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# The Billboard

The World's Foremost Amusement Weekly



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# The Billboard

Vol. XLVIII  
No. 41

The World's Foremost Amusement Weekly

October 10,  
1936

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## DAILY'S AD THROWS SCARE

### Canavan To Join Weber

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

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

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

### Ringling-Barnum Smashes Records at San Antonio

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

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

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

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

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

### No Shows, No Work!

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

Meanwhile the group has received complaints concerning the difficulty of holding servants owing to the lack of entertainment. Some residents established the custom of sending their servants to a nearby town once a week, but the committee reported this to be unsatisfactory as the servants want to designate their own night off and the type of entertainment.

### No Action by CSSCA for Home

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

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

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

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

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

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

### Trenton Ups 1935 Figures

TRENTON, N. J., Oct. 5.—Final attendance figures of the New Jersey State Fair, September 28 to October 3, show that this year's event was the most successful in several years. Despite rain and cold weather on Tuesday, Wednesday and Thursday morning more than 221,000 visited the fairgrounds. Last year's attendance ran 191,000 in round numbers. According to George A. Hamid, lessee of the Trenton grounds, the new (See TRENTON UPS on page 5)

### Alabama State Fair Attendance And Midway Records Shattered

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

### Boston Busy With Tryouts

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

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

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

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

On Wednesday Vinton Freedley's new musical, *Red, Hot and Blue!*, opens the Colonial Theater for a 10-day run. Jim- (See BOSTON BUSY on page 10)

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### Utah Fair Exhibits Up; Attendance Runs Behind

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

## Picket War Gets Noisy

Theaters turn on speakers to counteract pickets — new drive offices opened

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

Meanwhile the two unions are taking steps to entrench themselves, opening branch offices for the drive thruout the city and working with other musicians' locals to spread the campaign. That Philadelphia, where Local 77 is fighting Warners and the radio stations, will undertake a similar campaign is practically definite now. Anthony Tomel, president of Local 77, was here this week with a delegation getting info on the campaign. Jacob Rosenberg, secretary of Local 802, will address a Philadelphia membership meeting Tuesday, with a resolution to be introduced calling for a similar picketing campaign. Pittsburgh, as well, is expected to follow suit, since the circuits are likewise being fought in that city.

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

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

Branch theater drive offices opened by the unions are at 717 Seventh avenue and 189 Second avenue, Manhattan; 861 East 162d street, Bronx, in the Franklin Casino; 573 Atlantic avenue, Brooklyn, and 107 West 103d street, Harlem.

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

## Screen Writer Code Is Drafted

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

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

## Dinner for De Vries

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

## Guild Plots Indie Move

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

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

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

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

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

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

## Philly Congressmen Hit Theater Project as "Red"

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

## Scandinavian Booker Has 15 Weeks

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

## Penn. Giveaway Mad

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

## WPA Coast Activity

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

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

Picture houses fared as well as the rest in the general take. Paramount holds over *The Texas Rangers* and Will Osborne's ork; *Dodsworth* continues strong at the Rivoli; *Nine Days a Queen*, opening yesterday, looks a good thing for the Roxy; ditto *Craig's Wife* at the Music Hall. *Romeo and Juliet*, *Midsummer Night's Dream* and *The Great Ziegfeld* all continue their occupancy of the Astor, Strand and Capitol theaters, respectively. Loew's State business heavy with *George Hall* and *Al Shayne*, coupled with *Last of the Mohicans*.

Burlesque still riding high.

## Dance Music Not Enough

Straight dance bands having tough time—public wants style, entertainment

NEW YORK, Oct. 3.—Band bookers and buyers predict the market for straight dance bands will get smaller and smaller and that dance bands as such will find the possibilities of work diminishing steadily. No leading spot in any major city will, according to the bookers, stick to a straight hoofing combo, but taking the lead set by radio advertisers will insist on bands that have any one or more of several factors to take the outfit out of the routine class.

Bookers blame themselves to a great extent for this condition, since they say it makes it that much harder for themselves to sell their bands, as well as making it tougher, obviously, for musicians and leaders themselves. What brought this situation to a head, it is believed, was the "swing" music publicity craze, since resulting in a flood of other musical "styles," authentic and not authentic. Rippling and slide music, by way of Shep Fields and Will Osborne, are cited as examples. Bookers admit that in recent auditions they have told the leaders that their music may be excellent, but "it's just dance music and we can't sell it."

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

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

## Bans Late Shows

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

## SHAVO SHERMAN

(This Week's Cover Subject)

ALTHO he comes from a theatrical family and the natural conclusion would be that Shavo Sherman started out by concentrating on getting into the show business, the reverse is the case. Six years ago he was "rushing copy" on the now defunct Daily Graphic, his chores then including work for both Walter Winchell and Ed Sullivan in the pre-feud columnizing days. He wasn't quite certain whether to remain a newspaper man or become an actor—and then the paper folded.

A series of varied positions followed. He was with the advertising departments of The New York Times and Evening Journal; with a Wall Street firm and in the press department of Metro-Goldwyn-Mayer. Meanwhile he was working steadily on developing his talents of imitating and mimicry and thru his brother, a musician then working in the Clayton, Jackson and Durante Orchestra when the Scholz trio were in their own Broadway night club, he was given a chance to show his wares. Durante in particular liked his work and he gave Sherman a spot doing bits with the trio.

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

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 615 CHESTNUT ST., Phila.

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

# Battle for Actor Votes

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

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

Fischel, making a bid for actor support, has promised the American Federation of Actors that if elected he will seek legislation aiding the current actor-musician drive to return living attractions to movie houses. He promises to seek legislation for lower license tax for vaudeville as compared with straight movie theaters.

# Engineering Hearing On in Washington

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

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

National Association of Broadcasters will be next in line with James W. Baldwin and C. W. Myers, managing director and president, respectively. Individual stations and station organizations will follow, as well as those interested in part-time assignments on clear channels.

# Taylor Names 4 To Do Air Symphonies

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

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

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

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# New Pittsburgh Agents' Assn. Asks Support of Performers

PITTSBURGH, Oct. 3.—Nearly 200 local entertainers attending the mass meeting at the Fort Pitt Hotel Sunday called by the Entertainment Managers' Association of Western Pennsylvania pledged co-operation in helping the organized agents shape plans for improved financial and working conditions. By a unanimous vote the performers also agreed that their immediate need is organization within their own ranks. Such action will await the arrival of Ralph Whitehead, American Federation of Actors secretary, who is expected here soon to reorganize the local AFA branch and appoint a new local representative to succeed William Jeffries, resigned.

James N. McGrath Jr., president of the association, revealed the purpose of the meeting was to outline the policy of the newly organized agent association and solicit the co-operation of entertainers.

L. C. McLaughlin, local booker, explained the necessity of a contract and stated that every member of the organization will be supplied with such

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

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

# Ferry Show Stays; Etting Walks Out

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

The show, which is understood to have everything, is now reported to be unofficially backed by Charles B. Cochran. Production, with a weekly salary headache of \$17,500 and a house capacity of \$22,000, may break even within 12 weeks.

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

# CRA Hollywood Office

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

# Coast Boothmen Deadlocked on Scale

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

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

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

# TRENTON UPS

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

The gross of the William Glick Shows on the midway was 20 per cent over the midway gross in 1935. Glick realized his largest Monday business since 1929, grossing \$5,300.

Ralph Hankinson's auto races drew approximately 30,000 people Friday afternoon, and amateur bike races, under the supervision of Ernest Ohrt, drew well Saturday.

Altho not up to expectations, night grand-stand attendance increased as the week progressed. Management is satisfied with the results in view of the fact that Trenton has been without a night program since 1931. Midway business at night was encouraging.

Day-by-day figures are: Sunday, 20,000 (fair not officially open); Monday, 81,000 (Kids' Day); Tuesday, 18,000 (rain); Wednesday, 10,000 (rain—gates closed 5 p.m.); Thursday, 40,000; Friday, 30,000; and Saturday, 41,000.

# Jerry Martin Injured

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

# Robbery on R-B Train

HOUSTON, Oct. 5.—In a robbery of the Ringling-Barnum Circus train between Corpus Christi and Houston early yesterday the savings, \$1,900, of a number of circus electricians were taken.

Circus officials said that the robber apparently swung on the side of the speeding train and bored thru the side of a heavy wagon to the money box inside.

**TAFT HOTEL** 208-10 South Eighth St. PHILADELPHIA, PA.  
Subway Connections to All Theatres.  
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Piano Player, Leader and Arranger. Tab, burly, stock, solo dance, night club, etc. Play alone or lead band, big or small. Produce floor show. Emcee. Have public address system; new sedan car; go anywhere. Salary limit. Please mention it. Age 34. (Extra) wife, tickets, waitress or hostess, age 22. Wire or write quickly.  
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New Commercial Hotel,

**WANT TO LEASE**  
Fully equipped Picture Theatre, small town. Seating around 500, vicinity of Cincinnati, now operating. Prefer with stage equipped. Write full details to **BOX D-47, Billboard, Cincinnati, O.**

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Actors, including Piano Player. Continuous engagement, two night stands. State all. Answer.  
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Versatile TEAM. Tab, Med, Vaudeville. South preferred. MAX—Block, Hebrew Characters. Also Producer. WIFE—Straight, Characters. Plenty good modern wardrobe. Change for two weeks. Comedy Singing and Talking Doublets. Strictly sober and reliable. Name salary. Have car and house trailer. Address **BOX D-48, Care Billboard, Cincinnati, O.**

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One-night Vaudeville Show, October 30, Cincinnati. State all in first.  
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Open October 31  
Ten-piece Traveling Dance Orchestra with transportation. One-nighters, Western States. Write, including photos, give best weekly price. Steady work. Must have entertainer. **A. McHUGH, Hotel Arizona, Yuma, Ariz.**

**For SPEED and ACCURACY**  
Lower Intrastate Rate in All But a Few States  
**TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS**  
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THE HIT SHOW OF THE TEXAS CENTENNIAL  
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FAMED APPLE DANCER STREETS OF ALL NATIONS, TEXAS CENTENNIAL  
Available for Bookings After November 1, 1936  
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**THE TOLEDO TICKET COMPANY, Toledo, Ohio** | Home of the Toledo Process Ticket

# DAILY'S AD THROWS SCARE

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

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

(Continued from page 3)

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

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

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

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

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

Whether the ad is a preliminary shot

## Vallee Will Teach Radio Showmanship

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

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

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

## WHO Barn Dance Marks Sixth Year on the Ether

DES MOINES, Oct. 5.—Fall opening of the Iowa Barn Dance program, October 3, marked the start of the program's sixth year on WHO, the opening of its third season in a theater and its second season from the 4,500-seat Shrine Auditorium, largest theater west of Chicago.

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

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

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

## Woodbury Quitting Two-Product Plug

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

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

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

## New Additions to WLS Staff

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

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

## Disk Artist Orgs File Suits Against Three More Stations

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

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

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

## Singing Stooges

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

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

## Mutual and WLW Are Status Quo

NEW YORK, Oct. 5.—Officials of the Mutual Broadcasting System who went to Cincinnati relative to straightening out the WLW situation as it concerns MBS, announce that a suitable agreement has been reached and that MBS will continue to sell time on WLW as a link in the network. Everything is status quo, with WLW remaining an affiliate. Recently WLW pulled out as an MBS stockholder and since then definitely leaned toward National Broadcasting Company of which it is an optional outlet for Red or Blue network, provided, of course, that time sought is available.

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

## FCC Okehs WIP Power Boost

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

## Cupid Gets Break On Iowa Net Show

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

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

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

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

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

The new "live-end, dead-end" acoustical construction, reported in an earlier *Billboard* story, has resulted in one of the most distinctively novel and functional decorative treatments yet produced in radio studios. Complete regimentation of offices and studios is being accomplished in the rebuilding program.

The executive offices on the ninth floor have been abandoned completely, being replaced by one large office adjacent to the studios on the second floor. The program, traffic, engineering, news and production departments are located so they use the same reception room as several of the studios. Every square foot of space, be it offices, studios, shop or control space, is fully air conditioned.

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

## Phil Baker To Help Ether Comic School

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

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

## John L. Clark Joins WFIL

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

## Ann Arbor Free To Have Outlet

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

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

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

## Child Psychic Ties Up With Southern Outlets

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

Arrangements are being made for local tieups with radio outlets and department stores sponsoring local programs, plan being to have the mental marvel perform before a studio audience. Child answers questions in detail and otherwise does a routine heretofore considered the best work of matured psychics. She will be accompanied by her mother, Princess Yvonne, regarded as the most successful psychic in the country. Local sponsors will be offered a double act as a result.

Territory now being booked includes North and South Carolina and Tennessee, with tentative opening date being for spot advertiser on WBT, Charlotte, October 10.

## Station House Organ Refuses Advertising

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

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

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

## Carter CBS Press Head For All Coast Activity

NEW YORK, Oct. 3.—David Carter, of local publicity department of CBS, flew to the Coast Thursday to take post as director of Coast publicity for CBS. Will look after all network programs emanating from Coast as well as local programs.

Connie Vance, KNX press agent, has been set as assistant to Carter, with rest of the staff also coming from the West Coast.

## Memphis Outlets Add More Men to Staffs

MEMPHIS, Tenn., Oct. 3.—Expansion programs are under way at Radio Stations WMC and WNBR, both owned by *The Commercial Appeal*, and at WREC, the Wooten station. Following installation of its new 611-foot vertical half-wave antenna tower, WMC added two men to its staff, Jack Merrill as a salesman, and Robert M. Gray, former reporter for *The Commercial Appeal*, as director of publicity. Paul Hodges, a veteran in radio work, formerly with WREC, joined the WNBR staff as salesman and conductor of a breakfast hour program, and Billy Sisson, another ex-reporter, was also added to the WNBR staff.

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

## Breneman Title Change

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

## New Station for Hammond

CHICAGO, Oct. 3.—Permission has been granted by the Federal Communications Commission to the Hammond-Calumet Broadcasting Corporation, Hammond, Ind., of which Gerge F. Courrier is president, to erect a new 5,000-watt station in Hammond to use the 1,480 regional wave length. The corporation operates Station WWAE, Hammond, on 1,200 kilocycles and 100 watts at present and will continue to operate the station from 8 to 12 p.m. nightly when the new station goes on the air.

Orders were placed this week for a

## WCAU Organist Asks Court To Restrain Musician Local

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

Bill of complaint states that the union action against her is an attempt to force adjustment of other difficulties between the union and the radio station involving the employment of a studio band. Union heads claim it's the other way around, that Dr. Leon Levy, WCAU proxy, is trying to force the union into accepting his terms for the employment of the studio band. Trouble started September 1 when Levy refused to accept union scale that called for an upping of the 11-piece studio combo to 16 men and taboos commercials on the cuff.

Summonses were served on Wednesday, September 30, and both Tomei and Riccardi contend that it was instigated by Doc Levy. Further, they allege that Levy's secretary called them the day before and asked for their first names. Write server showed up the next morning.

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

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

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

NEW YORK, Oct. 3.—Arthur Lora, flute player and a member of the house musicians' crew at the National Broadcasting System, is filing an appeal with the American Federation of Musicians from the decision of the trial board of Local 802 whereby he was found guilty of spying on fellow members of the NBC crew and reporting their alleged misdeeds to NBC executives. The Lora case, which was started when H. Leopold Spitalny, NBC contractor, filed charges against the flute player, has created a furor in the local musician field. Claim is being made that political maneuvering is behind the decision, one member of Local 802 alleging that Lora was given a raw deal because Spitalny is an appointee of the present administration of the local. It is also reported that Selig Liese, Fusion candidate for president of the local in the forthcoming December elections, has volunteered to help Lora fight the decision. Monday Lora will ask the AFM for a stay of judgment until the appeal is heard.

## NBC's Latin America Show Going Over Big

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

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

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

new 5,000-watt Western Electric transmitter and a 382-foot radiator-type antenna to be erected and installed within five or six weeks. Studios will be in the Hammond Times Building.

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

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

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

Charges and counter charges have been made on both sides, with the union refusing to divulge any actual information other than the results. However, reliable information has the story along these lines: Lora, for some time since Spitalny was made NBC's contractor, had been outpoken of certain practices, including alleged favoritism on Spitalny's part towards certain staff members. Within the first month of Spitalny's term, it is said, Lora had a dispute with the contractor when the latter, allegedly, refused to allow Lora to use substitutes, although given this permission to other house men. Several weeks ago Milan Smolen, house pianist, was given his eight weeks' notice when he was late for a show. Afterwards, it is alleged, Spitalny approached Smolen and said the notice might be rescinded if he, Smolen, would give Spitalny a statement identifying Lora as having squealed to NBC execs. Smolen did this.

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

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

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

Lora had been with NBC eight years.

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

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

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# GOBEY

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Baritone

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Character Voice of Terrytoon Cartoons and Varied Max Fleischer Cartoons.

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Musical Director  
ROXY THEATRE, N. Y.

# Russ

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

# MORGAN

and His Orchestra

"Music in the Morgan Manner"

HOTEL BILTMORE  
NEW YORK

# TOMMY DORSEY

ON TOUR.  
Management M. C. A.

★ AND HIS ORCHESTRA ★

# Station Notes

Address All Communications to the New York Office

AL BERNARD, minstrel man, has left WWL, New Orleans, but plans to return to air soon thru another local. . . . Five football games in one afternoon is the boost of *The Commercial-Appeal* stations in Memphis on last Saturday, when WMC brought two games thru NBC and WNER brought in the Tulane-Ole Miss and two high school scraps. . . . In connection with the ceremonies making all toll bridges of the State free of cost on September 29, five Alabama stations hooked up for address by the governor. Chain included WSPA, Montgomery; WAPI, WSGN and WBRC, Birmingham, and WJBY, Gadsden. Fifteen bridges were made toll free.

LOFTON L. HENDRICK, commercial manager for several years at KRMD, Shreveport, left this week for Sherman, Tex., to become station manager of the newly established KRRV there. . . . A story in the Little Rock newspaper tells of signing of a new two-year contract by Lum 'n' Abner (Lauk and Goff) to pay them \$395,000. Lum 'n' Abner began their present series for Horlick in April, 1934. . . . J. A. McPHERSON, research director for Lloyd & Chalmers Agency, spent last week on the Mississippi gulf coast.

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

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

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

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

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

KFEL, Denver, Colo., will each Sunday afternoon air the football game of most interest to Rocky Mountain region fans. The first program will be piped from Milwaukee. FRANK BISHOP, MARK CRANDALL and HOLLY MOYER, of the KFEL staff, are to handle the broadcasts via leased wires direct to the playing fields. Chevrolet Motors has taken 72 spots six times daily starting November 1 to 14, over CFLO, Ogdensburg, N. Y. . . . JIM COX, newcomer to radio, has joined the continuity staff of KPAB-KFOR, Lincoln, Neb., replacing JIM VAN LIEW. . . . EVERETT COBB, WTAQ's Man on the Street broadcaster, employed a novel switch on his program last week. Used three girls stooges as questioners, with passers-by proving delightfully susceptible to their wiles. A *Women on the Street* program? . . . WSB, Atlanta, Ga., operated by *The Atlanta Journal*, did some fine institutional plugging with its distribution of *The Journal's 1936 Football Dope Book*.

Butler Motors, Inc., thru Schwimmer & Scott, *Highway Melodies*, a local commercial, electrically transcribed program, taking 15 minutes following the football games on Saturday for a period of nine weeks, from October 3. WGN. CHARLES DENBY CIGAR CO., thru Ruthraff & Ryan, Inc., *Smoke Dreams*, on MBS commercial originating at WLW, taking Sundays from 1:30 to 2 p.m. for 13 weeks, beginning December 20. WGN. THE PABST CORP., thru Morris-Schenker-Roth, Inc., *Sports Review*, a local commercial, taking Monday, Wednesday and Friday, from 6:45 to 7 p.m., for 52 weeks, from September 28. WGN. THE WANDER CO., thru Blackett-Sample-Hummert, Inc., *Little Orphan Annie*, renewal, daily except Saturday and Sunday, from 5:45 to 6 p.m., for 52 weeks, from September 28. WGN. CHOCOLATE PRODUCTS, thru J. L. Sudgen, *Buddy and Ginger*, a local commercial, electrically transcribed program, taking 5:15 to 5:30 p.m., Monday, Wednesday and Friday, for 52 weeks, beginning October 26. WGN. MID-CONTINENT PETROLEUM CO., thru R. J. Potts, *Diamond City News*, a local commercial, electrically transcribed program, taking 8 to 8:15 p.m., Tuesday, Thursday and Sunday, for 26 weeks, from September 29. WGN. F. W. FITCH & CO., thru L. W. Ramsey Co., *Beauty Clinic*, an MBS commercial, originating at various points, taking 2:15 to 2:30 p.m., Tuesday, for 26 weeks, beginning October 6. WGN. NATL. DEMOCRATIC COMMITTEE, thru the United States Adv. Corp., *The National Democratic Party*, an MBS commercial, originating at WOR, taking 10:45 to 11 p.m., Friday, for five weeks, starting October 2. WGN. KOSMET LABORATORIES, *Meadows Beauty Clinic*, an MBS commercial, originating at WOR except weeks of October 19 and 26, when it will originate at WGN and be fed to WOR, WGAR and WAAB, taking 2:15 to 2:30 p.m., Monday and Friday, for 26 weeks, starting October 5. WGN.

## New Biz, Renewals

Chicago

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Newark

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

## Coast S. O. Conductor Awarded Fellowship

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

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

## Anne Director at Frisco Post

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

★

# JAN JRUBINI

in person

AND HIS

## ROMANTIC DANCE AND CONCERT ORCHESTRA

"MUSIC THAT THRILLS"

AND HIS

# HUGH CROSS RADIO GANG

Care Billboard, Cincinnati.

ERNIE BRODERICK, Personal Representative.

SHEA'S Buffalo Theatre

The DYNAMIC

# ARNO

CONDUCTOR — VIOLINIST

WBEN • Saturday, 7:30 P.M.  
Exclusive Direction—Jack Lavin, Paul Whitman—Arist Management, Inc.  
17 E. 45th St., New York City.

# TITO GUIZAR

★ STAR of ★  
Radio, Screen, Stage and Concert.

COAST to COAST

★ WALTER ★

# TETLEY

Radio's Outstanding Boy Actor

FRED ALLEN	9:00 p.m.	Wed.	NBC
SHOW BOAT	9:00 p.m.	Thur.	NBC
PAUL WHITEMAN	9:30 p.m.	Sun.	NBC
BOBBY BEMAN	6:15 p.m.	Mon.	Wed. CBS
BUCK ROGERS	6:00 p.m.	Mon.	Wed. CBS









# Club Chatter

**PAUL ROBINSON**  
The Ultra Modern HARMONICIST.

**DICK DIXON** The Romantic Tenor  
AND HIS AMBASSADEURS  
featuring PAUL PEGUE  
24th week at GLORIA PALACE, New York.  
Mgt.—HARRY MOSS, 1610 B'way, N. Y. C.

**garion bennett**  
INTERPRETERS OF MODERN BALLROOM DANCING.

Dancers and Singers of Sophisticated Songs.  
**JEAN & JANE FARRAR**  
Now appearing HOTEL JERMYN, Scranton, Pa.

**3 RACKET-CHEERS**  
STEVE PETE LOU  
back in New York again after a year on the coast and CHICAGO.  
Personal Representative, MARTY FOKINS, 1564 B'way, N. Y.

**COLLETTE and BARRY**  
Musical Comedy Dancers  
Currently at the WEBSTER HALL HOTEL, Detroit, Mich.

**SHEILA BARRETT**  
Now Appearing at RAINBOW ROOM RADIO CITY, NEW YORK  
Management—Charles Morrison

**SYLVITA FINA**  
Portraying Swaying Spain, Amorosa Argentine, Colorful Cuba in Dance and Song.  
46 West 64th St, New York City

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

**ESTELLE**  
"DANCE STYLISTS" and  
Currently PARADISE RESTAURANT, New York.  
**Le Roy**

"Dean of Sophisticated Swing"  
**BEN POLLACK AND HIS ORCHESTRA** ON TOUR  
Exc. Mgt. Consolidated Radio Artists, Inc. Personal Direction EDDIE RICHMOND.

Featuring the Mound City Blue Blowers.  
**RED MCKENZIE AND HIS ORCHESTRA**  
Now playing at Yacht Club, N. Y.  
Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBC, Coast to Coast,  
**HARRY RESER AND HIS CLIQUOT CLUB ESKIMOS** NOW ON TOUR.  
Exc. Mgt.—Consolidated Radio Artists, Inc.

**DON HUGHIE MARVIN RAYE, PRINCE & CLARK**  
Currently POWHATAN CLUB, Detroit.  
Mgt. CHAS. V. YATES, 1560 BROADWAY

**ACTS-UNITS-ORCHESTRAS** FOR HOTELS—NITE CLUBS—BALLROOMS.  
**JIMMY DALEY ATTRACTIONS**  
11 No. Pearl Street, ALBANY, N. Y.  
SYRACUSE Branch Office: 601 Keith Thea. Bldg., IRVING JACOBS, Manager.

california's chatter box  
**DICK BUCKLEY**  
now on tour

**ENRICA and NOVELLO**  
DISTINGUISHED DANCERS!!!!

**Grace Morgan**  
MUSICAL SATIRES  
ON TOUR.  
Address care Billboard, N. Y. C.

**BERT LYNN**  
M. C.  
Now featuring his new musical invention The only Electric Vibrolin in the world.  
New Direction—FERD SIMON, RKO Bldg., New York.

RADIO-STAGE ON DANCE TOUR.  
**AARONSON AND HIS COMMANDERS**  
Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

"THE DRINKS ARE ON ME"  
**HOFFMAN**  
THE DOCTOR OF DECEPTION AND HIS "MAGIC BAR"  
3 Weeks, Hollywood Club, Galveston, Texas  
Now Playing 4th Holdover Week Blue Room, Roosevelt Hotel, New Orleans  
Opening Soon—William Penn Hotel, Pittsburgh  
Management—Music Corporation of America

THE FIVE WONDER GIRLS opened at the Edgewater Beach Hotel, Chicago, October 2. . . . EARL JACK AND BETTY are joining the NTG unit for two weeks, beginning October 16 at the Mayfair Casino, Kansas City, Mo. . . . LUCILLE GRAY, Sam Haas and Olivia Lynn opened at the Club Marine, Chicago, October 1. . . . DON MARYA, Grover Williams, Mildred Phillips, Lee Ross, Patsy Adair, Connie Lowry and Ted Young are now playing the Planet Mars, Chicago. . . . NYRA LOU and Natasha will open at the New Castle, Chicago, October 7.

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

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

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

LOS ANGELES BRIEFS: Original Candy, of the team of Coco 'n' Candy, who has been with Ted Rio-Rito for two years, is now working in Ambassador Hotel lounge with Bill Roberts, tenor, and Lester Parker, pianist. . . . CHARLEY KALEY, back from vaude tour, opens at Somerset House to sing and emcee. . . . ALEX STEFFINS, maitre d' at Sardi's, recovering from a major operation. . . . IRENE TAYLOR, warbler at Casanova, nearly drowned last week while swimming. . . . BILLY and BEVERLY BEMIS go into the Coronado Hotel, Coronado Beach, this week. . . . EMILY LANE, singer with Eddy Duchin's Ork, has signed for Universal Pictures. . . . HARRY SUGARMAN is importing shrubs and trees from Honolulu for atmosphere at the Tropic.

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

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

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

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

SAN FRANCISCO BRIEFS: Rex Glessman has taken over the long-closed Kalua Club at 2115 Powell street. Reopened October 1 with Wilbur Stump's six-man ork and Roy Rogers as emcee. Entertainment features Meroff and Merova, Dot Kay, Bud O'Brien and Al and Billie Gerber. . . . MUSIC BOX, which has a different floor show each night, has three bands going: Ellston Ames, Floyd Robertson and Don Alvarado. . . . FRANK GALVIN, emceeing the 385 Club the last two years, after a vacation and fling in Hollywood movies, is back with a new floor show. . . . DICK RICHARDS and Pete Winandy, who operate the Club Tivoli, have brought in Jimmy Clark as emcee. . . . DON STEELE, tenor, is featured at the Greenwich Village, where Jerry Lester emcees. . . . BABE LAURETTE, producer for the Kit Kat Club, is staging a Gay '90s show there. Entertainers include Rees and Renard, Dorothy Ipswitch, Al and Leona, Tommy Bell and Mona Greer, Geraldine Ferrari, Don Carroll and Bob Harrison Ork.

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

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

JOHNNY KAYE, m. c. who recently closed after seven months at Trotta's, Baltimore, is now with Florence King's Boys Will Be Girls unit at the Plaza Villa, Pittsburgh. Show has Bobby LaRue, Leonard Jans, Vern Valdez, Merry Pickford and George Manns. Boulevard Tavern, on Queens boulevard, Rego Park, N. Y., operated by Jack Hines, has been enlarged to a 500 seating capacity. Mickey Peeley is featured in the current floor show. . . . ALLEN WERNER, who recently joined the Embassy Boys, now in their 14th week at the Rainbow Grill, New York, was formerly with the Buccaneers on the Burns and Allen air show. Freddie Barth and Eddie Willis are the original members. Willis does the arranging. Group open at the Congress Hotel October 9.  
(See CLUB CHATTER on page 25)



















# Thru Sugar's Domino



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

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

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

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

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

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

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

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

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

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

# The Broadway Beat

By GEORGE SPELVIN

FORT WORTH, according to info received, is still taking advantage of its names to work up additional interest for its Frontier Celebration. . . . Paul Whiteman was made mayor of the town for one day recently and later there was an official Paul Whiteman Week, via a proclamation by Governor Allred. . . . That always entails a special guard of honor—and maybe Whiteman didn't like it, moving around with a squad of Texas Rangers at his heels. . . . "Battling" Al Trahan almost went to work for Billy Rose at the Casa Manana, but Trahan kept saying over the phone that he does 21 minutes. . . . Rose insisted that he wanted him to do only 10 minutes. . . . "Say," yelled Trahan, "I bow for 10 minutes." . . . Whereupon the deal was off. . . . Alex Yokel is holding a countless number of auditions at the Playhouse for his forthcoming *Babes in Arms*, auditioning some of the talent as much as eight or nine times. . . . Marie Marion, with *White Horse Inn*, was asked to ride a bicycle for her role. After two weeks of practice she showed up, bruised and cut, and told the director it was okeh. . . . But he took one look at her and switched her to a tricycle, just to play safe. . . . The Palace Theater, trying to drown out the protests of the musician-actor pickets, turned on its marquee loud-speaker full blast—but it had to quit because of the anti-noise ordinance. . . . The Paramount gives an interesting buildup for its coming pictures, a mixed team of lighters appealing from the stage to both sexes. . . . Vinton Freedley made a last-minute search last week for a fat girl for *Red, Hot and Blue!* . . . She had to be young and pretty and well over 200 pounds—but her only job in the show was to giggle. . . . The tiff between the French Casino and the near-by Taft Hotel over the allegedly unpleasant odors and sounds emanating from a seal act harbored on the Casino roof is still raging. . . . But the seal act is going out of the show soon and that will probably end the feud. . . . McAllister Coleman, left-wing dramatic critic, has just returned from a vacation and says that it ain't true that Socialists are interested only in propaganda plays. . . . "I think Fannie Brice's burlesqued *Revolt in the Follies* is one of the funniest things I have ever seen, and that Clifford Odets' *The General Died at Dawn* is one of the worst," he says. . . . But Coleman is only one—and he's always been noted for his liberal views on art, as opposed to the fascist attitude of most left-wing boys regarding such things. . . . The oddest dance team around town is that of Evelyn Oliver (sister of Amanda Randolph) and Jimmy Thomas, down at the Black Cat Club. . . . Miss Oliver is the washroom attendant and Thomas a waiter at the club. . . . They leave their more prosaic work three times nightly to do a regular act. . . . A live chicken prancing over a miniature rooftop in the window of the new Bird in Hand Restaurant draws crowds regularly. . . . Something new to the city slickers, probably. . . . The young season has deluged Broadway with melodramas. . . . Even comedies are crowded out by the current flood of thud-and-blunder masterworks. . . . The street is deserted at present writing, with the World's Series pulling everybody uptown. . . . Those who don't actually go to the games clutter up offices with portable radios, or else hang around the loud-speakers on the Stem itself. . . . Signs of coming winter: 47th street's one garden cafe has succumbed to the rain and the cold. . . . There are, tho, rumors of a new cocktail lounge to take its place. . . . Miracle: FPA, the columnist, is one newspaper man who claims he'd rather devote all his time to writing than waste some of it spiling regularly on the air. . . . He clicked nicely, tho, on a guest appearance recently. . . . The street is still minus a new dramatic hit—and the ticket brokers are hollering heartbreakingly.

# Chicago Chat

By NAT GREEN

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

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

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



**"TWO IN A CROWD"**

(UNIVERSAL)

TIME—69 minutes. RELEASE DATE—September 13.

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

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

**DIRECTOR**—Alfred Green. Uninspired, to say the least.  
**AUTHORS**—Screen play by Lewis R. Foster, Doris Malloy and Earle Snell from a story by Lewis R. Foster. Runyan started something that this crew can't finish.  
**COMMENT**—Phooey.  
**APPEAL**—Lower brackets.  
**EXPLOITATION**—The \$1,000 bill.

**"THE DEVIL ON HORSEBACK"**

(GRAND NATIONAL)

TIME—70 minutes. RELEASE DATE—September 15.

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

**CAST**—Lili Damita, Fred Keating, Del Campo, Jean Chatburn, Tiffany Thayer, Renee Torres and others. Keating best of lot and not a bargain.  
**DIRECTOR**—Crane Wilbur. Absolutely nothing to work with.  
**AUTHOR**—Screen play by Crane Wilbur.  
**COMMENT**—A matter of guitars and patios. Script simply zero. Entire production in lavish color.  
**APPEAL**—Very little.  
**EXPLOITATION**—Filmed in color the only angle worth anything.

**"KELLY THE SECOND"**

(MGM)

TIME—69 minutes. RELEASE DATE—August 21.

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

**CAST**—Patsy Kelly, Pert Kelton, Guinn Williams, Charley Chase, Edward Brophy, Harold Huber and others. Kelly is a typical nutty role, with Williams supporting very well.  
**DIRECTOR**—Gus Meins. Lags occasionally but has worked in some hilarious sequences.  
**AUTHORS**—Screen play by Jeff Moffit and William Terhune. Adaptation by Jack Jevne and Gordon Douglas.  
**COMMENT**—Fair light comedy.  
**APPEAL**—Good dualer for non-class audiences.  
**EXPLOITATION**—Kelly routine.

**"THREE MARRIED MEN"**

(PARAMOUNT)

TIME—60 minutes. RELEASE DATE—September 11.

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

**CAST**—Roscoe Karns, Lynne Overman, Mary Brian, George Barbier, William Frawley and Marjorie Gateson. Cast looks as tho it eats oat-meal for breakfast, thereby getting over the hayseed effect necessary to these homespun comedies.  
**DIRECTOR**—Edward Buzzell. Okeh as far as the script allows.  
**AUTHORS**—Screen play by Dorothy Parker and Alan Campbell from story by Owen Davis Sr.  
**COMMENT**—Nothing to fear from the Legion of Decency, and often humorous in its own right.  
**APPEAL**—Good dual material for the nabes.  
**EXPLOITATION**—Old stuff.

**"KING OF THE ROYAL MOUNTED"**

(20TH CENTURY-FOX)

TIME—58 minutes. RELEASE DATE—August 29.

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

**CAST**—Robert Kent, Roslind Keith, Alan Dinehart, Frank McGlynn Sr., Arthur Loft, Grady Sutton and others. Acting and the picture are the personification of mediocrity.  
**DIRECTOR**—Howard Bretherton. Dull and lifeless.  
**AUTHORS**—Original by Zane Grey, with Earl Snell on the screen play. A Zane Grey potboiler, uninspiringly adapted.  
**COMMENT**—Uninteresting Mountie story that holds scant box-office promise. For the twin houses. That swell scenery is here again, but they still make travelogs.  
**APPEAL**—Very little except for the very easily entertained.  
**EXPLOITATION**—Zane Grey and the famed Mountie slogan.

**"JUSTICE OF PLAINS"**

(COLUMBIA)

TIME—58 minutes. RELEASE DATE not given.

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

**CAST**—Tim McCoy, Bill C. Seward, Ward Bond, Guy Usher and Edward Le Saint. Up to usual McCoy Western.  
**DIRECTOR**—David Selman. Has thrown in all the proper ingredients.  
**COMMENT**—A welcome sagebrush opus.  
**APPEAL**—Alfalfa circuit.  
**EXPLOITATION**—Standard McCoy routine will put it over.

**"MEN OF THE PLAINS"**

(COLONY)

TIME—62 minutes. RELEASE DATE not given.

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

**CAST**—Rex Bell, Joan Barclay, Charles King and Forrest Taylor. Merely a question of ammunition.  
**DIRECTOR**—Robert Hill. Pattern.  
**AUTHORS**—Story and screen play by Robert Emmett. Formula.  
**COMMENT**—Routine Western from A to Z.  
**APPEAL**—Solely for alfalfa circuit.  
**EXPLOITATION**—Routine.

**"BAR 20 RIDES AGAIN"**

(PARAMOUNT)

TIME—62 minutes. RELEASE DATE—Not given.

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

**CAST**—William Boyd, Johnny Ellison, Jean Rouverol, George Hayes and Frank McGlynn Jr. Boyd fair, remainder of cast atrocious. The role of the villain, calling for a chess-playing cattle rustler with a Napoleonic complex, is a wonderfully absurd piece of business.  
**DIRECTOR**—Howard Bretherton. Too naive even for a Western.  
**AUTHORS**—Story, Clarence E. Mulford's *Hopalong Cassidy*; adaptation, Doris Schroeder; screen play, Doris Schroeder and Gerald Geraghty.  
**COMMENT**—Unintentionally amusing.  
**APPEAL**—None.  
**EXPLOITATION**—Cassidy stories and Boyd.

# Hirst Okehs BAA Demands

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

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

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

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

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

# Michaels Lining Up New 9-Week Casts

NEW YORK, Oct. 3.—Dewey Michaels, one of the members of the Metropolitan Circuit, comprising theaters in Buffalo, Toronto and Detroit, was in town this week to line up talent. New casts are to be assembled to open October 28, when the first shows under nine-week contracts are thru.

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

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

# Dave Rudnick Gets Brooklyn Theater

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

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

Rudnick formerly managed the Shubert, Philadelphia, for his brother.

# U-Notes

By UNO

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

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

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

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

BILLY LEWIS, comic, seven years ago with Joe Catalano's *Hippity Hop* on the big wheels and since then with Fred Hurley and operator of his own stock in Louisville, opened September 25 at the Peoples, New York. He was formerly titled "The Ben Turpin of Burlesque" and "The Man of Many Hats." Betty (See U-NOTES on opposite page)

# Burlesque Reviews

## Republic, New York

(Reviewed Tuesday Afternoon, Sept. 29)

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

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

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

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

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

Shows are produced by Freddie O'Brien under the supervision of Harold Weinstock. SIDNEY HARRIS.

# Burly Briefs

COUNTESS VANYA is opening at the Roxy, Toronto, October 9, booked by Milton Schuster. . . . Elnor Cook is

closing as producer at the Palace, Buffalo.

Joan Barlow was the added attraction at the Roxy, Toronto, last week.

Johnny Kane is closing at the National, Detroit, to open at the Colonial, Indianapolis. . . . Roxanne closed at the National, Detroit, September 30 and was booked into a Columbus, O., night club by Milt Schuster. . . . Lester Mack and Gay LaBarr opened October 3 at the Avenue, Detroit. . . . Barbara Bow opened October 2 at the Empress, Kansas City, Mo., as an added attraction with *Modes and Models*. . . . Scratch Wallace opened with the same company on the same date. . . . Matt Kolb is manager of the *Ha-Cha Company* which opened at the Gayety, Minneapolis, October 2. . . . In the company are Mike Sachs, Alice Kennedy, Lillian Dixon, Lew Petel, Ina Thomas, Ruth Brown, Sam Gould, Billy and Mary DuVal and "Coo Coo" Morrissy. . . . "Bimbo" Davis and Estelle Montillo are being brought east by Milt Schuster and will soon announce their opening date.

BILLY (BOOB) REED, featured for some months at the Avenue, Detroit, has just signed a year's contract at that spot. All told, Reed has played nearly two years at the Avenue. . . . The snappy pit ork at the Empress, Cincy, is batoned by Dave Plate and includes Al Gande, Tiny Graves, Bert Little, Fred Lower and Carl Holbrook. . . . Fred Hurley's new show opens at the Drury Lane, formerly the Walnut, Louisville, October 16. Company will do four-a-day, with a change of bills each Friday. . . . Frankie Ralson, producer and manager of Jack Kane's *Scan-Dolls*, and Walter Collins, juve with the show, were visitors at the Cincy *Billboard* office early last week. Boys were loud in their praise of the way things have been going around the Kane Circuit. . . . The Tiffanys, (See BURLY BRIEFS on opposite page)

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THE SWEETHEART OF BURLESK







# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

FETA SAJI is back at his home in Nashville, after closing with the Mighty Haag Show. Says he had a good season with the circus.

EL DORADO MAGIC ATTRACTION, after a successful season in Indiana, Ohio and Michigan, is being revamped and several new items are being added for the fall and winter tour. Company comprises Eldo Shaffer, Russell DeBois, William Hoffer, Kathylene Hoffer and Billie Lee.

MYSTIC COURTNEY, after a swing of Ohio night clubs, opened his school season at Masontown, W. Va., October 5. He expects to be in West Virginia and Maryland for the next six weeks. Courtney is still doing his one-man show and recently has added several new effects.

PRINCE HASSAN, now being featured in the Chesapeake Lounge of the Hotel Emerson, Baltimore, will shortly begin a swing thru the South, after which he will again head for the West Coast.

MARQUIS THE MAGICIAN, who launched his new season nearly a month ago, has been working the last several weeks under the handicap of a serious illness, according to word from Dan Alspach, show's advertising manager. "Business has been surprisingly good in Pennsylvania and Ohio," Dan pens, "and the show is running smoothly, despite Marquis' illness."

ZUDELLA AND SHASTRI, mentalists, have been featured with their new turn at a Gary, Ind., night spot the last several months. Zudella was also featured recently with Pay Norman's *Gay Boy Revue* at the Wagon Wheel night club, Lansing, Ill. She expects to work the South this winter.

BOBBY BURNS, who in the past has agented various magicians, has returned to his home in Louisville, after a successful season ahead of a small circus. After a brief rest Bobby expects to go out ahead of another mystery show.

DARWIN THE MAGICIAN, after closing his second season with the Mme. Mayfield Players September 26, is taking a brief vacation in Tidouite, Pa., before starting out on his fall and winter tour. He is framing a new act from effects purchased recently.

CHANDA THE MAGICIAN, after four weeks at the Wonder Bar of the New Howard Hotel, Baltimore, is slated to remain there for several more weeks. Princess Zeella, mentalist, has been at the same spot for six weeks, with five more to go. Chanda recently had a visit from Vin Carey and the two enjoyed an hour's gabfest. Chanda is contracted for his fourth straight holiday season at Kaufman's Toyland, Richmond, Va.

KEYSTONE RING No. 20 held its regular monthly meeting at the Harrisburg, Pa., Y. M. C. A. September 24. Recent newspaper exposing of magic was discussed. Those attending were Eddie Clever, president; Charles Jones, secretary; Fred Landrus, Joe Motter, William Shellenberger, William Wise and Joe Yeager.

CHARLES LEEDY, Youngstown, O., newspaper man and magician, was author of a feature article in the September 27 issue of *The Youngstown Vindicator*, in which he listed many prominent Youngstown men who are interested in magic either as a hobby or means of a livelihood. At least two traveling shows will originate in or near Youngstown this season, according to Leedy's story. Thomas and King, who have been making Youngstown their headquarters, will again play thru the South under canvas, and Nevin Hoefert, who lives at near-by Warren, O., is to make his first road tour this fall and winter, playing mostly schools and lodges. Leedy credits Kingdon Brown as being the best known Youngstown magician.

ED McKENNA and Roy Wilkes, assistants to Birch the Magician, sustained serious burns and cuts about the face and hands when a live wire intended to set off a small amount of flash powder

accidentally dropped into a jar containing the entire supply during a performance at Dayton, Tenn., Thursday night of last week. Birch was doing his Disappearing Pony trick when the accident occurred. McKenna is confined in Dayton Hospital, where physicians believe they can save his sight. Wilkes was less seriously injured. He was given treatment at the hospital and then dismissed.

CHARLES HOFFMAN, now in his fourth hold-over week in the Blue Room of the Roosevelt Hotel, New Orleans, has been drawing some unusually fine newspaper notices for his work with his magic bar. Previous to his New Orleans engagement he completed three weeks at the Hollywood Club, Galveston, and is set to open at the William Penn Hotel, Pittsburgh, soon.

PAUL ROSINI finished his engagement in the Urban Room of the William Penn Hotel, Pittsburgh, September 29 and left for Chicago for a club engagement. Le Paul followed him at the William Penn.

LOUIS E. COLLINS (Roba), after closing with Riddle's Circus Unit, has gone to his home in Patterson, Mo., for a brief rest. He has been working fairs in Illinois and Wisconsin for the last two months. Roba expects to play vaude and schools again this winter.

THE WIZARD CLUB, Chicago, is holding open house and ladies' night at its clubroom in the Morrison Hotel, Chicago, October 7. A good program of magic has been arranged.

THE PAVEYS, Harry and Zola, magic enthusiasts of Coraopolis, Pa., had as recent visitors at their home there Monk Watson, of Detroit; John Lippy Jr. and Ray Otterbach, of Baltimore and Washington, respectively, and Jerry Furman, of Indianapolis.

PAUL ROSINI was tendered a birthday party on his closing night in the Urban Room of the William Penn Hotel, Pittsburgh, September 29. Among those who participated in the festivities were Mr. and Mrs. Louis Cimino, Mr. and Mrs. William McCafferty, Mr. and Mrs. Harry Pavey, Maxine McDaniel, John D. Pippy Jr. and Mary Kim.

HAVILAND opened his current season September 15 at the Foundry M. E. Church, Washington, with a large delegation of SAM and IBM members present. Since his opening he has played the Poor House Inn, Hanover, Pa.; the Conewago Country Club, York, Pa., and Sunday (4) concluded a week's engagement at the Bell Haven Cafe, East Baltimore, Md.

JOE BERG, of the Chicago Wizards' Club, is handling Charles Hoffman's latest trick, *Levit Liquids*.

JIMMY BLACKSON (Ji Mae) is now playing the Blackhawk Cafe, Chicago.

WALTER J. METZ opens at the College Inn, Chicago, October 9 in a new act, *Clown Magic*. In the same show will be Negaphy with his fire act.

SIR FELIX KORIM opens his new season October 16. All equipment has been overhauled and redecorated and many new pieces have been added, Korim says. Miss Choi and Frank Tavar are again with the show. Bookings will be handled out of Station WIBX, Utica, N. Y., until January 13, at which time the Korim show will leave the frigid North until April. "In magnitude and beauty we have evolved one of the finest lyceum magic shows that have ever been launched," Korim writes. "The invention of the car trailer is a real benefit to the showman."

GEORGE LA LONDE, who has been presenting his magic with the Wallace Bros.' Shows all season, is confined at a Montreal hospital with a pierced lung, sustained at the Pontiac County Fair, Shawville, Que., September 28 when a spectator who was watching LaLonde's presentation of *Sawing a Woman in Half* apparently took the trick too seriously and, seeking to save the girl, grabbed a sharp sword from



## CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

### For FILMS

LEON AMES—legit actor now playing in *Bright Honor* at the 48th Street Theater, New York. Does an excellent job with an almost impossible part. A leading man, he is not the accepted "actor" type, bringing a note of belief and sincerity to both his playing and his personality. Might click excellently in films. Should screen well.

TITO GUZAR — romantic Latin singer caught at the Roxy, New York. Has been around for quite a while, singing in presentation houses and on the air and should have been picked up for pictures long ago. A handsome fellow with the well-known Latin charm and an excellent singer. Speaks English with an engaging accent.

### For LEGIT MUSICAL

BOB FERGUSON—burlesque comedian whose talents rate a nod from

some enterprising revue producer. Somewhat reminiscent of Bobby Clark, handling his material in a similar manner. His mugging and nonchalance all help in the laugh buildups and he gets laughs without resorting to the "blue."

LELA MOORE—dancer who does an unusual routine, dressed on one side as a man and on the other as a woman. *Ziegfeld Follies* chorus now uses number based on the dance, but Miss Moore, who has been doing it quite a while, rates a single spot in a revue.

### For RADIO

FPA (FRANKLIN PIERCE ADAMS)—w.-k. columnist of *The New York Herald-Tribune*, heard as a guest on *Heinz Magastine of the Air* on CBS. Revealed a good air voice and has plenty of material if he wants to use it. Professes a desire to stick to his writing, but could easily do a series of anecdotes and topical items to advantage.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

DOC SAMSON is back at his home in Richmond, Ind., after a very brief session ahead of the Texas Jack Sullivan show.

GRITS AND GRAVY are two new characters on Station KWKE, Shreveport, La. Grits is Hy Heath and Gravy

is played by Dan White, two boys who have trodden many a theater with minstrel troupes and other shows. Their program is heard at 6:45 p.m. on Mondays and Thursdays.

GUS HILL, of cartoon comedy fame and a veteran of the minstrel field, both as a manager and performer, was recently elected president of the Theatrical Democratic League, which has just moved into new headquarters on West 46th street, New York, next door to the old NVA quarters. "Am awful busy in politics these days," Hill pens, "trying to elect my man and his party."

AL BERNARD, "Gentleman From the South," has left the air waves temporarily, but expects to join the staff of another New Orleans station shortly. Al had been entertaining over WWL since early summer with a new ditty idea that has proved popular and brought him thousands of letters.

JOE SMITH, former star with the old Al G. Field and Primrose & West Minstrels and now playing the Brass Rail, Chicago, recalls the day when Belle Baker, Eddie Foy, Eddie Leonard, Louis Mann, Houdini and himself were honorary guests of the Keith Circuit at the laying of the corner stone of Keith's in White Plains, N. Y.

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## Federal Theater Goes Minsky With Its Latest Presentation

NEW YORK, Oct. 3.—A horse ate a hat on the stage of the Maxine Elliott last Saturday night and this reporter is still suffering from vicarious indigestion. Thruout the following two hours a handsome hero, followed by his wedding party in toto, chased all over Paris to find a duplicate hat, for its owner's honor depended on it. Amid falling scenery and general hullabaloo the search progressed; obscenity was dragged in by the forelock and Art was effectively put to rout.

In case you're interested, the play was *Horse Eats Hat*, based on a farce by Labiche, and licentiously translated by Edwin Denby and Orson Welles. Welles' direction was purely inspirational, as were the costumes and settings by Nat Karson, and the result was a theatrical phenomenon resembling a cross between a London music hall and Minsky's burlesque. The actors did a uniformly good job, tho how they stood the strain is a matter of recurrent wonder. Arlene Francis deserves a medal for her portrayal of Tillie, the shop girl.

A nickelodeon in one box and a trumpet soloist in the other played intermittently during the intermission, and

this, with incidental music during the play (Virgil and Thompson, Please) proved the truth of the old saw that music hath charms. Well, music still has charms. R. R.

### Chi Movie Operators' Wage Dispute Settled

CHICAGO, Oct. 3.—After many weeks of negotiations a compromise agreement was reached here this week between the Moving Picture Operators' Union, Local 110, and the Allied Theaters of Illinois, represented by Aaron Saperstein, president, and the Exhibitors' Association of Illinois, headed by Morris Leonard, whereby the wage scale of 1935 will prevail thru 1937, with the exception of a few minor details.

The agreement is retroactive as of September 1, when the old contract with managers expired. Thru the efforts of Frank Clifford, business manager of the operators' union, the question of sanitation and ventilation of theater operating booths came up for discussion and both theater groups agreed to correct bad conditions wherever they exist.

### Giant Signed for Stage

CHICAGO, Oct. 3.—Robert Wadlow, 18-year-old Alton (Ill.) giant, who has reached the height of 8 feet 5½ inches and is said to be the world's tallest human, has been signed by a local theatrical agent for stage appearances and will begin his tour in the East in October. The youth has grown half an inch and has added 35 pounds in weight since his 18th birthday in February.

CHICAGO SAM is holding a magic dealers' night at the Morrison Hotel, Chicago, October 16. Impromptu demonstrations of the latest tricks and innovations will be given under the direction of Tony Novak, secretary of the Wizards' Club, Chicago.

## 300 at AFA's Boston Picnic

BOSTON, Oct. 3.—After being washed out of its intended August 29 outing date the local branch of the American Federation of Actors finally enjoyed its second annual picnic at Nipmuc Lake, Mendon, Mass., last week.

Supervised by Thomas D. Senna Jr., local AFA rep, more than 300 attended. The usual sports were enjoyed, including a ball game and track meet.

The 100-yard and 50-yard swimming dash contests were won by Joe Canassa. In the women's division the 50-yard dash (swim) was won by Alice Wells. May Ernie won the 100-yard dash. The men's potato race was copped by Mickey Lopell. The femme potato race was victorious by Violet McGaffrey. In the men's division the three-legged race was won by Tom Senna Jr. and Frank Novarro, and the boy's division by Joe Lavisa.

### Zanuck Sells 20,000 Shares

WASHINGTON, Oct. 3.—According to a report of the Security and Exchange Commission, made public here Thursday (1), 20,000 shares of common stock in 20th Century-Fox were sold by Darryl Zanuck, company exec, thus reducing his holdings to 182,130 shares.

### Utica Little Symphony

UTICA, N. Y., Oct. 3.—Eugene Gantner has organized a 40-piece little symphony which starts its engagement at the Stanley, Warner Bros.' house, Thursday. Gantner will serve as concertmaster and do part of the conducting. George M. Wald, director of the Polish Male Choir, which has copped a number of national prizes for singing, and Nicholas D. Gualillo, composer and conductor of the New Utica Orchestra, a symphony of 80 pieces, will be guest conductors on the Gantner program.

## Chorus Equity Notes

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

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

Members of Chorus Equity working on WPA projects are reminded that there is a time limit set for the concession made by the council for members working on WPA who are delinquent two years or more. All such members may place themselves in good standing until November 1, 1936, upon the payment (See CHORUS EQUITY opposite page)

### CAPA Elects New Officers

CHICAGO, Oct. 3.—At a meeting held this week by the CAPA new officers were elected for the ensuing three months. C. E. (Sonny) Dennison, of the Neiser-Myerhoff agency and former treasurer of CAPA, was elected president. Others selected were James Luntzel, Oriental Theater, vice-president; Irving Mack, of the Filmack Trailer Company, secretary, succeeding Lou Abramson; Harry K. Smythe, local Bank Night representative and former president, treasurer; Ted Morris, manager of the Drexel Theater, publicity man, and Cal Hermer, sergeant at arms. The new executive board is comprised of Bellman Jones, Edgewater Beach Hotel; Sam Clark, publicity director for Warner Bros.' Chicago branch, and Harvey Olson, of *The Chicago Daily News*.

### Rochester Agency Busy

UTICA, N. Y., Oct. 3.—Collins Management Services, of Rochester, anticipates one of its biggest years, according to G. LeRoy Collins, manager, here making arrangements for shows booked in 50 towns in Central and Northern New York.

Collins maintains a staff of 60 entertainers, running five circuits out of Rochester in the fall. Staff includes the Davies Singing Party, Bessie Andrus, Frank Preston Johnson and the Casford Players.

### BRIGHT HONOR

(Continued from page 19)

North Barracks. A Few Days Later, Early Saturday Evening. Scene 2: The Arsenal, Later That Evening. Scene 3: A Section of the First Floor of the North Barracks, Next Morning.

Comparisons are as odious in the theater as they are anywhere else, but since *So Proudly We Hail*, one of last week's openings, and *Bright Honor*, which had its premiere Sunday night, attack the same problem, and since they approach it by almost identical paths, comparison of a sort is inevitable. *Bright Honor* (to keep the records straight at the outset) is by Henry R. Misrock, and was presented by Kirkland and Grisman at the 48th Street Theater. It is far beneath *So Proudly We Hail*, in writing, production and general effect.

## State-Lake Deal Still Unsettled

CHICAGO, Oct. 3.—Altho two-thirds of the stockholders, representing around 12,000 of the 17,428 outstanding shares of the State-Lake Building Corporation, have approved and authorized the sale of the State-Lake Building for \$650,000 to 190 N. State, Inc. (Balaban & Katz), at a stockholders' meeting held here October 1, the deal still remains unsettled.

It will take at least 60 days to settle legal difficulties in connection with the transferring of the property, and, even tho the sale has been approved by the stockholders, W. A. Goldsmith, president of the State-Lake Building Corporation, intimated that legalities may crop up in the next two months that might prevent the final disposition of the property to Balaban & Katz.

It has been reported that if successful in acquiring the house Balaban & Katz intend to discontinue stage shows at the State-Lake and use the theater as a long-run film stand. Jones, Linick & Schaefer's lease calls for a six months' cancellation notice, so it looks as tho vaudeville and stage shows will remain at the State-Lake Theater for at least nine more months.

## Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

### Pop Dunlap Walkathon Continues To Pull 'Em

ARBOR, N. J., Oct. 3.—Pop Dunlap's Walkathon (European Battle of Champions), which got under way at the Rock avenue showgrounds here September 3, continues to attract full houses, with good matinees thru the week and turn-aways the rule on Sundays. Show, which is under the sponsorship of the Arbor Hose Company No. 1, is located half-way between Plainfield and Dunellen, two of New Jersey's thriving small towns, with a population exceeding 250,000 people within a 12-mile radius. At this writing 15 teams and one solo, all sponsored, remain.

The big tent is framed to seat more than 5,000 persons, including a ringside capacity of 1,100 seats around a 100-foot raised dance floor. A 70-foot modernistic front with two 16-foot side wings graces the front of the stadium and is set on such an angle that it may be seen from two streets. The color scheme is orange and blue.

Organization is practically the same as at the opening, with the exception of Walter Grafsky, who has succeeded Johnny Martin as floor judge, and the addition of Babs Fath to the nursing staff. Pop Dunlap continues at the ship's helm, with Fil Filloen as his associate. Manager Dick Edwards handles publicity and promotions, with Bill Stein taking care of all broadcasts over WNEQ. Archie Gayer and Danny Bramer round out the platform staff. Don King's Californians furnish the music.

Remaining contestants include Johnny Hughes and Lillian McMann, Joe Rock and Jennie Busch, Pee Wee Collins and Pauline Boyd, Roy and Millie Myers, Bennie Rothman and Nellie Roberts, Elmer (Sparkie) Dupree and Lucille Rock, Al and Ruth Smith, Harold Wallace and Jean Moon, Charlie Tauruso and Hilda Ladwig, Marvin (Hobo) and Patsy Hobaugh, Whitey and Margaret Helm,

Harry Hamby and Helen Tyne, Billy and Doris Donovan and Violet Gretshal.

GENE HECK is anxious to read notes from Anita O'Day, Mabel Cooper, Tommy Loring, Dick Powell, Jack Scaeton and Andy Lynch thru the Letter List.

COME ON, FOLKS, let us have the latest news of your activity. The more, the merrier, you know.

"SORRY TO SEE the shows falling off like they are," cards Herman Bearzi from Pittsburgh. "I really believe the officials should let up on them for a while. It was thru marathons that I learned to massage and at present I'm working my way thru the University of Pittsburgh as trainer for the track team. I at least got one benefit out of marathons. Would like to read notes from Mae and Ted Carmody, Lee Sullivan, Dub Allbritton, Glen Haney and Ed Worthington.

SCOTTY REED, who closed at the Tacoma (Wash.) show recently, says he would like to see some notes from Moon Mullins and Eddie Cotton.

JOHNNIE RAY, formerly of Atlantic City, is now located in Philadelphia, where he plans to promote a skating derby soon. He advises all marathon and walkathon dancers who can roller skate to watch for his ad. He infos that he has some good backers this time and expects the show to last about six weeks.

VAN AND LOUISE MILLS would appreciate a word from Frankie Wagner, Goober Wilson, Harry Hamby, Bob Wilson, Curtis Thatch, Jean Zalesky, Maxie Capp and Johnny Lue.

ALTO LOCKE, who has been spending the summer fishing at the bay and gulf near Mobile, Ala., is anxious to hear from Hal J. Ross, Bob Cole, Professor Dunlap and friends.

In some respects Mr. Misrock's play is potentially better than its predecessor. He deals with only one lad, thereby giving himself greater opportunity to create a believable breakdown; the lad himself is just an ordinary boy, rather than a supersensitive idealist; the conditions shown are not quite as brutal as those in *So Proudly We Hail*, and therefore might have been more believable to theater customers who know nothing of the actual situation.

But despite such potential advantages, Mr. Misrock's play falls woefully flat. He certainly lacks the ability to build individual scenes, possessed by Joseph Viertel, author of the previous drama; his dialog is, thruout, painfully mawkish; his play structure is practically nonexistent, and he shows a distressing tendency to run eagerly toward the stalest of possible cliches in both his lines and his situations. As it stands, *Bright Honor* is an idea, but by no stretch of the imagination a play.

And its production does nothing to help. A large cast of adolescents runs around the stage perpetrating performances that are almost as hammy as those of the majority of the play's adult actors. In this the youngsters are immensely aided by Anthony Brown's direction, which is, to put it mildly, fumbling and amateurish.

Bright notes are sounded, however, by James Spottswood, who does an effective job as a junker ex-army captain, and by Ruth Gilbert, who makes her one short, badly-written scene as a little joy girl a poignant and heart-touching interlude. As I have suggested before, Miss Gilbert is a lass to be watched.

But brightest of the infrequent bright spots is the playing of Leon Ames as the English instructor. Mr. Ames, struggling against all-but-overwhelming odds, comes thru with a performance that is forthright, intelligent, appealing and immensely effective. It's one of the best jobs done in the interests of a bad play that I've ever seen.



MAIL ON HAND AT CINCINNATI OFFICE

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Ladies' List

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Kelly, Mrs. Eldredge A... Kelly, Mrs. Fanny... Kelly, Mrs.

Krause, Mrs. Lula... Kuhn, Goodie... Kuhn, Shirley... Kuchman, Irene

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# TRENTON'S NIGHT STRESSED

## 80,000 for Opener Is Followed By Drop in Cool Rainy Weather

*Elaborate entertainment bill is featured by George A. Hamid—big increase in sale of space reflected in number and variety of displays—plant shows improvement*

TRENTON, N. J., Oct. 3.—New Jersey State Fair here, operating for the first time under a new organization headed by George A. Hamid, officially opened a six-day run on September 28 with attendance of about 80,000. Periodical showers and cool weather on Tuesday and a hard rain all day on Wednesday held attendance on those days to 20,000 and less than 5,000, respectively. All activities were abandoned Wednesday night. Nearly 20,000 visited the grounds on Sunday for a preview, altho few attractions were in operation. Gate has been doubled to 50 cents this year. Mr. Hamid, emphasizing the night grand-stand show in an effort to re-establish Trenton as a night fair, offered an elaborate entertainment bill.

Opening night grand-stand attendance was extremely encouraging, but inclement weather on Tuesday and Wednesday, causing postponement of the show on the latter evening, made it impossible to judge the show's pulling power during early part of the run. Offering was enthusiastically received, however, on Monday.

*Revelations of 1936* revue, under management of Gene Hamid and capably emceed by Herman Ulls, of Ulls and Clark, singing turn, was presented in six parts and featured unusual stage and indirect lighting effects.

### Array of Attractions

Night performance in front of the grand stand opened with Aunt Jemima and Her Three Pancakes, acrobatic act, followed by Winifred Colleano doing a single on flying trapeze. Alf Loy's Dogs filled the third spot, followed by Martin and Martin, novelty aerial number. Next came the Rexola Troupe, combination skating and acrobatic routine; Gene and Irene Arley, in a greatly improved aerial thriller, combining high-pole balancing and single trap, and Lusita Leers on the trapeze.

Six parts of *Revelations*, with distinctive wardrobe, included Ulls and Clark, clever singing duo; Elaine Dowling and Her Coquettes, acrobatic turn; Rosita and Perez, ballroom dancers; Gene Hamid's Four Flashes; Walter Nilsson and his comedy bike routine; the Picchianis, presenting a comedy routine this year under the billing, Lodi Troupe; Evelyn Lee, tapster; Minerva Clark, soprano, and the flashy Billy Ritchey Water Circus as a finale. Joe Basile's Band played the afternoon and night circus acts, and a 10-piece orchestra carried the music for *Revelations*, working on the back of the stage under direction of Paul Bogash.

Special attractions for the week included Edwin Franko Goldman's Band, which offered a concert in front of the grand stand last Sunday and returned for another today, and Lucky Teter and his Hell Drivers, originally scheduled for one performance on Monday. So popular was the show, however, that it is being brought back for a post-fair date tomorrow. A Major Bowes unit, which preceded the Tuesday night grand-stand show and drew considerable comment from the audience; New Jersey State Horseshoe Pitching Championship on Tuesday. Larry Mahoney, three times State champion, repeated his victory in this event. Mahoney, of Red Bank, N. J., is only 16 years of age. Eastern Circuit Horse Racing on Tuesday, Wednesday and Thursday. Rain caused abandonment of Wednesday's program; Ralph Hankinson's auto races on Friday and amateur bike races, under direction of Ernest Orht, on Saturday.

### Big Exhibit Increase

According to H. E. LaBrequé, resident manager, amount of sold exhibit space resembled old-time Trenton days. Manufacturing and industrial exhibits showed an increase of more than 100 per cent over 1935, with revenue resulting therefrom reaching the \$6,000 mark. Farm implement department used exactly three times as much space as the department did last year and several nationally known concerns were represented for the first time in three years. Number and quality of restaurant and refreshment stands was definitely above (See TRENTON'S NIGHT on page 43)

### Honor Fairgoer

BELLEVILLE, O., Oct. 3.—Honors for attending Logan County Fair go to William L. Black here, it was determined recently. Mr. Black, a Civil War veteran, has attended the fair for 80 of the 85 years that it has been an annual. George Kerr, also of this city, has a 78-year attendance record. Others say they have been patrons for from 50 to 70 years.

## Receipts Up At Nashville

*Tennessee State has best financial returns, despite slight attendance drop*

NASHVILLE, Tenn., Oct. 3.—Topping all previous financial returns despite slight decrease in attendance, due principally to weather, 31st annual Tennessee State Fair on September 21-26 in Cumberland Park, was termed a "prosperity fair" by officials and showmen, establishing new marks at gates, grand stand and midway in receipts.

Attendance of 113,544 stumped 3,556 below last year's total. Altho opening-day crowds were boosted slightly by inauguration of free auto races, crowds on the second and third days fell off slightly due to rain and threatening skies. Saturday's attendance, attracted by auto races again, about equaled last year's. Attendance by days: Monday, 7,723; Tuesday, 9,797; Wednesday, 14,349; Thursday, 20,162; Friday, 26,299; Saturday, 33,214.

General admission was 50 cents as usual, with 3,500 seats in the grand stand free on each day, except Saturday, when every seat was jammed for auto (See RECEIPTS UP on opposite page)

### Buy Plant in California

SAN JOSE, Calif., Oct. 3.—Negotiations are under way by the new Santa Clara County Fair Association to purchase Mira Monte track on Monterey highway as site for an annual fair, President George T. Letcher said. Plant has a fine mile track, barns for racing and show stock, paddocks and pasture. The 5,000-seat grand stand formerly used at Belmont, Calif., dog track has been obtained and will be moved to Mira Monte.

### Sellout for Great Wilkes

NORTH WILKESBORO, N. C., Oct. 3.—Increased interest in exhibits, a sellout on concession space and an increased attendance every day marked Great Wilkes Fair here on September 14-19. A fire in the eating stand of George Beech destroyed it and caused loss of about \$400 in stock. Marks Shows, considerably larger than in previous years, again occupied the midway. Contract for 1937 was awarded John H. Marks, Secretary W. A. McNell said.

### Dancer Sues Cleveland Expo

CLEVELAND, Oct. 3.—Eleanor Buckla, dancer, has brought suit against Great Lakes Exposition for alleged breach of contract, asking \$500 alleged damages for salary of \$50 for nine weeks and \$50 more for costuming 12 dancers for an act to be used on International Circle in Streets of the World. Instead, she claims, Belgian Wooden Shoe Dancers were engaged for the spot. Well known as a dancer, she is the wife of Julius Kubingl, artist, and sister-in-law of Kalman Kubingl, painter and etcher.

### Georgians on Visiting Tour

MACON, Ga., Oct. 3.—Three officials of Georgia State Fair and Exposition have returned from visiting many other fairs and preparations are being completed for the 1936 fair here. President E. G. Jacobs, Secretary-Manager E. Ross Jordan and Paul M. Conway, publicity director, have visited many Southern fairs recently. Conway went to Reading, Pa., to review the Hamid show, *Revelations of 1936*, which will be a grand-stand attraction in Macon. Manager Jordan has announced his staff, which is practically unchanged from former years.

## ESE Victor Over Flood

*Springfield's anniversary expo has gate of 300,437 —5,000,000 since start*

SPRINGFIELD, Mass., Oct. 3.—Eastern States Exposition, September 20-26, concluded its 20th annual with attendance of 300,437, within 13,000 of the all-time record of 1929. This year's anniversary show was a complete success from the viewpoint of President Joshua L. Brooks down to the most modest concessioner.

Two attendance records were broken, on Sunday with 60,226 and on Monday with 68,864. Friday morning officials greeted the 5,000,000th visitor since the grounds were first opened 20 years ago.

A world's record for the half-mile dirt track was chalked up on Friday by Gus Schrader when he drove the oval in (See ESE VICTOR on opposite page)

### Dover, O., Night Show Wins

DOVER, O., Oct. 3.—Tuscarawas County Fair was attended by over 10,000 more than a year ago, officials declaring it most successful in 10 years. Attendance on the four days was 21,774 as compared to 11,604, when the board went in debt more than \$1,600. The deficit will be cleared by this year's profit, said Harold Boltz, president, and Tom Taylor, secretary. Officials give credit to the night grand-stand show. This year marked revival of night fairs, discontinued some time ago. Buck Maughman was on the midway with midget horse show; Larry Larrimore, Akron, made the fair for the 20th consecutive year with concessions; E. G. Minneman was here for his 10th year with waffles, and Roy N. Kirk, restaurant operator, returned for the same number.

### Ohio Blaze Probe Is On

COLUMBUS, O., Oct. 3.—Investigation is under way as to origin of fire that damaged the frame fish and game exhibit building on Ohio State Fair grounds here. Earl H. Hanefeld, State director of agriculture, said electric current had been turned off and the building had been cleaned thoroughly after the fair so that spontaneous ignition was not likely. The building, damaged to the extent of more than \$1,500, must be rebuilt, he said.

### Second for Laurens, S. C.

LAURENS, S. C., Oct. 3.—John E. Brown is manager of the 1936 Laurens County Fair, which will be the second in the county in 22 years, an event last year having been successfully managed by Harry E. Crandell. Exhibits will be in tents, but it is expected city and county will provide grounds and exhibit buildings next year. Keystone Exposition Shows will be on the midway.

### Paris Building Costs Up

PARIS, Sept. 26.—New labor laws, providing for a 40-hour week and salary increases, have increased cost of construction to such an extent that to cover additional costs of pavilions of ministries of public works, public health, aviation and agriculture being erected at the Paris International Exposition of 1937, the French Parliament has been obliged to vote additional funds totaling 27,300,000 francs (\$1,820,000) to cover the additional demand.

### Takes Up for Lisbon, O.

LISBON, O., Oct. 3.—Attendance at Columbiana County Fair here, as reflected in gate receipts, showed a big increase over 1935. Paid admissions at gate and grand stand totaled \$6,858 for the two big days, an increase of \$1,228 over a year ago, officials said. Annual election will be on November 7, Secretary H. E. Marsden announced.



TWO OF THE MEN active for the success of Los Angeles County Fair, Pomona, Calif., on September 18-October 4. Left, Secretary-Manager C. B. (Jack) Aifterbaugh, credited for much of the progress of this growing Coast institution, and, right, Bob Cannon, of Fox-West Coast Theaters, in charge of grand-



stand entertainment. Acts and radio programs were changed for the last eight days of the fair.









Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Record Low Week Put In

Adverse weather and flood felt at gates—Young has new edition of revue

DALLAS, Oct. 3.—Rain and cold held attendance down for another week, the third consecutive one of exceptionally low gate figures.

Heavy rains flooded a considerable portion of Texas, particularly south of Dallas. Highways and rail lines were covered with water over the week-end making travel nearly impossible.

Chief interest in the special events department the past week was the convention of the International Association for Identification, attended by leading G men of the world.

Hollywood Show Folds

Ernie Young's new edition, Novelities of 1937, originally set to open last Saturday, delayed because of weather, opened Monday night.

Show is being staged in two sections, a new policy. Heretofore the revue had been on an every-quarter-hour policy.

Hollywood Studios and Hollywood Nights, in the heart of the midway and containing the largest and flashiest front, closed Tuesday night.

Attendances

Table with 2 columns: Day, Attendance. Rows: Previously reported (4,171,863), Wednesday (35,936), Thursday (20,928), Friday (17,899), Saturday (19,279), Sunday (17,200), Monday (18,000), Tuesday (18,318). Total to date (4,319,423).

lywood's attractions made a poor draw from the opening day.

Student Influx Starts

Doll Parade, last Saturday afternoon, was also hampered by weather. However, it was a success and probably will be staged again later.

Only soloist able to hold the "show-window" crowds at the visual-audible studios of Gulf Oil Corporation is Lee Kenner, leading exponent of the banjo.

Kansas State Will Pay Out

Hutchinson fair bucks rain to add to reserve fund—attendance down from '35

HUTCHINSON, Kan., Oct. 3.—Rain fell on two days at Kansas State Fair here on September 19-25 and paid attendance was down 8,000 compared with last year.

Farm machinery exhibits were largest and most diversified in half a dozen years. Agricultural displays from counties demonstrated ability of Kansas farmers to stick to the land.

Entertainment was of the same high quality of the last 10 years or more. Beckmann & Gerety Shows returned with attractions which were well patronized.

good estimate. These figures are about even with 1935.

A fair official estimated nearly 150,000 persons were on the grounds during the week. About 5,000 passes were out; School Day on Monday, with free gate, attracted at least 15,000 kids.

The board cut down on passes but didn't completely trim the list. Gate remained at 35 cents until 6 p.m., then two bits until 9 p.m.

Beer is not legal in Kansas, but it's not illegal either, so there were four beer stands on the grounds, all doing good business, with one dealer staging a floor show every half hour.

Grand-Stand Shows

PLAYING a route of fairs in Missouri, Arkansas and Mississippi before going to Florida for the winter, Edward Le Roy, high wire, reports the best season in three years.

AFTER 18 weeks as free attraction with William Glick Shows, Bench Bentum Diving Sensations began the season of fairs in Luray, Va., on August 24, followed by Bedford and Smethport (Pa.) fairs and Maryland Club Gardens, Washington, D. C.

A SUCCESSFUL season, with the observation that fairgoers like concert music, is reported by Conductor James Neeld, Neeld's Concert Band, which opened in Clarion, Pa., and played fairs in Bedford and Ebensburg, Pa.; Petersburg, W. Va.; Huntsville, Ala., and Lawrenceburg, Tenn., with Florence and Guntersville, Ala., to follow.

REPORTING a successful season at fairs, J. Lamont, Lamont's Cockatoos and Macaws, closed at Wayne County Fair, Wooster, O., on September 29-October 2.

AT DAKOTA COUNTY FAIR, Farmington, Minn., acts were the Five Lees and Chilcott's Animals, and Merville (Ia.) Fair were Slivers Johnson and Company, Baker and Evers, Savilla Prazier Trio, Ray and Leroy, Great Millette, Valentine Trio and Chester Huber, all booked by Williams & Lee.

TRENTON'S NIGHT

(Continued from page 40) level of the last three years. In other words, it looks like Trenton is on the way back from an exhibit standpoint, considering amount of space sold and prices asked for footage, as compared to previous years.

Several improvements to the plant were in evidence. A section of chair seats was added to bleachers, new flags and banners adorned the grand stand and entrances to grounds, neon and electric signs added color to grand-stand gates, ticket stands and exhibit departments; modern ticket-selling facilities have been installed in the grand stand and a much-needed 50 by 70-foot stage has been erected in the infield.

Exploitation Is Heavy

William Glick Shows on the midway had one of the largest Mondays of its season, grossing \$5,300, just double the amount realized by the midway on the corresponding day in 1935.

An elaborate display of fireworks was presented nightly by Ohio Fireworks Company, set pieces being featured.

Tulsa in New Mark in Rain

Four-State goes far over count of 90,000 in 1935 —first Indian expo held

TULSA, Okla., Oct. 3.—Rain that fell or threatened on each day of Four-State Fair on September 19-26 failed to prevent setting a new attendance record, according to estimates of officials, which ran from 100,000 to 153,000, latter figure based on day-by-day estimates.

Two Saturdays, Tuesday and Wednesday were worst hit by weather, altho it had its effect on the other days. Admission prices were the same as last year, 25 cents to grounds and same charge to grand stand for stage show and auto races.

Mel Vaught's State Fair Shows on the midway set something of a precedent for Tulsa fairs by having all attractions set up at noon on opening day.

Two exploitation stunts involving use of the two local radio stations were commended by carnival officials. One was a series of broadcasts of midway descriptive matter by Allen Franklin, KVOO announcer; the other a braggers' contest for show talkers thru KTUL.

dallies besides conducting a thoro radio campaign thruout the week. Purcell, conducting 15-minute radio shows three times a day over WTNJ, ably assisted by Mildred Odone and Herman Ullis.

Horsemen competed for special trophies offered by Governor Hoffman, George A. Hamid, The Trenton Times and The Trenton State-Gazette, Major Edward B. Allen, Flemington, N. J., being racing secretary.

Visiting fair and park people on Thursday included Dr. Albert Brown, director of New York State Fair, Syracuse, and Mrs. Brown; Secretary Charles W. Swoyer, Reading (Pa.) Fair; Leonard Brown, manager of attractions, Playland, Rye, N. Y., and Anna Haigin, Harry Shepard and Sadie Harris, Palisades (N. J.) Park.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES













# HENNIES BROS. SHOWS

Announce a Brand New

## 30 CAR RAILROAD SHOW 30

— To Take the Road in 1937 —

### FAIR SECRETARIES-FAIR BOARDS AND OFFICIALS

You are most cordially invited to meet with us in the "Aeroplane Room" at the Sherman Hotel, December 1-2-3-4, during the International Fair Association Meeting, Chicago, Ill.

**BEFORE CONTRACTING FOR YOUR MIDWAY ATTRACTIONS SEE WHAT WE HAVE TO OFFER.**

### Attention = SHOWMEN = Attention

We have not contracted with any Individual Shows or Showmen for the 1937 Season.

We want Capable, New and Meritorious Attractions that will measure up to and with our GIGANTIC PLANS.

#### MOTORIZED SHOWS

We Have FOR SALE:-

- 40 CHEVROLET TRUCKS—1934-35-36 Models. All in best of shape.
- 40 SPRINGFIELD TRAILERS—20-22 and 24-Foot Lengths, Austin Fifth Wheels, Air Brakes, both stock rack and van jobs.
- A "LITTLE BEAUTY" ALLAN HERSHEY MERRY-CO-ROUND.
- "SKOOTER" Platform—3 years old and in best of condition.
- "WHIP" Ride—In best of shape and condition.

#### WINTER QUARTERS HELP WANTED

Wagon Builders, Mechanics, Blacksmiths, Electricians, Sheet Metal Workers, Gas and Electric Welders, Painters, Artists, Neon Light Experts. Address us immediately, telling all in first letter.

#### WANT TO BUY

STEEL FLATS — SLEEPERS AND STATE ROOM CARS.

#### MOTORIZED SHOWS

We Have FOR SALE:-

- 1 GIRL SHOW 46-FT. FRONT—Beautiful gold-leafed, hand carved—repainted and decorated this season. On 20-ft. Springfield trailer.
  - 1 MINSTREL SHOW FRONT—Decorated and repainted this season. Hand carvings and gold-leaf. 46 feet. Mounted on 20-ft. Springfield trailer.
  - 1 MOTOR DROME—In A-1 condition. Loads on 24-ft. trailer.
  - NUMEROUS Showfronts, Banner Lines, Banners, Tents and other Show Paraphernalia.
- Everything FOR SALE can be seen up and in operation at the Laurel, Miss., and Tupelo, Miss., Fairs.

Everybody Address:-

**HENNIES BROS. SHOWS**

As Per Route for Balance of Season, or Winter Quarters Address:

**P. O. BOX 49, EAST ST. LOUIS, ILL.**

















# Ohio Festival Uses Streets

Seaman business men back successful event for 21st time—premiums offered

SEAMAN, O., Oct. 3.—The 21st annual Farmers' Fall Festival here on September 24 and 25, sponsored by the Business Men's Club, made a net profit which will be applied on next year's event, said Secretary Frank G. Young of the club. The first festival was held in October, 1913, and one has been held each year since except two years during the war. Festival is held on the streets. No admission is charged and no entry fees are asked on exhibits.

Premium list this year amounted to more than \$300. President of the Business Men's Club calls a meeting in June at which officers for the festival are elected. A solicitor visits each of the 30 or more business places and solicits cash to bear expense of the event, \$10 being the highest amount subscribed. A concession manager books rides and concessions to make up a midway.

"We place an advertisement in *The Billboard* and from the replies received we are in a position to select the kind of attractions that we desire," said Mr. Young.

Ferris Wheel and Merry-Go-Round were presented by A. E. Kennedy, Huntington, W. Va.; blanket wheel and caramel corn, American Legion, Winchester, O.; pop corn and peanuts, Clem Roebuck, West Union, O.; Novelities, L. C. Baker, Augusta, Ky.; bingo, Carl Brady, Sardinia, O.; pitch-till-win, Claude Morgan, Manchester, O.; ball games, Claude Morgan, Manchester, O.; photo gallery, Ray C. Neltner, Newport, Ky.; palmistry, Madame Brown; dart game and guess-your-weight, Jack Lee, Newport, Ky.; penny pitch, Sanford Kilmore, Manchester, O.; balloon game, Whalen; gum and jewelry wheel, J. H. Hall, Springfield, O. Free act was a dally balloon ascension with triple parachute drop, booked by Mrs. Ruth, Indianapolis. Amount received from business men was \$280, received for advertising in premium list \$62, received from concessions \$175.

## Vaude Acts for Food Show

CHARLOTTE, N. C., Oct. 3.—Many troupers will again be at Charlotte Exposition and Food Show, which during its 10 years of operation has had from 60,000 to 70,000 people visit it annually. Vaudeville acts are being arranged and the building will be displayed with home appliances and booths of food manufacturers, said James B. Vogler, executive secretary.

## Milwaukee Expo Has Contest

MILWAUKEE, Oct. 3.—Horace Heidt and his Brigadiers have been booked for the second annual Milwaukee and Wisconsin Exposition, to be staged for eight days in the Auditorium here. Appearing with Heidt will be Lysbeth Hughes, harpist; Alvino Rey, Alyce King, Happy Jerry Browne, Art Thorsen, Bob McCoy, the Four King Sisters, Dorothy Russell, Charles Goodman, Ernie Passajo and a glee club of 30 male voices. A Miss Exposition contest is being held.

## Contests for Buffalo Event

BUFFALO, Oct. 3.—Amateur contests, door and floor prizes, donated by merchants, will be used at an indoor carnival here under sponsorship of Buffalo Moose, said Jack Gribbin, chairman. Awards will be given winners in piano-accordion, tap dancing, personality and bathing beauty contests. A tieup with merchants has been arranged whereby purchasers of advertising space in the souvenir program will be given tickets in equivalent to the amount of money expended. Merchants will in turn give tickets to patrons.

HELP This Department by Telling Committees About It.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

## Success of Bridgeport Shriners' Circus May Insure It as Annual

BRIDGEPORT, Conn., Oct. 3.—J. C. Harbacher, Providence, chalked up a winner for Pyramid Shrine Temple at Newfield Ball Park here on September 21-27. So successful was the circus that the officers of Bridgeport Shrine wanted to hold the show over for two days longer, but the majority of the acts had prior engagements so the idea was abandoned. Plans are on to hold the event annually.

Vast throngs that packed the park were amazed at the high-class manner in which everything on the beautifully decorated and highly illuminated midway was conducted, there being no blatant "barking" and no offensive operators such as a well-drilled organization that displayed the last word in efficiency from the moment they get on the lot.

The show itself was outstanding and was responsible for many repeaters. Program included Three Aerians, revolving ladder novelty; Woland Duo, high wire; Ben Hamid Troupe of Arabian Tumblers; Flying La Mars, flying return act; Adele Nelson and her Dancing Elephants; D'Avery Girls, high ladder; the Regnalls, fire divers, and Capt. Fendrick, human bullet.

Show was announced and presented by Ernest Anderson. Acts were booked thru the John C. Jackel office. Two shows were given nightly, with only one matinee on Saturday for the benefit of crippled children, Bumpy, the clown, going over big with the youngsters.

### Legion Debt Cleared

PONTIAC, Ill., Oct. 3.—Fair here on September 5-7, under sponsorship of Aarvig-Campbell Post, American Legion, was a financial success and as a result the post made enough to clear a debt on its \$20,000 home. Midway had four rides, furnished by Wilson Amusement Company, and 15 concessions. Free acts and awarding of a Chevrolet coach, latter accounting for most of the net proceeds, were added features.

### Shorts

SECRETARY S. M. Patterson, Chamber of Commerce, is working on preparations for Texas Citrus Fiesta, to be held in Mission, Tex., sponsored by the chamber.

RIDES, shows, concessions and exhibits were features of West Side Fall Festival which opened on October 5 in Indianapolis, six-day event being sponsored by West Michigan street merchants and professional men, with W. C. Wehrley chairman of arrangements.

ANNUAL drive for its Christmas tree fund by North Little Rock (Ark.) Booster Club of the Missouri Pacific Railroad opened with a full week's sponsoring of Gold Medal Shows and free entertainments to several charitable organizations.

FALL FESTIVAL, to include a pageant, proposed in Unionville, Mo., has been called off because of drought conditions, said Chairman Harry E. Gardner.

ATTENDANCE close to 10,000 witnessed the first annual rodeo sponsored by Winnsboro (La.) Post, Veterans of Foreign Wars, on the fairgrounds on September 26 and 27. First rodeo ever held in Franklin Parish, it was well received.

NORTHEASTERN Wisconsin Industrial Exposition, Inc., has been organized in Green Bay, Wis., to conduct an exhibit of manufactured products of northern and central sections of the State in connection with a three-day Fall Festival on Brown County fairgrounds.

### Novelties at Fete in Pa.

UPPER DARBY, Pa., Oct. 3.—A unique feature of the 150-year anniversary of the founding of the township will be arrival of the queen of the celebration from an autogiro on opening day. Another feature will be giving away an \$8,000 house to winner of a contest, house being fully equipped with oil burner, air-conditioning and elevator.

## Band in Pa. Raises Funds With Festival

SUNBURY, Pa., Oct. 3.—Seven nights of a Music Festival celebrating the 41st anniversary of Sunbury City Band, on Greenough Field, September 21-26, drew large crowds. First four nights were warm, Thursday with rain and cold weather hurt business, but Saturday business picked up. Advertising was thru newspapers, radio, window cards and a sound bus.

Shows booked were McCloskey's Girl Show and Captain Lamb's Mechanical City. Rides, Aeroplane Swing, V. H. Garbrick; ponies, Charles Snyder; Kiddie Aeroplane Swing, C. McCrey. Concessions, cookhouse, A. Dommel; ice cream sandwiches and caramels, M. M. Dull; palmistry, Redrick; ball game and string game, M. Reed; shooting gallery and ball game, Johnny Whitaker; diggers, D. J. Billard; sugar waffles, H. Thomas; frozen custard and candy apples, George Treon; ball game, M. Wolfe; tobacco store, Rosey McCloud; dart game and blanket wheel, Al Kilne; Mickey Mouse and dart store, C. McCrey; penny pitches, Brower, Michaelwitz, Phil Hayes (2); photo gallery, Rambling Jack; cigaret gallery, Ray Fisher; high striker, pop corn, W. H. Tobias Jr.; ball game and country store, bingo, horse race, cake booth, operated by committee.

Concessions, rides and shows all booked independently, did good business, considering weather. About \$300 was cleared and the committee in charge is planning a bigger event next year, but will hold it earlier in the season. General committee was S. S. Geasey, J. H. Tobias, T. Michaels, Earl Hill, W. Duke, Mel Sober, C. Bloom and Charles Wolfe. Mel Sober handled special events, advertising, publicity and attractions.

## WEST COAST

(Continued from page 55)

fine business at Yreka, Calif., at the annual "Gold Rush" celebration. Business Manager Jessup now has the show booked up and is away on a vacation. While in Redding recently Jessup provided a venison feed for members of the show. Leo Leos left the show at Colusa for a visit with his family and will take them to Monterey and Coast points for a rest. Mike Krekos will remain with the show for the balance of the season. There are three shows in a radius of 50 miles here now and much visiting is being done. O. H. Hilderbrand paid the No. 2 unit a visit at Anderson last week, as did Pickles Pickard, both claiming a fine season for the Hilderbrand United Shows. LaVerene, associated with Frank Forest in the production of his many shows on our midway, has made arrangements to take out a store show for the winter, opening in Stockton, Calif. W. T. JESSUP.

## WANT-WANT

LEGITIMATE CONCESSIONS FOR ANNUAL CORN COLT SHOW OCTOBER 13 TO 17, ON THE STREETS, GRIDLEY, ILL. Everything open except Corn Game. Address M. J. DRESSER, Gridley, Ill.

## The Adelphi Carnival

ADELPHI, O., OCTOBER 26-31, 1936.

Concessions wanted.

R. H. BOWSHER, Secy., Adelphi, O.

## WANTED CARNIVAL COMPANY

With Flash for Armistice Day Celebration, November 10, 11 and 12. 75,000 People on Grounds. Also Circus Acts of all kinds. Address EDDIE MASON, Easton, Md. Like to hear from Lucky Teeter's Hell Drivers. Audiences American Legion.

## GREENFIELD, O., Oct. 12-13-14-15-16-17 DISABLED AMERICAN VETERANS 7th ANNUAL HOME COMING FESTIVAL

COMMUNITY'S LARGEST YEARLY EVENT. WANTED—Loop-Plane, Kiddie Ride, WILL BOOK Cook House, Stock Wheels, Penny Arcade, Scales, Ball Games, Novelities and a few more legitimate Concessions. SHOWS—Half and Half or any Shows not conflicting. Billy Winters come on. Big event. Communicate ED WEYLS, Manager, Greenfield, O.

## WANTED FOR CELEBRATION

RIDES — SHOWS — CONCESSIONS

October 16, 17, 18—Auspices Fire Department—Rich Mining Center—Pay Day October 15—Rates Cheap. Parades, Prizes, Contests, Special Events. Advertised for Miles. FIESTA COMMITTEE, Coulterville, Calif.







Rivet, Joe: (Gonzales) Lake Charles, La.
Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.

Hartmann's Broadcast

THE PATRON is the most important individual in the success of any enterprise, whether it be in show business or outside.

Sands, Ted: (Breakers) Rochester, nc.
Sandusky, Bob: (Mid-Tex Club) Midland, Tex.
Santifer, Paul: (Plantation Club) Leavenworth, Kan., nc.

Progressive and wide-awake showmen make it a practice to do this, but there are others who apparently have little or no regard for their patrons, or for the future of their business for that matter.

Taylor, Fats: (Club Forest) Jackson, Miss., nc.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.

"A reader of The Billboard for a long time, I have followed with interest the activities of the various amusement branches represented in its columns.

INDEPENDENT BURLESQUE

Night of January 16: (Selwyn) Chi.
Fride & Prejudice: (Nixon) Pittsburgh 5-10.

Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Van Joan: (St. Mary's) Lawrence, Mass., a.

Babes of Broadway: (Empire) Newark, N. J., 5-10; (Howard) Boston 12-17.
Ballyhoo: (Gayety) Buffalo 5-10; open week, 12-17.

Zarin, Michael: (Waldorf-Astoria) New York.
Zatour, Joseph: (Biltmore) NYC, h.

MISCELLANEOUS

Ace Hi: Forsyth, Ga., 5-10.
Baker, M.: Side Show & Animal Land: Zebulon, N. C., 5-10.

DRAMATIC AND MUSICAL

And Stars Remain: (National) Washington, D. C., 5-10.
Elosum Time: (Grand) Chi 5-10.

many thousands of American citizens who are fond of outdoor amusements.
"On several occasions I have read in your column articles that condemn grift and dirt prevalent on some carnival midways and circus lots.

"It was my misfortune recently to attend an event that is held each year and witness some of the off-color shows and midway activities that are making the going hard for the up-and-up shows.

"I can't see why, when some clean shows have been outstanding successes, others insist upon living in the age of the clothesline privilege and shell game.

"One may argue, 'Well, you have places in your own community that are not fit for your children to witness.' That is true, but those places are frequented by people who go there because of that fact—and they are in the minority.

"I am not trying to assume the role of the bluenosed reformer or tell a group of honest men how to run their business. Rather I am trying to make an appeal to all showmen to get behind the ones who are honest and keep before the public the vision of a clean American circus.

"There has been so much talk about it that it wouldn't surprise me to see Jess Adkins and Zack Terrell put a second circus on the road next year.

HE KNOWS 10,000 race horses. Intimately. Sees them once and never forgets them. He can spot them a quarter of a mile away and call their names.

Pat has come to know at least 200 horses each racing season . . . starts a race, then steps in front of a microphone and announces the position of each horse at various stages of the race . . . never consulted a program . . . was in the sulky himself at 17, driving races for four years, then turning to starting . . . in 1918 went to Spencer as secretary Chamber of Commerce and secretary Clay County Fair, remaining there thru 1919 . . . then to Davenport, Ia., as secretary and general manager Mississippi

Valley Fair, holding that position thru 1931, when he went to Aurora, Ill., as secretary Central States Fair . . . in 1932 general superintendent Cook County Fair, Maywood, Ill. . . . joined Texas Oil Company at A Century of Progress, Chicago, in 1933 . . . still with the Texas outfit.

"Don't try to catch Pat Bacon identifying a horse wrong. I found that Pat doesn't miss," concludes the article.

THE following excerpts concerning the Dodson World's Fair Shows' recent engagement at Niagara Falls, N. Y., are from an article that appeared in The Niagara Falls Gazette: "From Legion sources it is announced that the out-of-town visitors were very numerous, hundreds of cars coming from Tonawanda, North Tonawanda and Buffalo, as well as from the Canadian side and especially St. Catharines, Ont.

"The show attaches do not live on the cars, but are spread thruout the city in hotels and rooming houses and around 450 of them patronize the various restaurants and hotel dining rooms of the city. The Legion feels that in bringing the Dodson outfit here it has, in addition to boosting its own finances along, brought no small amount of business to local concerns."

That's letting the public know that carnivals leave money in town and also that they bring people into town. This type of information in the daily press is not new, but there cannot be too much of it.

Dick Collins, Dodson's p. a., by the way, should be in the Old Country by this time.

John R. Ward Shows

Senatobia, Miss. Week ended September 26. Tate County Free Fair. Business, good.

The shows' first stand in Mississippi. "What they say about Dixie" is right. Plenty cotton money and good spenders.

Carl Cundiff and Billy Wilson joined the Ralph R. Miller Shows in Louisiana with Ward's Circus Side Show, Athletic Show and California Beauties. All report business above average.

Windy Wilson joined with his concession at Portageville, Mo. Many new concessioners joined, including Charlie Drill, with five, and Maurice Helman, with three.

Shows, rides and concessions are doing good. It is hard to say which is top money. Cotton Ellis and Johnny Ward made a trip to Louisiana to look about Ward's show interests in that State. Show has 6 rides, 10 shows, 35 concessions, callope and sound truck. Staff remains the same. BOB SICKLES.

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Crystal Exposition Shows

Sevierville, Tenn. Week ended September 26. Sevier County Fair. Weather, good. Business, good.

Doc Hall joined with Gertie, the Scotch glantess, and was in the top money for the shows. Eddie Mack's nine months old boy was taken seriously ill here and had to be taken to a hospital in Knoxville. Eddie has the Ten-in-One. Weekly newspaper here, Montgomery Vindicator, gave the show co-operation and front page splash entirely to the shows stories and cuts. Shan Wilcox, vice-president of the fair, at Maryville, was a nightly visitor. Business light first three days; Thursday, Friday and Saturday were good. PUNCH ALLEN.

# Wholesale Merchandise

## PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

### Trend Toward Better Goods At N. Y., Philly Expositions

NEW YORK, Oct. 3.—Second annual Atlantic Coast Premium Buyers' Exposition closed a very successful buying week here yesterday. Held under the auspices of the Premium Advertising Association of America, Inc., the exhibition occupied the entire 10th floor of the Hotel Astor.

"Attendance was 50 per cent above that of last year," said Howard W. Dunk, secretary of the association, "and came up to our fondest expectations. Business proved very satisfactory and there was a definite trend toward the better class premiums. Several large orders were placed with exhibitors during the week, outstanding of which were a single order for 500,000 household aprons, a \$100,000 order for enameled ware and a \$200,000 order for china. From all indications there will be more premiums used in sales promotions this year than ever before because premiums have a direct customer appeal and are exceptionally fine business stimulators."

Exhibitors displayed their wares from open booths and the entire show was attractively arranged. There was unusual interest shown in the exposition this year and the exhibit space was sold out as early as July. This year's show had 117 exhibitors, 20 more than last year.

PHILADELPHIA, Oct. 3.—Matching the new prosperity of 1937 with an optimism and lavishness never before equaled in its history, the Philadelphia Gift Show proved one of the greatest all-round expositions of gift, art and home decorative merchandise ever held here. Occupying four entire floors of the Hotel Adelphia, displays of almost 800 items by 70 of the country's leading producers and wholesale distributors served

as a provender for the local buyers in the industry.

While the trend in prices has been in an upward direction, there was an unprecedented demand for the higher priced items, especially those used for informal entertainment and as decorative accessories for the home. Quite an increase manifested itself in the use of pictures, glassware and Chinese art goods.

Increasing steadily in popularity since its introduction four years ago, hand-hammered aluminum articles were a stand-out item. Hand wrought from virgin metal, hand-hammered aluminum is imperishable and promises to supplant the silver-plate. And not meeting any competition in the open market, prices have been maintained.

Wooden designs and decorative wood arts were presented for the first time. A new process has been found to waterproof the wood and making it service-

(See TREND TOWARD on page 64)

### Detroit Business Good

DETROIT, Oct. 3.—Retail buying activity increased during the last weekend, showing a 12 per cent improvement over figures for the corresponding week of last year, according to the Detroit Retail Merchants' Association. Month-end sales proved a helpful factor. The month is expected to show a volume of 15 per cent above the month of September of last year.

In the automotive field stocks of car dealers continued to shrink as more of the motor car companies started their assembly lines on production of 1937 models.

### U. S. Factory Employment Reaches a Six-Year High

Employment in United States factories reached the highest level for any month since September, 1929, according to a report issued last week by Secretary Perkins of the Labor Department.

It was added that employment and weekly pay rolls in both manufacturing and non-manufacturing industries during August increased over the previous month. No index for the non-manufacturing group was announced, but employment in two of its important divisions—wholesale and retail trade—was above any August since 1930.

The August survey showed an increase of 2.2 per cent in factory employment over July, indicating the return of approximately 155,000 workers to jobs during the month and marking the seventh consecutive month in which gains had been reported. The total gain for both groups was placed at 166,000 workers.

### Election Is Aid to Direct-Selling Biz

The direct-selling field is taking full advantage of the opportunities offered by the coming election as is evidenced by advertisements for salespeople for election signs, neckties bearing candidate's pictures and electioneering slogans, chewing gum with political advertising wrappers, plaster busts of candidates and the like.

Incidentally, the offering of these items suggests that there are many good profit opportunities open to the alert direct-selling person who is looking for new ideas. By keeping an ear to the ground and a sharp lookout he can anticipate important events, popular fads, etc., and be first in the field with souvenirs, novelties and items for which a demand is created by the occasion.

### Luxury Merchandise Stages Big Comeback

The sustained business improvement which has repeatedly shown itself to be nation wide is beginning to be felt in a strong comeback of a wide range of luxury items. Outstanding so far this fall is the demand for a comprehensive line of jewelry pieces, embracing practically everything in the field from tie-clips and pins to silverware, watches, quality necklaces and bracelets.

There is an even more apparent trend among salesboard operators toward featuring merchandise that is of a not-absolute-essential nature recent orders indicate. In this category also comes the electric razor, which is getting a big play on salesboard deals. Wholesalers also report that game concessions and fair workers are finding greater public preference for novelty merchandise that has little or no utility value, with the result that the call for these goods is greater than in the last several years.

Outside the strictly jewelry field there are also a number of major items of a more or less luxury nature which have not been called for in such volume for a long time. Notable examples are cocktail sets, movie and candid cameras, auto radios and midget radios for use as a second or third set in the home. Wider use for premium purposes by manufacturers in recognition of the growing public demand for this type of goods is responsible for much of the recent increase in volume.

### New Premium and Carnival Supply House for St. Louis

ST. LOUIS, Oct. 3.—A new premium and carnival supply house will open its doors in this city about October 15. The firm will be known as J. Rosenfeld & Company and offices and display rooms will be located at 2314-16 Locust street. Jack Rosenfeld, president, signed a long-term lease for the large quarters Thursday. A large parking lot for the convenience of customers adjoins the location. The new firm will carry a complete line of premium merchandise, fast-selling novelties, concession goods, salesboards and specialty merchandise of all kinds.

Rosenfeld is no newcomer in the novelty or premium business. Until four months ago he owned and operated the Union Novelty Company, this city, distributor of all makes of coin-operated machines. He sold his business to the Ideal Novelty Company with the view of entering the premium business. On July 1 he left for a two months' trip thru Europe on which he made contacts with foreign manufacturers for new premium and novelty numbers. He claims to have many new items and real money-makers arriving from Europe soon.

While in the coin-machine business Rosenfeld earned an enviable reputation for square dealing. Rosenfeld left yesterday for New York, where he will make further deals with importers and manufacturers to handle the latest in premium and novelty goods. He plans on spending a week in the metropolis and opening his new place immediately upon his return here.

### Yanks Most Radio-Minded

PHILADELPHIA, Oct. 3. — Americans now occupy front rank as the most radio-minded people in the world, with 4,000,000 more radio sets than all the European countries combined, according to figures recently compiled by the Philco Radio and Television Corporation. The world's poorest possessors of radio sets are the Haitians, with 5,762 sets.

Three-fourths of Europe's 22,000,000 sets are in England, France, Germany and the U. S. S. R. England, altho highest, has only 6,500,000 sets for its 26,000,000 people. The 50,000,000 population of Russia boasts a mere 2,000,000 radios.

### "God" Frowns on Rabbits' Feet

A colored gentleman who purchases small quantities of rabbits' feet from Charles Brand, New York manufacturer and distributor of fur novelties, suggested to Brand that he stamp "Father Divine" on the metal caps of the rabbit feet. Brand wrote Father Divine, whom many colored folk consider God, asking permission to stamp his name on the caps.

The following letter was the good father's answer:

"My Dear Mr. Brand: Your letter of the 10th received and I am replying to advise you that I do not indorse MY name being attached to the rabbit paw.

"I do not indorse you speculating nor racketeering on ME and on MY name as a means of getting easy money, and AM writing to request you to cease to attempt to use MY name for such purposes of graft and greed.

"MY followers will not buy anything in that line, as I have instructed them accordingly.

"Knowing if you seek to express Honesty and Righteousness in your work and business you will be better off mentally, Spiritually and otherwise, this leaves ME as I shall Eternally remain, Well, Healthy, Joyful, Peaceful, Lively, Loving, Successful, Prosperous and Happy in Spirit, Body and Mind and in every organ, muscle, sinew, joint, limb, vein and bone, and even in every atom, fiber and cell of MY Bodily Form.

"Respectfully and Sincerely, I AM,

"(Signed) REV. M. J. DIVINE.

"(Better known as FATHER DIVINE).

"M. J. DIVINE:"

Brand told his colored customer he was sorry and passed up the opportunity of stamping his caps with the good father's name. He's still doing a good business and reports that he's feeling fine in his bodily form.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

IT'S a little early to talk about next year, but here is a list of premiums that I expect to go big during the summer of 1937. Some will be seen in the South this winter. The real demand, however, will come with the opening of the summer season. Fitted handbags may head the list. They will be smaller than the 1936 variety. The advance samples which I have seen were in purple and the prices were higher. Military dolls, English guard style, will be featured during the British coronation and may make a live attraction in this country early in the season. Enameled jewelry, ladies' cigaret cases and holders are another choice. Slate blue is the most favored color at this time. Colored hat bands for men are talked about in the straw hat trade, with British regimental colors finding most attention. Stripes will be in fashion for neckties at the same time. It will be quite a colorful year generally. Color will find its way into men's belts, too. I have seen sets of belt, hat band and ties for which great things are expected. Much of this is still in an experimental state. Packaging is much improved. Designers believe that nothing but a real jewelry package will suit the premium trade next year and that the better looking packages will absorb whatever slight price increase may become necessary. All this is in the nature of a far-distant forecast. Don't ask me where my information comes from, because I won't tell. It is the pickup from designing studios, but you will find most of it pretty much correct when the time comes around.

A very able operator who makes the round of picnics, saengerfests and other folks affairs tells me that a lot of business can be done with national costume dolls if they could be purchased at the right price. Wooden hollowware, especially the sort that will hold a fair measure of beer, is making quite a hit in certain quarters, and sets of steins and a large pitcher to go with them are somewhat of a novelty again with a certain type of crowd.

Listening around in the candy trade I am informed that prices will surely go up shortly after New Year's. Raw materials are getting more costly. By the way, there is a feeling around that women show a marked preference for smaller sizes of candies. It's not that they eat less candy, but the fashion for small sizes is becoming somewhat of a feature with many articles for women's use. This is a point well worth remembering. The rule in the cosmetics and toilet goods field is small sizes for everything that is carried and large sizes for all the articles that are in daily use at home and for refill packages.

I am reliably told that electric toasters, irons and percolators have been hot sellers these last few days—that no rise is expected in soap prices for a while at least—that snake jewelry and Oriental designs are all the rage in a certain type of trade—that buyers prefer better merchandise in chinaware, lamps and some cosmetic lines—that hosiery prices are expected to remain very much where they are until next spring—that work clothes are up and will stay there. This may have an effect upon overall promotions.

### FOOTBALL SPECIALS



**GILT FOOTBALLS** — Miniature. No. 100. \$1.75  
No. 50—Badge made up complete with Celluloid Button (name of College or School) Two-Piece Satin Ribbon and Metal Lithograph Football. All Complete. Per 100. . . . **4.50**  
No. 60—Same as Above with Miniature Gilt Football. Per 100. . . . **5.50**  
Special Orders Shipped 5 Days After Receipt of Order.

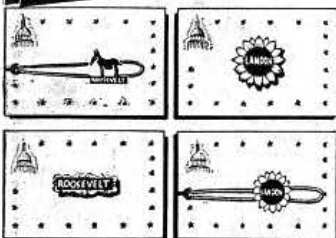
**Send for Special Football Catalog for Low Prices and New Novelties.**

**"KING KONG" DANCER**  
Works the same as Dancing Dolls or Glowns. Dressed in two attractive colors of life-like fur—Pure White and Chocolate Brown. Send 25c for Sample Prepared. Each in Wrapper. 1 Dozen Assorted to Box. Complete with Directions. Gross. . . . **9.00**

**CAMPAIGN SPECIALS**  
No. 4—LONDON PHOTO BUTTON BADGE. Complete with Elephant Charm and R. W. B. Ribbon. Per 100. . . . **2.50**  
No. 5—ROOSEVELT PHOTO BUTTON BADGE. Complete with Donkey Charm and R. W. B. Ribbon. Per 100. . . . **2.50**  
Remit 25% Deposit With Orders.

**GOLDFARB NOVELTY CO.**  
THE HOUSE OF SERVICE  
116 PARK ROW, NEW YORK, N. Y.

### CAMPAIGN HITS



**ROOSEVELT and LONDON TIE CLASPS and PINS for MEN and WOMEN**

The best campaign numbers yet! High quality brilliantly nickel-plated Tie Clasps with Democratic donkey and "Roosevelt" in colorful shining enamel with silver trim; or large bright yellow sunflower and "London." Also smart fancy scroll Roosevelt Pin and Sunflower and Pin. All mounted on attractive "official" display cards. Today's greatest campaign item values. Every voter buys. Order Today! 25% Deposit, Balance C. O. D.

**67¢ Doz.**  
**8.00 Gross**  
Sample 10c

*Write for FREE illustrated circular showing complete line of "HIT" novelties and smash low prices.*

**STEINBERG MERCHANDISE CO.**  
18 West 19th Street, New York, N. Y.

**ROOSEVELT and LONDON TIE CLASPS and PINS for MEN and WOMEN**

The best campaign numbers yet! High quality brilliantly nickel-plated Tie Clasps with Democratic donkey and "Roosevelt" in colorful shining enamel with silver trim; or large bright yellow sunflower and "London." Also smart fancy scroll Roosevelt Pin and Sunflower and Pin. All mounted on attractive "official" display cards. Today's greatest campaign item values. Every voter buys. Order Today! 25% Deposit, Balance C. O. D.

**67¢ Doz.**  
**8.00 Gross**  
Sample 10c

*Write for FREE illustrated circular showing complete line of "HIT" novelties and smash low prices.*

**STEINBERG MERCHANDISE CO.**  
18 West 19th Street, New York, N. Y.

### LUCKY FUR AUTO TAIL

with Genuine RABBIT'S FOOT and RED, WHITE and BLUE STREAMER.

New! Different! A HOT ITEM with ready-made market. Order today at special new low prices. You'll clean up!

Also new SPORT TAIL for boys' skull, baseball and ice-skating caps. Complete, ready to pin to caps. \$9.00 Gross. Sample, 15c.

**\$10.80 Gross (Large)**  
**\$6.50 Gross (Small)**  
Sample, 15c.

Write for FREE circular. "Everything in Furs."

**CHARLES BRAND** 208 W. 26th ST. NEW YORK, N.Y.

### RED HOT TIMELY NOVELTIES

ELECTION SPINNERS, Black, Silver Donk & Elephant, Doz. 35c; Gr. \$3.75. Other Spinners, Ham, Humpty, Hitler, same price. **CAMPAIGN BULLONEY MONEY**, very funny. Per 1,000, 75c. **RED HOT SHIMMIE DANCERS**, 25c Doz.; \$2.50 Gr. **CARTOON BOOKS**, 10 kinds, \$1.25 per 100, etc. Order from above, or 25c for 10 Samples.

**T. R. PAYNE, 25 Cardinal Place, New York.**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

## 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.

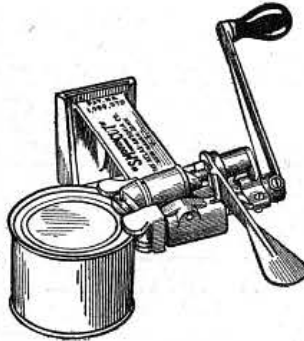
### Smooth-Cut Can Opener

Smooth-Cut is the name of a new can opener being introduced by Bennett Bros., Inc. It has many interesting features, among which are a rotary cutter with self-adjusting mounting which ad-

justs their initial efforts. Many styles, sizes, colors and low prices combine to make this an excellent new item.

### Nautical Tie Holder

An attractive patented tie holder of nautical design is a new product placed on the market by S. Lowe & Sons, the manufacturers. The holders are available in gold-colored anchor with silver-colored cross-arms and silver-colored anchor with gold-colored cross arms, individually boxed and packed 12 to the carton. The anchor design provides hanging space for many ties in a small space and yet allows each tie to be plainly visible while on the hanger. The low price (\$7.20 a dozen to members of the trade) makes this an appealing item for a number of uses.



justs the can opener to any variation in thickness of rim and self-aligning roller guides to accommodate any shape can. It removes cover completely, leaving a smooth rim with no ragged sharp edges or burrs. It lifts cover for removal at end of cut.

Smooth-Cut opens round, oval or square cans, and can be mounted on a wall in a jiffy. It is made to retail for around \$2 and carries a five-year guarantee.

### Window Writing Brush

A new brush designed for writing on store windows or similar special display purposes is being marketed by the Simplicity Manufacturing Company. The brush is equipped with an inkholder glued onto the handle and connected with the brush bristles in such a way that the ink is fed from the holder right to the bristles when in use. The brush in effect acts like a fountain pen, with a steady flow of the colored window writing fluid, making easy, fast writing possible at all times.

### Hang-Up Lamps

A line of handy electric lamps that can be hung on the wall or set on the table anywhere within reach of the plug is the latest in lamp fashions. No wiring is necessary, making the light ideal for bedrooms, bathrooms or wherever an extra lamp is needed. The makers, the Artallic Lamp Company, report that both men and women agents in large numbers are meeting with success in

### BINGO

Complete Supplies and Merchandise Assortments At Special Prices

**FOR BINGO!**  
ALSO COMPLETE BINGO SETS-LAP CARDS-GRAND AWARD CERTIFICATES, ETC.

WRITE FOR NEW CATALOG AND SPECIAL BINGO CIRCULAR

**MORRIS STRUHL,**  
(MORRIS STRUHL BUILDING)  
24 West 23rd St., New York

### HOT!! CAMPAIGN! NOVELTY!

**MY PARTY CHARMS—**  
Spinning Donkey or Elephant Sensation Made of White Metal with Brass Handle, Sturdily Built. **45c Dozen.**

SEND FOR FREE CATALOG  
3,500 Items  
25% Deposit With Orders.

**BENGOR PRODUCTS CO.**  
10 E. 17th St., Dept. K, New York City

**ELGIN or WALTHAM \$1.95 Ea.**  
7-Jewel, 18 Size Watches. In New White Cases. 7-Jewel, 16 Size Elgin and Waltham, \$2.75. Flash Carnival Watches that do not run, 50c each. Send for Price List. Your Money Back if Not Satisfied.

**OREGON CITY SMELTING CO.,**  
Old Gold and Silver Buyers and Refiners,  
118 N. Broadway, St. Louis, Mo.

### THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- 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 4DW  
**\$5.95 each**     **\$6.50 each**

in lots of six samples  
F. O. B. N. Y. 25% Deposit

**PLAYLAND SUPPLY CO.**  
118 East 28th St. New York City  
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

### Your New MONEY SAVING GUIDE

IS NOW! READY!

Send for it Today!

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

**OUR PRICES DEFY COMPETITION!**

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

### WHAT DO YOU NEED?

# BORLAB PRODUCTS

LOW PRICE HIGH QUALITY ITEMS DEMONSTRATORS, PITCHMEN, AGENTS, CANVASSERS, SALESMEN, Etc.

426 BROOME ST., NEW YORK, N. Y.

ORDER TODAY FROM THIS LIST OF BORLAB BARGAINS

YOU GET YOUR OWN PRIVATE LABEL MADE UP TO YOUR ORDER

FREE WITH EVERY DOZEN OR MORE

ALL 5c. **\$5.00**

- Cold Cream (2 oz.)
- Cleansing Cream (2 oz.)
- Liquefying Cleansing Cream (2 oz.)
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- Tissue Cream (2 oz.)
- Skin Toner and Refreshment (4 oz.)
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- Honey and Almond Cream (4 oz.)
- Brilliantine Liquid (4 oz.)
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All Beautifully Packaged. All Fast 25c Sellers.

Here's your chance to start a business of your own—a real opportunity to make more money than you've ever made before. If you need anything in Cosmetics, Cleansers or Polishes write us. We'll save you money and give you big values. Order now! Write for free circular and price list.

**BORLAB PRODUCTS**  
426 Broome St., New York, N. Y.

### Free Sample Case

Write for Details Today.

BLADES—D. E. 20 Pks. 5 in. Per Display Card... **40c**  
(Include Postage)

SIDELINE GOODS—Special. Gross. 75c.

Full Line For: House-to-House Canvassers, Agents, Wagon Salesmen, Streetmen.

**CHAMPION SPECIALTY CO.,**  
814-F Central Street, Kansas City, Mo.

### SPINNERS

Party Charm, Political. Hot **45c** Novelty. Doz. **\$5.00**

Also Imitate Elephants and Donkeys.















COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •

# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## OCTOBER

The crisp, cool days of October are an inspiration to the coin machine industry. If the cool days do not reach operators in the South for a few days yet, market reports at this moment show that King Cotton is bringing a higher price, and that should be encouragement for them. The variations in the weather show how varied are the conditions in the industry itself. The newspapers report that operators in the Denver area are having heavy snowstorms. If the weather brings no encouragement there is the World Series to provoke argument and friendly wagers.

Whatever the poets may say about October, it does bring a forward look to everybody in the trade. While those who covered tourist spots may be compelled to bring their machines back into town, still the present time is regarded as the opening of a long and favorable season for every type of operator.

Manufacturers gauge their business accordingly and already have a brilliant array of machines on the market. A succession of new offerings will keep trade channels alive for the next 10 months. After being absent from the trade for several months, it is impressive to note the variety in new devices that now are prominent in the lineup of machines. One noticeable factor is that all new ideas in the amusement field tend toward higher priced machines.

It would be easy to philosophize on the effects of this higher price range both in the manufacturing field and in operating circles. It is evident that an operator today must have business background and ability to conduct a modern amusement business. One effect may be to increase the importance of the operator in the general set-up of the industry.

Whatever may be the trend of coin-machine history, this is a season for new plans and new ideas. The announcements of manufacturers and distributors are vibrant with ideas intended to make things hum. All of which indicates an industry alive to the necessity of being aggressive. If there is a cog missing it will be the omission of some plan to carry forward the "general welfare" of the trade while competition keeps each man pushing his own wares to the best of his ability.

There are various ways in which an industry may promote its larger interests while individual firms keep busy with their own special products. One is to support effective trade organizations and comply with plans and ideas mutually agreed upon. Another is to support a trade press which offers both a service and a little idealism to the trade.

In the midst of hellish competition there is some idealism left in all of us. There are manufacturers who have been in the business for years and who get their chief thrill in life from good music. To see their hard-boiled antics in the routine of business you would never guess it. There are others who revel in the sayings of poets and philosophers—when no one is looking. There are still others who may seem to be most heartless in this competitive game and yet who fairly worship a son or daughter.

The varied interests bound up in what we call the coin-machine industry makes it difficult to follow a progressive editorial policy. There is a difference in a trade paper which contributes constructive ideas toward building up the industry and a paper which merely lives off the industry.

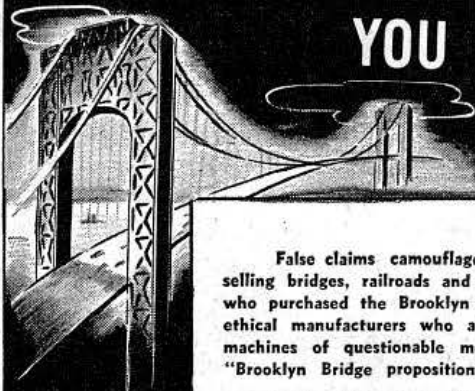
The Billboard editorial policy has been to contribute as much as possible to the building up of the industry and at the same time play a game fair to all. To that end a basic news service has been developed, and the usefulness of that service has been apparent to all. But even a news service has its rough spots and many objections and diversities of opinion as to what is news. In a country so big and a trade so

varied in its interests there is plenty of room for differences of opinion.

In this season of planning we are busy with our own plans to improve our service to the trade. To every member of the industry we say that while you try to improve your own business service and in effect "please the customers" we are working hard toward the same goal. Any suggestions which may be offered to increase the effectiveness of the coin-machine section will be appreciated for their practical worth. Suggestions which we publish "for the good of the trade" are given with the simple understanding that every man should have the right to make up his own mind as to what is the best course to follow.

All these suggestions, opinions and ideas that come and go within our trade are to be considered if we do not take them too seriously. If sales keep climbing for the next several months, as everything seems to indicate, what do our differences matter anyway! There is a hot political campaign on for some diversion, and when politics and business competition get too hot we can relax on the World Series, or a little later on football.

"In this season of planning, we are busy with our own plans to improve our service to the industry. To every member of the trade we say that while you try to improve your own business service and in effect, 'please the customers,' we are working toward the same goal . . . Any suggestions which may be offered to increase the effectiveness of the coin machine section will be appreciated for their practical worth. Suggestions which we publish 'for the good of the industry' are given with the simple understanding that every man should have the right to make up his own mind as to what is the best course to follow."



# YOU LAUGH at the FELLOW WHO BUYS THE BROOKLYN BRIDGE!...

False claims camouflaged by beautiful words and high pressure selling methods have been responsible for selling bridges, railroads and skyscrapers to the gullible. We all laugh like the devil at the poor unsuspecting soul who purchased the Brooklyn Bridge for a thousand dollars. These very same tactics are being attempted by unethical manufacturers who advertise imitations of the original rifle range, the SEEBURG RAY-O-LITE. With machines of questionable mechanical performance, these unethical manufacturers are trying to sell you a "Brooklyn Bridge proposition." DON'T BE TAKEN IN!

THE SEEBURG RAY-O-LITE RIFLE RANGE required over two years of pioneering, backed by the finest mechanical, electrical and scientific engineering. One thousand of these machines placed within the past twenty months have broken all profit records. The perfect performance of these one thousand machines is your proven assurance of mechanical perfection. Capitalize on the tremendous universal appeal and the marvelous opportunities for new and better locations to which this machine paves the way. We urge you to order immediately!



# RAY-O-LITE RIFLE RANGE

SHOTS A RAY-O-LITE AT A MOVING DUCK TARGET

★ COMPLETELY AUTOMATIC — HITS REGISTERED ON ILLUMINATED PANEL!

★ REGULATION SIZE RIFLE

★ ULTRA-MODERNISTIC MATCHED WOOD CABINET AND GUN STAND!

★ PROTECTED BY PATENTS NOS. 2,007,082, 2,007,083 AND OTHER PATENTS PENDING

The J. P. Seeburg Corporation owns the exclusive right to these patents. Licenses to manufacture have not been granted to others. All infringements will be prosecuted to the fullest extent of the law.

UNSURPASSED EARNING POWER



READY FOR IMMEDIATE DELIVERY!

J. P. SEEBURG CORPORATION  
1510 DAYTON STREET CHICAGO, ILLINOIS

# KEENEY GAMES *acknowl-*

## BOWLETTE

*out-selling all other bowling games*

**also in a 10 ft. size**

BOWLETTE leads all other bowling games in point of sales, and in popularity with the players—the "Official Game" as adopted by Bowlette Leagues and Clubs over the country.

The only technically accurate bowling game for skillful play . . . and the one game that "works." That's why—

*"It is better to buy  
a BOWLETTE than  
to wish you  
had"*



3 Keeneey  
Factories now  
producing over 100

BOWLETTES daily assuring prompt deliveries through your Keeneey Distributor

**FREE** TO OPERATORS  
A Keeneey Pin Game  
Nail Set and Handy  
Switch Adjuster to  
any operator sending his name and address.

**J. H. KEENEY & CO.** "the House  
that Jack Built"

## Texas Ops Wind Up Meeting With a Bang-Up Celebration

*Estimated attendance put at 350 mark—visitors see  
centennial and other spots—plans for State co-operation  
discussed—Chicago manufacturers among those present*

DALLAS, Oct. 3.—The three-day special meeting of the Texas Coin Vending Machine Operators' Association, which ended September 27, was attended by approximately 350 delegates, including a dozen factory representatives from Chicago. It was the largest attendance ever gathered for the State meeting. The delegates came under the most difficult circumstances. Heavy rain thruout the Southwest flooded many highways leading into Dallas, forcing a number of the operators to make long detours to reach here. The three-day convention was arranged so that the greater part of the time would be devoted to amusements. From the start of the entertainment program, which included visits to the centennials and other amusement resorts, to the last straths of the music at the banquet and ball, the visitors were provided with plenty of activity.

Most important of all was the short business session held Sunday afternoon on the roof of the Jefferson Hotel. While the business meeting was brief, as promised by President Reynolds, it provided the operators and coin-machine representatives with the highlights of coin-machine operating in Texas. It brought forward the fact that co-operation and organization are a vital necessity now more than ever. Many discussions were created, but the main discussion pertained to trade policies as applied to future plans and which will be publicized as they develop.

Earl E. Reynolds, president, opened the meeting with a brief address of welcome, then followed with the business details. His talk was elaborated upon and explained more fully by Jesse Martin, of the law firm of Martin &

Moore, legal counsel for the association. Fisher Brown, past president, was the third and last speaker. Brown's talk dealt chiefly with the policies of the State Association, its progress in recent years and its assured future. Brown also related his experience on his trip to Chicago, where he personally presented the Chicago manufacturers with invitations to the Dallas meeting.

The early evening hours following the meeting were devoted to a bit of refreshments at a bar on the meeting floor, also in rooms thruout the hotel occupied by manufacturers, jobbers and operators.

The banquet started promptly at 7 o'clock. President Reynolds, after a few words of welcome, presented the toastmaster, Tom Murray, who immediately set the routine for a joyous banquet. During the banquet many speakers were heard, including the following from Chicago: Walter Tratsch, A. B. T. Manufacturing Company; D. Gottlieb, D. Gottlieb & Company; Leo Kelly, Exhibit Supply Company; Jack Keeneey, J. G.

Keeneey & Company; J. O. Bates, Pace Manufacturing Company; H. L. Eaker, Pace Manufacturing Company; Jimmy Johnson, Western Equipment and Supply Company; George Maloney, Bally Manufacturing Company; Louis Ginsberg, Genco, Inc.; Charlie Snyder, Mills Novelty Company; John McMahon and Dick Hood, H. C. Evans & Company.

Among the speakers were Harry Drolinger, of the Music Association, followed by the vice-presidents of the State Association, who included Pat Newman, San Antonio; Jim Cloer, Fort Worth; C. M. Durham, Texarkana; Harry Turner, Dallas; Dick Warnecke, San Antonio, and L. A. Blackwell, Houston.

Others who made short talks or compromised with a bow were John Bachman, Dave Crowder, Harold Dally, S. H. Lynch, Jimmy Stelle, Dad Johnson, A. H. Shannon, Helen Savage, Arthur Lee Moore, Jesse Martin, Mr. and Mrs. Martin Chapman, Jack Rose, M. Lewis, Roy Jones, Nick Nigro, Ernest Walker, Harold W. Miller, O. J. Branch and G. H. Wellingshoff.

J. B. Newman furnished the floor show. Dancing followed.

Registrations were difficult to obtain, but in addition to the names mentioned above delegates were: A. C. Hughes, A. E. Thornton, E. D. Furlow, J. W. Smalley, Eddie Schatz Jr., H. H. Cruss, W. Peacock, C. F. Moore, DeWitt Haley, Pano H. Karr, Eli Hurwitz, Joe D. Ray, Charlie Leftwich, Thomas A. Gober, C. C. Tucker, C. F. Jackson, Jesse Turner, C. C. Van Gilder, Roy Hundley, O. Weeden, S. W. Martin, Morris Abion, Morris Gottlieb, J. H. Lynch, T. E. Beck, C. C. Durham, Lester Burchfield, Harvey Mize, Gene Bybee, Robert W. Hunter, George W. Wrenn, W. W. Ackman, W. C. Deaigh, John McGehee, Hobson J. Cloer, Paul M. Durland, J. Fred Barber, George A. Berry, R. E. Knight, S. W. Martin, Ben Walker, H. H. Andrews, D. E. Lattimore, M. T. Dodd, B. F. Wright, Charlie Thompson, Charles Contello, Perry Clements, Joe Williams, E. H. Burns, E. F. Conklin, H. Kalin, D.

Tuck, Winnie H. Cloer, Herbert H. Cloer, A. C. Woodruff, John M. Senor, J. C. Arthur, John C. Kramer, A. E. Kolber, Lonnie Dewless, H. E. Stromberg, Howard Horton, Mr. Benton, Morris Liedeker, C. W. Percy and M. L. Durham.

### Premium Office Closed

PHILADELPHIA, Oct. 3.—Jersey Trading Company, of Newark, has shuttered its Philadelphia offices and will serve the local operators in the premium field from its New Jersey point. Sam Stern, who conducted the Penn Distributing Company in the coin-machine field at the Jersey Trading offices, has left the amusement machines business for other enterprises. Concession was turned over to the American Vending Company, of Brooklyn, and until closing date Miltie Green was in charge. Jersey Trading employees were returned to the Newark office.

**B HERB BESSER B**  
Recommended "Reel 21". (Every Operator Knows this is a Winner.)  
**HE NOW RECOMMENDS**  
**DAVAL RACES at \$15.50**  
Which has been thoroughly proven on locations to be a Sensational Money Maker. We will accept your Used Penny Packs, Cent-A-Packs and Cent-A-Smokes as part payment. Write for our Liberal Trade-in Allowances.  
**B BESSER NOVELTY CO. B**  
3020 OLIVE ST., ST. LOUIS, MO.

### WANTED

Any quantity Blue Front Mysteries, Extraordinary Mysteries, War Eagle Bells, Jennings Chiefs in 5, 10 and 25c Play, 1c Q. T.'s.  
**BADGER BAY CO.**  
Green Bay, Wis.



edged the best games built

# STOP and GO

the finest payout table ever introduced

offering the player

**UNLIMITED AWARD POSSIBILITIES**

with chances for

**CONTINUOUS FREE RE-PLAYS**

- ➔ **Continuously Rotating Odds-Changing Disc** regardless of whether game is or is not being played.
- ➔ **Power-Operated Shuffle Board**
- ➔ **In-A-Drawer Mechanism — Powerpak**

**SYSTEM OF PLAY:** If player makes payout hole when Red STOP light is on, he receives award as per odds indicated on disc, but no FREE RE-PLAY. If he makes payout hole while Green GO light is on, player not only receives award as per odds indicated, but shuffle board is automatically released and player enjoys Free Re-Play. A "Right of Way" hole pays \$2 on either STOP or GO lights, and three Safety Island out-holes at bottom of board become payout holes if they hit Green GO light.



Operator's Price

**\$139**

TICKET MODEL

**\$10 EXTRA**

Samples sold under the usual Keeney 7-day return privilege.

NOW IN PRODUCTION

Breaking earning records on locations everywhere!

**2900 S. MICHIGAN, CHICAGO**  
NEW YORK CITY OFFICE  
250 W. 54TH • Babe Kaufman, Mgr.

## Add Employees To Meet Big Demand

NEWARK, N. J., Oct. 3.—Roll-o-Matic, Inc., manufacturer of Roll-a-Ball games, reports that due to demand from operators for faster delivery of games it has been necessary to increase the working force for the assembly of the games.

They are convinced by the reception given the game that the new de luxe Roll-a-Ball is one of the best bowling games the industry has produced. They not only point to their last 18 months' experience in the manufacture of bowling games but also to the fact that since the introduction of the new model many outstanding distributors have wired congratulations and have placed larger orders than ever before.

Dave Robbins, of D. Robbins & Company, distributors for Roll-a-Ball, is reported to have acclaimed the game as "the best on the market and also the most beautiful which has yet been introduced to the coin-machine industry."

Dave is considered one of the best judges of coin-operated games in the country. His success with Roll-a-Ball is pointed out by the firm as one of the reasons why they have been able to add more employees, for Dave alone is demanding almost as many games as formerly produced. The increased demand is also coming from operators, jobbers and distributors all over the country who have seen the new model.

Roll-o-Matic, Inc., reports that one of the reasons for the instant success of the de luxe model is that it incorporates those features which operators have discovered to be necessary during the last 18 months of operation of this type of game.

## Makers of Phony Coins Nabbed

MICHIGAN CITY, Ind., Oct. 3.—Three men who thought they had found an in-

fallible way to cheat coin-operated machines learned otherwise here recently. The men and 11 boys charged with aiding them were arrested here by the T men.

The boys were turned over to juvenile authorities, but the men, George Kleffer, Theodore Bowman and Thomas Laroy Duenkowski were held in \$500 bonds each on charges of counterfeiting.

Capt. Thomas J. Callaghan, of the Secret Service, said that the men confessed giving the boys 250 counterfeit nickels and dimes to feed the mechanical devices and were carrying 300 more when arrested.

## Stop Counterfeit Ring In Pennsylvania Town

PHILADELPHIA, Oct. 3.—Secret Service men from the office here destroyed a counterfeit coin plant at Frackville, Pa., recently, arresting a ring of six men and confiscating over 200 bogus 5-cent pieces.

Three months ago operators of coin machines in the mining districts in Schuylkill County reported to Secret Service agents that their machines were yielding phony nickels and slugs. An undercover agent traced the coins to Frackville and Morea and in the latter town became acquainted with three of the reputed counterfeiters and managed to find their plant.

The raid September 29 culminated the three months' investigation by the federal men, and coin-machine operators cherish the fond hope that the circulation of the spurious nickels thruout the county will be stopped. The plant was the first to be found in the mining region in years. Seizure of the hideout also included several molds used by the ring to cast the counterfeiters.

William Landvoigt, agent-in-charge of the Secret Service bureau in Philadelphia, has slated the prisoners for an early hearing before a federal commissioner in Pottsville, Pa.

## EXTRA! BARGAINS BARGAINS BARGAINS EXTRA!

All Machines Listed Below Are in Perfect Mechanical Condition.

- |  |   |
|--|---|
| 10—Palooka, Jr., 4 Weeks Old, Ea. \$64.50  | 1—Bally Ranger . . . . . \$29.50                  |
| 10—Bally All Stars, Each . . . . . 54.50   | 2—Ivory Golfs, Each . . . . . 14.50               |
| 5—Multiples, Each . . . . . 74.50          | 1—Bally Natural, Sample . . . . . 79.50           |
| 5—Hialeahs, Each . . . . . 49.50           | 1—Mills Dice Machine, in Cabinet . . . . . 225.00 |
| 5—Bally Bonus, Each . . . . . 52.50        | 2—Snacks, Floor Sample, Each . . . . . 14.50      |
| 5—Bally Peerless, Each . . . . . 52.50     | 5—Leathernecks, Each . . . . . 52.50              |
| 5—Bally Reliance, 5c & 25c Play, Ea. 49.50 |   |

Send One-Third Deposit, Balance C. O. D.

## INDEPENDENT NOVELTY COMPANY

220 North 5th Street, Springfield, Illinois

## COMPLETE SELL OUT

- |  |   |
|--|---|
| 100 DAVAL'S PENNY PACKS @ \$8.00   | 25 PUNCHETTES @ . . . . . \$7.50        |
| 100 CLEARING HOUSES and TIT-TAT-TOES @ . . . . . 7.50  | 10 BALLY'S SPARK PLUGS @ . . . . . 8.50 |
| ALSO AN ASSORTMENT OF WAGON WHEELS, SPORTLANDS AND CADETS, CENT-A-SMOKES, PENNY SMOKES, TAVERNS @ \$7.00.  |   |
| MAD CAPS @ . . . . . \$25.00   | KINGS CHECKERS @ . . . . . \$ 5.00      |
| TACKLES @ . . . . . 14.00  | BALL FANS @ . . . . . 12.00             |
| TOP HATS @ . . . . . 16.00   | BATTLE @ . . . . . 14.00                |
| TOTALITES @ . . . . . 27.50  | HOP SCOTCH @ . . . . . 6.00             |
| BOMBER @ . . . . . 9.00  |   |
| A VARIETY OF 200 PIN GAMES AT \$4.00 EACH, SUCH AS BEAM LITE, ANGLE LITE, CRISS CROSS, BALANCE, Etc. WHIRLPOOL TICKET GAME @ \$20.00 & PAY TABLES. |   |
| If you don't see what you want, write us, we have it. 1/3 deposit, balance C. O. D.  |   |
| YALE AMUSEMENT CO., 947 Grand Avenue, New Haven, Conn.   |   |

## WARNING OP'S!

If you don't buy your coin machines from us we both lose. Get our prices before buying elsewhere. We positively save you money—we carry the largest stock of new and used Slots, Pin Games and Counter Games in the country. Write today! Let's get acquainted.

**HUBER COIN MACHINE SALES CO.,** 602-612 W. Van Buren St. CHICAGO, ILL.

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

# Gottlieb Reports On Texas Meet

CHICAGO, Oct. 3.—Dave Gottlieb has returned to Chicago after attending the convention of the Texas operators. He said that the number of operators in attendance at the sessions at the Jefferson Hotel was a surprise to other manufacturers as well as himself.

"I had intended to see quite a number of operators," said Dave, "but when such a great number turned out I was surprised and I was gratified to know that Texas is so coin-machine minded."

The operators, jobbers and distributors were guests of D. Gottlieb & Company in a suite of rooms at the hotel after the convention and the banquet. The banquet was one of the most elaborate ever attended by Dave. After the banquet the activity in the Gottlieb suite was evident until the wee hours of the following a.m.

The manufacturers visited the Texas Centennial and were guests of Dick Hood and Johnny McMahon at the Centennial Club of the Streets of Paris, where they were royally entertained. The Fort Worth Association entertained the manufacturers at the Frontier Celebration and they reviewed the magnificent super production at Billy Rose's Casa Manana.

Dave had a complete line of Gottlieb games on display at the Jefferson Hotel and every game was given an enthusiastic reception by the operators. Orders received by Dave personally will necessitate carload shipments into Texas for some time.

"The Texas Association," said Dave, "has proved to the manufacturers that it is one of the strongest in the industry. I am a former Texan and I am glad to say that I am proud of the operators' association in Texas."

## Spinaround Will Boost Cig Sales

KANSAS CITY, Mo., Oct. 3.—Eye appeal plus player appeal is said to be the combination in Spinaround, the new counter machine designed to boost cigaret sales and made by the Star Manufacturing Company here. A. E. Sandhaus, president of the firm, seems to have the knack of knowing the pulse of players and operators, because this machine seems to have the right tempo.

Millions of dollars are spent annually for cigaret advertising to get the user to ask for specific brands. Spinaround capitalizes on this by having the player pick his brand before play is begun. Selector is locked when dial spins. If the dial stops with pointer on the selected name the player wins a pack of his choice, otherwise no win with one exception.

As a special come-on a narrow strip on the dial is marked "Blue Ribbon." If dial stops with pointer at "Blue Ribbon" player gets a pack of his favorite cigars. Payout averages about 58 per cent, making Spinaround especially attractive to both players and operators.

The manufacturer claims that Spinaround is as near foolproof as a coin-operated machine can be. It is slug-proof, as Spinaround has a visible coin chute showing the last two coins played. Ball-point anti-tilt detector prevents attempted cheating. Mechanism is of highest quality and unqualifiedly guaranteed.

The cabinet is particularly attractive. Selected clear birch is used, as its beautiful grain makes Spinaround stand out in any company. Modernistic decorations as well as full-size illustrations of packages enhance the appearance of the cabinet, which is about the size of a large cigar box. Brightly colored spin dial set over an attractively designed face card and covered with crystal glass make of Spinaround "a thing of beauty" and an ornament for any counter. Cabinet and face card were designed by a nationally known artist-designer.

A feature of Spinaround is the guarantee attached to it, seven-day trial with money back if operator is not entirely satisfied.

tion is a real lifetime non-payout pin game."

The entire Daval factory is in high-speed production on Excel and shipments are being made as fast as is humanly possible.

# Plans Month of Many Specials

FAYETTEVILLE, N. C., Oct. 3.—An entire month of "specials" has been planned by Joe Calcutt, head of the Vending Machine Company here. His announcements in *The Billboard* have attracted wide attention and operators are reported to look forward in anticipation of the "specials" which the firm may announce.

Calcutt plans a month of special bargains as an effective manner in which to introduce the new machines to the operating field. He says that when the manufacturers have provided a big variety in machines then it is good policy for distributing organizations to be aggressive in their announcements. The time is ripe now, he says, to present what the market provides. Complete stocks of the new machines have been made ready for the rush of business.

Vending Company draws its customers from a wide field, and the home office is expected to be a center for operators from many States. They will watch eagerly for the announcements, Calcutt says.

## Official Photog Snaps Pictures of Visitors

NEW YORK, Oct. 3.—Phil Coogan, sales correspondent in the firm of Fitzgibbons Distributors, Inc., has been named official photographer for the firm.

John A. Fitzgibbons, in announcing the appointment, presented Phil with a brand-new camera and has made him responsible for obtaining pictures of all out-of-town visitors to the Bally Building here. Phil has been wasting film all this past week testing the camera. He says that every visitor will be given a print free and that he is preparing a complete display of operators' pictures. Men in the organization have nicknamed him "Philum Phil, the Camera Cowboy."

The pictures will be used by the firm in various ways, Fitzgibbons explained, and he believes that the collection will be of considerable interest. Operators are invited to come to the Bally Building and have their pictures taken.

# Daval Heralds Non-Payout Game Incorporating Popular Features

CHICAGO, Oct. 3.—A. S. Douglass, president of the Daval Manufacturing Company, announced this week what his firm considers "the greatest pinball game in the history of bagatelle." The game follows the sensational counter games, Reel "21" and Daval's Races, and is to be called Excel. The new Excel is scientifically based on the principles of Reel "21," according to the announcement.

Excel has been under construction for some time at the Daval factory here. Engineers have put their best efforts on the game for many months. Secret tests have been conducted by Daval distributors in the East, on the West Coast and in the Midwest to check the game's earning power and its correct payout percentage. At the same time these tests have proved that Excel is mechanically perfect and correctly pinned.

"The game follows up the tremendous record sales of the greatest counter game known in the coin-machine industry," Douglass says. It is so scientifically arranged that the game does not require any specified number of balls. The player can win with two balls and can use three times that many if he so desires. The play of the game is based on strict skill play and allows the player to "outguess it"—a feature that has made Reel "21" a remarkable playing game.

Excel is a non-payout pin game and Douglass believes it will absolutely revive pin-game play everywhere in the country. It comes to the industry at a time when a non-payout pin game is being sought by all distributors, jobbers and operators. Shipments of Excel are being rushed to all Daval distributors and will be in the hands of their customers within the week.

Douglass states: "We believe that in Excel we have the greatest scientific play, non-payout pin game that has appeared in the annals of the coin-



DAVAL RACES on a prominent cigar-stand location shows the beauty and attractiveness of the machine. Cigar stands report unusually heavy profits with the new Daval counter game. Al S. Douglass, president of the Daval Manufacturing Company, is making a collection of location photos for use in an operators' manual which he is preparing.

## Garden City Production On New Game Goes High

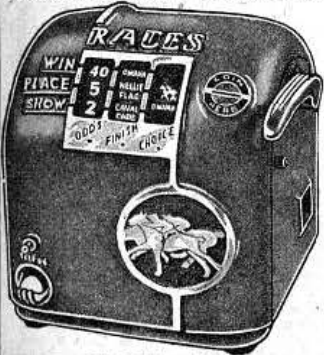
CHICAGO, Oct. 3.—Production line of the Garden City Novelty Manufacturing Company was speeded to the limit recently in turning out a new counter device called Army-21-Game. It weighs 18 pounds and offers the player an opportunity to play either one of the old favorites, Black Jack, 21, Baccarat, etc.

The game is constructed with such desirable features as ball gum venter, an all-aluminum cabinet, multiple coin play, visible coin window and joggle proof reels and is said to be silent running. It offers the operator cheat proof features and is fast in action.

The management says that a craze for this type of game is sweeping the country and that this game has been designed to enable operators to cash in on the public fancy.

## GUARANTEED O. K. USED PAY TABLES

GOTTLIEB	Daily Races (Single Mystery).....\$75.00
	Daily Races (Multiple).....50.00
	Baffle Ball.....25.00
	Plus & Minus.....10.00
Treasure Ship.....10.00	
CHICAGO COIN CORP.	Multi Play (Single or Mystery).....\$60.00
	All Star.....\$55.00
BALLY	Bally Derby.....50.00
	Acc.....20.00
Prospector.....20.00	
BUCKLEY MFG. CO.	Diamond Mine (Sample).....\$75.00
	Credit.....\$70.00
	De Luxe 48.....27.50
ROCKOLA	Fortune.....25.00
	Mystery Three.....23.50
	Stampede.....17.50
	Top Row (Sample).....\$45.00
EXHIBIT MFG. CO.	Repeater.....\$29.50
	Mammoth.....25.00
DAVAL MFG. CO.	Daily Double, Sr.....\$22.00
MILLS	Q. T. PAYTABLE.....\$10.00



**\$17.50 Tax Paid SPECIAL**  
10 NEW JENNINGS DUCHESS, IN ORIGINAL BOXES, WHILE QUANTITY LASTS, \$45.00 Each.  
10 JENNINGS DUCHESS, USED ONE WEEK ONLY, WHILE QUANTITY LASTS, \$39.50 Each.  
IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR A COMPLETE LIST OF NEW AND USED GAMES.  
1/3 Deposit With Order, Balance C. O. D.  
HY-G GAMES CO.  
1641-1643 Hennepin Ave., Minneapolis, Minn.

## OCTOBER SPECIALS

- The following Machines in good condition.
- 4 PROSPECTORS.....\$27.50
  - 4 De LUXE "46".....22.50
  - 2 CREDITS.....60.00
  - 1 ALAMO.....45.00
  - 4 BIG SHOT, Calif. Exhibit.....27.50
  - 1 GOLD RUSH.....5.00
  - 2 DAILY LIMITS.....27.50
  - 10 CERTEX MACHINES, Each.....17.50
  - Lot, \$150.00.
  - 5 E. Z. Put 'n' Take Conversion.....4.00
  - 1 SPORTSMAN, Black Cabinet.....5.00
  - 1 DOUBLE SHUFFLE, 1c Slot.....7.50
  - 7 TWO Pals, 1c Slots.....7.50
- One-half deposit, balance C. O. D., F. O. B. Wichita Falls.  
Orders under \$10.00 remit in full. Shipment within 24 hours.  
LONE STAR COIN MACHINE CO.  
Wichita Falls, Tex.

## SLOTS

- MILLS BLUE FRONTS MYSTERY GOLDEN SIDE VENDERS, Low Goals, 5c or 10c Play. Same as new, at.....\$70.00
  - MILLS WAR EAGLES, BELLS, 5c or 10c Play, at.....50.00
  - One Group of 5c SIMPLEX at.....17.50
- MARBLE TABLES**
- PANCO PALOOKA, Floor Sample, 6 Slots, at.....\$75.00
  - MILLS MCGOYS, at.....70.00
  - MILLS TEN GRANDS, at.....50.00
  - CHALLENGER.....75.00
  - PANCO PALAY.....50.00
  - ACES.....17.50
  - FLICKERS.....75.00
  - RAPID FIRE.....10.00
  - ROCKET.....7.50

We carry a Complete Line of Mills Slot Machines. The Largest Stock in Southwest Missouri. Write, Wire or Phone us your needs. One-Third Deposit with All Orders.  
T. & T. NOVELTY CO.  
114 N. Main Street, Joplin, Mo.  
J. L. TREADWAY & G. H. TATUM.

## BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. Exclusive territory arranged. Now at \$39.50. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Ave., New York City.

End your correspondence to advertisers by mentioning *The Billboard*.

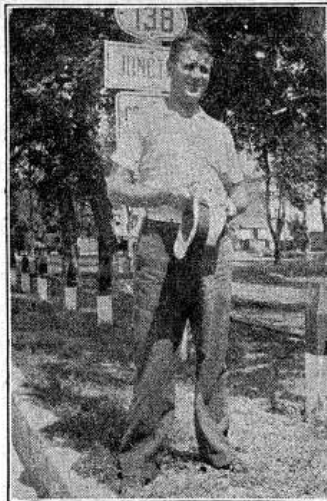
## New Service Idea Proves Its Value

NEW YORK, Oct. 3.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., has announced the appointment of a traveling service manager, an idea which he says will pioneer a new service standard in the distributing field.

Henry Jacobs, one of the best informed mechanics in the coin-machine industry, with special training at the factory of Bally Manufacturing Company, has been named traveling service manager of the firm.

Fitzgibbons points to one incident which he believes has repaid the firm for the installation of such a department. A call came in from Utica, N. Y., stating that an operator there was having trouble with one of his games. Jacobs was soon dispatched to the territory. He repaired the game the same evening of his arrival, explained the mechanical principles of the game and was back in New York the next day.

The Utica operator has written the firm an encouraging letter, Fitzgibbons states. He also reports that Jacobs is helping the firm not only to pioneer a new service but to bring about a more lasting friendship between Fitzgibbons Distributors, Inc., and operators in the East.



ROY BAZELON, Monarch Coin Machine Company, Chicago, snapped while enjoying a vacation in Colorado.

## Novel Method Builds Sale of Bank Rolls

NEW YORK, Oct. 3.—A novel means of arousing interest in Genco's bowling game, Bank Roll, has been devised by the sales promotion department of the George Ponsler organization.

Advertising has already appeared to the effect that a Bank Roll game is to be given away free to an operator.

L. G. (Andy) Anderson, general sales manager of the company, reports that "there are no strings attached to the offer and that every operator sending in his name and address will be entitled to participate in the obtaining of this Bank Roll."

According to plans, an announcement will be made in *The Billboard* some time in December, giving the name and address of the winner, and it is optional as to which model Bank Roll may be chosen—10 feet 8 inches, 11 feet 8 inches or full size 13 feet 8 inches.

Anderson reports that every operator in the United States is invited to send in his name and address to the George Ponsler organization.

## New Display Room To Show Latest Machines

CHICAGO, Oct. 3.—Monarch Coin Machine Company celebrated the big increase in the number of its customers by arranging a new display room that shows all the machines handled by the firm to the best advantage.

Roy Bazelon, manager, says that business has grown beyond expectations and that the new display facilities will enable them to show the newest products from the manufacturers as they should be shown. He looks forward to a very successful season running thru to the annual show here next January.

The slogan used by the firm, "Monarch—that's the name; remember it for every game," is being used to good advantage. Operators are appreciative of the service idea back of it, Bazelon states.

## Continental Firm Clicks With New Salesboard Idea

NEW YORK, Oct. 3.—Continental Salesboard, introduced by the Continental Mercantile Company a little more than a month ago, is going over so strong Jack Greenberg, of that company, reports that the factory has to go full speed to fill the new and repeat orders received.

Continental Salesboard is a straight merchandise deal with a novel twist. There are 300 holes to the board and each is a winner, as the player receives a quality tie for each purchase. The inducement to play is provided by charging the amount indicated from 1 cent to 50 cents so that the player may obtain a tie for as little as 1 cent. No one pays more than 50 cents, and Continental gives such good values the play-

er doesn't mind even when he has to pay 50 cents for the tie.

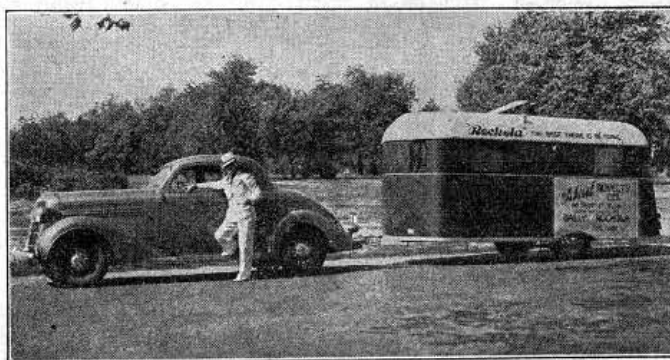
What makes the Continental a winner, says Jack Greenberg, is the fact that no man ever has too many ties, and with the opportunity of buying a high quality tie for 1 cent he keeps playing the board week after week. Many locations sell more than a board a week, says Jack, and this is proved by the large volume of ties being shipped.

Continental Mercantile is so confident of the money-making possibilities of its deal that the board is solid with a money-back guarantee.

## Fort Worth

FORT WORTH, Oct. 3.—City of Fort Worth was honored Monday of this week with the presence of distinguished coin-machine manufacturers from Chicago, who are in the territory after attending the State meeting of the Texas Coin Vending Machine Operators' Association at Dallas last Sunday. Those who were on hand for a brief meeting, a banquet and a visit to the Fort Worth Frontier Centennial were Walter Tratsch, A. B. T. Company; D. Gottlieb, of D. Gottlieb Company; Leo J. Kelly, Exhibit Supply Company; Jack Keeney, Keeney Manufacturing Company; J. O. Bates and H. L. Baker, Pace Manufacturing Company; Jimmie Johnson, Western Equipment and Supply Company; George Maloney, Bally Manufacturing Company; Louis Ginsberg, Genco, Inc.; Charlie Snyder, Mills Novelty Company; Dick Hood and Johnny McMahon, H. C. Evans & Company, and Jack Rose, Stewart & McGuire Company, New York.

Thelma Andrews, wife of Tubby Andrews, Jacksonville, is in the hospital here, where she underwent two major operations. Mrs. Andrews is the sister



TRAILER BEING USED BY THE IDEAL NOVELTY COMPANY, St. Louis, in calling on distributors, jobbers and operators in the Middle West. Earle Thorpe, traveling representative for the firm, is shown in the picture. He travels Missouri, Kansas, Illinois, Indiana, Kentucky and Tennessee in his car and the specially built trailer. Trailer is equipped with a bar.

## DO YOU NEED THESE MACHINES?

1. ROCK-OLA'S SENSATIONAL, NEW MULTI-SELECTOR PHONOGRAPH RHYTHM KING?
2. ROCK-O-BALL?
3. DRAW BALL?
4. REEL "21"?
5. DAVAL'S RACES?
6. BANK NIGHT?
7. BOWLETTE?
8. LIGHTS OUT?
9. MASTER NO. 77?
10. RAY'S TRACK?

and all the Latest and Best Pay Tables! Before You Buy—Write or Visit Our Nearest Office Today!

You Can ALL-WAYS depend on

## B. D. LAZAR COMPANY

1340 FORBES STREET, PITTSBURGH, PA.

620 SPRING GARDEN ST., PHILADELPHIA, PA.

119 PENN STREET, READING, PA.

136 FRANKLIN AVE., SCRANTON, PA.

of Joe and Elgin Akers, operators in Denton, Tex.

H. W. Carpenter, Wichita Falls, has added a bearnery to his long list of investments in West Texas.

Helen Savage, manager of the Fort Worth branch of Automatic Amusement Company and only woman jobber in the Southwest, recently returned from Mineral Wells, Tex., where she spent a brief vacation and also celebrated her second anniversary in the State.

S. L. Stanley, president of Automatic Amusement Company, Memphis office, recently acquired the added moniker of "Here Today and Gone Tomorrow Stanley." His fast traveling in the Southwest is responsible for the title.

Sammy Frankrich, of Frankrich Distributing Company, has gone haywire over flying. Made a number of trips during the last few months, including a trip to Chicago, and is now seriously thinking of taking up flying with the intent to buy a plane later.

Visitors in the city recently were George Reynolds, E. L. Chitwood, John McGee, R. L. Davis, John Senior, A. C. Woodruff, Elgin Akers, Joe Baine and Claude Minton.

Miss Hirsch, of Exhibit Supply Company, Chicago, was a recent visitor in Fort Worth, attending the Frontier Centennial. Big State Novelty Company (Nick Nigro) played host to her, showing her the interesting spots around the village, topping it off with a visit to Casa Manana at the Centennial.

Ernest Walker was recently in Chicago and Aurora, Ill., visiting the Stoner Corporation in the latter city.

A. F. Wright, of San Antonio, was recently married in the Alamo City.

## Distrib Boosts Bolo Table Game

SPRINGFIELD, Mass., Oct. 3.—Automatic Coin Machine Corporation here announces its appointment as distributor in the New England territory for a remarkable new table game called Bolo. The firm claims Bolo to be one of the most sensational skill games that it has ever presented to its customers. Bolo is a 100 per cent skill amusement table with all the thrills of bowling and its operated on the same principle. The beautifully colored score panel on the backboard shows strikes, spares and pins from 1 to 10 and tilt, all illuminated as the balls score. As many as five people can play competitively at one time. Regular bowling score pads are furnished with each game, and additional pads can be furnished by the Automatic Coin Machine Corporation at a nominal cost. The pads induce competitive play and increase the receipts per game.

The Automatic Coin Machine Corporation points out that Bolo is legal in all territories and can be used with or without prizes. While the standard Bolo is a two-ball table representing a frame of the complete bowling game, it is also obtainable as a five-ball model.

Automatic Coin Machine Corporation is one of the fastest growing distributing companies in the New England States. They recently moved to larger quarters so as to better serve their ever-growing clientele of jobbers and operators. Besides being the distributor for Patent Novelty Manufacturing Company's Bolo, they are distributors or jobbers for most of the leading manufacturers. The Automatic Coin Machine Corporation has a complete supply and service department, fully equipped so as to render quick service to operators. Service jobs are handled by experts who have been trained in factory methods, thereby assuring the operator a really efficient reconditioning service.

## Special Offer Planned When in New Quarters

HARTFORD, Conn., Oct. 3.—As one of the signs of better times, Abe Fish, president of General Amusement Game Company, is reported to be seeking larger quarters and has also added to the mechanical and office staffs of the firm. They have purchased new trucks also for faster delivery of new games.

Fish is a Bally game booster and is planning for one of the biggest events in his career by a tremendous introductory offer of new Bally games when the firm has moved into larger quarters.

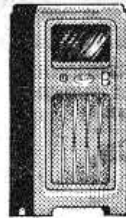
The enlargement of the service organization will be of definite value to every operator, he reports, for the firm will now be able to send a man to every operator's location if necessary to help with his games. Additional help in the offices will mean greater service to operators and will save them time and expense. A special system is being arranged whereby operators will be kept informed almost daily of the new games arriving and of special offers on trade-ins and used machines.

# Phonos Saved By Lumberjacks

CHICAGO, Oct. 3.—Henry Anchester, one of the J. P. Seeburg Corporation's star sales representatives, relates by letter the following interesting incident:

"From a psychological standpoint it might be very interesting to the company to know that the town of Plains, Mont., burned down, or rather the business section did. We had three phonographs in three taverns. The fire took place at 12:30 a.m.; the proprietors in each tavern ran out with the cash registers, and the customers in each of the three places saved the phonographs. There was absolutely nothing saved but the phonographs and the cash registers.

"One week later they were all doing business again in shacks that they had put up—it is a lumberjack town. I asked some of the customers why they saved the phonographs and in their slow



# Weekly MUSIC Notes

way they told me that they could not see a fine machine burned up when it had given them so many hours of fine entertainment.

"You know, mister, when one of us put a nickel in the machine 40 of us get nice clean pleasure from it and when the time came to do the machine a good turn we just did it," they explained.

Mr. Anchester travels Montana, Wyoming, Idaho, North Dakota and South Dakota. He is one of the most popular men traveling the great wide-open spaces. He claims that out west where men are men and women—, Now, Henry! No farmer's daughter quips!

## Texas Music

DALLAS, Oct. 3.—Annual meeting of the Texas Music Machine Operators' Association will be held at the Jefferson Hotel, Dallas, Sunday, October 11. Arrangements are being made for some very prominent speakers connected with the music industry.

A big banquet and dance is on the program and it is anticipated that every music operator in the State will try to be present.

Subjects which are scheduled for discussion include Taxation, Ways To Improve Operating Conditions, Co-Operation Between Factories and Operators, Co-Operation Among Operators; Various State, County and Municipal Laws Related to the Operation of Phonographs, and other interesting matters.

The association committee plans to make this the biggest meeting of phonograph operators ever held in the State of Texas. Communications may be sent to Don Law, secretary-treasurer Texas Music Machine Operators' Association, 508 Park avenue, Dallas, Tex.

## Record Sales Are Index

DETROIT, Oct. 3.—"Detroit operators are experiencing a big revival of business," Fred Gersabeck, of the City Music Company, Detroit jobber, said this week. "Fall weather has meant an increase in play of the music machines especially.

"We are selling a large volume of new records for the past few weeks and that indicates the average play on phonographs. Music in general is staging a comeback. Music stores are selling more records and the dealers are selling more pianos, so people are coming back to individually played music.

"The fact that we are open evenings is responsible for much of the increased business because that makes it convenient for the operator to come over and select records during a pleasant evening's drive."

## Calls Swing King Timely Music Hit

FAYETTEVILLE, N. C., Oct. 3.—Joe Calcutt, of the Vending Machine Company, rushed an important announcement to the coin-machine industry immediately after receiving his first large shipment of the new Mills Swing King phonos.

Calcutt explained that "this is one of the greatest coin-operated phonographs which has ever been introduced in coin-machine history. Furthermore, it is being introduced at a price which is certain to meet with the approval of every operator in the industry. The new Mills Swing King was especially created to meet the musical trend of the present time, with swing music the big feature. Every leading orchestra in the country is featuring swing music, which has captured the dancing feet of America, and the Mills Swing King picks up those records and actually swings them upon the insertion of a nickel."

Calcutt believes that Swing King will be the greatest hit in the phonograph field. Preparation has been made for record shipments and a new contract or sales plan is being offered. It is said to provide liberal terms.

## Rock-Ola Firm Features "Idea Exchange" for Ops

CHICAGO, Oct. 3.—Large Rock-Ola plant is proving a focal point for the exchange of ideas among phonograph operators. Some of the recent discussions are worthy of consideration. For example: A well-known Rock-Ola operator buys space in the local paper to advertise something like this: "A new Rock-Ola phonograph has recently been installed in the well-known establishment of John Jones"; then follows a description of the man's place of business, usually copied from his business card, giving the things featured in the establishment.

The cost is only a few dollars and the operator does not say anything about the matter until after the location man has seen the advertisement. Naturally, he is delightfully surprised and when the operator comes around on his next visit the location owner is all smiles and the operator has made a permanent friend.

Another operator has advertising cards (doggers) printed, outlining the features of a location and concluding with the statement: "Come in and see and hear the latest music on our new Rock-Ola Multi Selector Phonograph." The cards are distributed at a total cost of about \$2 and the cards, usually 1,000, cost about the same amount. The doggers build lasting good will for the operator, who claims that the increased play on new locations, right from the start, has made the idea self-supporting.

Another operator has made good use of small checkbook-size blotters, which he has distributed directly to the home. The blotter reads: "Every time you visit a place of amusement (except the theater) ask the proprietor if he has Rock-Ola music. He can get all the latest songs for you on a Rock-Ola Multi Selector Phonograph. Ask him to call —." This is followed by the operator's name, address and phone number.

The operators' exchange of ideas thru the Rock-Ola Phonograph Division is proving mighty profitable, for more and more the live, wide-awake operator must create and keep good locations.

## Sheet-Music Leaders

(Week Ending October 3)

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

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

1. Until the Real Thing Comes Along (1)
2. Did I Remember? (2)
3. When Did You Leave Heaven? (3)
4. A Star Fell Out of Heaven (4)
5. The Way You Look Tonight (7)
6. I Can't Escape From You (6)
7. Me and the Moon (5)
8. Sing, Baby, Sing (10)
9. A Fine Romance (8)
10. I'm an Old Cowhand (13)
11. Organ Grinders' Swing
12. Empty Saddles (9)
13. Rendezvous With a Dream (11)
14. Bye, Bye, Baby (12)
15. When a Lady Meets a Gentleman Down South.

## Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, September 25, to Thursday, October 1, 1936, both dates inclusive.

The Way You Look Tonight (24) . . .	28
When Did You Leave Heaven (25) . . .	23
A Star Fell Out of Heaven (20) . . .	25
Sing, Baby, Sing (24) . . . . .	23
Bye, Bye, Baby (19) . . . . .	22
Who Loves You? . . . . .	21
Did I Remember? (21) . . . . .	21
A Fine Romance (17) . . . . .	20
Until the Real Thing Comes Along (22) . . . . .	20
I Can't Escape From You (23) . . . . .	16
Me and the Moon (18) . . . . .	16
Until Today (13) . . . . .	16
It Can Happen to You . . . . .	15
Running a Temperature . . . . .	10
You Came to My Rescue . . . . .	8
You're Giving Me a Song and a Dance . . . . .	7

## Studio Converted Into Roomy Display Quarters

PHILADELPHIA, Oct. 3.—What was once a center for radio entertainment has now been put into use to serve another phase of the amusement industry. Joe Eisen and Dave Margolin, well-known New York coin operators, have organized as the Penn-Coin-o-Matic (See **STUDIO CONVERTED** on page 78)

## Demand

# PERMO-POINT PHONO NEEDLES

FOR  
YOUR AUTOMATICS!

## 2000 PERFECT PLAYS

## SOUTHERN AUTOMATIC MUSIC CO.

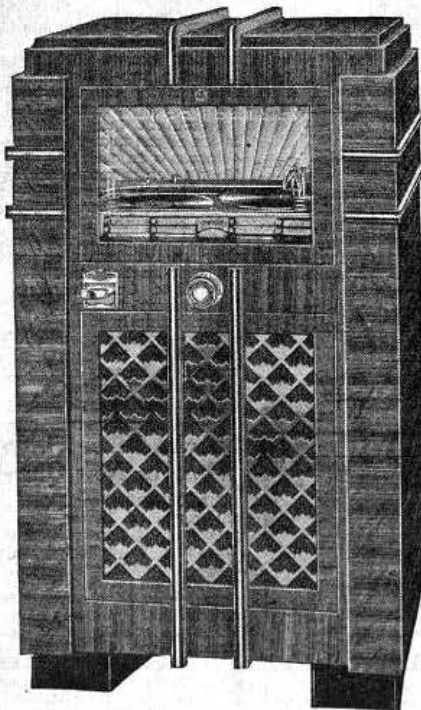
DISTRIBUTORS OF

### J. P. SEEBURG CORP. PHONOGRAPHS

CINCINNATI OFFICE: 420 West Seventh Street. Phone, Main 3262.  
LOUISVILLE OFFICE: 540-542 Second Street. Phone, Wabash 5464.

WE ARE EXCLUSIVE PHONOGRAPH DISTRIBUTORS.

THE SEEBURG FRANCHISE IS MORE VALUABLE!



MODEL "B"

The Instrument without Service Headaches

**J. P. SEEBURG CORPORATION**  
1502 DAYTON STREET · CHICAGO ILLINOIS



**COMING . . .**

**ROCK-OLA'S Triumph**

**“RHYTHM KING”**

Just arriving for display at  
all ROCK-OLA Distributors  
in key cities

Write or wire for full details



**ROCK-OLA MFG. CORP., 800 North Kedzie Ave., Chicago, Illinois**

**Ten Best Records for Week Ended Oct. 5**

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6547—"I'm Talking Thru My Heart" and "You Came to My Rescue." Shep Fields and orchestra.	7716—"A Fine Romance," Fred Astaire, Johnny Green and orchestra, and "The Waltz in Swing Time," Johnny Green and orchestra.	25394—"The Curse of an Aching Heart" and "I Just Made Up With That Old Girl of Mine," Fats Waller and orchestra.	3305—"Out Where the Blue Begins" and "Darling, Not Without You," Henry (Red) Allen and orchestra.
2	B6533—"Bojangles of Harlem" and "Organ Grinder's Swing," Tempo King and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up," Fred Astaire with Johnny Green and orchestra.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes," Benny Goodman and orchestra.	3306—"I'll Sing You a Thousand Love Songs" and "Picture Me Without You," Henry (Red) Allen and orchestra.
3	B6535—"I'll Sing You a Thousand Love Songs" and "Papa Tree-Top Tall," Tempo King and orchestra.	7739—"You Came to My Rescue" and "Here's Love in Your Eye," Teddy Wilson and orchestra.	25406—"Love Me or Leave Me" and "Exactly Like You," Benny Goodman and orchestra.	3304—"Sing, Baby, Sing" and "You Turned the Tables on Me," Putney Dandridge and orchestra.
4	B6548—"Trouble Ends Out Where the Blue Begins" and "Me and the Moon," Shep Fields and orchestra.	7729—"My Melancholy Baby" and "I Cried for You," Teddy Wilson and orchestra.	25374—"Until the Real Thing Comes Along" and "I'm Crazy 'Bout My Baby," Fats Waller and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
5	B6549—"It's the Gypsy in Me" and "And They Said It Wouldn't Last," Wingy Mannone and orchestra.	7737—"Out Where the Blue Begins" and "Midnight Blue," Music in Russ Morgan Manner.	25401—"Sing, Baby, Sing" and "Make-Believe Ball Room," Ruby Newman and orchestra.	3307—"I Wish I Could Shimmy Like My Sister Kate" and "That's a Plenty," Joe Haymes and orchestra.
6	B6563—"Sweet Adeline" and "We Can Huddle at Home," Tempo King and orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem," Fred Astaire with Johnny Green and orchestra.	25403—"Tiger Rag" and "Bluin' the Blues," Nick La Rocca and orchestra.	3308—"I Can't Believe That You're in Love With Me" and "My Sweet," Louis Armstrong and orchestra.
7	B6562—"Sweetheart, Let's Grow Old Together" and "Sweet Hawaiian Moonlight," George Hall and orchestra.	7740—"The Stars Know" and "Let's Get Together and Swing," Louis Prima and New Orleans Gang.	25347—"I Can't Escape From You" and "I'm in Old Cowhand," Eddie Duchin and orchestra.	3281—"Hinky, Dinky, Parley Voo" and "Medley of Bar-Room Songs," The Sweet Violet Boys.
8	B6504—"Bye, Bye, Baby" and "Make-Believe Ball Room," Charlie Barnet and orchestra.	7736—"Sing, Baby, Sing" and "You Turned the Tables on Me," Teddy Wilson and orchestra.	25361—"A Star Fell Out of Heaven" and "Dream Awfully," Eddie Duchin and orchestra.	3310—"Sweet Violets" and "Put on Your Old Gray Bonnet," The Sweet Violet Boys.
9	B6560—"Alabama Barbecue" and "That's What You Mean to Me," Tempo King and orchestra.	7738—"Pick Yourself Up," "Never Gonna Dance," "A Fine Romance," Medley, and "Bojangles of Harlem," and "The Way You Look Tonight," Medley, Piano Specialty, Johnny Green.	25372—"The Way You Look Tonight" and "A Fine Romance," Guy Lombardo and orchestra.	3312—"Let's Get Drunk and Truck" and "Hottest Gal in Town," Lili Johnson and Chicago Swingers.
10	B6505—"The Way You Look Tonight" and "No Huggin' or Kissin'," Hartman's Heart-breakers.	7734—"In a Jam" and "Up-town Downbeat," Duke Ellington and orchestra.	25367—"When Did You Leave Heaven?" and "Sweet Misery of Love," Guy Lombardo and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp," Henry (Red) Allen and orchestra.



**BLUE BIRD RECORDS HAVE THEM!**

Be sure to get these releases:

**SHEP FIELDS**

"I'm Talking Through My Heart"  
"You Came to My Rescue"

**TEMPO KING**

"High Hat, a Piccolo and a Cane"  
"You're Giving Me a Song and a Dance"

**DOLLY DAWN**

"Copper Colored Gal"  
"Sing a Song of Nonsense"

**WINGY MANNONE**

"It's the Gypsy in Me"  
"And They Said It Wouldn't Last"

**EMMET MILLER**

"I Ain't Got Nobody"  
"Right or Wrong"

**TAMPA RED**

"That's the Way I Do"



**VICTOR and BLUE BIRD RECORDS**

RCA Manufacturing Co., Inc., Camden, N. J.  
A Service of Radio Corporation of America

## AMERICAN SALES CORPORATION

CHICAGO, ILL.  
936 WRIGHTWOOD AVE.,

Most unique in Coin  
We  
Working  
All the bugs are out  
If you fail to investi-  
But you lose dollars to our nickels.  
ASK FOR CREDIT!

*Lee D. Jones*

Lee who? Leev-me some  
dough when your notes are due.

P. S.—Knock, knock! Who's there? Lee.  
Who's there? Lee. Lee who? Leev-me some  
dough when your notes are due.

### NON-AUTOMATIC GAMES

MAD CAPS with Electropak, \$22.50; TOTAL LITES, \$15.00; PANAMAS, \$20.00; BUDGETS with Electropak, \$15.00; STOCK EXCHANGES with Electropaks, \$15.00; DITTOES, \$12.50; HARVEST MOONS, \$12.50; SCREAMOS, \$7.50; THRILLERS, \$15.00.

### AUTOMATIC PAY-OUT GAMES

JUMBOS, \$35.00; BALLY DERBY and ALL STARS, \$50.00; BALLY'S SIX-SLOT PARI-MUTUEL, \$65.00; TURF CHAMPS, Write for Prices; BALLY SKY HIGH, Ticket Model, \$45.00; ROCKETS and CHAMPIONS, \$7.50; HIALEAH, \$47.50; HOLLYWOOD, \$25.00; Four Play 5c RELIANCE, \$60.00; Four Play 25c RELIANCE, \$65.00, Same as New.

### COUNTER GAMES

TIT TAT TOES and TIC TAC TOES, \$7.50; BUCKLEY'S HORSES, \$9.00; TICKETTES, \$4.50; DUCK SOUPS, \$1.25; in Lots of Twelve, \$1.00 Each.

### SLOT MACHINES

1 25c Play MILLS GOOSENECK, Streamlined, Mystery Payout, \$50.00; 1 MILLS 10c BLUE FRONT GOLD AWARD, \$50.00; 1 PENNY PLAY BLUE FRONT GOLD AWARD, \$50.00; 1c and 5c DOUBLE JACK POT WATLINGS, \$22.50; 1 CENTURY DIGGER, Cost \$175.00, Like New, \$75.00; WURLITZER PHONOGRAPHS, Perfect Condition, Write for Price.

All Games Guaranteed Mechanically. Orders Filled in Rotation. Rush One-Third Deposit. Get on Our Mailing List for Bargains.

## AUTOMATIC SALES COMPANY

191 SECOND AVE., N. NASHVILLE, TENNESSEE

### SOUTHERN OPERATORS

Write us your ROLL-A-BALL requirements. We sell ROCK-O-BALL, BOWLETTE, and BALLY ROLLS. Our Terms Are Very Liberal. Inquiries Invited.

JOBBER—Write for Prices on anything with a Coin Chute.

MULTIPLE ..... \$72.50	BALLY DERBY ..... \$55.00	WESTERN RACES, Mystery ..... \$65.00
CHALLENGER ..... 72.50	GALLOPING PLUGS ..... 47.50	HIALEAH ..... 50.00
CREDIT ..... 62.50	PAMCO CHASE ..... 70.00	ALAMO ..... 45.00
BIG RICHARD ..... 37.50	MYSTERY THREE ..... 19.00	COCONUT ..... 19.00
BONUS ..... 50.00	PEERLESS ..... 50.00	FENCE BUSTER ..... 52.50
JUMBO ..... 37.00	PROSPECTOR ..... 27.00	MAMMOTH ..... 30.00
TYCOON ..... 42.50	VELVET ..... 75.00	DAILY RACES ..... 47.50
TEN GRAND ..... 37.50	PUT & TAKE ..... 10.00	SUNSHINE Baseball ..... 62.00
TOP ROW ..... 30.00	AL STARS ..... 60.00	ELECTRIC EYE ..... 62.50
ROLY POLY ..... 17.50	DOUBLE SCORE ..... 35.00	50 GRAND ..... 20.00
TOTALITE ..... 20.00	FIVE & TEN ..... 10.00	WHIRLPOOL Ticket 22.00

All machines guaranteed in perfect condition or money back. We have the latest machines. Write for our trade-in prices

# VEECH SCALE CO. Decatur, Ill.

A Phonograph Playlet in One Act, Entitled

## OVERCOME OBJECTIONS AND THEY WON'T OVERCOME YOU

By Tom Hanlon, Advertising Manager Rock-Ola Mfg. Corporation.  
SCENE—A Music Location.

**CAST OF CHARACTERS:**  
Happy Harry, a Location Owner.....The Hero  
I. M. Nertz, a Patron.....The Villain  
B. Smart.....Another Location Owner  
Curtain Rises to the Tune of "Happy Days."

**B. SMART**—(Entering Location) Hello, Harry, old boy, how are you and how's your business?  
**HAPPY HARRY**—Hello, Smart, the answer is fine to both of your questions? How's it by you?  
**B. SMART**—The guy who said this is a heavenly business was dead wrong, for heaven is not where business goes to!  
**HAPPY HARRY**—My business is really good for a change!  
**B. SMART**—Well, mine is not bad, but my expenses are eating up all the profits!  
**HAPPY HARRY**—Have you figured out every way possible to cut the corners on expenses?  
**B. SMART**—I don't get you? How do you mean?  
**HAPPY HARRY**—Well, for example, take that Multi-Selector Phonograph over there. The money I get from the operator of that instrument pays for all my lights, the signs, the laundry of my linen, the replacement of many supplies and even part of the porter's salary!  
**B. SMART**—Smoley hokes! Where have I been—give me all the facts—how can I cash in on that?  
**HAPPY HARRY**—It is very simple! Just get in touch with the operator. You will find his phonographs will actually increase your business!  
**I. M. NERTZ**—Say! Did I hear you mention phonograph? Don't get any. Bothers the radio too much!  
**B. SMART**—How do you mean, bothers the radio?  
**I. M. NERTZ**—Every time I wanna

chestras, with their music produced as realistic as tho you attended an actual performance!

**B. SMART**—Yes. Twelve records is an entire concert, and to hear 12 of the leading orchestras would cost at least \$2 per concert. That's \$24 worth of music for 60 cents!

**I. M. NERTZ**—(Forgetting Himself) Well, I can't get into a concert on one of these slugs!

**HAPPY HARRY**—So you're the bird that has been putting slugs in the machine!! Biff! \*\* Bang! Crash! Zowie! — Plop! — Swish! ??? ZZZZ OOOOOO XYZ ?????11111 \*\*\*\*\* 888!!!!

**B. SMART**—Where did he land?  
**HAPPY HARRY**—Right in the gutter, where all sluggish slug-ers belong. The big bum!

**B. SMART**—At'aboy, Harry! Come up and see me some time soon, I'll have my phonograph in right away.  
Curtain.



NICK MALES, of De Luxe Amusement Company, San Antonio, demonstrates his skill on Bally-Roll, "bowling-type" game, while visiting plant of Bally Manufacturing Company in Chicago.

## Returns to Music Field

DETROIT, Oct. 3.—Earl Phillips is speedily becoming one of Detroit's larger coin-machin operators in the music machine field. He started in the business some years ago, but was out of the field for a long time, returning this spring in a big way.

He is now operating an extensive route of machines thruout the city, specializing in the newer models of Mills automatic phonographs, and reports that business on these machines is constantly improving, largely because of seasonal reasons and better employment conditions.

## Leo Weinberger a Visitor; Going Big With Symphonola

CINCINNATI, Oct. 3.—Leo Weinberger, of Southern Automatic Music Company, Louisville, visited the Cincinnati office of The Billboard yesterday. Southern Automatic is distributor for J. P. Seeburg Corporation for Kentucky, Southern Indiana and Southern Ohio and maintains a branch in this city, with Joe and Sam Weinberger in charge.

Weinberger has just finished a trip thru the three States and reports an increase in the sales of J. P. Seeburg Symphonolas. Operators are purchasing new Symphonolas for the winter locations which have not had music before. According to Weinberger, there is a huge demand for the Model D Symphonola, which is equipped with two speakers and a seven-tube amplifier. Operators have marveled at its superior tone and modernistic cabinet, Weinberger says, and operators are purchasing it to take care of the top-money locations. Daily shipments of all models are received at the firm's Louisville and Cincinnati offices.

Southern Automatic specializes on music and is in position to devote full time to the requirements of the music operator.

## The Sphinx Speaks Out

CHICAGO, Oct. 3.—William Cohen, the somber Sphinx from Minneapolis, was around Chicago this week with a smile on his face for a change because he was the recipient of six Mills Blue Fronts given by Mills Novelty Company as winner of first prize for showing the largest increase in business of any Mills jobber in its \$2,000,000 August sales drive.

Bill reports that the Mills Railroad, new automatic multiple payout pin table, "is a winner in the Northwest territory, as indicated by a nice volume of repeat orders I am receiving, the only

## STUDIO CONVERTED

(Continued from page 76)  
Company, converting the former studios of Station WDAS in the Broadwood Hotel as a display show place for local machine men.

Having access to the entire second mezzanine floor of the hotel, approximately 5,000 square feet, the Penn-Coin-o-Matic represents the display room of tomorrow. The general decorative motif, while modern in theme, does not lean toward the ultra or futuristic, rather resembling the living room of a comfortable home. Extending the entire length of the former broadcasting studio is now a handsomely appointed reception room and foyer for exhibition of Wurlitzer products. And the former glass-paneled observation quarters have been converted into business offices. Air conditioning, scientific ventilation and indirect lighting supplies the last word in temperature, humidity and light control for client comfort.

Not only will Bisen and Margolin display Wurlitzer products, but will also introduce Bolo, a new pin game, to this territory.

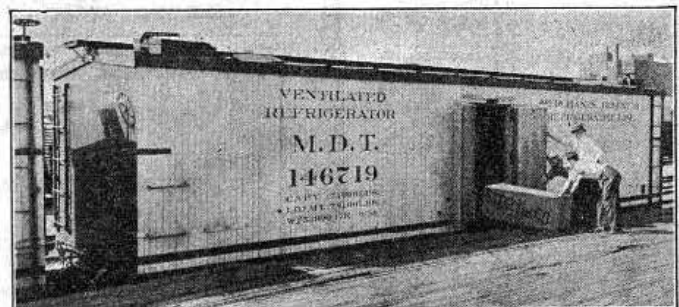
A house-warming party is being arranged to officially unveil the Penn-Coin-o-Matic banner, when Eisen and Margolin will host the local operators. A contingent of Wurlitzer executives has promised to be on hand for the party.

## Tests of Roll-a-Ball Bring Deluge of Orders

BROOKLYN, Oct. 3.—"Since the new de luxe model Roll-a-Ball bowling game was announced and the first 10 were placed on locations we have been swamped with orders from jobbers and operators," says Dave Robbins, of D. Robbins & Company, who are acting as factory distributors.

"The beautiful appearance and excellent construction of Roll-a-Ball have made the game the outstanding bowling-type machine on the market. Operators find it easy to place the good-looking machine in the best hotels, taverns, clubs, etc. Roll-a-Ball is a genuine game of skill, which will take in plenty of money without prizes being offered. It is a game that will have a long-time appeal, as it is based on a sport which has been highly popular for more than 50 years."

Dave Robbins says that he is so sold on the game that for the first time in 15 years he has again decided to enter the operating field with a quantity of Roll-a-Balls. Successful plans for making money with Roll-a-Ball games will be furnished gratis to operators who wish to enter this lucrative field, he said.



SO HOT IS KEENEY'S STOP AND GO that many shipments are being made in refrigerator cars, as the above picture clearly shows. Looking on is Ray Becker, sales manager, who is personally supervising the shipments.

**ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED**

**THIS WEEK'S SPECIALS**

- PUT 'N' TAKE . . . . \$12.95
- CARIOCA . . . . . 13.00
- BAFFLE BALL . . . . . 28.50
- REPEATER . . . . . 31.50
- PEERLESS (Plain) . . . . 53.00
- PAMCO PALOOKA, SR. (6-Chute) . . . . . 89.50

AND 200 OTHER Attractive Payout Bargains. Write for Price List Just Being Released.

**ATLAS NOVELTY CORPORATION**

2200 N. WESTERN AVE., CHICAGO, ILL. 1903 FIFTH AVE. PITTSBURGH, PA.

Personal Service

**Atlas Spreads Out As Business Grows**

CHICAGO, Oct. 3.—Significant of its rapid growth and increased activity is the Atlas Novelty Corporation's recent acquisition of an additional 5,000 square feet of space to be used by both the sales and service department.

The organization began active business two and one-half years ago. Maurie Ginsberg, general manager, and Eddie Ginsberg, sales manager, in this short period of time have created an enormous trade, built on confidence and the "personal service policy." The Ginsberg brothers possess a thoro knowledge of the amusement machine industry and they have consistently assisted operators in solving their problems.

The corporation is the direct factory representative for the Stoner Corporation and the Western Equipment & Supply Company and is also engaged as distributor or jobber for the Grotchen Tool Company, the Bally Manufacturing Company, Rock-Ola Manufacturing Company and other manufacturers of automatic amusement devices. Atlas is also the jobber for Electrical Products Company.

Maurie and Eddie Ginsberg founded the Atlas Novelty Corporation 30 months ago in quarters having a 25-foot frontage. Within a few months they were forced to double their space and also secure warehouse facilities. A year and a half later their rapid rise made it necessary for them to move to their present location on North Western avenue.

The present space is partially being used for the stocking of 50,000 parts used in repairs. The immense stock assures immediate servicing of machines sent in for overhauling.

Atlas maintains on display tables and amusement devices representing almost every manufacturer in the country and also has one of the largest stocks of used amusement machines in America. A year ago the corporation opened a

Pittsburgh branch office managed by Phil Greenberg, with Art O'Mella in charge of sales. The two executives have done a marvelous job and have been forced to expand their office space considerably. In Chicago the office management is in the capable hands of Eva Ginsberg, sister of the two heads of the corporation.

**Superior Products in Big Expansion Program**

CHICAGO, Oct. 3.—Superior Products Company has recently taken over the fifth floor at 14 North Peoria street. The rapid growth of the firm since starting in business in Chicago about 18 months ago has been an interesting story and it was this growth that compelled them to seek much larger quarters. The three manufacturing units of the firm are now under one roof and a much larger area of floor space is being used. New machinery has been installed to take care of large quantity production.

The firm manufactures a popular line of salesboards. The offices have been modernized and present an unusually attractive appearance. The announcement of the big expansion brought a flood of congratulatory messages from all over the country to George Sachs, president, and M. Bright, his partner.

H. C. Pennypacker, sales manager, has spent 18 years in the industry and has a wide acquaintance. "Creating and developing ideas on a large scale is our aim," according to Mr. Pennypacker.

**More Meters Installed**

FORT WORTH, Oct. 3.—Three hundred additional parking meters have been purchased for Fort Worth business district by the local city council from the Dual Parking Meter Company, Oklahoma City. This increases the number on Fort Worth curbs to a total of 998 meters. Based on revenue from the 698 installed previously, the income from meters will be raised to about \$370 a day when the latest 300 are working, according to calculations by city officials. Meters now will cover entire downtown district.

**FRED MILLS, President of... MILLS NOVELTY COMPANY, says..**



"IN MY ESTIMATION NO OPERATOR CAN DO HIMSELF A BETTER FAVOR THAN TO DEAL WITH JOE CALCUTT AND THE VENDING MACHINE COMPANY OF FAYETTEVILLE."

WRITE TODAY — LEARN WHY LEADERS RECOMMEND

**THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA**

**BETTER BUYS in BETTER GAMES**

Electro-Ball reconditioned games are better: First, all games are dismantled, worn parts replaced—mechanism oiled and greased—playing panel cleaned, cabinet polished and finally a thorough check-up test is made; then the game is expertly packed for shipment. Many operators tell us our games are worth \$10 to \$20 more.

**One-Ball, Automatic Pay, Reconditioned**

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| ALAMO . . . . . \$39.50               | HIALEAH . . . . . \$49.50       |
| CHALLENGER . . . . . 69.50            | HOLLYWOOD . . . . . 27.50       |
| DAILY LIMIT . . . . . 34.50           | PAMCO PARLAY, SR. . . . . 54.50 |
| DAILY RACES, Multiple . . . . . 49.50 | SUNSHINE DERBY . . . . . 39.50  |
| GALLOPING PLUGS . . . . . 49.50       | TROJAN . . . . . 25.00          |
| GRAND SLAM . . . . . 39.50            | VELVET . . . . . 89.50          |

- PACES RACES, Like New, Oak, \$197.50  
 Black, No. 762, 5c Play . . . . . 239.50  
 Black, No. 2255, 5c Play . . . . . 297.50  
 Black, No. 2854, 25c Play . . . . . 325.00

- ELECTRIC EYE PISTOL PRACTICE, Automatic Pay, Like New, \$49.50  
 EVANS' ROLL-ETTE, Good as New . . . . . \$199.50

1/3 Deposit Must Accompany Order, Balance C. O. D.

**ELECTRO-BALL Co., Inc.**

Distributors 1200 Camp St., Dallas, Tex.

**USED SLOT MACHINES!**

- |   |   |
|---|---|
| 2—5c Mills Blue Front Bells. . . . . Each. \$57.50          | 12—5c Mills Dbl. J. P. Bells, Reconditioned Excellent Condition . . . . . \$35.00 |
| 1—10c Mills Blue Front Bell . . . . . 60.00                 | 2—10c Jennings Single Jack Pot Rock-Ola Fronts . . . . . 22.50                    |
| 1—25c Mills Blue Front Bell . . . . . 62.00                 | 1—1c Waffling Twin Jackpot . . . . . 27.50  |
| 1—5c Mills Skyscraper Mystery Bell . . . . . 47.50          | 1—1c Mills Junior, Silent . . . . . 15.00   |
| 1—5c Mills Skyscraper Bell . . . . . 42.50                  | 2—5c Bally Reliance (Dice), Latest, Nearly New . . . . . 55.00                    |
| 1—5c Mills Escal. Front Vender . . . . . 40.00              | 3—Mills High Boys (Music), Perfect Condition . . . . . 57.50                      |
| 8—5c Mills Wolfhead Bell, Factory Rebuilds . . . . . 40.00  | New Jennings Chiefs. Write for prices.  |
| 4—5c Mills Single Jack Pot, Rock-Ola Fronts . . . . . 22.50 |   |

Sold Subject to Prior Sale. 1/3 Deposit Must Accompany Orders. Prices F. O. B. Omaha.

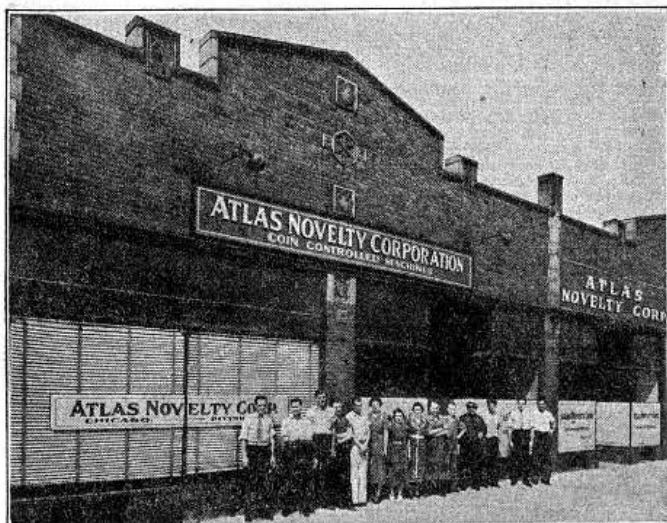
**NATIONAL PREMIUM CO. 1316 DODGE STREET OMAHA, NEBRASKA**

**READY!**

WRITE TODAY FOR THE NEW, COMPLETE, 8 PAGE CATALOG ON THE SENSATIONAL DE LUXE MODEL

●●●● ROLL - A - BALL ●●●●  
 ROLL-O-MATIC, INC., 209 Parkhurst St., Newark, N. J.

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



CHICAGO STAFF OF ATLAS NOVELTY CORPORATION, in front of the enlarged quarters. Significant of the firm's growth is the addition of 5,000 square feet of space for the sales and service departments. Maurie Ginsberg, general manager, is on extreme left, and Eddie Ginsberg, sales manager, on extreme right.

## LOOK!—OPERATORS AND JOBBERS—LOOK!

## MOSELEY CAN MAKE PROMPT DELIVERY OF THE FOLLOWING NEW MACHINES

**PACES RACES, WURLITZER'S SKEE-BALL, BALLY ROLL, PAMCO FASCINATION, ROCK-O-BALL, Also BALLY'S NEW LIGHTS OUT, ROCK-OLA'S BIG BANK NIGHT, DAYAL'S 21 and TURF CHAMPS**

**GROETCHEN'S 21 BLACK JACK AND HIGH STAKES, KEENEY'S STOP-AND-GO AND HURDLE HOP, SHORT SOX, ROCKOLA'S MONTE CARLO**

THE HIT OF ALL BALL GAMES OF THE SEASON.

## IF YOU ARE A JOBBER WE WILL QUOTE YOU JOBBERS' PRICES NOT BRAND NEW BUT SLIGHTLY USED AND FLOOR SAMPLES LIKE NEW

2 GALLOPING PLUGS, Cash Payout.....	\$60.00	3 T. N. T. ....	\$ 2.50
7 PAMCO CHASE, Cash Payout.....	47.50	5 BIG GAMES .....	3.00
2 FLYING HIGH, Cash Payout.....	46.00	6 TICKETTE, 1,000 Tickets with	
1 HIGLEAK, Cash Payout.....	50.00	each machine.....	4.00
2 PALOOKA, JR. ....	60.00	1 RELIANCE, 25c Play, F. S.....	80.00
2 PALOOKA, SR. ....	75.00	25 TIT-TAT-TOES .....	6.00
2 DAILY RACES.....	45.00	8 PENNY SMOKES .....	5.00
3 DOUBLE HEADERS .....	42.50	1 PENNY PAKS.....	7.50
3 TYCOONS.....	39.50	3 RITHMETICS.....	11.50
1 SKY HIGH, Ticket Model.....	45.00	2 PACES RACES, 5c Play, Serial	
1 ALL STAR, Cash and Ticket.....	40.00	8700-8798 .....	325.00
1 FISH HIT, Cash Payout.....	40.00	1063.....	225.00
4 DAILY LIMITS, Cash Payout.....	34.00	Serial 3661, Used 30 Days .....	350.00
1 VELVET F. S., Brand New.....	85.00	1 MILLS BLUE FRONT, 5c Jack-	
1 BALLY DERRY.....	47.50	pot Vender.....	55.00
2 WHIRLPOOLS.....	10.00	1 MILLS YELLOW FRONT,	
1 TEN GRAND, Like New.....	30.00	5c Jackpot Vender.....	95.00
1 GENCO CHAMPS.....	20.00	5 LITTLE DUKES, 1c Play.....	12.50
1 REPEATER, Perfect, Cash.....	25.00	13 MILLS JACKPOT SIDE VEND-	
2 TRAFFIC AT.....	5.00	ER, 5c Play.....	12.50
1 BAFFLE BALL, Cash Payout.....	25.00	1 DUTCHESS, 5c Play.....	12.50
1 FIFTY GRAND.....	20.00	1 JENNINGS BELL, 5c Play.....	12.50
1 PROSPECTOR.....	25.00		
8 ACES, Cash Payout, Perfect.....	10.00		

All orders must be accompanied by one-third deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX., Inc.,** 362 BROAD ST., Richmond, Va.  
DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5325.

WATCH THE TURTLE DIVE **FIVE ON** CAN YOU PLACE 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

PRICES 1/2 DEPOSIT SAMPLE..... \$1.95  
BAL. C. O. D. LOTS OF 6..... 1.45  
LOTS OF 12..... 1.35

WRITE, PHONE, WIRE  
**ATLAS MFG. CO.** 3682 BROADWAY,  
NEW YORK CITY  
(ED-4-9545.)

## Racing Game Offers 4th Chance In Addition to Standard Features

CHICAGO, Oct. 3.—“Race-track thrills plus” is the way Jim Buckley, general sales manager of Bally Manufacturing Company, sums up Preakness, Bally's newest one-shot changing-odds payout game. “By that,” Jim explained, “I mean that Preakness not only pays awards on win, place and show but also on fourth place. Our location tests prove that the extra opportunity to win results in unusually heavy play. Repeat play in particular is greatly stimulated by the fact that the player never knows when the selections-and-odds indicator will give him 28 winning pockets to shoot at.”

“For example, when the coin is deposited one or more selections flash up on the light-up backboard. Each selection represents a winning number on the play field. If only one number lights up player can win only by shooting ball in a pocket with that number in one of the four sections designated win, place, show or purse. But quite frequently two, three or four numbers will light up; then all of these numbers are winners. And it is possible for all seven horses to light up on a single coin, giving player the entire board to shoot at—win, place, show or purse on any one of seven selections—a total of 28 winners!”

Preakness is said to have the greatest flash that has appeared on the market in recent years. The backboard in particular is designed for maximum eye appeal. It is higher than the usual backboard—14 inches high, in fact—and features realistic illustrations of seven famous champions of the track. Special paint is used to give brilliance to the backboard when the lights are flashing and the commutator is arranged to provide for a second or two of dazzling flash, while the various selections and odds flash on and off, skipping all over the backboard in a riot of animated color. This “flash period” is also said to build up suspense, as the

player waits anxiously to see what he has to shoot at. Odds range from 2 to 1 up to a 40-to-1 top and big winners are said to appear often enough to keep interest at a high pitch.

Discussing the new machine, Jim Buckley stressed the high-grade construction. “It's Bally quality throughout,” Jim declared, “and experienced operators know that's their best insurance of maximum profits. The massive 54x26-inch cabinet is sturdily constructed and completely protected. New spring action is featured on the board, the design of which speeds up the play by clearly differentiating between the various groups, such as win, place, show and fourth place. Of course we use the famous Rockettype payout unit, which has now been used on some 75,000 machines during the last three years. Other profiting features include the new A. B. T. No. 400 coin chute, the original Bally 12-coin escalator and in-drawer mechanism that is really in a drawer with all parts right up in front.”

“Sample shipments on Preakness were begun prior to our announcement in



THREE BIG TRUCK LOADS of Keeney Bowlettes delivered to Yendes Service, Inc., Dayton, O. Standing in the group is Ernie de Friese (fourth from left), representative of Coin Amusement Supply Company, Toledo, shown handing bills to Robert Yendes. Harvey Belk, of Toledo, is shown to the left of Mr. Yendes.

## New Game in Production Soon

CHICAGO, Oct. 3.—J. Frank Meyer, president of the Exhibit Supply Company, together with his superintendent, Bruno Radtke, made a flying trip to Fond du Lac, Wis., recently at the request of W. F. Schmidt, of the Wisconsin Novelty Company.

The object of the visit was to give a demonstration of Exhibit's new Chuck-a-Lette machine, which was placed on location for several days.

Operators from surrounding territory were on hand to watch the operation of the machine and to note its reception among players. It was the consensus of opinion that Exhibit has a new number in Chuck-a-Lette that will equal, if not exceed in fascination, many of the horse-race games, as well as slot machines.

Meyer reports that as a result of the visit some very fine business was secured for the Chuck-a-Lette machine, which he promises will be in production in the near future.

## Al Fischer Joins Ponsner Organization

NEW YORK, Oct. 3.—George Ponsner, president of the George Ponsner Company, announces the appointment of Al Fischer, popular Eastern coin machine man, as manager of New York State sales for the Ponsner organization. Fischer was formerly with the Peo organization of Rochester, N. Y., for many years and knows the manufacturing, distributing and operating end of the business from every angle.

He is one of the best-liked men in the amusement machine business in the East and Leslie Anderson, Ponsner's general sales manager, states: “We feel indeed fortunate to have obtained the services of Al to take care of our interests in Upper New York State. His broad knowledge of the business, his untiring efforts in the interests of the operators will fit in perfectly with the aims and ideals of our organization.”

## Pacent Plant Is Greatly Enlarged

UTICA, N. Y., Oct. 3.—Pacent Novelty Manufacturing Company has enlarged its plants and is now in a position to produce 1,500 Bolo games per week, officials state. Bolo is offered as a realistic reproduction of the popular bowling games in a pin-game cabinet. Increase in production was made necessary by the increasing demands made on the factory by Charles S. Lichtman, of the New York Distributing Company, New York, and Charles Aronson, Brooklyn Amusement Company.

Operators, according to Lichtman's story, are actually mobbing him to get delivery. Even with regular shipments he finds it impossible to satisfy the demand for the popular bowling game in the pin-game size. The game, which is of standard size, comes with either two or five balls. The field is made up of miniature bowling pins which when hit by the rolling ball score on the backboard. The backboard lights up, showing a new number for each pin hit.

order to get the trade's reaction. The response to the machine has been so enthusiastic that we are immediately swinging into full volume production. We expect Preakness to be another unusually long-run machine like Jumbo, and it's my prediction that it will still be one of our current machines when the January show rolls around.”

EQUIPMENT WITH 92% OF THE MANUFACTURERS

*want a free suit?*

You'll be able to buy several with the savings on just one ELECTROPAK.

Eliminate batteries forever.

**ELECTROPAK**

ELECTRICAL PRODUCTS COMPANY, INC.  
6527 RUSSELL STREET, DETROIT, MICH.  
CHICAGO OFFICE: 420 W. JACKSON, BLDG.  
NEW YORK OFFICE: 1155 WEST 234 STREET

## Exhibit Payouts Arouse Interest

CHICAGO, Oct. 3.—“Has anyone seen Kelly?” Yes, they have, down in Texas. He attended the State meeting of Texas operators in Dallas recently, showing the new one-ball automatic creations by Exhibit Supply Company, including Giant Movie-Bank and Trap Lite.

He reported a rousing enthusiasm shown by operators and distributors who witnessed the initial showing of these new sensations. The response, he said, indicates a busy season ahead for the production department in filling the orders already placed with Mr. Kelly and orders anticipated from other sections of the country.

The Giant Movie-Bank is described as not merely a novelty game. It is entirely automatic, combining the same thrilling beano and bank-night features which are enjoyed by millions of movie fans every night. There are odds of 2 to 40 on regular plays and a chance for the self-accumulating bank pot which may reach a total of \$42.

Many new features have been added, Kelly says, and nothing has been overlooked to make the game an outstanding sensation with both operators and players for the fall and winter months.

Exhibit's Trap Lite is another genuine new innovation in a fast one-ball automatic pay table. It is said to introduce some entirely new and different playing features, with an ingenious yet simple arrangement of light-up indicators of odds, payoffs, etc. The play is fast and fascinating, full of high tension, lingering suspense on a large playing area.

Reports from distributors thruout the country indicate that Trap Lite has all the earmarks of a pace setter in the payout field.

## Says Guarantee Offer Doubled Sale of Games

NEWARK, Oct. 3.—Dave Stern, who heads the firm of Royal Distributors, Inc., reports that since their 10-day free trial offer on the Daval Reel “21” counter game, “we have actually doubled our sales.

“Furthermore,” he reports, “we have had many games before, but this is the first one on which we were willing to place such a daring guarantee. We were simply sure of the results and any operator who wants the game can get it from us to use for 10 days, after which, if he so desires for any reason whatsoever, he can return the game, keep what collection he has made and receive his full purchase price in refund.”

“Instead of seeing a flood of operators in our offices, they began to drift in a few at a time to try out the game. Today they are clamoring for more and more games and we are trying to get them from Chicago as fast as we can. We realize that the factory is jammed with orders, but we know that operators are willing to wait for a while, for they don't even care about the guarantee we have made; they just want more Reel “21” games.

“Our sales have more than doubled on this game and if we would have been prepared with machines in advance, I am sure that we would have tripled our sales.”





### Mutoscope Plays Important Role

Mutoscope machines shared in a feature story which appeared in the Sunday edition of *The New York World-Telegram* recently. Some of the mightiest movie moguls, according to the story, began with a needle and thread or a noisy nickelodeon. It is still reported that Nicholas Schenck nurses along a penny arcade on the Palisades across the Hudson.

Sam Goldwyn, Adolph Zukor, Jesse Lasky and Jack Warner, of course, probably have forgotten the good old days when they shined in coin machines for a copper. Those were the days of "Mitzl From Paree," "Tillie Retires" and "Window Silhouettes." Remember?

Well, the Messrs. Goldwyn, Zukor, Lasky and Warner may rock on their celluloid thrones to know that the penny arcade has come back to plague the Hollywoodians. The amusement center on garish 42d street, for example, is the Radio City of the peep show world, and here is what a true cinema fan can see there for five parts of a nickel:

"Scintillating Sonia" (for men only), a swift-moving drama—if you are not stingy with the handle—about a lady who spies an eavesdropper as the window shade flies up to the ceiling.

"Stolen Sweets," the saga of a lonely damsel who takes from 8 to 12 minutes to slip into a nightie, the exact time depending on how fast you turn the crank.

"Hari Karl," the tale of the beautiful spy who, while searched for "the papers," is released by a gallant officer.

"Electric Chair at Sing Sing." Grim scenes prior to an execution.

"Dainty Marie," the story of a maiden who blushes deep crimson when she discovers the window washer's eyes fastened upon her.

This is only a small fraction of the large selection, folks, that peep shows have to offer. Most of the super-colossals, of course, are fairly old-fashioned, as the costumes and coiffures of the heroines will readily show. The girls wear bustles and the men, the villains, are sporting high collars. And the pictures look as tho they are ripe for the archives in the Smithsonian Institution.

Indeed, there haven't been any new peep shows filmed lately, and the International Mutoscope Reel Company, which operates from the heart of Manhattan, says the public is satisfied with revivals no matter how far back they go.

Sadly Mutoscope explains that the peep show is showing a profit but not any signs of culturally advancing itself. Seems the art was set back some when ladies' skirts began to be shorter and the stage and screen became so sophisticated that the public couldn't be shocked any longer by the sight of Mabel revealing a hefty ankle.

Yet there was a time when photographing a peep show was a high and sensitive art and a major industry of the old Biograph studios.

But, alackaday, that golden era has vanished and Mutoscope stars have deserted. There used to be a girl called Mary Pickford who starred in many a penny arcade cardboard special for \$5 per role, but Mutoscope hasn't heard from her for many a year.

When Mutoscope says there have been no peep shows filmed lately, by the way, Mutoscope means that the cameras have been idle these last two years. Up to then there was plenty of activity, which accounts for the large product now in circulation. No actresses were put out of work by the sudden shutdown, because there aren't any penny-arcade actresses. Mutoscope always called in any lady in the waiting room, invited her to pose for a reel and paid a standard sum of \$25.

As for the scenarios, don't make Mutoscope laugh. There weren't any. The story was made up at the spur of the moment and the details left to the photographer. "Mitzl of Paree," for ex-

ample, was quite spontaneous. The star of the film went into a dance while waiting. Eventually "Mitzl's" innocent gavotte fell into the "For Men Only" division.

### Report Explains Increase in Cost

The *Chicago Journal of Commerce* this week published an interesting financial report on the Hershey Chocolate Corporation in its Investors' Service Department. The Hershey firm makes candy bars which are a popular item in candy vending machines all over the country.

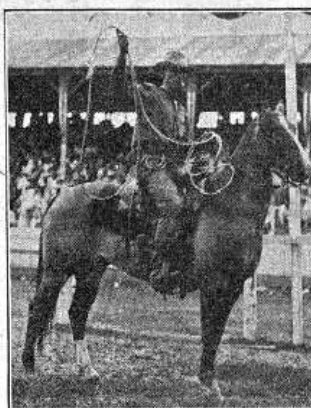
The report follows: "Earnings of the Hershey Chocolate Corporation in the second quarter of 1936 dropped to the lowest level since the last three months of 1932. Consolidated net income of \$663,135 was reported for the three months to June 30, 1936, compared with \$915,557 for the corresponding quarter of 1935. For the six months ended June 30 last consolidated net income amounted to \$1,880,821, equal to \$1.78 a share on outstanding common stock after preferred dividend requirements for the period. This represented a 22 per cent decline from consolidated net income of \$2,422,126, or \$2.55 a common share reported for the first half of 1935.

"Higher costs of sugar, cocoa and other raw materials are understood to have been largely responsible for narrower profit margins and the declining earnings in recent periods. Consolidated net income of \$5,051,220 reported for the year ended December 31, 1935, equaled \$5.39 a share of common stock, and compared with \$5,148,252 reported for 1934 and \$4,246,034 for 1932.

"Capitalization of the company is represented by 253,844 shares of \$4 convertible preferred stock and 701,749 shares of common stock, both of no par value. These figures are exclusive of 17,507 preferred and 26,900 common shares held in the treasury when last reported.

"Preferred dividends at the regular \$4 annual rate have been maintained without interruption since early in 1928. In addition extras of \$1 a share have been paid in each of the last six years. The preferred extra of \$1 a share must be set aside or declared prior to the declaration of a common dividend in any year. The present \$3 annual basis on the common stock has been in effect since the second quarter of 1933, following payment of \$6 a share in 1932 and \$5 a share in each of the years 1931 and 1930.

"The company manufactures chocolate bars, breakfast cocoa, baking chocolate, chocolate syrup and other products sold under an established trade name. Sales of chocolate bars are estimated to account for more than 60 per cent of



WALTER HANNUM, St. Louis operator, snapped on Rastus at the recent O'Neill (Neb.) Rodeo. Hannum before entering the coin machine business in St. Louis several years ago was for many years a contestant at the various rodeos. He still enters the events at several rodeos annually. During a recent conversation with Herbert Besser, of the Besser Novelty Company, Hannum declared that the success he has had recently with Reel 21 has enabled him to purchase several new head of horses which he keeps on his farm on the outskirts of St. Louis.

normal gross earnings. It is understood that the company's output represents more than 45 per cent of all cocoa and chocolate products consumed in the United States. Properties of the company include the world's largest cocoa and chocolate plants.

"Important among production expenses are the costs of milk, cocoa, sugar and other raw materials going into the product. Fluctuations in the prices of raw materials may be offset to some extent by varying the weight of chocolate bars and adjusting the selling prices of syrup and other bulk products. It has been the policy of the management to accumulate large supplies of raw materials when prices are deemed favorable."

### Premium Firm To Open New Office in Jersey

NEWARK, N. J., Oct. 3.—Sam Broudy, president of Jersey Trading Company, announced today that his firm will open a large premium department at the offices of Hercules Sales Organization here.

At present Jersey Trading Company is located in the George Ponsler Company, Inc., offices here. They claim one of the largest displays of premium merchandise for coin-machine operators in the country.

The new connection is expected to greatly benefit both firms. Hercules is one of the leading jobbing firms in this city and a constant stream of operators are to be seen daily at its offices. Hercules firm has two large connecting stores on the ground floor and one of these will be taken over by Broudy, who plans an elaborate display.



### 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 Cold Award Built for 1c-5c-10c-25c Play

Made Only By **WATLING MFG. CO.** 4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

### NOVELTIES for CRANE and ROTARY OPERATORS

Selected Assortments

- No. 1—80 Pieces .....\$25.00
- No. 2—120 Pieces ..... 35.00
- No. 3—145 Pieces ..... 45.00

Guaranteed satisfactory or your money refunded. Buy safely from MARKEPP, Ohio's largest distributor.

WRITE for our List of New Closesouts and Used Bargains. Every one ready to go right on location.

One-Third Deposit on All Orders. **THE MARKEPP CO.** 3328 Carnegie Ave., Cleveland, O.

### BARGAIN! PEANUT MACHINES BARGAIN!

100 SUPERIOR 1c Peanut Machines, used 4 months, must sell, Cost \$12.50, but will sacrifice in lots of 10 or more, \$3.25 each. Write LEE STINE, Thomas Bldg., Hagerstown, Md.

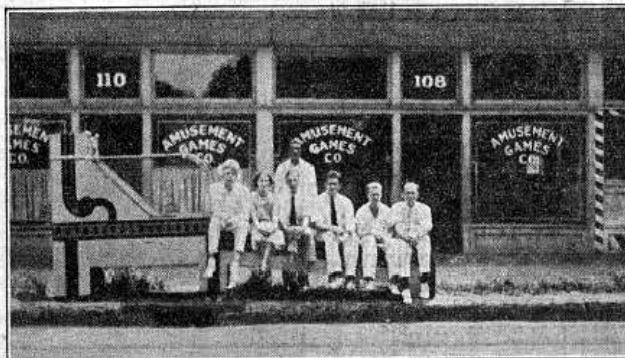
### INSIDE DOPE!

Get OUR PRICES on all NEW GAMES! Used Bargains! Mills Equity, \$15.00; Mills Tycoon, \$45.00; Multiple Daily Races, \$40.00. Write today! **LEARY, MANGUSON & JENSEN CO.** 56 East Hennepin, Minneapolis, Minn.

### Announces New Distributors

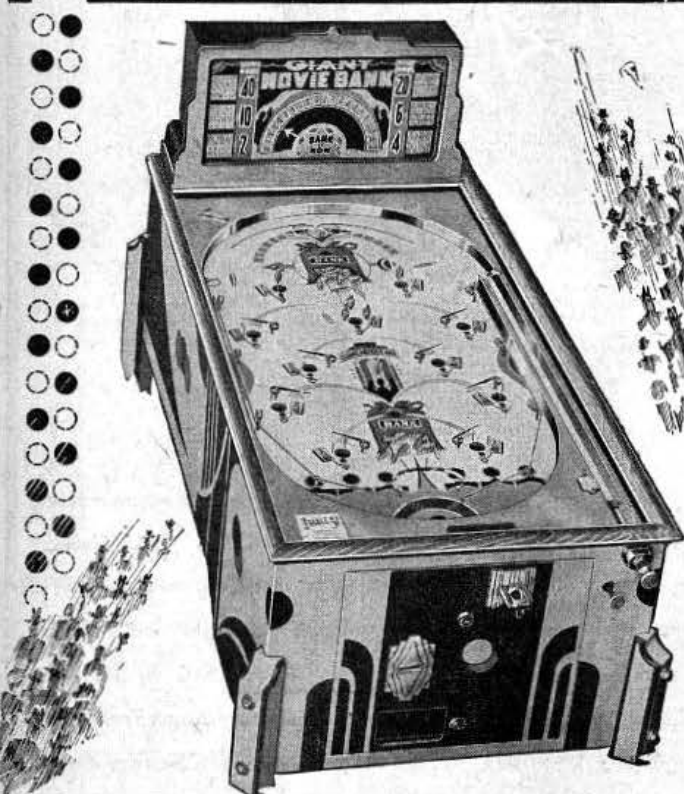
DETROIT, Oct. 3.—Appointment of three new distributors was announced this week by J. A. McCormick, Chicago district manager of the Pack-It Company of America. The new distributors are taking over exclusive Chicago territories, Frank O'Neil and Walter L. Scott have taken over three territories jointly with headquarters at 203 North Wisconsin street, Villa Park, Ill. Leroy A. Wells, 5829 Ainsley avenue, Chicago, is the other new distributor. Wells is a former executive of the National Tea Company.

A new Detroit distributor was appointed this past week by Theo Warren, district manager for metropolitan Detroit. New appointees are Gene Austin and Paul Kambos.



LOUISVILLE "PLAYHOUSE" ORGANIZER takes time out for snapshot of headquarters and staff. E. N. Minims (at extreme left), owner of Amusement Games Company, Louisville, has recently opened an elaborate Playhouse occupying 3,000 square feet of floor space. A Bally-Roll machine, shown here, was the first piece of equipment installed.

# EXHIBIT'S GIANT MOVIE BANK



*Now Ready for You!*

It's not just a Novelty Game . . . but the real . . . same thrilling combined "Beano and Bank Night" craze enjoyed by millions today. It has everything . . . "Beano" ODDS . . . 2 to 40 . . . and a self-accumulating "BANK POT" . . . top . . . \$42.00 . . . with one ball to shoot. Performs and serves entirely automatic. Vends Tickets . . . COINS . . . TOKENS. We consider it the most successful (trouble-free) payout achievement ever created and a great money producer for you. Operator's price \$169.50.

... GET SET ... with your JOBBER ... for deliveries

**EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO**

## IMMEDIATE DELIVERIES ON "STONER'S TURF CHAMPS" RECONDITIONED MACHINES PRICED LOW GUARANTEED

PIN GAMES			
A. B. T. Auto Dart (Ticket) . . . . .	\$15.00	Gold Model . . . . .	
Chomps (Genco Base-ball) . . . . .	25.00	Hockey . . . . .	
Comcast . . . . .	3.50	Jip-Saw . . . . .	
Cue . . . . .	12.50	Lucky Star . . . . .	
Fairplay . . . . .	15.00	Line-O . . . . .	
Five and Ten . . . . .	10.00	Neighbors . . . . .	
PHONOGRAPHS		Rapid Transit . . . . .	
Mills Dance-master . . . . .	\$110.00	Signal, Sr. . . . .	
Mills Model 801 Hi-Boy . . . . .	50.00	Pop-It . . . . .	
Mills Troubadour No. 845 . . . . .	60.00	Torpeda . . . . .	
Seeburg Audiphone with Radio . . . . .	50.00	Tricks, Sr. . . . .	
Seeburg, Model "E". . . . .	75.00	Tricks, Jr. . . . .	
		Totalite . . . . .	
		William Tell . . . . .	
		Zoom . . . . .	
		McCoy . . . . .	
		Treasure Ship . . . . .	
		Silver Struck Counter . . . . .	
		COUNTER GAMES	
		Four Jacks . . . . .	\$ 3.50
		Hold and Draw . . . . .	10.00
		Mysterious Eye, Auto. . . . .	22.50
		Penny Ante . . . . .	6.50
		Punchette . . . . .	8.00
		Turf Flash . . . . .	10.00

Terms: 1/3 Deposit, Balance C. O. D.

**W. B. SPECIALTY COMPANY 3800 N. GRAND BLVD. ST. LOUIS, MO.**

## USED AUTOMATICS

Sunshine Derby . . . . .	\$49.50	Baffle Ball . . . . .	\$27.50	Do or Don't . . . . .	\$14.50
Pamco Parlay . . . . .	59.50	Gold Rush . . . . .	14.50	Rodeo . . . . .	15.50
Daily Limit . . . . .	49.50	Sportman, Visible . . . . .	10.00	Key High . . . . .	49.50
Repeater . . . . .	37.50	De Luxe 48 . . . . .	25.50	Accy Ando . . . . .	17.50
Mammoth . . . . .	29.50	Jumbo . . . . .	39.50	Put 'n' Tab . . . . .	12.50
Alamo . . . . .	39.50	Prospector . . . . .	19.50		

One-Third Deposit With Order, Balance C. O. D.

**BOYLE AMUSEMENT CO., 522 N. W. Third St., Oklahoma City, Okla.**

## Makes College Football Game

CHICAGO, Oct. 3.—D. Gottlieb & Company announces its latest payout game for immediate delivery. College Football depicts seven of the sectional champions of last year. Minnesota in the Big Ten, Southern Methodist University in the Southwest, Stanford on the Pacific Coast, Princeton in the East, Louisiana State in the South, Nebraska in the Big Six and Notre Dame as the free-lance champ.

The action takes place on a colorfully decorated playing field illustrating a football gridiron with two teams in action. The background is designed after Soldier Field in Chicago.

Insertion of a coin in the Gottlieb mystery single coin slot will give the player from one to seven teams and a set of odds. Each team has four chances to win and when all seven teams are flashed on the light-up rack the player has 28 chances to win. A touchdown pays odds as high as 40 to 1. A field goal as high as 20 to 1. A safety pays out up to 16 to 1 and a place kick as high as 12 to 1.

College Football was first introduced to the trade at the Texas Operators' Convention at Dallas last week. Orders taken by Dave Gottlieb are evidence that College Football will be seen and played on many Texas locations within a very short time.

The same popular features that have made Derby Day, High Card and Hit Parade favorites wherever they are placed are all available in College Football. Mystery single coin slot or multiple coin slot are optional. Gottlieb's "in-a-drawer" mechanism makes all parts easily accessible. Awards are mechanically adjustable by means of an invisible control in the light-up rack. A beautiful game in a massive 54x26 inch cabinet, College Football has as standard equipment the new A. B. T. eight-coin visible escalator and the Gottlieb motor-driven payout unit.

With the football season just getting under way Dave Gottlieb suggests that all operators take advantage of this football buildup and place their orders right away.

## Gottlieb Products to Miller Novelty Firm

CHICAGO, Oct. 3.—Dave Gottlieb announced today that Gottlieb products will be distributed in Oklahoma by the Miller Novelty Company of Oklahoma City. Dave said that after giving the matter considerable thought he was proud to give his line to Miller Novelty Company, because he knows how highly the firm is regarded by the operators in the territory.

Mr. Miller, of the Miller Company, said that he has followed the amazing success of D. Gottlieb & Company products for some time and is extremely gratified to secure the exclusive for his territory.

"I have found," he said, "that operators in our territory are partial to Gottlieb games. They have discovered that a Gottlieb game is made both for the player and the operator. Especially on High Card, Derby Day, Hit Parade and College Football, which give the player 28 possible chances to win, they have found that Gottlieb games receive a bigger play. Mechanical operation is so perfect that servicing is brought down to a minimum. When an operator installs a Gottlieb game in a location he

knows that his next call will be to empty the cash box and not to service the machine. The Miller Novelty Company is proud also to be connected with a concern such as D. Gottlieb & Company and we're going to do our best to cover our territory with Gottlieb games."

## Engineers Test Bowling Game on Continuous Run

NEWARK, N. J., Oct. 3.—A firm of electrical engineers has been engaged by Roll-o-Matic, Inc., manufacturer of the Roll-a-Ball bowling games, to put its game thru a series of exhaustive tests.

One ingenious device which these engineers hooked up and which is getting a great deal of attention from visitors is the continuous run of the unit day and night without a stop. The lights go on as if the game were being played, but so fast that the rate is estimated at 6,000 complete games per hour. The test is conducted to determine the efficiency of the new electrical unit and light-up system. After running the test continuously for an entire week there has not been a single miss in its operation.

Roll-o-Matic, Inc., is looking forward to the completion of the engineering test, when the firm will receive a statement regarding the life of the unit and its operation. Every item used in Roll-a-Ball will be checked by the engineering firm.

One week of the test, running 24 hours a day, is said to equal at least 10 years of continuous play on the game at a rate even faster than it could possibly receive on location.

## Counter Game Not Disabled by Blaze

CHICAGO, Oct. 3.—A. S. Douglas, president of Daval Manufacturing Company, recently received a letter from an Eastern operator which illustrates the durability of such machines as Reel "21," he says.

In telling the story, the operator writes: "One of my locations was burned to the ground. It was a roadside stand far out in the country and before the fire department could get to the place there was nothing left but a shamble. Since no one was allowed to approach the scene of the fire for the first few days while the inspectors checked on its origin, I was at a loss as to what had happened to my games.

"I had a Reel '21' on the counter of the place and also a pin game. On being allowed to search for the machines I found that the pin game had been completely burned, leaving only the metal parts. I found the Reel '21' intact. It had weathered the burning inferno and I was able to pry open the back cover and get the scorched coin from the cash compartment. This was the only cash saved from the place, I understand."

He further reports that by replacing the lock, painting the cabinet and putting in new reel strips his game works as perfectly today as the day he received it.

In the letter he compliments Douglas on his fine product and also says: "This is the first game that I have ever had that has gone thru fire and that hasn't shown any damage except for the kind of scorching that would be expected in any metal game. It took me only a few hours to completely refit the entire game."



SAM COHEN, of the Atlanta Coin Machine Exchange, Atlanta, tries his skill on the Pock-a-Ball. Mrs. Cohen made the neat score of 3,700 on her first game.

**Magic in New Marksman Gun, According to Kirk**

CHICAGO, Oct. 3.—Just as the art of magic has made men like Thurston, Houdini and others famous by mystifying the public with famous illusions, so in this day and age does the modern amusement device reflect baffling action that holds people in wide-eyed amazement.

Theatergoers the world over are known to pack showhouses to the doors when an accomplished magician brings his bag of tricks into town. And with the words "presto-changeo" old-time proponents of the art of wizardry still start eyes popping and tongues wagging with great gusto. For people (like the ads say) admit "it's fun to be fooled"—they don't wish to know how it's done. Now let's see how magic and mystifying action has found its way more and more into the modern coin-operated amusement device.

One of the country's leading manufacturers and an exponent of ideas that smack of mystery in the building of new principles into amusement devices is Claude Kirk, president of C. R. Kirk & Company, Chicago. A long line of successes like the Steeplechase, the Lark, Digger machines and Rotary Merchandiser reflect Kirk's ingenuity for putting the "magic touch" into the finished product.

To the man who plays Rotary Merchandiser there's much mysterious action at the round-and-round motion of the merchandiser, while the magic wand arm

engages the object of the player's selection and attempts to procure it for him.

Another crowning achievement and one of the best by far, in Kirk's opinion, comes with Marksman, new "gun-lite" ray-shooting game of the Kirk concern. "Here the shooter is given something entirely new and different," says Kirk in his conversations with *Billboard's* representative. "We give the player an opportunity to shoot at fixed objects, and by the process of consecutively illuminated targets, 10 in all, give the man at the trigger a fair chance to test his skill to the limit with a single coin. An air of mystery pervades the manner in which one duck, then another, hoves into view. It's the age-old element of magic that weighs heavily in favor of Marksman," Kirk continued.

It is said the new shooting game has been engineered down to the finest points with the combined talents of Kirk, Pacific Amusement engineers and outside specialists in the electro-mechanical engineering field pointing toward a perfect finished product.

So great have operator and jobber reactions been reported on the new Marksman game that the facilities of both Pacific Amusement Manufacturing Company and C. R. Kirk & Company have been brought into play to produce the new number and handle the requirements of the thousands of operators who are turning to this new type of all-legal equipment.

According to Fred McClellan, president of Pacific, and Claude Kirk, it matters not at all from which source Marksman is obtained, for the same dies and hands are engaged in one of the most prodigious production programs ever laid out, with the same expert engineering endowed to both products whether labeled by Pameco or Kirk.

Mr. Kirk emphasized especially the fact that new replacement units are already in production. These units are easily interchangeable for the first insert target. Subjects will be used which appeal to the widest interest. Such renewal of target subjects promises to be one of the most novel ideas ever introduced in the target-machine field.

**ALABAMA STATE**

(Continued from page 3)  
taneously and after the blowoff from the grand-stand features such congestion existed on the midway that ballying was discontinued and shows were operated like movies.

Mr. Sedlmayr said the midway gross for the week would not approach the \$91,000 record made at Minneapolis three weeks ago, but declared that business had greatly exceeded his expectations. He said that every known midway record for the Alabama State Fair had been shattered.

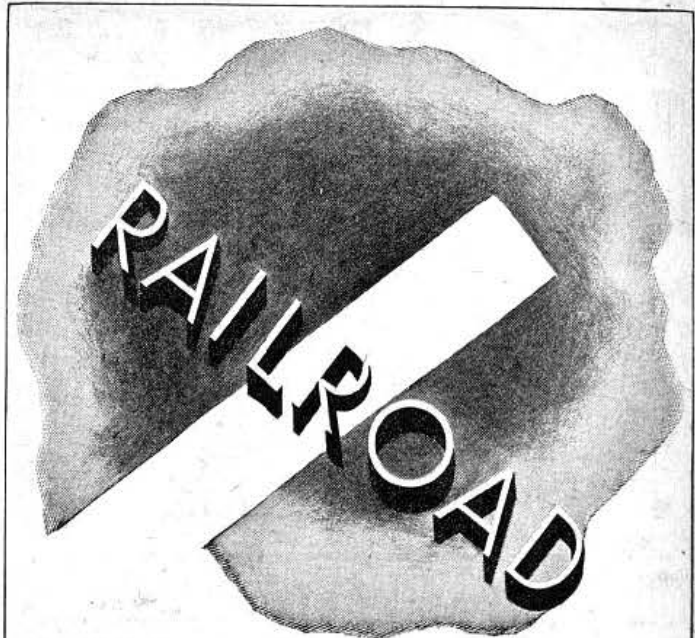
Paula Nelson, attractive wife of Nath Nelson, chief electrician and operator of the Penny Arcade, died in Minneapolis last week as a result of blood poisoning that confined her to a hospital in the Twin Cities for several weeks. George Golden, bingo manager, who was confined to a Minneapolis hospital for several weeks with malignant malaria, rejoined Royal American at Birmingham Saturday. He will not be able to resume his work for several weeks. Carl J. Sedlmayr Jr., who has managed Lola, the Girl From Mars, all summer, has left the attraction in his father's charge and returned to Florida Military Institute at Haines City.

**NO ACTION**

(Continued from page 3)  
the exception of E. P. Pitzer, of New York, librarian. The officers, all of whom are from Richmond, are as follows: John C. Goode, president; W. A. Roper, vice-president; C. S. Goldston, secretary; Joseph Kass, treasurer; Clarence Riddick, librarian, and Leith Bremmer, national counselor. The national board of directors: Dr. C. H. Rudd, Charles A. Somma, Eddie Rose, A. D. Watson, all of Richmond, and Colonel Charles B. Borland, Norfolk, and Rennie Arnold, Petersburg.

No new members were admitted to the W. V. Workman Tent as the club already has its limit of 100 and there are nearly 200 on the waiting list.

The banquet Friday night was the big social event of the gathering. State Senator Gordon Ambler was the principal speaker. Mayor Bright, who is a member of the local tent, "turned the keys" of the city over to the delegates as usual. Manager Somma of the State Fair furnished the entertainment features from among his grand-stand attractions. Nearly all of the members of the club visited the fair, taking time out from the convention for that purpose.



Conspicuous among the ray tables acclaimed by the public today is Mills Railroad, best seller of the past three weeks. Greeted with gusto by players, so long starved for a good BASIC table, it has quietly forged into the spotlight and captured cash box row. One to seven can play its \$40 an hour coin chute. Price is \$135 at your Jobber's or direct from Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

**DUCK SOUP**  
**1c Skill Game**

5 PENNIES ON DUCK PACKAGE OF CIGARETTES

IT'S LEGAL  
100,000 LOCATIONS  
Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES Sample . . . \$2.75  
1/2 Deposit Lots of 6 . . . 2.25  
Bal. C.O.D. Lots of 12 . . . 1.40

No Personal Checks, Please.  
Protect Your Route Without Delay  
**STAR SALES CO.**  
3901-09 Wayne, Kansas City, Mo.

**BIG BARGAIN in LATEST TYPE NEW MACHINES (CASH PAYOUT) MACHINES NEVER BEEN USED**

8 DAILY RACES . . . \$80.00 Each  
Bargain Slightly Used Machines (Cash Payout)  
1 SUNSHINE DERBY . \$30.00  
2 MULTIPLE . . . . 47.50 Each  
6 JUMBOS (Perfect; Good as New) . . . 25.00 Each

TERMS—1/3 Down and Balance C. O. D. F. O. B. Brenham.

**SCHATZ NOVELTY CO.**  
BRENNHAM, TEXAS

**FACTORY PRICES ON LITTLE NUTS**

Type C  
Type G  
Type B . \$2.50  
Type G . 3.50  
Nut House 3.00  
Nut Shop 2.50  
50c extra for postage on samples.

**LITTLE NUT VENDOR CO.**  
Lansing, Michigan

**THE FIRST PIN GAME IN HISTORY ON WHICH WE OFFER A "MONEY-BACK-GUARANTE" !!!**

**BOLO**

The Sensation of ALL Sensations! The 2-Ball NON-PAYOUT Pin Game that is earning more money than any Pay Table or Slot in HISTORY! RUSH YOUR ORDER—We are EXCLUSIVE DISTRIBUTORS! **\$54.50**

JOBBER-WRITE FOR SPECIAL PRICE! Tax Paid

**READY FOR DELIVERY Keeney's BOWLETTE WRITE FOR OUR SPECIAL OFFER!**

**HERCULES MACHINE EXCH., INC.,**  
1175 BROAD ST., NEWARK, N. J.  
Tel.: Bigelow 3-3984.  
(Cable Address: HERMEX)

**ROCKY MOUNT, N. C., FALL FESTIVAL**

DOWN TOWN LOCATION—OCTOBER 12 TO 17

Want Shows of merit that don't conflict. Can place Talkers for Side Show and Oriental Show. Want Freaks, Curiosities, Tattoo and Acts. Legitimate Concessions of all kinds. Rates reasonable. Want Cook House. All Fairs and Celebrations up to Thanksgiving in North Carolina. Week October 5 to 10, Warren County Fair, Warrenton, N. C.

**DENNERT & KNEPP COMBINED EXPOSITION**  
All Mail and Wires Per Route.

**DIXIE EXPO. SHOWS WANT**

For Seven More Bona-Fide Alabama Fairs, Oneonta, Week October 12; Carbon Hill, 26-31; Greensboro, Week November 2; Monroeville, Week 9-14; then Mobile Want Flat Ride, Side Shows, Manager with People for Athletic Show, Geek Show, Half and Half. Have new outfits, panel fronts complete. Harry Harris wants Musicians and Performers for Minstrel; Office Show. Ride Help, Workingmen, legitimate Concessions only. Marshall County Fair, this week, Albertville, Ala.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

**REBUILT - READY TO OPERATE**

ALAMO  
BONUS  
BROKERS TIP  
CREDIT  
DAILY RACES  
DOUBLE HEADER  
GALLOPING PLUGS  
PINCH HITTER  
RED SAILS  
PAMCO PARLAY  
TYCOON—ELEC.

YOUR  
CHOICE  
**\$49.50**  
YOUR  
CHOICE

**BALLY • MULTIPLES** LIKE NEW \$75.00

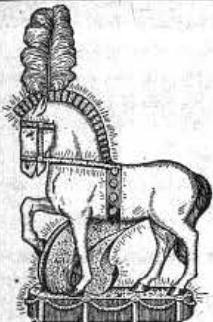
**REEL 21**

Backed by Our Original 7-Day Free Trial Guarantee. Money Back if Not Satisfied . . . . . **\$23.75** TAX PAID

**DAVAL'S RACES**

7 DAY FREE TRIAL  
The Best Horse Race Counter Game Ever Made **\$17.50** Tax Paid

**GERBER & GLASS** 914 DIVERSEY CHICAGO, ILL.



**DON'T BE DISAPPOINTED**

WHEN ORDERING from DELUXE COMPLETE STOCKS OF ALL POPULAR CONCESSION ITEMS

"DELUXE PLASTER"  
LATEST CREATIONS—FINEST FINISH  
CORN GAME FLASH  
'NUF SED—YOU'LL BE SURPRISED

**Beacon BLANKETS**

ORDER NOW—WHILE THEY LAST  
BEACON MAGNETS—MINGOS—  
BEACON WOOL FRINGE SHAWLS  
25% DEPOSIT WITH ALL ORDERS.

**WISCONSIN DELUXE CORPORATION**  
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

**BARFIELD'S COSMOPOLITAN SHOWS**

WANTS for splendid string of Fairs, Loop-o-Plane or any Novelty Ride. Also Shows not conflicting. Good opening for Motordrome and Crazy House with own transportation. Legitimate Grind Stock Concessions, Performers for Colored Minstrel. Brother and Mary wire. WANT experienced Whip Man. Harry Hunting wants experienced Chairplane Man. WANT Talker and Acts for Circus Side Show. Address McDonough, Ga., Fair, this week; Eatonton, Ga., Fair, next week.

**THE BANTLY GREATER SHOWS**

SEASON EXTENDED TO THANKSGIVING WEEK OR LONGER.  
WANT! Good Cook House, Privilege in Duckets.

GOOD OPENING for Stock Wheels and legitimate Grind joints. Write or wire quick for space for the MOORE COUNTY FAIR, CARTHAGE, N. C. (a known Red one), October 13-17, inclusive. CAN PLACE Feature Act for Side Show. WANT good Shows, with or without own equipment. Gaffney, S. C., this week.

**MAJESTIC SHOWS WANT**

FOR MARSHALL COUNTY FAIR AND ONE HUNDREDTH ANNIVERSARY,  
The Biggest Fair in North Alabama,

Independent Shows and Rides that do not conflict with what we have. Concessions of all kinds, such as Grind Stores, Wheels, Everything open. No X. Ashland, Spacana, Marion, Enterprise, Greenville, all of Alabama. Four more weeks pending. All who communicated last week come on. All address CENTENNIAL HEADQUARTERS, Guntersville, Ala. G. McHENDRIX or L. McABEE.

**Fuse Eliminator Meets Real Need in Games**

CHICAGO, Oct. 3.—Only on the market less than 30 days, the Epco fuse eliminator has skyrocketed to immediate success. This little device fills a long-needed want on the part of the operators. The fuse eliminator was made purposely to save the operator from unnecessary trouble and expense caused by "blown" fuses in his games. Before this device was introduced a game was out of order if a fuse "blew" until the operator came to install a new one. With the Epco fuse eliminator old-fashioned fuses have been made unnecessary, and in the event of an overload in the electric circuit a contact in the center opens and breaks the electrical circuit until reset. This slight adjustment may be made by the location owner with the aid of a toothpick or small match in just a few seconds. The Epco fuse eliminator never needs replacing.

The Epco fuse eliminator is constructed of the best of thermostatic metal about two inches long inserted in an insulation material about two inches long, one-half inch wide and one inch deep. A spring in the center which is controlled by the thermostatic metal is the circuit breaker. Instead of melting or being deteriorated this spring merely pops out of place until reset.

Operators report that this small and inexpensive device has already paid for itself over and over again. Many claim that just one Epco fuse eliminator will save them from \$7 to \$15 per game a year.

Many manufacturers are already equipping their games with this unique money-saving device. Operators may quickly install the Epco fuse eliminator in their games in just a few minutes. It is available thru jobbers and distributors of the coin-machine trade everywhere.

**ROUTES**

(Continued from page 61)

Rieton's Show: Crandall, Ga., 5-7; Ramhurst 8-10.  
Silver's Fun Show: Elma, Ia., 5-10.  
Wright's, C. A., Dogs: (Fair) Durham, Conn., 7-8.

**REPERTOIRE**

Billyroy Comedians, Billy Wehle's: Waxahachie, Tex., 7; Terrell 8; Tyler 9; Mineola 10; Sulphur Springs 12; Greenville 13.  
Bishop Tent Show: Fair Mount, Ga., 5-10.  
Fox Players: Wintersboro, Tex., 4-10.  
Hale Comedy Co.: Bart, Pa., 5-10.  
Harvey Players: Dyersburg, Tenn., 5-10.  
Stone Show: England, Ark., 5-10.

**CIRCUS AND WILD WEST**

Barney Bros.: Dos Palos, Calif., 6; Madera 7; Visalia 8; Delano 9; Wasco 10.  
Cole Bros.-Clyde Beatty: San Diego, Calif., 6; El Centro 7; Phoenix, Ariz., 8; Tucson 9; Douglas 10; El Paso, Tex., 12; Midland 13; Big Spring 14; Abilene 15; Brownwood 16; Temple 17.  
Gainesville Community: (Fair) Sherman, Tex., 7-8.  
Haag, Harry: Oak Harbor, O., 5-10.  
Kuhn, Eddie. Camel Bros.: Toone, Tenn., 13-17.  
Mix, Tom: Newbern, N. C., 6; Washington 7; Greenville 8; Kinston 9; Goldsboro 10; Rocky Mount 12.  
Polack Bros.: Helena, Mont., 5-10; Spokane, Wash., 12-17.  
Ringling Bros. and Barnum & Bailey: Houston, Tex., 6; Galveston 7; Beaumont 8; Lafayette, La., 9; New Orleans 10-11; Mobile, Ala., 12; Montgomery 13; Selma 14; Birmingham 15; Gadsden 16; Tuscaloosa 17.  
Sedillo, Edegar: Pecos, Tex., 6; Slator 7; Tahoka 8; O'Donnell 9; Lamesa 10; Seminole 11; Odessa 12; Wink 13; Monahans 14; Crane 15.

**CARNIVAL COMPANIES**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Bantly Greater: Gaffney, S. C.  
Barfield's Cosmopolitan: (Fair) McDonough, Ga.; (Fair) Eatonton 12-17.  
Baysinger, Al: (Fair) Birch Tree, Mo.  
Beckmann & Gerety: (Fair) Muskogee, Okla.; (Fair) Beaumont, Tex., 12-25.  
Bee, P. H.: (Fair) Marks, Miss.; (Fair) Louisville 12-17.  
Big State: Madisonville, Tex.; Center 12-17.  
Brown Novelty: (Fair) Jackson, Ga.; (Fair) Butler 12-17.  
Bruce: (Fair) Carrollton, Ga.; (Fair) Anniston, Ala., 12-17.  
Bullock Am. Co.: (Fair) Troutmans, N. C.  
Burdick's All-Texas: (Fair) Blooming Grove, Tex.  
Burke, Harry: (Fair) Covington, La.; (Fair) Franklinton 12-17.  
Byers Bros.: Hornersville, Mo.  
Campbell & Heller: Laurinburg, N. C.; (Fair) Camden, S. C., 12-17.  
Capitol City: Friendship, Tenn.  
Celtis & Wilson: (Fair) Wilson, N. C.; (Fair) Beaufort 12-17.  
Coleman Bros.: Hartford, Conn.  
Colley, J. J.: Tulsa, Okla.  
Conklin's All-Canadian: Chatham, Ont., Can.  
Cook's Caterers: (Fair) Bedford, Va.; (Fair) Ableskie, N. C., 12-17.  
Crafts 20 Big: San Pedro, Calif.; Santa Barbara 12-17.

Crystal Expo.: (Fair) Chester, S. C.  
Cumberland Valley: South Pittsburg, Tenn.; Jonesboro, Ga., 12-17.  
Curl: New Vienna, O.  
Dallas Shows of Amer.: (Fair) Albemarle, N. C.; (Fair) Monroe 12-17.  
Dennert & Knepp: (Fair) Warrenton, N. C.; (Fair) Whiteville 12-17.  
Dixie Am. Co.: Columbus, Ga.  
Dixie Expo.: (Fair) Albertville, Ala.  
Dixie Model: (Fair) Sanford, N. C.; (Fair) Woodland 12-17.  
Dodson's World's Fair: (Fair) York, Pa.; (Fair) Florence, S. C., 12-17.  
Dudley, D. S.: Throsperton, Tex.  
Embree's Southern Am. Co.: Cotter, Ark.  
Endy Bros.: (Fair) Smithfield, N. C.; (Fair) Elizabeth City 12-17.  
Endy Bros. No. 2: (Fair) York, Pa.; (Fair) Ephrata 12-17.  
Evangeline: Hugo, Okla.  
Florida Expo.: Jesup, Ga.; Jasper, Fla., 12-17.  
Georgia Amusements: Wayside, Ga.  
Gibbs, W. A.: (Fair) Stafford, Kan.  
Gold Medal: (Fair) Tallulah, La.; (Fair) Donaldsonville 12-17.  
Golden State: Pittsburg, Calif.; McFarland 12-18.  
Grady, Kelle: Moulton, Ala.; Red Bay 12-17.  
Great Coney Island: (Fair) W. Monroe, La.; (Fair) Franklinton 12-17.  
Great Olympic: (Fair) Grenada, Miss.; (Fair) New Albany 12-17.  
Great Superior: (Fair) Fordyce, Ark.  
Great Sutton: Kennett, Mo.  
Greater America: (Fair) Rosiclare, Ill.  
Greater Expo.: (Fair) Yazoo City, Miss.; (Fair) Natchez 12-17.  
Greater United: (Fair) Athens, Tex.; (Fair) Lufkin 12-17.  
Greenland Expo.: (Fair) Maxton, N. C.  
Gruberg's World's Expo.: Roxboro, N. C.  
Hames: Palestine, Tex.  
Hansen, Al C.: Jonesboro, Ark.; (Fair) Booneville, Miss., 12-17.  
Happy Days: (Fair) Eufaula, Ala.; Ozark 12-17.  
Happyland: (Fair) Fowlerville, Mich.  
Harris Amusements: Crab Orchard, Tenn.  
Hennies Bros.: Tupelo, Miss.  
Heth, L. J.: Huntsville, Ala.; Corinth, Miss., 12-17.  
Hilderbrand's United: (Fair) Prineville, Ore.; Colusa, Calif., 14-18.  
Hoffner Am. Co.: Bushnell, Ill., 8-9.  
Howard Bros.: (Fair) Ottawa, O.; Hillsboro 12-17.  
Hughes Bros.: Blue Mound, Ill.  
Hurst, Bob: (Fair) Linden, Tex.  
Imperial: Oakwood, Mo.; Helena, Ark., 12-17.  
Jones, Johnny J., Expo.: (Fair) Greenville, S. C.  
Kaus: (Fair) Weldon, N. C.; (Fair) Chase City, Va., 12-17.  
Keystone Expo.: (Fair) Cherokee, N. C.  
Kraus Greater: Jasper, Ala.; Alexander City 12-17.  
Landes, J. L.: (Fair) Wellington, Kan.; (Fair) Kingman 12-17.  
(See ROUTES on page 86)

**Concessionaires**  
NOVELTY SUPPLY FOR  
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,  
WHEELS, PARKS, COGN GAMES, ETC.  
Catalog with New Low Prices  
THE TIPP NOVELTY COMPANY  
TIPPECANOE CITY, OHIO

**JOHN R. WARD SHOWS WANT**

FOR PRENTISS, MISS.; FAIR: MEADVILLE, MISS.; FAIR: HATTIESBURG, MISS.; FAIR, AND OTHERS TO FOLLOW.  
Musicians and Performers for Minstrel, capable Manager for Monkey Motordrome, Girls for Hawaiian Show, Athletic Manager with People Talker for strong Gook Show, and Road Acts for Ten-in-One. PLACE all kinds legitimate Concessions and Shows with own outfits. Will sell X on Novelties, Mississippi and Louisiana in great change, but all winter in Louisiana. Now playing choice Mississippi Fairs. WANT capable, sober Merry-Go-Round Foreman and other Ride Help. Will pay cash for late model Loop-o-Plane, Address Hattiesburg, Miss., Fair, this week, Prentiss, Miss., next week.

**WANT**

FOR WINSTON-SALEM, N. C., FIVE COUNTY COLORED FAIR, WEEK OCTOBER 12  
Rides and Shows with own outfits. Legitimate Concessions of all kind. No exclusive except Bingo. Address KAUS SHOWS, INC., this week, Weldon, N. C.; Fair; next week Winston-Salem, N. C., Fair, with Littleton, N. C., Fair to follow.

**CORRECTION**

IN GREAT AMERICAN SHOWS' AD IN LAST WEEK'S ISSUE:  
Copy should have read: "WANTED Concessions for Hot Springs Five County Fair, Hot Springs, Ark., October 12-17. GREAT AMERICAN SHOWS, Rosiclare, Ill., this week; then Hot Springs, Ark."

**FOR SALE**

Merry-Go-Round, Three-A-reat! Portable with Top and Organ. FIRST \$300.00 takes it. Stored in New York.  
**CHARLES GERARD,**  
2515 Newtown Ave., Astoria, Long Island, N. Y.

**DANCERS—WANTED—DANCERS**

Can place a few more Oriental Dancers with wardrobe to strengthen show. Seven more weeks of Fairs. Top salaries and you get paid here. Prefer fair looking girls. Wire, write or come on. Will place you at AL PAULLEY, Mgr. Girl Show, care DE LUXE SHOWS OR AMERICA, Albemarle, N. C.

**MUSEUM**

At Liberty Chink Brown with four Pythona. I also play Musical Bottles. Write or wire.  
**CHINK BROWN**  
Care J. L. LANDES SHOWS, Wellington, Kan.

## Pacific Launches Drive on Marksman

CHICAGO, Oct. 3.—Pacific Amusement Manufacturing Company, with an enviable record established in developing electrically actuated amusement devices, announces production of its latest original idea in games, Marksman, new ray-shooting device. The new "gun-lite" game is said to be unique, in that it offers a total of 10 targets for players to test and prove their skill. The targets, each offering a separate and distinct skill-shooting opportunity, are in the first instance represented by a flock of wild ducks rising from the waters of an inland lake set off by a colorful panoramic scene.

When coin is inserted the outline around the wings and body of duck No. 1 illuminates and remains so until the

shooter has focused his aim on the vulnerable spot that kills him and starts him on the way to the imaginary broiler. With No. 1 in the bag, No. 2 hoves into view. Then it's a different "slant" and a new "bead" on the bird that dares to succeed his ill-fated predecessor. And so on until a total of 10 ducks have gone the way of most duck flesh, one after another the player "skills 'em with blindness."

The game is described as having many fine operating features, that it is set upon an adjustable pedestal which permits the location owner or operator to raise or lower the target cabinet to any desired height, and may be hung on the wall or ceiling without the pedestal, completely out of the way of booths, counters, bars and other fixtures. The rifle used with Marksman is credited with being an exact duplication of a well-known regulation duck-hunting gun. The sights are said to be of the finest make and in perfect alignment with Marksman's bullet-size beam of light.

Already placed out on numerous test locations during its period of development by Pamco engineers, the best advantages have been injected into Marksman's makeup, and in addition the manufacturers are holding high claims on the amounts of money each unit has earned.

According to Fred C. McClellan, president of Pacific Amusement Company, the Marksman gun-lite game offers a permanent investment in profits for operators. New replacement units, interchangeable from the first insert, are said to be already in production. These, according to McClellan, treat on a wide variety of shooting subjects, and will be offered to operators from time to time at a nominal charge. Like phonographs with their record changes, theaters with new programs, etc., McClellan advances the thought that a target game should likewise be renewed from time to time with a fresh principle of play. Consequently much time and money have been expended by Pacific under McClellan's direction to design, test and accept or reject the new replacement ideas.

The new shooting gun is built into an all-walnut cabinet, with chromium pedestal. According to its designers, it disassembles into a most compact space and requires but a single individual to remove it from the back-seat space of any car to install it.

In line with introducing this new piece of operating equipment, which, as McClellan put it—"is a shaft of light shining out of the clouds of closed territories"—the company is offering liberal time-payment terms to operators, jobbers and distributors who purchase the Marksman game. This should be welcome news to coin machine men whose territories have been closed to the better class of money-making equipment, for they can now take advantage of liberal credit terms and pay as they profit.

### Operators Enjoy Acid Test On Tom Mix Radio Rifle

CHICAGO, Oct. 3.—One of the many new features claimed for Tom Mix Radio Rifle is the fact that it is impossible to knock the ducks down with any other kind of light except the light from the game's own rifle. Some operators were skeptical when visiting Rock-Ola plant to inspect the new device, but were fully convinced when a large electric bulb was placed directly in front of the moving targets and the light reflecting directly on the bull's-eye of each target. They saw with their own eyes that it was impossible to knock the ducks down in this manner. According to the manufacturer, this exclusive feature on the Tom Mix Radio Rifle has been enough to convince hundreds of coin-machine men who have visited the Rock-Ola plant recently to the extent of placing orders for thousands of machines.

Full production is now in progress at the huge Rock-Ola plant, and a night and day shift is now in force manufacturing and assembling this great coin-operated machine. It is reported every operator comments on the cabinet work of all Rock-Ola machines and the cabinet work on the Radio Rifle game, saying it is beyond criticism. A large colored escutcheon plate is placed on the gun stand showing Tom Mix riding his famous horse, Tony. The name Tom Mix in connection with the marvelous machine will no doubt increase the play considerably.

### DIVORCES

(Continued from page 33)  
Guido Pizzo, of Italy, September 26 at Reno.

For A Limited Time Only

**WITH EVERY 5 YOU BUY**

# BUCKLEY'S GOLDEN HORSES



The Original Time Tested Odds Changing Counter Machine That All The "Pirates" Have Been Trying To Duplicate!

**ALL BRAND NEW - GUARANTEED PERFECT!**

Absolutely Guaranteed — Mechanical Perfection

WRITE PHONE WIRE \$1750 TAX PAID 6 for \$8750 TAX PAID

**BETTER BUILT BY BUCKLEY**

**BUCKLEY**  
MANUFACTURING COMPANY  
2156 W. WASHINGTON BLVD. CHICAGO

**SENSATIONAL NEW IDEA**

**BIG PROFITS**

**NO. D168**

Repeats time and time again. (1) No. 1 in 5, prize every time. (2) Prizes change frequently, large assortment. (3) Direct importer and manufacturer—more valuable prizes. (4) Flashy, colorful cabinet of wood construction—may be used over and over. (5) Prizes with push card can be supplied as well. (6) Profitable—130 prizes at 10¢ a sale, brings in \$13. ORDER A "BIG VALUE STORE" AND SEE THE DIFFERENCE. Sell to Dealer for \$9.75. Costs You \$6.80. **SPORTS CO., 10-36 Superior, Lo Center, Minn.**

**BARGAINS WHILE THEY LAST**

2 Multiples, Each	\$77.50
1 Pamco Parlay	\$2.50
4 Stampedes, Each	17.50
2 Prospectors, Each	24.50
2 Gold Award	17.50
3 De Luxe 46, Each	29.50
1 Palooka, Sr.	79.50
1 Repeater	29.50
1 Seaburg Selectophone	97.50
1 Red Sails	54.50
2 Genco Champs, Each	17.50
1 Gold Rush	12.50
2 Red Arrows, Each	17.50
1 Do & Don't	12.50
2 Rods, Ticket, Each	19.50
Gateway Board	5.00

**MARION COMPANY, Wichita, Kan.**

**4 FOR DIME PHOTO STRIP OPERATORS**

Send for our Catalogue describing new invention that will make your business pay big profits. Edward Feldman, General Manager, THE FOTASET CO. OF AMERICA, Philadelphia, Pa. 1825 Chestnut St.

**CONCESSIONS OF ALL KINDS OPEN**

for Sclots Country Fair, Phoenix, Ariz., week October 10. Prices \$3.50 per foot. Minimum \$25. Positively no "G" Wheels or Flat Joists. Ham and Bacon sold exclusive. 121 E. Jefferson St., Phoenix, Ariz.

**WANTED FOR NORRIS BROS.' CIRCUS**

Performers of all kinds, small Truck Show, also Men to work and break Ponies and Monkeys. Going South. Address **NORRIS BROS.' CIRCUS, Ft. Smith, Ark.**

**WANTED HIGH ACT**

To Join Next Week.

Wire lowest salary for balance of season. **CAN PLACE** Concession Agents, Ride Help, Side Show Acts, Colored Performers.

**Greater Exposition Shows**

Yazoo City, Miss., this week; Natchez, Miss., week October 12. **JOHN FRANCES.**

**Greenland Shows No. 2**

Went for Chesterfield County Fair, October 13-17, Chesterfield Court House, Va. Rides, Shows, Stock Concessions all kinds; Ball Games, Wheels, Photo Gallery, Bowling Alley, Penny Pitch and Popcorn. All other Concessions come on. Address Maxton, N. C. this week; Chesterfield Court House, next. **F. E. DICKERSON.**

**STEEL RULE — \$19.50 A GROSS**

No. H83—Flexible Steel Tape, 60" long, reinforced tip and clear markings. Enclosed in metal case. Turn it a twist—it's unbreakable. A quality rule. Sample, 15¢; Dozen, \$1.69. **SPORTS CO., 10-36 Erie St., Lo Center, Minn.**

**DIXIE MODEL SHOWS WANTS**

For Roanoke Chowan Fair, Woodland, N. C., Next Week—Concessions of all kinds, except Bingo and Frozen Custard. Kingstree, S. C.; Marion, S. C., and Laurinburg, N. C., to follow. Address, this week, Sanford, N. C., Fair. **J. P. BOLT, Manager.**

**BRUCE GREATER SHOWS WANT**

For Anniston, Ala., Maiden Fair—Location, City Grounds, Next to City Hall—Sponsored by All Civic Organizations

**WANT High-Class Shows and Motordrome, Stock Wheels, Grind Stores, Ball Games, other Concessions. Cookhouse and Gran open. Wire W. R. HARRIS, Gen. Mgr., Carrollton, Ga., Fair, this week; Anniston, Ala., next; then Americus, Cordele, Ocilla, Dawson, Ga.; all Fairs.**

**WANTED FOR Hamtramck, Michigan, Fall Festival**

OCTOBER 10 TO 18

Legitimate Concessions of all kind. No wheels or buy backs. Can use good Pit Show. Popcorn and Lunch Stand open. Write or wire via Western Union. **C. D. CAMERON, 8641 Jos. Campau Ave., Detroit, Mich.**

**WANTED FOR FRANKLINTON, LA., FREE FAIR**

WEEK OCTOBER 12, AND EUNICE, LA., TRI-PARISH FAIR, WEEK OCTOBER 19, Stock Concessions of all kinds, Eats and Drinks, Snow Ice, Skillos, Ball Games, Stock Wheels, PLACE Shows of all kinds except GIP. Several openings for Ride Foremen. This show out all winter, same as past ten years, in Southern Louisiana. All wires.

**THE GREAT CONEY ISLAND SHOWS**  
MONROE, LA., FAIR, THIS WEEK.

**GREENLAND EXPOSITION SHOWS**

WANT for following Fairs: MAXTON, N. C., October 5-10; SMITHFIELD, N. C., October 12-17; PRINCETON, N. C., October 19-24. Princeton is positively the best bona-fide Fair in North Carolina. Plenty tobacco and cotton money in this section. You can't go wrong in connecting with this show. We have five more bona-fide Fairs to follow. Special inducement to KIDDY AUTO RIDE, MERRY-GO-ROUND, SHOWS with own outfits. Concessions of all kinds, Diggers, Bowling Alley, Duck or Fish Pond, Photo Gallery, Cook House, Pitch-Till-You-Win, Stock Joists of all kinds wanted. This show will positively stay out all winter. Live and let live is our motto. Maxton, N. C., is on the streets. Wire to **GREENLAND EXPOSITION SHOWS, (GEO. A. BALDWIN or FRANK E. DICKERSON), Maxton, N. C., this week.**



# AMERICAN SALES CORPORATION

CHICAGO, ILLINOIS

936 WRIGHTWOOD AVENUE

Look at the record! We have shipped more than  
**7,500 BALLY GAMES**

ONLY 39 HAVE EVER BEEN RETURNED  
 BECAUSE OF MECHANICAL COMPLAINTS

That's mighty strong proof of the Quality Leadership enjoyed by Bally Manufacturing Company. It also shows how we protect our customers by picking only the best machines available. Our original Credit Plan makes it essential that we select winners—and makes it easy for you to get those winners working for you! **WRITE TODAY —ASK FOR CREDIT!**

*Lee S. Jones*



LEE S. JONES

P. S.—Now booking burly black-outs.

**Top the Midway WITH THESE ITEMS**



WRITE FOR CATALOG

ONE DAY SERVICE

CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN

## LOUISVILLE MISSISSIPPI FAIR

WEEK OCTOBER 12

Followed by Four Other Bona-Fide Fairs  
 Want Cookhouse to join on wire. Also want Stock Concessions for these Fairs and Winter Show. Also can place Plant Show Performers. Address

**F. H. BEE SHOWS, Inc.**

Marks, Miss., Fair, This Week.

## LEW HENRY SHOWS

Want for Ahoakic, N. C., Colored Fair, October 13 to 16, the Largest Colored Fair in North Carolina—Concessions and Shows of all kinds. Concessions \$1.50 per foot. Tobacco, cotton and peanuts selling for highest prices this year. Address **LEW HENRY, This Week, Bedford, Va.**

Is Your Subscription to The Billboard About To Expire?

## Philly Distrib Sees Big Season

PHILADELPHIA, Oct. 3.—I. H. (Izz) Rothstein, president of Banner Specialty Company, foresees the biggest fall season in many years. He claims that the industry has experienced one of the best summer seasons in years and that operators are awaiting the new games.

He has recently returned from a visit to Chicago, where he met leading manufacturers and made arrangements for immediate shipment of all the latest games. He also believes that operators will have a more varied selection of machines this season than at any other time in history of the business. They will have so many different types of games that it will be easy to switch machines from one location to the next without losing revenue.

He reports that counter games have already started off even greater during the fall than they were this summer. Such games as Daval's Races and Reel "21" are already enjoying record sales and continue to increase every day. Many of the new pay tables and bowling games are also starting off with big sales.

Izz believes that with the approach of cool weather operators will have ended one of the most profitable summer seasons on record and that they are entering an even greater money-making season.

### ROUTES

(Continued from page 84)

- Lang's, Dee, Famous; Newport, Ark.
- Lewis, Art; (Fair) Danbury, Conn.
- Liberty National; (Fair) Ruthertford, Tenn.; Alamo 12-17.
- Liberty State; Kaufman, Tex.; Waxahachie 12-17.
- Majestic; Guntersville, Ala.
- Marks; (Fair) Rock Hill, S. C.; (Fair) Wilmington, N. C., 12-17.
- Meadows, C. E.; (Fair) Wynne, Ark.
- Metropolitan; Alma, Ga.
- Mid-West; Rising Sun, Ind.; Wabash 12-17.
- Miller Bros.; (Fair) Elberton, Ga.; (Fair) Gadsden, Ala., 12-17.
- Mimic World; (Fair) Mansfield, La.; (Fair) De Ridder 12-17.

- Miner Model Expo.; (Fair) New Holland, Pa.; Columbia 12-17.
- Mohawk Valley; Clinton, S. C.; Laurens 12-17.
- Nall, C. W.; (Fair) Olla, La.; (Fair) Ruston 12-17.
- New Liberty; (Fair) Friendship, Tenn.
- Page; (Fair) Newnan, Ga.; (Fair) Covington 12-16.
- Pan-American; (Fair) Aurora, Mo.; (Fair) Batesville, Ark., 12-17.
- Peerless Expo.; Athens, O.; Gallipolis 12-17.
- Playland; (Fair) Shelby, Miss.
- Pollie & Lattor; (Fair) Grand Rapids, Mich.
- Reading, United; (Fair) Huntingdon, Tenn.; (Fair) Brownsville 12-17.
- Rogers Greater; Dresden, Tenn.
- Rogers & Powell; Lake Village, Ark.; Eudora 12-17.
- Royal Am. Co.; Elaine, Ark.
- Royal American; (Fair) Atlanta, Ga.
- Royal Palm; (Fair) Opelika, Ala.; Dothan 12-17.
- Savidge, Walter, Rides; Mankato, Kan., 7; Belleville 9-10.
- Scioto Valley; Ada, O.
- Scott, G. T.; Alturas, Calif.
- Sheeley Midway; (Fair) South Boston, Va.
- Shugar, Doc; Eddy, Tex.
- Silver State; Artesia, N. M.
- Sol's Liberty; (Fair) Caruthersville, Mo.
- Smith Greater Atlantic; (Fair) Zebulon, N. C.; (Fair) Orangeburg, S. C., 12-17.
- Spencer, C. L.; (Fair) Dyersburg, Tenn.; (Fair) Henderson 12-17.
- State Fair; (Fair) Sherman, Tex.; (Fair) Denton 12-17.
- Strates Shows Corp.; Salisbury, N. C.; (Fair) Washington 12-17.
- Terrell's; Shannon, Ga.; Commerce 12-17.
- Tidwell, T. J.; (Fair) Roswell, N. M.; (Fair) Graham, Tex., 12-17.

(Continued from page 90)



## RIALTO Assortment

Extension Edge Box. Assorted Colors. 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

## TURTLE SOUP

**1c Skill Game**

TRY YOUR SKILL  
CAN YOU PUT  
5 PENNIES ON TURTLE



TURTLE SOUP  
1c GAME

IT'S LEGAL.  
Buy Direct From  
Manufacturer.

100,000  
LOCATIONS  
Open for This  
MONEY MAKER.

EARN  
\$2.00 to \$5.00  
Daily.

Clever, Original,  
Novel, Profitable.

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**PRICES**

1/2 Deposit by  
Money Order,  
Balance C. O. D.  
Sample Price \$2.25    **\$1.25**    LOTS OF 12

*Hurry While They Last*

**FIVE BORO MACHINE MFG. CO.**  
967 Lafayette Ave. Brooklyn, N. Y.

### Fourth Big Production Line on Rock-o-Ball

CHICAGO, Oct. 3.—For the fourth consecutive time, according to the makers, Rock-o-Ball has been sold completely out at the Rock-Ola plant, altho a night and day production line has been in active duty here ever since this game has been built. The superior features and scoring system of Rock-o-Ball has become known to the operators and this is probably the reason why the demand has been greater than the supply. The orders increase every day and the factory has made every effort to come up to the nation-wide demand.

It is further claimed the style and size of Rock-o-Ball makes it an attractive piece of equipment that any location owner is glad to have in his store. Rock-o-Ball has a wide alley space and the balls can be banked into the various pockets with skill, thus creating heaps of player appeal. The numbering system using 100, 200, 300, 400, 500 is also another reason why the game is so popular.

Attractive posters have been sent to all Rock-o-Ball operators, which are made to be placed in the storekeepers' windows. Location owners like this co-operation which is extended by the Rock-Ola Manufacturing Corporation thru its operators and distributors. It helps to establish the game as a real business stimulator.

# TURF CHAMPS

Dominates  
The Entire  
Field!

## TICKET MODEL



\$137<sup>50</sup>

### MAKE BIGGER PROFITS

**WITH OUR DEALS**

6 Jewel Lever Wrist Watch and 500-Hole 5c Salesboard. Average Profit, \$15.00. No. 6110, Complete.

\$3.95

Send for Our New CATALOGUE  
Many New 1c-2c and 5c

**Salesboard Ass't's**  
Send 25% Deposit with Order, Bal. C. O. D.

**OPERATORS!!** Write Us for Prices on All the Latest Coin-Operated Counter Games.

**LEE-MOORE & CO.**  
180-182 West Adams St. CHICAGO

### Telegram Gives Features Of New Keeney Machine

CHICAGO, Oct. 3.—Jack Keeney, of J. H. Keeney & Company, says that a telegram from William Cohen, "The Sphinx," which reached him while on a trip to the Pacific Coast was an example of the hearty response which the trade has given to the Stop-and-Go table game. The message follows: "Just ordered another 25 Stop-and-Go games. Three wires in from our Twin City jobbers for 15 games additional. Reports mechanically perfect and take big. Tightened slightly by adjustment of contact surface in back-board mechanism. In my estimation Stop-and-Go will stop everything new I have seen here on this trip. Continuous rotating disc and constant blinking of stop-and-go lights even greater come-on appeal than you may have anticipated."

**ELECTROPAK EQUIPPED**

# STONER CORPORATION

*Aurora, Illinois*

## IF STONER makes it

# TURF CHAMPS \$137.50

Write for Latest Price List of Completely Reconditioned One-Shot Automatic Pay Tables.

## ATLAS sells it

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

IMMEDIATE DELIVERY

**STONER'S ROLL-A-MATIC'S**

**TURF CHAMPS • ROLL-A-BALL**





Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N. Y.

## \$ MONEY FOR YOU \$

Make big money with **TRADING POST**. . . the LEGAL fast selling, easy placed merchandise. Drug, Candy and Cigar Stores; Taverns, Restaurants, etc., keep repeating and repeating with orders. **TRADING POST** has no blanks. 130 exciting chances and 130 happy winners of Jewelry, Men and Women's Wear, Cosmetics, Novelties, etc. We have tripled our factory space. . . you can triple your earnings. Pacific Coast man sold 300 deals last month, expects more this month. Do not delay. Write MR. MORAN for full particulars today.

TAKES IN . . . . . \$19.00  
RETAILER PAYS . . . . . 9.75  
JOBBER'S PRICE, F. O. B. Chicago . . . . . 6.60  
25% with Order, Balance C. O. D.

### TRADING POST SYNDICATE

*"Deals that Sell."*

224-230 W. Huron St., CHICAGO, ILL.



## SALESBOARD OPERATORS

A 2,500 hole Penny Deal complete with one Landscape Alarm Clock, two Pyramid Table Lighters and two Univex Cameras. Board pays out 38 packages of Cigarettes and \$1.00 in cash or trade. Clock is given for last sale on board.

**SAMPLE \$4.50. Lots of 5 or more \$4.00**

**H. G. PAYNE COMPANY,**  
312-314 BROADWAY, Nashville, Tennessee

# BOWLETTE

KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME

9 Balls 12 Coin Escalator GUARANTEED 100% SILENT. Light-Up Score Board. Perfect Mechanism.

IMMEDIATE DELIVERY!

NEW! STOP and GO BALL ODDS. CHANGING PAYOUT. VELVET—1 BALL PAYOUT OR TICKET TABLE.

## BABE KAUFFMAN, INC.

250 West 54th Street (Circle 6-1642) NEW YORK, N. Y.

**ALL LATEST GAMES READY FOR IMMEDIATE DELIVERY**

KEENEY'S SENSATIONAL BOWLING GAME "BOWLETTE"

STONER'S TURF CHAMPS (Ticket Model)	\$137.50	REEL "21"	\$23.75
STONER'S SHORT SOX	49.50	REEL RACES	19.50
ROCK-OLA MONTE CARLO	98.50	HIGH STAKES	24.75
ROCK-OLA BIG BANK NITE	49.50	21 BLACK JACK	24.75
SPECIALS ON USED ONE BALL AUTOMATIC PAY TABLES		RACES (Daval)	17.50
GOTTLIEB'S SUNSHINE BASE BALL (Straight Money, Like New)		\$69.50	
GOTTLIEB'S FENCE BUSTER (Straight Money, Like New)		\$25.00	

Terms: 1/3 Deposit With Order, Balance C. O. D.  
ST. LOUIS NOVELTY CO., 3146 OLIVE ST., ST. LOUIS, MO.

# CARL TRIPPE SAYS:

"Give Ideal a Trial and Convince Yourself that you will always get a Square Deal, and Merchandise and Service Second to None"

MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR  
**Bally Products — Rockola Phonographs — Superior Salesboards**  
 Write for List and Prices of Bally's Latest Hits. New Rockola Phonographs—Model No. 2, \$235.00. Full Line Superior Salesboards (One-Third Off List Prices)



<b>NEW WINNERS</b> Bally Roll \$259.50 Northwestern Model 5.50 33, Peanut 5.50 Rock-Ola Lo-Boy Port. Scale 39.50	<b>NEW PIN GAMES</b> Bank Nite \$49.50 Daily Limit 42.60 Lights Out 54.50 Neck and Neck 54.50	<b>NEW COUNTER GAMES</b> Bally Baby, 1c \$17.50 Buckley Puritan Venders 12.00 High Stakes 24.75	Horse, Buckley, 1c to 25c \$17.50 Races 15.50 Reel 21 23.75 Cent-a-Smoke, 1c Dig. 12.00	<b>NEW AUTOMATIC GAMES</b> Blue Bird \$129.50 Monte Carlo 98.50 Railroad 142.50	Ray's Track \$500.00 Reliance 92.50 Tit for Tat 137.50 Preakness 149.50		
<b>TRIPPE'S SENSATIONAL BARGAINS IN GUARANTEED USED MACHINES—AUTOMATIC GAMES</b>							
Ace, 1 Ball \$25.00 All Stars 55.00 Bally Derby 65.00 Big Casino 30.00 Big Five Sr., 2 or 5 Ball 25.00 Big Shot, 1 Ball 35.00 Bonus 55.00	Cocktail Hour \$42.50 Daily Limit 42.60 De Luxe 46 35.00 Double Score 50.00 Electric Battle, 1 Ball Mint Vender 20.00 Electric Eye, Exhibit 50.00	Grand Slam \$49.50 Galloping Plugs 60.00 Grand National, Race Horse 45.00 Harmony Bell 25.00 Hialeah 60.00 Jumbo, 1 Ball 45.00	Jumbo, Ticket 1 Ball \$65.00 Mills O. T. Pay Table 20.00 Mills Pay Table 9.00 Multiple 35.00 Parimutuel 75.00 Peerless 60.00 Prospector 27.50	Put 'N' Take \$10.00 Punch-a-Lite, 5c, Ctr. 20.00 Rainbow 50.00 Rambler, 10 Ball 37.50 Rocket, New Model 8.00 Shell Game 17.50 Spark Plus, 5c, Ctr. 10.00	Sportsman \$ 8.00 Sunshine Derby 40.00 Traffic, Auto, Ticket 5 16.50 Trans-Pacific, ABT 25.00 Velvet 75.00	System \$25.00 Totalite 25.00 Tit for Tat 7.50 Three in Line 6.50 Thriller 12.50 Torpedo 17.50 Tri-a-Lite 5.00 Wing Lite 5.00 Winner, A. B. T., Tape 5.00 Zoom 12.50	
<b>PIN GAMES. (Straight Pin Games—Lots of 10 or More 10% Off.)</b>							
Action, Sr. \$ 4.00 Airway 2.50 Auto Bank, Tape 5.00 Auto Count, Tape 5.00 Beacon 5.00 Balance 5.00 Ball Fan 10.00 Beam Light 4.00 Big Shot 19.50 Big Bertha 4.00 Battle 25.00	Big Leaguer \$12.50 Bomber 7.50 Cannon Fire, Standard 10.00 Crocker Jack 4.00 C. O. D. 4.00 Champs 17.50 Check Shot 3.00 Circle Cross Alite 5.00 Dealer 4.00 Ditto 10.00	Drop Kick \$ 4.00 Finance 17.50 Five and Ten 12.50 Fifty-Fifty 8.50 Fifty Grand 19.50 Flying Colors 6.50 Genoa Baseball 7.00 Great Guns, Register 25.00 Hi-Hand 10.00 Impact, Counter 4.00	Line O \$12.50 Mad Cap, Battery 27.50 Mad Cap, Power Pack 30.00 Major League, Sr. 5.00 Manhattan 5.00 Neighbors 18.00 Par-Golf 8.50 Rapid Transit 7.50 Radio Station 4.00 Repeater, Free Play 25.00	Rebound Junior \$ 5.00 Rock-Ola 21 7.50 Score-a-Lite 7.50 Subway 3.00 Screamo 10.00 Signal, Sr. 5.00 Six Sixty-Six 12.50 Sink or Swim 5.00 Spit Fire 7.50 Star Lite 4.00	Rebound Junior \$ 5.00 Rock-Ola 21 7.50 Score-a-Lite 7.50 Subway 3.00 Screamo 10.00 Signal, Sr. 5.00 Six Sixty-Six 12.50 Sink or Swim 5.00 Spit Fire 7.50 Star Lite 4.00	Skipper \$ 2.50 Tickette 4.50 Tit-Tat-Too, Register 9.00 Tit-Tat-Too, 1c to 10c 8.00 Three Jacks 4.50 Twins 5.00 Turf Flash 7.00 21 Vender, Grotchen 7.00 Win-a-Pack, Divider 10.00	
<b>COUNTER GAMES</b>							
Beat-It, 1c to 25c \$ 8.50 Belmont, Jr., Racehorse 5.00 Big Game Hunters, New Model, 5c 10.00 Big Six Dice 5.00 Broadway, Dice 5.00 Calico Puritan, Number Reels, 5c 3.50 Cardinal, Beer 6.50	Catch N Match, 1c \$ 2.00 Chicago Club House, Coin Divider 9.00 Chicago Club House, 7.00 Dico-O-Matic 5.00 Exhibit, 21 Target 7.00 Exhibit Star 21, 1c, Cig. 7.00 Five Jacks, Fields 6.00 Four Star 6.50	Five Hole Gun Target, A. B. T., 1c \$ 4.00 Goal Line 6.50 Half Mile 15.00 Hold & Draw 8.50 King Six, Dice, 1c to 25c 10.00 Little Merchant 5.00 Little Duke, New Model 17.50	Mills Dance Master \$100.00 Mills Moderno Cabinet 125.00	Maple Beer Barrel \$ 5.00 Mills Blackjack, 1c 5.00 Mills Bell Boy 5.00 New Era Vender 4.00 Number Puritan, 5c 6.50 Natural, Dice 5.00 Official Sweepstakes 4.00 Penny Smoke, 1c 8.50 Punchette, 5c 4.00	Puritan, Buckley, 1c to 25c \$ 8.50 Puritan Venders, 1c to 25c 6.50 Puritan, No Vender 5.00 Sandys Horses 12.50 Sharp Shooter 3.00 Ship Ahey, 1c 2.50	Seeburg Selectophone \$80.00 Seeburg, Model E 85.00	Skipper \$ 2.50 Tickette 4.50 Tit-Tat-Too, Register 9.00 Tit-Tat-Too, 1c to 10c 8.00 Three Jacks 4.50 Twins 5.00 Turf Flash 7.00 21 Vender, Grotchen 7.00 Win-a-Pack, Divider 10.00
<b>PHONOGRAPHS</b>							
Capehart, Non-Selective \$ 25.00 Capehart, Floor Sample 175.00	DC Converters, 110 Volt & 32 Volt \$45.00 Exhibit, Phonograph 25.00	Mills Dance Master \$100.00 Mills Moderno Cabinet 125.00	Mills Troubadour \$45.00 Seeburg Audiphone, Red Cabinet 50.00	Seeburg Selectophone \$80.00 Seeburg, Model E 85.00	Seeburg Selectophone \$80.00 Seeburg, Model E 85.00	Seeburg Selectophone \$80.00 Seeburg, Model E 85.00	
<b>MISCELLANEOUS</b>							
Capehart, Non-Selective \$ 25.00 Capehart, Floor Sample 175.00	Ad-Loe Digger \$ 40.00 Planstellus 100.00	Hot Peanut Machines, 5c Play \$ 1.50	Scop, 1c \$ 5.00 Safe Stands, Mills 10.00	Seeburg Selectophone \$80.00 Seeburg, Model E 85.00	Seeburg Selectophone \$80.00 Seeburg, Model E 85.00	Seeburg Selectophone \$80.00 Seeburg, Model E 85.00	
<b>SUPPLIES</b>							
Ball Gum, Half Case \$9.00 Batteries, Case of 25 5.00 Battery Testers .50	Coin Wrappers, 5c or 1c, Per M \$ .65 Collection Books 10	Electropacks, All Sizes—Write for Prices. Marbles, Per Hundred. \$4.00	Mints, Per Case \$ 8.50 Mixes Glass Cleaner, Spray & Filler, Per Set 1.25	Phonograph Needles, Ea. \$ .60 Phonograph Records, Per Dozen 1.00	Phonograph Needles, Ea. \$ .60 Phonograph Records, Per Dozen 1.00	Phonograph Needles, Ea. \$ .60 Phonograph Records, Per Dozen 1.00	

**MISCELLANEOUS**

**COUNTER GAMES**

**PHONOGRAPHS**

**SUPPLIES**

One-Third Deposit Required. State whether 1c or 5c Slot—METHOD OF SHIPMENT PREFERRED  
 WE WILL BUY 1 BALL AUTOMATICS, COUNTER GAMES, LATE SLOTS OR ENTIRE ROUTES.

Order Direct from Our Main Office or Any of the Following Branches:

**IDEAL NOVELTY CO., 1518 Market St., St. Louis, Mo.**  
 BRANCH OFFICES: Mt. Vernon, Ill.; Newport, Ark.; 710 Buntin St., Vincennes, Ind.; 435 W. Olive St., Springfield, Mo.  
 FOREIGN DISTRIBUTORS: IT WILL PAY YOU TO GET IN TOUCH WITH US. CABLE ADDRESS IDEALCO, ST. LOUIS, MO., U. S. A.



**SENSATIONAL EXTRA PROFITS WITH NEW MERCHANDISING IDEA!**

Sell and operate TRADING POST, the 100% Legal Salesboard Deal that is a great repeater. Amusing, fascinating and a riot of fun. Sells out fast in Taverns, Clubs, Cigar Stores, 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, Jewellery, Cutlery, Hosiery, Lingerie, etc. Height, 24"; Width, 17". Approximate Weight, 18 Lbs. Takes in \$12.00. Resell to dealers for \$9.75. Packed two to the Carton, Order No. B31. Each \$6.60

25% 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

**Electrical Sales Show Activity in Industry**

CHICAGO, Oct. 3.—Harold E. Johnson, Chicago manager of the Electrical Products Company of Detroit, manufacturer of Electropak and other devices used in the coin-machine trade, reports unusually large activity in the industry. Johnson gives as his opinion that the coin-machine business is going to be greater than ever because of the extra large orders received for the products of his firm for immediate delivery.

Johnson is in close contact with all of the engineers of the manufacturers and enjoys the utmost confidence in the solution of their electrical problems. He further states that his firm is working at top capacity, producing Electropaks for a large percentage of the manufacturers in the coin-machine field.

**New Model of Bowlette Announced by Keeney**

CHICAGO, Oct. 3.—Keeney's Bowlette has been so tremendously popular with all types of players on location that many operators report greater than ever interest in coin-operated devices. Bowlette has had such a tremendous country-wide distribution that players everywhere are familiar with the game, its play and the amusement to be derived from it.

It is because of the instantaneous player acceptance of Bowlette that this game has kept all three of the Keeney

factories going night and day at maximum capacity. Jack Keeney's man, Becker, reports that for the operators' convenience a new 10-foot edition of Bowlette is now available. All the popular Keeney features have been retained in this smaller edition with the only change being the shortening of the alley. "The House That Jack Built," J. H. Keeney & Company, has done one of the finest engineering jobs the industry has seen in the mechanical and electrical construction of Bowlette. Operators report having found this bowling game to be absolutely dependable from every standpoint.



IF A SMILE is worth money, these gentlemen should be millionaires. Left to right we see "Happy" R. H. McCabe, one of Rock-Ola's traveling representatives. Center, Carl A. Hooper, that hustling, successful distributor of Louisville; Jack Nelson, general sales manager of the Rock-Ola Manufacturing Corporation, he of the dynamic personality.

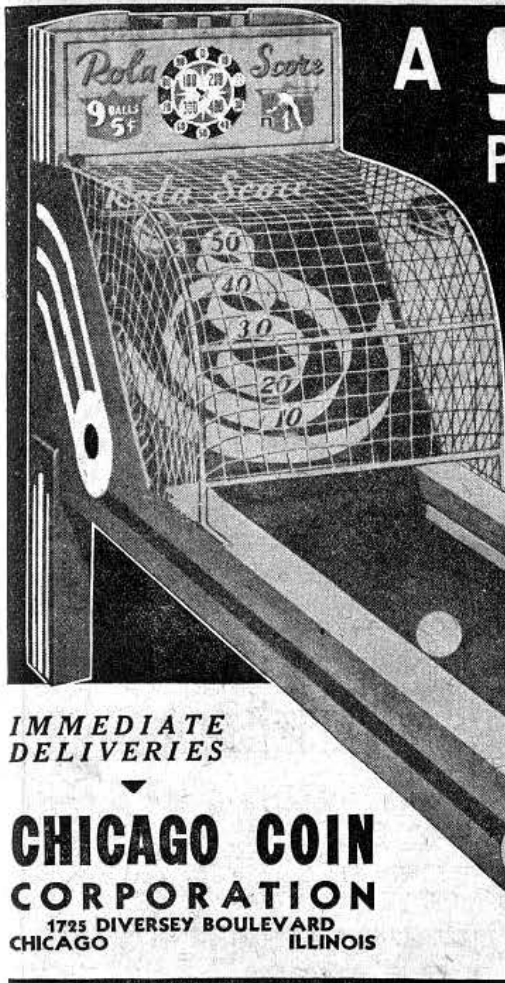
**NINE-FOOT SKEE BALL ALLEYS NOW IN STOCK**

TURF CHAMPS, \$137.50—Brand-new WATLINGS and PACES, 5c, 10c, 25c.

**FIVE USED PIN GAMES FOR \$25.00. SUPPLY YOUR NAMES**

Slot Machines, \$10.00 Each. U-NEED-A-PAK Cigarette Machines, Peanut Machines, Ball Gum Machines. All kinds of Counter Games, new and used, always in stock.  
**LEHIGH SPECIALTY CO., 2nd & GREEN, PHILADELPHIA, PA.**





# A 9 FOOT GAME PRICED AT \$75 LESS THAN OTHERS ON THE MARKET:

# ROLA SCORE

# \$179<sup>50</sup>

IMMEDIATE DELIVERIES

**CHICAGO COIN CORPORATION**  
1725 DIVERSEY BOULEVARD  
CHICAGO ILLINOIS

## Stop and Go Is Big Attraction

CHICAGO, Oct. 3. — Keeney's new Stop and Go, one-ball payout game, has met with such an overwhelming response from operators, jobbers and distributors alike that J. H. Keeney & Company have been forced to run the production line 24 hours a day. Wire after wire and a multitude of phone calls have poured onto the desk of Jack Keeney congratulating him upon his newest success. All who have seen Stop and Go agree with Jack Keeney in describing it as a game that is five years ahead of its time.

A new Keeney feature, introduced for the first time in pin games, is the con-

stantly rotating, slow-motion odds-changing disc, with odds running from 2 to 1 up to 20 to 1 and with payout percentage set at any desired amount by a 30-second turning of a set screw. A power-operated shuffle board automatically operates with the insertion of a coin chute. So sensitive yet secure and dependable is this feature that just the pressure of a child's finger is more than sufficient to work the game.

Stop and Go may be best explained by describing its play. The odds-changing disc in the backboard is constantly rotating and the red STOP and green GO lights are alternately flashed on and off with no intermediate breaks regardless of whether or not a coin has been inserted. If after coin-chute insertion the player makes a payout hole as the red STOP light is on then he receives an award as per odds indicated by the odds-changing disc, but player receives no free replay. However, if the payout hole is made when the green GO light is on then the award indicated by the odds-changing disc at that point is paid and the "magic" shuffle board automatically releases ball for a free replay so that player may shoot again for a second award. In other words, the player can go on playing indefinitely as long as he makes a payout hole while the green GO light is on, providing unlimited payout possibilities. If the player makes a "right of way" hole he is rewarded with a \$2 payout regardless of whether red STOP or green GO light is on. At the bottom of the playing field are three holes and if the ball goes into one of these when the green GO light is on he receives the award indicated by the odds-changing disc. No award is paid if the red STOP light is on.

It is said that the sensational rotating odds changer not only gives added flash to Stop and Go but also supplies 10 times more excitement and thrill to the play, as the odds are not known until the ball lands in one of the payout holes.

Jack Keeney's man, Becker, states that Stop and Go will be sold under the regular Keeney "seven-day-return-privilege guarantee."

## SPINAROUND SELECTOR TYPE CIGARETTE COUNTER GAME

A POWER HOUSE FOR PROFITS  
7 DAYS' FREE TRIAL

Has all the thrill and lure of the old-time turkey raffle. Beautiful cabinet about the size of a large cigar box.

Straight nickel (selector type) machine. When dial stops on "Blue Ribbon" player wins a Pack of Cigarettes regardless of his selection. That increases the lure and the PROFIT. Order today.



\$9.95

2 Registers, 2 Back Doors, 2 Keys, \$2.00 Extra.

STAR SALES CO. 3901-09 WAYNE KANSAS CITY, MO.

### BARGAINS

- 6 ALL STARS (Bally) ..... \$50.00
- 1 ALAMO ..... 40.00
- 2 BIG CASINOS (Chicago Coin Co.) ..... 25.00
- 3 BIG SHOTS (California Games Co.) ..... 25.00
- 6 CHALLENGERS (Bally) ..... 60.00
- 1 DAILY LIMIT (Jennings) ..... 30.00
- 7 DAILY RACES (Western) ..... 35.00
- 2 DAILY RACES (Gottlieb) ..... 35.00
- 1 DO OR DON'T ..... 7.50
- 2 DERBIES (Bally with percentage regulator) ..... 60.00
- 3 FLYING HIGHS (Western) ..... 75.00
- 1 GALLOPING PLUGS (Paeffle) ..... 45.00
- 1 JUMBO (25c play with Automatic Payout Gold Award) ..... 35.00
- 1 MAMMOTH ..... 22.50
- 2 MULTI-PLAY (Chicago Coin Co.) ..... 45.00
- 12 PARTNUTS (Bally, six slots) ..... 80.00
- 1 PAMCO CHASE ..... 45.00
- 1 SPORTSMAN, Visible Slot ..... 12.50
- 11 SPORTSMEN, oak finish ..... 10.00
- 1 SNOOKER (Western) ..... 25.00
- 1 STAMPEDE ..... 12.50
- 1 SUNSHINE DERBY ..... 35.00
- 21 TYGOONS (Mills with Electropaks) ..... 40.00

### SLOT MACHINES

- 8 SUPERIOR RACES, 5c Play, ..... 65.00
- 1 SUPERIOR RACES, 10c Play, ..... 65.00
- 1 SUPERIOR RACES, 25c Play, Ea. \$60.00
- 1 MILLS 25c (With Stand) ..... 65.00
- 1 with Cabinet ..... 105.00
- 1 10c PACE TWIN BANTAM ..... 35.00
- 1 1c SINGLE LITTLE DUKE ..... 12.50

TERMS: One-Third Certified Deposit, Balance C. O. D.  
**BIG STATE NOVELTY COMPANY**  
1304 Throckmorton St., FT. WORTH, TEX.

Send your correspondence to advertisers by mentioning The Billboard.

## RACE MACHINES-SACRIFICE PRICES

33 RAY'S TRACKS, used three weeks and practically new. This is the race machine that is making fabulous profits in all territories it is being operated. MUST SELL PRICE \$299.00.  
5 PACES RACES, Black Cabinets, used six months. MUST SELL PRICE \$239.00.  
Write for **BEST SELL PRICES ON LATEST MODEL PAY TABLES. WE DO NOT HAVE OLD MODELS OR JUNK. NO LETTERS ANSWERED UNLESS YOU TELL US KIND TABLES YOU WANT TO BUY.**  
**OPERATORS SERVICE SYSTEM, 719 Walnut St., Houston, Texas**

## 2 CANDY SALESBOARD DEALS

**SENSATIONAL MONEY MAKING DEAL**  
**50 WINNERS** 44 Boxes of High-Grade Candy—1 Lb.—½ Lb.—¼ Lb.  
6 Jars of Assorted Filled Candy.  
1 24-Hole Salesboard.  
COSTS YOU \$5.50 • TAKES IN \$15.00

**QUICK TURNOVER DEAL**  
**24 WINNERS** 24 1-Lb. Boxes of Candy.  
1 24-Hole Salesboard.  
COSTS YOU \$4.25 • TAKES IN \$8.00

## CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box ..... **65c**  
5-Lb. Box of American Mixed Hard Candy. Per Box **55c**  
All 5-Lb. Boxes Packed ½ Dozen to Carton.

20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.  
**DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK N. Y.**

# BUY ONLY THE BEST BOWLING GAME!—THE PROVEN MECHANICALLY PERFECT—BIGGEST AND STEADIEST MONEY-MAKER

READ GEORGE PONSER'S SENSATIONAL OFFER TO ALL AMERICA'S OPERATORS

"WE WILL CO-OPERATE WITH ANY OPERATOR IN AMERICA WHO HAS BOWLING GAME LOCATIONS AND WILL SELL HIM BANK ROLL ON OUR NEW FINANCE PLAN OFFERING UNUSUALLY EASY TERMS, PROVIDING HE HAS SATISFACTORY REFERENCES! AT THE SAME TIME WE GUARANTEE BANK ROLL TO BE 100% MECHANICALLY PERFECT IN EVERY DETAIL! IT'S THE BEST AND BIGGEST AND STEADIEST MONEY-MAKER IN BOWLING GAME HISTORY!"



Signed . . . George Ponsler!

*Genco's*  
**BANK ROLL**

Earn STEADY PROFIT as high as \$30.00 to \$50.00 PER DAY!



**FREE BANK ROLL**

ABSOLUTELY FREE—NO STRINGS OR SCHEMES OF ANY KIND—JUST SEND IN YOUR NAME AND ADDRESS WITH THE NUMBER OF PIN OR BOWLING GAMES YOU OPERATE.

3 Sizes  
10'8"—11'8"—13'8"

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**TAKE ADVANTAGE OF GEORGE PONSER'S SENSATIONAL OFFER—WRITE & WIRE NOW**

"RUSH YOUR ORDER FOR REEL "21" AND DAVAL'S RACES



NOW ON MY



PERSONAL 10 DAY FREE TRIAL GUARANTEE! ONE GUARANTEE THAT STANDS UP! DAVAL'S RACES, \$17.50, Tax Paid. REEL "21", \$23.75, Tax Paid."

--- CARL TRIPPE

**IDEAL NOVELTY CO.** 1518 MARKET ST. ST. LOUIS, MO.

**ROUTES**

(Continued from page 86)

- Tilley: Saybrook, Ill.
- United Shows of America: Wichita Falls, Tex.
- Valley: (Fair) Anderson, Tex.; (Fair) Centerville 12-17.
- Wallace Bros.: (Fair) Charleston, Miss.; (Fair) Kosciusko 12-17.
- Ward, John R.: (Fair) Hazlehurst, Miss.; (Fair) Prentiss 12-17.
- Weir: Lagrange Ind.; Muncie 12-17.
- West Bros.' Am. Co.: (Fair) Bentonville, Ark.; (Fair) Danville 12-17.
- West Coast Am. Co.: (Fair) Los Banos, Calif.; Coalinga 12-17.
- West, W. E., Motorized: Alva, Okla.; Waynoka 12-17.
- Western State: Littlefield, Tex.
- West's World's Wonder: Concord, N. C.; (Fair) High Point 12-17.
- Work, R. H.: (Fair) Hamlet, N. C.; (Fair) East Bend 12-17.
- World of Mirra: Winston-Salem, N. C.
- Zeiger, C. F., United: Clarkdale, Ariz., 12-17.
- Zimdars Greater: (Fair) Dexter, Mo.; (Fair) Yazoo City, Miss., 12-17.

**Additional Routes**

- (Received too late for classification)
- Bell's Hawaiian Polles: (Capitol) Hancock, N. Y., 7-8; (Liberty) Robertsdale, Pa., 9-10;
  - (Rialto) Lewiston 11-14.
  - Bragg Bros.' Show: Sheffield, Vt., 5-10.
  - Cannon Show: Ivanhoe, Va., 5-10.
  - Coriell Trio: (Coronado) Rockford, Ill., 7-10.
  - Daniel, 2-10, Magician: Hoopesville, Ill., 5-10.
  - Fulton, King, Magician: Columbia, Mo., 5-10.
  - Green Players: Ravenden, Ark., 5-10.
  - Johnson, Dorothy, Girard & Marco, Herb Barris (Casino) Pittsburgh 5-10.
  - McNally Variety Show: Hopewell Junction, N. Y., 5-10.
  - Miller, Al H., Show: Arabi, Ga., 5-10.
  - Passing Parade, Ernie Young's: (Fair) York, Pa., 5-10.
  - Pavan Show: Victoria, Tex., 5-10.
  - Princess Edna Show: Madisonville, Tex., 5-10.
  - Rippel Show: Woodford, Va., 5-10.
  - Senter, Skip, & Webb's Unit: Xenia, O., 5-10.

**LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST**

- Beamlite . . . \$7.00
- Criss Cross-A-Lite . . . 8.00
- Kings . . . 8.00
- Castlight . . . 7.00
- Drop Kick . . . 4.00
- Rebound . . . 5.00
- Major League . . . 8.00
- Register . . . 7.00
- Lightning . . . 3.00
- Golden Gate . . . 3.00
- Beacon . . . 6.00
- Contact, Jr. . . . 5.00
- Contact, Sr. . . . 6.00
- Big Bertha, Jr. . . . 4.00
- Big Bertha, Sr. . . . 5.00
- Signal . . . 5.00
- World Series . . . 2.50
- Jig Saw . . . 2.50
- Streamline . . . 4.00
- Blue Ribbon . . . 4.00
- Oris Cross . . . 6.00
- Rockalite . . . 6.00
- 1/3 Deposit—Balance C. O. D.

**COLONIAL MFG. & SALES CO.**  
1805-11 E. 39th, KANSAS CITY, MO.

**BEAT THESE PRICES BRAND NEW MACHINES—ORIGINAL CRATES**

**JOBBERS AND OPERATORS**  
Write for Prices.  
**PREAKNESS STOP & GO BLUEBIRD RELIANCE DICE RAY'S TRACK**

	Our Price.	Factory Price.	You Save.
Hialechs . . .	\$112.50	\$139.50	\$27.00
Dbl. Score . . .	92.50	115.00	22.50
Peerless . . .	94.50	115.00	20.50
Velvet . . .	119.00	159.00	40.00
Repeaters . . .	89.00	89.00	30.00
Do or Don't . . .	32.50	77.50	45.00
Put 'N' Take . . .	27.50	67.50	40.00
Challenger . . .	112.50	197.50	25.00

**JOBBERS AND OPERATORS**  
Write for Prices  
**BALLY ROLL BOWLETTE AUTO BOWL REEL 21 RACES BALLY BABY RAY'S TRACK**

Buy Any Quantity Desired, You Save . . . . . \$249.00  
Wire or Mail Your Order and Deposit to Office Nearest You.  
**AUTOMATIC AMUSEMENT COMPANY**  
628 Madison Avenue, MEMPHIS, TENN. 1304 Throckmorton Street, FT. WORTH, TEX.

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

**Show Letter Writers**

Many carnival show letters submitted for publication in this week's issue of The Billboard arrived too late to be used. All matter intended for the carnival department should be written of the previous week's engagement, ending with Saturday date. They should be in the Cincinnati office of The Billboard not later than Friday morning each week.—CARNIVAL EDITOR.

*Here is the Greatest*  
**STRAIGHT MERCHANDISE SALESBOARD PLAN**  
EVER OFFERED  
EVERY PUNCH RECEIVES A HAND-SOME 75¢ 1/4" RETAIL—FOR AS LITTLE AS 14¢ Wholesale—No Sales

**300 PUNCHES**  
From 1c to 50c.  
**MOVES SO FAST**  
that any fair location sells out at least a BOARD A WEEK.

**BIG REPEATER A KNOCKOUT**

SEND YOUR ORDER TODAY or WRITE FOR Full Particulars.

HERE IS THE CONTINENTAL SALESBOARD DEAL  
PUNCH BOARD DISPLAY KASEL WINDOW DISPLAY POSTER SCHOOL Bus-Quadrant THE BOARD TAKES IN \$17.75 DEAL COST YOU \$9.00  
Punch 4775

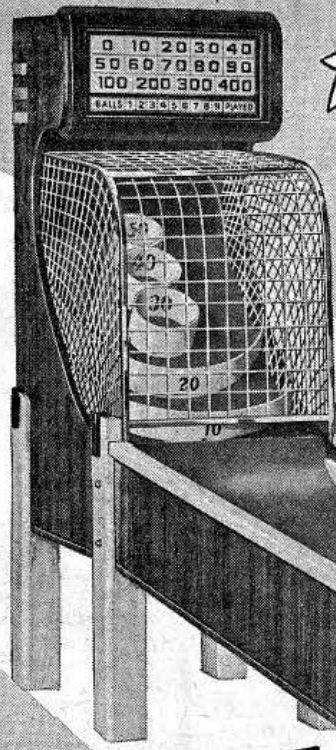
1/3 deposit with order, bal. C. O. D., P. O. B., N. Y.  
**WE GUARANTEE THIS DEAL**  
If You Are Not Satisfied Return the Deal and We Will Refund Your Money. (Less freight charges.)  
JOBGING FRANCHISES Open in Many Sections of the Country.

**CONTINENTAL MERCANTILE Co. 414 Broadway, NYC.**

Thank You for Mentioning The Billboard, in The Billboard.

Check these features

- ✓ Balls Played, Registered in Lights.
- ✓ Scoring Registered in Moving Lights.
- ✓ If More Than Nine Balls Are Played All Lights Are Automatically Out.
- ✓ Scoreboard Is Forward for Better Visibility.
- ✓ A Separate Counter Records Payouts.
- ✓ Another Counter Records Nickels Played.
- ✓ Complete Automatic Electric Control.
- ✓ Three Piece Portable Construction.
- ✓ Visible Coin Slot. Silent Play. Sound Effects.



WHERE CROWDS GATHER YOU WILL SEE...

# Genco's BANK ROLL

America's Most Sensational Money Maker BECAUSE NO OTHER GAME HAS ALL ITS FEATURES.

**GENCO INC.**  
2621 N. ASHLAND AVE., CHICAGO

PROMPT DELIVERY ASSURED

A BRAND NEW IDEA  
Made to Your order  
10 ft. 8 in.  
11 ft. 8 in.  
13 ft. 8 in.

ELECTROPAK EQUIPPED

## BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075  
Takes In . . . . \$144.00  
Pays Out . . . . 112.00

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

**CHAS. A. BREWER & SONS**

Largest Board & Card House in the World

6320-32 Harvard Avenue, Chicago, U. S. A.



## REEL '21' 10-DAY TRIAL

Is BLACK JACK or the Old Popular Army Game "Strictly According to Hoyle!"  
In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Best "21" is the LONG LIFE counter game YOU NEED for Bigger and STEADIER PROFITS.



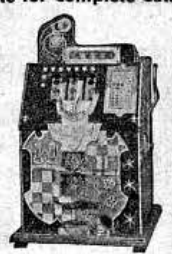
**\$23<sup>75</sup>**  
Double Door and Register, \$2.00 Extra.

RUSH YOUR ORDER NOW.

**DAVAL'S RACES \$17.50**

**SICKING MFG. CO., Inc.,** 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog



**MILLS BLUE FRONT MYSTERY**  
Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

**BALL GUM** 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

## OPERATORS—Make year 'round Profits with BAR-BOY



It's a brand-new fast action four reel game for Taverns and Bars. Gets the Best Spots. Make barrels of money all year round.  
Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.  
Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY **\$14.95** F. O. B. CHICAGO  
7-Day Trial Offer

**GARDEN CITY NOVELTY MFG. CO.**  
4347 E. RAVENSWOOD AVE. CHICAGO, ILL.

## SALESBOARD OPERATORS

Clean Up on the Most Sensational Deal of Today! Featuring the Nationally Advertised

## PACKARD LECTRO-SHAVER

The Packard Lektro-Shaver is taking the country by storm. The manufacturers are spending thousands of dollars in Saturday Evening Post, Esquire, Cosmopolitan, Literary Digest, Collier's, Time and Good Housekeeping magazines bringing the Lektro-Shaver to the attention of every person in the United States.  
Live Wire Operators Can Make Fast Money! Write at once for Sample 100 Hole Salescard and full particulars.



**BEST DISTRIBUTORS CO.,** 110 West 42nd St., New York, N. Y.

## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

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| Groetchen Mfg. Co. | A. B. T. Co.       | Western Equip. Co. |

**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

BY TELEPHONE TELEGRAPH AND LETTER!

I NEED 50 REEL RACES RIGHT AWAY!

RUSH

WESTERN POSTAL

WESTERN EQUIPMENT & SUPPLY CO.

THOUSANDS OF OPERATORS ARE ORDERING -

**REEL RACES**

COIN HERE

7 2 6 3

REEL RACES

INSTRUCTIONS  
FIRST TWO REEL NUMBERS MUST MATCH  
THIRD REEL GIVES FINAL POSITION  
FOURTH REEL SHOWS MUTUEL RESULTS

**\$19.50** TAX PAID

PROFITS UP TO \$25 A DAY

**WESTERN EQUIPMENT & SUPPLY CO.** 925 W. NORTH AVE., CHICAGO

# IT'S YOURS

... for the asking!

Our Latest 4-Color Descriptive Circular Is Just off the Press. It's Loaded With NEW, BIG-PROFIT Salesboards That You Won't Want to Miss.

*Reserve Your Copy Now!*

Write, Stating Your Line OR Business to

## HARLICH MFG. COMPANY

1401 W. JACKSON BLVD. CHICAGO, ILL.

## ANNOUNCEMENT!

### SUPERIOR PRODUCTS, Inc.

The World's Fastest Growing Salesboard Factory

MOVES INTO LARGER QUARTERS—

**At 14 North Peoria St., Chicago**

where tremendous increased production area and much additional new equipment will enable them to take care of the ever increasing demand for their popular line of SALESBOARDS.

GUARANTEED USED MACHINES AT LOW CLOSE-OUT PRICES		
PIN GAMES		
CAVALCADE	\$ 4.00	KINGS
CRISS CROSS ALITE	5.00	HIGH-LOW
FIFTY-FIFTY	8.00	MANHATTAN
HOP SKOTCH	10.00	TOUCHOFF
		SPITFIRE
		COUNTER GAMES
CENT-A-SMOKE (Divider)	\$10.00	KING SIX (Divider)
CLEARING HOUSE (Register)	10.00	TIT-TAT-TOE (Register)
GEM VENDER (Divider)	7.50	PURITAN (Buckley)
TERMS: 1/3 Deposit, Balance C. O. D.		

MAN 'N MOON \$ 7.50  
SCORE-A-LITE 5.00  
SINK OR SWIM 3.00  
STARLITE 3.00  
TRICKS, SR. 12.50

The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

**MILLER SALES COMPANY, 4404 Manchester Ave., St. Louis, Mo.**

**BANK-O-MONEY**

100 WINNERS

**MONEY TO BANK with BANK-O-MONEY**

Fastest Money Maker ever made—100 Winners! EVERY STEP A WINNER! EVERYTHING GOES.

Four Beautiful Colors.

Takes In ..... \$50.00  
Pays Out ..... 23.10  
PROFIT ..... \$26.90

Price \$2.40

**GLOBE PRINTING COMPANY**

1023-27 Race Street, PHILADELPHIA, PA.  
418 South Wells Street, CHICAGO, ILL.  
1352 N. E. First Avenue, MIAMI, FLA.  
227 S. Presa Street, SAN ANTONIO, TEX.  
22 West 23d Street, NEW YORK, N. Y.  
248 Marietta Street, ATLANTA, GA.  
3502 1/2 McKinley Street, TACOMA, WASH.

## YOU CAN'T --- YOU WILL

**YOU CAN'T**—make money with claims by SOME that they are the world's largest, country's best distributors and so on.

**YOU WILL**—make money using only the best machines—WE ENDORSE NO OTHERS and we recommend them conscientiously and fairly.

Coin Operated Machines of Every Description.

**BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.**

## AMUSEMENT MACHINE SALESMEN WANTED

Leading Chicago manufacturer with dominating varied line (Music, Games, Alleys, Rifles, Etc.) offers exceptional opportunity to experienced, aggressive coin machine salesmen, accustomed to handle big things in a big way. Close acquaintance with jobbers and operators essential. Leads furnished and fullest co-operation given our sales force. Must own car and be free to travel extensively. Give full details in first letter, outlining age, past experience, present connection and references. All information will be held strictly confidential. Compensation on liberal commission basis. Our salesmen know of this ad.

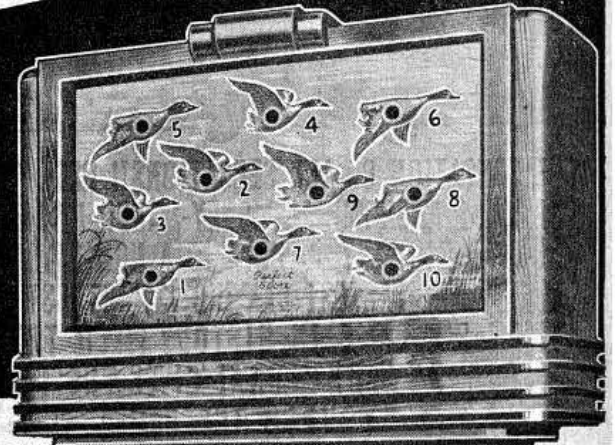
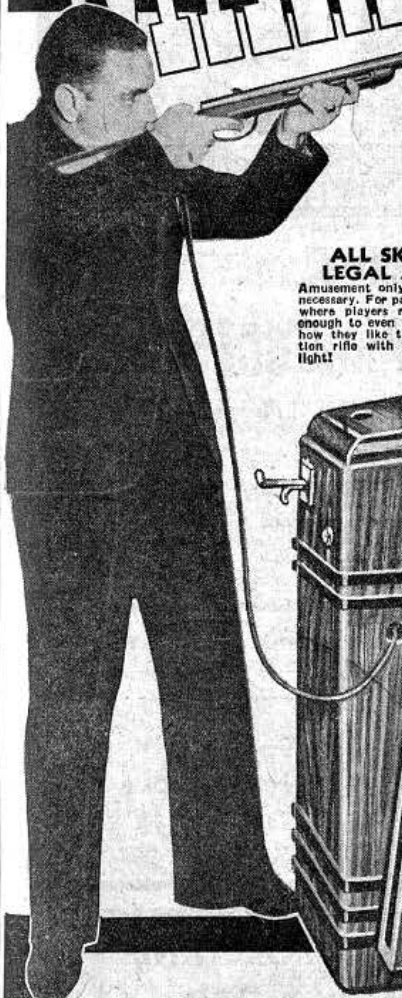
BOX D-49, The Billboard, 25 Opera Place, Cincinnati, O.

**"CALL TO ARMS"  
FROM THE  
3 Musketeers**  
ON AMERICA'S GREATEST SHOOTING GAME.



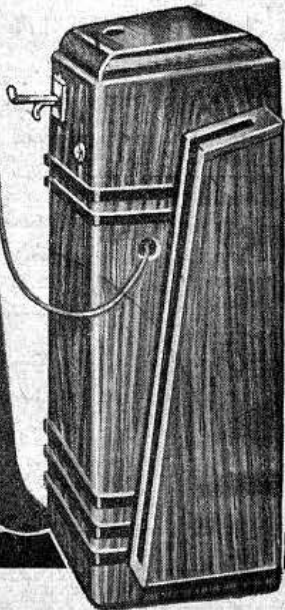
**READY! AIM! FIRE!**  
SHOOT WITH THE BOYS WHO KNOW!

# MARKSMAN



**IMAGINE! 1000 UNITS FOR  
MODERN VENDING ALONE!**

**ALL SKILL — and  
LEGAL Everywhere!**  
Amusement only—with awards unnecessary. For payouts have no place where players refuse to stop long enough to even consider them. And how they like that genuine regulation rifle with bullet-size shaft of light!



Some ORDER—some CONFIDENCE—but Nat Cohn and Irving Sommers KNOW their territory will absorb 1,000 "MARKSMAN" ray-shooting games practically overnight! They came—they saw "MARKSMAN'S" marvelous ANIMATION—ducks "on-the-rise"—10 of them flickering all over "MARKSMAN'S" beautiful sun-rise hunting scene. They shot it! They chose it with deadly accuracy. They KNEW it was BETTER! And, YOU, too, will KNOW that "MARKSMAN"—and only "MARKSMAN," is the ONE "gun-life" game players—locations—everybody prefers—as TESTED and PROVED on actual location!

**YOUR INVESTMENT SECURED**  
with Brand New INTERCHANGEABLE TARGETS at regular intervals. New Subjects—New Animation—the only device of its kind with this Sensational Interest-Sustaining Feature.

**BEFORE YOU CONSIDER even looking** at ordinary "one-act" target-shooting games—do as other alert coin machine men have done. See and play "MARKSMAN"! Visit the nearest display room or busy location where "MARKSMAN" is the center of attraction.

**PAY AS YOU EARN!**  
Take advantage of the Generous Terms extended to sincere men. We're POSITIVE of "MARKSMAN'S" Superior Merit! We'll carry the "paper"—you carry off HEAVY COLLECTIONS!

*Buy it on...*  
**C. R. K. FINANCE PLAN**  
Available to our Distributors, Jobbers and Operators everywhere. The "Marksman" game pays your weekly payments from profits. Investigate today! Wire or write.



**4 DIFFERENT TYPES OF INSTALLATION**

- **HIGH STAND**  
above booths and fixtures with adjustable pedestal.
- **LOW STAND**  
to accommodate any location condition.
- **WALL BRACKET**  
model with pedestal removed fits even the tiniest locations.
- **CEILING**  
Suspension offers still another method of ready installation.

**ACT QUICK  
WRITE-WIRE  
TODAY!**

**C. R. KIRK AND COMPANY** 1136 N. Kilbourn Ave., CHICAGO, ILL.  
Manufacturers of Better Amusement Devices  
NEW YORK DISTRIBUTORS • MODERN VENDING COMPANY • 656 BROADWAY • NEW YORK CITY

# ★ EXCEL

EXCELS ANY PIN GAME IN ALL PIN GAME HISTORY! CORRECTLY BASED ON THE PLAY OF REEL "21" THE WORLD'S MOST PHENOMINAL MONEY-MAKER! PLAYS THE "OLD ARMY GAME" STRICTLY "ACCORDING TO HOWIE"

*Here it is...*

THE SENSATION OF ALL SENSATIONS!! REEL "21" THE MOST PHENOMINAL MONEY-MAKER IN ALL COIN MACHINE HISTORY --- NOW IN A NON-PAYOUT PIN GAME! THE FASTEST PLAYING, SMOOTHEST SKILL-ACTION PIN GAME IN HISTORY WITH THE NEW "MAGIC BUTTON" THAT GIVES THE PLAYER A CHANCE TO OUTGUESS THE GAME! COMPLETE ACTION OF GAME VISIBLE 50 FEET AWAY!!

**DAVAL MANUFACTURING CO.**  
200 SOUTH PEORIA STREET • CHICAGO



"It's always the BEST game... when it bears the DAVAL name!"

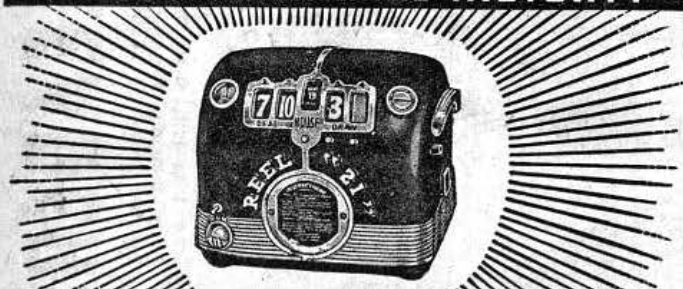
*Operator's Price*  
**54.50**  
TAX PAID

THEY'RE ORDERING BY THE CARLOAD! GET BUSY-RUSH YOUR ORDER IMMEDIATELY!

A TRUE STATEMENT THAT REMAINS

## Unchallenged!

"REEL '21' IS THE MOST BEAUTIFULLY DESIGNED, THE MOST MECHANICALLY PERFECT AND THE BIGGEST MONEY-MAKER IN ALL WORLD COIN MACHINE HISTORY!"



*"It's the BEST counter game, when it bears the DAVAL name"*

REEL "21" IS FLATTERED EVERY DAY BY IMITATORS—BUT—HAS NEVER YET BEEN EQUALLED FOR MONEY-MAKING POWER—BEAUTY OF DESIGN—DARING LIFETIME GUARANTEED PERFECT SILENT MECHANISM AND OUR 10 DAY FREE TRIAL!

**\$23.75**  
TAX PAID  
4-WAY PLAY  
1c - 5c - 10c - 25c

DON'T WASTE TIME EXPERIMENTING!

## BUY Daval's RACES

LIKE ALL DAVAL COUNTER GAMES IT'S A PROVEN BIGGER AND BETTER MONEY-MAKER WITH THE WORLD'S MOST BEAUTIFUL DESIGN AND DAVAL LIFE TIME GUARANTEED SILENT MECHANISM! NO EXTRA BULK! NO EXTRA REELS! NO EXTRA PRICE!

**NO BUNK!!**

SIMPLY THE VERY FINEST HORSE RACE COUNTER GAME IN HISTORY AT THE WORLD'S LOWEST PRICE FOR SUCH SUPERIOR DAVAL QUALITY.

**17.50**  
TAX PAID  
4 WAY PLAY  
IT'S THE BEST COUNTER GAME - WHEN IT BEARS THE DAVAL NAME



★ DAVAL MFG. CO. ★ 200 SO. PEORIA ST. ★ CHICAGO ★

# EARNINGS PROVE GOTTLIEB LEADERSHIP!

Operators all over the country are reporting exceptional "takes" with Gottlieb automatic payouts. The continuous avalanche of orders has made D. Gottlieb & Co. the largest manufacturers of payouts in the world. Operators have learned to look to Gottlieb for the latest and finest in payout games. They know that Gottlieb is always FIRST with an idea. They know that these payouts are perfect mechanically. They know that they are BEST, because earnings on actual locations prove Gottlieb leadership in the Automatic Payout Field.

★ **MYSTERY SINGLE COIN SLOT**

The feature that made Daily Races the sensation of the year.

★ **IN-A-DRAWER MECHANISM**

Simple construction — all parts easily accessible.

★ **ESCALATOR**  
New A.B.T. positive action.

★ **AWARDS**  
Mechanically adjustable by invisible control in light-up rack.

★ **MAMMOTH Cabinet 54"x26"**  
Beautiful design—rigidly constructed by expert craftsmen.

★ **MOTOR DRIVEN Payout Unit**  
Accurate, jam-proof, smooth action payouts.

## IMMEDIATE DELIVERY

Any of These Four Games

# \$149<sup>50</sup>

Mystery Single or Multiple Coin Slot Optional.

Ticket Game, \$10.00 Extra.

Check Separator, No Charge.

D.C. Adaptapak, \$5.00 Extra

Electropak Equipped

(Batteries Optional)

Equipped with new

A.B.T.

No. 400 Slot



## HIGH CARD

Deal yourself and your location a winning game! HIGH CARD will prove to be your ace in the hole for profits. A game for card fans—for everyone! Players "go" for HIGH CARD because it gives them 28 chances to win—and a game of real fascination. Odds as high as 40-1 for Spades, 20-1 for Hearts, 16-1 for Clubs and 12-1 for Diamonds. HIGH CARD has the most elaborate playing board ever offered—striking scenes of Monte Carlo activity in 12 beautiful colors. Be sure to order yours today!



## DERBY DAY

Seven winners of every famous derby, lined up ready to give all the thrills and excitement of a real DERBY DAY! Odds up to 40-1. Pays off on Win, Place, Show and FOURTH. The only horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Put your money on the winner . . . DERBY DAY!



## COLLEGE FOOTBALL

Here is College Football in all its pep and spirit represented by the seven sectional champions, performing in a new thrilling football payout. Soldier's Field in Chicago, scene of many a championship gridiron battle, provides the colorful background of the playing field. 28 winning opportunities. Touchdown pays out as high as 40-1. 20-1 may be paid for a Field Goal. A Safety pays as much as 16-1 and a Place Kick up to 12-1. Cash in on COLLEGE FOOTBALL popularity—order today!



## HIT PARADE

A line-up of baseball stars at bat to pay odds as high as 40-1 for Home Run, 20-1 for Triple, 16-1 for Double and 12-1 for a Single. The baseball game that gives 28 opportunities to win. HIT PARADE has everything to attract and hold play, plus handsome profits to the operator. Make your locations show champion earnings with HIT PARADE!

DAILY RACES STILL GOING STRONG!

**D. GOTTLIEB & CO.** 2736-42 N. Paulina St. CHICAGO, ILLINOIS

DAILY RACES STILL GOING STRONG!

**OPERATORS!**

**COME OUT OF THE CLOUDS  
OF CLOSED**

# MARKSMAN



TRUE DUPLICATE OF  
REGULATION RIFLE

Shoots Bullet-Size Beam of  
Radio-Lite — Accurately —  
Harmlessly — and Positively  
TRUE to the Shooter's Aim!

**ALL-SKILL ALL-LEGAL EVERYWHERE**

**AN ORIGINAL IDEA IN HIGHLY  
TARGETS « « « A TESTED AND**

**RICH INCOMES**

**HOW! AND WHY!**

The BIGGEST NICKEL DECOY in America today—"MARKSMAN" depicts ducks on the wing flapping their way skyward. 1-2-3-4-5-6-TEN of them! Hit No. 1 and No. 2 illuminates in the most beautiful color panoramic sun-rise setting ever devised. Placed on Test Locations beside other ray-shooting games—"MARKSMAN" broke all records in pre-release EARNING ABILITY! No wonder America's leading coin machine men in every section are flocking to SEE—PLAY—and ASK (yes—actually fight) for the "MARKSMAN" Franchise! Every Territory—East—West—North—South—could EASILY stand a DOZEN distributors—so GREAT is the DEMAND for "MARKSMAN"!

**PACIFIC**

**AMUSEMENT MFG. CO.**

4223 West Lake Street  
CHICAGO, ILLINOIS

1320 South Hope Street,  
LOS ANGELES, CALIF.



**TERRITORIES!**

**THAT GREAT NEW  
"GUN LITE" RAY  
SHOOTING GAME**

**PRODUCT  
OF PACIFIC**

**ANIMATED MOVING  
PROVEN SOURCE OF NEW " " "**

**FOR YOU AND YOU!**

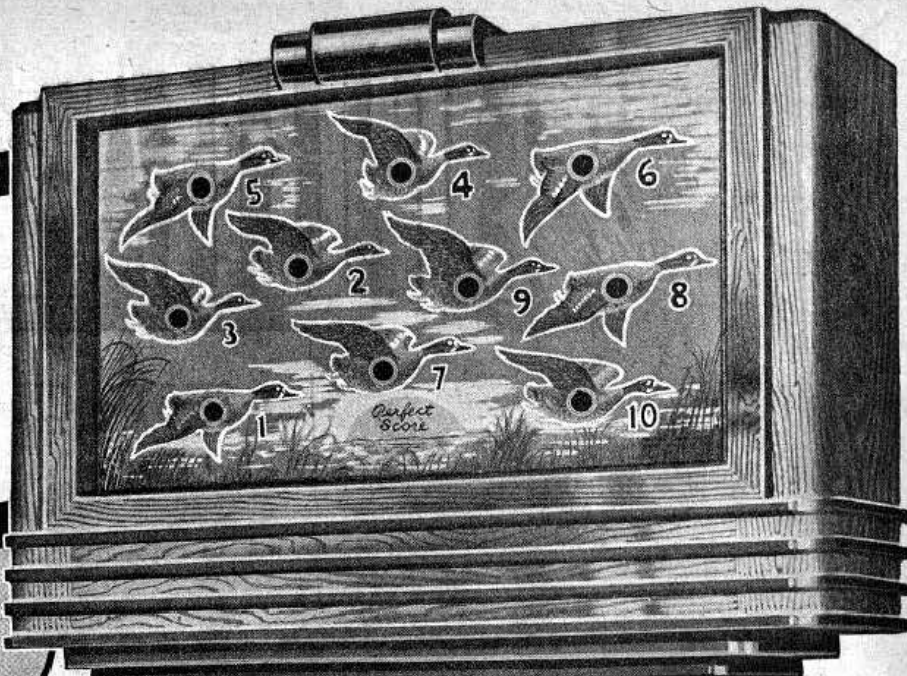
**NEW REPLACEMENT UNITS KILL ALL  
COMPETITION! SECURE YOUR INVESTMENT!**

OF UTMOST IMPORTANCE! "MARKSMAN" is the *only* ray-shooting gun with Renewable Interchangeable Target Inserts furnished at regular intervals. Your "first-cost" becomes insignificant as fresh, live, new and different replacements hold your EARNINGS at par—and HOLD YOUR LOCATIONS INDEFINITELY. This feature, alone, puts "MARKSMAN" in a class by itself!



**BEAT YOUR COMPETITOR TO THE DRAW!  
INSTALL "MARKSMAN" IN EVERY ONE  
OF YOUR CHOICE LOCATIONS TODAY!!!**

**PACIFIC**



**MARKSMAN**

*Adjustable  
from*

- **HIGH STAND**  
with target above booths and other fixtures—it's pedestal adjustable to
- **LOW STAND**  
where locations require or prefer this type—and
- **WALL MODEL**  
without pedestal to suit every location condition. Suspends from the
- **CEILING**  
leaving no objection whatsoever to the installation of "MARKSMAN"!

**WIRE FOR FULL DETAILS  
ON HOW YOU CAN BUY ON**

**PAMCO'S  
PAY AS YOU  
PROFIT PLAN!**

A Lenient Deferred Payment Plan is available to Operators, Jobbers and Distributors everywhere. Permits you to invest in "MARKSMAN" and pay as you go along making RICH "MARKSMAN" PROFITS. Complete information furnished on request.

**PAMCO  
CHICAGO**

# Bally's PREAKNESS



**1-SHOT • CHANGING ODDS • PAYOUT  
AWARDS ON WIN • PLACE • SHOW  
AND 4<sup>TH</sup> PLACE PURSE**

**DOMINATING SIZE! SPECTACULAR FLASH!**

Player gets from 1 to 7 Selections each game—and can win on Win, Place, Show AND 4<sup>TH</sup> PLACE —28 winners possible on a roomy, wide-open board—and 40-TO-1 TOP ODDS! See the dazzling flash of the big 14-INCH-HIGH LIGHT-BOX—the sizzling spring-action of the play-field—the simple, sturdy mechanism—positive ADJUSTMENT feature — and you'll see why operators call PREAKNESS the fastest money-maker Bally ever built! ORDER YOURS TODAY — BY WIRE!

54 IN. BY 26 IN.

**PAYOUT  
\$149<sup>50</sup>**

**TICKET: \$159.50**

**POWER-PAK  
EQUIPPED**

**NO CHARGE FOR  
CHECK SEPARATOR**

$\frac{1}{3}$  with order, balance C.O.D.  
l. c. b. Chicago.

**VOLUME  
DELIVERY  
POSITIVELY  
MONDAY  
OCT. 5**

**RUSH YOUR  
ORDER!**

- IN-A-DRAWER MECHANISM
- 12-COIN ESCALATOR
- A. B. T. 400 COIN CHUTE

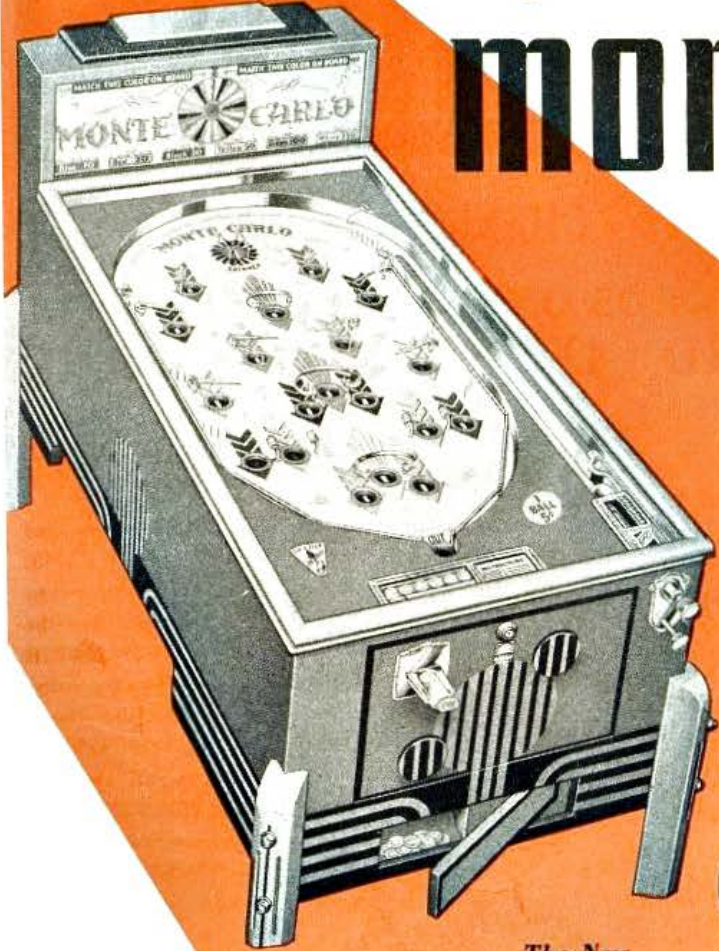


**BALLY MFG. CO.**

**2640 BELMONT AVE., CHICAGO, ILL.**

*Already a Sensation!*

# MONTE CARLO



★ Features Galore—in fact, so many features you can only appreciate them by receiving a practical demonstration standing before the actual game.

A. B. T.'s new 400 Escalator . . . large colorful spinning disc on the back-board, matches six glorious colors on the playing field. Simply a riot of color, beauty and charm. Zip, flash, pep and thrills . . . only 5 batteries . . . ROCK-OLA's new 12-way bouncing springs . . . that means, new alert spring action . . . no bulbs to burn out . . . no charge for check separator . . . this new gorgeous one-shot pay-out which was originally scheduled for \$149.00 means your big opportunity to get a game in the large cost class—for a small cost price.

Only the gigantic production of world-famous ROCK-OLA products makes this extremely low price, your big gain. Phone your distributors—NOW!

ONLY

**\$98<sup>50</sup>**

*The New Sensation*

# BIG BANK NITE

*Continues to be the BIG Leader!*

★ Exceeding its quota for the ninth time! . . . Nothing like it in the history of the coin-machine business! . . . Profits almost unbelievable, but the extensive advertising of almost every theatre "Playing" BIG BANK NITE at least one nite every week has already created millions of dollars worth of publicity for YOU.

This tremendous advertising is the answer, not to "A maiden's prayer"—but to an operator's dream of heavenly PROFITS.

This year's outstanding game will pay you BIG in every location.

If there are still locations without this game—put it in as soon as possible and cash in on the biggest Profit-Producer. Your distributor will serve YOU.



**\$49<sup>50</sup>**

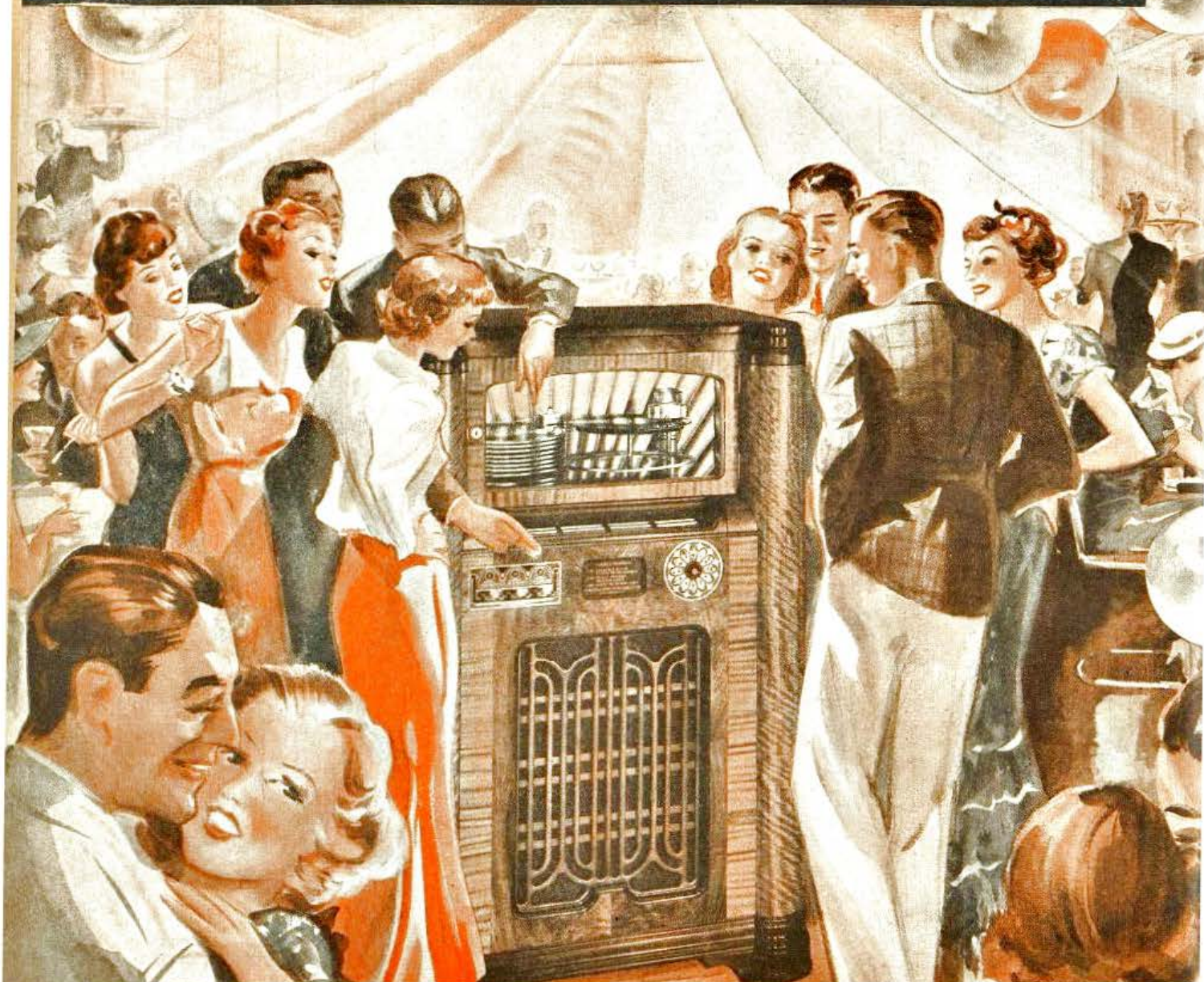
*Still Banking Big Returns*



**ROCK-OLA MFG. CORPORATION**

800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS

# GET AND HOLD THE BEST LOCATIONS....



## *with the* WURLITZER-SIMPLEX **Automatic Phonograph**

The smart spots—the live spots—the money making spots are all turning to Wurlitzer-Simplex Automatic Phonographs for the magic music that pulls the big crowds.

All the latest developments radio broadcasting and reception have contributed to recording and amplification are embodied in the gorgeous tone of this instrument. Even the most educated ear finds it difficult to distinguish between the smooth, rich tone of the Wurlitzer-Simplex Automatic Phonograph and that of real-life performance.

Wherever installed, the Simplex becomes the center of attraction—assuring continuous use and correspondingly large and steady profits.

If you want to get and hold the big locations—the busy locations—the best locations—let the experience of America's most successful operators be your guide. Operate with the WURLITZER-SIMPLEX.

THE RUDOLPH WURLITZER CO.  
NORTH TONAWANDA, N. Y.

**SOLD ONLY TO  
OPERATORS**