Concessions of all kinds, no exclusive, for the largest Firemen's Convention in the Hard Coal Fields, Peckville, Pa.

Week of September 7 to 12

75 Fire Companies in the Parade. 75 Bands in Parade. Free Acts, Fireworks and something doing every day. Red Hicks, come on. And, boys, why not get where you will get well, as we have or hold contracts for the following bona-fide doings: Bean Soup, McClure, Pa.; to follow, Manheim Street Fair in the heart of town on the Main Streets, also New Holland, Pa., Street Fair, and seven more Red Hot Spots. Address all mail to R. H. MINER, This Week, Carbondale, Pa.

FAIRS - FAIRS - FAIRS

ALL FAIRS UNTIL THANKSGIVING WEEK.

LOUDEN COUNTY FAIR, Lenoir City, Tenn., Aug. 31 to Sept. 5; Lee County Fair, Pennington Gap, Va., Sept. 7 to Sept. 12; Blount County Fair, Maryville, Tenn., Sept. 14 to 19. Followed by Chester County White Fair, Chester, S. C.; Cleveland County Fair, Shelby, N. C.; Chesterfield County Fair, Pageland, S. C.; Lake County Fair, Lake City, S. C.; Calleton County Fair, Walhalla, S. C.; Georgia County Fair, Georgetown, S. C.; Denmark County Fair, Denmark, S. C.; Hampton County Fair, Brundson, S. C. (Thanksgiving Week).

WANT—Shows with or without outfits. Good preparation for Ten-In-One or Side Shows. CONCESSIONS—All open except Corn Game. Address CRYSTAL EXPOSITION SHOWS, W. J. BUNTS, Manager, Abington, Va., this week.

MILLER BROS.' SHOWS WANT

FOR ASHEVILLE (N. C.) FAIR—WEEK SEPTEMBER 1 TO 5.

And All Fairs Till Thanksgiving Week. Want Concessions All Kinds. First Show This Year. Can place Good Organized Ten-In-One and furnish complete outfit. Colored Musicians and Performers. Place any show not conflicting. Write or wire MILLER BROS.' SHOWS This Week at Mt. Carmel, Ill., then Asheville, N. C. P. S.—Want Freaks of all kinds for my Museum arriving middle of October and continuous two-year trip to the Orient.—MORRIS MILLER.

Tell City, Ind. Celebration

AUSPICES FIRE DEPARTMENT DOWN TOWN LOCATION WEEK STARTING LABOR DAY, SEPTEMBER 7th to 12th. Concessions Notical: Bingo open. Can place Fishpond, Bowling Alley, Pitch-Till-Win, Shooting Gallery, Ball Games, Stock Wheels that grind and are in keeping. Diggers open. WANTED—Pop Corn, Peanuts, Snow Ball, Candy Floss, Ice Cream. Will furnish new Topp for Shows of merit. This will be a wonderful spot, eight factories working full time. Two paydays week of celebration. Fairs and Celebrations to follow: Wardsburg, Ky.; Livermore, Ky. Have Mail for Carl Jarvis, also for W. M. Keller. Wire or write DIXIE BELLE ATTRACTIONS TELL CITY, IND.

BEDFORD COUNTY FAIR

Week August 31, Bedford, Pa. Then all fairs until middle of November. WANT legitimate Concessions only. All Drinks and Eats open. Address

CETLIN & WILSON SHOWS, INC.

This Week, Clarion, Pa.

SPRINGPORT, MICHIGAN, FAIR & CENTENNIAL

SEPT. 9th TO THE 12th 300,000 PEOPLE TO DRAW FROM

SPRINGPORT IS LOCATED—18 miles from Charlotte; 12 miles from Eaton Rapids; 11 miles from Albion; 16 miles from Jackson; 27 miles from Lansing; 25 miles from Battle Creek. This event is sponsored and financed by the City Council, largest advertising exploitation ever attempted for a celebration of this kind. Horse Races, Fireworks, Free Attractions, Bands, Public Wedding, Farm Produce, Industrial Exhibits.

WANTED: Shows, Rides, Sensational Free Attractions, Concessions of all kinds. Will get action here. Would like to hear from all concessions that were with me on the Joyland Shows.

HARRY MILLS, Springport, Michigan, Phone 59

MONTGOMERY COUNTY FAIR

MOUNT STERLING, KY., SEPTEMBER 7-12.

Will sell Gaming Concessions including Beer Stand, Croquet Jack, Eating Machine, etc. Will issue Caterpillar, Hay Day, Horses, Waltzer, Hoop-La and more for the Biggest Fair Celebration and Race in Kentucky. Want Sensational Free Acts, Fireworks, Contest and Advertising Workers.

GOL. R. L. BARNARD, Secy.

DROME RIDERS

EXPERIENCED A-1 TRICK RIDER WANTED

Must be sober and reliable at all times. Smooth driver, excellent riding equipment, long season. Sammy Lowry wire or write WALTER B. REID, care of Royal American Shows, Ironwood, Michigan, August 24-29; Minneapolis, August 30-September 12.

WANTED

Fenny Arcade. Concessions of all kinds that work for stretch and get it out. Acts for side show—midway, fun act or any other good scale attraction. Girls and musicians for girl show. Lebanon, O., American Legion Celebration, August 24-28; Union City, O., Firemen's Homecoming, August 31-September 5; New Carlisle, O., Fall Festival, September 11-12; Ashura, O., Fall Festival, September 18-19, and more celebrations to follow. W. B. GURLE, Manager GURL GREATER SHOWS, Lebanon, Ohio.

CARNIVAL WANTED OREGON COUNTY FAIR

Thayer, Mo., September 14-19. Want First-Class Carnival to play Six-Day Fair. R. M. WILLIAMS, Pres., Thayer, Mo.

NOBLE COUNTY CENTENNIAL

SEPT. 24-26. Want Shows, Rides, Concessions on Main Street, Albion, Ind. F. H. ROBERTS, President, Chamber of Commerce.

WANTED

Clean Shows and Concessions for one of the best Fairs in Indiana, September 18-19. No Street Joints. HARTFORD CITY, IND. JIM WILLMAN, Pres. ROSS DAUGHERTY, Secy.

AT LIBERTY FOR FAIRS, CELEBRATIONS, ETC BURNS ATTRACTIONS

Comprise 3 Full and Complete Animal Acts; no ill-likes; each act is entirely different. Monkeys, Dogs, Poodles, Bucking Mules and Treats of Freshness. Please Back Page. It is standard in every respect. Please communicate. Write or wire F. W. BURNS, 1645 N. Center, Terre Haute, Ind.

CARNIVAL MEN AND FAIR WORKERS

Guaranteed Formulas for Barbecue Sauce and list of Formulas—25 pounds, 25 pounds, 25 pounds. All C. O. D. for \$1.00 plus postage or \$1.00 prepaid. PITTMAN LABORATORIES, Parkville, Mo. P.M.—Send this ad with return. Will include Formulas for Candy Act free.

W. S. MALARKEY

can place shows and concessions for Montrose, Pa., Fair, September 2-6; Newark, N. Y., Fair, August 31 - September 4. Address W. S. MALARKEY, Astorman Bldg., Binghamton, N. Y.

Wayland, Mich. Street Fair

AUGUST 31 - SEPTEMBER 2. An annual event which always draws thousands of people. Through Business Men's Association. Can place legitimate Concessions of all kinds. Very reasonable rates. All attractions furnished by NORTH-WESTERN SHOWS. This week Petoskey, Mich.

WANTED

In October or November a Carnival or Show. Write G. W. HUGHES, Box 10, Madison, Ala.



LET YOUR HELP Advertise YOUR BUSINESS, CARNIVAL, FAIR, PARK, etc. with these EXCEPTIONAL UNIFORM SHIRTS



Your Name and Slogan Embroidered on Back of Shirt NO CHARGE. Shirts are instantly tailored and come in various colors in these materials: **Sanforized Cover Cloth, Merino-wool Cloth, Broadcloth, Novelty Cloth.** We also manufacture a complete line of **Overalls, Uniforms and Pants at Lowest Prices.** No Salesmen Wanted—We Sell Direct. Write for Circular, Lowest Prices & Complete Information **ACME OVERALL AND UNIFORM CO.** 162 Seventh Ave., Dept. C New York City

**LATEST CREATIONS IN HARD PLASTER NOVELTIES**



Highly finished in color and decorated with silver tinsel. We also carry a large assortment of Small Plaster. Oldest and most reliable Plaster Manufacturing Firm in Kansas City. Lowest Prices — Send For Catalog. **FLORENTINE ART STATUARY CO.** 416-18 E. 15th St., KANSAS CITY, MO. Phone: Grand 8822.

**RIALTO Assortment** Extending Edge Box, Assorted Op'lora. Packed with 2 Layers of High Grade Assorted Chocolates. 4 Doz. to Carton. **DOZEN, \$1.20** **CARTON, \$4.80** 25% Deposit with Order, Balance C. O. D. Send for Free Illustrated Catalog. **MARVEL CANDY CO., Inc.** 101-103 Wooster St. New York City

**POPCORN** SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC. A Postage Paid Card to us will bring our **Weekend Price List of Popcorn Supplies.** **PRUNTY SEED & GRAIN CO.** 14 & 11 S. FIRST STREET, ST. LOUIS, MO. "Over Sixty Years Distributing Popcorn."

**Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WOODS, PARKS, COGN GAME, ETC.** Catalog with New Low Prices **THE TYDOL NOVELTY COMPANY** TOLEDO, OHIO

**NEW CATALOG NOW READY** New Plaster Novelties at low prices, and Merchandise for Carn Game, Concessory Shows, Fairs, etc. **TYDOL NOVELTY COMPANY** 27 E. Madison Street, Louisville, Ky.

- Hath, L. J.: (Fair) Fairfield, Ill.; (Fair) Terre Haute, Ind., 31-Sept. 5. Hildebrand's United: (Fair) Boise, Ida. Ridge, Al G.: (Fair) El Paso, Ill.; (Fair) Havana, Sept. 1-4. Hughey Bros.: Odell, Ill.; (Fair) Marion Sept. 4-7. Hurlock Bros.: Am. Co.; Geillon, Md. Hurst, Rob.: Nocona, Tex.; Denton 31-Sept. 5. Imperial: Becht, Wis.; (Fair) Baraboo Sept. 1-4. Joe's Playland: (Fair) Stockville, Neb.; (Fair) Lexington Sept. 1-3. Jones, Johnny J. Expo.: (Fair) La Porte Ind. Jolyand: Lakeview, Ore., Sept. 5-7. Jolyand: Cadillac, Mich.; Big Rapids Sept. 1-5. Kaun: (Fair) Hughesville, Pa. Keystone: (Fair) Meyersdale, Pa. King's United: Broadlands, Ill. Krause Greater: Harriman, Tenn. Lagasse, Am. Co.: (Fair) Lyndonville, Vt.; (Fair) Lancaster, N. H., Sept. 5-8. Landes, J. L.: (Fair) Wakecney, Kan.; (Fair) Hastings, Neb., 24-29. Lang's, Dee, Famous: Kasson, Minn., 24-27; Preston 28-30; Cresco, Ia., 31-Sept. 4. Lewis, Art: Cambridge, N. Y. Liberty National: (Fair) Smiths Grove, Ky. Liberty State: Collins, Tex.; Anna Sept. 1-3. N. B. Am. Co.: Bland, Mo.; California Sept. 1-5. McGregor, Donald: Mt. Vernon, Ia., 27; Cedar Rapids 28-29. McMalone Oscola, Neb.; Columbus 31-Sept. 3. Mystic: Mountain City, Tenn. Malarkey, W. S., Attra.: (Fair) Oswego, N. Y.; (Fair) Norwich 31-Sept. 3. Marks: (Fair) Tagewell, Va. Metropolitan: Oella, Ga. Mid-West: (Fair) North Vernon, Ind. Midwest: (Fair) Martin, S. D.; (Fair) Gordon, Neb., Sept. 1-4. Miller Bros.: (Fair) Mt. Carmel, Ill.; (Fair) Asheville, N. C., 31-Sept. 5. Miner Model: Carbondale, Pa.; Dickson City 31-Sept. 5. Northwestern: Petoskey, Mich. Pace: (Fair) Carthage, Tenn.; (Fair) Alexandria 31-Sept. 5. Pan-American: Moberly, Mo. Peerless: Pennsburg, W. Va. Poole & Brewer: Ferndale, Mich., 31-Sept. 5. Poole & Brewer: Houston, Tex. Ray Am. Co.: Detroit Lakes, Minn., 27-29. Reading United: Scottsville, Ky. Regal Un. Amusement: Walnut Ridge, Ark. Reid Greater: Jacksonville Beach, Fla. Rogers Greater: Tracy City, Tenn. Rogers & Powell: (Fair) Piggott, Ark.; (Fair) Tunkerman 31-Sept. 5. Royal American: Ironwood, Mich. Royal Fair: Huntville, Ala. Rubin & Cherry Expo.: Kan. Natl. Exhn. Toronto, Can., 28-Sept. 12. Shesley Midway: Huntington, W. Va. Silver Fleet: Carlisle, Ind. Silver State: (Fair) Oondland, Kan. Six, J. Harry, Attra.: (Fair) Hartford, Ky. Smith Greater: Altonia, Lawrenceville, Va. Sol's Liberty: (Fair) Menomonee, Wis., 24-27; (Fair) Oshkosh Sept. 1-4. Spencer C. L.: Westfield, Ill. Spononi, P. J.: (Fair) Roseville, Ill.; (Fair) Warren Sept. 1-4. State Fair: (Fair) Sedalia, Mo.; (Fair) Belleville, Kan., 31-Sept. 5. Strata Shows Corp.: (Fair) Cortland, N. Y.; (Fair) Hamburg 31-Sept. 5. Sunlit Am. Co.: (Fair) Hidon, Ia., 24-27; (Fair) Salem 28-29. Tidwell, T. J.: Iola, Kan. Tidy Fair: Princeton, Ill.; Sandwich 1-3. United Shows of America: Kalamazoo, Mich.; Detroit 31-Sept. 13. Valley: (Fair) Fredericksburg, Tex.; (Fair) Boerne 31-Sept. 5. Volunteer State: Owensboro, Ky.; Paducah 31-Sept. 5. Wade, W. O.: (Fair) Grosveill, Mich., 25-28. Wallace Bros.: Metropolis, Ill. Ward, John R.: (Fair) Troy, Mo.; (Fair) Breese, Ill., 31-Sept. 5. Weir, Mabel B.: (Fair) Marshall, Mich.; Waukonnetta, Ia., 31-Sept. 5. West Bros.: Am. Co.; St. James, Minn., 24-28; New Ulm 27-29; Waseca Sept. 1-3. West Coast: Vancouver, Can. West Coast Am. Co.: (Fair) Oresham, Ore.; (Fair) Okemah, Wash., Sept. 2-5. West W. H. Motorized: (Fair) Deshler, Neb.; (Fair) Orleans 31-Sept. 5. Western States: (Fair) Colorado Springs, Colo.; Rocky Ford 31-Sept. 1. West's World's Wonders: (Fair) Cumberland, Md. Weydt Am. Co.: Hustler, Wis. Wilson, Am. Co.: Lenoir, Ill. Winters Expo.: Canton, O. Work, R. H.: Princeton, W. Va. World Am. Co.: Bunkie, La. World of Mirth: Ottawa, Can. Yellowstone: (Fair) Havre, Mont., 24-27; (Fair) Dodson 28-30. Zimdars Greater: Galderona, Minn., 24-26.

**LETTER LIST—** (Continued from page 48) Wells, Clyde; Wilson, "Speedy"; Wells, Charlie; Yates, Kirby; Wilcox, Dale

**MAIL ON HAND AT DALLAS OFFICE** 401 Southland Life Bldg. 1818 Commerce St. **Ladies' List** Adams, Mrs. J. C. Hale, Mrs. John Adkins, Marguerite (Fisher) Eno) Adams, Jean Haint Jamison, Mrs. Bartholme, Rose; Bryer, Mrs. Berolde Jenkins, Mrs. Calhoun Jr., Mrs. J. H. Kantly, Mrs. Dick Campbell, Mrs. J. H. Lanford, Mrs. Carmelita Cook, Edna; Crawford, Mrs. Le Beone, Mrs. C. B. Crawford, Mrs. Marie & Pircourt; Duerfle, Maud; Gordon, Mrs. Ray Nelson, Frances; Quinn, Mrs. J. C. Riverbank; Rupp, Helen; Rusquarto

**Parla, Mrs. Era Smith, Arsonia Walters, Janice Welch, Marie**

**Arleta, George Frank Adams, Mrs. Jack**

**Arlen, Jimmy Barnes, Robert Banta, Glenn Rain Banta, T. C. Banta, P. L. Breakway, Joe Chick, Al; Cliff, Art; Costa, Zeko Crawford, Larkin Cole, B. B. Delaney, Jack DeMar, Paul EB, George Emmerich A. J. Forrester, Fred Fred, Stanley Gilbert Jr., Wm. T. McCoe, Tiger**

**Wilson, Mrs. Betty Wright, Loreta Zachery, Jeanie**

**Monst, Frankie; Moore, Robert M.; Moore, Claude K. Ogden, Ray Palmer, W. P. Pitzer, Billy Purcell, Joe Roberts, E. C. Rogers, Pantan F. Smith, Leo Spoor, Paul Stanley, Paul Stegman, Earl Talton, Lloyd Twilock, C. E. Thompson, Charley Vernon, C. A. Walters, Mr. & Mrs. Bill Whittensill, Mr. & Mrs. Jack Wilson, Pat Wilton, Cash Young, Les J.**

Calling all FAIR SPECIALS

CONCESSIONAIRES CORN GAME OPERATORS COUPON-GRIND STORES PITOH-NOVELTY MEN WRITE FOR CATALOG.

ALL ORDERS SHIPPED THE DAY RECEIVED.

**CONTINENTAL**

PREMIUM MART 3RD E WELLS MILWAUKEE WIS

**CIRCUS AND WILD WEST**

Barnes, Al-O: Burlington, Ia., 25; Oetumwa 25; Okalona 27; Centerville 28; Creston 29; Lawrence, Kan., 31; Junction City Sept. 1; Parsons 2; Muskogee, Okla., 3; McAlister 4; Shawnee 5. Barney Bros.: Ashland, Ore., 25; Yreka, Calif., 26; Weed 27; Redding 28; Bieber 29. Cole Bros.: Clyde, Beatty, Portland, Ore., 25-26; Salem 27; Eugene 28; Elamath Falls 29; Weed, Calif., 30; Chico 31; Sacramento Sept. 1; Stockton 2; San Jose 3; San Francisco 4-7. Cooper Bros.: Watson, Sask., Can., 28; Humbolt 28; Bruno 27; Young 28; Watrous 29; Semans 31; Punichy Sept. 1; Ituna 2; Melville 3; Riters, Man., 4; Portage Ia. 5. Gainesville Community: (Fair) Gainesville, Tex., 24-26; (Fair) Paris Sept. 7. Main, Walter L.: Mt. Clemens, Mich., 25; Royal Oak 26; Ypsilanti 27; Coldwater 28; Auburn Ind., 29; Hartford City 31; New castle Sept. 1; Greensburg 2; Lawrenceburg 3; Madison 4; Salem 5. Max, Tom: Fitchburg, Mass., 25; Holyoke 26; Hartford, Conn., 27; New Britain 28; Danbury 29; Newark, N. J., 31. Polack Bros.: Bismarck, N. D., 24-29; Regina, Sask., Can., Sept. 1-4. Ringling Bros. and Barnum & Bailey: Tulsa, Okla., 25; Okmulgee 26; Oklahoma City 27; Coffeyville, Kan., 28; Pittsburg 29; Kansas City, Mo., 31; St. Joseph Sept. 1; Evansand, Ia., 2; Ft. Dodge 3; Sioux City 4; Omaha, Neb., 5-6. Seal Bros.: American Park, Ida., 25; McCamden 26; Soda Springs 27; Paris 28; Preston 29.

**Additional Routes** (Received too late for classification)

Acker, Edna, Indiana: (Fair) Leray, Va., 25-29. Acker, Edna, Indiana: (Glen Echo Park) Washington, D. C., 27. Alfred Show: Claude, Tex., 24-29. DePours Motorized Show: Tyrone, Ga., 27-29. DeWald's Attra.: Detroit Lakes, Minn., 27-29; Perham 31-Sept. 2; Slaton 3. Drayton Sisters (Slatas) Sandusky, O., 29-30; (Alliance) Alliance, Sept. 2-5. Eros, Rus., Tulo (Fair) Missoula, Mont., 28-29. Everett & Consey (Elks Circus) Bismarck, N. D., 24-29. Felton King, Magician: Strawberry Point, Ia., 24-29. Hong, Harry, Circus Revue: (Fair) Mt. Carmel, Ill., 24-27. Harris Road Show: Akeley, Minn., 24-29. Leslie Sisters: Royal, Columbus, Ga., 27-29; (Blyou) Savannah, 31-Sept. 2. (Rita) Brunson-Livingston Deacon (Rox) Cleveland 28-Sept. 2, 4.

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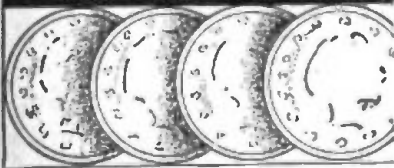
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# AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

## The More the Merrier

"I hope every company in the business has four or five honest-to-gosh hit games this coming season," an operator friend said.

"What's the big idea?" another operator who was in on the conversation asked. "Do you want us all to be put out of business by the demands of our location owners for new games?"

"No," Operator A replied. "Naturally, I want to make all the money I can. I'm not in business for my health any more than you are. But if you'd keep an accurate check on your operating results you'd ask for the same thing. You'd want the privilege of buying 500 games instead of 100.

"Not me," Operator B protested. "It's all I can do to lay the money on the line for the good games that I have to buy to satisfy my location owners the way things are."

"That's what you think," Operator A informed him. "and it simply proves that you don't know. I've kept an accurate record of a study I made on the question and I know what I'm talking about."

"I've made one important discovery. It's this: There's practically no limit to the amount of money you can take in from a good location. And here's the important part of my discovery: The limit is determined almost entirely by the number of good games you can put in that location.

"I had a location we'll call Bud's Cigar Store. It had everything any operator could ask of a location, including excellent display space and a heavy patronage from a class of business, professional and laboring men who spend their money.

"I had one sensational hit game and three very mediocre games in this spot and the gross was running about \$60 a week. Bud told me one day that some of his customers had been asking about a certain game which was the ace money maker in another location about four blocks away. I didn't pay much attention to him, but he persisted in asking about that game day after day.

"Finally I broke down and bought one of the games he wanted. I didn't like to spend the money because I already had one outstanding game in most of my locations, including his, and I didn't see any reason for trying out anything new. But I bought the game and put it in his store.

"He didn't have room enough for five games, so I had to pull out one of the slower pin tables. I couldn't see where I had a chance to make a dime on the deal.

"Then I got a terrific surprise. The next week's gross receipts, believe it or not, added up to \$110. They'd never come close to that before and I had to attribute the increase in profits to the new machine.

"I decided to buy a few more of the new games for other locations, and when I proved to myself that two hit games in a location would make nearly twice as much money as one hit game I went the works and put the new tables in every location on my route.

"I practically doubled my income. It happened to be a dull period and there weren't many games on the market that you could classify as actually red hot. But I studied over the various machines and finally decided upon a third one as the best game on the market next to the two I already had. Again I used Bud's as an experimental station. Another of his slow-play games came out and the third hit game went in.

"I got the surprise of my life. The gross receipts of that store went up to \$175, which was more than I had even hoped to reach. It was then I discovered that an abundance of popular games creates increased play on every game in the store. If the customer sees three good games they'll spend more than three times as much money as they'll part with when there's only one game to amuse them.

"I put the third 'hot' game in the rest of my locations and proved to my complete satisfaction that the theory worked. The bigger the crowd that's playing the games the more people will want to play them. That's mob psychology and it works every time.

"Remember, I'm talking about so-called 'hit' games. Ten machines without any punch, machines that are out-of-date, buggy or lacking in player appeal, won't get much more money than one machine of that type. You could load a store with 50 of them and fail to make money.

"But buying hit games now isn't nearly the problem it was back when pinball was in its infancy. The companies that manufactured 'studs' have had to either go out of business or mend their ways. Every manufacturer today knows that a flop game is a blot on his reputation, and games aren't being marketed unless the makers are reasonably sure that the ideas have loads of player appeal. Games today are better in mechanical construction, eye appeal and novelty of idea. The manufacturers have learned a lot and they're passing their knowledge along to us.

"Then, too, they've made it easier to work safely on my theory by going in heavily for one-shot machines. A good percentage of the players want fast action with a punch, and the one-shot payouts give them what they want.

"My records show that one-shots are highly profitable, but that you need more of them than you needed of the old 10-ball style machines. The quick-action boys are liberal players, but they want a change of pace. They want variety in the tables and they are always ready to play the newest machine out. I've found that it's more profitable to change one-shot machines oftener than I changed the 10-ball games, and I've also found that even so I'm making more money on the new-style pin tables.

"This year I'm going to buy the hit games of every manufacturer, right up to the saturation point. I'm going to load every location with new games and I'm going to make more money than I've ever made before.

"I've already installed bowl-a-ball type games in every location that could use them and by doing so I've attracted a new group of players and a consequent new source of revenue. I hope the manufacturers devise still other forms of so-called competing amusement. The fact is, coin-operated amusement machines don't compete with each other in the strictest sense. They simply open up more profit channels and make business better for the manufacturer, the jobber, the distributor, the operator and the location owner.

"You can't worry me with an oversupply of good games. As a matter of fact, I don't think there can be such a thing as an oversupply. My philosophy is, 'The more the merrier.'"

SILVER SAM.

## Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Oscar Wurfle, leading operator at Four Corners, was looking over his Billboard last week and saw an ad for the Fall Special edition.

"It was the Spring Special back in 1931 that started me on the road to success," he said. "There was an ad in that issue for a game called Whoopee and I broke down and bought one of 'em."

"It was the first automatic pinball game ever marketed and it was a good one. People used to call up Cy Higgins' barber shop, grocery and dry-goods emporium and make reservations to play Whoopee. Cy kept a regular schedule book and when a man's allotted time was up he had to quit playin' and let the next customer start a game."

Oscar sighed. "It wasn't nearly so good a game as the ones they're makin' now, tho. Back in the fall of 1935 the play on Whoopee fell clear off and I finally had to trade all six of my pin tables off for new models, which just goes to show you how fickle the public is."

Operator Wilbur Wheeney over at Lazy Corners has just installed some new bell machines without the operating lever. They are designed especially for his customers so that the reels spin the instant a coin is inserted in the slot. "My customers were wearing themselves out pulling those danged levers," Operator Wheeney says, "and they finally quit playin' them altogether when Zeke Murgatroyd got callouses all over his hands from workin' the blamed things. The new model has already met with overwhelming approval."

Lucius Null up at Gaff Junction has been having quite a bit of trouble with a couple of his customers who are color blind. They both like to play Grotchen's new High Stakes game in which you match a horse's colors on three revolving reels. Lucius says he has an argument with these two fellows every time they play the machine.

"Do you have No Regrets?" a lady asked location owner Lucius Null as she dropped a coin in his electric phonograph.

"Quite a few, ma'am," he said, sadly.

Julius Tobias, who was a guest of the federal government for quite a spell during prohibition days, smashed one of Lem Scroggs' electric phonographs into little pieces the other night. He took it as a personal insult when the machine played Sing, Sing, Sing. "The guy that put that nickel in the machine knew where I spent a year six years ago," he said in defense.

After considerable argument pro and con, Sheriff Art Sykes of Hercules County has decided that bells are legal without mint-vending devices. "I studied the matter over from every angle," he says, "and finally decided wholly on the merits of the statements presented that bell machines violate no ordinances of this county." The sheriff says he's delighted with the new 16-cylinder Lincoln sedan he bought yesterday.

## Payoff in Golf Balls

NEWARK, N. J., Aug. 22.—Coin machines are reappearing in Essex and surrounding counties—only this time the payoff is in golf balls.

Revamped machines are making their appearance for the most part in the swank country clubs, where they are installed by an outside party. Supervision of the machine, however, lies in the hands of the club's pro.

Apparatus differs from the usual quarter type only in its return. Occasionally golf-ball pictures are substituted for the usual gum and fruit designs.

## Macon Operators Seek License Money Refund

MACON, Ga., Aug. 22.—A group of Macon operators are making a determined fight for a refund of more than \$3,000 in license money paid to the city in January. The situation came about as a result of the city council banning all pay-out machines May 17, following a Boy Scout crusade.

In January when the new license schedule went into effect all coin-operated machines were licensed at \$25 per machine by the city. All machines were operated until city council ordered them seized and cases docketed in May. A petition for a return has been filed with the finance committee of city council asking that \$3,200 be restored to the machine operators. It is contended that if the machines were illegal city council had no legal right to license them and the license charge was illegal.

The petitioners are C. I. Martin, who paid \$1,885; Macon Amusement Company, \$700; M. Earl Wright, \$425, and Harry Atkinson, \$250.

Machines played for amusement only, with no money or coupon payouts, are still operating. Punchboards are also being used.

JdorzPW-edncillegat.p

## Michigan Ops Organize

KALAMAZOO, Mich., Aug. 23.—Articles of incorporation for the Southern Michigan Coin-Machine Operators' Association as a non-profit organization have been filed here. The purpose of the association is outlined as follows:

To foster good will, harmonious action and co-operation in promotion of the coin-machine industry.

Greater use of the coin machines and stimulation of public interest in automatic service.

To lend its influence to enactment of laws against misuse of American legal tender machines, and to

Oppose harmful, obnoxious and confusing legislation and taxes.

Officers of the association are J. P. Pieters, president; E. B. Boomersheim, vice-president; M. J. Marcus, secretary, and C. V. MacDonald, treasurer. Other charter members are S. J. Isaac, L. E. Monroe, Tudor Tolle, Alden Moss, Gullifer Stenquist, Ralph A. Hibbard and R. D. Thomas.

## Coin Machine Relic

### At Pay Dirt Powwow

BOULDER, Colo., Aug. 22.—Novel feature of a store-window display attracting the attention of thousands at the annual Pay Dirt Pow-Wow here was a coin machine built more than 45 years ago. It was also exhibited at the Chicago World's Fair, Charles Fry, a Boulder jeweler, was the inventor.

The machine, a nickel being deposited, shows dozens of mining operations under way—minature figures mining gold, sawing logs, holding ore and traveling with a pack-mule. An industrious locomotive bustles along.

The coin machine operated with a clock spring. Reimert's local clothing store, preparing it for a window display, substituted a modern electric motor so that mining operations continually were in progress.

The machine for many years has been a relic of the University of Colorado Museum. The display of which it was a part won third prize in a community window display contest.

## Oriole Employees Convention

BALTIMORE, Aug. 22.—Oriole Coin Machine Corporation has sent out announcements of its second annual employees' convention to be held at the Lord Baltimore Hotel here Saturday and Sunday, August 29 and 30. The occasion also will mark the dedication of the company's new building.

On the night of August 29 a buffet supper and dance will be held at the Lord Baltimore for Oriole employees, wives and husbands, also for visiting distributors, manufacturers and operators.

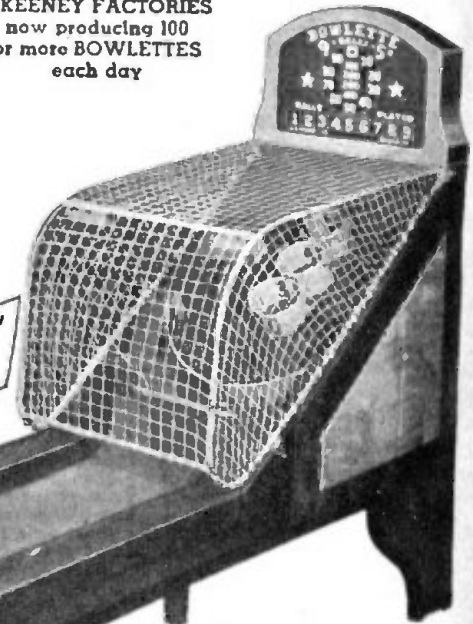
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## Rock-Ola Announces Two Novelty Games

CHICAGO, Aug. 22.—To supply the demand in territories where novelty games are required, the Rock-Ola Manufacturing Corporation has gone into full production and deliveries are now being made on two straight novelty games.



KEEN INTEREST IN ROCK-O-BALL—When Herb Stine, factory representative of the Rock-Ola Manufacturing Corporation, came into the factory a big game started and the fun was on. Stine was formerly sales promotion manager of the Brunswick-Balke-Collender Company, and his fine experience in merchandising of this kind of product has been a great help in holding down top place position in the Rock-Ola sales force in the sale of Rock-O-Balls.

Big Bank Nite is the name of one of the games. This pin table contains all of the thrilling features of bank night being held in theaters throughout the country. It is expected by Rock-Ola that the popularity of bank night will also make this new table popular along the same lines, as it contains the same features.

Big Bank Nite is a six-ball game and has the same requirements as featured in big bank night at the theaters. The player must register in order to qualify in the awards and he must also have a ball in the "player present" hole and a ball in the "winning number" hole.

The "bank nite" award increases with each ball placed in the "bank increases" hole. The player has an opportunity to win awards from 50 cents to \$2.50, together with an opportunity to also win awards by placing four balls in a line either straight across, up and down or diagonally. These features are said to give Big Bank Nite more winning-award features than have ever been placed in one game. The four lights in a line or straight across is inducement enough to increase and hold the play, but with the big bank-night feature also Big Bank Nite makes an exceptionally interesting game.

The other novelty game announced by Rock-Ola is Draw Ball. The game is played the same as five-card draw poker and the player has the same opportunity of discarding the balls as he desires the same as in draw poker.

For example, Draw Ball has five balls. If the player is successful in getting two balls in two of the same numbers, say two de, and the other balls fall in the 3, 4, 8 holes, the player would then have an opportunity (after the five balls have been shot) to release the 3, 4, 8 balls the same as he would discard the 3, 4, 8 card in a five-card draw poker game. This is done by pressing buttons conveniently located in front of the

game next to the coin chute.

After dropping the balls in the numbers the player does not desire to use he then has an opportunity to shoot three more balls without charge in order to make his hand better the same as you would play in draw poker. Draw Ball is an exceptionally interesting game because it contains all of the features of one of the most popular card games. The makers of Draw Ball say it is a game that will hold the play and continue to be interesting on locations no matter where it is, because everyone knows five-card draw poker and Draw Ball is the same game only in a pin table.

## Sunken Treasure Orders Swamp Standard Novelty

CINCINNATI, Aug. 22.—"We are swamped with orders for Sunken Treasure," says D. F. Moore, general sales manager of Standard Novelty Company here. Operators have been quick to realize the possibilities of the original glass jar counter game and orders in increasing numbers have been pouring in daily from every section of the country. Mass production will begin Monday to take care of the heavy demand, says Moore, and prompt shipment can be expected on future orders.

Moore, having been an operator himself for many years, sensed the need of the operator for lower priced machines. In Sunken Treasure, Moore states, his firm has a machine that fits the operator's requirements exactly, featuring trouble-proof mechanism, adjustable target for award percentage, last coin played always visible, automatic winning coin release, cheat-proof slot and low price.

Sunken Treasure is an attractive counter display with its cadmium-plated mechanism inside, modernistic decora-

**B HERB BESSER B**

STRONGLY RECOMMENDS

**REEL "21"**

**\$23.75**

And he substantiates his recommendation with a guarantee that he will allow you 50% trade-in allowance on any new machines purchased from him in six months.

**B BESSER NOVELTY CO. B**

3021 OLIVE ST., ST. LOUIS, MO.




**FACTORY PRICES ON LITTLE NUTS**

Type B - \$2.50	Type G - 3.50
Type Q - 3.50	Multicoin 3.00
High Speed 2.50	10c extra for postage on 12-in. box.

**LITTLE NUT VENDOR CO.**  
Lansing, Michigan

tions on outside, its large dark japanned base and top all under constant flickering electric light. Sunken Treasure is a finished product. Nothing has been left undone to give it fascination and constant player appeal. It is new and different.

# How Pinball Happened: A Picture of the Birth and Background of Bagatelle and the Part the Stoners Played in the Perfection of Present-Day Pinball

By Ted Leitzell and Lucille Hecht

**J**P LEGEND can be trusted bagatelle antedates its three descendants, bowling, billiards and marbles, by many centuries. It is reported that ancient soothsayers made a practice of throwing round rocks up the sides of steep hills, basing their prognostications on where they rolled back. Then one selected a hill with a few natural holes and the game of bagatelle was born.

It is easy, of course, to follow the development of bowling and pitch-in-

children found their home-made gift waiting for them and soon the entire village was waiting its turn to play.

A local merchant played a few times and then asked the carpenter to make several boards for him. These sold like hot cakes and soon the primitive industry was going full blast.

Who knows who first thought of putting a coin device on a bagatelle board? For years we have had coin machines of all sorts: the conventional drop-a-coin-and-pull-a-crank machine, candy and peanut vendors, tests of skill in directing the iron claw toward a likely looking prize and countless others.

There have long been emporiums filled with strange devices ranging from peep shows to grip testers. Five or six years ago the new pin games began to appear—bagatelle boards that could be operated for a penny or nickel. A new source of revenue was tapped.

## Stoners' Entry in Field

Among the first to manufacture pin games were the Stoners, of Aurora, Ill. The father, H. M. Stoner, was associated with his sons, Ted and Harry, in the contracting business for several years prior to 1928. At that time Ted went into the garage business while Harry remained with his father. Everything

received 10 times as many orders as they could fill.

Prices for Stoner boards took a great rise but the demand still outran their manufacturing ability. From original production of five games a week their total rose steadily. They placed some of the machines themselves in restaurants and recreation halls, taking a percentage of the gross and switching games from spot to spot before any had a chance to go stale in one location. The relatively large profits from joint operations and manufacture soon gave them enough capital to expand.

They selected an abandoned factory which had once manufactured mantles for gas lamps and installed modern machinery for high-speed production. Long observation of small factories in and around Aurora had convinced them that the only way to run their business profitably was to control every stage of manufacture. Accordingly they fitted out their own machine shop, their own woodworking plant and their own assembly lines.

Harry took charge of production and turned out machines nearly as fast as Ted could sell them. H. M. Stoner, or "Pop" as they call him, began a business of placing machines all over the State on a commission basis. It seemed that they were on their way to immediate fortune.

## Plant Destroyed by Fire

In 1933, with \$50,000 worth of orders on the books and their factory fully mechanized for high-speed production, their plant caught fire and burned to the ground. The few smoldering sticks, plus \$20,000 insurance, were all that they had for a new beginning, and competitors eagerly snatched at their back log of orders.

By this time the Stoners were known for their business acumen and had established an enviable record. Before the embers were cold they selected a new location and began the construc-

tion of their modern model factory.

The new Stoner plant was built hard by railroad tracks so they could have steel and lumber unloaded literally inside their doors. Woodworking lines were arranged to handle the lumber as it came from the cars, passing it along with one operation after another transforming it into a part for a finished game.

Metals were handled in the same efficient manner. From the time a car was unloaded until a finished machine was turned out there was scarcely a waste motion. From one end to the other the entire organization clicked with clocklike precision.

The Individual Stoner fortunes have grown in direct proportion to the factory's growth. It is no exaggeration to say that as recently as five years ago the question of dining out was one to be considered carefully. Money was very scarce in all of the Stoner households and it took considerable planning to raise the capital to manufacture their first games.

Today it is different. While most of the profits go back into the business, all of the Stoners draw excellent salaries. Ted and Harry have purchased private airplanes, partly for pleasure and partly as a business necessity. "Pop" manages to get around in his new car, although he frequently flies with Ted and Harry.

The Stoners have ridden the wheel of fortune to the top, but they have no intention of letting it carry them on the down swing. They are turning out machines at a steady daily rate and have recently opened an export department to handle their growing volume of foreign business. They all recognize that they are in one of the fastest industries existing today and are taking no chances on having it outgrow them.

## Games Always Test of Skill

The games have always been a test of skill, which may explain their amazing popularity. At first play on them was largely a matter of individual competition among the group dropping in their nickels, but proprietors soon established a policy of giving rewards for unusual skill. This was followed by machines which paid a prize in coins whenever an appropriately difficult score was made.

The question of skill was definitely established in a case in New York. An operator was arrested for operating a gambling device but insisted that it was entirely a matter of dexterity.

The prosecutor contended that luck was a dominating factor. Finally a machine was brought into court and the operator was tested. He showed that he was able to make any score demanded, that he could hit any definite hole on the board at will and that he could beat the prosecutor all hollow.

The Stoners are very much interested in their industry as a whole and are constantly endeavoring to work out an equitable licensing arrangement for games. Their foremost aim is to rank the amusement of playing a pin game where it rightfully belongs with such tests of skill as billiards and bowling.

It is no revelation that the pin-game industry will continue to expand for years to come. It seems more than certain the Stoners will continue to play a prominent role in its progress.

## Atlas Wins Again!

CHICAGO, Aug. 22.—Walter Lasky, pitching for the Atlas Novelty Company softball team, held Illinois Lock team scoreless in a full nine-inning game a few days ago.

Brilliant fielding by both sides, especially by Coffey, the Atlas shortstop, held the score down to 1-to-0 in favor of the Atlas, and only the fact that the Atlas team took advantage of a fielding lapse in the third inning prevented a scoreless game.

Eddie Ginsburg, genial head of Atlas Novelty Company, caught for five innings, then retired in favor of a substitute. His pepper talk and fine catching added impetus to the team's play. Atlas is confident of finishing up near the top in the Coin Machine Softball League.



HARRY STONER, president of the Stoner Corporation, Aurora, Ill.

the-holes marble games from these humble beginnings, but history leaves a gap in the development of bagatelle. The game as we know it developed in no small degree during the height of Greek civilization but passed out of existence during the Dark Ages, except for a few sporadic monasteries where a variation of it was used.

In the court of Louis XIV bagatelle was a favorite sport. Here it was played on boards covered with felt, approximately the same size as modern billiard tables. They were placed on a slight angle so the balls would return to the player if none dropped in the holes. There was a bouncing board at the end of the table opposite the player. The balls were approximately the same size as those used today for snooker and were shot with billiard cues. Toward the end of Louis' reign pins made their appearance and the holes were given numbers corresponding to the difficulty in making a ball land in them. A complex form was later developed in which three balls were balanced in a small depression near the center of the board, to be dislodged by a carom of the cue ball from the bouncing board. This game necessitated almost the same degree of skill developed by a modern three-cushion billiard player.

## Introduction in Europe

Small bagatelle boards of the type in use today made their appearance in Europe about 60 years ago, but the fad was short-lived except in Sweden and Norway. Here the Scandinavians while away the long winter nights by inventing new boards and developing their play to a high degree of skill. It was a Swedish carpenter, emigrant to the United States, who fathered the modern commercial craze.

This unknown hero brought over an old board and left it in his barn for many years. One day he noticed it and decided that his children might do well with a similar game. Accordingly he built a new one, incorporating the startling innovation of a spring to return the plunger and an elevator to raise the balls from below the playing board. On Christmas morning his



M. H. STONER, vice-president of the Stoner Corporation.

went fine for a time, but the general depression caught them and early in 1931 they were forced out of business.

When things looked darkest they turned to the garage back of their home (it had once held a fine automobile) and began manufacturing pin games. Until that time most of the coin-operated bagatelle boards were singularly lacking in imagination and design—they consisted of little more than the games of 20 years ago. Harry believed they might be able to sell some with novel features.

First they developed a reliable mechanism that could be operated without hanging the game all over the room. When they had it perfected you could drop a coin in the slot and be sure that all the balls would be ready to be shot in their proper turn.

This was in itself a major improvement and they found it easy to sell their entire output, but Harry burned with a fervor for improvement.

One day he invented a game that sent them all into a frenzy of excitement. If the ball dropped into one hole it would ring a bell; in another one it would turn on a red or green light. Stoners were now on their way, for they



TED STONER, secretary-treasurer of the Stoner Corporation.

**Estelle Taylor Lauds New Genco Bank Roll**

CHICAGO, Aug. 22.—When an entertainer can be entertained and really enjoy it—that's news. Estelle Taylor, well-known movie star and night club entertainer, currently appearing at the Ceresant Grove, Chicago, wasn't hesitant about expressing her keen enthusiasm for Genco's bowling game, Bank-Roll. Authorities in furniture design and bowling have put their okehs on Bank-Roll and now a prominent entertainer joins the parade of "backers" of this thrilling pastime. Miss Taylor said she liked the game because it gave her relaxation. She stated that after a hard day's work her nerves were on edge and she had to find something to relieve the tension. "Many times I practice arrangements for weeks at a time," she said, "preparing to go in front of the public. I don't know whether they'd like me or not, but my act must be perfected. I assure you that it isn't easy. In this game one cannot afford to be too 'soft' or you won't last."

Again her conversation drifted into her appreciation for anything that can make her leisure hours more enjoyable and she spoke of Bank-Roll. "I played various games of this type thruout my travels. Many are amusing, while many offer exercise and amusement. My introduction to Bank-Roll is a happy one, for it combines all these features."

Genco's Bank-Roll has all the features that count. The machine is under complete automatic control and functions perfectly. The scoreboard is brought forward for better visibility. An accurate account of all balls played is kept by a special lighted scoreboard. All pins taken in are counted. In addition the game is of three-piece portable construction. It has automatic ball-return, a 13-foot 8-inch cabinet, sound effects, visible coin slide and silent play.

**Three New Models of Adaptopaks Announced**

DETROIT, Aug. 22.—Electrical Products Company announces three new model Adaptopaks (Universal AC-DC-Electropaks) to change 110 volt DC to 110 volt 60 cycle AC. This is said to save operators upwards of \$60 per year per location. This saving has heretofore been possible thru the use of Electropaks only to operators in AC districts. Now it is available to everybody.

If a game is already Electropak equipped it is not even necessary to open the game to use it in a DC location. Simply insert the plug from the game into a model A Adaptopak and plug the Adaptopak into the base plug for light socket. Furthermore, two games can be plugged into the same Adaptopak as it carries a load of 150 to 200 watts.

Model B-1 is for games that are not Electropak equipped. It is really a combination in one unit of the model E-2 Electropak and the model A Adaptopak and thus makes the game "universal i.e., suitable for either AC or DC locations.

The Model B-2 Adaptopak is said to do the work of a model E33 or 43 Electropak plus model A Adaptopak.

The company states that the Adaptopaks have been tested and okehed not only by operators, but also by leading manufacturers.

It is important to note that operators who have both AC and DC locations can move the game from location to location without worrying about the current and without having to make further adjustments, once the Adaptopak is in.

**Gerber & Glass Reports Reel "21" Sales Record**

CHICAGO, Aug. 22.—Gerber & Glass, one of the largest automatic distributors in the country, reports an unprecedented demand for the Daval Company's latest counter game, Reel "21".

According to Paul Gerber: "At the present time we have 18,000 Reel '21's' on order from jobbers and operators all over the country. Altho this seems like a tremendous number, each order is being shipped immediately as promised.

It isn't often that a coin-operated machine will receive the tremendous sales response that Reel '21' is enjoying. From the day Mr. Glass and myself saw this counter game sensation we sensed that again the Daval Manufacturing Company had produced a low-priced counter game that would net the operator slot-machine profits. We advised

the Daval Company to double their regular shift and start immediate operations on a 24-hour basis. Mr. Douglas and Mr. Helfenbeld accepted our advice and went to bat. The fact that they are meeting this demand is primarily due to their preparedness for it."

Mr. Glass added: "The operator takes absolutely no chances when he purchases Reel '21' from Gerber & Glass. Our unqualified seven-day free-trial offer is one of the most liberal offers ever made in this business. We have sold more than 15,000 Reel '21's' already. We have not received one request from an operator for the return of his money. According to reports the average receipts will return the operators original income in less than four days."

"Because of the big demand operators don't have to worry about their orders being delayed. We are fully prepared to ship just as fast as the orders are received."

**American-Southern, N. O., Moves to Larger Quarters**

NEW ORLEANS, Aug. 22.—James P. Tallon, of the American-Southern Coin Machine Company, this city, reports that business has grown so fast that his organization has again been forced to move to larger quarters. The new location, in the heart of the commercial section, is at 437 Baronne street and runs all the way back to the next street. The rear of the building will be used for shipping and receiving.

This is the second time in a few months that increased business has forced the firm to seek larger quarters. A complete line of games is handled at all times and operators in the surrounding territory are pleased with the service and the repair department.

**Success With Salesboards**

By LOUIS A. KLEIN, Sales Director of Globe Printing Company

The eyes of the salesboard industry are trained upon greater profits and new ideas. Many are realizing their objective by attracting new players and popularizing certain types of boards.

To create a desire for any board certain vital essentials must be present. The board must be appealing to the eye and the imagination, it must give the player a sufficient return on his investment and it must provide him with a maximum amount of amusement. These important factors tend to induce the player to try for the major prizes or awards and ultimately into money boards and other operator's merchandise deals. It has been found the best method to stimulate the sales of salesboards is by service and service can be given to merchant-dealers by showing them the way to give full and fair value.

To be successful in the operation of salesboards generally, it is necessary to build a feeling of confidence and friendship. Confidence between manufacturers, dealers, operators and merchants. They must be fully advised as to their particular needs and must know the true value of their board. If a merchant cannot convey to the player the fact that he is receiving full value for his investment in a trade board he will never be able to use very many or any other type of boards.

Altho no formula for success can be guaranteed, many operators attain their desired goal by first selling a tradeboard to the merchant as a strict sales stimulation deal. A board that will pay out 50 or 100 per cent of its receipts furnishes the merchant his regular profit on his merchandise, eliminates sales resistance, is a friend builder and creates good will for all concerned.

By working a money board in conjunction with a trade stimulating board

the dealer, operator and merchant will realize greater profit. A player having won a major or minor prize on the trade board can be allowed to receive an equivalent amount of punches on other boards equal to the value of the award he has received. This method naturally attracts players who have been hesitant to try boards where prizes are large and where the chances of winning are not as great as in trade boards.

Dealers or operators must lay their plans to convince the public that salesboards are primarily a merchandise stimulator.

Caution should be the watchword of every dealer, merchant and operator. Purchases should be made from only reliable punchboard manufacturers; manufacturers who have in mind the future of the industry, who plan their deals and succeed with them.

Every effort should be made to boost the industry in order to gain greater respect. Dealers and operators should connect themselves with manufacturers who cater to their demands and who have a complete and varied line of salesboards.

Business in all industries is on the upgrade. More money will be spent for entertainment and amusement. With this greater circulation of money merchandise will necessarily be turned over more quickly. Never in the history of the punchboard industry have manufacturers been so well equipped as they are today. The dealers should and must equip themselves likewise. We must capitalize promotion and follow it thru. A new spirit is in our midst. Merchants are looking for new ideas, new profits and co-operation. The eyes of the punchboard industry are likewise trained.

*It pays 3 ways to use these two batteries in pin games*



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" present no fire hazard

**Distributors! Jobbers! Operators!**

Get in on this special trade discount!

**SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES**

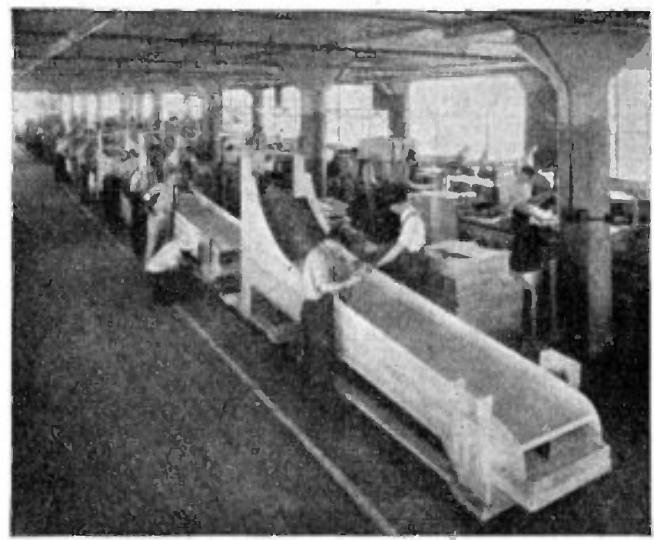
If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.  
P. O. Box No. 600  
Grand Central Station  
New York, N. Y.

Name.....  
Address.....

Distributor  Jobber  Operator

PLEASE CHECK  
Unit of Union Carbide and Carbon Corporation



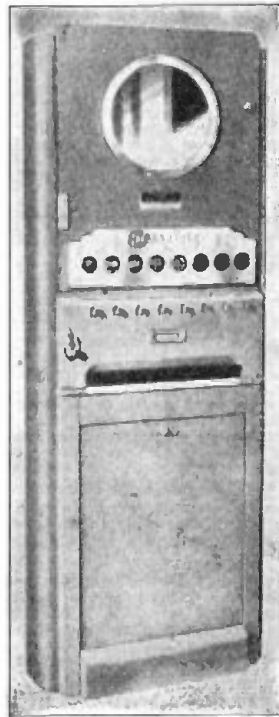
A 24-HOUR PRODUCTION SCHEDULE is being held at the Rock-Ola Manufacturing Corporation to produce Rock-o-Ball and supply nation-wide demand on this new bowling game. Hundreds of additional employees have been required to speed up production. Who sold the coin-machine business is not a business cultivator and one of the important coops in American industry today?

# WORLD'S GREATEST CIGARETTE VENDOR

For Quality **NEW** For Price  
\*\*\* EFFICIENT

## WALL MODEL U-NEED-A-PAK

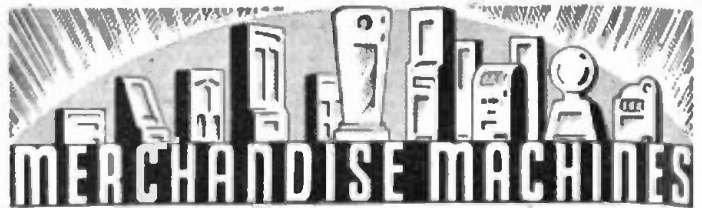
- Has Everything **BEAUTIFUL STURDY**
- The Vendor With A Sales Punch
- 3 Models — 8, 6 and 5 Columns
- Fool Proof and Slug Proof
- Automatic Book Match Delivery
- Combination Nickel and Dime or Three Nickels
- Return Coin Device
- Simple Mechanism, Fewer Moving Parts, Nothing to Wear Out
- More Compact
- Almost Human in Operation
- Greater Selectivity and Capacity
- Each Purchase In One Operation



You owe it to yourself to see this new Wall Model U-Need-A-Pak Machine. Write or Wire Us TODAY.

### U-NEED-A-PAK PRODUCTS CORP.

57-59 JAY STREET (Established 1927), BROOKLYN, N. Y. MANUFACTURERS OF MACHINES FOR ALL PURPOSES.



## Coinsworth Corp. Making New Vender

NEWARK, N. J., Aug. 22.—Latest coin device to be issued by the Coinsworth Corporation, of this city, is a double vender, a bulk merchandiser. Machine vends two different items, thereby earning twice the take of an ordinary single-column type, it is claimed.

It is particularly adaptable for merchants who are cramped for space, since the apparatus only requires nine inches of foot space. Constructed mainly of aluminum, the vender has a baked red enamel finish. Because of its solid construction, double insulation and cadmium plating of all metal parts subject to corrosion, the machine may also be located out of doors.

Adjustable to sell goods at any price from 40 cents to 61 per pound, the machine vends more than 20 different items, consequently giving the store owner greater latitude in the merchandise he offers for sale.

A slug rejector automatically rejects all steel, cardboard, oilcloth, aluminum or tin slugs. Foolproof coin chute may be cleared of obstructions in one minute.

## Venitor Corp. Expands

DETROIT, Aug. 22.—Venitor Corporation of Detroit is rapidly expanding its organization. Announcement has just been made of the appointment of W. M. Ale, for many years prominent in the contracting business, as direct factory representative of Venitor Corporation for all of Michigan outside of the metropolitan area of Detroit.

Ale was associated with the Michigan Drug Company and was also for many years in active sales promotion work with such well-known concerns as Pillsbury Flour Company of Minneapolis.

After making his initial trip over the territory, Mr. Ale reports unusual activity and is very enthusiastic over the outlook for Tid-Bit-Shops throught the State.

## New Vending Machine Co.

ALBANY, N. Y., Aug. 22.—Cook Automatic Equipment Corporation of Queens County, New York, a new vending-machine project, has been granted a charter of incorporation. The company has a capitalization of \$2,000. The promoters and stockholders are G. E. Cook, Andrew Ekstrom and L. E. McCuen, Long Island City, N. Y.

## Venders Covered by State Fee

NEWPORT NEWS, Va., Aug. 22.—Cigaret vending machines have just begun to make their appearance in Newport News and the city council is attempting to license the machines, but no action has been taken yet. Commission of revenue here contends that the machines are covered by State license laws and cannot be regulated by the city.

## A Cigarette For a Penny



Height 6 Inches Base 6 1/2 Inches

Equipped with Latest Type Slug Ejector

Approved By Internal Revenue Department

SILVER COMET cannot be compared with other penny cigarette machines, as it is far superior in construction, in fact built to last indefinitely. Will hold the weight of an ordinary man without harming the machine in the least.

A machine that vends a cigarette each time a penny is inserted.

SILVER COMET opens a new and stupendous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and the most widely advertised product in the American market. The sale of cigarettes one at a time through SILVER COMET allows an attractive profit, with a minimum of overhead.

Live wire jobbers and operators write for particulars.

MANUFACTURED BY REDCO PRODUCTS CORP. LaCrosse, Wisconsin

## INDEPENDENCE



Pat. App'd For. Precision manufacture. Lasts years. Write immediately for bulletin giving you the inside story. FIELDING MANUFACTURING CO. Dept. 030, Jackson, Mich.

# CANDIES

FOR VENDING MACHINES

- Boston Baked Beans
- Rainbow Peanuts
- Butterscotch Soy Beans
- Smooth Burnt Peanuts
- Licorice Dibs
- Fruit Dibs
- Red or Green Imperials

Write for Price List

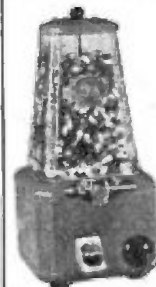
## PAN CONFECTION FACTORY

(National Candy Co., Inc.)

345 W. Erie St. Chicago

## GET INTO BIG MONEY

With the NEW TID-BIT SHOPS



Attractive, dependable, easily serviced. Vends 28 items, including Candy, Gum, Pretzels, Nuts. Opens up territories closed to other machines. Brings greater daily returns.

Write For Circular.

## VENITOR

Corporation Tide & Trust Bld. DETROIT, MICH.

19 and 50, Blue-Proof. We endorse B-Point Program of National Council of A. M. G. A.

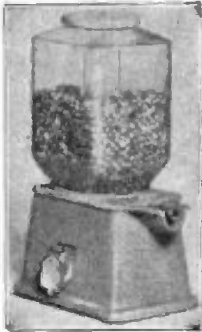
## JUVENILE MDSE. VENDER

Cheapest and best all-purpose vender on the market.

Adjustable to sell 30 to 80c per pound.

Hecks 5 lbs. Beautiful finish in 3 coats of red-orange wrinkle enamel.

SPECIALTY COIN MACHINE BUILDERS, Chicago, Ill.



617 W. Division Street.



ROY BAZELON, of Mararch Coin Machine Company, Chicago, says he has outgrown his title of "world's smallest distributor" and adds that he certainly is one of the world's biggest bottlers for Bally-Roll, popular dowl-a-ball game built by Bally Manufacturing Company.



## TINY PEANUT VENDORS

Operate this modern, trouble-proof Vender for Nuts, Tablets and Confections. Make real profits.

WRITE FOR LOW PRICES. TINY VENDORS, 501 E. Broadway, Toledo, O.

Write for Low Prices ON PEANUT AND BALL GUM VENDERS. Also Table Size Vendors. Self-Serv Mfg. Co. CAMDEN, N. J.

## WANTED

Experienced Route Salesmen financially able to get sample order, travel and appoint exclusive operators of new merchandise vending machines reasonably priced. Elaborate national set-up. Good commissions. Write or wire to SALES MANAGER, 368 W. Fern St., Detroit, Mich.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



**AMERICAN SALES CORPORATION**  
 CHICAGO, ILL.  
 936 WRIGHTWOOD AVE.  
 Originators of Credit Plan, which has helped thousands of operators to success... Prices high... Yes, if you call the established list price high... We get tired of hearing and enjoy a good steak occasionally.  
**ASK US FOR CREDIT!**  
*Lee D. Jones*  
 P. S.—A dog goes home. We don't want left all the time. Write for his recipe. ... the boss has one

**Eastern Chatter**

**NEW YORK, Aug. 22.**—Willy (Little Napoleon) Blatt, president of Supreme Vending Company, is emulating his nick-name and on his way to conquer new fields. The Supreme Radio Company, a subsidiary of Supreme Vending, has just sent out a beautifully illustrated circular to 8,000 customers, the furthest going to an isolated spot in Africa which, Blatt claims, will take four months to reach its destination. Blatt gives *The Billboard* a pat on the back, claiming most of the mailing list was obtained thru answers he received from *Billboard* advertising.

**E. F. Stevens**, sales manager of the Decca Record Company, says that the record business has reached its highest peak since the good old days of 1919-20. Many retail sales are being made to individuals by department stores and chain stores, due to the coin-operated phonographs. People here a number played and then go out and buy it for their own use.

**T. J. Truex**, large operator of phonographs and pins from Fort Jervis, N. Y., was in the city to see the Sharkey-Louis fight.

**Archie Kass**, of Roll-O-Matic, Inc., Newark, N. J., informs *The Billboard* that a price reduction has been made in their alley game, Roll-A-Ball. The reduction in price is made possible by a change in the distribution policy. They do not have a national distributor and therefore can allow the jobber and operator the difference in price that previously was allowed a national distributor as a profit.

**Mr. and Mrs. Ted Stoner**, of Chicago, spent several days with Mr. and Mrs. Dave Robbins in Brooklyn. Dave took his guests to Jones Beach and Coney Island to cool them off. In the evening Dave had Ted placed in a front seat at the Paradise night club, where some of the world's most beautiful women perform. Ted claims he wasn't close enough.

**Herman Germain**, president of the Plaza Manufacturing Company, claims the Durapoint Needle is increasing in sales very rapidly. Germain says: "Not only do I get orders from many new customers, but practically 100 per cent of those who use this needle continually reorder."

**Leo Bolter**, operator located at New Brunswick, N. J., closed a deal with Roll-O-Matic for immediate shipment of 100 Roll-A-Balls. Bolter claims he made a test of half a dozen other alleys and finally decided to buy Roll-A-Balls.



**CARL A. HOOPER**, Rock-Ola distributor in Louisville and one of the prominent coin-machine men of the Blue Grass State.

**Thoroughbred Advertising Poem Winner of Ad Club Honors**

**CHICAGO, Aug. 22.**—At a recent Chicago Advertising Club meeting, Morris & Davidson, Inc., was the recipient of a handsomely engraved scroll for the outstanding trade journal copy for the month of July.

The theme which won the award is a poem about the Western Equipment & Supply Company's Thoroughbred. Leading Chicago copywriters based the award on "the descriptive human interest written in poetry and then so remarkably co-ordinated with a complete description of the commercial object."

The poem, which Morris & Davidson has incorporated on the first page of the beautiful four-color Thoroughbred brochure, reads as follows:

Amid frenzied excitement and resounding cheers,  
 "Boots and Saddles" summon the gallopers;  
 They're at the post and the barrier's sprung.  
 The "Bang Tails" are off on a long, swift run;  
 A length behind, and then head and head,  
 It's the do-or-die test of the Thoroughbred;  
 For this Sport o' Kings pays off on the best,  
 And the glue work's the place for all the rest!

Now Western offers this same Sport o' Kings,  
 With its thrills, actions and all those things;  
 In a new automatic that seven can play,  
 A press of the lever sends the horses away;  
 Two to thirty are the stakes to be won  
 By the player's horse that wins the run  
 To the exciting finish, with the same "head and head,"  
 The name of the game? Why, it's Thoroughbred!

The poem was written by Bertram B. Davidson, of Morris & Davidson, Inc.

**McClellan Urges Originality For Better Appeal in Games**

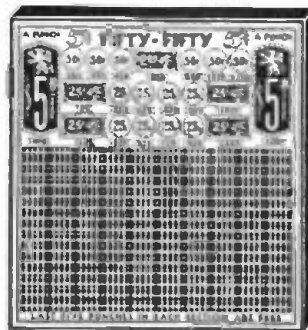
**CHICAGO, Aug. 22.**—"Manufacturers, jobbers and operators need to gear themselves up in order that new coin-operated devices shall become instruments for the creation of new markets," says Fred McClellan, president of Pacific Amusement Manufacturing Company. "New ideas in games, full of originality, should be the keynote sounded, with the result that ever-improving games shall cause the coin machine business to expand."

"Instead of being competitive weapons with which to fight for business already created, amusement devices should undergo the same process of betterment as time goes on so visibly seen in other fields," McClellan continues. Pameco's chief executive takes the view that changing conditions and new types of equipment are all pocketbook news for coin men, and that those who keep pace with the trend are the ones who'll come out on the long end of things. McClellan reports good business on Pameco Ballot and Pameco Tango Fascination, their newest releases. Also, that their six coin chute Patooka machine is enjoying an ever-increasing demand.

**Fitzgibbons Is Doing Fine With Bally Games**

**NEW YORK, Aug. 22.**—Despite the fact that Fitzgibbons distributors are

**HALF FREE AND HOW THEY GO FOR IT!**



The Hottest — Fastest Selling Salesboard Ever Created

**FIFTY-FIFTY**

No. 1537 1500 Moles  
 Takes in . . . . . \$37.50  
 Definite Payout . . . . . 18.00  
 Gross Profit . . . . . 19.50

10 Moles to the Section and the Last Five Moles in Each Section are Free.

PRICE \$1.46 EACH, PLUS 10% TAX

Also Available in 2,000-Mole Size, with Three \$5.00 Winners. Takes in \$50.00! Pays Out \$25.00; Gross Profit \$25.00. Order No. 2023. PRICE, \$2.10 EACH, Plus Tax.

**HARLICH MFG. CO.**

1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

**Now Two Winners!**



**"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. Cannot be cheated.

ONLY \$24.75 TAX PAID

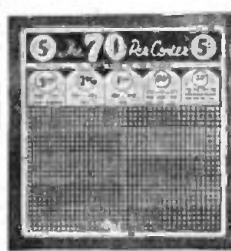
Here's the BIG NEWS! GROETCHEN'S NEW

**"21" BLACK JACK"**

SEND BRAND NEW! Positively Trouble-Free and Cheapest. Proof, Quiet Slot Machine Action. Streamline Cabinet. It's Black Jack Thru and Thru. IMMEDIATE DELIVERY. Only \$24.75 TAX PAID

**AUTOMATIC-MARKEPP, INC.** 2340 Belmont Ave., CHICAGO

**THE MARKEPP CO. Inc.**, 3328 Carnegie Avenue, CLEVELAND, O.  
**AUTOMATIC AMUSEMENT CO.**, 623 Madison Avenue, MEMPHIS, TENN.  
 1410 Central Parkway, CINCINNATI, O. 1304 Throckmorton St., FT. WORTH, TEX.



**The 70 PER CENTER**

A Flashy Quick-Selling Brand That Insures a Square Deal for the Player, and Should Repeat Many Times, Because

**70% Goes Back To The Players**

1,000-Mole 5c Brings \$50.00. Pays Out \$35.00.

**Suggested Resale Price \$2.50 Each.**

PRICES TO BOARD OPERATORS:

\$9.00 PER DOZEN, \$50.00 PER 100. (Sample \$1.00), F. O. B. St. Louis. Tax Included.

Will Consider Exclusive Distribution to Large Quantity Buyers.

**ARTHUR WOOD & COMPANY,** 218 Market Street, St. Louis, Mo.

**JUMBO SWEEPSTAKES**



Just Like Playing the Horse—

with DICE!!!

Special score book or chart included—Price **FISCHER SALES COMPANY \$975** 43 E. Ohio, Chicago

**WE ARE PLEASED TO ANNOUNCE**

that Doral Mfg. Co., of Chicago has appointed us its exclusive Western Area Distributors for the complete line of games. We are equipped to render immediate delivery on

**REEL 21** Counter Game, \$29.75, Tax Paid  
**NECK & NECK** Straight Pin Table, \$54.50

Jobbers and Operators write for our prices. **AMERICAN COIN MACHINE CORP.** 669 Clinton Ave., N., Rochester, N. Y.

**FOR SALE**

**MILLS FUTURITYS**, 5c Play Like New, \$85.00; same in 25c play. **D. & S. NOVELTY CO.** 1005 Broadway, ROCHESTER, N. Y.

**400-to-1 Odds Gets Big Play**

**CHICAGO, Aug. 22.**—After a steady run of seven months, Bally Baby, said to be the world's smallest coin machine, now has a new and apparently indefinite lease on life, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"The recent spurt in Bally Baby sales and collections," Jim says, "has been due to the tremendous popularity of the 400-to-1 odds number game. I have on my desk a stack of Bally Baby collection reports, one of which shows \$84.70 profit, net to operator, in 12 days with one Bally Baby machine. The operator paid for the machine and got almost 400 per cent return on his investment in less than two weeks."

# A PAY-OUT MACHINE FOR ONLY \$9.75

The Penny Goes In Here

A 100% Skill Game That's So Much Fun You'll Keep One at Home to Play Yourself

A REAL PAY-OUT OF VALUE CHECKS GOOD FOR MERCHANDISE OR MONEY

Operators are now cashing in on this machine.

A "NATURAL" at last. Skill consists of rolling the penny down to the arrow. If successful, then turn the handle and check COMES OUT HERE.

When people stay up hours at night time to play this game, it must have the same playing instinct as the Bagatelle game that gave 10 balls for a nickel.

This game uses the roll of the penny. That's why the money goes in so fast. The roll of the penny is controlled for the first time. And how they roll it.

Every location needs two machines because of such tremendous play. Locations on every counter—and HOW the pennies roll into the cash box!



Real money used to play the game. The pennies go "ROUND AND ROUND" and the play goes on and on.

TERMS: ONE-THIRD CASH WITH ORDER, BALANCE C. O. D.

REMEMBER—ONLY \$9.75

for a 100% SKILL GAME and an AUTOMATIC PAYOUT feature. Brass checks furnished with each machine.

**J. D. DRUSHELL CO.,** 4753 BROADWAY, CHICAGO, ILL.

## Announcement

# B. D. LAZAR CO.

Opening New

## PHILADELPHIA OFFICE September 1

Specializing in

**ROCKOLA MULTI SELECTOR PHONOGRAPHS**

and

**ROCK-O-BALL**

The Bowling Game Beautiful

Also Complete Line of New Coin-Operated Machines.

Operators Are Cordially Invited To Visit Our New Showrooms at  
620 SPRING GARDEN ST., PHILADELPHIA, PA.

Many Surprises for All

**B. D. LAZAR CO.**

SCRANTON, PA.—136 FRANKLIN AVE.  
READING, PA.—119 PENN ST.  
PITTSBURGH, PA.—1340 FORBES ST.  
PHILADELPHIA—620 SPRING GARDEN ST.

## Pittsburgh

PITTSBURGH, Aug. 22.—A general check-up of coin-operated merchandising machines in school territory locations is under way by local operators. With classes resuming September 2, trade here is looking forward to a booming business for the penny and nickel peanut and candy machines. Those devices, previous records prove, have steadily growing in popularity with the school trade.

During the annual meeting of the Pennsylvania Amusement Park Association held at Kenneywood Park this week it was revealed that penny arcades enjoyed the best business since 1929. With most spots equipped with modern quarters and the latest in coin-operated amusement devices, the machines were among the most heavily patronized features. It was pointed out that family picnics have been bringing profitable trade for the arcades. A number of park operators in the Keystone State are planning to increase their arcade quarters for the next season and make room for the latest devices on the market.

Jack Levin, of the L. & S. Sales Company, Wheeling, W. Va., has been touring the tri-State area all week making business stops in locations of many operators. His family returned from Atlantic City this week.

J. D. Lazar, of the B. D. Lazar Company, who has been named manager of the newly-opened branch in Philadelphia, will temporarily continue to make his home here and frequent trip to the firm's headquarters on Forbes street. J. D. invites his friends and trade to visit the Philly branch when they are around that neighborhood. Local operators, by the way, are going to miss J. D.

The Pennsylvania Vending Company, of Garfield, has added a new delivery truck.

District Attorney M. L. Alley of Lawrence County has ruled that pinball machines which require skill to operate successfully are permitted on all locations in that territory.

## New Orleans

NEW ORLEANS, Aug. 22.—With a good many of the coin machines and pin games temporarily on the shelf as a new city administration begins with a "showy" war on coin machines, New Orleans ops still report a good play throughout the city, especially for the new ideas. Both downtown sportlands are devoting their time to the new bowling games, the Sport Center finding a steady crowd throughout the day as the Keeney Bowlette draws attention.

A big switch about in the personnel of the Electro Ball Company's branch staff is announced this week out of the New Orleans office. In the sudden change, J. Fred Barber, popular manager of the local office, is lost to the Crescent City, returning to the Dallas head office due to ill health. New Orleans is going to miss Fred and his ever ready smile. In his place, Burt Trammell, recently put in charge of the Memphis branch, comes back to New Orleans where he once headquartered as territory sales manager. From the Houston branch comes Mr. Smalley to the Memphis office to take up where Burt has left off. Until the arrival later in the week of Trammell the New Orleans office is being watched over by Ed Stern, well-known Seeburg territory sales head, great friend of Fred Barber. So Ed didn't get away from New Orleans as was announced last week in this column.

Harry Batt, manager of Pontchartrain Beach and member of the firm of Dixie Novelty Company, says that he is anxiously waiting for his first sight of International Mutoscope's new Bowling Game. Harry says that if this new bowling game follows the lead taken by the firm's Photomatic, a big fall season is surely just ahead. Out at his beach Harry has two Photomatics always in use and play is heavy. He keeps these two machines in a separate Photomatic concession on the center of the big board-walk.

### Jerry Kertman Daval Distrib

ROCHESTER, N. Y., Aug. 29.—Jerry Kertman, general sales manager of the American Coin Machine Company here, upon his visit to Chicago last week was appointed Western New York State distributor on all Daval products by Al Douglas, of the Daval firm. The Daval

## Reconditioned Automatic Payout Games

STAMPEDE, 1 Ball  
CARIOCA  
COCONUTS  
MILLS EQUITY  
BIG 5, JR., 5 Ball

**\$19.85**

KEENEY'S DOUBLE SCORE \$27.50

De LUXE "46", 1 Ball  
MAMMOTH  
RAFFLE BALL  
DOUBLE-UP  
SNOOKER  
BIG CASINO

**\$29.50**

SUNSHINE DERBY.....\$42.50

HOLLYWOOD, 1 Ball  
REPEATER  
BALLY JUMBO  
DAILY LIMIT

**\$39.50**

MILLS TYCOON-New Front Door \$62.50

PAMCO RACES, 1 Ball  
REO SAILS  
BALLY DERBY  
PINCH HITTER  
SKY HIGH, 5 Ball

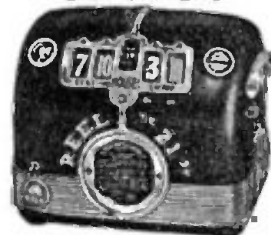
**\$55.00**

BALLY'S HIALEAH-New.. \$69.50

### COUNTER GAMES

PUNCHETTE—Mystery Tape.....\$ 0.85  
Used HOLD & DRAW..... 9.35  
NEW CENT-A-SMOKE..... 11.95  
HIGH STAKES, New..... 24.95

### DAVAL'S



\$23.75 Tax Paid

SOLD ON 7-DAY MONEY-BACK GUARANTEE

FIVE-STAR BALL GUM. Case of 50 \$4.95

WURLITZER AUTOMATIC PHO-

NOGRAPHS, Model P12, Oper-

ated Only a Short Time..... \$179.50

1 Only, Late '35 CAPEHART, Like \$139.50

New

1 Only, SEEBURG SELECTOPHONE, \$169.50

Like New.....

It will pay you to be on our Mailing List.

Write for Complete List of New and Used Games.

## A C M E

NOVELTY CO.

23-25 NO. 12th ST.

MINNEAPOLIS, MINN.

## EXHIBIT'S

# "GUSHER"

NOW GREATER THAN EVER—  
IN NEW MASSIVE BEAUTIFUL  
CABINET 44" x 22".

PROVEN THE MOST POPULAR  
LOCATION ATTRACTION  
TODAY.

**\$61.50**

\$7.50 Top Payoff, Five Ball  
Play With One Ball Speed.  
Five Coins Per Game.

Order From Your Jobber  
or Write

**EXHIBIT SUPPLY CO.**

4222 W. Lake St., Chicago

company is now featuring the new counter game, Reel "21," and a new pin table, Neck-and-Neck.

**MORE PROFIT THAN EVER!**

As usual *INDEPENDENT* thinks of the operator first—read every word of this offer—it means greater profits for you!

HERE IS WHAT THE 10c JAR DOES:

Takes in \$205.20  
Pays Out 164.00  
PROFIT \$ 41.20



HERE IS WHAT THE 5c JAR DOES:

Takes in \$102.60  
Pays Out 77.50  
PROFIT \$ 25.10

**OPERATORS-JOBBERS!**

Rush \$3.50 for Sample of either Barrcl—Refills cost you only \$3.25.

We Are Central Illinois DISTRIBUTORS For These Manufacturers

**BALLY--PACIFIC--GOTTLIEB PACE RACES-- KEENEY CO.**

Write for our prices on the following MONEY MAKERS . . . Bally Roll . . . Roundup . . . Lights Out . . . Palooka Jr. . . Leatherneck and Ballot.

We Buy Sell or Trade!

**INDEPENDENT NOVELTY COMPANY**  
220 N. 5TH  
SPRINGFIELD ILLINOIS

Visit Our Display Rooms!

**New Amusement Machine Trend Will Restore Public Confidence**

By JACK NELSON, General Sales Manager Rock-Ola Mfg. Corp.

With the new trend of amusement machines in existence today, the coin machine industry has been given new life which will enable operators, distributors and manufacturers to reap great benefits.

That the public is hungry for good amusement machines of the coin-operated type is proved by the fact that all

machines of this class placed on location are showing good earnings.

The Park-O-Graf, coin-operated parking device, was one of the leaders to do a great deal to restore the confidence of the public and of public officials in coin-operated equipment. This parking device, which relieves traffic congestion and enables communities to enjoy a substantial revenue, has been discussed before hundreds of council meetings and thousands of officials have approved and recommended it to their communities. Not only have public officials recommended this type of coin-operated device, but by properly presenting this type of equipment to public officials it has been made possible for representatives to also convince the city fathers that amusement machines are real business stimulators and hold a very important position in the economic structure of America today. In many instances the presentation of the parking device has made it possible to restore the operation of coin-operated amusement machines and open territory that was closed by those who do not understand the important factor coin-operated machines are playing in business today.

The bowling machines, shooting machines, phonographs and similar devices are doing their share to restore interest in coin-operated amusement machines to such an extent that a new wave of prosperity has come to the coin machine industry. Manufacturers have spent huge sums in order to produce the type of machines that will make it possible for operators to again enjoy a fine business. Not only have manufacturers gone to extremes and invested large amounts of money to produce this type of equip-



JACK NELSON, general sales manager of Rock-Ola Manufacturing Corporation, Chicago.

ment, but they have gone steps further and have engaged the assistance of prominent personalities in connection with the merchandising of the new type amusement machines which is bound to help the operator and increase his earnings.

The Rock-Ola Manufacturing Corporation has engaged the name of Tom Mix, motion picture star, in connection with the merchandising of its shooting machine to be placed on the market very shortly. This gun will be called the Tom Mix Radio Rifle. Mix's name will appear in an attractive sign to be placed on top of each shooting target as well as other advertising on the gun stand and should increase the play several hundred per cent. This is only one of the steps taken recently by the Rock-Ola Manufacturing Corporation to help operators make money after they have purchased the equipment.

In the past operators have been forced to carry on by themselves with little assistance given after the machines reached location, which is when operators need help most of all. In going to the expense of engaging the services of Tom Mix in connection with the merchandising of the new Rock-Ola rifle and target machine, it is believed that further steps on the same lines will be taken by other manufacturers desiring to help the operator to make his machines operate at a profit.

The new bowling-type machines recently brought into popularity in the coin-machine industry have done more to engage the interest of women players than any other machines ever placed on the market. In some locations where premiums are used in connection with the operation of bowling machines, women are the chief supporters of this type of amusement machine. Prizes which consist of kitchen ware, dishes and other household utilities are proving a magnet that women cannot resist and the result is continuous play and larger collections. In some locations it has been reported that women's clubs have taken the game so seriously that they make it a point to gather on certain nights to play these devices.

The opportunity for newspaper publicity in connection with the names of prominent personalities is enormous. This fact alone is important to everyone in the coin-machine business because it enables clean publicity to appear thru the press instead of the unfavorable material which has been appearing of late in newspapers throuthout the country.

From observation, viewing both sides of the fence, the publishing angle and now the manufacturer's standpoint, the operators are entitled to more assistance and more co-operation after the machines are placed on location and it is our plan to use every effort possible to secure this help for operators. If it becomes necessary to add more people like Tom Mix in connection with merchandising amusement machines, Rock-Ola certainly will do it. There is nothing wrong with the coin-machine industry today and the only thing it needs is more co-operation for the operator thru the method of more favorable publicity and promotion help for the operator after games are placed on location.

**Gaylord Coin Bids For Fall Business**

CHICAGO, Aug. 22.—Having completed an unusually heavy selling season on "Fresh'nd-Airs," huge fan-type units manufactured by the Gaylord interests, Edward Gaylord, head of the concern, announces new moves being made for expansion into greater coin machine fields than before.

Being distributor of the well-known Bally line and handling popular make machines of all leading manufacturers, the company contemplates conducting an extensive advertising campaign to the operator and jobber trade. Gaylord Coin is known to be well-financed and carries large quantities of equipment in stock. It is said their Chicago display rooms serve as a clearing house for all that's new and fresh from the factories. Here jobbers and operators may view and play games of every type, size and description, and meanwhile receive the recommendations of Ed Gaylord, whose experience and judgment qualify him to analyze and point out their merits.

The company has a large inventory in reconditioned games of practically every nature, which, according to Gaylord, are being sacrificed at a very low price to make way for the new.



**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. 1888—Tel: COLUMBER 2770. Cable address "WATLINGITE" Chicago

**Summer Clearance Bargains**

- Wills Blue Fronts Shot, 5c, 10c, 50c Bells White
- Wills War Eagle, 5c Balls . . . . . 148.00
- Wills GOLD AWARD, 5c Balls . . . . . 50.00
- Wills GOOSEWICK, 5c Balls . . . . . 27.50
- Wills Safe Stand, like type . . . . . 82.50
- Wills DIALS, 5c Type, like new . . . . . 35.00
- One PONY, 5c Bell Slot . . . . . 12.50

- COUNTER GAMES**
- Weapon Wheels . . . . . \$ 7.50
  - Prize Game Machines . . . . . 7.99
  - Big Game Target Pistol, 5c Games . . . . . 12.50
  - Tilt-Tat-Toe, with Vender, like new . . . . . 10.00
  - Penny Pack, with Vender . . . . . 11.00
  - SE-LECT-Ums and I. O. U. . . . . 4.00

- AUTOMATIC MARBLE GAMES**
- High Hand, like new . . . . . \$ 75.00
  - Jumbo . . . . . 40.00
  - Prospector . . . . . 27.50
  - Patrolka 8r., 8ic Slot, like new . . . . . 110.00
  - Tycoon, Latest Type . . . . . 100.00

- NOVELTY MARBLE GAMES**
- High Hand . . . . . \$13.50
  - Match-Up Dial . . . . . 15.00
  - Home Stretch . . . . . 12.50
  - Five & Ten . . . . . 12.50
  - Screenup . . . . . 10.00
  - Clear Leader . . . . . 10.00
  - Big Game . . . . . \$ 9.00
  - Old Man Game . . . . . 4.00
  - Trade "O" . . . . . 8.00
  - Radio Station . . . . . 5.00
  - 21 Game . . . . . 6.00

IMMEDIATE DELIVERIES TO ROCK-OLA'S NEW ROCK-O-BALL, Bowling Game, and ROCK-OLA'S NEW MULTI-BELECTOR Phonograph. Write for list of other equipment. One-Third Deposit With All Orders Reserved.

L. H. Hooker Novelty Co., Arnolds Park, Iowa

**DISTRIBUTORS . . .**

**WURLITZER (ORIGINAL)**

**SKEE-BALL**

—AND—

**PHONOGRAPHS**

ALL MODELS PHONOGRAPHS AND SKEE-BALL ALWAYS ON DISPLAY

**OHIO SPECIALTY CO.**  
129 W. Central Parkway, Cincinnati, O.

**BOWLETTE**

8 Bally Light-Up Score 12 Coin Escalator Board. Perfect Mechanism.

★ KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME ★

IMMEDIATE DELIVERIES! **BABE KAUFMAN, Inc.**  
250 West 54th Street (Tel.) Circle 5-1642, NEW YORK CITY.

# Wurlitzer Firm At Full Speed

Unfilled orders total \$4,000,000, Capehart says—all production speeded

NORTH TONAWANDA, N. Y., Aug. 22.—Interviewed before leaving with his family for a three weeks' motor trip to New Brunswick, Newfoundland and Nova Scotia, Homer E. Capehart, vice-president of the Rudolph Wurlitzer Manufacturing Company, disclosed that the Wurlitzer factory here has been running two to three shifts a day for more than a year. "Every machine in the plant is being utilized and \$50,000 worth of new equipment has been pressed into service to meet a back log of orders now totaling \$4,000,000," Capehart stated. "This is the greatest total of unfilled orders we have ever faced and I am confident that this record is unequalled in the coin machine industry. September production will average 250 phonographs a day. Skee-Ball production will again be stepped up, due to ever-increasing demand on the part of operators for this initial product of Wurlitzer's new games division. Net shipments for the month will total \$1,750,000."

Pressed for reasons behind the amazing demand for Wurlitzer - Simplex phonographs and Skee-Ball, Capehart answered: "In the main there are two—the high quality of Wurlitzer products, plus our policy of fair dealing with operators. We have found them an unbeatable combination in the past and the present Wurlitzer sales picture certainly bears us out."

## "Rock-Ola Rockets Popular"

CHICAGO, Aug. 22.—The caption above this item is the name of a new bulletin edited by Tom Hanlon, of the phonograph division of the Rock-Ola Manufacturing Corporation, which is said to be gaining so much popularity



that it is becoming almost as well known among distributors as their daily newspaper and seems to be much more interesting.

The demand has come from all parts of the country for extra copies of Rockets and the output is becoming so great that it is necessary to cut down the circulation to a limited number of copies for each distributor. The wit used in editorial contents of Rockets by Tom Hanlon is second to none and compares favorably with editorial contents of well-known national magazines.

## Mills Do Re Mi Has Many Novel Features

CHICAGO, Aug. 22.—The new Mills phonograph, the Do Re Mi, is said to be making some sensational records as a money-maker. Of beautiful construction, Do Re Mi has, according to its makers, many new improvements and features not found in other models. They mention, among other things, a new amplifier with a bigger output and a better tone. The dual speakers are matched for tone and faced to spread the music perfectly, it is claimed.

Another new feature is an electric coin slot which accepts a nickel, dime or quarter for one, two or five plays. It is claimed to be slugproof. The machine's mechanism is now mounted in the bottom of the cabinet with amplifiers above, doing away with excessive heat that might cause warping of records. It is easily serviced thru a large front door and the cash box is easily accessible. The machine also may be equipped with a radio coin box, a portable stand

mounted on casters with no wire connections whatever. A nickel placed in this coin chute will play the phonograph instantly. The coin box is in effect a miniature broadcasting station which sends a radio impulse to the receiving set in the phonograph.

In addition to the features mentioned and others, Mills' Do Re Mi is credited with playing such excellent music that it picks up the play from 30 per cent to 50 per cent in practically all establishments.

## La Beau Novelty Sales Co. Shows Great Growth

ST. PAUL, Aug. 22.—For 18 years A. J. La Beau has been in the coin machine business and every year he has shown an increase in his business until today his firm, the La Beau Novelty Sales Company, is in a position of top importance in the coin machine world of the Northwest.

La Beau Novelty Sales Company has had headquarters in the same vicinity for seven years. Three times during that period it has been necessary to expand and move into larger quarters. Today the firm has the largest display rooms and most complete repair shop and service department in the Northwest. Three trucks and two passenger cars are in constant use and the firm employs an office and service force of seven people, four mechanics, two salesmen and one secretary.

Visitors to the La Beau headquarters are enthusiastic about the remarkable recreation rooms for visitors. Showers are available, as well as shaving facilities.

A growth such as this can only be attributed to fair business dealings with operators at all times. La Beau enjoys just such a reputation to the fullest degree.

Right now La Beau states he is having his greatest success with Rock-Ola Multi-Selector phonographs. "I've never enjoyed working with a product so much," he states. "My customers are so pleased with every Rock-Ola Multi-Selector they buy that they always come back for more. And that's a mighty fine way to do business."

La Beau is also most enthusiastic about the great success he is having with the Rock-Ola play tables he is now selling to Northwestern operators. He reports placing large orders for the new Queen Mary and Credit. "They're both great tables," he said. "They are sure making a big hit with the men in my territory."

## Howard Morse a Daddy; Reports Music Biz Good

CHARLOTTE, N. C., Aug. 22.—Howard D. Morse, of Automatic Music Instrument Distributing Company here, passed the cigars this week when his wife presented him with a 7½-pound son. The youngster, born August 17, has been named James Duncan.

Morse reports that the music business is fine in this section. Locations he says, have shown a preference for his firm's automatic phonograph because of its tonal quality and the fact that it has room for 20 records instead of the usual 12.

*Demand*

**PERMO-POINT  
PHONO NEEDLES**

FOR  
**YOUR AUTOMATICS!**

**2000 PERFECT PLAYS**

THE SEEBURG FRANCHISE IS MORE VALUABLE!



SUPER DE LUXE MODEL "F"



The Instrument without Service Anachronism

**J. P. SEEBURG CORPORATION**  
1502 DAYTON STREET · CHICAGO ILLINOIS

Watch for STUFF SMITH'S Vocalion record of **KNOCK, KNOCK, WHO'S THERE!** —to be released soon!

Rx

**PRESCRIPTION FOR KEEPING YOUR MACHINES IN A SOUND-HEALTHY MONEY MAKING CONDITION**

**USE BRUNSWICK VOCALION AND MELOTONE RECORDS... and put on a smash hit show in every location... at a price you can afford to pay**

**A FEW OUTSTANDING NUMBERS.**

**BRUNSWICK**—Knock, Knock, Who's There?—FT. You Don't Love Right—7720—Knoxy, Grinner, Swine—FT. You're Not the Kind—FT. 7850—Orcan, Grinner, Swine—FT. 7718—New Gonna Dance—FT. Solange of Harlem—FT. Sell from "Selling Time"—RED ASTAIRE with JOHNNY GREEN and his ORCHESTRA.

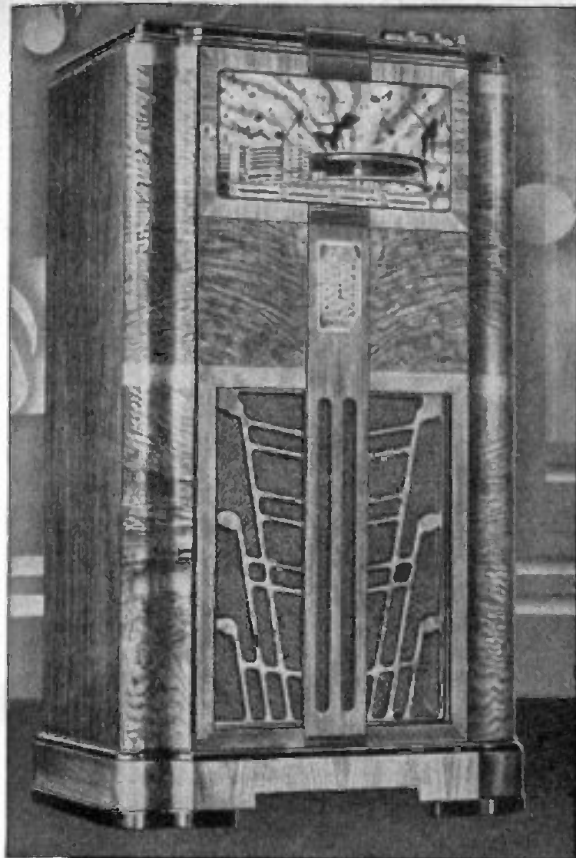
**VOCALION**—Holidays and her ORCHESTRA—FT. From "Sally" 3276—The Holiday and her ORCHESTRA—FT. More Had a Little Lamb—BILLY BOY with DONALDSON and his ORCHESTRA—FT. Take My Heart—FT. 3285—A Guy in a Suit—FT. 3201—On the Beach at Mill-Bell—FT. HENRY ALLEN and his ORCHESTRA.

**MELOTONE**—Knock, Knock, Who's There?—FT. Sing, Sing, Sing with a Swing—FT. WINCENT LOPEZ and his ORCHESTRA—FT. 8-10—Bye Bye Blues—Take Me Out to the Ball Game—New Style Hot Dance with Singing—ADOLPH HOF SHOTS—8-10-12—Bye Bye Baby—FT. Without a Shadow of a Doubt—FT. JOE HAYNES and his ORCHESTRA.

Have You Heard the Latest Record By the **SWEET VIOLET BOYS**—Vocalion 03281—Minky Dinky Part 1: Medley of Bar-Room Songs. It's a Knockout!

Write for Complete Lists and Wholesale Prices.

*Brunswick Record Corporation*  
**1776 BROADWAY · NEW YORK CITY**  
BRANCHES: 679 THIRD, CHICAGO, DALLAS, LOS ANGELES, SAN FRANCISCO, ATLANTA, GA.



The Swing to  
**ROCK-OLA**  
MULTI-SELECTORS  
*continues!*

Wise operators everywhere are winning and holding the best locations . . . with Rock-Ola Multi-Selectors . . . the best there is in music!



The ten best records make you more money on Rock-Ola Multi-Selectors!

ROCK-OLA MANUFACTURING CORPORATION • 800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.

Ten Best Records for Week Ended Aug. 24

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6476—"Did I Remember?" and "Sittin' in the Sand a-Sunnin'" Shep Fields and orchestra.	7778—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	25359—"Black Raspberry Jam" and "Paswonky." Fats Waller and orchestra.	3251—"Minky Dinky Parley Voo" and "Medley of Bar-Room Songs." Sweet Violet Boys.
2	B6475—"I Can't Escape From You" and "The House Jack Built for Jill." Shep Fields and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	25358—"You're Not the Kind" and "Why Do I Lie to Myself About You?" Fats Waller and orchestra.	3280—"Until the Real Thing Comes Along" and "I Can't Escape From You." Erskine Hawkins and Bama State Collegians.
3	B6472—"You're Not the Kind" and "I Just Made Up With That Old Girl of Mine." Wingy Mannone and orchestra.	7716—"A Fine Romance." Fred Astaire with Johnny Green and orchestra, and "The Waltz in Swing Time." Johnny Green and orchestra.	25358—"Sittin' in the Sand a-Sunnin'" and "On a Coconut Island." Guy Lombardo and orchestra.	3276—"No Regrets" and "Did I Remember?" Billy Holiday and orchestra.
4	B6463—"And Still No Luck With You" and "All Is Quiet on the Old Front Porch Tonight." Washboard Wonders.	7715—"Mr. These Goes to Town" and "Mint Julep." Hudson-DeLange Orchestra.	25361—"A Star Fell Out of Heaven" and "Dream Awhile." Eddy Duchin and orchestra.	3277—"These Foolish Things" and "Crosspatch." Putney Dandridge and orchestra.
5	B6353—"Let's Get Drunk and Yruck" and "Maybe It's Someone Else You Love." Yampé Red and Chicago Five.	7714—"Bye Bye, Baby" and "If We Never Meet Again." Nat Brandwynne and orchestra.	25342—"It's a Sin Yo Tell a Lie" and "Big Chief De Sota." Fats Waller and orchestra.	3256—"Sweet Violets No." and "Put On Your Old Grey Bonnet." Sweet Violet Boys.
6	B6417—"Do You or Don't You Love Me?" and "On the Beach at Ball Ball." Shep Fields and orchestra.	7713—"Until the Real Thing Comes Along" and "Dream Awhile." Leo Reisman and orchestra.	25351—"In a Sentimental Mood" and "These Foolish Things Remind Me of You." Benny Goodman and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." Lil Johnson and orchestra.
7	B6471—"Swamp Fire" and "Let's Get Hot and Yruck." Bob Pope and orchestra.	7710—"Shoe Shine Boy" and "It Was a Sad Night in Harlem." Duke Ellington and orchestra.	25365—"Me and the Moon" and "Midnight Blue." Richard Himber and orchestra.	3256—"Sweet Violets No." and "Down by the Old Mill Stream." Sweet Violet Boys.
8	B6487—"Until the Real Thing" and "Always." Charlie Barnet and orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	25353—"San Francisco" and "You're Gotta Eat Your Spinach, Baby." Tommy Dorsey and orchestra.	3244—"You" and "Would You?" Henry Allen and orchestra.
9	B6448—"A Star Fell Out of Heaven" and "When Did You Leave Heaven?" Charlie Barnet and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	25336—"When I'm With You" and "But Definitely." Ray Noble and orchestra.	3284—"I Kept on Rubbing That Thing" and "Chicago Rhythm." State Street Swingers.
10	B6486—"Partner, It's the Parting of the Way." Bill Barry and orchestra, and "I Need One Sweet Letter From You." Bill Boyd and Cowboy Ramblers.	7681—"When I'm With You" and "But Definitely." Hal Kemp and orchestra.	25357—"When Did You Leave Heaven?" and "Sweet Misery of Love." Guy Lombardo and orchestra.	3246—"Stompin' at the Savoy" and "On the Sunny Side of the Street." Chick Webb and orchestra.

THE WASHBOARD WONDERS



Exclusive Blue Bird records with everything it takes to rake in the nickels!

Washboard, kazoo, fiddle and many other hot instruments—in a new kind of spicy rhythm that's got everybody going! Here's one of the quickest ways to charm nickels from customers' pockets . . . and when they hear one record they'll want more!

- Be Sure to Get The Washboard Wonders!**  
**B-6493**—"Chestin' on Me"—F. T. "Feather Your Nest"—F. T.  
*And Don't Forget Tampa Red and His Chicago Five*  
**B-6443**—"When You were a Gal of Seven"—Rumba F. T. "River Blues" (this side by Jesse's String Five)

**VICTOR and BLUE BIRD RECORDS**  
 RCA Manufacturing Co., Inc., Camden, N. J.  
 A Service of Radio Corporation of America

### COLLECTION REPORT

Instrument Number \_\_\_\_\_ Date \_\_\_\_\_ 1936

Name \_\_\_\_\_

Address \_\_\_\_\_

Total Amount in Instrument \_\_\_\_\_

Guaranteed Minimum \_\_\_\_\_

Commission \_\_\_\_\_

Net Collection \_\_\_\_\_

Present Reg. Reading \_\_\_\_\_

Previous Reg. Reading \_\_\_\_\_

Number of Plays \_\_\_\_\_

No. Test Plays \_\_\_\_\_

Remarks \_\_\_\_\_

The above is a correct statement of all money received from the instrument to date.

Operator's Signature \_\_\_\_\_

Distributor's Signature \_\_\_\_\_

1663-4

SPECIMEN PAGE FROM PHOTOGRAPH BOOK

**HERE IT IS IN —  
BLACK and WHITE**

**TRIPPLICATE  
Collection Books  
FOR ALL COIN  
MACHINE OPERATORS**

**PIN GAME** Books

**PHONOGRAPH** Books

**SKEE GAME** Books

**NUT MACHINE** Books

**SALESBOARD** Books

**SLOT** Books

**DIGGER** Books

**CIGARETTE MACHIN** Books

**CAN BE PURCHASED  
ECONOMICALLY**

**IN  
SMALL  
QUANTITIES**

**SEE YOUR  
JOBBER TODAY**

**THE MOST COMPLETE ASSORTMENT OF PRACTICAL COLLECTION BOOKS EVER OFFERED THE COIN MACHINE INDUSTRY. ENDORSED BY ASSOCIATIONS, MANUFACTURERS, LEADING JOBBERS AND THOUSANDS OF OPERATORS!**

In addition, we can supply all specially printed styles of books. Send us sample for quotation.

FOR INFORMATION WRITE TO —  
**BALTIMORE SALES BOOK CO.**  
120 W. 42<sup>ND</sup> ST., NEW YORK CITY  
ATT. CHAS. FLEISCHMANN

sure to be instant hits. The new releases are *Sitck It, Push It, Shove It!*; *When You Gotta Go You Gotta Go*; *The Martins and McCoy's Gone Hollywood*; *Two Old Maids in a Folding Bed* and *She Can Swim Like a Duck*. Music operators who are having their names placed on the mailing list of the Novelty Records Distributors are receiving the latest snappy news from Hollywood, as well as the newest releases of Hot Shot records as they come from the studios.

Many music operators have discovered an entirely new market and a brand-new source of profits by renting out their phonographs to private parties for special occasions. Clubs, societies and even individuals are willing to pay well for the use of a phonograph for some special event or celebration.

In cases like these, it is pointed out by Novelty Records Distributors, nothing can be more appropriate than the use of Hot Shot novelty records. Any party is given new life and added pep and vigor after the playing of any one of the Hot Shot novelty record releases. And with these Hot Shot records in the operator's machine his rental fees for special occasions can be pushed up considerably.

### St. Louis

ST. LOUIS, Aug. 22.—John H. Beckmann, of the Central Novelty Company and secretary-treasurer of the Missouri Amusement Machine Association, is vacationing at the Lake of the Ozarks in Southern Missouri.

Nathan Wolff, of the Wolff Vending Company, will leave Monday for Sedalia, Mo., where he will exhibit two of his coin's in the horse show at the Missouri State Fair. Wolff has been a horse fancier for the last three years and has bred some classy equines.

Louis Morris, of the Morris Novelty Company, returned from Chicago early this week, where he visited several of the manufacturers. He was also a daily visitor to the Washington Park race track in that city.

Art Heimke, of the St. Louis Novelty

Company, has been seen lately at some of the night spots with an attractive young lady who, it has been learned, will soon become Mrs. Heimke. Harry Davies, his partner, returned Tuesday from a week's stay in Chicago.

Al Haneklau was awakened at 3 a.m. Tuesday by a long-distance phone call. Those at the other end of the phone were two or three officials of the Mills Novelty Company and several officials from two other coin manufacturers in Chicago. They insisted that Haneklau charter a plane and come to Chicago immediately to join their merry throng.

William Betz, owner of the W. B. Specialty Company, is at present on a tour of the State in the interest of Seeburg phonographs as well as Stoner's new games.

Dan Baum, owner of the Baum Novelty Company, plans on leaving next week for the Dallas exposition.

### Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figures in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, August 14, to Thursday, August 20, both dates inclusive.

Did I Remember?.....	36
When I'm With You (40).....	31
No Regrets (22).....	29
Bye, Bye, Baby (26).....	27
Until the Real Thing Comes Along (23).....	27
These Foolish Things (29).....	25
Me and the Moon (23).....	24
A Star Fall Out of Heaven.....	24
Sing, Baby, Sing.....	23
Rendezvous With a Dream.....	22
On the Beach at Ball Ball (26).....	21
Take My Heart (22).....	20
I Can't Escape From You.....	19
Dancing Till Dawn.....	18
If We Never Meet Again (18).....	18
When Did You Leave Heaven?.....	18
Empty Saddles.....	16
Let's Sing Again (14).....	16
Without a Shadow of a Doubt.....	16
You Can't Pull the Wool Over My Eyes.....	16
Until Today (21).....	15
There's a Small Hotel.....	15
It's a Sin To Tell a Lie.....	11
I Take to You.....	10
Stompin' at the Savoy (21).....	10

### Sheet-Music Leaders

(Week Ending August 22)

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 Meyer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Minged Music Company and Western Book and Stationery Company, of Chicago.

1. When I'm With You (4)
2. Did I Remember? (6)
3. Rendezvous With a Dream (5)
4. A Star Fall Out of Heaven
5. These Foolish Things Remind Me of You (1)
6. On the Beach at Ball Ball (3)
7. It's a Sin To Tell a Lie (2)
8. Take My Heart (1)
9. Knock, Knock
10. No Regrets (9)
11. Glory of Love (8)
12. Empty Saddles (10)
13. You're Not the Kind
14. Crosspatch (13)
15. I Can't Escape From You

## Big Reception for Hot Shot Records

LOS ANGELES, Aug. 22.—Probably one of the most sensational success stories of recent coin-machine history is the tremendous reception being given the Hot Shot records from Hollywood, being distributed by Novelty Records Distributors here. According to J. C. McClelland, of Novelty Records Distributors, a national survey has just been completed with music operators using the Hot Shot records.

"This survey," says McClelland, "proves beyond doubt that our Hot Shot records are increasing many music operators' earnings at least \$10 a week. This figure is conservative, as our survey showed many operators' earnings jumping as high as \$30 and \$25 in a single week after putting Hot Shot records in their machines."

It is explained that the novelty records are recorded right in the heart of Hollywood. The artists are prominent night club personalities from the brightest spots in the movie capital. It is also explained that the recordings are made by the same engineers who produce sound effects for the leading Hollywood studios. This explains the beautiful tone of the Hot Shot records and explains also the enthusiasm with which they are received by the public all over the country.

"Hot Shot novelty records fill a definite need on the part of music operators everywhere," says McClelland, "and it is no wonder that our Hollywood studios are kept busy in order to supply the tremendous nation-wide demand for these snappy, ritz and spicy discs."

The Novelty Records Distributors have had to enlarge their quarters and increase their personnel three times within the last few months in order to handle the big volume of business that is coming to them from every territory. This firm this week announced the release of five new Hot Shot novelty recordings, all of which, judging from their titles, are



**FAIRMOUNT'S MUSIC KING —** Arthur Berg, exclusive Seeburg High Fidelity Symphonola operator at Fairmount, Minn. Berg is one of the leading music operators in Fairmount and surrounding territory, where he is known as the "Music King." Art reports high receipts with his big rouse of Seeburg Symphonolas.

DURAPoint



The NEW Needle That Is Revolutionizing Automatic Phonograph Operation

## DURAPoint

Operators report this sensational New Needle is giving them over 4,000 Record Plays with "Perfect Results!" But don't take the "other fellow's" word for it. Make your own tests... ORDER SAMPLES TODAY!

### MULTI-COLORED COLLAR GUIDE

Colorful Collar Guide and More Durable Point equals Unrivalled Needles to exceed all previous playing records... The hexagonal collar is colored—for precision adjusting—one side is blue, the next red, etc., so that each time you serving the machine you can turn the needle exactly 1/8th, instead of turning it by guesswork.

**LASTS LONGER—GIVES BETTER TONE REPRODUCTION**

**MAIL THIS COUPON TO-DAY**

MAIL THIS TO: 385 Broadway, New York City. Send me at once \_\_\_\_\_ samples (Quantity) DURAPoint NEEDLES at 50c Each. I enclose \_\_\_\_\_ Phonographs. (Number)

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ NOTE: In order to save you O. O. D. charges, we suggest you send check, money order, or cash with order.

## FOR SALE

- Merchandise Displays, 1934 Fire Code. \$ 80.00
- Merchandise Displays, Converted Roll Front. 85.00
- Merchandise Displays, Factory Roll Front. 85.00
- Merchandise Displays, 1934 Roll Front. 85.00
- Musicopape Displays, 1935 Roll Front. 100.00
- Electric-Metal Displays, 1935 75.00

TERMS: Twenty-five (\$25.00) Dollars down and balance in advance. Machine in accompanying order, balance O. O. D. Reference: Chase National Bank, New York City.

**DRESSLER & PLISSNER, Inc.**  
175 Fifth Avenue, New York City

# HOT FROM HOLLYWOOD!



THEY'RE HOT

## ELEVEN LATEST RELEASES

No. 0294 - SHE'S SITTING ON IT

No. 0295 - RATTLESNAKE McGEE

No. 0299 - SWEET VIOLETS  
(Hollywood Versions)

No. 0300 - MAMMA WHAT'S YOUR PRICE?

No. 0296 - VIRGIN FROM VIRGINIA

No. 0297 - TILLIE THE TOOTER

No. 0318 - STICK IT, PUSH IT, SHOVE IT

No. 0319 - WHEN YOU GO YOU GOTTA GO

No. 0301 - THE MARTINS AND McCOYS GONE HOLLYWOOD

No. 0316 - TWO OLD MAIDS IN A FOLDING BED

No. 0317 - SHE CAN SWIM LIKE A DUCK



## HOLLYWOOD MAGIC

From the very heart of glamorous Hollywood, HOT SHOT RECORDS are today working their magic profit-producing power, everywhere—giving shrewd music operators greater, more lasting earnings than they ever thought possible before!

These peppy, unusual, versatile, spicy discs are recorded right in the Movie Capital by the very stars that make Hollywood the magic, glittering, irresistible place that it is—stars from the brightest night spots in Hollywood! Every HOT SHOT release is a masterpiece of fine music . . . unusual talent . . . marvelous humor . . . and smashing appeal!

What's more, HOT SHOT RECORDS are made by the same engineers who produce perfect sound effects every day for all the leading Hollywood moving picture studios!

Therefore, **HOT SHOTS FROM HOLLYWOOD WILL POSITIVELY IMPROVE THE TONE OF YOUR PHONOGRAPHS 100%—AND THEY WILL ABSOLUTELY INCREASE YOUR PROFITS AT LEAST \$10.00 A WEEK!**

Order at least a sample of each release right now. See for yourself the magic these spicy discs can perform on your music profits! And be sure to get on our mailing list immediately—so you'll receive the latest, hottest news from Hollywood and the latest "money-makingest" HOT SHOT releases. Write today!

**\$1.00**  
each

## NOVELTY RECORDS DISTRIBUTORS

1481 WEST WASHINGTON BOULEVARD • LOS ANGELES, CALIFORNIA

# PLAY SKEEL BALL IN payout PIN GAME SIZE Mutoscope's HURDLE HOP

ENABLES YOU TO TAKE  
ADVANTAGE OF THE  
SKEEL BALL  
CRAZE

ALL LOCATIONS

for



OPERATORS  
PRICE  
ONLY

**\$59<sup>50</sup>**

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.

BIGGEST  
SMALL  
GAME  
HIT IN  
TWO  
YEARS.

Size 42" x 20".  
Fast Action — 10  
Balls for 5c



INTERNATIONAL MUTOSCOPE REEL CO. INC. NEW YORK CITY  
516 W. 34<sup>th</sup> ST.  
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

## The McCoy Newest Mills Pay Table

CHICAGO, Aug. 22. — According to Vince Shay, general sales manager of the coin machine division of Mills Novelty Company, the McCoy type of pin table based on the tremendous success of Ten Grand, from present indications promises to become even more popular than its predecessor. Ten Grand has enjoyed probably the longest life in continuous operation of any pin table ever produced. It was announced to the trade a year ago this summer and even now there are none on the second-hand market.

The secret of success of this type of game is its 30-year-old ball-type mechanism, which never requires any attention and every operator knows that freedom from service is where he makes his money.

The new pay table, The McCoy, is said by its makers to represent the ultimate in instantaneous appeal, long-run earning power and freedom from service. The game's elaborate cabinet, made in Mills Novelty's own woodworking plant, is of rare Avodire wood imported from Africa.

Vince Shay, by the way, has spent more than 20 years in the coin machine business and once made a nine-month trip around the country that covered 25,000 miles. As a result, few if any men in the game have as wide an acquaintance in the industry as Vince.

### New Sales Books Announced

NEW YORK, Aug. 22. — Charles Fleischmann, sales manager of the coin-machine division for the Baltimore Salesbook Company, reports three new books that have been developed for salesboards, vending machines and bowling-type games.

The salesboard book is unique in that it has a merchandise report printed for the operator's use so that he has a perfect control on merchandise deals. There is also a summary of collection reports, which is printed on the reverse side of the location's copy, so that the operator can keep track of all collections until the board is completed.

The bowling-game book will have a space allowed for meter readings and also payout meter readings.

The vending-machine book will handle on the same collection report three or four different types of merchandise or three or four different machines on the one slip.

Before new Baltimore books are issued it is the practice of the company to get the criticisms and final approval of the prominent manufacturers, jobbers, operators and associations concerned so as to assure the best possible book for the purpose intended.

### Ginsberg to New England

CHICAGO, Aug. 22.—Eddie Ginsberg left for New England this week, where he will pick up his mother and sister, Eva, who are visiting with Mrs. Ginsberg's sister, Eddie intends to stop off at the Atlas Pittsburgh office for a few days to help out; Phil Greenberg, who

## GUARANTEED O. K. USED PAY TABLES

### PAY TABLES

PAMCO RED SAILS	555.00
PAMCO PARLAYS, SR.	47.00
DE LUXES 46	29.95
MAMMOTH	29.75
REPEATERS	37.25
COTTLIE'S ELECTRIC BAPPLER	31.75
ROCKOLA'S MYSTERY 37 1/2	34.75

### MORE PAY TABLES

ACES	\$31.75
RAPID FIRES	10.00
PUT 'N' TAKES	10.00
CARIOCAS	14.50
MILLS PEARL HARBOR	19.75
COLD RUSHES	\$12.50 and 15.00
COTTLIE'S LIBERTY BELLS	4.75
JENNINGS SPORTSMAN	9.75

### SLOT MACHINES

MILLS FOR ESCALATORS with Dou- ble Jack Pots	\$32.50
MILLS FOR DOUBLE JACK POT	25.00
MILLS BULL'S-EYE JACK POT	20.00
MILLS BULL'S-EYE SINGLE J. P.	15.00
MILLS QT. 1c	27.50
JENNINGS 1c DUKES	15.00
JENNINGS TODAY VENDORS	7.50
JENNINGS TODAY VENDORS, with Jack Pots	12.00
CAILLE 5c JACKPOTS	25.00
CAILLE 25c JACKPOTS	15.00

### MISCELLANEOUS MACHINES

ART TARGET SKILLS	\$ 1.00
SARATOGA SWEEPSTAKES	5.00
CAILLE BALL GUM VENDORS	3.75
BLUE BIRD DICERS	1.00
BALLY SPARK PLUGS	7.50

All Machines 1/3 Deposit With Order,  
Balance C. O. D.

### TWIN CITY NOVELTY COMPANY

246 W. Broadway Minneapolis, Minn.

is in charge there. Eddie also will visit the Eastern manufacturers on his way to New England. He expects to return to Chicago shortly after Labor Day.

### Lippert Tie-Board Popular

DEARBORN, Mich., Aug. 22.—Taking advantage of the heavy demand for men's neckties, the Lippert Manufacturing Company, Dearborn, has produced a snappy salesboard containing 10 tailored men's ties in the newest patterns and colors.

The ties, made to retail at 55 cents each, are mounted on an easel display card. With 100 chances, at 5 cents a pull, the card takes in \$5. Eight winners are won of open numbers, with the last sale in each section winning a tie.

Representatives sell the cards outright to dealers, cigar stores and others, or place them on consignment, splitting earnings with the proprietor. They report excellent returns and quick turnover.

### BEST PROFIT PRODUCERS OF TODAY !!!

NEW—IMMEDIATE DELIVERIES—GUARANTEED

TURF CHAMPS	5127.50	HIGH STAKES (Race Horse)	24.75
SNORT BOX	48.00	REEL "21"	25.75
RAY-O-LITE HIFLE RANGE	424.50	BILLY ROLL	258.50

#### PRICES SLASHED ON GUARANTEED RECONDITIONED MACHINES

CAPEHART (Non-Collective)	\$ 39.00	SEEBURG AUTOPHONE with Radio	\$ 65.00
MILLS DANCE MASTER	119.00	SEEBURG MODEL E	75.00
MILLS MODEL 801 HIGH BOY	85.00	SEEBURG SELECTOPHONE	110.00
MILLS MODEL 548 TROUBADOUR	78.00	SEEBURG ASTROLOGRAPH Mch.	100.00

#### PIN GAMES

ACTION JR.	8 00	GOLDEN OATS	5 95	SPIT FIRE	\$12.50
AUTO DART (A. B. T. Ticket)	20.00	KINGS	10.00	STAR LITE	8.00
BALL PAN	10.00	LINE-O	20.00	SIGNAL JR.	8.00
BEAM-LITE	4.00	LUCKY STAR	7.50	SIGNAL SR.	6.00
BIG SHOT	25.00	LIGHTNING	3.00	TOTAL LITE (with Register)	35.00
CAVALCADE	3.00	MAD CAP (with Electrotap)	25.00	THREE-IN-LINE	3.00
CROSS CROSS	8.00	MATCH-A-DIAL	17.50	TIT-FOR-TAT	10.00
CROSS CROSS-A-LITE	7.50	NEIGHBORS	25.00	TOP HAT	20.00
CROSS WORDS	5.00	PIPPIN	22.00	TOP IT	35.00
QUE	15.00	RADIO STATION	3.00	TORPEDO	22.50
GOBYACT	5.00	RAPID TRAMBIT	12.50	TRAVEL	3.00
DROP RICK	3.00	ROCK-A-LITE	3.00	TRICKS SR.	25.00
PAIR PLAY	17.50	ROLY POLY	25.00	TRICKS JR.	10.00
FIVE A TEN	10.00	ROTATION	25.00	WILLIAM TELL	7.50
FLYING COLORS	12.50	SING OR SWIM	3.00	WING LITE	15.50
GOLD MEDAL	15.00	SOCCER	15.00	WORLD SERIES	3.50
				ZOOM	12.00

#### COUNTER GAMES

FOUR JACKS (Field)	\$ 5.00	MASTEN PEANUT (Wheel)	\$ 7.50	TEXAS LEAQUER	7.50
HOLE-A-DRAW	11.00	PUNCHETTE	8.00	TIT-TAT-TOE	12.00
HORSE SHOES	8.50			WAGON WHEELS	10.00
SPORTLAND A. B. T.	10.00				

CALIENTE	\$35.00	AUTOMATIC PAY TABLES		STONER'S Double Up	\$50.00
CARIOCA	15.00	DAILY LIMIT	\$35.50	ROCKEY	9.00
		RAMBLER	39.50		

TERMS: 1/3 Deposit, Balance C. O. D. Stair Method of Shipment Preferred.

**W. B. SPECIALTY 3800 N. GRAND BLVD. COMPANY ST. LOUIS, MO.**

**ARCUS TICKETS**

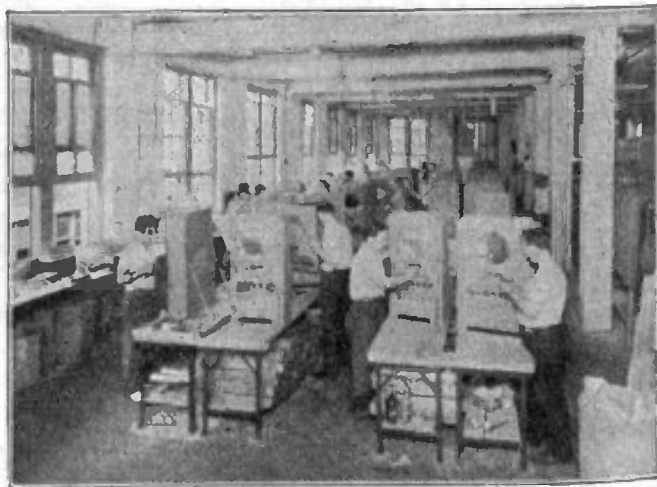
FOR

**PIN GAMES - RESERVED**

ROLL AND FOLDED

**RACE AND TRADE PRIZE TICKETS**

THE ARCUS TICKET CO. 348 N. ASHLAND AVE., CHICAGO, ILL.



SCENE AT U-NEED-A-PAK factory, where the new U-Need-A-Pak airport vending machine is made. Initial sales are reported so heavy that it was necessary to install more equipment to speed up production.

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





**ONE TO TEN E-Z PICKIN'**  
YOU'RE GUARANTEED TO WIN

A NEW 2,002 COMBINATION, TICKETS NUMBERED 101-119. REGULAR JAR STYLE. 10¢ PLAY.

Take in ..... \$508.20  
\$32-\$1.00 ..... 132.00  
13 Wins in Jack Pot Average ..... 26.00

Average Profit ..... \$ 47.20  
For 50 plays the same average are used on the last set card. Take in \$107.60—Pays out 50¢ to the winners—Pays out on last set card average, \$28.00—Average profit \$28.60—50 Seal Jack Pot Card, only 13 are opened.

Sample deal complete, \$ 3.75 tax paid.  
6 Deal complete, 20.00 tax paid.

**GAY GAMES, Incorporated**  
MURCIE, INDIANA. GUY NOEL, Pres.

**Dave's Experiences Lead to New Game**

CHICAGO, Aug. 22.—With the announcement of Gottlieb's new horse-race game, Derby Day, came the feeling that possibly Dave's experiences at the track had something to do with it. Altho Dave maintained the following is a purely hypothetical case, there are many who have their doubts.

"Many times," said Dave, "there are people at the race track yelling and praying for their horse to come thru. Other horses pass the finish line for win, place and show, and there is little consolation in the fact that their horse came in fourth. The same situation came to my attention with regard to horse-race games. Up to now all the horse-race games paid off on win, place and show only. Now we have Derby Day, which pays off on win, place and show, and for the benefit of those who seem to always be on the fourth-place horse also on fourth."

Seven of the world's greatest race horses are represented on the extra large flashy light-up rack of Derby Day, Bold Venture, Omaha, Roman Soldier, Discovery, Top Bow, Cavalcade and Twenty Grand, each one a winner of a derby. Derby Day gives the player 28 chances to win... seven horses each with four possibilities. The playing field, housed in a mammoth 34"x28" cabinet, is realistically decorated with the judges' stand, clubhouse, grand stand and home stretch. The ball comes down the home stretch, which is colorfully decorated with racing horses.

Derby Day is equipped with a host of the latest features. It is offered with the Gottlieb mystery single coin slot which gives the player from one to seven horses with odds from 2-1 up to 40-1 upon the insertion of one coin. The multiple coin slot, which is optional, takes additional coins until all seven horses are being played and the odds are to the player's liking. The entire mechanism of Derby Day is "in-a-drawer." This arrangement makes all working parts easily accessible. The drawer may be pulled out full length without the breaking of any electrical connections. Playing board can be raised to a 45-degree angle and is supported by a steel bar. The Gottlieb motor-driven payout unit assures accurate payouts. Coin escalator shows the last eight coins played. Derby Day is also equipped with the new A. B. T. No. 400 slot and all locks are keyed alike.

"My belief," said Dave, "that Derby Day would be received by the playing public with great enthusiasm has already been confirmed. Players are quick to recognize a game that may give them a better chance of winning. The payoff for fourth place accomplishes its purpose."

**H. Grusenmeyer At Gottlieb Preview**

CHICAGO, Aug. 22.—X. H. Grusenmeyer, of the Advance Automatic Sales Company, San Francisco, stopped here on his way to Detroit to spend his vacation. Grusenmeyer took time off to go thru the D. Gottlieb & Company factory to preview the two new Gottlieb games, Hit Parade and Derby Day. He was so highly enthusiastic that he immediately placed a rush order for a substantial quantity of Derby Days and Hit Parades on behalf of the Lou Woleher organization.

"The 'in-a-drawer' mechanism makes these games a snap to service," said Grusenmeyer. "All the operator has to do is lift the playing board, pull out the full-length drawer and go to work. No necessity of breaking electrical connections or fumbling around for the parts. Every part is easily accessible."

"I am confident Hit Parade and Derby Day will prove to be as successful as Daily Races... and that's going some. Daily Races is still one of the most popular games in our territory. Players and operators are very liberal in their praise of the game."

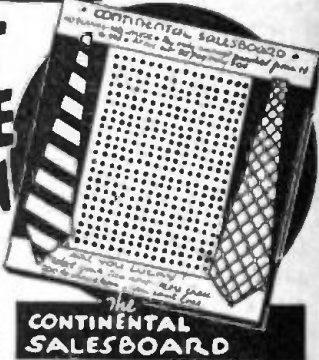
**Keeney's Man, Becker, Has 'Nother Novel Mailing Piece**

CHICAGO, Aug. 22.—Compliments have been pouring onto the desk of Jack Keeney's man, Becker, complimenting him on his unique new mailing piece advertising Bowlette. Enclosed with a clover letter is a small shoe. The theme of the mailing piece is "in your shoes." The idea is that if Ray Becker were "in your shoes" he would buy Bowlette for the reasons which he states in his letter.

**FOR THE OPERATOR WITH MONEY and ABILITY— here is the GREATEST**

**★ STRAIGHT MERCHANDISE SALESBOARD PLAN EVER OFFERED.**

**EVERY PUNCH RECEIVES A HANDSOME TIE—\$1¢ RETAIL— FOR AS LITTLE AS 1¢..... No Blanks—No Losers**



800 punches to the board. Every punch a winner. Every player receives a handsome, first quality necktie. No blanks. The inducement to play is gratified by changing the amount punched from No. 1 to No. 50. The player therefore has an opportunity to get a tie for as little as 1¢. No one pays more than 50¢ and we give such good values that any man would be glad to pay 50¢ for the tie anyway. We run so fast because we manufacture ties in large quantities and are developing this means to increase our volume.

The Continental Salesboard MOVES SO FAST That Any Fair Location Sells Out AT LEAST A BOARD A WEEK If You Have the Money and Ability You Can Easily Make \$200.00 to \$500.00 a Week.

**HERE IS THE CONTINENTAL SALESBOARD DEAL**

**PUNCH BOARD DISPLAY EASEL WINDOW DISPLAY POSTER 25 DOZEN FIRST QUALITY TIES BOARD TAKES IN \$137.75 DEAL COST YOU \$ 90.00**

Profit 47.75  
**CONTINENTAL MERCANTILE CO. 414 Broadway, N.Y.C.**

**This Deal Has Been Worked Out Carefully To Give You A Profit of \$47.75**  
On Each 300 Punch Board  
Every man is always looking for new neckties. No man ever has enough. And with the opportunity of buying a first quality tie for 1¢ the Continental Salesboard Plan Can't Miss Anywhere.

**NEW ASSORTMENTS SHIPPED ALL THE TIME. 50 DIFFERENT PATTERNS. 6 COLORS. 250 DIFFERENT TIES TO CHOOSE FROM**  
1/3 Deposit with All Orders. Bal. C. O. D. P. O. B. N. Y.

**WE GUARANTEE THIS DEAL UNCONDITIONALLY**  
If You Are Not Satisfied Return the Deal and We Will Refund Your Money. (Less Freight Charges.)  
Jobbing Practisees Open in All Sections of the Country. Write TODAY for full PARTICULARS.

**Atlas Novelty Holding Another Used-Game Sale**

CHICAGO, Aug. 22.—Atlas Novelty Corporation announces another closeout sale of used machines and factory clean-out machines. Eddie Ginsberg, of the Atlas firm, reports that their closeout sales are rapidly becoming of national interest.

Atlas Novelty, besides being direct factory representatives for the Western Equipment & Supply Company and the Boney Corporation, handle amusement devices from practically all of the leading manufacturers. Therefore, in order to liquidate their enormous stock of used games, they periodically have a sale in which they drastically reduce prices. All used games are thoroughly re-conditioned and renewed before they are sent out.

Because of the Atlas Novelty Corporation's close connections with the leading manufacturers, factory closeouts are very often placed in their hands for disposal.



S. L. STANLEY, Automatic Amusement Company, Memphis, snapped while visiting Bally Manufacturing Company plant, where he placed a large order for Bally-Roll machines and other new Bally games.

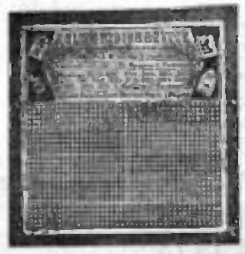
**More Profit for You in S. & W. Used Games**

RECONDITIONED AUTOMATIC PAY TABLES	SLOT MACHINES	RECONDITIONED NOVELTY GAMES
Aces ..... \$ 20.00	Mills War Eagle, 25¢ \$ 45.00	50 Grand ..... \$ 38.50
Bally Derby ..... 70.00	Mills War Eagle, 25¢ 50.00	Beam Lite ..... 4.95
Bally Bonus ..... 50.00	Mills Blue Fronts, 50¢ 65.00	Beano ..... 22.00
Carriote ..... 15.00	Mills Blue Fronts, 100¢ 75.00	Chicago Express ..... 10.50
Electric Eye ..... 145.00	Mills Big Strapper, 50¢ 45.00	Orion Cross a Life ..... 8.50
Electric Ball ..... 35.00	Mills Q. T. Ser, 2800 up. 1¢ 30.00	Castle Lite ..... 6.95
Gold Rush ..... 15.00	Mills Q. T. Ser, 2900 up. 5¢ 32.50	Cannon Fire ..... 8.55
Jumbo ..... 45.00	Mills Tockettes ..... 7.50	Crab Country ..... 10.50
Mammoth ..... 40.00	Jennings Century, 50¢ 55.00	Colors ..... 19.50
Mills Q. T. Pay Tables ..... 60.00	Jennings Little Merchant ..... 12.50	Golden Gate ..... 4.95
Peekless ..... 65.00	Jennings Little Duke ..... 27.00	Lite & Line ..... 25.50
Put and Take ..... 12.50	Wasting Single Jackpot, 50¢ 27.50	Major League ..... 9.85
Repositors ..... 48.50	Wasting Single Jackpot, 25¢ 30.00	Signal Sr. ..... 12.50
Rex ..... 18.50	One-Third Deposit Must Accompany All Orders.	Traffic C ..... 12.50
Rumble ..... 30.00		COUNTER GAMES
Red Arrow ..... 18.50		Exhibit Best It (21) ..... \$ 18.75
Sportsman ..... 22.50		Tit Tat Toe ..... 12.00
Traffic A. & D. ..... 18.50		

**S. & W. AMUSEMENT CO. 209 N. MARKET ST., PARIS, TENN.**

**A NEW SENSATION**

**Selective Candy Machine**  
Can sell all National Advertised Brands. Beautiful in Appearance. Positively Will Not Take Slugs.  
**DISTRIBUTORS AND OPERATORS**  
For Full Information Write  
**CHICAGO RUSHOUR CO., INC.**  
1640 N. HALSTED ST., DEPT. BB, CHICAGO, ILL.



**SAVE MONEY on 1000-HOLE, 1¢ CIGARETTE BOARDS**  
Beautifully Colored Enamel-Like Fronts  
Fast Punching Accordion Pleated Tickets  
3 Styles That Take in \$10.00 and Pay Out 36 or 40 Packs on 10 or 20 Section Boards  
**NEW LOW PRICES**  
Lots of 12, 60¢ Ea. Lots of 50, 53¢ Ea.  
Lots of 25, 56¢ Ea. Lots of 100, 50¢ Ea.  
Tax Paid F. O. B. St. Louis, Mo.  
Write or Wire Your Order Today  
**ARCADE NOVELTY CO., 827 WALTON AVE., ST. LOUIS, MO.**

**PAGES RACES**



**We Can Make PROMPT DELIVERY OF WURLITZER'S SKEE-BALL PAMCO FASCINATIONS BALLY ROLL—ROCK-O-BALL KEENEY'S BOWLETTE**

Upon Receipt of Order With Deposit

NOT BRAND NEW, BUT FLOOR SAMPLES AND SLIGHTLY USED—LIKE NEW

14 Daily Races, cash payout	Each 47.50	2 Duchess, 10 play, single J. P.	Each 15.00
1 Bally Bonus, cash payout	42.50	1 Jennings J. P. Vender, 50 play, perfect	12.50
7 Misleads, cash payout	55.00	5 Columbia, 10 play	57.50
4 Sky High, new cash payout	75.00	2 Reliance, 50 play, like new	37.50
2 Bally Derbys, perfect	47.50	4 Whirlwinds, like new	3.00
3 Double Headers, like new	45.00	5 Master Nut Venders, 10	3.50
1 Peerless, cash payout	42.50	6 Northwestern Nut Venders, 10 play, brand new	7.50
4 Daily Limits	42.50	1 Rhythmic, P. B.	16.50
6 Galloping Plaigs, cash payout, used 10 days	67.50	1 Rhythmic, brand new	17.50
8 Sky High (tickets)	52.50	3 Rickard Dial Venders, P. B.	15.00
1 Palooza Sr.	80.00	1 Q. T. Vender, J. P., 10 play	17.50
1 Multiple	75.00	10 Penny Parks, like new	7.50
1 Tycoon bal. model used 10 days	50.00	4 Tilt 'n' Toss, brand new	12.25
2 Prospector	30.00	5 Tilt 'n' Toss, used	7.50
1 Pinch Wrist	42.50	1 Paces Races, 50 play, perfect	225.00
1 Pari-mutuel, like new	60.00	1 Paces Races, 25c play, perfect	260.00
1 Ivory Golf, cash payout	18.00	1 Paces Races, 5c P. B., never on location	360.00
1 Red Balls, cash payout	45.00	3 Sunshine Derbys	27.50
1 Baffle Ball, cash payout	27.50	1 Rockin' Billiardist, P. B., never on location	205.00
1 Big Five	15.00	2 New Yorkers, check separator, like new	12.50
1 Big League, cash payout, like new	10.00		
1 Robber Tip	42.50		
1 Jumbo, cash payout	36.50		
1 Jumbo, ticket model	40.00		

All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order.

**MOSELEY VENDING MACHINE EX., Inc.**

30 BROAD STREET, RICHMOND, VIRGINIA  
Day Phone 3-4511—Night and Long Distance Phone 6-5328

**SEIDEN'S SUPER SPECIALS CLEARANCE SALE!**

**YOU CAN'T BEAT THESE LOW PRICES ON USED PAYOUT GAMES!**

- JUMBO . . . . . \$ 29.00
- MAMMOTH . . . . . \$ 24.50
- DERBYS . . . . . 47.50
- PARI-MUTUEL . . . . . 59.50
- HIALEAH . . . . . 47.50
- SUNSHINE DERBY . . . . . 37.50
- MULTIPLE . . . . . 69.50
- CHALLENGER . . . . . 93.50
- PEERLESS . . . . . 42.50
- RAY'S TRACK . . . . . 235.00
- BONUS . . . . . 39.50
- PAGES RACES . . . . . 225.00
- DAILY DOUBLE . . . . . 27.50
- RED SAILS . . . . . 47.50
- DE LUXE 46 . . . . . 27.50
- TYCOON . . . . . 55.00
- REPEATER . . . . . 24.50

**ATTENTION FOREIGN BUYERS!**  
Approximately 500 straight tables closing out for \$1, \$2 and \$3 each.

● All Merchandise listed above subject to prior sale. ● Also late model Cranes as low as \$45.00 ●  
Accompany all orders with 1/3 cash, balance C.O.D.

**HENRY W. SEIDEN & CO.,**  
61 HUDSON AVE., ALBANY, N. Y.



**WIN A TIE**

NUMBERS  
19 12  
35 45  
75 85

**SALES BOARD OPERATORS!**

NEW! Ten genuine tailor-made Ties that retail at \$5, on handsome display card in color. Take—\$5. New, smart, colorful Ties that go like wildfire. Newest fall patterns now included. Pick your own spots and split with proprietors—or sell outright to stores, amusement places, restaurants—anywhere. Big profits to go-getters. Earn up to \$75 a week. Big repeat business. Go around each week—collect and deliver. Sample, complete, with 10 handsome Ties, only \$2.00, prepaid. 5 boards at \$1.75 each, prepaid. Quantity prices and full information on request. Be first in your territory! Write quick!

**LIPPERT MFG. CO.**  
1815 Monroe Blvd., Dearborn, Mich.

**SALESMEN WANTED**

High-grade men with knowledge of the coin machine business by large Chicago manufacturer

Salary and commission—personal knowledge of territory and acquaintance with distributors and jobbers essential. You must have automobile and be prepared to travel continually. Opportunity for district managers in several territories. Only those letters which give full particulars of your age, experience, ability, past connections and three satisfactory references will be considered. All applications will be treated in strictest confidence. Write BOX XYZ, The Billboard, Woods Bldg., Dearborn & Randolph Sts., Chicago.

Send for circulars and full particulars on the  
**ROTARY MERCHANDISER**  
(the new Exhibit Digger) to  
**MEYER WOLF, Distributor**  
Vermont Apartments, Atlantic City, N. J.  
(Formerly of 1212 S. 5th St., Philadelphia, Pa.)

**Dice Ingenious in Operation**

CHICAGO, Aug. 22.—One of the most ingenious coin-operated amusement machines in the field today is Mills' Dice machine. According to its makers this machine plays a complete game of dice automatically, never failing to follow the rules of the game. It accepts, records all bets and pays out all awards without human aid of any kind.

The machine, which is for 25c play only, is a machine for special locations. Its makers say, Clubs, cafes, hotels, etc., having a select clientele are ideal spots for it, they claim, and the machine never fails to turn in a brilliant performance.

Of the hundreds of these machines that have gone out on location in the last year, all have performed with stellar dependability, it is claimed.

Hit Parade, in addition to its realistic baseball action, is a marvel of mechanical perfection, its makers say. It is equipped with the "in-a-drawer" mechanism which permits easy accessibility to all working parts without breaking any electrical connections. The playing board can be raised to a 45-degree angle, supported by a steel bar, while the drawer can be pulled out full length. Eight-coin visible escalator, super-sensitive flag springs, new-style spiral bumpers and Gottlieb's motor-driven payout unit are a few of the latest features incorporated in Hit Parade. The mystery single coin slot and multiple coin slot are optional equipment at no extra charge.

"Operators," continued Dave, "will find the new play-compelling features the best way to pick up profits, and the mechanical innovations will keep servicing costs almost nil."

**"Hit Parade" Is New Gottlieb Baseball Game**

CHICAGO, Aug. 22.—Gabby, Lou, Dizzy, Chuck, Babe, Mickey and Duffy—is that a lineup or is that a lineup. These names represent the players that go to bat in Gottlieb's new baseball game Hit Parade.

"With the World's Series not far off," said Dave Gottlieb, "we felt that a baseball game that really gives the player a 'break' would be welcomed by baseball fans and coin-machine fans alike. We were right. Hit Parade has been on preview a very short time and already has established itself as a favorite. A player inserting a coin into the mystery single coin slot will give from one to seven of the players mentioned above. Upon release of the ball the player has a chance of making a home run, triple, double or single, all of which pay out. A player getting all seven at bat has 28 chances to win, as each of the seven is capable of four safe hits. The playing board is so arranged and decorated that a ball going over the fence is a homer, a long outfield hit is a triple, a safe drive past the infield is a double and an infield hit is a single."



LOUIS A. KLEIN, sales director of the Globe Printing Company.

**ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED**

**THIS WEEK'S SPECIAL**  
 FORTUNES... \$20.00  
 SHEEL GAMES... \$30.00  
 (USED 1-SHOT PAYOUTS)

- TURF CHAMPS... \$137.50**  
**SHORT SOX... 49.50**  
**BRAND NEW — ORIGINAL CRATES**  
 HOLLYWOOD... \$49.50 | GRAND SLAM... \$68.50  
 HIALEAH... 98.50 | SNOOKER... 59.00

Personal Services

**RECONDITIONED MACHINES**

- |                       |                        |
|-----------------------|------------------------|
| ALAMO ..... \$62.50   | PALOOKA, SR.—          |
| CASINO ..... 34.50    | Six Slot ..... \$92.50 |
| DAILY RACES .. 58.50  | PAMCO PARLAY,          |
| DE LUXE 46 .... 34.50 | SR. .... 54.50         |
| EXHIBIT TICKET        | RANGER—Payout 27.50    |
| GAME—                 | RED ARROW ... 11.50    |
| All Models .... 23.50 | RELIANCE—              |
| HIALEAH ..... 59.50   | 4 Payout ..... 57.50   |
| HOLLYWOOD —           | REPEATER ..... 39.50   |
| Used ..... 39.50      | SILVER CUP—2-          |
| JUMBO                 | Ball Ticket ... 37.50  |
| TICKET ..... 51.50    | SOCK-IT—Payout 32.50   |
| KINGFISH ..... 18.50  | SUNSHINE DERBY 47.50   |
| PALOOKA, SR.—         | RACES—Western 58.50    |
| 1 Chute Multiple      | WILD FIRE—10-          |
| Floor Sample... 89.50 | Ball Payout ... 35.00  |

Full Sale—Write for Price List on Used Automatic Payouts, Counter Games and Pin Games. Get our Quotations on Automatic Bowling Type Games and Phonographs. All prices F. D. B. Chicago.

**ATLAS NOVELTY CORPORATION**

2200 N. WESTERN AVE.—CHICAGO, ILL.

1501 FIFTH AVE.—PITTSBURGH, PA.

**QUICK PROFITS**

"PICK YOUR PARTY" APPEALS TO EVERYONE. HERE IS A NEW IDEA WITH INSTANT EYE APPEAL—THE FASTEST SELLING SALES BOARD ON THE MARKET. CASH IN NOW ON THE POLITICAL BATTLE OF THE CENTURY. EVERY CUSTOMER WILL PLAY THIS BOARD.



**TAKES IN \$75.00**  
**COST PER DEAL \$4.25**  
**PAYS OUT \$22.50**  
**IN CASH—1 \$10; 1 \$5; 1 \$2.50; 1 \$1; 8 50c SEALS, AND 6 ELEPHANTS, 6 DONKEYS AND 30 PACKAGES CIGARETTES.**

Order by Mail Today

**ACE PREMIUM COMPANY,**

506 5th Avenue South, Minneapolis, Minn.  
 50% DEPOSIT REQUIRED ON ALL C. O. D. SHIPMENTS.

**B-A-R-G-A-I-N-S**

RECONDITIONED READY FOR USE  
 ONE-BALL PAYOUTS — NOVELTY PIN GAMES  
 COUNTER GAMES

Write for our Lists. Goods shipped same day order received.

**MANN NOVELTY CO., 4815 Cottage Grove Ave., Chicago**

**Ponser Hangs Out SRO on Bank-Roll**

NEWARK, N. J., Aug. 22.—When Bank-Roll arrived at the Newark offices of the George Ponser Company, Inc., it was necessary to hang out the SRO (standing room only) sign practically all day Monday and Tuesday.

Ponser had worked out a well-timed, direct-mail campaign to coincide with the arrival of Bank-Roll, but the response so far exceeded his expectations that it was necessary to lock the doors leading into the showrooms and grant Ponser's many friends a period of 30 minutes to inspect Bank-Roll, while the street around for blocks was lined with cars owned by friendly operators, jobbers and distributors, waiting to get a look at Genco's new game.

Deliveries of Bank-Roll are being made daily from both Newark and New York offices. George Ponser states that "the enthusiastic response of the operators to the beauty, quiet playing, synchronized chime tone with the 50 pocket, portability, sturdiness and many other features of Genco Bank-Roll is not only a credit to the industry but also an assurance of profits to jobbers, distributors and location owners."

The new New York offices of the George Ponser Company, Inc., where Leslie G. (Andy) Anderson will have his headquarters as general sales manager, are now in full operation. Partitions and furniture have been installed. Complete facilities for the handling of the national distribution of products sold by the company have been installed and are already in operation.

Irving Morris, Ponser's assistant in Newark, has been appointed sales manager in the Newark office.

Complete details on all products handled by the George Ponser Company, Inc., will be kept on hand at both the Newark and New York offices. New York, however, will be the general sales office of the company.

**Joe Abraham Visits Chi**

YOUNGSTOWN, O., Aug. 22. — Joe Abraham, J. M. Novelty Company, has just returned from a trip to Chicago. While there Joe placed an order with the Rock-Ola Manufacturing Corporation furniture department for one of those chairs that have a hole cut in the seat. According to the report, Joe did not ask immediate delivery of this piece of furniture, but requested that it be held until the need for it was more urgent at the Abraham home.

That isn't all that Joe Abraham took care of while at the Rock-Ola factory. He reports he got an advance look at the new Tom Mix Radio Rifle, and to say that Joe is enthusiastic about it is putting it mildly. "I think it is the greatest opportunity in all coin machine history!" said Abraham. "And I believe that the Rock-Ola Manufacturing Corporation should have the appreciation of the entire industry for the setup it has made with such a fine personality as Tom Mix."

Abraham states that while at the Rock-Ola plant he placed substantial orders for the new bowling game Rock-o-Ball and the Tom Mix Radio Rifle.



JERRY KAHN, president, and Eugene Carrington, sales manager of the Standard Transformer Corporation, put final oken on new model Standard Transformer.

*Now*  
 Mass  
 Production  
 makes New  
**LOW PRICES**  
 possible on  
**SUNKEN TREASURE**

PATENT PENDING



Any infringements will be prosecuted according to law.

LOTS OF 5 OR MORE

**\$3.95 TAX PAID**  
 SAMPLE \$6.95

The Original Coin Operated Glass Jar Counter Game!

10-50-100-250 Play through same slot  
 Coins played easily determined

**GET THE BEST!**

No other similar Game has these features!

1. Electric Flicker Light
2. Lock to avoid tampering
3. Beautiful Japanned Base and Top
4. Adjustable Target

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.**  
 MANUFACTURER

M. W. Cor. Elm & 2nd Sts. Cincinnati, O.

Sensationally Presenting **ROCK-OLA'S** Superb

# ROCK-O-BALL

Cash or Terms » Used Games Accepted in Trade

Here's the One Real Bowling Game with many improved features. See Rock-Ola's advertisement in this issue of The Billboard—Inside Back Cover. Or visit our show rooms in nine cities and see the game itself!

By all means place your orders immediately, for the Bowling Games are the rage now . . . and Rock-O-Ball is the one they rave about! We will serve you better!

## TRADE OFFER

A golden opportunity to convert idle equipment in Rock-O-Balls. We will accept as part payment—Slots, Pay Tables and Counter Games. Send us a list of what you have and get our offer. This is especially important if you are in closed territory, for Rock-O-Ball is legal everywhere. Don't sit and hold idle equipment—trade for Rock-O-Ball!

**\$259.50**  
CASH  
One-Third Cash With  
Order. Balance C. O. D.

**\$269.50**  
On Terms.  
No Interest Charges.

- 517 CANAL ST.,  
NEW ORLEANS, LA.
- 1706 FANNIN ST.,  
HOUSTON, TEX.
- 125 SOUTH SEVENTH,  
WACO, TEX.
- 407 MAIN AVE.,  
SAN ANTONIO, TEX.
- 1018 JENNINGS AVE.,  
FORT WORTH, TEX.
- 804 TENTH ST.,  
WICHITA FALLS, TEX.
- 527 N. W. NINTH,  
OKLAHOMA CITY, OKLA.
- 593 LINDEN AVE.,  
MEMPHIS, TENN.

## ELECTRO-BALL CO., INC.

1200 Camp,

Dallas, Texas

## An Announcement

OF IMPORTANCE TO ALL NORTHWEST COIN MACHINE OPERATORS! A new kind of service never offered before. We will have for immediate delivery at Factory Prices, machines manufactured by the following leading manufacturers:

- Bally Mfg. Co.
- Chicago Coin Corporation
- Buckley Mfg. Co.
- Daval Mfg. Co.
- Exhibit Supply Co.
- D. Gottlieb & Co.
- The Goudey Gum Co.
- Genco, Inc.
- O. D. Jennings Co.

- Mills Novelty Co.
- J. H. Keeney & Co.
- Pacific Amusement & Distr. Co.
- Rock-Ola Mfg. Co.
- Stoner Corporation
- J. P. Seeburg Corporation
- Waffling Mfg. Co.
- Rudolph Wurlitzer Mfg. Co.
- Western Equip. & Supply Co.

The HIGHEST trade-in allowances in the Northwest. We must have 500 Used Machines within 60 days.

Complete Parts and Repair Service Department.

## AMUSEMENT GAMES, Inc.

1679 University Avenue,

St. Paul, Minnesota

## WANTED!

PROMOTIONAL TYPE SALESMEN—who think in terms of \$200.00 a week to sell money earning equipment—establish new routes—sell quantity orders. Plenty of prospects. Hundreds of people with \$500.00 cash or more will be interested. Not unusual for a good salesman to sell 100 units weekly. See our half-page ad on page 122 of this week's Billboard. MODERN VENDING COMPANY, 505 SHERIDAN TRUST BLDG., CHICAGO, ILL.

## FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we insure "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"

When Writing to Advertisers Mention The Billboard.

## Keeney Firm Shipping Carloads of Bowlettes

CHICAGO, Aug. 22.—Jack Keeney's man, Becker, reports that solid truck and carloads of Bowlettes are going out to such leading distributors as Babe Kaufman, New York; O. D. Griffin, Detroit; Automatic Industries, Buffalo; Irving Bromberg, Los Angeles; Jack Moore, Portland, Ore.; C. & M. Novelty Company, New Orleans; R. F. Vogt, Salt Lake City; Wisconsin Novelty Company, Fond du Lac, Wis.; Ed George Novelty Company, Akron, O.; Coin Amusement Supply Company, Toledo, O.; Banner Specialty Company, Philadelphia; Trimount Coin Machine Company, Boston; Beech Scale Company and others.

All three Keeney factories are working day and night producing well over 100 Bowlettes a day. The manufacturing quota each week totals more than 1,000 games. The assembling of the various mechanical units is done at the Keeney factory No. 1, the original Keeney plant. The other two factories take care of the complete assembly and shipping.

Several additional improvements have been made on Bowlette recently which makes the game all the more desirable. A new all-positive ball-counter register has been especially designed by the Keeney firm, which positively registers all balls thrown regardless of how fast they are bowled. All nine balls can be bowled at one time and still the register will correctly indicate the total score and the number of balls bowled.

In order to keep noise at an absolute minimum special silencers have been introduced at several points in Bowlette. This new feature will be most appreciated by operators who desire to place bowling games in locations where noises would be objectionable.

has been for any other game put out in recent years. Goodkind said in his letter that operators in towns of 25,000 were buying 10 to 25 units at a shot and that the bowling games were opening up many closed territories.

## Margaret Ragland Operating In San Bernardino Territory

SAN BERNARDINO, Calif., Aug. 22.—Margaret Ragland, former well-known concessioner in the outdoor show field, is now operating a route of pinball and vending machines in this territory. Miss Ragland, who now makes San Bernardino her home, reports business as "very good."

She jumped to Los Angeles recently to purchase a new Dodge coupe. Miss Ragland is said to be the only woman operator on the West Coast.



## Bowling Games Go Big, Jones

CHICAGO, Aug. 22.—Lee S. Jones, of the American Sales Corporation here, told a Billboard representative that Sam Goodkind, his Eastern traveling ambassador, reported in a recent letter to him that the demand for the bowling type of game in the East is greater than it

A. B. CHERETON, president of Electrical Products Company, Detroit, manufacturer of Electropak, Adopkopak and Ecoluse, being used extensively in the coin-machine industry.

# ROLL-A-BALL

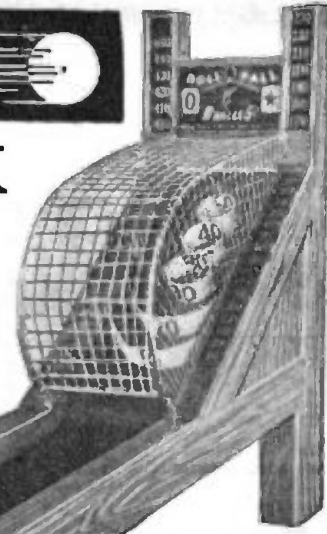
## TAKE IT OFF THE TRUCK AND PLUG IT IN—

SHIPPED READY TO OPERATE!

### A FEW OTHER EXCLUSIVE ROLL-A-BALL FEATURES

- ★ Solid Hardwood Cabinet Built to stand up for years!
- ★ REMOVABLE TARGET. Open back door and simply slide target out for cleaning.
- ★ FOOLPROOF SCORING UNIT. No confusion—no mystery as to score. Even a child can tell you what the score is at any moment in the game.
- ★ SPLIT SECOND COIN CHUTE OPERATION. Positive—cheat-proof—Takes a Fast Nickel!

- ★ No Imitators Have Yet Succeeded in Recreating the Thrilling Action of the Light-Up Score Seemingly on the Sides of Roll-A-Ball
- ★ Gives 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-Post Model.



OPERATOR'S PRICE

**\$250<sup>00</sup>** COMPLETE  
F. O. B. NEWARK

OPERATORS, JOBBERS, DISTRIBUTORS—IMMEDIATE SHIPMENT! If you want deliveries TODAY—Not promises for tomorrow—ORDER ROLL-A-BALL



NO GUESS WORK. There are more Roll-A-Balls on location making money for operators than all other Bowling Games Put Together.

**ROLL-O-MATIC, INC.**  
MANUFACTURERS  
209-219 PARKMURST STREET NEWARK, N. J.  
PHONE Bigelow 3-2335

## Rock-o-Ball Demand Big

24-hour shift necessary—game's popularity makes shipments stepped up

CHICAGO, Aug. 22.—Rock-Ola Manufacturing Corporation, maker of Rock-o-Ball, the new bowling game, says the game has so many new features that its popularity is growing so big that the demand has necessitated inauguration of a 24-hour shift to speed up production.

Such a feature as number of balls played is a very valuable one when several games are operated in batteries of five or six in a row. The game's electric counter registers number of balls played each game and eliminates players cheating by taking a ball from another game and using it on this machine. If player tries to cheat in this manner a register will show number of balls played over nine, which is the number of balls player gets for one nickel. In this event the register will show 10, 11 or 12 balls played and in this way the game will be voided and save location owner any arguments.

Another outstanding improvement in Rock-o-Ball is that it is almost noiseless and operates as smoothly as a standard billiard table and as quietly. The refined features and modernistic style of the game have been praised by operators and jobbers thruout the country, the maker states.

The high-score register is also another exclusive feature of Rock-o-Ball. This electrical scoring unit registers the high score for each game played and the score can be released by the player with the pressing of a button next to coin chute. A valuable addition to the game, because it gives players an opportunity to easily keep track of the

high score. The scoreboard at the top of the game is made high enough so that it can be seen over the heads in the most crowded taverns and cafes. And in this way the flashing scores as recorded on the counter are very attractive and create immense interest in the game.

Extra large money compartment was necessary after first test games were on location, and this condition was taken care of immediately. The coin box on Rock-o-Ball will hold more than \$100 worth of nickels.

The coin chute is visible and electrically lighted, which is a great protection from slugs. Rock-o-Ball is completely veeeder counter equipped. Every comfort of the player has been considered even to the extent of allowing room at player's position so that there is plenty of room for the player's toes to



MEYER MARCUS plans Bally-Roll sales drive for Ohio. Energetic head of the Markspy Company, Inc., Cleveland, and co-director of Automatic-Markepp, Inc., Chicago, gets together with Jim Buckley, general sales manager of Bally Manufacturing Company, on campaign of Bally-roll up a record-breaking volume on the new bowl-a-ball game.

fit under the game, allowing him to "hunch" as much as he likes without leaning over side of game.

The linoleum has been stretched on the alley of the game in such a way that it will not bulge when expanding. This condition is a very important feature because without a real level alley a perfect game cannot be played.

Officials of Rock-Ola say the railroads are giving night and day service and enough care on the company's own siding so that immediate carload shipments are made 24 hours a day. Ample room has been given to all out-of-town truck lines, and arrangements have been made for 24-hour service with many of the trucking companies.

### Grubstake Has Bell Lure

CHICAGO, Aug. 22.—Grubstake, new game recently introduced by the A. B. T. Manufacturing Company, was designed, company officials say, not as a novelty, but as a combination machine which has all the lure of the Bell-type machine.

The cabinet of Grubstake is of the bigger size and the game is played with one steel ball. The characteristic feature, aside from the highly colored playboard with 21 open holes, is two large wheels mounted on the back of the cabinet. These wheels actually spin from four to seven seconds, then reverse themselves and come to a stop in the manner of a Bell machine. The left-hand wheel designates the shot to be made, while the wheel on the right sets the amount of the payout.

### Credit and Queen Mary In Full Production

CHICAGO, Aug. 22.—Jack Nelson, general sales manager of the Rock-Ola Manufacturing Corporation, reports that the firm's recent games, Credit and Queen Mary, are in full production in an endeavor to keep up with the great demand for them.

He also states that heavy earnings are being reported on both games from operators all over the country.

## DUCK SOUP 1c Skill Game

IT'S LEGAL  
100,000 LOCATIONS  
Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES Sample . . . \$3.25  
1/2 Deposit Lots of 6 . \$3.00  
Bal. C.O.D. Lots of 12 . \$2.75

Protect Your Route Without Delay  
**STAR SALES CO.**  
3901-09 Wayne, Kansas City, Mo.

## BOWLETTE

8 Balls Light-Up Score  
12 Coin Escalator Perfect Mechanism.

★ KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME ★  
IMMEDIATE DELIVERIES!

**BABE KAUFMAN, Inc.**  
250 West 84th Street  
(Tel. Circle 8-1642), NEW YORK CITY.

Send your correspondence to advertisers by mentioning The Billboard.

**A STEADY CASH LEGAL INCOME!**

**OPERATE A ROUTE OF MODERNE HERSHEY VENDORS**



BARROOMS SODA FOUNTAINS



STORES DANCE HALLS



LOBBIES

**- AND 100 OTHER TYPES OF LOCATIONS!**

**5,000,000,000 PENNIES SPENT IN ONE YEAR FOR PENNY CANDY IN U. S. A. — GET YOUR SHARE!**

The Hershey Chocolate Bar is America's fastest seller. The Moderne Vender creates a profitable new permanent business for you by automatically merchandising this famous product. By placing these handsome machines where people can see them, financial success is definitely assured you. Locations on the percentage basis are easy to get because all welcome this most attractive, compact silent salesman. The Moderne Hershey Vender because of its sheer beauty and operating dependability is absolutely out of the competitive class, yet it is priced below other complicated candy vendors.

**HERE'S WHAT THE MODERNE HERSHEY BAR VENDER EARNS!**

The following comparative figures are based on a route of 100 vendors that employ only 3 hours a week.  
 Gross Receipts—\$144.00  
 Pay Location—\$21.00  
 Cost of Chocolate Bars—\$78.30  
 Net Earnings per Week—\$44.70  
 This means an actual cash annual income of \$2,442.50 assumed.

**DESIGN**  
 Ultra modernistic, with beautiful nickel chromium finish, trimmed in black. Presents unusual eye appeal, with the colorful Hershey face plate protected by glass front.

**COMPACT**  
 Designed for placement on counters and walls. No additional brackets required. Occupies only a few inches of space on counter. Base measure only 6 1/2 inches by 4 1/2 inches.

**CAPACITY**  
 Holds 48 Hershey Penny Chocolate Bars, plain or salt. Cost of Candy—4c per box of 120 Bars—10 Boxes to shipping carton—Freight Prepaid on 3 Shipping Cartons—Candy purchased through Chocolate Sales Corporation, Hershey, Pa.

**CONSTRUCTION**  
 Built of the highest grade materials through. Base is equipped with rubber bumpers to avoid scratching surfaces of counters, bars, etc. Sturdy, durable and mechanically perfect in every detail.

**SIMPLICITY**  
 Easy to operate. Candy drops out by just one pull of lever. Simple in mechanical design, operation and construction. Practically foolproof in every respect.

**\$12.50**



**MODERN VENDING CO. SHERIDAN TRUST BLDG. CHICAGO, ILL.**

**Collection Report Book With Every Western Game**

CHICAGO, Aug. 22.—Jimmy Johnson, owner of the Western Equipment & Supply Company, announces that until further notice a hand pocket-size collection report book will be given free to every purchaser of a Western automatic device.

The collection report books contain 100 pages, 50 originals and 50 duplicate receipts. A half dozen sheets of carbon paper is included in the back of the book. A sturdy cover protects the sheets against damage and tearing.

Each sheet contains spaces for the following data: key number, date, kind of machine, name, address, total amount in machine, percentage, tax, less deduct, net amount to divide, merchant's share, balance due operator, remarks, merchant's signature and the collector's signature. Each sheet is serially numbered.

Remember to insist upon having one of these fine books when you purchase a Western machine.

**G. M. Labs Present New Electric-Eye Device**

CHICAGO, Aug. 22.—G. M. Laboratories of Chicago announce their new electric-eye shooting device, Shoot-a-Lite, will be ready for distribution in about two weeks.

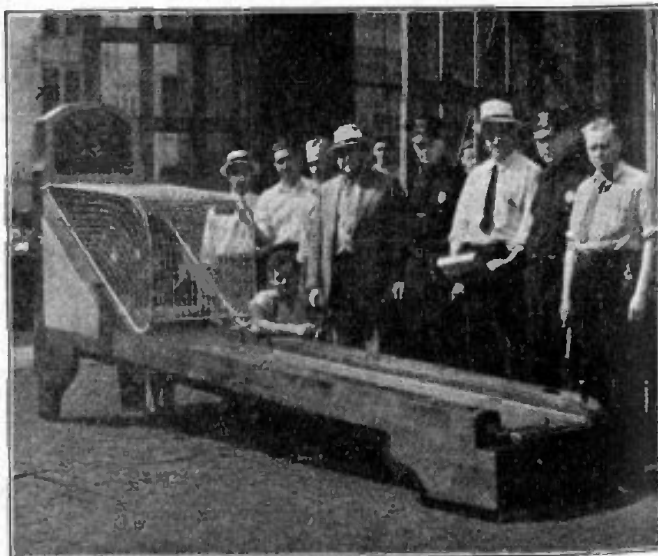
G. M. Laboratories were one of the first firms to manufacture for commercial use the photo-electric cell. For the last 11 years they have been manufacturing these cells for use in burglar-alarm systems, for commercial laboratories and for university research departments. They were also among the first to introduce the photo electric cell to the coin industry. Because of their extensive background in the manufacture of photo electric cells and the great usage of these devices the G. M. Laboratories are in a very advantageous position for the manufacture of an amusement device which employs these units.

The Shoot-a-Lite is entirely different in appearance from any other coin operated device manufactured. The player

shoots a ray of light at flashing targets which incorporate the use of photo electric cells. He shoots with an electric eye revolver which is an almost exact duplicate of the regular .32 revolver. The target and shooting range are included in a high cabinet which stands well over the average person's head. The person can therefore shoot from eye level. The

cabinet is modernistic in every detail, from its tubular steel legs to the ebony black and natural wood trimmed body.

Many of the notables in the coin machine industry who have been privileged to preview G. M.'s new Shoot-a-Lite acclaim it one of the largest potential income producers this industry has ever seen.



**TOLEDO, O., LICENSES KEENEY'S BOWLETTE.** Above photo shows the first bowling-type game to be licensed by the City of Toledo. The photo was taken as Keeney's Bowlette was being licensed to be put on location. Left to right are: F. L. Musser, of Coldwater, Mich., who was there to place an order for Bowlette; J. Stahl, Toledo operator; William Gibbons, operator; Guy S. Shearer, president of the Coin Amusement Supply Company; kneeling, Floyd (Cotlex) Shearer, member of the firm; City Officer Morris Picoli; Sergeant C. Krudel, in charge of licensing amusement games in Akron, O.; Officer Henry Bricker and Officer O. Johnston, who puts on the city tag when amusement devices are approved. An extensive sales campaign on Bowlette in Ohio, Indiana and Southern Michigan is being arranged by Guy Shearer, president of the Coin Amusement Supply Company.

**DO YOU FOLLOW THE HORSES LIKE THIS?**



**THEN BUY REEL RACES AND BE LIKE THIS READY SOON!**



**ATTENTION: Salesboard Operators**  
 MERCHANDISE THAT IS DIFFERENT!  
 FANCY CHROMIUM CHESTS FITTED WITH ITEMS OF 40, 50 AND 60-HOLE PUSH CARDS. CHICAGO OPERATORS NOW MAKING BIG PROFITS, \$50 TO \$500 WEEKLY. WE ARE MANUFACTURERS.  
 STONE BROS., 308 Sibley, Chicago, Ill.

**LOOK**  
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

**Bally's Fascinating New 8-Ball Non-Payout Game**

**"LIGHTS-OUT"**

Light-Up Totalizer Light-Up Ball Count  
Light-Up Odds Light-Up Audit Tilt

Easy To Understand

**\$54.50**

**A SQUARE DEAL ALWAYS WITH IDEAL**

Missouri and Southern Illinois Distributors for the Following Manufacturers:

Bally Mfg. Co. J. M. Keeney & Co. Northwestern Mfg. Co.  
Rock-Ola Phonographs Buckley Mfg. Co. Mills Novelty Co. Superior Salesboard

**JOBBERS—WRITE US FOR PRICES ON ALL NEW GAMES!**

**THE LATEST HITS WHICH WE HIGHLY RECOMMEND**

READY FOR IMMEDIATE DELIVERY



NEW WINNERS		NEW COUNTER GAMES		NEW AUTOMATIC GAMES		HIGH STAKES	
Bally Roll	\$258.50	Bally Baby, 1c	\$ 17.50	Challenger (1 Ball)	\$137.50	Credit	\$0.50
New Western Model 33	8.50	Buckley Puritan	12.00	Reflex	\$2.50	Round Up	\$0.50
Peanut Vendor	30.50	Vendors	12.00	Turf Champs	137.50		
Rockola Lo-Boy Port.	49.50	Horse (Buckley) (1c to 25c)	17.50				
Short Sox	235.00	Real 21	23.75				
Rockola Phonographs Model No. 2	235.00	Win-a-Smoke (1c Dis.)	12.00				

TRIPPE'S SENSATIONAL BARGAINS IN GUARANTEED USED MACHINES—AUTOMATIC GAMES		PIN GAMES—Straight Pin Games—Lots of 10 or more 10% off		USED COUNTER GAMES	
Am (1 Ball)	\$28.00	Grand Slam	49.50	Hold & Draw	10.00
Am (10 Ball)	70.00	Grand National (Rockola)	45.00	King of Spades	8.00
All Stars	65.00	Harmony Ball	30.00	100	5.00
Big Casino	20.00	Milnah	40.00	Junior	4.00
Big Sander (12 or 5 Ball)	85.00	Jumbo (1 Ball)	45.00	Kings Horses	8.00
Big Shot	55.00	Jumbo (1 Ball)	95.00	King of Clubs (1c to 25c)	10.00
		Milts Pay Table	9.00	Little Merchant	6.00
		Multiple	85.00	Little Duke (New Model)	17.50

MISCELLANEOUS		SUPPLIES	
As Lee Digger	\$ 40.00	Mints, Por Case	8.50
Engine Peanut 1c (Nickel Plate)	3.00	Mints, Glass Clearing (Gray and Filler) Per Set	1.25
Ball Gum (Half Case)	6.00		
Batteries, Case of 25	8.00		
Battery Testers	.80		

STATE WHETHER 1c OR 5c SLOTS ARE PREFERRED AND METHOD OF SHIPMENT

FOREIGN DISTRIBUTORS—IT WILL PAY YOU TO GET IN TOUCH WITH US

**IDEAL NOVELTY COMPANY**

1518 MARKET STREET (Phone: GARFIELD 0072) ST. LOUIS, MO.

**Five Prospect — Calls a Day**

As I talk with successful coin machine operators, the fact which continually appears is the comparatively small things which bring consistent success. Of course, the little things only seem so—results prove them otherwise. Illustrating what I mean is a "five prospect calls a day" policy of a Pacific Coast coin operator.

"I suppose there is nothing unusual in my early story," he remarked with a smile.

"I started with a good deal of enthusiasm, and quickly placed a nice string of machines. I proceeded to lose interest in additional locations. Already I had managed to yield me a handsome profit.

"So, for a spell of months, I led an easy life.

There began a series of setbacks. Some of my best locations were lost, for one reason or another. My net dropped off fast. Still, I really didn't see the real difficulty. I kidded myself by thinking that I was just getting a series of bad breaks, that conditions would change soon. I should worry!

"Finally, I dug in my toes, worked day and night and built up my business again. It was a happy day for me when I had every machine in at least a fair location and the weekly receipts were up to the old days.

"However, I remembered that period of several months when I was getting re-jected, and when profits had been anything but satisfactory. I decided that I must do something to prevent a recurrence. It was under these conditions that I established my five-prospect-calls-a-day policy.

"An unsophisticated coin machine operator can see no purpose at all in soliciting new locations when already his stock of machines is placed and doing well. My idea was, however, that I would only be ready for contingencies as they arose by systematic daily solicitation. By setting a definite number of calls, and holding myself to it, I would be sure that solicitation would go on constantly. Every operator knows that if he leaves solicitation of new locations for days when it becomes convenient to make a few calls, he is likely to make

mighty few calls over a month's period.

"So I make these five calls. It is possible to adapt my soliciting to daily conditions of the business. For example, there may come a day when I am pretty crowded. Well, I have in reserve some convenient calls—perhaps some that I can make on the telephone. When I have plenty of time, I make out-of-the-way calls.

"Two things have happened to my business as a result of this policy. One is that, when a location fails to yield satisfactory returns, I can feel mighty independent about it. I can drop it, because almost always I know of another location, developed as a result of my solicitation, where I can put in the same machine.

"Another result is that number of my machines has steadily increased, for the five-calls-a-day policy in my experience has more than taken care of the machines which, from week to week, I find on my hands to place in new locations."

**Seiden Holds Super Sale**

CHICAGO, Aug. 22.—Henry W. Seiden again comes to the front this week with "Seiden's Super Clearance Sale" on used games. "Hank," as Seiden is known by his multitude of friends, has a penchant for offering the operators liberal deals. Undoubtedly many operators will recall the offer of a regular automobile trailer free to all Seiden customers.

Henry W. Seiden Company, Inc., is one of the oldest and most reliable distributing firms in the coin machine industry. The firm has been exceptionally aggressive, and this has constantly placed it in a position to offer the operators history-making values backed by real service.

Seiden advises quick action to the operator in taking advantage of his big used game sale. Operators in the vicinity of Seiden's Albany headquarters will be profitably rewarded, Seiden says, by visiting the showrooms and inspecting the marvelous values offered. Those who cannot visit the rooms can make inquiry by mail.

**ALL THE LATEST**

**AUTOMATIC and NOVELTY GAMES**

IN STOCK AT FACTORY PRICES

We recommend any or all of these games—

AUTOMATICS—Turf Champs, Queen Mary, Credit, Round Up, NOVELTY GAMES—Trapper, Big Bank Nite, Lights Out, Short Sox, Draw Ball, Twister, Gusher.

BOWLING TYPE—Bally Roll.

USED GAMES—A complete line of used games in perfect condition always on hand at bargain prices.

IMMEDIATE DELIVERY GUARANTEED

**AMUSEMENT GAMES CO.** 108-110 EAST OAK ST., LOUISVILLE, KY.

**5-PACES RACES**

1936 Models @ \$295.00, used only a few weeks, guaranteed A-1 condition. Ponies, like new, @ \$44.50; Madcaps, \$32.50; 5-Ball Big Shots, \$29.50.

All the newest Novelty Games on display, including Draw Ball, \$67.50; Lights Out, \$54.50; Short Sox, \$49.50. Big Line of New and Used ONE-SHOT AUTOMATICS. Also Vendors and Bells. Liberal Trade Allowances.

**KENTUCKY AMUSEMENT CO., Inc.**

226 WEST WALNUT ST. Wabash 2570. Jackson 4636. Shawnee 6545. LOUISVILLE, KY.

**CRANES**

MUTOSCOPES .535 & up  
STAR HOISTS. 35 & up  
BUCKLEY'S . . . 25 & up  
YANKEES . . . 35  
BUDDYS . . . 25  
1/3 Deposit, Balance C. O. D.

Penny Arcade Machines and Equipment. 500 Used Pin Games, all makes. Write for Price List.

**MIKE MUNVES, 145 PARK ROW, NEW YORK, N. Y.**

**SUBSCRIBE TO THE BILLBOARD**

**Be Ahead of the Crowd**



SEE WHAT YOU GET FOR **\$89.50** ONLY Fully Equipped No Extras to Buy

# PARAGON

1-BALL DE LUXE MULTIPLE ODDS PAY TABLE WITH EARNING CAPACITY UP TO **\$40.00** A DAY

## CHECK THESE QUALITY FEATURES

**POWER AND LIGHTS:** Paragon is equipped with a Stancor Univerter-special two 20-junction rectifier unit, maintaining uniform power flow under all operating conditions. Light bulbs are genuine American Mazda's giving brilliant lasting lights.

**COIN HANDLING EQUIPMENT:** A. S. T. Latest, single action, multiple play, slug and test-plug proof, check-repairer 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. S. 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. CHICAGO, ILL.** 867 N. Sangamon

**OPERATORS JOBBERS**  
Come in and see it for Yourself.

**PARAGON**  
is the big answer to your problem

**GET ON A WINNER!**

**R R R R**  
**E E E E**  
**L L L L**  
**S S S S**

**READY SOON!**

### Survey Shows Various Bally-Roll Stances

CHICAGO, Aug. 22.—“Bally-Roll design and construction,” according to Jim Buckley, general sales manager of Bally Manufacturing Company, “is particularly accommodating to the various different stances assumed by roll-game enthusiasts. Two of the many stances revealed by a survey just completed are described below.

“The toe hold, which we anticipated when we cut out the front of the Bally-Roll base to permit players to snuggle their foot under the machine. The side attack, in which player stands to the right or left of the machine, depending on whether he is a southpaw or right handed. This is a favorite stance, yet only Bally-Roll's narrow side rails permit this stance to be used with comfort.

“Incidentally, this narrow side rail also provides the widest actual bowling surface without adding an inch to space requirements. The wide alley and wide target give greater action and skill appeal and partly explain the tremendous popularity of Bally-Roll.”

“Our already tremendous production,” Jim added, “is being stepped up every day and Bally-Rolls are going out by the carloads. Bally has always had a reputation for getting into action quickly—and Bally-Roll is no exception. Operators and jobbers ordering Bally-Roll are getting regular daily shipments and are thus able to start getting roll profits without delay.”

### Groetchen Going to Tewer With New High Stakes

CHICAGO, Aug. 22.—High Stakes, Groetchen's new counter machine, is rapidly taking its place in the coin machine limelight, and Karl Klein, of the Groetchen firm, predicts that it will be one of the most popular machines the firm has ever produced.

High Stakes features “match-a-color” horses. Three varicolored sections of horses revolve swiftly and silently upon the insertion of a coin and pulling of the lever. They click into place with a

surprising smoothness. A moment's suspense—then the fourth reel announces the position, such as win, place or show. Then, just a second later, the fifth reel clicks into place. This fifth or odds reel gives the win, place and show odds for the race. The horses may run in either 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 greater pitch because it pays double odds which may run as high as 100 to 1.

Volume shipments are going out daily to fulfill the demands of operators, distributors and jobbers throughout the country.

### Ideal Novelty Company Opens Branch Office

ST. LOUIS, Aug. 22.—Ideal Novelty Company here, of which Carl F. Trippe is owner and manager, has purchased the entire jobbing and operating business of the Colnup Games, Springfield,

Mo., and will continue the business as a branch of the Ideal company.

Robert Osterburg, who until recently was the traveling representative for Ideal, has been placed in charge of the new branch. Colnup Games Company was formerly operated by L. H. Reisdale, prominent Missouri operator.

According to Trippe, this is the first of several branch offices he plans on opening in the Middle West in the course of a big expansion of his business.

### Iowa Assn. Heads Meet

DES MOINES, Aug. 22.—Officers of the Iowa Automatic Merchandising Association, elected May 28 last, held their first regular meeting Tuesday at Hotel Kirkwood here. Officers are C. C. Hartson, Fort Madison, president; Max Langin, Dubuque, first vice-president; Ted Weleb, Centerville, second vice-president; Jack Levinsky, Des Moines, third vice-president; W. Collins, Des Moines, treasurer; Robert Merriam, Des Moines, secretary; H. A. Harder, Sioux City, director, and Joe Robins, Shenandoah, director.



**BALLY-ROLL OUTPUT TRIPLED**—View of Bally Manufacturing Company plant, showing one of the three-block-long assembly lines which for the last two weeks have been turning out carloads of Bally-Rolls.

### SPECIAL TICKETS

Tally Cards, Coupons and Series of all descriptions made to order for Operators, Ice Baseball, Football, Prize Fights, Bank Clearings, Yeastery, etc. We can furnish a series of combinations on anything to order. Let us know your wants—we'll send samples.

**FERGUSON MFG. CO.**

322 W. Benate Avenue, Indianapolis, Ind.

## BOWLETTE

8 Balls  
12 Coin Escalator  
Level-Up Score Board  
Perfect Mechanism

★ **KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME** ★

IMMEDIATE DELIVERIES!

**BABE KAUFMAN, Inc.**

250 West 84th Street, (Tel.) Office 9-1642, NEW YORK CITY.





Just signed up with Bally for factory distribution on all new Bally machines. Have Bally, Pacific Amusement, Rock-Ola, Western Equipment, Jennings, Chicago Coin, Keeney, Groetchen, A. B. T., Exhibit, Genco, Stoner and Deval products. In fact, anything you want in new and reconditioned machines at prices that are right. ED GAYLORD.

# HOWDY-OPERATORS and JOBBERS!!!

A Reputation for HONEST and FAIR BUSINESS Dealings is the GREATEST Asset Anyone Can Have... We Enjoy that Reputation Fully—

*Just a Word to the Wise—* See Us FIRST!

Write for Prices and Full Details on These Popular New Games!

RAY'S TRACK LIGHTS OUT BALLY ROLL ROUND UP PAMCO BALLOT PAMCO LEATHER-NECKS PAMCO PALOOKA, JUNIOR PAMCO FASCINATION DRAW BALL	QUEEN MARY CREDIT ROCK-O-BALL NEW HI-LITE THOROUGHbred FLYING HIGH POLICY FLICKER VELVET MULTIPLAY HIGH STAKES GRUB STAKE	CAPTAIN KID HALF MILE CUSHER OLD AGE PENSION BANK ROLL SHORT SOX TURF CHAMPS AUTO-PUNCH REEL-21 SUNSHINE BASE-BALL DAILY RACES
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**BIG FALL SPECIAL!** Practically Any Used Novelty Machine, **\$3.50**  
 Completely Reconditioned Like New—Priced at Only . . . . . EACH

DELIVERIES MADE AS FAST IF NOT FASTER THAN FROM FACTORIES DIRECT

## GAYLORD COIN MACHINE CORPORATION

1227 W. Washington Blvd., Chicago, Ill.

### Bally Heralds Novelty Game

**Claim: Lights Out has sensational appeal—said to be reviving dead locations**

CHICAGO, Aug. 22.—“A light-up pin game that does everything a payout game will do except pay out.” That’s how Jim Buckley, general sales manager of Bally Manufacturing Company, sums up Lights Out, Bally’s new non-payout novelty game.

“Lights Out,” Jim explained, “has a



**BILL MARMER**, a Bally-Roll fan. During a recent visit to Chicago in the interest of his firm, the Sicking Manufacturing Company, Inc., of Cincinnati, Bill spent several hours playing the new bowl-a-ball game at the Bally Manufacturing Company plant.

light-up totalizer (or rather a light-out totalizer), a light-up changing odds award card, light-up automatic ball count and light-up anti-tilt. The store-keeper is therefore able to check every game completely without interfering with his duties behind the counter.

“As to play appeal, Lights Out has been tested on not just two or three locations, not just a few hundred, but actually on thousands of spots from Coast to Coast. By that I mean that Lights Out has the same fascination as the ‘shut-out’ dice game, which is rapidly replacing Indian dice, 26 and other counter games, and is now sweeping the country like wildfire. Due to the popularity of this game players greet Lights Out like a long-lost friend, and the skill element makes the welcome especially warm.

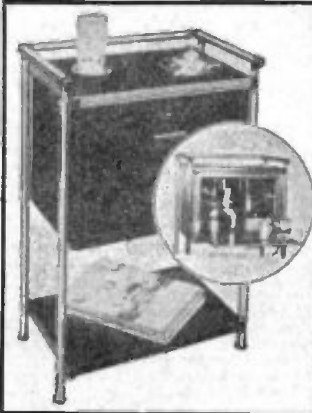
“Another reason why Lights Out is making such an immediate hit on location is the fact that it is easy to understand—a simple, straightforward game that needs no complicated instructions. Player merely shoots balls in pockets to put out as many lights as possible with each ball. From one to four lights can be extinguished on one ball, and as soon as all nine top-row lights are out player stops shooting. Odds change every game and awards depend on number of balls played—the fewer the balls the higher the award.

“Due to the fact that each game requires only from four to eight balls, play is greatly speeded up, which explains why Lights Out is actually competing with many old-style payout games. And in non-payment territory Lights Out is reviving dead locations by the hundreds.”

#### Groetchen Back From Coast

CHICAGO, Aug. 22.—Richard Groetchen, of the Groetchen Tool Company, has returned from an extended trip to the West Coast where he presented his firm’s new Columbia Double Jack Pot machine and his two new counter machines, High Stakes and 21 Black Jack. Groetchen visited leading distributors from Washington all the way down thru Southern California.

## A SENSATIONAL NEW PREMIUM BAR-ETTE



BAR AND HUMIDOR COMBINATION. BEAUTIFUL. PRACTICAL. APPEALING

Black and White, Red or Ivory with Chrome Railings, Rolls Easily on Concealed Coasters.

**\$6.75** EACH

Lots of 3 SAMPLES, \$7.50 Each, 1/3 Deposit, Balance C. O. D.

Exclusive Distributors to the Premium Field

### JERSEY TRADING CO.

900 N. Franklin St., Philadelphia, Pa. 11-15 E. Runyon St., Newark, N. J.



## NEW FALCON JUNIOR FOR SALESBOARDS—AND PREMIUMS

Uses all standard film. Finest Camera ever produced at such a low price. **AUTOMATIC FIXED FOCUS.** Open View Finder. Light weight and compact. Wonderful flash. Black and chromium etched.

**1.35** EACH

Send 25% Deposit—Include Parcel Post, Balance C. O. D.

**FEDERAL MDSE. CO.** 875 B'WAY NEW YORK CITY

Thank You for Mentioning The Billboard.

# Minnesota Operators and Jobbers!

HELP US CELEBRATE OUR APPOINTMENT AS

# MINNESOTA DISTRIBUTOR

FOR

# BALLY MFG. CO.

**OPEN HOUSE *All Day* SATURDAY, AUGUST 29**



M. L. PRIEBE  
President National Scale Co.

"I may not be the BALLY-ROLL champ of the world, but I guarantee to 'play ball' with Minnesota Operators and Jobbers — and see that they get the world's greatest money-makers — BALLY GAMES"

Come and enjoy yourself! Mix with the boys! See the newest Bally Hits! Convince yourself of our ability to serve you by inspecting our large warehouse and speedy shipping facilities.

**REFRESHMENTS!**

**ENTERTAINMENT!**

**DOOR PRIZES!**

*Come Early! Stay Late!*

**RAY** MOLONEY  
**JIM** and  
**BUCKLEY**  
Will Be There—and That Means Fun Galore!

**COMPLETE STOCK  
PROMPT SHIPMENTS  
REAL SERVICE**

Now you can get Bally Games—when you want them—when they're new and red-hot! We carry a complete stock of all Bally Games

**BALLY ROLL  
RAY'S TRACK  
ROUND-UP  
CHALLENGER  
NATURAL  
BALLY BABY  
RELIANCE**

# NATIONAL SCALE CO.

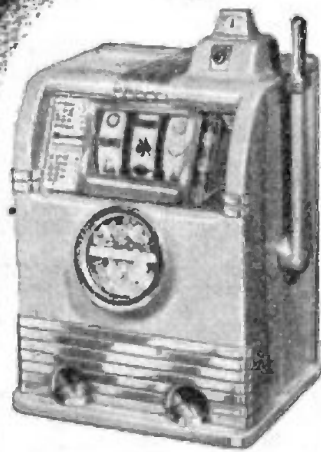
*Minnesota Bally Distributors*

1415-17 WASHINGTON AVE.,

MINNEAPOLIS, MINN.

**\$58<sup>75</sup> against \$13<sup>25</sup>**

**CAILLE CADETS**  
show real profits!



A recent test conducted by a large operator showed that his CADETS took in over four times the money his other machines did.

Write for details today Available in 1c, 5c, 10c, 25c play; standard or mystery bonus payout; choice of six sparkling colors—all at no extra cost. Venders, too, if desired.

**CAILLE BROTHERS CO.**  
6722 Second Blvd. Detroit, Michigan

**USE THIS COUPON FOR FULL DETAILS!**

CAILLE BROTHERS CO., 6222 Second Blvd., Detroit, Mich.

Please send me complete information about the new Caille CADETS.

Name .....  
Address .....

**IT'S NOT A SALE UNLESS YOU'RE SATISFIED!**

- RELIANCE 5c ..... \$62.50
- DAILY RACES 55.00
- HIALEAH .. 59.50
- PAMCO PARLAY . 55.00
- RED SAILS . 55.00
- BALLY BONUS 55.00
- PINCH HITTER . 57.50
- 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
- TROIAN . . . 27.50

**GERBER & GLASS** 914 DIVERSEY CHICAGO, ILL.

**SALESBOARD OPERATORS**

Here is the season's Fastest Seller. This 2,000-Hole 5c Deal, Featuring 6 HIGH GRADE HUNTING KNIVES in LEATHER SHEATHS.

Takes in \$20.00, and Pays Out 26 Packs Cigarettes. OPERATORS SPECIAL PRICE ONLY \$3.95 Complete TERMS: 25% Deposit, Balance C. O. D.

**NOVELTY SALES COMPANY**  
806 WALNUT STREET, PHILADELPHIA, PA.  
Write for Our 1936 Illustrated Catalogue.

**SALESBOARD OPERATORS**

ACT QUICK—BE FIRST WITH THE LATEST.

2,000-Hole Board, 18-Point Dutch Pettit Design, Best Quality Breakfast Rot. (Patented) (U. S. Patented). It's New—Flashy and Exclusive. Nationwide appeal. Takes in \$50.00—Pays out \$17.50 in Trade. New Type Board, with Special Complete Deal \$6.95. 25% with order, balance C. O. D. Send for FREE illustrated catalog on fast-selling nationally advertised Merchandise. Electric Appliances, Lamps, Gift Ware, Watches, Candy, Novelties, Souvenirs, etc., at low factory prices.

**RAND & CO.** 5336 No. Clark St., Chicago, Ill.

**BALLY**  
THE KEY TO GREATER PROFITS  
**WHEN BALLY BUILDS A GAME IT'S BETTER**  
... it's **MORE DEPENDABLE**  
and it **MAKES YOU MORE MONEY**

- BALLY ROLL** THE BOWLING GAME SENSATION  
Carloads already delivered to Fitzgibbons operators and more carloads on the way. A remarkable profit producer you cannot afford to miss.
- RAVS TRACK** THE PERFECTED RACE GAME  
30% greater earning power. Quiet, trouble-proof, cheat-proof. The only race game with Daily Double extra award features.
- RELIANCE 8 PAY** PROFITS BOOSTED 50-75%  
New perfected automatic payout dice game with 8 to 1 instead of 4 to 1 payout. Duplicates every play known to the regulation 7-11 game. A remarkable money maker. Order yours today!
- CHALLENGER** 1 SHOT—CHANGING ODDS  
Automatic payout with multiple coin chute. Shoot ball into any of 16 pockets and receive payout listed on odds indicator. Odds change every game. An exceptional profit maker.
- NATURAL** BALLY THROWS A NATURAL  
Balls roll through 2 rows of contacts and corresponding numbers are flashed on the light up totalizer. Total of 7 or 11—or making your point wins automatic payout! This is a real NATURAL for PROFIT.
- BALLY BABY** WORLD'S SMALLEST COUNTER GAME  
3 machines for the price of one. Change from numbers game to penny cigarette game, to 5, 10, 25 cent trade stimulator game in 5 minutes. A baby in size but a giant in earning power. No route is complete without Bally Babys!
- LIGHTS OUT** 8 BALL NON-PAYOUT  
Fascinating new game with changing odds—light up totalizer—light up ball count—light up odds—light up anti tilt. This is the game to pep up your non-payout spots. Immediate delivery. Rush your order today.

**FITZGIBBONS DISTRIBUTORS INC.**  
453 WEST 47<sup>th</sup> STREET • NEW YORK CITY • NEW YORK  
TELEPHONE: LAGRAWANNA 4-9472

**THE COUNTER GAME KINGS of AMERICA-**

*Offer*

# 7 DAY FREE TRIAL!

**UNCONDITIONALLY GUARANTEED!**

**REEL 21**

PAUL GERBER

MAX GLASS

**NO MATTER WHAT WE SAY!**

We can't say enough about REEL "21"! Talk with other operators who have already purchased this counter game sensation . . . they'll tell you that dollar for dollar . . . REEL "21" is the greatest money-making machine they have ever placed on location! Order yours today!

● You take no chance when you order your Reel "21" games from GERBER & GLASS. Try 'em for 7 days. If they're not O. K. with you, return 'em for refund. Reel "21" is guaranteed by GERBER & GLASS and the manufacturer, THE DAVAL MANUFACTURING COMPANY.

**YOUR MONEY REFUNDED IF YOU ARE NOT COMPLETELY SATISFIED!**

**DAVAL**



**\$23.75**

**IT'S NOT A SALE UNLESS YOU ARE SATISFIED!**

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**BARGAINS**

3 Put 'N' Take	\$15.00
5 Gold Rush	15.00
6 BALLY JUMBOS	37.50
3 Bally All-Stars	52.50
2 Bally Bonus	52.50
6 Bally Derbys	65.00
8 Grand Slam	69.50
2 Pamco Parlay	49.50
10 Pamco Palooka, Sr., Latest	72.50
2 Tycoons, Battery Model	49.50
2 Tycoons, Electric Model	62.50

**AMERICAN-SOUTHERN COIN MACHINE CO.**  
437 Baronne St., New Orleans, La.

**5c LUCKY RABBIT FOOT 5c**



Here's a Board That Speaks Everybody's Language **GET LUCKY!** Operate Lucky Rabbit's Fool Boards \$18.18 Your Share of Profit on a 50-50 Basis

Men and women—rich and poor—young and old—From the shoe-shiner on the corner to the big business man—they're all eager to win one of these 50-50 lucky pocket pieces! Whether or not they believe in the power of luck, they get a kick out of showing their Rabbit's Foot to their friends. THAT'S why this board is an overnight sell-out in almost any location.

**A FAST ACTION STEP-UP BOARD - HOW IT WORKS** The lucky RABBIT FOOT is sealed behind a visible window. Player who hits a winner on the board has choice of any RABBIT'S FOOT—and wins amount indicated on the attached amount cannot be seen until seal is broken and RABBIT FOOT removed—insuring plenty of suspense and desire to punch and punch for one of these lucky pieces.

**44 Winners—1200-5c Sales—Taken in \$18.18**  
12 Rabbit feet pay out \$17.00, as follows: Ten \$3.00, one \$2.00, one \$1.00, eight 50 cents.  
Board also pays out 45 backs of cigarettes, including 1 pack for last sale in each section—to insure complete sell-out.

**QUANTITY PRICE \$3.50 EACH**  
We will gladly send one sample board to Jobbers and Operators only at above quantity price. Terms: Cash with order or 25% with order, balance C. O. D.  
**LUCKY RABBIT'S FOOT will bring you LUCK**—if you get started NOW before somebody else beats you to it!

**CHARRIS SPECIALTY CO.**  
FREE Catalog of our Profit-Producing Deals sent on request—Write today.  
178 W. Washington Dept. A-1 CHICAGO  
WE DO NOT ROUTE BUSINESS DIRECT FROM RETAIL MERCHANTS.

**CENTER FOR BARGAINS**

RECONDITIONED AUTOMATIC PAY-OUT TABLES

FENCE BUSTER (4 or 5 Balls)	\$60.50 (Mystery Single or Single Coin Slot)
DAILY RACES	55.00
SUNSHINE GERRY	49.50
RAMBLER	37.50
ELECTRO RAFFLE BALL	37.50
BIG GONING	37.50
HARVEST MOON (10 Balls)	25.50
PROSPECTOR (slightly used)	29.50
BIG FIVE	29.50
SPORTSMAN (Visible Coin Outlet)	10.00
PLUS A MINUS	10.00
TREASURE SHIP	10.00
LIBERTY BELL	10.00

1/3 Deposit, Balance C. O. D.  
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**NEW GAMES—Get Our Prices!**  
**MILWAUKEE COIN MACHINE CO.**  
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**INSIST ON STANCOR UNIVERSTERS IN ALL YOUR GAMES!**

Models Available for the New Type "Bowling Comics." Manufacturers—Send in your Specifications!

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*They're BEST by TEST*

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Mills McCoy's, \$70.00 Each, Lino New Electric Eyes, Floor Bumper, \$60.00; Aceo, \$25.00; Resil Floor, \$12.00; Race 100, Machine, \$25.00; Resil 100 Extrordinary, \$55.00; Simplex 5c Pin, \$20.00. One-third deposit with all orders; us your needs. We carry the largest stock of machines in Southwest Missouri.

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114 N. Main Street, Joplin, Mo.

STORED SINCE NOVEMBER! BROWNIKOE! Guaranteed like new. Used two weeks, 4 Rocko De Lamo, \$37.50; 1 Mammoth, \$37.50; 2 Stampede, \$22.50; 3 Capone, \$18.50; 2 Put & Take, \$24.50; 1 Gold Rush, \$14.50; 1 Dr. or Don't, \$14.50; 1 Red Arrow, \$9.50; 1 Exhibit Ticket, \$22.50; 4 Flying Colors, \$7.50; 2 Rocko 21, \$5.00; 1 St. Robinson, \$5.00; 1 Maid & Draw, \$5.00; 2 Horse Shoe, \$5.00; 1 Tri-Lite, \$4.50; 1 Criss-Cross Lilo, \$4.50; 1 Selection, \$4.00; 1 Lilo Power, \$3.50; New Ticket, \$3.50; PIECE NOVELTY, 21 Van Huelst St., Mobile, Ala.

ALAMO	587.50	GALLOPING PLUGS	587.50	ELEC. EYE ONEOK	877.50
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We have Bowlette, Bank Roll, Bally Roll, Rect-O-Ball. We have all the latest Games. Write for prices. We take trade-ins. One-fourth deposit.

**VEECH SCALE CO.,**  
PHONE 9828 DECATUR, ILL.

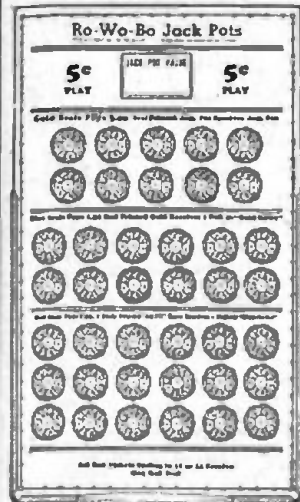
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**BOWLETTE**

8 Balls Light-Up 8 Ball  
12 Coin Excelsior Board  
Postage Necessary

★ KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME ★  
IMMEDIATE DELIVERIES!  
**BABE KAUFMAN, Inc.**  
850 West 84th Street  
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Invest \$6.00 and make \$35.00 !!!



# RO-WO-BO

Jar Deal with Jack Pot Card  
WILL DO THAT FOR YOU!

The \$25 JACK POT does it

Each Card Brings In . . . \$90.00  
Average Payout . . . . . 55.00  
PROFIT . . . . . \$35.00

Complete Sample Deal, \$6.00  
FASTER PLAY THAN A SALESBOARD

and here's another live one!

# JUMBO JAR-O- SMILES

\$4.50 Brings You  
\$39.50



# SEWED TICKETS

Jobbers, Distributors—Write for Special Prices

**WERTS NOVELTY CO., Inc.**  
MUNCIE, Dept. BB, INDIANA

WE DO NOT SELL OUR OPERATORS' LOCATIONS

# JOIN THE HIT PARADE of GROETCHEN WINNERS

★ **Columbia**  
THE GREATEST STEP FORWARD IN 31 YEARS OF BELL MACHINE HISTORY!

- Plays pennies, nickels, dimes and quarters.
- Can be changed from one kind of coin to another right on location.
- Rotary Turret Escalator shows last 6 coins from three directions.
- Sluggproof — pays out first the coins or tokens inserted last — like paying from "Top of the Tube."
- Well constructed mechanism, protected against abuse by many Safety Measures.
- Columbia is an ideal machine for closed territory — entirely silent in operation.



## ★ High Stakes

"Match - A - Color" Horses revolve swiftly and then click into place. A moment's suspense—and then the fourth reel announces position and a second later the odds reel quotes the Win, Place and Show odds for the race. Horses can finish in either position. Odds range from 2 to 1 to 50 to 1. A Daily Double pays double odds. HIGH STAKES takes humble pennies as well as shining quarters, nickels as well as dimes.

**\$24.75 TAX PAID**



## TWENTY-ONE BLACK JACK

★ **REAL BLACK JACK** played according to the accepted rules. Here is a 21 BLACK JACK machine with absolute silent reels, which come to a perfect stop without a bounce. So positive is this mechanism that it is impossible to manipulate reels or shutters in any way—**BEAUTIFUL NATURAL WOOD CABINET**, smartly streamlined — gets the better class of locations and plays 1c-5c-10c-25c.

The Shutter feature on "21" is covered by GROETCHEN'S U. S. PATENT No. 1978395.

**\$24.75 TAX PAID**

21 Black Jack and High Stakes Can Be Furnished for the French Franc and English Penny Play.



**GROETCHEN Tool COMPANY**  
124-130 N. UNION ST. • CHICAGO, ILLINOIS

**\$10.00**     **HIALEAH TYCOON**     **\$10.00**  
**DOUBLE HEADER**

DAILY LIMIT  
DAVAL BOWIE  
BIG RICHARD  
PEERLESS BONUS  
SPEEDWAY  
COCOANUTS

Deposit on Each Game Ordered     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.

### No Slump at Exhibit!

CHICAGO, Aug. 22.—One of the busiest plants seen in some time is that of Exhibit Supply Company and indications are that Exhibit is going to town with its new products.

Right now Gusher, a five-ball novelty skill game, and its Rotary Merchandiser are getting production preference. Gusher, now in its third production run, according to Leo J. Kelly, sales manager for the firm, is now in a new, handsome 44x22-inch cabinet that is just about tops for real beauty.

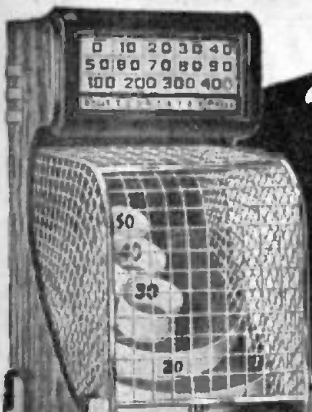
"Territory closed to one-ball tables are going wild over Gusher," said Leo J. Kelly "and the reason is undoubtedly because Gusher permits the player to set his own odds and then gives him five balls to make the odds set. The player that wants extra excitement can play as much as 25 cents per game. That means fast money and quick profit for operators and locations alike. When players

see that possible top payoff of \$7.50 there is no stopping them."

Exhibit will have something new and different to offer in a one-shot automatic payoff game soon, it promises.

### Milton Swanstrom Vacationing

CHICAGO, Aug. 22.—Milton Swanstrom, popular advertising manager of the Rock-Ola Manufacturing Corporation, and his charming wife are spending a vacation on the Pacific Coast. He will visit several of the Western cities, combining a business trip with his vacation. Telegrams from Swanstrom have revealed the popularity of Rock-o-Ball on the Pacific Coast, and he says it looks like the game will create a new fad in Hollywood. To create interest in Rock-o-Ball Swanstrom has arranged with some of the studios to have a game available for the stars to play in their spare time between their work on the sets.



*The Only Game with All the Features that Count*  
**BANK-ROLL**  
*GENCO'S Banked-Alley, Fast-Rolling Profit-Cyclone*

*Write  
or Wire  
for Prices*

- Scoring Registered in Moving Lights
- Three-Picco Portable Construction
- Automatic Silent Ball-Return
- 13 Ft. 8 In. Cabinet
- Complete Automatic Electric Control
- Sound Effects
- Visible Coin-Slide
- Coin-Chute Releases 9 Balls
- SILENT PLAY
- Balls Played Registered in Lights
- A Separate Counter Records Payouts
- Another Counter Records Nickels Played
- Scoring Pockets Automatically Lighted
- Scoreboard is Forward for Better Visibility



- FREE PLAY FEATURE--NO LOST BALLS
- SPECIAL FEATURE: SHOULD MORE THAN 9 BALLS BE PLAYED ALL LIGHTS AUTOMATICALLY SHUT OFF. BANK-ROLL IS TRIM, COMPACT IN SIZE--NOT BULKY LOOKING. IMMEDIATE DELIVERY.

**Compare Them All!**  
 Compare every Bowling Game on the Market — for Features That Count, for Quality of Construction, for Beauty. Actual Comparison Will Prove Bank-Roll's Superiorities to You.  
 GENUINE WALNUT PANELS, BIRCH TRIMMED.  
 Positively No Imitation Wood Used



**GENCO INC.**  
 2621 N. ASHLAND AVE. CHICAGO, ILL.



*You'll make a Bank Roll*  
 with **BANK ROLL**  
 GENCO'S BANKED ALLEY, FAST ROLLING PROFIT CYCLONE

**250 READY FOR IMMEDIATE DELIVERY**  
 IN OUR NEWARK AND NEW YORK WAREHOUSES  
 SHIPMENT GUARANTEED THE DAY YOUR DEPOSIT ARRIVES

Profit features that defy  
**Competition! Guaranteed**  
**Mechanically Perfect!!!**



*Have you heard about*  
**ROLLA-BASE**  
 A 5 FOOT GAME THAT MAKES THOUSANDS OF NEW LOCATIONS AVAILABLE TO YOU — PLAYERS ROLL BALLS DOWN BY HAND. IMMEDIATE DELIVERY PRICED RIGHT!

**GEORGE PONSER CO., INC.**  
 GEORGE PONSER, PRESIDENT  
 HOME OFFICE: 11-15 EAST RUNYON ST., NEWARK, N.J.  
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 LESLIE G. ANDERSON, General Sales Mgr.

**THE 2 GREATEST COUNTER GAMES  
IN COIN MACHINE HISTORY**

**REEL 21**

The House Hands and Awards change with each play. Everybody plays it—everybody understands it—It's the old Army Game—BLACK JACK!

**\$23.75**  
TAX PAID



**AUTO PUNCH**

Automatic Sales Board! Odds as high as \$7.00 for 5c. A thrill for players! A money maker for operators! Earns more money than a Bell and Salesboard combined.

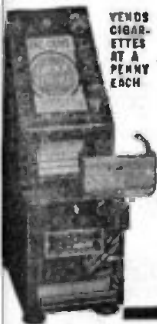
**\$69.50**  
TAX PAID

Order REEL 21 and AUTO PUNCH today from Exclusive New Jersey Distributors.

ELECTROPAKS—ALL MODELS CARRIED IN STOCK

**ROYAL DISTRIBUTORS INC., NEWARK, N. J.**

1125 BROAD ST.  
Telephone—Bigelow 3-3505.



VENDS CIGARETTES AT A PENNY EACH

**Turn pennies into Dollars**

with **SNOK-A-TAIRE**  
EARNS BIG PROFITS FOR YEARS

Costs little and earns big. Doesn't lose its novelty appeal and ability to earn in a few weeks, but stays on location month in and month out, all the time earning big profits—as much as 260% on the investment.

**DISTRIBUTORS WANTED**—Snok-A-Taire will appreciate you are selling and keep building up, for it has no short lived appeal. Write, wire or phone us what territory you are interested in.

MACOTT, Inc., Dept. C-1, 231 S. LaSalle St., Chicago



**HIGH STAKES**

"Groetchen'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.

**H. G. PAYNE COMPANY**  
312-314 Broadway NASHVILLE, TENN.



**BIG PROFITS--FAST PLAY**

That's what Operators get With Our Big Value Assortments

6 Large Pearl Color Flashing Knives and 300-Hole Cr Board. Take In \$10.00. Pays out 14 Packages Cigarettes.  
No. B115—Sample, \$3.25 25 Lots, each \$3.00

25% with order, balance C. O. D.  
Our New Colored Thru Catalog Full of New 1-2-3c Assortments and Boards Now Ready. Send for a Copy and Save Money.  
**LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.**

**OPERATORS: Buy Used Machines From A Reliable Distributor**

ACTION .....	5.00	GOLD MEDAL .....	\$12.50	TICK-A-LITE .....	\$ 7.50
ALL AMERICAN .....	7.50	MAN IN MOON .....	7.50	TRAVEL .....	6.00
CANNON FIRE .....	5.00	RAPID TRANSIT .....	10.00	TIME .....	4.00
OTTO .....	17.50	STAR LITE .....	5.00	21 VENDERS, CO. ....	7.00
EQUIRE .....	4.00	SPOT LITE .....	5.00	HOLD & DRAW .....	9.80
EXHIBIT TICKET .....	25.00	SCORE-A-LITE .....	7.50	DAILY GUM VOR. ....	3.00
FLYING TRAPEZE .....	4.00	TWO-FOR-TWO .....	5.00	HING BIZ JK. ....	8.00

One-Third Deposit With Order, Balance C. O. D.  
**AMERICAN COIN MACHINE COMPANY, 559 CLINTON AVE., N. ROCHESTER, NEW YORK**

**Now Making Delivery Nine Ball Skee Game**

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.

**1000 PIN GAMES AT \$5.00 EACH**

IN LOTS OF FIVE. Full Cash With Order.  
From Country, All-American, Stream, TNT, Man Moon, Big Game, Five Chief, Wingtip, Rapid Transit, Praky, Trillite, The Top Hat, Sporting, Manhattan, Kiss, Pigeon, or any kind you want. Send card to name.

**SLOT MACHINES \$10.00 EACH**

NOW IN STOCK NEW COUNTER GAME, HIGH STAKES.

**LEHIGH SPEC. CO., N. W. Cor. 2nd & Green, Philadelphia, Pa.**

**REEL "21"**



**\$23.75 Tax Paid**

**BIGGER  
AND BIGGER  
AND BIGGER  
AND BIGGER  
AND BIGGER  
AND BIGGER  
AND  
BIGGER**

**IN PROFIT EARNINGS  
EVERY MINUTE OF THE DAY!**

**ROYAL MFG. CO. 200 SO. PEORIA ST. CHICAGO**

**BUT.. JUDGE... ALL HE WANTS TO DO IS... PLAY... SHORT SOX ... AND TURF CHAMPS**

**TURF CHAMPS \$137.50**  
(Ticket Model With Electropak)  
**SHORT SOX \$49.50**  
Every Game Insured FREE Against FIRE and THEFT

EXHIBIT NO. 1

EXHIBIT NO. 2

The Art of the Line

# STONER CORPORATION

Aurora, Illinois

**BIG MONEY MAKERS!**  
**SHORT SOX \$49.50**  
**TURF CHAMPS TICKET MODEL \$137.50**

**USED PIN GAMES \$5.00 EA.**  
Balance Line, Big Game, 50-50, Fleet, Apollo Talk, Star Line, Score-a-Line, Tri-Line, 3-in-Line, Dealer.  
Remit Full Amount. Guaranteed Perfect Condition. Write for Complete Catalog of Games and Vendors.

**D. ROBBINS & CO. 1141-5 DEKALB AVE. BROOKLYN, N.Y.**

2 in 1 Vendor Vends Over 20 Different Items.

Steady Money Maker

**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.

**PRICE 96c** Plus 10% Tax.

**GLOBE PRINTING COMPANY**  
1029-27 Race Street, PHILADELPHIA, PA.  
458 South Wells Street, CHICAGO, ILL.  
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227 S. Pross Street, SAN ANTONIO, TEX.  
22 West 23d Street, NEW YORK, N. Y.  
248 Marietta Street, ATLANTA, GA.



**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** P. O. B. CHICAGO

7-Day Trial Offer

**GARDEN CITY NOVELTY MFG. CO.**  
4347 E. RAVENSWOOD AVE. CHICAGO, ILL.

**CLOSEOUT SALE**

Five-Ball Automatic Payout Model B Traffic... \$9.95 Each  
Five or Ten-Ball Model C Traffic, Non-Automatic Payout... \$4.95 Each  
105 Seven and Ten-Ball Amusement Games; every game guaranteed... \$4.00 Each

**CASH WITH ORDER**

**THE VENDING MACHINE CO.**  
205-215 FRANKLIN ST. FAYETTEVILLE, N. C.

**WATCH THE FIVE ON CAN YOU PLACE**  
**TURTLE DIVE** **FIVE ON** **5 PENNIES ON TURTLE**

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.)

**BARREL of FUN**  
(Trade Mark Reg. U. S. Pat. Off.)  
2052 COUPONS—ORDER NO. 171  
Takes In . . . \$205.20  
Pays Out . . . 164.00

Gross Profit . . . \$ 41.20

**GAM SALES COMPANY**  
manufacturers only  
1321 S. Adams St. Peoria, Illinois

The Last "Word" in Your Letter to Advertisers, "Billboard"



NEW 1 BALL AUTOMATIC PAY TABLES!

# A·B·T's GRUB STAKE

NOT A NOVELTY BUT A MACHINE THAT HAS ALL THE LURE OF THE WELL KNOWN BELL MACHINES!



**TWO LARGE WHEELS SPIN IN OPPOSITE DIRECTIONS—REVERSE, THEN STOP WITH A CLICK**

Take the lure of the wheel—add the suspense of a pin game and you have the greatest of all thrillers—GRUB STAKE. Two-thirds of the play of GRUB STAKE is in the wheel of the back-board; the other one-third of the play requires certain skill on the part of the player. A combination of luck and skill which makes for permanent play.

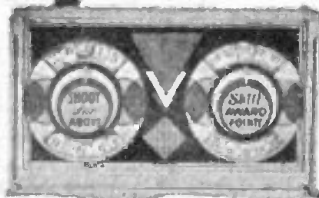
**\$142.50**

POWERPAK \$5.00 EXTRA

CHECK SEPARATOR \$3.50 EXTRA

Left Wheel Designates Shot To Be Made  
Right Wheel States Amount of Payout

The two large wheels on the back-board actually spin from four to seven seconds. They then revolve themselves in the manner of a Bell machine. Carnival men and designers of amusement devices know there is nothing more fascinating than the whirling wheel. In GRUB STAKE we have captured this fascination and have cleverly applied it to a payout table.



ORDER TODAY—IMMEDIATE DELIVERY

**IMPORTANT NEWS for OPERATORS  
JOBBERs and MANUFACTURERS**

# A·B·T PRESENTS the NEW #400 COIN CHUTE



**THE FAMOUS NO. 310 A. B. T. COIN CHUTE VASTLY REFINED AND IMPROVED WITH IMPORTANT NEW FEATURES**

This new A. B. T. Coin Chute has been made purposely to eliminate the use of cellophane slugs, shims and thin probes of metal, as well as slotted or keyed slugs. In fact, the new No. 400 has been devised to prevent practically all other methods of fraudulent play which have been brought to our attention. This new A. B. T. Chute is of the same size as the former model so that no change is required in your cabinets.

THE NEW  
No. 400 ESCALATOR MODEL

SHOWN  
7 COINS

All the features of the A. B. T. No. 400 Coin Chute, plus an escalator attachment. 88 coins visible in the escalator and one in the chute proper. A cover can be furnished to cover coins if desired.

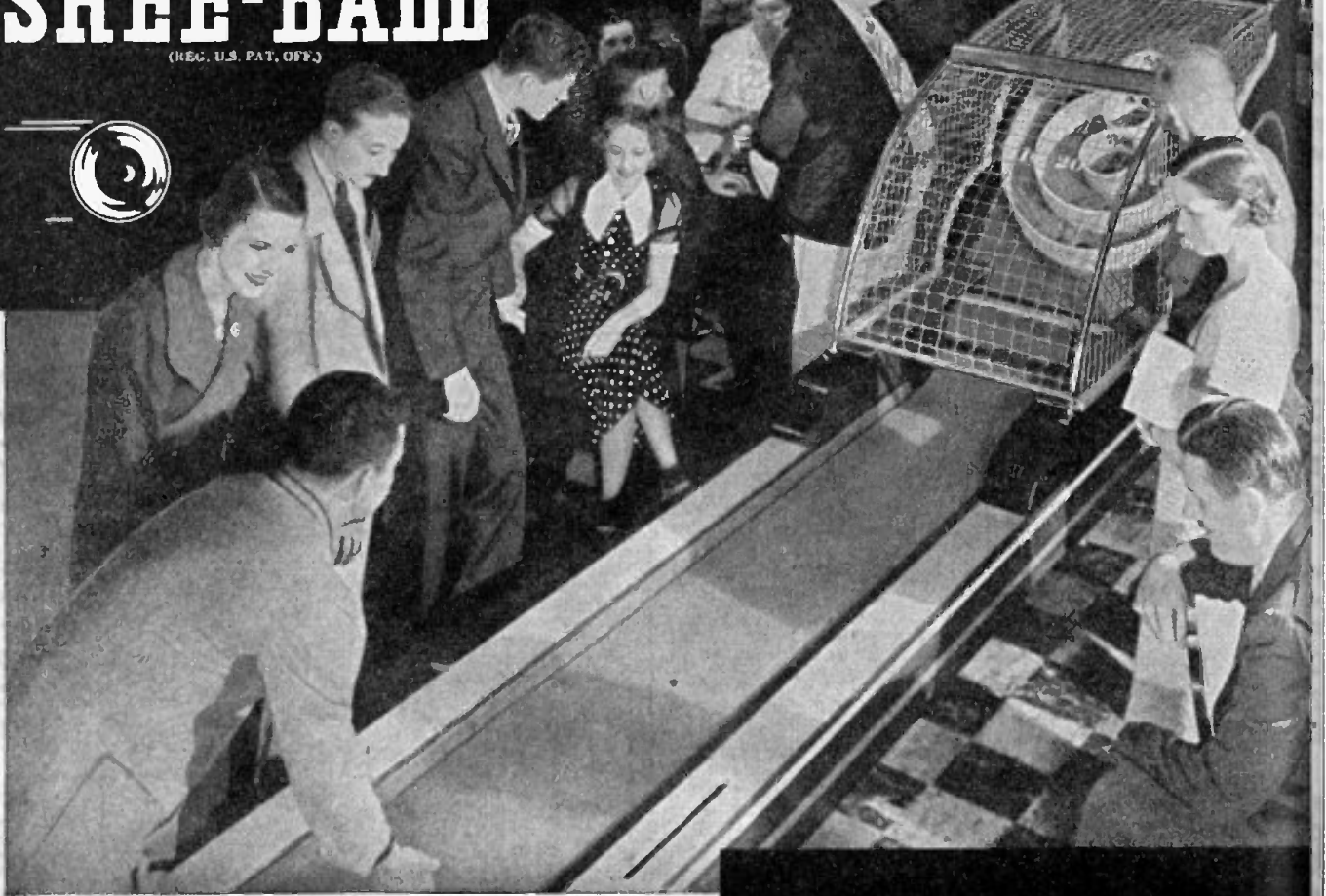


- 1 Ratchet "Dog" controls slide. Absolutely prevents clogging, cheating or jamming of chute.
- 2 Perfected visibility for coin. Last coin played is visible by looking directly down from top. Coin may be magnified.
- 3 Extra heavy magnet made of Turyston Magnesium filed tapered to that the full strength of its magnetic flux is employed for steel slugs at point most critical.
- 4 Thin "Dog" prevent the use of perforated washers, smaller coins and other slotted or mutilated discs.
- 5 The Face Plate is beautifully designed in modernistic style. Same measurements as No. 310 Chute.
- 6 Slide is constructed of heavy brass, permanently nickel-plated. Blamped lug prevent shim or thin metal strips from being inserted to return coin.
- 7 Casting is grooved to prevent shim action. It is sturdily constructed so as to give lasting service.
- 8 Finger Grip provides a powerful first finger and thumb grip for easy handling of slide after coin is inserted.
- 9 Positively prevents jamming of coins falling from the visible aperture if machine is lifted or tilted.
- 10 The steel slug stopper is made deeper in the No. 400 chute to prevent use of keyed slugs.
- 11 Reinforced bracket arms to the strength of the slide, prevents bending.

**A·B·T MANUFACTURING COMPANY 3311 CARROLL AVENUE CHICAGO, ILL.**

# WURLITZER'S SKEE-BALL

(REG. U.S. PAT. OFF.)



Designed with exceptional play appeal to be the leader . . . styled with added eye appeal to be the leader . . . built more solidly and more substantially to be the leader . . . WURLITZER'S SKEE-BALL (Reg. U.S. Pat. Off.) has already attained its goal.

Operators have accepted it as the leader of all coin-operated bowling games because they feel that Wurlitzer's acquisition of the National Skee-Ball Company, creators and manufacturers of the original Skee-Ball, gives Wurlitzer the knowledge necessary to build a game with the greatest play appeal—knowledge based on National's tried and proven record extending over a quarter century for big, steady profits in the amusement park field.

Operators recognize Wurlitzer's Skee-Ball as the outstanding value . . . not a game hurriedly designed to get on the market, but solidly built of fine quality hardwood, weighing 522 lbs.—an investment that will bring them big profits long after games, flimsily built of light woods and weighing some two hundred pounds less are thrown onto the scrapheap.

They know that back of the Wurlitzer's Skee-Ball (Reg. U.S.

*already the accepted*

# LEADER

Pat. Off.) are the same unlimited facilities—the identical fair policies and methods that have led operators to buy more Wurlitzer-Simplex Automatic Phonographs than all other makes combined!

Why not line yourself up with the leader and share the profits of leadership? Confidently we say, "You will make more money with Wurlitzer's Skee-Ball" (Reg. U.S. Pat. Off.) "Write, phone or wire for details at once."

THE RUDOLPH WURLITZER MFG. CO., N. TONAWANDA, N. Y.

# TWO NEW AUTOMATIC PAYOUTS

BY GOTTLIEB

PRODUCERS of the *FINEST* PAYOUT TABLES

See These Super Features

## ★ MYSTERY SINGLE COIN SLOT

The feature that made Daily Races the sensation of the year.

## ★ AWARDS

Mechanically Adjustable Invisibly mechanical adjustment controlled in light-up rack.

## ★ IN-A-DRAWER MECHANISM

Simple construction—all parts easily accessible.

## ★ MAMMOTH

Cabinet 54"x26"  
Beautiful design—rigidly constructed by expert craftsmen.

## ★ ESCALATOR 8 COIN VISIBLE

Jam-proof Bell type escalator.

## ★ MOTOR DRIVEN

Payout Units  
Accurate, Jam-proof, smooth action payout units.

# DERBY HIT DAY PARADE

Also Pays Off for **FOURTH** Place

Seven of the world's greatest horses, winners of every famous derby, lined up ready to give all the thrills and excitement of a real **DERBY DAY!** Odds up to 40-1. Pays off on Win, Place, Show and **FOURTH.** The only horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Mystery Single Coin Slot or Multiple Slot optional. Put your money on the winner. **DERBY DAY!**

Baseball at Its Best

A line-up of baseball stars at bat to pay odds as high as 40-1 for **HOME RUN,** 20-1 for **Triple,** 16-1 for **Double** and 12-1 for a **Single.** The baseball game that gives 28 opportunities to win. **HIT PARADE** has everything to attract and hold play, plus handsome profits to the operator. Mystery Single Coin Slot or Multiple Slot optional. Make your locations show champion earnings with **HIT PARADE!**



**EITHER GAME**

**\$149<sup>50</sup>**

Ticket Game \$10.00  
Extra Check Separator,  
No Extra Charge. D. O.  
Adaptions, \$5.00 Ex-  
tra. Electropak Equip-  
ment. (Batteries Op-  
tional).

Equipped with New  
A. B. T. No. 400 Slot.

## ★ LEADING DISTRIBUTORS ★

Will Display **HIT PARADE** and **DERBY DAY** August 29th

- A. S. L. Sales Co., 133 Washington St., Dayton, Ohio.
- Advance Automatic Sales Co., 1021 Golden Gate Ave., San Francisco, Calif.
- Automatic Coin Mach. Co., 369 Chestnut St., Springfield, Mass.
- B. M. Y. Novelty Sales Co., 3008 Payne Ave., Cleveland, Ohio.
- Boyle Amusement Co., 522 N. W. 3d St., Oklahoma City, Okla.
- Coin Machine Sales Co., 310 M & M Bldg., Houston, Texas.
- Cox Vending Machine Co., 115 E. Fisher St., Salisbury, N. C.
- Frankrich Distributing Co., 808 Burnett St., Fort Worth, Texas.
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- Hy-C Games Co., 1643 Hennepin Ave., Minneapolis, Minn.
- J. & J. Novelty Co., 2272 Gratiot Ave., Detroit, Mich.
- J. M. Novelty Co., 1578 Mahoning Blvd., Youngstown, Ohio.

- Markepp Company, Inc., 3328 Carnegie Ave., Cleveland, Ohio.
- Milwaukee Coin Mach. Co., 3725 W. Center, Milwaukee, Wis.
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- National Coin Machine Exch., 1407 W. Diversey Pkwy., Chicago, Ill.
- National Sales & Dist. Co., 3136 San Jacinto St., Dallas, Texas.
- Santone Coin Machine Co., 1524 Main Ave., San Antonio, Tex.
- Southcoast Amusement Co., M & M Bldg., Houston, Texas.
- Square Amusement Co., 335 Mill St., Poughkeepsie, N. Y.
- Trimount Coin Machine Co., 1292 Washington St., Boston, Mass.
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DAILY RACES STILL GOING STRONG—SUNSHINE BASEBALL GOING BIG!

Rock-Ola's new

# DRAW BALL

The Pin Table with the appeal and profits of Draw Poker!

200 GAMES TESTED ON ACTUAL LOCATION FOR 3 FULL MONTHS!

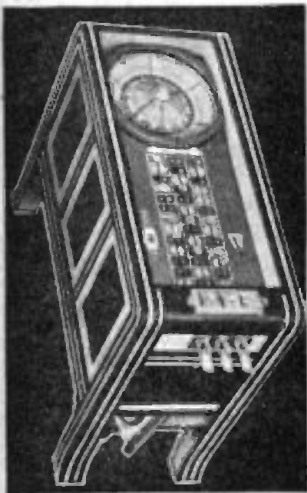
★ Now—at last you have a pin table you know is good before you buy it. In DRAW BALL you have a pin table tried and proved—by 200 games on actual location for 3 full months—that it operates perfectly . . . continuously. And you have a pin table with the universal, unfailing appeal and profits of real draw poker! Now in full production and advance orders taking all we can build. So get your orders in to your Rock-Ola Distributor today!



\$67<sup>50</sup>

**ROCK-OLA MFG. CORPORATION**

800 N. KEDZIE AVENUE, CHICAGO, ILLINOIS, U. S. A.



**S**HREWD OPERATORS readily recognize an investment of permanence, affording a highly lucrative yield. **EVANS' ROULETTE** provides realistic roulette, completely automatic. An impressive super-attraction for select locations. Investigate today!

At Your Jobber or  
**H. C. EVANS & CO.,**  
1522-28 W. ADAMS ST., CHICAGO, ILL.

## BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075

Takes In . . . . \$144.00

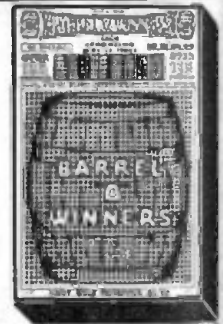
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**CHAS. A. BREWER & SONS**

Largest Board & Card House in the World

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### BARGAINS IN RECONDITIONED MACHINES

<b>AUTOMATIC PAY TABLES.</b>	Double Score . . . . . \$38.00
Multiple . . . . . \$44.00	Big Five, Jr. . . . . \$28.00
All Stars . . . . . 45.00	Electric Game-Ball . . . . . \$38.00
Mislah . . . . . 43.00	Big Five, Jr. . . . . 28.00
Alamo . . . . . 43.00	Acas . . . . . 22.00
Twopen, Old Model . . . . . 58.50	Do or Don't . . . . . 14.00
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Daily Race . . . . . 57.00	Electric Game-Ball . . . . . \$38.00
Pierrot . . . . . 55.00	Big Five, Jr. . . . . 28.00
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Jumbo (Ticket) . . . . . 47.00	Screams . . . . . 5.00
Hollywood . . . . . 38.50	Boom Light . . . . . 5.00
Daily Limit . . . . . 39.50	

Terms: 1/2 Deposit, Bal. O. O. D., P. O. B. Chicago.

**NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd., CHICAGO, ILL.**  
First With the Latest New Games—Get Your Name on Our Mailing List.

**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 your 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)

**ALL THE BEST BOWLING GAMES**  
READY FOR DELIVERY

BALLY ROLL • SKEE BALL • ROCK-O-BALL • PAMCO TANGO • BANK ROLL • BOWL-ETTE

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**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.**

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

You're the Winner with Rock-Ola's new  
**BIG BANK NITE**

The Pin Table with the same appeal that packs the theatres everywhere!



★ **BIG BANK NITE** — with the very same appeal that packs theatres all over the country — is so timely . . . so up-to-the-minute . . . ties in so perfectly with what the public wants . . . that big profits are simply a matter of course. It's only natural that you should pile up profits with **BIG BANK NITE** — bigger profits than you could hope for with any other pin table on the market today!



**ROCK-OLA MFG. CORPORATION**  
 800 N. KEDZIE AVENUE, CHICAGO, ILLINOIS, U. S. A.

**No Less Than \$10.00 Order Accepted**

FULL CASH WITH \$10 ORDER—OVER 1-3 DEPOSIT, BAL. C. O. D., F. O. B. N. Y.  
 ALL MODELS EXHIBIT TICKET GAMES ON HAND. COMPLETELY OVERHAULED **\$19.95**

Extra Exhibit Ticket Game Boards, \$10.95.

Cheer . . . . . \$3.95	Build-Upper . . . . . \$4.95	Scramble . . . . . \$ 7.95
Tit-for-Tat . . . . . 3.95	Balance Line . . . . . 4.95	Pippin . . . . . 7.95
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Rock-Ola "21" . . . . . 4.95		Stice Exchange . . . . . 21.95

ELECTROPAK—All Models in Stock.

**SUPREME VENDING COMPANY INC.**

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**PIN GAME TICKETS**

For EXHIBIT Ticket Games . . . . . 10c per thousand  
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Above prices are F. O. B. Washington, D. C. Terms: One-third certified deposit, balance C. O. D.  
**PIONEER NOVELTY DISTRIBUTING CORPORATION**  
 414 H STREET, N. E.      WASHINGTON, D. C.

**NEWEST TYPE OF THICK BOARD ON THE MARKET**

Made in Beautiful Colors, with Jumbo Tickets in Plain, Cigarettes, Cash, Baseball and Put and Take Boards.  
**IS NOT SOLD FOR \$6.50 But Only \$1.50**  
 CENTRAL AUTOMATIC SALESBOARDS. Complete Line of PUSH CARDS and many other Games.  
 MANUFACTURED BY  
**CENTRAL PRESS, 425 Market St., Philadelphia, Pa.**

Is Your Subscription to The Billboard About To Expire?

**REEL '21' 10-DAY TRIAL**

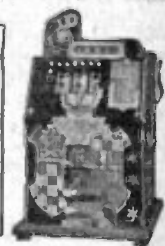
Is BLACK JACK or the Old Popular Army Game "Sticely According to Hoyle" In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or botton. The House hand deal Awards CHANGE with EACH PLAY the same as in real Black Jack. 4 way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE pin game YOU NEED for Buys, Better and ATTADIES PROFITS.

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.



**\$23.75** DOUBLE DOOR AND REGISTER \$2.00 EXTRA  
 Rush Your Order Now

**MILL BLUE FRONT MYSTERY**  
 Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

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*Do You Realize?*

. . . That you lose hundreds of hours of play on your machines due to weak or dead batteries. A dead machine costs no money. Use **ELECTROPAK** and assure yourself peppy, playable machines and extra profits at all times.

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*Look for this Seal!*

**IT IS YOUR ASSURANCE OF THE VERY BEST IN AUTOMATIC EQUIPMENT!**

# Thoro-bred

Tremendous operating profits! That's THORO-BRED'S return to the many hundreds of operators who have already purchased this SUPREME ACHIEVEMENT OF THE AUTOMATIC FIELD!

Operators are now operating THORO-BRED in the biggest money-making locations in the country . . . locations that previously barred the ordinary type of automatic equipment. Don't wait too long! We urge you to order now! THORO-BRED will return your original investment in less than seven days.

THORO-BRED is alive with new, proven, mechanically guaranteed features . . . multiple visible slug-proof coin chutes, seven coins . . . a press of the lever sends the THORO-BREDS racing away . . . real race track thrills because winner is not determined until finish . . . mutuels change with every race . . . odds from two to thirty automatically paid out on winner . . . a masterpiece of design and mechanical perfection . . . all electrical . . . no tapes or refills . . . no sequences or charting . . . beautiful modernistic walnut cabinet 43 1/4" in height, 41 1/4" in width and 18" in depth . . . additional information upon request.



# POLICY

**\$125.00** Stancer  
Inverter.  
Batteries  
Optional.

**\$135.00** Ticket  
Model.

A great 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 which are matched on the playing field. 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) the player is automatically paid the lighted odds (from 2 to 40). WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAY-OUT UNIT. Deluxe Cabinet 24" in width and 50" in length.



# Flying High

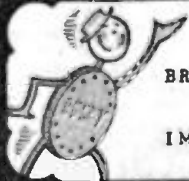
A coin inserted in the MYSTERY COIN CHUTE lights from 1 to 7 players. As the big bronze ball passes over an award on the board, it automatically lights the corresponding numbers and odds on the backboard. Liberal payouts as high as \$2.00. WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT. Beautiful Cabinet 24" in width and 50" in length.

**\$139.50** Stancer  
Inverter.  
Batteries  
Optional.

**\$149.50** Ticket  
Model.

No Charge  
for Check Separator

No Charge  
for Check  
Separator



**"ALL THESE RECORD  
BREAKING MONEY MAKERS  
ARE READY FOR  
IMMEDIATE DELIVERY"**

**CRASH INTO BETTER LOCATIONS**  
with

**PAMCO BALLOT**

**GET IN—STAY IN—TAKE IN STEADY RICH EARNINGS**

You CAN do it with Pamco "BALLOT". Has 1st, 2d and 3d degree scoring with LITES in MOTION hopping back and forth at the bottom to catch the 1-shot ball for a payout.  
—Popular ACTION in Playfield—Pamco "BALLOT" is the owners ace at a glance—makes location-ONE game they NEED—a game they all PUSH and PROMOTE!

PAYOUT \$129      TICKET \$139

There's a BIG REASON Behind PAMCO TANGO

*Fascination*  
only DIFFERENT Bowl-a-Ball Game

5 balls out of nine in Vertical  
—Horizontal—or Direct Diag-  
onal Lines—are good  
Awards of 10-20-30-40-50  
or 100 points. Nine balls in  
"X" formation gets Top  
Prize of \$2.00!



SIZE  
50"  
x  
24"

1 Nickel  
1 Chute  
1-Ball  
GAME

ELECTROPAK AND CHECK SEPARATOR EQUIPPED

**Here's WHY!**

Pamco Tango "FASCINATION" is the only bowling game designed for Replacement Units! It's your GUARANTEE this Super De Luxe Machine will yield ENDLESS EARNINGS and HOLD its position indefinitely!!!

**PLACE YOUR ORDER NOW!**



VISIBLE COIN CHUTE



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 Accounting.

PRICE

**\$275**

**PACIFIC**

AMUSEMENT MFG. CO.

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1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

**Pamco PALOOKA "SENIOR"**

6 COIN CHUTE - BOWL TYPE MACHINE WITH CHANGING ODDS...

The magnetism of PALOOKA "Senior" is vibrantly translated into free-spending players—CROWDS of people who forsake even bell machines to load up "PALOOKA'S" six coin chutes continuously. In HEAVIEST Production of all time—PALOOKA "Senior" is a dependable investment at

**\$189.50**

LIGHT-UP SCORING

OPERATORS EVERYWHERE REPORTING

# Sensational profits WITH RAY'S TRACK

up to  
**\$500.00**  
**PROFIT**  
 per week

"Ray's Track is running about \$50.00 per day"—*F. E. Erickson, Montana.*

"Gross income of each RAY'S TRACK we operate is never less than \$300.00 for one day only"—*Ted Laurence, California.*

"RAY'S TRACKS average \$79.00 daily NET profit, each machine"—*Rolf Stanley, Texas.*

"Our gross income on RAY'S TRACK never less than \$200.00 a day, each"—*John R. Burch, California.*

"RAY'S TRACK earns more profit than anything I could operate"—*Roy Gilmore, Ohio.*

"First and foremost for mechanical perfection. Players can't leave it alone"—*Central Vending Co., Bloomington, Ill.*

"SUPERLATIVE—only word to describe RAY'S TRACK"—*Southern Novelty Co., Valdosta, Ga.*

"RAY'S TRACK meets and defeats all competition"—*Nick Brown, Florida.*

"Ray's Track earning me a real profit—the type of machine players like"—*William Thinner, Ohio.*

"RAY'S TRACK is my choice because I always finish with more money"—*M. J. Marcus, Michigan.*

"Ray's Track has amazing earning power, and quiet smooth performance"—*Robert Pitts, Georgia.*

"RAY'S TRACK draws players like the Kentucky Derby"—*J and J Novelty Co., Detroit, Mich.*

"Everyone well satisfied with RAY'S TRACK"—*Sicking Mfg. Co., Inc., Cincinnati, Ohio.*

"I can recommend RAY'S TRACK to all my operator friends"—*Ed. Weisbrodt, Ohio.*

"Thoroughly satisfied with RAY'S TRACK profits, not giving me any service calls"—*Ohio Operator.*

"RAY'S TRACK money making ability far superior to anything I have operated"—*C. S. Ward, Florida.*

"RAY'S TRACK earning capacity greater than anticipated"—*Ross C. Pelton, Georgia.*

"RAY'S TRACK is piling up biggest profits I've ever known"—*Robert Bolte, California.*

"RAY'S TRACK is 'top' in race games according to our operators"—*J. R. Pieters, Michigan.*

"RAY'S TRACK earning capacity and mechanical simplicity is astounding"—*Edwin J. Wey, Florida.*



The only race game with **DAILY DOUBLE** feature—Special 50 to 1 Surprise Award, resulting in constant repeat play. Simple, ALL-ELECTRIC, precision-built mechanism insures trouble-proof performance. No tie races, no sequences, no charting, no favorite horses. Rich beauty of matched walnut buffet style cabinet wins a welcome in the high-grade big-profit spots. Take the tip of America's leading operators—and get on Bally's RAY'S TRACK now!

SATISFIED CUSTOMERS write our ads! Why say more? These are only a few of the many enthusiastic letters in our files. Give yourself a chance to say "I'm earning the biggest money of my life with RAY'S TRACK!" Write or Wire for Full Color Circular and Prices Today!

**BALLY MFG. CO.**  
 2640 BELMONT AVE. CHICAGO, ILL.

John A. Fitzgibbons, Inc. Eastern Distributor 453 W. 47th St. New York, N. Y.





READY! MILLS McCOY PAY TABLE

The most wanted table in America is now ready in sufficient quantities to meet all demands. Immediate shipment! The McCoy has Everything everybody concerned can ask for. It's COMPLETE!

**THE PLAYER**

Gets Bell Amusement, Two Ball Skill, Spectacular Light Effects, a Chance to Redeem Every Play. Unending Variety, Surprise, and Appeal.

**THE OPERATOR**

Gets Freedom from Service Calls, LONG LIFE, Cash Boxes of from \$40 to \$60 per week, month in and month out. Locations always satisfied.

**THE LOCATION**

Gets the Huge Income, Pleasant Trading Reaction, and the Finest Store Fixture it ever had.

Buy Now! Immediate Shipment Guaranteed!

**MILLS NOVELTY COMPANY**

4100 Fullerton Avenue, Chicago, Illinois

World's Largest Manufacturers of Coin Operated Machines

# BALLY-ROLL

## GETS THE BEST LOCATIONS EVERYWHERE

Because it's REALLY NOISELESS . . . BALLY-ROLL gets into the choice big-profit locations. Exclusive SAFETY-FIRST features, such as HIGH SIDE-RAILS and SMALL MESH NET also making a hit with merchants. And, above all, its GREATER BEAUTY and GREATER PLAY APPEAL . . . proven by HUNDREDS ON LOCATION . . . make 'em say—“Sure bring it in quick!”

**\$259.<sup>50</sup>**  
F. O. B. CHICAGO

**BALLY-ROLL**  
gives the player more actual play for his money, more action, more skill appeal . . . due to WIDEST ALLEY and FULL-WIDTH TARGET! That's why BALLY-ROLLS on location are now EARNING \$30.00 TO \$50.00 DAILY PROFIT! Get your share . . . order today!

### 3 fast GAMES IN ONE BALLY BABY

Penny Cigarette Game, 5-10-25 Cent Trade Stimulator, and New Numbers Game! Get INTERCHANGEABLE FEELS for 3 DIFFERENT GAMES when you order World's Smallest Counter Machine (5 in. by 6 in.) at ONLY \$17.50.

### Save \$27.00 ON EVERY RELIANCE PAYOUT DICE GAME

Special SALE ENDS AUGUST 31—wire order today to get SALE PRICE \$92.50 (nickel model), \$95.50 (quarter model).

### CHANGING ODDS LIGHT-UP BACKBOARD

# Lights Out

## NEW 8-BALL NOVELTY GAME

**ORDER FROM YOUR FAVORITE JOBBER!**

## BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE CHICAGO, ILLINOIS

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

Sensational new "elimination" ideal! Due to fact that ONLY 4 TO 8 BALLS played each game, LIGHTS-OUT is FASTEST MONEY-MAKER in non-payout class. Order a sample today. READY TO PLUG-IN, ONLY \$54.50.

The ONE REAL BOWLING GAME!

# ROCK-O-BALL

DEVELOPED BY THE MOST EXPERT ENGINEERS IN THE INDUSTRY . . . !

- ★ All scores are attractively displayed on ROCK-O-BALL'S big, brilliant light-up board—showing the score of the game being played—the previous high score—the number of balls played, of all times!
- ★ 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 main chair and playing surface are of 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 game-as opposed to the player.
- ★ Free play feature—no lost balls!
- ★ Underneath ball return—eliminating all noise!
- ★ Visible coin chest!
- ★ Entirely portable. Separative so as not to be visible when erected. ROCK-O-BALL is as easily moved as a toy table or phonograph!
- ★ Equipped with 2 Vendor Registers—two registers total number of high scores made—the other, total number of plays!
- ★ Operates both mechanically and electrically, utilizing one of the best functions of each.
- ★ Equipped with power job, starting smooth, standard operation.
- ★ Bowling pockets all differently colored.

**\$259.50**

F. O. B. Chicago  
1/3 Deposit —  
Balance C. O. D.



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!

BUILT FOR PERFECT PERFORMANCE AND IMMEDIATE DELIVERIES IN THE INDUSTRY'S LARGEST FACTORY

ROCK-OLA MANUFACTURING CORPORATION • 800 North Kedzie Avenue • Chicago, Illinois U.S.A.

# THE SUPER SELLING SENSATION OF 1936

An OPPORTUNITY TO MAKE UP TO \$200 a week

It must be the most astounding sales sensation of 1936. The deluge of orders, received by telegram, mail and telephone, indicates that the TRADING POST is taking the Country by Storm. Get on the Band Wagon to Bigger Profits. Only 12 easy sales a day nets you about \$200 a week.

## PROSPECTS

Operators of—

- Amusement Places
- Resorts
- Drug Stores
- Cigar Stores
- Liquor Stores
- Pool Halls
- Taverns
- Hotels
- Barber Shops
- Clubs
- Fairs
- Picnics
- Church Bazaars

Any place desiring to make Extra Profits

## ATTRACTIVE DISPLAY CASE

COLORFUL! FLASHY!  
APPEALS TO THE EYE.  
COMPELS ATTENTION.  
ATTRACTS THE CROWDS.  
INCITES SALES.

**PIONEER TRADING POST**  
Quality Merchandise!

**SENSATIONAL VALUES NO BLANKS**  
It's New—It's Different

10¢ PER PURCHASE NO BLANKS

Exceptional Values Entertainment

TRADE MARK REGISTERED U.S. PAT. OFF. MAR. 2, 1934

## A FAST REPEATER

No sooner is the "Trading Post" displayed and sales begin. One sale leads to another. One buyer tells another and in a short time, the 120 sales are made. It repeats and repeats at the same location. Prizes possess flash, and changed often.

## MAKES QUICK PROFITS HERE'S WHY

- (1) Flashy display.
- (2) Each sale only 10c—Everybody buys.
- (3) Mystery element increases buying urge.
- (4) Surprise causes curiosity.
- (5) Big values—Induces additional sales.
- (6) Great variety adds to surprise, suspense.
- (7) Satisfaction created, stimulates more buying.
- (8) It's new, novel, different.
- (9) Thrills, suspense, surprises galore.

## HOW IT WORKS

Every purchaser gets a prize. Each package bears a number. When purchaser pulls out one of the "tabs" shown on front of the cabinet at 10c each, there is a number on the back of the tab. This same number appears on the package in the back of the cabinet and identifies the package to be given for the number pulled. No waiting eliminates sales resistance, makes quick profits. Prizes changed frequently.

## MONEY BACK GUARANTEE

We guarantee to refund full purchase price on full deals returned to us.

Trading Post Syndicate  
Spors Trading Post Co.

TAKES IN \$13  
DEALER PAYS YOU \$9.75  
COSTS YOU \$6.60

SEND YOUR ORDER TO

## PRIZES

120 of them, each and every one worth 10c or more. At 10c a sale—brings in \$12.00. Picture at right shows cabinet with prizes in individual boxes. Arranged in numbered order for quick identification of prizes.

TERMS Prices are F. O. B. from point of shipment. Please send 1/3 deposit with C. O. D. orders. Shipped by express or freight.



BACK VIEW

TRADING POST SYNDICATE  
321 W. HURON ST., CHICAGO, ILLINOIS

OR

SPORS TRADING POST CO.  
8-36 SUPERIOR ST., LE CENTER, MINN.