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The World's Foremost Amusement Weekly



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RODEOS WIN NEW YORK, CHI

New York Night Clubs Caught In Dewey Probe Into Rackets

Clubs and restaurants mulcted of \$2,000,000 a year—rackets worked thru control of "employers' association" and AFL unions—Dutch Schultz gang suspected

NEW YORK, Oct. 24.—The long-threatened expose of the alleged racket victimizing local night club and restaurant employers and employees alike finally broke Tuesday when Special Prosecutor Thomas E. Dewey had nine men arrested and held on high bail, charging them with conspiracy. Cited as among the victims were the Hollywood, Paradise, Jack Dempsey's, the Tavern-on-the-Green, the Stork Club, Gallagher's, the Brass Rail, Rosoff's, along with the Silver, Foltis-Fischer and Steuben's chains of restaurants. According to Dewey, proprietors of these spots were compelled to join the Metropolitan Restaurant and Cafeteria Association, paying initiation fees ranging from the regular \$250 to as high as \$10,000 and also dues. Employees were compelled to join an American Federation of Labor union, but their working conditions were not improved. Unions involved are Local 16 and Local 302 of the Hotel and Restaurant Employees' International.

Dewey claims \$2,000,000 was taken from restaurant owners a year by the "racket." The nine individuals arrested are alleged to have embezzled \$240,000 from the three organizations involved.

As a result the two waiter unions involved are being reorganized. Some cafes have seized the opportunity to break their contract with the unions, ordering their employees to tear up their membership cards.

Jack Dempsey, who was photographed shaking hands with the head of Local 16 last year, is being razed in the papers as being an unwitting victim of the racket.

The rumpus recalls the mysterious strikes called against three local night clubs last December. The workers did not win improved conditions as a result of their walkout and the club owners claimed they did not know why the union called the strike.

Seven others are under indictment. All are being linked with the gang of the late Dutch Schultz.

Start Drives To Aid Legit

Equity meeting discusses plans to be submitted to council—Golden's air tie

NEW YORK, Oct. 24.—Frank Gillmore, Equity president, yesterday made a survey of the condition of legit at a meeting of the council, the opening move of a constructive discussion in which the League of New York Theaters, the Dramatists' Guild and the various theatrical unions will be invited to join as soon as a more definite plan is formulated and approved. Measures to be taken will be not only of local benefit, but of a nature designed to bring back the road—the campaign for the latter having already begun last week at the meeting with Trunk Lines for concessions to traveling theatrical companies.

Tying in with Equity's plan, which is in turn aided and abetted by the various managers' and playwrights' associations, is the idea of producer John Golden, who is toying with the plan of legit (See **START DRIVES** on page 10)

West Point, Miss., Scene of 7 Show Trains in One Day

WEST POINT, Miss., Oct. 24.—This little city was suddenly catapulted into the limelight last Sunday when seven show trains entered or passed thru the town. There were four sections of the Ringling-Barnum Circus en route from Tuscaloosa, Ala., to Memphis; two sections of the Royal American Shows en route from Columbus, Miss., to Jackson, Miss., and the Al C. Hansen Shows arriving to play the West Point Fair.

Mohawk Valley Hit by Flood

Carnival four feet under water at Laurens, S. C.—damage, however, is small

ABBEVILLE, S. C., Oct. 24.—Mohawk Valley Shows, under management of Leo M. Bistany, last week were caught unaware in a flood at Laurens, S. C., where they were located on a meadow along a creek. The lot in some places was more than four feet under water. Thru the efforts of Bistany and his attaches the show properties were saved and the damage was small.

"It was the most pitiful sight I have ever seen in my many years in show business," said Harry E. Wilson, a member of the show's staff. "On Thursday night it started to rain and the lot began to get muddy, necessitating an early closing. Early Friday morning we found the lot covered with four feet or more (See **MOHAWK VALLEY** on page 87)

Red Letter Day

NASHVILLE, Oct. 24.—Jack Crumley, of the Great Yacopi Troupe with the Ringling-Barnum Circus, was one of the happiest acrobats in the world when the circus played this city Thursday (22). Nashville is Jack's home town, he played it on his birthday and Thursday is always pay day on the Ringling lot.

Florida Pix Suit On Anti-Trust

ATLANTA, Oct. 24.—Eight motion picture distributors were made defendants here Friday in a Federal Court suit alleging violation of the Sherman and Clayton anti-trust acts.

The Broadway Theater, Inc., of Ybor City, Fla., filed the suit, placing it in the Atlantic District Court because Southern headquarters for the larger distributors are located here. Hearing was set for (See **FLORIDA PIX SUIT** on page 10)

Miss. Fair Tops Its 1-Day Midway Gross Mark With Royal American

JACKSON, Miss., Oct. 24.—The Mississippi State Fair here topped its own one-day midway gross record with Royal American Shows yesterday but fell a little short of reaching the single-day record established at the Minnesota State Fair in September. The gross was within a few cents of \$23,000. This was \$1,000 ahead of the big day last year and more than \$2,000 ahead of the first single-day record achieved here two years ago by Royal American.

Up to the Labor Day event at Minnesota State Fair the Mississippi State Fair claimed a world's single-day record with the figures quoted.

C. J. Bedimayr and the Velare brothers were of the opinion that unusually cold weather last night reduced the patronage of riding devices. The Kemp Lion Motordrome and Raynell's Flying High Revus each experienced the best days in their history. The Skooter ride topped (See **MISS. FAIR** on page 87)

Garden Gross Is 20% Ahead '35

Stadium passes 100,000 mark first 10 days—Boston rodeo later this year

NEW YORK, Oct. 26.—After closing one of the most remarkable engagements in rodeo history last night, Colonel W. T. Johnson's cowboy opera, 1936 vintage, is moving out of Madison Square Garden today for its annual invasion of Boston, where the San Antonio rancher's contingent opens an 11-day engagement at Boston Garden on next Sunday (1). From the Huo City the rodeo will head toward Texas, tentative arrangements having been made with the Dallas Exposition for the show to appear on the grounds the closing two weeks of the exposition. Nothing is in black and white as yet, but in all probability the Southern engagement will become a reality.

According to Garden officials, the series of cowboy and cowgirl contests this year was the most successful ever held in New York, and possibly the most successful ever conducted anywhere. Final attendance and revenue figures are not available as this is being written, but officials have informed *The Billboard* that all records were broken. The gross from everything is about 20 per cent ahead of 1935, they said.

First three days of the event ran slightly behind last year, but the Columbus Day week-end was strong enough to put the show slightly ahead of business for the corresponding period last year. Business picked up decidedly during the final week, the Garden being sold out (See **RODEOS WIN** on page 85)

Chicago Expects Still Greater Buildup

CHICAGO, Oct. 26.—Chicago Stadium Rodeo, which opened October 18, has shown an excellent buildup during the past week. Saturday night registered an almost full house.

With Sunday, the 10th day, the attendance total passed the 100,000 mark, according to the Stadium management. Officials are confident this week will show a still greater buildup.

The rodeo is definitely set to become an annual event.

Advance Sale for Boston Rodeo Good

BOSTON, Oct. 26.—Col. W. T. Johnson's all-steel stock train will pull into Boston Garden tomorrow from New York. The rodeo starts next Sunday night and continues thru November 11. For the past five years the Boston Rodeo has always opened on a Thursday or Friday night, but the late start this year avoids much of the conflict with the national election ballihood.

The advance ticket sale gives indications that this year will be tops of the six years that the cowboys have come to Boston.

Henry G. Lapham, president of the new Boston Garden Corporation, is an ardent rodeo fan. He is the owner of a Western ranch himself and has foregone a California business trip to stay on in Boston until the end of the show. While born and living in the East all his life, George V. Brown, Garden general manager, who has a big stock farm at Hopkinton, Mass., has individual (See **ADVANCE SALE** on page 85)

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Cagney Plans Stage Units

May gather film players to tour smaller cities—now with Grand National

NEW YORK, Oct. 31.—Grand National Pictures yesterday verified reports that James Cagney is interested in recruiting a group of screen players to present shows in cities of less than 100,000 population. This, closely following RKO-Radio's recent announcement via the radio that it would give its stars gratis to legit companies for short periods, seems an answer to the old proposal by Actors' Equity that the film industry support the declining legit stage for the mutual benefit of both.

Cagney, at present doing a picture for Grand National, is understood to have already corralled Robert Montgomery, Pat O'Brien and William Gargan and considers the idea as not only one which will give legit a break but as the fulfillment of a desire on his part to "meet theater managers and work with real audiences."

Plans are as yet immature, but mention is made of a rotary system in which the screen players will alternate in the various roles nightly.

One interesting angle concerns the possibility that Cagney may use such a legit company to oppose picture product of Warner, against whom he once admitted a peeve.

OUT-OF-TOWN OPENINGS "Deadline"

(Pasadena, Calif.)

By Bob White and Gerald Burnett. Directed by Thomas Henry Browne. Sets by Glover. Presented by the Pasadena Community Playhouse for a two-week run beginning October 20.

Cast includes Thomas Browne Henry, Ann Peck, George Lynn, Patsy Challengren, Frank Raamussen, Robert Gillette, June Shafer, Oval Wylie, Powell Berrien, Roger Joseph, Eugene Berry, William Clark, Robert Jones, June Golden, Joseph Stan-sill, Dana Andrews, Foy Van Dolson, Wolfram Von Bock, Wesley Meredith, Philip Van Dyke and Horatio Butters.

To the long list of plays dealing with the merry, mad escapades of newspaper men is added this new piece by two members of the local newwriting brigade who apparently know themselves as well as their colleagues and present their tale in a mad, cynical manner along the well-known lines already rutted deep since *The Front Page*.

Story deals rather sketchily and episodically with the marital and amorous trials and tribulations of a Sunday editor. It is backed up with a continual run of beefs from other department heads and depicts the Sunday editor as a sort of fixer-upper of everything, including his relations with his wife, who is ever quitting him only to return countless times because of his deft pleadings. Editor is in continual ditch between his home life and the business of getting out the edition.

Plot is thin, but characterizations, especially that of Tom Henry as the editor, lend piece much strength. Starts slowly but gains speed after early scenes. Thereafter travels at a nice pace and builds upon swell dialog without having to fall back on threadbare theme. A little cutting and plot building is all the piece needs for Broadway trial. S. P.

Lincoln Musical Planned

NEW YORK, Oct. 31.—George Freysadt, of Paramount Pictures, is doing the book for *Ann Rutledge*, a musical based on the Abraham Lincoln-Ann Rutledge romance. Joseph N. Weiss, radio arranger-composer, is completing the score of the production, which is scheduled for a January opening.

Picketing in Absentia

NEW YORK, Oct. 24.—Following letter came into the theater drive headquarters of Local 802-AFA this week:

"Dear Sir and Brother: I received your letter . . . about picketing theaters in New York. . . I live in Nice, France, and no longer practice my profession.

"I belong to the Associated Musicians of New York for the last 30 years and to the American Federation of Labor from the beginning of affiliation.

"I am 75 years old and you will understand that I cannot, in spite of my very good will, come to New York to picket theaters.

"I wish with all my heart that our union will have a complete victory in its campaign.

"Fraternally yours,
Nice, France. Giuseppe Lozzacetti."

Two Bank Night Suits in Denver

DENVER, Oct. 24.—Two dissatisfied customers are going forward in court against the Lucky Seven Theaters here, claiming to have won sums of money in their Bank Night drawings.

Mrs. M. C. Morain, who is bringing suit for \$1,000, claims she won that amount when she was represented by a so-called matinee registration card given her that day. The theater management denies ever having in its possession a courtesy registration for Mrs. Morain. Robert L. Voth, the other contestant, claims that the name was called as "Roth" when he was standing outside one of the theaters and that he did not answer because he did not know that his name had been called.

AFA Indorses Fischel; Praises F. D. R., Lehman

NEW YORK, Oct. 24.—Banking on his pledge to advocate legislation beneficial to performers, the American Federation of Actors' Council has indorsed Leon A. Fischel, a former actor now Democratic candidate for State senator from the midtown district. Fischel has also won the indorsement of the Central Trades and Labor Council of Greater New York.

The AFA council has adopted a resolution praising President Franklin D. Roosevelt and Governor Herbert H. Lehman for "their friendliness toward organized labor."

New Policy for Hollywood's WPA Results in Fine Showing

HOLLYWOOD, Oct. 24.—Establishing what is certain to be a permanent outpost for itself in the film capital, the Los Angeles Federal Theater Project reopened the Hollywood Playhouse on lease with a hit revival of Julian Thompson's *Warrior's Husband*. Production lacks nothing, is perfectly cast and undeniably directed. Looks like the return of the professional theater to this house after a recent burlesque invasion and previous WPA minor efforts.

Several events combine to make this reopening important in project annals. First, of course, is the fact that the

Expect National Coverage On Drive for Live Entertainment

NEW YORK, Oct. 24.—Local 802, American Federation of Musicians, working with the American Federation of Actors, has received word from several out-of-town musicians' locals that serious consideration is being given commencement of theater drives similar to that started here in New York by the AFA and Local 802. Entire group of New England locals, numbering 30, will vote its approval tomorrow (Sunday) at a joint meeting in Portland, Me., of the New York campaign and will discuss plans to start their own picketing drives

in their home cities and towns. Hartford local has informed 802 that it has already succeeded in opening an additional theater in that city.

Local 444, in Jacksonville, Fla., is another to advise Local 802 that it has begun an appeal to the public to patronize only live talent houses and stay away from straight sound spots. Local 65, of Houston, Tex., told New York that adoption of a theater campaign will be given consideration by the membership.

New York campaign continues in status quo. Harlem was the scene today (See NATIONAL COVERAGE page 14)

Kentucky Taxes Keep Out Legit

LOUISVILLE, Oct. 24.—Because of the State tax on amusements, amounting to 48 cents on a \$2.50 ticket, road show bookings for this city are being canceled, according to William Hoke Camp, operator of the Memorial Auditorium, which houses upper-bracket productions. Some of the bookings scheduled to come in after January 1 are undecided, apparently waiting for the legislature to repeal or amend the measure.

Setup of current levy amounts to nothing on the first 10 cents; 1 cent on 11 to 18 cents; 3 cents, 29 to 38 cents, and 1 cent on every additional 5 cents on admissions over 38 cents, amounting to 48 cents on a \$2.50 admission. In addition a Federal tax of 25 cents is collected, bringing the admission price to \$3.21.

Exterminators Win

NEW YORK, Oct. 24.—Strike of exterminators and fumigators in local theaters, cafes and other buildings has ended. Union claims a victory, regaining the closed shop for two years and a wage increase of \$1.50 a week per man the coming year, with another \$1.50 per week the following year. Strikers have gone back to work, but scabs remain, both sides promising not to discriminate. Alan Ross is president of the union, which is affiliated with the Building Service Employees' International Union.

"New Faces" Road Tour

PHILADELPHIA, Oct. 24.—In closing with Lawrence Shubert Lawrence for the Forrest Theater, Martin Jones has definitely decided to send *New Faces* on the road. Jones has set up a consecutive route until June, when all contracts for the offering expire. After seven months at the Vanderbilt, New York, revue comes to Philadelphia for a fortnight November 9. Follows with a week in Newark and then goes to Boston for a limited stay.

"Waters" Playdate Set

NEW YORK, Oct. 24.—*Green Waters*. Lee and J. J. Shubert's production of Max Catto's London success of last season, featuring Denis O'Dea, Doris Dalton and Reginald Bach, is scheduled to open at the Masque Theater November 4 following a short stay at New Haven beginning October 30. Play, a domestic drama set in a North Scotland fishing town, has sets by Watson Barratt.

Council Meeting Switch

NEW YORK, Oct. 24.—Equity council meeting originally slated for November 3 will be held November 2 because of elections and special matinees on the former date.

RUDY VALLEE (This Week's Cover Subject)

HUBERT PRIOR (RUDY) VALLEE was born in Island Pond, Vt., but grew up and went to school in Westbrook, Me. The only work in his father's drug store which interested him was in demonstrating phonograph records, and in school he devoted considerable time to amateur theatricals. His first theater job was at the local Star Theater, where he kept the place clean, tended the furnace and performed a host of other chores. Later he became head usher at the Strand Theater, Portland, Me., but his ambitions ran in other directions and he rented a saxophone from the theater's chief electrician. He taught himself, aided by Rudy Wiedoff's records. His admiration for Wiedoff gave Vallee his nickname.

Shortly before he started at Maine University, which he attended for a year, Rudy made local appearances as a soloist. From Maine, as is well known, he went to Yale, but left when he was called to the Hotel Savoy in London. He returned to Yale and was graduated in 1927. During his student days he played innumerable dance dates. In December, 1927, he came to New York and played more dance engagements, getting his first big chance at the Heigh-Ho Club. His first broadcast was on WABC, in February, 1928, with WOR and WMCA following later on. Then he was set for a commercial series on WJZ, and, in the meantime, shifted his night-club work to the Villa Vallee, broadcasting over NDC. By this time Vallee was "in."

In the spring of 1929 Vallee was booked for 10 weeks at the New York Paramount, where his run established records. That summer he made his first picture, "The Vagabond Lover," the title based on the theme song he then used. Back in New York he played between the New York and Paramount theaters for two years. His other activities were legion—shorts, Victor recordings, authorship of a book, "Vagabond Dreams Come True," and, of course, countless benefits.

In 1929 he started on NBC for Fleischmann's Yeast and for the seven years since has broadcast steadily for the same sponsor, Standard Brands. Recently the product was changed to Royal Gelatine. His broadcast had led to stardom for many performers. Vallee also starred in two other film features, "Scandals" and "Sweet Music," as well as playing at the Hotels Pennsylvania and Astor in New York and the Hollywood Restaurant on Broadway.

Fair Stem Biz, With Clubs Getting Generally Good Take

NEW YORK, Oct. 24.—Legit and nito spots, particularly hotel dining rooms, are experiencing fair and in some instances good business, according to reports of ticket brokers and impresarios. Among the niteries, the French Casino and the Cotton Club lead the way, with the Paradise and Hollywood close runners-up, crowd at the latter last night being heavy. The Trignon Room of the Ambassador, opened last week, gives

indication of drawing well with Ramon Ramos. Similarly, Essex House, with Nat Brandwynne, is taking good grosses. The Biltmore, with Illiana, Continental singer, and Russ Morgan and Mineo, is proving among the more consistent skekel-grabbers. Pierre Hotel, opening recently with its first floor show, a new policy at this hotel, has been faring poorly.

Legit field can easily absorb more hits, judging by the play given *Tovarich*, *White Horse Inn*, and, to a lesser extent, *Olejud's Hamlet* and *Reckless Glory*. Openings of the week were Sam Byrd's *White Horse Inn*, which closed last night, and *Swing Your Lady*, *Iron Men*, *Ten Million Ghosts* and *Stage Door*. Last mentioned is the strongest; *Lady*, a farce, may get by on cut-rating; *Men*, with tricky sets but scarcely a play, is weak; and *Ghost*, (See FAIR STEM BIZ on page 10)

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N. Y. Dance Teachers Elect; Pittsburgh Group Raps WPA

DTBA elects Lindsay president, Parson secretary—Pittsburgh DTA attacks free dance classes—Louisiana DMA fights tax on special events and on "luxuries"

NEW YORK, Oct. 24.—The Dance Teachers' Business Association held its annual elections at the Park Central Hotel here electing Cedrio Lindsay, former vaude dancer, president; Bernie Sager, Donald Grant and Margaret Burton, vice-presidents; Thomas E. Parson, executive secretary; Robina Swanson, treasurer; Marian Howell, five-year director, and Joseph Auerbach and Frank Howell, sergeants at arms. Incumbent directors are Mildred Drewes, Jack Manning, Frank Smith and Louis Chalf. Retiring director is Grace Shields. Sixteen members joined during the meeting, 120 attending. Bobby Heftner, Edward Sinclair and the DiGitanos gave dance demonstrations.

The New York Society of Teachers of Dancing held its October meeting at the Hotel Astor with Roderick C. Grant presiding. (See DANCE TEACHERS on page 14)

Music Men To Meet To Air Grievances

NEW YORK, Oct. 28.—In an effort to put the recently adopted code of ethics into practice on a basis favorable to all members of the Music Publishers' Protective Association, Joseph V. McKee, newly appointed general counsel and arbiter for the popular music industry, will this week call upon all dissatisfied music men to voice their objections. Changes in the code presented to the Federal Trade Commission will then be considered. Immediate move of McKee, however, will be a close study of the industry and its problems as they relate to the code and fair trade practices.

Another angle that may be straightened out this week is the Lucky Strike Hit Parade, mentioned in these columns some weeks ago as being tough on publishers whose songs are stated by Lucky Strike to be dropping from fourth to 10th place, etc. Conference this week will probably find the American Tobacco Company and the Lord & Thomas Agency capitulating and mentioning the first three songs only in numerical order. If Luckies do not conform to the music men's way of thinking it is possible McKee will be asked to get out an injunction.

Legitimate Road Offerings

ALBANY, N. Y., Oct. 24.—Local theater patrons are showing their appreciation for the presentation of legitimate road offerings at the Capitol Theater. Business continues to increase each succeeding week of the engagement. Current attraction, which opened to large audiences, is *One Good Year*.

Next booking, *Nazimova in Hedda Gabler*. Stern has appointed Charles Herzog resident manager of the Capitol, George J. Daley as advertising director.

Southern MPTO Elects Officers

MEMPHIS, Oct. 24.—R. X. Williams Jr., showman-mayor of Oxford, Miss., was elected to succeed M. A. Lightman, of Memphis, as president of Motion Picture Theater Owners of Arkansas, Mississippi and Tennessee at the organization's semi-annual convention in Mem-

phis last Sunday and Monday. Lightman in turn was elected to succeed Emma Cox, of Osceola, Ark., as chairman of the board of directors.

J. A. West, of Louisville, was elected vice-president for Mississippi; L. P. Havens, of Blytheville, vice-president for Arkansas, and W. F. Ruffin, of Covington, vice-president for Tennessee.

Members of the new board are: for Arkansas, M. S. McCord and Henry Sanders, Little Rock; Cecil Cupp, Arkadelphia; J. P. Norman, England; H. D. Wharton, Warren; O. W. McCutchen, Blytheville, and Miss Cox, Osceola; for Mississippi, W. S. Tyson, Water Valley; W. H. Baker, Macon; and W. A. Rush, Houston, and for Tennessee, Y. D. Moore, McKenzie; Tom Ballas, Col. Cecil E. Vogel, and Lightman, all of Memphis.

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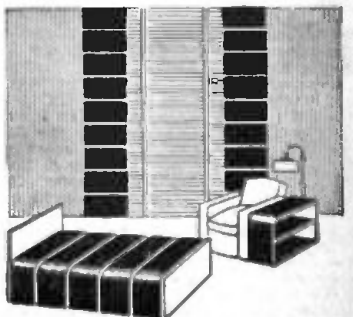
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POLITICAL HEADACHES

Networks Hopefully Eye Final Rush of Speakers to the Mike

Most of the \$2,000,000 being spent is laid on line this year, but inconveniences outweigh the dough—okeh for small stations—squawks are unprecedented

NEW YORK, Oct. 26.—Another 10 days and the networks at least will be rid of a headache, one that pays in a way, but on the whole worth less to radio in a monetary way than it is to the public and political parties in partisan service. More than \$2,000,000 will have been expended by parties and candidates, national and local in coverage, when Election Day is over on November 3. While the returns will be sold as commercial broadcasts in spots, the leading chains will air the results as usual in co-operation with the respective news services with which they are affiliated. Commercial programs are still being swept aside with and without trouble, all according to the political views of advertisers, and sometimes even the sponsor is not in sympathy. A week from now a grand finale for both parties will virtually eliminate commercial accounts from the air during the late evening hours, particularly in the East.

National Broadcasting Company is revealing its take from political speeches, but Columbia Broadcasting Company is saying nothing. While the Republican Party may still have a peeve against CBS, and it appears to be bad break for CBS if Landon gets in, a new rush of heavy buying on CBS has come from the Republican National Committee, most of the hookups being more than 60 outlets. A few are local or split networks. As against eight new accounts bought on CBS by Republicans there are two new ones taken by the Democratic National Committee.

Apart from inconveniences and not allowing for rebates to displaced commercials, NBC states that the RNC has spent \$268,000 on its stations, while the DNC has parted (or will) to the tune of \$185,000. Communists last month bought about \$20,000 worth of NBC time, which does not include many local spots on web and unaffiliated outlets throughout the country. Local and State parties have spent about \$75,000 to date with NBC. Time bought and not included in the above figures since it is yet to be used between now and election on NBC includes \$90,000 worth of facilities by the Republicans; Democrats, \$65,000; Communists, \$18,000; Socialists, \$7,000, and Union Party, \$9,000. There will be an additional \$15,000 worth of spot broadcasting. A sudden rally by either party can easily add another \$50,000 to the bill. Mutual Broadcasting System hasn't made a grand total of its political dough. Locally, considerable money is being spent with outlets thruout the country.

The Headaches

Altho the greatest flare-up was the Vandenberg mixup emanating from Chicago via the CBS ban on recorded programs, the Communist Party and its Presidential candidate, Earl Browder, are still getting in jams in communities that do not want to hear him, but the dailies are making up for any such publicity lost. Hearst papers especially, in seeking to keep Browder down, are giving him more space than he ever hoped to get. Other Communist speakers are either egged or jalled regularly in connection with broadcasts, a typical case being KKO in El Centro, Calif. Gerald L. K. Smith, carrying on for Huey Long, got into an altercation in a New Orleans station.

Not only are the candidates and their respective parties touchy on any faulty broadcast, but hundreds of listeners rush to the phones when any speaker is cut off, no matter if only a half minute, or the station goes dead for a minute.

Philly Sells the Returns

PHILADELPHIA, Oct. 24.—Radio row's plans to air the election returns are all getting the blessing of sponsor coin. Greystone Wines pays the bill for WFIL and WIP; Pep Boys, auto supplies, get the plugs at WCAU, and Kopper's Coke at KYW. All stations have made elaborate plans for coverage, with papers and ticker service co-operating. Only battle expected is that in the race for firsts on the flashes.

Dempsey Disk Show Airs Around Jan. 1

NEW YORK, Oct. 26.—Grombach Productions will start work within 10 days on the new series of electrical transcriptions which will feature Jack Dempsey as master of ceremonies. Also on the show will be an orchestra conducted by Frank Ventre, while guest stars tentatively lined up are Hannah Williams (Mrs. Dempsey), Mildred Bailey, Gloria Grafton, Irene Bordoni and Willard Robison. Programs will include a re-enacted dramatization of one of the champ's fights, as well as some continuity and atmosphere such as the Dempsey Restaurant.

James A. Greene & Company, ad agency of Atlanta, are handling the account, Nehi, Inc., manufacturers of soft drinks. Time will be bought on approximately 100 stations, with the program getting under way around the first of the year.

KTRH in New Studios

HOUSTON, Oct. 24.—Equipped with every device to fill modern broadcasting needs, the remodeled studios of Station KTRH, CBS' Houston link, on the sixth floor of the Rice Hotel, were formally dedicated last Sunday. New interior decorations, air-conditioning, enlarged and additional studios, latest acoustic treatment of all walls, additional office space, new microphones and other transmitting equipment are all part of the changes costing thousands of dollars. The station thus becomes one of the most modern in the Southwest. It has been a member of the CBS for about five years. Tilford Jones is director of the outlet.

Allocation Hearing Winds Up; Next Move to Come From FCC

WASHINGTON, Oct. 24.—Federal Communications Commission's hearing on reallocation ended here last Tuesday evening. By then a welter of testimony and opinions from all branches of the broadcasting industry had been presented. Networks and high-powered stations, clear channel and regional groups all delivered their beliefs and credos as to what steps the FCC should take, and giving their complicated technical versions.

Briefly summarized, high points of the hearing included the following: Lenox R. Lohr, president of NBC, spoke for superpower with discretion, stating clear reception not only was involved for rural sections but also interference in certain population centers. Lohr advocated superpower in definite areas of the country. William S. Paley, on the other hand, spoke for extreme caution in giving out huge power boosts. Paley forecast disaster from such steps for regional channel and smallies.

Louis G. Caldwell appeared for the clear channel station. Paul D. Spearman spoke on behalf of the regional channel broadcasters. Question of the

A Break for the Staff

PHILADELPHIA, Oct. 24.—WIP is preparing an extensive newspaper advertising campaign in The Philadelphia Inquirer to plug station staff and artists. Will use half pages, devoting each to one of the 125 people at the studios. Ad will include pix and a thumbnail. However, entire setup calls for no financial outlay. Paper owes station more space than WIP can use on their time-for-space swap, and the daily plugs will help balance the ledger.

Indie Agency Ad in Papers

NEW YORK, Oct. 24.—First time that an advertising agency servicing radio accounts only, direct or thru other agencies, used a metropolitan daily as an advertising medium for its own services happened this week. Neff-Rogov, Inc., recently organized by Walter Neff and Bill Rogov when both men left WOR, was the agency. Copy was drawn and placed by Albert Frank-Guenther Law, Inc., for which agency Neff-Rogov handle radio.

Advertisement ran 10 inches in one column. Appeal was on the basis that "radio can be the costliest form of advertising there is or the least expensive." Went on to say that much of radio expenditure went for experimenting, "yet 98 per cent of this trial and error is a needless waste." Another comment on some shows now on the air was that shows could be made cheaper and more effective.

Neff said Thursday that his firm had received several inquiries from the ad. New business appeals by regular agencies appear frequently.

MBS Signs Another Coast-to-Coast Show

NEW YORK, Oct. 24.—Mutual Broadcasting System ticketed its second Coast-to-Coast commercial this week. Health Products Company (Feenamint) buying the cross-country service of the network, starting January 3, 1937. Feenamint is now using the Mutual setup as its stands. Feenamint will, besides the Don Lee stations, use Denver and St. Louis (KFEL and KWK). Same advertiser was one of the first to go on MBS when the network was organized.

Murine preceded Feenamint in signing for a Coast-to-Coast network on Mutual, but doesn't start until after Feenamint. Agency for Feenamint is William Esty Company.

Newark Outlet 'Moves' to N. Y.

No change in ownership or studios—discontinues its national rate

NEW YORK, Oct. 24.—WNEW, which became a New York station Wednesday when a request was approved by the Federal Communications Commission, dropped its national rate the same day with all advertisers to get the same or local rate.

Both changes went into effect immediately, station changing its signal announcement from WNEW, Newark, to WNEW, New York. Application was filed some time ago under the Davis law and is one of the rare instances wherein the commission has approved a station's moving without a change in call letters or ownership involved. WNEW will keep its studios in Newark and Paterson. Change occasioned some talk in the trade because of the number of stations already in New York. WNEW asking for the switch because of the prestige involved in getting over to New York officially.

In dropping its national rate, WNEW is following a trend in the radio industry. National advertisers have squawked because of the rate differences. Line of demarcation in the cases of certain advertisers was always a headache. WNEW's local rate is \$300 for an hour, Class A. National rate was \$400.

Mills Artists' Radio Thru McCaffrey-Hesse

NEW YORK, Oct. 24.—Bill McCaffrey, recently with the NBC Artists' Service, who left to go into the agency business with Nelson Hesse, has a deal set to handle radio sales for Mills Artists. One of the first of his activities under the new arrangement has him working on a deal whereby Yasha Bunchuk will go on NBC with a new wrinkle in symphonic presentations.

McCaffrey is also arranging an audition for Eddie Conrad and Richard Mack for both NBC and Standard Brands' Rudy Vallee program.

WAPQ Ready November 1

CHATTANOOGA, Oct. 24.—Installation of broadcasting equipment in the studios of WAPQ, Chattanooga's newest radio station, was under way this week. The transmitter equipment is being placed in a new brick building on Rossville boulevard and will be ready next week. Studios are located in the Read House, one of Chattanooga's leading hotels. Station is expected to start broadcasting regularly by the first of November. WLW programs will be rebroadcast in part with other programs originating in the home studio.

MBS-Don Lee Execs Confer

NEW YORK, Oct. 24.—Executives of the Don Lee network were in New York this week conferring with officials of the Mutual Broadcasting System. Topics included commercial angles and sustaining programs to be fed one another. Lee execs included Tom Lee, president; W. J. Gleason, secretary and treasurer of the Coast outfit; W. J. Brown, assistant studio director of KKL and Harold Peary, chief engineer for the network.

FCC Okies KGKO Move

NEW ORLEANS, Oct. 24.—Prediction recently made in trade circles that NBO was to expand in the South is regarded as nearer realization, with the Communications Commission approving the removal of KOKO from Wichita Falls to Dallas. Station has been named to carry NBC-Blue network programs in its new area.

Undated report is that the Blue will next pick up more indie stations, namely, in Houston, Tulsa, Little Rock, Beaumont and New Orleans.

High-School Shows In Strong Locally

NEW YORK, Oct. 24.—Radio's programs continue to come along in clusters, with shows using similar basic program ideas starting up on various stations within short periods. In at least two of the cases cited here it is known that neither station involved knew of the other's plans. The broadcasts are typical of the present radio trend toward more human interest and more conversational programs.

At present the high-school market seems to interest broadcasters. WNEW started a series about a month ago, devoted to this subject, with the students themselves producing and conducting the broadcast. WOR followed with a tieup with *The New York Herald-Tribune* and high-school sports. Latest is WMCA, which has hired a staff of 48 high-school kids as reporters. The kids, who are being paid \$1 a week and expenses by the station, collect news of various high schools in the metropolitan area. This is done thru a Scholastic News Service, set up by Emanuel Denby, a recent graduate who worked in school as correspondent for several New York dailies. The kids bring in the news, it's rewritten, and Don Kerr reads it on the air in a 15-minute program. Starting date on WMCA's show is October 31, five nights a week. Twist, incidentally, on this broadcast, will be that the news will pertain to the pupils themselves, rather than football teams, other school activities or teachers. Program is being handled by Hal Janiec, station's sports editor.

Other instances of ideas following suit are the WOR *Let's Visit* broadcasts and the NBC *Our Neighbors* series, which started within a week of one another. NBC show started October 11, with the WOR program starting October 4. Both shows were planned many weeks before opening.

New Biz, Renewals

NEW YORK, Oct. 24.—New accounts on the Columbia network:
REPUBLICAN NATIONAL and STATE COMMITTEES have contracted for eight periods between this date and Election Day, presenting various speakers.
DEMOCRATIC NATIONAL COMMITTEE has taken two spots, October 21 and October 23, for speeches.

NBC Accounts

BROWN & WILLIAMSON TOBACCO CORP., thru B., B., D. & O., New York, 29, starts November 9, Monday, 9:30-10 p.m., on WJZ and 43 stations. Jack Pearl, with Tommy Dorsey and his orchestra.
AMERICAN ROLLING MILL CO., thru Gardner Advertising Agency, starts November 23, Sunday, 8-8:30 p.m., on WJZ and 25 stations. Program to be announced.

MBS Accounts

NUMISMATIC CO. OF TEXAS, thru Quentler-Bridford Company, started October 20 on WOR and three stations, Tuesday, 7:45-8 p.m. *Money and Music*.
REPUBLICAN NATIONAL COMMITTEE, October 21, 1:45-2 p.m. Talk. WOR, WFIL.
DEMOCRATIC NATIONAL COMMITTEE, October 21, talk by President Roosevelt. Also Monday, November 2, 11:15-midnight, WOR and four stations. Talk.

New York Area

JACK BLUE STUDIO, direct, starts November 8, Sunday, 2-2:30 p.m. Variety program. WHN.
WILLIS LANE STUDIOS, direct, started October 18, Sunday, 12:30-12:45 p.m. Children's program. WHN.
R. L. WATKINS CO., thru Blackett-Sample-Hummert, Inc., New York, renewal effective October 19. *Movie Club*. WHN.
BILLY TAUB, direct, sport talks three times a week. WHN.
GENERAL MILLS, football talks Saturday afternoons, thru Simon-Michelson Company. WHN.
PROCTER & GAMBLE CO. thru Blackman Advertising, Monday thru Friday, five-minute transcriptions. WHN.

Newark

PURE MILK DAIRY PRODUCTS CO., thru Hanf-Metzger, Inc., starts November 4, news broadcasts. WOR.
PRODUCERS' DISTRIBUTING AGENCY, INC., thru Edwin H. Phillips Company, starts November 9, five-minute spots. WOR.
GARDNER NURSERY CO., thru North-
(See NEW BIZ on page 10)

Material Protection Bureau

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

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

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

West Coast Notes; "Carnival" Sponsor

SAN FRANCISCO, Oct. 24.—NBC's *Carefree Carnival*, dubbed the stopchild of West Coast radio because it has been batted around so much on the schedules, may take its place in the sun again with a sponsor. The 4-year-old Monday evening variety show, yanked off the airlines entirely this past month because of politicals, was once sponsored by Crazy Water Crystals. On Wednesday it was auditioned for Signal Oil Company and if the client is satisfied the show will be heard Coast wide on NBC's Pacific Red network starting November 20.

Helen Troy (Switchboard Susy) was in town from Hollywood to take part in the trial. Others auditioned for the show were the William Sisters, harmony trio; George Rand, comedian; Charles Marshall and his Mavericks; Irving Kennedy, tenor; Meredith Willson's Ork and Larry Kenting as emcee.

Eugene Hawes, formerly heard as Pedro Gonzales in various KFRC comedy shows, has been signed by KYA for its daily 7 a.m. *Musical Clock*. Hawes returned last week from a Pacific Northwest theater tour. . . . KYA's *Heart Mender*, Beth Love, has written a book of verse titled *Ad Lib*, accepted by publishers.

George Nickson, NBC tenor, portrays Rhadames in the Chamber Opera Company's production of *Aida* at the Oakland Auditorium Theater tonight. . . . Armand Girard, the network's ace baritone, furnishes the musical background for a political talk at the Washington Township Men's Club at Niles, Calif., October 28. . . . He is also signed to sing with the Sacramento Municipal Symphony December 10.

Meredith Willson for his NBC 10th anniversary Coast-to-Coast tribute last Wednesday had Estelle Gaen, concert pianist, as guest. She's the sister of Herb Gaen, *Chronicle* radio editor. . . . Mona Lowe, wife of Paul Rickenbacker, CBS Hollywood official, was guest vocalist on Tom Breneman's *Feminine Fancies* over KFRC a few days ago during her

West Coast AAAA Convention Promises To Be Lively Meet

DEL MONTE, Calif., Oct. 24.—Spokesmen for radio and advertising from all parts of the United States will attend the second annual Pacific Coast convention of the American Association of Advertising Agencies at the Del Monte Hotel here October 29 and 30.

Convention will follow closely the style set by the AAAA at White Sulphur Springs, W. Va., October 8-10, inclusive, with all sessions invitational. Informal and unrecorded, the first day business sessions will be for members and agency guests only. Members and all guests will be admitted to the second day sessions. Dynamic side of the problems of advertising, with no thought in mind that the essentials of agency practice are changing, will be stressed. The changing external factors affecting agencies and their work will be discussed at the first day closed sessions. Phases of agency activities which reflect changing conditions and new opportunities will be studied.

John Benson, president of the AAAA from New York, and Paul Cornell, of Geyer, Cornell & Newell, Inc., that city, who is board chairman of the AAAA, will be among the principal speakers. Others scheduled to speak include Joseph Sine, New York industrial engineer, whose subject is "The Public Eye," and Prof.

N. Y. Class B Outlets Okeh Pact With Musician Union

Stations give musicians increases, and setup provides for minimum house men — WFIL, Philadelphia, gets set while WCAU holdout may affect a CBS pickup

NEW YORK, Oct. 26.—New York's Class B radio stations, WMCA, WINS and WHN, start operating today under new agreements with Local 802, American Federation of Musicians. Contracts haven't been signed, but the local and the stations have already agreed on the arrangements. Negotiations had been going on for several months. New contracts give the musicians advances all along the line, with contracts to be for one year. Terms agreed upon by Local 802 and the Class A (network) stations in New York are for two years. Reason the Class B deal is for single year is that the local's officers feel radio will improve considerably in a business way within the next year and that the stations will be able to offer even better conditions. In the case of the networks, while business may improve, it will not be on as marked a scale, it is felt, and the two-year ticket will avoid headaches caused by negotiations. Some Class C stations have also agreed on new terms.

"Broadway's Children" Planned as NBC Show

NEW YORK, Oct. 24.—NBC Artists' Service is building a new program called *Broadway's Children*, featuring offspring of name players. Only kids to be eligible are those who have followed in their parents' footsteps and are known themselves as performers.

Among those mentioned are Mitzi Green (Keno and Green); George M. Cohan's daughters, Helen and Gerorgette; Frankie Thomas Jr., and John and Ethel Barrymore Colt.

vacation here.

Lloyd E. Yoder, NBC's Western division press relations chief, is in Seattle today to officiate as head linesman during the California-Washington grid battle.

Los Angeles

LOS ANGELES, Oct. 24.—With architect's plans and drawings complete, construction on the new Columbia Broadcasting studio here will start before the first of the year when present building occupying site on Sunset at Gower street will be demolished. Present plans call for occupancy of new headquarters by next October. Plant will be of modern American design. Earl Heltshmidt, local builder, in charge of construction.

After seven years on the local airways with his film studio gossip, George Fisher goes commercial for the first time November 2 when his period will go out under Dr. Strasska's Toothpaste banner over 14 stations of the Don Lee chain, with possibility that program will go national over Mutual-Don Lee after the first of year. Toothpaste company is spotting Fisher's face on placards to be distributed in 1,000 drug stores thru State. Fisher pioneered pig gubbing on KPWB, where he was publicity director

(See WEST COAST on page 9)

Class C stations, which include WHOM, WOXY, WFAB and others are now to use a six-man minimum crew. The limitless stretch under which these stations worked has been eliminated. Men can now work one-half the number of hours of the stretch, such as one out of two hours, two out of four, etc. Pay starts at \$25 weekly for the one-hour classification, up to \$40 for the four out of eight stint. This represents a \$5 advance for each classification. Conductor minimum is one and three-quarters.

Local 802 is swinging a club over the heads of both the B and C stations. If the stations fall to hire house men, musicians working on remotes, from hotels and clubs, etc., are to be paid the single engagement fee, in addition to their regular salaries, this extra money to be paid by the employer, hotel, etc. Local feels that rather than pay this extra money, which is considerably more than the \$2 broadcast fee which is paid under ordinary circumstances, employers will either squawk to the station or take the broadcasts elsewhere. Station WNEW, which became a New York outlet this week, is under a contract jointly agreed upon by the Newark and New York locals. This is still in effect. WNEW is rated as between a B and C spot.

Philly Situation

PHILADELPHIA, Oct. 24.—After month of wrangling, music situation at WFIL has reached the signature stage and station is prepared to take on a studio combo for the first time. Although union scale calls for 18 men at \$40 per, working two sustaining hours over a nine-hour stretch, final settlement reads for 24 men at a \$37.50 figure, conceding a point to both sides. Starting date set for November 2. Agreement is only for 13 weeks, bringing it up until the time that WFIL's new studios will be ready for operation, at which time new arrangements will have to be made by both parties.


Getting WFIL in line leaves WCAU the only major station on the rebel list, with settlement not even in sight. Until that time, if it ever comes, union has placed restrictions on musicians in airing over that station. Scale for all commercials is doubled. Wayne King was stuck for the extra tariff in airing his programs from this city, and same upping is meted to the Philadelphia Orchestra for new series over the CBS. WCAU being Columbia's local outlet. Union has also squawked to the Curtis Institute of Music in permitting WCAU to pick up sustaining show for the net-
(See N. Y. CLASS B on page 8)

ARTHUR KAY

Radio Mimic - Characterizations

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

HUGH CROSS AND HIS RADIO GANG
Care Billboard, Cincinnati.
ERNIE BRODERICK, Personal Representative.

JAN JURUBINI
in person
AND HIS
ROMANTIC
DANCE AND CONCERT ORCHESTRA
"MUSIC THAT THRILLS"

SHEA'S Buffalo Theatre
The DYNAMIC
ARNO
CONDUCTOR - VIOLINIST
WBEN @ Saturday, 7:30 P.M.
"Mr. Arno, the new Maestro, is of the dynamic kind." - Buffalo Times, Buffalo, N. Y.

COAST to COAST
★ WALTER ★
TETLEY
Radio's Outstanding Boy Actor
FRED ALLEN 8:00 p.m. Wed. NBC
SHOW BOAT 9:00 p.m. Thur. NBC
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 6:15 p.m. Mon. Wed. CBS
BUCK ROGERS 8:00 p.m. Mon. Wed. CBS
Fri.

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

Station Notes

Address All Communications to the New York Office

All New Orleans stations report further pickup in biz, as the first cool weather comes in. WWL officials are planning added CBS commercials and sustainings, while WSMB is now airing up to 90 per cent network programs daily with a sharp increase in per cent of commercials included. WDSU is building up local talent and using WBS recordings for fair local biz. Rates are being firmly maintained and brought back to winter levels of last year.

The Magnolia Broadcasting Corporation, Jackson, Miss., new org., has asked FCC for permission to build 100 watts on 1,420 wave, unlimited. KPRO, Longview, Tex., has been granted permit to increase from 100 to 250 watts.

KGFF, Shawnee, Okla., is building new studios and installing new equipment with permit to increase to 100 watts day and 250 night. KTSA, San Antonio, recently started new five KW transmitter. KPRO, Houston Post station and NBC link, now using 5,000 day and 1,000 night, asks for 5,000 on 930 band all time. WCOA, Pensacola, asking for increase from 500 to 1 KW. Huntsville, Ala., is due to have new station shortly with call letters WBHP.

A voting competition was recently held by CHNS, Halifax, N. S., for "Queen or Radio," and the winner was Mrs. VIOLA FRANKS CASSIDY, local soprano, heard frequently from CHNS the last two years. Official crowning of the winner was by the mayor of Halifax, and was followed by a special program, in which the seven entrants participated, and for which the mayor, E. J. Cragg, was the announcer. The crowning and program were at the local fall fair. The winner of the contest received two round-trip tickets by steamer to New York. Caspell's, Ltd., Montreal, food canners, are sponsoring a 15-minute broadcast of musical transcriptions supplied by the World Broadcasting System, from CHSJ, St. John, on a six weeks' contract, the broadcasts being twice weekly, Tuesdays and Saturdays, at 10:45 a.m. The Paradise Islanders, Hawaiian string group, have been making a series of transcriptions at Montreal. This musical unit, headed by ERNIE MAGANN, has been on Canadian Radio Commission programs from time to time, from the Toronto station of the CRC. Home, Sweet Home, is the title of a series of broadcasts from wax recently started from CHSJ, St. John, N. B., and offered daily at 12:25 p.m. under the sponsorship of the Canada Starch Company, Montreal.

WDRG, Hartford, Conn., this week increased time on the air to 1 a.m. instead of signing off at midnight. Through the courtesy of WTIC, Hartford, which has territorial rights, WELI, New Haven, has been able to sign up with the World Broadcasting library. WELI starts its public school music series this week, using Department of the Interior material. LANNY ROSS, who prepared for Yale at Watertown, Conn., via the Taft School, plays a benefit performance there on October 31.

KRMD, Shreveport indie station, has been granted permission to increase daylight power from 100 to 250 watts and installation of new vertical type antenna and a number of other improvements in studios and equipment. WSON, Birmingham News station, has inaugurated a novel program called Round the Town, with an hour and a quarter trip by mike to top night spots of the city, beginning at 8:30. BILL ANTHONY, chief engineer for KWKH, Shreveport, has nearly completed a bridge deck cruiser, carrying a 95 horse power motor, that rivals anything in the way of cruisers in that vicinity. Building the 26-foot boat on the transmitter grounds, Anthony is now faced with the problem of moving it to Caddo Lake.

With the approach of national election day and State issues to be included, the Southern Broadcasting System of Louisiana, seven stations in all, is getting plenty of political contracts with WJBO, Baton Rouge, acting as key in most instances. VERNON ANDERSON, manager of WJBO, didn't even wait to remove his coat this past week when he dived into a near-by pool to save a 14-year-old boy from drowning.

Another younger boy was pulled from the water by Anderson a few minutes too late.

BEN BERNIE doing his aircasts from the floor of the Arcadia in Philadelphia, where he is fulfilling a night club engagement. BEN GREENBLATT, piano rambler, back on the Philadelphia ether waves over WFIL after a European ramble. NORRIS WEST, assistant program director of WCAU, Philadelphia, grabs off the announcing assignment for the Philadelphia Orchestra series over CBS. TELL SISTERS, harmony threesome, replace Van Avery's Court of Comedy on the Dr. Algase account over WFIL, Philadelphia. EHYL PELT, air chatter, who left Philadelphia radio for social service work, back on WDAF conducting the Mt. Sinai Hospital Babies' Club of the Air. MURRAY ARNOLD, press chief at WIP, added to the Red Cross radio committee.

Following linking of four Arkansas stations and WMC, Memphis, for several weeks in political campaign of Arkansas, network has been continued for occasional events sponsored by the State government. Network includes, in addition to WMC, KARK, Little Rock; KELD, Dorado; KOMC, Texarkana, and KFPW, Fort Worth. The Arkansas State Utilities Commission has promised residents of Northwest Arkansas that it will thoroughly investigate claims that a large utility company's transmission line has made radio reception almost impossible at times "due to defective insulation and leaky transformers." Large chain clothiers have brought BILL STERN, NBC sports announcer, to Shreveport, La., to bring KWKH listener accounts of Centenary College's football season. E. F. (JERRY) MACNICOL has joined the advertising firm of Raymond Powell Company with offices in Memphis, Nashville, Florida, Idaho, New Jersey, Indiana and Texas. AL GODWIN, announcer of WWL, New Orleans, is vacationing as the guest of his brother, special CBS announcer for the President at Washington. AUBREY GUY and DOWNING NELSON have been added to the announcer staff of WHBQ, Memphis indie. HAROLD WHELAN, manager WMBE, says the station has found sponsors for all its six daily UP newscasts.

SALVATORE SANTAELLA has moved his piano and gang from KMTR to KPWB, Hollywood. JOHN KENNEDY will take over announcing duties at KPAC, Los Angeles, as soon as placement can be found for him at KGFJ. Three new announcers have been added to KLFJ staff, Los Angeles. They are FRED GRAHAM, from KOA, Denver; MARTIN SMITH, formerly with KPAC; and CHUCK BRNSON, former chief announcer at KMTR.

R. B. MARTIN, manager of KFAB and KFOR, Lincoln, Neb., has been named official football announcer for the University of Nebraska. All stations allowed broadcasting rights from the university must now take Martin's descriptions. BOB MOON is now announcing for KFOR, replacing Jim Wells, bound for the West Coast.

RAY FLEMING, ex-advertising chief of the St. Louis branch of Kroger Grocery Company, has been appointed to the KMOX, St. Louis, sales staff. H. H. HOLTSHOUSE, assistant treasurer of WBT, Charlotte, N. C., has returned from a two-week vacation in Canada. JACK LANE has been handling the WIIN, New York, early-morning exercises program in place of HARRY GLICK, who is convalescing from a tonsillectomy. PAUL SULLIVAN, WLW, Cincinnati, news commentator, will handle election result broadcasts on WLW. ART GILMORE, recently of KPWB, Hollywood, is new member of the KNX, Hollywood, announcing staff. MYRON FOX, announcer at KDYL, Salt Lake City, won first prize in the Radio-Newspaper Golf Tournament there. CROWLEY, MILNER & COMPANY, Detroit department store, are starting the Christmas season early, going on WJBK with a kid show this week. Program will plug one toy each broadcast and is a daily hour affair. To get away from the dance-band policy for the late evenings, WHNX, Bronx, N. Y., is planning two-hour productions of well-known Broadway plays

as an experimental step this fall. KOGM, Albuquerque, N. M., has been boosted to one kilowatt power. WPTP, Raleigh, N. C., has been doing a large number of broadcasts, starting last week, from the North Carolina State Fair. TED HUSTON has resumed his piano series on WDNC, Durham, N. C. NORWOOD TEW, hillbilly, also started a series on the same station.

JACK MUNYON, of WWSW, Pittsburgh, left for Des Moines to broadcast for WHO. DICK PAULKNER, formerly with KDKA, has been named news editor and announcer on WSOC, Charlotte, N. C.

ROGER BAKER, sports announcer for WKBW and WGR, of the Buffalo Broadcasting Corporation, has received a check for \$300 from WALTER R. BARRY, president of Gold Medal Foods, Inc., and first place in a contest for minor league baseball announcers. The contest was based on the number of radio fans who had their appetites whetted by the broadcasts to the point where they actually attend games. Two first prizes were awarded, with a similar check going to WALT LOCHMAN, Kansas City, who the committee found the results too close to pick a final winner. STUART METZ, veteran WGR announcer, leaves Monday to join the NBC New York announcing staff after more than six years as senior staff announcer and production man.

Becker Leaves WLW For Pic-Radio Field

CINCINNATI, Oct. 24.—Don Becker, assistant general manager in charge of programs for WLW and WSAI, Saturday announced his resignation effective early in November. He leaves the Crosley organization to become general manager of a newly formed motion picture-radio combination as yet unnamed. Becker stated that the new organization will be formed by an artist and script merger of three large film producing companies.

"Town Hall Meeting" Back on NBC Nov. 5

NEW YORK, Oct. 24.—NBC resumes its Town Hall Meeting programs from Town Hall in New York November 5, going on Thursdays from 9:30 to 10:30 p.m. NBC co-operates with the League for Political Education on these broadcasts, which have been on the air for several years and is generally recognized as one of the leading educational shows. Various speakers are presented at the Hall, with the audience then firing questions at the talkers.

N. Y. CLASS B

(Continued from page 7)
work, with the conservatory bending. Will mean that WABG will have to set up a direct line here. However, net will angle for another local station to make the pickup and, in all probability, WIP will be asked to do the feeding.

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

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OH YEAH!!!
Featured COMEDIAN With
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Program Reviews

EST Unless Otherwise Indicated

Chevrolet Program

Reviewed Sunday, 6:30-7 p.m. Style—Orchestra and soloists. Sponsor—Chevrolet Motor Company. Station—WABO (CBS network).

Rubinfoff (in the flesh) again stars and heads a new program for Chevrolet, with Jan Pearce, tenor, and Virginia Rea, soprano, as the vocal soloists. CBS hookup of 93 outlets pretty well blankets the big cities and hinterland at large. Considering also the electrical transcription spot broadcasting on hundreds of stations in 48 States plus Alaska and the District of Columbia, now in its seventh series of renewals, Chevrolet is doing about the greatest job of coverage in radio history. In other words it has 395 stations plus the 93 on CBS.

Using a 32-piece orchestra, Rubinfoff projects considerable showmanship. He has an uncanny sense of balance, and despite the size of the band does not overarrange and lose the melody of a composition, much less allow one section to intrude upon another. This was evident in the first selection, *Empty Saddles* played as an overture. While it seemed that Rubinfoff favored the string section it did not hamper the rest of the orchestra in any way. Second selection by the orchestra was *Am I Gonna Have Trouble With You?*, a rhythmic number ordinarily, but given a light, delicate touch in treatment, with Rubinfoff including a few pizzicato notes for good measure. *Dance Russe*, an original composition by Rubinfoff, was offered as a violin solo and all of the Rubinfoff technique was displayed, especially in the rich first movement. Somehow it seems that the maestro loses neither the high nor low notes on the air but achieves an even bell-like quality on the strad. Still another selection cleverly handled was the pop tune, *Is It True What They Say About Dixie?* Technique here has three choruses, the first an adagio, or waltz tempo, the second a lively one and the third moderate, but rather swingy, which may sound paradoxical, yet that's the way the arrangement worked out. *Novillero*, a Mex tango, was still another orchestral selection.

Miss Rea sang *I List the Trill in Golden Throat*, and Jan Pearce offered *Come Love With Me*. Toward the close they did a duet, *Did I Remember?* Both have exceptionally fine voices and are as standard to radio as any of the signed Met stars are to the Met.

Chevrolet commercial, heading toward the middle of the half-hour program asked the audience to "hold everything" for the unveiling on November 7 of the new 1937 Chevrolet by local dealers. New ideas in completeness and luxury, as well as performance and economical driving are promised. At the closing credit mention is made by Hugh Conrad, announcer of the other Chevy program, etc.

M. H. S.

"California's Hour"

Reviewed Monday, 9:30-10:30 p.m. (PST). Style—Variety show. Sponsor—California Chain Stores Association, Inc. Station—KERC (San Francisco) and California stations of CBS-Don Lee network.

Every Monday night for the past 26 weeks the California Chain Stores, thru the medium of this spectacular program, has wooed the voters of the Golden State in an effort to beat a proposed tax on chain stores which will be on the November ballot. Carlton Kadell reads the commercials, which are campaign talks against "Proposition 23," and for the purpose of garnering votes no more perceptible, more effective or more spectacular series of political broadcasts could be found than *California's Hour*.

Produced by Jack Runyon, of Lord & Thomas, the hour has been the most lavish and expensive radio show ever produced over an extended period for single State consumption. Each week a particular community or county of California has been saluted. Six contestants, selected by pre-program auditions held in the respective community or county, have taken part in the broadcast. With David Brockman's Ork and glee choir, Conrad Nagel as host or emcee, tenor Donald Novis as starring vocalist and six acts of Alameda County talent, *California's Hour* October 19 was aired by

remote from the arena of the Oakland Civic Auditorium before an audience of 10,000. A hall that large is naturally not too well appointed acoustically for broadcasting, but a fleet of technicians did a commendable job of bringing the show clearly to its air audience as well as to the assembled spectators.

In addition to Brockman's complex and exact musical arrangements, Novis' two songs and Nagel's mellifluous salute to Alameda County, the following six local acts performed, one of which will be nominated for participation in a final contest to be held in Los Angeles: Betty Merrill, contralto; the Oakland Piper's Band; William Emery, tenor; Denny Moore, baritone; Paul Lipman, playing an electric instrument, the theramin, and a girl's trio, Vivian, Hope and Dell. Contestants were chosen from more than 800 applicants, both professional and amateurs.

D. H. G.

"Pioneer Barn Dance"

Reviewed Sunday, 10:15-11 p.m. Style—Barn dance. Sustaining on WIP (Philadelphia).

For those whose ear will yield to the twang of the plains flavored with the quaint huskings of humor and music this one is hardly worth a listen. Station has gone WLSque in rounding up nasal yodelers and plink plunkers for what passes off as a barn dance. City hill-billies have been a great help in teaching the mountain folk new songs, and this attempt should certainly help in showing the cracker-barrel sitters that the way they have been doing it all these years is all wrong. Cliff dwellers will hardly fall for it and it's certainly no go beyond the hills.

Station hopes to spread it out as a Saturday night square-dance shindig, with a 45 cents admish for a chance to swing your honey. This may be Sleepytown, but it will take more than this has to offer to do the trick. Listeners' reaction to this corn concert has been negative. An impassioned plea for mail is made to feel out prospective ticket takers.

Under the general direction of Lew Hamilton, who used to make them cry for Crazy Water Crystals, this studio barn dance roasts the Ridge Riders, mountain music; the Sunbonnet Girl; the Harmony Sweethearts, a femme threesome; Station Announcer Alun Williams, Wyoming Jack, Lanny Vale, Peggy Dale, the Virginia Yodeler; Slim, the Oklahoma Cowboy, and Bob Hall doing an okeh grandpappy biz. There might have been others in the cast but little is heard from them.

ORO.

"La Marba Predicts"

Reviewed Friday, 7-7:30 p.m. Style—Football chatter. Sponsor—The Duquesne Brewing Company. Station—WWSW (Pittsburgh).

A new football program to continue thruout the season features Al Abrams (La Marba), sports writer for *The Pittsburgh Post-Gazette*, who of late has been predicting the scores of coming football games with a surprisingly high degree of

accuracy. He is well informed on the subject of football and is in a position to contribute interesting comment of local and national interest. Because a mike has been a stranger to him he naturally does not pipe his end in as smooth a fashion as an experienced air commentator.

Embellishing the program is excellent aid from Jack Craddock, well-known sports announcer in the Pittsburgh territory, who serves as La Marba's interviewer. Sid Dickler's Band furnishes pop and college tunes between predictions and chatter.

A local coach was interviewed briefly for comment on his team's next game. Plans are to surprise the listeners with a football personality each Friday, 8 P.

"Paducah Plantation"

Reviewed Saturday, 10:30-11 p.m. Style—Singing, dramatic and orchestra. Sponsor—Olds Motor Works. Station—WEAF (NBC Network).

After a lapse of a few years, Irvin S. Cobb is again on the air with a "plantation" idea, this time for Oldsmobile, with the show originating on the Coast. Production ran off as smoothly as a fireman down a grassed pole, the entertainment proving to be okeh thruout. The singing is second to none, Cobb doing the emcee and other talk to carry along the continuity. There is some sort of a vague romance and plot woven thru the show, but this is unimportant and if the listener kept on playing bridge and listened with one ear for the musical end of the program and disregarded the "romance," it would still be a good show. Thus if no effort is made to worry about the continuity the program still entertains.

Talent on the show includes the Hall-Johnson Negro choir; Clarence Muse, Negro baritone; the Four Blackbirds, quartet; Dorothy Page, warbler; Norman Field and John Mather, dramatic players, and Harold Jackson, musical director. On this occasion Marion Talley was guest artist. Needless to state the choir and Muse are standouts in any singing fest. Miss Page did her usual good warbling job and Miss Talley shows improvement over her earlier ether efforts. All of the vocaling is blended in nicely with the continuity. Cobb also included an anecdote told by Bert Williams, famed comedian of the past.

Oldsmobile credits are sparing and call attention to the new 1937 model and its qualities, all handled with more than average dignity along such lines.

M. H. S.

"News of Women's Clubs"

Reviewed Saturday, 12:15-12:30 p.m. Style—Women's Clubs' news service. Sustaining or WAAB (Boston) and the Colonial Network.

Edited and directed by Estelle G. Marsh, this new WAAB program is fashioned after a newspaper femme feature page. Six weekly quarter-hour frames are a clearing house for New England women's club activities. Since 1926 the commentator has been a familiar radio voice to thousands of New England females, with some 300 broadcasts over various Massachusetts stations to her credit. Much of her mike spelling has been directed toward the improvement of amateur dramatic work in women's clubs, and she has held responsible dramatic positions. This ex-

perience has come in handy for her current programs. Stuff is presented interestingly via the city dateline style, with just the right amount of verbal copy allotted to each org. Service is a distinct aid to the femme who eats up women's club activities. Listener can jot down items that interest her and eventually lead to intra and inter-sectional bridges, socials, teas, etc.

Miss Marsh intends to introduce at frequent intervals some prominent personality in the field of women's organizations. She has good contacts for obtaining copy thru her affiliation with numerous women's organizations, including the Professional Women's Club of Boston. With all the stuff she receives from hundreds of sources within the New England boundaries, and there is plenty, the gal does an okeh job of editing, considering that if she leaves anything out she's liable to get the blast from the ladies who simply must have everything they send shot out over the airwaves. More lively delivery would further enhance the program's value.

S. P.

"Your Unseen Friend"

Reviewed Sunday, 5-5:30 p.m. Style—Dramatizations. Sponsor—Personal Finance Company. Station—WABC (CBS network).

This program dramatizes trial and tribulation, apparently using personal headaches that have come in by way of the mail. Instead of reading the letters and pointing the morals, the affair is dramatized, with the "Voice of Conscience" coming thru at the psychological moment and telling the various protagonists what's right and so forth. This caliber material has always found a large audience by way of radio, regardless of whether it's hoke, meller or hokey. This program is superior to others of similar nature, both dramatically and musically. Actors, without billing, are very good, and the music coming from Harry Salter and his orchestra supplies not only a staunch background but builds up the climaxes.

Program caught concerned a father who had lavished plenty of mazzuma on his son and daughter-in-law. When he goes broke and can't give 'em any more he tells them off, when conscience comes in and tells him it would be wiser to teach the kids the value of a dollar. Music and flashbacks open the program and invite listening.

Commercials are very effective. J. F.

Yogi Yorgenson

Reviewed Thursday, 8-9 p.m. Style—Comedian. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Announcement introducing Yorgenson on the Rudy Vallee program mentioned his reputation on the Coast as a comedian, which may mean that they laugh easier out where the sun allegedly shines all the time. Basically, Yorgenson has an excellent comedy idea, a Swede doing a Hindu mystic, fortune telling, etc. Idea still remains potentially funny and that's as far as it went on the evening Yorgenson was caught.

Dialect and material were both weak. Most of the lines sounded as tho written by the bright boy on the high-school graduation show. Yorgenson should take the idea and get himself a writer who can turn out the stuff.

J. F.

WEST COAST

(Continued from page 7)

until leaving for the Don Lee spot recently.

Officials of the Atlantic & Pacific stores are trying to buy all available radio time on local stations between nine and midnight, election night, to sponsor announcements of election results. Plan is to connect all the stations to one location and have some name announce the returns. Understood this is first time any sponsor has tried to buy all the time in one city for such a period.

Signal Oil Company beat the A. & P. boys to the punch on KNX, however, by grabbing the station for exclusive spots from 9:15 until 4 a.m. Signal Oil and A. & P. are reported battling it out for election night use of KMTR.

Leo Millar, veteran stage actor, has been added to the cast of William Farnum's *Drums*, which goes over Don Lee airlines. Numbered among the vets on the period now beside Farnum are Charlie Hamp, J. Donald Wilson and Myra Marsh.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, October 16, to Thursday, October 22, both dates inclusive.

When Did You Leave Heaven? (24) ..	29	You Turned the Tables (19) ..	17
Who Loves You? ..	25	Me and the Moon ..	15
The Way You Look Tonight (28) ..	25	It Can Happen to You ..	15
I'll Sing You a Thousand Love Songs (24) ..	22	Talking Thru My Heart ..	15
A Fine Romance (14) ..	20	I Can't Escape From You (16) ..	14
Until the Real Thing Comes Along (20) ..	20	Organ Grinder's Swing ..	13
Bye, Bye, Baby (20) ..	18	'Taint Good ..	13
Did I Remember? (19) ..	18	To Mary With Love ..	12
A Star Fell Out of Heaven (16) ..	17	South Sea Island Magic (17) ..	12
Until Today (18) ..	17	I Can't Pretend ..	11
When a Lady Meets a Gentleman (21) ..	17	Here's Love in Your Eye ..	9
		It's the Gypsy in Me ..	7

SHEET MUSIC best sellers will be found on page 15.

Air Briefs

By JERRY FRANKEN

NEW position, that of production manager, has been created at WOR, job going to Mitchell Benson, with the station but a short time. He is to supervise all announcers and production men from sign on to sign off. Benson was previously with WHN and Loew's as assistant to Louis K. Sidney. Lillian Okun, formerly from the legit field and more recently in the WOR program department, resigned last week to go with Birmingham, Castleman & Pierce, ad agency. . . . Adrian Samish, who has been at times a legit and film actor, is now directing the Macfadden True Story sob sessions. He replaced Eric Barnouw, who has gone in for straight script writing. Samish recently was with the Cleveland B. Chase program outfit.

News that Tommy Dorsey will be on the Jack Pearl show is good news. . . . The trade is getting a laugh out of the not so funny plight of a top leader now doing one of the major commercials from the Coast. Leader has been out there about a year, played all the spots he can, has done a couple of film jobs and is now doing just his broadcast. But because of stand-by fees due the musicians' local there, and other taxes, he is netting himself each week a clerk's income. Which puts him in the position where he hopes he loses his commercial so he can hoof it back to New York. Cliff Weston has replaced Gordon Graham in the *Funnybones*, radio act now playing vaude. Graham is concentrating on solo work. . . . Hal (Henry) Hollingsworth, John B. Clumbling and Al

and Leo Reiser, the last named using another name, started a local for Beneficial Management Corporation on WJZ this week. . . . Rumor that Shell is going off the air is denied by a spokesman for J. Walter Thompson Company, who said, "You can quote me—but don't use my name." Which is almost like a song plucker asking a leader to play a number and forgetting the title.

Joe Venuti replaces Jimmy Dorsey on the Kraft Phonix show. . . . Fred Allen reached new heights on his October 21 broadcast. . . . Dr. William Voeller, of Conquest Alliance Company, is now out on the Coast. Transcription stuff. . . . Auto manufacturers are starting to concentrate on the gala. Pontiac has a mid-afternoon show on CBS for the lady listeners and Cadillac starts one on NBC November 5 (NBC-WEAP), with Charles LeMaire talking fashions. Jimmy Jemall, of *The New York Daily News*, who had his *Inquiring Reporter* on WOR a while back, started on WMCA for Barney's, clothier, October 26. The broadcasts will be done from in front of the advertiser's store. Edgeworth is waxing a new series with John B. Kennedy and a flock of guest stars, for use on a few Eastern and Southern stations. No hillbillies, by heck, or should it be yippe. Patti Pickens, of those sisters, will start a new NBC sustaining series soon. WMCA goes to a 2 a.m. signoff this week, with an hour session of gypsy music coming from the Old Roumanian, an Allen street feedery.

Chi Air Notes

By F. LANGDON MORGAN

Ten Years Ago—As the NBC prepares to celebrate the 10th anniversary of its founding, November 18, it is interesting to note what some of the present-day artists and personalities were doing on or about November 18, 1926. Many of today's prominent radio names hadn't yet given a thought to radio, while others had risen to fame on the stage and in vaudeville. Freeman Gosden and Charles Correll (Amos 'n' Andy) were doing their black-face character act over WGN as Sam 'n' Henry. . . . Gus Van, of Sincilar Minstrels, was starting an eight-week tour on the Pantages time with his partner, the late Joe Schenck. . . . Smiling Ed McConnell was broadcasting over his own station in Orlando, Fla. . . . Betty Winkler, star of *Girl Alone*, was in grammar school at Fort Wayne, Ind. . . . Joan Blaine (Mary Martin) was a concert artist. . . . Henry Busse was Paul Whiteman's first trumpeter. . . . Pat Barrett (Uncle Ezra) was in vaude. . . . Charles Sears, tenor soloist, was working in a dry-goods store at Rantoul, Ill., and taking vocal lessons. . . . Kenny Baker, Jack Benny's timid tenor, was a junior in high school. . . . Chester Luack (Lum of Lum 'n' Abner) was studying commercial art in Chicago and Norris Goff (Abner) was delivering groceries in his native Arkansas. . . . Morgan L. Eastman, musical director of the Contented program, was director of KYW, Chicago station since moved to Philadelphia. . . . Virginia Payne (Ma Perkins) was a senior at Cedar Grove Academy, Cincinnati, and had just made her first radio appearance over WLW. And so on down the line.

Station WAAF asked the Federal Communications Commission this week for authority to boost the station's power from 1,000 to 5,000 watts in the daytime hours. . . . Walter Blaufuss is celebrating his fourth anniversary as maestro of the Homesteaders' orchestra on the National Farm and Home Hour.

The William G. Rambeau Company, radio station representative, has doubled its office space. . . . Alexander McQueen, the *Nothing But the Truth* purveyor, joins the WGN Mardi Gras program on October 28 and will furnish a short dramatization weekly. . . . Herb Morrison, newest addition to the WLS announcing staff, is an aviator. . . . Lum 'n' Abner have added nine assistants to their pay roll to take care of mail stirred up by the "Lum Edwards for President" campaign and so far in excess of 300,000 buttons have been mailed out. . . . Little Orphan Annie serial will switch from the NBC-Blue network to the Red Network November 2. . . . Wayne Van Dine, tenor; Edward Vito, harpist; Frank Pappie, accordionist, and George Bass, violinist, are on the new *Moon Glow Melodies* program each Friday over WMAQ. . . . A new Saturday evening serenade, featuring Bill Hay, famous announcer, and an orchestra conducted by Joseph Gallicchio, made its debut over WMAQ October 24.

Wrigley will return to the air November 4 with a new 15-minute program over CBS-WBBM, nightly Monday to Friday. . . . First four nights of the week will be called *Poetic Melodies*, featuring the poetry readings of Franklin McCormack, with a 20-piece string orchestra under the baton of Billy Mills and Jack Fulton tenor. . . . Friday nights will be devoted to a 15-minute drama called *Nortimer Gooch*. . . . Wrigley formerly bank rolled *March of Time* and *Myrt and Marge* before that. . . . Ed Hlavaty has left the sound-effects department of NBC to join the Illinois State police radio network. . . . Horace Heidt, who leaves this territory after two years, engaged Larry Cotton, NBC tenor, as new soloist with his organization. . . . Heidt has a New York spot lined up. . . . Kay Kyser, bandmaster, and Virginia Sims, vocalist, both on the Egin Revue, were teachers before adopting music as a profession. . . . Jack Holden, WLS announcer, and Doyno Wilson, of the talent staff, jointly celebrated their birthdays October 25 with a prairie chicken dinner. . . . Jack's birthday is October 21 and Doyno's October 28. . . . J. Kelly Smith, manager of the Chicago office of Radio Sales, Inc., is touring CBS owned and operated stations in the East. . . . Boss Johnson and Herb Futran are producer and author, respectively, of a new network air show soon to go on for a kitchen product.

NEW BIZ—

(Continued from page 7)

west Radio Advertising Company, three 15-minute periods weekly. WNEW.
FIVE DOLLAR EYE GLASSES, INC., direct, five-minute spots. WNEW.
S. S. C. O. thru Southern States Advertising Corporation, three 15-minute periods weekly. WNEW.

Cincinnati

CHEVROLET MOTOR CO., thru Campbell-Ewald, Detroit, announcements. WCKY.
STANDARD OIL CO. OF OHIO, thru McCann-Erickson, Cleveland, announcements. WCKY.
DODGE BROTHERS MOTOR CAR CO., thru Ruthrauf & Ryan, New York, announcements. WCKY.
CHESAPEAKE & OHIO LINES, thru Lewis Edwin Ryan, five-minute transcriptions. WCKY.
PROCTER & GAMBLE CO. thru Blackman, Company, announcements. WCKY.

Cleveland

PARKER BROTHERS, thru John W. Queen, announcements. WHK.
FOREST DEVELOPMENT CO., thru Sweeney & James, announcements on WHK.
PROCTER & GAMBLE CO. thru Blackman Advertising, announcements. WHK.
CHRYSLER CORP., thru J. Stirling Geichell, announcements. WHK.
BENEFICIAL MANAGEMENT CORP., thru Albert Frank-Guenther Law, Inc., announcements. WHK.
U. S. INDUSTRIAL ALCOHOL, thru Lambert & Peasley, announcements. WHK.
SEARS, ROEBUCK CO., announcements. WHK.

Philadelphia

DR. ALGOASE, thru Cox & Tanz Agency, renewal started October 19 for 13 weeks, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m. Vocal trio. WFIL.
LARUS & BROTHER CO., thru Bartlett, Kennedy & Thomas Agency, started October 24 for 13 weeks, Saturdays, 7:30-8 p.m. Moments You Never Forget. ET. KYW.
DR. HARRY SHOR, placed direct, started October 16 for 52 weeks, daily participation in *Eight Bells* program. WIP.

Chicago

LARUS & BROS. CO., thru Marschalk & Pratt, New York, Moments You Never Forget, 8-8:30 p.m., Wednesday, for 13 weeks, beginning October 28. WGN.
NUMISMATIC, Money and Music, an MBS program, originating at WLW, 7:45-8 p.m., Tuesday, for 13 weeks, from October 20. WGN.
STERLING PRODUCTS, thru Cramer-Kasselt Co., Get Thin to Music, Monday to Saturday, inclusive, 10:30-11, for 52 weeks, from October 26. WGN.
HYDROX CORP., thru J. R. Hamilton Adv. Agency, The Radio Cooking School, 10-10:15 a.m., Monday, Wednesday and Friday, starting October 26 and including December 7. WGN.
CONSOLIDATED DRUG TRADE, thru Benson & Dall, Inc., Rhythm Rangers, 6:16-6:45 p.m., Monday thru Saturday, for 52 weeks, from October 19. WGN.
THE MURINE CO., thru Vanderbee & Rubens, Inc., Listen to This, an MBS program, from WGN and fed to WOR, KHJ, KYB, KYRC, KDB, 8:30-9 p.m., Tuesday, for 52 weeks, beginning November 10. WGN.
CHOCOLATE PRODUCTS CO., thru J. L. Sudgen, Buddy and Ginger, a local commercial, taking 5:15-5:30 p.m., Monday, Wednesday and Friday, for 26 weeks, beginning November 2. WGN.

Boston

E. A. RAPHAEL CO., tie-in announcements preceding CBS Royal Typewriter program, thru Louis Glaser, Inc., Boston. WEEI.
JOHN H. PRAY SONS CO., Boston, three weekly, 125-word announcements, thru Chambers & Wiswell, Inc., Boston. WEEI.
PAINE, WEBBER & CO., Boston, stock market quotations, Monday thru Friday, 4-4:10 p.m.; Saturday, 12:25-12:30 p.m. direct. WEEI.
PAINE FURNITURE CO., Boston, Monday thru Saturday, twice daily, news, thru Greenleaf Co., Boston. WEEI.
GENERAL MILLS, Minneapolis (Wheaties), series of five-minute programs immediately preceding football games, Saturday, for the duration of the football season, thru Simone-Michelson Co., Detroit. WEEI.
I. J. FOX, Boston, daily one-minute transcription announcements, began October 2, direct. WCOF.
MONDELLO DRUG CO., Boston, 104 15-minute programs, Tuesday and Fri-

day at 1:30 p.m. *Adventures of Polonino*, thru C. Brewer Smith, Boston. WCOF.

NEW ENGLAND COKE CO., Boston, three 25-word time signals weekly for 156 times, thru Louis Glaser, Boston. WEEI.

MARYLAND PHARMACEUTICAL CO., Baltimore, 104 25-word cut-ins, thru Joseph Katz Co., Baltimore. WEEI.
I. J. FOX, Boston, five 125-word announcements, transcription, during *After Dinner Revue*, and four 125-word announcements, transcription, following Sunday news, thru Huber & Creedon, Boston. WEEI.

DIAMOND SPRING BREWING CO., Boston, 78 thrice weekly 25-word cut-ins, 7:45 p.m., thru Chambers & Wiswell, Inc., Boston. WEEI.

ACOUSTICON CO., Boston, 52 weeks, thrice weekly announcements, thru Harry M. Frost Co., Inc., Boston. WEEI.

ADAMS & SWEET CLEANSING CO., Roxbury, Mass., 26 100-word announcements, E. B. Rideout temperature report, thru Dowd & Ostreicher, Inc., Boston. WEEI.

D'ARRIGO BROS., announcements, thru Harold Lewis, Boston. WEEI.

THAYER McNEIL CO., Boston, 156 five-minute musical shows, thrice weekly, woman commentator and transcriptions, direct. WEEI.

SULPHO NAPHTHO CO., Boston, announcements, thru Chambers & Wiswell, Inc., Boston. WEEI.

FLORIDA PIX—

(Continued from page 3)

today on arguments for an injunction against the distributors. The action is complementary to damage suits filed previously by the theater company.

Defendants named are Vitagraph, Inc.; 20th Century-Fox, Paramount, MGM, United Artists, Columbia, Universal, RKO, and E. J. Sparks and Frank Rogers, owners of a Florida chain of motion picture theaters which the suit charges other defendants with favoring.

The plaintiffs assert, "Discrimination is shown in the price of pictures, the number of pictures allowed and the fact that most pictures rented to Broadway Theater have been shown several times in Florida before this theater is allowed to have them."

START DRIVES—

(Continued from page 3)

propaganda via radio. The programs would offer a scene or two from a play and a speech by a drama critic or other theater figure. Equity is willing to cooperate by loaning actors who will not be compensated. Just what the setup is on the latter angle is not yet divulged.

FAIR STEM BIZ—

(Continued from page 4)

which opened last night, is still doubtful. In addition to *White Man*, closings are *Daughters of Atreus* and *Love From a Stranger*. Latter, according to Alex Yokol, will return to Broadway after revision.

Mude Hall, with *Adventure in Manhattan*, opened very mildly. Paramount with *Big Broadcast of 1937* and Clyde Lucas heading the stage show, has a strong combination draw and may go into three weeks. Roxy is just fair with *Magnificent Brute*, Capitol holds over, doing good business, with *Devil is a Sissy*; Strand, which opened one week ago today with *Cain and Abel*, is drawing okeh and holds over. Criterion is average with *Follow Your Heart*, and Rivolt still keeps *Dodsworth*.

Times Square burlesque houses are still cashing in, and the sector will be returned to its particular brand of cowboys now that the rodeo departs on Sunday.

TCMA Resume Meetings

NEW YORK, Oct. 24.—Theatrical Concession Managers' Association resumed its meetings last week, with gatherings to be held weekly at the Claridge Hotel. J. A. Brown is president and Joseph P. Gale and Frankie Blue were appointed secretary and publicity director, respectively. Among the new members in the organization are Al Lambert, of the Irving Place Theater; Bob Ellis, of Minsky's Gotham; and Leon Freedman, of Verba's, Brooklyn.

Minimum Report Oct. 27

NEW YORK, Oct. 24.—Equity committee appointed to consider single minimum salary of \$40 for both juniors and seniors reports October 27 but will not necessarily render a conclusive decision.

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BIG DOUGH IN CABARETS

Boston Agents Elect Officers

Complete organization—so excited they forget to elect a v.-p.—set up committees

BOSTON, Oct. 24.—Wholesale modification or absolute disposal of the present vaudeville, fair and night club booking license was the dictum voiced at the fourth organization meeting of Hub agencies, held last Friday (October 16) in the Metropolitan Theater Building meeting hall, and presided over by Lew Frey.

In the midst of the enthusiasm, during the nomination and election of officers, the well-attended meeting failed, by completely forgetting, to nominate a vice-president.

Officers elected are: Lew Frey, president; Mrs. Buddy Shepard, secretary, and Everett L. Rich, treasurer.

Because of the importance of the situation and the purpose behind organization, all committees were elected, namely:

Board of Trustees: Norma Lynelle, Lou Golden, Bert Brennan and Joe Rogers.

Board of Directors: Van Sheldon, manager Yankee Network Artists Bureau, a radio entertainment agency (John Shepard III interests); K. M. White, Harry Drake, Bertha Wells and Eleanor Leonard.

Resolutions Committee: Al Martin (Lou Walters office); Gleon White, manager of Artists' Service, Inc., of Massachusetts, a National Broadcasting Company subsidiary; Bernice Bruce, Artists' Amusement Agency; Eddie Kasper and Jack Werby.

The next meeting of the newly formed organization, that presently has no official name nor a vice-president, will be held Tuesday, October 27, at the Walker Building, 120 Boylston street, in a private suite.

A vice-president, now under consideration, will be elected, with formal business expected to create news of interest.

Bal Tabarin, Frisco Musicians Love Again

SAN FRANCISCO, Oct. 24.—Musicians' union, Local No. 8, and Tom Gerun and Frank Martinelli, co-owners of the Bal Tabarin, have buried the hatchet.

Have worked out a deal which is to be tried out for 60 days, starting October 29, when Herb Saman's Band moves into the spot, replacing Tom Brown's Ork. Under the new setup nitery will divide its NBC airing between two bands, adding the total number of hours on the air weekly, then divide the extra money which comes from broadcasting between musicians of both orchestras. Spot has been paying musicians for a full 30 minutes, although airing is only a quarter hour, which burnt Gerun and Martinelli. Second band to share in the spoils with Saman's men is that of Don Francisco, which does relief and also plays the cocktail lounge.

Barris-Kinney Combo

DET. MONTE, Calif., Oct. 24.—Harry Barris and wife, Loyce Whiteman, closed the Del Monte Hotel here to reopen at Sebastian's Cotton Club, Hollywood. Bob Kinney and his ork accompany them, the combo to be known as Harry Barris' Orchestra. CBS-Don Lee network is to air the combo five nights weekly.

ASCAP Sues Night Spot

LANSING, Mich., Oct. 24.—A damage suit has been brought in Federal Court in Detroit against Mrs. Mary Gordon, proprietor of the Wonder Bar, night spot, in which she is charged with infringement upon copyrights of musical compositions. Suit filed by American Society of Composers, Authors and Publishers.

School's Own Night Club for Students

CEDAR RAPIDS, Ia., Oct. 24.—A night club with no spiking and no liquor. That's what students at the University of Iowa in Iowa City are to be offered in an effort to cut down week-end visits to adjacent road houses, which usually wind up in highway accidents.

Alterations in the cafeteria department at the Iowa Memorial Union, student recreational center, will be made, and will include installation of a screen for folkies, side tables, a dance floor 20x60 and new acoustics. Place will be called the Silver Shadow. Floor shows with student entertainers are contemplated.

Big problem now is how to keep the boys and girls from "rolling their own" when authorities are not looking.

Cleveland Booker Rotates Big Units

CANTON, O., Oct. 24.—Frank Sennes, of Cleveland, has acquired the Little Hofbrau here and has inaugurated a policy of 25-people units which is clicking. Sennes is framing 10 units, which will play a circuit of Ohio and Western Pennsylvania clubs.

These include the Orey Wolf, Sharon, Pa.; German Village, Columbus, O.; Club Circus, Mansfield, O.; Frolies Club, Youngstown, O.; Hollyhook Gardens, Warren, O., and others in Sandusky and Cleveland, O.

Currently at the Hofbrau are Sondra, Pat Vernon, Frances Vanoff, Vern Wilcox, Victor Yvonne, Morris, Mickey and Skinner; Three Martin Sisters, Jay Jayson, an eight-girl line and George Williams' new band of 10.

Name Policy Dropped

BOSTON, Oct. 24.—Club Bagdad, of Providence, booked thru Al Martin, of the Lou Walters office here, is back to floor shows following a three-week try-out with names.

Estelle Taylor and Frances Williams worked the club a week each. Belle Baker, slated for week of October 5, became ill and did not work her contract. Martin plans elaborate productions on French Folies style.

King East in January

HOLLYWOOD, Oct. 24.—Henry King will stick with the Burns and Allen CBS program, going east in January to Hotel Plaza, New York. Band may tie with comics' new sponsor, Grapenuts, in April.

Big Shows for Houston

HOUSTON, Oct. 24.—Big shows and name bands are promised for new Club Coronada, set for early opening here by Anthony Lamantia. Spot has been renovated.

Berns Adds Bookings

DETROIT, Oct. 24.—Sol Berns' booking office has added two up-State night spots, the Olympic Club at Flint and Paddy Ann's Garden at Bay City.

Whitehead to Milwaukee To Fight Rival Night Club Group

NEW YORK, Oct. 24.—Trouble in Milwaukee compelled Ralph Whitehead, executive secretary of the American Federation of Actors, to hop a plane this afternoon for that city.

Dick Fritchard, one of the five Milwaukee agents franchised by the AFA in a closed-shop agreement, was beaten up by two men near the Miami Club there last Friday. He was rushed to the Milwaukee County Emergency Hospital for treatment for face lacerations and bruises.

The Milwaukee newspapers link the beating with a new performers' organization apparently seeking to supplant

French Casino Ventures Now Tops in Night Club Grosses

New York spot grossing \$2,500,000 annually—London and Miami casinos' heavy grosses—combo booking outside hotel spots—operating agency—all in two years

NEW YORK, Oct. 24.—Biggest night club venture of the world now is undoubtedly the French Casino enterprise, which has big shows in three casinos, smaller shows in two local hotels, operates a Paris night club, has sent out three big vaude units, operates an agency and is linked with theatrical real estate interests having fingers in a score of theaters in the East. International in scope, it is undoubtedly the night club field's biggest money proposition. Such big booking outfits as MCA are not being considered in this figuring, however, as they are primarily agents rather than employers.

Clifford C. Fischer's first big night club venture in this country was in Chicago, when he brought his *Folies Bergeres* revue in the fall of 1934. Shifting the show into the revamped Earl Carroll Theater and tying in with Shapfro, Haring and Blumenthal in December, 1934, the venture was an immediate hit. The current fourth edition (*Folies d'Amour*) is grossing around \$50,000 a week, which is undoubtedly tops for any night club in the country. Cotton Club here is the nearest local competitor, with the Hollywood and Paradise right behind.

The French Casino's \$50,000 gross for 50 weeks a year means \$2,500,000 yearly gross. It grossed \$30,000 New Year's Eve alone, with 1,600 people paying \$10, \$12.50 and \$15 apiece, not counting liquor checks.

The London French Casino is said to be doing a terrific business and piling up a gross almost equal to that of the local spot. When the Miami French Casino opens its 10-to-12-week winter season next month, it is expected to gross around \$40,000 a week.

Fischer has taken over control of the Les Ambassadeurs, Paris, which he had been booking the past 20 years, giving the Fischer - French Casino combo another spot. Uses small shows, however. The Fischer outfit has kept some girls working two and a half years without layoffs. And with the intended expansion into Chicago, it will be able to offer even more work.

In addition, the FC combo is now producing floor shows and selling them outside. Local Blitz Carlton and the Pierre hotels are taking FC shows. Bookings are handled thru the International Theatrical Corporation, an FC subsidiary. Realizing the terrific publicity gained by its shows, the FC has also sent them out as vaude units to play the bigger circuit theaters.

Hiller Building Circuit

PITTSBURGH, Oct. 24.—Joe Hiller, manager of the National Theatrical Exchange here, says he is building a night-spot circuit in the tri-State area and will soon have eight continuous weeks. Will build his own small floor-show units here.

Shreveport Hotel Reopens

SHREVEPORT, La., Oct. 24.—Formal reopening of the transformed Fountain Room of the Washington-Youree Hotel is scheduled for this week, with Ayers LaMarr and ork, featuring Betty Barry, and floor show headed by Archer Sisters, Jerry Lawton and Thelma Whitten.

Herbie Kay Opens at Gibson

CINCINNATI, Oct. 24.—Herbie Kay and his Music Makers opened in the Florentine Room of the Gibson Hotel Thursday night to remain until November 9. Ted Weems opens at the popular spot November 10, with Joe Saunders following in November 16. Appearing here with the Kay ork are Dimples Dalton, fern warbler; the Kayettes, the Three Kays and Pansy the Horse.

Bob Davis Has 'Muff Dancer'

CINCINNATI, Oct. 24.—Bob Davis, comedian and producer of unit shows, in a visit to the local office of *The Billboard* Monday, announced that he is now handling the publicity and booking for Yvette, "muff dancer," now appearing at Harry's New York Bar, Chicago. Davis claims to be originator of the Yvette title and "muff dance" routine.

Society Gal Wants \$\$

NEW YORK, Oct. 24.—Mrs. Alexander Cochran Forbes, third cousin of President Roosevelt, is the latest society gal to join the ranks of night-club entertainers. Made her debut at the Iridium Room of the Hotel St. Regis last week. Told the newspapers she was "doing it for the cash," much like her predecessor, Eve Symington, who, it is reported, receives more than \$1,000 weekly.

Night Club Reviews

"Ocean of Sophisticated Swing"
BEN POLLACK ON TOUR
 AND HIS ORCHESTRA

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

Featuring the Mound City Blue Blowers.

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RED MCKENZIE AND HIS ORCHESTRA

Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBO. Coast to Coast.

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HARRY RESER AND HIS CLIVOT CLUB ESKIMOS

Exc. Mgt.—Consolidated Radio Artists, Inc.

Fountain Room, Murray Hill Hotel, New York

One of the staid hotels dating from the horse and buggy days, this one has given in to the dance and entertainment idea and has opened its Fountain Room for lunch, dinner and supper, with dancing and entertainment in the evenings.

Altho the acoustics are excellent, the huge Fountain Room does not permit visibility of the floor show and band from all points. The three fountains and the masses of ferns and flowers, along with the six columns, do much to hide the band and floor from customers sitting away from inside. Layout should be rearranged if possible to permit greater visibility.

Opening night show was informal and frankly experimental. The Michel Gerner Orchestra provided the dance music (see New Band Reviews), with Lillian Dell doing the vocals capably, and Ray Sudler, guitarist, also contributing some sweet singing. Frank Bessinger, appearing as a guest star, offered his swell baritone voice in popular numbers.

The floor show itself has eight girls out for individual song and dance specialties and group dances. Girls offered four different numbers: a top hat and cane dance, a series of individual dance specialties, a Spanish dance and a can-can. Their individual specialties were better than their group efforts, a blonde offering a neat toe-tap number and a brunet doing a nifty acrobatic waltz. Edith Storm, blond contralto, revealed an interesting voice in popular numbers.

Grant and Rosalie, comedy ballroom team, didn't click, their style failing to warm up the somewhat ritzy crowd here. Jerry Cooper, handsome baritone, was a distinct hit. His vibrant delivery pulled applause after each pop song. Bill Mellie, emceed, sticking to straight announcements.

The Bob Roberts Continentals (Roberts, Bill Gals and Jules Weintraub) offered pleasant instrumental and vocal music during band intermissions.

Entertainment was presented loosely due to conscious attempt to make this an informal spot. Opening-night crowd enjoyed the dance music and show immensely. Atmosphere is a bit somber and old-fashioned, but the airiness and good service and food more than make up for this. No cover or minimum.

Paul Denis.

Congress Casino, Congress Hotel, Chicago

Representing an investment said to be around \$100,000, this Congress Hotel spot, which supplants the Joseph Urban Room, takes its place as the most unique and spectacular hotel dining room in the city. Room has been rebuilt in amphitheater style, with rose leather chairs at the tables against rose and silver walls, making a beautiful effect.

Instead of a floor show being conducted in its entirety, there is continuous entertainment. At one end of the room is a revolving stage. As one orchestra is thru playing it swings around, revealing the alternate band, thus providing an uninterrupted flow of music and entertainment. Acts are interspersed between dance sets by Glen Gray and his Casa Loma Orchestra and Jose Cortez, and his Central American Dons, a rumba-tango combination. Pierre Andre, well-known radio announcer, is emcee.

Two Eileens, pretty blondes, opened the show with two nicely done dance routines, first a graceful toe waltz to the tune of *I'll See You Again* and then a syncopated toe number. Embassy Boys, a trio in talk, with one of them at the piano, rendered selections from *The Student Prince* and *Pagliacci*, drawing a very good hand.

Connie Boswell took the spotlight with several songs offered in her particular manner. A hit. Among her selections were *Bye, Bye, Baby*; *Until the Real Thing Comes Along*; *Did I Remember?* and *I Can't Give You Anything But Love*. Unfortunately she makes two of the songs seem twice as long by dragging them out in a manner that made most of the customers seated near this reviewer literally bite their fingernails. Enrico and Novello completed the

show with two suave and sophisticated Spanish ballroom routines to nice applause.

F. Langdon Morgan.

Gay Nineties, Chicago

An old-fashioned atmosphere and a feeling of good fellowship prevail at this spot, located a hop and a skip from the downtown district, and combined with a floor show of real entertainment and reasonable prices, it is an ideal place to while away an evening. George DeCosta and Lew King, now in their stentch week here, are responsible to a great extent for some of the most pleasurable moments, and Henri Keates, who has abandoned the organ console temporarily for a piano keyboard, conducts a small but efficient musical combination. Talent is furnished thru the Paul Marr-Sammy Clark office.

The Vee Amcs Girls (six), a snappy and pretty line, opened the show with *Broadway Rhythm*, done in legs and top hats. Lew King, emcee, next introduced Rose Lane, blues singer, who did *If You Can't Hold the Mama You Love* to nice applause, followed by Helen Chuckies with a shim-sham shimmy and Leona Leslie with a black and tan fantasy, both nicely done.

George DeCosta and Lew King, attired in costumes of the Gay '90s and handlebar mustaches, entertained royally in the next spot with a medley of old tunes with gestures, such as *Strolling Thru the Park One Day*, *Bicycle Built for Two* and others, and their turn ended all too soon. Both of the boys have a keen sense of humor and showmanship and went over with a bang.

The Vee Amcs Girls returned to do a graceful waltz, being joined by Colleen (Ruth Hamilton), who danced to *Beautiful Lady in Blue*, climaxing with a neat strip revealing an attractively formed body.

One of the pleasing items of entertainment here is George DeCosta's singing of *Drink a Beer and Let's Wait* between shows.

F. Langdon Morgan.

Bowman Room, Hotel Biltmore, New York

Formerly called the Florentine Room and now redecorated in striking brown and cream, the Bowman Room has opened its fall season with the Russ Morgan Orchestra still providing the music, and Illiana, singer, and Miaco, magician, contributing the floor show. Newest attraction is Illiana, Continental singer, who looks like a real comer. She has an unusual voice, possessing a range of three octaves, and aids it with a charming accent. Offered three numbers, singing in Russian, Italian and English, accompanied by her own pianist and violinist, while the Morgan Orchestra also gave her excellent backing.

Miaco, a suave personality, did sleight-of-hand tricks with a cane, silks, cards, rabbit, small balls and lighted cigars, cigars and a pipe. Altho this type of routine has become quite familiar of late, he nevertheless manages to sustain interest. Is deft, palming the various objects with perfection. A red-headed girl assists with the props.

The Morgan Orchestra, 14 men, dishes out sweet dance rhythms, the triple violin section, the first trumpet and piano being especially good. Music has color and is pleasant to listen to in addition to being thoroughly danceable. Morgan leads most of the time, radiating an ingratiating personality. Does occasional snatches at the piano, too. Pretty Loretta Lee lends a pleasant contralto voice, while Lewis Julian displays a good baritone and capable delivery.

The Joseph Zatur Orchestra of six does relief, with Zatur at the piano. (See NIGHT CLUB on page 19)

Charlotte Musicians Elect

CHARLOTTE, N. C., Oct. 24.—Officers for the 1936-'37 season of the local musicians' union are Bo Norris, president; J. W. Thomas, vice-president; William S. Greene, secretary and business manager; Sammy Small, treasurer, and Jack Paschal, sergeant at arms. New executive committee includes E. W. Campbell, Bill Davis, Ed Neal, Pete Martin and Thorpe Waterfield.

Heavy Stone Bookings In Up-State N. Y. Area

ROCHESTER, N. Y., Oct. 24.—Harry Stone, of the H. S. Vaudeville Exchange here, has booked the following, opening this week: Locally, at Brownie's Marble Grill, Beck, Melton and Beck; at Seneca Terrace, Sam Manning's Orchestra, Toby Rando, Al Delage, Shirley Heaton, Patricia Mann, Connie and Jimmy Bussio; at Triangle Inn, Rose and Buddy Sawyer, Mona DuPrez, Bob Brothen; at Hollywood, Kerr Sisters, Leta Bellamy, Emil Decosteri, at Dalley's, Marjorie Dorie, Myrtle Myle, Suzanne Slate, June Kennedy; at Guy '90s Club, Loretta Kaye, Bybil Stewart, Kay Merklng, Dixie Hey; at Flat Hotel, June Darling, Patsy Lee, Delores Case; at Edgerton Grill, Jenn Hamilton, Mary Deeb, Val Mates.

In Buffalo, at Havana Casino, Genevieve Adilla and Company; at Midnight Sun, Pettl and Lester Reat, Stormy Kennedy, Bobbie Briere. In Newark, N. J., at Brills, Blanche Kasler, Jack Arnold, Lucille Page, Verne Shicker; at Hotel Balboa, Leta Bellamy, June Darling, Mary Deeb. In Binghamton, N. Y., at Hodge's Tavern, De Lano Brothers. In Horseheads, N. Y., at Chateau, Sterling Grant, Judy Gordon. In Akron, O., at Semler Hotel, Johnny Martone's Orchestra. In Elmira, N. Y., at Wonder Bar, Ed Ferreri's Folies of 1936. In Waverly, N. Y., at Tavern Grill, Sid Leonard Revue.

Bookings in Rochester

ROCHESTER, N. Y., Oct. 24.—Arthur Argyles, head of the Mutual Entertainment Exchange, has booked Birch and Courtney into the Jermyn Hotel, Scranton, and the Craft Sisters and Bernita into the Chez Ami, Buffalo, two new dates for this office. Also Haynes and Raymond at the Powers Hotel here.

Change in Management

BRIDGEPORT, Conn., Oct. 24.—Paul Harold, owner of Coconut Grove here, has retired, altho retaining ownership. Leaves management to Martin (Martie) Cohen, former vaude comedian.

Henderson, Tex., Club Opens

HENDERSON, Tex., Oct. 24.—Cooper Club, just out of this city, opened Tuesday with Jimmy Joy and ork and floor show headed by the Rhythm Racketeers, the Esquires and the Velvet Violins. Replaces former spot operated by Hugh Cooper.

Beck on Stevens Staff

CHICAGO, Oct. 24.—Edward Beck, well-known stage director, has joined the staff of the Stevens Hotel as amusement director, a new position created by General Manager Otto K. Eitel in the interest of presenting the newest type of entertainment in the Continental Room and extending entertainment service to conventions and meetings in the hotel.

Affiliated Has 12 Weeks

DETROIT, Oct. 24.—Affiliated Theatrical Offices, recently opened by John Daley and Harry Goodman in the Griswold Building, have now 12 weeks. This includes time in Detroit and up-State Michigan, as well as two places in Indiana, one in Pennsylvania and several in Ohio.

Gordon Leaves Weber

NEW YORK, Oct. 24.—Bob Gordon has left the Weber-Gordon Agency after a partnership of six months. He is joining Sid Gold and continuing night-club booking.

Weber is continuing in the Bond Building, with Phil Berle as associate.

Preparing the Mule

NEW YORK, Oct. 24.—Red Donahue, whose mule act has played vaude for years, is casting longing eyes on the night club field. To meet objections from night clubs which wouldn't want their floors scratched up by a mule Donahue has devised rubber shoes for his animal.

• California's chatter box
DICK BUCKLEY
 (mc)
 now on tour

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 "DISTINCTIVE DANCERS."
 Currently CONGRESS HOTEL, Chicago, Ill.

Grace Morgan
 MUSICAL SATIRES
 Currently PARK PLAZA HOTEL, St. Louis, Mo.

★ PAUL ROBINSON
 The Ultra Modern HARMONICIST.

DICK DIXON The Romantic Tenor
 AND HIS AMBASSADEURS
 featuring PAUL PEQUE
 27th West at GLORIA PALACE, New York.
 Mgt.—HARRY MOSS, 1618 B'way, N. Y. C.

Dancers and Singers of Sophisticated Songs.
 ★ JEAN & JANE FARRAR
 Now appearing Club 1523 Locust, Philadelphia, Pa.

★ RACKET-CHEERS
 STEVE PETE LOU

Currently 1214 CLUB, Philadelphia, Pa.
 "Three Racketcheers proving the Zenitest three-ome that ever hit town."
 BILLBOARD.
 Personal Representatives, MARTY FORKINS, 1564 B'way, N. Y.

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

Club Chatter

GUIDO opens his new Sapphire Room, New York, October 30, with Barry Winton supplying music and Lawrence White, socialite, vocalizing. . . **ROY RADCLIFFE** is emcee of the Regian Village, Boston. . . **AL AND SALLY RUSSELL** start eight weeks at Golden Grill Inn, Rochester, N. Y. . . **VERN VALDEZ**, after 58 weeks at Prolio Inn, Hollywood, now current at Washington Club, East Liverpool, O. Show includes Johnny Kaye, emcee; Leonard Jans, Bobbie LaRue, Murray Pickford and Kenn King. . . **MAE HALLIDAY** and Toni Clark, swing ballroom team, booked thru MCA, held over indefinitely at Hotel Syracuse, Syracuse.

BENNY FIELDS held over for second time at Versailles, N. Y. . . **BILLY HOLIDAY** singing at the Onyx, New York. . . **FRANCIS FAYE** heads new show at Yacht Club, New York. . . **BIDDA BLAKELY** joins Vincent Lopez at the Astor, New York. . . **OLLIE WHITNEY** now playing Cantle Terrace, Columbus, O. . . **CASTAINE AND BARRIE**, dancers; the Andrew Sisters, swing singers, and Smith Howard are appearing with Leon Belasco's Ork at the Pavilion Caprice of the Netherland Plaza Hotel, Cincinnati.

Tarah Nash is now doing "3 dance interpretation of Othello and Desdemona" at the Old Rumanian Restaurant, New York. With dance team doing Romeo and Juliet waltzes, any minute now there's going to be a stampede for Shakespearean dances. A sign that night clubs are going highbrow? Well. . .

CHET SPRINGER completed 28 weeks at the Wonder Bar, Grand Rapids, Mich. Heads south in November. . . **JACKIE ADAMS**, playing return engagement at Picesidly Club, Baltimore. In sixth week now. . . **VILLANO AND LORNA**, dance team, opened at Silver Grill, Middletown, Pa. . . **PETER HIGGINS** starting second month at Post Lodge, Larchmont, N. Y. . . **JACK DRUMMOND** opened at Igo's Tap Room, Albany, N. Y., for indefinite run.

ESSEX HOUSE, New York, has renewed option of Clair Eugenic, singer. . . **DON CUMMING** held over indefinitely at Rainbow Room, New York. . . **BABY ROSE MARIE** held over for new revue at Top Hat Club, Union City, N. J. . . **TILLIE** has reopened Tillie's Chicken Grill, New York. . . **JACK DEMPSEY'S**, New York, may open a Hollywood branch. . . **FORMAL** opening of the Iridium Room, St. Regis Hotel, New York, offered Sunny Forbes, of society, making pro debut as singer; Agnes Roy, heading a Rasch ballet group, and Emil Coleman, providing music.

Smart acts know the value of timeliness. For example: Maureen and Nova, when at the Commodore, New York, recently, offered a "Presidential dance" which included Kansas kick and Roosevelt roll movements. These gag dances may not be so hot, but they attract attention and publicity. Live-wire performers should always be on the lookout for new publicity angles.

PITTSBURGH NOTES: Union Grill, which formerly used shows Wednesday nights only, is presenting a nightly floor bill. Bert Layton and Adele St. Clair, dance team, heading the current show. . . **DICK AND EDITH BARSTOW** have opened at William Penn Hotel's Chatterbox. Same spot booked Paul Rosini, magician, for a return engagement. . . **ALL LEADING** spots here contributed their acts to the mammoth show presented at the annual Variety Club banquet Sunday. Johnny Perkins was emcee.

DE ANGELO AND PORTER opened at the Greyhound Cafe, Louisville, Ky., October 23 and are set for the Edgewater Beach Hotel, Chicago, opening November 13. . . **FANCHON AND FANCHON** opened at the Jefferson Hotel, St. Louis, October 23. Follow with the Claridge Hotel, Memphis, Tenn., October 30. . . **MANNO AND STRAFFORD** opened at the Springhurst Country Club, Lexington, Ky., October 24 and got from there to the Claridge, Memphis, October 30. . . **JOHN TIO** and Una Cooper opened at the Greyhound, Louisville, October 23. . . **JANISE WILLIAMS**, Wayne and Lorraine and Cliff Winehill opened at Arrowhead Inn, Cincinnati, October 23. . . **NADINE AND GERALDO** opened

at the Brown Hotel, Louisville, October 23 and are booked for the Edgewater Beach Hotel, Chicago, to open November 30. . . **BARNES AND STEGER**; Mackie, LaVallee and Paul, and Marya and Martin opened at the St. Paul Hotel, St. Paul, October 28.

Oon Loper and Ruth Mayes, dancers, deserve credit. They had their routines filmed while at the Music Hall, New York, and now screen them and watch their steps carefully. By running the film in slow motion they can analyze their own slips in a manner impossible under other conditions.

CEDRIC AND ARLINDA have been booked by Sligh & Tyrroll to open at the Park Hotel, Shanghai, November 2. . . **PICKARD AND SEAL** open at the Edgewater Beach Hotel, Chicago, October 30. . . **PIERRE AND TEMPLE** are being held over at the Webster-Hall Hotel, Detroit. . . **LANE AND DICKSON**, William Ebbs and Wallace Whitelya opened October 23 at the Jefferson Hotel, St. Louis. . . **THE CHICAGO-KTTES** opened October 24 at the Springhurst Country Club, Lexington, Ky. . . **HERBERT LOE** opens at the Claridge, Memphis, October 30. . . **WALDMAN SISTERS**, Irene and Martha, Alene and Evans and Collins and Wanda opened October 23 at the Lookout House, Covington, Ky. . . **DONOLO AND DUANO**, Frankie Hyers and Kollette and Deano opened at the Bal Tabarin, Cleveland, October 23. . . **TRUDY DAVIDSON**, Etta Reed and the Lewis Sisters opened at the Colony Club, Chicago, October 23. . . **BEE SARCHE**, Nita and Bernille, Hal Monte and Dea Lang opened at the Sixty Club, Omaha, October 23.

DOROTHY HANFORD and Cortez and Marquise opened at Bruns Palm Gardens, Chicago, October 22. . . **HARRIETT NORRIS**, Mary Vandas Dancers and Marquita and Inez Gambol opened at Beverly Gardens, Chicago, on the same date, booked by Tommy Sacco. . . **HELEN DOVE** and Don and Dianne opened at Vine Gardens, Chicago, October 22. . . **BONNY BELL**, George and Edith and the Mary Vandas Dancers opened at the Midnight Frolics, Chicago, October 23. . . **CHIYA**, Eve Evon, Don Pao and Carmita, Robert and Maxine Riegel and Barney Grant opened at Von Thenen's, Chicago, October 23. . . **PEGGY BAKER**, O'Dare and Drew, Adelaide Kirkoff, Frankie Gorton and Gene Emerald opened at the Silver Cloud, Chicago, October 23, booked by Hal Lawrence.

Since the French Casino incident, the cops have been watching certain New York night clubs suspected of making unfair extra charges. Last week an East 55th street club closed its doors and wouldn't let customers out for an hour, claiming plain-clothes men were waiting outside to buttonhole outgoing customers and ask if they had been overcharged. The Stork Club, sensing the interest aroused by the French Casino rumpus, is taking big ads announcing "never an extra charge," etc.

PITTSBURGH NOTES: Now show at the Nixon Cafe is headed by Jay and Lucille, Walter Donough, Eleanor Christian, Angelo DePalma and Eight Dorothy Byton Girls. . . **DEWEY MOON**, baritone, filling a stay at the Fort Pitt Hotel. . . **MARIANNE ROHRKASTE**, local dancer, has been placed in Montreal's Lorraine Cafe.

ANN SHERMAN and the McCune Sisters opened at Vine Gardens, Chicago, October 16. . . **BELL HOWARD**, Barl Roffe and Cortez and Marquise opened at Bruns' Palm Garden, Chicago, the same day, booked by Tommy Sacco. . . **JEAN NEVILLS** and the Morrow Sisters are playing the Midnight Frolics, Chicago. . . **FIVE WONDER GIRLS**, Olivene Johnson, Frank Shepard, Miss Darr; Partel, Boehm and Prestin, and Charles Agnew's Band were booked into the Terre Haute House, Terre Haute, Ind., October 16 by Elsie Cole. . . **MARY VANDAS DANCERS**, Patay Mack and Lopez and Costello opened at Beverly Gardens, Chicago, October 16, booked by Tommy Sacco. . . **FRAN AND SUZANE**, Reta Morgan, Chiya, Eve Evon and Barney Grant opened at Von Thenen's, Chicago, October 15. . . **CRAIG AND ELLIOTT**, Jans Dace, Bobby Silverder, Adeline Kirkoff and Gene Emerald opened at the Silver Cloud, Chicago, on the same date, booked by Hal Lawrence. . . **RUTH AND BUDDY** and Crystal Cook are playing Ben's Chateau, Chi-

cago. . . **JACK TAYLOR**, emcee, has completed eight weeks at the Dwan Hotel, Benton Harbor, Mich., and is now playing Beverly Gardens, Chicago. . . **LARRY FORBES**, Ring and Peterson and Jane Conway are playing Winona Gardens, Chicago. . . **MOLLY MANOR** is at the Parody Club, Chicago.

One magician around town has caused the management wherever he has played a big headache. One of his table tricks is to take a customer's \$5 bill and ask: "May I keep this if I make it disappear right out of your hand?" Of course, he pulls a clever paper switch and calmly walks away with the bill. Irate patrons, too timid to yell while with friends, have later threatened to sue the management, which, in turn, had to pay off.

BUFFALO NEWS-DONNA AND DARRRELL are back at the Chez Ami, as is George S. Hoffer. . . **Phil Henri** doing emcee. . . **PAT BENSON** is a hit at McVan's, along with Laurine McVail. . . **THE SAVARIEN** offers Bert Lynn and his electric guitar, Al Jenkins' Band, Eleanor Wood, Nickle Nash, Al Frazer and Mary Mosler.

MARIA KARSON has formed a new mixed trio of singing instrumentalists to include Eileen Larson and Don Gardoni. . . **CLUB MAYFAIR**, Williams-ville, N. Y., has reopened. Show, booked by Dubick & Rodgers, of Buffalo, will feature Sanford and Marie and include two Worth Sisters and Joe Sterling.

NEW FALL SHOW at the Casino, Montclair, N. Y., features Jimmy Duff, Hal Hope and ork and Ann Courtney, Clay Bryson, Al Green and his Coral Islanders, Happy Powers, Walter Litt and the Electronic Trio. . . **BLONDIE'S CAFE**, Chicago, presents Sandra, exotic dancer; Jackie and Toots Richards and Sally Carlyle.

SELMA MARLOWE is booked two weeks and options at Morrison Hotel, Chicago, beginning October 16. . . **CARLYLE SISTERS**, together with Jan Maybank and Ann Drew, are now working the Royal Pines, roadhouse at Lake George, N. Y. . . **SARITA HERRERA** heads the revue at Dimitri's Club Gaucho, New York. Supporting are Dimitri and Virgil, Chita, Florine Echavarria, Gloria Alvarez, and the Gauchos, led by Ramon Carrasco.

The old gag of an agency putting out an "exploitation booklet" and "persuading" acts to take advertising space is again being worked in New York, Los Angeles and other cities. The booker coerces acts who are anxious not to displease him and thus manages to cover the cost of printing, and, sometimes, even make a profit.

NEAL LANG and Frances Roberts, now appearing at the Holland Tavern, New York, head a show that includes Paul Cunningham, Florrie Bennet, Parker Sisters and a five-piece swing band. . . **DARIO AND DIANE** signed for the Trocadero Club, Hollywood, after 20 weeks at the Rainbow Room, New York.

LOS ANGELES—Candy and Coco, with Ted Rio-Rito's Ork, are going to Hollywood to appear in *Hats Off*, Boris Petroff's production, for Grand National. . . **JERRY BERGEN**, at Casanova Club, Hollywood, is directed in short for MGM by Joe Sherman, former praise agent.

FAIRY CUNNINGHAM, dancer, now in 12th week at Coconut Grove, Milwaukee. . . **MUTUAL ENTERPRISES, INC.**, Montreal, opened new show, *Karnival Kapers*, October 26, comprising Danny White, emcee; Newell and Whitney, dance team; Four Reeves, songs and dances, and Lee Bartell, singer. Alex Lajote's Ork and Leon Kofman's Band supply music. . . **MURRY PICKFORD**, after eight weeks at Washington Club, East Liverpool, O., is heading east. . . **DOLORES AND ROSSINI**, executing dances and songs by Walter L. Rosemont, are at Club Variety, New York.

RUSSELL SWANN, originally booked for four weeks, now in seventh month at Cafe de Paris, London. Has three weeks at the Ritz and then homeward bound. . . **WILLIE SANDERS**, emcee, replaced Percy Stoner at Man-About-Town Club, New York. . . **VIC PUREE**, "man of 1,000 faces," now playing the Anchor Club, Sandusky, O.

Wilbur Sweetman, band leader, accepted a settlement of a two-year-old claim against a vaude booker last week after Local 802 had told the booker to pay up. And, believe it or not, Sweetman demanded and received an extra \$5 for "interest" on the debt.

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

DON REDMAN AND HIS ORCHESTRA ON TOUR. CENTURY ORCHESTRA CORPORATION, 1610 Broadway, New York.

don **LOPER** and his **HAYES** "imitable dance stylists" Currently at the COMMODORE HOTEL, New York.

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Palmer House, Chicago, 18 weeks; returns engagements, 7 weeks.
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 Held over Billman Hotel, New York, 4 weeks.
 Held over Rainbow Room, New York, 8 weeks.

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THE TRIANON ROOM
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MUFF DANCE

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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

OTTO THURN and Original Bavarian Orchestra, after three months at the Alpine Village, Great Lakes Exposition, Cleveland, opened October 17 at Alpine Village Hofbrau, same town. . . .
GEORGE NODZO and New Yorkers still going strong at Reins Rendezvous, Tupper Lake, N. Y. Featured are Cy Trippe, Robert Canino and Ed Beacham. . . .
CAROL LOFNER, after a nine weeks' run at the St. Anthony Hotel, San Antonio, opened at the Baker, Dallas, October 19. . . .
BENNY RUSH and men going great guns at the Shawnee Hotel, Springfield, O. . . .
VINCENT LOPEZ will premiere Cole Porter's *Red, Hot and Blue* score at Astor Hotel, New York, via networks.

Quite a few name band leaders have found it necessary to drop an entire band when at the top of the ladder because they felt the musicians had become stale. Johnny Hamp was among the first to do this, about four years ago. Jan Carber did it recently. Other band leaders have seen the need for changing men while the band still had a big name, rather than to wait until the decline. The trend ought to be a warning to all musicians in big bands.

LANG THOMPSON'S Band, after 20 weeks at Showboat Ballroom, St. Louis, are held over indefinitely. Lee Hale and Bud Little are vocalists. . . .
THE ORKS of Neil Golden and Richard Kuhn added to list of WHN (New York) dance bands. . . .
TOMMY MORTON booked Harry Baker, trumpet, and Sidney Catlett, drum, into Don Redman's Band and Bobby Hayes into the show at Hotel Edlison, New York. . . .
CHARLEY JOHNSON and his Harlem Swing Men are at the Villa d'Este cabaret in Paris.

FRANK NICHOLS, formerly known as Nick Seraphine, opens October 29 at Riverside Club, Riverdale, N. Y., for six months. Show will be emceed by Virginia Warren. . . .
 RECENT bookings of the Student Orchestra Agency, Ithaca, N. Y., include Jerry Johnson at Delta Upsilon House, Red Carino at Psi Upsilon and Gene North at Alpha Chi Rho, Cornell University. . . .
TANNER SISTERS, trio of singers and dancers, added to Stan Stanley's Band at St. Anthony Hotel, San Antonio. . . .
EARL BARR, director of Barr Concert Ork, visited by Felix Arndt, composer of *Nola* and other hits, at his Waterloo (La.) home last week.

ROYAL CREST ORK booked for indefinite run at Donahue's Singing, N. J. Formerly known as Howard Woods' Ork, band is now co-op outfit. . . .
SAMMY FRISCO and band opened for four months at Winona Gardens, Chicago, October 28. . . .
LEONARD KELLER and his NBC Ork opened at Casa Madrid, Louisville, October 28. . . .
FREDERICK BROTHERS' Music Corp., Kansas City, informs us that they, not Mills Artists' Bureau, booked Bob Grayson into the Brown Palace Hotel, Denver. Mills also stated it booked the band.

Certain bands with their own press agents have been having trouble with the publicity departments of the spots they're working for. Only recently a band leader's personal press agent sent down a handwriting expert and her party of three to a New York hotel, angle being to publicize the band leader's handwriting for a big daily newspaper. The hotel publicity department paid the bill and promptly yelled murder. The band leader, naturally, was caught in the middle.

DON RESTOR and ork headline the Earle Theater, Washington, week of October 30. After that will take in college proms. . . .
EMIL COLEMAN, at the St. Regis, New York, is sticking to policy of cutting down brass, altho band is enlarged to 22 men.

PAUL MARTELL, currently at the Arcadia Ballroom, New York, auditioned for the Ritz-Carlton, swank hostelry, same town. . . .
BOB THOMPSON, drummer, replaced Johnnie Adams in Eddie Mack's Band at the Zepp Club, Akron, O. . . .
HUDSON-DELANOE ORK, after 18 weeks in New England, will broadcast over WHAS (CBS) from Casa Madrid, Louisville, beginning November 27.

ALBANY NEWS: Robert Murphy, of the Hotel Kenmore, booked Jack Denny and band for two weeks' engagement. . . .
JOHNNY MURDOCK and ork will

replace Le Roy Wilson's musicians at the Edgewood Inn. . . .
PAUL KANN'S Ork opened the De Witt Clinton Hotel October 17 for extended engagement. . . .
MEL EMERSON entertains at the Ten Eyck Hotel. . . .
DICK HARDIE remains at the Club Frolic and Freddy Engel at the University Grill.

PHILADELPHIA—Jean Irvin, of Mann and Irvin, has formed an orchestra to work college dances. . . .
JACK WRIGHT and his Penn Troubadours set to do the Burlington (N. J.) Military Ball. . . .
CHANO IN bookings for the Arcadia nightery bring Hal Kemp in November 2 for a two months' spell. . . .
VAN LEVIE, at the Ritz-Carlton Hotel, newest addition to the Ritz's dance remote roster. . . .
JAN SAVITT and his Top-Hatters get spots on the NBC before and after the football broadcasts.

Jack Jenney, band leader, has disbanded reeds in his new band. Has four trombones, four violins, cello, viola, trumpet, piano, guitar, etc. He has devised three new mutes for trombones which give the effect of a French horn, bassoon and cello, respectively. It seems that the question is no longer "How good is your band?" but rather "How different is it?" About the only thing band leaders agree upon nowadays is their intention to be different.

TOM BROWN'S 10-man ork, which closes at the Bal Tabarin, San Francisco, October 29, after four months, opens October 31 at the Club Victor, Seattle. Vocalist is Harold Hurris. . . .
AL LYONS with his 12-piece band, moves into the Sir Francis Drake Hotel, San Francisco, November 3, for six weeks, replacing Larry Kent's aggregation, which will do a series of nighters and then return to the Alexander Young Hotel, Honolulu. Vocalists are Bob Rogers and Nick Cochran.

DON MARIO'S Ork is playing at the Embassy Club, Atlanta, Ga. . . .
RAY NOBLE (Rainbow Room, New York) will get \$1,000 for playing the DELTA SIGMA TAU sorority December 27.

Band Leaders as Indie Contractors

WASHINGTON, D. C., Oct. 24.—The Internal Revenue Bureau, acting under the Social Security Act, has handed down a ruling that orchestra leaders who accept employment for themselves and their bands are considered independent contractors. . . .
 As independent contractors they receive payment for all in a lump sum and have the right to hire, control and discharge the players under them.

NEW POLICY

(Continued from page 4)
 toward furthering Ann Pendleton in the theater. Miss Pendleton handles the Hepburn role of Antiope in outstanding fashion, but she doesn't stand alone in fine performance, for the federal: evidently raided their talent box and brought forth a roster of Thespians who play to the hilt. Sharing top honors with her are Barney Brown, as Sapiens; Rita Newport, as Hippolyta, and Ben Schwartz, as Gaganus.

All players, many of whom have been previously lost in other YTP offerings mainly thru poor casting, are topnotch. Completing the well-balanced cast are Terry Humberstone, as the simpering father; Margo Duse, as captain of the guard; Ruth Barden, as the groom's mother; Kenneth Patterson, as Theaues; Peter Brocco, as Homer, and Ivan Collius, as Hercules. Staging is by Jerome Coray, with sets and costumes by YTP workmen well turned out.

Project officials estimate this to be the biggest grosser they have had. Originally scheduled for two weeks, piece was held for an extra 10 days before moving downtown for another two-week engagement. Altogether, this was grand entertainment and puts the local FTP in a new light. Surely there must have been the spark of inspiration lying about somewhere. **SEYMOUR PEISER.**

NATIONAL COVERAGE

(Continued from page 4)
 of a mass parade thru the uptown sector. Within the fortnight a similar parade, which may have as many as

10,000 actors and musicians walking, will take place on Broadway.

In Canton, O., musicians have been told by their local to stay out of chain theaters because of their ban on vaude and live music.

PHILADELPHIA, Oct. 24.—Attempt of the mayor's labor relation board to effect a settlement between Warner Brothers and the Musicians' Union Local 77 proved a miserable failure and the campaign for live entertainment was renewed with a vengeance. Altho the deadline was set for Tuesday night (20), M. Herbert Syme, labor mediator for bizness, didn't come out of the huddle with the Messrs. Schlanger, Phelps and Wolf, Warner officials, until the following eve. Proposal offered by the movie moguls was the same as that offered to the musicians before the mayor's intervention and was turned down by the labor board. Only suggestion coming out of the six days' wrangling called for the setting up of a commission of five disinterested members to continue the huddle.

Pending any further developments along the arbitration front, A. Anthony Tomel, 77 prez, called out the pickets and campaign started all over again. Further, Tomel sees these interruptions not only as a subtle move on part of the movie interests to stagger the crusade and dampen the enthusiasm of the musicians, but as a stall for time to map out a counterattack against the spread of the live entertainment campaign on a national scale.

Last Thursday (22) Tomel and 802 union heads ganged up on Joseph N. Weber, AFM prez, to take the campaign out of their hands and make it an AFM fight on a national scale. Meeting with Weber is also seen as an indication that this fight will take more money than both are prepared to spend and feeling is that the national body should bear the burden. Biggest problem in Philadelphia is in crashing the newspapers. Same problem is anticipated in other cities where plans for the campaign are under way. AFM will be asked to wage a newspaper advertising campaign similar to that when talking pictures first started taking hold of the movie houses.

Altho the Philly picketing will be spread to every Warner house throuth the city, newspapers are still playing possum. In an effort to reach every household local union has engaged an outdoor ad distributing agency to pass out handbills door to door.

DANCE TEACHERS

(Continued from page 5)
 aiding. Demonstration program, arranged by Doris F. Weber, comprised Rosetta O'Neil, modern; Ruth I. Byrne, novelty; Evelyn Hubble and Albert S. Butler, ballroom, and Gertrude A. Tate, lecture.

NEW ORLEANS, La., Oct. 24.—First fall meetings of the Louisiana Association of Dancing Masters was attended by about a score of teachers, presided over by President Hazel Verges.

A letter from the city tax collection office to the association confirmed the reduction of as much as 50 per cent in the assessment on admissions to special events. Pete Villere reported on the city's attempt to place a \$50 per year license tax on dance schools. The greater number of teachers reported they have refused to pay this "unjust" cost.

It was also announced at the meeting that dance schools were not subject to the collection of a 4 per cent city and 2 per cent "luxury" tax, which became effective October 1. Most of the equipment used by schools, however, has the tax added when bought.

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Music News

In view of their success with the *Pigskin Parade*, Lew Pollock and Sidney Mitchell have been assigned to supply the score of *One in a Million*. All the numbers will be published by the Sam Fox Publishing Company. The same firm is issuing the songs from the opera *Follow Your Heart*, with *Magnolias in the Moonlight* and the work bearing the caption of the talkie already listed in the hit column.

The Three Little Saxes, trinity of young men whose efforts over the ether are well known, celebrated their 12th consecutive year in radio Sunday via WMCA. As a gesture to their pal Johnny Broderick, of Arren and Broderick, now appearing in London, they introduced Broderick's latest song, *And So It Ends*, published by Bob Miller.

Alex Hyde, in collaboration with Al Stillman and Basil Adlam, has placed a new ballad entitled *I Plead Guilty*. It is on the descriptive order.

Johnny White has retired as professional manager of the Santly-Joy concern to go in business for himself. White is now gathering songs and looking around for desirable quarters.

Two new publications, namely *Mills' Red Band Book* and *Mills' Tip-Top Band Book*, have just been issued by Mills Music, Inc. They are in folio form and the contents are devoted to numbers which should appeal to orchestra leaders and others looking for melodies of the hour. Special dance arrangements are an additional lure.

Hoagy Carmichael, responsible for such successes as *Rocking Chair*, *Lazybones* and *Star Dust*, has gone to the Pacific Coast to join his present writing partner, Stanley Adams. The two have contracted to furnish words and tunes for a new Columbia film.

Remick Music Corporation announces that it has secured the publishing rights to all the songs in the new movie *Sing Me a Love Song*, starring James Melton. Warren and Dubin have written three which should fit the tenor's voice. The compositions are *Summer Night*, *The Little House That Love Built* and *That's the Least You Can Do for a Lady*.

That a standard composition is not a lost cause in any era has been exemplified in the song *Your Eyes Have Told Me So*. It has been placed in a

forthcoming picture produced by the Warner Brothers. In spite of its vintage it is a steady seller and a profitable commodity.

Witmarks are looking forward to a smash hit in *When My Dream Boat Comes Home*. Even Sam Serwer, who is a conservative young man when it comes to appraising any song to which he has to devote publicity, predicts that it will be the outstanding number of the current season.

Several managers of New York music houses, including Larry Spier, of Harms, Inc.; Lester Santley, of Santley Brothers; Joe Santley, of Donaldson, Douglas & Gumble, Inc.; and Rocco Voeco, of Remicks, were in Chicago last week for George Olsen's opening at the Edgewater Beach Hotel.

JOHNNY PARRO, Philadelphia songwriter, has placed his *Formal Nite in Harlem* with Melo-Art Music and his *Wedding of the Stars* with Leo Peist.

London Night Spots

LONDON, Oct. 20.—Three newcomers to the Savoy Hotel are Four Trojans, amazing acrobatic entertainers and tumblers, who have a dandy routine of fast, difficult and different floor tricks; Mignone, American acrobatic danseuse, who shines with some appealing steps and tricks, and Bob Ripa, versatile young juggler, who has a corking turn chock-full of dandy tricks.

Sophie Tucker, who has been a sensation at the Grosvenor House, concludes her stay there Wednesday and will be succeeded by Molly Picon. Sophie has them shouting for more after 12 numbers each session. A big hit in the same show is Edgar Bergen, best ventriloquist seen here in many years.

Dorchester Hotel floor show is held over, with honors being shared by the Wiere Brothers, three-man comedy act that is polished, clever and novel, and Lydia and Joresco, light-footed dancers, ace on appearance and routines.

Yacht Club Boys sing their risqué ditties to plenty of applause at the Cafe de Paris.

Darlene Walders doubles in cabaret on the Victoria Palace. This cute young American acro-dancer has looks and the ability to hold the patrons spellbound with a miscellany of sensational tricks all her own.

Four whirlwinds continue to prove a hit with their straight and thrilling roller skating and their comedy stunts at the Trocadero. B. R.

American Acts in Paris

PARIS, Oct. 19.—The de Luxe Lido on the Champs Elysees has reopened under management of Leon Volterra. Big floor show has several American acts, including Geraldine and Joe, Laesler Brothers, Georgie Hayes and Dolly Arden.

Swing Craze Ups Records; Fats Waller Tops for Victor

CAMDEN, N. J., Oct. 24.—Sophisticated, rippling, slide and the let-yourself-go beats has put the hi-de-ho and sweet and low boys out of the running and boosted Fats Waller, who used to press the blacks and whites in a Philly honkey-tonk from show place to jackpot. In fact, statistics released by the RCA Victor Company, based on sales of platters, make Fats the king of swing. Benny Goodman trails in second slot. There's food for fury in these figures. The boys who figure it out at the disk plant here know only one thing. Swing is responsible for the store lids—staging a sensational return.

Because red is ridin' the comeback trend in records has been accelerated in recent months, with the ordinarily dull summer showing better sales figures than last December, which was the best month in many years. August shows a

Sheet-Music Leaders

(Week Ending October 24)

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

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

1. The Way You Look Tonight (2)
2. When Did You Leave Heaven? (1)
3. Me and the Moon (5)
4. A Fine Romance (3)
5. Did I Remember? (6)
6. A Star Fell Out of Heaven (4)
7. Sing, Baby, Sing (9)
8. I'm an Old Cowhand (10)
9. I'll Sing You a Thousand Love Songs
10. I Can't Escape From You (7)
11. When a Lady Meets a Gentleman (13)
12. Organ Grinder's Swing (11)
13. Thru the Courtesy of Love
14. Who Loves You? (14)
15. Talking Thru My Heart

PHONOGRAPH RECORD best sellers will be found on page 75.

Guido Opens Club

NEW YORK, Oct. 24.—Guido, restaurateur and polo player, opens his new Casanova Room, 151 East 57th street, October 30. Barry Winton and orchestra already booked. Show being lined up now. Club is on the former Place d'Opera and Embassy Club site.

Cuttin Opens Agency

NEW YORK, Oct. 24.—George Cuttin has quit the Resort Entertainment Bureau here to open his own office in the Palace Building. Joseph P. Nadel his new associate.

Meyer Davis Bookings

NEW YORK, Oct. 24.—Meyer Davis office opens new season with following bookings: Michael Zarin into Empire Room; the Waldorf-Astoria, October 27; Bernie Dolin into Sherry's; Maximilian Bergere into Stork Club; currently and Miami Baltimore this winter, and Arthur Ravel into Bowers Hotel, Brooklyn.

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NBC Sidesteps Amateurs In Unit Production Plans

Artists' Service predicts end of amateur craze—to give professionals a break—intend building flock of WPA units and shows carrying Rudy Vallee billing

NEW YORK, Oct. 24.—Artists' Service of the National Broadcasting Company has in mind that it is time to get professional actors back in theaters in place of amateurs. NBC execs would not talk on this angle, feeling observers will claim sour grapes thru NBC having lost the bookings of the Bowes tyro units, but actors now being auditioned for the series of WPA units NBC plans to build have been given this info by network officials. In addition to the WPA units, which will start shortly after elections, when NBC and other unemployed professionals, the Artists' Service has also built the first of a series of *Rudy Vallee Varieties* units, opening set for November 6 for Paramount in Toronto.

In addition to foreseeing the end of the amateur parade, NBC thinks there is plenty of good will to be corralled by taking the unemployed actors off relief rolls. Apparently, however, the network is loath to talk on this attitude, lest the opinion be spread that it is out for publicity as a good Samaritan. Network does not want to use these performers as a spearhead for free space and will not play this angle at all.

Deal with Vallee is on a partnership basis. Vallee will plug the touring shows, on his weekly series, indicating that his sponsor, Standard Brands, is also in on the deal for a cut. Act set for the opening unit include Freddy Lightner and Roseell, Lightner as m. c.; Roy Atwell, Stewart Sisters, on the air with Vallee for several years; Al Bernie, a Vallee protege; Ford, Bowle and Dalley; Michael and Arlene Jackson. Most of the Vallee units will include acts that have guest starred on his program. Units to follow this first one will depend on the results of the opener.

NBC has two more units to open within the next three weeks, one of which is penciled for November 6 at the Metropolitan, Boston. Other one is definite for the Roxy here starting November 6, acts including Tom Howard and George Shelton; Shandon, violinist; Morton Bowe and others to fill. Boston unit not fully lined up as yet. These last two units are not under the Vallee banner.

NBC figures it has both a sock radio deal and a sock vaude deal in its WPA venture. Human interest angle is a strong element in both. Network claims there is to be no minimum salary paid these performers, report having been that actors were to get \$50 weekly. Auditions are currently going on, with Fred Niblo, former film director and before that in vaude and legit, who will m. c. the broadcast portion of the WPA venture, sitting in.

Anderson Takes St. Charles House

CHICAGO, Oct. 24.—The Arcade Theater, St. Charles, Ill., has been leased by Lester Norria to the Fred Anderson circuit, which took possession October 18. The theater holds a unique position in the amusement field in this territory, being located in a town of 5,400 and having run a week-end vaudeville policy without interruption since it was built in 1924. The new owners will continue to present stage hills each Saturday and Sunday, booked by John Benson from here. George O'Brien, formerly at the Miller Theater, Woodstock, Ill., has been named resident manager by Anderson.

Fay's Sketch Experiment

PROVIDENCE, Oct. 26.—E. M. Fay will stage an experiment with sketches at his Fay's Theater here, interested in seeing if he can bring them back to their former position in the field. His first sketch, a six-people playlet entitled *The Knife Thrower*, opens Friday and, as in former days of vaude, it will be spotted in the middle of the bill.

Mogul Into Boston Memorial

NEW YORK, Oct. 26.—Mogul, mentalist, will open Friday at the Memorial, Boston, for RKO as a lounge attraction. He goes in for two weeks and options of 10. Goes there from the Paramount here, where he ran 14 weeks.

Savoy and Brown Open Coast Booking Office

HOLLYWOOD, Oct. 26.—Paul Savoy, former Eastern booker, and Phil Brown, formerly of the act of Brown and La-Hart, opened the Coast to Coast Theatrical Agency here. Savoy was recently with the Al Wager office.

Savoy and Brown are now booking Las Vegas, Nev., two days; St. George, Utah, one day; Helper, Utah, one day; Salt Lake City, full week; Ogden, Utah, two days; Rock Springs, Wyo., two days; Laramie, Wyo., two days, and Denver full week. Office expects to line up 10 or 15 more days in that territory in the next three weeks.

Freeman Houses Only Using Units

NEW YORK, Oct. 26.—The Hippodrome, Toronto, and Loew's, Montreal, booked by Charles Freeman, of the Paramount office, are using nothing but unit shows, with Freeman having the houses booked in that policy until the middle of December.

Current with this week, the shows set for Toronto are *Hollywood Hotel*, Ted Lewis, *Rudy Vallee Varieties*, Ina Ray Hutton, A. B. Marcus unit, Phil Baker, Major Bowes' All-Girl Unit and *Glorified Follies*. The Montreal shows are *Fats Waller, Hollywood Hotel*, Ina Ray Hutton, *Your Hit Parade, NTG Revue*, Marcus unit and Carroll's *Mardi Gras*. Units are playing these houses on percentage.

N. Y. House May Go Combo

NEW YORK, Oct. 26.—The Parkway Theater, Third avenue between 122d and 123d streets, opens with a straight pix policy this Friday. It may become a combo house later, according to the management, Lehman & Spiegel.

Jack Hunt in Hospital

CHICAGO, Oct. 24.—Jack Hunt, manager of the State-Lake Theater, enters the Augustana Hospital here tomorrow and will undergo a minor operation Monday. During his absence Sam Levin, assistant manager, will take over his duties, assisted by Walter Moore, who has been temporarily transferred from the LaSalle Theater. Hunt will be away about two weeks.

Believes in Vaudeville

CHICAGO, Oct. 24.—Sligh & Tyrrell, Inc., which has heretofore specialized in cafe, night club and hotel bookings, is establishing a vaudeville department under the direction of Glenn Burt, well known in the old days thru his connection with the Keith and Western Vaudeville Managers' circuits. Burt is working on a presentation plan, using local stage hands in towns he signs up, augmenting the bills with vaudeville acts, a line of girls and special scenery.

Vaudeville Notes

RENEE LAMAR and her three-act, *Just Kids*, back from a European tour, in rehearsal with two new girls, Margie Blaine and Edna Ward. . . . Major J. O. Donovan visited New York last week from the Coast. . . . Nancy Henly has been in Europe since July, currently working the big cities of Germany, then to Switzerland and Budapest, and month of December into the Wintergarten, Berlin, to be followed by Paris and London. . . . Gino, DeQuincey and Lewis, League of Nations Trio with *Polles Parisienne*, are booked for the French Casino, Florida, after the unit completes its vaude tour. . . . Count Berniville will open his *Spices of 1937* Thursday in Springfield, Mass., for Paramount.

NAT KALCHEIM left New York Friday for a few days' visit to Chicago. Another Chicago traveler was Sid Piermont, Loew booker, who left Friday for a week-end trip. . . . Jerry Stewart in New York from the Coast and is readying for vaude in an act with Satch, formerly of Satch and Satchel. . . . Jonn Marsh will open Friday at Fay's, Philadelphia, booked by Sam Weisbord. . . .

Picchiani Troupe is doing a new act under the name of the Lodi Troupe, featuring singing and comedy in addition to their acrobatics. . . . J. H. Lubin, veteran booker, visited the Loew office Friday. He will leave New York next month to winter in Florida. . . . Chester Fredericks has joined the Russell Patterson Living Models unit.

RIMACS added a Spanish dancer to their Cuban *Polles* unit, the girl being Gloria Caballero. Also importing a Cuban rumba dancer and singer, Juanita Flora, in a few weeks. Rimacs are doing two new numbers, *La Samba Brasileira* and *La Conga Mi Rosa*, the latter Ciro Rimacs' own composition which will be published soon by Shapiro-Bernstein. . . . Conway and Parks, managed by Harry Pincus, of the Mills office, are current at the Lincoln, Philadelphia. . . . Margaret (Peggy) Roberts will sing for the Southern Women's National Democratic Organization in New York Saturday at the Waldorf-Astoria, with Mrs. Franklin D. Roosevelt guest of honor.

Legit Folks May Do Units

Shuberts interested—may do "Naughty Marietta"—others being contacted

NEW YORK, Oct. 26.—The demand for units and the availability of profitable playing time in the vaude field are attracting the revue producers of the legit field. Shuberts are contemplating condensing the *Naughty Marietta* road show, with vaude houses in Chicago and Detroit negotiating for the unit. The firm will probably put out other units for the picture houses. Norman Carroll, brother of Earl, has a unit in vaude already and contemplates producing others.

While George White and other legit producers took advantage of the unit situation a year or so ago, the legit men have been inactive in that direction of late. The inactivity was occasioned by the departure of bookers from high-priced units to those of medium cost. However, the prices of units have been tilted again, and thus the reawakening of interest among the legit producers.

Tilting of money for units, the better grade of shows, is the result of the inability of bookers to secure sufficient "names" to augment the medium priced units. The bookers are now in the market for units of Broadway legit popularity and are willing to pay upwards of five grand for such shows.

The Shuberts will probably be the biggest provider, considering that they have the facilities for this market. However, other revue producers are being approached for shows, with agents contacting them, and it is likely that several will come into the field.

Another trend in the unit field is the angle of headliners stepping into permanent spots in units and not just augmenting them as has been the case the last several months. York and King are headlining a Harry Romm unit, and Mitchell and Durant are to head a unit which is being built by Harry Puck.

Ferd Simon's Widow Continuing Agency

NEW YORK, Oct. 26.—The widow of the late Ferd Simon will continue the operation of the Simon Agency, which was the wish of the deceased. Staff of the agency will remain the same.

The office staff comprises Phil Bloom, Leslie Gross, Phil Offin, Johnny Dugan, Tom Kennedy, Ben Shatinin and two secretaries.

KAO's Increased Profit

NEW YORK, Oct. 24.—In a financial statement released yesterday KAO reports a net profit of \$666,080 for the 36 weeks ended September 26 as compared with \$172,114 for the same period last year. This is equal to \$10.35 per share on the 64,304 shares of 7 per cent cumulative preferred stock, as compared with \$2.67 per share over the corresponding period last year. Breakdown shows net profit for third quarter to be \$241,507. B. F. Keith Corporation and subsidiaries report a net profit, after all charges, of \$531,842 for 39 weeks ended September 26, 1936, as against \$176,753 for the same period last year. Third quarter net is \$160,256.

Above figures are subject to adjustment at end of calendar year.

RKO Celebrates Ball Crown

NEW YORK, Oct. 24.—Several hundred employees and officials of RKO held a dinner and dance yesterday at the Hotel Montclair in honor of the team's winning of the Motion Picture League baseball pennant for 1936. Major L. E. Thompson, president of RKO Theaters, and Ned Depinet, president of Radio Pictures, awarded trophies emblematic of the championship.

NEW YORK, Oct. 24.—Jack Blue, operator of a huge singing, dancing, dramatics studio here, opens a series Sunday over WHN beginning November 8. Presenting students as well as adult performers, along with introducing own dance music and song compositions.

Loew's State, New York

(Reviewed Friday Evening, October 23)

Vaude layout at this combo money-maker is reminiscent of a page from the history book of vaude. In this day and age of units, band shows and "names," it harkens back to such standard acts as Allen and Kent, Red Donahue and U-No and Frank Libuse. The modern touch is provided by Lee Wiley and Tommy Dorsey's ork. Works out as a setup show for the State audience, which came across very big for every act. Running time is a snappy 61 minutes. Picture is *The General Died at Dawn*, and house was capacity at this last show.

Allen and Kent are a familiar bang-up opener, two generations in a hoofing session. Young mixed team open to be followed by an elderly couple, the legging of the latter faring tremendously. Elderly lady is ace hooper of the quartet, possessing a swell style. Short, sweet and funny.

Lee Wiley, heralded as a radio miss, fares okeh in the deucer. Tops on appearance, loveliness of face and figure accentuated by a smart gold-cloth gown. Voice is fair, better at swiny tunes than ballads. She must select songs carefully, for high notes are her weakness. Went over enough to encore.

Red Donahue and U-No, the black-faced driver and mule act, got a lot of guffaws and big hand. The ornery mule's amusing antics with Red and his cop assistant is vaude as historians like to remember it. The mule is an expert, all his tricks being timed expertly.

Frank Libuse found big favor here, a house that takes to the lowdown slapstick he provides. A nutty act from start to finish—piano goofiness, interrupted ringing and a load of crazy side-dishes. Libuse piles his nonsense without a letup and he gets able support from Margot Brander and an unbilled fellow.

Tommy Dorsey's ork closes, fluding favor all the way. Audience knew him, and while the outfit doesn't pretend to be a stage crew, the folks liked it nevertheless. Practically all straight music, with the exception of the singing of Edythe Wright and Jack Leonard, both in the fair category. Dorsey's leading and announcing is personable and charming, while his trombone playing is brilliant. His 14 men are a corking musical aggregation, and altho the band is principally brass the music is seldom blatant. Couple of nice musical numbers, especially the biography of a trombonist.

Ruby Zwierling and his pit boys do a nice job of playing the show.
SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Friday Afternoon, Oct. 23)

(DAVE APOLLON'S UNIT)

Dave Apollon's new unit, 1937 Star Parade, is a nicely mounted production with a wealth of fresh talent. As band leader, emcee, musician and comedian, Apollon keeps things moving smoothly and his clowning is in evidence thruout.

Things started with the Filipino Swing Band (14) playing *I've Got Rhythm*, followed by Apollon singing a parody on *Is It True What They Say About Dixie?* and the dancing chorus of eight doing a neat routine. Johnny Barnes, a tap-dancing find, did two nifty routines, one without music, and drew a big hand, and Joan Merrill, deep-voiced songstress and a very attractive miss, did *When I'm With You* and *When Did You Leave Heaven?* to nice results. Lyda Sue was a hit in the next spot with her marvelous routines of high kicking, acrobatic aerials and twists and left to a very good hand.

Apollon did some swell mandolin playing with a seven-piece ensemble and then introduced Charlotte and Charles Lambert, mixed team, whose beautiful ballroom waltz would have been great under ordinary circumstances but the fact that neither of them could hear the music being played made it even more amazing. Big hit, Yvonne Moray, a midge-ot, crowned with Dave, sang *I'm Living in a Great Big Way*, did a comedy dance with Apollon and closed with neat tap dance. Harold Aloma played *When the Real Thing Comes Along* on his electric guitar, with a mandolin obligato by Apollon, and closed with *The Rosary* done with a vox humana organ effect. The Gibbons, man and woman, were a thrilling knife and ax throwing act, one of the highlights being the knife throwing at a revolving disc on which the woman was fastened. Nice hand.

Johnny Woods soaked over a great line of radio impersonations in the next-to-closing spot, among which were those of

Fred Allen, Rudy Vallee, Boake Carter, Bing Crosby, Ben Bernie, Walter Winchell, President Roosevelt and others and was a hit. The finale had the chorus back for a rumba and Apollon doing the *La Cucaracha* with Ruth Del Rio.
F. LANGDON MORGAN.

St. Louis, St. Louis

(Reviewed Friday Evening, October 23)

Good all-round entertainment on view here this week. The Roxettes present three ensemble numbers between the various turns, again displaying nifty costumes and going thru their routines with real precision.

Dare-Devil Dault and his comic assistant start the ball rolling. Following some tumbling and head walking by Dault and some comedy bicycle riding by his assistant, they present some real balancing feats atop four tables, with two chairs balanced on four bottles. They had the auditors gasping. A nice presentation with just enough comedy interwoven to spice up the turn.

Doyle and Donnelly, nice-appearing gents, do some comedy crossfiring and imitations and present a series of comedy bits which score nicely. They have a good routine of laugh-provoking chatter and bits and finish strongly with their mimicry of *The Wooden Soldier* march.

The Dilons, a couple of neat tap dancers, do some fast stepping in unison, with the Roxettes' *Moonlight Gardens* number serving as a background. Bobbie Thompson, one of the chorines, does a nice dance specialty in this presentation.

"Popeye," the Sailor Man, was in the closing spot. He does a great takeoff on the popular cartoon personality and works hard thruout, showing his versatility also in his many imitations of various musical instruments and impersonations of theatrical luminaries.

Wheeler and Woolsey in *Mummy's Boys* is the screen attraction.
FRANK B. JOERLING.

Roxy, New York

(Reviewed Friday Evening, Oct. 23)

Despite a change in the rest of the program, the Ice Carnival is held over as the feature of the stage show this week. That means that the Gae Foster Girls, house troupe, are still doing their slick and amazing routine on ice skates. In addition the youngsters, who seem to be able to do practically anything in show business, offer a very trick number in which each gal operates a marionette, putting it thru a hotcha dance. The little figures are Stroblited, and the effect is excellent. The kids also start the show with an effective shadow dance in which one line youngster—who ought to be billed, but isn't—is pulled out for a song.

The Ice Carnival is the same as before, with the participants including Dick and Irene Meister, Danny Buysenruit, Charlie Hadlett and Frenchie Herbert.

Show is opened, after the Foster kids' routine, by Alton Mann, who does a sinuous shadow dance. Following are the Threex Sisters, Pearl, Vi and Jessie, who harmonize a series of numbers, including a couple of specials. Show is rounded out by Novak and Fay, dancing and acrobatic comics who have a standout act. Their hoke work is smooth and effective, and their straight stuff at the end is swell. They're easily among the tops in their line.

Ford Bond does a really excellent job of announcing current news events after the newsreel and also announcing the show. Eddie Paul leads the pit boys, and the picture is Victor McLaglen in *The Magnificent Brute* (Universal). House was about average the supper show opening day.
EUGENE BURR.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, October 23)

Taking 50-60 from the first dollar, Nicholas Bolla's *Folies D'Amour* is battling for the biggest gross the house has chalked up this season and way back into last winter. *Folies* is a strong show, heaviest attraction the natives here have encountered in a long time and they're taking up the higher priced (40 cents instead of the regular 25 cents) tickets and begging for standing room.

Folies is a well-produced show, plenty of girls, beautiful costumes, a smart music section (all girls) and a general classy collection of talent. Biggest name is Rex Weber and along with him are such acts as Novelle Brothers, the comedy bird blz boys; Les Curries, a smooth dance team; Wilfred DuBois, a handy juggler; Mile. Lorraine, nudie dancer,

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and Dorothy Woolf, voluptuous baton waver.

Parliarian Melodians, the band, with the line and Louise Glenn, toe spinner, bring up the lights. Girls have a novelty beginning, the drop breaking down into parade gowns. DuBois comes on with his tennis racket and two balls which he pitches around into a clever routine. Rated a nice ovation for one so early.

Les Curries, ballroomers, perform gracefully and give up the lights to Sally and Bobo, a girl and her dog. Canine trots all over here while she does hand stands, dances and walkovers. Novelle Brothers do the violin-acrobatic comedy routine at this point, a warmup for their later portion. *Bofangles*, line number, is just ahead of Rex Weber, with Currie straightening. Weber puts 'em in a pario with his rube routine. He likewise holds back half the act for a later bit. The band's specialty, *Until the Real Thing Comes Along*, fronts Dorothy Woolf. Okeh.

Bamboola, feature dance number with Mile. Lorraine, is the only real nude

number, but the natives were left with mouths open when she shed the skirt. Novelle Brothers, with their tweet-tweeting, further the comedy vein and rate well with the house. Les Curries, in a dance to *Blue Prelude*, and Weber are next in line. Both acts over in good shape. A military finale with all the girls drumming waves the flag and gets it across up to the last second.

Picture is *Don't Turn 'Em Loose* (Radio), and business marvelous. Claude H. (Kid) Long is ahead of the show and Frank Polhemius is stage manager. It's heading east. B. OWE.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Oct. 24)

The days of Tony Pastor are being revived in the current show, which has been labeled *The Passing Revue*, and the audience is transported back to the gay nineties and ye old variety. Jack Lester, stage director and dance producer here, has provided a novel opening for the bill and deserves a few bows for his production efforts and dance numbers.

The curtains part showing the opening of a smaller stage with boxes on each side occupied by gay young blades and Gibson girls. The orchestra enters the pit, attired in snappy styles of the gas-light era, with side whiskers, and plays an overture of old-time tunes. The State-Lake Sweethearts, half as boys and half as girls, did a number to *White Strolling Thru the Park One Day*, and James Alexander and Patsy Kane sang *Tell Me, Pretty Maiden*. The old-time atmosphere continued with the Three Gyralis, of which both men members had on striped shirts and mustaches. They contributed some very good roller-skate work on a raised platform with some new twists and left to a very good hand.

Clyde Hager, altho on a bit too early, had the laughs coming thick and fast with his ace pitchman's spiel. There is nothing we can add that hasn't already been said about this fellow's work, but no matter how often he comes to Chicago he never fails to keep them laughing with his character monolog. Good hand.

The State-Lake Sweethearts returned in minstrel costumes for another neat routine, followed by Cella and Ranell with two sophisticated rhythm dances. Patsy Kane, a petite brunet, sang *I Can't Escape From You and Sing, Baby, Sing*, and the Emerald Sisters amused with a clever session of tumbling, comedy falls and some funny stunts with a table and chair. Nice hand.

Prof. Lambert, with his misfit clothes and hokum, jokes and nonsense, was a comedy success and played *Sweet Mystery of Life, Some of These Days* and *My Gal Sal* on his xylophone, leaving to a heavy hand. The finale was a plantation scene and utilized the Sweethearts, Cella and Ranell, Patsy Kane and James Alexander and was a good flash finish to a nicely done show. F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Oct. 22)

Music Hall is seemingly in for an off week, the current film being *Adventure in Manhattan*, featuring Joel McCrea and Jean Arthur. No real draw there. Production staff is taking it easy this week, running a repeat show. A few added trimmings here and there, but it's the same stage show of about a year ago. At this last show opening day business was about half a house.

Ahead of the symphony orchestra's tuning are *The March of Time* short, Dick Leibert at the console and the newcast. The symphony's contribution this week is a 12-minute session of operatic melodies, featuring the outstanding singing of Viola Ilim and Jan Peerce. *Angles* is the title of the stage show. Leadoff item is *Squares*, with special music by Dick Leibert. Feature is the modernistic adagio by Anchutina and Nicholas Daks, who give an excellent performance. The ballet corps rounds out the number with a tasteful routine. All presented beautifully.

Triangles is interesting, opening with an amusing special song, by Maurice Baron and Albert Sullivan, which is capably handled by Robert Weede. Alice Dudley, Jack Cole and Jerome Andrews

follow with a diverting love triangle modernistic dance.

Verticals is the inning for the glee club, in front of a clever drop. The male voices do nice singing of pop tunes, which the audience liked.

Closer is *Horizontals*, a rah-rah piece, in which the Rockettes go military. They rival West Pointers with flawless precision in a drill of difficult maneuvers. Joined by the ballet corps at the finish. Sixty-four girls on stage is a great flash. SIDNEY HARRIS.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Oct. 22)

The flicker, *Mr. Deeds Goes to Town*, was dubbed in for the first show today when costumes failed to arrive on time. However, thru a wait of several films *Scandals of 1937*, starring Morton Downey, came on with good testimony.

House ark overtured *A Study in Red* as the curtain lifted to a dazzling setting enhanced by a line of 16 beauties. Gals sang *Variety Is the Spice of Life* and then went into tap.

Jerry Coe slapped out swell squeeze box to *St. Louis Blues* and *Hold That Tiger* while he did a bit of eccentric and rubber-leg hoofing. Minus the platted piano Coe did an individual body weaving and torso heaving workout to *Blue Prelude* that got him a splendid hand. The Two Stevens Sisters deuced with a bunch of hoke snatches and did nice piping to *The Circus Is Here*, with the blond gal skipping off with honors via her whistle of *Mighty Lak a Rose* and her vocal interpretation of a day at the circus. Hand was worthy.

Production of *Boy Meets Girl* was next, featuring a tap terp by Petch and Deauville, with the line doing a male-female costumed lover's dance. Kach gal shaped up excellently as a couple hoofing. Kind of baffled some of the audience. Sustaining applause.

Joe Besser, assisted by a lad, came thru with flying colors in *Comedy as You Like It*, which the audience did immensely. Besser works an effeminate routine that registers a howlous session. Brand of comedy is fresh, original, presented okeh and could have continued for more minutes.

Another production, *South Sea Island Magic*, sung by a lad with guitar accompaniment, featured eight lovely gals deked out in much abbreviated cannibal costumes, lavish in fashion. Line

did hot routine to *Heat Waves*, a nice rhythmic and enticing cooch. Lucille Lary, in tights, figured tops in a cannibal war dance to *Digga Digga Doo* that raised many points on the blood-pressure barometer. The Lime Trio, pantomimics, are tops in their field. A supposed dummy taken from a trunk is literally tied up in knots. Contorted stunts proved entertaining for an applause reward.

Morton Downey, with Hal Hoffer at the keyboard, took bows for the Morton delineation of *Star Fell Out of Heaven, You're Not the Kind of a Girl, Did I Remember?, When Did You Leave Heaven?, Until Tomorrow, Farewell to Arms, When Irish Eyes Are Smiling*, with a mike bag-off speech. The Irish turned out on mass to greet their favorite tenor. Finale was a cocktail setting with eight scantily clad models walking the stage for nice showoff. Line does nice high-kick routine to *Cocktails for Two* as brilliant spectacle shuts a nice flesh show.

Back to Nature (20th Century-Fox) is the picture. SID FAINE.



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R K O THEATRES

1270 Sixth Ave. Radio City, New York

New Acts - Bands Reviews

Dr. Sydney Ross

Reviewed at the Radio City Rainbow Room and Rainbow Grill, New York. Style—Magician and palmist.

Dr. Ross has been a professional performer these past nine years here and abroad. Always a table-to-table intimate entertainer, he will blossom out next week as a floor-show act here. Having stressed intimate sleight-of-hand tricks up to now, he is enlarging his routine to include more stuff visible from a floor. Playing here the past four months.

Possessing an ingratiating and smooth personality, which enables him to mix well with the usually frigid society people, Dr. Ross doesn't take long to win over patrons. His card routine is amazing. Not only does he perform some remarkable switches but he does some with the entire deck never leaving the patron's hands.

As a special attraction for the women he reads palms, mixing serious prophecies with humorous observations. He is a clever showman—and he read this reviewer's palm with remarkable accuracy incidentally. P. D.

Mishel Gorin and Orchestra

Reviewed at the Fountain Room, Murray Hill Hotel, New York. Style—Dance band.

Gorin's Orchestra has 12 men and himself, along with a girl vocalist and an arranger. They are Irving Balbert, Harvey Goldin and Bill Brady, sax; Jack Gillespie and Austin Hull, trumpets; Sam Koty, trombone; Ernie Watson, bass; Ray Sadler, guitar and vocals; Arch Koty, piano; Mac Grey, drums; Onofrio H. Manzella and Henry Seakin, violin; Jack Kostang, arrangements; Mishel Gorin, piano and leader, and Lillian Dell, vocals.

Background: Gorin has been around for years, his bands having played some swank hotel spots in town. Current outfit has been together the past few years and is a good dance combination. It dishes out sweet rhythms, the violins and guitar providing pleasant melody and the saxes and brasses giving it vitality and the strength to swing out when necessary. Gorin leads and plays occasionally on the piano. He has an ingratiating personality. Keeps his men spirited and arranges for the usual sluppy of vocal and instrumental standouts. Sadler's sweet tenor is a pleasure to hear, while Miss Dell's voice and delivery of pop tunes are okeh, too.

Not only does the band do a good job of the pop tunes, but it can hand out neat rumba and tango rhythms, too. When caught here the band pulled them out on the floor—which is always the acid test of a dance band—in addition to providing good accompaniment for the floor show. P. D.

Evalyn Tyner

Reviewed at the Radio City Rainbow Room and Rainbow Grill, New York. Style—Pianist and organist.

Miss Tyner has been solo pianist and organist in the various cocktail lounges and dining and supper rooms atop Radio City the past eight months.

An excellent pianist, she performs on the moving piano at the edge of the revolving floor of the Rainbow Room and also on the organ in the same room and in the adjoining Rainbow Grill. A fine player of popular and the semi-classics on the piano, she is also an excellent organist, using a Wurlitzer pipeless organ. Extracts fine tone, giving the pop numbers life and a snappy swing.

She is a red-headed well-groomed young woman who shows taste in selecting her gowns. P. D.

Russ Morgan and Orchestra

Reviewed at the Biltmore Hotel, New York. Style—Dance band.

Personnel: George Hill, Sid Harris and Herman Kaplan, violins; Jean Prendergast, Eddie Grosso and Hub Lydell, sax; Phil Capricotti and Harry Gluck, trumpet; Keith Jessup, trombone; Joe Krecklow, piano; Bonnie Pottle, bass fiddle; Jimmie Lewis, guitar; Nell Marshall, drums; Russ Morgan, lead, trombone

and piano; Lewis Julian and Linda Lee, vocals.

The Morgan band has been here since February and has been building a big reputation for itself. Goes over CBS for Rinso-Lifebuy Tuesday nights and also broadcasts from this room. Morgan makes his own arrangements, achieving some swell effects. The violins always get a big play, even getting a symphonic effect. The fine guitar, piano and first trumpet also get standout attention and do much to give the orchestra a sweet, but nevertheless lively, effect.

Vocalists Julian and Miss Lee are okeh. Julian has a good baritone and knows how to deliver the lyrics, while pretty Miss Lee has a lively manner of offering pop numbers. Outside of the vocals and the frequent instrumental standouts the band does not attempt any production numbers. The ultra-conservative patrons here don't want hotcha stuff and Morgan fits his orchestra to their temper.

Morgan's pianoing is excellent, especially in the tangos. The band's rendition of *The Merry Widow* is a special delight, as are quite a few other old tunes that need only special arrangement to make them as appealing as the new ones. Having achieved a distinctive style, "music in the Morgan manner" is not an exaggeration. P. D.

Jerry Cooper

Reviewed at the Murray Hill Hotel, New York. Style—Singer.

Cooper is one of the up and coming singers of radio and night spots. One of these days he ought to get a break in pictures, too.

Has the appearance—being a tall and handsome young fellow and possessing a virile manner. As for the voice, he has an appealing and vibrant baritone that's just right for the pop songs he delivers. At this showing he offered *Sing, Baby, Sing; I Can't Escape From You, Did I Remember? and Come to Me, My Melancholy Baby*. Drew applause after each number, with the women especially enthusiastic.

Delivery is capable and diction is good. Should have no trouble pleasing anywhere and anybody. P. D.

Billy and Irene

Reviewed at the Folly Theater, Brooklyn. Style—Musical novelty. Setting—In three. Time—Eight minutes.

A fair musical novelty, the girl varying the turn with two dancing numbers, one a tap and the other an acro hoop dance. Opens with the mixed team playing musical saws. Clocked okeh, but the real sock of the act is Billy's whistling, which sounds like an aviary full of birds.

Act, the simple, goes along with no lost motion and is just about the right length, an important consideration in a turn of this kind. Patrons here came across with generous applause. P. A.

The Grey Family

Reviewed at the Folly Theater, Brooklyn. Style—Dancing and singing. Setting—In three. Time—Indefinite.

Four brunet girls and one boy in hoofing and singing routines. Appeared on the stage here a few times in ensemble routines and tapping and singing duos and solos, all of which impressed as fair. Opening introductory turn, a vocal presentation of the act, should be deleted. Drew a fair hand.

Some of the tunes were *Let Yourself Go, Put on Your Old Grey Bonnet and Take My Heart*. P. A.

The Dardelangs

Reviewed at the Folly Theater, Brooklyn. Style—Acrobatic. Setting—In two. Time—Eight minutes.

A strong-arm number with hand-to-hand holds, head balancing, etc. Begins slowly, but works up splendidly with two beautiful closing stunts. In one the understander, using one hand, swings his partner to a sensational hand-to-hand position over his head. Stunt was tried a few times and muffed before final accomplishment, and drew down the house for terrific applause. P. A.

Horton Brothers

Reviewed at the Folly Theater, Brooklyn. Style—Singing. Setting—In two. Time—Six minutes.

Boys singing while strumming a guitar and banjo. Numbers include *Wahoo, I'll Be Hanged if They're Gonna Hang Me and Hold That Tiger*. Act presents nothing outside of the conventional, but is rapid and does not pall.

Improvement could be made in choice of tunes. P. A.

Hays, Haig and Howe

Reviewed at the Folly Theater, Brooklyn. Style—Comedy. Setting—In one. Time—Thirteen minutes.

This hoke combo starts with a bit of screwy fiddle playing and singing, quickly goes into slow-motion boxing, a sailor sketch which includes instrumental work with spoons and ukas, and winds up with hoofing, both comedy and straight. Thruout it all there is much eye-poking and rough-house.

Scored well and encoored with a burlesqued sketch of G men catching a killer, the latter played by the emcee, Dave Vine Jr. P. A.

Illiana

Reviewed at the Biltmore Hotel, New York. Style—Continental singing. Time—Nine minutes.

A Continental singer, in this country the past two years, Miss Illiana shapes up as a real comer. Most unusual is her voice, a dramatic soprano which can hold a High F for 15 seconds and which has the exceptional range of three octaves.

Not only can she hold her high notes, but the low tones are good, also. At this showing offered three numbers: *Good Boy, in Russian; The Italian Street Song, in Italian, and When a Gypsy Plays His Violin, in Russian and English*. Prefaces each number with a descriptive talk, thus achieving a sense of intimacy.

A tall blonde in an attractive black gown, she has a pleasant personality which went far to thaw out the frigid Biltmore patrons. When caught here she seemed to please. In a more intimate spot she would probably be even more effective.

Serge Malawski, pianist, and Adolph Valekco, violinist, provide accompaniment in addition to the regular orchestra. Theodore Zarkivich, guitarist, is joining the act next week. P. D.

Joseph Zatour and Orchestra

Reviewed at the Biltmore Hotel, New York. Style—Dance band.

Instrumentation: Henry Folk, sax; Joe Chance, violin; Billie Vaccaro, accordion; Manuel Valdespino, guitar and vocals; Paul Kahn, drums, and Joseph Zatour, piano, lead and arrangements.

Zatour's Orchestra is doing relief now in the Bowman Room here and will be doing the cocktail and luncheon hour music soon. During the summer the band had been expanded to 14 men. Background: Zatour has played the Sherry-Netherland, LeMirage and other local spots, and has been at this hotel the past two years.

The orchestra when caught here impressed with its good musicianship. Zatour's ivory-flecking is excellent, while the rest of the men handle their particular jobs capably. The guitarist, Valdespino, reveals an appealing tenor voice in Latin vocals.

The band can handle popular numbers just as well as tangos and rumbas, pulling the customers out on the floor—which, after all, is the test. P. D.

Jaysnoff Sisters

(June and Iris)

Reviewed at Brunswick Casino, Boston. Style—Piano team. Setting—Special (one). Time—Twelve minutes.

Starting off the 1936-'37 season with a New England premiere of their new yet always inimitable and distinctly individual keyboard tickling at the fall opening of the Brunswick Casino, smart Back Bay dine and dancery, the international piano duo, the Jaysnoff Sisters (June and Iris), went over in sen-

sational style with their interpretation of cleffings. So much so that John E. Reilly, WMEX program director, spotted them on a complete intercity network (WMOA, New York, key station) piping, probably the first time Boston radio has experienced such a procedure.

At this session the gals whammed with Czardas, fiery Hungarian tzigani number, followed by the New England premiere via a piano duo, playing *Poinciana*, an ultra-sophisticated American bolero done swing type. Gals, playing it in a special two-piano arrangement, soaked it out to blood-pressure heights. A whale of a hand. They encoored with *Did I Remember?* in a swell symphonic, chromatic waltz style.

Standout of the team is their trademark of counter melody, with June using the second piano for the interpretation of orchestral instruments. Distinctively different which makes them positive as leaders. Regular trade jargon doesn't do their fingering justice. They are swell and cultural Boston went for them hook, line and sinker.

SID PAINE.

Jean Sargent

Reviewed at the Penthouse, Boston. Style—Singing. Setting—Special. Time—Five minutes.

Jean Sargent, credited with success in NBC's *Lucky Strike* series, *Ziegfeld Follies* and *Flying Colors* and a former versatile sob sister of *The Philadelphia Record*, begins her current season as a hit at Tom Maren's Penthouse atop the Bradford Hotel. Boston has taken a friendly and warm attitude toward Jean. In fact, Penthouse biz has increased during Jean's engagement there.

Brunet gal has charm and poise, an ingratiating personality and a contagious smile. Has showmanship and knows what to do with it. Classified as a mezzo-soprano, the gal has nice range that runs between E below middle C to high B-flat. Her piping is okeh; it's powerful and sustaining. Nice note holds. Capability spells sock vocal achievement.

SID PAINE.

NIGHT CLUB

(Continued from page 12)

Play swell tango music in addition to American stuff, with guitarist Manuel Valdespino offering sweet tenoring of Latin ditties.

Service, atmosphere, food are excellent. Paul Denis.

College Inn, Philadelphia

Gracing the shadow of Temple University's asphalt campus, College Inn is fast coming to the fore as one of the town's stand-out sipping and snacking spots. In an off-the-street room an oval bar is propped up front for the studee quaffers. Goings-on are spotted in the rear, with an overhanging balcony adding to the capacity and making it an excellent point to view the floor. When caught Louis Tomasco Jr., adroit boniface, was celebrating inn's first annum.

Show is more than adequate in meeting the babe's needs. Eddie Thomas, okeh on looks and pipes, proves an engaging juve helmsman to hypo the proceedings. Kiki Hall is whammo with nanance nuances. His *I'd Rather Be Spanish Than Mannish and I Wanna Be a Man* have a distinct Eddie Davis flavor.

Cortez and Peggy fill the groove as the ubiquitous dance duo. Gal is strong on looks. Vary the mill run of ballroomatics with choreographical turns, giving out an Indian and a Zigme dance. Evidence promise and with polish should scale the peak.

Maybelle York sings a couple of hot numbers. Being scorchy, it sells. Merrill Sisters open the show with a precision tap in strict dancing-school fashion, and sister Millie comes back with lesson No. 2.

Appeal to hoof is inspired by Jack Adcock, who dishes out the darsapation. Whips out the swing and goes sugary on the sweet, making for smooth and suave rhythms.

Show offered twice nightly during the after-theater hours, but inn opens for lunch and dinner trade. Oro.

Junior Amendment Passes; Suit Threat Is Minimized

Administration not concerned over reports that juniors affected by 50-week ruling may sue—would protect itself, but is unconcerned—vote is one-sided

NEW YORK, Oct. 24.—Frank Gillmore, queried as to the passage of the amendment requiring that juniors have 50 weeks of paid work before being admitted to senior rank, a category providing for voting power and higher salary status, described the administration's four-to-one victory as very significant and was not concerned over publicized statements that the Association would be subject to legal suit by juniors on the ground that the latter had joined Equity on the understanding that senior standing would automatically result after two years' apprenticeship. No step in this direction has been taken, and, even if such a move were made it is felt that the litigation would be indefinitely prolonged. Equity is prepared to defend itself and is experiencing no qualms meanwhile.

Measure, which failed of a two-thirds vote last spring and was thrown to a referendum of the membership at large by petition, needed but a bare majority to come under the wire, according to Equity's legal staff, which construes the two-thirds ruling as applying only to membership meetings and not referendums. Preponderant administration vote of 603 to 164 came as a distinct surprise in view of the agitation raised all last winter by elements opposing the amendment. Gillmore himself having thought the vote would be close.

Contrary to reports, the amendment includes the retroactive feature which occasioned so much controversy while the measure was being considered, including in its scope all present junior members.

Fifty-week provision includes payment for rehearsals but does not take in the bulk of summer stock. Salaries, unless the single salary minimum goes thru, are \$25 for juniors and \$40 for seniors.

Polls were open one month, from September to October 16. Tellers did not begin to count until October 17, noon.

Meet With Trunk Lines on RR Rates

NEW YORK, Oct. 24.—Representatives of the Trunk Lines Association met legit interests yesterday to consider request from the latter that railroad fares be reduced for road companies, together with the granting of other concessions concerning transportation of scenery and the honoring of coach tickets in pullmans. No answer forthcoming as yet, but Frank Gillmore, Equity president, feels that a favorable impression was created.

In addition to many passenger agents, a representative of Trunk Lines and Gillmore, the meeting was attended by Dr. Henry Moskowitz and Marcus Heiman, of the League of New York City Theaters; Mrs. Florence Marston, Dramatists' Guild; Edward Canavan, president Local 802, AFM; James J. Brennan, president of Theatrical Protective Union No. 1, and Fortune Gallo and Ray Whittaker, of the Shubert office.

Hub Subscription Lists Increasing

BOSTON, Oct. 24.—Call It a Day, the first play of the Boston Theater Guild and the American Theater Society subscription series, opened at the Shubert Monday to capacity business.

A week prior to the opening Miss Rebekah Hobbs, managing director of the Boston branch, announced the Hub passing its banner total in 1929-'30 in the number of subscriptions. She further reported that over 2,000 subscriptions were added to the rolls during the past week.

Generally in third place as far as subscription attainment is concerned, Boston this season forges ahead to second place in out-of-town subscription centers. With the spurt of customers from 7,000 to 9,000, Boston jumps ahead of Philadelphia to cop second place to Chicago.

In addition to Call It a Day, four other plays of the series are definitely announced. They include *Idiot's Delight*, *June Eyre*, *Lady Precious Stream* and *Pride and Prejudice*.

Chicago Legit Season Active

CHICAGO, Oct. 24.—Legitimate theater is coming into its own again here after several years of suppressed activity and the producers are beginning to send in a steady stream of attractions once more. For several years it has not been unusual to have no more than two or three theaters open at the same time while the balance remained dark. Present indications point to the season, which has just started, as being the most successful one in years. All at-

tractions currently playing here are enjoying good business.

Dead End, at the Studebaker Theater, is the only show that hasn't shown a substantial increase at the box office, due probably because of its location away from the accepted theater zone. Reports are, however, that it is building up slowly. *The Night of January 16*, at the Selwyn Theater and a revival of *Naughty Marietta*, at the Grand Opera House, are both drawing nice money.

For the first time since the American Theater Society was formed several months ago, three of its productions will be playing in Loop houses at the same time, starting November 9, when *Call It a Day* comes into the Grand Opera House, with the original cast headed by Gladys Cooper, Philip Merivale and Jeanne Danie. Others are *Pride and Prejudice*, at the Harris Theater, and *End of Summer*, at the Erlanger Theater. It is said that *Pride and Prejudice* is turning out to be a repeater, many of the people wanting to see it more than once, which is an acid test for any show.

Contemp Theater Starts

DETROIT, Oct. 24.—Contemporary Theater, formerly known as the New Theater Union, opened its third season last week with *Scoundrel*, by Paul Peters and George Sklar. Theater is again under the direction of Louis Altschuler and Gordon Slade. Productions are housed in the auditorium of the Institute of Arts.

Opening night attendance was way off because of Roosevelt speech here the same night, but patronage picked up steadily for later shows.

New Plays on Broadway

Reviewed by Eugene Burr

MUSIC BOX

Beginning Thursday Evening, October 22, 1936

STAGE DOOR

A play by George S. Kaufman and Edna Ferber. Staged by George S. Kaufman. Settings by Donald Censlager. Presented by Sam H. Harris.

- | | |
|--------------------------------|--------------------|
| Olga Brandt..... | Sylvia Lupas |
| Bernice Niemeyer..... | Janet Fox |
| Susan Paige..... | Lill Zehner |
| Mattie..... | Dorothea Andrews |
| Mary Harper (Big Mary)..... | Beatrice Blinn |
| Mary McCune (Little Mary)..... | Mary Wickes |
| Madeline Vaulclair..... | Greta Sloan |
| Judith Canfield..... | Lee Patrick |
| Ann Braddock..... | Louise Chaffee |
| Mrs. Orcutt..... | Leona Roberts |
| Kaye Hamilton..... | Frances Fuller |
| Pat Devine..... | Virginia Rousseau |
| Linda Shaw..... | Jane Buchanan |
| Ivan Maillard..... | Phyllis Brooks |
| Bobby Melrose..... | Juliet Forbes |
| Louise Mitchell..... | Catherine Laughlin |
| Kendall Adams..... | Margot Stevenson |
| Frank..... | William Andrews |
| Terry Randall..... | Margaret Sullivan |
| Sam Hastings..... | Robert Thomsen |
| Jimmy Devereaux..... | Alex Courtney |
| Fred Powell..... | Walter Davis |
| Lou Milhauser..... | Edmund Gorsay |
| David Kingsley..... | Onslow Stevens |
| Keith Burgess..... | Richard Kendrick |
| Mrs. Shaw..... | Helen Ray |
| Dr. Randall..... | Priestly Morrison |
| Ellen Fenwick..... | Judith Russell |
| Tony Gillette..... | Draja Dryden |
| Larry Westcott..... | Tom Ewell |
| Billy..... | William Ailes |
| Adolf Cretz..... | Ralph Locke |

ACT I—Scene 1: Main Room of the Foot-Lights Club. Somewhere in the West Fifties, New York. Scene 2: One of the Bedrooms. A Month Later. ACT II—Scene 1: Again the Main Room. A Year Later. Scene 2: The Same. Two Months Later. ACT III—Scene 1: The Same. The Following Year. A Sunday Morning. Scene 2: The Same. About Two Weeks Later. Midnight.

It may be that a cloak and suit merchant would like a play that sounded like a buyer, and perhaps a herring taster would inevitably adore a play that smelt of herring. In any case, this theater-smitten reporter carries around an extravagant liking for *Stage Door*, the new play by George S. Kaufman and Edna Ferber that Sam H. Harris presented at the Music Box Thursday night. That may be because *Stage Door* has the flavor, the true flavor, of Broadway and of the theater. Perhaps it's because it states the case of the theater, glowingly and splendidly, as against the gold-plated case of films. But no matter why, *Stage Door* is this corner's favorite play of the season.

Certainly it has neither the bite, the action nor the hilarious verve of the same authors' *Royal Family*. It certainly becomes occasionally repetitious as it states and restates its impassioned tribute to the theater. But anyone who loves the living stage, in particular anyone who loves the stage as contrasted with its bastard stepchild, the film industry, will likewise love *Stage Door*.

All of which may seem somewhat like a reporter going balmy. It is quite true that Miss Ferber and Mr. Kaufman have written no outstanding masterpiece. They have, however, written amusingly and, as was to be expected, with a sure knowledge of stagecraft and effect.

Their main theme is simple enough. In what they choose to call the Foot-Lights Club, a rooming house for budding actresses, lives Terry Randall, who has been brought up with the lure of the theater in her blood. She is poor, as are almost all the girls in the club, but the theater is her life. When her roommate and she both receive offers of seven-year contracts from the Gold Coast, Terry resolutely refuses hers and remains to trudge the endless round from office to office.

She takes up with a left-wing playwright who bears a suspicious resemblance to certain left-wing playwrights who are not at present on the Music Box stage. She helps him to write a great success, gives up her own part in it so that it may be sold and then watches the lad change under the sun of favor and finally hic off to Hollywood. She herself receives other offers of a contract from the expatriate stage director who is in the pay of a film company, but she resolutely turns them down.

In the end, of course, the expatriate director comes back to the fatherland, producing a play in which Terry is to have the lead.

Synopsizing *Stage Door*, however, is extremely unfair. It is not the play's theme that makes it what it is, but its background, its attitude and its warm and sympathetic knowledge of the tinsel triumphs, the pitiful cheats, the petty heartbreaks and the very real glories that make up Broadway and the theater. The stories of various of the other girls are also told. The whole thing is Broadway to the hilt.

A large cast composed chiefly of girls (it seems that almost every ingenue on the street was rounded up and thrown on the Music Box stage) acts it to a fare

three well, aided by the knowing and excellent direction of Mr. Kaufman. There is, as a matter of fact, only one really weak spot in the entire cast, tho that single flaw is both important and embarrassing. It is the placing of Margaret Sullivan in the leading role. Miss Sullivan, who deserted the stage for films, suggests by her performance the situation in the play itself, wherein the girl who did go to Hollywood returns for a starred stage appearance and is so woefully bad that the production has to be called off. Pleasant enough in the wise-cracking moments, she throws away some of the authors' more telling speeches because of a quaint notion that emotion is expressed simply by raising a voice to the cracking point. Even Miss Sullivan, however, can't entirely dull the sparkling point of the lines.

As for the rest, they are uniformly excellent, with Lee Patrick, Leona Roberts, Frances Fuller, Onslow Stevens and Richard Kendrick coming in for particular plaudits.

LONGACRE

Beginning Monday Evening, October 19, 1936

IRON MEN

A play by Francis Gallagher. Staged by Norman Bel Geddes. Settings designed by Norman Bel Geddes and built and painted by the Studio Alliance, Inc. Presented by Norman Bel Geddes.

- | | |
|--------------------|-------------------|
| Joe..... | Frank Jaquet |
| Mustard..... | John F. Hamilton |
| Cookie..... | Marion Stephenson |
| Scratch..... | Richard Taber |
| Kid..... | Clark Twelvetrees |
| Andy..... | William Haade |
| Nils..... | Harold Moffet |
| Pusher..... | Josef Dracer |
| Whitey..... | W. Dana Hardwick |
| Monk..... | Jack Carr |
| Windy..... | Paul Randall |
| Big..... | Harris Wishart |
| Insurance Man..... | D. J. Hamilton |
| Sadie..... | Jeanne Marlowe |
| Mrs. Murphy..... | Mary Perry |
| Dutch..... | Fritz Gerlach |
| Kate..... | Kathleen Fitz |
| Plumber..... | Edward V. Bracken |
| Fred..... | Cerald Kenf |
| Smaller..... | Harry Horner |
| Ida..... | Johnne Barrie |
| Mabel..... | Gloria Blondell |
| Collins..... | Carl Cleator |
| Barney..... | William E. Morris |
| Taxi Driver..... | Yale Okun |
| Smith..... | Meyer Berenson |
| Kelly..... | John Quartell |
- SCENE 1: East Side Barroom, a Little Before 8 o'Clock on a Thursday Morning in April.
SCENE 2: The 63d Floor of a Skyscraper Under Construction, 4:15 o'Clock That Afternoon.
SCENE 3: Atop the Skyscraper, 8 o'Clock Friday Morning. SCENE 4: The Barroom, 5 o'Clock the Afternoon of the Same Day. SCENE 5: The Barroom, 10 o'Clock Friday Evening. SCENE 6: The Skyscraper, 9 o'Clock the Following Monday Evening.

It is easy enough to understand why Mr. Norman Bel Geddes was fascinated by the script of Francis Gallagher's *Iron Men*, a play about the men who build the steel skeletons of skyscrapers, presented by Mr. Geddes at the Longacre Theater Monday night. Mr. Geddes, foremost of our realists in matters of stage design, was given a chance to present the 63d floor of a building under construction. During the course of the play's action (as a matter of fact, comprising about the only real action in the play) girders are swung about by the derrick that Mr. Geddes has placed at the side of the stage, and actors pretend to rivet them into position. Thus the customers, if they are willing to get stiff necks, can watch the structure of Mr. Geddes' building growing—mounting higher and higher toward the floe. It is more fun watching the advance of the girders than the advance of the play—which is understandable, since the girders' advance is both the more rapid and the more logical.

Mr. Gallagher has offered a novel setting for the use of his scene-designer-producer, but beyond that he has offered very little. His tale is about a prize construction gang of four men, fellows who rivet the girders into place and take great pride in their work. The foreman, a rough and ready fellow with the tang of steel (not iron) in his blood, has great plans for the gang, plans that are overthrown when one of the four, happily married, announces that he is quitting because his precarious perch in the sky worries his wife. A little later another of the gang falls to his death, and the foreman finds solace in drink.

While he is drinking he hatches a plan to get back at least one of his men. He finds a lad on the loose and gently suggests a good address. It is, of course, the address of the happily married pair. The husband comes home, finds his wife in a position that was none of her choosing, kills her and then commits

suicide, all of which, incidentally, occurs offstage. That was probably the best place for it, but Mr. Gallagher's choice of scene hardly helps his faltering play.

The foreman, of course, is broken. A final scene, that seems to have been included simply to allow the audience to see the girders reach the flies, shows him climbing wearily to his old job, a stuttering madman—and then climbing wearily down again.

Mr. Geddes, a stickler for realism, has hired no effete member of the Lambs to enact his boss girder-pusher. Instead he has hired William Haade, a gentleman who has actually helped to build the steel skeletons of some of our buildings and who has never before appeared on the stage in a professional capacity. It is a daring move, but, as it turns out, a successful one. Mr. Haade gives a vivid, believable and for the most part effective performance—and of course his technique with the girders is above reproach.

Harold Moffet, who knows less about girders but presumably more about acting, plays the loving and tragic husband nicely enough. Kathleen Fitz contributes a moving bit as his wife. Small parts are excellently handled by Frank Jaquet, Richard Taber, Jack Carr, Edward V. Bracken and several others. On second night Clark Twelvetroes, who plays the lad who falls, blew far more violently than the wind on the 63d floor.

Undoubtedly it's interesting to watch Mr. Geddes' wooden girders climb up and up—but the suspicion remains that it is entertainment for excavation-watchers rather than theatergoers.

BOOTH

Beginning Sunday Evening, October 18, 1936

SWING YOUR LADY!

A comedy by Kenyon Nicholson and Charles Robinson. Staged by Bertram Harrison. Production designed by S. Syrjala. Presented by Milton Shubert.

- Shiner Ward... Henry Norell
Popeye Bronson... Matt McHugh
Joe Skopapoulos... John Alexander
Mabel... Ruth Chopenning
Cookie McGinn... Jennie Moore
Ed Hatch... Joe Laurie Jr.
Sadie Horn... Hope Emerson
Rufe Horn... Junior Eric Burris
Vince Horn... Yerca Karna
Roscoe Horn... Billie Redfield
Waldo Davis... Walter Baldwin
Ollie Giffen... Eddie Hodge
Noah Wulliver... Al Ochs
Sheriff Tude Scott... Eugene Keith
1st Legionnaire... Jack Reynolds
2d Legionnaire... Frank Harvey
Mort Larkin... Charles Niemeyer
Referee Smith... Jack Byrne
Peanut Man... Warren Parker
A Girl... Gloria Doray
A Young Man... Al Barletti

ACT I—Scene 1: A Room in the Excelsior Hotel, Joplin, Mo. Time: Monday Afternoon in May. Scene 2: Sadie Horn's Smithy. Time: Wednesday Afternoon. Scene 3: The American Legion Clubrooms, Plunkett, Mo. Time: The Following Morning. Scene 4: The Smithy, A Short While Later. ACT II—Scene 1: The Legion Clubrooms. Time: Saturday Afternoon. Scene 2: The Legion Clubrooms. Time: Monday Evening. Scene 3: The Arena. Time: A Minute Later.

Wrestlers and insanity run riot on the Booth Theater stage, where Swing Your Lady!, as presented by Milton Shubert, is now playing. The show includes, among other things, a wrestling match so zantly burlesqued that it almost approaches the original.

Kenyon Nicholson and Charles Robinson, who were responsible for the bawdy humors of Sailor, Beware!, have in this new one turned to an examination of the love life of a virginal Greek wrestler, caught in the toils of the Missouri hills and their largest charmer. The charmer in question, a lady blacksmith who has borne three children by assorted fathers, is easily as large as the hills; so large is she, in fact, that Joe Skopapoulos' manager matches her to meet his man in a big bout at the American Legion clubrooms. Joe, however, is not told that his opponent is to be a woman; Joe, it seems, has been feeling what is sometimes known as the Urge.

But Joe meets his amorously inclined opponent by accident, falls heavily for her ample charms and refuses to fight. At this point there suddenly appears the herculean mountain gentleman who is the father of the lady's last child, who has staked out a claim upon her swelling terrain, and who is large enough to have and, as they say, to hold. He is immediately made Joe's opponent and the match is ballyhooed as a love duel. There are some slight complications when Joe's manager tells the lady that Joe is already married, but they are nicely ironed out, along with the mountain gentleman, when Joe gets his dander up during the hilarious bout that ends the play. That bout is, believe it or not,

BROADWAY RUNS

Performances to October 24, inclusive.

Table with columns: Dramatic, Musical Comedy, D'Oyly Carte Opera Co., and various play titles with their respective opening dates and performance counts.

very nearly as funny as some actual wrestling matches.

There are, as may be gathered, plenty of chances for comedy of the more expansive type. The second half of the play, unfortunately, deals chiefly with the preparations for the main event, and the comedy is let down along with the customers—but things are raised to the proper pitch again by the bout itself, and Swing Your Lady! stands, if not as a farcical masterpiece like Sailor, Beware!, at least as a very funny evening at the theater.

John Alexander, as Joe, gives a truly amazing portrayal of gargantuan frustration. It is, as a matter of fact, one of the funniest farce performances I can remember. And he is ably abetted by Joe Laurie Jr., as his manager; Jennie Moore, as the manager's gal, and various others in the cast. Hope Emerson and Al Ochs, as the mammoth Deilah of the mountains and her titanic mountain swain, impress chiefly because of their size and contour.

It is interesting to note that the Booth Theater stage is at present supporting probably the heaviest burden supported by any stage in the history of the theater. At one point it bears the combined weights of Miss Emerson, Mr. Ochs, Mr. Alexander and an anvil. The anvil may not be real, but it's certain that Miss Emerson, Mr. Ochs and Mr. Alexander are. And so are the humors, low but loud, of the greater portion of the play.

MARTIN BECK

Beginning Thursday Evening, October 22, 1936

RUDDIGORE

(Reperitory Revival)

An operetta written by W. S. Gilbert and composed by Arthur Sullivan. Orchestra conducted by Isidore Godfrey. Presented by the D'Oyly Carte Opera Company.

- Sir Ruthven Murgatroyd... Martyn Green
Richard Dauntless... John Dean
Sir Despard Murgatroyd... Sydney Granville
Old Adam Goodheart... Radley Fynn
Sir Roderic Murgatroyd... Darrell Fancourt
Rose Maybud... Brenda Bennett
Mad Margaret... Marjorie Eyre
Dame Hannah... Evelyn Gardiner
Zorah... Ann Drummond-Grant
Ruth... Kathleen Naylor

ACT I—The Fishing Village of Rederings, Cornwall. ACT II—The Picture Gallery in Ruddigore Castle. TIME—Early in the 18th Century.

The D'Oyly Carte Opera Company, which is beginning the second round of its current New York visit, paused momentarily Thursday night to inject an offering not hitherto played during the series. It is Ruddigore, and it was cautiously added to the repertoire for half a week only, sandwiched between various of the pieces that the company played during the start of its engagement.

Ruddigore isn't the best made of the Savoy operas, but it has some amusing stuff in it and some excellent music.

And it is beautifully done by the visiting Savoyards. Martyn Green does an excellent job with the confused and bashful Robin who turned out to be Sir Ruthven Murgatroyd. John Dean is in fine voice as the not quite so modest man-o-war's man, Sydney Granville is sufficiently stentorian and sufficiently bland as Sir Despard, Darrell Fancourt does a decent enough job on the magnificent Ghosts' High Noon number and all the others are valiant. It Really Doesn't Matter, which is, with the nightmare song from Iolanthe, about the most difficult hunk of patter in the language, is excellently offered by Messrs. Green and Granville and Miss Marjorie Eyre.

The Ruddigore may not be in the top flight of the Savoy pieces, it definitely has its points. The satire upon old stud-and-blunder masterpieces is amusing, and several of the lyrics are as good as any that Gilbert ever wrote.

The company, pursuing its repeat policy, will next turn (or return) to Trial by Jury and The Pirates of Penzance.

NATIONAL

Beginning Monday Evening, October 19, 1936

WHITE MAN

A play by Samson Raphaelson. Directed by Melville Burke. Settings designed by Nat Karson; built by Harry L. Abbott & Company. Presented by Sam Byrd.

- Paul Grimm... Sam Byrd
Mary Niles... Louise Campbell
Lucy Arlington... Patsy Ruth Miller
Richard Arlington... George Baxter
Pansy Washington... Sylvia Field
Concessa Philippine... Jeanne Newcombe
Rufus Nile... Harold Gould
Creta... Nancy Cushman
A Nurse... Mary Jeffery
Archie... William Coley Grant
His Wife... Marietta Warren
Stanley... William Walker
A Negro Minister... Leigh Whipper
EGROES OF HARLEM—Louise Reynolds, Eddie Bear, Clarence Evans, Adolph Aikens, Frank Swift, Edward Mathews.

ACT I—Scene 1: The Deck of an Ocean Liner. Early Spring. Scene 2: The Arlington Suite in a Paris Hotel. A Month Later. Scene 3: The Nile Suite in the Same Hotel. Two Weeks Later. ACT II—Scene 1: Living Room in Paul's Apartment, New York City, Autumn. Scene 2: The Same. A Year Later. ACT III—Scene 1: The Same. Evening of the Same Day. Scene 2: A Courtyard in Harlem. That Night.

There is nothing intrinsically wrong with Sam Byrd's production of Samson Raphaelson's White Man, well directed, well staged and well acted at the National Theater. But bearing in mind the fact that a critic, in his usual capacity as a literary louse, finds it easier to damn a play than praise one, it is quickly apparent that White Man presents a few unguarded openings for the phrase makers. First, the theme, dealing with an octoroon who tries to pass as white, is common—and is therefore confused with being commonplace, or trite, which is not the case. Second, Raphaelson's treatment of the problem is objective and as such presents no solution—a fact which is not necessarily a fault, but is so construed when the writer is not sufficiently outstanding. So, in Shakespeare, objectivity becomes a virtue, and to say that Raphaelson has nothing in common with the traditional great names of the stage is merely begging the question.

The playbill states that, according to unofficial estimates, between 5,000 and 20,000 Negroes pass permanently into the white population of the United States. There may be some doubt as to the figures, but there is none regarding the continuous absorption of the race. The plight of those on the fringe, those who may pass as white but whose Negro traits may appear in the line of heredity, is capably portrayed by White Man. As Paul Grimm, Sam Byrd plays the central part, that of a young architect who loves and marries a white girl but is forced to leave her thru social pressure. He makes a half-hearted attempt to go back to Harlem and his colored sweetheart but falls miserably and exits—his personality disintegrating and his mind rapidly becoming unhinged; in short, cowed, beaten and a nonentity.

Byrd plays his role with a querulousness that at times lacks force, but which galas on the side of wistful appeal. His support is good, particularly Sylvia Field, as the sweetheart, and George Baxter

and Patsy Ruth Miller, as a pair of "passers," and Louise Campbell, as the wife.

Production is well mounted by Nat Karson. PAUL ACKERMAN.

Chorus Equity Notes

Three new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lela Gann, Gladys Harris, Eda Hedlin, Marge Hyman, Marjion Hyman, Fred Holmes, Dorothy Mallor, Evelyn Page, Carol Raffen, Percy Richards, Ragna Ray and Carolyn Russ.

During the past week the Chorus Equity has had several requests from members for reductions in the amount of their accrued dues; the reason the members gave for their delinquency was that they had been working in presentations.

Obviously such requests have been refused. The members are fortunate that the association has not yet adopted the policy of suspending members who work in presentations and clubs and ignore their obligations to their association.

During the 18 months or so of the NRA 90 per cent of the work of the association was done for the benefit of its members in presentations. Because of the pressure of this work it was sometimes necessary to neglect the membership working in the legitimate theater, the membership that is supporting the association.

Considering all of the circumstances, the best labor code written during the NRA was that for the protection of chorus people in presentations; that (See CHORUS EQUITY on page 22)

GYPSE ROSE LEE now appearing ZIEGFELD FOLLIES WINTER GARDEN, NEW YORK Per. Mot. IRVING SHERMAN, Curtis & Allen Office, RKO Bldg., N. Y.

MARVIN LAWLER DANGING JUVENILE ZIEGFELD FOLLIES Getting one of the basest hands of the show is still another newcomer, a lad named Marvin Lawler, whose display of terrific tap technique, offered during a number with the Professor Sisters, literally brings down the house. He's the hottest young performer.—EUGENE BURR, Billboard. Direction—LOUIS SUHR.

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'The Big Broadcast of 1937' (PARAMOUNT)

TIME—95 minutes. RELEASE DATE—October 8. PRODUCER—Lewis E. Gensler. PLOT—Story of this year's Broadcast is, as usual, a framework to bring in specialties. Owen Holmes, small-town radio station singer, is brought to New York because Frank Rossman, big-time star, is sore at her heckling him while she plays his records. She figures it's the break, but her manager, the station owner and Rossman keep her off the air. A columnist gets it, publishes it and she gets wise. To get even with her manager, whom she loves, she fakes love for Rossman, agrees to marry him on the air. Can't go thru with it, runs away, but comes back to marry the agent.

CAST—Jack Benny, George Burns, Gracie Allen, Bob Burns, Martha Raye, Shirley Ross, Ray Milland, Frank Forest, Benny Fields, Benny Goodman and his orchestra, Leopold Stokowski and his symphonic orchestra, Louis DeFron, Eleanor Whitney, Larry Adler and others, mainly with brief specialties. Benny loafs thru as the station manager and gets a flock of laughs. Burns and Allen hilarious as ever. Burns good. Raye's scat singing a highlight. Ross can sing with the best of 'em, handling her vocal assignments beautifully. Milland satisfies. Forest sings a number or two pretty well. Benny Goodman and the band swing one number as expected, with Gene Krupa, drummer, the high spot. Adler and the other specialties good. Lately should go aplenty for the impressionistic handling of Stokky, his hands and orchestra, with the first shots of this unit's contribution showing only the conductor's hands while leading.

DIRECTOR—Mitchel Lelsen. Lelsen and Gensler, with Theodor Sparkuhl, rate bow. Not the usual film extravaganza, but a pic full of belly laughs and handsomely produced. Impressionistic vein runs thruout and effective.

AUTHORS—Original by Erwin Gelsey, Arthur Kober, Barry Trivers. Screen play by Walter DeLeon and Francis Martin. Gags and dialog swell.

COMMENT—Big league stuff, with a box-office elinch assured.

APPEAL—The whole tribe. EXPLOITATION—Those names, of course.

'Cain and Mabel' (WARNERS)

TIME—90 minutes. RELEASE DATE—October 17. PLOT—Waltress inadvertently becomes star of a musical show. Her rehearsing disturbs a prizefighter trying to sleep before the big fight and they become sworn enemies. Her press agent, however, teams them up for the dirt sheets, and the public eats it up, they're still just a pain in the neck to each other. The pain is, of course, a Freudian complex, and they plan to slope. Press agent nips that plan in the bud by spreading it all over the front pages and love's young dream curdles as each thinks the other spilled the beans for a publicity trick. She gets engaged to her leading man, while he goes away to win the fight. Truth outs just in time and the prizefighter and the lady become hausfrau and mechanic, leaving their managers holding the bag, for they hated fame anyway. CAST—Marion Davies, Clark Gable, Allen Jenkins, Roscoe Karns, Walter Catlett, David Carlyle, Hobart Cavanaugh, Ruth Donnelly, Pert Kelton, William Collier Sr., Sammy White, E. E. Cline, Allen Pomeroy, Robert Middleman, Joseph Crehan, Eily Malyon. Davies just isn't. Gable has no chance to prove anything (if there's anything to prove), and the rest are just there. All stock and routine. DIRECTOR—Lloyd Bacon with a Great Ziegfeld complex. AUTHORS—Story by H. O. Witwer, play by Laird Doyle, music by Warren and Dubin. Warron and Dubin shook the moths out of all their old numbers.

and the play creaks. COMMENT—Minor entertainment. APPEAL—Medium quality, but names will pull it. EXPLOITATION—Regulation Gable stuff, with a little of the musical comedy gag thrown in, tho in this case it's really a gag.

'Follow Your Heart' (REPUBLIC)

TIME—90 minutes. RELEASE DATE—November 2. PLOT—Daughter was born with a voice to charm the angels, but, revolting against the artistic atmosphere that has surrounded her life, wants to marry her sane and steady swim and settle down. One thing and another delays the wedding until finally uncle's opera company is stranded. A young tenor overcomes all of daughter's fears of the artistic life, and forces her to step in at the last minute and save the show. She succumbs to art and the tenor (in a nice way, of course). CAST—Marion Talley, Michael Bartlett, Nigel Bruce, Luis Alberni, Henrietta Crossman, Vivienne Osborne, Walter Catlett, Eunice Healy, John Eldredge, Clarence Muse, Ben Blue, Mickey Rentschler, Margaret Irving, Si Jenks, Josephine Whittell and the Hall Johnson Choir. Talley's speaking voice is bad and her face unpleasantly obtrusive, but she has something of a voice. Bartlett has less voice but he's less offensive. Altho the supporting cast was routine, it was intermittently amusing. The Hall Johnson Choir hasn't enough to do. DIRECTOR—Aubrey Scott. Too detailed, making for a slow tempo. AUTHORS—Dana Burnett and Besion Cole; Nathaniel West and Samuel Orntz. (These should, as a matter of pride, be pseudonyms.) COMMENT—What can you do with an opera singer? APPEAL—The romantics should eat it up. Music lovers stay away. EXPLOITATION—A little Talley, a little Bartlett and a little atmosphere, but it's not fair, any of it.

'The Magnificent Brute' (UNIVERSAL)

TIME—77 minutes. RELEASE DATE—October 3. PLOT—Big Steve is a he-man who works in a steel mill. He takes the ace spot from a nasty fellow named Morgan and becomes the hero of the small son of the nice lady who runs his rooming house. But Big Steve takes up with a little joy girl, who rolls him for the dough he has collected to aid the widow of a fellow worker killed in the plant. Big Steve is broken and is almost sent to jail, but his landlady finds out what happened to the money (Morgan is also involved), and Steve, in a knock-down and drag-out brawl, clears his reputation. CAST—Victor McLaglen, Binnie Barnes, Jean Dixon, Billy Burrud, William Hall, Henry Armetta, Edward Norris, Ann Preston and others. McLaglen spends half his time on the screen emitting a very he-mannish laugh, but at least it's better than his attempts to act. Dixon, as always, gives a fine performance, and Burrud, a kid, almost steals the picture. DIRECTOR—John G. Blystone. What could he do? AUTHORS—Screen play by Owen Francis, Lewis Foster and Bertram Milhauser from a story by Owen Francis. Tripe. COMMENT—Best thing in it are the steel mill scenes, which, if patched together, might have made a fairly good industrial short. APPEAL—McLaglen fans, maybe. EXPLOITATION—Strong men in steel mills.

'Adventure in Manhattan' (COLUMBIA)

TIME—73 minutes. RELEASE DATE—October 8. PLOT—A young crime author is called in by a newspaper to cover stories on a bandit gang. He does it better than the police, showing unusual criminology powers. He's unusual, and knows it, in all things, never tasting defeat. Misses up once, but a girl friend he acquires snaps him out of it and he goes on to bigger and better things. He's responsible for capturing the gang and also captures the girl for a march down the aisle. CAST—Joel McCrea, Jean Arthur, Roginald Brown, Thomas Mitchell, Herman Bing, Victor Killian and others. McCrea and Arthur brilliant, and Owen

and Mitchell right behind them. They do all the work. DIRECTOR—Edward Ludwig. Made it a sparkling gem, a Mr. Deeds attempt that doesn't reach the latter's heights but gets near it. Lots of speed and action; charmingly delightful. AUTHORS—Story by Joseph Krungold, suggested by May Edington's Purple and Fine Linen. Screen play by Sidney Buchman, Harry Sauber and Jack Kirkland. Something different and refreshing. Well done. COMMENT—Good from all angles and is solid entertainment. It will be liked. It's a bit hokey, but the kind of a pic that doesn't attempt to be serious. APPEAL—Takes in everybody, from the kids up to the sophisticated adults. EXPLOITATION—Crime-solving contests. Take any local mystery and ask for solutions and reasons.

'Daniel Boone' (RADIO)

TIME—74 minutes. RELEASE DATE—Not given. PLOT—The story of the famous pioneer and backwoodsman with a thread of love-interest added as he leads a band into Kentucky, is almost evicted by a money-grubbing Englishman and engages in warfare with Simon Girty, the renegade white who led the Indians. All the stock situations of cowboy and Indian pictures are added, including Dan't tied to a stake and saved by his faithful follower, with a climactic tussle with Girty on the edge of a cliff. CAST—George O'Brien, Heather Angel, John Carradine, Ralph Forbes, Clarence Muse, George Regas, Dickie Jones and others. Just what O'Brien makes of Boone is hard to describe. No one could be more villainous than Carradine as Girty. Even Forbes, in the general mess, gives a pretty bad performance. DIRECTOR—David Howard. Strictly boss opera. AUTHORS—Screen play by Daniel Jarrett from a story by Edgcomb Pinchon. Boone must look like a whirling dervish as he turns and turns in his grave. COMMENT—A glorified oat opus and not so glorified either. APPEAL—Lower brackets. EXPLOITATION—The life of Boone.

'The Fugitive Sheriff' (COLUMBIA)

TIME—58 minutes. RELEASE DATE—Not given. PLOT—Ken Marshall is elected sheriff of Lead County, beating the candidate set up by Willis, a villain. Latter, however, is determined to get his man in, so he has his bandits rob a train and pin the crime on Ken. A jury pronounces him guilty, but he breaks away and hides in the hills, where, together with a prospector nursing an old grudge against Willis, he hatches a plan to clear himself. Meanwhile Ken's girl friend, June, faithful all thru, is threatened with a jail sentence for helping Ken escape. She hides with Ken and his pal in their mountain cabin until the villains are massaged with lead and then emerges for the final elinch. Nag, Tarzan, does a few tricky stunts. CAST—Ken Maynard, Beth Marion, Walter Miller, Hal Price, John Elliott and others. Uniformly terrible. DIRECTOR—Spencer Gordon Bennet. An old cowhand. AUTHOR—Story and screen play by Nate Gatzert. Should have let Tarzan ghost for him. COMMENT—This will only do for backward children. APPEAL—As inferred above. EXPLOITATION—Ken Maynard routine.

Allied Defense Plea

PITTSBURGH, Oct. 24.—Al Steffes, of Minnesota Allied, at the end of the con-fab held last week by MPTO of Western Pennsylvania at the Hotel Schenley, made a special plea urging indie exhibs to contribute generously to Allied's defense fund, to be used to fight against the fusion of exhibitor and distributor phases of the industry.

RKO Reorg 90% Done

NEW YORK, Oct. 24.—Before Federal Judge William Bondy October 22 Hamilton C. Rickaby, counsel for Atlas Corporation, stated at a hearing concerning RKO's payment of \$750,000 on outstanding notes that the reorganization plan for the picture company was 90 per cent completed and would be ready for submission to the court in two weeks.

Denver Manager Changes

DENVER, Oct. 24.—Several changes in managers have been made by Rick Ricketson, manager of the Fox Intermountain division, following the resignation of Walter Smith from the city manager job at Cheyenne, Wyo. Ray Davis, city manager from North Platte, succeeds Smith at the Cheyenne job. Smith left for the Coast, where he will continue to work in Fox theaters. Davis' job at North Platte will be filled by Mike Zalensky, from Durango, Colo. Ed King, of La Junta, Colo., goes to Durango, and Don Dungan, assistant at the Imperial, Alliance, Neb., takes over the La Junta position.

Eastern Exhib Meeting

NEW YORK, Oct. 24.—ITOA will hold a confab of Eastern exhibitors, the dividing line being Chicago, at the Hotel Astor November 4. Among the topics to be discussed are clearance, distributor policies and exclusive runs. Before the main event, however, the Astor will house a prelim meeting October 26 in order to set up a schedule for the national gathering. Attendance will include representatives of United NPTO of Eastern Pennsylvania.

Zukor Jubilee Drive

NEW YORK, Oct. 24.—Neil Agnew, vice-president and general sales manager of Paramount, together with other Para sales-force men, is planning on releasing 11 or more hit pictures for the International Silver Jubilee Drive for Adolph Zukor, who on January 7 will celebrate 25 years of activity in the industry. Drive will stretch over a four-month period.

New Worcester Manager

WORCESTER, Mass., Oct. 24.—Harold Maloney, of New Haven, has been appointed manager of the Pall Palace Theater here, succeeding Harry B. Watts, who has accepted a position with the Dipson-Osborne interests in Wheeling, W. Va. Maloney assumed his new duties on Wednesday, announcing that no changes in the house personnel or policy of the theater are being contemplated.

CHORUS EQUITY

(Continued from page 21) code would never have been written had it not been for the Chorus Equity. Even now that the NRA is no longer in existence some of the benefits won thru the code have become a custom. The exposure of conditions in presentation houses made by Chorus Equity was so widely publicized and aroused so much public indignation that employers have not dared to bring back all of the conditions existing prior to NRA. All during that fight people working in presentations were asked to make no sacrifice, to risk no employment, to do no work for better conditions. The Chorus Equity officials did it all for them. There is no excuse for any member working in a presentation remaining in bad standing. The council made a far more generous concession to those people, in an effort to speed up organization, than was made for members on WFA. Any member working in a presentation and in arrears for dues could place himself in good standing by paying current dues if paid while working in the presentation. New members are allowed a concession on the initiation fee. One member gave us an excuse that the management in the house in which she worked asked all chorus people to sign an agreement that they would pay no dues to the association. Whether that statement is true we do not know, but if it was her conduct was even more shameful. The incident, if correct, occurred during the life of the NRA. Had she reported such a procedure to her organization an investigation could very easily have been made and, under the terms of the code, the management would have been most severely penalized. No organization is built in a day. The chorus people in the legitimate theater risked their employment to get the conditions their successors now enjoy. If the membership working in presentations continue in an effort to get something for nothing and to play both ends against the middle the council may decide to take drastic action against such members. If we are to improve conditions in clubs and presentation houses we must have the co-operation of the membership. DOROTHY BRYANT, Executive Secretary.

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Thru Sugar's Domino



DEATH is no respecter of age, persons, rank or character. It snatches its prey at will—and in the case of Ferd Simon, one of the outstanding "flesh" showmen of the country, it pounced without warning, while he was sleeping the fitful sleep of the weary. The show business lost last week a most promising factor in the successful fight being waged to re-establish stage shows in all their pristine glory in the leading theaters of the country. The world lost a really fine character. And the actor lost one of his most valiant champions.

Sad it is when death takes anyone that we've known and learned to admire and like. Sadder still when the icy hand of death is laid imperiously on one who, according to the oft-violated law of averages, should have had very many years of achievement before him. Ferd Simon was only 41 years old when he left us, but in this comparatively brief period he crowded truly a lifetime of accomplishment.

It is customary when writing an eulogistic treatment of one whose mortal being is no more to depict the subject as a saint; as one too good to live and therefore more appropriately dead. Simon was not molded in the classic lines of a saint. He did not possess the theatrics that are associated with saintliness. But he was a man—a live, forceful, honest, modest and forthright man. Many are the men whose meekness, derived from a lack of guts, earns them undeservedly the reputation of being kindly and considerate. Simon was both of these, but he was not meek. He fought for those whom he represented in the strenuous atmosphere of the talent mart. His competitors were not particularly fond of him because he fought the whole way for those in his little black book. And he died fighting because the medicos ascribed his untimely demise to overwork.

This young-old man in a gruelling profession would have smiled less than a week before we write this at the idea of being the subject at this time of a preachment. Which thought serves us as a theme.

There were agents, we well recall, who spoke deprecatingly of Bill Morris while he was still in the land of the living. When that fine character took his last bow, when the world arose as one and pointed to him as one of the sweetest souls that ever blessed the show business with his beautiful presence, the slanderers were lifting their voices in the chorus; their petty squawks drowned in a sea of alligator tears. Desirable as it might be for a man to spread sunshine and good-will as he moves thru life such is human nature that unless a man corrals a good stock of enemies and slanderers he cannot have been much of a success at his chosen work.

There isn't a man in the higher brackets of the show business—whether he be actor, showman or technician—who hasn't harvested a goodly crop of "I knew him when" slanderers; the greater the success achieved the larger the assemblage of "I knew him when" guys following furtively in his footsteps.

If it weren't for the fact that a corpse is necessary to complete the setting it would be well, indeed, for the emotional creatures of the show business to attend funerals often. Death is a great flattener. In one broad sweep it smooths out wrinkles of petty strife, jealousies and all the other negative aspects of social and business intercourse. If even for a brief spell the contemplation of death as a phenomenon that robs one forever of a loved one, a friend or a business associate serves to throw into proper focus the pettiness of many of the mean things we do in a day.

To the agents who bid against him, to others who regarded him as a competitive factor, Ferd Simon is no longer an opponent. Death has invested him with the robes of an immortal; one who might never have existed among us. A force greater than a bookie or a theater owner has taken Ferd's little black book away from him. Today he is the essence of a pleasant memory; a regular fellow who played the game according to Hoyle. But the other fellows who remain in the land of the living. Well, they're different. There'll never be a guy like Ferd anyway. So it is; regrettably so will it be, in varying degree, always.

Human nature cannot be changed entirely, but it can be altered; in this little world of buying and selling acts at least in respect to having its denizens realize somewhat more than they did in more hectic days that we go as we came to this vale of tears. Without a little black book, without vanities and without the material possessions for which most of us sell our very lives and souls. For Ferd, about whom we started to speak in this briny concoction of philoSophy and irony, we can truly say that he was truly a son of God. He gave to the needy but few knew of his benefactions, and those who did were blessed with the knowledge that they beheld the noblest deed of man. Ferd will rest in peace. Because heaven is a haven of reward and Ferd earned his.

The Broadway Beat

By GEORGE SPELVIN

IN ADJOINING rooms at the Riverside Memorial Chapel last week rested the bodies of Ferd Simon, agent, and Harry Lynton, vaude actor. . . . Russell Patterson, the illustrator, is covering plenty of territory these days; he has produced a vaude unit and several puppet shows and now is busy designing the costumes for the new Phil Dunning play, *Bedtime for All Baba*. . . . The Planter's Peanut sign in Longacre Square will be unveiled soon, huge sheetings now hiding it from the public view. . . . Radio City Music Hall will be the scene of the big rally of the New York wing of the Junior Birdmen of America December 12. . . . Lolita Valasco will be commentator for the annual fashion show to be staged this winter at Miami by Jimmy Parrish. . . . Will be aired on a Coast-to-Coast hookup. . . . Arthur Hoffman, of Leo Feist, Inc., is the G man for the pop music business, spending much time nabbing vendors of illicit song sheets as well as higher-ups who print the pirated lyrics. . . . He has a record for arrests and convictions that would do credit to the best cops. . . . Most of the vendors really think he's a federal man, since it's a federal offense to infringe on copyrighted material. . . . Joseph V. McKee is now officially installed as general counsel for the music publishers' organization, the appointment having been under consideration for some time. . . . Bartenders will hold their blow-out at the Hotel Delano midnight November 23, at which time the New York State Drink Mixing Championship will be decided and a prize given for the most original cocktail. . . . You can start doping out yours now, with entries to be mailed to the International Head Bartenders' Association. . . . The winner will represent New York in the world's championship contest, to be held in Chicago in February. . . . Henrietta Kaye, who became known as both a columnist and a sculptress, was asked by Director Orson Welles to join the cast of the WPA's *Horse Eats Hat*, and now again intends to devote all her time to acting.

Mrs. Pat Campbell is in town and looking for a script. She can be reached thru the Bentham office. . . . *Theater Arts Monthly* has reduced its price from 50 cents to 35 cents, thus bringing theatrical art within reach of the peasants. . . . Add Better-Late-Than-Never Department: "Dear Sir: Here is an item for *The Billboard's* Final Curtain page: Moss Lowery, colored, old-time boss hoosier (stet) of the W. L. Main Circus, died in an Ashtabula (O.) infirmary about two years ago." . . . Donald Oenslager is setting some sort of record in set designing, four shows designed by him opening in eight days. . . . They're *Stage Door*, *Ten Million Ghosts*, *Sweet River* and *Red, Hot and Blue*. . . . Leon De Costa, author of *Kosher Kitty Kelly*, *Blonde Sinner* and *Roulette*, is dramatizing his book, *Dictator*, a study of Rafael Leonidas Trujillo, Negro chief of the Dominican Republic. . . . An unnamed group, never before associated with Broadway, is backing the production, with no definite date set yet. . . . Sam Byrd, not discouraged by the critical blasts that greeted his production of *White Man*, is looking for a comedy. . . . Will produce it right after Christmas if he can find what he wants. . . . *So Goes the Nation*, a satirical farce by Frank Moss and Frank Gill, has begun making the rounds and is getting plenty of favorable comment. . . . What young author marched into the Max Gordon office and said that he'd allow Gordon to produce the script on which he is working, provided it were put ahead of all other plays now on the Gordon schedule? . . . James Beckus, NBC announcer in Cleveland, is in town. . . . There's a run on cocker spaniels on the Stem, theater people going heavily off late for the silky-haired pooches. . . . Shap Traube's handbook of the theater drew a rave from John Mason Brown.

Chicago Chat

By NAT GREEN

PAGE MR. HAYS!! . . . With all the ballyhoo about morals, contracts for movie stars, fine ideals in the picture business and other high and mighty gestures by the screen moguls, we still find so-called leading exhibitors dishing out advertising and promotion material in direct conflict with the Will Hays proclaimed ideals. . . . Last week, for instance, the B. & K. Oriental had a box-car type blowup displayed on the sidewalk, reading: "Screen star's love diary blows Hollywood wide open. Illicit romances bared as star reveals intimacies. See it all in *Hollywood Boulevard*." Just the sort of stuff that breeds contempt for the avowed high standards of the cinema and leads to the formation of censorship bodies!

Allan J. Cameron, brother of Lady Yukona Cameron (Mrs. Al Trahan), of vaude fame, in town in connection with a suit over skywriting patents. . . . Ann Ford handling publicity for Ina Claire, opening in *End of Summer*. . . . Lottie Mayer and Ken Warfield had their troupe rehearsing all week at the Performers' Club and left to open at the Orpheum, St. Paul. . . . Randolph street loses a swell guy in the departure of Frank Burke, of Consolidated Radio Artists, for New York, where he will make his headquarters. . . . There is regret on the street over the passing in New York of Ferdie Simon, who was well known on the local rialto where he formerly had offices. . . . Joe M. Estes, N'Orleans press and advance man, saying "hello" to the local boys. . . . Joe Godfrey, formerly with Fawcett publications, going with new mag in Louisville. . . . Gladys George, stage and screen star, making personal appearance at a local theater, honor guest at first of a series of cinema teas sponsored by Better Films Council of Chicago. . . . Dorothy Joann Miller, 21-year-old Chicago girl, now singing with Xavier Cugat's Band at the Continental Room of the Stevens, gave up a secretarial job with a cemetery company in favor of a singing career and is making good. . . . According to her truthful p. a., her important aims in life are to raise children (her quota being 11 boys), visit Hawaii, own a cabin cruiser, an onion experimental farm and dog kennels and spend her old age doing an expert rumba. . . . Quite a varied line, both for her and the p. a.

A. C. Blumenthal and Clifford Miller have been looking over the local night club field, reviving talk of a new French Casino here. . . . We nominate Graham Izard, cartoonist of *The Things We Used To Do*, as a worthy successor to the late Cary Orr, whose *Among the Polks in History* was tops in true-to-life cartooning. . . . Dr. Dudley Crafts Watson, for whose talks the fair sex seems to have quite a yen, is doing a series of travelog talks at Old Heidelberg, Randolph street rendezvous for shoppers and early matinee-goers. . . . Memories of the old days in Chicago were revived this week when Mrs. John A. Hamlin, 99, visited the old home town. Years ago John Hamlin owned Hamlin's Opera House, which was succeeded by Cohan's Grand Opera House, from the title of which the "Cohan" has since been dropped. . . . The Dave Apollon who 28 years ago came to America as an immigrant and strummed his way across the country with a guitar is a far cry from the finished showman Dave Apollon is today. . . . Success hasn't swelled his conk. . . . A shrewd business man and clever artist, he still is a "regular" guy whom it is a genuine pleasure to know!

Actors May Have To Toe the Mark

NEW YORK, Oct. 26.—Practically completing its negotiations with the managers, the Burlesque Artists' Association is now reported as making plans to draw up rules and regulations governing its members. Will probably govern conduct of performers in the theaters as well as contract requirements which performers must meet. Is the result of numerous complaints from managers against performers. There is a possibility that a system of fines will be instituted also. Misbehavior of performers in the theater has been a sore spot with managers for some time, complaints arising frequently as to performers refusing to heed orders, misconduct and similar acts. Contract disputes between managers and artists have often arisen, involving breaches of contract and insufficient notice. It is understood that the BAA is of the opinion that it must exercise better control over its members for the protection of the managers. If a fine system is instituted, money collected would probably go to the BAA's benevolent fund.

Empress and Avenue, Detroit, Cast Changes

DETROIT, Oct. 24.—Manager Joseph Ellul shifted principals at the Empress Theater, bringing in an almost entirely new cast. New members include Ernie Schoeder, Skippy Douglas, Julius LaPorte, Kay Barkley, Sally Connolly, Ronny Davis, Mabel Butterfield and Joey Brooks. At the Avenue Theater, Lester Mack has joined the cast, and Billy Monroe is the new comic this week, replacing Lew Fine.

Casino, Brooklyn, Opens; Runs Three Shows a Day

NEW YORK, Oct. 24.—Casino Theater, Brooklyn, formerly the DeKalb, will open with burlesque tomorrow. Cast includes Jean Bedini, Harry Rose, Eddie Cole, Marty White, El Rey Sisters, Blendoltras, Murray Gordon, Patricia Paige, Sandra Michel, Gordon Clark, Romayne, Edith Lowe and Ralph Brown. One of the operators of the house is Max Rudnick, of the Eltinge Theater here, and George Pronath is producer. House will do three-a-day, the first show starting at 3 o'clock.

U-Notes

By UNO

TINY HUFF, now modernistic dancer at the Holland Tavern, New York. Other ex-burlesques there are Paul Cunningham, Florence Bennett and Sally Gilligan.

LARRY CLARK, dancing-singing juve, and Gertrude Hager, chorine with Weinstein shows, showered with congrats October 15 on their marriage.

JACK E. MOSSER, former costumer for Wilner, did not return after his vacation as planned but remained on the Coast, where he is in charge of designing and entire costume department for Harrod's of Hollywood.

BABE CUMMINGS was in an auto collision on the way from her Bronx home to the People's, New York, October 16, but suffered no damages other than dented fenders.

JAZELLE, dancer, engaged to open November 20 at the Bridal Club, Palm Beach, where her repertoire will include the Cleopatra, serpentine, fire bird and fawn. Remains all winter and then off to England.

AGNES DEAN, from Jack Kane's circuit in Atlanta, first time east in three years; Jewel Sothorn and Virginia Jones replaced Peggy Reynolds, Patricia Paige and Queenie King at the Star, Brooklyn, Friday.

ALBERT (BOZO) G. BAUGH finished five week at Jacques, Waterbury, as a candy butcher to return to Kentucky and Tennessee to resume, as he writes, "my education as a funny man."

ALICE CARMEN, former burlesquer, now at the NVA Lodge, Saranac Lake, advised by physician to move to the Coast.

JULIUS REISS, concessioner, left Minsky's, Brooklyn, October 18 for a (See U-NOTES on opposite page)

Indie Losing K. C.; Travers Sells Out

NEW YORK, Oct. 28.—Vic Travers is bowing out of the Capitol, Toledo, selling his interest in the house to his partner, Jake Gross. Theater will remain on the Independent Burlesk Circuit.

The Kansas City stop on the Independent Circuit is being removed, with Harry Hirsch, operator of the theater, substituting a week of one and two-day stands in the vicinity. The new stands will include Des Moines and Burlington, Ia.

Kane Quits Nashville; Atlanta Goes to Stock

CINCINNATI, Oct. 24.—Jack Kane, Indianapolis burly impresario, has shuttered his Nashville house and put his Atlanta stand on a stock basis. His shows in Indianapolis, Milwaukee and this city will continue to rotate weekly for the time being.

Meantime Kane continues to dicker for jump breakers, with the possibility that he will add several new houses to his books within the next several weeks. Nashville house was dropped due to poor business, with Atlanta going into stock to eliminate the long jump from Cincinnati and back to Indianapolis.

Burlesque Reviews

Bijou, Philadelphia

(Reviewed Monday Afternoon, Oct. 19)

Isay Hirst's Bijou back in stock with a pretentious parade of burly talent, nifty stepping, undraped dolls, broad comedy and several creditable production flashes. Current show, *Peaches of Paradise*, has its usual quota of spice and undress.

Frank Bryan, still producing here, whips the line together for better-than-mill-run terpsichoristics. Fifteen girls in the line are youngsters and lookers. Not only okeh hoodingly but know how to parade beautiful bodies. Show is studded with spectacle numbers, most colorful being the *Masque Ballet*, *Chiffon Ladies* and *A Bridal Parade*. Several of the gals step out for bits of their own. Doris King does nice kinks and splits; Carolyn Friesa, a smoothie at soft-shoe; Fay Wray, in milking off-stage, worth a listen, and Sugar Farrell offers a tepid torso toss.

The way Jean Carroll, Jean Carter, Bebe Tobin and Olga Brace strip makes the Bijou a citadel for the Corio concept cult. Miss Brace is a bit raw on the routines. Miss Carroll not only makes for a pulchritudinous and taste-

ful tease but is able to chant a McCoy tune. Miss Tobin does a solid strip, and Miss Carter, who also doubles the bits, makes for an overflowing optic.

Mandie Kay and Sammy Smith handle the comedy. Commendable in that they are able to sock 'em across without resorting to verbal garbage. Kay's *Flugel Street* bit would never embarrass that aunt in Peoria, yet proved the best guff-getter of the lot. Johnny Kane gives swell assist in the straight role, George Rose and Stanley Simmons being the other feeders. Latter gives a nice display of pipe ability. Mixed specialty team, Harold and Lavarris, completes the (See Burlesque Reviews opposite page)

Burly Briefs

BOOB BLAKE is laying off at his home in Cincy after closing with one of Jack Kane's troupes. He had an offer last week to open for Popkin & Ringer on the Coast but turned it down due to the fact that his mother is seriously ill at her home in

Cincinnati. . . . Eddie Kane, brother of Jack and Buddie Kane, is contemplating a trip to South America. He's been there before. . . . Frankie Ralston, producing juve, and wife, Kitty, are sojourning in Cincinnati. Frankie hopped in from Indianapolis, where he closed with a Kane show, and Kitty jumped down from Detroit, where she finished a long run at the Avenue. . . . Wally (Putty Head) Brennan, dancing juve, comic or which is it, joined another Kane show at the Empress, Cincinnati, last Thursday. Brennan recently concluded a swing around the Kane Circuit.

DAVE COHN'S recent placements include Mary Marva, formerly Mary Brown, at the Irving Place, New York; Queenie King, Eltinge, New York; Jewel Sothorn, Star, Brooklyn; Ann Norton, Gaiety, New York; Kay Johnson, Oxford, Brooklyn; Rosanne, Gotham, New York, November 1 for eight weeks; Murray Gordon, Patricia Paige and Ralph Brown, Casino, Brooklyn, and George Murray and Alice Murphy and fat girls, for the Wilners. . . . Tangara instead of going into the Eltinge, New York, this week went home to Baltimore for a few weeks' vacation.

MARION MORGAN and Marian Walker, members of *Modes and Models*, took advantage of a short layoff to visit their husbands, Buster Lorenzo and Kenny Brenna, respectively, of the Rialto, Chicago. . . . Maurie Zaidins has replaced Frank Livingston as manager of *Modes and Models*. . . . Vic Travers and Jack Diekstein have disposed of their interests in the Capitol Theater, Toledo. . . . Kay Lopez closed at the Grand, Canton, O., October 23. . . . Milton Schuster, who has just returned from a trip to Detroit and Indianapolis, reports that business is big in both towns. . . . Kay Johnson and Louise Phelps joined *Modes and Models* at De- (See BURLY BRIEFS on opposite page)

★ **NADJA** ★
NOW APPEARING
On the Pacific Coast for Popkin & Ringer and enjoying California's sunshine.

The Essence of
Taste - Top
Gaiety.
MADGE CARMYLE
Ultra Nudes Modernists
At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS
WATON FOR
Anne Mitchell
Something Entirely New, Odd and Rare in an
Undress Routine.
A Feathered Fantasy.
A Real Box-Office Draw—A Coupled Rare.

HELEN COLBY
SWINGIN' WITH THE SWING CRAZE.
At Minsky's GOTHAM, New York City.
Indefinitely.

GLADYS FOX
I'M YRUKIN' ON DOWN AT
MINSKY'S GAIETY & GOTHAM, N. Y. CITY.

FAY TOBY
SOMETHING NEW IN STRIP-YEAHE.
See on 1936-1937.

BOB—FAYE & VOGEELEE—ERMA
PLAYING HIRST CIRCUIT.

BONITA GERMAINE
NEW FACE—DIFFERENT DANCES.
Gls. STANLEY WOOLF, 1897 U'way, N. Y. O.

MARY BOB
MURRAY & FERGUSON
In Stock with the Weinstocks, N. Y. City.

JEAN CARTER
A TALKING-STRIPPING PERSONALITY

BABE CUMMINGS
PERT—PEPPY—PERSONALITY—POISE.
AT THE PEOPLE'S, New York City.

NADINE MARSHALL
THE SWEETHEART OF BURLESK

PATRICIA PAIGE
THE BLACK ROSE
AT THE STAR, BROOKLYN, INDEF.

RITA (AGAR) LEROY
In Her New
STRIP SPRING STYLE SENSATION.

JOIE FAYE
A GENTLEMAN AND A SKULLER
APOLLO—GIZINO WITH BURP ORNY.

THE MAN WHO MADE THE MINSKYS

Back to New York After Five Very Pleasant Years on the West Coast



SCHULTZ
THE
BUTCHER

IN A
BRAND NEW
CHARACTER.

WALTER BROWN

Not Dead as Most Everyone Thought, But Very Much Alive and Komicking at the Eltinge Theatre, W. 42d Street, New York City.
THANKS TO MR. MAX RUDNICK and HIS ASSOCIATES

Tab Tattles

MR. AND MRS. GUS SUN JR., and daughter, Sandra, are making their home for the present with Mr. and Mrs. Gus Sun Sr. in Springfield, O. Young Sun is affiliated with his father's booking exchange in that city. Art and Leone Krogh are set indefinitely at the White Way Cafe, Granite Falls, Minn. Johnny (Bozo) Mattise is out of the business and residing in his home town—New Orleans. Boots Walton has been handling the laughs all season with the girl show on the Rubin & Cherry Exposition. Jo-Jo Jordan and wife, Kitty, have been out all season with Ray-Nell's *Fly-N-Hi Revue* on the Royal American Shows. Kitty has been hopping chorus, with Jo-Jo doing comedy (but not black). Jordan is anxious to read a note from Chick Brickmont, Billy Moring, Raymond Justice, Harry (Pop) Pearce, Ha-Cha Lane, Tommy Burns and Johnny Knott. Jay (Tex) Mason is in Indianapolis, convalescing from injuries sustained in a recent auto crash.

IT IS reported that Bert Smith and Jimmy Hodges are combining their interests to produce a mammoth unit show to play four weeks in Dallas, to be followed with an extended tour of Mexico. Charles (Kid) Koster, a veteran of practically every field in show business, was a visitor at the desk early last week, accompanied by his old pal, Tom Corby, business agent for the billposters in Cincinnati. Koster was in town to handle the advance billings for *Boy Meets Girl*, current attraction at the Cox Theater, Cincinnati. In a little private beer session, Koster roled off a number of sunny stories relating to the old days, the kind one can listen to indefinitely. Claude H. (Kid) Long's ears must have been ringing thru 'em all.

JACK G. VAN'S show canceled its dates in the Tennessee and Alabama territory due to the infantile paralysis epidemic. Van took the unit into the Pittsburgh area to fill a few dates for the National Theatrical Exchange. Rakoma, who had been featured with the company, left to do a single in the Philadelphia area. Bob Davis, who for the last several seasons has had his own units on the road, was a visitor at the desk several times last week. Bob and his old partner, Jimmy Murray, is now with one of Jack Kane's burly units, current this week at the Gayety, Milwaukee. LeRoy, the "frog man," and the Whitney Twins are recent additions to Hal Grider's *Ladies in Lingeries*, now on tour in the South. Johnny A. Sneed, of Sneed and Clark, is now located in Danville, Va. He is anxious to read a line from such oldtimers as Slick Eason, Stanley Crable, Gene (Honey Gal) Cobb, Raymond Lewis, Beale Palmer, Red Mack, Al Bridge and Freddie Neeka.

Atlanta Authorities Give Okeh to Atlanta House

ATLANTA, Oct. 31.—Following objections made by reform bodies, police officials gave a local burlesque house a clean bill this week. A city alderman who joined in the review of the "objectionable performances" said the show is really "very tame" and police assigned saw nothing wrong either.

Police report read: "We witnessed the entire show and have seen just as much undressing on other stages in Atlanta and their jokes are no more suggestive than the jokes to be heard at other theaters." A policewoman said that she went backstage and solved the "mystery" of the strip dancers. "For those dances," she said, "they have been wearing flesh-colored tights or trunks. Looking at them from the audience a spectator would not detect the difference, but they are there just the same and the performances are not objectionable in any way."

Toss Party for Bonnie Austin

MILWAUKEE, Oct. 24.—Bonnie Austin, blues-singing chorine with Jack Kane's *Artists and Models*, current at the Gayety here this week, was tendorad a birthday party at The Bowery, local night spot, Monday night by Morris Greenberg, George Beekin and Tommy Natachia, well known in local political circles. Gayety showfolks and performers from the various clubs in town took in the affair. Bonnie was the recipient of

numerous gifts. Among the guests present were Don Cameron, Gayety manager; Frances McEvoy Cameron, Tanya, June Cox, Leonore Dorin, Eddie and Trixie, Boots Brownell, Rye Brownell, Billie Rae, Pearl Haley, Sally Walker, Dan Weber, Duke Scheffer, Bob Scheffing and the Gayety chorines.

BURLESQUE REVIEWS

(Continued from opposite page)
roll. Nice-looking kids and got over with their lap turns.

Lou Martin is again fronting the house. Harry Dobkins, fronting the pit crew of seven, keeps the tempos heated and provides sterling accompaniment. Downstairs more than half full when caught.
ORO.

Apollo, New York

(Reviewed Tuesday Evening, October 20)

A letdown this week at the ace of burly houses, mainly due to an apparent trimming of the budget. Absence of elaborate costume changes and more nudity than usual. Comedy is just fair and much of it is blue. Runs an hour and 30 minutes and at this last show biz was slow in coming but filled up. Shorty McAllister, Stinky Fields and Eddie Kaplan are the comics. They got a lot of laughs, digging deep into the blue, and much of their material is bewhiskered. Kaplan's box and stooge bit, however, is a new touch. Milton Frome, now to burly, is a skillful straight of excellent appearance, and Chick Hunter provides an able hand at feeding also. Connie Fonslau is the talking woman and she's swell.

Strippers are Miss Fonslau, Irene Austin, Maxine DeShon, Margie Hart and Georgia Sothorn. An eye-opening array, with Miss Hart a show-stopper and Miss Sothorn a breath-taker. Blond Miss DeShon is lovely to look at, and the Misses Austin and Fonslau do adequately in their sessions.

The stripping principals are overshadowed, however, by the abundance of nude numbers by the 15 chorines and seven showgirls, who do at least four numbers in which the costume change only involves the g-string. That's sufficient reason for more and better comedy; too much nudity is wearing. Further nudity is provided by Valerie Parks, whose dance routines are very effective and applause-compelling.

Besides feeding, Frome socks across in midportion with an outstanding song-selling job. The show's singers are Danny Morton and Jimmy Calvo, tops in burly warblers. **SIDNEY HARRIS.**

Chorine Ambitions Hurt by Managers

NEW YORK, Oct. 26.—Agents and chorine girls are bitterly complaining against the lack of co-operation from managers as regards ambitions of chorines to elevate themselves to spots as stripping principals. Despite the fact that managers consistently cry for new faces in the principal women ranks, they seldom give a chorine an opportunity so to promote herself.

The People's Theater here and the Clover, Baltimore, are disposed to give chorines opportunities, but once the girls are thru at those houses they cannot get other engagements. Invariably they return discouraged to the chorus ranks.

U-NOTES

(Continued from opposite page)
week's vacation at Niagara Falls to celebrate a 10th wedding anniversary. He left Monte Pavis in charge.

STELLA NOVAK (Mrs. J. E. Koch), recently in burlesque, visited by the stork in her Minneapolis home October 6, when an 8½-pound boy arrived.

GEORGE PRONATH, pro at the Eltinge, New York, and Casino, Brooklyn, feted on his birthday October 19. Among the guests was Dorothy Dee, now with an Indie show.

JIMMIE WALTERS, of Spaeth and Walters, at the Star, Brooklyn, is a stock-market expert and guide to all performers.

GLORIA WILSON left the Weinstock show October 10 for Chicago to join her husband, Ben Clark, a radio engineer. Will retire temporarily from burlesque.

MORAN BROTHERS and their dancing-drumk specialty were newcomers to burlesque at Minsky's, Brooklyn, and Republic, New York, October 11 to 24. Booked by Phil Rosenberg.

SOLLY MAGDOFF, Leo Stern and Henry (Jazz Lips) Lindenbaum renewed New York concessioner acquaintances after four months of Fort Worth exposition experience.

KAY JOHNSON and Eddie Innes tendered a farewell party upon their exit from the Bijou, Philadelphia, for an

Indie show. To motor in their new car to California when they close with the road company.

ESTELLE (DIMPLES) HARER and Dolores LeLand, former burlesquers, now night-club entertainers at the Swance Club, Harlem, New York, where Mae Dix, another ex, omsees over week-ends.

ANN VALENTINE and Oell Von Dell switched theaters October 18. Former from Minsky's Ootham to Gaiety, New York. Latter from Gaiety to Gotham.

BURLY BRIEFS

(Continued from opposite page)
troit October 23. Herman Ferber stopped off at Toledo to visit his brother Bill, who was playing the Capitol Theater there with Scan-Dolls. June St. Clair is opening at the Apollo Theater, New York, November 6, following a long engagement at the Rialto, Chicago. She has been booked by Milton Schuster to play the Stratford Theater, Chicago, before leaving for the East. Joe Miller is closing at the Capitol, San Francisco, and is being brought east by Schuster. Elinor Cook closed at the Palace, Buffalo, October 21 and will open at the Grand, Canton, O.

NADJA is at the Capitol, San Francisco, for Popkin & Ringers as added attraction, and then back to the Burbank, Los Angeles. While at the latter house she appeared twice on Radio Station KMJR, and commercial sponsorship is being sought for her. Her personal manager, Jack Cadden, is back at the Mayo Clinic, Rochester, Minn.

Lasy Hlist, of the Indie Circuit, complained to BAA that he holds an un-filled contract on Tommy Raft, current at the Gaiety, New York. Freddie O'Brien closed with the Weinstocks as producer in New York and may get a berth out west soon. Floyd Hallicy did not open for the Weinstocks, instead signing a contract with the Herk-Minsky firm for 10 weeks each at the Gaiety and Gotham, New York. Nat Mortan promoted the deal, with Dave Cohn in on it also.

PEGGY DOSS, who produced numbers for one week at the People's, New York, went into the Clover, Baltimore, as strip principal. Frank Harcourt, Thelma Kay and Sheila Grant replaced Lew Lewis, Norma Niles and Sugar Taylor at the People's last week. Dyna Dell closed Saturday night at the Republic, New York, and jumped to Toronto for rehearsals to open this Thursday in Detroit for the Metropolitan Circuit. She took the job from Nat Mortan after getting other offers. Danny Lewis has also been signed for the Met Circuit, opening November 5 in Buffalo. Billy Almkie replaced Walter Brown this week as comic opposite Joe Young with the Indie show *Gayety Girls* in Waterbury, Conn.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Parker's Walking Derby Winds Up With a Ball

GLASGOW, Ky., Oct. 24.—T. M. Parker's Walking Derby closed here October 10 with a victory ball after 872 hours' running. Winners were Dub Albritton and Mattie Hucksby, with Paul Doolin and Gertrude Coffee in second place.

Despite a none-too-promising early play, biz boomed the last two weeks and the walkie closed successfully. Red Davis handled the floor as heat judge.

Mullins Passes 1,100-Hour Mark

KNOXVILLE, Tenn., Oct. 24.—Ted (Moon) Mullins' walkathon is still pulling the crowds after 1,100 hours. Only five couples and one solo remain in the competition. Show is emceed by King Brady, Moon Mullins, Eddie Leonard and Smitty Inman. Ken Herren and his Boys are supplying the music.

CURT THATCH pencils that he has given up marathoning for good and is now working for the Greyhound Lines out of New York. His partner, Jeanne Zaleski, is at her home in that city. "Glad to hear about Van Mills and Louise Allen," Curt writes, "I knew it all the time." Thatch would appreciate hearing from friends via *The Billboard's* New York office.

FRANK LAURICELLA JR. posts that, being due for a vacation, he's again looking for a spot with a marathon. "What is Skipper Caplan doing?" he queries. Frank would like to hear from Peggy Brandt, Mabel Cooper, Jimmie Joy, Mickey Riccio, Mr. and Mrs. Don King, Hobo and

Sparky, Dick Edwards, Tony Brugnono, Sam and Ann Cidot, Mickey Britton, Gene Costello, Lou and Eddie White, Al Lyman, Pop Pudge, Kenney Klingner and Mary Kaymar via *The Billboard* Letter List.

JOHNNIE DAIN, three-time winner of first place in various walkies, cards that he is ready for another show and is scouting around for a good girl partner.

BELLE WILLIS, now walking in the Bridgeton, N. J., walkathon, warns promoters against sending transportation to a contestant using his name.

HELEN KUSTER would appreciate a line, via *The Billboard* Letter List, from her former partner, Buddy Saunders; Jimmie White, Sally Mattis, Beami Beam, Mae Eason and any of the contestants with Ray C. Alvis' show in Frederick, Md.

EDDIE GILMARTIN, endurance show emcee and entertainer, has been appointed resident manager of the Indian River Hotel, Cocoa-Rockledge, Fla., it is reported.

PANCHO KING would like to contact Jimmie Bittner, recently with the George W. Pudge show.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

JOHN BOOTH jumped from New York to Montreal to open at the Chez Maurice October 26 for a two weeks' engagement. He hopes to renew acquaintances with the Montreal magi whom he hasn't seen since 1931 when he played there.

TREBOR THE MAGICIAN, after a successful trek thru Northeastern Ohio, is now swinging thru Southern Ohio and West Virginia, concentrating chiefly on school dates. Trebor is anxious to read a note on Ralston, Bauers, Scheetz and Willard.

DR. KARL has left the air in Akron, O., and jumped into West Virginia.

GARDIEL is now on tour with *Ladies in Lingerie*, current this week at the Capitol Theater, Atlanta. He has a new act and is planning on remaining in theaters all winter.

Worse than the magician who gives a mediocre performance is the fellow who books a town and then fails to show up for the date. That practice was indulged in quite regularly by a certain magician in the Ohio territory last season, with the result that other legitimate workers are having difficulty moving into the same towns this year.

BERNARD ZUFALL, the "mental magician," was the featured entertainer on the International High Noon Club's recent annual cruise to Bermuda on the Swedish-American liner *Kungsholm*.

MILBOURNE CHRISTOPHER, Baltimore magi, now with Fred (Pansy) Sanborn's act, shoots from London that the turn is in its fourth week in *Let's Raise the Curtain*, new musical show current at the Victoria Palace there. Christopher says he has visited Davenport's, Will Goldston's, Hamley's, Gamage's and most of the other London magic shops and is constantly bumping into magicians on the street. Among those whom he has met there recently are Yettmah, Carlton, Fraknon, Glen Pope, Ericson and Carlton, the latter once the "human hairpin," but now a very, very hefty gentleman, according to Christopher.

EVANS BROWN has just concluded a 22 weeks' engagement at Old Vienna, Indianapolis. Brown says that the Burton office has kept him booked solidly for the last year.

C. THOMAS MAGRUM, who opened his new season at Evelyn, Minn., a few weeks ago, has several more weeks in that State before heading westward for his fall tour. He info's that business in Minnesota's Iron Range country is the best since 1929. Magrum is working schools and clubs and recently added effects to his act.

GLEN POPE, who recently returned from a long stay abroad, is reported to be set for a spot in the French Casino's new show.

CLIFFORD'S SPOOK SHOW is playing New England movie houses, giving mid-night shows only.

RHODE ISLAND Assembly No. 26, SAM, opened its monthly meeting at the Biltmore Hotel, Providence, October 13 with a memorial ceremony for Harry Houdini, who died 10 years ago this month. Following the tribute, a two-hour magic program was presented by members, with Cliff Hard, Merle Payne, Harry Bellerille, Kurt Corvill, Sam Kilbanoff, Fred Poole, C. Foster Fenner and Harry Scherr participating. Mystic Wallace, of Rhode Island Ring 44, I.R.M., was guest at the meeting and presented a mental turn, assisted by Mrs. Wallace.

It's not how many effects you present, it's how you present them.

KARL'S MAGIC AND FUN SHOW will play the smaller spots in Cape Breton, N. S., for the winter months. Show will have as a feature Jackie Keating's Band, highlighting the Keating Sisters, specialty artists. Karl intends to keep building until 1937 and then open in theaters in Nova Scotia.

THE ISOLA BROTHERS, who years ago had an illusion act but more recently

leading theatrical directors in Paris, are back on the boards presenting their illusion number at the ABO in Paris.

MUSTY, comedy illusionist, is at the Empire, and Balzar, card and cigaret manipulator, is at the Trianon in Paris.

TANOR, card and cigaret manipulator, is at the Croisiere Sporting Club in Bordeaux, France.

HYANDI AND COMPANY, magicians, are at the Politeana in Genoa, Italy.

PROFESSOR ARIS and Miss Fakara, mentalists, are at the Ronacher in Vienna.

BABY YVONNE, 6-year-old daughter of Princess Yvonne, mentalist, and Doc M. Irving, her hubby-manager, was featured for five nights last week over Station WNOX, Knoxville, with her clever mental turn. In addition to her nightly broadcasts, Baby Yvonne appeared daily, from 1 to 1:15 p.m., on the Merry-Go-Round program presented in the WNOX auditorium before a visible audience. The Knoxville press heaped praise on Baby Yvonne's mental prowess and Joe Stone gave her a swell plug in his column *Airwaves in The Knoxville News-Sentinel*. Baby Yvonne is making a tour of Southern radio stations.

CHICAGO ASSEMBLY, SAM, held an originality contest last week at the Cube Theater which was attended by Chicago magicians and out-of-towners who demonstrated their own original stunts. Prizes were awarded the winners.

JOE BERG, president of the Chicago Wizards' Club, and Atwill, Chicago magician, have been playing Masonic lodges recently.

JACK TURNER, youngest member of the Cleveland Magicians' Association, has blossomed forth as a professional with a two weeks' engagement at Freddy's night club, Cleveland. Jack uses a silk and card routine.

There are those who believe that the exposing of certain "minor" magic tricks is okay; but who is to judge what constitutes a major or minor trick? What may be a minor effect to magi, at large may be an important item to a performer who depends upon magic for a living. Exposing at its best is bad business.

JOHN MATTHEWS, Detroit magician, was host last week at a dinner to Little Johnny Jones, who is currently playing Northwood Inn, Royal Oak, Mich.

RAYDINI, magician, was featured at Spear's Radio Show, Pittsburgh, last week. He appeared four times daily.

MYSTERIOUS HOWARD and Company are working schools and theaters in Alabama en route to the Lone Star State for the winter. Howard recently caught Calvert at the Princess Theater, Decatur, Ala., and speaks highly of his work. "Schools have been good so far this season," Howard pencils.

HAVILAND, Washington mystery worker, who opened his season in that city September 15, is now showing his wares in the Cincinnati area. He was a visitor at the magic desk Thursday of last week.

The honest magician is he who measures up to his billing.

CARL SHARPE, Chicago wizard, is readying a novelty manipulative turn that should surprise the boys.

MYSTIC MARLOW is in the Cocktail Room of the International Arcadia Club, Philadelphia, with his mental act.

BIRCH THE MAGICIAN, accompanied by his charming wife, Mabel Sperry, was a visitor at the magic desk early last week while working a string of engagements in the Cincinnati area. Birch worked the University of Cincinnati Friday night, October 18, and followed with matinee and night performances at the high schools in Ludlow, Ky.; Newport, Ky., and Hamilton, O., Monday, Tuesday and Wednesday of last week, respectively.



ENTONAL DEPT.

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

KATHLEEN FITZ—young legit actress now appearing in *Iron Men* at the Longacre Theater, New York. Her part is small, but gives her a chance to show what she can do—and she displays unusual acting talent. In addition she's pretty and should screen well. The studios can use her.

JERRY COOPER—handsome young baritone with an extraordinarily appealing voice, caught recently at the Murray Hill Hotel, New York. Has played night spots and done radio work, and ought to be ready now for a real picture break. Has appearance, personality and voice.

DON CUMMINGS—tall, good-looking, red-headed fellow now doing comedy, emcee and trick roping at the Radio City Rainbow Room, New York. Has plenty of personality, can handle lines well, possesses appear-

ance and can do some terrific trick roping. Ought to screen well.

ANNETTE—blond lovely now doing girls in burlesque. A Jean Harlow type. Beautiful of face and figure, she carries herself well and also has a nice speaking voice. Should screen excellently and ought to be a good bet for films after a bit of schooling in acting.

For RADIO

LILLIAN KENNY—singer of pop numbers and folk songs, caught recently at the Folly Theater, Brooklyn. Her repertoire includes numbers in four languages besides English: French, Italian, Russian and Spanish. Has a clear, pleasant voice with good volume and an ingratiating style and personality. A good bet for clubs as well as for radio.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

JACK (SMOKE) GRAY, who opened at Station KWK, St. Louis, last February, is still holding forth there on a contract that has until next April to run. Jack is doing a daily program in addition to working in the minstrel show every Monday night. "The minstrel presentation runs an hour and is put on before a visible audience of 4,000 people at the St. Louis Municipal Auditorium. The weekly minstrel show crowds are said to be the largest visible audience to witness a broadcast."

"JUST RECEIVED a long letter from my old friend Jack Shepherd, late of the Dockstader & Primrose Minstrels, inviting myself and the missus to visit him at his home in Elizabeth, N. J.," typewrites Prof. Walter Brown Leonard from his abode in Glens Falls, N. Y. "Jack was one of the officers of the defunct minstrel association headed by the late Bob Reed. I hear from several of the old minstrel boys, especially Sam Griffin, of Frisco, who still contemplates taking out a show for the West Coast. What has become of 'Hi-Brown' Bobby Burns?"

CLAIBORNE WHITE, colored advance agent, is now located in Memphis, where he is doing billposting for Warner Bros., Loew's State and the Beal Street Palace theaters as well as the Elmo Cullen snipe plant. He is anxious to know what has become of Dave Trangett and Henry Riley.

BILLY MILLER, emceeing in night spots in the Deep South for several years, is another of the old-time minstrel men who makes his home in New Orleans. Billy was once an endman with Al O. Field. Traveling over to Biloxi, Miss., recently for an Elk's performance, Billy found himself in a show with William Terry, also formerly of the Field minstrels, and did the two have plenty to talk about.

COTTON BLOSSOM MINSTRELS have been working the Pittsburgh territory for the last two weeks, filling bookings arranged by Sid Marke, of the National Theatrical Exchange. Show has been re-

organized since first caught by *The Billboard* in Conneaut Lake, Pa., early in September, altho it still features Haab and Denton and the Gold Medal Band.

DICK BERNARD, drum major and band artist, who led the 11:45 parade with the Primrose & West Minstrels, the Vogel show and others, is now living in retirement in Kingston, N. Y. Dick and his two daughters, tap dancers, appeared in the show presented recently at the Firemen's Home of the State of New York at Hudson, N. Y., by the Greene County Volunteer Firemen's Association. Another oldtimer on the bill was Roger Keough, veteran vaude trouper, now operating a dance school at Catskill and Kingston, N. Y.

AL BERNARD, the "gentleman from the South," has left New Orleans and is now in New York, where he is planning to appear on air with a new idea. Al had been a featured sustainer on WWL, New Orleans, for some time.

MINSTRELSY MOURNS the passing of Arthur (Doc) Samson, veteran b.-f. baritone, who died last week at his home in Richmond, Ind. Further details in Final Curtain, this issue.



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ly. Birch, who began his new season the middle of August, reports business as good. Advance Agent Sperry, Mrs. Birch's dad, has the show set far in advance. Birch is booked into practically every town in Ohio boasting of a high school with an auditorium.

The Final Curtain

BATTLE—Mrs., 29, known as Aldia Castle Battle and wife of Professor El Tab, magician, at Taft, Calif., October 18.

BOYER—George, 35, musician, in Long Island College Hospital, Long Island, N. Y., October 19. Body shipped to family home, Springfield, Mass., for burial.

BURNSTINE—Isador, 43, former theater proprietor in Springfield and Lincoln, Ill., October 12 in Chicago. Burnstine opened the Capitol Theater, Springfield, in 1900 and in 1910 went to Lincoln, where he operated two theaters until 1923. Survived by his widow; three sons, Herman, Ralph and Philip; a daughter, Cecil; four brothers, Mack M., Max, Leo and L. H. Burnstine; two sisters, Mrs. Milo and Mrs. A. Riegelman. Services at Pizer Funeral Home, Chicago. Burial in Graceland Cemetery, Chicago.

CASS—Mrs. J. T., mother of Hazel Cass McNally, owner of the Hazel Cass Players, and Ernest Cass, of the Cass Circuit of Theaters, at the Cass Opera House, Sumner, Ia., October 2.

CERNEY—Mrs. Katie, mother of Rose E. Cerney, of the team Bert and Rose Renshaw, October 15 in Chicago. Besides her daughter, two brothers, Frank and Emil Kessler, of Fort Washington, Wis., survive. Interment in Port Washington.

COLLISTER—Lawrence (Larry) G., 48, of a heart attack after a brief illness at his home in Parma, O., October 19. Cleveland attorney, former county treasurer and candidate for State Senate, he had been active in amusement parks and outdoor enterprises during the last few years. A member of the National Association of Amusement Parks, Pools and Beaches, he was also president of Chippewa Lake Playland, Inc., near Medina, O.; a director of Myers Lake Park Company, Canton, O., and president of Thrill Devices, Inc. During Great Lakes Exposition, Cleveland, he had the concession for Loop-o-Planes in the amusement sector. Born in Martins Ferry, O., he grew up in Cleveland and graduated from Baldwin-Wallace College in Berea, O. Was a member of the State Senate in 1922-'28 at the age of 28. His wife died last March. Survived by a 10-year-old son, Cameron; his mother, Mrs. Eleanor Gill Collister; brother, William, and three sisters, Mrs. Lillian G. McCue, Mrs. Adelaide Price and Victoria L. Collister. Burial October 22 in Brooklyn Heights Cemetery, Cleveland, with Masonic services.

DAVIDSON—Mrs. Nettie, 68, mother of Ray Davidson, film publicist, in Los Angeles October 20.

DAVIS—Charles T., 44, motion picture news cameraman, in George Washington University Hospital, Washington, October 3. He was employed by Fox-Movietone News at time of his death. Davis began his career in 1915 with the Vitaphone Company and three years later was sent to Europe to photograph war-torn countries. Burial in Rock Creek Cemetery, Washington.

DIAMOND—James R., 42, motion picture cameraman, after being struck by a speeding automobile in Los Angeles October 17.

DINES—Mrs. Carrie, 70, mother of Madame Hudspeth, mentalist, in London September 20. Burial in that city October 3.

DUDLEY—Alice, 40, fat lady weighing 650 pounds and known professionally as Babe Alice, at Fort Worth October 20. Burial at Oak Lawn Cemetery, Chicago. Survived by a husband and sister.

EICKS—Alexander, 68, Paramount Studio carpenter, October 19 in Hollywood.

FARRELL—Richard John (Duke), formerly widely known band and orchestra leader, October 18 at his home in Milwaukee. Langheintz's band was heard for many years at city park concerts and for five years at the old Ravenna Amusement Park, Milwaukee. He was owner of the Burleigh Theater, Milwaukee. Survivors are two sons, Paul Jr. and George C., and a brother.

mer vaudeville dancer, in Bridgeport, Conn., last week after a long illness.

FREULICH—Jack, well-known film portrait cameraman, in Los Angeles October 17. He had been head portrait photographer for Universal Pictures for 18 years.

HILL—J. M., 70, for several years a performer with the Buffalo Bill Show, October 9 at San Marcos, Tex., after a lengthy illness.

HOLZHAUER—O. H., paper man and trouper, at the home of his parents, Pine Bluff, Ark., October 12. Survived by his widow and one son.

IN MEMORY OF
My Beloved Husband,
HARRY HOUDINI
Who went away October 31, 1926.
MRS. BEATRICE HOUDINI.

JAMES—Harry L., veteran producer of light opera and musical comedy, in Long Beach, Calif., recently. James went to California 35 years ago and was musical director for the Fisher Stock Company, Oliver Moroco and Henry Duffy shows in San Francisco and Los Angeles. He also produced musical comedies at the La Salle Theater, Chicago. Surviving is his widow, Mrs. Anne B. James. Interment in San Francisco.

LANGHEINRICH—Paul Sr., 74, pioneer motion picture theater owner and for-

FERD SIMON

Ferd Simon, 41, an outstanding figure among theatrical artists' representatives and head of the Simon Agency with headquarters in New York, died October 20 in his sleep at his home in Forest Hills, Long Island, N. Y. A heart ailment, aggravated by overwork and a slight attack of indigestion, was the cause. His death was a shock to the vaudeville field, in which he was a leader.

Simon, whose right name was Arthur F. Mayer, was born in Louisville and adopted the name of his half-brothers, John (deceased) and Irwin. He entered show business at the age of 10, joining his brothers in the operation of the third motion picture theater in the United States, the Dreamland, Louisville. From this theater grew a circuit of seven picture houses in Kentucky. Later he joined the Universal Film Exchange in Indianapolis.

In 1911 he entered the agency field in Chicago, joining his brother, John, who was the successor of Adolph Myers in the biggest agency in the Midwest. The Simon Agency remained in Chicago until 1929, when it moved to New York in partnership with Harry Weber, ranking among the leading agencies. This partnership was dissolved in 1932, with the Simon Agency continuing.

Ferd Simon conducted the agency alone for two years after the death of his brother John. Despite the decline of vaudeville he managed to expand his business, specializing in the discovery of new attractions and in the representation of expensive units. He produced his own units and booked theaters in Louisville and Indianapolis.

He was known as a dynamic and persevering agent, handling big and small talent alike. For the Music Corporation of America at one time he looked after the vaudeville booking of all name hands and also brought the French Casino shows to vaudeville. In addition he represented many film performers on their personal appearance dates.

He leaves his wife, Mrs. Esther Simon; two children, Frederic and Geraldine; a brother, Irwin, and a sister, Mrs. Edna Goldsmith. Funeral services were held October 22 at the Riverside Funeral Chapel, New York. More than 250 attended the services, conducted by Rabbi Stephen S. Wise. The body was shipped to Chicago, where burial took place October 26 in the family vault in Rosehill Cemetery.

merly widely known band and orchestra leader, October 18 at his home in Milwaukee. Langheintz's band was heard for many years at city park concerts and for five years at the old Ravenna Amusement Park, Milwaukee. He was owner of the Burleigh Theater, Milwaukee. Survivors are two sons, Paul Jr. and George C., and a brother.

LAUREL—Pierre, 55, well-known French actor, in Paris recently.

LICHTMAN—Bell, 22, who suffered a broken back four years ago when she hit the side of the tank while doing a neck-roll dive at the water show on the Rubin & Cherry midway at Canadian National Exhibition, at her home in Toronto October 19 from influenza and laryngitis, which she was unable to combat owing to paralyzed muscles of her chest.

LINTON—Harry, 59, actor, at New York recently. He was on stage first with Mathews and Bulger and later teamed with Fred Stone; then became Linton and McIntyre and Linton and Lawrence Sisters. He produced *Home Town Follies*. Survived by his widow; a son, band leader, and two daughters. Burial October 16.

MALONEY—Arthur N., 44, for the last four years manager of the Garden and Regent theaters, Paterson, N. J., suddenly at his home in North Haledon, N. J., Paterson suburb, October 12. Maloney formerly managed the State Theater, Hartford, Conn. Survived by his widow; two sons, Arthur A. and Edward, and a

daughter, Mary. Body was taken to Hartford for burial.

MAYS—Richard B., 70, at his home in Denver October 19 following a year's illness. He was an usher at the opening of the Tabor Grand Opera House in Denver and later became treasurer during the peak of the theater's fame. At one time he was manager of the Broadway Theater, Denver. Surviving are his widow, daughter, sister and brother.

D. C. (MAC) McDaniel
In Memory of My Beloved Husband
Died in Spartanburg, S. C., October 29, 1933.
BERTHA (GYP) McDANIEL

MERWIN—Samuel, 62, novelist and playwright, at the Players' Club, New York, October 17. Survived by his widow and son.

MIEHE—August, 50, celebrated Danish clown and comedian, related to leading Scandinavian circus families, at Copenhagen October 4. Survived by widow and three children.

NELSON—William J., 58, actor, at Lenox Hill Hospital, New York, October 20. He made his theatrical debut at old Globe Theater in Bowery, played vaudeville for few years and more recently with Theater Guild. Survived by his widow. Funeral under auspices of Actors' Fund of America.

tober 21. He was secretary of Majestic Shows.

SAMSON—Arthur (Doc), 46, well known in minstrels and vaudeville, at his home in Richmond, Ind., October 22. The past season he was on the advance of Sells-Sterling and Walter L. Main circuses. Samson entered show business at the age of 11ve when he began traveling with his father. He possessed a rich baritone voice and soon achieved popularity. He traveled with various minstrels, including Vogel, Gus Hill, Coburn and Neal O'Brien. Later he had his own show, Samson and his Minstrel Five. Harry Frankel, better known as "Singin' Sam," was given his first minstrel job by Samson when he was interlocutor for Coburn's show. Survived by his widow, Lelfo. Services were at the Jones & Plaecke Mortuary, Richmond. Body was sent to Nevada, O., for burial.

SCHWARTZ—Julius A., 52, co-owner and manager of three Lake County theaters, at Lake County Memorial Hospital, Painesville, O., October 21 of a skull fracture received in a fall at his home. Schwartz managed the Utopia and Park theaters at Painesville and the Lyric at near-by Fairport, O. His widow, a son and a brother survive. Funeral services and burial at Painesville.

SHEPHERD—Mrs. Josephine M., noted musician for many years and mother-in-law of John F. Cuneo, president of Cuneo Press, Inc., at Grant Hospital, Chicago, October 20. Survived by two daughters.

STILL—Mrs. Mary E., 92, daughter of the founder of Holly Beach, now Wildwood, a South Jersey resort town, October 15 at her home in Vineland, N. J., after an illness of several months. There are no survivors.

STORY—Mrs. Chester, 49, wife of Chester Story, Pittsburgh director, in that city October 16. Funeral services October 19.

URBAN—Mrs. Rose, 82, former proprietor of the Urban House, a hotel for circus people in Baraboo, Wis., at the home of her daughter, Mrs. Nellie Kress, in Wauwatosa, Wis., a branch of Milwaukee, October 19. Her daughter, Mrs. Kress, was formerly with Ringling, Sparks and Hagenbeck-Wallace circuses.

WARD—Patrick, 68, well known in the circus fraternity, in Parkersburg, W. Va., October 14 after a brief illness. Ward was at one time associated with Rhoda Royal and his place of business was headquarters for circus folk. Survived by his widow and three brothers, Michael, William and Thomas. Services were in St. Xavier's Church, interment in the 15th Street Cemetery, Parkersburg.

WATT—Harmon H., 67, well-known Chicago composer, concert pianist, teacher of music and president and general director of the Chicago Piano College, at St. Luke's Hospital, Chicago, October 18. Funeral at his late residence in Western Springs, Ill., with burial at Portage, Mich.

ZIMMERMAN—Arthur A., 67, ex-world champion cyclist, at Atlanta October 20. Survived by his widow, a daughter and a sister.

Marriages

ANDERSON - SHARPE—W. P. (Pat) Anderson, former novelty man with Hagenbeck-Wallace Circus, and Irene Sharpe, non-professional, at Cumberland Gap, Tenn., October 8.

CROCKER - JENNS—Harry Joseph Crocker, nonpro. of Beverly Hills, Calif. (See MARRIAGES on page 85)

Louis Harrison

Louis Harrison, actor and playwright, died of heart disease at the Medical Arts Sanatorium, New York, October 23, at the age of 70.

Born in Philadelphia, Harrison got his theatrical schooling under Mrs. John Orew at the Arch Street Theater, Philadelphia. After a few years in California he returned east and by meteoric development he was soon starring in musical comedy. He was leading comedian with Lillian Russell and Fritz Schuff. His last appearance was in "Sunny" in 1927, after which he retired.

He served as dramatist or librettist for a number of productions and also wrote a few songs for Fred Stone shows.

Survived by his brother, Sam Harrison.

Mrs. Mary Edith Mugivan

Mrs. Mary Edith Mugivan, widow of Jerry Mugivan, died Friday night, October 23, at Peru, Ind., of a heart attack following a short illness.

The deceased was widely known in the circus world. Her husband was one of America's leading circus owners and had been in show business for more than 30 years. He also had a sudden death, passing away January 22, 1930, at Harper's Hospital, Detroit, following an operation for hernia. Mr. and Mrs. Mugivan for quite a number of years made their home in Peru, Ind., where they took an active interest in civic affairs.

At the time this was written funeral services had been tentatively arranged for October 27. Services will probably be conducted at St. Charles Catholic Church, Peru. Interment will be in the Peru Catholic Cemetery, where Mr. Mugivan's body lies.

SABATH—E. A. (Candy), in an auto accident while en route to Nashville Oc-

MAIL ON HAND AT CINCINNATI OFFICE

- Parcel Post: Bird, E. M., 16c; Clark, Chas., 8c; ...

Ladies' List

- Abbott, Mrs. George A.; Ackley, Mrs. H. J.; Adams, Peggy; Adams, Viola; ...

- Hawfield, Nanette; House, Mrs. Helen; Hayes, Mrs. Lawrence; Haynes, Mrs. Nellie; ...

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Hush, T. J.; Husbong, F. D.; Butler, Thom. J.; Bailey, W. H.; Byrd, W. H.; ...

Gentlemen's List

- Achilles, Jack; Adams, Milton; Avery, Tom; ...

When Filing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

ABC Trio (El Chico) NYC, no.
Abbott, Joan (Hi-Hat) Chi, no.
Abbott, Snoopy (Rainbow Inn) NYC, no.
Abbott & Tanner (Hi-Hat) Chi, no.
Ace, Red (Oakwood Tavern) Kilinger Lake, Mich.

Burns & White (Blossom Heath Inn) Detroit, Mich.
Burton, Iland Time (Loew) Montreal 28-29, t.
Byrd, Muriel (Edison) NYC, h.
Byron, George (Ambassador) St. Louis 29-30, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations, or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Burns & White (Blossom Heath Inn) Detroit, Mich.
Burton, Iland Time (Loew) Montreal 28-29, t.
Byrd, Muriel (Edison) NYC, h.
Byron, George (Ambassador) St. Louis 29-30, t.

Dandridge, Pulney (Hickory House) NYC, no.
Daniels, Billy (Black Cat) NYC, no.
Daniels, Mae (Kit Kat Club) NYC, no.
Dare & Yates (Pierre) NYC, h.
Dario & Diane (Troader) Hollywood, no.
Dault, Dare-Devil (St. Louis) St. Louis 29-30, t.

Everett & Conway (Shrine Circus) Boise, Ida.; Twin Falls Nov. 2-7.
Errett & Conway (Shrine Circus) Walla Walla, Wash., Boise, Ida., 26-31.
Ezra, Pappy Zed & Eiton (Orph.) Minneapolis 26-29, t.

Fantasia (Yumuri) NYC, no.
Farmer, Chic (Elysee) NYC, h.
Farfar, Jean & Jane (1523) Phila, no.
Farrell, Bill (Place Elegante) NYC, no.
Farrell, Charlie (Mon Paris) NYC, no.
Farrell, Bunny (Place Elegante) NYC, no.
Faye, Frances (Yacht Club) NYC, no.
Faye, Gladys (Jimmy Kelly's) NYC, no.
Fay, Jerry (New Lily) Baltimore, no.
Felds, Ed (Hollywood) NYC, no.
Ferguson, Bobby (Club Ballyhoo) Columbus, Penn.
Fern, Vera (Commodore) NYC, h.
Fields, Benny (Versailles) NYC, no.
Fields, Happy (Place Elegante) NYC, no.
Fields, Irving (Buckingham) NYC, h.
Fisher, Jack (Steuben) Boston, re.
Flake, Dwight (Savoy-Plaza) NYC, h.
Flemings, Flying (Shrine Circus) Toronto.
Fleming, Shorty (Shrine Circus) Toronto.
Fleming, Frank (Lincoln) NYC, h.
Florence & Alvarez (Arcadia) Phila, re.
Flournoy, Yula (Wivel's) NYC, re.
Flowerston, Consuelo (Mon Paris) NYC, no.
Fogarty, Alec (Weylin) NYC, h.
Folie Parisienne (Pal) Chi 28-29, t.
Folins, Earl (Philadelphia) Phila, h.
Forbes, Mrs. Alexander (St. Regis) NYC, h.
Fordham, Louis (Number One Bar) NYC, no.
Four Dandies (LaRue's) NYC, re.
Flowers, Erma & Larry; Andalusia, Ala.
Foster, LaTae (Dickon's Cafe) Omaha, c.
Franz & Fuller (Front Street Gardens) Toledo, no.
Frazee Sisters (Chez Parree) Chi, no.
Fraser, Al (Savarin) Buffalo, no.
Frey, Ethel (Dickie Wells) NYC, cb.
Frazier Sisters (Terrace Gardens) Rochester, N. Y., no.
Froeba, Frank (Oryx Club) NYC, no.
Fromman, Bert (Paradise) NYC, re.
Fry, Bob & Virginia (Man About Town) New York, no.
Fuchs, Leo (Russian Lion) NYC, re.
Fuld, Leo (French Casino) NYC, no.
Fuller Sisters (Embassy) Phila, no.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Chiyo, Princess (Esplanade) Prague, Czechoslovakia.
Christensens, Aerial (Indoor Circus) Devils Lake, N. D., 29-31.
Church, Bill (Crystal Park) Cumberland, Md.
Circus De Parce (Orchestra) Chi, t.
Clark, Jean (Diszy) NYC, no.
Clark, Keith (Leon & Eddie's) NYC, no.
Clarke, Jay (American) Colorado Springs, Colo.; (Upton) Pueblo Nov. 2-7, t.
Clare, Tommie (French Casino) NYC, no.
Claude, Marguerite (McCurdy) Evansville, Ind., h.
Clayson, Charles (Cafe Ball) NYC, no.
Clifford, George (Colony) Phila, no.
Cole, Lester & His Midshipmen (Palmer House) Chi, h.
Coley, Curtis (Club Diamond) Wheeling, W. Va., no.
Collette & Barry (Brown) Louisville, h.
Collins & Wanda (Lookout House) Covington, Ky., no.
Comie & Yarnell (Jimmy Kelly's) NYC, no.
Comstock, Continentals (Riverside) Milwaukee, t.
Compton, Dorothy (Hollywood) NYC, re.
Connors Jr., Chuck (Tin Pan Alley) New York, no.
Conville, Frank O. (Boston) Boston 26-29, t.
Cook, Eileen (Beachcomber Bar) NYC, no.
Cooley, Marion (Stork Club) NYC, no.
Cooper, Jerry (Murray Hill) NYC, h.
Cooper, Una (Arrowhead Inn) Cincinnati, no.
Corbin, Raymond (Anchorage Club) Annapolis, Md.
Corsons, Kay (Diszy Club) NYC, no.
Cortel, Trio (Riverside) Milwaukee 30-Nov. 5, t.
Cort, Nita, singer (Club Mayfair) Boston, no.
Corlea, Al & Toni (Black Cat) NYC, no.
Costello, Jimmy (Jimmy Kelly's) NYC, no.
Coral Landers (Montclair) NYC, h.
Cossack, Three (Savoy) London, h.
Courtney, Ann (Montclair) NYC, h.
Crome, Roberta (Backstage Club) Cleveland.
Crooker, Dorothy (Earle) Washington, D. C., 26-29, t.
Crosby, June (Victoria) NYC, h.
Crosby & Dunn (Pheasant) Hollywood, no.
Crown, Polites (Pal) Cleveland 26-29, t.
Cunningham, Fairy (Cocoanut Grove) Minneapolis, no.
Cunningham, Paul (Holland Tavern) NYC, no.
Cutter, Gloria Jane (Variety) NYC, no.

Donahue, Ralph, emcee (Olaris) Columbus, no.
Donna & Darrell (Chez Ami) Buffalo, N. Y., no.
Donohue, Red & Pal (State) NYC 26-29, t.
Doris, Edna (Versailles) NYC, no.
Dorne, Dorothea (Orard) Phila, no.
Dorsey, Tommy, & Orch. (State) NYC 26-29, t.
Dot & Dash (Frolics) Toledo, O., no.
Dover, Jane (Edison) NYC, h.
Downey, Morton (Boston) Boston 26-29, t.
Doyle, Buddy (Michigan) Detroit 26-29, t.
Doyle & Donnelly (St. Louis) St. Louis 26-29, t.
Drake, Connie (Deauville) New York, no.
Draper, Paul (Pierre) NYC, h.
Drew, Ann (Royal Pines) Lake George, N. Y., re.
Drew, Cholly (Number One Bar) NYC, no.
Drew, Corry & Freddy (Village Barn) NYC, no.
Drum, Dotty (Hector's Club New Yorker) New York, no.
Duke, Paul (Adelphi) Phila, h.
Duke, Vernon (St. Regis) NYC, h.
Duncan, Midget Jackie (Zepp) Akron, O., no.
Dunn, Paula (Diszy) NYC, no.
Duskin, Joyce (Paradise) NYC, re.
Duvall, Sheila (New Town Bar) New York, no.

Dads, Elmer, Oris (Montgomery Royal) Brooklyn, N. Y., re.
Dade, Janice (Pheasant) Columbus, O., no.
Daley (Met.) Boston 28-29, t.
Dale, Helen (Howdy Club) NYC, no.
Dale, Maryon (Chateau Moderne) NYC, no.
Damur, Irene (Cocoanut Grove) Boston, no.
Dancer, Jenny (Kit Kat) NYC, no.
Dandies, Four (Larue's) NYC, re.

Hoffer, George S. (Chez Ami) Buffalo, N. Y., nc.
Hoffman, Lora (Michigan) Detroit 26-29, t.
Holla, Marie (Paradise) NYC, re.

Illiana, Miss (Biltmore) NYC, h.
Indefatigable Charles (St. Regis) NYC, h.
Irene & Martha (Lookout House) Covington, Ky., nc.

Jack & Jill (LaRue) NYC, re.
Jackson, Irving & Reeve (Clover) NYC, nc.

Janet & Ruth (Chez Paree) Chi, nc.
Jans, Leonard (Washington) E. Liverpool, O., nc.

Jeanne & Earle (Electric Park) Waterloo, Ia., re.
Jenkins, Polly, & Flowboys (Capitol) Springfield, N. Y., Can., 29-31; (Academy) New Orleans Nov. 2-4, t.

Jenny, Julie (Paradise) NYC, re.
Jerry & Turk (Yacht Club) Chi, nc.

Johnson, Myra (Loew) Montreal 26-29, t.
Johnson, The (Navarra) NYC, h.

Joyner & Williams (Loew) Montreal 26-29, t.
Judnick, Frank (Paramount) NYC 26-29, t.

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kelosh (Cotton Club) NYC, na.

Kane, Patsy (State-Lake) Chi, t.
Kann, Alex (Versailles) NYC, nc.

Kay, Beatrice (Tony's) NYC, nc.
Kay, Carol (De Casino) Jamaica, N. Y., nc.

Kay, Dolly (Royale) Chi, nc.
Kay, Johnny (Washington) East Liverpool, O., nc.

Kayettes, Three (Olson) Cincinnati, h.
Keith, Sally (Vanity Fair) Chi, nc.

Keller, Leonard (Casin Madrid) Louisville, nc.
Keller, Sisters & Lynch (Yacht Club) Chi, nc.

Kennedy, Billie (Howdy Club) New York, nc.
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.

Kenneth & Leroy (Kit Kat) NYC, nc.
Kerr, Erwin (Claremont Inn) NYC, nc.

King, Florence (Washington Club) East Liverpool, O., nc.
King, Kenn (Washington Club) East Liverpool, O., nc.

King, Mickey (Shrine Circus) Toronto.
King, Tommy (Broadway Room) NYC, nc.

Kirby & Duval (Colonial) Dayton, O., t.
Knight, Eleanor (Philadelphia) Phila, h.

Kolb, Harold (Claremont Inn) NYC, nc.
Koubek, Zdenek (French Casino) NYC, nc.

Kramer, Ida (Swanes) NYC, nc.
Lake, Adele (Philadelphia) Phila, h.

LaMonte, Jean (New Casino) Toledo, nc.
Lambert, Helen (Man About Town) NYC, nc.

Lambert, Nellie (Man About Town Club) NYC, nc.
Lambert, Prof. (State-Lake) Chi, t.

Landau, Renee (Village Rendezvous) NYC, nc.
Lane, Leola (Number One Bar) NYC, nc.

Lane, Ted (Ricky House) New York, nc.
Lane & Carroll (Kenmore) Albany, N. Y., h.

Lang, Neal (Holland Tavern) NYC, nc.
Lang & Diaz Foursome (Grand-Brong) NYC 26-29, t.

La Marr, Sally (21) Phila, nc.
La Milouquita (El Toreador) NYC, nc.

Lebling, Tod (Blossom Heath) Detroit 24-Nov. 6, nc.
Linden & Brydon (Venetian Room) NYC, nc.

Lindsay Girls, Six (Palumbo's) Phila, cb.
Lime Trio (Boston) Boston 26-29, t.

Lipkova, Schura (St. Regis) NYC, h.
Little Words, Three (Small's) NYC, cb.

Lloyd, Shirley (Lexington) NYC, h.
Long, Avon (Ubangi) NYC, nc.

Long, Jim (Troupe) (Shrine Circus) Toronto.
Lop & Anita (Britt's) Newark, N. Y., nc.

Lord, Velma (Paradise) NYC, re.
Lorna & Carr (Capri) Lawrence, Mass., re.

Lorraine & Manners (Cocoanut Grove) Boston, nc.
Lorraine Sisters (Edgewater Beach) Chi, h.

Lucky Sisters (Small's Paradise) NYC, nc.
Lucy, Alice (Palumbo's) Phila, cb.

Ludwig, Sunny (Dooley's) Charleroi, Pa., nc.
Mack, Ernie (Chez Maurice) Montreal, nc.

Mackay's Rhythm Debs (Broadway Room) NYC, nc.
Mack's, Charlie, Chatterbox Revue (Strand) Cumberland, Md., 29-30; (Camden) Weston, V. Va., 31; (State) Uniontown, Pa., Nov. 1-3; (Met.) Morgantown, W. Va., 4-6, t.

Madden, Frances (El Mirage) NYC, nc.
Madge, Edna (Palumbo's) Phila, h.

Mallory, Ullaine (Shrine Circus) Toronto.
Malone, Selma (Morison) Chi, h.

Mandell, Kitty (New Town Bar) New York, nc.
Mann, Allen (Roxy) NYC 26-29, t.

Manna, Gene, & Bernice Lee (Paradise) NYC, re.
Manners, Grace (1523) Phila, nc.

Manya & Drigo (New York) NYC, h.
March & Drezsel (Philadelphia) Phila, h.

Marce & Marsha (Grand Ofc) Phoenix, Ariz., nc.
Marianne (St. Moritz) NYC, h.

Marie Madam (Shrine Circus) Toronto.
Maricetta (Bal Tabarin) San Francisco, nc.

Markoff, Misha (Russian Yar) Milton-on-Hudson, N. Y.
Marlowe & Elia (Royale Frolics) Chi, nc.

Marlowe, Hoopie (Dizzy) NYC, nc.
Marlowe, Jerry, & Irma Lyon (Congress) Chi, h.

Marlowe, Peggy (Royal Frolics) Chi, nc.
Marlowe, Stella (George Garden) Chi, re.

Marsh, Howard (Village Club) West Orange, N. J., nc.
Marta, Joan (Club Diamond) Wheeling, W. Va., nc.

Martel, Lee (Dizzy) NYC, nc.
Martina, Marian (Hollywood) NYC, re.

Martin, Rubber Legs (Do-Lo) Kalamazoo, Mich., nc.
Martin, Vera (French Casino) NYC, nc.

Mason, Jack (La Rouge) NYC, c.
Mastice & Rollins (Gramatan) Bronxville, N. Y., nc.

Mathews, Babe (Ubangi Club) NYC, nc.
Mathews, Emmett (Loew) Montreal 26-29, t.

Matthey, Nicholas (Russian Kretchma) NYC, nc.
Maxice & Cordova (Riviera) Ft. Lee, N. J., re.

Maxellos, The (Riverside) Chi, t.
May, Marty (Capitol) Washington, D. C., 26-29, t.

Newman, Harry (Gabriel's) NYC, re.
Nichols, Howard (College Inn) Chi, nc.

THE NONCHALANTS
Now Playing "GENERAL THEATER'S CIRCUIT," Exclusive Management M. G. A. HARRY FOSTER AGENCY IN EUROPE.

Noah, Tera (Old Rumanian) NYC, nc.
Nolan, Mary (Cocoanut Grove) Washington, D. C.

Noland, Nancy (Navarre) NYC, h.
Norman, Jimmy (Du Piere's) NYC, nc.

Norman, Nita (18) NYC, nc.
Nova, Yvonne (Paradise) NYC, re.

Norak & Fay (Roxy) NYC 26-29, t.
Oakley, Bob (Philadelphia) Phila, h.

Oarks, Bernice (Edison) NYC, h.
O'Brien, Adria (St. Regis) Boston, re.

O'Connor, Eileen (Ritz-Carlton) NYC, h.
O'Dell, Doll (Frank's Tavern) Brooklyn, N. Y.

O'Malley, Pat (Drake) Chi, h.
O'Neill, Cecile (Hollywood) NYC, re.

O'Neill, Dorothy (Leon & Eddie's) NYC, nc.
Olivette, Nina (Hollywood) NYC, cb.

Olmstead, "Minto" (Number One Bar) NYC, nc.
Olsen, Paul (Club Greyhound) Louisville, nc.

Olympics, Three (Beachcomber Bar) NYC, nc.
Olsen, George (St. Regis) NYC, h.

Orlins, Toddy (Nut Club) NYC, nc.
Ovaris Bros. (Shrine Circus) Toronto.

Page, Marion (Hollywood) NYC, re.
Paige, Ann (18 Club) NYC, nc.

Palermo's Canines (Grand-Brong) NYC 26-29, t.
Pallenberg's Pishers (Shrine Circus) Toronto.

Pallenberg's Bears (Shrine Circus) Toronto.
Pape & Conchita (Shrine Circus) Boise, Ida.; Twin Falls, Nov. 2, t.

Park & Clifford (Ritz-Carlton) NYC, h.
Parker, Cecile (Steuben) Boston, re.

Parker Sisters (Holland Tavern) NYC, re.
Patterson's Personnel (New Yorker) NYC, h.

Patterson's, Russell, Living Models (Elm St.) Worcester, Mass., 26-29, t.
Paul, Charles (Montclair) NYC, h.

Paul, James (Times Square) Rochester, h.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.

Pecoraro, Dick (Monte Rosa) NYC, re.
Pedro & Luis (Kimo) Albuquerque, N. M., 26-31, t.

Pedulla, Hugo (LaRue's) NYC, re.
Peggy, Paul (Gloria Palast) NYC, nc.

Pepper, Jack (Riverside) Milwaukee, t.
Perez, LaFlor Co. (Indoor Circus) Devils Lake, N. D., 29-31.

Perkins, Jerry (Commodore) NYC, h.
Perona, Anthony (Cabrini) NYC, re.

Perry, Dorothy (Tokay) NYC, re.
Perry, Katherine, & Her Girls (Cotton Club) NYC, nc.

Perrade & Jetan (Golden Grill) Rochester, N. Y., nc.
Perrin, Jean (Golden Grill) Rochester, re.

Petch & Deauville (Boston) Boston 26-29, t.
Peterson, Ivor (McAlpin) NYC, h.

Pickford, Merry (Washington) East Liverpool, O., nc.
Pickford, Murray (Washington) E. Liverpool, O., nc.

Pierce, Burton (Drake) Chi, h.
Pierce & Harris (Mayfair Casino) Kansas City, nc.

Robinson, Florence & Bob (Hi-Hat) Chi, nc.
Robinson, Paul (Club Rio) Allentown, Pa., nc.

Rocco, Three (Kit Kat) NYC, nc.
Rochirast, Marianne (Westminster) Boston, h.

Rodriguez & Francine (Congress) Chi, h.
Rogers, Buddy (Ambassador) St. Louis 26-29, t.

Rogers, Dick & Dorothy (New Yorker) NYC, h.
Rogers, Harley (Como Tavern) Buffalo, nc.

Rogers, Muriel (Chateau Moderne) NYC, re.
Rohrer, Wynne (Booster) Rochester, h.

Rohrer, Bob (Chez Maurice) Montreal, nc.
Romano, Tony (Ambassador) St. Louis 26-29, t.

Romero (Ritz-Carlton) NYC, h.
Rook, Isabel & Three Octaves (Benny the Bum's) Phila, nc.

Rose, Harry (Grand-Brong) NYC 26-29, t.
Rose Marie, Baby (Top Hat) Union City, N. J., nc.

Rosen, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Ross, Pat (Cafe Loyal) NYC, re.

Roth, Lillian (Olet Paroe) Chi, nc.
Roth, Raye & Robins (Bonita's) NYC, re.

Roth & Shay (Alameda) Mexico City, t.
Rosen, Dorothy (Booster) Rochester, h.

Royal Howlans (Dixie Club) NYC, nc.
Royce, Eleanor & Seymour (Cleveland) Cleveland, h.

Russell, Frank (Oxy Nineties) NYC, nc.
Russell, Mabel (Venetian Room) NYC, re.

Russell, Al & Sally (Golden Grill Inn) Rochester, re.
Russell, William (Ritz-Carlton) NYC, h.

Russo, Connie & Jimmie (Como Tavern) Buffalo, nc.
Ryan, Jerry (Queens Terrace) Woodside, L. I., re.

Rhythm Boys (Weylin Hotel) NYC, h.
Sable, Mickey (Man About Town) NYC, nc.

Sailer, Dorothy (Kit Kat) NYC, nc.
Sandorf & Marco (Club Mayfair) Williams-ville, N. Y.

Sandra (Blondie's) Chi, t.
Sanford, Teddy, & Jack Twain (Villegue's) Sheepshead Bay, re.

Santelli, George (Hotel St. Regis) NYC, h.
Saunders, Sylvia (New Yorker) NYC, h.

Savage, Jean (Southern) Baltimore, h.
Savoy, Jack (Villegue's) Sheepshead Bay, N. Y., re.

Sawyer, Bobby (Gabriel's) NYC, nc.
Sedgwick, Edna (Hollywood) NYC, cb.

Seller, Jay & Lou (Drake) Chi, h.
Sergey & Gray (Sherry-Netherlands) NYC, h.

Shaver, Buster, & Midgets (Michigan) Detroit 26-29, t.
Shaw, Bret (Lincoln) NYC, h.

Shaw & Mead (Gloria) Columbus, nc.
Shawn, Jack (Club Royal) McAllen, Tex., nc.

Shelby, Bubbles (1523) Phila, nc.
Shelton, James (Club Normande) NYC, nc.

Shelton, Ethel (Capitol) Washington, D. C., 26-29, t.
Sheridan, Eleanor (Stork Club) NYC, nc.

Shoottin' High (Lyric) Indianapolis, t.
Shore, Willie (Hi-Hat) Chi, nc.

Shorman & Fuchs (Paradise) NYC, re.
Simmons, Les (Ubangi) NYC, nc.

Sinda (Russian Kretchma) NYC, re.
Skidmore, Kay (Hotel Piccadilly) NYC, h.

Slavnya, Elena (Russian Bear) NYC, nc.
Small, Ed (Villegue's) Sheepshead Bay, N. Y., re.

Smith, Alma (Ubangi) NYC, nc.
Smith, Chubby (Swanee Club) NYC, nc.

Smith & Sully (Dixie Club) NYC, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.O., h.

Spice & Span (College Inn) Chi, re.
St. Claire, Putnam (Ubangi) NYC, nc.

St. John Bros., Three (Downtown) Detroit, t.
St. Leon, Lillian (Downtown) Detroit, t.

Steele, Bill (New Yorker) NYC, h.
Steele, Don (Club Deauville) San Francisco, nc.

Stepsons, Three (Ubangi) NYC, nc.
Sterling, Joe (Mayfair) Williams-ville, N. Y., nc.

Stevens, Frances (Claremont Inn) NYC, re.
Stone, Charles & Helen (Bal Tabarin) San Francisco, nc.

Stone, Dick (Essex House) NYC, h.
Stone, Harold (Chateau Moderne) NYC, na.

Stone & Les (Grand-Brong) NYC 26-29, t.
Storer, Percy (Man About Town) NYC, nc.

Stoyanovsky, Arkadi (Russian Kretchma) NYC, nc.
Sullivan, Bobby (Swanee Club) New York, re.

Swan & Lucille (Steuben) Boston, re.
Swartz, Dick (Bo-Air) Chi, nc.

Sweeney, Bud (Merry-Go-Round Club) Akron, Snydel, Paul (Paradise) NYC, cb.
Sylvester, Hannah (Diedle Wells) NYC, cb.

Symington, Eva (Waldorf-Astoria) NYC, h.
Taff, Ted & Mary (Blamarek Hotel) Chi, h.

Tamara, Maria (French Casino) NYC, nc.
Tantel & Flaccio (French Casino) NYC, na.

Tappan, Maxine (Essex House) NYC, h.
Tate, Jack (Bo-Air) Chi, nc.

Taylor, June (William Penn) Pittsburgh, h.
Taylor, Lou (Rainbow Inn) NYC, nc.

Tekay, Serge (Stevens) Chi, h.
Tennah, Frank (New Yorker) NYC, h.

Tennis, Eleanore (Pierres) NYC, h.
Theodore & Denesha (Stork Club) Providence, R. I., re.

Till & Mengol (Gaucho) NYC, nc.
Theodores, The (Casanova) Hollywood, nc.

Thomas, Eddie (College Inn) Phila, nc.
Thomas, Orville (Place Elegante) NYC, nc.

Thompson, Regis (New Yorker) NYC, h.
Thompson Twins (Club Roxie) Washington, Pa., nc.

Thrift, Bea (Navarro) NYC, h.
Thury, Ilona ge (Tokay) NYC, re.

Tiffany's, The (Orph.) Nashville, Tenn., 26-29, t.
Titan Trio (Terrace Gardens) Chi, re.

Todd, Mabel (Ambassador) St. Louis 26-29, t.
Tomack, Sid, & Eliss Bros. (Royal Frolics) NYC, nc.

Tommer, Orla (Place Elegante) NYC, nc.
Tom Hatters, The (885 Club) Chi, nc.

Torres, Ralph (Edison) NYC, h.
Town Tattlers (Yacht Club) Chi, nc.

Trask, Billie (Riviera) Ft. Lee, N. J., nc.
(See ROUTES on page 57)

R-B Press Staff for '37

Includes Butler, Stratton,
Braden, Fellows, Johnson
—Barnes signs 2 features

MEMPHIS, Oct. 24.—Sam R. Stratton has been engaged as story man for Ringling Bros. and Barnum & Bailey Circus for next season.

He will join in New York ahead of the show, as well as Roland Butler, Dexter Fellows, Frank Braden and Eddie Johnson, who are now with the Big One.

CINCINNATI, Oct. 24.—The Cristiani troupe will again be one of the features of the Al G. Barnes Circus next season. Two more girls have been added to the act.

Bert Nelson also has been re-engaged.

Programs at Robinson Store

LOS ANGELES, Oct. 24.—The J. W. Robinson Company, downtown department store, has inaugurated circus programs to be presented each Saturday. Doc Cunningham is emcee. Program last Saturday: Ryan's dogs, worked by Mrs. E. Ryan; Dietrick's military ponies, by Ova Thornton; Tribby Comedy Four, comedy acrobats; Olga Celeste, juvenile managerie, baby tigers, lions, etc., from California Zoo; El Velarde, Brazilian wire act; the Continentals, Rlesley act; Chief Eagle Feather, Indian ceremonials and tribal dances; Art La Rue, Fay Walcott, Fay Avalon, clowns. Side Show: "Lucky" Ball, sword swallower; the Metronis, juvenile piano accordionists; Ala Baba, Oriental magician.

Construction Work At Cole Quarters

ROCHESTER, Ind., Oct. 24. — Jess Adkins, of the Cole-Beatty Circus, was here last week, supervising the start of a large program of construction work at winter quarters. He stated that a large elephant barn will be resealed and a new heating system installed and a new baggage horse barn, 84 by 250 feet, constructed.

A large barn formerly used for draft horses will be remodeled for housing of camels, zebras, water buffalo, sacred cows, llamas and other species of hay-eating animals from tropical countries.

Mr. Adkins also announced that he had bought the home of Mrs. H. O. Shafer, where he will live.

Boston WPA Program

BOSTON, Oct. 24.—The program of the Boston WPA Circus follows: Parade by company; Ellis, tramp juggler; clowns; Al Parker, equilibrist; clowns; Babe Campbell, comedy riding; Rube Simons' clown band; Hammond and his hoops; George Fickett and his camera; Dion—tower of tables; clowns; Ferrante, novelty juggler; Fickett and Fred Shagner, with their big tooth; Queens and Jack, cycling; Dion, Simons, Chapman and Cobb, comedy boxing; Gieringer's aerial ladder; band.

Floyd King Re-Engaged

CINCINNATI, Oct. 24. — Floyd King, general agent of the Cole Bros.-Clyde Beatty Circus, has been re-engaged for the 1937 season. He was here Monday on business in connection with his firm.

Trailer Photos Wanted

The Billboard is desirous of receiving clear photographs of living trailers used by show and concession people. Those with individuals shown and giving their names preferred. Names and addresses of the manufacturers also desired. Kindly mail pictures to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.



A TRIO of fearless and daring riders—Dorothy Herbert, of Ringling Bros. and Barnum & Bailey Circus and the Chance Bros., of St. Louis, who have Chances' Educated Horses.

Maynard Contracted By Adkins, Terrell

CINCINNATI, Oct. 24.—Ken Maynard, cowboy star of the movies, will be under the banner of Jess Adkins and Zack Terrell next year, as witness the following night letter from Mr. Adkins from San Antonio, Tex., October 19:

"It is correct. We have contracted Ken Maynard for season 1937. As far as second show is concerned there is nothing to this at the present time."

Mr. Maynard will be handled the same as the Sells-Floto Circus did Tom Mix.

Stoltz, Hamilton in Trouble

CINCINNATI, Oct. 24.—L. F. (Peggy) Stoltz states that he and Eldon Hamilton, who had the band on Atterbury Bros' Circus this season, are in the county jail at Caruthersville, Mo., charged with aiding and abetting in an escape.

"I had my Side Show on Tiger Bill's Wild West when some drunks came on lot and caused trouble," Stoltz adds. "A ticket seller shot one of the men and left. The prosecuting attorney said I would be released if they find the ticket seller. We have been confined here three weeks and there are still five weeks before Circuit Court opens. With some help from friends, I believe we could be released."

Walter Buys More Land

HOUSTON, Tex., Oct. 24.—Frank J. Walter, horse fancier and private circus owner, purchased two acres of additional land at his winter quarters in University Park addition here. Property will be used for training barns.

Bob Morton's Loss

CINCINNATI, Oct. 24.—Bob Morton states that his room in the Royal York Hotel, Toronto, was burglarized Tuesday midnight while he was asleep. The property reported stolen is bracelet, \$1,650; Canadian currency, \$450; diamond stickpin, \$1,400; wrist watch, \$450; U. S. currency, \$150; wallet, \$200. Police are investigating.

Washington Big For Polack Bros.

WALLA WALLA, Wash., Oct. 24. — Polack Bros' Circus opened in Walla Walla Monday night to a packed house. This is the closing stand in Washington, where business has been very good. According to Irv J. Polack and Louis Stern, managers, the receipts have more than doubled those of last year. Mickey Blue was promotional director here.

Showfolks from carnivals and other circuses are frequent visitors and liberal in their praise of the beautiful staging and performance.

Mr. Polack, accompanied by his wife, left here by plane on an extended tour of the West Coast. The tour will embrace all the metropolitan cities of the Pacific Coast, reports Don LaVoia.

Malloy Concludes Season

CANTON, O., Oct. 24.—Jack Malloy's Circus Revue is back in quarters after a successful season of fairs and celebrations and several weeks spent on major carnivals. Malloy informed he will spend two or three weeks before starting winter engagements breaking his stock for new routines. His lineup now includes his All-American Flyers; Tinker Toy and his Pals and dog and pony act; Jack and Ruth, Roman rings, and Nancy Darnell (Mrs. Malloy) on high trapeze.

December bookings include department store appearances in several nearby cities, after which theaters and indoor shows will be played until spring.

Barney Playing S. Calif. Towns

LOS ANGELES, Oct. 24.—Tom Atkinson's Barney Bros' Circus has been playing Southern California towns near here last week. Was at Hawthorne Sunday, and in much rain there was near capacity at matinee and better than a half house at night; Bell, good business; El Monte, business light.

The show is a very nice appearing setup. Big top is a 90 with three 30s; menagerie, a 70 with two 30s; side show, an 80-foot round top and an attractive banner line. There are 14 trucks, 6 semi-trailers, and with the housecars 36 pieces of automotive equipment; two light plants and an auxiliary transformer.

Performance is given in two rings and steel arena. Program: Tournament; dogs, John Thompson; dogs, T. Daly; traps, M. Oulteriz, Biddle O'Brien, Todd Henry; clown baseball number, Lawrence Cross; wire acts, Henry Duo, West Duo, Lillian Valez; clowns; special announcement for Marion Drew, a juggling act of much quality; ladders, Maxine Henry; Esperanza Oulteriz, prima donna, singing from elephant howdah; Eileen Westlake, Peggy Adams; Lions, Capt. John Hoffman; concert announcement; pony drill, Eddie Atkinson; goats, Madeline De Coursey; clowns; mixed cut group, Capt. Hoffman; perch act, the Westlakes; rings, Edith Torres, Vades Engrosser; clown walkaround; elephant act, Ray Kelly; second concert announcement; Liberty ponies, M. Esperanza, V. Guteriz; special announcement for Vades Unrath on web; knock-about tables, the Killains and the Soldens; bounding rope, E. Velarde; on track, leaping greyhounds, B. Ernst and M. Tyler; light and heavy juggling, the Westlakes; dogs, Ellen Drew, "Billie" Eaton, Martha Stallberg; announced special feature, Sen. Mono Oulteriz doing high-class Mexican wire act; Leo Hinkley has band of eight men; Jimmie Lewis, Side Show band, with four men; clowns, Lawrence Cross, Delbert Knight, Melvin West, Jim Franks, Mike Guttera, M. Estelle.

In concert trick roping and singing and dancing numbers by six girls and Bradley and Teevin, dancers. Side Show: Jimmie Lewis, Alabam Minstrel; Lionel Moore, Buz Thomas, comic; Punch and Judy, Tom Aronz; Hawaiian Days, Inez Knight, Betty Snyder, Louise Frank, Eileen West; Lucy Arenz, mentalist; birds, Peggy Wardell; Mlle. Estelle, snakes; Prof. Nadelle, magis.

The Staff

The staff: Tom Atkinson, owner-manager; Charles (Butch) Cohn, assistant manager and adjuster; Brownie Atkinson, treasurer; John D. (Jack) Foss, general agent; Bill Durant and four bill-posters in advance; Art Powell, superintendent; Barney Unrath, auditor and banners; Todd Henry, equestrian director; John Hoffman, menagerie superintendent; George Adams, electrician; Ed Onkes, boss carnyman; Cal Spike, assistant; Billie Dick, side-show manager; John Kern, stands; Ray Riley, novelties; inside stand, Ralph Orrible, Tom Holiday, Boston McLaughlin, Ray Todd; F. Ashley, inside tickets; Pit Show, "Happy" Lowndes; midway lunch car, Bernie Shafef, Cookhouse, Elmer Voris, steward and chef; Eva Voris, assistant; Bill Leider, head waiter, mail and The Billboard, and two waiters.

According to Atkinson, show will winter in Arizona and be enlarged for next season. Stated four more trucks have been ordered, and while the show was in El Monte he bought an elephant, pair of lions, a tiger and a leopard from

Tiger Kayos Tico In Paris Circus

PARIS, Oct. 19.—On Friday night, October 9, as Mme. Giron was presenting a group of tigers at the Cirque d'Hiver one of the largest of the animals leaped at the famer and bore her to the floor. Alexander Bouglione, father of the owners of the circus, sprang into the cage and with a bar drove the tiger from its victim. As soon as Mme. Giron had been placed in the care of a doctor her husband entered the cage and continued the work, but as the act was nearing its finish the same tiger attacked Giron and knocked him out.

Both of the Giron were removed to the hospital, but their condition is not dangerous. Stoll, who has a herd of elephants at the circus, volunteered to work the tigers until their owners have recovered and he so far held the cats at bay.

Southern Tour Fine for R-B

BRISTOL, Tenn., Oct. 24.—With the Ringling-Barnum season rapidly drawing to a close, attendance thru the Southern States is even larger than anticipated. New Orleans was good for two days of the best business there in five years. Engagements in Alabama and Tennessee were also very good, topped by two excellent houses in Memphis. Selma, Ala., was played by the Big One for first time in about 20 years and the matinee turnout was good.

Attempts to make the slogan "Bigger and Better Than Ever" a true one is not confined entirely to the winter or off-season months. With but three weeks remaining in this season, two rings were added, displacing the two end stages. One may now see five huge rings and two large stages as he walks from the menagerie into the big top.

Billy Blencoe, of the Central Printing Company, Chicago, visited a number of his friends with the Big One in Memphis. Ralph Wagner was a welcome visitor in New Orleans. He was accompanied by Hugh Hart's mother.

Hartman Moritz and Book Roberts motored from Mississippi to see the show in New Orleans. Moritz was formerly with the Al O. Barnes Circus. Everyone is glad to see Joe Dan Miller up again. He was on the sick list for several days but seems to be doing very nicely now.

Auction sale—yes, siree. The RB&B Manage Club had an auction. All proceeds are going for big party to be given in Asheville, N. C. Paul Jerome was the official auctioneer. He sold everything from women's shorts to men's shoes and then some. Head property man Mickey Graves bought two dresses, thinking of his wife back home. Frank Mayer bought a pillow case—look out, Frank. It's a bad sign. Paul bought a yard of huleum for the new house, and Fred Bradna two women's bathing caps. Looks like Fred is after mermaids instead of fish. The Hunt twins obtained a sweater for the dog, and Johnny Nelson was given a woman's silk slip. Tim McCoy says that he feels the auction was a great success but preferred not to get mixed up in it—too much like the stock market.

Jennie Rooney, Rudy Rudynoff, Paul Horompo, Albert Moore, Frank Gusky and Ralph Gram gave a very interesting discussion of circus life and doings around the big top over Station WSWG in Birmingham. Paul and Albert rendered vocal and instrumental numbers.

HUGH HART, SMILEY CARLTON.

Cole Closes Nov. 11

CINCINNATI, Oct. 24.—The season of Cole Bros.-Clyde Beatty Circus will end at Clarksdale, Miss., November 11. Show will return to quarters at Rochester, Ind.

Manager S. L. Cronin of Al G. Barnes Circus.

Tuesday night members of PCSA and other showfolk were visitors. Among those noted were S. L. Cronin, Theo Forstall, Jack Youden, Frank Chicairell, Capt. Terrell, Dollie Jacobs, Dr. George W. Boyd, Mabel Stark, Frank Bennett, Frank Murphy, Lew Keller, Nate Alberts, Joe and Anna Metcalf, Joe Gleacy, Bob Winslow, Doc Cunningham, Noel Eastman, Cal Lipes, Jimmy Adams, Doc Hall, Ed Walsh, Frank Henlon, Hugh Wier and Hurry Taylor.



With the Circus Fans

By THE RINGMASTER

CFA. President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2030 West Lake Street, Chicago, Ill. Secretary, THOMAS BANK, Norwich, Conn. (Conducted by WALTER HOFENADEL, Editor "The White Top," care Hofenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 24.—Well over a hundred persons made up the party at San Antonio, Tex., of the Alfredo Codona Tent members, families and friends at night performance of Cole Bros.-Clyde Beatty Circus October 19 and greatly enjoyed the program. The Mexican tamale party at the runs was the finale and afforded the circus people and fans an opportunity to renew old friendships and make new ones. Several hundred enjoyed the music, refreshments and visiting until about 1 o'clock, when the trains left for Laredo, Tex.

President Frank H. Hartless arrived in San Antonio to attend the national meeting of the Laundry Owners' Association and naturally Frank was delighted to combine business with pleasure. He attended the Cole show and participated in the CFA party.

Mrs. Madeleine Park, CFA of Katonah.

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

October—	November—
27—Winston-Salem, N. C.	2—Charlotte, N. C.
28—Danville, Va.	3—Greenville, S. C.
29—Greensboro, N. C.	4—Atlanta, Ga.
30—Raleigh.	6—Macon.
31—Wilson.	7—Valdosta.

THE GREATEST SHOW ON EARTH

NEW, UNUSUAL AND EXCEPTIONALLY ATTRACTIVE DESIGNS IN PICTORIAL PAPER AND CARDS FOR CIRCUS CARNIVAL RODEO AUTO RACES

THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INK.

The Donaldson Litho. Co. NEWPORT, KY. Opposite Cincinnati, Ohio

N. Y., held an exhibition of her animal sculpture at Argent Galleries in New York City October 5 to 11.

Klara Knecht was a welcome visitor to San Antonio October 14-16, when she delivered interesting circus talks over local radio stations heralding the coming of the Cole show. She was entertained by Col. and Mrs. Sturtevant and Henry Hertzberg.

Houston, Tex., Circus Fans recorded another big day when five CFA, Airey, Kennard, Luth, Walter and Joe M. Heiser motored to Gonzales October 10 to visit Russell Bros. Circus. Messrs. Webb, Antes and King gave the fans a cordial reception and stood with the group while snapshots were taken. They got a kick out of meeting several Houston people on the show, including the Connors Trio, wire act, and "Rube" Egan, clown.

On October 15 Charles Sparks Tent in Norwich were hosts to Connecticut members of P. T. Barnum Top No. 12 at a turkey dinner served at Wauregan Hotel, at which time a new State chairman and secretary were elected for the coming year. Sam Frontis, of New London, was elected State chairman to succeed Walter M. Buckingham. Louis Brown, secretary of Nimrod Grotto, was elected to take the place of Harlow L. Bogue as secretary. After the banquet the fans attended the Grotto Circus in Norwich.

A party from the Alfredo Codona Tent, San Antonio, consisting of Harry Hertzberg; Mr. and Mrs. Porter Loring and Son, Porty; Mr. and Mrs. Walter Loughridge and daughter, Anne; Mr. and Mrs. Pasco Scaperlanda and Mr. and Mrs. Tom Scaperlanda, drove to Seguin, Tex., evening of October 9 and enjoyed the program and visit with personnel of the Russell show. Mr. and Mrs. C. W. Webb received the party and saw that they were shown every courtesy. The group was much impressed by the neat appearance of the tent, equipment and costumes and condition of the animals.

Burt L. Wilson, CFA of Chicago, visited with Voyle (Army) Armstrong, October 13 in Wichita Falls, Tex. They spent the evening going over Armstrong's collection of material and looking at his new circus room. When completed it will be one of the finest in the United States and a thing of pride to the Mabel Stark Tent or that city. "Army" is a real fan and all troupers and fans are invited to look him up when in the vicinity.

San Antonio Big For Cole-Beatty

LAREDO, Tex., Oct. 24.—Cole Bros.-Clyde Beatty Monday found San Antonio very receptive to the circus and, despite being in second, straw was necessary at the night house and there was practically a capacity matinee. It was one of the big days of the present Texas tour.

Business during the past week has been better than anticipated. At Midland, a huge night house, and at Big Spring, two wonderful houses. Despite opposition from the Gypsy Smith revival in Abilene, the show attracted thousands at afternoon and night shows. Abilene circus enthusiasts said it was the best attendance accorded any show there in several years.

Brownwood, Temple and New Braunfels, the Sunday stand, were first-class. The street parade has been attracting great attention and in many towns it is broadcast by one or more radio stations. In Abilene KRBC picked up the parade from roof of Hilton Hotel. The same station had Clyde Beatty for an interview and that night Howard (Josh) Barrett gave Ray Dean, Chester Barnett, Emmett Kelley and Harold Barnes a 30-minute spot. Newspapers have cooperated thru this territory and Earl Sisson, R. B. Denn, Ora Parks and Bob Hickey are receiving congratulations for their showing in the press.

Texas circus fans have been in evidence almost at every show. Harrison B. Walto headed the Waco delegation, which was at hand in Temple, where Bob Oresham, manager of the Central Texas Exposition, co-operated 100 per cent with the circus. The fair in Temple opens the 26th and Oresham came around to see the boys and girls and assisted the management every way possible to make the Temple date a success.

San Antonio circus fans staged a special tamale and beer party for the show-folks at the Missouri Pacific Tuna. A special tent was erected during the day and it was the rendezvous for performers, bosses, staff heads and workmen following the night show. The Cole personnel thanks the San Antonio fans for

their party and will always be boosters for that city.

Gib. Sandefer, business manager of Hardin-Simmons University, Abilene, spent a day on the show at Midland, leaving his band at Garden City. Bill (Sheriff) Watson, noted Col. Johnson peace official, was at hand in Big Spring and also Abilene and headed the parade on a white charger. Ruck Sibley, chief of the Abilene police department, also was in the parade, riding one of the show's best thoroughbreds.

George Witting, Sunday editor of The San Antonio News and Express, joined in that city and spent a week on the show as guest of Messrs. Adkins and Terrell. He picked up material for a series of articles, which will be reprinted this winter.

Rex de Rosselli, production manager for Cole-Beatty, spent several days at Fort Worth and Dallas, looking for new ideas to incorporate into 1937 spectacles. He was thrilled with Billy Rose's Casa Mamana show in Fort Worth. He also was the principal speaker at the Lions' Club luncheon at Hamilton Hotel in Laredo.

Edna Sullivan, of Holyoke, Mass., sister of Eileen Larey, suffered a broken arm when she fell from a swinging ladder. She probably won't be able to work again this season. Otherwise the hospital department, under Mrs. Fritz Partello, has a clean slate.

Ernest Tucker, superintendent of concessions, is highly pleased with his business and claims the figure he established last year will be bettered by many thousand dollars. Lou Deimoro's Side-Show gross is also above expectations and he is going to hustle to set a new standard.

Overcoats are still excess baggage, but cool weather is going to come along some day and then Nick Carter's porters will be busy digging the "bennies" from storage and rushing them to the cleaners.

Frank Buck Injured

NEW YORK, Oct. 24.—Frank Buck, wild animal collector, was painfully injured on his farm near here recently when a mustang he was riding threw and kicked him. Buck had just purchased the horse from Col. W. T. Johnson. After receiving treatment for cuts and bruises at a local hospital Buck was permitted to return home.

Hubert's Protests Against License Revocation

NEW YORK, Oct. 24.—Hubert's Museum, 42d street establishment of Schork & Schaffer, recently closed by the New York License Commission on a charge of employing a minor, appealed to the Supreme Court last week in protest against the revocation of its amusement license.

Saloon Abbott, operator of the concession where the girl worked, insists that she was employed by his regular dancers as an understudy and that he had nothing to do with it. The girl testified before License Commissioner Moss that she was 19 years of age. Children's Court discovered her to be but 14, under the age limit.

Subsequently Dan Christafano, 14th street sportland operator, has been forced to postpone the opening of his new museum in the basement of his skill-game establishment until Commissioner Moss sees fit to issue him a license.

Smith To Open Museum; Carleton Collins on the Staff

ATHENS, Ga., Oct. 24.—William Bradley Smith, Also the Alligator-Skin Boy, will revive his museum this year after having laid off last season. Also operated the museum for several years until last season, when ill health in his family caused him to keep it off the road.

Smith announced here today that the museum would open November 11 and would be built up to its former high (See SMITH TO OPEN on page 51)

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23x30 Canopy Style SIDE SHOW TENT.
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Showmen Who are Interested in **MOTORIZING**
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Double Travels, Triple Horizontal Bars, Tramp-line Net, Tight Wire Hazing, Darning Mat, CAN PLACE, Single Acts for Circus balance this season and next. RAY BROS. CIRCUS, Aberdeen, Thursday; Red Springs, Friday; Wadeboro, Saturday; all North Carolina.

BOB HUNTING'S 1891 ROUTE BOOK
Bernard's 118-Page CIRCUS REVIEWS, 577. PHOTON DON RICE, 1865, and Billy Salls, 1876, as "Boy Rider," Ray B. Co. prepaid.
O. H. BERNARD, Savannah, Ga.

CAN PLACE
Three Men who can beg and ride horse in parade. CAN USE three Clowns with Parade Props.
STANBERY PRODUCTS
Fort Dodge, Ia.

DAN RICE CIRCUS WANTS
To join now for long season, good, reliable, SOBER Circus Musicians on all instruments. We positively will not tolerate drunkards. One drunk here and you are out. CAN USE a couple more good Clowns with walk-around props. Like to hear from an A-1 Circus Electrician, also a good Mechanic. Have all new '36 Chevrolets. W. R. Henry can place fast-stepping Seat Butchers, a good Man on Sweets. Kelly or Red O'Neill wire or come on. Like to hear from organized 6 or 8-piece Jig Band. Eddie Washington, can place you when you finish with Mr. Sparks. Year-around place here for a experienced Man that can break Horses, Ponies and Dogs. Two more Dancing Girls for Side Show. All reply RAY MARSH BRYDON, Dan Rice Circus, Wednesday, October 28, Eufaula, Ala.; Thursday, October 29, Cuthbert, Ga.; Friday, October 30, Blakely, Ga.; all winter in Florida.

HAAG SHOW WANTS
One more Strong Act to feature; must join at once. Wire: do not write. Route—Talladega, 29; Eclectic, 30; Rockford, 31; Ashland, November 2; all Alabama.

Under the Marquee

By CIRCUS SOLLY

A 24-hour man put a show down in a hole to save \$50. His mistake cost his show \$50,000.

W. G. McCOY will be with Seal & Leo Indoor Circus. Says he now has four fighting tigers.

D. C. HAWN recently left Chicago for Missouri to handle advance of Royal Bros.' Circus.

HELENA, Jonesboro and Pine Bluff, Ark., were extra big for Sells-Sterling Circus. Show straddled 'em at Pine Bluff.

W. P. (PAT) ANDERSON is greeter at a night club in his home town, Harlan, Ky. Is also in the raffle game.

MRS. E. DICKENS became ill after leaving the Robbins show in Texas and is in Slatier Hospital, Tulsa, Okla. Would like to hear from friends.

IT IS NOT often that one hears of a performer being called a "kinker" these days. Time marches on.

CHARLES BERNARD, of Savannah, Ga., tripped to Chicago last week and en route called at *The Billboard*, Cincinnati.

CAPT. TERRELL and Dolly Jacobs are back in Los Angeles and will remain there until first of year. Are reticent as to future plans.

BILL HILLIAR, who had been with the Dan Rice Circus, has returned to Cincinnati. States that he will be with a museum this winter.

Press agents: A brief case doesn't put you in the big league class. But three or four stories and a cut in one issue, show day, does make the boss think that you are not a necessary evil.

TOM THORNTON, clown with the Joe Webb and Russell Bros.' circuses earlier in the season, was hobnobbing with the boys in Chicago for a week.

CHIEF JOE THUNDERBIRD, Seminole Indian, has a display at Penn Traffic Store in Johnstown, Pa. Rex M. Ingham and wife and Jack X. Van Buren and wife recently visited him.

CHARLES WADDELL visited Sells-Sterling Circus at Pine Bluff and Little Rock, Ark., reporting a good show. States that he will be with a white top next year.

McCUNE GRANT TRIO, comedy horizontal bar act, opened week of October 12 at Streets of Paris at Texas Centennial Exposition, Dallas, for an indefinite period.

Troupers, drop a few lines this fall and winter as to your activities. Solly will be glad to hear from you often. Show owners and managers are also invited to contribute.

AMONG circus acts at the recent Atlanta, Ga., fair were Spriggs Sisters, Ben Beno, Ishikawa Japa, Flying Rockets, Sullivan Family, Jamie Oraves. Major Lee's cowboy band furnished the music.

AL HUMKE, with Ken Maynard's "opry" the fore part of the season and more recently at the Cleveland expo, sojourned in Chicago for a couple of days last week.

ANDY CALINO, Hollywood acrobatic chimp, formerly with L. J. Heth Shows, is now with Dan Rice Circus as one of the feature acts and going big. Mr. and Mrs. Del Graham are owners and trainers of the chimp.

DARBY HICKS left Sells-Sterling Circus at Little Rock, Ark., for treatment

and is now in the Army and Navy Hospital, Ward 5-A, Hot Springs, Ark. Letters from acquaintances will be appreciated.

Not necessary for the local contractor to tell the lot owner that this is not the "regular" show—just the "wild animal edition." There is next year and the year after.

ALBERT POWELL JR., formerly with Ringling-Barnum Circus, recently concluded a successful season of parks and fairs at Pomona, Calif., Fair. After playing Bert Levey West Coast Theaters he will go to Europe and open at Wintergarten Theater, Berlin, Germany. Mr. and Mrs. Powell visited the Cole show on the Coast.

ZEIOLER SISTERS TRIO, of Canton, O., have joined Charley Siegrist's Circus on midway of Johnny J. Jones Exposition, doing two acts in circus program. Act formerly was with Lewis Bros. and other motorized circuses.

SIR VICTOR and Madame Bedini left the Dan Rice Circus September 19 and opened October 26 with Bob Morton's show at Toronto. Sir Victor recently was at the Marshall Field Store, Chicago, with his dog and pony circus.

TOBY WELLS, president of the Performers' Club of America, is now booker and manager of talent on Gray Bros.' Circus, which is booked to play auditoriums in the Northwest.

JOE LEMMING, who was Charles Benard's stenographer, 1904-'10, when Benard was secretary of the Associated Billposters, is now part owner and manager of National Printing and Engraving Company, Chicago.

THE ARONSENS, Jimmy and Billy, one of the oldest juggling and wire acts of the present day, who were with Cooper Bros.' Circus, have returned to Canton, O., to rest until start of indoor engagements.

You can buy a pair of shoes for \$2.50, also for \$8 or \$10. Likewise you can get a general agent for \$35 per week who furnishes his own car and tires. In this world we generally get what we pay for.

CLARENCE AUSKINGS closed as general agent of the Eddie Kuhn Camel Bros.' Circus at Pulaski, Tenn., October 19, leaving for his home at Mt. Vernon, O. States that he will soon be back on the road.

FRANK B. HUBIN, who is campaigning for re-election of President Roosevelt, is also campaigning for Samuel Groper for Freeholder in Atlantic County in New Jersey. Groper is an old-time showman, having trouped with various circuses, carnivals and minstrel shows.

ELMER MYERS, ticket seller on Al G. Barnes Circus, on route to his home at Sparta, Ky., for a brief stay, stopped off in Cincinnati last week and gave *The Billboard* a call. Leo Lyons, also a ticket seller with the show, went to Florida.



BILLY PAPE, of Pape and Conchita, with Polack Bros.' Circus, reading his favorite paper.

Old-Time Showmen

By CHARLES BERNARD

Twenty-four wagons and 68 horses were used for transporting Stowe's Western Circus and Indian Show when it started its season from Berrien Springs, Mich., April 27, 1898. E. and A. Stowe were proprietors; Frank Stowe, treasurer. A shell band wagon of very attractive design, drawn by 10 spotted horses, was used for carrying Orton's Silver Cornet Band and as the special street parade feature. The Stowe name was well established; the original John Stowe had operated a wagon show earlier than 1850; had in the season of 1850 introduced as a parade attraction one of the earliest of shell design band wagons, with expensive carving and gold finish, built to order for the Gorton band, which was given special publicity by the senior Stowe, who was a believer in good music as a magnet to draw the public into a circus tent. In that 1850 season the new band wagon was drawn by four spotted horses, and Joe Gorton's band was a small organization, but they were expert musicians and the fact of being identified with a circus operated by younger members of the Stowe family 18 years later was evidence of the Gorton band having continued popular thru many circus seasons.

Year 1860 was a circus season in which many circus owners entered the field of competition. Shows opened in all parts of the United States early, and there was spirited opposition in some sections soon after the openings. Thayer & Noyes Circus exhibited in Baltimore first week in April, the following week Baltimore had the Dan Rice Circus and Menagerie, owned by Adam Foranpugh, with Dan Rice on salary. Bryan's Circus and Menagerie was a large well-equipped show and was playing the good towns of Eastern Pennsylvania before April 20. At the same time Maginlay & Carroll's Circus played a three-day engagement in Louisville and routed into Indianapolis for April 20. Herr Driesbach's Menagerie & Howe's Trans-Atlantic Circus combination had invaded New England at Providence, R. I., for May 6 and 7.

During the first week in May Bryan's Caravan, Menagerie and Circus made the startling announcement thru use of a double-column display in newspapers of New York State cities that during May, June and July they would exhibit in 99 towns and cities of that State, and the advertisement named the complete list of places to be visited. That announcement included a detailed description of the principal features of the exhibition, including names of performers and their acts. The Codona, Showles and Conklin names were prominent in the list. Yankee Robinson's Consolidated Shows, with P. A. Older as manager, was another of the extensively advertised organizations for the 1868 season. The street parade of that show, equipped specifically to outshine all competition, was really a spectacular display of "gold and glitter," and it undoubtedly served its purpose to fill the exhibition tents. The May itinerary was in Illinois.

In Bluffton and other cities in that part of New York during early May the DeMott & Ward Circus, the Dan Rice Circus and Menagerie and the Hemmings, Cooper & Whitby Circus indulged in some hot opposition with their exhibition dates only a few days apart. Dan Castello's Circus and Menagerie had selected a number of good stands in Ohio, including Cleveland, for last half of May. Van Amburg's Menagerie followed close after the Driesbach-Howe show in Providence and other New England cities. John Robinson's Circus had Louisville for May 27 to extra large attendance. Miss Cordelia as equestrienne, George M. Kelly as champion leaper and John Lowlow as clown were credited with being prominent magnets in drawing the crowds. The Robinson show was using boat transportation and the itinerary was down the Ohio River with Cairo billed for June 9, then up the Mississippi to St. Louis.

Anes Circus and Menagerie, which had spent the winter on the Gulf Coast, was doing the usual thing of remaining south for late May and June dates. It exhibited three days in Savannah, Ga., during the first week in June to such good business that it remained for the fourth day, then went to Charleston, S. C., for June 8, 9 and 10; had Columbia and Raleigh following on its movement to Northern territory. Herr Lengel, the famous animal trainer, was the big feature on the Ames show program.

WILLIAM L. WILLIAMSON, recently in the publicity department of Ring Bros.' Mechanical Circus, owned and managed by H. M. Carmichael, was recently appointed a member of the publicity department of Chamber of Commerce, Smith River, Calif.

Why put a fast one over on the lot owner and give him short tickets. Show day you will see him huddled up at the end on the blues while the adjuster is busy slapping the mayor on the back and puffing him in the second row, section D. Next season a new mayor but the same lot owner.

COLE-BEATTY Circus is billed for Little Rock, Ark., November 2. George H. Stocks, of that city, states that crops are good and the people are show hungry. Folks turned out in such large numbers for Sells-Sterling Circus there October 19 that it was necessary to give two performances at night.

ALEX THOMPSON and wife celebrated their golden wedding anniversary last week at their home, 8612 Pittsburgh avenue, Detroit. Both were at one time performers with the Orion Bros.' Circus. Alex was an acrobat. Mrs. Thompson, who was Cedulle St. Onge, was a slackwire walker.

Some clowns wonder why they never get but \$25 per week. Each season the same old 30-inch Taylor or H. & M. with a little new wardrobe but no new ideas. Circus owners have a hard time finding clowns worth \$50 and \$75 per week.

EDGAR H. (DOC) and Charlotte B. (Ma) Kelley attended Orotto Circus at Norwith, Conn., October 16, afternoon and evening, and had a great time. Show was presented there week of October 13 by Frank Wirth, with Kenneth W. Fox, of Newrod Grotto, general chairman, and Walter Buckingham, honorary chairman. Circus went over in first-class style under direction of Freddie Freeman, Buckingham and his sidekick, Bugs Raymond, CFAs of Charles Sparks Tent, Norwich, were very busy all over the Armory.

Where Are You Wintering?

Kindly give the information on this blank and mail to *The Billboard*, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Name of Show

Name of Prop. or Mgr.

Address of Winter Quarters

.....

.....

.....

.....

(Give address of offices here if you have any)

JOHN DUGAN AND KATHERINE

Have all winter's work for you. Join Thursday, Lanett, Ala., or wire me.

RAY CRAMER

The Corral

By ROWDY WADDY

MANY top-notch contestants are making the Eastern shows.

THE BOYS and gals are ridin' high, wide and hansum' this month in New York and Chicago.

MANY PHOTOS have been sent in for reproduction in this department. Suffice to say that the allotted space at this time prohibits their publication.

SEEMS as tho there should be an abundance of large indoor spots in various cities where winter rodeos could be held.

WHAT OTHER classification of professional entertainment has the thrills of the rodeo, or where is there more genuine interest manifested among contestants?

GOV. JAMES V. ALLRED of Texas was a participant in the Texas Prison Systems' third show of a series of six in the sixth annual rodeo at Huntsville October 18.

HAVENT had any word from the John Grear Rodeo for some time. What say, you folks on that show. A group of folks in Des Moines, Ia., headed by A. C. Wine, are especially interested in what's doing.

RODEO RESULTS during the summer and fall take up a great deal of this column's space. With winter staring us in the face, let's make the column a real newsworthy one, with brief squibs from everybody. All like to hear how others are doing. How about it, folks?

COWBOY STANDINGS for the 1936 Grand Champion Cowboy title, as announced October 10 by Fred S. McCarger, secretary, Rodeo Association of America, were as follows: John Bowman, 5,295; Eddie Woods, 3,832; Pete Knight, 2,730; Doff Aber, 3,695; Clay Carr, 3,680; Harry Knight, 3,257; Smoky Snyder, 2,783; Everett Bowman, 2,881; Pat Woods, 2,681; Canada Kid, 2,450; Ike Rude, 2,182; Richard Merchant, 2,120; Frank Schneider, 2,116; Earl Thode, 2,050; Breery Cox, 2,013; Turk Greenough, 1,984; Herman Linder, 1,950; John Schneider, 1,943; Bob Crosby, 1,851; Leonard Ward, 1,782; Leo Murray, 1,712; Burl Mulkey, 1,643; Harry Hart, 1,635; Jake McClure, 1,612; Carl Sheppard, 1,610; Asbury Schell, 1,594; Melvin Tivis, 1,591; Pete Grubb, 1,531; Fritz Truan, 1,496; Lawrence Conley, 1,478; Fox O'Callahan, 1,458; Stats Jacobs, 1,348; Dick Truitt, 1,344; Hugh Strickland, 1,254; Clyde Burke, 1,275; Charles Jones, 1,253; Goe Ross, 1,239; Hugh Bennett, 1,226; Jack Sellers, 1,215; John Rhodes, 1,200; Jonas DeArman, 1,163; Bill McMacken, 1,153; Holloway Grace, 1,142; Skeet Bowman, 1,102; Oral Zumwalt, 1,098; Floyd Stillings, 1,085; Buck Sorrells, 1,077; Tom Bride, 1,073; Shorty Ricker, 1,024; Ralph Bennett, 1,020; Bronk Riding, Doff Aber; Bareback Riding, Smoky Snyder; Bull Riding, Smoky Snyder; Calf Roping, Richard Merchant; Single Roping, John Bowman; Team Roping, John Rhodes; Steer Wrestling, Everett Bowman; Steer Decorating, John Schneider.

CHICAGO—Money winners the first week of the Chicago Stadium Rodeo are given herewith. Winnings at this rodeo are computed differently from the usual method. Instead of "day moneys" it is listed by "go-arounds." In some of the events three go-arounds are necessary to compute the winnings; in others, four go-arounds. Results, as obtained from Fred Kressman, arena secretary, are as follows: Steer Riding—First go-around, Ken Roberts, Durwood Ryan, Frank Marion, Carl Strong. Second go-around, Buck Wyatt, Blacide Rucker, George Tyler and Tack Bolton split third and fourth. Third go-around, Elmer Martin and Buck Wyatt split first and second; Tack Bolton, Durwood Ryan and Ken Roberts split third and fourth. Fourth go-around, Ken Roberts, Sam Stuart, Ted Bushbaum, Ear West. Saddle Bronk Riding—First go-around, Lonnie Rooney, Joe McMakin, Lynn Huskey, Milt Moe. Second go-around, Milt Moe and Joe McMakin split first and second; Curley Kelly, Chuck Williams. Cowgirls Bronk Riding—First go-around, Mary Parks, Alice Slaty, Gene Creed and Pety Shipman split second and third. Second go-around, Vaughn Krelg, Thelma Warner and Mary Parks split second and third. Bareback Bronk

Riding—First go-around, Andy Henderson, Sam Stuart, Buck Wyatt, Durwood and Earl West split fourth. Second go-around, Bonny Bender, Ed Collins and Steve Raina split second and third; Junior Colwell and Andy Henderson split fourth. Third go-around, Bob Hess, Andy Henderson, Junior Colwell and Earl West split first, second, third and fourth. Fourth go-around, Sam Stuart, Buck Wyatt, Earl West, Steve Raina, Wild Cow Milking—First go-around, Bill Wilkinson, Buck Stannford, A. J. Pettigrew, Barton Carter, Steer Bulldogging—First go-around, Dave Campbell, Shorty Ricker and Homer Pettigrew split second and third, Oral Zumwalt. Calf Roping—First go-around, Jim Wilkinson, Lonnie Rooney, Earl Moore, Allen Holder. Second go-around, Clay Carr, Jim Wilkinson, Jim Snively, Glen Lowry. Special cash awards donated by a distilling company for Friday, October 16: Wildest bronk rider, Chuck Williams; and Earl West split. Wildest girl bronk rider, Gene Creed. Wildest wild horse rider, Sam Stuart. Wildest cow milker, Jerry Littrell.

NEW YORK—Day money winners during the middle portion of Col. W. T. Johnson's World Championship Rodeo at the Garden. Results are for evening contest unless otherwise stated: Bareback Bronk Riding—Fourth day (Sunday matinee thru Tuesday), Dick Griffith, \$150; Paul Carney, \$100; Pete Grubbs, \$60; Ralph Stanton, \$40. Cowgirls Bronk Riding—Fifth day (Sunday thru Tuesday), Ruth Woods, \$112; Fannie Nielson, \$75; Iva Del Jacobs, \$45; Alice Greenough and Grace White split fourth, \$15 each. Calf Roping—Seventh day (Monday thru Wednesday), Hugh Bennett (21 seconds), \$187.50; Everett Shaw (21.2), \$150; Ralph Bennett (22 4-5), \$135; Dick Truitt and John Bowman split fourth and fifth (26), \$112 each. Cowboys Bronk Riding—Fifth day (Sunday thru Wednesday), Vic Schwartz, \$200; Leo Murray, \$170; Bill Sievers, \$150; Eddie Curtis and Melvin Tivis split fourth and fifth, \$120 each; Stub Bartlemay, \$90; Doff Aber and Clinton Booth split seventh and eighth, \$60 each. Steer Wrestling—Seventh day (Monday thru Wednesday), John Bowman (8 3-5), \$187.50; Jack Kerscher (7 2-5), \$150; Steve Hoacock (9 3-5), \$135; Canada Kid and Bert Weems split fourth and fifth (12), \$112 each. Steer Riding—Fifth day (Sunday thru Wednesday), Hoytt Hefner, \$160; Shorty Hill and Dick Griffith split second and third, \$100 each; Eddie Curtis, \$60; Melvin Harper, \$40. Wild Cow Milking—Monday, Dick Truitt (39), \$35; Harry Hart (41 1-5), \$25; Ralph Bennett (43), \$15. Tuesday—Hugh Bennett (39 2-5), \$35; Roy Matthews (41), \$25; R. R. Ingersoll (43 1-5), \$15. Wednesday—Clinton Booth (38), \$35; Dick Truitt (41 3-5), E. Pardee (43 4-5), \$15. Wild Horse Race—Monday, David Longlercker, \$35; George McIntosh, \$25; Melvin Harper, \$15. Tuesday—Pete Kerscher, \$35; Herman Linder, \$25; Joel Fleming, \$15. Wednesday—Billy Keon, \$35; Melvin Harper, \$25; David Longlercker, \$15. Best Bucking Horse Riding—\$25 to each winner. Monday, Ken Hargis; Tuesday, Paul Carney; Wednesday, David Longlercker. Exhibition Rides—\$2.50 to each winner. Monday, John Ellic and Tom Perkins; Tuesday, David Longlercker and Orville Stanton; Wednesday, Orville Stanton, Harry Davis, Billy Keon and John Beasley. Contestant's standing up to and including October 22 as announced by Fred Alvord. Bareback Bronk Riding (average on four horses)—Pete Grubb, 1,777 points; Dick Griffith, 1,766; Jim Whiteman, 1,712; Eddie Curtis, 1,709; Paul Carney, 1,708; Canada Kid, 1,699; Ralph Stanton, 1,655. Cowgirls Bronk Riding (average on five horses)—Alice Greenough, 1,840; Ruth Woods, 1,833; Iva Del Jacobs, 1,836; Fannie Nielson, 1,825; Vivian White, 1,820; Violet Clements, 1,800; Mildred Mix Horner, 1,806; Brida Gafford, 1,794; Rose Herlin, 1,777; Grace White, 1,760. Calf Roping (average on seven cows)—Everett Shaw, 184 seconds; Clyde Burke, 210 4-5; Jake McClure, 220; Ralph Bennett, 223; Carl Shepard, 242 3-5; Howard Westfall, 261. Saddle Bronk Riding (average on five horses)—Stub Bartlemay, 2,373 points; Vic Schwartz, 2,369; Melvin Tivis, 2,343; Eddie Curtis, 2,331; Leo Murray, 2,329; Turk Greenough, 2,279. Steer Wrestling (average on seven steers)—90 4-5 seconds; Hugh Bennett, 106 2-5; Mike Hastings, 107 4-5; Andy Curtis, 108 3-5; Rube Roberts, 109 4-5; John Bowman, 124 2-5; Dick Truitt, 125 2-5; Doughton Slim, 144; Hub Whiteman, 153 1-8; Stats Jacobs, 154 3-5; Howard McCrorey, 155 2-5; Harry Hart, 157; Steve Hoacock, 159 1-5; Jonas DeArman, 163 1-5; Clinton Booth, 177 2-5; Canada Kid, 184;

Johnson's Rodeo Well Ahead of '35

NEW YORK, Oct. 24.—Colonel W. T. Johnson's 1936 version of his Championship Rodeo entered its final week at Madison Square Garden well ahead of last year from an attendance and revenue standpoint. The rodeo, which closes its 19-day run tomorrow, played to 243,646 customers thru last Wednesday. Concessions are experiencing the best business they have ever enjoyed at a New York rodeo, and last Saturday marked the largest single day's business a cowboy opera has experienced in the 11 years they have come to New York. If business continues at its present pace it should be safe to predict that total revenue realized from the show will reach the \$450,000 mark.

Injuries to contestants have been plentiful, which is probably verification of the fact that the Colonel's stock is as tough as the San Antonio rancher maintained before the contests began. During the first two weeks of the show exactly 36 cowboys and cowgirls have been excused from one or more performances for injuries sustained in action. As usual, they ranged from cuts, sprains and bruises to broken arms and legs. There have been no fatal accidents.

For further details, see feature section of this issue.

Third Show for Paris

PARIS, Oct. 19.—Paris now has its third indoor circus arena with the opening of the new semi-permanent circus structure of the Amar Brothers last week. New arena is what is known as a "construction," or wooden-walled, canvas-topped, frame circus arena equipped with heating apparatus and seating 3,000 spectators. Opening program has a big group of the Amar horses, Damos Testal and his lions, and the clowns Manetti and Rhum. The big tent circus of the Amar Brothers, after playing the region of Strasbourg, returned to Paris last week, as animal acts and staff were switched to the new Amar Paris spot.

The Amars continue to operate the Empire in Paris as a circus-vaude house. Circus acts on the present bill are the Three Crotos, sensational aerial act; Paul Kirkland, the American unsupported ladder artist; Manning and Class, American tight-wire walkers; Andre Rancy's Liberty horses; Bouleot and Recorder, clowns; Darcy Trio, jugglers; Billy Bourbon, tumbler; Rezy Trio, comedy tumblers, and the Brookways, bike act.

The Two Valors, hand-to-hand balancers, and the Three Swifts, jugglers, are at the ABC. Willy Wolgard, juggler, is at the Trison. Coleman's barnyard menagerie and the Cines, acrobats, are at the European. Nello and Partner, bike act, and Ray and Eddie, comedy acrobats, are at the Bobino. The Niccolosens, equilibrista, are at the Petit Casino. Floretty Trio, aerial, and Richard Hayes II, juggler, are at the Rex. Leonard Trio, equilibrista, and Boda Lak, juggler, are at the Gaumont Palace.

The Cirque Medrano "construction," at Havre, is presenting its second program, with the Bradfords, perch act, and the Zaechinis, clowns. Pexon's Menagerie and Rene Amas's Menagerie are at the street fair in Toulon.

Friedel Jobson, trapezist; the Leo Tchung Foo troupe of Chinese acrobats, and Charles Roberts, contortionist, are at Casino Municipal in Nice. The Briatorens, jugglers, are at Casino Municipal in Aix en Provence.

Buck and Chick, American Western quartet, and the Three Keystones, bar act, are at the Ronacher in Vienna. Lalage, aerialist, and the Ghezzi Brothers, equilibrista, are at the National Scala in Copenhagen. Peters, aerialist, and Albert Schumann's horses are at the Circus Salamonsky in Riga.

Reiner Replaces Robbins

SAN AUGUSTINE, Tex., Oct. 24.—Francis Reiner, recently with the Concellos on Ringling-Barnum Circus, arrived here Monday as catcher for the Flying Valentines, according to Roy Valentino. Reiner replaces Henry (Hank) Robbins Jr., who was called home suddenly last Saturday. The Valentines are with the Big State Shows.

Tom Breeden, 279.3. Steer Riding (average on five steers)—Paul Carney, 1,159 points; Johnnie Williams, 1,126.

Dexter Fellows (CSCSA) Tent Tattles

By FRED PITZER

NEW YORK, Oct. 24.—At a meeting of the executive committee held October 19 Prexy Orson Kilborn reported that he had acquired baby spots, flood lights and other electric appliances to be used at the next luncheon, which means that the gag committee hereafter must also write up light plots. . . . Lou Gehrig has been obtained as a Fall Guy. . . . A work sheet is now used for each luncheon so that each man knows the job that is assigned to him. . . . F. Darius Benham leads in the membership drive, having nine new members to his credit. His runner-up is Ollie Oliphant, who is tied with Charley Parkes. . . . Ed (Robby) Robbins has laid up his pleasure yacht for the winter and has hired a plastic surgeon to remove the barnacles from the ship's bottom. . . . The Kilborns have laid away their Connecticut farm in moth balls for the winter. . . . and talking of the Kilborns (and who isn't), Orson is doing a splendid job as the Tent's steersman, his latest being a monthly letter to the membership.

Much credit is due Eddie Thornburgh for his clever announcement of the Gehrig luncheon. . . . Next week we will attempt to give you a blow-by-blow description of the luncheon. . . . Roger Littleford Jr. has been charged with the job of obtaining for each luncheon a circus celebrity. . . . as we go to press he is out stalking for Bert Cole. . . . The second letter in the membership drive was also issued last week and its results are already evident.

We have a letter from a Walter W. Tyson, Guelph, Can., in which he writes, among other things:

"Fred Buchanan, one-time manager, was born just outside of Guelph. Also Mrs. Andrew Downie (McPhee), original owner of the Downie Circus, was a Guelph girl (Tena Hewer—hence the La Tena title of later years). Guelph, so you see, is not entirely forgotten in the circus field after all."

O. O. McIntyre hit a fine memory note in his syndicated column and we cannot resist publishing it:

"That black cloud that rolled up out of the Southwest upon an afternoon circus performance in our town. And with the enormous top billowing into mountainous waves and side poles hopping, the announcer stood on a blue trick animal tub and shouted: 'Ladeez and gentlemen: A violent storm is approaching. All those who remain under this canvas do so at their own risk.' Then the first blow of the twister. Trees weaving like feathers. Women and children, scurrying helter skelter, screaming. The trumpeting of the elephant and the quick, snarly roar of the lion. Then big raindrops hitting the tent like bullets. I recall the clown who took me by the hand and comforted: 'Now, Bub, don't cry. You'll be all right!' And what little boy could cry with his hand in that of a circus clown?"

Little Rock Turns Out For Seils-Sterling Show

LITTLE ROCK, Ark., Oct. 24.—Greater Little Rock circus enthusiasts turned out in such large numbers for Seils-Sterling Circus Monday night that it was necessary to give two performances. The afternoon show also attracted a large crowd.

Gov. J. M. Futtrell and party attended at night, also Earl R. Wiseman, commissioner of revenues; W. H. L. Woodyard Jr. supervisor auto division, and many others from the State capital, along with Sheriff Branch, Chief of Police Pitcock and other county and city officials. Herb Duval was on hand, shaking hands with his old friends, also John White, formerly of Ringling Bros. Circus, Duil Turney, manager of Tom Mix Circus, and his general agent, P. N. Branson, visited for a few hours.

Seils-Sterling has established an enviable reputation throuth the Middle West for one of the largest and cleanest motorized shows on the road and the fact that both press and public have praised the show highly accounts for the many big days it is enjoying this season.

Very few changes have been made in the personnel and the performance is the same as at opening last April.

The season closes November 7 at Bollivar, Mo., show going into permanent quarters at Springfield, Mo., the day following.

The Lindemann Bros.—Bill, Pete and Al—proprietors, have some new and novel plans for next season.

RALEIGH TOPS 1935 FIGURES

State Fair Is Declared Best

Repeat grand-stand shows necessary on two nights—all-day rain cuts crowds

RALEIGH, N. C., Oct. 24.—Altho steady rain thruout Friday served to reduce expected attendance, the 1036 North Carolina State Fair here on October 12-17 topped the 143,000 mark of last year, but official figures will not be announced until later. Despite the one-day lull in the program crowds packed midway, buildings and grand stand from Monday until Saturday closing events. Shows did about 26 per cent bigger business on Tuesday, Wednesday and Thursday than on the same days in 1935. Two grand-stand night shows were presented on Thursday and Saturday.

Praised by State officials, including Governor Ehringhaus and Agricultural Commissioner Graham, as the best State fair yet held, the event was featured by the highest quality of exhibits and far more such displays than ever before. It was necessary to place many exhibits under special tents, altho a burned wing had been rebuilt in time for the opening.

"It was the finest in the history of the exposition," declared Governor Ehringhaus after an inspection of the setup. Children were admitted free on Tuesday, Friday and Saturday. Friday was set (See RALEIGH TOPS on page 41)

Repairing Savannah Plant

SAVANNAH, Ga., Oct. 24.—For the 1936 Savannah Fair, sponsored by Savannah Post, American Legion, city and county assisted financially in repairing buildings and plan to have exhibits, officials said. Mort L. Bixler, Mobile, fair manager, and Morris Horowitz, general chairman, said much advertising is being done in South Georgia. Post officers say they are paving the way for a bigger fair in 1937 and that a big free act program is being booked.

Artists' Strike At Wilmington

WILMINGTON, N. C., Oct. 24.—An artists' strike hit Coastal Fair here last Saturday night and for a while threatened to disperse a large crowd which had gathered in the grand stand for the final exhibition of five featured attractions and a double display of fireworks. Shortly before the scheduled time of attractions M. B. Howard, representative for George A. Hamid, Inc., with whom the fair had a working agreement for four of the five featured acts, informed fair officials he would not allow the acts to go on unless they were paid.

Officials hurriedly conferred with artists of the act entitled The Four Devils and announced to the crowd that thru circumstances over which the fair had no control it would be impossible to present the full show, but that a show would be presented after which any dissatisfied patron could have his money refunded by asking for it. Several immediately left, but the majority remained.

One of the artists, said by Howard to be LaSalle, of the barrel-tumbling act of Donahue and LaSalle, jumped up on the concrete parapet in front of the grand stand and harangued the crowd, saying there would be only a poor show and no fireworks and urged the people to leave and demand their money back.

Officials of the fair regained control of the situation, however, and The Four Devils, who were booked independent of the Hamid corporation, proceeded to put on their aerial trapeze act. After this they "doubled in brass" by putting on a tumbling and acrobatic act on the stage, being interrupted repeatedly by the striking actors, who proceeded to remove properties such as barrels and (See ARTISTS' STRIKE on page 41)



PAUL M. MASSMAN, who has been appointed director of exhibits and concessions for New York World's Fair of 1939, and is now on the job, was active in Chicago's A Century of Progress, California Pacific International Exposition, San Diego, and until recently was director of exhibits and concessions at Texas Centennial Exposition, Dallas.

Texas Expo Bosses Figure on '37 Show

DALLAS, Oct. 24.—Directors of Texas Centennial Exposition definitely agreed on Wednesday to repeat the exposition in 1937 if Ford Motor Company, General Motors Corporation, Chrysler Corporation, DuPont and one or two others will agree to participate.

No decision more definite than that has been reached but expo officials got busy to ascertain what they are to do before time on their option from the State Fair of Texas Association expires on October 31.

The exposition's amusements status, in event of a 1937 session, was also in doubt, and it was reliably reported to be dickered with Billy Rose for a show on the Casa Manana style. There is talk of taking Cavalcade of Texas on the road, probably with a long run in Madison Square Garden, New York, even if the fair is continued next year.

York Pays Amusement Tax

HARRISBURG, Pa., Oct. 24.—York County Agricultural Society, operator of York (Pa.) Fair, has paid the Pennsylvania revenue department \$700.60 in amusement taxes collected on grand-stand ticket sales. Samuel S. Lewis, president of the fair, formerly State treasurer, said that because the society is a non-profit organization it felt that the amusement levy should not apply to the fair. However, because the tax is not permanent in its present form the payment was without protest.

Biggest Turnout in Years Likely At 46th Annual Conclave of IAFE

CHICAGO, Oct. 24.—Plans for the 46th annual convention of the International Association of Fairs and Expositions, to be held in the Hotel Sherman on December 1 and 2, are taking shape. The "gathering of the clans" this year will without doubt be the largest the association has had since the halcyon days of the middle '20s. The convention department of the Sherman reports that many reservations are already in and more being received every week.

Word from Ralph T. Hemphill, Oklahoma City, secretary of the association, states that he and Raymond A. Lee, St. Paul, president, were to confer in Dallas this week and draft a skeleton program.

"I am convinced from the reports that I have had from fairs in general that

Selection of N. Y. World Fair Attraction Mogul Is Due Soon

End of year felt to be deadline so that incumbent will have time to prepare his division—first construction contract let—"World of Tomorrow" to be theme

NEW YORK, Oct. 24.—Altho theme and general plan of New York World's Fair of 1939 were publicly announced last week, the Fair Corporation has yet to appoint many of the executives to head the various departments of the exposition. Queried this week by *The Billboard* concerning a head for the amusement and midway divisions, a board member said that "the position has not been filled as yet, but should be in the comparatively near future." Observers feel that the end of the year will have to be the deadline, as the midway and attractions mogul should be given at least two years to prepare his end of the project.

Paul M. Massman, who was actively engaged in Chicago's A Century of Progress and this year's Dallas Exposition has been appointed director of exhibits and concessions, a mighty important position. It is generally agreed that regardless of who is taken on to supervise the midway and amusement centers, Mr. Massman will have plenty to say along those lines, besides supervising his aforementioned duties. He is already on the job at the fair offices in the Empire State Building.

Playing Safe

WOOSTER, O., Oct. 24.—After studying weather records for 50 years at Ohio experiment station, Wayne County Agricultural Society announced that 1937 fair dates will be advanced two weeks. Records show that the third week in September had less rain than the last week in September and the first week in October, in which the fair has been held in recent years. Board announced the 1936 fair showed a profit of \$2,606.

May Piloting Orange Show; No Guthrie Successor Yet

WINTER HAVEN, Fla., Oct. 24.—John P. May, long head of Florida Orange Festival here, is acting as president and manager, assisted by Treasurer Francis E. Pierce, and plans are progressing for the 1937 annual.

President May said that no one has been named to succeed John B. Guthrie, who was manager and connected with the event since 1926, and who recently resigned to become secretary to Claude Pepper, candidate for United States senator from Florida.

Attractions for Paris Expo

PARIS, Oct. 19.—Among feature attractions slated for Paris International Exposition of 1937 are a reconstruction of the cabaret belt of Montmartre as it was in the old days, typical Alsatian Village, Moroccan market place, tall tower in which real snow will be produced, Planetarium, and a monorail aerial railway which will transport visitors from one section of the amusement zone to another, crossing the Seine River. In addition there will be numerous rides, shows, restaurants, cabarets and dance halls.

HOUSTON, Tex., Oct. 24.—Fire last Tuesday at South Texas Exposition practically destroyed the main exhibit tent and damaged several booths before firemen checked the blaze. Several carnival tops were quickly dropped to prevent the fire from spreading to the midway.

New Location Scheme

First contract starting actual construction was signed on October 21 in the office of Grover Whalen, president of the corporation. Under terms of the contract the fair employs a group of seven architects who have pooled their talents and experiences to design the \$800,000 Administration Building, first to be erected on the Flushing Meadows site. Construction is due to start late in December of this year, with completion scheduled for August, 1938. After that time, during both construction and operation periods of the fair, the building will be occupied by staffs and officers of the exposition.

Plan of the fair calls for arrangement of exhibits in logical relation to human activity and interest, rather than permitting exhibits to be located in a haphazard manner as, it is contended, has been the case in large expositions in the past.

Working Crews on Site

In center of the grounds, at the core of the fair, will be an imposing theme building depicting the "World of Tomorrow" theme of the fair. Radiating from the central building will be 10 areas devoted to production, communication, transportation, distribution, shelter, sustenance, clothing, education, religion and health and art. Each area will house only those exhibits relating to the activity and interest it is intended to reflect.

Park Commissioner Robert Moses reported a few days ago that grading and filling work on the Flushing Meadows site is more than one-third completed at present and should be accomplished in full within the next six months. Contractors now have an average of 450 men on the job, working in three eight-hour shifts seven days a week.

Want More Detroit Revenue

DETROIT, Oct. 24.—George A. Prescott Jr., manager of Michigan State Fair, left this week on a two weeks' vacation, hunting in Northern Michigan. Office is in charge of W. H. Waits, executive secretary. Plans are on for unusual utilization of the fairgrounds, which may gross \$40,000 in revenue during the winter season and turn operation into a year-round paying proposition. Full details have not been worked out. Special shows are planned for the Coliseum, including annual Shrine Circus.

Route Plans 1941 Expo

ROME, Oct. 19.—Senator Victor Cini has been appointed head of a committee to plan an international exposition to be held in Rome during 1941. M. Bonomi, director of tourist affairs in the ministry of press and propaganda, has been named to assist Senator Cini.

May Repeat In Ft. Worth

Frontier grounds may be utilized for another show during season of 1937

PORT WORTH, Tex., Oct. 24.—William Monnig, chairman of the board of control of Fort Worth Frontier Centennial, announced there probably will be another show at the centennial grounds next year, so as to continue use of the million dollars' worth of buildings and equipment at the Frontier spot.

Closing of the show this season, even tho the board set the date for October 31, may be postponed at the last minute for several more weeks. Announcement of the closing date caused capacity crowds to rush the show, especially Casa Manana, and it is believed that if the weather does not change too much the board won't close as long as crowds continue to come. It is almost a daily occurrence for Casa Manana first show to be sold out by 5:30 p.m., two hours and a half before show time. Concessioners are making no certain plans, as most of them plan to stay until the show closes, whether it be October 31 or November 14.

At the end of the season a rain-proof Casa Manana Revue has been perfected for the Jumbo building. Besides the floor installed last week for dancers, a kitchen and a beverage bar have been installed in Jumbo dressing rooms so that the Hotel Management Company may serve food in Jumbo, as in Casa Manana, when the show is rained out at Casa Manana. Tables and chairs to accommodate 1,100 are available and there are 1,000 more seats for those not desiring refreshments. Daily rehearsals by the revue cast have put this show in shape for the Jumbo building. Show officials have finally given permission for cars and taxis to come into grounds on rainy nights to deposit passengers. Free auditions at 10 p.m. nightly in the Jumbo building were resumed on October 15.

Sibley Improves Biz

Walter K. Sibley reports business trebled at his serpent show since he added an octopus and rearranged the layout. The Sibley show has been well patronized by children, and it is the main show for the kids here as well as grownups.

Concession managers for O'Reilly-Beresin at *The Last Frontier* and *Jumbo* left on October 14 for New York after a successful summer season. They were Solly Magdoff and Harry Sherman from *Frontier* and Leo Stern and Henry Lindenberg from *Jumbo*. Artie Von Wegand, third member of *Jumbo* concession staff, left on October 13 with Morty Gottlieb for Miami, where they plan to operate picture machines this winter. Eddie Gelberg, of staff from *Frontier*, remains to look after midway novelty and drink stands, as well as candy sales during auditions in Jumbo building, for O'Reilly-Beresin.

Ronald Rosebraugh, whose stage name is Ronald Daly, leaves on October 28 to drive to New York, where he plans to stay several weeks. He was stage manager for *Frontier* rodeo spectacles here with cast of 500, which closed on September 28.

Arnold Jacobson, grinder at Nude Ranch annex, on a trip to Chicago, will return to Nude Ranch before the season is over. Gregory Mace, formerly with *Streets of Paris*, Dallas, and more recently at *Tango Palace* here, is now grinder at *Nude Ranch*, replacing Jack Ross. Bob Williams is back as grinder at *Nude Ranch*. Red Hutchison, grinder at *Ranch*, left this week. Chris Ayres is back at *Streets of Paris*, Dallas, for Hood & Rogers, after closing *Tango Palace* here. Noel Rosen, formerly at *Neptune's Harem*, is grinding at *Nude Ranch*, Charles Walden taking Rosen's place at the *Harem*. Walden was talker at *Harem* before going back to the Dallas expo some time ago.

Sally Rand Unit Show

Lulu Bates, singer with *Pioneer Palace Honky Tonk Revue*, was in New York four days to attend her mother's funeral, flying there and back. Lillie Chambers, singer for *Six Tiny Rosebuds* in revue, substituted for Miss Bates. Billy Pitzer, formerly talker at annex show at

Fair Meetings

Maine Association of Agricultural Fairs, November 5 and 6, Hotel North-eastland, Presque Isle. James S. Butler, secretary, Lewiston.

International Association of Fairs and Expositions, December 1 and 2, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

Nude Ranch, is now straight man at the Oxford Theater, burlesque house in Brooklyn, N. Y. Mrs. Pitzer, who is to remain here indefinitely, has left management of the Days of '49 taxi dance at the local show. The Pitzers are grieving over the death of one of their Boston bulldogs, Pittle, which had traveled extensively.

The frontier influence has left its mark on Art Lovi, weight guesser, who has gotten himself a complete cowboy outfit. "Foots" Reeves, formerly of Japanese Roll Down, has returned to San Antonio for the winter. George L. Ames has taken Reeves' place, to work with Hank McAllister, Eddie Booth and Babe Flowers at a roll down. W. L. Andrews, Chicago, from Hennies Bros.' Shows, and G. G. Walker, Dallas, are now at the serape store on the midway. Florence Brown's milk bottle game also has been moved around on the midway to adjoin the roly poly game on the left side near monkey mountain.

Several from the local show are to be connected with Sally Rand's unit show which is to tour Interstate Circuit beginning in Fort Worth on November 8. George Gruin, member of the *Jumbo* orchestra and previously leader of the Majestic Theater orchestra here, will be musical director; Kent Watson, press representative, and Howard Godwin, who was pianist for Casa Manana Revue, pianist for the unit show.

Jack Winters, from the Royal American Shows, and Sammy Arenz are now at Miller-Salerno marble game on the midway. Miller-Salerno have opened an over-and-under game where the watermelon patch was this summer. Louis Sixer is operating it for the owners. Tony Miller and Sam Salerno entertained Mr. and Mrs. Joe Venuti and members of his orchestra at a spaghetti dinner this week at Miller's home. Joe Venuti is said to be a champ peanut eater, as he has a daily standing order with Tony Miller for five pounds of roasted goobers.

Ammons Are Visitors

Mr. and Mrs. Ralph E. Ammon visited with a Wisconsin group this week. He is manager of Wisconsin State Fair. Visitors on October 15 were Mr. and Mrs. T. J. Tidwell, Mrs. Leo Simon and Mrs. Milo Anthony, T. J. Tidwell Shows. Morris Kahntroff, who formerly had an auction store here, visited on October 13. Mrs. Paul Hunter, wife of the late concessioner, was a visitor from San Antonio. Mrs. Jack Ruback, accompanying Mr. and Mrs. Booby Obadiah, visited again on October 16 before going to the Dallas expo.

Richmond H. Shreve, member of the New York World's Fair Commission, saw two performances of Casa Manana on October 17 and conferred with Billy Rose. Mr. and Mrs. Speck Montgomery are frequent visitors to the midway. Ernie Young also visited this week. Muriel Fuller, one of the *Six Tiny Rosebuds* in *Honky Tonk Revue* at *Pioneer Palace*, was given a birthday party on October 20 by *Pioneer Palace* show cast.

If weather permits the show to remain open and Casa Manana Revue to be given until November 14, it is possible that Mile Corrine, apple dancer of the Dallas expo, may replace Sally Rand in Casa Manana Revue, as Miss Rand's contract expires on October 31 and after that she takes her unit show on tour.

DECATUR, Tex.—A permanent fair association has been organized here by a sponsoring committee of live-stock breeders and business men who recently conducted a county fair. Clyde Holt is president; H. R. Ferguson, vice-president, and R. O. McCurdy, secretary-treasurer. Principal objective is to build a fair plant in Joe Wheeler Park, owned by Wise County.

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Record Saturday attendance means profit—rain crimps program on 2 days

SPARTANBURG, S. C., Oct. 24.—The 28th annual Spartanburg County Fair here October 12-17 had a closing day that shattered all previous attendance records. Crowds overflowed the grand stand for auto races in the afternoon. "In spite of nearly two days of inclement weather," said Secretary John P. Fielder, "the attendance will compare favorably with that of other years." A small profit that is expected will be applied on next year's program. Saturday, made Children's Day because of rain earlier in the week, was big. Midway business was reported good, despite adverse weather.

Because of heavy rains on Thursday business was practically at a standstill. Rain also interfered with attendance early on Friday, but a huge crowd was on hand during afternoon and night. (See WINNER PUT on page 6)

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Texas Centennial Exposition

DALLAS

By HERBERT DE SHONG, THE TIMES HERALD, DALLAS

Special Event Bill Arranged

Three successive big days not hard to take—special trains bring visitors

DALLAS, Oct. 24.—Three big days in a row last week put the fair on an easy street for the time. A successful Negro Day on Monday brought 68,537 of the best spenders the exposition has had, following total attendance of 141,527 on Saturday and Sunday. Two big special events are on next week's program. Capt. W. W. Prakes' thrill circus, with airplane and auto crashes, will be staged in the Cotton Bowl Sunday afternoon. Gate will be 50 cents and 75 cents for reserved seats.

As feature of Firemen's Day next Wednesday a three-story house will be burned in the Court of Honor. A family will be "rescued" from the top floor. This stunt is planned as a parallel to the bank holdup of two weeks ago, which drew better than 10,000. A program with speeches by Dr. Francis E. Townsend, pension plan leader, and William Lemke, presidential candidate, drew less than 1,000 into the Amphitheater last Wednesday. The day was outstanding as time of an East Texas celebration on the grounds in preparation for the annual Gilmer Jamboree on October 22-24. Wednesday was also beginning of a succession of organized school children's tours from all parts of Texas that had brought more than 24,000 pupils to the fair in the week.

Fort Worth Day Flop

The old high feeling between Fort Worth and Dallas flared a little again on Thursday when Fort Worth Day at the exposition flopped. Mayor Van Zandt Jarvis was to head a Fort Worth delegation and preside at a program. He didn't show up and when publicity officials called him by long distance he said he had to visit his ranch that day. In preparation for the S. M. U.-Vanderbilt football game in the Cotton Bowl Saturday afternoon, the S. M. U. student body was invited into the grounds for a pep rally and evening of revelry on Friday.

Three specials from St. Louis and Nashville brought Tennessee Day visitors on Friday, headed by Gov. Hill McAllister. Nine special trains were required to bring main groups of the 11,000 school children who attended on Saturday. Most of them were from Houston, Galveston and near-by cities. Texas railroads were unable to accommodate the demand for special equipment and several school tours were deferred until later.

Governor Allred of Texas, Governor McAllister; Roy B. White, president of Western Union Telegraph Company, and J. M. Davis, president of the Delaware & Lackawanna Railroad, took part in final ceremonies for the closing National Dairy Show Saturday afternoon. The eight-day show had attendance near 150,000, it was estimated, and brought many visitors from all parts of the country. S. M. U.-Vanderbilt football game drew about 20,000 into the stadium. Sunday had no special events of general appeal, yet attendance was 87,891.

Streets Future Doubtful

Monday was the second but first successful Negro Day of the fair. Unfortunate publicity that many Negro leaders claimed was ridicule was blamed by centennial officials as ruining the first celebration on June 19. Also attendance was lower. Negro Day brought more cash than Saturday. Finance Director A. E. Moyle said, A Negro baby doll parade was staged in the afternoon,

Attendances

Previously reported (amended).....	4,783,577
Oct. 14, Wednesday.....	28,925
Oct. 15, Thursday.....	24,095
Oct. 16, Friday.....	37,831
Oct. 17, Saturday.....	91,636
Oct. 18, Sunday.....	57,891
Oct. 19, Monday.....	68,537
Oct. 20, Tuesday.....	32,387
Total.....	5,124,879

with several hundred entrants. Following it was the annual grid classic between Wiley and Prairie View, leading Texas Negro colleges. A Negro bathing beauty contest and style show was staged in the evening. Main entertainment came when Streets of All Nations, operated by the exposition, was opened to Negroes for a concert by Duke Ellington, a Negro floor show and a dance later in the adjoining A Night on the Yukon. Monday was the second of a three-day concert program by Ellington.

Future management of Streets of All Nations was still in doubt after the exposition had almost erased show management's obligation to the administration in three weeks. The exposition did a little remodeling and painting and worked on the ballyhoo. It was assumed that the show will go back to its management as soon as the fair has taken its share out. A. L. Vollman and A. E. Moyle have been operating it for the exposition, aided by Vollman's *Cavalcade of Texas* staff. *Cavalcade of Texas* played to its millionth patron on Tuesday. *Whirligigs*, exposition's musical revue, will be continued by a decision made at completion of its first 15 days, when it had cleared off the investment and met operating expenses.

Donaldsonville Has New Mark

South Louisiana State registers close to 100,000—grand-stand show pleases

DONALDSONVILLE, La., Oct. 24.—Nearly reaching a 100,000 attendance mark, South Louisiana State Fair on October 11-18 broke all gate records, showing a gain of about 8,000 over 1935. Secretary-Manager R. S. Vickers placed attendance at 99,183, of which 28,000 came thru a free gate on School Day, Friday, to set a new mark for a single day. Manager Vickers intimated that enough profit has been insured to pay off some indebtedness and all costs of the event, with something to spare. In addition to Friday, Monday (Exhibitors' Day) also had a free gate and all service men in uniform were admitted free each day. Weather was ideal.

Electric Show Feature

Altho crops and economic conditions in the area are good, agricultural exhibits did not surpass those of 1935, but live-stock, poultry and home-work displays not only filled original space allotted but overflowed. All space in the electric show building was sold and manufacturers' building was well filled. About \$2,800 was given in premiums. Three admission tickets at \$1, sold in advance, brought in several thousand dollars. Giveaways included three Chevrolet cars. Electric show, an innovation this year, probably will be a permanent feature, Mr. Vickers said. Another innovation for Thursday night was giveaway of about 500 packages of merchandise by co-operating manufacturers. Day admission was 50 cents and 25 cents after 6 p.m., with a 15-cent grand stand, except on Sundays when

special acts were added. Auto parking was 25 cents.

First Sunday was featured by an opening parade with a motorcade from New Orleans, football game, three bands concerting or playing for dancing, acts program before grand stand and fireworks display. On Wednesday 65 horses were entered for Horse Show Day. Saturday was Gift Day. Closing Sunday had an address by Governor Leche, giveaways, fireworks, football, band concerts and auto races.

Midway Is Praised

Booked by Mr. Vickers personally, following disappointment at the last minute in 1935 when a contracted show did not appear and later was forced to pay \$1,000 damages, the grand-stand show did itself proud, headlined by Blondin-Rellims Troupe, high wire. International Five, jugglers, drew big applause at most of the two-day shows, with a third show on Sundays. Others included Eight English Steppers; Three Aces, flying trapeze, and a 10-act radio artists' vaude show on Sundays with six acts on week days, headed by Jimmie Wilson and Hi (Lekey) Hickey, and featuring over a score of entertainers of WWL, New Orleans. Bloom's Gold Medal Shows on the midway received high commendation and did good biz, especially on Kids' Day. Col. Joseph Thiac, concession superintendent, banned money games and warned against buybacks.

Neb. Has Biggest Profit in Many Years

LINCOLN, Neb., Oct. 24.—Nebraska State Fair showed the first big profit in nearly eight years when audit was completed this week by the board, it having cleared \$20,178 as against \$5,690 last year.

Secretary Perry Reed said receipts were \$94,705.20 and expenditures \$74,619.74, exclusive of grand-stand take of \$13,411.50. Grand-stand money can't be counted in because it must, by previous arrangement, go on interest and principal payment to bondholders of the stand's \$250,000 outstanding 5 per cent debentures.

Altho it was not stated how much came from pari-mutuels, newspapers previously estimated the machines must have grossed \$18,000 or more. Mr. Reed disclosed no money spent for grand-stand attractions could be taken from the stands receipts, otherwise the fair in 1936 would have sailed away more than \$95,000 profit. All but \$5,000 of profit will be used for maintenance and preparation for 1937, he said. Paid admissions were 85,053 as against 80,456 in 1935.

New Panhandle Plant Mecca For Big West Texas Crowds

LUBBOCK, Tex., Oct. 24.—Panhandle South Plains Fair Association took a lead in West Texas in preparation for its part in Texas Centennial Celebrations, the 23d annual Panhandle South Plains Fair, on September 28-October 3, by purchase of 35 acres of additional ground on which was constructed a standard half-mile race track at a cost of \$25,000 and a \$15,000 grand stand and 100 additional stables. Additional ground was inclosed with non-climbable fence.

The fair got off to an inauspicious start due to inclement weather the week prior to opening, but even with this handicap all records were broken for agricultural and commercial exhibits. Agricultural implements and road machinery exhibits were practically doubled in number of firms and footage used. Officials were repaid for their efforts by attendance of more than 20,000 daily and a third-day attendance of 42,993.

Entertainment program was more than doubled, with United Shows of America on the midway. A full racing program each day, fireworks at night, pageants, vaude acts, wrestling and boxing made up the largest program ever presented here.

Bigger Profits for Awards Reported From Sandersville

SANDERSVILLE, Ga., Oct. 24.—Gross receipts of Washington County Fair here on October 13-17 were greater than in 1935, said Secretary G. S. Chapman, and School Day, having been changed from Friday to Wednesday, was a big aid in

Balance Is Good For Des Moines

Late figures show between \$10,000 and \$15,000—handicaps held down record

DES MOINES, Oct. 24.—Despite drought, adverse conditions on five of the major days and the President's drought conference as a counter-attraction, Iowa State Fair here on August 26-September 4 shows a surplus of between \$10,000 and \$15,000 and second largest attendance since 1930, according to latest figures of the board.

Coupled with the fact that exhibits and entries in virtually all departments were largest and most diversified since 1929, the showing in receipts and attendance marks the 1936 fair as one of the most successful in the past five years.

New high attendance marks to which the fair might have risen but for adverse conditions in its second week is indicated by the mounting totals on its opening days. From opening until Sunday night, attendance and receipts were running approximately 20 per cent ahead of last year. The fair's favorable luck with weather during the last several years were broken on Monday, however, when cloudy and threatening skies cut appreciably into attendance and receipts. The unfavorable weather continued on Tuesday and Wednesday. Rain both in the daytime and at night on both days was so heavy that the afternoon harness races on these afternoons had to be postponed.

Almost to 1935 Mark

The President's drought conference on Thursday, instead of stimulating fair attendance, as expected, proved to be a counter-attraction, making attendance on this day almost the lightest of the entire week. All eyes were centered on the President's visit to Iowa, presence of Governor Landon and other dignitaries, and for the day at least, the fair was almost forgotten as Iowa acted as host to the nation's chief executive. Crowds lined the streets of Des Moines from morning until evening to witness the parade of the President and other notables at 1 p.m. and again at 6:30 p.m.

One favorable day during the second week would have put the total 1936 attendance easily beyond the 1935 record, as the final total was just 22,995 less than that of 1935. And in spite of unfavorable conditions of the second week, final estimated receipts of the fair were only \$6,301.92 less than in 1935.

Premiums Were Justified

Total attendance was 320,339. Attendance by days:

Wednesday, August 26.....	8,701
Thursday, August 27.....	10,836
Friday, August 28.....	60,538
Saturday, August 29.....	47,895
Sunday, August 30.....	30,473
Monday, August 31.....	31,758
Tuesday, September 1.....	34,363
Wednesday, September 2.....	35,180
Thursday, September 3.....	33,427
Friday, September 4.....	27,648

Estimated receipts were \$262,000. With cost of the exposition set at a \$250,000, the fair will show a surplus of something over \$10,000 when the books are finally balanced. Receipts other than ticket sales this year totaled \$84,538.38, compared with \$72,546.70 last year. Outside gate receipts this year were \$88,267.25, day grand-stand ticket sales were \$29,457.30, night ticket sales \$43,617.75, and horse show receipts \$3,993.25.

Largest increase in fair expenses this year was for premiums, which were boosted beyond the \$100,000 mark for the first time in recent years. Total premiums, which amounted to \$104,430.35, justified themselves, however, with one of the best farm and live-stock exhibits the fair has ever presented.

attendance, as rain came Friday morning. Gate is free for kids on School Day. Premiums totaled \$1,500, the fair being co-operative, profits each year being paid out in premiums the following year. Straight merchandise wheels were permitted, said Secretary Chapman. Blue Ribbon Shows were on the midway.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

JOHN FUCHS, manager of Diamond Square Rink, Pittsburgh, is doing good business as a result of the "Dancing on Wheels" idea. Instructors are on hand to teach such steps as two-step, toe step and waltz. Instructions are free and are offered by men and women instructors. Private lessons are arranged by appointment.

E. M. MOOAR has been added to the staff of Chez Vous Rink, Philadelphia.

THREE days' engagement, opening October 10, by Frank Vernon, exhibition skater, was successful in new Riverside Roller Rink, Green River, Wyo., he writes. He reports the rink in a beautiful new building with all new equipment, owned and managed by Butters Bros. Chicago skates are used, there is a sound system for music and he declares the hard maple skating surface would be a credit to a metropolitan city. "It is the best rink I have seen in the past year," he adds, "and Butters Bros. deserve much credit for giving Green River such a fine place."

JOHNNY JONES, formerly with the Three Aces, skating act; Mrs. Betty Williams, Circus Garden Rink, Philadelphia, and E. M. Mooar were visitors to the Trans-Continental Roller Derby produced by Leo A. Seltzer in the New York Hippodrome recently.

MORE than 1,000 skaters and dancers attended Chez Vous Rink, Philadelphia, on the night of October 3. Entire equipment was in use and many waited in line for skates to be returned. William Stewart has resumed his position as floor manager, he having managed White City Rink, Worcester, Mass., during the summer. Cash prizes will be awarded at two mask carnivals to be staged this month.

ABOUT 150 roller skaters from Lexington Roller Rink, Pittsburgh, paid the rink on the fairgrounds, Wheeling, W. Va., a visit, traveling 70 miles each way, Sunday night, October 18. Hyatt Ruhlmann, manager of Lexington Rink, and his wife were with them. A large welcome sign illuminated with green lights greeted the Pittsburgh skaters upon entering. Special waltz numbers were added to the regular program. Cecil Milam, manager of the Wheeling rink, is planning on a return visit to the Pittsburgh rink, and hopes to have at least 200 skaters from Wheeling.

TRANS-CONTINENTAL Roller Derby in the Coliseum, Chicago, under direction of Leo A. Seltzer, president of the Roller Derby Association, is second such event staged by Seltzer this fall, the first being in the New York Hippodrome, where the skaters raced before capacity audiences. Executive staff assisting Seltzer comprises Syd Cohen, manager; Jack McQuinn, trainer; Ted Mullen and Lester Feinberg, announcers; Dick Axman and Rasputin, publicity; and Carolyn Barton, nurse.

ARCADIA GARDENS, Chicago, playing to capacity crowds since opening, has consistently promoted the rink thru introduction of new and novel ideas in entertainment and the courtesy rendered patrons by the staff. According to Lois Reynolds, manager, the rink has not depended on skating alone, but has special nights which include boxing, wrestling, basket ball, dancing, special parties and community singing with Leon Barry at the Hammond Electric Organ. Build-up from these has made Tuesdays, Fri-



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days, Saturdays and Sundays clear profit days. Personal instruction is given by Joe Laury, professional, and staff of six. It is said that the rink's plan of selling shoes and skates on credit has also helped in building up and holding patronage. Since opening there has been a continuous program of improvement.

W. H. (BILLY) CARPENTER, operator of a roller rink in Riverside Park, near Uhrichville, O., has leased for the winter season the dance pavilion in Tuscora Park, New Philadelphia, O., owned by the city, and will convert it into a roller rink, opening on November 1. A heating plant is being installed and the building is being made ready for winter operation. Carpenter formerly operated a rink in Coshocton, O.

A BOOSTER for the value of roller-skating clubs to rink managements, Ernest R. Eyer, proprietor of Broad Ripple Park Rink, Indianapolis, and Eyer's Roller Rink, Anderson, Ind., was guest of honor at a birthday surprise party tendered him in Broad Ripple Park Rink on the night of October 14 by members of Eyer's Roller Skating Club, Indianapolis. Present were Pete Friend, Orville and Vernetta O'Fallon, Jerry Wise, Mary Irwin, Nick Jones, Mary Frances Harvey, Irwin Byard, Robert and Richard Irwin, Charles Parton, Whitely O'Neil, Mrs. Raina, Merrell Patterson, Virginia Schaffner, Grace Elkins, Alice Koetteritz, Mr. and Mrs. E. R. Eyer, Margaret Avery, Jean Darringer, Mary Margaret Clineker, Jack Wood, Trudy Jones, Harold Gray, John White, Evelyn Peters, John Lee, Palmer Milliken, Harold Hall, Bob Hurley, Charles Sattler, Mr. and Mrs. Lake, Paul and Jean Morris, John Hoggatt, Ray Burns, Bud Smith, Merle Adkins, George Dakes, Bernard Krueger, June Lake, Geraldine Milliken, Wilma Kopp, Evelyn Morehouse, Loren Pristoe, Jean Mann, Cliff Elkins, Betty Raina, Bob Perkins, Leslie Bradley, Harold Vin Pelt, Lester Gordon, Eva Pendergast, Bob Kohling and Mr. and Mrs. and Ida Mae Avery. Manager Eyer and some of his staff were visitors on October 20 to Greater Cincinnati's new Norwood Roller Rink.

Skating Acts

By E. M. MOOAR

There are many skating acts deriving benefits from appearing in night clubs throughout the country. The rinks were responsible for their being able to acquire the ability to do this; however, we have failed to notice any advertising from these acts in *The Billboard*.

When skating acts were in great demand on the rinks *The Billboard* carried a great many advertisements of skating acts. Inasmuch as *The Billboard* has devoted valuable space for years to exploiting roller skating and skating rinks and also helped make it possible for these acts to obtain work, it seems the least they could do would be to help support the skating columns.

Now that there is only a small demand for skating acts in vaudeville, many have flocked to the night spots and are doing well. One enterprising Eastern act has gotten away from the usual flying stunts and is performing the latest dance steps in evening attire without use of a mat. The act has a special roller which does not injure the finest dance surface and, to bring the act to perfection, took a series of lessons from a dancing instructor. The act is going over big and goes to show that a progressive spirit will bear fruit.

As there is still some demand for skating acts in vaudeville, we wonder why someone does not stage an ensemble of girls and boys and produce a strictly figure-skating act, using a full stage. It must be, however, a fast-moving and beautifully costumed actup with appropriate setting. Let me call attention to the fact that the Helen Reynolds act has played Philadelphia about six times in the past year and created a sensation each time. It recently appeared there with the George Hamid show at the Metropolitan Theater after a tour of many of the largest fairs in the States and Canada.

On my way back from New York recently I stopped for a visit with Vio Brown at his Dreamland Park Rink, Newark, N. J. He has one of the cleanest and best appointed rinks in Eastern territory. Done in orange and black, with a brand-new floor and organ and complete new equipment of skates, this testifies conclusively to the success of this rink, many years under Vic's management. He has two organists, lady and



FRED MURREE, Bright Star, 75-year-old Indian, manager of Red Lion (Pa.) Roller Rink and a pioneer trick and fancy roller skater, who is still going strong. He has started a winter tour of roller rinks, giving exhibitions, and his mastery of the little wheels and picturesque native costume make him an interesting figure to the younger as well as the older generation of skaters.

gentleman, who alternate. We had the pleasure of hearing several selections by the male organist and his brand of music is the kind that makes real skaters.

ARTISTS' STRIKE

(Continue from page 38)
rugs from the stage. At the close of the act a double bill of fireworks was offered.

Howard Refuses Offer

The agreement between the Hamid representative and the fair was that the actors were to be paid Friday night. Due to bad weather the fair officials claimed that they did not have the money and they asked the actors to work along with them in an effort to make the fair sufficient of a success to break even. After the actors had demanded payment a meeting of the board of directors of the fair was held and it was decided to offer Howard a proposition whereby, after paying the laborers, all moneys left would be divided two-thirds to the Hamid concern and one-third to the Ohio Display Fireworks Company, represented by Tony Vitale. Fair officials said they thought this was acceptable; Howard said otherwise.

Howard, discussing the affair, said that Vitale was booked thru the Hamid corporation, "but he shot the fireworks and left us holding the bag."

J. R. Hollis, president of the fair, sponsored by the local American Legion Post, said the actors will get their money, altho Howard was not present after the close of the show to get his two-thirds of the moneys taken in. Howard stated that he planned to secure the services of an attorney with a view of filing suit. The acts presented were Eric the Great, Robert's Circus, Donahue and LaSalle, The Five Albanis and The Four Devils. The midway acts and shows were under personal direction of John H. Marks, of Marks Shows, Inc.

RALEIGH TOPS

(Continue from page 38)
aside as North Carolina School Day, but the free admission feature was repeated Saturday because of rain on the previous day.

Kids Good for Rides

Max Linderman's World of Mirth Shows on the midway drew favorable comment for new features, including Seminole Village, Temple of Mystery, Palace of Living Wonders and deep-sea divers. Fifteen rides did big business due to large attendance of school children.

Grand-stand attractions, including Revelations of 1936, all booked by the George A. Hamid organization, drew packed grand stands each night. Acts included Alf Loyal's Dogs, Flying Flemings, Four Sailors, Elaine Dowling and her Co-ettes, Honey Family; Winfred Colicane, aerial act; Will Morris and Bobby, cycling comedians, and Carver's Diving Horse.

Herman Ulis, of Ulis and Clark, singing team, was master of ceremonies for Revelations and other grand-stand features, while American Legion Band, Pittsburgh, furnished music for specialties. Fireworks nightly were furnished by Ohio Display Fireworks Company. Gene Hamid was in charge of the program. Afternoon grand-stand features were Lucky Toter's Hell Drivers on Tuesday, harness racing on Wednesday and Thursday, and Hankinson motor racing on Saturday. A parade of prize-winning live stock in front of the grand stand also was a Thursday feature.

First Adverse Weather

An incident concerning the rainy Friday was that it was the first time adverse weather had been encountered at the Stato fair during the three years it has been operated by George A. Hamid and Norman Y. Chambliss.

A special attraction as an educational feature was a series of life-saving demonstrations by a picked crew of National Coast Guardsmen under command of Chief Mate Walter Etheridge.

Among fair executives visiting were Charles A. Souma and Clarence Riddick, manager and assistant manager of Virginia State Fair, Richmond.

Grand-Stand Shows

AFTER playing Kershaw County Fair, Camden, S. C., and Carolinas Fair, Charlotte, N. C., Uncle Harvey and Aunt Lou, "The Laughlanders, in Tintypes of the '30s," will be at Sumter (S. C.) Fair.

HAVING closed 10 weeks of fairs, Whitey and Hazel Harris, formerly Hazel Cotter, report they will work vaude and indoor dates in and around Chicago. They purchased a house car this season. Because of serious illness of a relative they were recently called to Detroit.

CLOSING 11 weeks of fairs under Barnes-Carruthers in Laurel, Miss., Healy and Mack are back in vaude with a novelty rigging act, having stored their wire act. They expect to sail on January 6 for Australia to open on the Tivoli Circuit on February 6.

NEELD'S Concert Band, reports James Neid, conductor, closed a successful fair season in Guntersville, Ala., on October 17, playing Marshall County Centennial Celebration. Robert O'Neal, trombone, goes in the Arlington Hotel, Hot Springs, Ark., for winter. Dan (See GRAND-STAND SHOWS on page 66)

MEN'S LOW WHITE SHOES

MOUNTED ON

"CHICAGO"

Racing Skates

Be In Style With Your Partner

A New Item That Is Going Over Big.

Display Them and Watch Your Sales Grow.

CHICAGO ROLLER SKATE CO.,
4427 W. LAKE ST., CHICAGO



No. 886

BIG DEVICE SHOW CERTAIN

Exhibits for 1936 NAAPPB Meet To Be Largest Since '29 Display

Fair managers and carnival operators will be guests of the park men's association—coin-operated machines to receive prominence—Baker pleased with prospects

CHICAGO, Oct. 24.—"In pre-depression days an exhibition hall jammed to the doors with spectacular exhibits was what all visitors naturally expected of an NAAP convention," said Secretary A. R. Hodge in his offices in the Hotel Sherman in discussing the annual convention and exhibit of the National Association of Amusement Parks, Pools and Beaches, to be held at the Hotel Sherman here the week of November 30, "but with the coming of depression the list of exhibitors gradually shrank until the low point was reached in Toronto in 1934, when there were slightly more than 30 exhibits. "A marvelous comeback, however, was staged in 1935, when the Toronto record was more than doubled, and from indications the 1936 show will be twice as large as the 1935." The diagram on display in the offices of Secretary Hodge shows the exhibit hall more than 80 per cent sold out at this writing.

"Special effort is to be exerted to make carnival men realize that they are just as welcome to visit the exhibition halls as are members of the NAAPPB, and a most cordial invitation will be extended to them thru every possible channel. The same situation exists with reference to representatives of the various fairs, meeting in convention at the Sherman simultaneously with the park, pier, pool and beach men," said Secretary Hodge.

Membership Grows

Most exhibitors at the 1936 convention will display devices or merchandise just as well adapted for use by carnival men as by park and pier men. A majority of outstanding manufacturers of coin-operated machines are preparing large exhibits which will rival in size and beauty any of the major exhibits ever seen at previous conventions of the NAAPPB and a warm contest for the three awards made at the annual show is in the offing. Membership of the NAAPPB has shown such a healthy and spectacular growth during the year just ending that an attendance double last year's, and possibly exceeding the banner attendances of the early days, is looked for, declared officials.

The new custom of having all branches of the outdoor show business assemble under one roof simultaneously has produced wonderful results to date and it is expected that a continuation of this custom will produce much benefit to all branches of the industry. Co-operating this year will be the National Association of Amusement Parks, Pools and Beaches, American Recreational Equipment Association, International Association of Fairs and Expositions, American Carnivals Association and Showmen's League of America.

The annual banquet of the latter, to be held Wednesday night, December 2, in the Grand Ballroom of the Hotel Sherman, will be a joint affair, as the NAAPPB is participating with the Showmen's League wholeheartedly and the joint banquet will substitute for the annual banquet and dinner dance heretofore staged by the NAAPPB. Secretary Hodge, representing the association, is co-operating with Frank P. Duffield, chairman in charge of the banquet and ball for the Showmen's League of America.

Saving Is Magnet

In a recent interview in his New York office, Harry C. Baker, president of the NAAPPB, said: "The phenomenal growth in the association during the past year has been most gratifying to me and I believe it is due in a large measure to the co-operative effort launched by the association to save its members vast sums on their public liability insurance coverage. Then, too, return of better times and substantial pickup in business has attracted many outdoor amusement men into the association because of the fine work it has been doing for the benefit of the industry, even thru the late troublesome times. The exhibit which we are going to stage in co-operation with AREA and in connection with our annual convention is far beyond my (See **BIG DEVICE SHOW** on page 65)

Spy-Glass Revenue

ATLANTIC CITY, Oct. 24.—Robert E. Peifer, city advertising manager, this week before the Kimanis Club advocated increasing the resort's advertising budget of \$100,000 by 50 per cent, citing benefits derived from the present setup. He also advocated that other Absecon Island resorts help on the general fund as well as hotels, which, instead of duplicating any publicity services, would share in general benefit of the Atlantic City main campaign. He also advocated binocular machines all along the Boardwalk, estimating that revenue from them alone would be close to \$250,000 yearly.

Week-Ends Big In Atlantic City

Fall convention season is bringing record numbers of delegates to confabs

ATLANTIC CITY, Oct. 24.—Summer lingers in the resort and week-ends continue big, while the fall convention season has brought bigger crowds than any other convention time in resort history. Many night spots closed at this time in other years are remaining open, while theaters are getting big nightly plays. Hotels, night clubs and piers are planning special Halloween parties. Alex Bartha will officiate at one at Steel Pier.

Dairy Trades Exposition drew 15,000, while another 10,000 is expected when American Gas opens an exhibit in the Auditorium on Monday. Following closing of this show, workmen will immediately tear down and place dirt for the big hall's football season. Owing to convention bookings only two games are to take place there before the ice-hockey season starts. Meanwhile seating for 5,000 is being arranged on the big main hall stage for opening of basket ball. Horses have returned to the beach for fall and winter, with Boardwalk cycle lane also again open.

Atlantic Repertory Theater, closed for winter, is considering foreign films for the cold months. After first of the year there will be three vaudeville houses on Atlantic avenue. Complete overhauling and installation of stage and dressing rooms at the Colonial is announced by General Manager Herbert Copeland, Seashore Theaters. Capitol is also going in for changes. Hollywood is the only other avenue house now equipped for vaudeville.

Doc Cooney has his baby incubators open for the convention season and are doing well. Frank B. Hubin also is in a good spot with postcards. Two scale men are doing tops. Saturday storm tore Million-Dollar Pier nets and hauls were postponed several days, owing to lack of adequate warning.

Harry Savoy made a personal hit on his return to Steel Pier recently in his *Paying All Stars Revue* with elaborate settings. Mayor O. D. White will make several walk changes in regard to signs and bally next season. Mary Small returned to Steel Pier to click well, heading Sunday unit show. Resort got more news columnage in September than for



LEONARD B. SCHLOSS, general manager of Glen Echo Park, Washington, D. C., suggested as leader of open discussions during sessions of the swimming pool section of the National Association of Amusement Parks, Pools and Beaches, at the annual convention in the Hotel Sherman, Chicago, during week of November 30. This was his 26th year at Glen Echo, 32d in park business and 43d in amusement management.

Trustees for Young's Pier

Court names three to manage reorganization of corporation in Atlantic City

ATLANTIC CITY, Oct. 24. — Three trustees to manage the corporation owning Young's Million-Dollar Pier, pending reorganization under Section 77-B of the U. S. Bankruptcy Act, were appointed by U. S. District Judge John Boyd Avis in a preliminary hearing on October 18 in Camden.

The trustees are Isador S. Worth, former assistant U. S. district attorney in Camden; Clarence K. Crosson, treasurer of Associated Realities Corporation, owner of the pier, and Alvin Poffenberger, president of Atlantic City Board of Education and a hotel operator.

The hearing was for approval of a petition filed with the court to effect reorganization of the \$3,000,000 company. Judge Avis gave his approval before appointing the trustees, whom he required to file a \$30,000 bond before qualifying to possess the books and other interests of the company.

Objection by Minority

The approval was opposed by John MacMullen, attorney for a minority group of stockholders representing more than \$100,000 of outstanding bonds of the company. Bonds totaling \$559,000 due March 1 of this year are unpaid, with interest from September 1, 1932.

The petition sets forth that it was authorized at a special meeting of the directors September 18, 1936, and stated the firm was unable to meet its obligations and seeks to reorganize. Assets of \$3,108,116.48 and liabilities of a similar amount are listed. Walter Hanstein, attorney for the realty company, said \$675,000 in bonds were issued in 1906 to build the pier, of which only \$116,000 has been paid off. Taxes for four years totaling nearly \$120,000 are owing on the holdings, which include in addition to the pier a block of land along Arkansas avenue from the Boardwalk to Pacific avenue. Hanstein said holders of \$411,000 worth of bonds had approved the reorganization, as against the minority represented by MacMullen. The largest stockholder in the corporation, Hanstein said, is the estate of Kennedy Crosson, which is being executed by Minerva Crosson, Myrtle C. Both and Clarence Crosson, the treasurer of the company.

Crosson Is Named

Hanstein requested Judge Avis to appoint as two of the trustees G. A. Hill and Crosson. Hill is manager of the pier. MacMullen objected, but later approved appointment of Crosson. The petition presents a request of the corporation that it be organized as the "Arkansas Avenue Corporation" and take over free of mortgages all the assets of the old company. It wishes to issue \$300,500 of 10-year bonds; a like amount of 15-year bonds; and a like amount of 20-year bonds. One hundred shares of common stock at \$1 each were asked.

Assets of the corporation are listed as follows: Cash, \$28,652.40; stock and bonds, \$26,269.99; rents receivable, \$12,381.30; bills receivable, \$700; personal property, \$15,737.58; real estate, \$1,737,296.43; profit and loss, \$1,282,201.34, and unearned insurance, \$4,877.24. Liabilities are listed in part as follows: Bonds, \$2,225,515; depreciation, \$570,010.29; mortgages payable, \$73,276.25; capital stock, \$100,000; taxes unpaid, \$119,777.89.

ATLANTIC CITY—Charles Welshers, operator of Carousel in Meyers Lake Park, Canton, O., was a visitor here and spent some time recalling old days with his friend Frank B. Hubin.

PITTSBURGH—Highland Park Zoo added three giant red kangaroos, a gift from Nathaniel Spear Jr., local merchant. They arrived last week from New York, where they were purchased.

Indies Protest Riis Competish

NEPONSIT, N. Y., Oct. 24.—Riis Park, municipally operated beach that tips the Rockaways, geographically, is being groomed as a "second Jones Beach." Several hundred men are at present getting the place in shape.

Almost \$1,000,000 is going toward the improvement of the park and beach, while indie concessioners near by roar heated disapproval of competition from the city to which they are paying taxes.

Bridge over Jamaica Bay, connecting Riis Park with Brooklyn, is expected to double attendance there next summer.

Old Canadian Spot Passes

ST. JOHN, N. B., Oct. 24.—Fire, apparently started by hobos whose carelessness deprived them of their "home," destroyed the last vestige of old Seaside Park plant near here, a building once used as a restaurant. Previously the dance pavilion collapsed in a windstorm. The outdoor theater, used for vaude shows, went for firewood. Seaside Park was established by the street railway company. Popularity of automobiles wrecked patronage of the park, once the heaviest of all parks in this territory, and it was abandoned.

Collister Claimed by Death

PARMA, O., Oct. 24.—Lawrence (Larry) O. Collister, 42, widely known amusement park and riding device operator, who died suddenly here on October 19, was active in amusement park circles and politics. Further details in the Final Curtain in this issue of *The Billboard*.

A. C. After Christmas Biz

ATLANTIC CITY, Oct. 24.—This resort will go after Christmas week business in a big way, with additional shows, advertising and a big parade to usher in the season. This parade, fashioned on the style of the New York one, will take place on November 28 and will include a big group of Tony Sarg balloons and a 70-foot "dragon." Various organizations will participate and there will be prizes for different divisions.

the same month in many years, according to a report by Louis F. Cunningham, in charge of City Press headquarters, to the city advertising committee this week.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Unconventional Convention

It won't be long before the swim-pool fraternity will be migrating to Chi for the annual winter meetings. That is to say, the wise boys in the industry will journey to the Windy City to participate in the confabs while some of the so-called "wise guys" will sit at home, as in the past, and belittle each and every discussion at the convention.

Not once but many times have I preached the values and benefits that can be obtained by one attending the NAAPPB meetings. As a matter of fact, I could never find space in one article to list all the advantages that a pool man, whether he be an operator of an indoor or outdoor tank, can receive by listening in on the papers or joining in the round-table discussions. It's these round-table gatherings where everyone has a chance to pitch in and offer suggestions, all of which was inaugurated at last year's meetings, that are alone worth the price of train, bus or air fare to Chicago.

The session of open discussion or "free-for-all-affairs" as Paul Morris, head of the pool program committee, has labeled it, is what makes the swim-pool convention the interesting event it is. And take the advice of one who has been to the meetings and who has also attended many conventions in other fields and industries. It pays to attend even if one has to mortgage the pool to raise transportation expenses.

Thru Morris, who is also the talented publicity chief at Playland, Rye, N. Y., this news is able to learn some first-hand columns about the meetings. Leonard B. Schloss, Glen Echo Park pool, Washington, has been suggested to lead open discussions, and the Pool Whirl would like to endorse that suggestion most heartily. A better pool leader would be hard to find anywhere, but it would be only fair to warn Len, as if he doesn't know it already, that Norman Alexander, Philly pool man, performed a terrific job last winter when he was at the helm of the "free-for-all" portion of the program. Alexander is a hard man to follow, but I think Schloss is the logical man for the job.

The writer has also learned the subjects of different discussions that will be included in the open talks. And a goodly program it is. Among topics for co-operative airing are *Admission Prices—Are We Charging a Fair Price?*, *Method of Developing the Swimming Lesson Income, Methods for Postering Attendance by Children; Pool Sediment Cleaning Devices, Including Use of Diving Helmets; Elimination of Algae, 24-Hour Operation of Filter Plants Versus 8 to 10-Hour Shutdowns, Under-Water Illumination of Deep-End Diving Pools, Under-Water Illumination for Swimming Pools Now in Operation; Sterilization of Sand Beaches, Decks, Locker Rooms, Etc.; Discussion of Decline of Night Swimming Business, and Possible Remedies; Are Swimming Meets, Water Carnivals and Aquatic Shows Worth While and Profitable; Advertising, Radio, Billboards, Etc.; Renovating Swimming Pools With Paint, Etc.; Barricading Sand-Beach Areas From Pool Areas, Bathing Costume of the Future for Men and Women, Co-Operation Among Local Competitive Pool and Beach Operators, Combating the So-Called Athlete's Foot Bogey and Automatic Sterilization of Pools Versus Hand Methods.*

A comprehensive program, to say the least. Every beach and pool operator should be in on every discussion. Don't sit back and say that you don't have to attend, that you'll read about the convention later in *The Billboard*. You probably will, to be sure, but you'll get so much more out of it if you attend.

Adam and Eve

I certainly started something when a few issues ago I asked whether men swim instructors were better than swim instruetresses or vice versa. From letters received it seems that the women are leading in votes cast for themselves, that is. It may be that the men are too busy to write, but at any rate the gals certainly have taken up arms to prove that they are much better than their brethren in teaching swimming.

Rather than reprint any of the communications received from aquatic teachers themselves at this time, tho I probably will use some in a near-future

issue, I should like to publish extracts from a letter I received last week from a swim student. It's from a girl named Clara Vance in Butte, Mont., and she writes, in part:

"I read *The Billboard* continually, having formerly been in show business, and I was very much interested in a discussion you had in the column I read concerning the valuation of men swim teachers compared with that of women. I am 28 years of age and have been trying to learn to swim for the past 12 years and up to a few months ago I couldn't perform a single stroke, even tho I had some of the best known male swimmers in the country attempting to teach me. I had about 10 men instructors in all try to teach me the art of swimming over a period of years, all with no success whatsoever.

"I got to a point where I thought that it was entirely my fault and I gave up in disgust, being resigned to the fact that I never was cut out for swimming, and that was that. But a few months ago I was enticed to go to a swim tank in Butte and, tho I was certain that nothing further could be done about my swimming, upon learning that a woman was coaching the art there I attempted a last chance. And believe it or not it worked. I am actually learning to swim now. The girl who is teaching me is Miss Alleen Rosen and she is marvelous. I don't know whether it's a general rule, but from my experiences, as you can readily see, I think that women are 100 per cent better than men in this field. Miss Rosen has so much patience with me, whereas all the male teachers I had just didn't seem to care whether I really learned or not. That's been my experience at any rate and I thought you'd like to know."

Dots and Dashes

St. George indoor tank, Brooklyn, N. Y., using same slogan, "Continue Summer Ocean Swimming All Winter," in its ads again and drawing very well, too.

World's Fair authorities intend to discuss possibilities of construction of the pool for the New York '39 affair immediately following the pool meetings in Chicago, and are the various tank architects fighting for the job and bids! —Talk of a big commercial indoor tank being built in Hartford, Conn., which now boasts of only one swim pool. . . . Many steamship lines have canvas swim pools on their boats but are afraid to advertise same, what with the competition offered by lines with real up-to-date tile tanks.—And poor Belle Lichtman, amateur high diver, who attempted to get a job by diving at the midway of the Canadian National Exhibition four years ago, passed away last week from injuries she sustained in her first high dive there!

With the Zoos

LITTLE ROCK, Ark.—Superintendent W. R. Sprott, Fair Park Zoo, invited the public to witness removal of alligators from summer to winter quarters, first time the zoo official has made the annual occasion public. "I invited the public to view the handling of alligators," he said, "because of a wide misbelief that all alligators are vicious. In most instances they should be protected for the good they do in consuming turtles and gara, common pests of lakes and streams.

NEW ORLEANS—Following shooting of a young female white fallow deer in Audubon Park Zoo by someone who crept up on the pen with a high-powered rifle, superintendent of police has announced that anyone caught carrying a gun or rifle in the park will be dealt with severely. The deer, about six years old, was found badly wounded in its new pen and died the same night. Frank Nallis, superintendent, offered a \$50 reward for capture of the vandal.

SHEBOYGAN, Wis.—Vollrath Park Zoo received a pair of beavers thru James Edick, Sheboygan county conservation warden, said Gordon Z. Rayner, park superintendent.

SALT LAKE CITY—Dutch Shider (E. M. Bauer) superintendent of Hogel Gardens Zoo, was painfully injured while feeding some cougars. His attention was attracted by some people he was showing thru the zoo, and, not dropping the meat in time, one of the animals clawed his hand. Salt Lake City has offered the city of Ogden the surplus animals at the zoo. It is planned by Commissioner Patrick (See WITH THE ZOOS on page 66)

American Recreational Equipment Association

By R. S. UZZELL

The American Museum of Public Recreation will hold a trustees' meeting at the Chicago conclave of amusement men in the Hotel Sherman on December 1 or 2, as may be determined by A. R. Hodge, secretary of the NAAPPB. The meeting will be called at a time that will not interfere with other meetings of the various organizations assembled in Chicago for this annual meeting.

Director of the museum, W. F. Mangels, has some important matters to place before the trustees. Fred W. Pearce, Detroit, as vice-president, will preside. Trustees are N. S. Alexander, Frank W. Darling, James A. Donovan, Sam W. Gumpertz, Morris Goldberg, Henry A. Guenther, A. R. Hodge, Harvey Humphrey, W. F. Mangels, George V. McLaughlin, A. B. McSwain, Philip L. Nash, Fred W. Pearce, William C. Melinch, Leonard B. Schloss, George P. Smith Jr., Edward P. Tillyou and R. S. Uzzell.

This museum is the apple of Mangels' eye, who has spent thought, time and money to place it on the substantial foundation it now has, with its own temporary building, which ultimately can become its work house. It has a bank account, no debts and already a fine collection of exhibits.

Advance Is Reported

All of the manufacturers to our industry indicate an advance over 1935 and further activity for this year. Harry C. Baker will build a fun house in what was the great ballroom at Playland, Rye, N. Y. He has two other jobs under way. Spillman Engineering Corporation finds it did not build enough Ridee-O's for 1936 demand. Allan Herschell Company may always be depended upon to carry along; it has had an active year. Lusse Bros. have been going strong. Dodgem Corporation, with O. D. Bond as sales manager, has scored another advance. William B. Berry Company will exhibit in Chicago this year after an absence of two years. Maurice Piesen is full of vim and go. Bill Rabkin, ever resourceful, did not let pin games get him down. Wurlitzer Company is going to exhibit again. Mangels has renewed his youth and has done things this year. Auriel Vaszin is back as an exhibitor under the name of National Amusement Company. Philadelphia Toboggan Company has enlarged its shops and taken on new work. Ackley, Bradley & Day have come thru and will exhibit. R. E. Chambers Company, purchaser of the Traver Engineering factory, Beaver Falls, Pa., has joined AREA and will exhibit.

Everly Aircraft Corporation and Robin Reed are members and will exhibit. The old reliable Percy Manufacturing Company can always be depended upon to be with us 100 per cent. They never overlook an opportunity. Hahn-Groves Company will be back with the electric horse. J. L. Campbell Company has made so much money this year it is just overflowing with energy. Custer Specialty Company has the exuberance of L. L. Custer. General Register Corporation has returned to the exhibitor class. Eli Bridge Company and Sellner Manufacturing Company reflect the upturn in carnival and fair prosperity. Norman Bartlett was in London last year but has taken a booth for December, while the R. S. Uzzell Corporation is gathering new momentum. Its domestic business is picking up satisfactorily and its export business sounds like old times. In one day air-mail letters came from Calcutta, India; Japan and Shanghai, with two cablegrams from South America, and two customers from Winnipeg spent three hours in our office.

More Buying Power

Those who fall to appear in Chicago in December are going to regret it. Almost six weeks from date of this writing until we show up at Chicago. Anyone who wants space would better act now. This is not high-pressure

stuff; it only reflects the space contracts already closed for the Chicago exhibit.

Wallace St. C. Jones, of William B. Berry Company, Boston, may be letting the hot dogs scorch, but he is not neglecting our program, of which he is chairman. He will soon give us the finished bill for publication. To assure no loafing time for Jones, we have made him chairman of the membership committee. As soon as he delivers the program in Chicago he can step into the membership drive. More than likely he is gunning now for new members. Harry C. Baker, our treasurer, is a machine-gunner when our treasury is assaulted. Don't overlook the fact that A. R. Hodge has worked in season and out for the successful meeting we are to have. Few realize the hard work and multitudinous detail in putting over a successful meeting. He and his staff work with the precision of a well-lubricated machine. If he can't shake hands with everybody, remember he has to spend much time on the bridge.

Carnival men are reporting a better season than for several years. Oscar Busk, who confines himself to Long Island and near-by points in New Jersey and Connecticut, tells us he has gone ahead this year so satisfactorily that it makes a man want to remain in the business. He now has his own trucks and lighting plants, which make for greater independence and ease of changing locations. There is sure to be a greater buying power among traveling shows next year.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Every once in a while when news channels lift a snag and it appears that we are left with a column of nothing but white space we jaunt along to Harry (Hempstead) Dollinger's abode. We proceed to prod him, for when one does this successfully enough to Harry there's always copy.

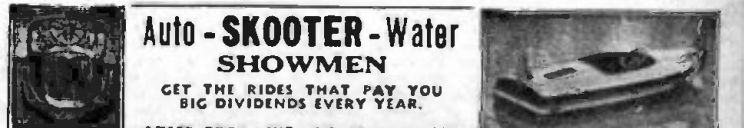
Harry, to those outside of Long Island who may not know him, at present has a share in a local swimming pool and guides destinies of a little hotel not far from Long Beach. During his 50 years among us mortals it would be much more easy to say what he hasn't been than what he has. His been everything from a burlesque hoke comedian to an able-bodied seaman. Most of his activities, tho, have been akin to the amusement biz, which naturally gives the man more than an every-day background on the subject. While we hoisted beverages together Harry, in a Chamber of Commerce mood, sang his praises of Long Island as an amusement center and painted pretty pictures of the future.

Listen to Harry: "In the future the outdoor show world may well look to Long Island as its capital. Right now the places that surpass it can be counted on one hand's fingers. Its coast line, extending more than 100 miles along the South Shore, is usable for bathing; physically, it is nothing short of ideal, and its proximity to more than 10,000,000 eligible visitors who at the most have not more than one hour to travel may be cited as the main factor. No other similarly sired area in the nation, I believe, has more swimming pools, bathing pavilions, concessioners or stadiums, let alone auto race tracks, of which there have been a half dozen brought into existence the past two years.

"When the World's Fair year, 1939, rolls around Long Island as it is now will have gone a great many steps further ahead. There will be more swimming pools, bathing pavilions, etc. It must not be overlooked that Long Island stands first in the number of horse-race tracks in a region, golf courses, airports and pleasure boats. Your thought-

(See LONG ISLAND on page 65)

MAKERS OF MECHANICAL SHOOTING GALLERIES W. F. MANGELS CO. CONEY ISLAND, N. Y.



Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS. INC., 2029 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD., Central House, 49 Kingway, London W. C. 2, England.

SLA ANNUAL EVENT DEC. 2

Banquet, Ball Success Assured

275 new members join—
gloriously rejuvenating interest in league

CHICAGO, Oct. 24.—With the most prosperous outdoor show season in many years coming to a close, showmen throughout the country are turning their thoughts to the 24th annual banquet and ball of the Showmen's League of America, to be held in the Grand Ballroom of the Hotel Sherman the night of Wednesday, December 2. Inquiries coming to Joseph L. Streibich, secretary of the league; Frank P. Duffield, general chairman of the banquet and ball committee, and to management of the Sherman give assurance that every available space in the huge ballroom will be sold. Advance reservations are heaviest in history of the league and new ones are being received daily.

The league will register the largest increase in membership in 1936 that it has had in any year since its inception. Already more than 275 new members have joined, and before the close of the membership drive late in November the number is expected to pass the 350 mark. Showmen throughout the country have awakened to the importance of the organization. It has shown a remarkable gain in prestige during the last two years and where formerly there was at times an air of indifference, today there is enthusiasm for the league and showmen are vying with each other to sing its praises and obtain new members. The cumulative effect of the new spirit has been tremendously gratifying and those who attend the big doings in December will find a gloriously rejuvenated Showmen's League of America.

With little more than five weeks to go until the date of the banquet and ball, the various committees are functioning at full speed and with an enthusiasm that will not be curbed. The big affair is being widely publicized thru various mediums; an entertainment program of unusual proportions is being arranged; the ticket sale is well under way, and every other angle is being looked after by competent committees. General Chairman Frank P. Duffield has a number of special features in the making which he will reveal in a short time.

Committee Appointed

Chairman Duffield announces the appointment of the following committees: General committee, Sam J. Levy, Ray- (See SLA ANNUAL on page 46)

W. R. Hirsch Honored by Roy Gray Shows in Texas

CENTER, Tex., Oct. 24.—William R. Hirsch, general manager Louisiana State Fair, Shreveport, and associate owner United Shows of America, visited Big State Shows at Shelby County Fair here last week.

Always on visits of notables of the show fraternity it's been the custom of Roy Gray to entertain them either with a special breakfast, luncheon or dinner. At this particular meeting between Big State Shows' executives and Hirsch, Doc Waddell, press agent, deigned a dawn breakfast as befitting. Accordingly the notable fair manager and associate carnival owner was honored.

Trailer Photos Wanted

The Billboard is desirous of receiving clear photographs of living trailers used by show and concession people. Those with individuals shown and giving their names preferred. Names and addresses of the manufacturers also desired. Kindly mail pictures to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.



MIDWAY SCENE OF CETLIN & WILSON SHOWS, of the annual fair Wilson, N. C., recently. Prominently reflected are double Loop-o-Plane, twin Big EN Wheels, Merry-Go-Round and Melodrama. Scores of shows and concessions are around the lot. Cannon truck of Wilno is parked near Loop-o-Plane in foreground.

Royal American Cemetery Benefit For SLA and HASC Grosses \$332

JACKSON, Miss., Oct. 24.—Contributions of \$322.70 were forwarded by Sedlmayr & Velare Brothers to the Showmen's League of America and Heart of America Showman's Club for cemetery funds this week. One hundred went to the Heart of America Club and \$222.70 to the Showmen's League.

A special benefit performance was held Tuesday midnight in Raynell's Flying High top with entertainers from the Royal American Shows' midway and Ernie Young's Passing Parade of 1936, which is playing the grand stand here this week. Approximately one-half of the fund was raised thru ticket sales for the special show. The balance was derived from a "blow-off" performance, sale of advertising in a program and thru a candy pitch during the performance. Al Carsky, candy concessioner on the Royal American, and the Universal Candy Company, Chicago, contributed the entire proceeds of the sale.

Leon Claxton entertained the performers after the show with a pig barbecue, which was an outstanding feature of the season.

Don Tranger, emcee for Young's Passing Parade, served at the microphone in the benefit show. Outstanding stars included Bette Thompson, prima donna of the Passing Parade; Jean La Rue, of Raynell's Flying High; Harry Kilma,

emcee of the Royal American Midget City; Ginger Ray, of Flying High; Lolly and Ginger DuPrayne, and Bobby McCune, youthful star tumbler, of the Passing Parade; Larry Bantlin, Monkey Town manager of Royal American Shows; Billy Bozo Mack, Al Carsky and "Doc" Sunshine. Bette Thompson's vocal numbers and the impromptu comedy skit by Mack and Carsky were among the top-notch hits of the event. One of the funniest features was the finale, when men from all branches of the midway donned chorus-girl costumes and presented a female impersonation of a fan dance ensemble.

Ernie Young, a former president of the Showmen's League of America, in a moment of "serious contemplation" outlined the purposes of the cemetery fund and the valuable work of the Showmen's League, as well as that of the Heart of America Showman's Club.

The benefit performance was to have been held during Royal American's engagement at Columbus, Miss. Rain late in the evening, however, necessitated postponement of the plan until this week.

Leon Claxton's Riff Cat Orchestra provided music for the event. Claxton's orchestra is one of the outstanding features of his all-colored "Rhythm" attraction.

McCaffery for SLA President

Popular slate is named for
'37 offices—board of gov-
ernors are a select group

CHICAGO, Oct. 24.—J. O. McCaffery, popular and well-known outdoor showman, has been nominated for the office of president of the Showmen's League of America for the 1937 term on the regular ticket. The nominating committee made its report at the meeting of the League Thursday night and its choices for the various offices and for the board of governors were received with general approval.

Nominees for the offices other than president are: First vice-president, Joe Rogers; second vice-president, Frank P. Duffield; third vice-president, Frank R. Conklin; treasurer, A. L. Rosaman; secretary, Joseph L. Streibich.

The nominee for president of the League has had a long and honorable career in the amusement field. In the heyday of vaudeville he was head of the Chicago office of the WVMA. Later he entered the purely outdoor field, holding important posts with various organizations.

Jack Nelson, first vice-president of the League, would have been in line for the nomination had he chosen to run, but declined it because of the pressure of business duties. Nelson has been a consistently hard worker for the League and during the last three years has presided at most of the meetings and handled much of the president's work because both Ernie Young and J. W. Conklin were compelled by business to be absent from Chicago the greater part of the time.

"I regret that the heavy duties connected with my present position prevented me from accepting the nomination," Nelson stated. "To be selected to head the League is a signal honor. But I feel in fairness to the League I should decline because if elected I could not give the job the time and attention it must have. I am still heart and soul with the League and intend to work just as hard for its interest as I have in the past."

A representative group of members was nominated to serve as the board of governors. Those chosen were, in alphabetical order: Jess Adkins, M. H. Barnes, Fred Beckmann, Jack Benjamin, Sam Bloom, Harry Brown, Ray Marsh Brydon, John R. Castle, Harry Codrington. (See McCAFFERY on page 46)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

NEXT WEEK, La.

Week ended October 24, 1936.

Dear Charlie:

That proverbial spot at last, Next Week. The date that has been looked forward to by every trouser in the world. All season long our staff has been touting Next Week. Some said, "It never comes." But the Ballyhoo Bros. fulfill every promise. "Next Week," they said, "should be a What." After this widely heralded date we still have another big one before the season ends. That is the much-advertised fair Pending. We don't know if Pending is in the U. S. A. or Mexico. Never could find out where or when it is held. Noticed by several ads that most of the shows claim they have it. Seems like no deposits there are necessary.

Under normal conditions (before the anti-show knockers became a power in

the town) this spot was always a big one. All shows did a nice business and were welcome to come back. But when the local theater, dance hall and skating-rink manager became the city mayor, as well as the only newspaper-in-town editor, the hue and cry was, "They take all the money out of town."

The show playing under the auspices of the Weak City Annual Fair, on Saturday night before our arrival the city council held a meeting and put a special license of \$1,000 a week on the show, claiming that the fair wasn't a bona fide agricultural event. Then the fair association raised the price for concessions from \$1 a foot to \$15. The light company followed suit, claiming that the fair was entitled to a rate but not the show. This they did when they found out we pay our own light bill. The hotels went up and the menus in

the restaurants were changed with ink. The town billed, the electrical deposit made, the fair deposit up and the railroad move paid, we had to make it.

On their arrival the bosses held a meeting. Finally decided that "They asked for it, we'll give it to them." Believe it or not, we did.

Monday night the show opened in a blaze of glory and closed with a blaze of heat. If we "take all the money out of town" we had to take some to leave a lot. The "Whoo Red, everybody hold your check and cash in your two coupons," music to our ears.

The show was forced to give 2,000 passes. This forced us to put a blowoff in every show. The greedy officials cleaned the stock off the concession shelves to the bare boards. It was the survival of the fittest. A world's fair operating expense in a Pumpkin Fair town.

Now our opposition shows say the Ballyhoo Bros. closed the town. If they did they are entitled to a medal. They did every show in the country a favor by keeping them out. But there is a good spot 10 miles from here that is open. The outdoor show lovers in Next Week all go there when a show arrives, taking, spending and keeping more money out of town.

MAJOR PRIVILEGE.

No Letup in West Coast Show And Concession Activities Yet

LOS ANGELES, Oct. 24.—Thomas J. (Fuzzy) Hughes unloaded another MGR that is leased to Joe Krug and Harry Max Bernard for the now California Golden Gate Shows. Rides and other equipment being overhauled in Venice. "Step" Burke, formerly of Crafts Shows, in charge of repairs, and scenic work being done by Irene Saunders, of Hollywood studios.

Walkathon at Egyptian Ballroom, Ocean Park, opened October 14. C. L. Langley reported as backer; Rookie Lewis, emcee; M. C. Stutz, manager. The show operates 23 hours a day. At end of that time participants discharged and new contracts entered into and another contest starts. Thirty-two couples opened. Business has been very good. Extra vaude acts presented nightly. Seats furnished by United Tent & Awning Company, with Mrs. Jimmy Johnson in charge of seats. Jimmy Johnson doing the scenic work and signs. Harry Phillips and wife have the cats and drinks.

Al Lindberg, in Wilshire boulevard location, new flower shop and reports doing nicely. "Overland" Frank Murphy back from Victorville rodeo. Tony Streuby, who was with Jack Schaller's Four Queens act on Con-kin Shows, back and joining the Coast defenders. Doc Hall had the equipment of United Shows at Victorville rodeo and reports very good business. Harry Adams back from Dallas and will winter here. L. A. Godfrey, in from Texas and way points, was with the Tidwell Shows. Will Wright, in town for short stay, says the Golden State Shows nearing the end of a very profitable season. California Exposition, widely advertised event that was to open at California Zoo for 10 days, has gone the way of some other promotions where-in there was a lack of showmanship. Ed Smithson, of Crafts Shows, in for short stop; says he has had a very good season on the banners. George Silver has crew working special events. Doc Cunningham in and out of town lecturing on feature film and putting on the Saturday shows at the J. W. Robinson downtown store. W. T. Jessup, of the West Coast, writes business still very good. Dutch Steinberg free-lancing back for a few days, reports doing very well. Pam Pemberton, back after five years in East, is the promoter of the Huntington Park, Calif., Charly Circus. Eddie Gamble is chairman of the executive committee. Many of the local fellows made the San Diego County Fair that just closed. The affair was not a very big profit-getter, attributing rain several days as reason. Charley Dodson's midget village, being the Slinger midget setup, was one of the big attractions. Trent's monster show (Octopus); McMahon and Londres had Loop-o-Plane and Aqua-Plane, with Tony Trent in charge. His new ride, the Whopper, has been sold to Ernest Pickering, to be installed with Pickering's other rides at Mission Beach, near San Diego. Hugh Wier had his baby rides on the midway. Tents for stock

Gold Medal Shows Make Record At South Louisiana State Fair

DONALDSONVILLE, La., Oct. 24.—Records crowds on midway of South Louisiana State Fair last week brought out the statement by Bloom, of Gold Medal Shows, that when 28,000 patrons jammed the grounds on Friday that he enjoyed the greatest day since he entered carnival business. Twelve shows and 10 rides. Officials of the fair association spoke highly of the drawing power of the midway and asked for Gold Medal's return, so Bloom reported. Side Show oddities had the best business of the shows. Strict observance of gaming ruling was noted.

Wm. Brock and Geo. Russell Are Recovering From Injuries

ST. JOHN, N. B., Can., Oct. 24.—William Brock, of Toronto, and George Russell, of Ottawa, on Sims' Shows, who were seriously injured when one of carnival's bus fleet turned over on a steep hill near St. Louis, N. B., July 12, have almost fully recovered. Originally announced by attending doctors as having compound fracture of skull, Brock was later found to be suffering from severe head injuries, including concussion, but not a fracture. Russell had a compound fracture of leg and was out and bruised.

and exhibitors were supplied by United Tent and Downie Bros.

Frank Honion and Zack Hargis, up from Long Beach, state their business at Rainbow Beach as being very good. Seasonable weather still brings many weekend visitors to the beaches. Charley Tuman said those periods were very good. "West Coast" Jack Austin back from trip north. Harry Seber getting ready with new show to make Northern territory tabbed World's Fair Vanities. Joe Diehl Jr., at Kiddies' Park, reports very good week-end business. Also has small rides on studio rentals. Joe Krug in and out of town getting equipment for new show of which he is part owner. Harry Pink has two San Fernando Valley promotions under way. Roy Ludington in from near by. Max Reimer, in from New York, says he is looking for amusement business opportunity on the West Coast. Will J. Casoy left for San Francisco for vacation. Is working at Metro-Golden-Mayer studios. Fred Merrill and the missus left for visit in Iowa. Mert and Bill Rasmussen in town. Going back to Hamilton, Mont.

Dodson's Shows Announce Plans

Will winter in Savannah
and rebuild during layoff
—will carry 20-piece band

SAVANNAH, Ga., Oct. 24.—Dodson's Shows will play three more weeks, Orangeburg and Anderson, S. C., and the Savannah, Ga., fairs, before its season closes. M. G. Dodson, general representative, with the co-operation of Savannah's Industrial Board and Chamber of Commerce, made arrangements with the directors of Savannah Fair to winter the show's paraphernalia in fair-ground buildings. John Butler, of the

Those Merchant Slips

By J. A. SCHNECK, General Agent, Western States Shows

We, outdoor showmen, are overlooking one of the greatest advertising mediums we could use. It is the little slip stating that we are trading with a merchant. I have seen several variations.

Our shows: "You have been patronized by a member of the WESTERN STATES SHOWS, 'Best in the West.' Showing in your city all this week."

They are printed on a medium grade of paper and cost us less than \$1 per thousand, altho I have seen some that are much more ornately gotten up that cost more money.

The first one of these slips that I ever saw or heard of was used by the C. F. Zeiger United Shows. Incidentally, a controversy started in the columns of The Billboard as to who originated this idea might be a good means of advertising the plan among us.

It has not been used enough. The executives and their families are more to blame than other attaches. For two years I have talked this over with everybody from the boy who puts the covers on the Ferris Wheel seats to the owners of the shows. Each one blames the other and each realizes the importance of using these slips. The owners are niggardly in distributing them and the average employee figures he is outsmarting somebody when he does not use them, but he is only outsmarting himself.

I could name many concrete examples on our show and others. Owners and agents have talked to me "with tears in their eyes" about this subject in the last few years, and sometimes they were more to be criticized than the members of the shows they were condemning.

The average outdoor showman does not realize how much of a mythical character he is to the home-town man, nor does he know how many times a small purchase from him is advertised to the adjoining stores. I remember one case of a hard-boiled, stingy, narrow-minded man whose perverted attitude toward outdoor shows and outdoor showmen was changed because a very small show bought less than \$100 worth of goods from him.

Just one example. I lived in Amarillo, Tex., for the several years I was out of show business. I was the owner of some stock in a corporation, the president of which at that time owned the lot where carnivals and other week-stand shows exhibited. He also owned two big dry goods stores. A certain carnival was playing the town, and during that week this man had a big sale on in his stores. The weather was very bad. The sale did not go over. Neither did the carnival shows do any good. Looking for an excuse, this man told me he was going to raise the lot rent 100 per cent, for the carnival took all the money out of town. I took him to the show and had him go over the books with me and the carnival had also lost money. I then took him around the lot and in less than 20 minutes he met people who had bought more than \$350 worth of merchandise from him that week. It was not "framed." Since then he has been a believer in outdoor shows, but he asked me why we did not let him know that we spent that kind of money.

Those little slips would have made that question unnecessary. I believe that 250 should be issued each week for each employee on a week-stand show. I realize that many of them will be wasted, but still assert my belief that it is the cheapest advertising that any outdoor shows can use.

Doc Waddell Tells One

At the fair in Canton, Tex., last week Wigley-Robinson, "wild man," escaped on Negro Day. With snakes in his mouth, others called it around him and his hands full of baby alligators, shrieking unceasingly, this "wild man" dashed from his pit in frenzy into a crowded midway. Colored women screamed and grabbed their children; colored men and boys leaped the high fence surrounding the grounds. Some ran as far as seven miles into wooded country. The "wild man" started for his native Africa, but showmen finally captured him, and, in chains, dragged the "what is it" back to his midway den. Wild Man Show turned patrons away the rest of the day. Curiosity had calmed the fleeing local Negroes. Newspapers gave plenty of stories following this daring "escape," and the show went on to garner checks from the incident.

Industrial board, helped make arrangements to have the Atlantic Coast Line furnish tracks adjoining the grounds for storage of cars. Many showfolk will make their winter home in Savannah because work will start around the quarters some time near the first of the year.

At the close of the season G. G. Dodson and wife will go to Chicago, where their daughter, Ruby, is attending school. M. G. Dodson, wife and son, M. G. Jr., will go to Fort Myers, Fla., for a fishing trip before attending the Chicago convention. Charles Clark, band leader, and wife will also go to Fort Myers, Fla. Mr. and Mrs. Jack Baillie will take a rest on Florida's west coast. Jules Baggarly, show secretary, will go to his home in Opelousas, La., and J. Williams, assistant secretary, will go to his home at Greensburg, Pa. Several letters have been received from Dick Collins, show's press agent, who is home in London, Eng., to engage some new and novel features for the 1937 season. He wrote that he has arranged for a troupe of nine midgets, also that completion of a contract for a free attraction that has never been seen on this side of the Atlantic, which is a feature in Europe, is about to be made. Dodson Shows plan to carry at least five outstanding free acts and band of not less than 20 pieces during next season.

1350 BINGO

Heavyweight cards, black on white. Wood markings printed two sides. No duplicate cards. Put up in the following size sets and prices:

25 cards, \$2.25; 50 cards, \$3.75; 75 cards, \$5.50;
100 cards, \$7.00; 150 cards, \$12.00; 200 cards,
\$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$3.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 3 1/2 x 7.

THIN BINGO CARDS

Thin cards, black on white, size 5 x 7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Sheet, metal class, \$12.50
Bingo Blackboard, cloth, size 24x36 (holds up), \$2.00
Bingo Record Sheets, 24x36, 20 per pack, \$1.00

Ball for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.,
19 W. Jackson Blvd., Chicago

"IT'S TOPS IN RIDES"



This New TILT-A-WHIRL

With a Blaze of Polish—Streamlined Car—Chromium Plating—Duracrome Decorations—Automatic Flare—All Timbers Rebraced—Masterful Engineering—100% Portable.

SELLNER MFG. CO., Faribault, Minn.

CONCESSION TENTS

CARNIVAL

Our Specialty for Over 48 Years.

UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

WANTED

Showmen Who Are Interested in **MOTORIZING**

Write for Our Special Finance Plan.
CHARLES T. GOSS
(With Standard Chevrolet Co.)
EAST ST. LOUIS, ILL.

THREAD FOR PENNANTS

WILLIAM HARRIS WOOLEN CO.
200 East 4th St., ST. PAUL, MINN.

MELL A. GRISSOM

SELLING CHEVROLET EQUIPMENT.
Special Showman's Finance Plan.
KENSINGER CHEVROLET CO.
MEMPHIS, TENN.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$1.75 Mar. White 8'x16' in. Base Shoes, all sizes.
15c Ur. Penn't Flg. on 8'x16' in. Base, colors, list \$10.00
Carved Wood Horses, \$4.50.
Neon Graphics Lamp, Simple \$1. Agents Wanted.
"Mysters," New Money-Making Illusion. Write details.
We buy Rink Skates, all makes; 1 1/2 in. Film and Machines, Green-Tour Weight Stems, **WELL'S CURIOSITY SHOP,** 20 E. 2nd St., Phila., Pa.

Show Employees Injured In Ride Truck Mishap

WEST HELENA, Ark., Oct. 24.—In making a move here last Sunday morning one of the trucks carrying the Ferris Wheel with the Great Superior Shows was partially wrecked when it was bumped by another truck, it is reported by the shows. The two ride men accompanying the load were injured, it is asserted by the Superior Shows, and that one of them is in a very critical condition. It is stated that one is suffering from concussion of the brain and the other with a broken arm.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 24.—President "Patty" Conklin and Brother Frank left for the Pacific Coast. Hence the meeting of the 22d was in the hands of Vice-President Jack Nelson, who handled affairs in his usual capable manner. In the absence of our chaplain Brother Charles G. Driver was called upon to perform the duties of this office.

Membership committee hitting along in great shape, with great possibilities of shooting high over its mark of 300. Brother Ruben Liebman still in American Hospital and will be pleased to receive messages from his many friends. He is in the capable hands of Dr. Max Thorek and we are in high hopes of having him back in attendance at the meetings very soon.

Other committees are functioning in full, with the press dividing its attention between the regular news and that of the banquet and ball. Nominating committee turned in its report of officers for 1937. Special story of this will be found in another section of The Billboard. Memorial service committee reports the affair will be held in the Bal Tabarin of Hotel Sherman on Sunday, November 28, with buses and cars to convey to Showmen's Rest those who desire to make the visit after the service.

Treasurer's report shows the League to be at its peak of the past 10 years. This department having overcome the depreciation due to the depression. Brothers Leonard Lundquist, Al Rossman and A. P. Davidson responded in a pleasing manner when called upon for remarks. Thirty-three applications presented for ballot included the names of A. R. Major, L. J. Heth, J. C. Donahue, Marvin Laird, Jack Temkin, David Bloom, Seymour Berger, Floyd Hesse, Joseph Stly, Robert Costello, Harry Smiley, Johnny Green, Sam Stone, Lester J. Davis, George Atkin, Ben A. Hartz, Dave M. Shepro, Burd Bakoly, B. E. McGrean, Fred O. Burt, C. J. Velare, James Rounds, Don H. Roberts, William Corbett, A. J. Sugarman, Henry Hoyer, Thomas C. Carey, Russell S. Dean, R. Payne, Nate Gellman, George A. North, Cy Bond, Harry H. Haas and W. H. De Voyne.

Brother Harry Ross is out in front and close to his goal of 100 members, for which he will receive the coveted gold life membership card. Brothers E. O. Velare and Rubin Gruberg are showing a lot of action and it begins to look like we will have to issue several of these cards. One or two dark horses in the field say they may yet be heard from. President Conklin says come right along, boys, the more the merrier, and we will be only too pleased should you also be one of the winners. Remember there are other prizes also—a 10x18 concession tent, eight side-show banners, a beautiful bronze plaque—all worth striving for.

Looks like we are getting real action in the Cemetery Fund drive. Benefit performances were held during the week on the Royal American Shows, the World of Mirth Shows and the Johnny J. Jones Exposition, with one coming off next week at the Texas Centennial at Dallas. Brother Max Linderman advises that the World of Mirth Shows realized approxi-

mately \$275 on their affair. Reports from the others are forthcoming and will be published when received. President "Patty" Conklin is in high hopes that the annual report will be one of the most encouraging ever issued by the League.

Brother Paul Olsen is off on a trip to the East. Brother Art Radtke is for a short visit ere leaving for the South. Brothers Harry Ross and Leonard Lundquist, in from Detroit for a few days, made the return trip by plane.

Brother J. C. Simpson, in town on business, dropped in for a call. Brother A. P. Davidson advises that he will put in the winter playing night clubs and theaters.

Applications received during the week were from Eddie Coe, J. C. Simpson, Morris Lipsky, E. O. Velare, Rubin Gruberg, and Harry Ross.

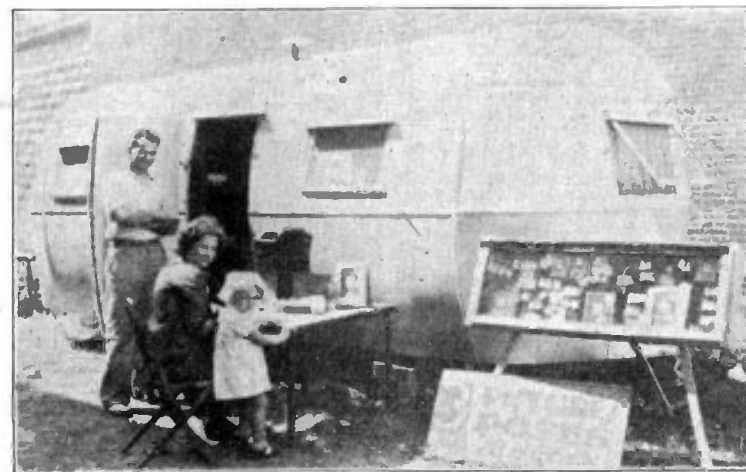
Brother Elwood A. Hughes came to Chicago to make the trip to Dallas with President Patty and Frank R. Conklin.

J. W. Shilian, managing director of British Motor Boat Manufacturing Company, Ltd., of London, Eng., was a welcome caller at the rooms.

Philadelphia

PHILADELPHIA, Oct. 24. — Eighth Street Museum still up with good business. Bill has Spot Wilson's Darktown Revue, six people; Dot Smith, singing and dancing; Spidora and Mysteria, illusions; Poses Plastic and Princess Zelda, mentalist. In Annex, dancing girls.

W. H. (Billy) Smith, of Buffalo, a



HOME AND STUDIO ON WHEELS—Showing Mr. and Mrs. E. M. Hodges, busy waiting on a young lady who has had her picture taken. The Hodges seem pleased at comforts provided and utility of their traveling enterprise.

visitor. Showed Frederick Fair to some business.

Goldie Flitts arrived after long absence. Has been connected with Benson's Animal Farm, Nashua, N. H., past season.

Mike Zeigler has returned after closing season at Bangor, Pa. Stored his rides there and will confine his activities to indoor promotions in this vicinity.

Jere Shaw is now arranging bookings which he holds, under auspices during winter season.

St. Louis

ST. LOUIS, Oct. 24.—J. W. (Patty) Conklin and Elwood A. Hughes, general manager Canadian National Exhibition, passed thru Dallas, en route from Chicago to Dallas. Following their visit here, Conklin will take a plane for Vancouver, B. C., where he will spend a month with his family. Hughes will return to his home, Toronto.

C. A. (Curley) Vernon, Greater American Shows, visited Charles Goss, Standard Chevrolet Company.

Noble C. Fairly, general agent Hennies Bros.' Shows, departed for the shows after arranging winter quarters in East St. Louis. The show has leased the spacious buildings belonging to the Cotton Seed Oil Company of America.

John Wendler, Allan Herschell Company, North Tonawanda, N. Y., was among The Billboard visitors.

Marvin (Moon) Laird returned to his home Monday after a successful season of fairs with guess-your-weight scales.

Along the Expo Midway at Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

DALLAS, Oct. 24.—Showmen's League of America Cemetery Fund show will be staged in Streets of Paris Friday, October 30. J. W. (Patty) Conklin, league president, announced when he arrived with Elwood A. Hughes, of the Canadian National Exhibition, Toronto.

Barney B. Corety and Mr. and Mrs. Fred Beckmann visited the midway between showings at Beaumont and Waco, Tex. J. Doug Morgan and Mr. and Mrs. Mel Vaught were visitors.

Hollywood Animal Show, dark for several weeks, was reopened Sunday by A. G. Wooding under an agreement with W. J. Blackburn, receiver for the old show. Old Hollywood setup is used, with addition of ponies and gents from Stanley Graham's Midget Circus brought from Cleveland.

Billy Collins brought 15 Graham Enterprise Midgets from Cleveland and they were added to the population of Midget Village.

Benny Levine and Paul Delaney came in from Cleveland and opened concessions in Hollywood Animal Show.

Johnnie Meyers, champion talker at San Diego, returned from Cleveland.

Ernie Young left for the Mississippi State Fair, Jackson. Fair secretaries visiting included A. R. Corey, of Des

Starr De Belle Joins Jones As General Press Agent

MACON, Ga., Oct. 24.—Starr De Belle, well-known showman and writer, joined the Johnny J. Jones Exposition here at the Georgia State Fair and Exposition October 20 to serve in the capacity of general press representative.

Despite several emphatic assertions of De Belle that he never wanted to become a regular press agent, they are now set aside by the announcement.

E. Lawrence Phillips, director general of the Jones enterprise, assured Starr that the alluring comforts of the press wagon were sufficient to calm his aversion to press agency, so "Major Privilege" finally succumbed.

Walter Davis recently gave up the post to take up his usual winter vocation with the Chamber of Commerce, St. Petersburg, Fla.

McCAFFERY

(Continued from page 44)

A. R. Oohn, E. Courtemanche, S. L. Cronin, Mel G. Dodson, M. J. Doolan, Charles H. Duffield, Lew Dufour, Max Goodman, Charles Goss, Nat S. Green, Rubin Gruberg, Charles R. Hall, E. Lawrence Phillips, O. W. Hennies, W. R. Hirsch, L. S. Hogan, Elwood A. Hughes, Al Horan, Max Linderman, Ruben Liebman, John L. Lorman, Lew Keller, Tom Mix, Jimmy Morrissey, Jack Nelson, Harry Rosa, John Reed, Dave Russell, Harry Russell, Carl J. Sedlmayr, Frank D. Shean, James C. Simpson, F. W. Sims, Tex Sherman, Rudolph Singer, Sam Solomon, R. L. Lohmar, Harry E. Thurston, Dr. Max Thorek, Mel Vaught, Elmer O. Velare.

The annual election will be held at the clubrooms Wednesday, December 2, and installation of officers will be held December 4.

Members of the nominating committee were H. A. (Whitey) Lehrer, M. B. Brantman, Louis Leonard; H. A. Mansch, secretary; Maxie Herman, Jimmy Morrissey, and M. J. Doolan, chairman.

SLA ANNUAL

(Continued from page 44)

mond A. Lee, George Hamid, John R. Castle, Fred Beckmann, M. H. Barnes, A. C. Hartmann, Dave Russell, Carl J. Sedlmayr, Frank R. Conklin, Rubin Gruberg, S. R. Graham and Mel Vaught. Working with them are the officers, J. W. Conklin, president; Jack Nelson, J. C. McCaffery and Joe Rogers, vice-presidents; Lew Keller, treasurer, and Joseph L. Streiblich, secretary.

Tickets and reservations: Edward A. Hook, chairman; O. R. Fisher, C. Guy Dodson, L. C. Kelley, B. S. Corety, Milton M. Morris, Neil Webb, George H. Lauerman and E. C. Velare.

Reception: Jack Nelson, chairman; Harry Russell, Max Goodman, Charles R. Hall, Frank D. (Doc) Shean, Frank E. Taylor, A. R. Hodge, John M. Sheesley, Nate Eagle, E. Lawrence Phillips and Lou Leonard.

Publicity: Nat S. Green, chairman; Johnny J. Kline, Beverly White, Will Wright, Frank B. Joerling, Frank D. Shean, Kent Hosmer and Lindley H. Oann.

Tables: Maxie Herman, chairman; M. J. Doolan, Max Brantman and Ruben Liebman.

Door committee: Samuel Bloom, chairman; Jack Benjamin, William Kaplan, James Campbell and Julius Wagner.

International committee: Elwood A. Hughes, chairman; Ralph T. Hemphill, Fred W. Simms and James P. Sullivan.

Entertainment: Sam J. Levy, chairman; Ernie A. Young, Earl Taylor, Fred H. Krossman, George Hamid, Edgar L. Schooley, Paul Lorenzo and A. P. Thaviu.

Transportation: J. C. McCaffery, chairman; R. L. Lohmar, L. S. Hogan, J. C. Simpson, Max Linderman, Mel G. Dodson and Sylvester L. Cronin.

Decorations: J. A. Morrissey, chairman; Walter F. Driver and Charles G. Driver.

Guest committee: Al Horan, chairman; Lew Dufour, Joe Rogers, Charles H. Duffield, J. Alex Sloan and Jess Adkins.

Program: A. L. Rossman, chairman; Lew Keller, A. A. Craig, J. L. Streiblich, Cliff Wilson and Harry Ross.

Robert Hallock Ends Season As Agent for Miller Bros.

MADISON, Ga., Oct. 24.—Bob Hallock announced here last Wednesday that he had closed his season as general agent for the Miller Bros.' Shows and the Great American Shows. He lists the latter as being same as Miller Bros. He states that he terminated a most pleasant and profitable engagement with the shows at Rockingham, N. C. This was the fifth, not consecutive, season with the Miller organization.

Hallock also stated that the shows he piloted had been booked up for this season.

Great Sutton Shows End Successful Season in Mo.

OCEOLA, Ark., Oct. 24.—The Great Sutton Shows closed the season October 17 at Stool, Mo., and shipped to its recently purchased winter quarters here. The staff the past season was headed by F. M. Sutton, manager; T. J. Smith, general agent, and Jimmie Boyd, special agent.

After the shows had been placed in the barn Sutton reported to The Bill-

board: "Shows were out 27 weeks without a losing week. Lost only three nights on account of rain. Never lost a Monday night. Carried 13 pay attractions most of the season. The best season in the history of the shows, because we had no questionable concessions. I believe people want amusement if they can get it without fighting for it."

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD BE A MEMBER OF
Showmen's League of America



165 W. Madison St., Chicago

If you are an outdoor showman you always can find someone who can speak your language—at the club rooms of the Showmen's League of America.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 24.—Meeting Monday night tabbed Theo Forstall... he being the donor of a very select luncheon and liquid refreshments that went with it.

The usual business matters were handled rapidly so that time might be given to the details of the coming 15th annual charity banquet and ball.

Reports of the standing committees were brief. There was a standing vote of thanks to John J. Kline...

Communications: Will Wright, of Golden State Shows, with check for memberships. J. H. Christensen, of Selma, Calif., enclosed check for membership.

It was voted that PCSA again become member of Los Angeles Chamber of Commerce...

E. Piers, of Troupers, Inc., was introduced and paid tribute to PCSA for the work being done...

New members: Thomas H. Rhodes, credited to M. Lee Barnes; Eddie Hgghson, August Kirschman and Charles M. Elliot...

Ten other applications are to be acted upon next meeting night. Tabulating new memberships that came in the drive will be completed...

President Forstall said that instead of a diversion period he would like to have some ad lib. talks. It seems that everyone wanted to orate.

John Miller, Harry Fink and Dr. George W. T. Boyd, en route from Cleveland to Los Angeles...

Harry Seber gave a layout of plans for an entertainment to raise cemetery funds. The John D. Reilly Vaudeville Show announced as floor entertainment for next Monday night.

Tickets are going nicely and incidentally the early purchase of tickets assures choice of the seating arrangements. The diagram will be ready for the selection of seats next week.

Incidentally the early purchase of tickets assures choice of the seating arrangements. The diagram will be ready for the selection of seats next week.

ately decided upon is a list of only acts of excellent quality.

Letters received from Easterners and Midwesterners with regard to the ball would indicate much interest in those sections...

Donation of a gross of glasses for the serving room made by Ted Le Pors and to whom a vote of thanks given and recorded.

The grid club that will resume winter activities soon has at this writing as active participants Mel H. Smith, Dr. George W. T. Boyd, Neal Eastman...

Every afternoon and evening there is quite a gathering in the clubrooms, newly furnished. There now being ample room attracts members.

The weekly award went to Capt. Frank Phillips; nice sum went to lion's head, and after adjournment a nice lunch and liquid refreshments served.

Flowers ordered sent to Mrs. O. H. Hilderbrand and to the Tom Atkinson and Barney Bros. Circus...

LADIES' AUXILIARY

There was a surprise at last meeting when Gladys Foster came in with a husband, Harry Ross, acrobat of Al O. Barnes Circus.

New draperies ordered for windows of new quarters, and a pin with a tiger-head emblem was selected.

Cash award went to Martha Levine; door prize to Gladys Ross.

New members: Lilly Gladys Young, of Monte Young Shows, and Mrs. Irene Carter, of Long Beach, Calif.

Members present: Martha Levine, Ruby Kirkendall, Minnie Fisher, Tillie Palmateer, Ethel Krug, Inez Walsh...

Col. O. J. Beaty Called to Kansas City; Mother Dies

Col. O. J. Beaty Called to Kansas City; Mother Dies

WEST HELENA, Ark., Oct. 24.—While the Great Superior Shows were playing here Col. O. J. Beaty, owner of the Great Superior Shows...

Beaty entrained immediately, but while en route he was shocked by the receipt of a telegram announcing she had passed away.

The show's personnel wired him condolence and sent a large floral piece. Following the funeral Beaty returned to his duties back with his shows.

Texas Items

HOUSTON, Oct. 24. — Elsie Vonkers, whose husband operates canteen on Big State Shows, has been winning first and second prizes at several of the fairs played so far.

"Abie," prize talking parrot, pet of Mr. and Mrs. Roy Gray, awoke Mrs. Gray recently screaming "Whoa." Thinking "Abie" was enjoying a nightmare...

LOOP-O-PLANE

THE RIDE THAT HAS PROVEN THE GREATEST MONEY MAKER OF THEM ALL

SPEEDY PROFITS. APPEAL—Loop-o-Plane appeals to everyone, old and young. RUGGED CONSTRUCTION—Loop-o-Plane is constructed for perfect safety, ease of assembling and dismantling, and long life.

For information Write ROBIN REED, Sales Mgr., 237, Belmont, Ore. Eagerly Aircraft Corp., Manufacturers.



HAPPY DAYS SHOWS, INC.

Andalusia, Ala. (Fair), this week; Clanton, Ala. (Fair), November 2-7; Butler County Fair, Greenville, Ala., November 9-14; Escambia County Fair, Atmore, Ala., November 16-21; Florida, Ala. (Fair), November 23-28, with Choice Florida Fairs following.

WANT now and for 1937, Merry-Go-Round, Ridee-O, Motor Drome, Fun House, Wild West Show, Penny Arcade and Fat Show. All with or without transportation and free storage in winter quarters.

COL. T. L. DEDRICK, Mgr. Per Route.

JOHN P. SMITH ENTERPRISES WANT

For Two Indoor Dates Under Auspices, November 29 to December 6 and December 14 to 19, Manchester, N. H., and Portland, Me. Circus Acts of all descriptions. Write at once, May Wirth, Bob Fisher, Adie Nelson, The Lelands, Cycling Jacksons, Felix Patty, Torelli, Ballett Troupe, De Cardos, Will Mill, Laddie Lamont, Aunt Jimmie, Seven Cars Being Given. Free Gate to Side Shows.

WANTED—Chorus Girls and Musicians for BLOSSOM'S OF DIXIE MINSTREL; all winter's work.

WANT-L. J. HETH SHOWS-WANT

Double Loop-O-Plane (must be late model), with Truck, will buy or buy. Will buy No. 5 Ferris Wheel. NOW BOOKING SHOWS FOR SEASON 1937.

WANTED—Chorus Girls and Musicians for BLOSSOM'S OF DIXIE MINSTREL; all winter's work.

cent visitors to their Nacogdoches, Tex., home. Little's operate dining emporium on Big State.

J. O. Rogers recently headed a goodwill tour, covering several hundred miles in North Texas. Rogers, who had charge of the calliope and music division, has turned "thumbs down" on booster tours.

Bob and Ruth Young, who had their living car parked on fairgrounds at San Augustine, recently had their slumbers rudely interrupted several times during the night by what they thought was someone throwing rocks at their domicile.

A night club owner-operator at San Augustine October 17 pistol-whipped a visiting showman and left him severely gashed up. Trouble arose when several members of Big State dropped into the club seeking entertainment and relaxation from their duties on the show.

Louis Bright and Roy Gray looked over United Shows of America while in Houston. George (Kokomo) Evans arrived recently and has assumed his duties as ride foreman for the Poole-Brewer attractions.

At Center October 17 a beautiful tribute was paid showfolk in general and Roy Gray in particular by Walter Harris, secretary Rusk County Fair, who was co-master of ceremonies with Doc Waddell, chaplain of the show, at the banquet served Gray on his 49th birthday.

Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—Over 3000 in a season—We make the ONLY Original Guaranteed Machines, \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

Want--Free Acts--Want GOLD MEDAL SHOWS WANT

"FREE ACTS" for 9 weeks of Celebrations. Those with Concessions given preference. Address OSCAR BLOOM, Cold Medal Shows, week of October 26, Jennings, La., Fair.

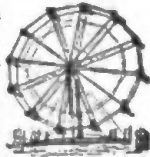
EVANGELINE SHOWS WANT

Colored Performers and Musicians for Minstrel, Single Unit Loop-o-Plane with own transportation, Cook Show, will furnish Tent, Pit and Ranges; Illusion Show with own outfit, Ball and Hall, Corn Game open. Few legitimate Concessions open. Blackie Thorp and Olesia come on have joint for both. This show will be out all winter. Address MANAGER, Evangeline Shows, Nashville, Ark., week October 26.

my 35 years of dealing with showfolk." Mr. Harris said, "I have always found them more than willing to meet me halfway and the majority of them will go more than half. To you," he continued, "I want to say that it is with great pleasure that we of Rusk County always look forward to your coming." And to Roy Gray he said: "Roy, the fact that we have always operated on a verbal agreement is evidence of the great esteem in which we hold you and your associates."

MANY RIDE-MEN

Can't thank the No. 12 BIG ELI Wheel for starting them along a successful career in the Riding Device business...



ELI BRIDGE COMPANY Builders of Dependable Products, 800 Cass Avenue, JACKSONVILLE, ILL.

Midway Confab

By THE MIXER

GOOD SENSE: Sense of proportion.

NOW FOR—"First in Florida."

NOW FOR the persimmon dance.

NOTHING can supplant the truth.

GARRIE CLECK cards from Brinkley, Ark.: "Joining Liberty State Carnival."

JOIN THE march of progress. Do not try to stop it.

"CRYSTAL MAZE of the tented world." Now ain't that some subtitle?

YOUTH IS BEING SERVED. Sometimes with a punch in the nose.

NEARLY all reports from carnivals playing Mississippi are good.

"THIS party and that party" doesn't mean a thing. Who is doing, what is talked about.

JOHNNY CHAPMAN is reported to have had an excellent season with his bingo on Gooding No. 1 unit.

WHERE are all the "boxing" kangaroo trainers?

S. B. KEMPP cards from Cleveland: "Onion, glad to note you put so much of interest into the column about others."

FIRST OF SEASON was for outage, mid-season take-in.

GEORGE N. ROOPE cards from Columbus, Ind.: "Closed with Sol's Liberty and Imperial Shows. Visiting mother."

"SKILLO FOOT" is from the mind of Starr De Belle.

PUNCH ALLEN letters from Pageland, S. C.: "Long, long time, no see 'The Onion.'"

TODAY IS THE tomorrow you waited for yesterday.

BINGO AND LEE AVERY card from Jellico, Tenn.: "Good season. Have new Covered Wagon. Tell Charles C. Blue to come to Cocoa, Fla."

PROCRASTINATION is listed as a thief of time.

JOHN GECOMA lettered from Appomattox, Va., to tell of the illness of R. E. (Doc) Robertson, of Elanc Exposition Shows' staff.

BOOST the boss, even tho he "boost" you for not being efficient in your allotted duties.

MAE MACK lettered from Stockton, Calif.: "Had a very successful season. Here thru winter months at Myrtle's Tavern. Regards to all troupers."

JUNGLING IN GEORGIA would make a good title for a book of "out all winter" life.

PROF. LEE LEVITCH cards from Kennett, Mo.: "With slide show. Good weather and crops. Cotton pickers getting \$1.25 a hundred."

"WAIT UNTIL I put on my office shoes"—William J. Hillier.

R. W. REED cards from Majestic Shows: "No longer with Majestic. Will take out a three-people mud opera to play South Georgia this winter."

THE BILLBOARD has been in business 42 years. How long have you been?

CAPT. R. E. MASTERS letters from Detroit: "Bo Elo, the baboon, closed 108 days at Cleveland Exposition. We had a good season."

NO ATTENTION paid to assigned communications.

TOMMY ALLEN, assistant manager for the Johnny J. Jones organization, says: "Every show should have a loudspeaker, if for nothing else but protection."

FRED C. MURRAY letters from Boston "Come up here and look me up. Am still in the fireworks business."

BEN BENO cards from Elba, Ala.: "Ben Beno and Red Brady are the free acts on Royal Palm Shows. Will go to Cuba for the winter."

EVERY MAN is by his actions either digging his grave for oblivion or building his own monument to eternal glory—"The Onion."

CHARLIE NEWMAN cards from New York City: "Of Jack Davern's Shows. Will have penny pitch with Charles Oerard in Florida. John E. Smith, Ferris Wheel foreman, will be with me."

BIG BUSINESS is big because it defends its interests and attends strictly to its own business.—Sopsy Glue.

MA FILBERT cards from Brownsville, Tenn.: "Business with Reading United Shows, at Decaturville, Tenn., was excellent for concessions. Show and rides did very good. Am of the cookhouse."

HALF THE PEOPLE seem to be physically in one place and mentally in another.—Tilly Few Clothes.

"THE ONLY SHOW I saw at the Georgia State Exposition, Macon, was the Johnny J. Jones Exposition. A concessioner."



HERE WE SEE NOTABLES of riding device business: Lee Everly, president, and Abner K. Kline, general representative of Everly Aircraft Corporation. Photo taken at Salem, Ore., upon arrival of Kline from East in airplane in September.

slon truck did have 'shows' lettered on it.—Starr De Belle.

FLOYD KING says it's all right for carnival agents to stop at YMCA's if they will look out for their watches.

MR. AND MRS. MAURICE A. DAVIE (Marie Peabody) letter from Portland, Me.: "Closed season with Molly York Carnival. Have settled here and will open bingo store for the winter."

OLD SAYING: "One half of the world does not know how the other half lives, and it does not care."

TO REMEMBER: William, George and Virginia Everett; Harry R. Raver, John D. Tippet, M. J. Lapp, Al Derberger, Ike Friedman, Tom Gorman, Ernest Anderson and Burns O'Sullivan.

THE MAN who can discover a real "crying need" of the hour can make a million dollars with no trouble at all.

WILLIAM L. MUNGER cards from Battle Creek, Mich.: "He is night clerk in a hotel in his home town. Past season he was The Billboard man on Wade's Joyland Shows in Michigan territory."

A WISE HEAD SAID: Reputation is what people think you are. Character is what you really are.

MRS. ROY SCOTT, wife of The Billboard man on the Crafts Shows, has a parrot that is an all-day grinder. This bird once was a ticket seller on a freak animal show, so it is told.

J. C. McCAFFERY has proven that experience in the carnival business really amounts to something.

MARIE RALPH, half-and-half, and B. Burns report leaving West Bros.' Amusement Company at Danville, Ark., and gone to San Antonio, Tex., to play store shows.

PAUL HEROLD, giant, with Beckmann & Carey Side Show, is a great observer and newspaper reader.

SAILOR HARRIS cards from Donaldsonville, La.: "Little Bottle Belle Muse, juvenile acrobat, in Harris' side show on Gold Medal Shows, is proud owner of bicycle presented on her birthday by Pearl and Sailor Harris."

M. CHARLES ROBINSON cards from Dayton, O.: "Thanks for article in The Billboard issue October 17. Have been a booster for it many years."

G. W. FERGUSON cards from Chester, S. C.: "Here getting winter show organized. Will have 3 rides, 4 shows, 20 concessions and 2 small free acts. Ferguson & Holiday Shows will open here at colored fair."

THAT smallest mechanical circus in the world (working model) should make a great attraction for some carnival; as a big feature for children.

BUNNY VENUS letters from Nashville, Tenn.: "My hobby, out of show business, is journalism. I have written several short stories and poems. Hold rights to Christmas at Lonesome Cave and The Arab."

L. G. CHAPMAN has been with Foley & Burk Shows for many, many long years as chief executive. The shows recently went into winter quarters at Oakland, Calif., as per usual.

JACK AND MRS. BULLARD card from Calico Rock, Ark.: "Just closed pleasant and successful season at fair, Russell, Kar., with world's fair model pop corn machine, in a trailer and out watchla. Now with Anderson-Strader Shows."

WALTER B. FOX, general agent Al C. Hansen Shows, is a hustler all the time. He lists Brunswick, Mo., as his personal winter headquarters.

A GEORGE HIRSHBERG: "After a girl had witnessed the performance of Wilno, the human cannon ball, she remarked: Ain't it awful, he made it again."

GEORGE BROSS letters from Clarksburg, W. Va.: "Now that season is over there is much cutting up. Late hotel arrivals here are George Bross, who closed successfully with L. I. Thomas; Bob Norris, R. Anderson and Charles Pipp. Hard to tell who had the biggest year."

TOM IRVING cards from Syracuse, N. Y.: "After two years off road as manager Irving Bros. Shows, will be back season 1937, playing New York and Pennsylvania."

WEST BROS.' AMUSEMENT COMPANY reports from Danville, Ark., week ending October 17, as good business all week, rides and shows doing exceptionally well. Renno's Side Show is said to have topped midway and that Marie Rakkin in the annex had done fine.

WORLD'S FAIR, published in England, latest "Birmingham Onion Fairside Shows a strong feature." Texas and other onion-raising States might well put on onion fairs.

GEORGE A. BALDWIN letters from Smithfield, N. C.: "Am taking Greenland Exposition Shows over, under my own name and management. Baldwin Exposition Shows." Will play all winter or as long as we can make it go. Now have 7 rides, 7 shows, 2 free acts and 30 concessions. Booked well into December."

VARIETY SHOWS: The new title for museums and stereum shows. Many credit Ooc Howell with the idea. Some news, Doc. Whom are you g. s. for?

BOB SCHLOSSBERG letters from Mount Clemens, Mich.: "Patty and Frank Conklyn are swell to be with. Got a good

HUBERT'S MUSEUM Inc. 228 W. 42d Street, NEW YORK CITY. Open All Year Round. Want Freaks and Novelty Acts of merit at all times. SCHORK & SCHAFFER.

WHEELS

Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price, \$12.00

BINGO GAME

75 Player complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue full of new Games, Dolls, Blankets, Lamp, Aluminum Ware, Candy, Pillow Toys, Belloous, Paper Hats, Favors, Confetti, Artistic Flowers, Novelties.

Send for Catalog No. 236.

Heavy Convention Walking Canes.

Dark Mahogany Finish.

Price Per One, \$25.00.

CANES

SLACK MFG. CO. 124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936-1937.

Single Sheets, 1/2 x 4. Typewritten. Per M. \$5.00 Analysis, 3-p., with Blue Cover, Each \$3 Analysis, 8-p., with White Cover, Each \$5 Forecast and Analysis, 8-p., Fancy Covers, Ea. \$5 Samples of the 4 Readings Four for 20c.

No. 1, 3-4-Piece, Gold & Silver Covers, Each, \$3.00 Wall Chart, Heavy Paper, Size 28x34, Each 1.00 Gazing Crystals, Oulia Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 sets Numbers, Gleaming and Policy, 1200 Dreams, bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.15

HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet. Beautifully Bound. Sample, 25c.

FORTUNE TELLING WITH CARDS. Same Binding. 28 Pages. Sample, 25c.

HOW TO BECOME A MEDIUM. Same Binding. 30 Pages, Sample, 30c.

ZODIAC FORTUNE CARDS. Fine Set of 80 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25¢ Deposit. Our name or ads do not appear in any publications.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO. Instant Delivery. Send for Wholesale Prices.

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"World's Newest Sensation"

We are now accepting orders for Spring Delivery.

No Agents—No Jobbers.

Address all communications to

EYERLY AIRCRAFT CORPORATION

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1937 ASTRO FORECASTS

(Also Last Quarter 1936).

Birthda Papers, 4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Campa, Books, Graphology Charts.

NEW 124-Page CATALOGUE now out of the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES

198 B. Third Street, Columbus, O.

DON'T HIBERNATE

Lord's Prayer Engraved on Penny — BEST money-maker all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mail.

"BLUE DOT" STAMP COMPANY

124 East Third Street, Detroit, Mich. (Est. 1928.)

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break with illusion show, also had Ernie Lon. I took care side show. Wife made opening. Bought new car and took trip to Philadelphia. I still carry the name "P. T. Barnum."

SAM SOLOMON letters from Caruthersville, Mo.: "Closed season, as a whole, with freakish weather, was not so bad. Everything in winter quarters here. Be in Chicago December 1."

W. FRANK DELMAINE closed with the J. L. Landes Shows, Kingman, Kan., last week. Stopped off in Kansas City to visit Heart of America Showman's Club, on route to his permanent address, Houston, Tex. He reports that Mr. and Mrs. Landes are fine people and that they operate a real show.

A. BIG CAGE full of live puppy dogs placed in the lobby of a side show will make a good bafluhoo. People will always look in windows of pet stores, especially if young doggies are displayed.

"ONE OF THE THINGS I can't understand is why it is all right to bet two bucks in the pari-mutuels and all wrong to bet two bits on the old army game on the midway at the fair. Is gambling legal for the genry and illegal for the common folks?" — **SUNBEAMS**, *Clay County Sun*, Clay Center, Neb.

THOSE WHO once peddled "con" retail appear to have gone into the wholesale business. Press agents are the only ones allowed to embellish the truth. One should not "con" the business they are in.

MRS. L. A. HULBURD letters from Nashville, Tenn.: "Dr. Byron N. Hulburd, of Hulburd Bros. Wild West, is still confined to Vanderbilt Hospital. Has been for 93 days. Little hope for his recovery. He wants to thank members of Krause Greater Shows for their visits while the shows were playing Murfreesboro, Tenn."

MASSIVE CARVED FRONTS are still being used in front of Merry-Go-Rounds in England, European countries and elsewhere. They will probably be in America some time in the distant future.

WARREN RANDALL cards from Alexander City, Ala.: "Saw Barney Lamb. He joined Krause Greater Shows here. Barney and one man Roy McGovern made a 1,000-mile jump around Kentucky. His side show is a fine flash. I am locating here with photos in dime store."

IF BEN KRAUSE had not had that bad storm last winter in Florida he probably would have come north with one of the best carnivals on road. All showmen wish Bennie better luck this winter.

MRS. F. A. SHORT letters from Palmouth, Ky.: "Short's Musical Revue closed a successful season at Loudonville, O. Stored in Richmond. Went south in new car and 16-foot streamlined house trailer. Our best season in years. Ohio fairs had plenty of people and they spent."

IT IS STRANGE how many of so-called "big carnivals" have gone out of the show limelight recently and how many of the "small ones," in the opinion of some of the big ones, have come into prominence.

O. JACK SHAPER has forsaken his Patterson (N. J.) museum this winter to lead a complacent existence on a Maine farm. Jack traveled north with Ben Williams last summer and liked the Pine Tree State so much he plans to biberhate there until spring rolls around. Bill Hart, of Conoy Island and Bohemian glass-blowing fame, will manage the Patterson museum.

WILL WRIGHT, manager Golden State Shows, is being mentioned to head the 1937 ticket of Pacific Coast Showman's Association. Wright makes carnivals win, so why cannot he win an election?

FRANK ZORDA cards from Burlington, N. C.: "Going to Atlanta to visit family. High Point, N. C., on the last day looked like a reunion of showfolk. Many Shesleys people there, including Captain John. Jack Murray is on with concessions. Leo Alberta, of Toronto, has a De Luxe trailer. O. W. Patton, talker on the West Side Show, will winter in Florida."

A. ROY E. LUDINGTON: Something to ponder over: "Blessed are the mum for they shall inherit the blame. Good-time parties ye can have always, but winter 'scratch' ye cannot. Tip off not they route, oh ye agents!"

ANNA-JOHN BUDD letters from St. Louis: "Note 'The Mixer' in *The Billboard* wants to know the hobbies of show owners. Ever since I was a kid many, many years ago stamp collecting became my hobby. Have over 50,000 of all kinds. I put spare time as well as cash into collecting stamps. It's nice to sit down and go over them after performances." Past season Anna-John was with the West Coast Shows.

A SOAP BUBBLE blowing act by a real expert should make a good side-show attraction. Sand and smoke pictures also. There are now plenty of magicians and jugglers. Well, why not include a paper-tearing act?

JOE V. PALMER wired from Atlanta: "Margie and Joe Palmer closed season with Conklin Shows at Windsor, Ont. Spent few days in Detroit. It was a quite a reunion. Conklin folk well represented. Among those present were Dave Pickard, Harry Ross, Art and Nora Radtke, Toole Wheeler, Pop Wheeler, Ches Clever, Manny Brown and Tom Meade. Will rest in Atlanta a few days. Am still a booster for the Cemetery Fund and membership drive of the Showmen's League."

TO REMEMBER: Don Carlos, L. S. Hogan, Doc Scanlon, Thomas Fallon, Tom W. Allen, Owan A. Brady, G. A. (Dolly) Lyons, Charles E. Shesley, Tex Sherman, Robert Hullock, Henry J. Poille, Joseph Scholbo, J. D. Wright Jr., C. E. Barnfield, George S. Marr, Otis L. Smith, Phil O'Neil, William Glick, Mrs. William Glick, Tom and Jeanette Terrill, Mr. and Mrs. Henry T. Curtin, John H. Shields, Artie Shields, Pearl Shields, A. B. Miller, John T. Wortham, K. G. Barkoot, Frank G. Scott and Roy Gill.

FLOYD BELL would make a good press agent for big carnivals. He was formerly with Ringling-Barnum Circus. Speaking of press agents: Beverly White can write like a house afire. Suppose he will return to the carnival fold season 1937.

WALTER K. SIBLEY letters from Fort Worth, Tex.: "Here in photo of old-time 'high-up' show mentioned in recent issue. It is the Octopus, in operation at Frontier Days Centennial and is getting top money of all small attractions. Remember back in the Middle Ages they called Sibley the platform king. Some of the attractions presented were: Takatama, two-headed baby; Zeno, man ape; Jack and Jill, fat children, and others." This kind of "high-up" shows can come back.

CONCESSIONERS ACTIVE: Danny and Mary Klein have well-stocked bird wheel booth. Mrs. Mabel Pearson and son, Allen, have an original idea for a blower concession. Georgie (Kemp) Murphy, with the shows nearly all season with hoop-la, assisted by Mrs. Norma O'Brien, who has gone to Helena, Ark., for winter—**AL O. HANSEN SHOWS.** Mr. and Mrs. Frank Sparks closed their novelty store at Sallsburg, Mo., and joined with hoop-la. L. S. (Shep) Miller has had a good season with pitch-till-you-win. His wife, Margaret Miller, is secretary—**WALLACE BROS.' SHOWS.** R. L. (Cotton) Grissom, former prominent concessioner, and Mrs. Grissom are now operating a hotel in Canton, Miss.

MANY of the all-day grinders of the past season will become all-day gabbers around hotel lobbies this winter. It's too bad they cannot get a book, magazine or an encyclopedia and study up some of the subjects they talk so much about in season and know so little about.

PICKED UP on Greater Exposition Shows at Adams Fair, Natchez, Miss., week ended October 17. Ten-cent gate, a mile from town, cold weather the first part of the week, but show enjoyed a good business under Herbert Reomondet Post No. 48 of American Legion. Wonderful co-operation from legionnaires. Mme. Florence, one of show's free acts, will join Orville La Rose's act on Krause Shows in Florida for the winter. Captain Ellis, high dive, the other free act, said he is leaving the show and will be out of the business. Going to Hot Springs, where he will take bath treatments. Has been ill for some time. Capt. "Red" Smith substituted for Ellis at Natchez. Sprained his back on the first dive, but was soon back on the lot okeh.

GEORGE HIRSHBURG pickups on Cettlin & Wilson Shows: At George Welch's eating emporium—John W. Wilson berating one of the boys on the show for going out on a party that lasted a week while showing Wilson,

N. C., Fair and returning to the show broke. "Well, they tell me that you went for your whole winter's bank roll. That is too bad, but still that is nothing. Issy and I went for ours in the last three weeks and did not go on a party either. But on the other hand if you will always remember this you need not worry. Save up your pennies and put them in your sock, then you will always have tobacco in your old tobacco box." The following people had their picture taken on the front of Leo Carrell's Monkey Circus while showing in Beaufort, N. C.: Hon. U. S. Senator Robert Reynolds, I. Cettlin, Doc Hamilton, Leo Carrell, George Hirschberg and Susie the chimp.

MRS. JACK HARDY letters from South Bend, Ind.: "Jack Hardy, my husband, was seriously injured in an auto accident near Harrisburg, Pa. Fractured skull, broken nose, crushed mouth, both ankles broken, crushed ribs and knee; in all 19 fractures. When released from hospital he will be on crutches."

ROSTERS FROM LETTERHEADS: R. H. Work Shows—R. H. Work, manager. Art Lewis Shows—Art Lewis, general manager; B. A. Kerr, general representative. American United Shows—O. H. Altin, president and general manager; H. H. Avery, secretary; H. Carlyle, general agent. Campbell United Shows—H. W. Campbell and Jack Huffines, associate owners; H. W. Campbell, general manager; Jack Huffines, secretary and treasurer. De Luxe Shows of America—Joseph W. Beck, president; B. E. Proll, managing director; O. N. Wingert, contracting director; J. I. Bessel, treasurer; T. J. Mackay, publicity director; B. O. Green, advertising director. Westchester United Shows—Edward Ekins, managing director; M. Korris, general agent. Western States Shows—Jack Ruback, general manager; A. R. Wright, publicity director; J. A. Schneck, general representative. Hennies Bros. Shows—H. W. Hennies, O. W. Hennies, Majestic Exposition Shows—R. G. McHendrik, general manager; Jack Oliver, general agent. Crystal Exposition Shows—W. J. Bunts, manager; Mrs. W. J. Bunts, secretary-treasurer. Great Superior Shows—Col. O. J. Beaty, owner; H. W. Lainon, manager; Mrs. O. J. Beaty, treasurer; H. L. Bailey, general agent; O. W. Highmiller, assistant manager; Bob White, secretary; F. G. Murphy, assistant general agent; Mr. and Mrs. George Wagner, special agents. Happy Days Shows—Col. T. L. Dedrick, manager; F. R. Heth, assistant manager; Joe J. Fontana, general representative; Mrs. T. L. Dedrick, secretary-treasurer; L. E. Heth, auditor. Greenland Exposition Shows—Frank E. Dickerson, proprietor. Mohawk Valley Shows—Leo M. Bistany, manager; M. Bistany, secretary. Conklin & Garrett, Limited. All-Canadian Shows—J. W. Conklin, president; F. R. Conklin, vice-president.

R. H. Work Shows

East Bend, N. C. Week ended October 17. Auspices, Fair Association. Weather, rain one day. Business, good.

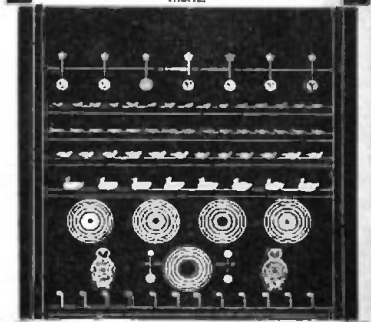
Hamlet, N. C., the preceding week shows got four days of rain, lost Saturday completely. However, business averaged fair. When weather was good people came out and patronized all attractions. Friday here was to be the big day but was lost due to rain. Fair management got busy and extended fair over Saturday. With aid of good weather, day was a success for all concerned. Eggleston joined with Monkey Show and Sidna Allen with Court House Tragedy Show. The McNaughtons added another concession, operated by Fern Costick. Mr. and Mrs. Bradshaw joined with penny pitch. Ray Bailey, head of the fair association, Troy, N. C., was a visitor.
HAZEL REDMOND.

Dee Lang Shows

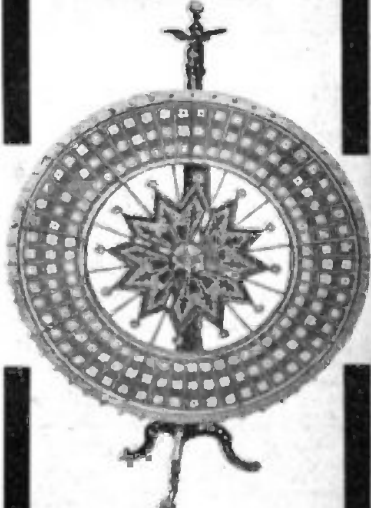
Union City, Tenn. Week ended October 17. Auspices, Obion County Fair Association. Location, fairgrounds. Weather, rain; cool nights. Business, good last two days.

Shows opened Monday with light attendance. Nights forepart of week too chilly for people to turn out. Friday warm and brought a fairly good crowd. Saturday, closing day, big attendance both day and night. Local newspapers commented on shows, announcing that midway made a flash that had not been equaled previously at this fair. Fair committee did everything possible to encourage attendance. Free gate, free acts and night football game. Business turned out satisfactory to all closing day.
DAD HAHN.

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Great Superior Shows

Marianna, Ark. Week ended October 17. Location, ball park. Auspices, Riks and baseball club combined. Weather, good. Business, fair.

Business at this stand not up to expectations, still everyone did fair. Top money to Dixie Minstrels. Many arrivals and departures. Paul Brock, of frozen custard, left Saturday night with outfit for Shreveport, La. Doc Warren joined with his society circus, very uniquely framed. Doc Clayton's magic kitchen still doing capacity business and keeping cookhouse stepping to keep up with it.
BOB WHITE.

Big State Shows

Center, Tex. Week ended October 17. Shelby County Fair. Midway, free. Weather, ideal. Business, over 1935.

Midway opened Monday night. Fair Tuesday, with street parade. Roy Gray, callopie, in it, with B. O. McDonald, one of early-days callopie players, playing classical and old-time melodies. Newspapers editorially mentioned and pictured. Children's Day good. Negro Day a wow, with parade over mile long. Two autos given away by fair board. Fair reported largest business in history. Midway good financially. Daily News, Weekly Champion; Beaumont, Houston and Dallas papers liberal with stories and illustrations. Breakfast to visitors. W. R. Hirsch, Bud and Margaret Costello (fat girl, formerly with Big State Shows, now featured on the Art Thomas carnival), Cowboy Kendrick and party; Dr. T. G. Wilson, medicine show owner, and wife and daughter; Tommie Hilda, remaining for week, guests of Slim and Evelyn Cantrell. Ray Turner, Petersburg, Ill., joined with two frozen custard stands. With him are Mrs. Turner, Marjorie Woodrum and Georgia Potter. Last two in showfolk voting contest won as "Miss Americas" of carnival world. Colored people of town banqueted J. J. Weaver (Green River), wife and all with Green River's minstrel. Presented with inscribed parchment, reading "To J. J. Weaver, 1905 graduate Tuskegee College, greatest singer and comedian ever on its rolls," and "To Mrs. Eula Weaver, graduate Texas College, Tyler girl and teacher in Hopkins County, Tex., for 10 years." Newspapers devoted space and pictures to banquet.

J. George Loos carnival at Lukin Fair. Interchange of visits. Jelly Loos, lot man, given dinner by ride boys. Louis Bright, secretary - treasurer, stricken. Threatened with pneumonia. Fair board and showfolk filled hospital room with flowers. Roy Gray's birthday celebrated by showfolk Friday. A. D. Walter, manager Texas-Oklahoma Flag and Decorating Company, Fort Worth, with Worth Head and crew, guests Roy Gray, J. J. Mitchell, secretary San Augustine Fair, and fair board, and Hon. E. J. Mays, "Barnum of Texas," directing head of Kerens Fair, with his fair aids, honored with midnight feast in Ed Rife's dining tent. Harold Kindsch and Buster Bradner, with double Loop-o-Plane, topped all rides. Major Dot (Franz Baggett), midget, to remain. B. K. (Dad) Bond happy over legacy left him by London (Eng.) relatives.

DOC WADDELL.

Hilderbrand's Shows

Chico, Calif. Five days ended October 18. Location, circus grounds. Auspices, American Legion Drum Corps. Business, fair. Weather, warm.

Combined facilities of Silver State Shows, owned by Clarence H. Altton, and Southern State Shows, owned by Virgie Miller, joining Hilderbrand's Shows for remainder of season. The spread at Chico received considerable comment by public and press. Journey 600 miles from Prineville, Ore., was without incident. Three-day layover. Shows opened Wednesday night to good crowd. The entire shows celebrated return to California and parties were in vogue. Among prominent ones were given by Mr. and Mrs. E. Pickard in honor of Mr. and Mrs. Frank Kennedy, of Kennedy Shows, operating at Colusa. Pickards also entertained in honor of their son, Gordon, and his bride, former Viola Cuzdek, who married earlier in season on Clark Shows. Harry and Charles Hillman returned after visit to San Francisco. Mr. and Mrs. Johnnie Hicks also returned. Lillian La France and Speedy Webster topped midway. Warden Russell's Prison Show second. Lucille King's broadcasts over KHSL, featuring Four Jacks, Charles Boderberg, Vaudeville Vardens and Lillian La France, met with success. Mrs. Harry Sucker spent three days in Sacramento. Hazel Fisher and Verna Seeborg accompanied Mrs. K. Quivah and daughter, Kay, to their home in Oakland on visit. Mrs. Bert Moorehouse returned from Anusa, Calif., where she attended sick bed of her father. Jack and Bobby Dillon had good week. Mr. and Mrs. W. B. Clark's freak animal show received fair business. Johnnie Boston added a concession. Jane Godfrey's ten-in-one augmented by several new acts. Altton's Tilt-a-Whirl topped rides. Winding up of membership campaign on shows for Pacific Coast Showmen's Association; the officials announce they have succeeded in

securing their share of members. Ruth Groff, June Pickard and Viola Pickard spent week along bridal path. Fred Webster added zest to his girl shows by exhibiting platform of silver and satin and new dancers. Mr. and Mrs. Johnnie Gibson celebrated their anniversary. Shows extended sympathy to Mr. and Mrs. C. Price upon tragic death by auto accident of Price's father and mother near Tacoma. Mr. and Mrs. Cal Herman, of Marysville, were guests. Betty Joanne was born to Mr. and Mrs. O. H. Hilderbrand Saturday morning, October 17. WALTON DE PELLATON.

Crafts Shows

Santa Barbara, Calif. Week ended October 17. Auspices, VFW. Location, circus grounds. Weather and business, good.

First show here in two years with midway features. Large crowd first night. Increase in attendance and business succeeding nights. Well-attended Kiddie Matinee last day made engagement successful. Among the show fans and visitors: Mayor Hansen, Chief of Police Garrity; Mr. and Mrs. L. C. Smith, of Fox-West Coast Theater; A. Alberts, San Francisco; A. O. Weston, former vaudeville man, now in health department. J. M. Riley, lot porter, is thinking of getting married. Dick and Ed Kanthe packing Athletic Show. Dick recently made his first airplane flight to Fresno and return. Frank Warren has been transferred to Auto Skooter, assisting W. Cooper. Roger Warren to home in St. Louis this winter. George Bryant, Arcade, has completed new house trailer. Mrs. Joe Krug back on midway again with confectionery stands. Karl Miller and wife, Petite Yvonne, of Scandals of 1936, in Hollywood on business. Frank Lentini reports last four weeks very good for side-show attractions. Jake Boyd, Mack Doman, Frank Warren, Paddy Murphy, in charge of various crews, removed rides from Pomona, Calif., fairgrounds to winter quarters at San Bernardino. Shows will close Armistice week, Santa Ana, Calif. ROY W. SCOTT.

Golden State Shows

Visalia, Calif. Week ended October 4. Auspices, L. O. O. Moose. Location, Bridge street. Weather, cool. Business, poor.

Big disappointment. Conditions good, but business with exception of Saturday night way off. Abner Kline, of Eyerly Aircraft Corporation, visitor in interest of Octopus ride. W. J. (Bill) Jessup, general agent West Coast Amusement Company, visited. Mr. and Mrs. Will Wright had vacation and visited Pomona Fair. Mrs. J. DeMouchelle, wife of special agent, left for visit to mother in Vancouver, Wash.

Pittsburg, Calif. Week ended October 11. Auspices, Columbia Day Celebration and Bass Derby. Location, Railroad avenue. Weather, ideal. Business, very good.

Public turned out and good spending. Sunday estimated 30,000 in town for Bass Derby, sponsored by Oakland Tribune. Town opened by Phil Williams, general agent, after being closed to carnivals in city limits for three years. Committee and newspapers commended for work and publicity. Public wedding arranged by Joe DeMouchelle, special agent, staged midnight Friday. Lydia Woodell (hula hula dancer) and Harold E. Weidn (fire eater), both of side show, were bride and groom. Judge E. P. Jackson, of Concord, performed ceremony. Merchants responded with presents. Bill Hobday, manager side show, entertained the couple, Mr. and Mrs. Will Wright and entire personnel of his show to dinner following the ceremony. Biggest jump of season from here, 200 miles to McFarland. R. M. SMITH.

Marks Shows

Wilmington, N. C. Week ended October 17. Coastal Fair. Weather, four days rain. Business, good when weather permitted.

Home town of Secretary James Raftery. Newspapers, Star and News, gave co-operation. Children's Day, Tuesday, officially opened the fair. Weather, favorable, gave shows, rides and concessions good day's business. Ride department lends. Banner week for Ride-O. Charles Metro, with aeroplane swings, had big day.

Among shows, Jimmy Murphy and midgets almost recovered. Jimmy is among first open and last closed. Aloc, alligator boy, joined Newton Kelly's Oddities, replacing Gene-Eugene, who,

to regret of everyone, departed for home in New York.

Capt. Frank Sterling, who has been lecturing San Quentin for several weeks, departed and writer is lecturing, with Jack Lorenzo in charge of front. Sam Solomon moved to front of midway. George Rody doing his own orating.

Changes in concessions were few. Fred Bennett came back. The Harrisons, Frank and Dick, with their forecasting booth and ball game, departed. With them went Mrs. Eula Mahoney, clerk. Jean Tisdale returned from Lumberton, where she underwent an operation.

Kid Ellis, athletic show operator, who recently joined, was another home-comer. Kid wrestled here in his youth and was remembered by oldtimers and many of the younger ones. The result was several feature stories and a number of packed houses at his arena.

Paul Lane has a new V-8. Mrs. Clara Norwood and Buddy, of Miller Bros. Shows, recent visitors. Mrs. Charles Metro III early in week. Herman Perdue, popular trainer of mice in mickey concession, confined to his room with serious bronchial cold. During his absence Percy Sink cracked whip over rodents. Willie Braswell, who won many friends here during his stay with Paul Lane, was called home to Miami by illness of his father. Frances Outshall, of Caricoa, returned to Mt. Union, Pa., called home by her father's death. Co-operation from entire fair board, headed by J. H. Hollis, president; William Pescheau, secretary, and J. D. Edwards, Jack Naglo, Pat Brammer and J. J. Jeter.

"Slim" Hicks, circus painter, turned out a good job on office. White enamel trimmed in red, lettered in gold and orange. Trucks about completed and their appearance speaks for Hicks' ability. GARLETON COLLINS.

West Coast Amusement Co.

Seima, Calif. Week ended October 18. Auspices, American Legion and VFW. Weather, rain and cold. Business, none.

Friday heavy rain; that was story of very bad week. Joyland Shows at Sanger, Clark Shows near and Golden State Shows passing thru, a great deal of visiting. Almost entire personnel of Archie Clark Shows visited. Will Wright and J. DeMouchelle and Mike Krekos visited. Al Fisher, general agent Clark Shows, known as Christopher Columbus of agents, visited with writer. Lucille King, special agent Hilderbrand's Shows, visited with Mrs. Charles Walpert while en route to Los Angeles. Mike Krekos, owner of these shows, busy in San Francisco getting passports in readiness for his trip to Europe. Frank Forest, side-show operator, ordered new Plymouth. La Verne readying store show for early opening. Blackie Ford and wife joined Harry Meyers' concession. Eve Perry and Company signed contracts for Musical Nights Revue to be produced. Larry Ferris and missus doing big with Loop-o-Plane. Bert Clausen and missus busy with their concessions and rides. Bandmaster George Ocean making parades daily. Louis Loos, show's secretary, entertaining many friends. Show now has 9 riding devices, 6 shows and 40 concessions. Mr. and Mrs. Herb Usher left for Los Angeles. Sammy Katz doing good with clothespin rack. Monty Stefans tops with hum and bacon wheel. Mrs. Walpert doing well with Bingo. Charles Walpert holding down five concessions to tune of best season he has had on these shows. Kid Polack. Myrtle King and Harry Clark visited on way to Los Angeles. Sam Albrecht left shows. Louis Chechinnia added two ball games to string of concessions. Hugel Bowan and wife welcome visitors. Joe Zotter visited nightly. W. T. JESSUP.

Endy Shows

Smithfield, N. C. Johnson County Fair. Week ended October 10. Weather, five days rain. Business, one day.

Business started off with a bang Tuesday until nightfall. Rain set in and was still raining following Sunday morning. Late leaving. Trucks mired axle deep. Ira C. Whitley, fair secretary, gave co-operation in getting show loaded. Many visitors from Cetlin & Wilson. 23 miles away. Many new concessions, 64 on fairgrounds under banner of Endy Bros. David B. Endy away winding up booking for season. Matt Crown, of Arlene Show, built new 60-foot front. Mrs. Ralph N. Endy, wife of show treasurer, arrived. Free attractions: Edythe Stegert Company and Bench Bentum, water workers. Mr. and Mrs. Earl, of Aerial Earls, Reading, Pa., guests of management, as was K. F. (Brownie) Smith and Harry Small. J. J. (IRISH) KELLY.

Cetlin & Wilson Shows

Beaufort, N. C. Week ended October 17. Cataret County Fair. Weather, cold and rain. Business, fair.

Opened Monday night. Small crowd. Increased nightly. Largest crowd said to have ever congregated in this town on grounds on Saturday night. Friday, Children's Day, complete rainout, not a thing opened. During rain and wind storm Wild West top destroyed and several other tents badly torn. Everything in readiness noon Saturday. No time lost. Wild West show worked with side wall. U. S. Senator Robert Reynolds was guest of show Wednesday night. He had his picture taken with Susie, the chimp belonging to Leo Carrell, with Speedy and Hazel Merrill and Wilno the Human Cannonball. He made opening for 11 o'clock performance of Wilno. Besides Wilno. Sol Solomon's diving show was used on midway as free attraction. Mr. and Mrs. Charles Cohen gave a house-warming party to friends Wednesday night in new custom-built Palace house on wheels. Fishing parties held daily as well as at night after the shows closed; ocean only one-half mile from fairgrounds. John W. Wilson made trip to Raleigh to see State fair. This fair association, the newly formed, was 100 per cent in its co-operation. Local newspaper generous in its praise, as was paper at Morehead City, adjoining town. GEORGE HIRSHBERG.

L. J. Heth Shows

Corinth, Miss. Week ended October 17. Auspices, North Miss. & West Tenn. Fair and Dairy Show. Weather, two days of rain. Business, best of season.

Corinth will go down in books as best of 12 fair engagements played this year. Thursday Corinth paid tribute to its favorite son, Colonel Roscoe Turner, by naming its new airport for him. Crowd, estimated at 22,000, came in from all over State for ceremonies. Blackie Bushong and missus were busy serving celebrities of flying world at cookhouse thruout day. Governor-Elect Gordon Browning of Tennessee and J. G. McCaffery were visitors. Charles (Bingo) Miller topped midway for concessions. Prof. George Harris' minstrels topped shows. Tilt-a-Whirl tops for rides, with Ferris Wheel second. Dual Loop-o-Plane got excellent play. Due to late arrival did not get into operation until Wednesday. Personnel of shows remains about same as start of season except for few changes in ride help. Season's end is definitely set for first week in December. Mrs. Charles Miller again operating her cigaret shooting gallery after illness starting at Terre Haute (Ind.) Fair. Midway Observations: George Holloway making rounds for general repairing. L. J. Heth making careful invoice in stock wagon. Sweet-potato vendors bargaining at cookhouse. AL KUNZ JR.

Miller Bros.' Shows

Central, S. C. Pickens County Fair. Week ended October 17. Business, fair. Weather, rain Thursday and Friday.

Shows billed as Great American Shows, being second consecutive season. Fair officials expressed themselves pleased, and attendance for week topped recent years. Flaming Youth, capacity business. Shows and rides did fair. John Williams, alligator-skin man, enlarging his congress of freaks, now including Zola, bearded woman; Frank Ruxsel, strong man; Guycel Camper, 16-year-old giant, wearing 24 shoes; Mona-Estelle, mentalist; Mrs. Williams, fat girl; Charles Singleton, front. Wally Blair arrived with Midnight in Paris with bevy of blondes. Benny Wolf's corn game continues holding crowds, giving out plenty flashy merchandise. BOBBY KORK.

Zimdar's Shows

Yazoo City, Miss. Week ended October 17. Auspices, Negro Fair Association. Weather, ideal. Business, good.

Credit given committee. Real boosters and hustlers. Football game between two colleges. Buddy Mann added three new cars to his gas machine rides, also a pop-corn machine. H. R. Gebauer joined with his Watch-La. Charles Reid, general agent, came in with a new car. Several visitors from near-by shows. Show made a long jump, crossing four States, and arriving in time to open 10 a. m. opening day. Harry Zimdar making plans to enlarge next season. CHARLES SEIP.

The Great Lakes Exposition Midway

By HARLOWE R. HOYT, The Cleveland Plain Dealer

CLEVELAND, Oct. 24.—Pee Jay Ringens, high diver at Marine Theater, was presented with a distinguished service medal by Gen. Dir. Lincoln Dickey at conclusion of his engagement. During the 108 days of the exposition Ringens made his back dive twice daily, with exception of three times, when wind and storm caused postponement of performance. He also tried out five dives from a bicycle running off an inclined plane. Ringens left for Miami, Fla.

Claire Strong, Savannah songbird, who closed with Nick Lucas' Troubadours, is at the YWCA. Walter McNichols, credential chief, has taken a post at Cleveland representative of National Hotels Management. Maurice Goldstein, who pitched Hum-alls during the exposition, went to New York, where he will pitch novelties in a store. Otto Thurm and his band, who played at Otto Pirschner's Alpine Village, have returned to the village which Pirschner has on Play House Square.

Mike Cohan, announcer of Marine Show, is dickering with Telerflash race and sports broadcast service. Spec Martin, who was a greeter at the Florida Manor, is back at his home in De Land, Fla. Herb Tannenbaum, who assisted Doc Shean in staging special shows, leaves this week to visit his alma mater, Miami University, at Oxford, O. A. H. Zychiek, United States commissioner general at the exposition, has returned to law practice.

Marine show swimmers will keep in trim by swimming in Hotel Allerton pool, where Floyd Zimmerman, who arranged routines, is director. Belgian Wooden Shoe dancers have returned to Chicago. They open in Detroit at the Streets of the World. Paul Traxler will also open at Detroit, with palmistry stands.

Banily Shows

Carthage, N. C. Week ended October 17. Moore County Fair. Weather, variable. Business, good.

Business started off with a bang early Tuesday. City schools' students dismissed to attend opening of what looked like beginning of record week both for the fair and shows. Wednesday fell off a bit. Then the weather turned against the shows. County School Day Friday entirely dark account of constant down-pour. Saturday, good weather, good business. Good-fellows meeting Wednesday night. Mrs. Nettie Smith, emcee, program too long, grew tiresome. New members include T. Croaky, G. Robbins, F. B. Russell, A. Simon, J. Denning, W. Carrville, W. L. Smith, F. Hayes, H. Darnell, E. Mercer, A. and E. Pace, and the Euri Swicegood family, who joined this week to take over the cafe, which is giving excellent service. T. Branham here for week with his Loop-o-Plane and concessions. Rube Nixon, from World of Mirth Shows, visited with his many friends on the show Monday night. Paul Waddill, secretary of the Moore County Fair, all over the lot shaking hands with acquaintances and friends of long standing. Many expressions of sympathy to J. C. Roberts at the untimely death of his wife and helpmate. Roads torn up in greater part of the county and neighborhood had a bad effect on business. Despite all the adverse conditions, both the fair association and the shows had a profitable week.

CHRIS M. SMITH.

Hooey Shows

Trenton, Tenn. Colored Fair. Week ended October 17. Location, fairgrounds. Weather and business, good.

Show organized on short notice. Clicked as the on road several seasons. Opened Monday. Light business. Increased each night. Show small but clean appearance and plenty light. Twelve concessions, two shows, one ride. More rides booked. After Tennessee will move into Mississippi. Shorty Lewis was to be manager. Bill Boyle, lot man and assistant manager. Frank Kennedy, electrician.

WILLIAM REYD.

Johnny J. Jones Exposition Western States Shows

Columbus, Ga. Week ended October 17. Chattahoochee Valley Exposition. Weather, fair. Business, very good despite weather.

The midway was ready to open on schedule Monday. Shows made record run from Greenville, S. C. Every attraction up to operate when fair gates opened officially.

Tuesday, Children's Day, gave very good midway gross, topping many previous years' receipts. Wednesday has always been this fair's off day, but did give the shows and rides fair day's work. Thursday was killed by steady rain that lasted all night and up to Friday noon, then Old Sol made his appearance. Lot drained, cinders and sawdust spread. Shows registered good late afternoon and night gross. Saturday business exceptionally good and this helped to raise the gross.

New lighting effects have been installed on the four Ferris Wheel unit. Stars and circles in each, clusters of different colored globes between. New lighted front, augmented by 35-foot tower, casts rays of eight floodlights from one end of the four wheels to the other.

Signs of prosperity on all sides of Jones midway. Carl Lauther, side-show owner, purchased two Chevrolet cars and two Celtic house trailers. Pearl Harvey, Caterpillar ride operator, driving new eight-cylinder Studebaker. Mrs. Lillian Shepherd, new car and trailer. Harvey Wilson, funhouse operator, new trailer. Show's management contracted Great Wilno, human projectile, for remainder of season. Will be shot from cannon twice daily on midway.

STARR DeBELLE.

Crystal Exposition Shows

Shelby, N. C. Week ended October 17. Colored Fair. Business, good when weather permitted.

Fair opened Wednesday, Children's Day. Altho it rained off and on all day, everything had nice play. Minaret Show packed and jammed. This show had record week's business. Dolly Dimples, fat girl, had profitable engagement. Rain Thursday and Friday. Good crowds both days. Saturday clear and enormous crowd all day. Rides got bulk of business but everybody in general satisfied. Frank Binkley joined with bull game.

PUNCH ALLEN.

SMITH TO OPEN

(Continued from page 35)

standard. He is at present with Newton Kelley's Oddities of 1936 on Marks Shows.

Smith said that he would be general manager of the museum, with Joseph Pippo assistant manager and Carleton Collins director of publicity. An Unicorn Show will present the annex attraction, and Ralph the Elephant-Skin Boy will be featured in the main show with Aida and his sister Alice. The museum will play Southern territory exclusively and under strong auspices. Contracts to carry the organization to March 1 have already been closed, Collins stated.

Gold Medal Shows' Cemetery Fund Benefit for SLA Nets Over \$200

DONALDSONVILLE, La., Oct. 24.—The Gold Medal Shows' cemetery fund benefit for the Showmen's League of America held here October 16 was a success both artistically and financially. H. Doc Allen, of the shows, reported today.

A vaudeville, musical and variety performance was given in the Cariooca girl-show tent after the midway had closed near midnight; the net profits running well over \$200 from ticket sale, augmented by a novel auction. The spacious tent was packed with showfolk and the officials of the South Louisiana State Fair, all of whom were appreciative of the efforts of the performers.

The acts participating were from the grand-stand show and the Gold Medal talent lineup and included from the former as follows: Johnny DeDroid and band; Billy Miller, singing clown; Jack Harris and his Eight English Steppers; Sal Jordan's three whirlwind skaters and Cecil Matthews' International acrobats. Hi Hickey was the emcee. Hickey gained a new following for his showmanship in presenting the acts and for his clever patter.

Littlefield, Tex. Week ended October 10. Lamb County Free Fair. Weather, fair. Business, good.

First year Lamb County Free Fair has been held here, largest town in county. Attendance was so satisfactory that it will be made an annual event. Hard work of fair board, L. R. Crockett, Pat Boone, Carl Arnold, Beeman Phillips, John Price and Joe Hale, made it an outstanding success. Ride-o-C purchased by the shows two weeks ago at Dallas and booked at exposition was brought to Littlefield. General Manager Jack Ruback figured that as it was doing good in Dallas it would do better on the show in towns where it was new. It is the top-money ride. Shows now have 12 rides. Shows are home in Texas and many of us, including the writer, have taken short trips to visit folks. Jim Schneck, general agent, and Frank Downes, special agent, visited shows one night. Other visitors were Don Breshner, agent, Yellowstone Shows, and Mitchell Freeman, agent, Silver State Shows.

Now have school for the children on shows. Management transports and takes care of top. There are 19 pupils. Sonny Graves and Betty Lou Williams hold medals for regular attendance. Letters from the children of shows now attending school in various towns in Texas state they are all making satisfactory grades.

Lamesa, Tex. Week ended October 17. Dawson County Fair. Weather, good. Business, good.

This town gave shows on Saturday one of the best days' business of entire season. Dawson County Fair, under new organization, will probably develop into one of the outstanding fairs of the Southwest. It was one spot where everybody co-operated in making a success out of a virgin fair. City and county officials, civic and fraternal organizations and the various businesses of town working heel and toe. The 4-H Club boys and girls took care of advance sale of tickets and helped in every way possible.

Credit for their untiring efforts should be given to J. M. Peterson, president; Joe Williams and Joe Matthews; A. G. Beardson, manager Chamber of Commerce; W. L. Marr, mayor; A. M. Bennett and W. B. McWhorter, city commissioners. Friday night a large crowd witnessed Business Manager A. R. Wright's public wedding, one of the most elaborate in detail he has sponsored this season. Betty Ruth Jones, Odessa, spent the entire week. Fifty of the show's personnel headed by Manager Ruback attended Cole Bros.-Clyde Beatty Circus at Midland. Another party equally as large headed by General Agent Jim Schneck visited Harley Sadler Circus at Odessa. Both parties brought back reports of good business, good performance and hospitable treatment. Mr. and Mrs. A. Obadal and Mike Ruback visited, accompanied by Mrs. Jack Ruback, and left for Dallas and Fort Worth, where shows have some enterprises. Cookhouse now under direction of Mr. and Mrs. Robert Kolb. Good meals and treatment increased business. Snippy and Mary are real caterers and shows and town people recognize it.

SOPHIE MULLINS.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 21.—The comprehensive plans for third annual meeting of the association have heretofore been published in *The Billboard*. That there may not be any misunderstanding we desire to reiterate that no individual letters of invitation are this year being issued, but a general invitation is extended to the carnival industry thru this publication.

As we have previously pointed out, the association takes pleasure in welcoming the industry to attend the sessions of its third annual meeting to be held commencing on Monday, November 30, in Room 114 at Sherman Hotel, Chicago. Certainly everyone concerned with the activities of the industry and the accomplishments of the association during the past year will be interested in attending the sessions of the annual meeting, which will be held on Monday night, November 30, at 11 o'clock, Chicago time; on Tuesday afternoon at 2 o'clock, Tuesday evening at 11 o'clock and Wednesday afternoon at 2 o'clock.

Altho a detailed program of the sessions is not yet available, the sessions will be devoted to the following activities: First, a review of the activities of the association for the past year. Second, the consideration and adoption of by-laws for the association. Third, election of directors and officers for the ensuing year. Fourth, discussion and adoption of a plan of action for 1937, including matters relating to the association's legislative program.

The detailed program of the four meetings will be announced in *The Billboard* in advance of the meeting.

A cordial invitation is extended to everyone connected with the carnival industry as well as all of the members of the association to be represented or in attendance at these sessions.

We will appreciate it very much if those who plan to attend would notify us in advance at the AOA office.

World of Mirth Shows Booked For 1937 S. C. State Fair

COLUMBIA, S. C., Oct. 24.—The World of Mirth Shows, closing their inaugural engagement at South Carolina's record-making State fair tonight, will return to Columbia in 1937 to again supply the midway features for the event, Paul V. Moore, secretary, announced today.

Contract for the second appearance of the shows was completed between Moore and Max Linderman after a banner week, in which midway records for the past five years passed into the discard. Favored by clear skies and balmy temperatures, the event was described by Moore as the best in recent history of the annual exposition. Thursday's attendance of more than 50,000, lured jointly by fair features and annual South Carolina-Clemson University football classic, marked the usual high mark of the week, with Friday's Children Day throngs estimated at 40,000, another big day.

Al C. Hansen Shows

Doonville, Miss. Week ended October 17. Prentiss County Free Fair. Weather, clear, except rain Friday. Attendance, heavy. Business, good.

Upon arrival shows entered ninth State played this season and third in as many weeks. Long run from Jonesboro, Ark., and late arrival. Midway opened Tuesday night. Third time here. Visits exchanged with L. J. Heth Shows, which were at Corinth. Eddie Cole joined with three concessions. Numerous new faces on concession row. W. H. (Billie) Owens closed and left for Memphis. He will re-enter commercial field. Bennie Kaplan joined. While in advance of shows writer visited John R. Ward Shows at Hazelhurst and Royal American Shows at Columbia. Welcomed at Columbia by Walter Devoyne and Walter and Marjorie Kemp.

WALTER B. FOX.

Annual Sought For Shelby, O.

Celebration with a street fair sponsored by organization of business men

SHELBY, O., Oct. 24.—"Our desire and ambition is to make this an annual event featuring our free street fair, this being the second year we have successfully conducted the fair," declared O. L. Beal, of the committee sponsoring Shelby Street Fair and Celebration on September 29-26.

In the lineup were five rides booked by F. E. Gooding, Jack Orr's Ten-in-One Show, a Snake Show and a Glass House. Free acts included Capt. Earl McDonald, high diver, and Al Ritchey, feats of strength, and Mr. and Mrs. Ernest Murray clown and rube on streets and platform. There were about 48 concessions, including merchandise games. Shows, rides and concessions were booked independently thru ads in *The Billboard* and contacting 8 or 10 county fairs within a radius of 80 miles. Mr. Beal said.

"The celebration was held in conjunction with the street fair," he added. "A permanent organization, Shelby Community Street Fair Association, and merchants under the name of the Shelby Better Business Club sponsored the event. Gross percentage on shows and rides was \$312.61. Sale of concessions brought \$658.27. Light sold to concessioners amounted to \$56.25 and cut-in charges of \$52 made a grand total of \$1,059.13. Light and power were furnished free by the association to shows and rides. Everything was conducted on a strictly clean, moral basis."

Nevada, Mo., Event Clicks; Talk of Repeating in 1937

NEVADA, Mo., Oct. 24.—Rain on both days failed to dampen enthusiasm for Vernon County Harvest Festival here on October 6 and 7, and as a result of the interest evinced in attendance and by business people, sponsors are planning to hold another festival in 1937. Every department, according to Judson Smith, secretary, reported satisfactory results.

Event, strictly a Vernon County affair with no outside entries, concessions or attractions, was given over to agriculture, dairy, poultry, home economics, antiques, school and manufacturers' exhibits and saddle and harness horse shows.

Sponsoring committee consisted of all civic organizations of Vernon County and Nevada, county seat. Money for the festival was raised thru assistance of 20 selected teams, who worked assigned territories and contacted merchants. The money was then apportioned to chairmen of the departments with the understanding that there were to be no debts.

Natchez Rodeo Draws Well

NATCHEZ, Miss., Oct. 24.—About 15,000 witnessed the two-day Natchez Trace Rodeo held here recently in Liberty Park under auspices of the American Legion Post. Favored with ideal weather, show attracted large crowds to day and night performances. Several national rodeo figures participated. H. Parsons, rifle expert, was an added attraction.

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CONCESSIONS AND SHOWS, FOR 7th ANNUAL TOBACCO FESTIVAL
MAYSVILLE, KY., NOVEMBER 25-28, 1936.
Largest, longest Midway in the South.
HELEN DILLIN, Assistant Manager.

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WANTS
FOR K. OF O. XMAS CHARITY CIRCUS.
Acts, Minstrel Shows, Grand Shows, Telephone Men, Mills and Mills, Rides and Dumb Writs.
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WANT FEW MORE OUTDOOR ACTS GRANDSTAND
Novelty Ground—Acrobats. For One Night, Ball Park, October 31st. (Next night event of season.)
Grandstand Committee OUVIER PRESS CLUB
HALLOWEEN FESTIVAL ABBN., INC.
24 Opera Place, Cincinnati, O.
State Postoffice Lowest in Wno.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Kids on Merry-Go-Round Guests of "Santy Claus"

WICHITA, Kan., Oct. 24.—"Santy Claus" in the person of George Wolcott, Chicago manufacturer, slid down the box office of the Merry-Go-Round on the midway of Kansas Diamond Jubilee Exposition here last week and paid \$60 in an hour to entertain children. Pearl Houston, foreman-manager of the Carousel, looked up when he saw a handful of tickets sold to Wolcott as the fun started. Business had been so-so.

The manufacturer played "barker" and rounded up children inside the gates on Children's Day. He coaxed many adults, including old ladies, to go for rides. More than 100 were counted on one ride. He was aboard the score of times he rang the cash box. Wichitans who were hosts to Mr. Wolcott on a business trip here said the manufacturer is a bachelor who loves children and who once paid more than \$400 in a Chicago park one afternoon entertaining youngsters.

Around the midway the news of "Santy Claus" spread fast, as business had not been up to par, with two days rained out. One concessioner who came on the scene remarked, "If we can keep him inside for the rest of the day we'll be out of the red by Christmas."

Dee Lang Shows Are Midway Attraction in Newport, Ark.

NEWPORT, Ark., Oct. 24.—Second annual Rice and Cotton Festival here on October 5-10 under auspices of the Chamber of Commerce was a success, said Marion Dickens, president. Idea of the festival is to give the community a treat once a year. Profits are used for betterment of the town.

Dee Lang Shows, with concessions, two free acts and shows, furnished the midway. Other features included a horse show, historical pageant, kiddies' parade, football game and queen's ball. Seven men, elected from 21 directors of the local Chamber of Commerce, and dubbed the "steering committee," supervised the event.

Guntersville Centen Clicks

GUNTERSVILLE, Ala., Oct. 24.—Mas-jestic Exposition Shows and free acts furnished by El Rey Sisters and Unicorn Troupe were attractions at Marshall County Centennial here on October 12-17 under sponsorship of Marshall County Centennial commission. On the program also were James Neeld's Concert Band and four daily parades. Judging from interest displayed, the event was a success. Officials were Elbert E. Chandler, president; O. L. Brown, general manager, and Madge Musick, secretary. A grand stand seating 3,000, built especially for the event, will, according to Mr. Chandler, be kept intact for use in future celebrations.

Grant Asked in Pittsburgh

PITTSBURGH, Oct. 24.—Mayor Cornelius D. Scully signed an application asking a 46 per cent PWA grant for the proposed \$6,250,000 amusement project planned for erection at the Point by Greater Pittsburgh Exposition Society. Progress has been at a standstill for over a year due to former Mayor William N. McNair's unwillingness to sign the application.

Annual Favored in Wichita

WICHITA, Kan., Oct. 24.—Kansas industrialists exhibiting at Kansas Diamond Jubilee Exposition here on October 7-17 expressed keen interest should a similar sponsored event be made a yearly or biannual affair. Attendance approached 125,000 for the jubilee despite loss of opening night and following day and half from rain.

Nacogdoches Fete Proves Successful

NACOGDOCHES, Tex., Oct. 24.—Centennial Celebration here on October 16, featuring dedication of Old Stone Fort and a Historic Pageant of Nacogdoches, was a gigantic success, according to Joe L. Mock, manager of the sponsoring committee. About 10,000 attended. Inasmuch as the event was not intended as a money-making project, the committee considered it an unusual success that all bills were paid from operation of the pageant.

The pageant opened with an episode of Indian days and closed with a modern scene depicting Nacogdoches as a present-day educational center. Dr. Thomas E. Ferguson, dean of Stephen F. Austin State Teachers' College, wrote the continuity.

Event was sponsored by the centennial committee of the Chamber of Commerce, headed by A. J. (Whitey) Thompson.

Mt. Vernon, Ind., Fall Festival Winds Up on Top

MT. VERNON, Ind., Oct. 24.—Chamber of Commerce annual Fall Festival here on October 14-16 finished with a profit balance, said Martin W. Smith, secretary. A fair is of the old-fashioned country fair type, with exception that exhibits are housed in stores. Event was financed thru sale of tickets on a Ford car, which was given away on the last night, and the proceeds from a bingo game. Several rides were added this year.

Free acts were booked thru E. R. Gray, who also furnished street decorations and lighting. Weer Shows furnished Ferris Wheel, Merry-Go-Round and kiddie autos and grossed more than \$700, 15 per cent of which was turned over to the sponsors.

Detroit Dates Are Changed

DETROIT, Oct. 24.—Owing to conflicting dates between the annual Automobile Show and Villages of the World and All Nations Exposition to be held in Convention Hall, it has been found necessary to change the dates of the latter to December 3-13. Several local societies are sponsoring Villages of the World and All Nations Exposition and a route is being laid out to follow the Detroit date in larger cities. George T. McCarthy is director general.

Itta Bena Post To Stage Community Fair Annually

GREENWOOD, Miss., Oct. 24.—Community Fair, held here on October 19-24 under sponsorship of American Legion Itta Bena Post, was fairly successful.

F. H. Bee Shows with eight rides and 12 shows furnished midway attractions. Entertainment by the show was well received. Several hundred dollars in prizes was awarded.

Just before closing of the six-day exposition R. S. Love, director, announced that the affair would be an annual one.

Pocahontas Pageant Draws

POCAHONTAS, Ark., Oct. 24.—More than 15,000 witnessed portrayal of *This Is Your Heritage*, a pageant, which included a cast of 250 and depicted 101 years of progress of Randolph County, staged here recently under city sponsorship. Pageant, which had originally been postponed a week because of rain, attracted people from wide areas of North Arkansas and Southern Missouri.

HELP This Department by Telling Committees About It.

Chattanooga Expo Planned for Centen

CHATTANOOGA, Tenn., Oct. 24.—Chattanooga's Centennial will be celebrated by an exposition either in 1938 or 1940. It was decided by a committee which met here last week. Previous plans had called for a four weeks' celebration of the event.

Meeting in the Hotel Patten, a special committee discussed a number of suggestions as to form the exposition should take. It was decided not to reveal suggestions until further consideration had been taken.

"Chattanooga of the Future" is the motif urged by Col. Harold Weeks, centennial booster, in a letter read at the meeting. "The entire exposition could be built around a miniature development of Chattanooga and its vicinity in the future," he wrote.

Joe Engel, president of Chattanooga Baseball Club, is chairman of the committee to draft plans for the centennial.

Milwaukee Show Has Bands

MILWAUKEE, Oct. 24.—Included in entertainment at second annual Milwaukee and Wisconsin Exposition in the Auditorium here on October 24-31, sponsored by Milwaukee Association of Commerce, are orchestras of Joe Caravella, Myron Stuart, Johnny Davis, Jack Teeter, Joe Smith, Roy Numon and Al Buetner and Helme and his Grenadiers, each playing one day. Horace Heldt and his orchestra, booked thru Music Corporation of America, and Four Rhythm Boys, thru Consolidated Radio Artists, are in for eight days. The event was advertised by mail, radio, press, billboards and window cards, said General Manager Earl L. Ferguson.

Preparing in Shelbyville

SHELBYVILLE, Tenn., Oct. 24.—Much preliminary work is being done for Shelbyville Fall Festival, with co-operation of the Merchants' Association, under direction of B. H. Nye. There will be independently booked shows, rides and concessions, and a feature will be a Middle Tennessee amateur contest under a 150 by 60-foot top on the midway. Merchants' tickets for numerous giveaways during the festival are having big demand. Exploitation methods are newspapers, a sound car and posters throught the county.

Employees Sponsor Carnival

PONCA CITY, Okla., Oct. 24.—Rides and shows were part of two Carnival Nights staged here by Conoco Employees' Association on September 26 and October 3, reported Emerson G. Smith, of the committee. Brobeck Amusement Company booked Ferris Wheel and Merry Mixup. Concessions, including merchandise games, were operated by members. Midway had three shows, burlesque offering supplied by Eider School of Stage Dancing, Wichita, Kan.; Athletic Show, with pro wrestlers from Wichita, and House of Magic, featuring Loring Campbell, Wichita magician. An amateur show with prizes also was sponsored.

Rain Spoils Badger Event

DE PERE, Wis., Oct. 24.—Rain and cold combined to defeat attendance at Harvest Festival and Mardi Gras conducted on October 9-11 here by North-eastern Wisconsin Industrial Exposition, Inc. As a result the event had a financial loss. Vomberg rides were on the midway with independent concessions. Colonel Mumm had free-act contract. Joe Morris and his Death Dodgers, with horse racing and midget auto racing, were on the fairgrounds track.

Shorts

CENTENNIAL celebration scheduled this year in Breckenridge, Tex., has been canceled, said Secretary Hunter M. Jones, Chamber of Commerce.

SPONSORED by Clarksdale, (Miss.) American Legion Post, Zimdar's Greater Shows played a six-day stand in Clarksdale baseball park with 10 shows and 8 rides.

J. R. EDWARDS ATTRACTIONS, with three rides, Monkey Speedway, Girl Show and Kiddie Ride, was on the mid- (See SHORTS on page 66)

Classified Advertisements

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AGENTS—90c PROFIT \$1.00 SALES; CLEANER for Autos, Metal, Glass. Your name on labels. Free sample. **INSTANT KLEEN LAB.**, Dept. C, Dayton, O. no7x

AGENTS—STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

ATTENTION, SUBSCRIPTION SALESPERSONS—Individuals or with crew. America's best Poetry Journal wants agent east of Mississippi River. Write for proposition. **C. L. ROYSTER**, 538 So. Clark St., Chicago, Ill. x

BARTENDER'S BUDDY—EVERY BARTENDER needs one. New, simple, sensational. Demonstration sells; much needed. Concessions, whiskey salesmen, etc., clean up. \$1.00, exclusive territory; sample 50c. **IDEAL SPECIALTIES COMPANY**, Berwyn, Ill.

CARTOON BOOKS—PHOTOS, \$2.25, \$2, \$3.50 per 100. Spicy Magazines, 9 for \$1. Catalogue 25c. **BOX 468-B**, New Haven, Conn. no7x

CARTOON BOOKS, 100, \$3; RARE PHOTOS, 100, \$4; large Sample Assortment Photos, Books, Novelties, \$1. Lists 10c. **GLDIE NOV-ELTY CO.**, 1261 Broadway, New York. x

CHRISTMAS CARDS—BIG PROFITS, FINEST assortments, gift wrappings, etc. Free samples, particulars. **TUCKER CARDS**, Dept. BB, Box 63, Indianapolis, Ind.

COMIC CHRISTMAS-NEW YEAR'S POST-CARDS, 50 designs, 200, \$1.00; 1,000, \$4.00, delivered. 20 samples, price list, novelty catalog, 10c stamps. Christmas Box, 21 extra fine folders, \$1.00 assortment. Sample box, 40c; 12 boxes, \$1.00, delivered. Free catalog, price lists, 5c to 25c cards, all kinds. **ARTFORM COMPANY**, 1710 Undercliff Ave., New York. x

CONSTIPATION CONQUERED—COSTIVE bowels responsible for more misery than any human thing. Results of study and experiment with innumerable practical treatments are yours for small sum. You can earn money as well. Free booklet. **WILLIAM C. RICHARDSON CO.**, Easton, Pa. x

DISTRIBUTOR—DIXIE DANCE WAX. Cleans it waxes. Your own business, highly profitable, be independent. Easy, pleasant. Cafes, taverns, beer parlors, anywhere there is dancing. Constant repeats. Sample hunters send your stamps. **DIXIE WAX CO.**, Evansville, Ind. no7x

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work. Attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo. no7

FREAK PHOTOGRAPHS—RARITIES, DODDIES. Samples, 25c, \$1.00. Cartoon Booklets, 10 samples, 25c. Catalogue 3c. **DE LUXE SALES**, Box 416, Oskawville, Ill.

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfx

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MAKE MORE MONEY SELLING SHIRTS, TIES. Underwear, Dresses, Hosiery, Raincoats, jackets, Pants, Uniforms. Sales outfit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. no28x

MAKE \$21 HUNDRED STAMPING NAMES ON checks. Sample and instructions, 25c. **NICKERSON SPECIALTY CO.**, 130 So. Bend St., Pawtucket, R. I.

NEW HEALTHY TEA WITH FREE PREMIUM given. Quick seller (not a laxative). Write **GRANDMA'S COMPANY**, 38 Cooper Square, New York. x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. oc31x

OIL PAINTINGS, VELVET PICTURES, PILLOW Tops. Low priced; big sellers. Novelties. Lessons in Oil Painting. **ENTERPRISE**, 2321 N. 36th, Milwaukee. x

PAVIES, CANVAISSERS, LADY AGENTS—SELL something new; Miami Overettes. Men and women buy alike. If one hundred dollars a week looks good to you then write for particulars. **MIAMI OVERTETTE CO.**, 205 East 66th St., New York. x

PERFUME BUDS—SENSATIONAL STREET-ment seller. Cost 1c each, sell 5c. Particulars free; samples 10c. **MISSION**, 2328 W. Pike, Los Angeles. oc31x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, Dunellen, N. J. x

PROFITS SELLING FUN BUSINESS CARDS—Surprise letters, Clever Novelties, etc. Samples and list, 20c. **NATIONAL SPECIALTIES**, Box 500B, Cincinnati, O.

SALESBOARD MEN—NEW PUT AND TAKE jars, twelve different payouts. Details, sample free. **TOM THUMB**, Dept. BB, Nauvoo, Ill. no7x

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STOP SQUEALING—START CROWING! Unusual plan; no canvassing. Work mornings home; drive in country or movies afternoons. Prepare for surprise. **NATIONAL FOLIO**, Station D, Los Angeles.

TIES, NEW FALL STYLES, \$12.00 AND \$17.00 gross. 25% cash, balance C. O. D. Money refunded. Send \$1.50 for sample dozen. **FREEDLINE TEXTILE AGENCY**, 106 W. Ninth, Los Angeles, Calif. oc31x

TINSELED CHRISTMAS SIGNS, 11"x14". Retail 25c. Big seasonal money-maker, 10 Signs of your favorite Cigarettes free with purchase of 100 at \$5.50 Catalogue, sample sent free. **LOWY**, Dept. BL3, 8 West Broadway, New York. no7x

UNUSUAL OPPORTUNITY—800% SURE profit, immediate income upwards \$10-\$15 daily. No experience required, just common sense. Marvelous year-round repeat necessity used in various fire stations. Sensational 1-minute demonstration clinches sales. Tire shops, auto dealers, retraders, gas stations. Send \$1; start immediately. **MANUFACTURER**, 64 N. W. 33d St., Miami, Fla. x

WHERE TO BUY AT WHOLESALE 500,000 AR-ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. no7x

WHY WORK FOR OTHERS? MAKE AND SELL your own goods. Formulas, Toilet Articles, Perfumes, Extracts. Valuable book free. **SCIENTIFIC LABORATORIES**, 1957 W. Broad, Richmond, Va. tfinx

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ALLIGATORS, SNAKES, TURTLES, CROCO-diles, Animals. Twelve small assorted Snakes, \$3.00; eight large attractive assorted Snakes, \$10.00. Coral Snakes preserved in patent jar for exhibition, \$1.50. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. oc31

BLACK AND WHITE STUD PONY, BEAUTY. sound, kicks foot balls, does yes and no, hind foots. First hundred takes him. **F. W. BURNS**, 1645 N. Center, Terre Haute, Ind.

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FIVE TRAINED DOVES AND PRDPS. Performing on Merry-Go-Round, Ladder, Barrel and Ferris Wheel, \$15.00. **THOS. FINN**, Hoosick Falls, N. Y.

FOR SALE—TWO CANADIAN BLACK BEARS. females, 8 months, clever, friendly, easy to handle. Write **GILLAN BAKING CO.**, York, Neb.

FOR SALE—3 NICE MALE LIONS, 2 WRES-tling Bears, Reo Cage Truck, 2 Cage Trailers, 2 Arenas and Net, 6 New Banners, 4 nice Rhesus Monkeys. **BILL BANSEN**, Greenville, Ohio.

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BUSINESS OPPORTUNITIES

EASY DOLLARS IN YOUR MAIL—SELLING new, up-to-date plan. Send 25c for plan, copy, profitable facts. Hurry! **KATZ**, 4254 N. Kimball Ave., Chicago, Ill. x

FOR LEASE—THEATRE IN LIVE WESTERN town. Fully equipped except cinema facilities. **BOX 179**, Billings, Mont. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

FOR SALE—A PERMANENT CARNIVAL. Trailer Camp, Cottage City, Lithia Spring, Warm Swimming Pool, 1/2 mile of Gulf front, paved road, R. R. station. Fortune for right man. **HARRY W. DAVIS**, Tarpon Springs, Fla. no7x

MAKE WALKIESNAPS—A NEW BUSINESS. Write for details on this fascinating new money-making business. **BASS CAMERA COMPANY**, 179 W. Madison St., Chicago, Ill. no7x

SELL BY MAIL BOOKS, NOVELTIES! Bar-gain! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfinx

COIN-OPERATED MACHINES

SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

BARGAINS IN USED SLOTS, ALL TYPES. priced right. Instant delivery on Pace and Mills machines. **MARION COMPANY**, Wichita, Kan. no7

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. no7x

BARGAINS, BARGAINS, BARGAINS—PRACTI-cally new, factory reconditioned Pay Day Automatic Payout Tables, one ball or five ball, at savings of 50c on the dollar. Limited number. While they last, \$37.50 each; guaranteed. **BUCKLEY MFG. CO.**, 2100 W. Washington Blvd., Chicago.

CHESTER PDLARD FOOTBALL GAMES, GOOD condition, \$25.00 each; Mills Equity 1-shot Tables, \$15.00 each; 1/3 deposit with order. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. oc31x

CLAWS, DIGGERS CHEAP—PEANUT, PISTA-chio Spotted Ball Gum Venders, \$2.75 up; Cent-A-Smoke Cigarette Venders, \$4.50. **NATIONAL**, 4242 Market, Philadelphia, Pa.

EXHIBIT TICKET MACHINES, \$15.00; BOMB-er, \$8.00; Electric Eye, \$65.00; Duette Double Play Vender, \$9.00. All kinds Penny Arcade, Pin Games reasonable. **MUNVES**, 145 Park Row, New York.

FIFTEEN MILLS GOLDEN BELLS AND SIDE Venders, refinished, look brand new, guaranteed same as new machine, \$62.50 each, F. O. B. Oakland. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no14

FOR SALE—THREE INTERNATIONAL MUTD-scope Photomatics; also all types Digger Machines, cheap. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. no7

FOR SALE OR TRADE—KEENEY'S BOWLETTE, AUTOMATIC VENDER COMPANY, 152 Houston St., Mobile, Ala. x

MILLS 10-BALL PAY TABLES, GOOD CONDI-tion, \$10.00 each; Pearl Harbors, 1-shot, \$25.00 each; Tycoons, \$75.00 each; Seeburg Sportsman, \$25.00 each; all guaranteed in good condition. 1/3 deposit with order. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. oc31

MILLS PHONOGRAPH, HIGHBOY MODEL IN good operating condition, \$50.00 each. F. O. B. Oakland, Calif. **MILL SALES CO., LTD.**, 1640 18th St., Oakland, Calif. no7x

MILLS NICKEL SILENT ESCALATOR, DOUBLE Jackpot Venders, \$37.50 each; Wagon Wheels, \$8.00. **A. BERMON**, 29 W. Daniels St., Cincinnati, O.

MILLS 5c AND 10c BLUE FRONT GOLD Awards, refinished, look like brand new and guaranteed as such, \$65.00. F. O. B. Oakland, Calif. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no14

MILLS LATE SLOTS—ALL REFINISHED, RE-conditioned, guaranteed like new. All with Escalators, 20-reel stops, meters and regular crates. 24 Silent Front Venders, \$50; 17 same machine with Bell Front, \$50; 3 Diamond Mystery Front Venders, \$65; 4 Blue Front Bells, \$70. Third deposit, balance C. O. D. **W. E. KEENEY MFG. CO.**, 2611 Indiana Ave., Chicago, Ill. no7x

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NICKEL, DIME, QUARTER JACKPOT BELLS, \$14.50; Twin Jackpots, \$24.50; Penny Dukes Color. Fall bargain list free. **COLEMAN NOVELTY**, Rockford, Ill.

TEN MADCAP, ELECTROPACK, TOP HAT, Exhibit Whirlpool, five Exhibit Gushes, Games, two weeks old, all guaranteed. Territory closed; sell to highest bidder; individually or altogether. **J. WIDES**, Logansport, Ind.

TEN SEEBURG 1934 SELECTOPHONES, \$90.00 each; Six Mills 1935 De Luxe, \$150.00 each; One 1934 Cable 12 Record, \$50.00; all mechanically perfect, 1/3 deposit with order. **ATLAS COIN MACHINE CO.**, 1209 Washington, Boston, Mass. oc31

TWENTY-FOUR RECORD SELECTIVE CABELS, attractive streamline cabinets, Webster pick-up and amplifier, like new, latest serial numbers, \$65.00 each; complete with records. **CAPITOL AUTOMATIC MUSIC CO.**, 460 W. 34th, New York.

TWO EXHIBIT ROLL CHUTE MERCHANT-men, refinished and in first-class condition, \$95.00 each, 1/3 cash. **CHICAGO VENDING CO.**, 231 E. 95th, Chicago.

WANTED—USED 1935-1936 MUTOSCOPE Cranes; state lowest price, serial and condition. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no21

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. no28

WE BUY ALL TYPES OF PAYOUT TABLES IF priced right. **SNYDER AMUSEMENTS**, 108 S. Seventh St., Allentown, Pa. x

1c WATCHING DOUBLE JACKPOT, \$25.00! Hi-Latch, \$65.00; Mills Nickel, \$17.50; Purlin Ball Gum Cigarette Machine, \$3.00; 1c Machine with 10-cups, \$5.00. Cash for Slots or 1 Ball. **O'BRIEN**, 89 Thames, Newport, R. I.

\$5.00 EACH—THREE-IN-LINE, CRISS CROSS-a-Lite, Score-a-Lite, Rapid Transit, Neontact, Skyway, Rebound, Turn Table, Spelling Bee, Tricks. Cash or trade. **Z. P. BURKE**, Exeter, N. H. x

\$50.00 CASH PAID FOR MILLS BLUE FRONTS; will also buy regular Gold Awards; state serials. **ROCKPORT NOVELTY CO.**, Rockport, Tex. no21

COSTUMES, UNIFORMS, WARDROBE

MESS JACKETS, BLUES, GRAYS, BLACK, \$25 Sashes, \$1; bargains Scenery, \$5; Costumes, Tuxedos, Gowns, Overcoats, Suits. **WALLACE**, 2116 N. Halsted, Chicago.

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EXPERT ANALYSIS; RESEARCH; INDUSTRIAL Development. Newest guaranteed formulas; biggest catalog free; special prices, loads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunny-side, Chicago. x

FORMULAS—GUARANTEED, LABORATORY tested and approved. Latest fast sellers; none better; lowest prices; catalogue free. **KEMICO LABS.**, 65 Parkridge, Ill. x

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FORMULAS—L A T E S T MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **M. BELFORD**, 4042 N. Keeler, Chicago.

FORMULAS

FOR SALE—SECOND-HAND GOODS

BARGAINS—GENERATORS, MOTOR GENERATORS, Exhaust Fans, etc. Ask for quotations on your needs. ELECTRICAL SURPLUS COMPANY, Dept. 50, 1885 Milwaukee Ave., Chicago.

CASWELL JACKPOT GALLERY BULLET TRAP, safe, convenient and ideal for miniature jackpot rifle galleries. Write for descriptive literature and prices. CASWELL SHOOTING GALLERY EQUIPMENT CO., Anoka, Minn. no7

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CORN POPPERS—FEARLESS GIANT ALUMINUM Corn Popping Kettles; rotary, electric. Candy Kettles. Lowest prices. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. de2x

POPCORN CRISPETTE MACHINES, CORN POPPERS, Carmelcorn, Potato Chip, Cheats Corn. Corn Equipment. LONG EAKINS, 1976 High St., Springfield, O. no7

130 PAIRS CHICAGO 10 DEGREE SKATES AND Road Amplifier, used 8 months, like new, reasonable. LA ROUCHELLE, 5631 Drexel, Chicago.

FOR SALE—SECOND-HAND SHOW PROPERTY

PARK MEN—THIS IS YOUR OPPORTUNITY. 8-Car Whip, Aeroplane Ride, both first-class condition. No reasonable offer refused. CLAZIER, Lake Orion, Mich.

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HELP WANTED

BELL RINGERS OR XYLOPHONE PLAYERS with equipment for Christmas Parades. STANBERY PRODUCTIONS, Fort Dodge, Ia.

COMEDIENNE TO WORK WITH NOVELTY straight. Amateur okch if talented. Send photo, describe yourself and what you can do. BOX 221, Billboard, Chicago.

MODERN ORGANIZED DANCE BAND WITH transportation; work under leader. Give complete information in first, BOX 741, Billboard, 1564 Broadway, New York.

WANT JOIN INDOOR CONCESSION CIRCUS acts. 2 promoters, general agents. ROBERT G. WING, Mgr., Seal & Lee Circus, Decatur, Ill.

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WANTED—MEDICINE PERFORMERS UP IN acts. Write MEDICINE SHOW, North Star, Ohio. x

AT LIBERTY ACROBATS

BAR PERFORMER—Aerial and Ground Bar, Straight or Comedy. LOUIS OCVIRK, 812 W. Wells Street, Milwaukee, Wis. no14

THE DION ACROBATS—Father and his five children, ages 7 to 14. Act consists of hand-stands, backflips and different things. M. FRED DION, 170 Ave. A, Turners Falls, Mass.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—CLOSE contractor, A-1 biller, have new car; join anywhere at once. BOX C-122, Billboard, Cincinnati, O.

ADVANCE AGENT—Guarantee conservative money-making route to good box-office attraction. All territories. Have car. Work on percentages only. For quick action rush particulars. DAVE MILTON, 1824 Prospect Ave., Cleveland, O. no7

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ADVANCE AGENT—12 years' experience. Can route and book any attraction anywhere in the United States and Canada. Close contractor; salary only; reliable. BOX 200, Billboard, Chicago.

BUSINESS MANAGER-AUDITOR for reliable show or vaudeville act. Good education. Can double state. Young man, bright six feet, weight 150. BOX 401, Houston, Calif. no31

MANAGER-AGENT—Go anywhere, have readily done. Idea that brings you when storms. Bills of fare. Ballrooms, dance bands, big or small, write HALLOCK Route 8, Duluth, Minn. no7

AT LIBERTY BANDS AND ORCHESTRAS

MODERN TEN-PIECE ORCHESTRA—SWEEP and swing. Modern arrangements, large library, well uniformed, novelties, five vocalists, trio, P. A. system, glee club. Absolutely fast, can cut anything. Own transportation, go anywhere. Available for hotels, ballrooms, night clubs. No job too big. Write or wire ORCHESTRA LEADER, 118 W. Fourth St., Flint, Mich.

WANTED—COLORED MUSICIANS UNDER 25 years old. Piano, Tenor Sax, String Bass. Must sing, dance and double on string instrument for bar work. \$100 per man per week. Write SPIKE'S KEY O' NAILS, Grayling, Mich.

WANTED AT ONCE—A-1 BOOKING AGENT with car for radio amateur contests and shows. FLOYD L. MILLER, Box 271, Greenwood, Ind.

WANTED—BAND WITH GUITAR, ACCORDION or Piano player. One connected with radio, BOX 740, care Billboard, 1564 Broadway, New York.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. 132 illustrated page catalogue, 30c. No free pamphlets. Leaders since 1924. NELSON ENTERPRISES, 198 S. Third, Columbus, O. no7

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LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42nd St., New York City. no4x

LUMINOUS GHOST, NATURAL SIZE, \$7.50; Palmistry Charts, \$4.00 thousand; sample 10c. Catalogue free. S. W. REILLY CO., 1853 Bryden Road, Columbus, O.

MISCELLANEOUS

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. [a]9x

BE POSTED ON WOOD MATERIALS—SAMPLES Oregon woods in small cardboard box, 10c. Miniature shingles, 35c bundle postpaid. Stamp for catalog rare Oregon woods. M. BINFORD, Oceanlake, Ore. x

FANCY COWBOY BOOTS, HATS—FREE CATALOGUE. BILL OLSON, Marshall, Minn. x

FINEST 4-FOR-10c OUTFIT ON THE MARKET. The Quartermaster. Made of 1/16 in. gauge steel. Direct Positive Rolls, 1 1/2"x250", \$4.75; Enlarging Paper, \$5.40 gross. Mounts, Mirrors, complete line. Send for catalogue. MARKS & FULLER, INC., Dept. 1, 44 East, Rochester, N. Y.

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FOR SALE—7,500 POUNDS SOUTH AMERICAN Yellow Popcorn, 1935 crop, shelled, cleaned, sacked, \$11 cwt., cash. F. O. B. Stanford. DR. C. B. WHITE, Stanford, Ill.

READERS—ASTROLOGY, TEA LEAF, CARO. Crystal, Palm, Numerology, Psychics and others. Join a National Registry; exchange ideas. Include 10c and 3c stamps. Full names, address. INDEPENDENT PSYCHIC CENTRE, Dept. 7, 34 Tracy St., Buffalo, N. Y. x

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ROLLS DEVELOPED, TWO PRINTS EACH AND two free enlargement coupons, 25c. Reprints, 2c each; 100 or more, 1c. Christmas Cards, 60c dozen. SUMMERS' STUDIO, Unionville, Mo. oc31x

M. P. ACCESSORIES & FILMS

PORTABLE SOUND PROJECTORS—FREE TRIALS. Films shipped for screening. You don't need to buy a cat in a bag if you come to us. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash, Chicago.

ROAD-SHOW SOUND SPECIALS—WESTERNERS. Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. no7x

SEMI-PORTABLE SOUND EQUIPMENT AT prices within your reach. Soundheads, Amplifiers, Power's and Simplicx Projectors, G. E. Mazda. While they last, \$300.00. Silent Projectors, only \$15.00. ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

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WANTED—A GOOD USED 16 MM. SOUND Projector, in good condition and cheap. ADOLPH VAETH, Chadwicks, N. Y.

2 SIMPLEX MACHINES WITH LOW INTENSITY Lamps. \$425.00; 2 Power's 6-A Machines. \$250.00; 2 Mazda Lamp Outfits for \$75.00; Single Reel Films with Sound, \$17.50. MAYER SILVERMAN, Forbes St., Pittsburg, Pa. oc31

16 MM. ART FILMS EXCHANGED—NEW titles added when released. Give us a trial. BALD MOUNTAIN EXCHANGE, Dept. B, Somers, Conn.

PERSONALS

ASTROLOGY CAN HELP YOU ATTAIN SUCCESS and happiness through scientific analysis of your individual horoscope. Confidential advice regarding your personal problem with cosmic suggestions indicating your best possibilities to achieve your goal. Send \$1 with your question, time, date, place of birth. J. WALTER TUTTLE, 2003 Harcourt, Los Angeles, Calif. x

I. W. PFISTERER—ANYONE KNOWING THE present whereabouts of the above party believed to be on the road as drummer for a traveling orchestra, please communicate with BOX C-118, Billboard, Cincinnati, O. no7

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SAM J. POPKIN, PLEASE WRITE TO ME IMMEDIATELY. ROY, Los Angeles.

WE COLLECT NOTES, ACCOUNTS, SALARIES, anywhere United States. No charges unless collected. Established 30 years. MAYS' COLLECTION AGENCY, Somerset, Ky. oc31x

WILLIAM OR NORA PEARLS—PLEASE COMMUNICATE WITH B. L. FRANCQ, 210 Old National Bank, Evansville, Ind., on important matter. oc31x

SALESMEN WANTED

MANUFACTURE AND SELL YOUR OWN Motor Overhaul Compound—Expanding Mineral Supplies. Make as easy as a cup of coffee. Clean up with world's fastest selling specialty; formula and enough mineral to start business one dollar. XRALYTE MINES, Kallispell, Mont. no7x

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SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side-Show Banner Painters. Increasing business requires enlarging our studio. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. oc31

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CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. oc31

THEATRICAL PRINTING

DISTINCTIVE—125 2-COLOR LETTERHEADS, 1-Color Envelopes, 50 Business Cards, Case, all \$1.89; 250 \$2.69 (Embossed), \$2.39-\$4.39, postpaid. SOLLIDAYS, Knox, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. BELL PRESS, Winton, Pa. x

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ZINC CUTS, 2x3, \$1.00; 2x4, \$1.75—COZART, Oanville, Ill. x

200 14x42 OR 21x28 HALF SHEETS, 58; DATE Changes, 25c each, 25¢ deposit with order. DOC ANGEL, Ex-Trouper, Leavittsburg, Ohio.

5,000 4x9 DODGERS, 55; 6x9, \$7.50; 9x12, \$11; cash, delivered. THE CORNEY PRESS, 35 Rommel St., Buffalo, N. Y. x

WANTED TO BUY, LEASE OR RENT

WANTED—CANOPY FLOSS MACHINE OR other good money maker; full particulars, price, first letter. BOX C-35, Billboard, Cincinnati, O.

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At Liberty Advertisements
TO WORD, CASH (First Line Large Black Type), TO WORD, CASH (Small Type), TO WORD, CASH (First Line and Name Black Type), TO WORD, CASH (All Less than 25¢), Figure Total of Words at One Rate Only.

AT LIBERTY—SIX OR SEVEN-PIECE DANCE Band. Completely organized; everything arranged newest Dixieland style; plenty swing, up-to-the-minute library; commercialism thoroughly understood. Can handle your shows. Band now on spot and on air. Three singers and can furnish fine girl singer. Uniforms, stage equipment and amplifier. Personnel young, clean cut and congenial. We guarantee satisfaction. Reason for change, want Southern spot for winter. Reliable proposition and bookers write. ORCHESTRA LEADER, 310 West Washington, Appleton, Wis.

MODERN SEVEN-PIECE, SWEET, SWING, ORGANIZED, reliable dance band. Cut to six pieces, augment to ten men. Experienced hotel, safe, ballroom or night club interested Southern location, but anything reliable considered. Can play floor shows. Combination includes girl singer, feature vocalist, arrangements, novelties, appearance, flashy equipment, uniforms, modern library. Band now working thirty weeks present location, but desire winter spot. References. Reliable managers, bookers, write details in full first letter. ADOLPHE McFARLAND, 604 West 4th, Coffeyville, Kan.

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SOMETHING NEW—ORGANIZED FOUR-PIECE Dance and Entertaining Band, with many novelties. Uniformed, experienced, union, sober, professional. Combination: String Bass, Guitar, Trumpet and Trombone, doubling and featuring three Brass, three Clarinets, Tenor, Piano, five Vocalists. All music arranged to fit combination and its doubles. DON JOHNSON, Rauff Hotel, Portage, Wis.

NATIONALLY KNOWN RECORDING BAND AT Liberty November 2. Ten men, director, 4 seasons on same location. Band young, neat and modern, showmanship, stage presentation, music stands. P. A. system, special arrangements and up-to-date repertoire. Use Vibraphones, Chimes, Tympanis and Celeste. Interested in hotel, night club or stage presentation; location only; non-union. PAUL CORNELIUS, 1209 Edison St., Dayton, O.

5-PIECE GIRLS NOVELTY ORCHESTRA AT LIBERTY. Playing swingy modern style, also Spanish and Hawaiian music and dancing. Male Director-Vocalist, 2 changes of costumes, P. A. system, adaptable to floor show, latest library. Desire location in Chicago if possible. Will travel. Non-union; photos sent on request. ERNE BRUSS AND HIS ESPANA MELODIE MAIDS, 404 1/2 N. Laramie Ave., Chicago, Ill. no7

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DOO DOOK'S Columbia Recording and NBO Orchestra available for dates, metropolitan area. 603 New Brunswick Ave., Perth Amboy, N. J., oc31

GEORGE NODZO and His New Yorkers—10-piece orchestra at Liberty after October 31st. Band swingy, cuts and plays all floor shows, no repeats and more. Location job only. Can also furnish 7-piece orchestra and 5 or 4 piece orchestra. Write or write GEORGE NODZO, care Alexander Inn, P. O. Box 818, Tapscott Lake, N. Y.

SEVEN-PIECE (Finger) Band and feature Singer 2x4. Ideal for night spot or hotel. Hit recording system, singing trio, novelties, up-to-date library and uniforms. Have had floor show experience and guaranteed band to be satisfactory in every respect. Include managers, or bookers wire. BARRY COLLINS, Grand Island, Neb.

AT LIBERTY CIRCUS AND CARNIVAL

AERIAL ORYONS—SENSATIONAL AERIALISTS that really entertain. Fast Double Trapeze, Iron Jaw and Novel Chair Balancing Trapeze. At liberty for winter engagements November 7. Permanent address, Adel, Ia. no7

AT LIBERTY—Nellie King's Musical Act. George Grain King, sidekick manager. French and Ver-trological Acts. Past season with Cooper Bros. Circus. Address care General Delivery, Indiana, Pa. no7

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AT LIBERTY—Professional Trick. Patsy Hope Spinner and Novelty Western Acts. Just closed with Flying X Roden. Free attractions. Any good reliable indoor arena, rodeo, anything in Western line. Good wardrobe. Can give good reference. Working at World's Fair, 1934. Tickets free. JAMES H. BARK, Lansdale, O.

PUNCH AND MADON. suitable for side show, store show, amusements, etc. BENJAMIN BERNARD, care Consents, 2760 W. 10th St., Brooklyn, Coney Island, N. Y.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—TRUMPET PLAYER. READ, tone, get off, young, appearance. Small or large bands. Write BILL HOLLIDAY, 1025 Brentnells Ave., Columbus, O.

AT LIBERTY DRAMATIC ARTISTS

YOUNG MAN, 24, WILL APPRECIATE OPPORTUNITY to join reliable dramatic company. Not afraid of work. Salary no consequence; experience desired. Write J. P. VAN COUTREN, 505 Knoxville, Peoria, Ill.

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AT LIBERTY MAGICIANS

MAGICIAN - FULL EVENING SHOW; schools, theaters, audisces, floor shows. Opportunity for advance man. DON LECARDO, care Billboard, Chicago.

FEATURE MENTAL ACT—Misdreading, Crystal. Bog-office building for any kind of show. Oriental presentation. Salary and percentage on private readings. PRINCE YOSK, care The Billboard, Cincinnati.

AT LIBERTY MISCELLANEOUS

ORIGINAL ONE-MAN BAND wants connection with carnival or fair traveling South. Have sound truck of unusual appearance and sound quality. AL BERESOFF, Billboard, 1564 Broadway, New York.

AT LIBERTY—A-1 Med. Lecturer. Do Straight in acts, have real Rising Voice (Hiss). Open for tab. or med. show. Good dresser, reliable, sober. Moderate salary for long engagement or percentage. South for winter. Address L. W. DAVIS, 615 W. Duggert St., Ft. Worth, Tex.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CIRCULATION NOVEMBER 12. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

AT LIBERTY—Radio Announcer Can specialize in commercial, sports, musical, announcing. Tonal quality excellent, recent graduate Floyd Gilbois School Broadcasting. Free to travel anywhere. Reference furnished on request. Rate salary. Age 23. ALAN DHAKE, 2010 Presbury St., Baltimore.

CLOWN AT LIBERTY—Wardrobe the very best, numbers best, clean and up to date, modern show, one, two or three clowns. ROY BARRITT, care Billboard, Chicago, Ill. no7

OOO. PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Panahaska himself. A real attraction for summer resorts and indoor circus. GEO. E. ROBERTS, Mgr., Panahaska's Circus, 615 W. Erie Ave., Philadelphia, Pa. SACmore 5236.

AT LIBERTY M. P. OPERATORS

AT LIBERTY—Motion Picture Cameraman, produce and direct; eight years' experience; minimum equipment. Write SPHINK MOTION PICTURE STUDIOS, Suite 1102, 210 Fifth Ave., New York. no7

AT LIBERTY MUSICIANS

LADY ACCORDIONIST, Pianist—Organist, stenography, age 20, blonde, pleasing personality, taught accordion 3 years at Wurlitzer's factory position with reliable orchestra. RUTH BRINCK, Broadview Hotel, Chicago. no14

CORNET - READ, FAKE, WANTS JOB IN small, swing out band. MUSICIAN, 708 Temple, Detroit, Mich.

DANCE ORCHESTRA DIRECTOR, 8 YEARS successful in managing and directing. Personality, neat appearance, large complete wardrobe. Can do m. c. and radio announcing. Also furnish 150 special arrangements and P. A. system; other orchestral equipment if desired. BOX C-119, Billboard, Cincinnati, O.

DRUMMER - VERY FINE VOICE, SEVEN years' experience, available October 20. Plenty ride, solid rhythm, age 25, sober, good appearance, read. Write or wire, state all. RAY NELSON, 3513 Hamilton Ave., Dallas, Tex.

EXPERIENCED LADY VIOLINIST - Plays both classic and popular, very clean technique, gobs of experience and have a real tone that takes to mike well. Prefer radio work, but will consider anything except cheap shows. Write BOX C-116, The Billboard, Cincinnati, O.

FAST GUITAR and PIANO TEAM - READ and fake, both modern take off, young, sober, good appearance, plenty experience. Join immediately. Write or wire MUSICIANS, Grand Hotel, Havre, Mont.

FRANK "SULLY" SULLIVAN - TENOR "SAX, Clarinet. Read, transpose anything, modern, experienced all lines. 724 Travis St., Shreveport, La.

MODERN FIRST TRUMPET - RANGE, TONE and excellent reader. Take off, union, single and excellent Double Melophone Sing Comb numbers. Cut or no notice. MILTON HUTTON, Pine St., Red Lion, Pa.

STRING BASS WANTS ENGAGEMENT - Experienced theatre, hotel, broadcasting with mount bands, etc. BASS, Box 293, West Plains, Mo. oc31

TENOR SAX CLARINET, CONSIDER 3d ALSO chair doubling Tenor. Force, read, fake, union, 23. Sobor, single, reliable. Good voice. State all. HAROLD A. NELSON, Story City, Ia.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CIRCULATION NOVEMBER 10. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

ALTO SAX (double Clarinet and Piano man, age 27. Experience in units or clubs. Both read or fake. JOHNNY WILSON, General Delivery, Sandusky, O.

BASS VIOLINIST, Double Cello. Experienced in vocal, symphony and dance music. Neat, reliable young man. Will consider any location or route. AL WEISS, 1014 Chestnut St., Reading, Pa. oc31

TRUMPET - Capable A-1 Dance Musician. Arrange and have some good swing arrangements on hand. Will consider any substantial offer. Guarantee satisfaction in reading, takeoff and sweet staff. Plenty of experience and good reputation. Send offers to LARK McGRATHMAN, 618 1/2 N. 16th St., Fort Dodge, Ia. oc31

MODERN DRUMMER - Experienced dancer, show band. Young, neat, sober, reliable. Willing hard work. Desires location with responsible party. DRUMMEL, 820 East Fourth St., Duluth, Minn. oc31

MODERN DRUMMER - Vibraphone, Sing, fast reader, union, cut show. Twelve years' experience with good banding. Please state all (travelling). I don't misquote. Join quick. BILL CALLARD, Apt. 10, 225 West 15th St., Minneapolis, Minn.

SWING TENOR doubling Ride Cornet also fast Piano. Payoff jobs only. Available November 15. Communications cannot be answered until November 15. Address BOX N.Y. 66, care The Billboard, 1561 Broadway, New York, N. Y. no7

TROMBONE - Modern sax, fine range and tone, read well, double Trumpet and Sibs. Reliable bands only. HARRY HITE, 374 Grant St., Fond du Lac, Wis. oc31

TWO HAWAIIANS in first act on November 15th - Night readers, Sing and play Steel and Spanish Guitars. State all in letter. BAGOANO AND HAWAIIAN, care Billboard, Cincinnati, O. oc31

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS - Now booking Southern parks, fairs and celebrations. Boy and girl Parachute Jumpers. Address JACKSONVILLE BALLOON Co., Jacksonville, Ill. no21

A THREE-ACT COMBINATION, consisting of a High Tension Hot Air Balloon, 130 feet high with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without fire or other safety devices. This act has sensational draw power for advertising, also Photo-Act, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Flopping on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Wonderful wardrobe and fine equipment. Also furnished bond, crowd control apparatus. Address BOX C-51, Billboard, Cincinnati, O. oc31

CHARLES LA GROIX - High-class novelty Trazzo Ostracite Act available for foreign circus engagements, business, carnivals, etc. Play nickel-plated apparatus. Can work under any height conditions, from ten feet and up. Large, attractive forward. Features free for advertising, also Photo-Act. A real act, big drawing card. Piece of act reasonable. Reliable commitments address CHARLES LA GROIX, 1304 So. Anthony Blvd., Fort Wayne, Ind.

CLOWN MOTORCYCLE COP on Funny Red Motorcycle, also Double Comedy Juggling Act. Fast Comedy Wire, Comedy Trazzo, Clown Numbers, Grand stand. One man. ART ATTILA, Billboard, Chicago, Ill.

FAMOUS LINDBERGH COMIQUE - Produce Musical Act doing Handstands on Tables, Chairs, Blocks, Comedy Acrobatic Act, Magic Tricks, Clown Numbers. Billboard, Chicago, Ill.

AT LIBERTY PIANO PLAYERS

EXCELLENT PIANIST - NOVELTY SONGS and Solos. Experienced, appearing at Liberty account show closing. MAURICE LUCKETT, Virginia Hotel, Trenton, Texas.

EXPERIENCED DANCE PIANIST DOUBLING Pianist, Broadway Central Hotel, Oklahoma City, Okla.

RELIABLE PIANIST - EXPERIENCED, UNION, Dependable, read, fake, etc. BOX C-120, Billboard, Cincinnati, O.

Table listing various fairs and events across the United States and Canada, including dates and locations like 'Loris-Horry Co. Fair, Oct. 26-31, J. E. You' and 'California Dinuba-American Legion Celebration, Nov. 11'.

1936 FAIR DATES

Detailed table of 1936 fair dates organized by state: Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, Iowa, Kansas, Louisiana, Michigan, Missouri, Nebraska, North Carolina, Oklahoma, Ohio, South Carolina, Tennessee, Texas, Virginia, and Canada.

Coming Events

These dates are for a five-week period. Arizona Bisbee-Celebration, Nov. 11. Chamber of Commerce.

Pinkneyville-Mardi Gras. Oct. 31. Chamber of Commerce.

Tulsa-Celebration. Oct. 31. Chamber of Commerce.

Wheaton-Halloween Festival. Week of Oct. 31. Chamber of Commerce.

INDIANA

Brookville-Eagles Indoor Fair. Last week in November.

Indianapolis-Auto Show. Nov. 14-21. C. H. Wallerich, 950 N. Meridian st.

IOVA

Des Moines-Auto Show. Nov. 16-21. C. O. Van Vliet, 318 Masonic Temple Bldg.

Greenfield-Corn Jubilee. Nov. 18-21. O. C. Haddock.

Melcher-Celebration. Oct. 31. Commercial Club.

KANSAS

Atchison-American Legion Celebration. Nov. 11.

Independence-Celebration. Oct. 30-31. Chamber of Commerce.

Liberal-American Legion Celebration. Nov. 11. Parsons-American Legion Celebration. Nov. 11.

Troy-American Legion Celebration. Nov. 11.

KENTUCKY

Louisville-Louisville Fat Cattle Show. Nov. 11-13. E. L. German.

Maysville-Tobacco Festival. Second week in November.

MAINE

Lewiston-Poultry Show. Nov. 3-5. E. O. Crowley.

MARYLAND

Baltimore-Auto Show. Nov. 28-Dec. 5. John K. Raine, 1200 St. Paul st.

Easton-Celebration. Nov. 10-12.

MASSACHUSETTS

Boston-Auto Show. Nov. 14-23. Albert C. Rau, 327 Park Sq. Bldg.

Greenfield-Poultry Show. Nov. 17-19. Red Savage, Montague, Mass.

Holyoke-Poultry Show. Oct. 29-31. John Young.

Springfield-Food Show. Nov. 2-7. H. Loader, 121 Lyman st.

Springfield-Auto Show. Nov. 30-Dec. 5. H. W. Stacy, 121 Lyman st.

MICHIGAN

Bangor-Fruit Bell Apple Show. Nov. 12-15. Hugh A. Scobeeck, Apple Show.

Detroit-Auto Show. Nov. 14-21. H. H. Smart, 4484 Cass ave.

Osgo-Celebration. Oct. 31. Merchants' Assn.

River Rouge-Veterans of Foreign Wars Jubilee. Nov. 2-12.

MINNESOTA

Grand Marais-American Legion Celebration. Nov. 11.

Minneapolis-Auto Show. Nov. 21-28. G. K. Beiden, 1936 Lyndale ave. S.

MISSOURI

Kansas City-Auto Show. Nov. 21-29. C. M. Woodard, Hotel President.

Palmyra-Festival. Nov. 26.

St. Louis-Auto Show. Nov. 19-22. Jos. A. Schlicht, 416 Missouri Bldg.

Trenton-American Legion Celebration. Nov. 11.

NEBRASKA

Aurora-American Legion Celebration. Nov. 11.

NEW JERSEY

Newark-Auto Show. Nov. 21-28. Claude E. Hoigate.

NEW YORK

Buffalo-Auto Show. Nov. 14-21. P. J. Hunt, Hotel Statler.

Buffalo-Indoor Carnival. Oct. 30. Loyal Order of Moose.

New York-Poultry Industries Expo. Nov. 10-14. S. A. Edwards, 232 Madison ave.

New York-Auto Show. Nov. 11-18. Alfred Reich, 163 Madison ave.

New York-National Horse Show. Nov. 4-10. W. Stone, 90 Broad st.

New York-Natl. Expo. of Power & Mechanical Eng. Nov. 30-Dec. 4. Intl. Expo. Co., 480 Lexington ave.

New York-National Hotel Expo., Grand Central Palace. Oct. 26-30. M. A. Cadwell, 321 W. 57th st.

Syracuse-Shrine Circus. Week Nov. 30. Frank Wirth.

Syracuse-Auto Show. Nov. 16-21. O. H. Hayes, 212 Hotel Syracuse.

White Plains-Poultry Show. Nov. 27-29. O. H. Chapman, Pleasantville, N. Y.

NORTH CAROLINA

Charlotte-Expo. & Food Show. Nov. 11-21. James B. Vogler.

Maiden-Poultry Show. Nov. 10-14. G. L. Hodges.

NORTH DAKOTA

Ashley-American Legion Celebration. Nov. 11.

OHIO

Adelphi-Carnival. Oct. 26-31. R. M. Bowsher, secy.

Cincinnati-Auto Show. Nov. 15-21.

Cincinnati-Halloween Civic Festival. Oct. 30-Nov. 1. Martin Rosenberg, chrm.

Cleveland-Auto Show. Nov. 21-28. Herbert Buckman, 226 Public Auditorium.

Columbus-Auto Show. Nov. 14-20. J. H. Cummings, Majestic Bldg.

Columbus-American Legion Celebration. Nov. 11.

Hillsboro-Merchants' Celebration. Oct. 27-31. Harold Thorpe.

Kinsman-Celebration. Oct. 31. Business Men's Club.

Marysville-American Legion Celebration. Oct. 31.

Newark-Elks' Jubilee. Last week in October.

Toledo-Auto Show. Nov. 13-19. B. T. Broadwell, 1220 Midson ave.

OKLAHOMA

Elk City-Roundup. Oct. 29-27.

Enid-Electrical Equipment & Appliance Show. Nov. 9-14. Retail Assn.

Shawnee-Celebration. Oct. 31. Chamber of Commerce.

OREGON

Portland-Auto Show. Nov. 22-29. J. Cassell, 408 Artisans Bldg.

PENNSYLVANIA

Philadelphia-Auto Show. Nov. 12-19. Wm. P. Berlin, 400 N. Broad st.

Pittsburgh-Auto Show. Nov. 16-21. W. N. Owings, 124 S. Highland ave.

SOUTH CAROLINA

Clover-American Legion Celebration. Nov. 11.

Summerville-American Legion Celebration. Week Oct. 26.

TENNESSEE

Shelbyville-Celebration. Week Nov. 3. B. H. Nye.

TEXAS

Floydada-American Legion Celebration. Nov. 9-11.

Kilore-American Legion Celebration. Nov. 11.

Luling-Home-Coming Celebration. Nov. 11.

Rowena-Celebration. Nov. 11.

Temple-American Legion Celebration. Nov. 11.

WEST VIRGINIA

Clendenin-Celebration. Oct. 31. Lions' Club.

St. Marys-Celebration. Oct. 31. Kiwanis Club.

WISCONSIN

Boyd-American Legion Celebration. Nov. 11.

Kaukauna-American Legion Celebration. Nov. 11.

Kohler-American Legion Celebration. Nov. 11.

Milwaukee-Auto Show. Nov. 21-25. P. E. Hanson, Box 514.

Ribblesder-American Legion Celebration. Nov. 11.

Sheboygan-Indoor Circus. Oct. 29-31. Otto Measner.

CANADA

Montreal, Que.-Auto Show. Nov. 21-28. A. Levesque, Mt. Royal Hotel.

Toronto, Ont.-Shrine Circus at Maple Leaf Gardens. Week of Oct. 26. Bob Morton.

Kewanee-P. of H., State Grange. Dec. 8-10. C. W. Kieckner, 521 Summer st., Rockford.

Peoria-Natl. Pigeon Assn. Jan. 19-23. H. Rajdwin, Box 502, Kansas City, Mo.

Rockford-State Farmers' Exh. Feb. 17-18. H. O. Allison, 463 Centennial Bldg., Springfield.

INDIANA

Ft. Wayne-Amer. Rabbit & Cavy Breeders' Assn. Nov. 25-28. A. Weygant, 7408 Normal ave., Chicago, Ill.

Indianapolis-State Florists' Assn. Jan. 12-15. J. O. Mohler, State House.

La Fayette-State Live-Stock Breeders' Assn. Jan. 13. Claude Harper.

IOVA

Ames-State Hort. Soc. Nov. 11-13. R. S. Herrick, State House, Des Moines.

KANSAS

Ableene-P. of H., State Grange. Dec. 8-10. R. M. Ferris, Osage City, Kan.

Dodge City-State Poultry Breeders' Assn. Jan. 11-16. Thos. Owen, R. R. 7, Topeka, Kan.

McPherson-Farmers' Educ. & Co-Op. Union. Oct. 27-30. John Vesceky, Box 48, Salina, Kan.

Manhattan-State Hort. Soc. Dec. 3-4.

Topeka-State Board of Agriculture. Jan. 13-15. J. O. Mohler, State House.

Wichita-A. F. & A. Masons. Feb. 17-18. E. P. Strain, Mas. Gr. Lodge Bldg., Topeka.

Wichita - State Farm Bureau. Oct. 27-29. Mrs. J. K. Smith, Box 392, Manhattan, Kan.

KENTUCKY

Louisville-State Soc. of Florists. Dec. 3. H. F. Buntion.

LOUISIANA

New Orleans-Junior Order. Oct. 29. H. P. Alcantara, 4205 Canal st.

New Orleans-P. & A. Masons. Feb. 1-3. D. Laguna Jr., Masonic Temple.

New Orleans-A. F. & A. R. S. Masons. Feb. 2-3. C. C. Brown, 918 Masonic Temple.

New Orleans-Knights Templar. Feb. 4. A. B. Davis, 1160 Masonic Temple.

MAINE

Portland-State Soc. Sons Amer. Revolution. Feb. 22. W. B. Hall.

Prague Isle - State Agr. Pairs Assn. Nov. 5-8.

MARYLAND

Baltimore-R. A. & R. S. Masons. Dec. 9. G. A. Eitel, Masonic Temple.

Baltimore-State Farm Bureau Fed. Jan. 12-15. G. Wise Jr., Sherwood Bldg.

Hagerstown-P. of H., State Grange. Dec. 1-3. Ed F. Holtz, Middleton, Md.

MASSACHUSETTS

Boston-Veteran Odd Fellows' Assn. Oct. 31. F. C. Mackintosh, 23 Worcester st.

Boston-State Soc. Sons of Revolution. Jan. 16. E. H. Kilmer, 1382 Pinehurst ave.

Boston-N. E. Nurscrymen's Assn. Jan. 26-27. H. P. Kelsey Jr., E. Boxford, Mass.

Boston-State Agr. Pairs Assn. Jan. 21-22. A. W. Lombard, 136 State House, Boston.

Springfield-P. of H., State Grange. Dec. 8-10. H. H. Gibb, North Easton, Mass.

Worcester-State Farm Bureau Fed. Dec. 1-4. H. S. Russell, Wallham, Mass.

MICHIGAN

Detroit-Ind. Order of Foresters. Feb. 1-3. Victoria, Leewardly, 1532 Pinehurst ave.

Grand Rapids-State Hort. Soc. Dec. 1-2. H. D. Footman, F. Lansing, Mich.

Lansing-State Farm Bureau. Nov. 12-13. O. L. Brody.

Lansing-Veterans of Foreign Wars. Dec. 3. W. Thomas, 704 E. Jefferson st., Detroit.

Sturgis-P. of H., State Grange. Oct. 27-30. Mrs. M. E. Lovely, Perry, Mich.

MINNESOTA

St. Paul-Veterans Foreign Wars, State Dept. Commander & Adjutant. Dec. 1. E. J. Lloyd, 1026 Beech st.

St. Paul-State Farm Bureau Fed. Dec. 28-29. J. S. Jones, Schubert Bldg.

St. Paul-A. F. & A. Masons. Jan. 20-21. John Mahel, H. Masonic Temple.

MISSISSIPPI

Vicksburg-R. & S. Masons. Feb. 18. E. L. Faucett, Meridian, Miss.

MISSOURI

Kansas City-Western Assn. of Nurscrymen. Jan. 3-7. C. W. Holsinger, Rosedale Sta., Kansas City, Kan.

St. Louis-State Fraternal Congress. Nov. 19-20. Martha Steiner, 4 N. 8th st.

NEBRASKA

Columbus-State Hort. Soc. Early in Nov.

Lincoln-Organized Agriculture. Jan. 4-8. W. H. Brokaw, Agr. College, Lincoln.

McCook-Farmers' Equity Union. Jan. 1-4. Calme Greenville, Ill.

Omaha-Farmers' Educ. & Co-Op. Union. Feb. 10-11. E. L. Shoemaker, 39th & Leavenworth sts.

Omaha-R. & S. R. A. Masons. Dec. 1-2. L. E. Smith, 401 Masonic Temple.

NEW HAMPSHIRE

Concord-P. of H. State Grange. Dec. 8-9. J. A. Hammond, Laconia, N. H.

NEW JERSEY

Atlantic City-Botanical Soc. of Amer. Dec. 1. Dr. L. C. Peiry, Cornell Univ.

Itasca, N. Y.

Atlantic City-State Hort. Soc. Dec. 8-10. A. J. Farley, College Farm, New Brunswick.

Trenton-Agr. Week & N. J. Farm Show. Jan. 26-28. Wm. O. Lynn, Dept. of Agriculture.

NEW MEXICO

Albuquerque-State Soc. Sons Amer. Revolution. Feb. 22. F. Ward, 607 Sunshine Bldg.

NEW YORK

Albany-State Agr. & Hort. Soc. Feb. 16. Clyde E. Shults, Hornell.

Albany-State Assn. Co. Agr. Soc. Feb. 16. G. W. Harrison, 131 N. Pine ave.

Itasca-Farmers' Week. Feb. 15-20. R. H. Wheeler, Roberts Hall, Itasca.

New York-Amer. Poultry Assn. Nov. 1-4. Oympark, Ft. Wayne, Ind.

Toledo-State Hort. Soc. Feb. 12-15. K. S. McPherson, 130 E. Le Roy, N. Y.

Syracuse-State Farm Bureau Fed. Nov. 11-12. E. S. Foster, Itasca.

NORTH CAROLINA

Salisbury-Knights Templar. Oct. 28. W. R. Smith, Raleigh, N. C.

NORTH DAKOTA

Grand Forks-R. & S. Masons. Jan. 27-28. W. L. Stockwell, Box 1269, Fargo.

Grand Forks-State Farmers' Grain Dealers Assn. Early in Feb. C. Conway, James-town, N. D.

OHIO

Cleveland-Tent & Awning Mfrs' Assn. Nov. 1-5. D. W. Davis, Masons, Clair st.

Columbus-P. of H., State Grange. Nov. 8-11. John Cunningham, Gambler, O.

Columbus-P. of H. Natl. Grange. Nov. 11-10. H. A. Caron, Conchocton.

Columbus-State Farm Bldg. Assn. Jan. 12-14. Mrs. D. A. Detrick, Bellefontaine, O.

Columbus-State Bro. of Magicians. Jan. 29-30. S. W. Reilly, 1833 Hyden road, Columbus.

Columbus-State Hort. Soc. Feb. 1-4. P. H. Beach, State Univ. Columbus.

Toledo-State Farmers' Grain Dlrs.' Assn. Feb. 21-22. C. S. Latchaw, Box 128, Fosteria, O.

OKLAHOMA

Outhrie-A. F. & A. Masons. Feb. 9-11. C. A. Sturgeon, Masonic Temple.

Stillwater-P. of H., State Grange. Dec. 1-3. Mrs. M. Newland, 320 N. 8th st., Ponca City.

OREGON

Hood River-State Hort. Soc. Dec. 11-12. O. T. McWhorter, Agr. Hall, Rm. 130, Corvallis.

Portland-State Soc. Sons Amer. Revolution. Feb. 22. G. Fryer, 207 U. S. Bank Bldg.

PENNSYLVANIA

Johnstown-R. & S. Masons. Jan. 19. S. G. Wolfe, 316 1st Natl. Bk. Bldg., Williamsport, Pa.

Johnstown-State Outdoor Adv. Assn. Jan. 19-19. Tom Nokes, 301 Central ave.

SOUTH CAROLINA

Clark-State Hort. Soc. Nov. 12-13. W. A. Simmons, Court House, Slouss Falls.

Brookings-State Farm Bureau Fed. Nov. 10-11. A. W. Palm, Huron, S. D.

TENNESSEE

Nashville-State Nurscrymen's Assn. Letter part of Jan. G. Bentley, Univ. of Tenn., Knoxville.

Nashville-P. & A. Masons. Jan. 27. T. T. Doms.

Nashville-State Hort. Soc. Jan. 28-29. G. M. Bentley, Univ. of Tenn., Knoxville.

TEXAS

Austin-State Assn. Teachers of Dancing. Dec. 28-29. Miss P. Bieker, Ft. Worth.

Big Springs-P. of H., State Grange. Jan. 18. J. A. Kee, 213 W. Belknap st., Ft. Worth.

Dallas-Un. Daughters of Confederacy, Natl. Reunion. Nov. 17-19. Mrs. T. P. Gorman, Bartlesville, Okla.

Dallas-State Agr. Assn. Dec. 1-3. E. L. Gorbis, 311 S. Lindemere ave.

El Paso-American Natl. Live-Stock Assn. Jan. 12-14. F. E. Molliu, 613 Cooper Bldg., Denver, Colo.

El Paso-S. Western Live Stock & Agr. Assn. Feb. 27-30. V. B. Foster, 523 U. S. Court House.

Ft. Worth-90th Div. Reunion. Nov. 6-8. E. O. Hands.

Waco-A. F. & A. Masons. Dec. 2-3. W. B. Pearson, Box 446.

UTAH

Salt Lake City-F. & A. Masons. Jan. 19-20. S. H. Goodwin, 650 E. 80. Temple.

VIRGINIA

Richmond-R. A. Masons. Oct. 27-28. J. Cliff, Masonic Temple.

Richmond-State Assn. of Patsrs. Jan. 25-26. O. B. Ralston, Box 482, Staunton, Va.

Richmond-A. F. & A. Masons. Feb. 9-11. J. M. Cliff, Masonic Temple.

WASHINGTON

Yakima-State Farm Bureau Fed. Nov. 25. C. Baker, Walla Walla, Wash.

WISCONSIN

Madison-Farmers & Home Makers' Week. Feb. 1-5. K. Hatch, College of Agr., Madison.

Sturgeon Bay-State Hort. Soc. Oct. 29-30. H. Rahmlow, Madison, Wis.

WYOMING

Laramie-State Farm Bureau. Dec. 1-4. R. H. Puesner, Box 87 Basin, Wyo.

CANADA

Montreal, Que.-F. & A. Masons. Feb. 10. W. Williamson.

Toronto, Ont.-United Farmers' Assn. Nov. 20-24. H. Hannan, 28 Duke st.

Winnipeg, Man.-State Hort. Assn. Feb. 1-4. J. Walker, 243 Legislative Bldg.

CONVENTIONS

ARKANSAS

Little Rock-F. & A. Masons. Nov. 17-18. W. Thomas.

Little Rock-State Fraternal Congress. Jan. Mrs. A. Benton, 933 W. 20th st.

Little Rock-State Soc. Sons Amer. Revolution. Feb. 22. N. E. Mitchell, 536 Center st., Conway, Ark.

CALIFORNIA

Eureka-P. of H., State Grange. Nov. 17-20. Eunice L. Peterson, Sonoma, Calif.

Fresno-State Fraternal Congress. Oct. 20-31. E. T. Kline, C. O. Bldg., Los Angeles.

Pasadena-Amer. Farm Bureau Fed. Dec. 9-10. W. R. Ogg, 58 E. Washington st., Chicago, Ill.

San Jose-Order of Slots. Nov. 11-14. Karl Eber, 854 Phelan Bldg., San Francisco.

COLORADO

Denver-State Grange Assn. Jan. 19-21. Rudolph Johnson, Boulder, Colo.

Denver-Farmers Co-Op. Union. Jan. 19-20. J. Patton, Wilda Bldg.

CONNECTICUT

Bridgeport-P. of H., State Grange. Jan. 12-14. Ard. Wilson, Box 135, Plymouth, Conn.

Hartford-N. E. Awning & Tent Mfrs. Assn. Nov. 1-5. H. J. Scanlebury, 11 N. Washington st., Boston.

Hartford-Chrysanthemum Soc. of Amer. Nov. 3-8. A. H. Nehrling, 300 Massachusetts ave., Boston.

Hartford-State Nurscrymen's Assn. Jan. 13. P. J. Ossio, 2258 Albany ave.

Hartford-F. & A. Masons. Feb. 3-4. Whitthrop Buck, Masonic Temple.

DELAWARE

Georgetown-Odd Fellows' Encampment. Nov. 13. A. M. Johnson, I. O. O. F. Bldg., Wilmington.

Georgetown-Order of Odd Fellows. Nov. 18. H. E. Downings, 10th & King sts., Wilmington.

Smyrna-P. of H., State Grange. Dec. 3. Mrs. B. Carpenter, R. 1, Wilmington.

DISTRICT OF COLUMBIA

Washington - Natl. Tent & Awning Mfrs.' Assn. Oct. 26-29. J. E. McGregor, 224 Ed-dicot Bldg., St. Paul, Minn.

Washington-Junior Order. Second week in November. John Prander, 711 Dec st.

Washington-Order of Odd Fellows. Jan. 27. H. Andresen, 419-23 7th st. N. W.

Washington-Order of Red Men. Feb. 8-9. W. M. Alexander, 4106 5th st. N. W.

Washington-Knights of Pythias. Feb. 19. W. A. Kimmel, 1012 9th st. N. W.

GEORGIA

Atlanta - Southeastern Florist Assn. Nov. 4-8. R. E. Mapea, Box 116, Knoxville, Tenn.

IDAHO

Deise-P. of H., State Grange. Oct. 27-29. F. O. Harland, Box 211, Oaldwell, Ida.

ILLINOIS

Carbondale-State Hort. Soc. Feb. 3-5. Joe E. Hale, Salem, Ill.

Chicago-Natl. Assn. Amusement Parks. Nov. 30-Dec. 4. A. R. Hodge, Suite 317, Hotel Sherman.

Chicago-Internatl. Assn. Pairs & Expos. Dec. 1-2. R. T. Hamphill, Box 974, Oklahoma City, Okla.

Chicago-State Nurscrymen's Assn. Jan. 12-14. M. W. Bryant, Princeton, Ill.

Chicago-Coin Machine Con. & Exhibit. Jan. 11-14. Joe Huber, 120 S. LaSalle st.

Kewanee-P. of H., State Grange. Dec. 8-10. C. W. Kieckner, 521 Summer st., Rockford.

Peoria-Natl. Pigeon Assn. Jan. 19-23. H. Rajdwin, Box 502, Kansas City, Mo.

Rockford-State Farmers' Exh. Feb. 17-18. H. O. Allison, 463 Centennial Bldg., Springfield.

INDIANA

Ft. Wayne-Amer. Rabbit & Cavy Breeders' Assn. Nov. 25-28. A. Weygant, 7408 Normal ave., Chicago, Ill.

Indianapolis-State Florists' Assn. Jan. 12-15. J. O. Mohler, State House.

La Fayette-State Live-Stock Breeders' Assn. Jan. 13. Claude Harper.

IOVA

Ames-State Hort. Soc. Nov. 11-13. R. S. Herrick, State House, Des Moines.

KANSAS

Ableene-P. of H., State Grange. Dec. 8-10. R. M. Ferris, Osage City, Kan.

Dodge City-State Poultry Breeders' Assn. Jan. 11-16. Thos. Owen, R. R. 7, Topeka, Kan.

McPherson-Farmers' Educ. & Co-Op. Union. Oct. 27-30. John Vesceky, Box 48, Salina, Kan.

Manhattan-State Hort. Soc. Dec. 3-4.

Topeka-State Board of Agriculture. Jan. 13-15. J. O. Mohler, State House.

Wichita-A. F. & A. Masons. Feb. 17-18. E. P. Strain, Mas. Gr. Lodge Bldg., Topeka.

Wichita - State Farm Bureau. Oct. 27-29. Mrs. J. K. Smith, Box 392, Manhattan, Kan.

KENTUCKY

Louisville-State Soc. of Florists. Dec. 3. H. F. Buntion.

LOUISIANA

New Orleans-Junior Order. Oct. 29. H. P. Alcantara, 4205 Canal st.

New Orleans-P. & A. Masons. Feb. 1-3. D. Laguna Jr., Masonic Temple.

New Orleans-A. F. & A. R. S. Masons. Feb. 2-3. C. C. Brown, 918 Masonic Temple.

New Orleans-Knights Templar. Feb. 4. A. B. Davis, 1160 Masonic Temple.

MAINE

Portland-State Soc. Sons Amer. Revolution. Feb. 22. W. B. Hall.

Prague Isle - State Agr. Pairs Assn. Nov. 5-8.

MARYLAND

Baltimore-R. A. & R. S. Masons. Dec. 9. G. A. Eitel, Masonic Temple.

Baltimore-State Farm Bureau Fed. Jan. 12-15. G. Wise Jr., Sherwood Bldg.

Hagerstown-P. of H., State Grange. Dec. 1-3. Ed F. Holtz, Middleton, Md.

MASSACHUSETTS

Boston-Veteran Odd Fellows' Assn. Oct. 31. F. C. Mackintosh, 23 Worcester st.

Boston-State Soc. Sons of Revolution. Jan. 16. E. H. Kilmer, 1382 Pinehurst ave.

Boston-N. E. Nurscrymen's Assn. Jan. 26-27. H. P. Kelsey Jr., E. Boxford, Mass.

Boston-State Agr. Pairs Assn. Jan. 21-22. A. W. Lombard, 136 State House, Boston.

Springfield-P. of H., State Grange. Dec. 8-10. H. H. Gibb, North Easton, Mass.

Worcester-State Farm Bureau Fed. Dec. 1-4. H. S. Russell, Wallham, Mass.

MICHIGAN

Detroit-Ind. Order of Foresters. Feb. 1-3. Victoria, Leewardly, 1532 Pinehurst ave.

Grand Rapids-State Hort. Soc. Dec. 1-2. H. D. Footman, F. Lansing, Mich.

Lansing-State Farm Bureau. Nov. 12-13. O. L. Brody.

Lansing-Veterans of Foreign Wars. Dec. 3. W. Thomas, 704 E. Jefferson st., Detroit.

Sturgis-P. of H., State Grange. Oct. 27-30. Mrs. M. E. Lovely, Perry, Mich.

MINNESOTA

St. Paul-Veterans Foreign Wars, State Dept. Commander & Adjutant. Dec. 1. E. J. Lloyd, 1026 Beech st.

St. Paul-State Farm Bureau Fed. Dec. 28-29. J. S. Jones, Schubert Bldg.

St. Paul-A. F. & A. Masons. Jan. 20-21. John Mahel, H. Masonic Temple.

MISSISSIPPI

Vicksburg-R. & S. Masons. Feb. 18. E. L. Faucett, Meridian, Miss.

MISSOURI

Kansas City-Western Assn. of Nurscrymen. Jan. 3-7. C. W. Holsinger, Rosedale Sta., Kansas City, Kan.

St. Louis-State Fraternal Congress. Nov. 19-20. Martha Steiner, 4 N. 8th st.

NEBRASKA

Columbus-State Hort. Soc. Early in Nov.

Lincoln-Organized Agriculture. Jan. 4-8. W. H. Brokaw, Agr. College, Lincoln.

McCook-Farmers' Equity Union. Jan. 1-4. Calme Greenville, Ill.

Omaha-Farmers' Educ. & Co-Op. Union. Feb. 10-11. E. L. Shoemaker, 39th & Leavenworth sts.

Omaha-R. & S. R. A. Masons. Dec. 1-2. L. E. Smith, 401 Masonic Temple.

NEW HAMPSHIRE

Concord-P. of H. State Grange. Dec. 8-9. J. A. Hammond, Laconia, N. H.

NEW JERSEY

Atlantic City-Botanical Soc. of Amer. Dec. 1. Dr. L. C. Peiry, Cornell Univ.

Itasca, N. Y.

Atlantic City-State Hort. Soc. Dec. 8-10. A. J. Farley, College Farm, New Brunswick.

Trenton-Agr. Week & N. J. Farm Show. Jan. 26-28. Wm. O. Lynn, Dept. of Agriculture.

NEW MEXICO

Albuquerque-State Soc. Sons Amer. Revolution. Feb. 22. F. Ward, 607 Sunshine Bldg.

NEW YORK

Albany-State Agr. & Hort. Soc. Feb. 16. Clyde E. Shults, Hornell.

Albany-State Assn. Co. Agr. Soc. Feb. 16. G. W. Harrison, 131 N. Pine ave.

Itasca-Farmers' Week. Feb. 15-20. R. H. Wheeler, Roberts Hall, Itasca.

New York-Amer. Poultry Assn. Nov. 1-4. Oympark, Ft. Wayne, Ind.

Toledo-State Hort. Soc. Feb. 12-15. K. S. McPherson, 130 E. Le Roy, N. Y.

Syracuse-State Farm Bureau Fed. Nov. 11-12. E. S. Foster, Itasca.

NORTH CAROLINA

Salisbury-Knights Templar. Oct. 28. W. R. Smith, Raleigh, N. C.

NORTH DAKOTA

Grand Forks-R. & S. Masons. Jan. 27-28. W. L. Stockwell, Box 1269, Fargo.

Grand Forks-State Farmers' Grain Dealers Assn. Early in Feb. C. Conway, James-town, N. D.

OHIO

Cleveland-Tent & Awning Mfrs' Assn. Nov. 1-5. D. W. Davis, Masons, Clair st.

Columbus-P. of H., State Grange. Nov. 8-11. John Cunningham, Gambler, O.

Columbus-P. of H. Natl. Grange. Nov. 11-10. H. A. Caron, Conchocton.

Columbus-State Farm Bldg. Assn. Jan. 12-14. Mrs. D. A. Detrick, Bellefontaine, O.

Columbus-State Bro. of Magicians. Jan. 29-30. S. W. Reilly, 1833 Hyden road, Columbus.

Columbus-State Hort. Soc. Feb. 1-4. P. H. Beach, State Univ. Columbus.

Toledo-State Farmers' Grain Dlrs.' Assn. Feb. 21-22. C. S. Latchaw, Box 128, Fosteria, O.

OKLAHOMA

Outhrie-A. F. & A. Masons. Feb. 9-11. C. A. Sturgeon, Masonic Temple.

Stillwater-P. of H., State Grange. Dec. 1-3. Mrs. M. Newland, 320 N. 8th st., Ponca City.

OREGON

Hood River-State Hort. Soc. Dec. 11-12. O. T. McWhorter, Agr. Hall, Rm. 130, Corvallis.

Portland-State Soc. Sons Amer. Revolution. Feb. 22. G. Fryer, 207 U. S. Bank Bldg.

PENNSYLVANIA

Johnstown-R. & S. Masons. Jan. 19. S. G. Wolfe, 316 1st Natl. Bk. Bldg., Williamsport, Pa.

Johnstown-State Outdoor Adv. Assn. Jan. 19-19. Tom Nokes, 301 Central ave.

SOUTH CAROLINA

Clark-State Hort. Soc. Nov. 12-13. W. A. Simmons, Court House, Slouss Falls.

Brookings-State Farm Bureau Fed. Nov. 10-11. A. W. Palm, Huron, S. D.

TENNESSEE

Nashville-State Nurscrymen's Assn. Letter part of Jan. G. Bentley, Univ. of Tenn., Knoxville.

Nashville-P. & A. Masons. Jan. 27. T. T. Doms.

Nashville-State Hort. Soc. Jan. 28-29. G. M. Bentley, Univ. of Tenn., Knoxville.

TEXAS

Austin-State Assn. Teachers of

ROUTES

(Continued from page 33)

Trotter, Bob (Nut Club) NYC, nc.
Tuchser, Sid (LaRue's) NYC, re.
Tyber, Ben (French Casino) NYC, nc.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

U

Usher, Phyllis (Commodore) NYC, h.
Udina, Olga (St. Regis) NYC, h.
Valdez, Vern (Washington) East Liverpool, O., nc.
Valencia & Ramon (Club Oaucha) NYC, nc.
Valera, Lou (Emson) NYC, h.
Valerie, Dorothy, May & Delores (New Yorker) NYC, h.
Valley, Vivian (Club Normandie) NYC, nc.
Van Allen, Patricia (El Mirage) NYC, nc.
Van Allen, Mary (Du Piestro) NYC, nc.
Variety Boys, Three (Embassy) Phila., nc.
Velas, Ester (Roosevelt) NYC, h.
Velez & Palmira (El Torador) NYC, nc.
Veloz & Yolanda (Waldorf-Astoria) NYC, h.
Venezia, Chiquita (Jimmy Kelly's) NYC, nc.
Veranda, The (Commodore) NYC, h.
Vertil, Eulalia (Paradise) NYC, re.
Vestoff, Florida (Paramount) NYC 26-29, t.
Vical, Victoria (Ubangi) NYC, nc.
Villon, Renee (Village Casino) NYC, nc.
Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.

W

Wacker, Bob (Lexington) NYC, h.
Wages, Johnnie (Rio Club) Canton, O., nc.
Waldron, Jack (Hollywood) NYC, re.
Wallace, Edna (Hitz-Carillon) NYC, h.
Wallis Sisters (Number One Bar) NYC, nc.
Walsh, Sammy (Lookout House) Covington, Ky., nc.
Wamby, Donna (Town Club) Canton, O., nc.
Ward, Helen (Pennsylvania) NYC, nc.
Warren & Roddick (Jimmy Kelly's) NYC, nc.
Washington, Al (Loew) Montreal 26-29, t.
Watson, Betty (Caliente) NYC, nc.
Wayne, Iris (Montclair) NYC, h.
Wayne & Lorraine (Sal Tabarin) Cleveland, Ohio, nc.
Weaver Bros. & Elvira (Majestic) Dallas 26-29, t.
Weldner, Helena (Maple Diner) Harford, Conn., re.
Wells, Percy (Nut Club) NYC, nc.
Wences (Walter Wanger Productions) Hollywood, Calif., nc.
Wrasella, Henri (Cotton Club) NYC, nc.
Whalen Knightcap (Weylin) New York, h.
Whalen, Jackie, Stream-Line Steppers (Pat & Don's) Harrison, N. J., nc.
White, Jack (El Club) NYC, nc.
White, Olive (Philadelphia) Phila., h.
White's Maniacs (Cotton Club) NYC, nc.
White, Pierre (Club San Diego), nc.
White, Teddy (Norman) Hollywood, nc.
White, Thelma (Clover) Sharon, Pa., nc.
Whitney, Gloria (Astor) NYC, h.
Whitney, Jayne (Rainbow Grill) Radio City, N. Y., nc.
Whitney, Ollie (Castle Terrace) Columbus, nc.
Whyrte, Carl (Piccadilly Tavern) Cedar Rapids, Ia., nc.
Wicke, Ous (Gay Nineties) NYC, nc.
Wilca, Three (Rivera) Fort Lee, N. J., nc.
Wiley, Les (State) NYC 26-29, t.
Williams, Jack (Casnowood) Hollywood, nc.
Williams, Robert (London Casino) London, nc.
Williams, Chic (Big Hollow) Peoria, Ill., nc.
Williams, Corky (Caliente) NYC, nc.
Williams, Janis (Arrowhead Inn) Cincinnati, Ohio, nc.

Williams, Joyce & Freddie (Leon & Eddie's) NYC, nc.
Williams, Rosetta (Kit Kat) NYC, nc.
Wilson, Beth (McAlpin) NYC, h.
Winhill, Cliff (Arrowhead Inn) Cincinnati, Ohio, nc.
Winston, Doris (El Club) NYC, nc.
Wolandi (Fay) Providence, R. I., 26-28, t.
Wolf & Kaufman (Tower) Kansas City, t.
Wolman, Harold (Port Arthur) Providence, R. I., nc.
Wood, Orlis, Fivo (Edgewater Beach) Chi, h.
Wood, Eleanor (Savarin) Buffalo, N. Y., nc.
Woods, Ann (Paradise) NYC, re.
Woodrey & Wanda (Flor D'Italia) Modesto, Calif., re.
Worth Sisters (Mayfair) Williamsville, N. Y., nc.
Wright, Charlie (Weylin) NYC, h.
Wynn, Natalie (Club Beauville) NYC, nc.
Wynn, Rosalie (Webmaster) Boston, t.
Wynn, Ross, & Co. (El Ft. Wayne, Ind., t.
X Sisters, Three (Roxxy) NYC 26-29, t.
Yellenti, Mary (Hollywood) NYC, re.
Young, Erwin (Valhalla) NYC, nc.
Yourloff, Youry (Troika) Montreal, nc.
Yuen, Lily (Kit Kat Club) NYC, nc.
Zucella, Harry (N. Y. Cabaret) Chi, cb.

Ricardos, Three: Orangeburg, S. O.
Roberta's Circus: Salisbury, N. O.
Smith's Band: Clinton, N. O.; Rocky Mount Nov. 2-7.
Solomon's Drivers: Salisbury, N. O.
Teter, Lucky: Clinton, N. O.
Winter Garden Revue: Orangeburg, S. O.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Abbott, Dick: (Netherland Plaza) Cincinnati, h.
Adams, Jackie: (Piccadilly Club) Baltimore, nc.
Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
Adeock, Jack: (College Inn) Phila., nc.
Albin, Jimmy: (Gino's Cedar Gardens) NYC, O.
Alberto, Don: (El Chico) NYC, nc.
Albin, Jackie: (Empire) Brooklyn, N. Y., h.
Altmillier, Jess: (Palumbo's) Phila., nc.
Ambrose, Mack: (Clove) Youngstown, O., nc.
Angelo, Tony: (Venezia) NYC, a.
Argan, Harold: (Rustic Cabin) Englewood Artnum, Ous: (Adolphus) Dallas, Tex., h.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
Autenreith, Ruth: (Union Grill) Pittsburgh, nc.
Ash, Paul: (Ambassador) St. Louis, t.

Badac, Jules: (Cotton Club) New Orleans, nc.
Bannon, Al: (Book Cadillac) Detroit, h.
Barron, Bluz: (Southern Tavern) Cleveland, re.
Bartel, Jean: (Duobonne) NYC, re.
Bartina, Alec: (Steel Pier) Atlantic City, b.
Baz, Paul: (Anna Held's) NYC, re.
Barkin, Alex: (St. Moritz) New York, h.
Becker, Bubbles: (Tantilla Gardens) Richmond, Va., nc.
Becco, Leon: (Netherland Plaza) Cincinnati, h.
Bennett, Dixie: (The Oaks) Winona, Minn., nc.
Benson, Ray: (Plaza) NYC, h.
Bergers, Maximilian: (Stork) NYC, nc.
Betsley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bernie, Ben: (Arenada) Phila., re.
Bilger, Bill: (Yorktown Tavern) Elkin Park, Pa., nc.

Bishop, Bob: (Pera Marquette) Peoria, Ill., h.
Blackwell, Freddy: (General Brock) Niagara Falls, Canada, h.
Bleyer, Archie: (Hollywood) NYC, cb.
Broff, Mischen: (Morocco) Mountaineers, N. J., nc.
Boulanger, Charles: (Coffee Dan's) NYC, nc.
Brazale, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, nc.
Brandwynne, Niki: (Essex House) NYC, h.
Brenner, Bernie: (Village Casino) NYC, nc.
Bryce, Lou: (French Casino) NYC, nc.
Britton, Frank: (Penthouse) Baltimore, nc.
Brookway, Howard: (Green Gables) Harleton Drama, Pa., nc.
Brown, Tom: (Sal Tabarin) San Francisco, nc.
Bryden, Betty: (Saters) Star) Detroit, nc.
Bryan, Willie: (Ubangi) NYC, cb.
Bulowick, Count Josef: (Blossom Heath) Shreveport, La., nc.
Burchuk, Alex: (Sherry-Netherland) NYC, h.
Butler, Roger: (Francis Drake) San Francisco, h.
Busse, Henry: (Chez Paree) Chicago, nc.
Buttenu, Herb: (Guyony Paradise) Chi, b.
Byard, George: (Old County Club) Phoenix, Ariz.

Caceres, Emilio: (Merry-oo-Round Club) Dayton, O.
Calloway, Cab: (Cotton Club) NYC, nc.
Cappello, Joe: (Jimmy Kelly's) NYC, nc.
Cappella, Ray: (Orlando) Springfield, O., nc.
Carlson, Merle: (Pal, San Francisco), h.
Carroll, Ramon: (Club Oaucha) NYC, nc.
Carroll, Frank: (Maier's) Bronx, NYC, cb.
Carr, Paul: (Browning Lane Inn) Bellmore, N. J., re.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Chalkin, Louie: (Glofbrun) Camden, N. J., re.
Chernilavsky Josef: (Streets of Paris) Texas Centennial, Dallas, Tex.
Cleff, Pat: (Brightview) Rochester, N. Y., nc.
Clemente: (Versailles) NYC, nc.
Codelino, Cornelius: (St. Regis) New York, h.
Coleman, Emil: (St. Regis) NYC, h.
Conrad, Lew: (Cocoon Grove) Boston, nc.
Corsey, Tommy: (Mayfair Casino) Cleveland, O., nc.
Cortez, Jose: (Congress) Chi, h.
Craig, Mel: (Flexmann's) Brooklyn, re.
Crandall, Clair: (Wagner) Bath, N. Y., h.
Crawford, Jack: (Baker) Dallas, h.
Crickett, Ernie: (Unique Grill) Delaware, N. J., re.
Crocket, Mac: (Lucky Eleven) Baltimore, nc.
Cromwell, Chauncey: (Darling) Wilmington, Del., h.
Cugat, Xavier: (Stevens) Chicago, h.
Cummings, Bernice: (Pal) San Francisco, h.
Cutter, Howard: (Bradford) Boston, h.

D'Arcy, Phil: (Shelton) NYC, h.
D'Arcy, Ed: (St. George) Brooklyn, h.
Dare, Ronald: (Murphy) Richmond, Va., h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Datoko, Yasha: (Russian Art) NYC, re.
Daugherty, Doc: (Babette's) Atlantic City, cb.
Davis, Eddie: (LaRue) NYC, re.
Davis, Peas: (House of Jacques) Oklahoma City, Okla., nc.
De Babary, Joska: (Biltmore) NYC, h.
DeLange, Hudson: (State) Boston, b.
De Salvo, Emilio: (L'Aiglon) Chi, a.
Delmar, Jack: (La Casa) Phila., b.
Denzer, Jack: (New Kenmore) Albany, N. Y., h.
Dibert, Sammy: (Webster Hall) Detroit, h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Donahue, Al: (Book Cadillac) Detroit, h.
Donajohn Boys: (Laurence) Erie, Pa., h.
Dorsey, Tommy: (State) NYC, t.
Drummond, Jack: (Igo's) Albany, N. Y., re.
Duchla, Eddy: (Plaza) NYC, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.

Eaves, Jack: (Copley Plaza) Boston, h.
Edmund, George: (Loyale) NYC, a.
Elkins, Eddie: (Jack Dempsey's) NYC, re.
Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc.
Eslick, Jay: (Casears) San Diego, c.

Faltrax, Frankie: (Fountain) Phila., cb.
Familton, Minky: (Silver Lake Inn) Clementon, N. J., re.
Farley-Jerry: (Rickety House) NYC, re.
Farmer, Will: (Leon & Eddie's) NYC, nc.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
Fettis, Jim: (Casanova) Phila., b.
Fieldier, Max: (Towns Club) Pittsburgh, nc.
Fields, Shep: (Pierre) NYC, h.
Filo, Jimmy: (Overbrook Inn) Lindenwood, N. J., re.
Finch, George: (Shore Road Barn) Brooklyn, re.
Flo-Rito, Ted: (Terrace Gardens) Chi, re.
Fisher, Jack: (Steubens) Boston, b.
Fisher, Mark: (Medinah Club) Chi, c.
Fitzpatrick, Eddie: (St. Francis) San Francisco, b.
Flecken, James: (Cliff Tavern) Lake Lynn, Pa., re.
Fodor, Jerry: (Frank Brothers) Toledo, nc.
Fomern, Basil: (Ritz-Carillon) NYC, h.
Fosdick, Gene: (Mon Paris) NYC, nc.
Francisco, Don: (Centennial) Dallas, Tex.
Fraser, Harry: (Flynn's Rendezvous) Brooklyn, re.
Frassutto, Joe: (Philadelphian) Phila., h.
Frays, Jacques: (St. Regis) NYC, b.
Freeman, Jerry: (Paradise) NYC, cb.
Funk, Larry: (Chez Maurice) Dallas, nc.

Gabriel, Al: (Montgomery Royal) Brooklyn, re.
Gaines, Charlie: (Parliah) Phila., nc.
Gallagher, Jimmy: (Round-Up) Boston, nc.
Garber, Jan: (Ambassador) Los Angeles, h.
Gendron, Henri: (Bouche's) Dallas, nc.
Gentry, Tom: (Turnpike Casino) Lincoln, Neb., re.
Gibba, Erwin: (Coo House) NYC, nc.
Gilberto, Don: (Torador) New York, re.
Giroux, Lew: (Wagners) Phila., b.
Gontz, Al: (Golden Orill) Rochester, N. Y., nc.
Golden, Nell: (Piccadilly) NYC, h.
Gongy, Leonard: (Oaks) Winona, Minn., nc.
Goodman, Benny: (Pennsylvania) NYC, h.
Orner, Misha: (Murray Hill) NYC, h.
Gothelb, Manfred: (Jermyn) Scranton, Pa., h.
Grattfolier, Frenchy: (Rainbow) Denver, b.
Grant, Douglas: (Di Burro's) Haverhill, Mass., re.
Gray, Glenn: (Congress Hotel) Chi, h.
Grayson, Bob: (Brown Place Palace) Denver, h.
Green, Marty: (Variety) NYC, nc.
Greer, Ethel: (Yummi) NYC, nc.
Greer, Eddie: (The Village) Pittsburgh, nc.

Hall, Eren: (Plaza) San Antonio, h.
Hall, George: (Tati) New York, h.
Hallet, Mal: (Commodore) NYC, h.
Halstead, Henry: (Cocoon Grove) Washington, D. C., nc.
Hamp, Johnny: (Radio City Rainbow Grill) NYC, nc.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hardis, Dick: (Club Frolics) Albany, N. Y., nc.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Haris, Claude: (Joey's Stables) Detroit, nc.
Harris, Lou: (Centennial) Dallas, Tex.
Harrisolan: (Madrid) Harrisburg, br.
Hart, Charlie: (Maple) Hartford Conn., re.
Hart, Ruth: (Spanish Villa) Detroit, nc.
Hart, Ray: (Du Piestro's) NYC, nc.
Hayden, Lee: (New Penn) Pittsburgh, nc.
Hayes, Bobby: (Edison) NYC, h.
Hays, Billy: (Studio) Phila., b.
Headrick, Pearl: (Brass Hall) Parkersburg, W. Va., nc.
Henderson, Fletcher: (Grand Terrace) Chi, re.
Hendrick, Warren: (Ball) NYC, a.
Hermanos, Le Betard: (San Bonco) Havana, Cuba, re.
Hill, Teddy: (Ubangi) New York, nc.
Hoagland, Everett: (El Patio) San Francisco, b.
Hoagland, Claude: (Biltmore) Dayton, O., h.
Hoffman, Earl: (Don Air) Chi, cb.
Hoffman, Miriam: (Snow Bar) Forest Hills, N. Y., re.
Hopes, Hal: (Montclair) NYC, h.
Hopkins, Claude: (Roseland) NYC, b.
Hugo, Victor: (Open Door) Phila., nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.

Jaffe, Moo: (Ben Franklin) Phila., h.
Johnson, Jerry: (New Albany) h.
Kahn, Eddie: (Bellevue-Stratford) Phila., h.
Jurgens, Dick: (Drake) Chi, h.

Kane, Jimmie: (Do Wit Clinton) Albany, h.
Kavella, Al: (Blackstone) Chi, h.
Kay, Bob: (Walt Whitman) Camden, N. J., h.
Kay, Herbie: (Gibson) Cincinnati, h.
Kay, Roger: (Ambassador) Atlantic City, h.
Kays, Sammy: (Bill Green's) Pittsburgh.
Keates, Henri: (Gay Nineties) Chi, nc.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Kellein, Milton: (Anchorage) Phila., nc.
Kimball, Ellis: (Topsy's Boost) San Francisco, nc.
Kirk, Henry: (Cocoon Grove) Los Angeles.
Kirkham, Don: (Biskeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Knight, Harold: (Adolph) Phila., h.
Kran, Andy: (Avon Inn) Albany Park, N. J.
Krasin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
Kuhn, Richard: (Piazene) NYC, re.
Kushner, Harry: (Roumanian Rendezvous) NYC, nc.
Kyoer, Kay: (Trionon) Chi, b.

La Marr, Frank: (Arcadia) NYC, b.
La Salle, Frank: (Wavel) New York, nc.
Legman, Bill: (Club Trionon) Mobile, Ala., re.
Lally, Howard: (Sherry's) NYC, re.
Lande, Jules: (St. Regis) NYC, h.
Lane, Eddie: (Vanderbilt) NYC, h.
Lang Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Sid: (Hi-Hat Club) Chi, nc.
LeBaron, Eddie: (Waldorf-Astoria) NYC, h.
Lefroy, Howard: (McCurdy) Evansville, Ind., h.
Lester, L. L.: (Blue Heron) NYC, nc.
Le Brun, Duke: (Dixie Grove) Niles, Mich., nc.
Leah, Lee: (Oreywof Tavern) Youngstown, O., nc.
Levan, Phil: (Bismarck) Chi, h.
Light, Enock: (McAlpin) New York, h.

Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolics) Chi, re.
Lofner, Carol: (Baker) Dallas, h.
Lombardo, Ralph: (Dinee's Garden) Albany-Saratoga road, h.
Lombardo-Judy: (Roosevelt) NYC, h.
Lopes, Vincent: (Astor) NYC, b.
Lucas, Clyde: (Paramount) NYC, t.

McCarn, Orace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McDabnick, Henry: (Governor Clinton) NYC, h.
McFarlane, Frank: (Chateau Moderne) NYC, nc.
McGraw, Don: (Cleveland) Cleveland, h.
McGreene, Robert Fletcher: (LaSalle) Chi, h.
McKenzie, Red: (Yacht) NYC, nc.
Mack, Austin: (Harry's New York Bar) Chi, nc.
McNair, Ed: (Zepp Club) Akron, O., nc.
McLaud, Johnnie: (Claridge) Memphis.
Mammas, Steve: (Rivera Club) Averhill Park, NYC, nc.
Manull, Al: (Man About Town) New York, re.
Manuvers, Joe: (Centennial) Dallas, Tex.
Marcel, Nelson: (Bye Bye Club) Pittsburgh, h.
Marsco, Frank: (Sweeney) Baltimore, re.
Marshall, Kaiser: (Ubangi) NYC, nc.
Marston, Al: (Piana) Pittsburgh, c.
Martel, Gus: (Stork Club) NYC, h.
Martel, Paul: (Arcadia) New York, b.
Martlin, Ted: (Childs' Paramount) NYC, re.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Maxie & Her Boys: (Belleville Ecks) Belleville, N. J., b.
Meadowfoot, N. J. Boys: (Versailles) NYC, re.
Meeker, Paul: (Villa Moderne) Chi, re.
McGroff, Benny: (Muehlebach) Kansas City, h.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, re.

Middleman, Herman: (Nixon) Pittsburgh, c.
Miles, Jack: (Roosevelt) Pittsburgh, h.
Mills, Dick: (Texas Bar) Beaumont, Tex., nc.
Milne, Floyd: (Du Pout) Wilmington, Del., h.
Mintz, Frank: (Isart of Fun) NYC, nc.
Monroe, Jerry: (Varsity Casino) NYC, b.
Moore, Carl: (New Blossom Health) Tonawanda, N. Y.
Morell, Larry: (Merry Gardens) Lynchburg, Va., re.
Morgan, Russ: (Biltmore) New York, h.
Moss, Joe: (Elysee) NYC, h.
Munro, Hal: (College Inn) Chi, a.

Navarro, Ted: (Roseland) Brooklyn, N. Y., br.
Nelson, Al: (Belvedere) Baltimore, h.
Nelson, Harold: (Windmill) Delta, La., nc.
Nelson, Ozile: (Lexington) NYC, h.
Nickles, Billy: (Midway) Los Angeles, nc.
Noble, Ray: (Rainbow Room) NYC, nc.
Nodzo, George: (Reins Rendezvous) Tupper Lake, N. Y., nc.
Noel, Jimmy: (Village Grove Nut Club) NYC, nc.
Norris, Stan: (Merry Gardens) Chi, b.
O'Noury, Walt: (Roma) Haverhill, Mass., re.

O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
Olman, Phil: (Trocaadero) Hollywood
Olson, George: (Edgewater Beach) Chi, h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Osborn, Will: (New Yorker) NYC, h.
Osena, Bob: (Minkhads) Minneapolis, Minn., cc.
Pablo, Don: (Rendezvous) Battle Creek, Mich., b.
Pace, Val: (Steven's) Brooklyn, re.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Pancheo: (Park Lane) NYC, h.
Perry, Bob: (Hotel Gramercy) Chi, h.
Peterso, Dick: (Monte Rosa) NYC, re.
Pendavis, Paul: (William Penn) Pittsburgh, h.
Perry, Ron: (St. Moritz) New York, h.
Peterson, Dee: (Anchor Club) Sandusky, O.
Peterson, Eric: (Woodland) Ardley, N. Y., nc.
Petit, Emil: (Savoy Plaza) NYC, h.
Phalen, Jimmy: (Romance Inn) Angola, N. Y., nc.
Phoenix Companiers: (Queen Mary) NYC, re.
Pick, Ross: (Alma) Cincinnati, h.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Prien, Louis: (Blackhawk) Chi, re.
Fryor, Roger: (College Inn) Chi, re.
Pugh, Raymond: (Brunswick Casino) Boston, cc.
Pullo, Ben: (Brown Derby) Boston, nc.

Raginsky, Misha: (Commodore) NYC, h.
Raginsky, Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rankin, Bud: (Paradise Club) Findlay, O.
Ravazza, Geri: (Adolphus) Dallas, h.
Reich, Charles: (Port Montague) Nassau, B. W. I., h.
Redell, Herbie: (The Casino) Chi, nc.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reed, Benny: (Shawnee) Springfield, O., h.
Reynold, Harry: (Arcadia) NYC, h.
Reynolds, Maudie: (Rose Garden) Hannibal, Mo., b.
Reynolds, Maurice: (Park) Monticello, N. Y., re.
Richard, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Rinaldo, Nino: (Yacht Club) Chi, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Rodrigo, Nino: (Rainbow Room) Rockefeller Center, N. Y., h.
Rodriguez, Gigo: (Hildebrecht) Trenton, h.
Rodriguez, Jose: (Montparnasse) NYC, nc.
Roland, Will: (Schenley) Pittsburgh, h.
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga.
Rosenthal, Harry: (El Mirage) NYC, nc.
Ross & Orr: (Holladen) Cleveland, h.
Russo, Danny: (Indiana) Indianapolis, h.

Schreiber, Carl: (Ivanhoe Gardens) Chi, c.
Scroggin, Chic: (El Tivoli) Dallas, nc.
Scrappina, Nick: (Riverside Club) Riverside, N. Y., re.
Shaw, Arlie: (French Casino) NYC, cb.
Simmons, Lanny: (Black Cat) NYC, nc.
Smith, Joseph O.: (Montparnasse) NYC, nc.
(See ROUTES on page 64)

FAIR GRAND-STAND ATTRACTIONS

(Routes are for current week when no dates are given.)

Beno, Ben; Milton, Fla.
Caret, Galt; Marion, S. O.; Laurinburg, N. C., Nov. 3-7.
Campbell, Casting; Clinton, N. O.
Carlo's Circus; Clinton, N. O.
Cerrore, Frank; Orangeburg, S. O.
Collano, Winfred; Clinton, N. O.
Honey Family; Williamston, N. O.
Keaton, Billy; Orangeburg, S. O.
McCune Grant Trio: (Streets of Paris, Expo.) Dallas, Tex.
Nixon Troupe; Clinton, N. O.
Nixon Looney; Salisbury, N. C.
O'Done, Mildred; Orangeburg, S. O.
Osaki & Taki; Orangeburg, S. O.
Revelations of 1936; Salisbury, N. O.
Revolas; Salisbury, N. O.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

Distributors Note Changing Trend With Luxury Item Orders Growing

Wholesale novelty and gift merchandise distributors in most parts of the country are not only doing their best business in several years but they report a changing trend that is most encouraging. They are noting a steadily stronger demand for luxury merchandise, corresponding almost exactly with the increase in national income in recent months, a type of goods which means a better margin of profit for everyone concerned.

Whereas during the lean years the orders from the amusement industry were often predominantly for merchandise which would serve as prize or award material and yet would be in the form of a staple item of utility around the house, the trend now is in the other direction. The general public, tired of being restricted to mere necessities, is expressing its pent-up eagerness to acquire many items that are not in the necessity class.

In the sportland and digger fields, where this trend is most pronounced, operators who have learned the value

of featuring items the public wants when it wants them report that cocktail shakers, beer and wine sets, compacts, cigaret cases and lighters of the better type, decorative household accessories, jewelry items such as rings, bracelets, necklaces and pins, are going extremely well.

Operators of pin-ball games who feature prizes for top score are getting better play than ever this fall with many items that come in the luxury class.

With better times here the wholesaler, the distributor and the manufacturer of higher quality merchandise, of a luxury nature, having plenty of flash and appeal, all are co-operating to excellent advantage in giving the trade the type of products which will stimulate play and satisfy the public demand for something better.

Canadian Report Shows Increased Radio Demand

PHILADELPHIA, Oct. 24.—Sharply increased demand for radio receiving sets in Canada during August as compared with the corresponding month of last year is shown in a report from the American commercial attaché at Ottawa.

Aggregate sales of receiving sets by Canadian manufacturers amounted to 24,715 units, valued at \$2,300,091, compared with 15,024 units, valued at \$1,438,283, in August, 1935, a volume increase of 65 per cent and a value increase of 67 per cent. As compared with the preceding month of July the August

Business Good in Detroit

Buying in all fall lines has been fairly brisk in Detroit, with strength being shown particularly in house furnishings and winter apparel. Last week's buying pace fell a little below that shown by the public shopping during the preceding six-day period, but the week's volume continued to hold well above figures for the corresponding period of last year.

In the automobile field motor manufacturers are again in the position of selling more cars than they are producing. Heavy orders are piling up at the factories, assuring the industry an active final quarter of 1936. Production of 1937 cars is now in full swing at nearly all plants.

Holiday Goods Orders Increase Over Last Year

PHILADELPHIA, Oct. 24.—Orders for holiday merchandise during the week flowed into the wholesale market in substantially higher volume than a year ago. This was true not only for novelties, toys and the lower priced gifts, but also for the higher priced merchandise in furniture and household electrical equipment.

The unprecedented number of conventions booked for the winter months and the Army-Navy game accounted for a heavier turnover in novelties and gift ware. Orders in all lines showed some improvement over the levels of the preceding week.

total registered an advance of 16 per cent in number and 5 per cent in value. It was reported.

Best Christmas in Six Years Forecast

Indications that merchants are looking forward to a rousing good Christmas trade were revealed in estimates of T. L. Blanke, manager merchandising division National Retail Dry Goods Association, that orders placed by the retail stores of all classes throughout the country for fall and Christmas business would total \$3,650,000,000, or approximately \$250,000,000 over last year.

Mr. Blanke calculated that this increase of 7.6 per cent in orders placed over 1935 would also represent an increase of \$1,150,000,000 in purchases over those placed during the last four months of 1935, at the depth of the depression, a gain from 1932 to 1936 estimated at 46 per cent.

He figured that fall and Christmas orders placed by all stores in 1935 totaled \$3,400,000,000; in 1934, \$3,450,000,000; in 1933, \$3,000,000,000, and in 1932, \$2,600,000,000.

Department stores alone were expected to spend close to a billion dollars to stock their shelves for the four months' period this year. In 1935 their purchases for the period from September to December were estimated at \$900,000,000, and the increase this year was expected to be at least 10 per cent.

Proportionately larger increases in orders placed may be expected among numerous other divisions of retail trade, including variety stores, mail-order houses, apparel stores, furniture establishments and the like.

Mr. Blanke reported that estimates by the association anticipated the best Christmas business since 1930 for stores generally, and in some specific cases the volume would exceed that of 1929. His figures confirmed predictions of the NRDGA that sales at retail for the four months would record a 10 to 12 per cent gain throughout the country, with a probable increase of as much as 8 per cent in the New York area.

The national and local elections in November are apparently not having any noticeable effect on retail trade, according to the orders thus far placed, and Mr. Blanke said that in his opinion their effect in future would be hardly discernible.

Prices during the last four months of 1936 would remain firm or go only slightly higher in retail stores, he concluded, but total volume would be benefited by the increasing trend among store customers to purchase items of better quality than in the last few years. Home furnishings sales to the public were expected, he said, to contribute materially to the total sales increases during the four months as a backwash to the expanding house movement and the interest in home renovation.—Editor and Publisher.

Merchandise Value Judged On Repeat Play Action

Every so often the question arises as to the number of points that should be awarded for merchandise sales in the coin-machine industry.

This was never more noticeable than during the past summer at the resort spots where merchandise again jumped into the lead in sportlands and where play was greater than it has been for the last 10 years.

There is only one definite way by which to judge merchandise and that is by the repeat play it creates. If a certain item, let us say a moving picture camera, will create tremendous play on the games, then the camera is the most valuable merchandise item the operator has. In the first place the price he pays and the price he gets become secondary factors. The main factor is the amount of play created and thereby the real receipts which this item will show increased over the ordinary play of the game. If the increase is better than 100 per cent, then naturally the item itself is worth more than the 50 per cent difference between the cost of the game and the play brought in, and a lower point system used should not interfere with the final receipts.

In short, to continue such an item in the lead, the operator can afford to somewhat lower his point percentage and yet be far ahead of his regular receipts on the game, at the same time creating a greater desire on the part of the players and better satisfying them.

As long as the item is profitable from the standpoint of repeat play, and not just momentary play, then the point system can be gauged accordingly.

Electric Clocks Continue To Lead

The coin-machine industry first started its great merchandise sales with electric clocks and now after many years electric clocks continue to be among the leading premiums used by coin-machine men all over the country, according to recent reports from leading wholesale merchandisers.

Operators when puzzled as to what product to present for better play stimulation generally fall back on the electric clock, regardless of the large amount of new merchandise being constantly presented. Due to this consistent demand there has been justification for improvement of the product and hence many wholesale merchandise firms are displaying some of the finest items of this classification ever seen.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

A MID-TOWN jobber last week showed me a handful of rush orders received in the mail. Operators apparently are having a great time at the fairs and are running short of supplies. Something like that had been expected, because the trade has lived a hand-to-mouth existence for a while. You are bound to get stuck occasionally if you fill the old banking account but let stocks go low. Operators are cautioned to plan ahead and give the trade a chance. Otherwise someone is going to be left behind. Even the New Deal has not tried to solve the problem of how to sell without having something to sell.

If all the boys who write that they are going south for this winter actually reach there they better start wearing badges. It will stop them from trying to sell to each other. It looks like a big winter season, but too many cooks will spoil the broth. I know of one operator who has decided to turn back and give others a chance. While he likes the sun he feels that he might do better in winter quarters, working pitches in the neighborhood. I can't say that I entirely agree with him, but there is no doubt that there is plenty of money in the northern part of the country and that it sits comparatively loosely in the pockets. I know of a number of permanent locations where business has been surprisingly good during the past weeks, and I do not see any reason why it should not keep up right into the winter.

There is some talk in the trade about the possibility of setting up permanent wayside fairs in suitable locations. Suitable locations would be places along a well-frequented automobile route, preferably near a big city, where booths can be erected and remain during part of the year. Spring and fall might be the most promising periods when the larger attractions are off. I understand that a few projects of this kind have been in operation during the past summer, but cannot obtain figures showing how the plan has worked out. Anyhow, there is some evidence that the trade looks for new outlets and the small amusement park might solve the problem.

Five years of depression and only one year of comparatively good business have taught operators to be meek under adversity. Bumper crops of amusement park and fair crowds are not in the sky even yet. So it is no wonder that the trade looks for security rather than big profits. I see that some of the more intelligent gals and boys are making themselves at home at 5-and-10-cent counters, where they will earn plenty during the cold months. My information is that some of the bigger organizations are willing to consider suitable share-the-profits demonstration offers or anything you can suggest to them as long as it gives both sides a fair chance. What's wanted are good demonstration items, women's toilet goods, kitchen helps and specialties.

Short Stop: If you need lamps of all kinds for the winter, do your ordering NOW. Manufacturers expect delivery delays very soon—and that is not just talk, either.

Early Reservations for N. Y. China, Glass Show

The New York Housewares Manufacturers' Association is to hold a New York China, Glass and Housewares Show at the Hotel Pennsylvania January 24 to 30, according to Flo English, executive secretary. First assignments of the exhibit rooms were made October 1, with the number of early reservations pointing toward unusual success for the mid-winter showing of spring merchandise. Many outstanding firms which exhibited at the regular July show have already made applications for the spring event and many buyers have congratulated the association on its foresight in holding this new spring market.

The china and glass exhibitors, who were formerly on the sixth floor, will be on the third floor at the January show. Larger and more desirable rooms are available there.

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.

Lighter-Package Holder

Extremely smart and practical is the new cigaret lighter and package holder combination recently introduced by the Edro Manufacturing Company, Inc. Weighing only three ounces, this new combination consists of a neat metal frame, the four flat prongs of which are slipped in between the outside wrapper and the tinfoil of the cigaret package. On one side of this frame is a compact, smartly designed modern lighter. The cover of the frame, when slid halfway forward, permits the cigaret to be taken out of the pack and when slid all the way forward automatically brings a



flame to the lighter. The entire operation can be performed by the smoker with one hand. The combination comes in two strikingly attractive finishes—black or silver enamel. It is guaranteed by the manufacturer against all mechanical defects and is constructed with such simple efficiency that, according to its makers, nothing can get out of order. Besides serving its primary function as a lighter and package holder, the Edro combination keeps cigarets neat and tightly packed and prevents tobacco from falling into the pocket. Salesboard operators, demonstrators, agents, canvassers and even concessioners are finding it an item with great appeal.

The Edro Company has several circulars on its new combination. These will be sent to interested parties free upon request.

New Shu-Valet and Shoe Mitt

Two new accessories for the well-groomed person are the Spots-o-Polish Shu-Valet and the Shoe Mitt, manufactured by the Dura Products Manufacturing Company. The Shu-Valet is a one-unit, shoe polisher, shaped like a billfold into which the hand slips. On one side there is a group of spots of polish fused permanently to the soft, durable fabric, while the other side is the soft polishing element. When opened the two parts are side by side; when folded they are on the outside and the hand is inserted. When closed these two surfaces are inside, and the entire other side is available for imprinting of an advertising message.

The Shoe Mitt embodies the same features of the polishing spots for one side and the smooth finishing surface on the other side, the hand slipping in between. Both items are priced so low that they are available on almost any premium or small prize budget. Samples and prices available to interested parties.

Sensational Blade Sharpener

An ingeniously designed reciprocating action in the new Maximax blade sharpener accurately hones and strops at the same time both sides of a double-edge blade. There are sharpening surfaces both above and below the blade. This entirely new principle prevents the formation of the tiny, troublesome, curled-over "feather edge" that forms when a blade is honed too much on one side. It is extremely difficult to eliminate this "feather edge" simply by stropping the blade first on one side and then on the other even when the stropping is done by an experienced person. The Maximax, however, is said to eliminate this curled edge completely. Furthermore as the blade moves back and forth in the Maximax between the upper and lower sharpeners it also moves

to the left and right, giving the blade a combined honing and sharpening. As a result the Maximax can produce a perfect cutting edge on even an old discarded rusty blade. And all this is accomplished without the use of abrasive powders and similar costly and inconvenient accessories.

Edward M. Johnston, an executive of the firm, stated that the item is already going big with the women inasmuch as it makes a perfect Christmas gift. Also a few demonstrators who have already secured it report tremendous sales.

Novelty Ball

A new novelty ball is being manufactured by the Hollywood Ball Company. It is designed of imitation leather, like a football, and comes in either one or two colors, the colors being divided as the individual pieces are in the regular football, which it resembles in size. However, the ball has an elastic string attached to one end and a band on this allows it to be carried around the neck. Used by youngsters, it is rapidly becoming a popular game, the object being to keep the ball away from the body by constantly hitting it somewhat after the manner of a punching bag. Advertising copy can be put on the ball and the neck band, allowing it to be a desirable premium item as well.

Model Airplane

A new model airplane, designed for use as a premium novelty, is being placed on the market by the Great Northern Manufacturing Company. The product is a four-piece model of the glider type, made of balsam wood. It is designed for use with a special gun to shoot it off.

Novel Pen

Everfeed Company, well-known manufacturer of the One Stroke Plunger Fountain Pen hitherto sold thru the jobbing trade, announces the production of several new items for early delivery, including a new double-barrel double-point double-ink fountain pen which will enable the owner to use two colors of ink in the same pen. The smoothness of operation of the Everfeed plant, from cutting the raw material to assembling the finished product, is a revelation of efficiency to an outside (See NEW ITEMS on page 61)

NEW LOW PRICES

BLUE STEEL 25c Per 100
Double-Edge Blades, 5 in Pack. Cello Wrapped....

Going Like Wildfire, "MIRACLE" CAN OPENER 72c Per Doz.

DOMINO 30c Per 100
Double-Edge, Blue Steel For Repeat Sales.....

WHISTLE 75c Per 100
Single-Edge Blades. Made by Continental.....

5-PIECE SHAVING DEAL 9c Per Set.
Alibert Shaving Cream, 15 Blades, Styptic Pencil, \$1.35 Val.

YOUNG NOVELTY CO. Inc.

Send for FREE List of Latest Specials. 100 Hanover Street, Boston, Mass. Free Sample, 50% Deposit With Order. No Order Shipped for Less Than \$1.00.

WRINKLE-PROOF

TIES

NEW - No. 614 LINE

Here are the greatest values in Wrinkle-Proof Ties you've ever seen. Startling high quality. Garments \$50 price, 60c. Looks like real \$1.00 value. New spun yarn. Guaranteed Wrinkle-Proof. Twist it, crush it and the tie comes back to its original shape, no wrinkles. Makes knockout demonstration. 25% With Order, Bal. C. O. D., Plus Postage.

\$1.40 Sample Doz.

\$16.00 Gross.

\$125.00 100 Doz.

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Guaranteed for One Year. It is good looking and will keep accurate time.

25% Deposit, Bal. C. O. D. Sample Watch, 25c Extra. 7 Jewels \$3.75

Write for New Catalog of Latest Numbers for Salesboards, Premium Users, etc. CONSOLIDATED WATCH CO.

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STATE and COUNTY FAIR SPECIALS

Heavy White, Mahogany or Fancy Parade Canes. Doz. \$1.50 Gro. 16.50
Swagger Sticks. Gro. 5.50
Reach Bouncer Balls. Doz. 1.15
Rocket Baseballs. Doz. .85
Decorated Gas Balloons. Gro. 2.50
"Thrillers" Candy (250 in Case). Case. 2.75
We have Beacon Blankets, Morocco Gold Covers, Aluminum Ware, Plaster and all other Carnival Supplies.
Lowest Prices and Best Service for 50 years. 25% deposit must accompany all C. O. D. orders.
LEVIN BROS., Terre Haute, Ind.

FOR QUICK SALES-- AT GOOD PROFIT



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Corkscrew, Nickel Finish, Metal Handle, Center with Fancy Colored Celluloid Inlay, equipped with Buckle for Chain. Size of Knife Closed, 3 1/2". One Doz. in Pkg. B10C178

PER GROSS 12.00 PER DOZEN 1.05



MAGIC WINDOW CLEANER—Made of Lithographed Tin, with Folding Wire Mandrel. One Side Rotted with Red Rubber Sponge, other side has Gray Rubber. Size, 6x2 1/2". One Dozen in Box. B19C246

PER GROSS 8.50

PER DOZ. .75

N. SHURE CO. Adams & Wells St. CHICAGO

5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases.



10 Size, Case in Inc. or Engraved: 7 Jewel \$2.75
15 Jewel \$3.75
12 Size, Case in Round, Octagon or Engraved: 7 Jewel \$3.25
Men's O Size Waltham or Elgin Wrist Watch with Chromium Bracelet, 7 Jewels, Banded. \$4.75

Deposit required. Send for Free Catalog. New Plan. THE NEW YORK JOBBERS, 74 BOWERY, New York, N. Y.

YALE FOOTBALL BUTTONS

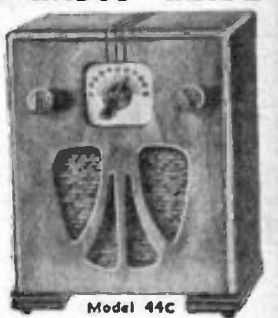
Every College and School. 100 \$1.50 per 100
300 1.40 per 100
500 1.15 per 100
1000 1.00 per 100
50% Deposit With Order
NATIONAL BADGE & EMBLEM CO., 1125 Broadway, New York.

THE SMALLEST CONSOLE RADIO MADE

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

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Tone Control
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
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- R. C. A. Licensed Tubes
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- Original Design
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The Only New Thing in Radio Today. Be the First One To Sell This Set—

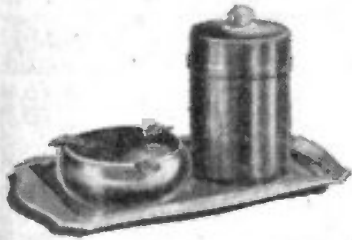


Model 44C

PLAYLAND SUPPLY CO. \$6.75 \$7.50 each in lots of 50 samples

118 East 28th St. New York City F. O. B. N. Y. 25% Deposit
The Smallest Console in the world with a full sized 5" Dynamic Speaker

LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG, 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business. MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.



"Different"

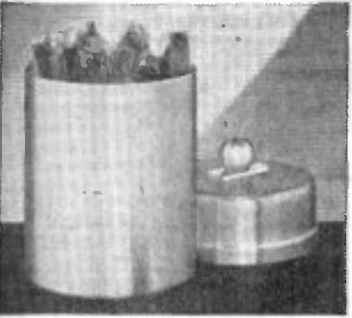
Prizes that BUILD PROFITS!

They've got that certain "something" that appeals. The Smoker's Set (above) is made of rich, Burgundy Copper. Humidor holds 20-25 cigars. Ash tray is wide and deep. The Humidor (below) is made in the sensational new Satin-glo finish. It's a "knock-out."

Many other West Bend Items are ideal for prizes. Write for bulletins and prices!

West Bend Aluminum Co.

Dept. 630, West Bend, Wis.



JEWELED LADIES BAQUETTE WATCH

With 50 Sparkling Fac-Simile Diamonds
 No. 111—Model—
 Price From \$1.90
 No. 100—Fine Ladies' Jeweled Watch, Complete with Box, Chromium Bracelet. In Oyster Case. \$2.25
 Lots, Each
 Sample, 50c Extra, 25% O.C.D., Bal. O. O. D.

FRANK POLLAK 80 BOWERY
 NEW YORK CITY

NOTES from SUPPLY HOUSES

Jack Rosenfeld is the owner and manager of a new premium supply house which opened for business last week at 2314 Locust street, St. Louis. He was formerly engaged in the coin-machine business, where he established an enviable reputation for square dealing.



Thru his many years' experience in the amusement industry Rosenfeld has a keen eye for premiums which will click on the carnival midway or the amusement-machine location. He recently returned from an extended trip thru Europe and the eastern part of the U. S., the sole purpose of which was to pick up new, flashy and appropriate merchandise for the amusement industry.

National Badge & Emblem Company, manufacturing a line of celluloid buttons with the colors of all schools and colleges, reports a lively interest in this type of merchandise now that the football season is in full swing. This firm also handles special orders for badges and buttons together with the general line of college and fraternal jewelry, loving cups, etc.

An unusually attractive catalog of electrical appliances is being distributed by Manning-Bowman & Company, featuring all sorts of interesting things

for buffet meal service as well as practical appliances for the home. All products are designed and styled in the modern manner with attention to appearance as well as utilitarian value. The firm also has a separate catalog of its line of gifts, featuring many serving accessories, decorative appointments, beverage service items, smokers' accessories, desk sets and other interesting items for the home that make practical, smart gifts. These catalogs are available upon request.

The Pilgrim Watch Company, large wholesaler of watches, has just issued a new 1936-37 catalog. The catalog contains 12 pages showing a varied line of watches of every description. Sam and Ben Finkelstein, proprietors, have been doing a large business with coin machine and salesboard operators. They claim this catalog has been so devised that they can get the best value offered to them in years.

Alleging that someone is encroaching on its rights by placing on the market "United Blades" and also using the word "Genuine" in connection therewith, the United Razor Blade Corporation warns those interested in buying "United Blades" that it has the name protected in the U. S. Patent Office, the registered trade-mark number being 271,238. The firm advises that its genuine "United Blades" cartons and cards all bear this trade-mark number. Readers' assistance is sought in locating the alleged counterfeiter.

The General Wireless Laboratory factory is exceptionally busy these days making preparations for a number of new radio models to be announced soon. The manager of this concern is very much impressed and excited with the profit possibilities of these new models and expects them to be among the best ever manufactured by his company. They have many new features in addition to unusual eye appeal, he says.

Bill Ray, Super Engineering Company, is feeling pretty good these days. He has just returned from a rather extensive trip thru New York, New Jersey, Connecticut and Pennsylvania, where he spent a good part of his time contacting various fairs held in recent weeks. Reports that he did exceptionally well with his Any-Wave Radio Plug and that people are really spending money for weight guessing, as was proved by the large volume of business done on a number of Guess-Your-Weight scales he had at these fairs. Bill and his associates are working on a number of coin-machine devices which he expects to announce in about a month.

Nationwide Distributors are closing out on their complete line of automobile license plate emblems. They should have no difficulty in clearing the entire lot, especially so with the campaign really getting hot right now.

There is a real boom in the Rabbit Feet business, declares J. E. Brewer. As an example of what is being done with this item today, Brewer says two of his jobbers have sold more than 100,000 Rabbit Feet each in the last three months. These feet can be used in any number of different promotions and are effective as premiums, sales promoters and give-aways.

The Champion Specialty Company is celebrating its eighth year in business by doubling its space at 814-816 Central street, Kansas City, Mo. A continuous advertiser in *The Billboard* since 1929, this company owes its rapid expansion to quality merchandise and prompt service at the right price.

Big Premium Item!

No. B101. EACH \$69c
 (Case is made of Metal, Crystal Finish; may be had in assorted colors. Very compactly constructed—size closed, 3 1/2 x 2 1/2 in. May be used for snap or time pictures. Makes pictures size 1 3/8 x 1 1/2 in. One of the LATEST MOD. EIZ—very successful as a seller. Produces very excellent pictures that may be enlarged.)

Ten for \$6.50
 No. B102 FILMS, for Above. Put up 8 Exposures in a Roll. 85c
 Dosem Roll

SEND FOR CATALOG.
ROHDE-SPENCER CO.
 (Wholesale House)
 223-25 W. Madison St., Chicago

WAXED FLOWERS
 Best Quality Imported.
 All Colors.
 No. 77—O E O R G I N E. \$27.50 per 1,000; \$3.00 per 100.
 No. 80—D A M L I A. \$25.00 per 1,000; \$2.75 per 100.
 No. 15—R O S E. \$22.50 per 1,000; \$2.50 per 100.

Sample Box of 100 Occasions, Dahlias and Roses sent postpaid for \$3.25.

FRESH MOUNTAIN LAUREL.
 15c per Doz., Any Quantity.
 Prepared Foliage for all Flowers, Large Bunch, \$7.

My Complete Sample Line of all Flowers Sent Postpaid for \$1.00. 25% deposit with all orders, balance O. O. D.

FRANK GALLO
 Importer and Manufacturer, St. Louis, Mo.
 1420 Locust Street.

WALTHAM
 18 Size—15 Jewels, R. B. movements, fitted in new chrom. cases. Complete with chain to match. Special Price. Lots of 500.

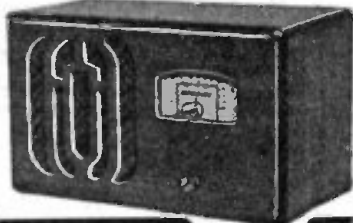
25% Deposit, Balance O. O. D. \$1.50—10c Extra for Samples.
 SEND FOR NEW 1936 CATALOG.
PILGRIM WATCH COMPANY,
 161 Canal St., New York City.

Charles Ringold has associated himself with the firm of Jacob Holtz, New York premium house, to conduct a special department devoted to bingo premiums. "Charlie" is an expert on prize merchandise, having been associated in the general concession line for a number of years, and with his connections among the buyers and the fast-growing popularity of bingo, it is predicted that he will go places.

E. S. Lowe, of E. S. Lowe Company, well-known manufacturer of bingo cards, has returned from a successful business trip in Canada. He stated that bingo is going over bigger than ever in Canada and that there is an unusual amount of enthusiasm for this game among fraternal societies, churches and veterans' organizations which are successfully raising funds for charity and welfare work. Prizes of exceptional value are given and considerable merchandise is being used. The Lowe Company manufactures bingo equipment exclusively. Its cards comprise 3,000 different combinations and include special games and midgot bingo cards.

THE "FIRESIDE" A BETTER RADIO for LESS MONEY

"The FIRESIDE" is catching on all over the country! Orders and requests are flooding in daily! There's just one reason—"The FIRESIDE" is a better Radio for less money! Illustrated in latest improved model, No. 40. A. C. D. C.—Smart, modern, wading finish cabinet. New improved white marble, full-rotation calibrated dial, lights up glowing red, 550 to 1600 Kilocycles. Four quality RCA licensed tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful—Selective—Accurate! All parts thoroughly tested. Order today! 25% deposit, Bal. O. O. D. Circular on request.



\$5.00 • \$5.35 • \$5.75
 Lots of 100. Lots of 5. From 1 to 5.
FREELY CORP., 2 W. 20th St., New York, N. Y.

FAST SELLING SPECIALTIES FOR DEMONSTRATORS—Pitchmen and Novelty Workers
 SEND FOR A COPY OF OUR LATEST CATALOG

XMAS CARDS ASSORTMENTS
 EXCEPTIONAL VALUES

B5065—12 Assorted Xmas Cards in Box. Per Dozen Boxes... \$1.10
 B5068—20 Assorted Xmas Cards in Box. Per Dozen Boxes... \$2.00
 B5067—24 Assorted Xmas Cards in Box. Per Dozen Boxes... \$2.85
 B5068—21 Assorted Xmas Cards in Box. Per Dozen Boxes... \$4.50

B3462—Herald Gyroscope Top, Per Dozen, \$1.30; Per Gro., \$18.00
 B3463—Jockey Gyroscope Top, Per Dozen, \$1.20; Per Gro., \$14.50
 B2159—Block Creeping Mouse, Spinning Eyes. Per Gross... \$3.75
 B2247—Running Baby Turtle, Per Gross... \$5.50
 B2210—Mechanical Swimming Doll. Per Gross... \$4.50

B2105—Fun Jumping Dog, with Rubber Tube and Bulb. Per Gross... \$6.75
 B2459—Movable Hand Writ Watch. Each in Box. Per Gross... \$3.50
 B5707—Krinkle Dancing Flapper. Each in Glassine Envelope... \$4.00

MINIATURE CHARMS
 B2310—O n k e y Charms with Silk Cord. Per Gro., 75c
 B2320—Elephant Charms with Silk Cord. Per Gro., 85c
 B2310—Scotty Dog Charms with Silk Cord. Per Gross... 75c
 B2325—Dandelion Charms with Silk Cord. Gro., 85c

NOVELTY SWISS DANCERS
 \$5.00 Per Gross
 With Instruction Sheets.

UNITED BLADES — BE SURE — UNITED BLADES

WHEN BUYING GENUINE UNITED RAZOR BLADES THAT U. S. PATENT OFFICE REGISTERED TRADE MARK NUMBER

271,238

APPEARS ON ALL GENUINE UNITED CARTONS OR CARDS, OTHERWISE THEY ARE COUNTERFEIT BLADES—RETURN THEM WHERE YOU BOUGHT THEM AND DEMAND YOUR MONEY BACK.

UNITED RAZOR BLADE CORPORATION
 222 W. ADAMS STREET, CHICAGO, ILLINOIS.

NEW ITEMS

(Continued from page 59)

observer, Samuel Kanner, head of this organization, is an oldtimer in the field, having been engaged in the manufacture of fountain pens for over 30 years. Besides making anything in the fountain pen and pencil line he has several additional distinctive patented articles, the most popular being a low-priced automatic repeating pencil, which is said to write for an entire year without refilling. He is the originator of the one-stroke plunger pen. This is the first attempt Kanner has made to sell direct.

Wood Novelties

An entire new line of wood novelties is being placed on the market by the Wood Art Company. Utilizing new skilled technique in buildup of various types of wood veneer, the firm is preparing a number of distinctive items. A series of

pictures made wholly of wood is the major item at present. This consists of strips of veneer cut out in the desired form and superimposed one upon another. Simple pictures of this type resemble high-relief silhouettes, but more involved forms have the coloring of good inlay work. Some of the work is inlay and some overlay. By the use of special woods having the quality of translucence such as gum and holly, it is possible to design these pictures in such a way that they will be clearly visible when a light is placed back of them, the outline and color both coming thru. For various colors desired, the woods are dyed to the wanted shade. Effect of human hair is secured by the use of cross-grained wood. Another decorative effect is that of leaves made of wood veneers and cut out to resemble various natural leaves for wall or floor or desk decorations or even for use as trays, etc. Yet another item being marketed in a series of 24 designs is fine woodwork in several colors for bridge place cards, also used as bridge prizes because of the permanent character of the design. Dutch boys, ships, windmills, flowers, animals and several other designs are now being produced regularly by this method.

Kill the Cootie

Kill the Cootie is the title of a game designed for family play. Joseph E. Lowe, inventor and patentee, claims that from 2 to 700 can play it. The game has an AEP theme and Lowe states that he first conceived the idea while serving in the trenches in France. It is said that no skill is required and that each game furnishes 1,000 laughs. Games come carded for counter display, card being printed in five colors. Distribution is being made strictly thru agents and has a strong Christmas appeal. Jolo Novelty Company is the manufacturer. Particulars gladly mailed on request.

New Type Pennant

A new type of small pennant has been placed on the market by the Commercial Art Products Manufacturing Company. The pennant is designed in a six-inch length, with a maximum width of two inches, and comes in any two-color combination desired. Collegiate, athletic, school or advertising copy, or any other form, is used as desired. It has been used already by a chewing-gum manufacturer as a premium item and is capable of premium use on low-priced merchandise.

Imitation Leather Cap

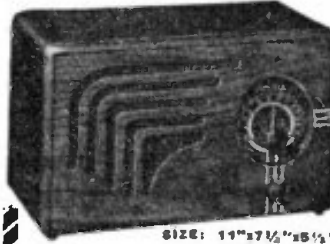
A new product being placed on the national market by the Commercial Art Products Manufacturing Company is an imitation leather cap. It is designed like an aviator's cap, war-time style, with a crown about three inches high, no brim and a flat top. The side of the hat carries any desired advertising matter or novelty names, etc., as desired. It comes in a large variety of two-color combinations and is used either as a premium or outright sale novelty item.

Sponge Rubber Bowling Game

A sponge rubber bowling game that promises to go over big with the trade for winter and holiday use is being introduced by the Robins Hygienic Mat Company. Each pin is made of sponge rubber, 10 1/2 inches high, and three sponge rubber balls, each 3 1/2 inches in diameter, are furnished with the set. In addition to furnishing healthy exercise, the bowling set has the advantage of being noiseless and unbreakable, and can be played indoors without risk of injury to persons or furniture.

New Songbook

The publishers of the Shirley Temple Song Album No. 1 have just issued a second and even more attractive collection of the songs featured by Shirley Temple in her pictures. The cover carries an elaborately illustrated new photograph of the child star and, besides the eight songs, the book contains full-page scenes from her pictures as well as additional cute snapshots of this popular little actress. Here is an excellent item, not only for the holiday season but for every day in the year.



SIZE: 11" x 7 1/2" x 8 1/2" W.

GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 1-E) New York, N. Y.

FREE 5 DAY TRIAL

5 TUBE GENERAL RADIO

SATISFACTION GUARANTEED
Try this **GENERAL** 5-Tube Radio for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Low freight charges.)

FAST SALES! BIG PROFITS!
Modern Walnut Cabinet. Powerful dynamic speaker. Superb tone. **NEW 3-COLOR OVAL** R. C. A. 1100 and 4 Tubes—One Aerial or ground needed. A. C. D. Q. Packed in air cushioned cartons.

FREE NEW 1937 CATALOG
Genuine General Build Business.

\$6.95 LOTS OF SIX
\$7.45 SAMPLE SET

25% with order. balance C. O. D. Remember—Satisfaction or Money Refunded.

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for **2c A POUND**

Sell Them as **Vite-Sealed Chips for 35c a POUND**

There's big money in Potato Chips for any man or woman who wants a business capable of paying as much as \$23.50 a day in profits. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sell a sensational new kind of "Greaseless" Potato Chip—and let the stores sell them for you. Only \$2.50 invested in new materials brings back \$10.00 in cash.

EVERYTHING FURNISHED—You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-ster cooker, oil extractor (for making new "GREASELESS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Press, pictures and complete plans will be sent free for the asking.

DON'T BUY ANYTHING—Just send your name and address on a postcard for all this free information, including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent in so many others have done with these fast-selling new "Greaseless" Chips. Address your card to G. H. MAROT, 325 W. Huron St., Dept. B-1270, Chicago, Ill.

RING THE BELL FOR PROFITS

with this **NEW, UTILITY PREMIUM!**

The **ROYAL EGG-TIMER**

It rings when the Time is Up!

EVERY WOMAN WANTS IT!

Here is an item with tremendous selling possibilities. It will fill your need for something really different, and has the Flash and Universal Appeal to stamp it a "winner."

The Royal Egg Timer can be regulated for 3, 4 or 5 minutes. As the sand flows from one container to the other, it overbalances the sand class, causes it to tumble and swing back and forth, striking the bell from ten to twelve times. Ideal for timing eggs, cereals, mince steaks, leatherns, etc. and general household necessities. Packed with beautiful gift box or 6 to attractive display card. Retail \$1.00.

QUANTITY PRICES AND DETAILS ON REQUEST.

ROYAL ENTERPRISES
200 Broadway New York, N. Y.

YOU CAN DOUBLE YOUR WATCH PROFITS WITH OUR GUARANTEED "REBUILTS"

Our new Catalogue now ready—New Models, Lower Prices—Send for It.

CENTRAL WATCH MATERIALS & SUPPLY CO., INC.
134 South Eighth Street, PHILADELPHIA, PA.

Genuine RABBIT'S FOOT

★ EXCEPTIONAL PREMIUM, **\$32.50** Per 1000
★ SALES PROMOTER.
★ GIVE-AWAY.

Best Quality Rabbit's Foot on the Market. Cured four years and selected for size and color. Feet beautifully shaded with brilliant nickel caps. Also enameled caps in colors. Plain or stamped with any inscription desired.

KEY CHAIN with genuine RABBIT'S FOOT entire unit on attractive SELF-SELLING CARD

You can clean up with this knock-out combination. Caps either plain or stamped with **\$5.00** FIRM NAME or any inscription desired. Lots of 500.

JOBBERS AND QUANTITY USERS WRITE FOR SPECIAL PRICES

For Sample Send 10c Coin or Stamps.

J. E. BREWER
230 West 26th Street, NEW YORK, N. Y.

THE BEST RADIO BUY TODAY

- MOSEL SIXTY SIX, Four HOA Licensed Tubes, \$5.25 LOTS OF 6
- Super Chromatic Speaker.
- Quail Pilot Lights.
- New Merchandise.
- No Surplus.
- 7 Jewels. Each \$5.65 SAMPLES
- Works on A. C. or D. D.
- Size: 7 1/2" x 10 1/2" x 5 1/2"
- Will Tune from 550-1600 K. C.
- Bulk-In Aerial. No Ground Required.
- Packed in Air Cushion Carton.
- Order Today. 20% Deposit, Bal. C. O. D.

\$4.95 LOTS OF 24

PHENIX TRADING CO., 120 E. 124th St., N.Y.C.

Great Sale - While They Last

SMALL 12 SIZE ELGIN AND WALTHAM WATCHES in Fancy Venetian Cases, made by Illinois Watch Case Co.

- 7 Jewels. Each \$2.50
- 15 Jewels. Each 3.00

DUCKER HAMPDEN WRIST WATCHES—7-J., \$3.00; 15-J., \$3.75

LADIES' GENUINE DIAMOND RINGS—10 Karat Solid Gold, \$3.50 and Up; 14 Karat, \$4.50 and Up.

ELGIN & WALTHAM—15 Size, Railroad Model, \$2.00

Case, 7-Jewel, Hunting Movement, Each \$2.50; 15-Jewel, \$2.50; 17-Jewel, \$2.75.

SPECIAL PRICES FOR QUANTITY USERS
Sample 60c Extra.
25% Deposit, Balance C. O. D. Send for Catalogue.

N. SEIDMAN
173 Canal Street, NEW YORK, N. Y.

FAST SELLING JUMBO PEN DEAL \$3.95 EACH WITH 12 PENS IN LOTS OF 6 \$4.25 ea.

Get in on the Big Profits with this new, snappy seller. Takes in \$20.00 (400 holes at 5c). Pays out 12 latest novelty oversized Jumbo Fountain Pens and 20 Packages of 3 Pencils. Sell to dealer at \$8.50. Write your order in today. Order No. B37 Deal, Price \$3.95 Each in Lots of 6 or more. Each Deal is complete with 12 Pens. For compactness board displays only one Pen.

25% deposit required on C. O. D. orders.

JOSEPH HAGN COMPANY
"The World's Bargain House," Dept. BB,
217-225 W. Madison St., CHICAGO, ILL.

ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watch. In New White Case.
7-Jewel, 18 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.

CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

OAK BY-TEX BALLOONS

For the Rest of Your Fall Dates

Cash in With **MIKEY MOUSE SLIM JIMS**

They're going great guns, these elongated balloons with attractive two-color Mikey Mouse print.

Sold by Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.

Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have deals, and when you sell Goodrich Home workers are made by the Goodrich Co., Est. 1804, they buy with confidence. Pitchmen, Window Workers, Dicta, write for low prices. Best season ahead. Sample 10c.

GOODRICH,
1800 West Madison, Chicago, Dept. 80-10.

WHITESTONE RINGS

Of Unusual Appeal and Beauty!

GUARANTEED LOWEST PRICES!
Very Latest!

Send \$2.00 for 20 samples. We also carry a full line of CRYSTAL, 150 PLY, at Lowest Prices. Free Catalog.

OLYMPIC BEAD CO., 307 6th Avenue, N. Y. C.

HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF43.
Optical Specialists
17 N. Wabash Ave., Chicago, Ill.

GET READY FOR CHRISTMAS

NEW BAKER PENS, Plungers, Vacuums, Combinations, Stream Line and Bullet Shakers, Desk Pen, Pencil and Knife Sets and my Gold Plated Full Mounts and Pilgrimage Pen and Pencil Sets. All Bitted with the New 2-Tone Points.

JAS. KELLEY, The Fountain Pen King,
487 2nd Ave., N. Y. C.; CHICAGO, 140 W. Adams St.
784 Mission St., San Francisco, Calif.

Tinsel, Dazzling, Sparkling Christmas Signs

Original Best Beautiful Cardinal Red Cardboard Signs. For quick delivery send \$4.00 for 100, or \$2.50 for 50 Signs. F. O. B. St. Louis. (Weight 7 lbs. Express Charge Collect). Sample, 25c.

KOEHLER SIGNS
335 Goetz, St. Louis, Mo.

GENUINE DIAMOND RING

Solid Gold Mounting

Send for Catalog. Biggest Bargain in Good Watches and Diamonds in the Country.

M. SPARBER & CO.,
108 North 7th Street, St. Louis, Mo.

2.95

Save 80%

Buy your Sundries, Specialties, Rattles, Hilaries, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N.R. MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

CHRISTMAS CARD AGENTS

Large Profits easily earned selling New 21-Folder Assortment. Sells on sight for \$1.00.

Write for particulars.

DOROTHEA ANTEL
224 West 72d Street, New York, N. Y.

PITCHMEN

by BILL BAKER

(Cincinnati Office)

BE YOUR OWN Santa Claus this year, boys, and you won't be disappointed.

JOHNNY McLANE
cards from Muncie, Ind.: "Ran into Bill Medar, the missus and Fulton here. They are headed south while I'm working northward. We cut it up in grand style and Bill told me Sewald is alive and selling magic in Detroit. So there you are, Ned House. Fulton is the same happy-go-lucky person he always was. He asked about Harry St. Claire and Russ Mayheim and other pitchmen. The Nedars and Fulton are now working doorways in Indianapolis. Kinghams and the rubber works there are okeh. Real Silk is an 11 a.m. pitch."

Allis, Burlington, Milwaukee, Ekhorn and a free market at Hale Corner are all good spots. Illinois: Rockford, factories; Freeport, \$2 per day at square corner, good Saturday town; Mt. Morris, \$5, n.g.; Sterling, market on Second avenue, factories okeh, gratis; Rock Falls, factories, gratis; Ottawa, \$3.50 per day near the bridge, n.g.; La Salle, two squares off Main street, \$2.50, good Saturdays; Bloomington, Main street, \$2.50 per day, good; Decatur, \$2 per day, Williams street." Misrepresentation of items, Hopkins reports, has caused the closing of a lot of towns in both States. Hopkins plans to invade Indiana soon and would like to know which cities are open to sharpeners and strops. "Pipe in, boys; the more the merrier," Hopkins advises.

"HERE I AM just visiting and looking things over," scribbles Milton (Curly) Bartok from Philadelphia. "Have been spending my vacation after working fairs with my mother and dad. This is the first opportunity they have had to see their new granddaughter, Valerie. Plan to stay here a while longer before going to Florida to take a course in fishing from the old maestro, Dad Jacobs."

PRINCESS FALLING WATER after working Kentucky, West Virginia and Ohio to good results, has returned to Dayton, O., where she has opened a medicine store. Writing from the Ohio city, the princess says: "Business has been good thus far. Chief Beaver is managing the store with Chief Blue-feather as head pitchman. Would like to read pipes from Little Bear, Chief Charlie Funn, Chief Hill Canoe and the missus."

J. ARTHUR McCOOL just was a visitor to the pipes desk last week. McCool, together with Doc Lorraine, has been working med at Michigan and Ohio fairs. Business during the early part of the season was good, McCool reports, but fell off during the last half. McCool infos that he recently took delivery on a new La Salle.

LADS MAKING the cotton territory seem to be getting plenty of the long green. Wonder how much of it is being banked.

"HAVE BEEN A STEADY reader of the Pipes Department, but this is my first pipe," scribbles R. L. (Hoppe) Hopkins from Freeport, Ill. He reports the following prevalent conditions in Wisconsin and Illinois. "Wisconsin: Watertown, State tender; Beloit, West

RICTON links from White, Ga., that last week marked his organization's 184th of continuous operation under canvas. He reports business as satisfactory.

J. W. (GUMMY) JOHNSON pencils from Yazoo City, Miss.: "Have been working Arkansas and Mississippi for the last three weeks after returning from Oregon, Washington, Idaho, Utah

Tips on Pitching Ties

By JACK GREENBERG
President the Continental Mercantile Company

Here are a few ideas on selling ties that I picked up during my lifetime in the tie business. It is up to you to select the method which you may feel you are most capable of following:

First, of course, is the street pitch. There are many variations. The most important things necessary for a successful street pitch are: (1) an attention getter, and (2) an attention holder. The attention getter may be a magic trick which usually takes from 15 to 30 minutes to materialize so that the people will stick around, or you can act "nuts." The attention holder should be a demonstration of some sort on ties. For instance, ask one of the audience to hold one end of the tie and twist it pretty tight. While doing this make a spiel on the super quality of your ties. Then light a newspaper torch and pass it under the tie. The tie won't burn. Or hang a tie by one end and add weights to the other, increasing the weight slowly. The tie won't rip. There are many others too numerous to mention.

For a high-class street pitch you can use salesmen's swatches such as are used in window trims. For this you will need a showy baton, which can be bought in any hardware store. A stick of nickle-plated steel about one-half inch thick and about 18 inches long will do. This is to focus attention of the prospect on what you are doing. Then instead of showing ties you show your swatches. With a little practice you can get the knack of folding your swatches with your baton down perfect. This is important, as your prospective customers must not have their minds too much taken away from your spiel. This method is high-class and is used a lot in selling better ties on city streets.

Then there is the concession method. This consists of placing in various live

spots, such as cigar stores, department stores and pool parlors, a small stock of ties on consignment, giving the proprietor a percentage. This requires a greater investment than the street pitch, but is a good way of doing business, as it permits you to take advantage of the good will of your customer.

Another good method of selling ties in quantity is the name salesboard. The best way to use the small salesboard is to place it with a timekeeper or foreman in a large industrial plant, car barn, bus garage or similar spot. You then make a prize of a half dozen ties for the winner and a half dozen or cash for the person handling it. If you give good values you can count safely on a 50 per cent markup. You will build up a big following and can continue to work the same spots indefinitely.

If you get these things down pat in your mind you will find that the price you get for your ties will become secondary in your mind as well as in your prospective customer's mind. If you give your customer a good time he will pay 10 or 15 cents more for the same tie than he would otherwise, either to you or to a storekeeper.

Always keep in mind that the public wants to be amused and will pay for amusement. Remember that the customer in order to buy from you must be made to feel either far superior or far inferior to you mentally and financially. A salesman must always have plenty of nerve. While making a demonstration you must keep moving and talking. You must have your spiel down so perfectly that you can exchange remarks with the "wise guys" in your audience and still be able to go on from where you left off. These points are the main essentials of pitching any item.

BELL'S PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
NEW YORK
438 Broadway NEW YORK CITY.
Fast Service Sully.

MEN'S SOX
Ragon Silk Plated Sox, second and third quality, 12 pairs assorted patterns to bundle, big flash! 30 dozen pairs to case, price \$18.50 per case. F. O. B. 10 dozen pairs sent to you prepaid for \$6.00.

MEN'S MISPLATES
Ragon Silk and Cotton, second and third quality, 12 pairs assorted patterns to bundle, 30 dozen pairs to case, price \$12.00 per case. F. O. B. 10 dozen pairs sent to you prepaid for \$4.50.

LADIES CHARDONNE SILK HOSE!
240, 260 and 300 needle second and third quality, 12 pairs assorted shades to bundle, 30 dozen pairs to case, price \$28.50 per case. F. O. B. 10 dozen pair sent to you prepaid for \$8.00. Terms: 25% deposit, balance C. O. D.

FALLS CITY MERCANTILE CO.
Box 306, NEW ALBANY, IND.

CHRISTMAS XMAS SIGNS

BUY FROM MFR. NO SUBSTITUTES. GET WHAT YOU ORDER.

R23—Wishing You All A Merry Xmas.
R23—Wishing You All A Happy and Prosperous New Year.
R24—Wishing You All A Merry Xmas and a Happy New Year.
R25—Do Your Xmas Shopping Early.
R26—Let Us Help You Select Your Xmas Gifts Here and Save.
R27—Buy Your Xmas Gifts Here and Save.
R28—Wines & Liquors—4deal

Xmas Gifts.
R20—A Small Deposit Will Reserve Any Article Until Xmas.
R30—A Large Selection of Useful Xmas Gifts.
R31—Large Selection of Xmas Toys at Lowest Price. SPECIAL SAMPLE OFFER—CALL TO SIGN \$60. PREPAID.
Free Extra-Low-Price Catalog of Gifts, Trimmings, etc. Free Light Set of 8, 21¢; 4-Fold Xmas Cards (10¢) 1¢ for 10¢.

LIBERTY SALES CO., 24 E. 21st St., N. Y. City.

Everywhere You Go!
Leave a Counter Card of **La Salle Razor Blades**

Profitable, Full or Part Time line that won't interfere with other lines. Dealers welcome you back as this genuine, quality blade builds more business. Special merchandising plans for salesmen who produce. Write for full particulars and territory desired. Send 25c for complete sample agents' assortment, including five packages of blades.

LA SALLE BLADE CO.
1918 Vermont Ave., TOLEDO, OHIO.

SERV-A-LITE
Sensational Performance, Style and Appeal.

Attached to any car in 5 minutes without tools. Press a magic button and a lighted cigarette pops out!

SERV-A-LITE includes an unbreakable, compact case; handy ash receiver; long-life lighter. Fully automatic, guaranteed. Don't pass this up!

up! 24 million car owners are ready customers. LIST PRICE... **\$2.45**

Write today.
TELE MOTOR CORPORATION,
260 Fifth Ave., New York, N. Y.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists, Columbus, O.
137 E. Spring Street,

PEN WORKERS COMPLETE LINE LOWEST PRICES

PLUNGER FILL-VACS—PEN & PENCIL COMBINATIONS. THEY WORK and GET THE MONEY. Send for Illustrated Circular.

EVERLAST Pen & Pencil Co., Inc.
303 Fourth Ave., Dept. 8, N. Y. C.

F&M FOOTBALL SPECIALS
Something New
Printed Football Feathers
Complete name of College or School printed on Feather in smart Color Combinations—One Day Service.

100 \$2.75—1000 \$25.00
NO. 30—Bade made up complete with Celluloid Burton (name of College or School), Two-Piece Satin Ribbon and Metal Lithograph Football. All complete. Per 100 4.50
NO. 40—Same as Above with Miniature Gill Football. Per 100 5.50

Special Orders Shipped 5 Days After Receipt of Order.

Send for Special Football Catalog "KING KONG" DANCER.
Works the same as Dancing Dolls or Clowns. Drawn in two attractive colors of life-like for—Pure White and Chocolate Brown. Send 20c for Sample Print, Each in Wrapper. 1 Doz Assorted to Box. Complete with Directions. Good 9.00

SEND FOR NEW SPECIAL STREET-TRAM BULLETIN
Remit 25% Deposit With Order.

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THE HOUSE OF SERVICE
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PLUNGER FILLER VAC
QUICK SALES—BIG PROFITS.

The Grodin Pen is "Tops" Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.
GRODIN PEN CO., 398 E'dway, New York, N. Y.

NOW LEATHER TIES
In Cellophane Wrappers . . .
Keeps Tie neat and clean, attracts customers. No extra cost. Big Profits.

Four-in-Hands in beautiful colors and designs. Cleaned with damp cloth. Big profits. Repeat orders. 300 ties man with 2 doz on ties one afternoon after school. Send 50c for Sample Kit, including Bow and 4-in-Hand.
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CHEWING GUM 20¢ BOX
RETAILS FOR \$1.50.
Each box holds 20 full size Peaches of Victory Fresh Gum! Snappy Display Boxes here you get quick 100 to 200¢ profits. No set distributor—get started! Send 40c for sample box (postpaid). 50¢ West for 100 boxes. Write
AMERICAN CHEWING PRODUCTS, Newark, N. J.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your needs.
ARGO PEN-PENCIL CO., Inc.
208 Broadway, NEW YORK CITY.

ROACH-A-TORIUM
Really Catches Roaches, Weter Dugs, Etc.
NEEMING IS BELIEVING.
Sample, Postpaid, 25¢. With Quantity Prices for Distributors. Clean, convenient and sure way of eliminating these pests. Send \$1.50 or \$ for \$1.00.
CINCINNATI SALES CO., 703 Elm St., Cin'ti, O.

SUBSCRIPTION MEN
America's leading Poultry Magazine needs experienced Sub. Men in Eastern and Northern States. Side line or full time. Every farmer a prospect.
POULTRY TRIBUNE, Mount Morris, Ill.

PUBLIC ADDRESS EQUIPMENT
Others have tried this. We alone manufacture the only efficient \$28.00 Wind-up and Battery PORTABLE SOUND SYSTEM (Ret. \$46.00). Operates on any current. Send \$6.00 deposit.
MILES REPRODUCER CO., INC. Est. 1922
114 West 14th Street, NEW YORK CITY.

COST 3 1/2¢ in 100 Lots. SELL 25¢
3 Samples 25¢ 100, \$3.50; 500, \$17; 1,000, \$27.50. Postpaid U. S. A. and delivered to you. Not F. O. B. WRITE NOW.
SILVERITE SIGN CO., Chicago.

and Colorado. Found those States fairly good. I'm still with Jack Laurent and we have found business in this territory to be the best since 1929. We don't have much time to pitch any more as we are working wholesale exclusively. There is plenty of the long green around here since the cotton came in. Plan to go to Los Angeles soon for the holidays and spend some of the cotton money. Jack has put about 30,000 miles on his new Buick in 15 months, so you know we have been stepping some. I'd like to see some pipes from Edgar F. Lolark, Bob Posey and Jimmie Ryan."

WONDER IF THE high-powered boys of ink-stick fame will feature this item during the holiday rush in the stores. Prominent among these boys are Bill Danker, Tommy Burns Jr., Herbert Casper, Harold Newman, Jack Ryan, Jack Kerns, Jimmy Miller and Sizz Cummins.

"AM STILL IN . . . the land of the living and have just made a 800-mile jump down here from Illinois," pens Frank M. Walker from Comanche, Okla., under date of October 21. "Business is good here. Oil fields are working steadily and altho the cotton crop is short it is bringing the best price since 1929. Comanche is a good town. Free on your o. m. Worked Law-

Pitchmen I Have Met
By SID SEIDENBERG
Tom Casey, St. Louis carnival and special event promoter, showman, concessioner and shooting gallery operator, who for years has been giving the boys of Pitchdom a break by renting them the front of his shooting gallery on one of the main streets, not only backs up the boys against a "slough" by fronting for them with the authorities—that-be, but backs them up with a regular merchant's reader. I have had the pleasure of Tom's acquaintance for years and he knows what's what in any branch of the amusement world. When he told me to go down to the next corner and watch a knight of the tripod fraternity make a real pitch I went to keep from missing the little but effective show that made such an impression on my good friend.

As usual Tom was right, for there was none other than that clever, versatile knight, Thomas A. (Slim) Rhodes, making one of his gather-in- plenty-of-money talks, working high under a big umbrella to a good-sized tip on the sidewalk.

I soon found out just why Tom Casey believed Rhodes was clever. Slim was talking in that usual, everyday business tone of voice with the same confidence one finds in a salesman who is selling a meritorious nationally advertised item. His clever manipulations of magic along with a laugh-getting monolog gathered and held the tip. When he started in his turn with the slum package he made a passout that would make the best in the business sit up and take notice.

I can't say that Slim is original by working high under one of those big shade umbrellas, but I do say it is the first time I ever saw anyone work in a doorway on the shady side of the street with one and I had it hoped that the umbrella was helping him attract his tips.

Slim has been making his selling talks for the last seven years. Prior to that time he was a used-car salesman on a parking lot which was worked by the boys of Pitchdom. Automobile selling was all right with Rhodes, but when he saw some of the boys make their passouts an auto company lost a perfectly good used-car salesman.

Rhodes' territory is nation wide. The mislun and daughter, Ruth, 5 years old, accompany him on his travels. Rhodes is 29 years old and a Mason.

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Our complete line of household and kitchenware items are the fastest, steady sellers on the market . . . because they are the best merchandise, attractively packed and priced right. We are well known for our quick, reliable service. Write today.

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- ROTARY MINCERS
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- CAS STOVE LIGHTERS

and other Kitchenware Items
ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.

Genuine--HURST GYROSCOPES--Genuine
The Leader for Demonstrations for Nearly Thirty Years.
BUY FROM YOUR JOBBER
Direct Shipments Only for All Cash With Order. No C. O. D. Shipments.
L. J. HURST MFG. CO. Indianapolis, Ind.
1605 College Avenue.

ton and Chickasha last week to good results. Plan to go from here to Arkansas and then on to Louisiana to take up winter quarters. Happy to learn that Joe Wahl is coming back with his gensen package. Have met him on several occasions and he is certainly a good worker. How about seeing some pipes from Hot-Shot Austin and Hoot McFarland?"

SPEAKING ABOUT pioneer pitchwomen. What about Eve? Didn't she pitch that to Adam?

F. G. WILSON . . . accompanied by his wife and daughter and Deacon Wilson, recently visited Dean and Evelyn Cantrell, of the Big State Shows, in Texas. Wilson is operating his Salvation show thru Texas to good results.

MORRIS KAHNTROFF . . . scribbles from Dallas that he has been working the Hollywood auction there to good results. Morris says that Harry Corry, Salem Bedoni and Al Goldstein are working that territory and voices the opinion that Bernie Groes is a real comer.

W. G. BARNARD . . . veteran peeler worker, denies that he has sung his swan song and is quitting the business, as recently reported. Writing from Circleville, O., Barnard says: "I am still working peelers and will continue to do so until such time as I make a personal announcement in the column. Just closed the Great Lakes Exposition and fair season to profitable results."

GLEE RANDALL . . . flogs thru from Kennett, Mo.: "Spotted two weeks on a lot here to okeh business. It's like old times again. The lads are getting a good price for cotton and are really spending the dough. Doc Woolley has discontinued med for the time being and we are working jewelry. Wish E. G. Oilette were here to cash in. How about a pipe, E. G.? Expect to be here until after election and then go into Tennessee. Glad to hear Ray Redding is getting the winter bank roll. Lots of med workers have been passing thru here, but spots are far and few between. William Gersback should have stayed in Pekin, where strangers won't run off with money and tools (not much). Where are you, Prison Pete Holman?"

MARTIN ROUGOURY . . . Western sheetwriter, writes from Ottawa, Kan., under date of October 21: "Stopped off in Kansas City to look over the American Royal Stock Show. The impossible has happened and it took that well-known paperman, Capt. Frank Ellis, to perform the miracle—that is to open the big stock show on the leaf. He and his four assistants have a big well-decorated booth on a good location and are really doing the business. The leaf fraternity was well represented at their headquarters in Kansas City last week. Noted among others were Billy Davis, Jack Fillion, Howard Miller, Blinky Graham and Art and

\$45 WEEKLY GUARANTEED
World's Lowest Priced **7.95**
Rotary Letter Printer
PRINT-O-PRESS—amazing new money-making or money-saving necessity for the practical profession, demonstrators or agents. Prints or writes up to full 8 1/2 x 11" Letters, Ads, Menus, Price Lists, Programs, Hand Bills, Instructions, Memoranda, Music Scores, at a dime a thousand—everything! Typeset—Anyone can use. Fast, reliable Rotary action. Portable—can be easily carried. No traveling. Durable. Prints colors. Work equal to \$200 equipment. Send for details of four-way profits FREE—also Free Samples of Work on request. Satisfaction guaranteed.
PROFESSIONAL PRODUCTS
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JUST OUT
100 Million Customers
NEW BIG MONEY MAKER
Amazing new invention. No competition. 2 to 6 easy hours. Sell on sight. Send 3 orders 218¢, less than 60 days. Philadelphia: Ship 100. Quote price \$100.00. Mar-Winc 78¢ less than 30 days. Hicety-Cally writes: Rush 25¢ Dental Store. Draft enclosed.
ACT NOW—CASH IN QUICK
Handiest method ever known for care of tooth brushes. Sell 50¢ brush & 25¢ glass sanitary container & sterilizer & wash-brush for only 50¢. Big surprise awaits you. Make dollar or more every hour. Everybody wants it. Chance for a real clean-up. Save time, get quick start. Send 10¢ stamps for two complete catalogs or write for full details. Dental Store Co., 29-17th St., Dept. B-18 Toledo, Ohio.

1¢ Each. Also Better Grades.
HANDKERCHIEFS
Over 100 Styles
Make big profits. Key sales to stores, customers, etc. Wash articles. Big retail business. Steady cash income. Also catering to jobbers and quantity buyers. Write for particulars.
SPECIAL VALUES—ORDER NOW!

ME'S HANDKERCHIEFS Doz.
X4—White 18c
X5—White, 17" 28c
X7—White, 18" 30c
X10—Colorful Border 60c
X15—Silk Print 67c
X18—White, Indiv. Based, Washed 1 for 100 27c

LADIES' HANDKERCHIEFS Doz.
X68—White 12c
X70—Prints 12c
X75—Prints, Spot Size 28c
X20—Silk Prints 42c

Packed 10 Dozen to Package, Terms Cash With Order, or 25% Deposit, Balance O. O. D.
GLOBE HANDKFS CO.
22 E. 17th St., Dept. B-311, New York City

NEW, FUNNY, EXCITING, "KILL THE COOTIE" MILARIOUS
A SHANAN HIT that sells on sight to every merchant. Attracts BUYER-CUSTOMER. Amazing sales. (12 Games to Card). Amazing Price, 50¢ per Card; sell to merchant \$1.10. Retail 15¢ per Game. Single Games, not on card. 100¢ Dozen. **"COOTIE" is a REAL-HOT number. 25% Deposit on Orders.**
JOLO NOVELTY CO., 124 W. 31st, N. Y. C.

SOAP
PLAIN, PRIVATE LABEL OR STOCK. Write for Prices.
NUTRO MEDICINE CO.
18 South Peoria Street, CHICAGO, ILL.

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

Here Are The BIGGEST MONEY MAKERS and the BEST VALUES on Earth for Agents and Salesmen

Table with 3 columns: Quantity, Description, Amount. Lists various pipe and accessory items and their prices.

Huck Pay. Will leave here for Texas to keep out of the cold. Conditions are good there with big crops, good prices, and the lads are getting real money on roust and trade papers. Send in a few pipes, boys."

HARRY P. ROSE who had been away from the med opry for a year since closing with Bartones, shoots from Dallas that no has been outting up a few pipes with Tom Waters, George Do Mott, Doc Hauck and Bob Noel and is sorta getting the med fever again. Harry says it is next to impossible, however, to operate a med show in Texas any more, as one must have a State amusement permit and mercantile and theater tax for each town. Rose infos that he will continue to book the radio Jamboree now being aired daily over WKOK.

DOC E. S. RAGGETT . . . after a long sigeetto . . . from Nashville: "Things have been on the up and up here. Most of the boys have gone to other spots, but I suppose they will be trekking back this way when the frost starts frosting and the snow begins to fall. Doc Carlin Gray is working out of here in Kentucky, with Ouy Warner near by. California Hal has been holding down a spot on Third street here. Pipe up some more, Bob Noel. I certainly enjoyed your last one. What has become of Doc Roberts? Heard he was in Arkansas and getting the coconuts. Have been working Kentucky to nice results."

MAX COGOSHALL . . . pencils from St. Louis that he would like to read pipes from Jack Young, Johnnie McLane, John Jones, W. P. Palmer, Frank Fahy, Morris Davidson and Whitey Alms.

"THIS IS MY . . . second inside spot and business has been holding up fine," scribes Chief Gray Fox from Brocton, Ill. "Smoky Howard, my comie, has been packing the halls nightly and this has been our best season in years. The misus presented me with a new Ford V-8 on my 46th birthday anniversary. Rostor of the show remains the same as when we opened in the spring."

H. L. CRUMPTON . . . after working fails in Kentucky, Ohio and Alabama, is now in Birmingham, Ala., where he is working a powder and perfume deal. He cards that he expects to be on the lino again about November 1.

Pitchdom Five Years Ago

Doc R. M. Ellis, veteran trojan of the med pitch, was taking things easy in Woonsocket, N. D. . . . Oklahoma was plenty tough for Doc Joe W. Keown. . . . Jake (Inky) Harris, sheetie, was working Pennsylvania and Ohio. . . . F. E. Bennett and the misus arrived in Cincinnati and were seriously thinking of opening a pitch store and settling down for the winter. . . . Phil Reles, successful New York high worker, completed his 14th year on Battery Park. . . . Tom Sigourney closed his exhibit and pitch in New York City. . . . Doc Peidin was gathering the coconuts at his pitch store in Newark, N. J. . . . S. D. Young returned to California from Florida. . . . James E. Miller, together with his two aids, Hi-Ki and "Mouth Organ" Johnny, was garnering the long green at Minneapolis. . . . According to Charlio Murphy, Harry Levitt was operating a high-pitch haberdashery store in Denver to good results. . . . J. C. Quarits arrived in Cincinnati from Dayton, O., where he found pitchmen more numerous than customers. . . . Earle Wilson's wife fell ill with an acute attack of rheumatism shortly after their

arrival in Atlanta. . . . H. B. and A. G. Maxey acclaimed their show as being the best equipped and most modern in America. . . . Joe Clark, pen and candy ace, elicited strongly at Worcester (Mass.) Fair. . . . Sergeant Frank Poulos was welcoming competition in New York. . . . Mary Ragan and Lester Roberts were popular figures among the contingent of high workers at the Danbury (Conn.) Fair. . . . George Lewis became an active member of the high-pitch fraternity in New York. . . . Keys Moulton was under surgical treatment in a New Orleans hospital for a broken hip bone sustained when he slipped on a stage in Carrera, Miss. . . . Doc George M. Reed completed two good weeks at Rockford, Ill. . . . Harry C. Busch summarized the situation in Brooklyn with: "Hot weather, many stores and little business." . . . Jeff Davis was a candidate before the Cincinnati Civil Service Commission for the office of director of recreation. . . . Doc McCarty sang good-by to Atlantic City and hello to Broadway. . . . Johnny McLane joined the pipe shooters at the Antler Hotel in Dayton, O. . . . Doc Chick Quinlan, making the rounds of the New York pitch stores, didn't see any of those huge passolas he had heard about. . . . That's all.

LISTS (Continued from page 56)

- MICHIGAN Detroit—Nov. 29. A. W. Bow, 17870 Heyden ave. MISSOURI Bourbon—Nov. 7. A. J. Lamprecht, 6428 Sutherland ave., St. Louis. St. Louis—Nov. 18. H. G. Hedgecock, 230 Bristol rd., Webster Grove. St. Louis—Nov. 18. Clarence C. Fawcett, 407 Couch ave., Kirkwood, Mo. NEW JERSEY Camden—Nov. 7. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Gladstone—Nov. 1. G. B. Leitner, Nyack, N. Y. Newark—Nov. 8. Lloyd Williams, R. F. D. 3, Plainfield, N. J. NEW YORK Brooklyn—Nov. 29. Mrs. H. J. Wilson, 64 Mackay Place. New York—Nov. 11. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. New York—Nov. 18. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. OHIO Cleveland—Nov. 18. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Waynesburg—Nov. 1. Lester E. Hoffman, 1127 Roslyn ave., S. W., Canton, O. OKLAHOMA Oklahoma City—Nov. 7-8. Mrs. R. L. Dickens, R. R. 3, Box 157. Tulsa—Nov. 4-5. Mrs. Frank S. Judy, 1529 S. Lewis Place. PENNSYLVANIA Philadelphia—Nov. 21. Foley, Inc., 2009 Chestnut st. TEXAS Dallas—Oct. 31-Nov. 1. Mrs. R. L. Batterswaight, R. 7, Box 400. Ft. Worth—Nov. 21-22. Tony B. Phillips, 3820 Wilson st. Ft. Worth—Oct. 28-29. C. E. Rickel, Box 1538.

Frontier Contests

These dates are for a five-week period. CALIFORNIA Dinuba—American Legion Rodeo, Nov. 10-11. A. L. Wynne. ILLINOIS Chicago—Chicago Stadium Rodeo, Oct. 16-Nov. 1. Jim Sullivan. MASSACHUSETTS Boston—Johnson's Rodeo at Boston Garden, Nov. 1-11.

ROUTES (Continued from page 57)

Smith, Stuff: (Onyx) NYC, nc. Spilny, Maurice: (Commodore Perry) Toledo, h. Stable, Dick: (Lincoln) New York, h. Stanley, Stan: (St. Anthony) San Antonio, h. Steele, Blue: (Centennial) Dallas, Tex. Steins, Leo: (Chateau) Phila, nc. Sten, Ed: (20th Century) Phila, nc. Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc. Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h. T Taylor, Art: (Bartlett's) Rochester, N. Y., nc. Taylor, Pat: (Club West) Jackson, Miss., nc. Texas Co-Eds: (La Fontaine) Huntington, Ind., h. Thompson, Claude: (Gloria) Columbus, nc. Thompson, Lang: (New Plaza) St. Louis, h. Thurin, Otto: (Alpine Village Hofbrau) Cleveland, re. Torney, Bob: (Craza Loma) South Bend, Ind., nc. Tover, Vincent: (La Casino) Jamaica, L. L., nc. Trape, Al: (College Inn) Chi. re. Trafton, Johnnie: (Eldorado) Detroit, nc. Trask, Clyde: (Lookout House) Covington, Ky., nc. Tremaine, Paul: (Coconut Grove) Washington, D. C., nc. Tyleady, Bobbie: (Irvin Cobb) Paducah, Ky., h. Tuttle, Ellsah: (Le Mirage) NYC, nc.

V Van Duser, Roger: (Larchmont Casino) Larchmont, N. Y., so. Velas, Esther: (Roosevelt) NYC, h. Velasco, Emil: (Iroquois Gardens) Louisville, nc. W Waller, Pats: (Loew) Montreal, c. Wallis, Jack: (Yacht Club) NYC, nc. Warner, Billy: (Twilight Inn) East Paterson, N. J., re. Warren, Arthur: (Hollywood) NYC, ch. Watkins, Ralph: (Hiberna) Fort Lee, N. J., oh. Watkins, Tommy: (Arundel Baltimore), h. Watts, Kenny: (Disky Wells) Harlem, New York, nc. Weeks, Ranny: (Coconut Grove) Boston, re. Weiser, Leo: (Michigan Tavern) Niles, Mich., re. West, Nell: (Lawiston) Lawiston, Mich., b. White, Dave: (Oasis Grill) New York City, re. Whitman, Bernie: (Mt. Pocomo Grill) Mt. Pocomo, Pa. Whitney, Palmer: (Haker) St. Charles, Ill., h. Williams, George: (Little Hobrass) Canton, O., nc. Williams, Oriff: (Mark Hopkins) San Francisco, h. Williams, Joe: (Mark Train) Hannibal, Mo., h. Williams, Roy: (Cabin Club) Cleveland, nc. Wilson, Leo: (Three O'Clock) NYC, nc. Wilson, Ray: (Golden Pheasant) Jamstown, N. Y., nc. Wings, Bill: (Bowery) St. Louis, mh. Winston, Barry: (Sapphire Room) NYC, nc. Wolton, Julie: (Top Hat) Union City, N. J., nc. Wolohan, John: (Wolohan's) San Francisco, h. Woodbury, By: (Semich) Salt Lake City, h. Y Yates, Billy: (Grotto) Pittsburgh, br. Young, Gus: (Penn-Hills Tavern) Ansonia, Pa., nc. Young, Sterling: (Beverly Wilshire) Los Angeles, h. Z Zarin, Michael: (Waldorf-Astoria) New York, Zator, Joseph: (Biltmore) NYC, h. Zeiman, Rubin: (Caravan) NYC, nc.

DRAMATIC AND MUSICAL

Blossom Time: (Ford) Baltimore 26-31. Boy Meets Girl: (Cox) Cincinnati 26-31. Boy Meets Girl: (Plymouth) Boston 26-31. Call It a Day: (Shubert) Boston 26-31; (Cass) Detroit 26-31. Children's Hour: (Chestnut St.) Phila 26-Nov. 7. Claire, Ina: (Erlanger) Chi 26-31. Ethan Frome: (Shubert) New Haven, Conn., 26-28. First Lady: (Nixon) Pittsburgh 26-31. Great Waltz: (Royal Alexandra) Toronto 26-31. (Masonic Temple) Detroit Nov. 2-7. Green Waters: (Shubert) New Haven, Conn., 30-31. Hamlet, with Leslie Howard: (Forrest) Phila 26-Nov. 7. La Folia Stream: (Cass) Detroit 26-31; (Nixon) Pittsburgh Nov. 2-7. Multato: (American) St. Louis 26-31. Naughty Marietta: (Grand) Chi 26-31. Nastimora: (Capitol) Albany, N. Y., 26; (Olive) Syracuse 30; (Masonic) Rochester 31. Night of January 13: (Selwyn) Chi 26-31. Pledge: (Appears) (Locust) Phila 26-31. Plumbe in the Dust: (National) Washington, D. C., 26-31. Pride and Prejudice: (Harris) Chi 26-31. PUNCHES & JUDY: (Shubert) Newark, N. J., 26-31. San Carlo Opera Co.: (Fabs) Milwaukee 27-Nov. 4. Tobacco Road: (Hanna) Cleveland 26-31. Tonight at 8:30: (Colonial) Boston 26-Nov. 7. White's, George, Scandals: (Biltmore) Los Angeles 26-31.

INDEPENDENT BURLESK

Babes of Broadway: (Jacques) Waterbury, Conn., 26-31; (Trocadero) Phila Nov. 2-7. Bailhock: (Gayety) Minneapolis 26-31; (Empress) Kansas City Nov. 2-7. Beauty Parade: (Harriberg, Pa., 28; Reading 29-30; Williamsport 31; (Gayety) Buffalo Nov. 2-7. China Dolls: (Empire) Newark, N. J., 24-31. Dixie Dames: (Casino) Pittsburgh 26-31; (Gayety) Baltimore Nov. 2-7. Garden of Olirs: (Capitol) Toledo, O., 26-31; (Roxy) Cleveland Nov. 2-7. Gayety Girls: (Worcester) Worcester, Mass., 26-31; (Empire) Newark, N. J., 2-7. Ha-Cha: (Miles Royal) Akron, O., 26-31; (Gayety) Detroit Nov. 2, 7. Hi- Flyers: Open week, 26-31; (Rialto) Chi Nov. 2-7. Hindu Belles: (Gayety) Buffalo 26-31; open week, Nov. 2-7. Modes and Models: (Gayety) Detroit 26-31; (Capitol) Toledo, O., Nov. 2-7. Red Hot: (Hudson) Union City, N. J., 26-31; (Howard) Boston Nov. 2-7. Red Rhythm: (Troacador) Phila 26-31; Allentown, Nov. 2-7; Harriberg 4; Reading 5-6; Williamsport 7. Sean-Tees: (Empress) Kansas City 26-31; (Garrick) St. Louis Nov. 2-7. Sean-Dolls: (Roxy) Cleveland 26-31; (Casino) Pittsburgh Nov. 2-7. Speed and Sparkle: (Gayety) Washington, D. C., 26-31; (Hudson) Union City, N. J., Nov. 2-7. Steppin' Stars: (Garrick) St. Louis 26-31; (Princesa) Youngstown, O., Nov. 6-8. Too Hot for Paris: (Howard) Boston 26-31; (Jacques) Waterbury Conn., Nov. 2-7. (See ROUTES on page 84)

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Notes From the Crossroads

By NAT GREEN

STREAMLINERS, streaking across the prairies, are daily discharging their quota of alfresco impressions and performers at Chicago, crossroads of the continent, happy impresarios and performers—for the season has been a profitable and successful one for most of 'em and they're coming to town with more than the usual wad of folding money in their kicks. They don't stick around the Windy City very long, usually pausing briefly on their way from here to there, but in the Woods Building, at the Showmen's League; at the Palace Theater, where genial Frank Smith holds forth, and on the Magic Carpet at "Mrs.

Sherman's Boarding House" they're always in evidence, and a mug with ears attuned to the outdoor can pick up a lot of news stories—usually the best of which he can't print.

This past week there has been a lot of buzz-buzzing around the alfresco hang-outs about new developments in the circus field. We happen to know that several surprises are in store, but at the moment we are sworn to secrecy. So with this tip see if you can figure them out for yourself before the moguls of the biz turn 'em loose!

The other morning I bumped into Elwood A. Hughes, managing director of the Canadian National Exhibition, passing thru town on his way to Dallas, where a number of big shots of the fair world have feregathered. Mr. Hughes wanted me to relay to the outdoor show world his heartfelt appreciation of hundreds of letters, telegrams and flowers he received as expressions of sympathy from his legion of friends in his recent great bereavement. "I can't reach them all individually," he said. "Never before had I realized how many friends I have in the outdoor show world, and I want them to know that I deeply appreciate their sentiments." Mr. Hughes is one of the outstanding personalities in the fair world today, both as a man and an executive, and richly deserves the popularity that is his.

Billy Collins, of the Stanley R. Graham Enterprises, stopped over for a couple of days on his way from Cleveland to Dallas. . . . Collins' "boss" has come sharply to the front as a showman since his advent at A Century of Progress and he and Billy will play an important part in the amusement field next season. . . . Charles Bernard, oldtimer from Savannah, spent some time in Chi and we're sorry we missed him when he called. . . . Jimmie Simpson, of the Johnny J. Jones Exposition, in long enough to phone hello and good-by—destination a dark secret. . . . Art Brisee, of Theatre-Duffield, off with the wife and kiddie for a vacation trip to Guatemala. . . . Mrs. Paul Lorenzo, of the Four Lorenzo, high act, just out of the hospital and recovering from injuries received when she was struck by a hit-and-run driver. . . . Spent 14 weeks in the air without a scratch, then meets her Waterloo on the ground. . . . Such is fate! . . . Those advance guards of the clan, Lohmar and Hogan, should be showing up soon on the Magic Carpet. . . . J. C. McCaffery showing up so frequently he's almost become a home guard. . . . Mazie Stokes, of Davenport (Ia.) Fair, postcards from New York and Washington that she's been having a wonderful trip, full of thrills. . . . Leave it to Marie to find thrills wherever she goes! . . . Dennie and Edna Curtis back from a long fair season and readying for the winter circuses. . . . Another week and Hot Springs will be a center of activity for showfolks bent on rest and relaxation—principally the latter!

The rodeo at the Chicago Stadium is definitely set as an annual event. With the experience they are gaining this year they predict that 1937 will see the event much enlarged. Entrants this year are numerous, and Fred Kressman says they have so many bulldozgers they're thinking of wiring Washington for permission to plow some of 'em under!

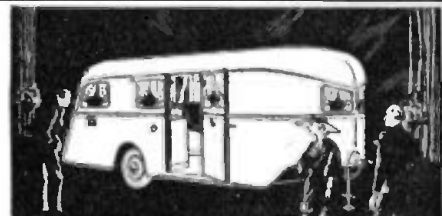
The unusual interest in the annual Showmen's League Banquet and Ball has 'em all talking. In addition to large reservations already made by shows and individuals, members of the NAAPPB have already engaged upward of 150 seats and that's only a start.

Now that the Crossroads Mug has a place to say his say each week, he'll be lookin' for you—and the Woods Building is only a block from the Magic Carpet!

Strates Shows

Washington, N. C. Week ended October 17. Beauport County Fair, Auspices, American Legion. Weather, Friday lost account rain. Business, good.

Show had good business with exception of Friday's all day and night rain. Saturday sun came out. Arrived from Salisbury on time and opened Monday night with everything running. First time in several years that fair started on schedule. Children's Day, Tuesday, brought youngsters from all parts of county. James Strates dined by fair committee in appreciation of orderly manner rides, shows and concessions were conducted. County and city offi-



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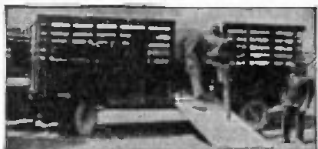
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cialis gives Strates vote of thanks. Kid Adams has an offer from Curley group of wrestlers for winter work.

FLORENCE DIKENS.

BIG DEVICE SHOW

(Continued from page 42)

fondest expectation. The program is outstanding and from what I have learned in my long journeys throuout the country we are going to have an unprecedented attendance."

LONG ISLAND

(Continued from page 43)

ful amusement man will study all of these angles carefully, tho at the start it does not appear that they have too helpful an effect on amusement business. But they all do. Decidedly. The architects who draw those designs of communities of the future should play around with Long Island for a while on paper. Before five years pass one may expect many changes."

ROCKAWAY BEACH: We've wanted for some while to reel off a little thumbnail sketch on Lou Meisel, energetic generalissimo of Rockaway Playland, largest fun spot on the Island. Meisel, four years at the head of Playland Park, which he has sprinkled with black ink to replace the red, stepped from the cloak and suit trade to the amusement world. Used common-sense reasoning and turned Playland into a winner. Only hobby is hard work. Quick to see possibilities, cautious in undertaking experiments. In the short time he's been in the game has gathered enough knowledge to make speeches on amusement park operation at national conventions.

WITH THE ZOOS

(Continued from page 43)

Goggin to keep only two of each specimen, thus cutting down expense. Ogden has not yet accepted, tho it is believed Mayor Harmon Peery will take all the animals Salt Lake City does not want.

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Hartmann's Broadcast

WITH the various branches of the outdoor amusement field showing a marked improvement in business this season over previous years, all indications point to the greatest gatherings of fair men, park men, carnival men, riding-device people, booking agency men and others for the annual business and social functions in Chicago this year. The gatherings again will be "under one roof," as should always be the case with these men having much in common.

Officers of the International Association of Fairs and Expositions; National Association of Amusement Parks, Pools and Beaches; American Recreational Equipment Association, American Carnivals Association and Showmen's League of America, all of which organizations are concerned in these meetings, have expressed themselves as being more optimistic than ever before, and this augurs well for the success of the different functions.

The National Association of Amusement Parks, Pools and Beaches is to be congratulated on the step taken in deciding not to have a banquet and entertainment of its own this year, but to have all of the members of the organization possible attend the Showmen's League Banquet and Ball and thereby help this most worthy cause.

"It will be a hot time in the old town" to be sure, and those missing out are going to have much to regret.

It is the opinion of some showmen in the East that a free-lance chimp act could find plenty of work there.

THE BILLBOARD always strives to have its news accurate. Every one of you can help us to do this by acting as your own press agent.

If you have any news about yourself or your enterprise and you are not yet ready to release it, at least tell us about it. It will be treated confidentially and will not be published until you say the word.

But we want you to be reasonable and not expect us to hold anything back until it becomes generally known, for stale news is worse than no news.

Those merchant slips are poison to the opposition. Let's see a wider use of them by carnivals. Be sure to read what J. A. Schneck, general agent of the Western States Shows, has to say about the importance of the slips in the carnival department of this issue.

EVERY fair secretary should enjoy reading the following item taken from Sunbeams, a column that appears on the front page of The Clay

County Sun, Clay Center, Neb.: "Visiting with me over the phone Saturday, Editor Frank Edgecombe of The Geneva Signal said that at the Fillmore County Fair Friday evening the announcement was made that the fair had been a financial success. Congratulations, gentlemen of the Fillmore County Fair Board. We fellows here know just how hard a bunch of men must work to make such an announcement possible and, too, we know just how much cussin' you have to take every year from people who give nothing else than cussin' as their contribution to any county fair—preferably their own county fair."

Is it true what they say about—no, not Dixie, but two men prominent in the outdoor show business forming a partnership and operating their own carnival, something which they have never done before, season of 1937?

G. S. CHAPMAN, secretary of the Washington County Fair Association, of Sandersville, Ga., had considerable trouble with some of the concessions on his midway this year. When he found his orders were not carried out he closed the operators one by one until he had seven spots dark. Once closed, he would not let them reopen. All straight merchandise wheels were permitted to operate.

It's good to see preparations already under way in Massachusetts for re-opening in 1937 a number of those fairs that succumbed to the depression. Accounting for this is the better financial situation made by those fairs held in the State this year.

FRANK A. SMALL, veteran press agent, who for 24 years handled publicity for Buffalo Bill Cody, broke into print in The Chattanooga (Tenn.) News of October 14 in the form of an interview in which he related some of his experiences with Cody. Interview was accompanied by a single column cut of Small, who is now 82 years old. He was quoted as saying that Buffalo Bill made a fortune in the show business, but gave it away and died a poor man. Also recalled that during the Chicago World's Fair the show cleared \$810,000 in 27 weeks.

Small at the time of the interview was visiting his great nieces, Mrs. Hudson Ireland and Mrs. Bacon Farrior, of St. Kimo, Tenn. He went there from his home in Lake Worth, Fla., and was accompanied on the trip by his sister, Mrs. Charles Cochran, who, incidentally, became ill while on the visit.

Indications point to a number of the larger carnivals having concert bands next season.

EVER hear of tigers being born on a theater stage? Well, that's what happened on the Chapman Zoo-Circus when it recently appeared at the Swansea Empire Theater, London, Eng. There were three of them, and needless to say the event aroused great interest in the town.

The World's Fair, English publication, in commenting on the event said: "Daily there were crowds of back-stage sight-seers anxious to obtain a glimpse of the mother and her family, while on Sunday, when the Chapman Zoo-Circus originated for Cardiff, the neighborhood of High Street Station was packed with spectators."

The Performer, another English publication, said: "It is believed that this is the first time in circus history that such an event has taken place on the stage of a theater; it certainly is the first time in the history of the Swansea Empire."

The mother is a Bengal, May Leslie is the trainer of the lions and tigers with the Chapman show.

John H. Marks Shows To Winter in Richmond, Va.

ATHENS, Ga., Oct. 24.—Marks Shows, Inc., will again winter in Richmond, Va., John H. Marks, president and general manager, announced today. The home run will be made at the close of the present season, about December 5, and the show will be stored in the old plant of the Virginia Tractor Company. Marks said that only a skeleton force would be maintained in quarters until after February 1, when a full crew will report and considerable rebuilding and building will be undertaken. New motor equipment has already been contracted for, Marks said.

Painting will not start before March 1, he said, and will be in charge of "Slim" Hicks, who has already laid the groundwork for the complete dressing up of the entire show.

HASC Ladies' Auxiliary Meeting Set for Nov. 6

KANSAS CITY, Oct. 24.—Ladies' Auxiliary of Heart of America Showman's Club will hold its first meeting of season Friday, November 6, at Coates House. The clubroom has been decorated and repainted.

Helen Brainerd Smith, treasurer of the auxiliary, wishes 1937 dues, now payable, to be sent in at once so that a good report can be made.

Many new members have been taken in during the season. Mrs. Dorothy Hennick, of Hennies Bros.' Shows, latest to send in applications. Mrs. Hennies and Mrs. Viola Fairly sent in a donation which they received as the result of a contest on the shows several weeks ago. Two prominent members of the club, Mrs. J. Lynch and Mrs. Sally Stevens, are at present ill in hospitals here.

Happy Days Shows

Ozark, Ala., Week ended October 17. Dale County Fair. Weather, rain. Business, good; two dead days.

Four free acts. Loftin and Andrews co-operated with Thomas P. Littlejohn and Col. Dedrick. Shows consists of 9 rides, 8 shows and 40 merchandise concessions, white and colored band on minstrel show. Visits exchanged with Royal Palm Show, Dothan, Ala. Mrs. Dedrick better. George Kelly staking our nice midway. Paul Reynolds arrived. Now foreman on twin wheels. Jack Wish, Al Fine and company joined with five stock concessions. Heth's Whip doing good. George Spaulding says: "Best old plantation on road." Jack Orr's side show and big snake joined. Joe J. Fontana returned from Florida. J. Weaver Jr., special agent, working on special events. Vivian's Girlesk Revue packing them in. FLOYD R. HETH.

SHORTS

(Continued from page 52) Street fair at the recent Wooster (O.) Street Fair under sponsorship of the Boosters' Club. Art Hill and Jack Mulane had the mouse game and there were many other independent concessioners present.

SUCH OLD-TIME cycle champions as Lynn Hendricks, Eddie Zimmerman and "Mile-a-Minute" Murphy were in attendance at the annual outing of the Veteran Wheelmen of Philadelphia on October 18 at Gladwires Crest Inn, Philadelphia. Road races, exhibition and trick riding were featured.

AT SEVENTH ANNUAL Tobacco Festival, under auspices of Lions Club, Maysville, Ky., \$1,500 in prizes will be awarded winners in turkey, tobacco and queen contests. A car also will be given away as an added feature.

RECENT CARNIVAL under sponsorship of Lowell (Mass.) Centennial Committee netted profit of about \$1,000. This sum, plus the Centennial program sum, and \$500 appropriated by city council, was sufficient to finance the celebration. John W. Kerman, Irving H. Chadwick and Dan O'Dea made up the committee in charge.

AT THE showing of Sells-Sterling Circus on October 19 in Little Rock, Ark., The Little Rock Democrat sponsored a heavy sale of 25-cent kiddie admission tickets. Tickets were sold up to noon of afternoon performance for 15 cents, with thousands of kids buying.

FEATURE acts at a six-day Harrisburg (Pa.) Progress Exposition, sponsored by The Patriot and The Evening News, in-

cluded Madame Lewis, mentalist; Amadeo, magic; Count Froso and Punch and Judy show; John J. Silverman, director, engaged the talent.

ABOUT 104,000 attended the six-day Food and Radio Show in Milwaukee Auditorium, sponsored by retail grocers and radio, refrigeration and electrical appliance associations. Entertainment included Fibber McGee and Molly, Betty Winkler, and Stephan Swedisch and 10-piece orchestra.

GRAND-STAND SHOWS—

(Continued from page 41) Burgess left for his home in Canada. Curtis Clark and Emory Price left for their homes in Cleveland and Elkins, W. Va. Frank White and Owen Eslinger, trombones, Nashville and Huntsville, Ala. Dan Lewis, French horn, is with Virginia Military Institute Band. Glen Dando, clarinet, left for Texas. Roy Goodman and Oscar Wheeler left for their homes in Glasgow, Ky. James Allen and Raymond Ross will work with the band during winter in Columbia, Tenn. George Bridges left for Benton, Ark. The band was uniformed in white and next season will have new outfits of dark blue with white caps. Bookings were handled by Gus Sun office with some independent dates.

WINNER PUT—

(Continued from page 39) Officials said attendance on opening day, Tuesday, and on Negro school day, Wednesday, was on par with that of any previous year. Gates were opened Monday evening at 6 o'clock, no admission being charged that night, and a crowd estimated at 12,000 turned out.

Music was furnished by the 118th Infantry Band, conducted by Robert L. Jenkins. Grand-stand attractions included Polly and her Polly Ann Revue; Moreen Troupe, acrobats; Oskid and Take, Jap acrobatic act; Jean Clark and Company, high pole; Laddie Lamont, comedy acrobatic; Cooke and Cooke, clowns; Ernie Wiswell and his Funny Ford and Cortella's Hollywood dogs. Ohio Fireworks Display Company staged displays. M. B. Howard, Southern representative for George Hamid, was in charge.

Auto races Saturday afternoon were under direction of Ralph A. Hankinson, with Pat Purcell in charge. Frankie Beeder, St. Louis, won the Southeastern Sweepstakes 30-lap feature and the 1936 AAA Southern championship. Dauber McLeod, Matthews, N. C., attempting to pass Joe Sheppard, Washington, D. C., in the final event, locked wheels with the latter and turned over. McLeod received a broken collar bone, several broken ribs and face lacerations. Judge N. P. O'Hair, Paris, Ill., was again in charge of horse racing. Among visitors were Dr. J. S. Dorton, Shelby, N. C.; J. A. Mitchell, Anderson, S. C.; J. P. Moon, Newberry, S. C. and Paul V. Moore, manager of South Carolina State Fair, Columbia.

Pageant of Youth Proposed in Frisco

SAN FRANCISCO, Oct. 24.—Plans for a proposed Pageant of Youth as a feature of Golden Gate International Exposition here in 1939 have been drawn by William G. Merchant, member of the Exposition Architectural Commission and the Downtown Association directorate. They call for erection of a stadium seating 80,000, swimming pool, theater, museum, live-stock pavilion and splashing fountain. Exhibit will cover 20 acres and cost about \$800,000, part of which would be sought from federal government and private foundations.

Suggesting the pageant is the San Francisco Recreation Commission, and Superintendent Josephine Randall announced that its purpose is to dramatize interests, ideals and achievements of American youth, including field sports, drama, music, art and literature.

While plans for the 1939 exposition are going full speed ahead, Leland W. Cutler, president of the company fostering the event, and city officials are using their persuasive powers, urging New York to postpone its World's Fair planned for the same year.

FITCHBURG, Mass.—Because an increasing number of Massachusetts fairs came out comfortably in the black this year, officials of several fairs which lapsed during the depression will make efforts to reopen next year, most of them to operate on a smaller scale at first.

WANTED

Acts of All Kinds for Indoor County Fair, NOVEMBER 12-13-14 at OCONTO, WIS. Address all inquiries to ELYSE H. DAVIS, Chairman of Entertainment, Oconto, Wis.

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Out in the Open



Roger Littleford Jr.

Showmen and Show Business Ten Years Ago

WITH the approach of winter and the hibernation period for many of us active in the outdoor show business comes the time to cut up proverbial jack-pots, to reminisce of glorious days gone by. Another season for our own hot stove league is about to begin and, as usual, it is destined to bring many a happy hour to veterans and would-be veterans of the sawdust trail. Altho we realize that showpeople need little or no encouragement along story-telling lines, this corner is taking an opportunity to start the 1936 ball rolling by looking back exactly 10 years this week. The closing days of October, 1926, were telltale ones for the circus, fair, park and carnival business and many an interesting transaction was transpiring, many an active showman was engrossed in history-making enterprises. So here goes!

Stand by for the final week in October, 1926.

The Philadelphia Sesqui-centennial was in full swing! Ah, but what head and heartaches that must recall. And swinging around the country at the same time was Queen Marie of Roumania. Had it not been for Amelia Grain and her scenic staff the royal dowager would have been obliged to sit in a bare hall during her reception at the Sequel. A few hours before the queen was due to arrive it was discovered that the silver curtain would not be suitable for the Louie Fuller ballet, which gave the en-

tertainment program. So Amelia Grain and cohorts were called upon to make up the oversight on the part of the Sequel management and a 160-foot drop, put together in special size, was delivered in time for the first ballet. At the last minute it was found that no provision had been made for the royal purple hangings on the boxes. Again Amelia Grain was called upon and again she responded with great ingenuity by cutting up purple curtains. Ah, good old Philadelphia Sequel. . . . Down in Smackover, Ark., Mike Clark, general agent for the S. W. Brundage Shows, had just scored a striking victory over movie opposition. Mike had met the argument of "taking money out of town" squarely on the head and knocked it out of the city council chamber with such telling blows as "If the oil producers of the Smackover field had to sell their output solely to people living in the Smackover district how far would they go in their operations?" Mike belowered further that if it was fair for the oil men of Smackover to go to foreign fields and graze on distant pastures it should be fair for outsiders to graze on Smackover pastures. . . . Buxom Oertrude Ederle, who had recently accomplished her world-famous English Channel swim, began a tour of the West Coast for the Pantages office at a mere \$7,500 per week. The salary set a new mark for those days. . . . Twenty-seven-year-old Billy Rose, lyricist, was not yet receiving \$1,000 a day for New York Hippodrome or Texas exhibition productions. He was collaborating with Fred Fisher on songs for a musical comedy. . . . Hotel Chesterfield, New York, opened its doors for the first time on October 30.

Circuses Were Many

THE South was full of circuses, big and small. And late October found such names as these on the home-ward stretch: Al G. Barnes, Downie Brothers, Gentry Brothers, Hagenbeck-Wallace, King Brothers, Lee Brothers, Mighty Haag, Bob Morton's, Ringling-Barnum, Selts-Floto, Charles Sparks, Walter L. Main and John Robinson.

GRUBERG'S WORLD'S EXPOSITION SHOWS
WANT
 FOR CHARLESTON, S. C. AGRICULTURAL AND INDUSTRIAL FAIR, NOVEMBER 2 TO 7, WITH THREE MORE FAIRS TO FOLLOW!
 LEGITIMATE CONCESSIONS OF ALL KINDS INCLUDING WHEELS AND LUNCH STANDS.
 CAN PLACE Circus Side Show, Snake Show and Kiddie Rides of all kinds.
HAVE FOR SALE—REAL BARGAIN
TRANSFORMERS. Capacity 200 K. W. Mounted on Studebaker Bus, with Switches and Cable. Price, \$750.00.
12-OAR LINCOLN LOOP. Good shape. Price, \$500.00.
 Use Complete 50' Beautiful **PANEL FRONT**, Studded with 300 Lights. Can be used for any kind of Show. Price, \$150.00.
 One Complete **MIDKEY MOUSE CIRCUIS**, with 40' beautiful Panel Front studded with Lights Top, Midwell Pit, with big assortment of over 800 Working Toys and Props. Price, \$200.00.
 One Complete **ILLUSION SHOW, 110' Front**, with Banners, Pit, all kinds of Illusions and Fish Hangings. Price, \$200.00.
 One **ELI KIOOIS FERRIS WHEEL**, with Electric Motor, complete, good condition. Price, \$250.00.
 All the above Equipment can be seen in operation now as per route.
 Write or wire **MAX GRUBERG**, Sumter, S. C. Fair, this week; Charleston, S. C. Fair, November 2-7; Bishopville, S. C. Fair, November 9-14, with two more Fairs to follow.

WANTED ROYAL PALM SHOWS
 Legitimate Concessions, Cigarette Shooting Gallery, Photo Gallery, Fish Pond, any other Grind Stores. No grift. Two Chorus Girls, Brass for Minstrel. Four more good County Fairs, than all winter's work. Milton, Fla., this week; then Geneva County Fair, Geneva, Ala.

WEST BROS. AMUSEMENT CO. WANTS
 FOR FRANKLIN COUNTY FREE FAIR AND CENTENNIAL CELEBRATION, OZARK, ARK., WEEK NOVEMBER 2, AND BIG ARMISTICE CELEBRATION, BLYTHEVILLE, ARK.
 Shows and Concessions that work for Stock. Liberal percentage to Shows. WANT Carpenter for balance of season and all winter's work. North Little Rock, this week; Ozark, week November 2; Blytheville, week November 9; all Arkansas.

WANTED ELKS' CIRCUS
 November 16-21, MIDDLETOWN, N. Y.
 Acts that can work indoors and that double. State lowest salary, with photos. CAN PLACE 5 Piece Band. Must play. Want to hear from complete Sideshow.
 Address ELKS' CIRCUS, Middletown, N. Y. Phone, 3346.
 23 James Street.

RIDES WANTED
 WANT Merry-Go-Round, Ferris Wheel or Chair-ride with music preferred. Will trade all with Mr. H. L. WRIGHT, General Delivery, Newberry, S. C.
KIDDY MERRY-GO-ROUND
 For Department Store in Ohio. Must be 20' in diameter. Will receive \$400 for 5 weeks. Wire immediately.
GEORGE LEWIS
 Care Billboard, 1504 Broadway, New York City.

CASH FOR TWO ELI WHEELS
 Any part U. S. Also Little Beauty Swine.
THOS. J. HUGHES
 730 So. Grand, 4th Floor, Los Angeles, Calif.
FOR SALE
 40' Portable Spillman Three-Armast Merry-Go-Round, used only 18 months in same location. In A-1 Condition. Cost \$11,000 now.
 F. P. SMITH, Box 9, Old Orchard Beach, Me.

Lotta Hooley Shows
 WANT neat Cook House that caters to show people. Privilege in tickets. Greb, Popcorn, Candy Flow, Apples, High Striker, Photos open. Any legitimate work-white show, 25% no grift. No Hole Shows. Ferris Wheel and Kiddie Ride open. Long season South. Bill Boyle wants reliable Concession Agents. Gibson, Tenn., week of October 26; Bradford follow.

Wanted Musicians
 Strong Solo Trumpet for White Band, to join at once. Long season. Wire **VINCENT BELLOMO**, Happy Days Shows, Inc., Andalusia, Ala.
WANTED
 ORGANIZED PLANT SHOW, WITH BAND, to join immediately for long season. Wire **COREY GREATER SHOWS**, Leola, S. C.
JOE'S PLAYLAND SHOWS
 CAN PLACE Photo Gallery, Corn Game and legitimate Concessions for balance of season. Will book organized Plant Show and Grind Show. Uniontown, Ala., Week October 28.

LETTER LIST

- (Continued from page 31)
- Hart, Charles
 Hart, Paul M.
 Hartzell, Ray
 Helvey (Mechano)
 Helwig, Neale
 Hill, King Solomon
 Hollman, Fred
 Hoge, Jack
 Janion, Z.
 Jones, Russell P.
 Joy, Billy & Co.
 Kaal, David K.
 Kaus, William
 Kirch, Howard J.
 Kirch, George
 LaMore, Jack X.
 Lamont, Mr. & Mrs.
 Langdon, A. G.
 Luce & Morgner
 Levy, Sam
 Lewis, Maurice
 McCall, Jack
 McCall, John
 Malone, Charlie
 Marshall, Ray
 Mason, Dickie
 Mason, Jay C.
 Murrens, Mort
 Nease, Mr. Frank
 Nease, Trueman
 Newell-Goff
 Neale, Jack
 Olman, Theodore
 Opie, John
 Osburn, Babe

- Hofmann, Mrs. Lottie
 Hollingsworth, Ruth
 Kantly, Mrs. Dick
 Kelly, Edith
 Lambert, June
 Layne, Doris
 Lamb, Mrs. W. E.
 Langford, Mrs. A. A.
 Malotte, Miss Larry
 Myers, Mrs. Adah
 Nichols, Mrs. H. J.
 O'Brien, Mrs. Lev
 Odell, Mrs. Daryl
 Odell, Mrs. Mary
 Palmer, Mrs. Mae
 Phillips, Mrs. Juanita
 Prator, Mrs. Louise
 Priece, Mrs. Bessie
 Rose, Joan
 Saint Alano, Jean
 Schneider, Mrs. E. F.
 Schofield, Dorothy
 Sherwood, Mary
 Sitar, Mrs. Dee
 Thomas, Beatrice
 Van, Libby & Jim
 Ward, Mrs. Mayme
 Williams, Mrs. Fanchon
 Williams, Mrs. Max W.
 Wolf, Mrs. E. K.
 Wright, Loreta
 Wyatt, Miss Billie
 Fischer, Harry
 Gallagher, Jaa R.
 Gallagher, Jimmie
 Gardner, Ed
 Gardner, Jack
 Garton, Bob
 Gartin, Joe
 Geshart, John H.
 George, Frank
 Gibson, Ed
 Gillespie, Horace
 Gillman, Tex
 Gildner, Blanche
 Glover, R. J.
 Grant, Sn J.
 Grauer, Jonie
 Gruen, Sol
 Halberon, Jennie
 Hall, Edward L.
 Hamilton, Midea
 Harris, Harry
 Hartwell, Ray
 Hastings (Mechano)
 Hendricks, Joe
 Hilder, Ole
 Holland, Larry
 Holler, John
 Howard, Albert J.
 Howard, John
 Howard, W. J.
 Bryer, Bill
 Buchanan, Jack
 Burns, Bobbie
 Carter, Way
 Clock, Al
 Coffelt, W. R.
 Cole, R. H.
 Conner, R. E.
 Cooper, Leroy
 Corbit, George
 Cory, Ted
 Cossy, Harry
 Daly, Fred
 Daniels, Oss
 Darnell, Hank
 Davis-Brink
 Comedians
 Davis, James (Pat)
 Dean, Dr. M.
 Dean, L. R. (Tattooer)
 Delmar, Jack
 Delmar, Jack
 Dennis, Andrew
 Dolan, Ralph
 Dupree, James
 Eastland, Lewis W.
 Edwards, A. B.
 Ell, George
 Ferguson, Fred

- MAIL ON HAND AT ST. LOUIS OFFICE**
 390 Arcade Bldg., Eighth and Olive Sts.
Parcel Post
 Bromahan, T. J., Hall, Ed L., Sr.
 Cooper, John W.
Ladies' List
 Abbott, Faye
 Adams, Mrs. J. C.
 Adams, Mrs.
 Anthony, Mrs. Lillian
 Lucille Clara
 Avery, Gertrude
 Bell, Crystal
 Bishop, Doris
 Blair, Mrs. Dorothy
 Brooks, Mrs. Joie
 Bardick, Mrs. Jewel
 Calhoun Jr., Mrs. J. H.
 Calkins, Mrs. Pearl
 Carmelita
 Carson, Mrs. Andy
 Carson, Mrs. Geo.
 Chancy, Mrs. F.
 Clark, Mrs. Laura
 Clay, Madame Rose
 Cliff, Betty
 Cozier, Mrs. Frances
 Conroy, Mrs. Myrtle
 Cooper, Miss Pat
 Crawford, Mrs. Maudie Lillian
 Courtney, Mrs. Lillian
 Cuzick, Mrs. Stella
 Davis, Mrs. Della
 DeWalt, Miss Nana
 DeWalt, Madame Dampsy, Charlotte
 Dollwitz, Mrs. Anna
 Dyer, Mrs. Edith
 Ellis, Mrs. Leona
 Fuller, Mrs. M.
 Gattrell, Mrs. D. B.
 Goldstine, Mrs. Ike
 Graham, Mrs. Joe
 Ham, Mrs. Jessie
 Helfman, Mrs. Maurine
 Hester, Mrs. Mac
 Hildreth, Mrs. Kathryn
 Hiller, Mrs. Lee
 Holde, Helen

As the Ringling show toured thru Alabama, Advertising Car No. 1 terminated its annual trek in Atlanta. Among the members of that crew were such names as Roland Butler, W. J. Cronin and George W. Goodhart. And on the show the incomparable Lillian Leitze was tendered a surprise party by her trouper friends. . . . Due to hoof and mouth disease in Arkansas and Louisiana, the 101 Ranch, scheduled to make stands in those States, closed the season in Muskogee, Okla. . . . R. M. Harvey, owner of the London Hippodrome Circus, was visiting the Walter L. Main show as it worked thru Florida. Harry LaPearl, who was producing clown with the Main show, signed for another season of independent indoor dates. Bob Morton's Circus entered its fourth week of a tour thru Florida. Ben Voorhees was handling the publicity for the show. . . . Chester J. Monahan, a veteran of long standing, was gravely ill at his home in St. Louis. Arthur Hopper, Robert Hickey, William Buckel and Floyd King, at that time with the Walter L. Main outfit, were in constant touch with the Monahan home. . . . The Hagenbeck-Wallace unit, out 27 weeks, was bringing its season to a close in Tennessee.

Fairs and Parks
GEORGE A. HAMID, fair attractions booker, purchased an interest in White City Park, Worcester, Mass., and announced that he planned to make extensive improvements with new rides and features in an attempt to restore the park to its former popularity. Mississippi State Fair in Jackson opened to good business with Ernie Young's revue in front of the grand stand. . . . South Carolina State Fair was doing tremendous business despite inclement weather early in the week. Johnny J. Jones Exposition on the midway. Frank Wirth was resting at White Sulphur Springs, W. Va. . . . Barron G. Collier was transacting business in Florida, mainly Miami Beach. Fred M. Barnes, of the World Amusement Service Association, Chicago, was back in the Windy City after supervising attractions at the State Fair of Texas, Dallas.

Pink Elephants
ARRANGEMENTS had just been completed in London for Sa, the eight-year-old pink Siamese elephant, to make a tour of this country. London Zoo authorities, where the animal had been on exhibition for some time, stated that they were happy to have their visitor leave, so expensive it had been to maintain him. . . . Dexter Fellows, of the Ringling show, and Billy Lorette, considered the greatest of all clown cops, were frequent visitors to the midway at Mississippi State Fair. Beverly White was handling publicity for the O. A. Wortham World's Best Shows. Pete Kortez moved to Victoria. (See OUT IN THE OPEN on page 85)

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.

THE WHEEL OF BUSINESS

Advertising

A surprise success in sales promotion is reported by the Printers' Progress Special, a special train displaying the latest in printing equipment made by the 18 co-operating manufacturers. It is visiting cities of 100,000 population and above and has already been declared a success by the exhibitors. Present plans are that the train will return to Chicago each month for adding the very latest products. It is part of the trend in which trains, trucks and trailers are being used to send displays of new products on tour.

Editor and Publisher recently discussed on its editorial page the move against too much free publicity for advertisers in the Atlanta newspapers. "Testimony of Atlanta advertisers," it said, "is that their paid copy pulled better without the puffs than with them."

Association of National Advertisers in annual convention discussed the brass tacks of advertising this year, including how to check the various market territories. It also issued the advice to members that they give more attention to the editorial content and evidences of real reader interest in publications.

The Chicago Journal of Commerce this week carried a news item that the parent Wurlitzer company would "launch the most extensive advertising campaign in the company's history, starting in November issues of national magazines. The copy theme in the campaign will feature the company's exclusive 'augmented sounding board.' Greatest attention in the advertising will be given to the small grand piano, but the new Wurlitzer Spinette model will also be featured. Advertisements will be two-third pages in one series and smaller in the others. Needham, Louis & Broby, Inc., Chicago advertising agency, handles the account."

Business Reports

The weekly index of *Business Week* stood at 76.7 for business activity in the issue of October 17. This compared with 77.5 for the preceding week and 67 a year ago.

The *New York Journal of Commerce* weekly price index declined to 81.6 last week as compared with 82.1 the previous week. The Journal's general business index was 100.3 for the week of October 10, compared with 83.3 a year ago.

The *New York Times* business index was at 102.6 for the week ending October 10, compared with 88.3 one year ago. Big increase in automobile production boosted the index considerably.

The Associated Press business index reached a peak of 96.4 last week. This was a slight gain over the previous week and compared with 76.1 a year ago.

Third-quarter reports by 44 large corporations show an increase of 69 per cent in net profits as compared with the same period a year ago as compiled by *The Chicago Journal of Commerce*. The same check on a larger list of 337 corporations shows an increase of 67 per cent in net profits for the second quarter of 1936 as compared with 1935.

Automobile production will run close to 1,200,000 units during the fourth quarter, according to official estimates. This is a gain of more than 7 per cent over 1935. Operators are expected to buy their share of the new cars.

The increase in efficiency, value of products and use of raw materials by the coin machine manufacturing industry makes the trend of modern business of greater interest to the trade. Everything from freight rates to foreign trade now concerns the industry. Operators are also interested in all movements that affect locations, the circulation of money and many other subjects.

Foreign

Canada entered the fall season with encouraging reports from many angles. The business index for September stood at 118, a gain of 22 per cent over a year ago. General business in Canada has been gaining steadily since June. Employment showed gains for the eighth consecutive month.

The Foreign Policy Association reports that tariff walls are being broken down between various countries and that world trade promises to show steady increases.

Consideration is being given in London on revising the Ottawa agreements and American observers are watching British public opinion on the question. It was the Ottawa agreements which raised tariff rates to prohibitive figures on the sale of coin machines into Canada. The present attitude of the French government to lower tariffs may also lead to lower rates on the sale of coin machines in France. Present discussions on gold, trade agreements and tariffs are said to indicate an optimistic attitude among all the powers and coin machines may share in some of the tariff reductions.

Industrial production made gains in the following countries during August: Canada, Great Britain, Belgium, Netherlands, Poland, Norway, Sweden, Denmark, Hungary and Australia. Inquiries from importers in some of the countries indicated an interest in coin machines. Business dropped in Italy, and Germany is said to be having difficulty in maintaining the present high level of production.

England's foreign trade has gained steadily during the past nine months, reaching the best level in September since 1930. Trade in American coin machines has declined in this period, but a rise has been reported in the last few weeks.

Legal

Texas Senate this week killed a State sales tax as a substitute for the pending omnibus tax bill on natural resources and utility gross receipts for revenues to pay old age pensions. The vote was 19 to 8 against the sales tax policy and is regarded as another indication of the wane of the State sales tax idea.

The *New York Journal of Commerce* reports that "the latest complaint issued under the Patman Act indicates that manufacturers will have to make a more careful check upon the exact status of the distributors they sell.

"The Federal Trade Commission's complaint against the United States Quarry Tile Company alleges that this company offered discounts to wholesalers who in reality sold direct to consumers. The commission long has endeavored by issuance of cease and desist orders and thru trade-practice conferences to prevent dealers who sell to the public direct from representing themselves as legitimate wholesalers. Now the Patman Act may be directed against manufacturers to force the latter to proffer wholesale discounts only to legitimate jobbers.

"The latest interpretation of the law

will raise a serious problem for many industrial sellers, since retailers and dealers in such lines quite frequently pose as wholesalers."

Locations

All business reports seem to indicate that retail stores generally are finding sales constantly on the increase to new highs. Last year's census reports show that the American public spent more than \$22,000,000,000 in the retail stores of the country—and coin-operated devices got a portion of this. The above total was a gain of 31 per cent over the depression low of 1933, but was still under the total of \$49,000,000,000 in 1929. Each section of the country shared in the increased buying, the Mountain States gaining most with a 47 per cent increase.

Holiday trade in the stores this year is expected to be the best in at least six years and all parts of the country will share in it. It has always been a question as to whether the play of coin machines increases when money is flowing freely in the holiday trade. Crowded conditions in some locations are said to hinder play.

Retail drug stores, favorable locations for coin machines, show an increase of 15.9 per cent in sales during 1935, compared with 1933, as shown in the third national census of distribution. The census included 34 States and covered 23,422 stores.

Detroit Retail Druggists' Association recently had 400 members in one evening at sectional meetings. The organization has co-operated at times with the amusement games operators in their legal problems. The Detroit druggists are considering co-operation with the new League of Michigan Retailers, which will include retailers in all lines. Louis E. Deal is secretary.

Operators who counsel with their locations will be encouraged by the statements of Louis Blumenstock at the Newspaper Advertising Executives' Association recently. He said: "How the retailer handles his selling job affects all lines of business. Thus far the retailer has faltered because of a lack of ideas."

The big chain-store systems report peak business and still climbing. Meanwhile that independent merchants will seek legislative relief in new laws is an increasing factor in business. Operators have generally favored independent merchants because they are more accessible as locations.

California druggists are supporting the test case on the California fair-trade law, which is scheduled for the U. S. Supreme Court. The drug trade association favors the law as a curb to price cutting. The Illinois fair-trade act is also up for court review.

Sales in retail stores in the small cities and towns made a better gain during the first nine months of 1936 than did the stores in the larger cities, which may indicate better business for operators, too, in the smaller centers. The stores in smaller places gained 14 per cent over 1935, while the larger retail centers gained 11 per cent.

Manufacturing

The eyes of manufacturers using metals were turned toward Cleveland this week, where the National Metal Congress opened October 19. New metal and alloys were put on display and new manufacturing methods demonstrated. Acme Steel Company, of Chicago, showed a new kind of strip steel, ready lacquered, which can be had in all colors and shades and can be bent, etc., without injury to the color.

The lumber industry for the week of October 10 stood at 70 per cent of 1929 production. New orders for lumber exceeded the output for the first time in five weeks. Pine and the Northern hardwoods showed increases in demand. Scarcity of cabinets reported by manufacturers.

Considering the frequent moves to improve office and salesrooms among manufacturers and distributors, the National Business Office equipment show in New York October 19 to 24 was of importance. More than 2,000 aids to efficiency and economy in office work were on display. It included the latest in devices for record keeping, showing a tendency to automatic mechanisms. More than 150 firms exhibited, and greetings from the President were received by the convention.

Cutting down "the old pine tree" now promises to be more profitable than ever since processes have been discovered for extracting fat from pine and using it in the manufacture of soap and paper. The latest fare box takes coins, tokens and tickets, and also by means of the electric eye counts the passengers. Who knows what the electric eye will do besides help on ray target machines?

A die-casting company has recently offered an engine for model planes which uses flashlight batteries for ignition, etc. That is an engine small enough for a lot of experimenting.

Money

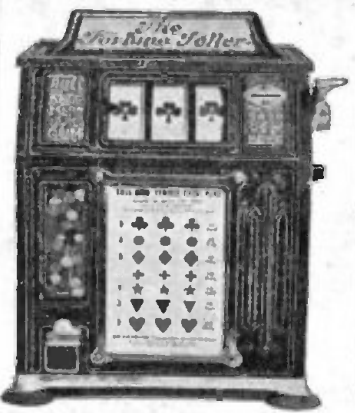
The problem of gold continues to be the big talk in the money field. Gold coins cannot be used in coin chutes, but agreements on gold currency among a number of the powers is expected to boost trade of various kinds. The United States chalked up an all-time high with over \$11,000,000,000 in gold.

Commercial loans by banks showed a big increase for the week ending October 14. All business has been waiting for banks to loosen up. Manufacturers can then do some financing if needed, and the credit ventures in selling machines may also have better chances at success. New York banks showed largest gains, while Chicago banks only showed a gain of \$1,000,000. Banks in 99 other centers reported gains in loans of \$16,000,000.

Wage boosts in the steel industry are considered as very likely at this writing and may be a fact by the early part of 1937. Wage boosts in any industry mean more money in circulation among those classes that play the games. The steel industry is expected to reach 80 per cent of capacity production this year.

The frequent announcement of regular and special dividends by large corporations means one thing for a certainty and that is more money in circulation. Business observers say that (See THE WHEEL on page 70)

OPERATORS MAKE YOUR FORTUNE WITH



THE FORTUNE TELLER

TELLS YOUR FORTUNE AND VENUS BALL GUM for each coin. Also 1,000 different number combinations. Well made—will last for years—no trouble. LEGAL ON PENNIES. Last coin can be seen. PRICE, \$49.50. Money back if not satisfied, upon return of machine in two weeks or less. 5¢ for each in full with order. 5,000 Balls Gum to fit machine, \$7.00, 10% Federal Tax Paid. Send Deposit.

PARDUE NOVELTY CO.
5228 Dorchester Ave., Chicago, Ill.

Rock-Ola Heralds A New Pay Table

CHICAGO, Oct. 24.—Announcement is just being made of Rock-Ola's big new pay table, One Better. This game gets its name One Better from the fact that the play is based on the idea of scoring a number, then winning by scoring another number "one better" than the first.

"Experienced operators know that the great demand today, more than anything else, is for a big pay table easy and simple to play," says a Rock-Ola official. "It was with that thought in mind that Mr. Rockola had his engineers design One Better, which is large, impressive, colorful and consequently attractive. The play on the game is extremely simple and easily understood."

When the big one-inch steel ball first enters the playing field it passes a row of switches numbered from 15 to 20. The number of whichever switch the ball rolls over is instantly flashed on the brilliant light-up panel. Then the ball rolls down toward another row of switches which determine the odds, and as the ball rolls thru one of them the odds are posted on the light panel. The ball continues on its way down the field towards another row of switches. These are numbered from 16 to 21. If the ball rolls thru a switch numbered one higher than the first number lighted the player wins and his odds are already determined and shown on lights.

The game has natural wood cabinet, 50-inch size; a bright, colorful playing field, large brilliant light-up panel and is equipped with Rock-o-Pac battery eliminator. It has a ticket unit which is optional, as well as a mint vander, also optional; changeable odds and universal pay unit. The makers claim the game has one of the most simple and easily understood play ideas ever used.

Expects To Make Big Record During October

NEW YORK, Oct. 24.—Charley Lightman, New York Distributing Company, reports that he is certain his firm will establish a new record before this month is over for sales of counter games.

Since receiving the distributorship on the Daval counter games the first of the month he has been selling them as fast as they arrive. He believes that the sales have already passed anything the firm had ever accomplished with counter games.

He also believes that this is a sign operators need new equipment and that counter games are again the most popular of all coin-machine devices.

OHIO OPERATORS

Another Markepp Branch Soon at

TOLEDO, OHIO

1823-1825 Adams Street

Easy to reach—Free Parking

NEW AND USED MACHINES

EXPERT REPAIRS AND PARTS

NOVELTIES AND PRIZES

THE MARKEPP COMPANY

Ohio's Largest Distributors
Cleveland—3328 Carnegie Avenue
Cincinnati—1410 Central Parkway
Toledo—1823-1825 Adams Street

ST. LOUIS OPERATORS ATTENTION!

DUE TO A PRESSING NEED OF CASH FOR OTHER BUSINESS, I AM FORCED TO SELL MY ROUTE OF 46 PHONOGRAPHS (Seeburg, Wurlitzers and Rock-Olas) ALL ON GOOD LOCATIONS IN ST. LOUIS. Most machines are less than one year old and in good condition. Will sell as a route or in small lots. GEORGE ROWLAND, 1237 Walton Ave., St. Louis, Mo.



NEW DISTRIBUTORS off to flying start. Left to right: Joe Fishman, Fred McClellan and Al Schlesinger. Fishman and Schlesinger recently combined to form the Fishman-Schlesinger Distributing Company, New York. McClellan is seeing them off after arranging deal on Marksman ray machine.



BALANCE

LIGHT-UP, STRAIGHT PIN TABLE. A table they never get tired of playing. Was \$39.50. Immediate clearance... **\$950**

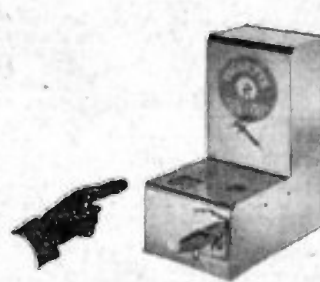


NEIGHBORS

LIGHT-UP, STRAIGHT PIN TABLE. Popular everywhere. Was \$46.50. Price for immediate clearance... **\$950**

Almost Unbelievable
BARGAINS!

These 4 machines are offered for immediate delivery in fair sized stocks, first come, first served. Every one is latest model, brand new—gleaming with freshness and appeal. Notice the tremendous price reductions. Prices F.O.B. Chicago.



TICKETTE

Biggest selling counter machine. Mechanical punching. Automatic record of rewards. Was \$17.50. Now... **\$550**



TICKETTE WITH JACKPOT
A BRAND NEW IDEA!
Tickets 90c per 1000 **\$750**

A Few Days' Play Should Pay Back Your Investment!

MILLS NOVELTY CO.

4100 Fullerton Ave., Chicago, Ill.

WORLD'S LARGEST MANUFACTURERS OF COIN OPERATED MACHINES

THE ONE AND ONLY RIFLE RANGE APPROVED AND RECOMMENDED BY AN EX-MARINE WHO WON THE U. S. MARINE CORPS "SHARP-SHOOTER MEDAL" » » » » »

RAY-O-LITE

"After four years' experience with the U. S. Marine Corps and having won the 'Sharpshooter's Medal,' the one and only ray gun I approve and recommend as closest to army regulations is the sensational, money-making RAY-O-LITE.

"Not only as a true rifle that will be enjoyed by all who know guns, but as a big and legal money-maker there is no better buy in the industry than RAY-O-LITE.

"RUSH YOUR ORDER TO US TODAY for RAY-O-LITE! Let us give you full details why RAY-O-LITE will earn you more money than any other ray gun! As Exclusive Distributors we also have a special proposition for jobbers."



SIGNED Dave Stern
(Formerly Headquarters Company, U.S.M.C.)

ROYAL DISTRIBUTORS, Inc.
1125 BROAD STREET • NEWARK, N. J.

REEL "21"

THE WORLD'S BIGGEST MONEY-MAKER NOW SOLD TO YOU ON 10 DAY FREE TRIAL OFFER

1/3 Colored Deposited With Order. We Ship Balance O. O. D., P. O. B. Boston, Mass.
\$23⁷⁵
TAX PAID 4-WAY PLAY



ALSO RUSH YOUR ORDER FOR EXCEL \$54⁵⁰ AND RACES \$17⁵⁰

TRIMOUNT COIN MACHINE CO.
1292 WASHINGTON ST. • BOSTON, MASS.

MISCELLANEOUS CLOSE-OUT BARGAINS

Ten Mutoscope '33 Diggers, \$50.00; Ten Novelty Merchantmen Flap Chute, \$50.00; 25 Used Draw Pokers, \$15.00; Used Smokes, \$10.00; Goochsen Penny Smoke, \$6.00; Punchettes, \$4.00; Turf Flash, \$4.00. Write for List of Used Pin Games and Slots.

NATIONAL COIN MACHINE EXCHANGE
2137 TRYON LANE, TOLEDO, O.



EVERYBODY WILL BE HAPPY!
When the News Leaks Out About

HAPPY DAYS

GENCO INCORPORATED
1511 N. ASHLAND AVE. CHICAGO

THE PIN-GAME SURPRISE

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE..

MAYBE you've never given a thought to Credit as a cure for your business ills . . . Others have, and found it just what the Doctor ordered.

WHAT DO YOU SAY?

ASK FOR CREDIT!

Lee D. Jones

P. S.—Panics, shoe stringers and big shots please skip us. Regular guys answer.

Bally Display Tours America

CHICAGO, Oct. 24.—Art Garvey, smiling giant and good-will ambassador for Bally Manufacturing Company, climbed aboard Bally's new "display room on wheels" last week and headed south for the first leg of a nation-wide Boost Bally tour.

The traveling display room is a huge truck, custom built to Bally's specifications, which includes every possible device for the comfort, convenience and safety of jobbers and operators who will come aboard to inspect sample machines. Inside dimensions of the display room proper are 17 by 7 by 6 1/2 feet, providing ample space for carrying all of Bally's current line and still permitting visitors to move about and examine the machines without crowding. Specially designed ventilators and a unique heating system will properly air condition the display room. A battery of new type tubular lights is ranged along each side of the truck, insuring proper illumination without sacrifice of space or head room. Current for the lights is supplied from a specially built A. O. generator.

This generator is, incidentally, one of the most unusual features of the Bally display room on wheels. When Art wishes to demonstrate one of Bally's electrically operated machines he simply sets his gears in neutral, locks his hand brake and lets the engine run. Then he turns a couple of dials and he has "juice" exactly like that used in most locations; in other words, 110-volt 60-cycle alternating current. Then it is merely a matter of plugging the games into outlets arranged around the base-board of the display room.

Art Garvey, skipper of the cruising display room, has been associated with Bally only a little over a year, but in that time he has gained hundreds of friends in the industry and has helped to cement strong business friendships between various jobbers and Bally. Few of Art's many friends, however, realize what an important personage he really is. He was the outstanding football star of 1920 and 1921 at Notre Dame, where he was a letter man in four major sports—football, baseball, basket ball and track. Previous to that he had signed with the New York Giants but abandoned professional baseball in order to continue his college career. Later, after graduating from Notre Dame, he played professional football with both the Giants and the Bears, being captain of the latter team in 1923. He is six feet

one and one-half inches tall and weighs 300 pounds and played comic parts in over 150 films produced by Paramount.

The "display room on wheels" will carry a sample Ray's Track, Bally Baby, the new super-flash model Reliance dice game, Preakness; Bally's two brand-new one-shots, Belmont and Snappy, and Eagle Eye, Bally's photo-electric rifle target. The first stop is Dallas, and after traveling thruout the Lone Star State Art will return to Chicago for the annual coin-machine show. Later he will continue his tour in other sections of the country. During the next two months Art expects to be host to at least 5,000 operators and jobbers.

Still Studying Chinese

NEW YORK, Oct. 24.—Since his success with the first Chinese customer Leslie G. (Andy) Anderson, general sales manager for the George Fonser Company, Inc., reports that he has decided to take a course in Chinese and that he may even tour that country and see whether more Bank Rolls can't be sold there.

With the nasal sounds that emanate from his offices here, it is believed that he may attract more Chinese to the firm and start some real contests on Bank Roll among the Chinese all over the country.

THE WHEEL

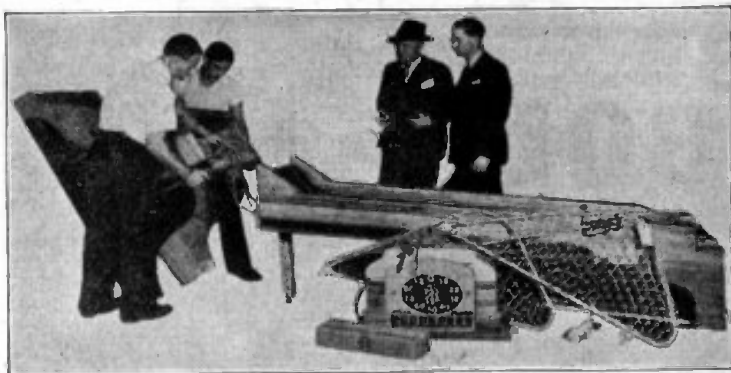
(Continued from page 68)
dividend announcements will be "bigger and better" for the next two quarters.

Sectional News

The Southwest territory is expected to feel the stimulation in business in the recommendation to increase production of oil for the month of November. This increase is said to be necessary to meet current rate of consumption.

Youngstown, O., rival of Chicago in the early days of the pinball games manufacturing industry, is feeling the good effects of high operations in the steel industry. Mills are running at 78 per cent of capacity. The manufacture of pin games was long ago surrendered to Chicago, however.

The plans for a \$29,000,000 tin-plate mill in Birmingham by U. S. Steel seems not only to have brought enthusiasm to many lines of business in the Birmingham area but the spirit is spreading to other parts of the country as well. It seems to be an indication of business expansion that will take place in many other sections.



DEMONSTRATION OF 10-FOOTER—E. G. Macoski, head of Mack & Company, Milwaukee, and Ray Becker observe a demonstration of the ease with which the 10-foot Bowlette is installed on location.

Production High In Daval Plant

CHICAGO, Oct. 24.—A. S. Douglas, president of the Daval Manufacturing Company, reports that the Daval factory has broken all previous production records in turning out Reel "21," Daval's Races and the new Excel. The record is said to be all the more remarkable because of the big production records known to have been attained on the Chicago Club House and Penny Pack, successful counter devices of former days.

The high production on the present trio of machines has enabled the firm to add more employees to the working force, Douglas states.

"Last month our firm introduced a race-horse counter game, Daval's Races, and large distributor organizations all over the country have created huge sales for the game, thereby making it necessary to work double shifts in an attempt to fill orders for Daval's Races and for Reel '21.'

"Working at top speed as we were, we also decided to introduce the pin-game hit, Excel, which we had been holding back for some time. Excel was produced on the demand of some distributors who claimed that operators were now looking forward to a good non-payout pin game.

"Excel became a hit almost overnight and caused a lot of consternation at the Daval plant. Working at full blast on Reel '21' and on Daval's Races we were now forced to employ a third eight-hour shift to make room for Excel and to produce the game in large quantities due to the way orders were pouring in.

"I didn't realize that we were creating a new production record until last month's sheet was shown to me by our production engineers. I am convinced that not only have we created a record for our own organization but possibly for the entire manufacturing division of the industry.

"I also believe that this month will surpass last month. On November 1 I will see our new production chart and I am sure that the chart will also show that we have surpassed many records in the industry for the past three years.

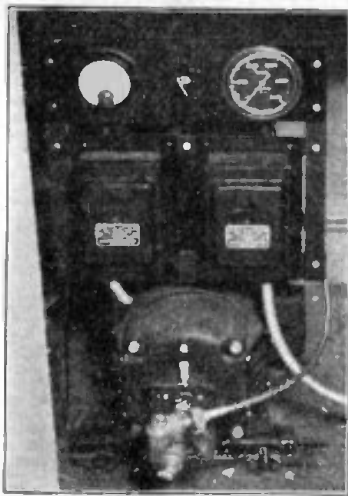
"With the speed with which we are turning out the games we still find ourselves behind in orders and are doing everything in our power to remedy this situation. I am of the belief that Reel '21,' Races and Excel will continue as hit games for months to come.

"We are still shipping close to 50 Penny Packs per day. Penny Pack is already more than a year old and operators are still buying them. Reel '21' and Races are the same type of games, they just go on and on and operators tell me that they never vary in the profits they bring.

"Are novelty pin games dead? A few minutes spent in our plants watching Excel games going off the lines at the rate of 25 per hour and being shipped immediately to all parts of the country will quickly convince even the pessimist that Excel is giving pin games a new lease on life."

Six Languages in Mills Advertising Department

CHICAGO, Oct. 24.—In the Mills Novelty Company advertising department six languages are spoken—French, Spanish, Greek, German, Latin and English. A language for each of the six members



SPECIALLY BUILT GENERATOR which supplies Bally's "display room on wheels" with A. C. current to operate games equipped with Power-Pak.

of the advertising staff. After an hour in that department one fully realizes that the boast does not carry with it that the foreign tongues are fluently spoken. One thing is certain. An order in any language is understood.

The ad department under the guidance of James Mangan, advertising manager, is as busy or busier than any other branch of the company. Taking into consideration the fact that in addition to the duties of ad writing his department edits and publishes four house organs—*Spinning Reels*, which has its circulation among the coin-machine men; *Glad Hand*, a new up-to-the minute house organ distributed among Mills 2,600 employees; *The Diplomat*, circulation to 600 service men, and *Moneymaker*, another recent addition to the Mills house organs which goes to phonograph and freezer salesmen.

The office routine is just a part of the work in the Mills advertising department. It also has the sports division to look after and when one considers that the world's largest uniformed softball league is a Mills league, that the newly organized 12-team bowling league is under way and that they are also entering a company basket-ball team in the Northwestern Industrial League, then it is possible to realize what the six members of the ad department do in spare time besides study six languages.

The bowling is done on Thursdays at Samuelson's Alleys at Irving Park and Crawford streets, where a large gathering of Mills employees are on hand to shout for favorites.

Mills Company staged a banquet for 200 members of the soft-ball team Tuesday night at the Northwest Lions' Club. Herb Mills awarded the prizes and James Mangan acted as toastmaster. One hundred and twenty-nine gold and silver medals were awarded in addition to the leather jackets for the members of the Freezer team, the champions. During the season 95 games were played.

Jersey Trading Plans Another Big Festival

NEWARK, N. J., Oct. 24.—Sam Brundy, president of Jersey Trading Company, reports that his firm intends to have a big celebration on the official opening of the new showrooms in this city. Sam's last celebration still has some of the boys groggy, but this time, he says, he intends to even outdo the last one and promises to have the boys staggering around for six months.

The new offices and showrooms are located at 1175 Broad street. They are light and airy and carry a complete stock of all the best premiums offered to the trade. Sam also intends to feature the latest premiums for bowling games. His was one of the first firms to specialize in premiums for the high-score play on the games, and now that the use of premiums has been recognized in New York he feels that the same will be true of Newark and is therefore preparing many special items like the Bar-ette, which have brought a lot of profit to operators here.

KEENEY'S ALL STAR ATTRACTIONS!

The New 10 Foot BOWLETTE

With all the Playing Thrills of a Larger Game, Full 18" Alley Width

Now you may furnish all your locations with bowling games with the new 10 ft. edition of BOWLETTE. A new deluxe game with the same totalizing scoring mechanism and positive ball counter as the regular longer BOWLETTE. Plenty alley width and playing area used with 2 3/4-inch balls assures the player of a real game.

Noiseless Beyond Belief



Still America's Most Popular Game

14 ft. BOWLETTE

More desirable features for the operator — more playing advantages for the player. That's why BOWLETTE is played by more people than any other coin game! Insist on BOWLETTE, not just any bowling game!

STOP and GO

KEENEY'S PERPETUAL MOTION ONE-SHOT PAYOUT GAME — Constantly rotating odds-changing disc regardless of whether game is or is not being played. The player is offered unlimited award possibilities with chances for continuous free re-plays.



OPERATOR'S PRICE \$139 \$10 EXTRA FOR TICKET MODEL

and now **Targetette**

KEENEY'S SUPER RIFLE RANGE GAME

In production now with volume deliveries starting Nov. 1st. The Electric Eye machine that tops them all!

Immediate Delivery on BOWLETTE 10 and 14 Ft. models and STOP AND GO. Order from your KEENEY distributor or direct!

J. H. KEENEY & CO.

"The House that Jack Built"

2900 S. MICHIGAN, CHICAGO

New York City Office: 250 W. 54th St.

Babe Kaufman, Mgr.

ANOTHER PROVEN WINNER Recommended by Herb Besser

BOLO

\$54⁵⁰

THE 100% SKILL GAME.

Has all the thrills of real bowling, with Strikes, Squares, etc., etc. 3 Balls for 5c. It gets the play and holds it everywhere. No holes or kicks and a real Novelty Game. Unusually different.

We will accept your Used Machines as Part Payment. Write for Our Liberal Trade-In Allowance.

BESSER NOVELTY CO. 3028 OLIVE ST., ST. LOUIS, MO.

★
HEADQUARTERS
FOR
WURLITZER
PRODUCTS
★

PENN-COIN-O-MATIC CO.
(ENTIRE MEZZANINE FLOOR BROADWOOD HOTEL)
314 NORTH BROAD ST., PHILADELPHIA, PA.

**OPERATORS!
JOB BERS!**

FOR A GREATER PERCENTAGE OF PROFIT IT WILL PAY YOU TO WRITE, WIRE OR CALL PENN-COIN-O-MATIC COMPANY BEFORE YOU BUY!

Wurlitzer Holds Skee Ball Meet

BUFFALO, Oct. 24.—Wurlitzer salesmen from all over the country, excepting the Pacific Coast, convened in Buffalo recently to discuss sales plans for the next few months on Wurlitzer's new product, Skee Ball.

In a short but highly successful session marked by two banquets at the Hotel Statler, Vice-President Homer Capehart outlined the policies that will dictate operators for the remainder of 1936 so far as Skee Ball is concerned.

"Before prohibition the coin-operated device was comparatively unknown, but the present era has demonstrated that it fills a definite need in entertaining tavern trade," Capehart stated. "No device yet put on the market has so successfully met this need as has the Wurlitzer Skee Ball. It provides a game of skill, an outlet for athletic ability and a source of diversion that men and women everywhere have shown they want. I feel, and our experience in the field bears me out, that Skee Ball is here to stay. Not only does it offer substantial immediate profits but equal returns over a long period of time. In short, the Wurlitzer Skee Ball offers a sound investment for the operator. It has lasting appeal and it is constructed to hold up for many years.

"Realizing that the market was a permanent one, Wurlitzer did not rush into it half prepared, but waited until Skee Ball was perfected to the high standards that every Wurlitzer product must pass. We have had reason to be mighty glad we did. The Wurlitzer Skee Ball is right today—the last word from every standpoint in coin-operated bowling games. Reports from operators everywhere are brimming with enthusiasm and speak volumes from a profit standpoint."

Concluding his remarks, Capehart paid high tribute to the work of the sales organization and guaranteed it the complete backing of Wurlitzer's giant facilities. Said he: "We are now geared up to big production. Things are humming night and day. Carload deliveries are being rushed to every part of the country to meet the demand for Skee Balls. I confidently say 5,000 Skee Balls will come off the line by January 1."

Capehart's enthusiasm was typical of the tenor of the entire sales force. Everywhere optimism was evident and everyone had a new sales record of achievement that brought cheers of wild acclaim from the gathering.

To interested observers acquainted with the immense success the Wurlitzer organization is enjoying with its Simplex Automatic Phonograph there was every evidence that similar success is indi-

Fitz Makes Ready for Arrival of Eagle Eye

NEW YORK, Oct. 24.—John A. Fitzgibbons, of Fitzgibbons, Inc., Eastern representative of Bally Manufacturing Company, is preparing to launch another of his famous celebrations on receipt of the first Eagle Eye target game from the factory.

The sales force is working a top speed to get the game to all customers. They will endeavor to bring in every customer to see the new rifle and to also note its many features. The entire force at the Bally Building has been telling all the local operators about the gun. The general belief is that there will again be a tremendous crowd to see them.

This is one of the first of the new products for the fall season. Preakness was introduced last week with tremendous success and Fitzgibbons says they will even overshadow that success with Eagle Eye.

The demand for the game is great, the salesmen report, and since operators have heard that Bally will be ready for immediate delivery with the gun their offices have been jammed every day. They also report receiving as many as 200 wires and letters every day since the first announcement of Eagle Eye. They feel that this alone is a sure sign that the game is favored by operators. The game will get the full attention of Fitzgibbons' salesmen for the weeks to follow and they are slated to cover the entire Eastern territory.

Op Believes in Variety

DETROIT, Oct. 24.—Howard F. Berger has entered the Detroit coin-machine business, taking out a number of Onco Bank Roll bowling machines. He finds the new machines going over very well and is planning to expand his business already. Headquarters are at 1428 National Bank Building.

In addition to bowling machines, he is operating a number of pin games and is expanding further into the amusement-machine field by acquiring some of the rifle-range machines, which he considers good money makers. The first models were to be received this week. Commenting on his operating policy, Berger said:

"We put machines only in locations where liquor is sold and where the location owner will take a sort of personal interest in the machine. If the owner will sit down occasionally and play a game with a customer he will speedily draw a crowd and it will be worth his while. Many of those drawn by the contest will soon be players themselves as well."

ated for the company's comparatively new venture into the games field.

ONE MORE REASON WHY THE "GOLD DUST TWINS" ARE THE "SOUTH'S BIGGEST DISTRIBUTORS"

REEL "21"

The Greatest Money-Maker in coin machine history NOW READY FOR YOU on our 10-DAY FREE TRIAL. UNCONDITIONAL GUARANTEE! RUSH 1/3 DEPOSIT NOW!!

\$23.75



DAVAL'S RACES only \$17.50 Tax Paid EXCEL only \$54.50 Tax Paid

FOR IMMEDIATE DELIVERY—RUSH YOUR ORDER TODAY!

BIRMINGHAM VENDING COMPANY
2117-3rd AVENUE NORTH - BIRMINGHAM, ALABAMA - PHONE - 3-2327

BARGAINS—USED MACHINES

SPORTSMAN, "Late" \$ 7.50	GOLD RUSH \$10.00	PROSPECTOR \$23.50
RAPID FIRE 8.50	ALAMO 39.50	STAMPEDE 17.50
DO OR DON'T, F. D. 9.00	HOLLYWOOD 27.50	AGE 17.50
PUT 'N' TAKE, F. D. 9.50	One Third Deposit, Balance C. O. D.	

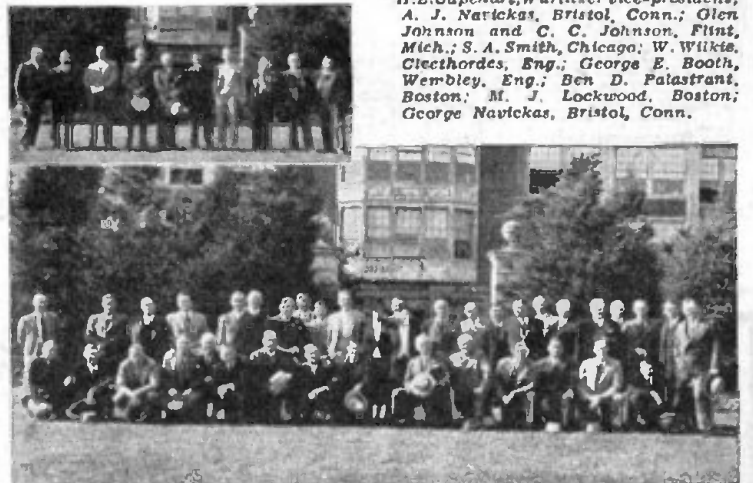
OTHER BARGAINS—SLOTS, PIN AND COUNTER GAMES.

MILLER NOVELTY COMPANY

825 N. W. 6th Street, Box 826, OKLAHOMA CITY, OKLA.

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

(Left)—A GROUP OF OPERATORS interested in Wurlitzer Skee Balls snapped before the big Wurlitzer plant at North Tonawanda, N. Y. Left to right: H. E. Capehart, Wurlitzer vice-president; A. J. Navickas, Bristol, Conn.; Glen Johnson and C. C. Johnson, Flint, Mich.; S. A. Smith, Chicago; W. Wilkie, Cleethorpes, Eng.; George E. Booth, Wembley, Eng.; Ben D. Palastrant, Boston; M. J. Lockwood, Boston; George Navickas, Bristol, Conn.



WURLITZER SALESMEN, ASSEMBLED FOR A SKEE BALL CONVENTION, pose in front of the huge Wurlitzer plant, now working day and night on the production of Wurlitzer Skee Balls and Wurlitzer-Simplex Automatic Phonographs. Left to right, top row: R. C. Norman, W. P. Bolles, C. L. Parker, S. T. Ouss, W. D. Reed, J. A. Dornoin, Walter Gummersheimer, Farnley R. Wurlitzer, Maurice Plesien, George E. Booth (operator), Mrs. W. Wilkie, W. Wilkie (operator), Fred Rabe, R. S. Bleekman, George Navickas (operator), M. H. Rosenberg, Glen Johnson (operator), W. C. Mosbacher, O. F. Kramer, E. H. Petering, C. C. Johnson, R. L. Hainbaugh and H. E. Capehart. Kneeling (left to right): W. R. Deaton, H. I. Drollinger, C. E. Johnson, Ben D. Palastrant (operator), M. J. Lockwood (operator), E. L. Kulick, W. F. Merchant, R. Q. Kramer, A. M. Mendes, S. A. Smith (operator), J. H. Payne, J. A. McIlhenny, A. J. Navickas (operator), J. E. Breyley and J. H. Schwartz.

★★ EXCEL ★★★

The greatest money-making pin game in world coin machine history! Fast, Live ACTION with thrilling REAL-SKILL SUSPENSE and NEW "Magic Button" that gives the player a chance to outguess the game. RUSH US YOUR ORDER TODAY FOR IMMEDIATE DELIVERY!!!



SUPREME VENDING COMPANY INC.
557 Rogers Av. | 1121 St. Nicholas Ave. | 922 8th Ave.
Brooklyn, N. Y. | New York, N. Y. | New York.

DEAL WITH CARL - ALWAYS A SQUARE DEAL

Instant Service On All The Solid Money Makers Of The Industry

Ray's Track .. \$500.00	Stop & Go .. \$139.00	Daval Races... \$ 17.50
Snappy .. 149.50	Pamco Bells .. 89.00	Reel "21" ... 23.75
Preakness .. 149.50	Ballot .. 129.00	Reel Races .. 19.50
Blue Bird .. 129.50	Lights Out .. 54.50	21 Black Jack.. 24.75
Turf Champ .. 137.50	Excel .. 54.50	Bally Baby .. 17.50
Railroad .. 142.50	Monte Carlo .. 98.50	Spin-A-Round .. 9.95
Top 'Em .. 139.50	Policy .. 125.00	Flying High .. 139.50

USED CHALLENGERS \$65.00
BALLY'S EAGLE EYE, Write
ROCK-OLA RHYTHM KING..... \$265.00
 Full Line of Mills Silents in Stock at All Times
 Exclusive Distributor for PACES RACES—Missouri and Kansas
 Write about the new 30 to 1 Payout Models
USED PACES RACES \$195.00 to \$295.00
NEVER SEND SALESMAN OR OPERATE IN YOUR TERRITORY
 Terms—One-Third Deposit, Balance C. O. D.
UNITED AMUSEMENT COMPANY
 3411-15 MAIN STREET, - - - KANSAS CITY, MO.

PUT & TAKE



"PUT" This on Your Locations and a "TAKE" in Your Profit.
 Thousands of Locations Open for This Proven Money-Maker.
 12 Complete, \$26.00
 Refill, \$3.00
 Empty Jars, \$3.35 per doz.
 1/3 Deposit, Bal. O. O.

ORDER TODAY.
 Protect Your Route Without Delay.
STAR SALES CO.
 3901-09 Wayne, Kansas City, Mo.

Excel Is Reported Big Hit in Philly

PHILADELPHIA, Oct. 24.—I. H. Rothstein, president of Banner Specialty Company, reports that the Excel pinball game made by Daval is showing big sales in this territory. Rothstein claims he was one of the first men to see the game in the rough and that he urged its immediate presentation.

He says that his firm is selling the Excel as fast as they are received. At present they are far behind in orders but hope to catch up shortly and to be in a position to fill the demand in their territory in prompt fashion.

"Izz," who has become popular as the leading coin-machine agriculturist, is now planning to reap quite a harvest with the Excel.

"It proves," he says, "that a good farmer can also be a good distributor and that a good distributor is the kind of a fellow who has a hit game like Excel."

Gottlieb Maintains 7th Month of High Turnout

CHICAGO, Oct. 24.—From reports emanating from the offices of D. Gottlieb & Company it was learned today that the seventh month of continuous production on Daily Races was reached October 14.

"There have been games," said Dave Gottlieb, "that have sold for many months; by that I mean the games were manufactured and sold from the warehouse. But such is not the case with Daily Races. Since March 14 there has not been a single day in which Daily Races games have not come off the production line. The steady stream of orders coming in since the introduction of Daily Races has made it necessary to keep the games in steady daily production in order to meet the demand. We have had no time nor lull in business in which to stock up Daily Races for warehouse shipment. We are proud of the fact that Daily Races is establishing a continuous production record that will hold for some time to come."

In the meantime the other four Gottlieb favorites are doing their best to keep up with the record of Daily Races and if possible exceed it. Derby Day, High Card, Hit Parade and Collego Football are all maintaining their production quotas at the Gottlieb plant. Shipments being made every day to all parts of the country indicate that there are more Gottlieb games on location now than every before.

"These five games, which are all automatic payouts," continued Dave, "have built up such a demand thruout the country that I feel safe in claiming that D. Gottlieb & Company are the largest manufacturers of automatic payouts in the world."

Calcutt Is Featuring Daval Counter Devices

FAYETTEVILLE, N. O., Oct. 24.—Joe Calcutt, president of the Vending Machine Company, reports that his firm is making a feature of the Daval counter devices in a special fall drive.

Of Daval's Races, Calcutt says: "Here is a counter game that really meets the Daval quality standard. The game is silent, it is beautiful in design, it has every outstanding mechanical feature for which Daval is famous and to top it all it sure does earn money on location."

"We are urging our customers to again become more counter-game conscious due to Reel "21" and Races. The profits already shown by these games, it seems to me, prove them to be the best we have had in the industry."

Exhibit Will Produce Seven-Play Reel Device

CHICAGO, Oct. 24.—After more than a year and a half of intensive location tests and continuous engineering and research Exhibit Supply Company, according to Leo Kelly, of Exhibit, is now starting to produce its selective seven-play spinning reel automatic payout machine which it calls Chuck-a-Lette.

Chuck-a-Lette is said to be a beautiful floor-model machine that contains three large bell-type reels. Instead of the regular bell fruit symbols, however, dice symbols are used. There is a selector device that allows seven coins to be played on dice symbols of the players' own choosing. Payout is automatic and location tests are said to have proved this machine a great money maker.

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
 P. O. Box No. 600
 Grand Central Station
 New York, N. Y.

Name.....
 Address.....
 Distributor Jobber Operator

 PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

Beamite .. \$5.00	Goal Kick .. \$5.00
Crisis Cross-A-Kite .. 7.00	Forward Pass .. 8.00
Kings .. 8.00	Slyvester .. 8.00
Castelite .. 8.00	Wattling Blue .. 8.00
Drop Kick .. 8.00	Goal .. 3.00
Rebound .. 8.00	
Major League .. 8.00	AUTOMATIC PAYOUT
Register .. 8.00	Rocket .. 5.00
Lightning .. 3.00	Champion .. 10.00
Golden Gate .. 3.00	Rapid Fire .. 7.00
Beacon .. 6.00	Red Arrow .. 8.00
Contact, Jr. .. 6.00	Stampede .. 22.00
Contact, Sr. .. 6.00	Gold Rush .. 10.00
Big Bertha, Jr. .. 4.00	Put 'N Take .. 10.00
Big Bertha, Sr. .. 5.00	Go or Don't .. 10.00
Bignal .. 5.00	Mill & Run .. 10.00
World Series .. 2.50	Orlando .. 10.00
Jig Saw .. 2.50	Jumbo .. 35.00
Streamline .. 4.00	Fortune .. 27.50
Blue Ribbon .. 8.00	Trojan .. 27.50
Crisis Cross .. 5.00	De Luxe 68 .. 22.50
Rockette .. 5.00	Ivory Golf .. 17.50

1/3 Deposit—Balance O. O. D.
COLONIAL MFG. & SALES CO.
 1608-11 E. 39th. KANSAS CITY, MO.



ART GARVEY in the act of "busting with pride" about his new "display room on wheels" in which he will tour the country as special factory representative of Bally Manufacturing Company.

Philly, Jersey Ops Form Ass'n

PHILADELPHIA, Oct. 24.—With an attendance of about 30 phonograph operators doing business in Philadelphia; Camden, N. J., and vicinity, an association was formed here this week to be known as Phonograph Operators of Eastern Pennsylvania and New Jersey.

Edward N. Polisher, Philadelphia, acted as chairman, and L. Scott Cherchesky, Camden, served as secretary. Problems of the industry were discussed and a committee of operators was appointed to meet with attorneys to frame a set of by-laws for organization, as well as a code of ethics. Morris Berger, Pittsburgh, counsel for the Western Pennsylvania operators, joined in the discussion. Funds were provided to finance the organization on a modest scale, special consideration being given to small operators.

Following were represented: M. Margolis, Keystone Automatic Music Company; Messrs. Engle and Spector, Automatic Amusement and Music Company; Morris Flukel, Highpoint Amusement Company; Harry Elkins, Royal Music Company; Alex Lederer, Central Automatic Amusement Company; Messrs. Melwig and Bege, Cameo Amusement Company; Philip Frank, Automatic Vending Company; M. Bushwick, Bourse Amusement Company; William Yanka, Excelsior Novelty Company; Mr. Harper, A. M. I. Distributing Company; Commodore Viscidi, Universal Amusement and Distributing Company.

Following phonograph manufacturers' representatives were present and assured the co-operation of the manufacturers: Samuel Mendelsohn, J. P. Seeburg Corporation; Messrs. Hammond, Caspary and Neiser, Mills Novelty Company; Mr. Delaney, Rock-Ola Manufacturing Company, and Joseph Darwin, Rudolph Wurlitzer Company.

Detroit Music Men Busy

DETROIT, Oct. 24.—P. T. Schoeder, one of Detroit's newer operators, now



has a route of Mills phonographs in this city. Schoeder is specializing in the better class night spots and finds this specialization profitable for an expensive type of machine like this.

"We have moved machines around until we found the best locations for them," Schoeder said, incidentally revealing a businesslike use of the principle of novelty appeal in machines. "The better class trade appreciates a high-class machine in these locations and we found them by experimentation."

Joseph Brilliant, who specializes in Rock-Ola phonographs, is now in partnership with Jack Glick in his machine routes, with headquarters at 1603 Gladstone avenue. Glick, who has been in the business some time, has given up operation of his amusement machines and now has music machines only.

Howard Schrodt, formerly of Louisville, is new salesman for the Mills Novelty Company in Detroit territory, making another addition to the list of alert Mills representatives here. Schrodt is handling the counter freezers as well as the phonograph lines.

George Falkenberg has acquired a new route of Rock-Ola phonographs as his first entry into the field. Falkenberg is maintaining his machines as a sideline to another occupation. Incidentally, he used the money received from the veterans' bonus for the purchase of his machines, indicating one important source of new capital in this field.

Ukulele Ike on Hot Shot Records

HOLLYWOOD, Oct. 24.—Stage and film circles here are interested in the latest activity of one of their popular members, Cliff Edwards, better known as Ukulele Ike.

Novelty Records Distributors, Los Angeles, announces that Edwards is now a member of their recording staff. First four releases of the Edwards recordings are also announced as available.

Milton Swanstrom, brought from Chicago by Associated Cinema Studios to give his entire time to furthering the distribution of Hollywood Hot-Shot records, is emphatic in stressing the importance to the automatic music business of Edwards' connection.

"Our Hollywood Hot Shots are the only records made solely and specifically for coin-machine operators. In bringing Cliff Edwards into our Hot-Shot family, doing the type of entertainment that has made our Hot-Shot records an international success, he is creating an entirely new division of the phonograph business.

"The operators have had for some time the finest record material for straight music and dancing purposes. However, our Hollywood Hot Shots are now supplying the definite need for real entertainment. After all, the automatic music business is fundamentally a business of entertaining, and the more satisfactorily the public is entertained the greater will be music operators' profits.

"Edwards comes to Hollywood Hot Shots with an enviable background in the record business, millions of his records having been sold thruout the world. Besides he is one of the country's well-known vaudeville stars. His record in pictures is just as outstanding."

Place Big Order With Wurlitzer for Machines

PHILADELPHIA, Oct. 24.—Joe Eisen and Dave Margolin, of Penn Coinomatic Company, report placing a record order recently for 800 of the Wurlitzer Skee Ball games for immediate delivery. The firm also claims having used more Wurlitzer Simplex phonographs since opening an office here than had been used in all the past years in this territory.

Both men are well known to the coin-machine industry as among the best informed in the trade. They have for many years been connected with some of the larger deals made on new machines. They have a long and varied experience and have observed the industry in foreign countries as well as in this country.

During the visit of Paul Bennett, manager of the games division of Rudolph Wurlitzer Company, and Joe Darwin, special representative for Wurlitzer, Margolin and Eisen exceeded all records for orders in this territory by signing up for 500 of the new Wurlitzer Skee Balls and for 500 more of the new 1936 Wurlitzer Simplex phonographs.

This record order will be celebrated with a huge party to be given the Philadelphia operators at the beautiful offices and showrooms here. Their quarters in this city are said to be among the most beautiful in this territory.

Wurlitzer phonograph is given unique display at the firm's offices. It is beautifully set in the center of the showroom surrounded by an artistic circular display arrangement which shows the beauty of the instrument. The Skee Ball also has an impressive display here and is so arranged that visitors can play it without any trouble.

The party being planned will be the best in the history of this city. Joe and Dave report. They are out to show the rest of the industry how to entertain operators in royal style.

Operators are invited to visit the new quarters at any time and to meet the

new organization. They explain that they have something of unusual interest for all operators in this territory and will gladly send full information to them.

Margulis Solves Music Ops' Grief With New Disc Carrier

PHILADELPHIA, Oct. 24.—For years music operators have had a problem with record breakage and misplacements. M. Margulis, of the Keystone Music Company here, claims to have solved these difficulties.

Margulis consulted various trunk manufacturers and luggage makers and after months of experiment created a cushioned, well-constructed record carrier which has proved successful after months of actual use.

Keystone company's service men report a saving of 20 per cent on time for changing records and 30 per cent longer life of needles, since chipped edges on record are eliminated by carrying in the new case.

Sheet-Music Leaders

(Week Ending October 24)

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 Minged Music Company and Western Book and Stationery Company, of Chicago.

1. The Way You Look Tonight (2)
2. When Did You Leave Heaven? (1)
3. Me and the Moon (5)
4. A Fine Romance (3)
5. Did I Remember? (6)
6. A Star Fell Out of Heaven (4)
7. Sing, Baby, Sing (9)
8. I'm an Old Cowhand (10)
9. I'll Sing You a Thousand Love Songs
10. I Can't Escape From You (7)
11. When a Lady Meets a Gentleman (13)
12. Organ Grinder's Swing (11)
13. Thru the Courtesy of Love
14. Who Loves You? (14)
15. Talking Thru My Heart

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WFAT 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, October 16, to Thursday, October 22, both dates inclusive.

- | | |
|--|----|
| When Did You Leave Heaven? (24) | 29 |
| Who Loves You? | 25 |
| The Way You Look Tonight (28) | 25 |
| I'll Sing You a Thousand Love Songs (24) | 22 |
| A Fine Romance (14) | 20 |
| Until the Real Thing Comes Along (20) | 20 |
| Bye, Bye, Baby (20) | 18 |
| Old I Remember? (19) | 18 |
| A Star Fell Out of Heaven (16) | 17 |
| Until Today (18) | 17 |
| When a Lady Meets a Gentleman (21) | 17 |
| You Turned the Tables (19) | 17 |
| Me and the Moon | 15 |
| It Can Happen to You | 15 |
| Talking Thru My Heart | 15 |
| I Can't Escape From You (16) | 14 |
| Organ Grinder's Swing | 13 |
| Taint Good | 13 |
| To Mary With Love | 13 |
| South Sea Island Magic (17) | 12 |
| I Can't Pretend | 11 |
| Here's Love in Your Eye | 9 |
| It's the Gypsy in Me | 7 |

SEEBURG HIGH FIDELITY SYMPHONOLAS

THE SEEBURG FRANCHISE IS MORE VALUABLE

MODEL "B"

The Instrument without "Service Headaches"!

J. P. SEEBURG CORPORATION
1502 DAYTON ST. CHICAGO, ILLINOIS

Wurlitzer Host To Many Visitors

NORTH TONAWANDA, N. Y., Oct. 24.—"Considering that sales of Wurlitzer-Simplex automatic phonographs will run close to \$15,000,000 in 1936, it is not surprising that the huge Wurlitzer factory here is attracting visitors from all parts of the world," says Ernest C. Petering, sales manager of the Wurlitzer-Simplex division.

"While most of the visitors are operators, many are operators' employees and guests," Petering said. During the last several weeks the factory was visited by Charles E. Bates, Musical Service, Wheeling, W. Va.; Ellsworth Hico, J. & A. Music Company, Asbury Park, N. J.; Harris George, Niagara Falls, N. Y.; Mr. and Mrs. William H. Neuman, Juneau Routes, Wis.; R. A. Santoro and Ralph A. Potter, of Santoro & Potter, Holley, N. Y.; L. E. Kunick, Niagara Falls, N. Y.; A. A. Bradt and C. L. Carr, of Frontier Novelty Company, Niagara Falls, N. Y.; Frank J. McGarry, Buffalo, and John Corbett, Rochester, N. Y., all operators.

Wurlitzer district managers were also frequent visitors at the factory, coming either to place orders or to accompany their customers. Among them were Harry Payne, Newark, O.; J. A. Darwin, New York; R. S. Bleekman, Chicago; H. I. Drollinger, Dallas; S. T. Cass, Syracuse, N. Y.; W. Gummershelter, St. Louis; A. M. Mendez, New Orleans; O. P. Kramer, Little Rock, Ark.; Fred Rabe, Jacksonville, Fla.; W. P. Merchant, Fort Wayne, Ind.; R. Q. Kramer, Denver; B. L. Kulick, Boston; M. H. Rosenberg, Chicago, and W. R. Deaton, Greensboro, N. C.

Among other operators and guests who visited the plant recently were

Eddie Ross, Oriole Coin Machine Company, Baltimore; Beasie Kotker, Tammue Kotker and Sarah Kolker, of Baltimore; Mr. and Mrs. Hirsch DeLavier, Oriole Coin Machine Company, Washington; Miss N. Ross and William Ross, Oriole Coin Machine Company, Pittsburgh; Mr. and Mrs. Art Nagel and Grant Colton, of the Cuyahoga Music Company, Cleveland; K. J. Miglicio, Emporium, Pa.; Joseph G. Pouthier and Jack Wiley, Buffalo; Paul E. Davis and Albert Wertheimer, Davis Sales Company, Inc., Syracuse, N. Y.; C. O. Johnson and Glen Johnson, of Coin Automatic Music Company, Flint, Mich.; A. J. and George Navickas, Bristol, Conn.

Four recent visitors to the Wurlitzer plant came all the way from England. They were Mr. and Mrs. George Booth, of Automatic Equipment Company, Ltd., Wembley, Skee Ball distributors for the British Empire, and Mr. and Mrs. W. Wilkie, of the East Coast Automatic Trading Company, Ltd., Cleethorpes.

Among Wurlitzer distributors who visited the factory recently were Irving Sommers, Modern Vending Company, New York; Mr. Granitstein, General Amusement Company, Rochester, N. Y.; M. J. Lockwood, and Ben D. Palastrant, of the Supreme Amusement Company, Boston. Other visitors included Larry S. Harris, New York; S. A. Loeb, president, and W. T. Croysdell, district manager of the Webster Electric Company, Racine, Wis.; S. A. Smith, Chicago, and Maurice Picson, both operators.

"It is only natural that our friends should like to visit us," Petering states. "Our plant is one of the show places of the Niagara Frontier and is right on the road to Niagara Falls. Consequently when our friends come east to visit the falls they like to drop in on us and we in turn are always glad to see them."

Boston

BOSTON, Oct. 24.—Ben D. Palastrant and M. J. Lockwood, of the Supreme Amusement Company of New England, Inc., and B. L. Kulick, New England district manager, have returned from a short visit to the Wurlitzer Manufacturing Company at North Tonawanda, N. Y., with information that will insure New England operators that the plant is working at capacity to supply the demand for machines during the coming months.

M. J. Lockwood, of the Supreme Amusement Company of New England, Inc., and B. L. Kulick, the Wurlitzer Manufacturing Company's New England district manager, are shortly scheduled to invade the New England hinterland to spread Wurlitzer-Simplex phonograph gospel to operators and to check up on current conditions in the field. A particularly bright outlook on business aspects within the New England boundaries foreshadows their start.

Anything pertaining to the unusual when it concerns the fair sex always commands attention.

Sara Kline, floor manager of the Trimount Coin Machine Company, knows the business from every angle. A flair for remembrance and astuteness in business affairs, Miss Kline knows every operator by his first name, which places something or other in the category for nomination of some record.

Quick Sales of Carload

BROOKLYN, Oct. 24.—William Blatt, Supreme Vending Company, Inc., says that his firm sold the first carload of Excel pinball games within four hours after it was received. Blatt claims this is the fastest sales record the firm has ever made. He believes that Excel will continue to be sold just as fast for many weeks to come, due to the fact that it is one of the greatest games the firm has handled in a long time. He is also making arrangements for carload shipments of the games from Chicago. Jobbers here are reported awaiting

the game just as eagerly as the operators. Many have taken advance orders for large quantities of the games.

ATTENTION! MUSIC OPERATORS STOP RECORD BREAKAGE INTRODUCING MOMAR RECORD CARRIER



A CUSHIONED BOTTOM, STRONGLY BUILT OF HARD DURABLE FIBRE, Reinforced Metal Corners. Size—10 1/2 x 11 1/2. Holds 60 Records. Introductory Price, \$5.50. Immediate Delivery.

Don't Delay—Rush Your Order at Once to 1/5 Deposit with **MOMAR DIST. CO.** Order, Balance 2135 Walnut St. C. O. D. PHILADELPHIA, PA.

Demand PERMO-POINT PHONO NEEDLES FOR YOUR AUTOMATICS! 2000 PERFECT PLAYS

GUARANTEED PHONOGRAPHS.

WURLITZER P-10\$140.00
WURLITZER P-12 175.00
WURLITZER P-30 160.00
WURLITZER P-412 200.00
WURLITZER P-400 218.00
WURLITZER JUMBO 315.00

Cabinet good as brand-new machine. Order one and you want more. Terms: 1/3 Down, Balance C. O. D., F. O. B. Bingham.

SCHATZ NOVELTY CO.
St. Charles Street, Bingham, Tex.

PHONOGRAPH COVERS
Serviceable Weatherproof Protection for Your Phonographs While En Route or Storage.

Heavy Duty . . . \$9.00 Awning \$7.00

Both Prices Limited. State Size Desired. For Other Machines, Etc. Let Us Quote on Covers and Cases. **JOBBERS WRITE FOR QUANTITY PRICES.** Manufactured by

MAX E. WELLS & COMPANY, Greensboro, N. C.

Ten Best Records for Week Ended Oct. 26

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	86592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7749—"So Do I" and "Pennies From Heaven." Hal Kemp and orchestra.	25415—"Floatin' Down to Cotton Town" and "S'posin'." Fats Waller and orchestra.	3333—"A Fine Romance" and "I Can't Pretend." Billie Holiday and orchestra.
2	86547—"I'm Talking Thru My Heart" and "You Came to My Rescue." Shep Fields and orchestra.	7752—"Yearning for Love" and "Trumpet in Spades." Duke Ellington and orchestra.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3320—"Old-Time Waltz Medley: 'A Bird in a Gilded Cage,' etc." and "Sidewalks of New York," etc. Jimmy Carroll and orchestra.
3	86593—"Sing, Baby, Sing" and "The Milkmen's Matinee." Charlie Barnet and orchestra.	7750—"Let's Call a Heart a Heart" and "One, Two, Buffon Your Shoe." Art Shaw and orchestra.	25314—"My Kingdom for a Kiss" and "To You, Sweetheart, Aloha." Guy Lombardo and orchestra.	3327—"Hinky Dinky Parley Voo No. 2" and "Down on the Farm." Sweet Violet Boys.
4	86505—"The Way You Look Tonight" and "Never Gonna Dance." Shep Fields and orchestra.	7716—"A Fine Romance," Fred Astaire with Johnny Green and orchestra, and "The Waltz in Swing Time," Johnny Green and orchestra.	25409—"Copper-Colored Gal" and "I'm at the Mercy of Love." Fats Waller and orchestra.	3321—"Old-Time Waltz Medley: 'Alice Blue Gown,' etc., and 'Merry Widow Waltz,' etc. Jimmy Carroll and orchestra.
5	86576—"Copper-Colored Gal" and "Sing a Song of Nonsense." Dolly Dawn and orchestra.	7751—"I'm One Step Ahead of My Shadow" and "I Couldn't Be Mad at You." Ben Pollack and orchestra.	25422—"Easy To Love" and "I've Got You Under My Skin." Ray Noble and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
6	86548—"Trouble Ends" Out Where the Blue Begins" and "Me and the Moon." Shep Fields and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	25420—"Who Loves You?" and "Did You Mean It?" Nick La Rocca and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stamp." Henry (Red) Allen and orchestra.
7	86575—"A High Hat, a Piccolo and a Cane" and "You're Giv'ing Me a Song and a Dance." Tempo King and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25411—"St. Louis Blues" and "Clannet Marmalade." Benny Goodman and orchestra.	3322—"Nagasaki" and "Sugar-Foot Stamp." Fletcher Henderson and orchestra.
8	86606—"A Fine Romance" and "I Can't Pretend." Wingy Manone and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLango Orchestra.	25418—"Mama That Man's Here Again (O-Oh, Ye-A-Hi)" Part 1, and "Mama That Man's Here Again" Part 2. Ken Murray and Oswald.	3331—"Can't Read, Can't Write" and "Ramblin' Man Blues." Lil Johnson and Chicago Swingers.
9	86504—"Bye, Bye, Baby" and "Make a Believe Ballroom." Charlie Barnet and orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	25419—"Mickey Mouse's Birthday Party" and "Nursery Rhymes." Wayne King and orchestra.	3323—"Blazin'" and "What-Cha-Call-Em Blues." Fletcher Henderson and orchestra.
10	86594—"It's Love I'm After" and "You Do the Darndest Things, Baby." Charlie Barnet and orchestra.	7748—"Copper-Colored Gal" and "The Wedding of Mr. and Mrs. Swing." Cab Calloway and orchestra.	25406—"Love Me or Leave Me" and "Exactly Like You." Benny Goodman and orchestra.	3319—"Oh, Red!" and "Whip-pin' That Jelly." State Street Swingers.

2 NEW VICTOR RECORDS

That keep Turn-Tables Turning!

No. 25391 A
"You Turned the Tables On Me"
(From the 20th-Century-Fox film "Sing, Baby, Sing")
"Here's Love in Your Eyes"
(From the Paramount film "The Big Broadcast of 1937")
Benny Goodman and his Orchestra

No. 25415 A
"Floatin' Down to Cotton Town"
"S'posin'"
"Fats" Waller and his Rhythm
Maestros of money-making for you . . . Benny Goodman and "Fats" Waller! Everywhere they're tops in popularity, and always Victor records their latest hits. Above are their two biggest drawing cards of the moment. Keep them in your machines, and they'll keep your machines humming!

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QUALITY Reconditioned PIN GAMES

Very Specially Low Priced

Operators everywhere say our reconditioned games are the best on the market. We certainly spare no expense or trouble to make them the best. They are really rebuilt.

ALAMO	\$39.50	HOLLYWOOD	\$27.50
BALLY DERBY	65.00	JUMBO	34.50
BIG SHOT	32.50	PAMCO PARLAY, SR.	49.50
CHALLENGER	54.50	PEERLESS	49.50
DAILY LIMIT	29.50	PUT 'N' TAKES, Side Draw	11.50
DE LUXE "46"	22.50	RAINBOW	34.50
GOLD RUSH	14.50	RED SAILS	47.50
HIALEAH	49.50	SUNSHINE DERBY	34.50
		TROJAN	25.00

There are others on our complete list. Write for it. Terms: 1/3 with order, balance C. O. D.

ELECTRO-BALL Co., Inc.

Distributors 1200 Camp St., Dallas

MEN MACHINES

A recent tour of the Chicago factories revealed the fact that the coin-machine industry is going thru one of the busiest periods in history. In several instances it was conspicuously noticeable that additional space is needed to properly handle production. One factory official hinted that his company is looking at larger buildings and that before spring would be in larger quarters. Some factories are working night shifts and have stepped up production on certain types of machines from 50 to 250 per day. Photo-electric gun manufacturers are working capacity, so are phono factories, vending machines, marble game and practically every branch of the coin-machine industry.

Other Pacific visitors were Carl Angott, co-owner with Mike Angott of the Angott Coin Machine Company, Detroit, who planned in last week to negotiate for the district on Marksman; Sam Gentilich, of the Gentilich Distributing Company, New Orleans, who looked over the entire Pamco line, paying particular attention to the new payout machines and electric guns; H. Hurvich, of the Birmingham Vending Company, who reports the Birmingham territory has gone to shooting galleries; A. Makin and B. Myers, of the Strand Automatics, Ltd., London, and J. H. Winfield, Buffalo.

Ken C. Willis, traveling representative of the Pacific Amusement Manufacturing Company, Chicago, returned late last week from Los Angeles, where he visited his mother, who is seriously ill. While on the West Coast Willis surveyed the coin-machine field and stated that conditions are very favorable and that the trend is toward legal games.

J. H. Dimon Jr., of the National Agency, Columbus, Ga., spent the last two weeks in Chicago attending the Carbonators and Bottlers' Convention and visiting the various amusement-machine factories. Dimon is an extensive operator around Georgia and also operates the Nehi Bottling Company in Columbus.

Richard Grootchen, of the Grootchen Tool Manufacturing Company, Chicago, left early this week for a business trip thru Texas.

The steady increase in the price of cabinet machines is attributed by manufacturers to not only the numerous parts necessary but also to a scarcity of cabinets. With a general trend toward better business many furniture factories that made coin-machine cabinets during depression years have returned to the manufacturing of furniture lines. Another factor to consider in price is labor. A number of Chicago coin-machine factories have unionized, thereby increasing enormously the labor cost per machine.

The Bull Fight Room at the Sherman Hotel, so popular last January at the Coin Machine Show because of H. O. Evans & Company's surprise machine, promises to repeat this year. Evans company has another outstanding machine to be introduced at the show.

Percy Smith, of Exhibit Supply, sends the following extract from a London trade journal, which he says shows the skill factor in the Rotary Merchandiser:

Max Kenner, Lite-a-Line king, was a visitor at the Pacific's plant during the week. Kenner is of the Amusement Novelty Supply Company, main office at Elmira and a branch at Rochester. While Kenner's offices are around New York State, he does extensive operating in Washington and various parts of Pennsylvania. On his trip to Chicago he was accompanied by Sam Letsie, banker, of Elmira, N. Y.

"At the Guildhall on Saturday last the magistrate dismissed a charge brought by the police against Benjamin Rose, licensee of the Woolpack public house, Minorities, of keeping the premises as a common gaming house, where there had been installed a machine known as Rotary Merchandiser. Thomas Cross, the owner, was called by the defense to demonstrate the machine before the magistrates and, having succeeded in extracting a clock and petrol lighter out of six trials, the chairman, Alderman Warr, remarked that it had been clearly demonstrated that this was a game of skill and dismissed the charge."

Ben Palastrant, of the Supreme Vending Company, Boston, was also a visitor at Pacific, having arrived by plane last Monday. Before leaving Wednesday afternoon Palastrant had contracted with Pacific for the Marksman photo-electric guns. In addition to the guns line Supreme specializes in music machines.

EXCEL

ALL-WAYS look to LAZAR for the LATEST and BEST Money-Makers. EXCEL is sweeping the country as the greatest straight play pin game sensation in all coin machine history! Enclose 1/3 Certified Deposit TODAY—RUSH your order for EXCEL—We are READY WITH IMMEDIATE DELIVERY.



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REEL "21" \$23.75
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WE OFFER THE FOLLOWING SLOT MACHINE BARGAINS

SUBJECT TO PRIOR SALE.

3-1c Mills Q. T. Extra Good. \$30.00 Ea.	2-25c Pace Double Jackpots. \$35.00 Ea.
1-5c Pace Bantam. 27.50	4-1c Watling Rol-A-Top (Mystery Pay) 57.50 Ea.
3-5c Watling Double Jackpots. 27.50 Ea.	5-5c Mills Extraordinary (Mystery Pay) 57.50 Ea.
3-5c Duchess. 27.50 Ea.	2-5c Mills Blue Front (Mystery Pay) 65.00 Ea.
1-10c Watling Double Jackpots 30.00 Ea.	1-10c Mills Blue Front (Mystery Pay) 65.00
1-5c Cattle Double Jackpot... 25.00	1-5c Bally Reliance, Excellent condition 50.00
4-1c Mills Skyscrapers 27.50 Ea.	
2-5c Mills Skyscrapers 27.50 Ea.	
2-25c Watling (Mystery Pay) Cooseneck, Practically New. 60.00 Ea.	

SEE MAX or HARRY HURVICH

"GOLD DUST TWINS" BIRMINGHAM VENDING COMPANY BIRMINGHAM, ALA. 2117 Third Ave., No. Phone—3-2327

GUARANTEED NON-PAYOFF NOVELTY MACHINES

ACTION	\$ 5.00	GENCO RARE BALL	\$19.00	SCORE-A-LITE	\$ 8.00
ANGLE-LITE	5.00	GOLD MOAL	5.00	SIGNAL	3.00
BEACON	3.00	QUSHER	42.50	SENSATION	5.00
BOMBER	10.00	HIGH HANO	13.00	STAR-LITE	0.50
CRISS-CROSS LITE	5.00	HARVEST MOON	24.50	TIT-FOR-TAT	8.50
CRISS-CROSS, Plain	4.00	KING	7.00	TRAFFIC, Plain	7.00
CROSS COUNTRY	10.00	LUCKY STARS	\$2.50	THREE-IN-LINE	6.00
GHAM	16.00	MAD-GAP	22.50	TRI-A-LITE	8.00
OTTO	14.50	PIPPIN	5.00	TORPEDO	17.50
FLEET	4.00	REBOUND	3.00	TOTAL	14.50
				WIND-LITE	7.50

Machines Subject to Prior Sale. Write or Wire Order With 1/3 Deposit on Order Over \$10.00. Full Amount on Last \$10.00. GET ON OUR MAILING LIST.

H. & D. SALES CO., 410 North Gay St., Knoxville, Tenn.

Low-PRICED Shattering all value records!
 Watch for "HAPPY-DAYS"
 Genco's New Pin Game Surprise!
GENCO INC. • 2621 N. ASHLAND AVE. • CHICAGO



MARKSMAN TO NEW ENGLAND—Left to right: Ben Palastrant, Fred McCellan, Ben McDougall and Ken Willis talk over good points of the Marksman target machine. Palastrant is head of Supreme Vending Company of New England, and will distribute the machines in five States.

New Orleans

R. H. McCormick, local manager for Decca, returns from his usual territory trek with a broader smile than ever before. He reports all kinds of record-breaking biz from the Gulf up to the Middle South, his terminus. Phonograph ops everywhere are looking forward to the biggest season in their history, Mac avers.

Hank Friedburg, the "acting operator," is getting ready to rehearse for the local Civic Theater season of a half dozen plays, Hank being cast as leading man in at least half of them. Hank really does a fine character and has already been highly praised by dailies.

Harry Batt, territory distributor for International Mutoscope, partner with Pace and Pippitone in Dixie Coin Machine Company and owner of the B. & M. Sportland on the city's main stem, writes that he is prolonging his stay of two weeks at Hot Springs, taking the baths and finding plenty of time to plan for next season's program for his lakeside resort here, Pontchartrain Beach.

Charlie Phillips, head of the General Novelty Company, is busy these days planning the grand opening of the Liberty Theater here by the Mort Singer interests. Charlie, in addition to being one of the biggest machine ops in the Crescent City, has been advertising department head in this territory for Singer for almost a score of years. He plans to operate a large candy and soft-drink concession in front of the theater.

Following a shutdown of a short time for pin machines and slots in the heart of New Orleans, all kinds of games are back on location in the business section this week and ops report a pleasure-starved patronage quickly getting back to the habit of play.

Mel Mallory, of the Louisiana Amusement Company, reports a fine interest being shown by operators in Rock-Ola's new Rhythm King, which has been on display near the front door of the office for about two weeks and has attracted more attention, according to Mel, than anything he has displayed in the office before. "The beautiful sandalwood finish plus the flashing lights are a strong lure of the new machine," Mel says. "I believe that Rock-Ola has the sensation of the season in this grand Rhythm King."

R. S. Stivers, territory manager for the Buckley Manufacturing Company, in charge of the New Orleans office, is highly enthused over prospects for the winter season in Buckley's new Bones. "It's been a long time since a machine has attracted such a wide variety of players," Stivers says. "Everybody from bootblacks to millionaires is taking to this fascinating new dice game."

Where is Ed Stern, of Seeburg? Ed seems to have set some new kind of rec-



W. C. FITZGERALD, of Central Vending Company, Bloomington, Ill., snapped during recent visit to the Bally plant. He placed an additional large order for Ray's Track games.

ord by staying away from this city for more than a month. Odds are getting shorter every day that Ed will pop in at any moment now. It isn't possible that Memphis has outdone New Orleans as Ed's favorite haunt. Is it, Ed?

London Calling America

BROOKLYN, Oct. 24.—William (Little Napoleon) Blatt, president of Supremo Vending Company, Inc., had the thrill of being called to the transatlantic telephone this week when one of the leading London distributors phoned him about the new Excel pin game.

Blatt explained that it took only eight minutes to arrange the call and that the reception was just as clear as if he were calling someone in the very next room.

After talking with London for about 10 minutes he advised his friend there to call Daval Manufacturing Company, Chicago, and he made the arrangements for the call from this city. Connections were made within two minutes for the London distributor to talk with A. S. Douglas, of the Daval Manufacturing Company, Chicago.

Blatt explained that this is the second call in as many weeks he has received from London and reports that the transatlantic telephone is getting to be an important factor today in the sale of machines for foreign use.

Patent Conference Set

NEW YORK, Oct. 24.—Better patent protection and co-operation among the American republics is seen in the presence of a visitor from Havana. Dr. Juan Luis Rodriguez, executive director of the Inter-American Trade-Mark Bureau, with headquarters at Havana, has arrived here for the purpose of conferring with Secretary of State Cordell Hull; Dr. Rowe, director of the Pan-American Union at Washington, and the 21 representatives of the American republics. The subject of the conference will be the report that he is to present on the progress made on the protection of trade-marks and patents in the American republics.

The report is to be submitted for approval at the Inter-American conference to be held at Buenos Aires December 1, in which Secretary Hull is to take a leading part. Hull is president of the Pan-American Union by virtue of his office of secretary of state.

Dr. Rodriguez contends that the way to insure the maintenance of world peace is to remove trade barriers. The Inter-American Trade-Mark Bureau, of which all the American republics are members, seeks to remove friction in international trade, according to Dr. Rodriguez. Reciprocal trade agreements, such as Cuba has with the United States, is a potent medium by which commercial barriers are removed and good will between nations promoted, he declared.

Before returning to Havana Dr. Rodriguez expects to have an interview with President Roosevelt.

Dave Stern To Travel

NEWARK, Oct. 24.—Dave Stern, Royal Distributors, Inc., announces that he will go on the road about November 1 and will cover every town in the State. Stern believes that many operators who have not visited his offices are overlooking some of the best games on the market.

At present he is distributing the Daval line of counter games and the Northwestern merchandisers. In the products of these two companies he believes he has the steadiest and best money makers that the industry has had in many a day.

Henry Issuing Parts Catalog

PHILADELPHIA, Oct. 24.—Louis Henry, with headquarters in this city, is issuing free a new illustrated catalog of parts and supplies for all operators. This is believed to be the first time that an all-parts catalog has ever been compiled.

"EXCEL" ★ ★ ★ ★

IS THE BIGGEST MONEY-MAKER WE HAVE EVER FEATURED! ITS SUPERIOR CONSTRUCTION, EXTREME BEAUTY, THRILLING PLAY ACTION AND 'MAGIC BUTTON' FEATURE WILL BRING YOU THE BIGGEST PROFITS IN ALL HISTORY! RUSH YOUR ORDER TODAY! WE ENDORSE AND FULLY GUARANTEE EXCEL!"



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\$54.50
TAX PAID

ORDER TODAY ON OUR 10 DAY FREE TRIAL GUARANTEE
DAVAL'S RACES \$17.50 Tax Paid—REEL "21" \$23.75 Tax Paid

BANNER SPECIALTY CO., 1530-32 PARRISH ST., PHILADELPHIA, PA.

ROLL-O-MATIC, INC.

209-19 PARKHURST ST., NEWARK, N.J.

MANUFACTURERS OF "AMERICA'S BEST BOWLING GAME", THE "DE LUXE MODEL" ROLL-A-BALL, ARE NOW MAILING FREE 8 PAGE CATALOG TO HELP YOU TO BIGGER PROFITS! WRITE FOR IT NOW!

Eastern Chatter

David H. Braun, purchasing agent for Roll-o-Matic, Inc., took the long plunge October 18. Dave was married to Sylvia Garfinkel, of Elizabeth, N. J.

Ira Panes, now secretary of Mrs. Agid, of Reliable Vending Machine Company, is proving to be quite a popular gal with the operators.

Every time Nat Cohn or Irving Sommers, of Modern Vending Company, returns from a trip to the factories operators, jobbers and distributors drop in to find out what the manufacturers are ready to send in. This week the offices of Modern Vending Company were crowded from early morning until late at night with inquisitive visitors. Nat was all puffed up about the new rifle machine called Markman, which he is distributing for C. R. Kirk & Company.

Dave Robbins is quite chipper and full of smiles these days. Maybe Stoner is sending in a new novelty game.

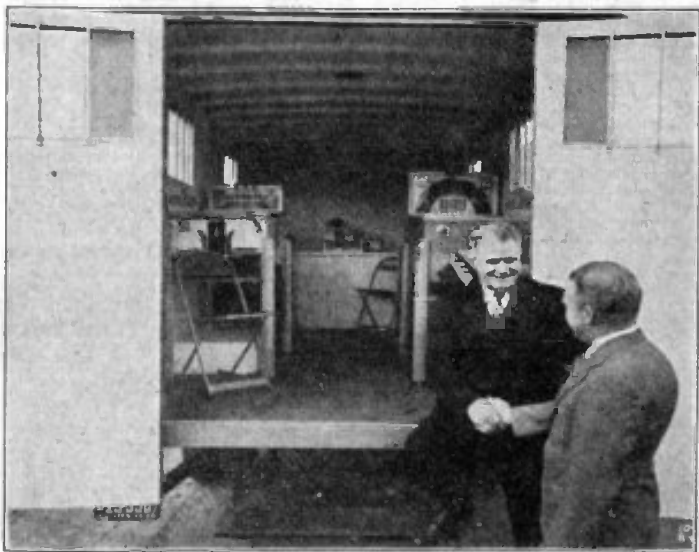
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GOOD SLIGHTLY USED TABLES.

DAILY RACES	\$30.00 Ea.
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DAILY LIMITS	30.00 Ea.
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YENDES SERVICE CO. 1813 West 3rd, Dayton, O.

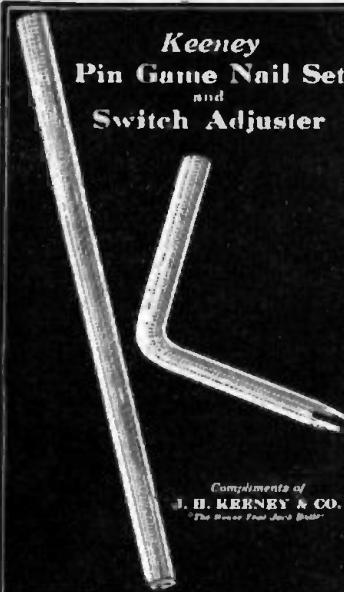
ATTENTION: Salesboard Operators
MERCHANDISE THAT IS DIFFERENT! FANCY OMMONIUM CHESTS FITTED WITH ITEMS ON 40, 50 AND 60-HOLE PUSH GARDS. CHICAGO OPERATORS NOW MAKING BIG PROFITS. 800 TO \$100 WEEKLY. WE ARE MANUFACTURERS.
STONE BROS., 800 Sibley, Chicago, Ill.



JIM BUCKLEY, general sales manager of Bally Manufacturing Company, bidding bon voyage to Art Garvey as the latter starts on a good-will tour among Bally's jobbers.

—SIDE LINE SPECIALS—
CARTOON BOOKS, \$1.25 per 100; RIMMIES, 25c Doz.; RUBBER GLOVE, 80c Doz.; Sand Cards, 30c Doz., etc., are just a few of the thousands of items listed in new catalogue of REO NOT SELLERS. Send 25c for 10 samples and Cat. or order from above. COMIC SPICY XMAS CARDS... over 100 different. My Bulletin listing of these and other Hot Xmas items is now in preparation. 25c brings it with sample. You deduct the 25c from your order.
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Pin Game Nail Set
and
Switch Adjuster



Compliments of
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FREE!
To All Operators Requesting It! Send Your Name and Address to
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2900 S. Michigan Ave., Chicago
"The House That Jack Built"



Trailer Shows Snacks Venders

BOSTON, Oct. 24.—Trimount Coin Machine Company, alert as usual to new trends in merchandising, has put into operation a silver dome trailer devoted solely to the sale of Snacks, three-column bulk vender, which has enjoyed unusual sales and distribution since its introduction in August, 1935.

The trailer is a blue and silver combination and is lettered to tell briefly the story of Snacks. There is a picture of Snacks painted upon the panels, and the whole effect is striking and attracts considerable attention everywhere.

The interior is fitted as a complete display room. Here are shown the various color combinations of Snacks. A complete variety of the various products to be vended are also shown. The construction of the machine and the working parts are shown in detail.

Dave Bond, president, and Mike Bond, general manager of Trimount Coin, are enthused with this new asset to their sales staff.

William Brown is the representative in charge of the trailer. He reports that there is no difficulty in having the prospect enter the trailer. The first problem of any salesman is to show his line and any reluctance upon the part of the operator is immediately overcome by means of the traveling display brought right to his door.

Since the introduction of the trailer the response has been so satisfying that Trimount Coin plans within the near future to equip all of its salesmen with this modern aid in selling equipment. A tremendous increase in sales has already resulted. Furthermore, the trailer has had the effect of interesting the location owner and making it much easier for the operator to secure desirable locations.

While the trailer idea is not new in the coin-machine field, Trimount Coin believes it is the first concern to make use of this idea in the special vending field and the first to send out such a complete and thoro display of one product. Just as Trimount Coin has created a new era in bulk merchandising as the originator of the modern design as exemplified in Snacks, so does the trade look to Trimount Coin Machine Company, one of the largest coin-machine distributing agencies in New England and the East, as the pioneer in new and unique ideas and methods in merchandising. Trimount Coin claims to be the first and still the only concern in the bulk merchandising field to offer to the operator fire and theft insurance for a period of one year.

Vending Machines Given Credit in Subway Report

NEW YORK, Oct. 24.—Vending machines figured in the income report by the Independent Subway System here. Earnings for the Independent city-owned Rapid Transit Railroad for the fiscal year ended June 30, 1936, totaled \$2,518,844 for the capital reserve fund.

This fund is drawn on to meet depreciation requirements and the interest and amortization on city debt incurred thru construction of the system. Cost of the Independent System as of last June 30 totaled \$696,943,947.

The system is comprised of 55.25 miles of subway route and 196.5 miles of track. In actual operation as of June 30 were 40 route miles, 108 track miles and 79 stations. Work has progressed on the uncompleted parts of the system, the report stated, to the extent that operation will be extended in Queens and on the Brooklyn cross-town line in the current fiscal year.

Revenues of the system for the fiscal year were \$12,194,982. Of that amount \$11,803,283 was realized from passenger fares and the remainder from news stand, advertising, vending machine and other concessions and rentals.

Knoxville Paper Weighs Benefits of New Meters

The spread of parking meters may serve to attract more popular interest in coin-operated devices as a mechanical convenience and may also give the industry more consideration as an economic factor. Autoists may raise "cain," but at least the parking-meter idea seems to be spreading far and wide. The Knoxville Journal editorializes on the benefits of the meters as follows:

"Considerable discussion has taken place in Knoxville lately as to whether or not our city should adopt a system of metered automobile parking on its busiest streets. City council has had the project under consideration for several weeks and it is to be hoped that its final decision will be to install the meters on a trial basis without charge to the city, giving the public a chance to test the system which has proved successful in so many other places.

"The Dallas Journal, in commenting upon the experience of that city with meter parking, cites that among the accomplishments of the first year of the present administration 'the installation of parking meters is to be placed at the top,' the benefits being listed as the city's revenue of \$140,000 from the system, the speeding up of traffic, the increase of parking space for short-time parkers thru the elimination of the parking-space 'hogs' who leave their cars at one spot for long periods of time, the decrease in double parking and greater ease of deliveries by truckmen and expressmen.

"The Journal also reports that 'the public response has been not only favorable but enthusiastic, and merchants on the three main downtown streets are the best advocates in the city for parking-meter operation.'

"As City Manager Dempster has pointed out, the right to park on the street is a privilege and not an inherent right given because of residence within the city.

"The manufacturers of one meter device have offered to install their product for a period of 90 days. If it should be found during that time that parking machines are not practicable in Knoxville they would be removed without any cost at all to the city. This scheme, however, promises to solve a serious situation of traffic congestion and it would be a mistake not to give it a trial."

Doehler Offers Exchange Plan on Preferred Stock

NEW YORK, Oct. 24.—Doehler Die Casting Company, famous in the earlier development of vending machine mechanisms and coin-chute devices, made the financial pages recently by a plan to retire outstanding preferred and preference stocks, offering holders the alternative of exchanging their holdings for common shares and cash. It is contemplated that at a meeting to be held soon the directors will authorize the call for redemption of all of the outstanding preferred and preference shares in accordance with the prospectus recently issued to cover an offering of additional common stock.

The company has outstanding 20,000 shares of 7 per cent \$50 par preferred stock and 7,980 shares of \$7 cumulative, \$100 par preference stock, according to a listing application for 74,231 additional common shares filed with the New York Curb Exchange.

Holders of the 7 per cent preferred will receive rights to exchange their holdings at the rate of three new common shares and \$17 cash for each two shares held. Holders of \$7 preference stock will be entitled to receive three new common shares and \$10 cash for each share held. There will also be a cash payment on accrued and unpaid dividends of the two senior issues. In the event the holders of preferred and preference stock do not elect to exchange their shares for new common stock they will receive the redemption price plus accrued dividends in cash.

Toy Pack for Venders Continues Big Sales

PITTSBURGH, Oct. 24.—B. D. Lazar Company reports that its special BD toy pack for the Master novelty vender is still clicking in big fashion. The toy pack combination contains more than 300 novelties which vend easily in the Master machines and is considered one of the best of its kind offered to the industry.

Ben Lazar states: "We are convinced that the majority of the operators want machines where they can get a continuous and steady profit income. Our BD special toy pack has attracted attention everywhere. Every day operators tell us they are again getting results because of the Master novelty vender with the toy pack combination.

"It looks like old times again. Operators are reporting big profits. The machines are selling as fast as we can equip them. Orders continue to pour in. The toy pack continues to grow in popularity and all we can say is that we are happy about the whole business.

Making Soap Dispenser

DETROIT, Oct. 24.—American Dispensing Corporation was recently organized by Russell Anger and A. A. Amlinger. Temporary quarters have been opened at 1029 Ferdinand avenue here. Anger is the head of the company.

Company is manufacturing a machine for dispensing soap in factory wash-rooms. Anger was one of the organizers and vice-president and production manager of the National Dispensing Company, from which he resigned to form his own firm. Amlinger is connected with the Advance Manufacturing Company of Detroit.

Anger has conducted experimental work on dispensing machines for the past seven years, and the machine which the American Dispensing Company is now manufacturing is of an entirely different type than any other on the market. One hundred and fifty of the machines are now in operation in industrial plants. National distribution is planned ultimately.

EMPIRE TOY & CANDY VENDOR
SENSATIONAL PENNY GATE!
The EMPIRE is equipped with our Patented Toy Vending Attachments. Vends Toys and Candies for 1c. Operator's Net Profit is over \$2.00 at each centing. Many EMPIRES empty 2 and 3 times weekly! Operate a "Business" of these Steady Money Makers! Remits Only \$11.00 for This Deal:
1 EMPIRE, 10 Penna Candy Coated Pennants, 2 gross assorted Toys, 1 Toy Display Frame, EXCLUSIVE EMPIRE FEATURES: Nitro-proof Coin Slot, Beautiful Chrome Finish Body, Yale Lock on Money Box, Same Machine Also Vends Salted Peanuts, Pistachio Nuts, etc. Write for Quantity Prices.
D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

UNQUALIFIED APPROVAL
By Leading DISTRIBUTORS
ORIOLE COIN MACH. CORPORATION.
Baltimore, Md.—138 W. Mt. Royal Ave.
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TID-BIT SHOP

EXTRA SPECIAL 1,000,000
Etched Double-Edge
RAZOR BLADES
First Quality, Reg. \$5.00 and \$6.00 Value
\$3.25 M. or 35c Hundred
MILTON D. MYER CO.
433 4th Ave., PITTSBURGH, PA.
50% Deposit With Order.

CLOSE-OUT SPECIALS
DEAL No. 1000—SHAVING CREAM, 10c
Giant, 8oz. Size; 10 BLUE STEEL BLADES and SYTTIO PENCIL, Cellulose Wrapped. EACH DEAL 10c
DEAL No. 1500—DENTAL OREAM, 10c
Giant Size with TOOTH BRUSH, Cellulose Wrapped. EACH MENTHOL INHALERS—10c
Tube, Dozen to Card, DOZEN 40c

NOW READY!
36-PAGE XMAS CATALOG
Featuring Xmas Cards, Electric Light Sets, Tree Bulbs, Tinsel, Wreaths, Gifts, Decorations.
LOWEST PRICES! IN THE COUNTRY!
25% Deposit With Orders.

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Headquarters For BINGO PRIZES
Large Variety of Useful Giftware.
Lowest Wholesale Prices.
See Me First.
J. C. MARGOLIS
912-920 Broadway, NEW YORK, N. Y.

CASH INCOME with TOM THUMB
Many have started with one Tom Thumb Vender, earned cash in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vender you have ever seen—13 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants, to Tom Thumb where mighty machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vender. We are first to meet the operators' requirements in a small merchandise. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes!
FIELDING MANUFACTURING CO. DEPT. 44. JACKSON, MICH.

BINGO

COMPLETE GAMES

Each Game Consists of:

1. A set of 10-ply heavyweight cards, printed in 2 colors.
2. Enough wooden discs to be used as markers.
3. A set of 75 wooden call numbers, printed both sides.
4. Master cardboard chart.
5. Directions.

Put Up in the Following Size Sets and Prices:

- 50 Card Set—Complete...\$ 2.50
- 100 Card Set—Complete... 3.00
- 300 Card Set—Complete... 13.00

Lightweight indelible Bingo cards for special games made up to 8,000 different combinations in pads and different sets. \$1.50 for 500 Cards.

1/3 Deposit, Balance C. O. D.

Write for samples and further information.

E. S. LOWE CO., 1123 Broadway, New York

N. Y. Times Sees Letup In State Tax on Sales

NEW YORK, Oct. 24.—Wave of State sales tax movements which started more than a year ago affected the coin-machine industry in various ways. The New York Times of October 19 sees increasing prosperity with accompanying decrease in unemployment and increased taxes from other sources as leading retailers to believe that the crest of State tax legislation may have been passed. This view is held despite the fact that another State, Louisiana, on October 1 put into effect a sales tax on so-called luxury products. It was pointed out that one-fourth of the 28 States which have adopted the sales tax have abandoned it. It is expected that in some of the other States which have adopted this form of levy it will be permitted to expire without renewal.

The rapid spread of the sales tax as a form of raising revenue featured the depression period and in part represented an endeavor on the part of legislators to raise emergency funds without adding to the heavy burden on real estate, it was pointed out. Some of the factors making for the situation have become less important from a State standpoint and legislators have become more responsive to the harmful effects of the levy upon trade. The experience of New Jersey with its sales tax definitely proved it a handicap upon retail trade.

Merchants regard the situation in New York as particularly important, and in some quarters the hope is entertained that the sales tax may be ended, although nothing of an official nature toward this end has yet come to light.

The same forces which are tending to lift the State sales tax may ultimately have some effect in the damming of the flood of anti-chain legislation which featured the last two years. Some 44 legislatures will be in session next year and it is anticipated that the chains will put up the strongest opposition in their history to further restrictions upon their activity. A factor affecting the probable course of new legislation is seen in the referendum to be put before the voters of California next month on the question of a tax of \$500 annually on each store over nine in the State.

Toledo Issues Rules on Use of Parking Meters

TOLEDO, O., Oct. 24.—Police traffic department here has issued a chart showing the location of 1,000 parking meters in the downtown section. Instructions on the working and use of the system were also issued. Meters will receive only one nickel at a time and this pays for a certain period of parking. Motorists would have to return to their cars at the end of each period and deposit another nickel. It was indicated.

Indicators on the machines will show how much time remains. A green indicator bobs up when a nickel is deposited. It remains up until the time is out. Then it drops, leaving the glass dial clear.

If a motorist pulls out of his space before the expiration of his time nothing would prevent another motorist from driving in and consuming it without the necessity of making a deposit, Captain Erwin explained. All automobiles left overtime will be tagged, he said.

When dials are clear in spaces where cars have been parked overtime that will be regarded as prima facie evidence against motorists occupying the space, he said, leaving the burden of proof on the motorist instead of the police as it was in the past.

Turns to Gum Venders

DETROIT, Oct. 24.—Frank Denton, operating as the A. & F. Vending Company, has sold out all his peanut-machine routes and is concentrating on gum venders at the present time. He also has a number of scales in operation. Denton is planning to expand the routes of gum venders, which he finds a pleasant and profitable type of machine to operate. "The gum vender is a popular type of machine with the general public," Denton said. "For that reason there is less chance of loss from machines keeping their contents too long so that they become stale or for other reasons. The machines are cleaner to operate and I think there is more money in this type of operation." Denton is specializing in Stewart & McGuire machines.

Gene Austin, newly appointed distributor for the Pack-It Shops of America, is also one of the newer operators in this field here. He is establishing a route of 100 machines in the northwestern part of the city, in what should be one of the best sections of Detroit for this type of operation. Gasoline stations, garages, small manufacturing establishments and similar locations will be utilized chiefly in placing the machines.

Austin has been planning to go into business for himself for several years and is taking this opportunity to establish his own independent business. He was formerly in the army at Fort Douglas, Salt Lake City and now holds a commission as second lieutenant in the reserve.

Tid-Bit Shops are obtaining the unqualified approval of prominent distributors all over the country. Coinsworth Corporation of Newark, the Maurer Manufacturing Company of New York and the Oriole Coin Machine Company of Baltimore have become distributors of Tid-Bit Shops and Tid-Bit products of the Venitor Corporation.

Cigaret Output High

WASHINGTON, Oct. 24.—Bureau of Internal Revenue released its September report showing that production of cigarettes reached the second highest monthly level on record in September.

Total output was 14,341,833,483 small cigarettes, based on sales of tax stamps, compared with 13,430,194,483 in August, an increase of 6.7 per cent, and with 10,774,083,390 in September, 1935, a gain of 33 per cent. The all-time high record was established July of this year when output was 14,801,028,247 small cigarettes.

Large cigar output last month also increased, reaching the best level for any month since October, 1935, and was the largest for September since 1930. Production was 489,293,034, compared with 445,975,327 in the preceding month and 430,058,624 in the same month last year. A total of 3,233,843 pounds of snuff were produced in September against 2,741,396 in August and 2,804,755 in September, 1935.

Small cigar output amounted to 14,193,506, compared with 14,317,800 in September last year.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel. COLUMBUS 2770. Cable address: "WATLINGITE" Chicago

BLAPAK

This Sensational New Four-Purpose Sales Item!

BLAPAK is a Blade Holder and Dispenser—a perfect time-saver, an ideal used blade receptacle, and in its various applications.

Comes in six striking colors, packed 12 to 24 in. in six Salesman Display Cases, Aventa, Salesboard Operators, Demonstrators, all Premium Users are cleaning up. Write for complete particulars and prices.

SALESBUREAU—Write today for all details about this sensational item. It means big money for you.

LIONEL RAZOR BLADE CO.,
112 W. 18th Street, New York, N. Y.

YOU NEED THESE TIMELY MONEY GETTERS

Flashy, Large, Needle Book, 90 Needles, Barber and Threader, Doz. 60c; Gr. 50.00. PERFUME, de luxe 3-Piece Boxed Combination. Rare Value. Doz. \$2.40. Gross \$27.00.

XMAS CARDS—OUR 24th SEASON

- No. 15—Pack of 8 Cards and Envelopes, Ea. . . 5c
- No. 33—Box 12 Cards and Envelopes, Ea. . . 8c
- No. 48—Box 24 Cards and Envelopes, Ea. . . 15c
- No. 50—Box 10 Folders and Envelopes, Ea. 12 1/2 c

Samples at wholesale, postage extra. Quantities 5, 0, 5. New York, deposit required on all C. O. D. orders.

OHAS. UFRY PRODUCT DEPENDABLE
10 East 17th St., New York
Establish 1913.

FREE SAMPLE CASE

Write for Details:

- 1. SNAPPY XMAS CARDS, Sample, Assorted, Prepaid 25c
- 2. BOXED XMAS CARDS, Assorted, Sample, Assorted, Prepaid 55c
- 3. TURKEY CARDS, Sample, Assorted, Prepaid 40c
- 4. SLADE CARD, 20 include postage, 75c
- 5. GROSSELINE Goods, 75c

19-BOX ONOCOLATE DEAL A SALESBOARD, YOU \$5.25. Brides \$28.00.

Handsome Cellaphaned Boxes. High Quality. Hand Rolled.

25% Dep., Bal. since O. O. D.

CHAMPION SPECIALTY CO.,
314-J CENTRAL STREET, KANSAS CITY, MO.

BEAUTY-GLO SIGNS ARE TOP!

New Original, Sparkling Flashy attention getters. Retail sells at \$2.00. Big demand. Thousands of merchants buy them. "Beauty-Glo" 14x11 1/2 Xmas Signs outsell all others. Send \$1.00 for 13 starters, bring you \$3.25 in an hour. 24 for \$1.50. No free samples. Big Variety of Outstanding Designs.

AD-DISPLAY PRESS, Baltimore,
547 First Street, Louisville, Ky.

BIBLICAL SIGNS

Every Home, Church, Sunday School, Hotel bids a smiling (imagine) SPARKLITE. Mottoes, Large selection for all Occ. (In 10c Lots). Sell for 25c—40c. Profit. Mail 10c for SAMPLE and 2-way "Bible" order Blank. Address: SPARKLITE, 7003 Exchange Ave., Dept. 191, Chicago.

TURKEY CARDS

75 Punch, Oct. 25c; \$6.50 per Doz. 100 SPARKLE CARDS \$7.50 per Doz. COMIO XMAS CARDS, 8 grades, over 200 different Cards, over 200 different Cards, over 200 different Cards.

FUNKY JIFFY CIGARETTES . . . A scream when the victim smokes one. Do in Box. Best price \$1.00. SPARKLE CARDS . . . SURE FIRE seller, \$1.10 Box 25. GO OUT (Wind) Matches, 50 to box, 25c Doz. box. COMIO DISGUISE KIT, complete set in box, \$1.25. Complete set, Flash, Mouthpiece, Hinge, etc. Marvellous Seller . . . Per Dozen, \$1.75; other Sets at 75c, \$3.25 and \$7.20 per Dozen. An assortment of 50 Fast Selling Tricks, JOKEs and Puzzles, with Cigarettes, etc. \$2.00. MAGICK BOX. MIZELLY CORPORATION, 130 Park Row, New York.

Send your correspondence to advertisers by mentioning The Billboard.

Vitamins in Soft Drinks

CHICAGO, Oct. 24.—Now that vending mechanisms are used to vend Coca-Cola and other bottled beverages, the advertising value of vitamins in soft drinks will be of interest to operators considering the drink vending field.

The American Bottlers of Carbonated Beverages in convention here heard reports on the injection of vitamins into soft drinks as an actual business accomplishment. It will be a sales and advertising aid, the bottlers were told.

Introduction of vitamin C in fruit juices was viewed by the bottlers' chemists as helpful in prevention of scurvy, rickets and dental disorders. Vitamin B1 when added to root beer was credited with assisting digestion and guarding against certain troubles by providing properties present in cereals, eggs and yeast.

An indication of the enormous bottling business of the country was given in the exhibits of many large and complicated machines, one of which cleans, fills, caps and labels 7,800 bottles per hour. Per capita consumption of soft drinks on the basis of an estimated population of 127,000,000 was placed at 91 bottles annually.

Adoption of streamlining designs and the use of stainless steel was a noticeable development in the bottlers' machinery at the exposition.

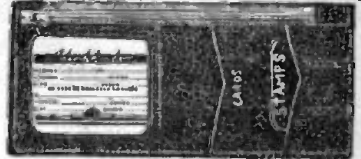
Ball Gum Vender Makes Strides in Big Sales

BROOKLYN, Oct. 24.—Since the inauguration of a campaign on the OK ball gum vender in *The Billboard* three weeks ago, D. Robbins & Company has been swamped with inquiries and orders.

"During the many years that I have been advertising in *The Billboard*," relates Dave Robbins, "I have never had such a ready response to any machine as I have had on the new OK Vender. Not only have replies been received from all parts of the country, but also a cable from Belgium requesting additional information on quantities."

Robbins claims the OK Vender has struck the fancy of the operator because he can earn large profits with a small investment.

TIMELY! MONEYMAKERS!



Genuine Leather ZIPPER BILLFOLD \$3.50

Absolutely matches—a Billfold at this low price with these features, made of GENUINE LEATHER.

Has genuine Talon Zipper protected long currency pocket; open face identification space, 3 card pockets, removable leather stamp holder, rich looking black grain leather effect and brings fine grain effect, individually boxed. A whirlwind gift seller.

DEALERS: Write for new circular featuring 8 pages of Leather Goods Gift Items at new low prices.

HARRY PAKULA & CO.,
5 North Wabash Ave. CHICAGO, ILL.

WHAT DO YOU NEED?

BORLAB

PRDUCTS

LOW PRICE QUALITY FIRST

DEMONSTRATORS, PROMOTERS, AGENTS, CANVASERS, SALESMEN

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

Write Today for FREE CIRCULARS on Cosmetics, Cleaners, Polishes. Write us your needs!

LARGER QUARTERS TO SERVE YOU

New Address:
42 W. 33d St., New York City

CRYSTALS

Popular Again Big Profits

Complete Line, Large Variety, Lowest Prices. New Colors. Latest designs. BINGO, BIRTH-DAYS, LADIES, HARRINGTON, CIGARETTES, etc. Fast Sellers. Send \$2.00 for 2 Dozen Samples.

LA MODE BEAD & NOVELTY CO.,

RADIO AMUSEMENT CORPORATION
 Managers of Schork & Schaffer
 POPULAR AMUSEMENT ESTABLISHMENT
 1640 BROADWAY
 New York Oct 31 1936

George Ponsler Co. of N. Y. 150.
 1140 Broadway,
 New York City, N. Y.

Asst. Leslie D. Anderson
 General Sales Manager

Customers:

We are pleased indeed to tell you of the success we are having with Genco's Bank-Roll, three of which we are operating in Hubert's Museum, at 42nd Street just off Broadway, in this City.

You will be pleased to know that the Bank-Roll is in excess of those of the other games in this location. In other words, Bank-Roll seems to pull five nickels to every one which is put from the other machines.

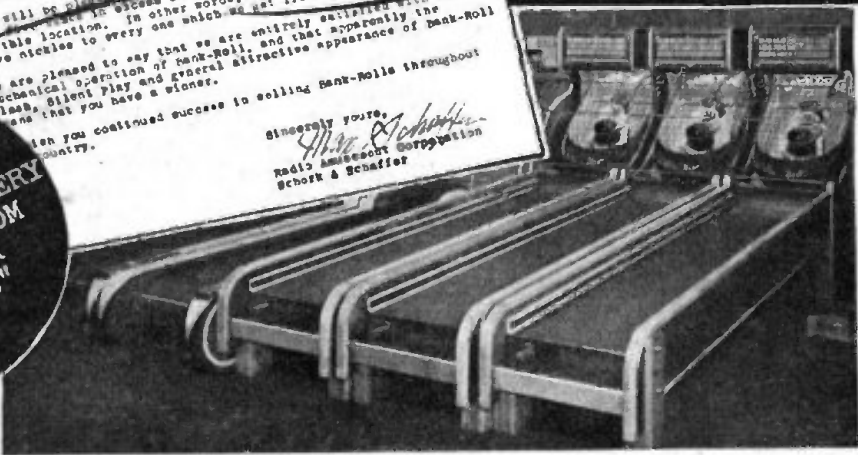
We are pleased to say that we are entirely satisfied with the mechanical operation of Bank-Roll and that apparently the flash, silent play and general attractive appearance of Bank-Roll are what you have a winner.

When you continued success in selling Bank-Rolls throughout the country.

Sincerely yours,
Leslie D. Anderson
 Radio Amusement Corporation
 Schork & Schaffer

WHEN THEY'RE SIDE BY SIDE ON LOCATION...
...that's when you find out that—
Genco's BANK ROLL
OUT-PULLS OTHER GAMES 5 TO 1

"BANK ROLL P-U-L-L-S 5 NICKELS TO EVERY 1 WE GET FROM THE OTHER MACHINES"



This actual UNRETOUCHED location photograph taken at Schork & Schaffer's world famous "Hubert's Museum" on 42d Street and Broadway, New York, shows BANK ROLL with other bowling games—YET—Schork & Schaffer REPORT that BANK ROLL takes in 5 TIMES MORE MONEY than other bowling games! That's WHY it PAYS TO BUY THE BEST Bowling Game—BANK ROLL.

READY FOR DELIVERY in 3 Sizes: 10", 11", 8", 12", 8"

FREE BANK-ROLL
 Write TODAY for Details as to How You Can Own a BANK ROLL Absolutely Free!

BANK ROLL LEADS 5 TO 1 BECAUSE IT HAS FLASH! . . . ELECTRIC LIGHTS! . . . EASY PORTABILITY! . . . MECHANICAL PERFECTION! . . . AND MANY OTHER REASONS TOO NUMEROUS TO MENTION HERE!

GEORGE PONSER CO., INC.
 N. J. OFFICE: 11-15 East Runyon St., NEWARK, N. J. • SALES OFFICE: 1140 Broadway, NEW YORK CITY.

FINANCE PLAN
 Enable You To Get BANK ROLL on Terms You Can Easily Afford!!!

WE SELL TO SELL AGAIN

FLICKER \$80.00	NANMOTH \$27.50	DIAMOND MINE . . . \$49.50
CHALLENGER 65.00	FORTUNE 10.50	LEATHERNECK . . . 52.50
CREDIT 50.00	HIT OR MISS 8.00	TEN GRAND 35.00
BONUS 47.50	RAMBLER 35.00	SUNSHINE GABE . . . 35.00
PANCO CHASE 55.00	PANCO Pacification . . 100.00	BALL 60.00
VELVET Like New . . . 85.00	HIALEAH 50.00	ODDULE SCORE . . . 35.00
BIG RICHARD 30.00	MULTIPLE 58.00	HOLLYWOOD 27.50
JUMBO 35.00	ROUNDUP 55.00	GRANDIDA 19.00
PEARLESS 40.00	TOP ROW, Large 40.00	PUT A TAKE 9.00
PANCO BALLOT 60.00	WESTERN RAGES 57.00	BAMBONO 55.00
GRAND SLAM, like new 42.50	Mystery 87.00	GOLDEN HARVEST . . 35.00
PROSPECTOR 28.00	FLYING HIGH 57.00	50 GRAND 18.00

We have these New Games in stock. One Better, Dorby Day, High Card, College Football, Top 'Em, Baratoos, Belts, Diamond Mine, Grub Stake, Polky, Skill Roll, Bank Nits, Hold & Draw, Red 21, Real Race. Write for our prices. We take trade in.

VEECH SCALE CO., - - - **Decatur, Ill.**

USED SLOT MACHINES!

5c Mills Blue Front Bells \$57.50	5c Mills Dbl. J. P. Bells, recondi- tioned, excellent condition . . . \$35.00
10c Mills Blue Front Bells 60.00	10c Jennings Single Jack Pot Rock-Dia Fronts 22.50
25c Mills Blue Front Bells 62.00	1c Watling Twin Jackpots 27.50
5c Mills Skyscraper Mystery Bells 47.50	1c Mills Juniors, Silent 15.00
5c Mills Skyscraper Bells 42.50	5c Bally Reliance (Dico), latest nearly new 55.00
5c Mills Escalator Front Venders . 40.00	Mills High Boys (Music), per- fect condition 57.50
5c Mills Wolfhead Bell, Factory	New Jennings Chiefs. Write for prices.
Rebuilds 40.00	
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.
 1312 FARNAM STREET OMAHA, NEBRASKA

Ex-Marine Says Seeburg Ray-o-Lite Is Standard

NEWARK, Oct. 24. — Dave Stern, of Royal Distributors, Inc., ex-Marine of the 10th Regiment, First Company, U. S. M. C., says that "the only ray gun that approaches the regulation Marine rifle is the Ray-o-Lite." Stern was formerly a corporal in the Marines and enjoys chatting on experiences of the old days.

"When I became interested in the new ray guns I first tested them for marksmanship as I would in the corps. Having won a medal in sharpshooting, I know something about rifles and I was interested to see how close the coin-machine manufacturers came to understanding regulation sights, weights, stocks and barrels.

"I was much surprised to find that most of the guns did not take these things into consideration, except for the Ray-o-Lite, which I find closest to United States Army regulations. I have therefore signed for the distribution of the Ray-o-Lite in my territory, where I

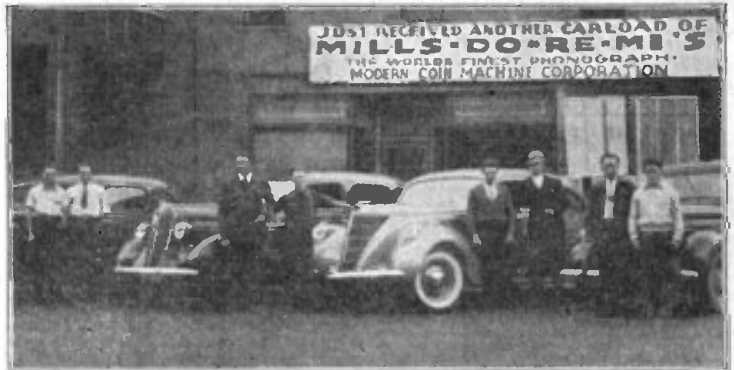
believe it will prove the most popular of all the ray guns.
 "Any former army men who use the gun will also instantly recall these regulations and will agree with me as to the gun itself."

Stern has been doing a great job of distributing games in this city and throughout the State and feels that the addition to his present line of the Ray-o-Lite assures his customers of the best in the field and gives the firm a complete line-up of machines.

Forney Sells Interest In Buffalo Novelty Co.

BUFFALO, Oct. 24.—Frank L. Forney has sold his interest in the Forney Novelty Company here to A. M. Johnson, well-known amusement arcade man of Western New York.

Under the management of Barney Zahm, company will undergo a complete reorganization, including a change in the firm name. Zahm is well known to coin machine men as "Buffalo Bill."



TALKING IN CARLOADS—Modern Coin Machine Corporation, Benton Harbor, Mich., displays big sign of arrival of Do Re Me phonographs. Mynor Harlan (fourth from left) is general manager. Frank Oakes (wearing hat), represents the Mills Novelty Company.

HAPPY DAYS Are Here Again!
 Coming . . . THE LOW-PRICED PIN GAME SURPRISE
GENCO, INC. 2621 N. ASHLAND AVE., CHICAGO, ILL.

Exhibit Speeding On New I-Shotters

CHICAGO, Oct. 21.—Exhibit Supply Company plant is humming these days in turning out two new one-shot table games. Leo J. Kelly, sales manager, shows collection reports and orders for the games that indicate the success of the games.

According to Kelly: "Giant Movie Bank and Trap Lite are large, massive, 50x25-inch games. They are a long stride from early days of the industry when pin games could be carried under the arm and the metal stand was extra equipment. The man who said the pin-game business is the fastest moving industry in the world certainly made truthful statement.

"Think of spending \$8,000 to tool up on a single game and then think how hazardous a business is manufacturing. Rarely will you find a group of men with such true commercial courage as the coin-machine manufacturers. Many operators imagine they take all the chances, but after viewing experimental scrap heaps in factory after factory one will be inclined to cheer for the ability of the manufacturer to take his gigantic losses without a murmur. Game prices are up, they cost money these days, but after all everyone knows that a game that makes money really doesn't cost anything. How can anything be expensive and profitable at the same time?

"Giant Movie Bank has mystery changing odds. Every time the game is played new odds appear from 10 cents to \$2. Any hole on the board will pay the odds indicated. The big feature of the game is the automatic accumulating bank jackpot. With every 200 plays this bank increases \$2.

"Of course, if the player makes the Bank Holes on the board three times in succession the bank is automatically paid and the process of accumulating starts over. The bank can reach a top of \$42. Another feature that should create a lot of thrills for the players is the \$2 that comes to the player upon putting two balls in succession in the bank hole and then put the ball the next time into a payout hole. It makes no difference if the odds show only 10 cents, out comes the \$2. To clear this up a bit you should know that the ball shot thru the Bank Hole returns for free play.

"Trap Lite appears to be a game entirely new and different. Falling traps light up lights that set up the payout odds. Looks like the player will get a lot of amusement from this game. Both Trap Lite and Giant Movie Bank come complete with ticket unit so that the operator is prepared to operate on checks, money or tickets. Check separ-

Wedding Bells

Frank Coffee, for many years popular service man for Stirling Service, at Rocky Glen Park, Scranton, Pa., was married October 21 to Betty Carruthers. There was no special announcement; they just sneaked away and were married. As usual, Frank's Sunday morning was interrupted by eight service calls. An operator's life is a hard life. However, here's wishing the young man all the luck in the world.

rator furnished also, all at one standard price.

"Yes, the coin-machine industry moves fast. Even the workers at the factory tasks assembling these games seem to be filled with that enthusiastic tension that has pushed our great industry to the top in spite of unusual handicaps. It's great visiting these coin-machine plants. If you've never visited Chicago plan to do so soon and then by all means go visiting and see all the manufacturers and what they are doing for you."

Stresses Utility of New Shoot-a-Lite Ray Device

CHICAGO, Oct. 24.—"After pioneering coin-operated photo-electric cell machines you could naturally expect us to run out something new and different in an electric eye rifle target machine and we've done just that," said Leo Kelly, sales manager of Exhibit Supply Company, recently.

"This is one time," continued Kelly, "when the pioneer comes into his own. Usually the pioneer blazes the trail and along comes the other fellow and cashes in, but this time we're out in front. Our new rifle target machine will be produced at a price that every operator can afford. We can produce our machine at low cost because we have no expensive experimenting to do. We have no special tools nor dies to make. We have them all made and have already charged them off in the production of our other type photo-cell machines. We were ahead of the market by about a year, so we have a year's start. The operator is the winner along with us because Shoot-a-Lite is not only priced low, it is perfect mechanically and a proven money maker.

"Shoot-a-Lite can be used everywhere because it takes up but little space. We furnish it with adjustable pedestal so that it can be adjusted for proper height to suit the location. If the pedestal cannot be used Shoot-a-Lite can be hung on the wall or suspended from the ceiling. There are moving targets that are new and different and we intend to furnish various new target themes from time to time so that operators can be sure of top income at all times."

ALL OPERATORS IN NEW YORK NEW JERSEY AND CONNECTICUT are invited

TO ATTEND THE BIGGEST CELEBRATION AND PARTY IN EASTERN COIN MACHINE HISTORY AT THE FORMAL OPENING OF NEW YORK'S MOST SPACIOUS COIN MACHINE SHOWROOMS! " " "



Joe Fishman

JOIN HANDS with **JOE and AL** FOR THE BIGGEST SUCCESS IN HISTORY



Al. Schlesinger

REMEMBER THE BIG DAY SATURDAY, OCT. 31st!

MEET JOE AND AL IN NEW YORK'S MOST SPACIOUS SHOWROOMS!

FISHMAN — SCHLESINGER DIST. CO. 682 BROADWAY | GRAMERCY 7-5280 | NEW YORK

ONLY THE BEST MONEY-MAKERS, From H. G. Payne Co.

EXCEL RACES The Greatest Non-Payout Pin Game in History only — Tax Paid. **\$54.50**

A real Money-Maker in ANY LOCATION! Tax Paid. **\$17.50**



RUSH YOUR ORDER TODAY!

H. G. PAYNE CO.
312-314 Broadway
NASHVILLE, TENN.

ROLA-SCORES \$179.50

BOLOS	\$ 54.50	EXCEL	\$ 54.50
DAVAL'S RACES	17.50	GROETCHEN'S "21"	24.75
TURF CHAMPS	137.50	GROETCHEN'S HIGH STAKES	24.75
FIVE USED GAMES (Your Choice)\$25.00			

Q. T's. New and Used. All Types of New and Used Equipment. Jobbers Write for Quantity Prices.

LEHIGH SPEC. CO., N. W. Cor. 2nd and Green Sts., Philadelphia, Pa.

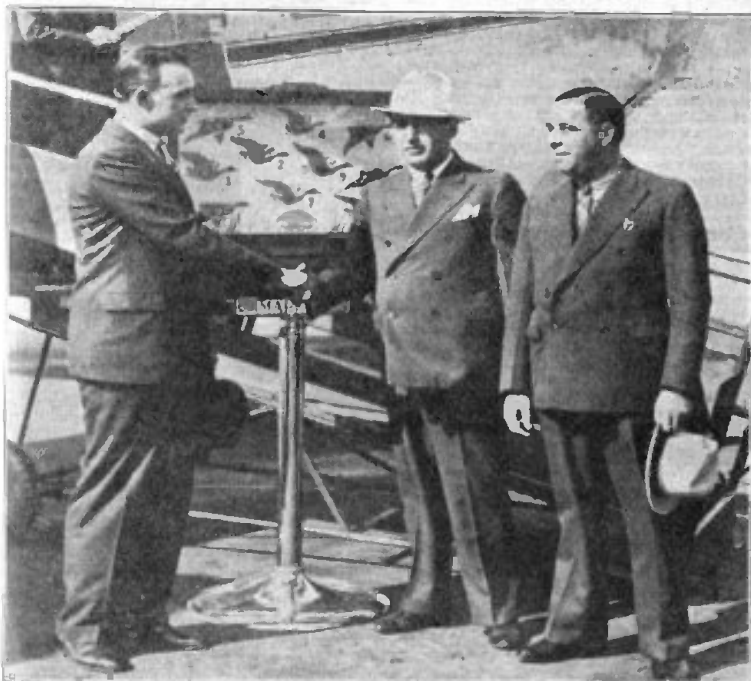
MONARCH—THAT'S THE NAME

REMEMBER IT FOR EVERY GAME!

PIN GAMES		AUTOMATIC PAYOUTS	
ACTION JR.	\$ 4.00	GOLD RUSH	\$17.50
CATTLELITE	6.00	REPEATER	32.50
ROCK-OLA 21	6.50	RAFFLE BALL	29.50
ANGELITE	6.00	CARIOQA	15.00
ROCKLITE	6.00	JUMBO	40.00
ORISE GROSS-LITE	6.50	ROCKET	8.50
KINGS	7.00	PANCO PARLAY SR.	50.00
TRIALITE	7.00	EXH. FOOTBALL 10 b.	20.00
BIG GAME	8.00	PUT & TAKE, FL, OOP	13.50
TIT FOR TAT	8.00	WANGO	12.50
3 IN LINE	8.00	RAPID FIRE	17.50
HOMESTRETCH	12.50		



Sportsman, Visit Late... \$11.00 Golden Harvest... 37.50 Sunshine Derby... 45.00 Write for Latest Price List, Just Off the Press. MONARCH COIN MACHINE CO., 2304-08 Armitage Ave., Chicago, Ill.



FLYING MARKSMAN TO NEW YORK—G. R. Kirk (left), manufacturer, bids bon voyage to Irving Semmers and Nat Cohen, of Modern Vending Company, New York, as they take off from the Chicago airport.



CROWDS

PLAY IT EVERY MINUTE OF EVERY HOUR OF EVERY DAY

Mutoscope's

"BOWL-A-GAME"

(TRADE MARK)

Beautiful! Durable! Practical! Different! Scientifically constructed with every feature for correct bowling ACTION! Absolutely SILENT in operation—1/4" felt base under cork carpet. Special adjustable slope arrangement for easy or hard scoring! CHEATPROOF—no more than 9 Balls to a game! Free Play feature! Unique in the fact it is THE bowling game with perfect MECHANICAL TOTALIZER! "BOWL-A-GAME" is intelligently constructed with a complete understanding of the operator's needs backed by 41 YEARS' EXPERIENCE building de luxe coin operated devices! Not only a BETTER mechanism, but so SIMPLE even a child can understand it! "BOWL-A-GAME" is the ONE PERFECT, 14-Foot, Portable GAME FOR OPERATORS!



EASY PAYMENTS TO RESPONSIBLE PARTIES I

IF YOU HAVEN'T "BOWL-A-GAME" ON LOCATION - YOU'RE LOSING MONEY! WRITE, WIRE, OR CALL TODAY—BUY THE BEST—BUY "BOWL-A-GAME"!!

WORLD FAMOUS SINCE 1895

INTERNATIONAL MUTOSCOPE REEL CO., INC.

516-20 WEST 34th STREET, NEW YORK



TURKEY SPECIAL BARREL

FASTER ACTION THAN SALESBOARDS.
FASTER ACTION THAN PUSHCARDS.
Sells 25 Turkeys and 96 Trade Awards at 10c a Coupon.
Earns \$56.00 on a \$3.50 Investment.
Also Made To Sell at 5c per Coupon and Sell 12 Turkeys.
With a Profit of \$28.00.

SAMPLE BARREL \$3.50 F. O. B. PEORIA

Remittance With Order. Specify 5c or 10c Label.
Special Quantity Price to Operators for Refills.

GAM SALES COMPANY

1321 South Adams Street, Peoria, Ill.

Expansion Program Started for Arcade

DETROIT, Oct. 24.—Harry J. Conn, proprietor of Roy's Arcade on Michigan avenue, one of two arcades now operating in Detroit, is beginning an immediate policy of expansion for his location. Now under way is the construction of a new photograph gallery, which will be equipped to handle pictures up to 8 by 10 inches in size. Popular demand has been so great that the larger sizes must be installed instead of the miniature equipment formerly available.

The shooting gallery has been considerably improved and new rural scenery has been installed, greatly improving the appearance of the arcade. A number of special novelty guns have been bought for the gallery, such as one with a telescopic sight. Players who are thru shooting are given these special guns and they usually take at least one more round just for the sake of trying out something new.

A special short range has been set up at about eight-foot distance, with special targets, cards to be shot thru a small space to win a prize or a series of matches, which must be lighted by a shot to win a prize.

New machines are being added, including a number of animated game machines. Controlled to operate for 1 cent, these have already proved some of the best attractions in the arcade, Conn said. Golf and football machines are the leaders among these new ones.

Some of the best patrons of Roy's Arcade the past summer were members of the Detroit Tigers. They frequently go along this way on their way to the ball park and stopped in especially before and after the training periods in the mornings. They tried out many of the machines and the shooting gallery almost daily, being great patrons of the various amusement attractions. In addition they drew a large crowd to the arcade.

Wichita, Kan., was in the city the greater part of the week looking over Rock-Ola products.

Hilligoss exhibited coin machines at the Kansas State Diamond Jubilee celebration, held at Wichita October 7 to 17, one of the few times coin machines have been exhibited for advertising purposes at an exposition. He reports the exhibit was very successful; that many operators from the territory spent a great deal of time at the exhibit and made purchases and that the exhibit likewise was successful from the standpoint of player appeal.

On exhibit in the Hilligoss booth were Rock-Ola's Tom Mix Radio Rifle and the Rock-Ola phonograph. Of the gun he stated that from 50 to 100 persons were constantly around it watching and waiting for a turn to shoot. He also reports that the gun took in \$8 per hour during the rushes.

Before the end of the jubilee the celebration officials said that the coin-machine exhibit was the best patronized booth at the show. The booth, a 20 by 40, was neatly dressed and so arranged as to have the effect of a sportland.

RUSH US YOUR ORDER

FOR DAVAL'S RACES

ON OUR 10 DAY FREE TRIAL GUARANTEE!
DAVAL'S RACES IS ENDORSED BY "VEMCO"! IT'S THE BEST THAT MONEY CAN BUY!

ONLY \$17.50
TAX PAID 4-WAY PLAY 1/3 Deposit With Order



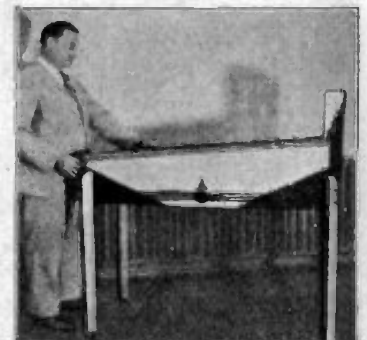
RUSH YOUR ORDER NOW FOR
REEL "21" - - \$23.75
EXCEL - - - - 54.50

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

When Writing to Advertisers Mention The Billboard.

Hilligoss Exhibited At Kansas State Show

CHICAGO, Oct. 24.—C. G. Hilligoss Jr., of the company bearing his name in



CARL TRIPPE, of Ideal Novelty Company, St. Louis, looking 'em over at the Folly plant during a recent visit in Chicago.

Registration in Advance for Show

CHICAGO, Oct. 24.—The management of the 1937 Coin Machine Show called the attention of operators this week in a special announcement to the new plan of registration to be observed during the 1937 show. At all previous shows registration of operators and others was made at the registration desk, Hotel Sherman, at the time of arrival.

All who requested admission to the show, regardless of who they were, were given a season pass, which entitled them to view the exhibits, also partake of the exhibitors' hospitality.

Due to the fact that no restriction was ever placed on the admissions, everyone who requested a pass was given one, no questions asked. Consequently a lot of chiselers, lounge lizards, bar flies and what not who have no connection with our industry gained admission to the show, also the exhibitors' rooms. The only thing this type of person was interested in was to mooch a few drinks, and after getting their tanks filled to get boisterous and try to take off the part of big shots.

In order to overcome this evil admission to the 1937 Coin Machine Show will be special registration only.

All operators who plan to attend the annual convention must make written application for admission tickets prior to the show. Send requests for admission tickets to the National Association of Coin-Operated Machine Manufacturers, 120 South La Salle street, Chicago, Ill., which in turn will properly register applicants and mail them special admission tickets, badges, etc.

Operators who come to the show and who have not been properly registered beforehand will have to satisfy the doorkeeper that they are operators; then, too, an admission charge will be made. (Avoid this red tape and admission by properly registering beforehand.)

This special registration is for your own protection, so please comply with our request and we will have a gang-up show. One for coin-machine men only.

Send in your registration now. Don't put it off—it's very important. The dates are January 11-14, 1937. The place, Hotel Sherman, Chicago, Ill.

Seeburg Aims To Help Ops Cash in on Music

CHICAGO, Oct. 24.—J. P. Seeburg Corporation claims to have made it possible for operators to tune in on the great popular music field which the American public enjoys at present. The instrument which makes this possible is the High Fidelity Symphonola phonograph. In taverns, restaurants, hotel lobbies, country and town clubs; in fact, wherever crowds gather, the Symphonola is said to be intensely popular.

Re-creating the latest music of the day in its true tonal value, every singer's voice, every rhythmic note of a dance band is so realistically reproduced that the music becomes personalized for the

sole entertainment of the patrons.

The Seeburg acoustical and designing engineers realized some years back the important function of an automatic phonograph. With this in mind the reaching of the goal of perfection in natural, pure tonal reproduction was essential.

Today the satisfaction of listening to a Symphonola, according to tested reactions upon thousands of people, approximates the pleasure gained from an original performance.

The J. P. Seeburg Corporation has been a leader in this manufacturing field for over 30 years. They have kept pace with every scientific and musical development. The Symphonola possesses advance features that assure constant operating efficiency. Having fewer moving parts than any other automatic phonograph, its simplified construction is mechanically perfect. The dual type of high-fidelity amplifier controls the base and treble register and has four extra speakers without loss of value. Adaptable for the most beautiful location, the cabinets are made of hand-rubbed matched woods. Durable and lasting in its distinctive appearance, the Seeburg cabinet is alcohol proof, stain proof, mar proof and chip proof. There is an insignificant amount of depreciation over a long period of time with a Symphonola.

A new feature is the high-fidelity pickup. It is of the magnetic type adjusted to operate in complete accordance with the speaker and amplifier. Another improvement is a 5 and 10-cent coin chute which carries up to 20 nickels and 10 dimes at the same time.

There are four models available, each designed to suit the requirements of any type of location. The Symphonola "F" has three super-dynamic speakers and is capable of taking microphone attachment with extra speakers for a public-address system, whether it is orchestral or vocal. All Symphonola models have a 12-record selectivity. Production at the J. P. Seeburg plant is at maximum schedule to meet order demands with immediate shipment.

Stresses Freedom From Mechanical Troubles

CHICAGO, Oct. 24.—Western Equipment and Supply Company claims to have produced two table games, Top 'Em and Country Club, that possess the factors of playing appeal and trouble-free mechanism so necessary to success.

Both are adaptable for almost any type of location. Their appearance and form of play make these machines ideal for the richest play area within their reach.

Unusual and interesting play provided by Western's latest exclusive features assures these new games a constant patronage. Research on the field has proved conclusively that a machine and location if properly combined will gain big profits, not with spasmodically heavy play, but with hour after hour of consistent play.

As to the factor of trouble-free operation, while these machines have been on location a comparatively short period of time, it has been long enough to have

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT - READY TO OPERATE

PALOOKA, SR. . . . \$79.50
 PALOOKA, JR. . . . 69.50
 MULTIPLE 74.50
 PAMCO BALLOT . . . 69.50
 PAMCO CHASE . . . 59.50
 PAMCO RED SAILS . 49.50
 PAMCO PINCH
 HITTER 49.50
 PAMCO PARLAY . . 49.50

TYCOON (New Front Electric) . . \$69.50
 TYCOON (New Front Battery) . . 59.50
 TYCOON (Battery) . . 29.50
 DOUBLE HEADER . . 44.50
 BROKERS TIP . . . 42.50
 DAILY LIMIT . . . 34.50
 DAILY DOUBLE . . . 29.50
 FORTUNE 22.50

REEL "21". \$23⁷⁵ | R DAVAL'S RACES . \$17⁵⁰

1/3 Deposit With Order, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

4 RALLY MULTIPLES, Each \$57.50
 3 RALLY ALL-STARs, Each 42.50
 3 RALLY CHALLENGERS, Each . . . 54.50
 3 HIALEAHs, Each 39.50
 1 NATURAL (New) 59.50
 3 PALOOKAS, JR. (Like New), Each 49.50

3 LEATHERNECKs, Each \$42.50
 2 MILLS SKYSCRAPERS (Double Jack Pot), Each 37.50
 5 MILLS LION HEADs, Each 37.50
 6 MILLS SAFE STANDs, Each 4.95

INDEPENDENT NOVELTY CO.

220 North 5th Street, SPRINGFIELD, ILL.

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.

AUTOMATIC PAYOUTS.

Real Bargains in Used Machines
 DAILY RACES (Mystery) \$59.50
 PALOOKA, SR. (6 Slots) 59.50
 PAMCO BALLOT (6 Slots) 42.50
 PAMCO PARLAYS 42.50
 RALLYs PARI-MUTUEL (6 Slots) . . . 69.50
 RALLYs TRAFFIC (5 Balls) 15.00
 RALLY ROCKET (10 Balls) 12.50
 HELLs BELLS (10 Balls) 15.00
 MILLS EQUITY 12.50

NON-AUTOMATIC PAYOUT.

PAMCO LITE-A-LINE (3 Slots) \$25.00

1/3 Deposit, Balance O. O. O.
 SEAPORT SALES & DIST. CO.,
 820 Pecore Street, HOUSTON, TEX.

brought any defects that might arise on location. The records of mechanical performance are a tribute to Western engineering and workmanship. The manufacturer has overlooked nothing apparently to prevent breakdowns that kill the day's play.

Top 'Em is a dynamic one-ball payout table with a spinning odds dial and a playing field that draws repeat play with its unusual setup. Using for its principle idea the card game of blackjack, the player shoots against the house. A big bronze ball must first enter a series of channels that designate the house number; and coming down the field the ball must enter a pocket that bears a higher number than that of the house to win an award. The odds vary, the possibilities for payout are exciting, and in every feature, from the "bust" channel, that pays regardless of any eventual number, to the blackjack, that "tops" them all, Top 'Em has playing appeals that mean big profits on any location.

Country Club, a 10-ball straight novelty table, has the same spinning-odds feature and light-up backboard as has Top 'Em. A game combining luck and skill, Country Club has already acquired the reputation of being one of the most profitable machines on the market. Its field contains nine numbered pockets, a double pocket, two water holes and two sand traps. Ten balls are played, and only when numbers finally score in consecutive order, starting from one, are they registered on the scoreboard. Payouts are made on successfully played holes, ranging from one to six and up to nine. If a ball lands in a hazard, represented by sand traps and water holes, its play is void until another ball, landing in an adjacent pocket, releases both for replay.

Lee Jones Sees Trade Continuing To Climb

CHICAGO, Oct. 24.—Lee (P. S.) Jones was back at his desk at the American Sales Corporation following a trip to Eastern cities to visit many customers of the firm. He visited in Detroit, Cleveland, Buffalo, Albany and other cities and reports that real trade progress is evident everywhere. He said that all

indications point to a steady but continued rise in better conditions for the operator wherever he went.

Mr. Jones ascribes the present high quality and price of machines as an important factor in the growth of the industry during the last year. It has made it possible, he said, for the distributor to really become a business man and study the methods of better distribution of machines. He said the present diversity in type and the introduction of such machines as the bowling games, large in size and commanding a price many times that of the 440 pin games of the old days, is making a real industry of the coin-machine trade.

It is having a very beneficial effect on the operating business, too, he said, since an operator today must be a business man and the investment he has in machines is impressive to other business men in the community.

Keeney Visits in East

CHICAGO, Oct. 24.—Jack Keeney, head of J. H. Keeney & Company, has been in the East for the past week. Mr. Keeney visited Babe Kaufman, his New York distributor; David Bond, of the Tri-mount Coin Machine Company in Boston; I. H. Rothstein, of the Banner Specialty Company in Philadelphia, and other Keeney distributors.

Keeney has been greatly enthused about the tremendous popularity of his firm's productions, Bowlette, Bowlette Jr. and his one-shot payout game, Stop and Go. The distributors received advance information from Mr. Keeney on two new games soon to be released, Para-Dice and the new Keeney electric-eye shooting machine Targette.



SIGNING BIG ORDER—Heads of Penn Coin-o-Matic Company, Philadelphia, place order for Wurlitzer Skee-Rail games and Stimplex phonographs. Left to right: Paul Bennett, manager of Wurlitzer games division; Joe Eisen and Dope Margolin, of Penn Coin-o-Matic; Joe Darwin, special representative of Wurlitzer.

PENN COIN-O-MATIC COMPANY
 314 N. BROAD ST. PHILA. PENNA.
 DISTRIBUTORS FOR
 "WURLITZER" PRODUCTS

**O. D. JENNINGS, President of . . .
O. D. JENNINGS & CO., says . . .**



"FOR MORE THAN 20 YEARS JOE CALCUTT AND THE VENDING MACHINE COMPANY HAVE SHOWN OPERATORS THE WAY TO BIGGER AND BETTER PROFITS."

WRITE TODAY—LEARN WHY LEADERS RECOMMEND THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA



DON'T BE DISAPPOINTED WHEN ORDERING from DELUXE "DELUXE PLASTER"

LATEST CREATIONS—FINEST FINISH
CORN GAME FLASH
"NUF SED—YOU'LL BE SURPRISED"

Beacon **BLANKETS and SHAWLS"**
Order Now—While They Last—Beacon Magnets—Mingos

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

SOUTH GEORGIA FAIR

TIFTON, GA., WEEK NOVEMBER 23.

City Decorated for Homecoming and Governor's Day. Located Two Blocks from Main Center. Tobacco Checks Due from Fall Sales. Tifton offers Shows, Rides and Concessions Best Thanksgiving Week Date in the South. WANT Flying Act and Fire Diva. Might consider large Carnival. TOM AITON, Willis House, Tifton, Ga.

Want KAUS UNITED SHOWS, Inc. Want

Legitimate Concessions of all kind. No exclusive except Bingo. Address, this week, Greenville, N. C. (Fair); next week, New Bern, N. C. (Fair), with Warsaw, N. C. (Fair) to follow.

STEPHENS COUNTY FAIR

TOCCOA, GA., WEEK NOVEMBER 9

Wants Organized Carnival, Shows, Rides, all kinds of Concessions. Joe Siegrist, wired. Can use you here. ROBERT HALLOW, Western Union Office, Toocoa, Ga.

BARFIELD'S COSMOPOLITAN SHOWS

Will Show Emanuel County Fair, Swainsboro, Ga., week November 2; Miller County Fair, Colquitt, Ga., November 9. Others following. Want any Shows not conflicting. Also Loop-O-Plane or any Novelty Ride. Good opening for legitimate Grind Stock Concessions. Address Barnesville, Ga., this week.

WANTED FOR ARMISTICE CELEBRATION

THOMSON, GA., WEEK NOVEMBER 9.

Ferris Wheel, Swing, Merry-Go-Round, Loop-o-Plane, Pit Show, Minstrel Show. Pearl Shields wife. PLACE any good Show. WANT Free Acts. All Concessions open. Good proposition for Cook House, Bingo, Ball Games, Diggers or any legitimate Concession. WANT Promoter. Consider organized Carnival. Address C. L. STARK, Thomson, Ga.

THE BANTLY GREATER SHOWS

Can place first-class Electrician. Want Ball Games and legitimate Grind Joints. Wheels. Write or wire for space. Anson County Fair, Wadesboro, N. C., November 3; Gaffney, S. C., November 10; Timmonsville, S. C., nov. THE BANTLY GREATER SHOWS.

Ray-o-Lite Meets Basic Need for Real Pleasure

CHICAGO, Oct. 21.—The makers of the Ray-o-Lite target machine say that the target principle meets the public need for entertainment that is wholesome and basically simple in an age that has every comfort and luxury developed to a high degree.

The skill appeal and the thrill of hunting is still very predominant in human nature. The creators of this unusual machine have capitalized on this universal appeal, incorporating it into a rifle range suitable for almost any location. The Ray-o-Lite rifle range approximates the excitement of duck hunting with none of the discomforts of a damp cold duck blind. Placed in night clubs, country and town clubs, hotel lobbies, amusement arcades and many various types of locations, the Seeburg Ray-o-Lite rifle range draws tremendous play. Gentlemen in top hats and tails, women in swanky evening gowns, people of all ages have tried their skill on the Ray-o-Lite and, deriving satisfaction and much pleasure, have played it again and again. According to profit reports from Coast to Coast, the fickle and sophisticated American public has responded to the wholesome entertainment of this machine to build up an enormous play.

Altho the playing appeal of the Seeburg Ray-o-Lite rifle range is considered simple and down-to-earth, its actual electrical and mechanical action is entirely modern. Perfect in every detail, it possesses the latest in scientific contribution. A regulation size rifle shoots a ray of light toward the sporty range, enclosed in a beautifully modernistic cabinet. A moving duck comes across the range. If the ray of light makes a direct hit a photo-electrical cell within the duck registers the score and the duck falls over. An illuminated panel registers the scores as they are made.

The production of this machine entailed two years of research before Seeburg engineers were assured of its mechanical and electrical perfection. Today the marvelous trouble-free operation of over 1,000 Ray-o-Lite rifle ranges, placed on location within 20 months, presents concrete evidence to the fact that their research was not in vain.

Despite the fact that the production department is working at full schedule to meet shipment requirements, the high standard of manufacturing characteristic of the J. P. Seeburg Corporation for over 30 years is not sacrificed.

ROUTES

(Continued from page 64)

Vaniteasers: (Oxyety) Baltimore 26-31; (Oxyety) Washington Nov. 3-7.
Wine, Woman and Song: (Rialto) Chi 26-31; (Oxyety) Minneapolis Nov. 2-7.

MISCELLANEOUS

Baughman's Travellours: Holopaw, Fla., 4; St. Cloud 5; Kansasville 6.
Bireh, Magician: Bellefontaine, O., 28; Springfield 29; Kenton 30-31; Lima Nov. 2; St. Marys 3; Paulding 4; Watson 5; Napoleon 6.
Bragg Bros.' Show: E. Burke, Vt., 26-31; Lyndon Nov. 2-7.
Danis, Magician: Montezuma, Ind., 26-31.
De Oro Magician: Ogdun, Ill., 26-31; Salem Nov. 2-7.
Del Ardo, Walter, Psychologist: Francis A. Nicholas, Magician; Jimmy Williams, ventriloquist: Lake Charles, La., 29-31.
Long, Leon, Magician: Hattiesburg, Miss., 29-31; Ellenville Nov. 2; Demopolis, Ala., 3; Seima 4; Montgomery 5.
Lucy, Thos, Elmore: Republic, Mo., 29; Arkadelphia, Ark., 31; Caddo Gap Nov. 2.
Marine-Prestone Co.: Lockhart, Tex., 26-31; Bryan Nov. 2-7.
Mal-Roy, Magician: Carlsbad, N. M., 28; El Paso, Tex., Nov. 2; Las Cruces, N. M., 3; Socorro 4; Belen 5; Albuquerque 6; Mountair 7.
O'Neill Circus Unit: Marianna, Ark., 26-31.
Original Floating Theater: Cambridge, Md., 26-31; Onancock, Va., Nov. 2-7.
Rieton's Show: Kingston, Ga., 29-28; Taylorsville 29-31.
Rippel, Jack Spanish: Winston-Salem, N. C., 26-31.
Silver's Fun Show: McGregor, Ia., 26-31.

REPERTOIRE

Dillroy Comedians, Billy Wehle's Sweetwater, Tex., 29; Snyder 29; Lubbock 30; Tahoka 31; Lamesa Nov. 2; Midland 3.
Bishop Tent Show: Lawrenceville, Ga., 26-31.
Dythe Players: Freedom, Me., 26-31.
Fox Players: Naples, Tex., 26-31.
Gilbert Comedians: Ideal, Ga., 26-31.
Green, Mark: Ark., 26-31.
Hayler Players: Dyersburg, Tenn., 26-31.

CIRCUS AND WILD WEST

Berney Bros.: Costa Mesa, Calif., 27; Occanide 29; Fallbrook 29; Escondido 30.

FOR SALE

SHOW BOAT FUN HOUSE. Built last season. No room to carry two so near alike.

TWO ALL-STEEL STOCK CARS, ONE ALL-STEEL BOX CAR, 72 FEET LONG. Made by the Warren Tank Car Company.

TWO STATEROOM CARS, ONE 12-SECTION PULLMAN SLEEPER WITH TWO STATEROOMS.

ONE PRIVATE CAR, with four Bed Rooms, two Baths, Sitting Room, Dining Room and Kitchen.

ONE COMPLETE OFFICE WAGON—Convenient model, plenty room. ASSORTMENT OF WAGONS, BOX, HALF BOX, FLAT AND RACK.

ONE MANGELS THREE-ABREAST MERRY-GO-ROUND, ONE LINDY LOOP; both in first-class condition; good as new. Now being operated in Park at Knoxville, Tenn. Can be inspected there.

Will sell any or all of the above at bargain prices. Part cash and terms to reliable parties. Property can be seen this week Greenville, S. C. After November 1, Winter Quarters, Atlanta, Ga. Offices, Robert Fulton Hotel.

Write or wire

RUBIN GRUBERG

Concessionaires . . . NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPICANOO CITY, OHIO

Oole Bros.-Clyde Beaty: Palestine, Tex., 27; Henderson 28; Longview 29; Texarkana 30; Hope, Ark., 31; Little Rock Nov. 2; El Dorado 3; Monroe, La., 4; Vicksburg, Miss., 5; Jackson 6; Brookhaven 7.
Haag, Harry: Devils Lake, N. D., 29-31.
Haug, Mighty: Tallahassee, Ala., 29; Eclectic 30; Rockford 31; Ashland Nov. 2.
Kay Bros.: Aberdeen, N. C., 29; Red Springs 30; Wadesboro 31.
Mig, Tom: Marion, Va., 27; Kingsport, Tenn., 28; Johnson City 29; Greenville 30; Morristown 31; Knoxville Nov. 2.
Polack Bros.: Boise, Ida., 26-31; Twin Falls Nov. 2-7.
Ringling Bros. and Barnum & Bailey: Winston-Salem, N. C., 27; Danville, Va., 28; Greensboro, N. C., 29; Raleigh 30; Wilson 31; Charlotte Nov. 2; Greenville, S. C., 3; Atlanta, Ga., 4-5; Macon 6; Valdosta 7.
Sadler, Harley: Mason, Tex., 27; Brady 28; Coleman 29; Rising Star 30; Ranger 31; Mineral Wells Nov. 2; Jackboro 3; Graham 4; Throckmorton 5; Stamford 6.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
Alamo: Zebulon, Ga.
Atlantic Coastal Expo.: Summerville, S. C.; Brunswick, Ga., Nov. 2-7.
B. & B.: (Fair) Henderson, N. O.; Baldwin Expo.: Franklinton, N. O.; Durham Nov. 2-7.
Bantly: Greater: Timmonsville, S. O.; (Fair) Wadesboro, N. C., Nov. 2-7.
Barfield's Cosmopolitan: (Fair) Barnesville, Ga.; (Fair) Swainsboro Nov. 2-7.
Burker: Cardwell, Mo.
Baysinger, Al: Portageville, Mo.
Beckmann & Gerety: (Fair) Waco, Tex., 26-Nov. 2.
Bee, F. H.: (Fair) Canton, Miss.
Big State: Kerens, Tex.
Blue Ribbon: (Fair) Dothan, Ala.
Brown Novelty: (Fair) Gullman, Ga.
Bruce: (Fair) Cordele, Ga.; (Fair) Ocfits Nov. 2-7.
Bullock's Am. Co.: Chesterfield, S. O.; Hollyhill Nov. 2-7.
Byrdick's All-Texas: Oranger, Tex.
Burr Bros.: Leachville, Ark.
Capital City: Hickory Flat, Miss.
(See ROUTES on page 64)

10-Foot Edition Makes Hit With Bowling Ops

CHICAGO, Oct. 24.—Ray Becker, sales manager of the Keeney organization, states that the 10-foot edition of Bowlette is one of the major events in the coin-machine world today.

The 14-foot original Bowlette remains consistently popular. Being the official game of leagues and associations all over the country, its playing attraction has reached a highly profitable plane that has been maintained for some months.

Trends in attracting public attention within the last few years have pointed toward the animation principle. Moving electric signs flashing across the sky have been used in every way possible to catch the public's eye.

Truckers End Sessions

CHICAGO, Oct. 24.—The American Trucking Association, Inc., held an interesting and lively four-day session here this week at the Stevens Hotel.

CALLIOPE PLAYER

With Circus experience. Must be sound in mind and body, sober, single and without ear. Join Circus at once.

BIG 4 SHOWS

WANT for Thruway, Ga., in the Heart of Town, November 2 to 7. Kides, Shows, Concessions. Five other good sites thru winter's work.

3000 BIG BARGAINS

1936 SPORS wholesale catalog. Hundreds of items from many parts of the world are shown in Spors Catalog. 1936 is a great shock full of Fast \$1.00 and \$1.50 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it today.

petition between truck lines seemed to occupy most time.

Officials of the organization announced that many important plans had been agreed upon and that a workable system of truck shipping rates would be available.

RODEOS WIN

(Continued from page 3)

on the last Friday, Saturday and Sunday. Colonel Johnson absolutely forbade the selling of standing room this year.

At the close of the final show last night Colonel John Reed Kilpatrick, president of the Garden, awarded decorative saddle trophies to the winners of the six competitive events.

Injuries were many this year, more than 40 contestants being excused from competition at one time or another by attending doctors' orders.

ADVANCE SALE

(Continued from page 3)

rodeo ideas of his own, which, coupled with Colonel Johnson's experience, should make the Hub rodeo one well worth the watching.

Local publicity has started strong under the direction of Les Stout, Garden publicity man, who has handled the Boston Rodeo press stuff for the last five years.

OUT IN THE OPEN

(Continued from page 67)

B. C. for an indoor carnival when the Conklin & Garrett Shows closed in Vancouver. According to J. W. (Patty) Conklin, the season was good.

Capacity at Memphis for R-B

MEMPHIS, Oct. 24.—Ringling-Barnum Circus played here October 19 before capacity crowds at fairgrounds.

MARRIAGES

(Continued from page 29)

to Elizabeth Jenns, British film actress, in London October 17.

DOWTY-ADAMS—Paul Dowty, CBS Chicago announcer, to Edith Adams, actress with the NBC Chicago studios, October 14 at Evanston, Ill.

GREENE - CONNOR - Frederick J. Greene, operator of the Bijou Theater, Woonsocket, R. I., and Alice R. Connor, nonprofessional, in Woonsocket October 17.

HILL-O'CONNELL—Mercedes Hill, film actress, to William O'Connell, nonprofessional, in Pasadena, Calif., October 17.

HOFFMAN - ATKINSON—Doyle Hoffman, nonprofessional, of Bryan, O., and Marie E. Atkinson, daughter of Doc and Helen Atkinson and niece of Tom Atkinson, of Barney Bros. Circus, at Bryan October 9.

McDEVITT-McILLWAIN—Sterling G. McDevitt, nonprofessional, and Mary K. McIlwain, member of the Wayne Sisters, night-club act, October 13 in Gretna Green, Md.

NAPOLI-BROCCA—William Napoli, usher at Roxy Theater, New York, to Kay Brocca, nonpro, in the Bronx October 17.

REDDING - SEEDS—Jack Redding, nonprofessional, to Virginia Seeds, of the publicity staff of Station WLS and editorial staff member of Standby, Chicago radio paper, at Indianapolis October 17.

STEELE-INMAN—Fran Steeles, producer at KOIL and KPAB, Omaha, to Ruth

Inman, nonpro, of Wheaton, Ill., at Waukegan, Ill., April 7, it has just been learned.

STEVENS-LINCOLN—Byron Malcolm Stevens, brother of Barbara Stanwyck, to Caryl Lincoln, former Wampus baby star and screen actress, in Yuma, Ariz., October 17.

SWINGLE - JACKSON—Carl Swingle, nonprofessional, and Sally M. Jackson, night-club performer, at Springfield, Ill., September 20.

TONQUIST - KASPER—Bernard Gorman Tonquist, nonprofessional, of Kansas City, Mo., to Katherine Kasper, member of the Hayloft Trio on the staff of WLS, Chicago, in that city October 21.

TOFF-KUZMA—Art Toff, WBBM Chicago sound effect man, to Rose Kuzma, nonprofessional, October 17 in that city.

Births

To Mr. and Mrs. William J. (Bill) Sachs a six-pound daughter, Lois Viola, at Deaconess Hospital, Cincinnati, October 26. Father is on The Billboard's editorial staff in Cincinnati.

To Mr. and Mrs. O. H. Hilderbrand, of Hilderbrand's United Shows, a six-pound girl, Betty Joan, at St. Vincent Hospital, Los Angeles, October 17.

An eight-pound daughter, Mary Ann, to Mr. and Mrs. Henry Milliken at Ellsworth, Me., October 19. Father is secretary of the Pine Tree State Shows.

A seven-pound boy to Mr. and Mrs. Henry Robbins in Houston recently. Robbins recently closed with Big State Shows.

A 8½-pound daughter to Mr. and Mrs. Johnny Graff October 16 in Philadelphia. Father is an orchestra leader.

A 6½-pound daughter to John and Myrtle Braun at Christ Hospital, Cincinnati, October 20. Father is well known in Cincinnati magic circles.

A seven-pound daughter, Betty Lee, to P. J. and Mae McLane October 18 at Rex Hospital, Raleigh, N. C. Father is a show trainer and mother operates a pony track.

To Mr. and Mrs. William Berke, a seven-pound two-ounce daughter in Los Angeles October 14. Father is associate producer at Republic Pictures.

A five-pound 14-ounce son to Mr. and Mrs. Benny Cohan in Los Angeles October 21. Father is assistant cameraman for Principal Pictures.

An eight-pound eight-ounce son to Mr. and Mrs. Francis B. de Valdes in Hollywood October 17. Father is producer for Hispano Films.

A seven-pound son to Mrs. Joe Freedman in Los Angeles October 19. Father is prop man for Columbia Pictures.

Late Deaths

(The following items were received at press time. More details in the next issue.)

ERWIN—Robert E. (White), Marion, Ill., killed by train Macon, Ga., October 22 during fair. Many years with Michigan Greater, J. J. Page, Blue Ribbon and other carnivals.

PAIR—William, manager Playland Show with Ceilin & Wilson, passed away at Henderson, N. C., October 23.

ROBERTS—Mrs. E. R., cookhouse operator with Schafer Shows, was killed in railroad crossing accident at Terrell, Tex., October 21.

SCHAFER—Lee, general agent William Glick Shows, was killed in an automobile accident near Petersburg, Va., October 17.

HECKLER—William, 66, originator of the sea circus in America 46 years ago and in recent years operator of the show of that kind at Hubert's Museum in New York City, died in that city October 25. He had been ill for more than three months.

BEST BARGAINS IN THE NORTHEAST

NEW GAMES

- HURDLE HOP • BANK NITE • DRAW BALL • REEL "21" • NECK 'N' NECK • EXCEL • MONTE CARLO • BOLO Immediate Delivery

USED PAYOUTS

- BALLY DERBY . . . \$49.50 • PAMCO PARLAY . . . 49.50 • JUMBO . . . 39.50 • PROSPECTOR . . . 24.50

COUNTER GAMES

- FIVE JACKS (used 1 week) . . . \$10.00 • TIT TAT TOE . . . 12.00 • PENNY SMOKE . . . 8.00 • TICKETTES (Mills) . . . 3.00 • HOLD AND DRAW . . . 10.00 • SELECTEM, I O U's, etc. 4.50

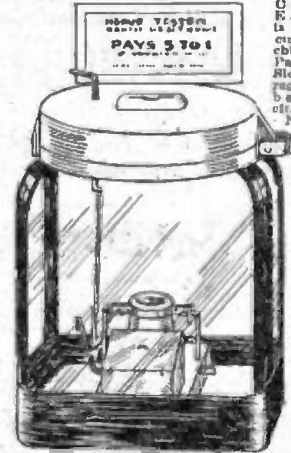
LARGE SELECTION OF USED PIN GAMES. COMPLETE PARTS AND SERVICE DEPT.

ALBANY AUTOMATIC AMUSEMENTS

789 BROADWAY, ALBANY, N. Y.

JIGGER

OPERATORS, here is the Machine with the Payout Cash Box. Each Payout is registered accurately. Machine also has Payout Control Slot. Can be furnished either Penny or Nickel Slot.



SAMPLE MACHINE, \$7.50 • 67.25 • LOTS OF \$2 . . \$7.00 1/3 with Order, Balance C. O. D. Wire or Write THE GLOBE MACHINE COMPANY, 220 West 15th Street, Fort Worth, Tex.

WANTED FOR FAIRS AND CELEBRATIONS

Wild West Show, Pony Ride, Ball Game, Corn Game, Blanket Jump, Shooting Gallery, Frozen Custard, Loop-a-Plane, Chairplane, Flat Ride, Fishpond, Minstrel Show, Side Show, Advance Man and Banner Painter. Show out all winter, going to Old Mexico about eight weeks. Real Trappers join show where everybody eats. Committees Mississippi, Louisiana, Texas, wire for open dates. We can make you money.

ROYAL FLUSH SHOWS

Green County Stock Show, Paragould, Ark., week October 26.

FERNANDINA, FLA., RACES and LEGION FIESTA

WEEK NOVEMBER 9.

WANT Concessions of all kinds. Also one more Ride. What have you? All winter in Florida. Have some Fairs and Celebrations. Address, this week, N. P. ROLAND, Summerville, S. C.

Acme NOVELTY CO.

23-25 NORTH 7TH ST. BURNING APPLIANCE BLDG.

RECONDITIONED USED PAYOUT TABLES

Compare Our Prices

BIG CASINO DE LUXE "46"	\$19.95
JUMBO 1 BALL	\$35.00
HOLLYWOOD BAFFLE BALL REPEATER MAMMOTH	\$24.95
GALLOPING PLUGS	\$46.50
BALLY DERBY BALLY ALL STARS PINCH HITTER RED SAILS	\$49.50
CREDITS LIKE NEW	\$47.50
FAMCO PALOOKA (Used) BALLETS (Floor Sample)	\$69.50
BRAND NEW FAMCO PALOOKA JRS. In Original Cases	\$89.50
CENT-A-SMOKE - - -	\$11.95
DAVAL'S RACES - - -	\$17.50
DAVAL'S REEL "21" NEW COUNTER GAMES	\$23.75
Are Sold on 10-Day Money-Back Guarantee.	
WURLITZER AUTOMATIC PHONOGRAPH, Model P12, Like New	\$169.50
Like New SINGLE MACHINE, Lots of 3 or More.	\$179.50

It will pay you to be on our mailing list. Write now for complete list and prices.

W. B. Specialty Reports Big Biz in St. Louis Territory

ST. LOUIS, Oct. 24.—William Betz, owner and general manager of the W. B. Specialty Company here, reports that his business has shown a tremendous increase during the last two months.

He attributes the increase to the big sale of Seeburg's Radio Rifle Range, Seeburg's Symphonolas, Stoner's Turf Champs and Grotchen "21" game.

W. B. Specialty is Eastern Illinois and Missouri distributor for the aforementioned manufacturers and games.

ROUTES

(Continued from page 84)

Ceclin & Wilson: (Fair) Clinton, N. C.; (Fair) Rocky Mount Nov. 2-7.

Corey Greater: (Fair) Loris, S. C.; Santa Ana Crafts 2d Big: Wilmington, Calif.; Santa Ana 3-11.

Crystal Expo.: Lake City, S. C.; (Fair) Waltherboro Nov. 2-7.

Cumberland Valley: (Fair) Summerville, Ga. De Luxe Shows of America: (Fair) Newberry, S. C.; (Fair) Union Nov. 2-7.

Dixie Am. Co.: Columbus, Ga.

Dixie Expo.: Alton, Ala.

Dixie Model: (Fair) Marion, S. C.; (Fair) Leunburg, N. C., Nov. 2-7.

Dodson's World's Fair: (Fair) Orangeburg, S. C.; (Fair) Anderson Nov. 2-7.

Embree's Southern Am. Co.: Bebe, Ark.

Evangelina: Nashville, Ark.

Florida Expo.: Bradford, Fla.; De Funak Springs Nov. 2-12.

Georgia Amusements: Chester, Ga.

Georgia Attrs.: St. Stephen, S. C.; Greeleyville Nov. 2-7.

Gold Medal: (Fair) Jennings, La.; Lafayette Nov. 2-7.

Golden State: Avenal, Calif.

Grady, Kelle: Belmont, Miss.

Great American: Madison, Ga.

Great Coney Island: (Fair) Orange, Tex.; Lafayette, La., Nov. 2-7.

Great Olympic: Moorehead, Miss.

Great Superior: Brinkley, Ark.

Greater Expo.: (Fair) Greenville, Miss.

Greater United: (Fair) Temple, Tex.

Gruber's World's Expo.: (Fair) Sumter, S. C.; (Fair) Charleston Nov. 2-7.

Gulf Coast: Joiner, Ark.

Halliday Expo.: Chester, S. C.; Lancaster Nov. 2-7.

Hames: Bryan, Tex.

Hansen, Al O.: (Fair) Lexington, Miss.; MeComb Nov. 2-7.

Happy Days: (Fair) Andalusia, Ala.; (Fair) Clanton Nov. 2-7.

Heth, L. J.: (Fair) Starkville, Miss.

Hurst, Bob: (Fair) Pittsburg, Tex.

Imperial: Marianna, Ark.

Isler Greater: Elberton, Tex.

Joe's Playland: Uniontown, Ala.

Jones, Johnny J., Expo.: (Fair) Waycross, Ga.; (Fair) Augusta Nov. 2-7.

Kaus United: (Fair) Greenville, N. C.

Krause: Hawkinsville, Ga.

Lang, Dee, Famous: Dyersburg, Tenn.

Liberty National: (Fair) Moscow, Tenn.

Liberty State: El Campo, Tex.

Littlejohn, Thos. P.: Andalusia, Ala.; Luverne Nov. 2-7.

Lotta Hooley: Gibson, Tenn.; Bradford Nov. 2-7.

Majestic Expo.: Marion, Ala.

Marks: (Fair) Milledgeville, Ga.; (Fair) Dublin Nov. 2-7.

Metropolitan: (Fair) Perry, Fla.; (Fair) Live Oak Nov. 2-7.

Mimio World: (Fair) Alexandria, La.

Mohawk Valley: Edgefield, S. C.

Naill, C. W.: Water Proof, La.

Page: (Fair) Griffin, Ga.; (Fair) Conyers Nov. 2-7.

Pool & Brewer: Houston, Tex.

Reid Greater: Olaxton, Ga.; (Fair) Baxley Nov. 2-7.

Regal Un. Am. Co.: Camden, Ark.; Magnolia Nov. 2-7.

Robeson Am. Co.: Enfield, N. C.; Scotland Neck Nov. 2-7.

Rogers & Powell: (Fair) Louisa, Miss.

Royal American: Mobile, Ala.; Pensacola, Fla., Nov. 2-7.

Royal Amusement Co.: Sheridan, Ark.

Royal Palm: (Fair) Milton, Fla.; (Fair) Oklawaha, Ala., Nov. 2-7.

Smith's Greater Atlantic: (Fair) Columbia, S. C.; (Fair) Dillon Nov. 2-7.

Spencer, O. L.: Red Bay, Ala.

State Fair: Abilene, Tex.; Menahans Nov. 2-7.

Strates Shows Corp.: (Fair) Tarboro, N. C.

Tidwell, T. J.: (Fair) Iowa Park, Tex.

United Shows of America: (Fair) Shreveport, La.

Valley: (Fair) Bastrop, Tex.; Taylor Nov. 2-7.

Wallace Bros.: (Fair) Jackson, Miss.; (Fair) Columbia Nov. 2-7.

Ward, John E.: (Fair) Hattiesburg, Miss.

West Bros. Am. Co.: N. Little Rock, Ark.; Ozark Nov. 2-7.

West Coast Am. Co.: Delano, Calif.; Porterville 5-11.

Western States: Odessa, Tex.

West World: Waverly: (Fair) Louisville, N. C.; South Hill, Va., Nov. 2-7.

Work, R. H.: (Fair) Manning S. C.; (Fair) St. George Nov. 2-7.

World of Mirth: Salisbury, N. C.

Zimdars Greater: (Fair) Cleveland, Miss.; (Fair) Leland Nov. 2-7.

Additional Routes

(Received too late for classification)

Berry, Harry, Sunkist Vanities: (Park) Erie, Pa., 24-31.

Bower Sisters: (Gayety) Buffalo 26-31.

Bragg Bros. Shows: East Burke, Va., 26-31.

Canon Show: Mohawk, Tenn., 26-31.

Felton, King, Magiclan: Arkadelphia, Ark., 26-31.

Lee & Lee: (Gold Nugget Club) Canon City, Colo., 26-31.

Marie's Dogs: (Fair) Greenville, N. C., 26-31.

Top the Midway WITH THESE ITEMS

WRITE FOR CATALOG

ONE DAY SERVICE

CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN

DIXIE EXPOSITION SHOWS WANT

For Four More Fairs—Greensboro, Monroeville, Mobile; All Alabama—Shows and Concessions, Musicians and Performers, Ride Help. Alicoille, Ala., Fair, this week. Address C. D. SCOTT.

LITTLEJOHN FAIR CIRCUIT

Booking independent. Will book meritorious Shows and Rides for 20 percent. Reasonable rates for legitimate Concessions. NO GRIFT our policy. Luverne, Ala., next week; then Union Springs, Eufaula, Cuthbert. Honey Sordelot, wire. Address THOS. P. LITTLEJOHN, this week, Andalusia, Ala.

MARKS SHOWS

At Greater Dublin Fair, Dublin, Ga., Week of November 2. First Fair in Eight Years.

Want legitimate Concessions of all kinds. Also want sensational High Act. Wire JOHN H. MARKS, Milledgeville, Ga., this week.

BROWN NOVELTY SHOWS WANT

Loop-O-Plane, Kiddie Ride, legitimate Stock Concessions, Cat Rack, Lead Gallery, Photo Studio, Hoopla, Dooly County Fair, Vienna, Ga., October 26; Brooks County Fair, Quitman, Ga., November 2; South Georgia Fair, Valdosta, Ga., November 9.

F. Z. VASCHE, Manager.

CRYSTAL EXPOSITION SHOWS WANT

For Colleton County Fair at Walterboro, S. C., November 2 to 7, and American Legion Armistice Celebration at Georgetown, S. C., November 9 to 14, one of the Biggest Celebrations in the State—use legitimate Concessions and one Grind Show. Also Acts for Circus Side Show. Address, this week, Lako City, South Carolina. W. J. BUNTS.

COREY GREATER SHOWS

LORIS, S. C., THIS WEEK; HEMINGWAY, S. C. (BOTH FAIRS), NEXT WEEK.

WANTED—Loop-o-Plane, Ten-in-One or any Shows not conflicting, Custard, Diggers, Palmist, Eats, Drinks, Ball Games and legitimate Concessions of all kinds. No exclusive, only Corn Game. Address E. S. COREY or LEW HENRY, Loris, S. C., this week. P. S.—Wanted Musicians to strengthen Plant Show, also Billposter and Bannerman.

Memphis Minstrel: Hamburg, Ark., 26-31.

Miller, Al E., Show: Preston, Ga., 26-31.

Nongesser, Lee Verne: Provo, Utah, 26-31.

Nephel Nov. 2-7.

Oehmen Twins: (Lyric) Indianapolis 26-30; (Pal.) Cleveland 30-Nov. 5.

Pavan Show: Louise, Tex., 26-31.

Princess Edna Show: Holland, Tex., 26-31.

Mrs. Mugivan Rites

PERU, Ind., Oct. 26.—Funeral services for Mrs. Mary Edith Mugivan will be held at St. Charles Catholic Church here at 10 a.m. Wednesday. She was 65 years old. Death occurred at Methodist Hospital, Indianapolis, not Peru as mentioned elsewhere in this issue. She was married to the late Jerry Mugivan at the age of 20. Surviving her are two sisters, Mrs. Josephine Thompson, Sparta, Mo.; Mrs. Addie Cunningham, Claremore, Okla.; a brother, Charles F. Bledsoe, Sparta, and a half brother, John K. Simpson, Sparta.

WANTED

For Merchants & Manufacturers Exposition.

(Indoors, 2 Acres Floor Space)

DANVILLE, KY., WEEK NOVEMBER 9.

Acts that can work in 15' height. Rubo Russell, Wizard Troupe write. All Concessions open. Guaranteed attendance 15,000. Backed by all newspapers and organizations. Address KENTUCKY EXPOSITION, Caro Kentucky Advocate.

DUCK SOUP 1c Skill Game

IT'S LEGAL 100,000 LOCATIONS

Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES Sample . . . \$1.90
1/2 Deposit Lots of 6 . . . 1.40
Bal. C.O.D. Lots of 12 . . . 1.20

No Personal Checks, Please.

Protect Your Route Without Delay

STAR SALES CO.

3901-09 Wayne, Kansas City, Mo.

Shelbyville, Tenn., Last Call

WEEK NOVEMBER 2.

WANT Concessions except Ringo, Penny Pitch, Photos, Seaside, Peanuts, Real Spot for Merchants, Wafters, Novelty, Tidy Candy, Cider, Candy Apples, BEN MEYERS, Millner Hotel, Columbus, O.

NATIONAL CORN HUSKING CONTEST

NOVEMBER 8-9-10, Route 40, Near Hebron, O.

WANT Lunch Shands, Candy, Photos, Photo Gallery, Wafters, Novelty, Tidy Candy, Cider, Candy Apples, BEN MEYERS, Millner Hotel, Columbus, O.

It Helps You, the Paper and Advertisers to Mention The Billboard.

COWBOYS AND COWGIRLS

Ballplayers and Trick Riders and Sharpshooters wanted for RODEO, November 5-6-7.

BOB FOLLETT, Bennettsville, S. C.

LATEST RAGE FOR FOOTBALL GAMES
SURE TO SELL ON SIGHT!
ATTRACTIVE FOOTER TOPPER



Of felt, with 10" FEATHER. Made up in any College or School Colors desired. Every football fan will want to wear one when attending the game.
 Just the item for Streetmen, Parkmen, Concessionaires, Fairs, Carnivals, School Supply Stores, Etc.
Price—\$15.00 Per Gross
 25% Deposit With Order. Bal. C. O. D. Special Price to Jobbers. Deliveries Within 24 Hours.
NEW JERSEY FELT RUG CO.
 Box No. 63, Clinton Hill, Newark, N. J.

Permission To Give Prizes With Bowling Games Cheers N. Y. Ops

NEW YORK, Oct. 24.—The coin machine trade here is extremely gratified at the decision of the License Commissioner to permit merchandise prizes with bowling games licensed by the city. When the question of licensing these games came up operators also included a request that prizes be allowed in their petition. Prizes have not been allowed with pin game play.
 With the growing popularity of the bowling games it was soon discovered that merchandise prizes for high scores instantly stimulated the play. Operators here were among the first to use the bowling games and also among the first to institute the use of merchandise prizes for high score with the games.
 No licensees were issued, tho the general belief was that the bowling games were strictly games of skill under the general clause of the law here. Since they were considered as games of skill operators could see no reason why they should not award high score prizes for skillful play.

Operators and distributors here took

the matter up with the License Commissioner thru their attorney, Theodore Blatt, who recently notified the trade that licenses would be issued and that the Commissioner believed that prizes for high score play on the bowling games should be allowed.
 Attorney Blatt says this statement does not legalize the giving of prizes with the play of the games. He does believe that the operators here will win in any court contest, for in his estimation and in that of the authorities here the bowling games are strictly games of skill under any legal classification.

It is to be remembered that prizes have been ruled out for play with the pin games, and the general opinion for some time has been that coin-operated devices are not allowed to offer high score merchandise prizes.

The usual merchandise award arrangement for the bowling games to date has been for a daily high score prize and also a prize for scores over a certain number. It is now believed that awards will be increased to the point where the skillful players will be assured a prize for the display of their skill on a certain set score and that a daily high score prize will also be contributed with a major award for the best score of the week.

This will help merchandise sales tremendously. The operators believe that the best system is the award of a merchandise item for a certain set score. The daily high score award has not the pulling power, they explain, of the instant award for a certain score.
 The major awards will naturally increase sales in the wholesale merchandise industry and the high score awards will also add to the financial total. In this fashion a general boom is forecast.

Since the ruling by the License Department here operators are also of the belief that other games, meeting with the unanimous approval of this department, as did the bowling games, will also be adjudged in the same manner and that merchandise awards may be paid.

French Visitor Seeing America

CHICAGO, Oct. 24.—Marcel Chailier, of the Novelty Automatic Company, of Paris and Marseille, has been visiting in Chicago for several days for the purpose of seeing what is new in coin machines. He is also completing shipping arrangements for machines which his firm purchases from American firms.

Mr. Chailier reports that operating conditions are especially good in France at the present time, and he believes that next year will set a record for the operation of coin machines.

This is Mr. Chailier's third visit to America. He came over to attend the 1936 show and spent about four weeks here. Mr. Yenl, his partner, is planning on attending the 1937 Coin Machine Show, which will be his first trip to America.

Mr. Chailier demonstrated his confidence in Chicago cops this week when he bought a new Ford V-8 and started his journey to New York to meet Mrs. Chailier. A Chicagoan reported that he cut a zigzag path in getting out of Chicago, but the cops seemed to think he must be a part of the Presidential campaign parade and so sent him on his way. Mr. Chailier is also an accomplished artist and sketches trees chiefly. Fred McClellan made a faux pas when he observed one of the sketches upside down and mistook it for a hen laying an egg backwards.

Mr. Chailier will return to Chicago soon and will spend about three weeks here. He promises a full account of his trip east well sprinkled with French humor.

SILVER KING

World's finest life time vendor. Guaranteed to vend everything. Pistachio's Candies, Prizes, Ball Gum, etc. 5 lb. capacity. Size 7x7x14". Write at once for details and low prices.

AUTOMAT GAMES
 3214 N. California Ave., Chicago

TIES

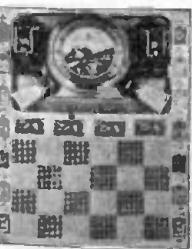
MARGIN LINE \$140
 No. 600. Startling high quality Ties. 500 price tag. Looks like 2 real \$1.00 value. You ought to see our 90c dozen line, too. Order Today, 25% with Order. Balance C. O. D., plus postage. Fall catalog out soon.

CONTINENTAL MERCANTILE CO. 414 B'WAY
 NEW YORK, N. Y. Dept. B.

Men's Beautiful SWISS 15-J Wrist Watches
 Yellow top cases, new style fancy dial, 15 Jewels movements. . . . \$3.75
 7-J . . . \$3.25

Ladies' Swiss Wrist Watches
 Round, yellow-top cases, fancy dial, rebuilt movements. . . . \$4.00
 15-Jewel . . . \$4.00

TUCKER - LOWENTHAL INC.
 Wholesale Jewelers
 5 South Wabash Ave., CHICAGO, ILL.



SALESBOARD OPERATORS

A 2,500 hole Penny Deal complete with one Landscape Alarm Clock, two Pyramid Table Lighters and two Opera Glasses. 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

MOHAWK VALLEY

(Continued from page 3)

of water. This is not an exaggeration. The water was up to the heads of the Merry-Go-Round horses. Bistany, myself and all the attaches of the shows waded and swam the water on the lot, trying to save what property we could. Due to the loyalty of all concerned little damage was done. At noon Saturday the water began to recede and by 3 o'clock in the afternoon it was all gone. Then we started to put the lot in shape with cinders and sawdust. By 7 o'clock we opened the gates and showed to about 1,500 patrons. Showmen have heard of and perhaps seen such a flood, but I doubt if they could in their imagination picture such a flood as we experienced.

The Mohawk Valley Shows carry six rides, six shows and three free acts, Diving Gordons; Taylor and Moore, trapeze act, and Dad Sherwood, single trapeze.

Wilson, in further elaboration on the Laurens flood, stated: "Officials there make it as tough on showfolk as they can. During the flood they did not even send an officer to the lot to assist us in keeping the crowds back. When the show secretary, Bill Daiton, went into the water and came back with a woman and two children almost drowned he rode on the running board of his car directing its movements and he was arrested on this charge. Some of the officials are fine, but it seemed the desire of the head of the police to want to put the whole show in jail. The hotel manager (only one in the town, a friend of the chief, made it tough on us, apparently not caring for showfolk patronage."

The Mohawk Valley Shows moved from Laurens to Abbeville and opened Monday night to good attendance.

MISS. FAIR

(Continued from page 3)

everything in its history except one day at Tampa in 1925. Dick Beat had an exceptionally good day but fell a little short of his Labor Day record at St. Paul. Harry Illions' three rides and Cliff Wilson's three attractions claimed the best single days in their history. Leon Claxton's Colored Revue and Cortez Lorow's Illusion Show were within a few dollars of their Labor Day achievement.

High Stakes

with the alluring "match-a-color" Horses, Win - Place - Show positions, and changing, teasing odds, ranks topmost among Counter Games today.

High Stakes

brings immediate player response, jerks up sleepy locations and changes them overnight into "bright spots." It has "class," it's way out in front as the liveliest money maker.

High Stakes

Through its unique award system gains player loyalty. There are HIGH STAKES Fans on every spot, it's a natural, a repeater, it gets the glad hand every time.

STAKE YOURSELF TO PROFITS WITH HIGH STAKES



TWENTY ONE BLACK JACK

A DE LUXE Game, of elegant appearance, with high profit potency. Earnings surpass all records ever established. You must compare it with others to appreciate its greater profit capacity.

TWENTY ONE BLACK JACK

Remarkably silent performance is indicative of the matched precision of all component parts. You can run it on "bright spots" without attracting unwanted attention. "Golden Silence for Golden Profits."

TWENTY ONE BLACK JACK

Is absolutely cheatproof. Nobody can shake its Reels or manipulate its shutters fraudulently. Your Locations won't have to make good on fake payouts, your net profits are much larger as a result.

In "21" Games—it's a Groetchen Landslide.



GROETCHEN TOOL COMPANY
 130 NORTH UNION ST., CHICAGO

Bally's EAGLE-EYE

PHOTO-ELECTRIC TARGET GAME

is the most beautiful machine of its kind . . . the simplest mechanically . . . the most practical for use in the average location . . . the most thrilling to play."

That's the verdict of every operator, jobber and distributor who has seen this marvel of the age. And you'll agree when you see EAGLE-EYE . . . examine its 20 GREAT EXCLUSIVE FEATURES . . . and see how it draws the crowds!

Deliveries Beginning at Once!

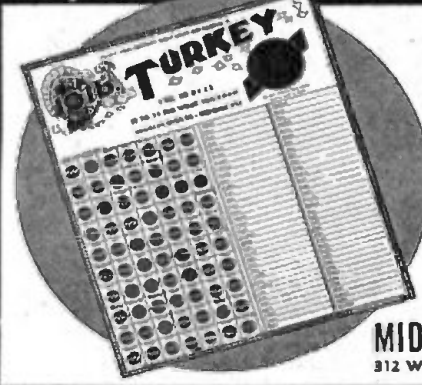
WRITE, WIRE, PHONE FOR PRICES

BALLY MANUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

Wait for EAGLE-EYE . . . it's by Bally!

Improved TURKEY CARDS



The kind used by experienced Turkey operators. Plenty of flash. Specially scored for folding to pocket size. Positively fraud-proof. Remain stiff and rigid till very last sale. Die-cut seals.

Only **\$1.75 Doz.**

ONE SIZE OR ASSORTED.
PRICE INCLUDES 10% TAX.
1/3 with order, balance C. O. D.,
express collect.

WRITE FOR NEW
LOW QUANTITY PRICES

MIDWEST NOV. MFG. CO.
312 W. ERIE ST., CHICAGO, ILL.

Kirk Company Predicts Big Marksman Business

CHICAGO, Oct. 24.—In an interview with Claude R. Kirk, president of C. R. Kirk & Company, news was obtained to the effect that territories are fast becoming assigned to distributors of Kirk Marksman, new ray-shooting product of the Kirk concern now being offered to the trade. Already four carloads of Kirk Marksman units are said to be consigned to Modern Vending Company, prominent New York distributor, with 1,000 reported on order. Likewise have such coin machine distributors as Troy Sales, Los Angeles; Sunset Novelty, at San Antonio, and others placed orders for Kirk Marksman, with four carloads reported now on the rails headed in a westerly direction.

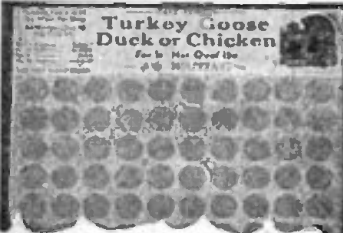
Such names as Lemke, of Detroit, National Coin Machine Company, of Baltimore; Wisconsin Novelty, of Milwaukee; Shy Brothers, Joe Calcutt and many others are reported to have ordered Marksman from the Kirk concern. An endless trek of distributors is said to be moving toward the offices of C. R. Kirk & Company, located at the O. D. Jennings plant in Chicago. Here they are shown the new Marksman unit, and then the "see-for-yourself" program begins. They furnish each distributor, jobber or operator with a list of a half-hundred locations where Marksman is installed and where crowds of people are said to be firing away steadily at Marksman target shooting units in all types of locations throughout the city of Chicago and suburban towns. Naturally, it's assumed that no better method of reaching a decision on the relative merits of location equipment could be obtained than thru seeing the product in actual operation.

With this policy in effect, distributors, operators and jobbers who visit C. R.

Kirk & Company are escorted the rounds of Marksman locations to see how the public is taking to the new ray-shooting unit. Frank Maitland reports that in every instance visiting coin machine men have voiced unanimous approval of the new Marksman product.

According to Maitland, these dealers are spending much time visiting all locations where Marksman is installed in order to bring pertinent and definite facts to their friends back home. Further than that, the Kirk Company states that bona fide orders have been received from every operator, jobber or distributor who has observed the Marksman out on location thus far. So great has the demand for the new unit become, Maitland advises, that production facilities have been taxed to the limit to satisfy everyone interested. In the face of an impending demand which promises to call for heavy production Maitland has laid out an advertising plan whereby inquiries for Marksman will be obtained thru publicity matter which will generate thousands of inquiries direct from locations for Marksman installations. These in turn will be given to operators only who will contact the location and install Marksman on whatever basis they are accustomed to negotiate.

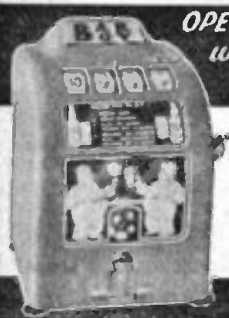
Maitland is going even further for operators with Marksman than is common practice on the part of manufacturers. "It's a matter of courtesy after the sale," says Frank, "and we're willing to co-operate with operators to the limit to insure their success. The fact that new replacement units are going to be available from time to time at a nominal figure for Marksman puts the product in a class by itself in the ray-gun field and insures every operator's Marksman investment," Maitland continued. Then, too, the C. R. K. plan for financing operators, jobbers and distributors who purchase Kirk Marksman will make it convenient to install the unit and pay as profits accrue.



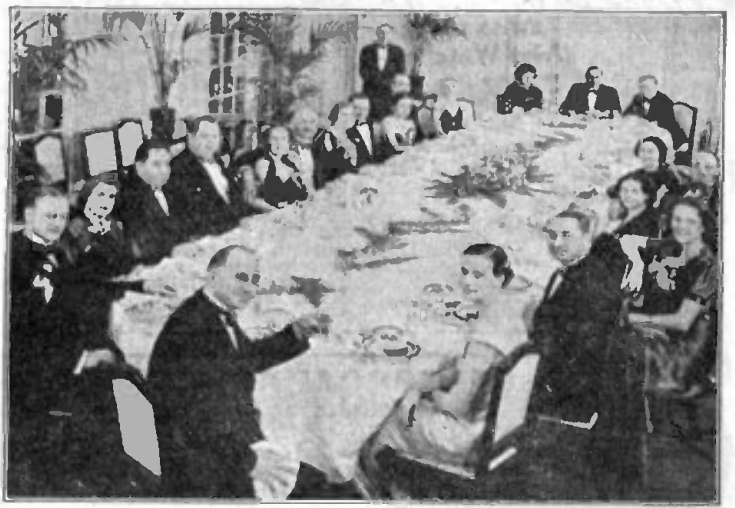
MAKE BIG MONEY
From Now Until Christmas Selling
JUMBO TURKEY BOARDS
A Real Flash that Readily Sells at \$1.00 Each
150 Holes. No Numbers Over 150
BRINGS \$21.45 AND SELLS
1 Turkey, 1 Goose, 1 Duck and 2 Chickens
Price \$3.00 per Doz. \$22.50 per 100
Sample, \$1.00
Remittance With Order or 60% on C. O. D.
Arcade Novelty Co., 927 Walton Ave., St. Louis, Mo.



BIG PROFITS-FAST PLAY
6 LARGE ASSORTED FISHING & HUNTING KNIVES
Prize Colored.
On 300-McLo Be Board, Price Out \$2.10 In Operation (\$14 Packages). Brings In \$18.00 NET TAKE. \$12.90.
No. B115—Sample, \$3.25. 12 Lots, Each \$3.00.
25% With Order, Balance C. O. D.
OPERATORS! Write Us for Prices on All the Latest Coin-Operated Counter Games.
Our New Colored Paper Catalog Full of New 3-2-10 Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.
LEE-MOORE & CO., 188-182 W. Adams St., Chicago, Ill.



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.



RECEPTION TENDERED TO LEE S. JONES AND HIS BRIDE, Dorothy Harrison, of Detroit. Reception was given at the Hotel Sherman, Chicago, Sunday evening, October 21, and a number of Chicago coin machine notables are to be seen in the picture.

**RECONDITIONED
PAYOUT GAMES**

KEENEY'S MAMMOTH, \$20.00

HOLLYWOOD, 25.00

CREDITS, (Like New) . . 42.50

BALLY DERBY
BALLY ALL STARS
BALLY PEERLESS
PAMCO PARLAY
RED SAILS
\$ 45.00

Gottlieb DAILY RADES \$69.50
(Single Mystery) BALL
FREE BALL 20.00

WHIRLPOOL (10 Ball Ticket Model) 15.00

DAVAL'S REEL "21" . . 23.75

DAVAL'S RACES 17.50

CLOSE-OUT ON TICKETS FOR MILLS TICKETTES. Per 1,000.. 75c

NEW!!!! NEW!!!!
DERBY DAY, STOP & GO, BREAK-NESS, PANGO BELLS, BLUE BIRD.
Write for Prices on Above Games. All Games for Immediate Delivery.

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR A COMPLETE LIST OF NEW & USED GAMES.

1/3 Deposit With Order, Balance O. O. D.

UNITED MACHINE CO.
1124 HARMON PLACE
MINNEAPOLIS, MINN.

**New Distrib Gets Ready
For Opening Celebration**

NEW YORK, Oct. 24.—The Fishman-Schlesinger Distributing Company is making ready its spacious office and display quarters for a big opening party. Joe Fishman has a force of carpenters and decorators at work and when finished he claims he will have something to show in the East.

There will be a special meeting room for operators so that the boys can meet and discuss the various problems which may arise here. A special showroom so constructed that it will get light from various angles will also be one of the outstanding features. This showroom, according to Joe, will be the best of its kind that has been seen here.

Private offices for Joe and Al Schlesinger have been arranged and are considered the most ideal for any firm. Plus the private offices of both men, there will be an adjoining conference room which will be the first of its kind in the city. A large and complete repair department is planned which is sure to meet with the approval of operators. The repair department will be captained by leading coin-machine mechanics.

The general offices will occupy a large part of the new quarters. They will be so arranged that operators will be able to get their business completed in a short time. Speed and efficiency are the rule in this setup. The showrooms and offices are expected to be completed on October 31, when a huge celebration and party will be held for all the city's operators and jobbers. Invitations will also go forward to jobbers and operators in New Jersey and Connecticut and thruout the up-State counties.

Offer Variety in Games

CHICAGO, Oct. 24.—Variety is not only the spice of life, but a necessary factor to the operator of today. In the average territory there is such an array of locations that meeting requirements calls for an extremely diversified line. Many a location has been lost because of a misplaced machine.

Gerber & Glass, distributors of new and used automatic machines, carry every type of coin-operated device imaginable. They are fully equipped to solve any operator's problems.

In complete accordance with their policy, every used machine presented to the market must undergo a complete rejuvenation before it is sold. Any Gerber & Glass customer that is not satisfied has the right to recall the transaction.

TURF CHAMPS

*Dominates
The Entire
Field!*

TICKET MODEL



\$137.50

ELECTROPAK EQUIPPED

STONER CORPORATION
Aurora, Illinois

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS.

Mr. Zilch says...

Why tolerate batteries when you can save their cost 10 times yearly by using

ELECTROPAK

ELECTRICAL PRODUCTS COMPANY, INC.
6527 RUSSELL STREET - DETROIT, MICH.
CHICAGO OFFICE: 422 N. JACKSON BLVD.
NEW YORK OFFICE: 111 E. 42ND ST.

BETTER THAN A PUNCH-BOARD!

AWARDED

O.K. 5 BALL GUM VENDOR

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200.

Capacity: 1200 BALLS

TAKES IN \$60.00. PAYS OUT \$30.00 IN TRADE AWARDS.

A STEADY MONEY MAKER AND WONDERFUL TRADE STIMULATOR.

PRICE ONLY \$15

For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE

WRITE FOR QUANTITY PRICES

D. ROBBINS & CO.
1141 DE KALB AVE. B'KLYN, N.Y.



THE MAN with the big broad smile is Ed George, of Ed. George Novelty Company, Akron, O., on his way to the Rock-Ola phonograph division, where he placed a large order for the new Rock-Ola Rhythm King. Mr. George reports business conditions in Akron as most favorable since 1929.

IMMEDIATE DELIVERY

STONER'S TURF CHAMPS

ROLL-A-MATIC'S 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.

Superior WORLD'S FASTEST GROWING SALESBOARD FACTORY

Players Copy the Ball Up the Field Punching in Line Jackpots

GALLOPING GHOSTS

Tickets Printed in Football Terms with Hi-Lo Numbers as Thrilling as the Game Itself—Touchdown (one punch in each jackpot) pays up to \$35.00.

1,000 Hole—20 Section—50 Board
Board Taken In \$50.00
Pays Out (Average) 23.47
Profit (Average) \$26.53

Thick Board with Easels and Celluloid Jacketed Protector.
PRICE \$3.93, PLUS 10% U. S. TAX.
Write for Sales Messenger.

SUPERIOR PRODUCTS, Inc.
14 No. Peoria St., Dept. B, CHICAGO

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

GET INTO BIG EASY PROFITS with the FULL HOUSE OF WINNERS

ACE OF SPADES

"The 3 Games we present here are 100% mechanicaly perfect in every detail. They're the best money makers in the industry today! Every Game is SOLD with a "MONEY - BACK GUARANTEE." AND every Game has already been proven a WINNER for Big Ben. Better, Easier and Steadier PROFITS! Don't delay—RUSH YOUR ORDER TO US TODAY!"
—PAUL GERBER.



ACE OF HEARTS

"Remember—when you buy from us our service continues AFTER the sale! That's why hundreds of operators order ALL their games from Paul and myself! Get the BEST BUY for your money! Don't be satisfied with substitutes—ORDER FROM US TODAY—GET GUARANTEED SATISFACTION and your money's worth EVERY WAY!"
MAX GLASS



ACE OF DIAMONDS

THE ONLY SILENT ACTION RACE HORSE COUNTER GAME!

PARADE RACES

WIN PLACE SHOW

\$17.50

TAX PAID 4-WAY PLAY

Rush Your Order TODAY!!



ACE OF CLUBS

A EXCEL

THE GREATEST PIN GAME IN HISTORY FOR BIG, STEADY PROFITS!!

RUSH YOUR ORDER!

★ Buy Excel It's The Best

\$54.50

TAX PAID



ACE OF SPADES

A REEL "21"

FREE 7-DAY TRIAL

RUSH YOUR ORDER TODAY! IT'S THE BIGGEST IN THE MONEY-MAKER HISTORY!

Only **\$23.75**

TAX PAID 4-WAY PLAY



"The World's Foremost Distributors of Winners for Operators!"
GERBER & GLASS, 914 DIVERSEY, CHICAGO

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

THIS WEEKS SPECIAL PENNYPACKS

(USED)
\$9.00

SMASH THROUGH THAT LINE
That is Holding You Back from Bigger and Better Profits with WESTERN'S Spectacular New Game,
CENTER SMASH

Don't Miss WESTERN'S Sensational Odds Changing 10-Ball Novelty Game,
COUNTRY CLUB

Write for Our Latest Price List on 1,000 Reconditioned Payouts and Pin Tables.

ATLAS NOVELTY CORPORATION

2300 N. WESTERN AVE., CHICAGO, ILL.

1803 1/2 PPH AVE., PITTSBURGH, PA.

Personal Service

Cuts Operating Costs

CHICAGO, Oct. 24.—Saving operators \$7.50 to \$15 per year on each electrically operated game, the Epcu Fuse Eliminator, manufactured by the Electrical Products Company, of Detroit, is one of the most highly developed devices of its kind.

Lasting forever, with no replacements necessary, this eliminator assures constant fuse service. It is easily installed, requiring no mechanical knowledge. Clamped by ordinary screws to the interior of the side board of the machine, with wires attached, a small hole is then drilled opposite. When the circuit is overloaded or shorted a small spring clicks out to break the circuit. After the proper adjustment has been made the eliminator can be reset by merely inserting a toothpick or match into the role and pushing the spring back into place. It requires no loosening of parts and thus precious operating time is not lost. Officials of this company state their research shows that fuse trouble, although seemingly insignificant, is one of the most dangerous profit killers in the business. Essentially simple in construction, this eliminator will last as long as the machine and longer.

The Electrical Products Company is also the manufacturer of Electropak, Adaptapak and Electrolok. Their products are considered as standard equipment in many machines on the market.

Radio Rifle in Store Window

CHICAGO, Oct. 24.—A new and novel form of operating shooting machines was started by Jack Sturm, local operator, who has placed a Tom Mix Radio Rifle in a store window of a recreation parlor, where it is said to be creating a sensation. Visible from the sidewalk, people passing by always stop to see the attraction. The rifle not only enjoys a steady play but acts as a ballyhoo for the recreation parlor, and Sturm states it has increased the business 83 per cent since the Radio Rifle was placed on location. Thru this novel operating plan and nat-

ural demonstration Operator Sturm says he has secured 26 additional locations in less than one week's time.

Big Sales on Railroad

BOSTON, Oct. 24.—Bernard Blatt, president of Atlas Coin Machine Company, Boston, claims his firm is receiving better reports than ever on Railroad, the new seven-coin chute game by Milla. Every operator who has purchased one of the machines has reordered more on the strength of past performances of current games. Blatt states.

The Railroad game, equipped with the new motor-driven payoff unit and bent coin ejector, is also made in a ticket model which works out very satisfactorily for closed territories.

According to Blatt, Railroad locations have increased business a bit better than 100 per cent.

YEAH, MAN! HERE IT IS!!



THE DADDY OF ALL "FREE PLAY" BOARDS

FREE-FOR-ALL

No. 4050 — 4000 Holes

2000 FREE PLAYS

Takes in \$100.00
Definite Payout 50.00
GROSS PROFIT \$50.00

PRICE EACH, **\$4.80** Plus 10% Tax.

Price includes Easels and Fraud-Proof Tickets for Big Winners.

Get our Complete Catalog. Write, stating Your Line or Business, to

HARLICH MFG. CO.

1411 W. JACKSON BLVD.
CHICAGO, ILLINOIS



SAM G. COHEN, owner of the Atlanta Coin Machine Exchange, Atlanta; his charming wife, and "If" Webb, manager of the phonograph division of the Rock-Ola Manufacturing Corporation. Back of them is Sam's new automobile, which he broke in by driving to Chicago from Atlanta. Sam says his pride in his new car is only exceeded by his admiration for Rock-Ola's new 1937 Rhythm King phonograph.

EXHIBIT'S "SHOOT-A-LITE"

PHOTO ELECTRIC RIFLE TARGET MACHINE

ONLY \$198⁵⁰

WHY PAY MORE?



SHOOT-A-LITE is not an experiment. As pioneer builders of coin-operated photo-electric equipment our knowledge gained through a year and a half producing and perfecting photo-cell equipment permits us to give you SHOOT-A-LITE at this amazing low price.

SHOOT-A-LITE is a proven product mechanically perfect in every detail. Why take chances when you can buy SHOOT-A-LITE and be sure of 100% satisfaction.

NEW PROVEN FEATURES

SHOOT-A-LITE comes to you with every proven money making feature. Moving targets that are new and different. Additional insert targets can be furnished. SHOOT-A-LITE is handsome—its beauty and money-getting ability is wanted by every location. Beauty—color—moving targets—flashing lights—automatic light-up hit register—sound effects—adjustable pedestal—proven trouble-free mechanism—EVERYTHING you need to get the best locations has been built into SHOOT-A-LITE. Be the first in your territory with the best. RUSH YOUR ORDERS TODAY.



ADJUSTABLE FOR HEIGHT AND DISTANCE. CAN ALSO BE HUNG ON WALL OR FROM CEILING.

ORDER NOW - TODAY

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO, ILL.

SALESBOARD OPERATORS!

- ★ Opens Thousands of New Locations!
- ★ Woman-Appeal Makes Your Boards Move Fast and Easy!
- ★ Increases Your Profits!

FUR COATS Black Seal Skin, Dyed Ooney... \$10.00

COATS Black Seal Skin, Dyed Ooney... \$20.00

MUFFS Seal Skin, Dyed Ooney... \$3.00

SCARFS Silvered Beauf. Looks Like Genuine Silver Fox... \$6.00

All merchandise beautifully made in latest models, in a variety of designs. Every woman will play any board to win one. Every man will play at any price to bring one home to his wife or sweetheart. All prices guaranteed to be lowest you can get anywhere. Write today for FREE complete SALESBOARD OPERATORS' CIRCULAR.

Order today! 25% deposit with order, balance O. O. O. Your money (less freight charges) cheerfully refunded if you are not 100% satisfied with our merchandise.

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

Milwaukee Jury Okehs Diggers

MILWAUKEE, Oct. 24.—Digger-type machines are not gambling devices, a Municipal Court jury decided here Thursday afternoon. Reversing a lower court verdict, the jury found Edward Schilling, former tavern operator, not guilty of maintaining a gambling device.

Motion of Carl Zeldler, assistant city attorney, that Judge Max W. Nohl return a judgment in spite of the jury's verdict was denied by the court.

Schilling had previously been fined \$25 and assessed costs of \$105 when found guilty by a district court. His case marked the first conviction in which a digger machine figured here.

Great interest was exhibited by tavern operators in the test case. Approximately 60 were in court.

Frisco Chief in Favor of License

SAN FRANCISCO, Oct. 24.—San Francisco is overlooking an excellent opportunity to raise her annual revenues by an estimated half million dollars, Chief of Police William Quinn said today, suggesting that the board of supervisors look into the matter of licensing pinball machines.

"The pinball machines have been declared by local juries to be games of skill and not of chance," Chief Quinn stated. "There are from 25,000 to 50,000 such machines operating in this city and if the supervisors would pass an ordinance taxing the machines that would mean considerable revenue for the city."

Chief Quinn does not advocate the taxing of machines that are considered illegal here. He pointed out that in other communities pinball machines are doing their part toward the support of city governments by taxation.



We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25¢." Also "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35¢."

Size	1c to 25c Cards with 10 Free	1c to 35c Cards with 10 Free	Per Doz.	Per 100.	Per 500.	Per 1,000.
90	\$14.45	\$14.50	\$0.84	\$3.97	\$23.84	\$114.01
70	13.95	18.00	.98	6.44	28.00	48.14
75	15.20	19.75	.98	6.73	27.21	50.19
80	16.45	21.50	1.01	6.98	26.34	52.24
100	21.45	23.50	1.17	8.12	32.83	60.31



Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof namo registry.

HAMILTON MFG. CO. MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% gov't. tax to all prices.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS 44 Boxes of High-Grade Candy. A Gc Salesboard. **• TAKES IN \$15.00**

QUICK TURNOVER DEAL

Every Punch Receives a 1-Lb. Box of Candy. Run From 1 to 30. **24 WINNERS** 24 1-Lb. Boxes of Candy. 1 24-Hole Salesboard. **• TAKES IN \$8.00**

CANDY HOLIDAYS 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 1/2 Dozen to Dozen.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK N. Y.

MARK DOWNS

- RECONDITIONED 1-BALL AUTOMATICS
- PUR 'N' TAKE \$12.50
- GOLD RUSH 12.50
- PANCO PARLAY 40.00
- BIG SHOT 37.50
- BALLY DERBY 55.00
- BALLY ALL STARS 45.00
- BALLY PEELERS 42.50
- JUMBO (Special) 32.50
- PANCO UP A LOCKA 65.00
- KEENEY'S GRAND SLAM 49.50
- MULTIPLE 72.50
- PANCO CHASE 58.00
- ALAMO 65.00
- CREDIT 55.00
- DE LUXE 40 29.50
- CHALLENGER 72.50
- ROUND UP 65.00
- DAILY LIMIT 29.50
- GALLOPING PLUGS 65.00

Everything Advertised on Hand. Terms: 1/3 Cash, Balance O. O. O. American-Southern Coin Machine Co. 407 Baronne St., NEW ORLEANS, LA.

A 9 FOOT GAME

PRICED AT \$75 LESS THAN OTHERS ON THE MARKET:



Electropak Equipped . . .
Electrical Scoring System.
Trouble-free Mechanism.
Animated Lights Flicker on Back Rack . . .
Cheatsproof Against Every Known Method.
No Lost Balls—Visible Ball Count.
Score Automatically Cancelled if More Than 9 Balls Played.

ROLA SCORE

\$179.50

F. O. B. Chicago

IMMEDIATE DELIVERIES
RUSH YOUR ORDER TODAY!

New York Distributor

SUPREME VENDING CO., Inc.

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CHICAGO COIN Corporation

1725 W. DIVERSEY BOULEVARD · CHICAGO, ILL.

LOOK!-OPERATORS AND JOBBERS-LOOK!

MOSELEY CAN MAKE PROMPT SHIPMENT OF THE FOLLOWING NEW MACHINES THE LEADING MONEY MAKERS TODAY

PACES RACES, BALLY'S PREAKNESS, ROOK-OLA'S BIG BANK NIGHT, ROOK-O-BALL, MONTE CARLO, OVAL'S 21, RACES, EXCEL, MARBLE OAME, PACIFIC'S MARKSMAN, WURLITZER'S SKEE BALL, GROETOMER'S BLACK JACK 21 and HIGH STAKES, STONER'S TURF CHAMP and SHORT BOX, and also DUCK SOUP, the penny game that gets all the pennies. If you are a jobber write us and we will quote you jobber's prices.

FLOOR SAMPLES AND SLIGHTLY USED MACHINES		EACH	
2 PALOOKA JR.	50.00	X ZAGT COFFEE DISPENSERS, Pur Dose	5 15.00
7 PAMCO CHASE	37.50	18 SNAOKS, 3 Compart Nut Vend.	13.50
3 GALLOPING PLUGS	52.50	6 CLEARING HOUSE	8.00
5 DAILY RACES	40.00	35 TIT-TAT-TOES	5.75
3 PAMCO PARLAYS	38.00	13 PENNY PADKS	0.50
2 CREDITS, Like New	00.00	8 PENNY PADKS	7.50
4 DOUBLE HEADERS	32.50	1 DUCK SOUP (New), Por Dog, EA	1.25
2 PINK WITTERS	35.00	2 PACES RACES, 5c Play, Cash Payout, Serial 3790 and 3798	325.00
1 HIALEAN	42.50	1 25c MILLS MYSTERY, J. P. G. A. V., Like New, Serial 38039	75.00
1 BONUS, Ticket, Like New	45.00	1 10c YELLOW FRONT J. P. G. A. V., Perfect Condition, Ser. 30845	45.00
1 VELVET, All Tickets	60.00	1 5c FUTURITY J. P. G. A. V., Serial 37962	75.00
2 HURDLE HOPS, Ticket	60.00	6 REPEATERS (Like New)	20.00
1 JUNRO	39.50	1 ACE	15.00
1 MAMMOTH, Cash Payout	20.00	1 GRAND PRIZE	15.00
1 PACES RACES, 5c Play, Check Sample, Floor Sample	400.00	1 PEELERS (Cash Payout)	39.50
1 PACES RACES, Cash Pay; Never on Location, 5c Play, F. S.	385.00	1 RED SAILS	35.00
2 PACES RACES, 25c Play, Serial 3803-3800	350.00	1 DOUBLE SCORE	15.00
10 BALLY ROLLS, Like New	170.00	1 IVORY GOLF	15.00
1 EVANS ROULETTE, Latest Mod.	125.00	1 DIO FIVE	15.00
1 PALOOKA SENIOR	87.50	1 TYCOON	35.00
2 MILLS No. 801 VIOTROLAS, Wonderful Bargain	50.00	2 FUTURITIES, 25c Play, J. P. V.	75.00
2 MILLS TROUBADOUR, Wonderful Bargain	50.00	1 FUTURITY, 5c J. P. Slide Vender	70.00

WE HAVE 5 BRAND-NEW GALLOPING PLUGS, CASH PAYOUT, AT \$75.00 EACH, AND 5 BRAND-NEW PALOOKA JUNIOR, TICKET AND CASH, AT \$80.00 EACH.

All orders must be accompanied by 1/8 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., 300 BROAD ST., Richmond, Va.

DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5324.

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.



FREE REEL "21"

ON 10 DAYS' TRIAL WITH UNCONDITIONAL GUARANTEE AT ONLY \$23.75 TAX PAID!

RUSH YOUR ORDER TODAY!

ROYAL DISTRIBUTORS, INC.

1125 BROAD STREET NEWARK, N. J.



THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Avoiding the **MAIN ISSUE**
with **BALLYHOO!**



Unethical manufacturers, who offer the "same type o. equipment," are **AVOIDING THE MAIN ISSUE . . . NAMELY, MECHANICAL RELIABILITY AND EARNING POWER!** Let's look at the record! Attempting to mislead operators, these manufacturers are making claims. True enough, they are trying to imitate the **ORIGINAL SEEBURG RAY-O-LITE RIFLE RANGE . . . but without success!** Their record? . . . an unproven mechanism positively devoid of any assured earning power. Compare this with the proven facts concerning the **ORIGINAL SEEBURG RAY-O-LITE RIFLE RANGE.**

The **RAY-O-LITE RIFLE RANGE** was developed after two years of intensive research, entailing test after test, to protect against the slightest imperfections. From the very beginning, **SEEBURG'S** designing engineers realized that they were the creators of a highly-specialized type of amusement machine which heralded a new epoch in the industry. Consequently, every effort was exerted to make this machine the "Rolls-Royce of Coindom."

This is why many thousands of **RAY-O-LITE RIFLE RANGES**, placed on location within 20 months, have achieved an **UNSURPASSED PROFIT AND OPERATING RECORD** beyond greatest expectations.

Swing in line and realize big profits with the outstanding amusement plank in the industry's platform . . . It's backed by over thirty years of **J. P. SEEBURG CORPORATION'S** high-standard manufacturing leadership!

Order today for immediate delivery . . . or write for information.

 **RAY-O-LITE** 
The SEEBURG

the Original
RIFLE RANGE

★
Shoots a Ray-O-Lite at
a Moving Duck Target

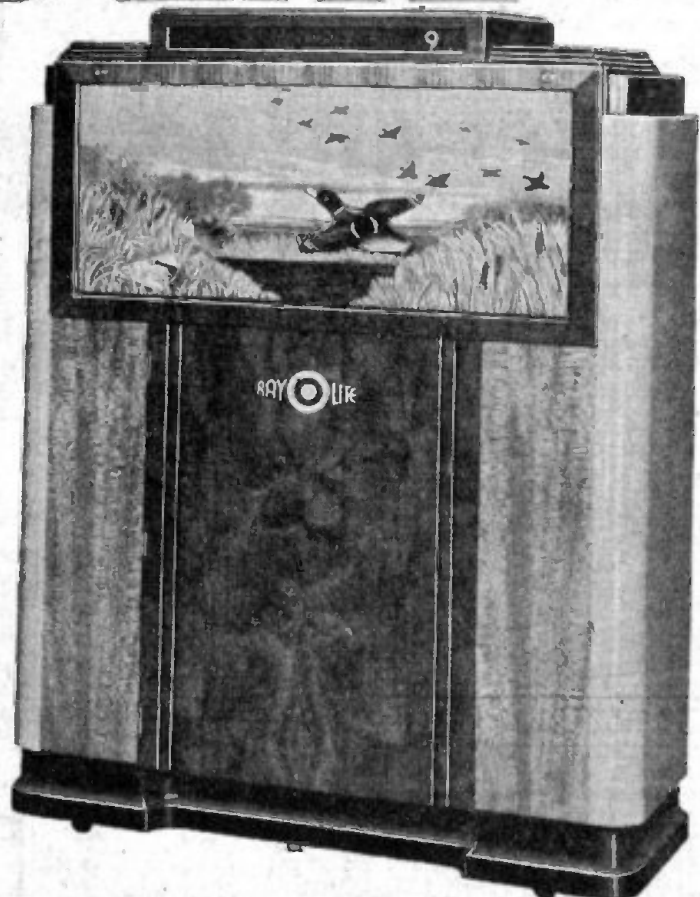
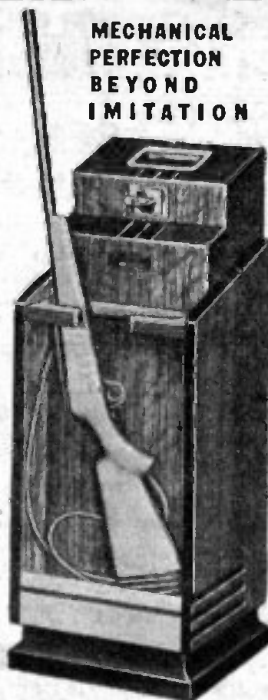
★
REGULATION SIZE RIFLE

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**ULTRA-MODERNISTIC
MATCHED WOOD CABINET
AND GUN STAND!**

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Protected by Patents Nos.
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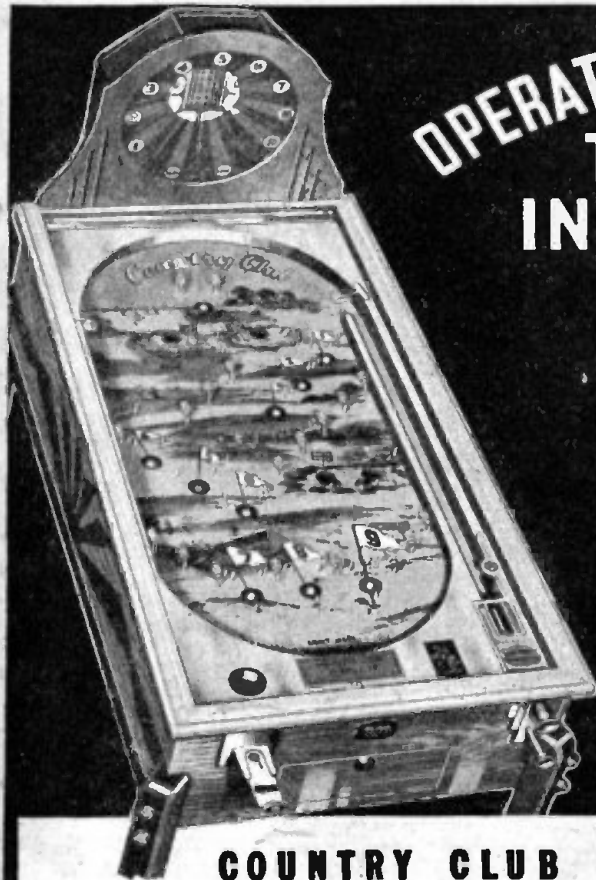
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PERFECTION
BEYOND
IMITATION**



THE SEEBURG FRANCHISE IS MORE VALUABLE!

J. P. SEEBURG CORP. 1510 DAYTON STREET
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OPERATORS-GO WESTERN!
THAT'S GOLD
IN THEM THAR
MACHINES!



OPERATE THIS UNBEATABLE COMBINATION

COUNTRY CLUB

A STRAIGHT TABLE WITH PAYOUT THRILLS—SPINNING ODDS—NEW SUPERB ACTION—CONSECUTIVE SCORING—DOUBLE POCKET—AUTOMATIC ANTI-TILT—VISIBLE SLUG PROOF COIN CHUTE—DE LUXE CABINET 20" x 40"—POSITIVE MECHANICAL PERFECTION.

49.50

WESTERN EQUIPMENT and SUPPLY CO.

925 W. NORTH AVE. CHICAGO, ILL.

TOP 'EM

A REAL GAME OF BLACK JACK in a marvelous new 1 BALL AUTOMATIC PAYOUT. The insertion of a coin spins the illuminated odds dial which shows the odds on all pockets. . . . As the big bronze ball passes thru a channel it lit-up the number to be bet on the backboard. "BUST" pays out on any pocket. It's the tops in playing appeal and big profits! VISIBLE ESCALATOR COIN CHUTE DE LUXE 24" x 50" MODERNISTO CABINET—WESTERN DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT.

\$139.50

Power Pack or Batteries Optional

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Ticket Model No Charge for Check Separator

RACES

Beautifully designed, Silent Mechanism, 4-Way Play—1c, 5c, 10c and 25c Play through spin slot.

Proven by many weeks on test locations to be the biggest money maker of any counter game.



Order your Sample today. A few days on location will make you order more.

\$17.50

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 sets out of order. Made in Gc. 10c, 25c and 50c Play.

BALL GUM 15c a Box 100 Pieces. Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

REEL "21" 10 DAY TRIAL \$23.75 Double Door & Register, \$2.00 Extra.

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio



TREMENDOUS VALUES IN PAYOUT TABLES

THOROUGHLY RECONDITIONED BY FACTORY EXPERTS.

PACES RACES (Serial No. Over 3,000, Black Cabinet) . . .	\$275.00	De Lute "48" . . .	\$27.00
Challenger . . . \$70.00	Bonus . . . \$49.00	Barfa Ball . . .	\$7.00
Daily Races (Mystery) . . . 70.00	Peoples . . . 49.00	Big Five, Sr. . .	27.00
Daily Races (Multiple) . . . 49.00	Wisdom . . . 42.00	Big Five, Jr. . .	25.00
Fence Buster . . . 69.00	Atom . . . 47.00	Big Five, Jr. (Five Game Unit) . . .	25.00
McDer . . . 65.00	Sunshine Derby . . . 44.00	Acos . . .	22.50
Credit . . . 63.00	Jumbo . . . 30.00	Stampede . . .	18.00
Daily Derby . . . 63.00	Golden Harvest (10 ball) . . . 34.00	Varsity (5 b.) . . .	15.00
Tycoon . . . 49.50	Prospector . . . 33.00	Put 'N' Take . . .	13.00
Brokers Tip . . . 49.00	Big Spot . . . 28.00		

1/3 Deposit, Balance C. O. D., F. O. B. Chicago, 1407 Divorcy Blvd. CHICAGO, ILL.



MONEY TO BANK with BANK-O-MONEY

Finest Money Maker ever made—400 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 CO. 1023-27 Race Street, PHILADELPHIA, PA.

BOWLETTE
 KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME. IMMEDIATE DELIVERY! 2 SIZES 14 FOOT NEW! 10 FOOT SIZE
 12 Coin Escalator. 3 Balls. GUARANTEED 100% SILKENT. Light-Up Score Board. Perfect Mechanism.
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WE'RE SHOOTING BOTH BARRELS
ON THE GREATEST GUN-LITE
MONEY MAKER EVER BUILT...

KIRK MARKSMAN



"There MUST be a REASON," say Operators and Jobbers all over America! Yes—there IS a REASON — in fact — a HUNDRED, even THOUSANDS of REASONS why LARGER Distributors, Operators and Jobbers have awakened to the Splendid OPPORTUNITIES offered in "MARKSMAN." It's simple! They came by plane, auto and train. They made the rounds of "MARKSMAN" locations. What they saw — what they FELT when those "MARKSMAN" Cash Boxes were opened would CONVINCE anybody! They WERE convinced — you'll be CONVINCED. But it takes "MARKSMAN," the only device of its kind, to do it!



MODERN VENDING COMPANY



MARKSMAN

PATENTS PENDING
will be your protection against any inferior duplications by unethical manufacturers.

NEW REPLACEMENT UNITS GUARANTEE YOUR INVESTMENT!
Gun-Lite Equipment that "has been" here is gone. Others will come and "go-by-the-board." Not so with "MARKSMAN"! New REPLACEMENT TARGETS will keep "MARKSMAN" alive FOREVER! Why look further?

FURNISHED WITH GUN STAND AND TRUE DUPLICATE OF REGULATION FOWLING PIECE.

5

CONVENIENT TYPES OF INSTALLATION

- HIGH STAND
- LOW STAND
- WALL MODEL
- CONSOLE
- SUSPENDS FROM THE CEILING



C·R·KIRK AND COMPANY

 4309-39 West Lake St., CHICAGO, ILL.
Manufacturers of Automatic Coin Devices

NEW YORK DISTRIBUTORS • MODERN VENDING CO., 656 BROADWAY, NEW YORK CITY

WHILE "LAME DUCK" GAMES GO LIMPING OUT-
IN COMES
PAMCO FLYING DUCK and **PAMCO MARKSMAN**



U. S. Patent
2,052,678

FLYING DUCK



MARKSMAN

PATENTS APPLIED FOR

**THEY MUST
BE GOOD!**

- 5 DIFFERENT TYPES OF INSTALLATION**
- HIGH STAND
 - LOW STAND
 - CONSOLE
 - WALL MODEL
 - SUSPENDS FROM THE CEILING

3 SPEEDS

- **SLOW** for the novice. Wing moves at retarded speed.
- **MEDIUM** for the average shooter. Wing moves slightly faster.
- **FAST** for the crack-shot experienced sharpshooter as one handicaps another.

ALL-SKILL, ALL-LEGAL!

SO GOOD and so much BETTER—that rotting "lame-duck" units are moaning their customary "swan song." The FACT is—the public demands FLASH—SPLENDOR—and CLEVER LITE-UP ANIMATION! Both "MARKSMAN" and "FLYING DUCK" provide these features with a SUPER-ABUNDANCE of True-to-Life shooting APPEAL! Engineered by experts over many long months—you'll enjoy operating Pamco "MARKSMAN" and Pamco "FLYING DUCK" with their uninterrupted TROUBLE-FREE performance. You'll agree with a HOST of experienced coin machine men who've seen them in operation—that Pamco "MARKSMAN" and "FLYING DUCK" are the BEST yet! Why look further?

PERPETUAL LIFE GUARANTEED!

New—Fresh—Live Targets will be furnished at regular intervals at nominal cost. These will keep INTEREST running HIGH—and INSURE your investment against any depreciation whatsoever!

PAMCO'S PAY AS YOU PROFIT PLAN
 Permits Operators, Jobbers and Distributors to purchase these units out of EARNINGS!



PACIFIC AMUSEMENT MFG. CO.
 4223 WEST LAKE ST. ● CHICAGO, ILL.
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PREFERRED PAYOUTS

Gottlieb Payouts are preferred because top earnings and trouble free operation has been proven in all types of locations throughout the country.

Operators recognize that Gottlieb is FIRST with a NEW idea and are assured of smooth mechanical performance. Invest wisely—order these winners!

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. Touch-down 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!



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 original 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!



★ 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.

★ AWARDS

Mechanically Adjustable. Invisible Control in Light-Up Rack.

★ ESCALATOR

A.B.T. or Gottlieb Belt Type Optional.

★ MOTOR DRIVEN Payout Unit

Accurate, jam-proof, smooth action payouts.

★ MAMMOTH Cabinet 54"x26"

Beautiful design—rigidly constructed by expert craftsmen.

IMMEDIATE DELIVERY

Any of These Four Games

\$149⁵⁰

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 locations 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!



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!



D. GOTTLIEB & CO.

2736-42 N. Paulina St. CHICAGO, ILLINOIS

DAILY RACES STILL GOING STRONG

DAILY RACES STILL GOING STRONG

10,000 OPERATORS CAN'T BE WRONG

WHEN hundreds of distributors . . . serving some ten thousand operators in all sections of the country . . . write, wire and phone their demand for continued volume production on PREAKNESS . . . *it's time to set aside the famous BALLY LIMITED PRODUCTION POLICY* and let the world know that . . .

. . . **BALLY WILL NOT GO OUT OF PRODUCTION ON PREAKNESS!** The mountains of back orders piling higher every day *will be filled*. The thousands of repeat orders which distributors are now receiving . . . *the additional thousands they will receive during the next thirty to ninety days . . . all will be filled*. Bally pledges to continue double-shift production on PREAKNESS for an indefinite period . . . for another year if necessary!

By this revolutionary change in policy, Bally offers every operator in America an opportunity to collect the \$75 to \$175 weekly profits now being earned by PREAKNESS. An opportunity to cash in on a *CHANGING ODDS* sensation that puts even Bally Derby in the shade. An opportunity to get in on a *1-SHOT PAYOUT* boom that has already surpassed Jumbo in sales volume and earnings to operators. An opportunity to reap a fortune with a race game that *PAYS ON FOURTH PLACE*, as well as on Win, Place and Show . . . with *28 WINNERS* possible on one board and a *40-to-1 TOP* . . . the most dynamic, dramatic, sizzling-action, sparkling-flash game ever created!

You'll be operating PREAKNESS six months, a year, two years from now. But remember . . . the sooner you start in a really big way, the more money you'll make! Give your jobber your volume order . . . and to avoid delays in delivery **DO IT NOW!**



PAYOUT
\$149.50

TICKET MODEL \$159.50

POWER-PAK
EQUIPPED
F. O. B. CHICAGO

BALLY MANUFACTURING CO.

2640 BELMONT AVE.

CHICAGO, ILL.

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Order **PREAKNESS** today!

★ ★ ★ *Now you have a pay table*

ONE BETTER

than anything else in your territory

IT'S ROCK-OLA'S NEW ONE SHOT HIT

ONE BETTER!



★ This big new pay table by ROCK-OLA is named ONE BETTER because the play is based on the clever new idea of scoring a number, then winning by scoring another number one better than the first. More than that, it is named ONE BETTER because, on actual test right out on location, it proves itself to be ONE BETTER than anything else in the pay table field!

★ Experienced operators know that the demand today—more than anything else—is for a pay table easy and simple to play. Of course, it must be large and impressive. Colorful. Attractive. Appealing!

★ ONE BETTER is all that—and then some! ★ The play on ONE BETTER is the most simple . . . the most easily understood of any table ever built. When the big 1 inch steel ball first enters the playing field, it passes a row of switches numbered from 15 to 20. The number of whichever switch the ball rolls over is instantly flashed on the brilliant ONE BETTER light-up panel. Then the ball rolls down toward another row of switches which determine the odds—and as the ball rolls through one of them, the odds are posted on the light panel! So—the ball continues on its way down the field towards another row of switches. These are numbered from 16 to 21. If the ball rolls through a switch numbered one higher (ONE BETTER)

than the first number lighted—he wins—and his odds are already determined and shown on lights!

★ Simple? Yes. Appealing? Plenty! All you have to do is get ONE BETTER—and you win!

★ Better wire your distributor—for it's a safe bet! You will want plenty of ONE BETTER!

ROCK-OLA MFG. CORP.

800 N. Kedzie Ave., Chicago, Ill.

\$137⁵⁰

Ticket Unit \$10 Extra



Operators! PLAY THEM ALL..



THE WURLITZER SKEE-BALL IS TAKING AMERICA BY STORM



...then
**DECIDE WHICH
BOWLING GAME
has the Greatest
PLAY APPEAL**

It's sound business to investigate before you invest. That's why Wurlitzer urges coin machine operators to COMPARE ALL the bowling games for PLAY APPEAL before deciding which one to buy.

Remember, it's *this* factor that keeps the crowds coming—that keeps the game in constant operation—that multiplies its profit possibilities and lengthens its life. In this connection, note that the WURLITZER SKEE BALL incorporates every factor that contributes to play appeal. It's a big, substantial, full-sized game with an athletic feel that invites continued competition—greater operator profits. Wurlitzer Skee Ball is the original SKEE BALL with all the tried and proven principles of play appeal.

And, while you're comparing—note Wurlitzer Skee Ball's eye appeal. Its impressive, colorful beauty and style as created by Paul Fuller, famed designer of

the Wurlitzer-Simplex Phonographs. Check its substantial construction—its mechanical perfection against all others. You'll discover that no feature has been overlooked—no appeal omitted that will protect your investment— increase its earning power—prolong its profit life.

LOOK AT THEM ALL—PLAY THEM ALL—then write or wire for full details on the WURLITZER SKEE BALL. THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK.

And you'll Pick
**WURLITZER'S
SKEE-BALL**

Gets and holds the Best Locations